Odyssey

The Operating System for Multi-day

myodyssey.app

Odyssey

The Operating System for Multi-day Tourism

Simplicity when you need it, great depth as you grow.

Manage the complexities of multi-day tourism, ensuring your business operates seamlessly, without the hassle of spreadsheets or multiple apps

One source of truth

Odyssey is a comprehensive solution built specifically for multi-day, multi-activity adventure tourism operators, whilst handling day activities with ease.

Odyssey brings your entire operation into one system, simplifying workflows and delivering professional customer communications. Ultimately putting you in a position to create more memorable experiences for your customers.

Odyssey makes it easier for multi-day tourism operators to get things right the first time, ensuring you can coordinate customers, activities, and resources eg staff, vehicles and equipment.

No more missing data, duplication or errors

Whether you're making the move from siloed spreadsheets or stand alone apps, Odyssey brings all your data into a single view of Customer, Supplier and Logistics.

Logistics challenges solved

Integrated field operations give your team in the field the knowledge they need to deliver the best customer experience.

Next level communications

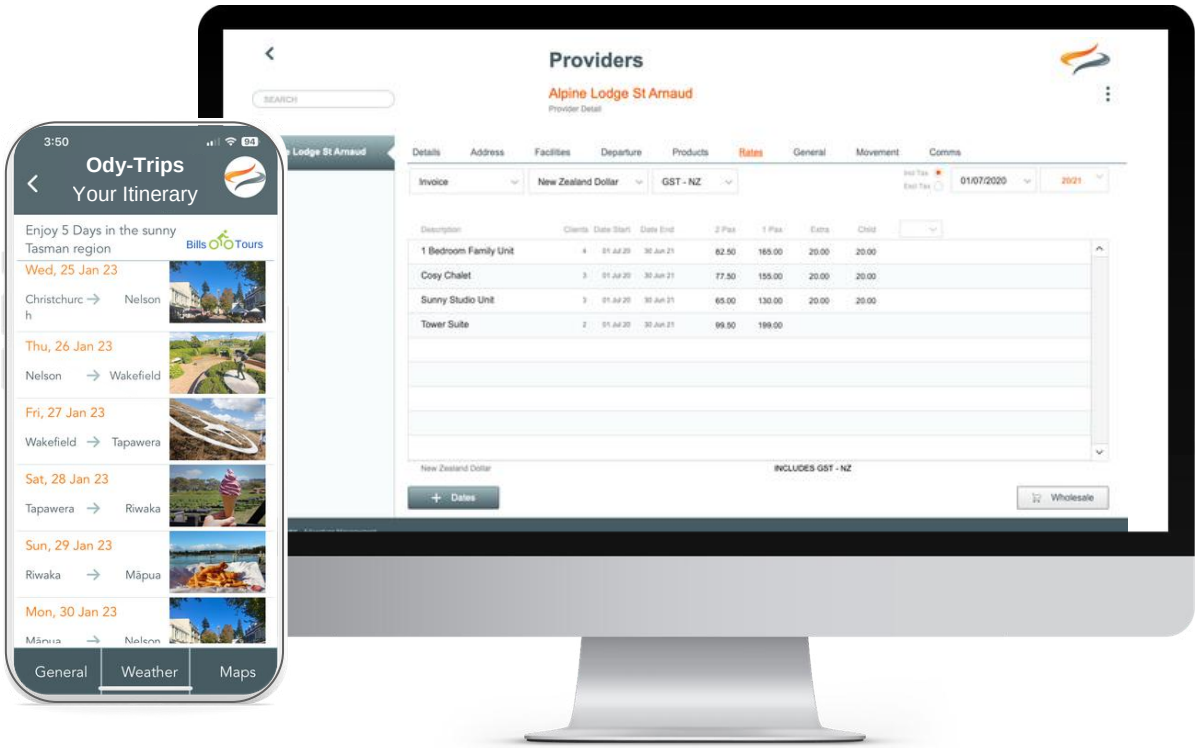
Generate communications in a single integrated system with workflows that deliver consistent and professional touch points, all with your own branding.

Scale without additional resources

The operational efficiencies delivered by Odyssey will enable your business to add new itineraries, flexible tour types and handle higher customer volumes without increased staffing levels.

Every journey, every detail

More information:
myodyssey.app



Key features

Born out of cycling and hiking tourism, Odyssey has created a comprehensive Tour Management system that adapts to your stage of business growth.

Core Functions	Advanced Modules
• Manage Trip logistics • Customer Booking and Management • Manage Suppliers • Package/Product design • Operations management • Realtime dashboards • Integrate with key applications	• Rostering • Ody Shop • Proposals • Import Bookings • Customer Information Platform • Mobile Itinerary App • Inventory Management • Luggage Labels • Online Forms • Xero Financial Integration • SMS Texting • Advanced Scheduling • Advanced Data Analysis • Advanced Email Integration

About Odyssey

Odyssey is built on 30-years of tourism experience and co-created with tourism operators. This puts us in a unique position to aid you in modernising your operations.

We believe the future for tourism is delivering memorable experiences. We aim to help operators be more agile and flexibly provide distinctive experiences.

Contact

Tanya & Al Check
info@myodyssey.app

Odyssey by:
Creative Technology NZ Limited
Nelson
New Zealand

Odyssey Core

Included in all Odyssey Packages

TOUR MANAGEMENT

- Guided or self-guided, Scheduled or Custom
- Basic Scheduling tools & Calendar management
- Task to-do dashboards
- Custom Transfer & Luggage run manifests
- Assign vehicles and guide resources
- Office, guide and depot notes, inclusions and briefing details
- Tour, Customer & Guide output reports eg customer details, bikes, departures, rooming lists
- Height to bike calculator
- Where are they now?

CUSTOMER MANAGEMENT

- Individual or Group bookings
- Detailed finance options - organiser, payer, payment reminders
- Handles Enquiry, Booking, and Organising.
- CRM - Customer booking data profiles
- Customer resource data eg height to bike selections, accessories
- Templated Email Communications (automated or manual, branded, add documents, monitor or personalise) send from Odyssey
- Data connected across services eg Sales, Res, Ops, Admin etc
- Detailed PDF itinerary with imagery, supplier details, and more
- Luggage and transfer movements all at group or individual level

SUPPLIER MANAGEMENT

- Comprehensive and centralised Supplier data system
- Templated Email Communications (automated or manual, branded, add documents, monitor or personalise) send from Odyssey
- Description, location and images pushed to itinerary and mobile app
- Ai itinerary text generation tools.
- Check availability of suppliers through their booking portal
- Supplier dashboard to monitor reservation status and readiness (configurable categories)
- Detailed room selection and rates
- Colour coded customer room sharing
- Manage rates & seasonal changes
- Auto pop up notes e.g closed on Mondays
- Multi-currency pricing
- Wholesale or retail rates - tax inclusive or exclusive

Odyssey Core

Included in all Odyssey Packages

PRODUCTS & PACKAGES

- Guided or Self-Guided, Custom or Scheduled
- Package pricing or 'build your own', with pricing overrides
- Direct or third party
- Master templates to create, clone or adjust products, packages and itineraries
- Dedicated enquiry dashboard
- Tour specific output documents
- Assign staff to tour design
- Add walk-in day bookings
- Reservation or Depot(?) dashboard views
- Transfer Services

REPORTING

- Charting tools for month by month or cumulative views by trail and season
- Define and save (ad-hoc) data views per user
- Depot Daily view of tours
- Calendar views for tours

SUPPORT

- Cloud Based
- Online manual with demo learn modules
- Assign different permission access for staff
- Configured to your business naming terms and brand.
- Change browser language to suit
- GDPR standard compliant
- Supported onboarding (Package specific)
- Consulting and Additional Services (additional costs apply)

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Packages

	Lite	Growth	Premium	Enterprise
	2 users Up to 500 pax	5 users Up to 2000 pax	10 users Up to 5000 pax	Unlimited Users 5000 + pax
Add-Ons				
Additional Users	-	○	○	●
Advanced Modules				
Rostering	-	○	○	●
Ody Shop	-	○	○	●
Proposals	-	○	○	●
Import Bookings	-	○	○	●
Customer Information Platform	-	○	○	●
Mobile Itinerary App	-	○	○	●
Inventory Management	-	○	○	●
Luggage Labels	-	○	○	●
Online Forms	-	○	●	●
Xero Financial Integration	-	○	●	●
SMS Texting	-	○	●	●
Advanced Scheduling	-	●	●	●
Advanced Data Analysis	-	●	●	●
Advanced Email Integration	●	●	●	●
Core Products				
Package/Product Design	●	●	●	●
Customer Bookings	●	●	●	●
Customer Management	●	●	●	●
Tours Dashboard	●	●	●	●
Provider Reservations	●	●	●	●
Tour Management	●	●	●	●
Itineraries	●	●	●	●
Operations Management	●	●	●	●
Adhoc Reporting	●	●	●	●

● Included ○ Available - Not available

Support Services				
Account Manager Support Includes Onboarding; On-site Training Available (fees apply) Support available during normal business hours	48 Hrs Email Support	48 Hrs Email Support	24 Hrs Email Support	24 Hrs Email Support
Help Center & AI Assist	Online Help Manual	Online Help Manual	Online Help Manual	Online Help Manual
User Success Training Modules	Online Self-Learning	Online Tailored Learning	Online Tailored Learning	Online Tailored Learning

Odyssey LITE

Designed for Small Operators who require less features, but still need the seamlessness of Odyssey

HOW WILL LITE BENEFIT YOU?

Odyssey LITE is designed for smaller operators who aspire to improve efficiencies and productivity in their Operating Systems.

Will suit you if you wish to ...

- Be more organised
- Move from spreadsheets
- Set up a 'fit for purpose' Operating System

WHO IS LITE FOR?

- Up to 2 Users
- Up to 500 customers per annum
- Operators who are capable and motivated to self-learn

WHAT'S INCLUDED

- Package/Product Design
- Customer Booking & Management
- Bookings Dashboard
- Trip Management
- Supplier Reservations
- Itineraries
- Operational reports
- Email Integration Advanced Module

... and more

SUPPORT

- Online Help Manual
- Online Self Training Modules
- Ongoing email support
- 48 hr response time

Additional features and Advanced Modules are available in other Odyssey Packages.

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Advanced Modules

Our special sauce...
You choose what's important
to your business

OUR ADVANCED SERVICES

- Designed to provide additional functionality
- Extend the core Odyssey product
- Add value to your business
- Can be added anytime
- Additional costs apply

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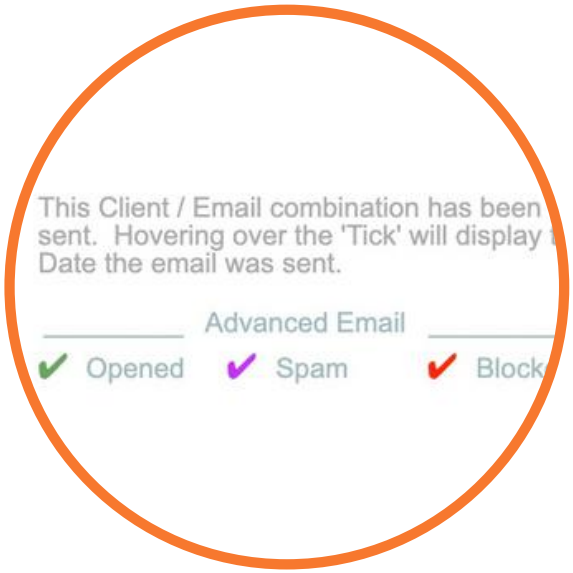
Advanced Module

Email Integration

Review and Monitor email activities while providing a personal touch to enhance your customers experience



LIVE TRACKING

Live tracking of emails shows which have been opened, bounced etc.

PERSONALISED

Modify email templates with client-by-client comments for that personal touch

Odyssey

Advanced Module

Data Analysis

HOW WILL THIS BENEFIT YOU?

Avoid the limitations of set reporting.

Odyssey gives you the ability to control what data you want to see and how to see it.

Quickly save and share the output with others so they can have the same data sets eg Finance, Operations, etc.

HOW DOES IT WORK?

Choose data from a range of fields eg whats on the X, Y axis.

Decide how you want to view it eg graphed, heat maps, numerical tables, or export to excel

Save your personal query choices for repeat reporting.

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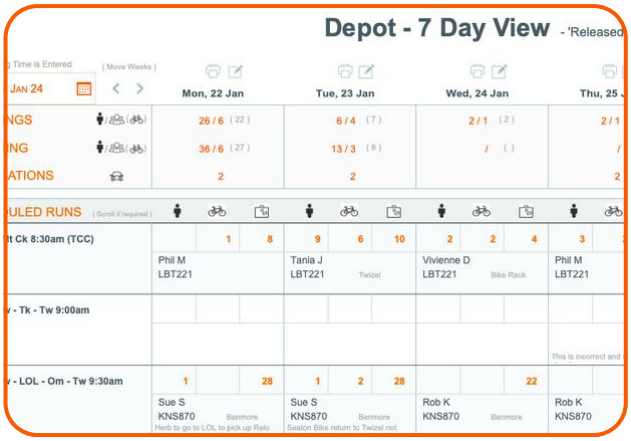
Advanced Module

Advanced Scheduling

Manage scheduling & logistics of drivers, vehicles, trailers, luggage and bikes. This module is required if your customers need these services.

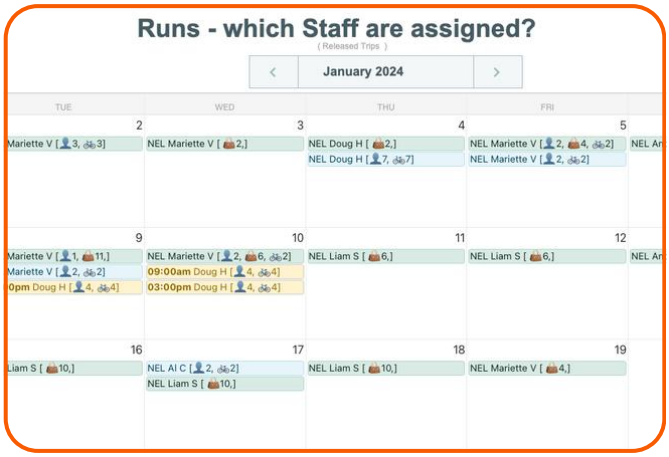


LOGISTICS IN A GLANCE

Day by day, week by week, you can see exactly what's happening now, and in the future. Assign staff and vehicles.

OVERVIEW ROSTERING

Another option to schedule drivers, guides, or vehicles. Select interactive views and tailored outputs eg manifest reports, to enable smooth operations for all.



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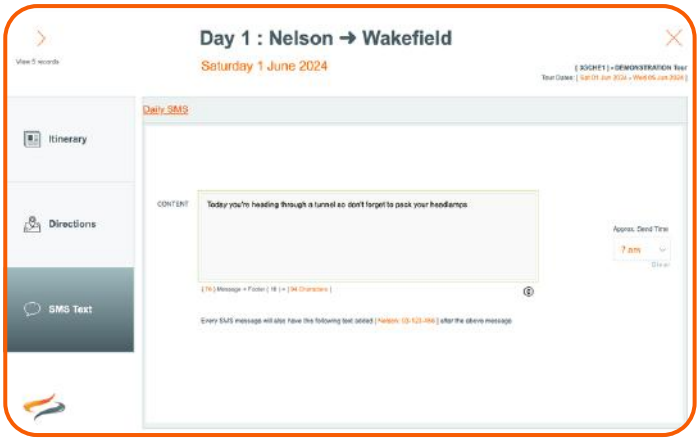
Advanced Module

SMS Texting

Communicate direct with your customers before, during or after their tour or event. Set up automated texts inside Master templates, or send one-off texts as required.



AUTOMATED TEXTS

Set up automated texts direct from Odyssey letting your customers know of things to consider eg 7am "*today you're heading through a tunnel so don't forget to pack your headlamps*".

ONE OFF 'SPECIAL' TEXTS

You need to get an urgent message out to all group members eg "*there's a nasty weather front coming tomorrow*", or "*this section of the trail is closed due to fire risk*".

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Advanced Module

Xero Integration

xero

Integrate Odyssey with the industry leading cloud accountancy tool Xero.

HOW WILL THIS BENEFIT YOU?

This integration enables you to sync relevant and appropriate details regarding your sales transactions and clients.

Remove double handling and implement efficient accounting practices.

HOW DOES IT WORK?

Manually or automatically sync between Odyssey and Xero.

Online payments going into Xero can be 'picked up' by Odyssey.

Contact details entered into Odyssey can be pushed into Xero.

Client specific costs can be pushed into Xero using matching GL codes

- Sync client details
- Sync costs
- Sync payments

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Advanced Module

Online Forms

MODERNISE YOUR BUSINESS

HOW WILL THIS BENEFIT YOU?

Ease the burdon on your staff, keep accurate and up to date records, and build stronger relationships with your Customers and Providers.

HOW DOES IT WORK?

Customers can sign waivers, add height/sizes for equipment fitting, dietary requirements or health & fitness status direct via online forms.

Providers can confirm reservation status direct in response to your booking request.

UPDATE DETAILS DIRECT

01 Provide Access

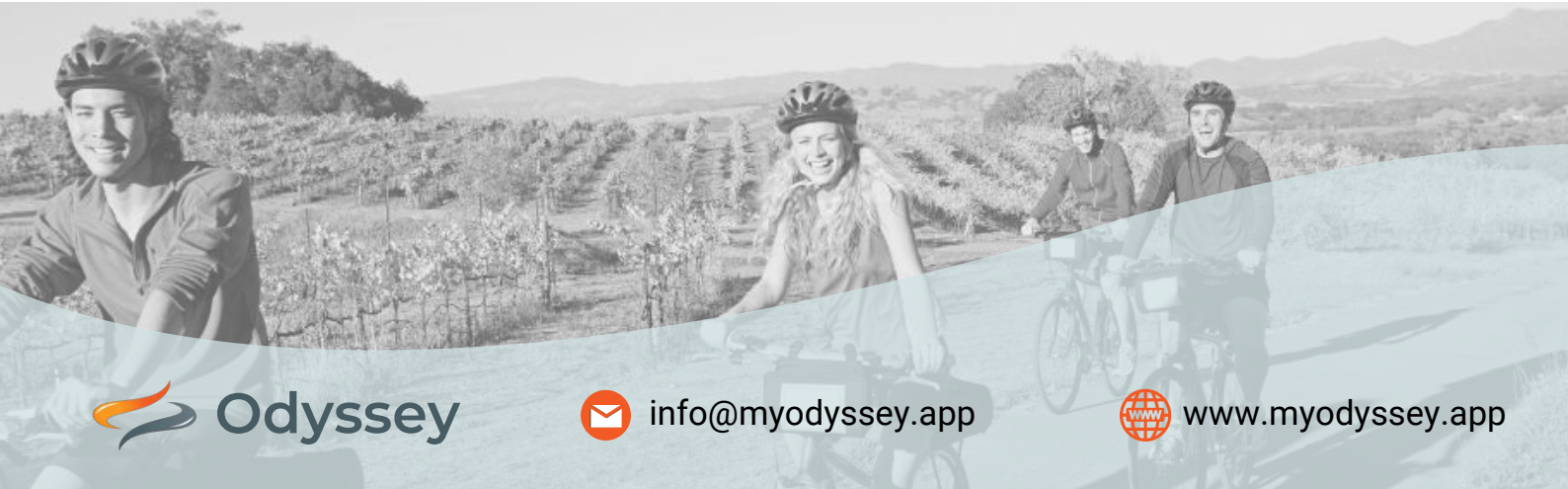
Notify each client in a group by email giving them access to update their personal details online.

02 Add Data

Customisable online forms means your Customers or Providers can update information quickly and easily.

03 Update Direct

Client and Provider records are updated live and direct into Odyssey.



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Advanced Module

Luggage Labels

HOW WILL THIS BENEFIT YOU?

Having professional customer facing processes is critical to ensure your valued clients receive a quality experience.

And making it easy on your staff saving them significant time and effort, and reducing the risk of errors.

Your business brand will lift to another level.

HOW DOES IT WORK?

- Two sided stick over label – Airline style
- Includes 2 small labels eg bike, kayak, helmet etc.
- Waterproof and weatherproof, very durable and suitable for outdoor use.
- Recommended Printer – Industrial style – GoDEX ZX400/400i (Optional wifi or USB connection versions).

SMOOTH TRANSFERS

Ensure your customers luggage is delivered to the right place at the right time. Reduce lost bags and support your delivery staff with a quality system.

PROFESSIONAL BRANDING

Colour or B&W logo branding makes your business stand out. Showing your comittment to quality customer service.

DURABLE

Made from waterproof and weather proof these labels are durable and suitable for outdoor use.

Talk to us about for Printer and Label pricing and supplier details.

Odyssey

Advanced Module

Inventory Management

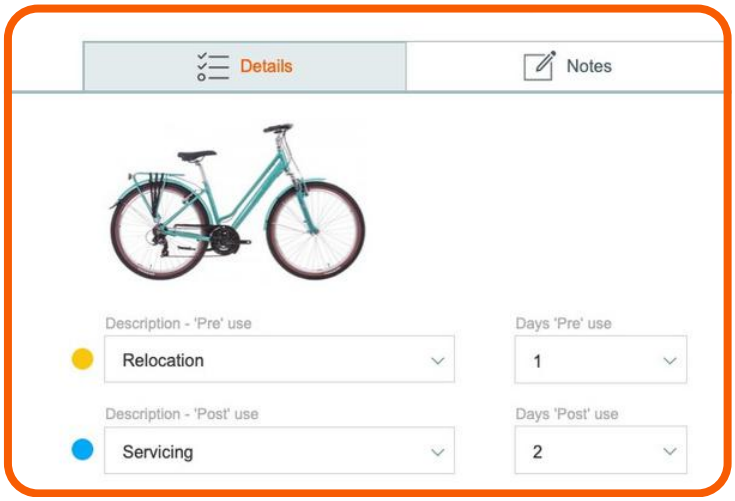
Select inventory to manage, view availability, eliminate double bookings, and manage pre & post requirements eg maintenance, cleaning or relocations.

ALLOCATIONS

Live track resources like bikes to manage there allocation eg view availability, eliminate double bookings

INVENTORY

Manage inventory maintenance, cleaning or relocations.



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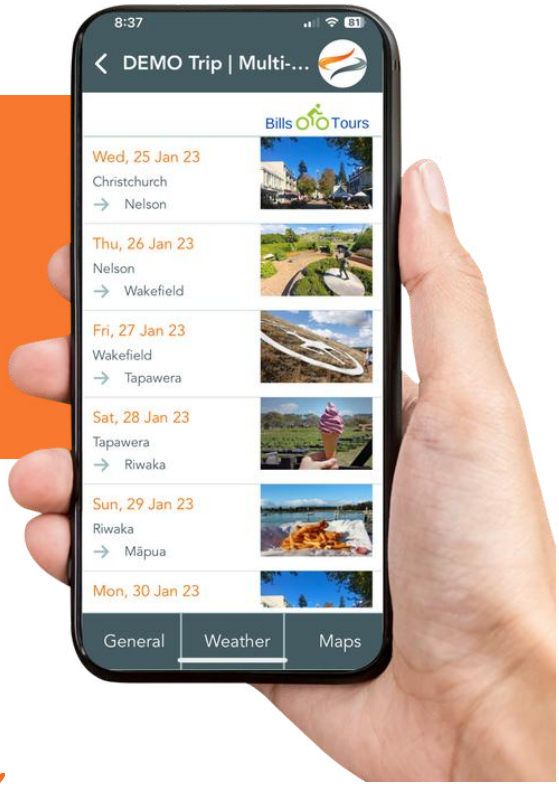
Advanced Module

Mobile app

Ody Trips



HOW WILL THIS BENEFIT YOU?

Provide your customers with a modern, easy to use mobile itinerary app. Plus, provide access to your 'secret sauce' information to enhance their experience.

Impress your customers with a professional, stylised and unique mobile app.

Great for self-guided trips, but also takes care of the information flow for guided trips too.

HOW DOES IT WORK?

- Push data direct from Odyssey into the Ody Trips app.
- Set up individual trail 'Maps' and local 'Weather' forecasts.
- Choose Odysseys 'Customer Information Platform' option, set the General button up with all your company information eg how to change a tyre, contacts, daily trail details etc or...
- Direct the 'General' button to your website.

MODERN APP

A 'fit for purpose' mobile itinerary for multi-day trips. Designed to replicate your customers itinerary and embed your companies 'special' information.

PROFESSIONAL

Stand out from your competitors and deliver a complete and professional digital experience for your customers.

CUSTOMER INFORMATION PLATFORM

Collate all your 'secret sauce' information in one place, fully accessible to customers on their mobile, or desktop, keeping them well informed.
Talk to us about our Customer Information Platform feature.

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Advanced Module

Import Bookings

Reduce Errors
Improving Data Integrity

HOW WILL THIS BENEFIT YOU?

Significant streamlining of data entry.

Reduce errors improving data integrity.

Capture more than just a name and address - secure the booking while obtaining key information from your client at the start. Minimising the need to follow up.

HOW DOES IT WORK?

Import bookings directly into Odyssey from a 3rd party eg: website booking form, using .xml format, or via API or webhook.

Working with your web designer or 3rd party, we will advise the structure and format of the output required.

Bookings are stored in a 'holding state' where staff can modify the booking prior to importing.

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Advanced Module

Proposals

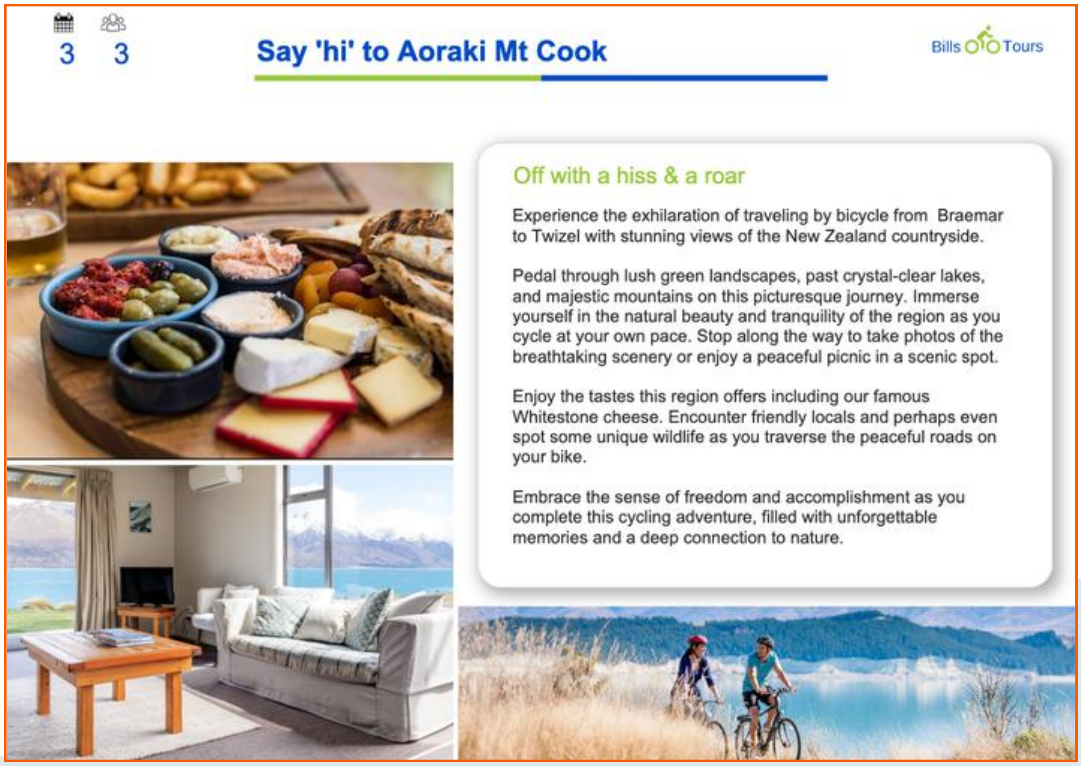
This is a powerful tool designed to streamline and elevate your tour designers' proposal creation process.

BENEFITS?

- **Time Efficiency:** Automate tasks with templates and customisable options, freeing up time for other business priorities.
- **Consistency & Accuracy:** Ensure consistent, brand-aligned proposals with easy editing and updates.
- **Tailored Proposals:** Personalise proposals to meet each client's unique preferences.
- **Increased Conversion:** Professional, easy-to-understand proposals that help win bookings.

HOW DOES IT WORK?

- **Customisable Templates:** Select from pre-designed or create your own templates day-by-day.
- **Dynamic Pricing & Packages:** Adjust prices and packages to fit client budgets and preferences.
- **Enquiries:** Store Proposals ready to convert to a 'Tour or Departure'.
- **Tracking & Analytics:** Monitor proposal status and client interactions to follow up at the right time.



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NEW

Advanced Module

Ody Shop

For Tour Operators who want a simple and affordable website booking process that connects direct to Odyssey

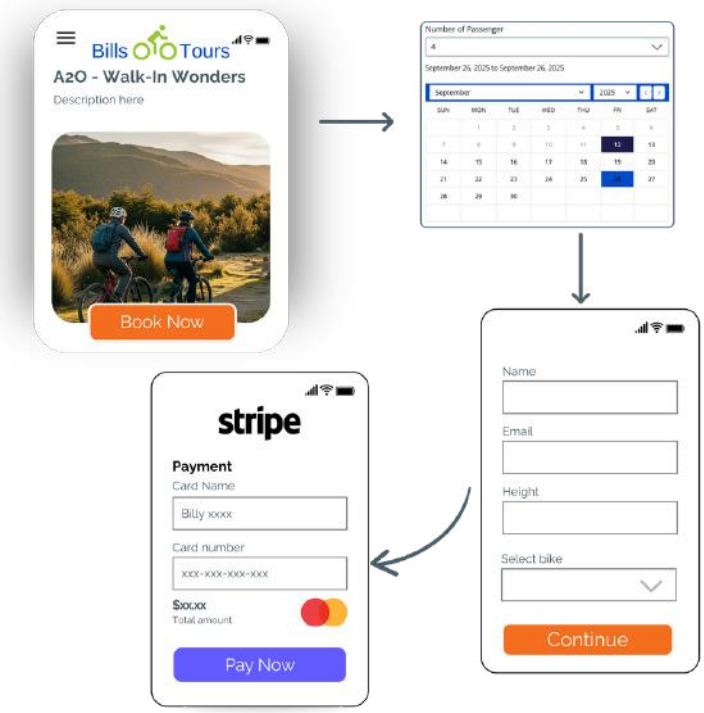
SIMPLE PROCESS

- Define what products you want to be available from Odyssey.
- Odyssey pushes data to Ody Shop - your branded shop.
- Add a book now button on your website product.
- Customer selects date, number of pax, they add personal details and bike or shuttle requests, then they pay... simple.

IN ODYSSEY

The online order comes back as a fully prepared Odyssey departure.

- **Seamless setup:** Products, pricing, and resources flow straight from Odyssey... no extra data entry or web developer needed.
- **Automatic comms:** Customers receive branded email confirmations. Operator also receives a booking email.
- **Incoming Bookings:** See these holds inside Odyssey ready for your review.



COST EFFECTIVE

- No commissions; all sales stay with you.
- Monthly subscription + one off set up fee
- Normal merchant fees may apply eg Stripe

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NEW

Advanced Module
Rostering

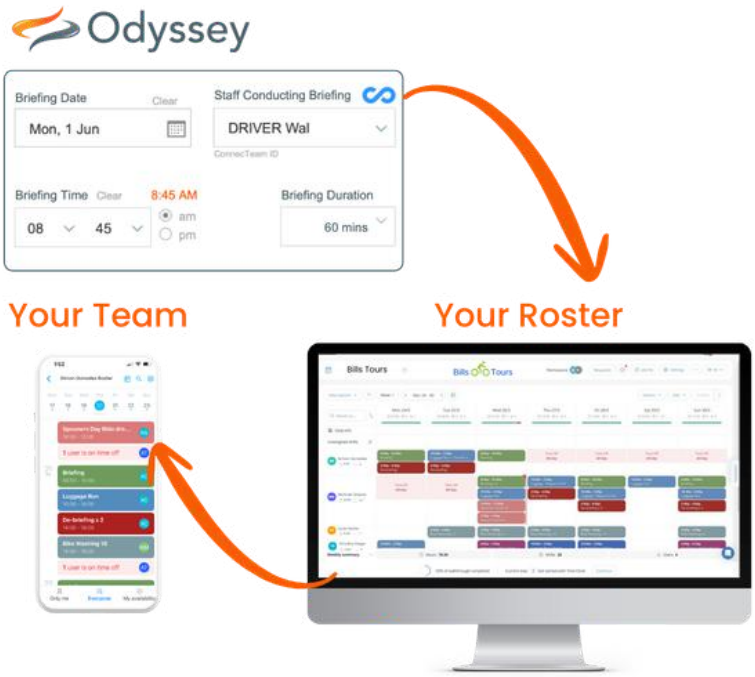
Roster staff, drivers, contractors, mechanics etc to a 'job'... and connect and communicate live with a mobile app

THE VALUE OF ROSTERING

- Multi-day Operators have lots of different people and roles to manage.
- These include drivers and guides (these might be direct staff or external contractors)
- And there are other team members like customer service (briefings & debriefings), mechanics, and bike washers to schedule.
- While scheduling tasks is vital across a team, communicating with team members is essential to check availability, provide a visual dashboard etc..

HOW IT WORKS

- Assign staff to a Tour and job in Odyssey eg briefings, luggage movements
- Push to our 3rd party integrated app
- Move from 'Unassigned' to your team member
- Changes in Rostering app push back to Odyssey
- Team member's are notified via mobile app



OTHER FEATURES

- Chat function on mobile
- Add time-off or leave
- Push notifications to your team
- A very nice intuitive dashboard to view your Roster

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Support Services

At Odyssey, support is more than just solving problems. It's about setting your team up for long-term success.

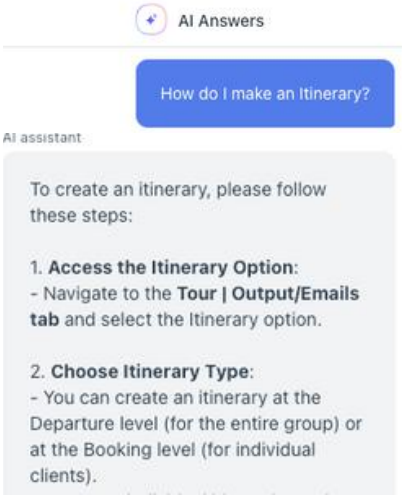
CUSTOMER SUCCESS MANAGER SUPPORT

- Your champion is paired with an Customer Success Manager who ensures a smooth onboarding configuration and system setup.
- We provide an email ticketing system to handle day-to-day questions.
- We support your Champion to guide your team through their training needs.

HELP CENTER & AI ASSIST

For 24/7 access to support, our Help Center is your go-to resource that you can rely on. It's built to empower you to find answers fast, with:

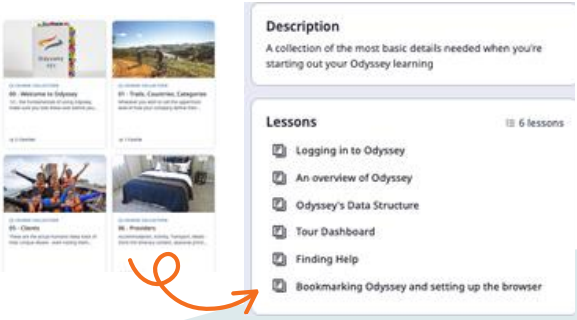
- **Tutorials** across all system features
- **AI Assist** – a built-in tool that answers your questions instantly, using our knowledge base



USER SUCCESS TRAINING

At Odyssey, we're invested in your teams long term success. Our Training Program includes:

- Ongoing learning topic-based materials (how-to guides, best practices)
- Role based modules to dive deeper into specific features for different services



Customer Journey Map

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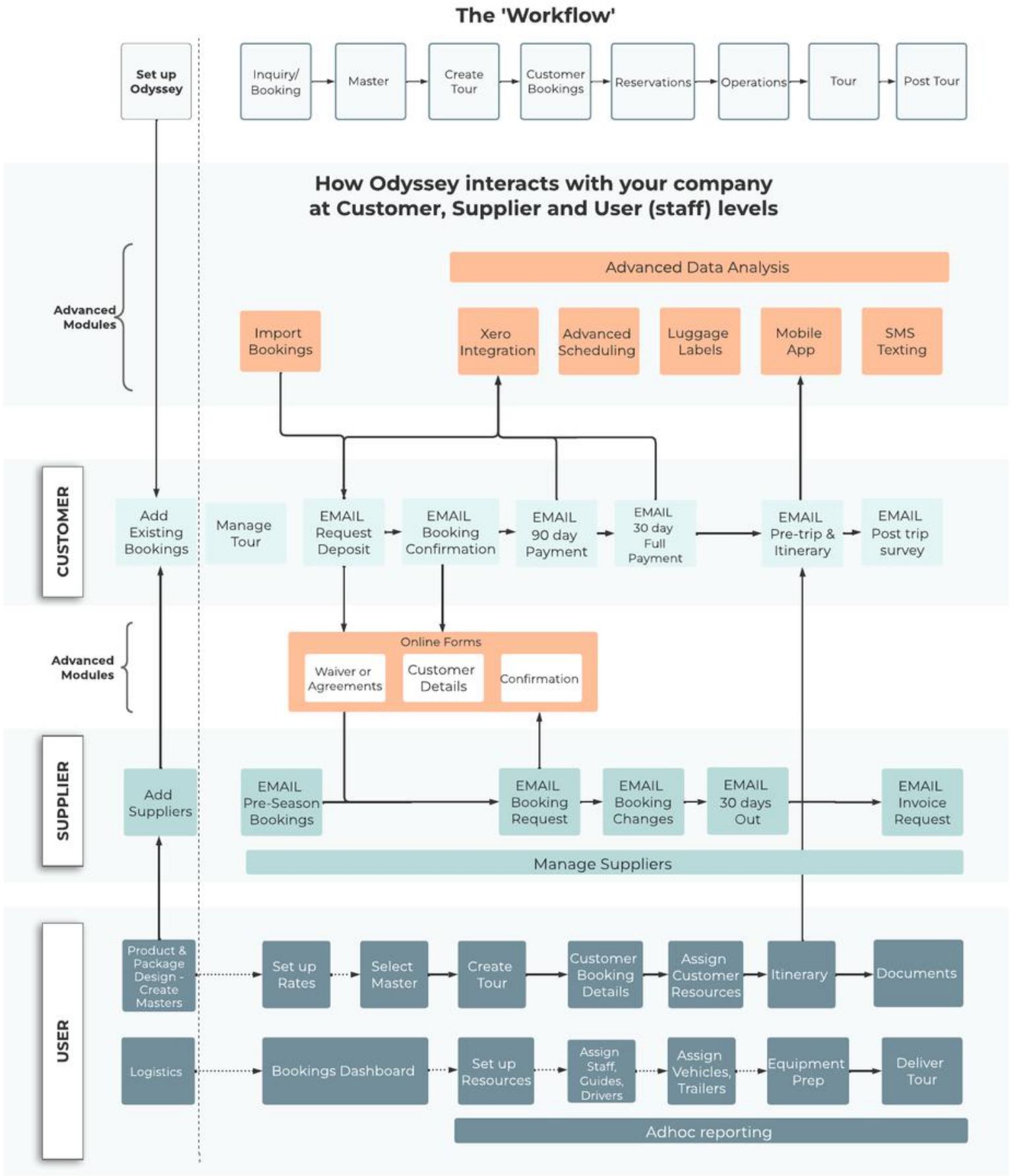
Odyssey - User - Customer/Supplier



Advanced Module Pricing

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Odyssey Advanced Modules are designed to provide additional functionality and value to your business. They extend the core Odyssey product and are able to be added at any time for Growth and Premium Packages. Refer to the left column for which modules are included in Packages.
Advanced Modules are invoiced quarterly. All prices USD + gst tax.

ADVANCED MODULE	DESCRIPTION	Monthly (USD + GST)
Advanced Email Integration *Package incl in...* · *Lite* · *Growth* · *Premium*	· Email remains one of the most ubiquitous and powerful communication tools to nurture leads, provide information to clients and coordinate services with providers. Our email integration ensures optimal benefits to your organisation. · Modify emails with client-by-client comments for that personal touch. · Live tracking of emails shows which have been opened, bounced etc.	***$50***
Advanced Data Analysis · *Growth* · *Premium*	**Pivot Tables:** · No more set reports - you control what data you want to see and how you want to see it. · Choose your data range fields, where to position them on what axis, then choose how you want to view it e.g.: graphs, heat maps, numerical tables or export to excel. · Then save and share the output with others so you're all viewing the same reporting. **Charting:** · Filter by Sales Type/s, Compare years - month by month · View Trends comparing Trails/Categories across years	***$50***
Advanced Scheduling · *Growth* · *Premium*	· Manage scheduling & logistics of drivers, vehicles, trailers, luggage and bikes. This module is required if your customers need these services. • **Logistics at a glance:** Day by day, week by week, you can see exactly what's happening now, and in the future. Assign staff and vehicles. · **Overview Rostering**: Another option to schedule drivers, guides, or vehicles. Select interactive views and tailored outputs eg manifest reports, to enable smooth operations for all.	***$50***
SMS Texting · *Premium*	· Odyssey also has SMS integration, so you can give one way updates about weather conditions, pickup changes, or to warn of new hazards such as a slip, flood warnings etc	***$70*** *+ provider usage costs*
Xero Financial Integration · *Premium*	· Integrate Odyssey with the industry-leading cloud accountancy tool Xero. Sync clients, costs, and payments. Talk to us about integrations with Quick books	***$70***
Online Forms · *Premium*	· Odyssey's integration with customisable online forms means your client or providers can update information directly into Odyssey · Notify each client in a group by email, giving them access to update their personal details online, including signing waivers, their height/size for equipment fitting, dietary restrictions, vaccination status, etc. · Providers can confirm the reservation status directly online into Odyssey, in response to receiving a booking request.	***$70***

All prices are current for a period of 30 days for presentation of this proposal.
Terms and Conditions *as per the Odyssey SaaS agreement*

...continued

ADVANCED MODULE	DESCRIPTION	Monthly (USD + GST)
Luggage Labels	• When clients trust you with their luggage, it's vital that it's handled and moved with care and professionalism. When providing multi-day adventure packages, you need Odyssey's airline-style luggage labels. • Branded with your logo. • Durable and weather resistant.	***$105*** *(excl printer & label cost)*
Inventory Management	• Manage inventory, view availability, eliminate double bookings, and manage pre & post requirements eg: maintenance, cleaning or relocations. • Suitable for hire gear eg: bikes	***$105***
Ody Trips **Mobile Itinerary app**	• Customers expect trip information like their itinerary on their mobile. • **Ody Trips** is a comprehensive mobile itinerary app showing customer specific itineraries that are synced and updated with Odyssey data. Includes customisable link buttons to... • **Maps** - you choose the link stored for the trail or route (Talk to us about using Google Maps) • **Weather** - you choose the link stored for the trail or route • **General** - link to your website home page or to Odyssey's	***$105*** *+ $1 x total customers* *(Intro offer for year 1)*
Customer Information Platform *Optional add on to Mobile App*	• Have all your company's customer trip information in one place and accessible online, via the 'General' button of the app... Store each trail's day-to-day info, bike info eg: 'how to fix a puncture', FAQs, review links, contact info etc. • We manage the platform providing 9 categories and unlimited articles (you provide the information). This needs to be set up and configured within 60 days - then maintenance rates apply as required (below). • Maintenance - Add, modify or remove data etc	***Set up $500*** ***$70*** ***$70 per hour*** *(minimum)*
Import Bookings	• For scheduled or standard departures • Import bookings directly into Odyssey e.g. from a website or from your exported data. • Modify the client details prior to importing.	***$105***
Proposals	• Streamline the Proposal creation process • Professional 'wow' document outputs • Create and store in Enquiries • One button click to create tour or departure	***$105***
OdyShop NEW	• Seamless Online Booking: Connects your website directly to Odyssey, allowing customers to select dates, passenger numbers, and specific requests (like bikes or shuttles) while pushing data to your branded shop with no extra data entry required. • Automated Management & Payments: Features integrated Stripe payment processing and automatic branded email confirmations for both the customer and operator, with all incoming bookings appearing in Odyssey for immediate review.	***Enquire***
Rostering NEW	• Live Staff Coordination: Effortlessly assign staff, drivers, and contractors to specific "jobs" or tours within Odyssey, moving tasks from "unassigned" to specific team members to ensure all roles like briefings and mechanics are covered. • Mobile Sync & Communication: Features a dedicated mobile app with push notifications and a chat function, allowing team members to view their schedules on an intuitive dashboard and push updates or leave requests back to the main Odyssey system.	***Enquire***

All prices are current for a period of 30 days for presentation of this proposal.
Terms and Conditions *as per the Odyssey SaaS agreement*

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