



CYCLE JOURNEYS



CASE STUDY

Cycle Journeys takes the right path
to operational automation with Odyssey

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Introduction

Cycle Journey's New Zealand is a leading adventure tourism company in New Zealand which has been offering unique cycling experiences on some of the country's most iconic trails. The company, known for its highly customer-centric approach and innovative use of technology, partnered with Odyssey to streamline its operations and enhance the customer experience.

Cycle Journeys was established to meet the opportunity delivered by the Nga Haerenga Cycle Trails network - initially working out of Twizel on the Alps 2 Ocean Trail and expanding to the West Coast Wilderness trail, the Paparoa Track and most recently the Tasman Great Taste Trail. Currently Cycle Journeys provides services for over 6000 customers per year undertaking multi-day cycle trips. Administration and Marketing / Finance is based in Christchurch, with depots in Twizel, Oamaru, Hokitika, Greymouth, Nelson and Samoa.





Initial Success with Odyssey

When Cycle Journeys first implemented Odyssey's fit-for-purpose operating software, it revolutionised their ability to manage bookings, coordinate logistics, and deliver personalised customer experiences. The company saw immediate benefits in efficiency and service quality, enabling them to focus more on growth and less on administrative burdens.

Geoff Gabites, the Managing Director of Cycle Journey's New Zealand, highlighted the transformation: "Moving from spreadsheets and multiple systems to an integrated solution was a game-changer. Odyssey not only simplified our operations but also elevated our service delivery, giving us the tools to offer a seamless experience to our customers."



*Elevating **service** levels with the right tools*



Expansion into New Trails and Destinations

With the foundational systems in place, Cycle Journeys expanded its operations to include additional trails, such as the Great Taste Trail (GTT), and ventured internationally by acquiring a company in Samoa. The expansion into GTT was straightforward, leveraging the knowledge and systems already in place from the successful management of the Alps 2 Ocean (A2O) trail.



Geoff shared how Odyssey facilitated this growth: “Opening a third depot on the GTT was seamless. With Odyssey, adding a new location was as simple as inputting the necessary data and integrating client bookings into our existing system. It was a natural extension of what we were already doing.”

“The degree of **sophistication** and **friendly ‘look’** of the programme provides us with an asset and business tool that takes us to a level of professionalism that reflects well on us.”



Challenges and Solutions in Samoa

The acquisition of Outdoor Samoa, a company with its own legacy booking system, presented a new challenge. The existing system was limited, lacking the comprehensive functionality that Cycle Journeys had become accustomed to with Odyssey.

An all inclusive system - one source of truth for data.

"The booking program we inherited with Outdoor Samoa was basic and didn't meet our needs," Geoff explained. "Running it alongside Odyssey this season highlighted just how far ahead Odyssey is in terms of development. The integrated reporting, operational functions, and customer management features of Odyssey were simply unmatched."



As Cycle Journeys continues to integrate the Samoan operations into Odyssey, it's finding the process increasingly easier. The experience underscores Odyssey's adaptability and the benefits of having a unified, all-inclusive system.



"It's a program built by people who understand the complexities of the tourism industry and thus have programmed it to take a lot of the hard work out of data inputting!"
Cycle Journeys Staff user



Realising Value Through Configuration



One of the standout features of Odyssey for Cycle Journeys has been its ability to configure and evolve with the business's needs. For instance, the introduction of luggage labels - simple yet robust - has greatly enhanced both staff efficiency and customer confidence. This feature, among others, has allowed Cycle Journeys to provide a professional, streamlined service, even in challenging environments.

Configured to your business

Geoff particularly appreciated the mobile app: "Our clients love having their itinerary on their phone, especially when they're out cycling. It's intuitive, always accessible and just makes their experience that much smoother."

"It's a program built by people who understand the complexities of the tourism industry and thus have programmed it to take a lot of the hard work out of data inputting!."



Financial and Operational Impact

Since adopting Odyssey, Cycle Journey's New Zealand has seen significant cost savings, particularly in staffing. By streamlining its reservation functions and reducing the need for manual processes, it has managed to increase overall revenue without a corresponding increase in administrative costs. The expansion into Samoa is expected to boost revenue by 20%, all while maintaining the same level of staffing.

Reduce costs, reduce risk, increase revenue

"With Odyssey, we've seen a reduction in our overall costs while simultaneously increasing efficiency. The system's ongoing developments continue to simplify our processes, eliminating the double entry and manual tasks that once bogged us down,"

Geoff Gabites - Owner





Conclusion

Cycle Journeys' journey with Odyssey is a testament to the power of a well-integrated, configured operating system in driving business growth and enhancing customer satisfaction. As it continues to expand into new territories and refine operations, Odyssey remains an integral part of its success, offering the tools and support needed to navigate the complexities of a growing, multi-location business.



" The impact is significant, accurate bookings, better provider relationships, streamlined communication, and a smoother customer experience from start to finish"

The team was excited about using the new system and quickly realised how beneficial it was to have everything in one solution, be able to answer customer questions easily, put complex itineraries together fast and deliver great itineraries.



Contact Us



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Nelson,
New Zealand

Thank you!

Cycle Journeys is a well-loved and highly regarded cycle tour operator based in New Zealand, known for their personal touch and deep local knowledge. We thank Geoff and his team for choosing to work with us & Odyssey, and providing this supportive testimonial and case study.

Visit them here [Cycle Journeys](#)



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