Odyssey

The Operating System for Multi-day

myodyssey.app

Odyssey

Creating memorable experiences is now easy

Odyssey is an Operating Management System designed for Multi-day Tourism Operations – managing trips, operations and customer relationships.

Do more with less

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.

Key Benefits

Simplified operations

Everything your operation needs in one application. From CRM, booking and trip management functions right down to printing out bag labels. Odyssey seamlessly integrates your operation to improve productivity and reduce errors.

Improved communication

To deliver memorable experiences, you need accurate, timely and professional communications. Odyssey gives customers, operational staff and other providers the information they need. Helping you get it right the first time.

Eliminate logistical headaches

Easily handle intricate and complex booking scenarios by building, cloning or modifying trips from a master reducing duplication and errors.

Become more professional

Deliver exceptional service across all operational activities using trackable & customisable email templates, task status prompts, online forms and branded luggage labels—train staff to a new level of professionalism with Odyssey's Learning Management System.

Software that helps tourism operators do more with less.

More information:
myodyssey.app
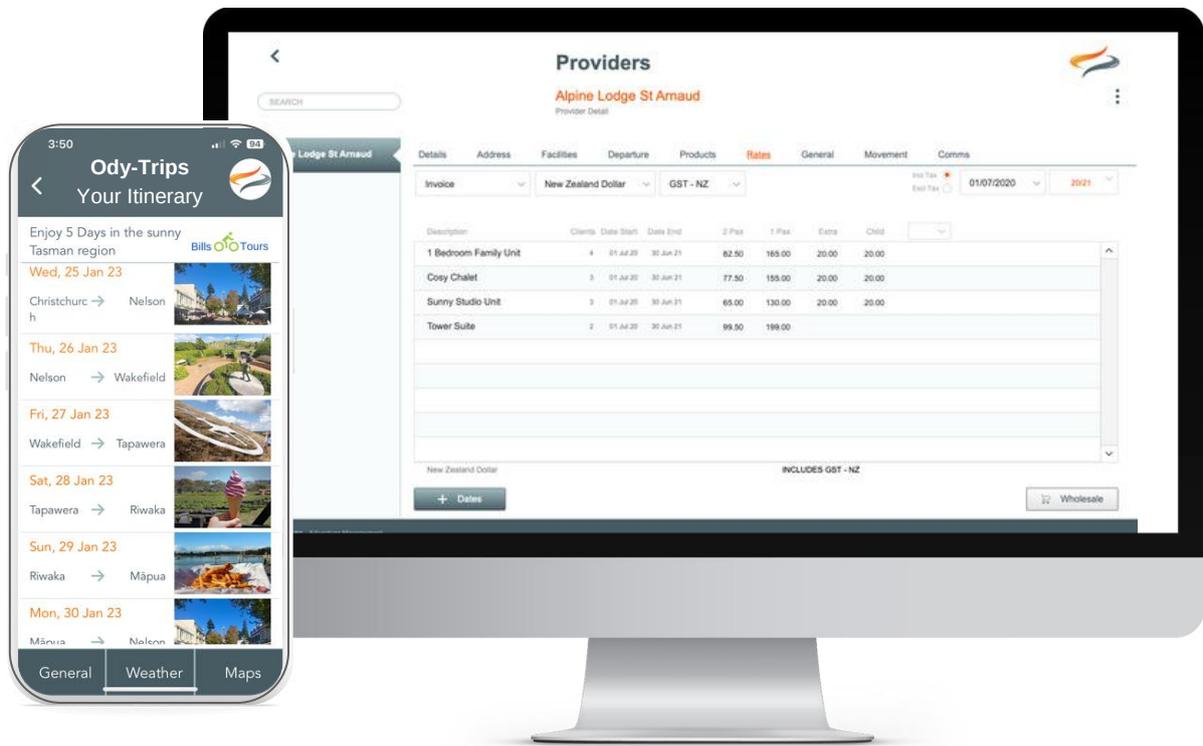
Key features

Odyssey has a core set of base functions with additional functions added via advanced modules to deliver the outcomes required by your business.

Core Functions	Advanced Modules
• Easy to use • Manage Trip logistics • Customer Booking and Management • Manage Suppliers • Package/Product design • Operations management • Realtime dashboards • Integrate with key applications	• Advanced Email Integration • Xero Financial Integration • Luggage Labels • Mobile Itinerary app • Online Forms eg waivers & agreements • Advanced Reporting • Inventory Management • Import online bookings • SMS texting

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

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Odyssey

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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)

Packages

Odyssey

	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				
Customer Information Platform	-	○	○	●
Mobile Itinerary App	-	○	○	●
Proposals	-	○	○	●
Inventory Management	-	○	○	●
Online Booking Imports	-	○	○	●
Luggage Label	-	○	○	●
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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info@myodyssey.app

www.myodyssey.app

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

Odyssey

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

This Client / Email combination has been sent. Hovering over the 'Tick' will display Date the email was sent.

Advanced Email

✔ Opened   ✔ Spam   ✔ Block
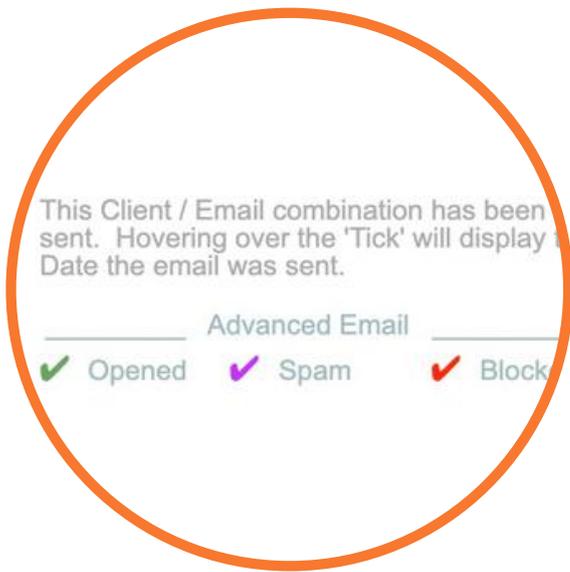
LIVE TRACKING

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

PERSONALISED

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

Deposit Received

Balance Received

Payment Received

26 Aug

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.

Odyssey

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.

Odyssey

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.
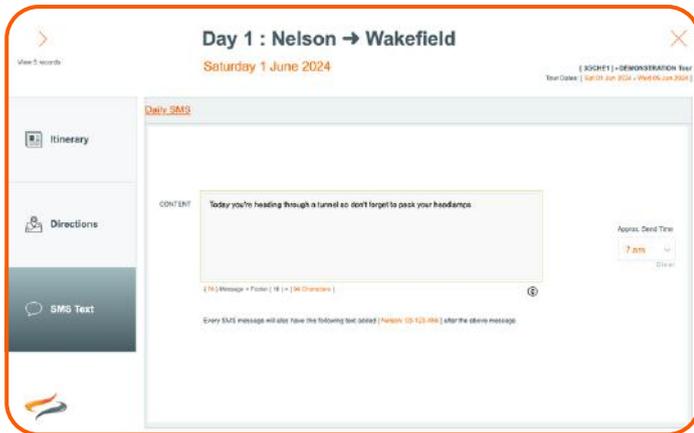
AUTOMATED TEXTS

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"*.

Odyssey

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**

Odyssey

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.

Odyssey

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).

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

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.

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.

Odyssey

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.
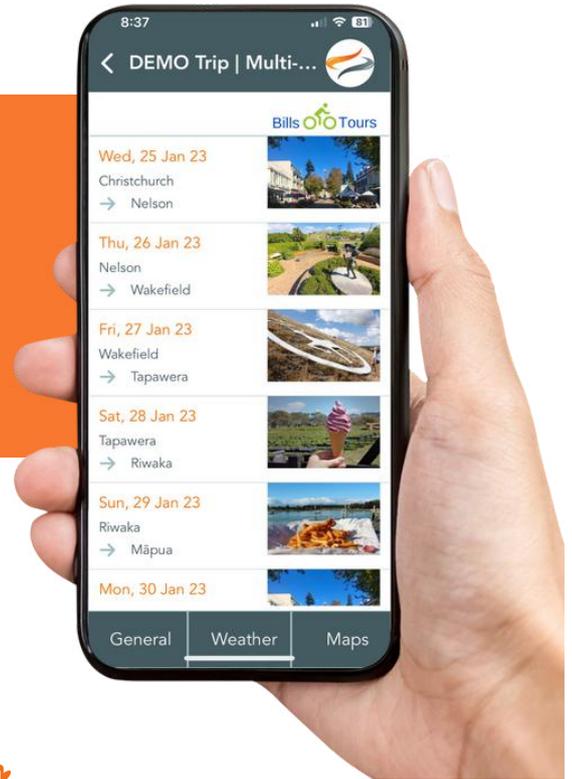
MODERN APP

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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info@myodyssey.app   www.myodyssey.app

Odyssey

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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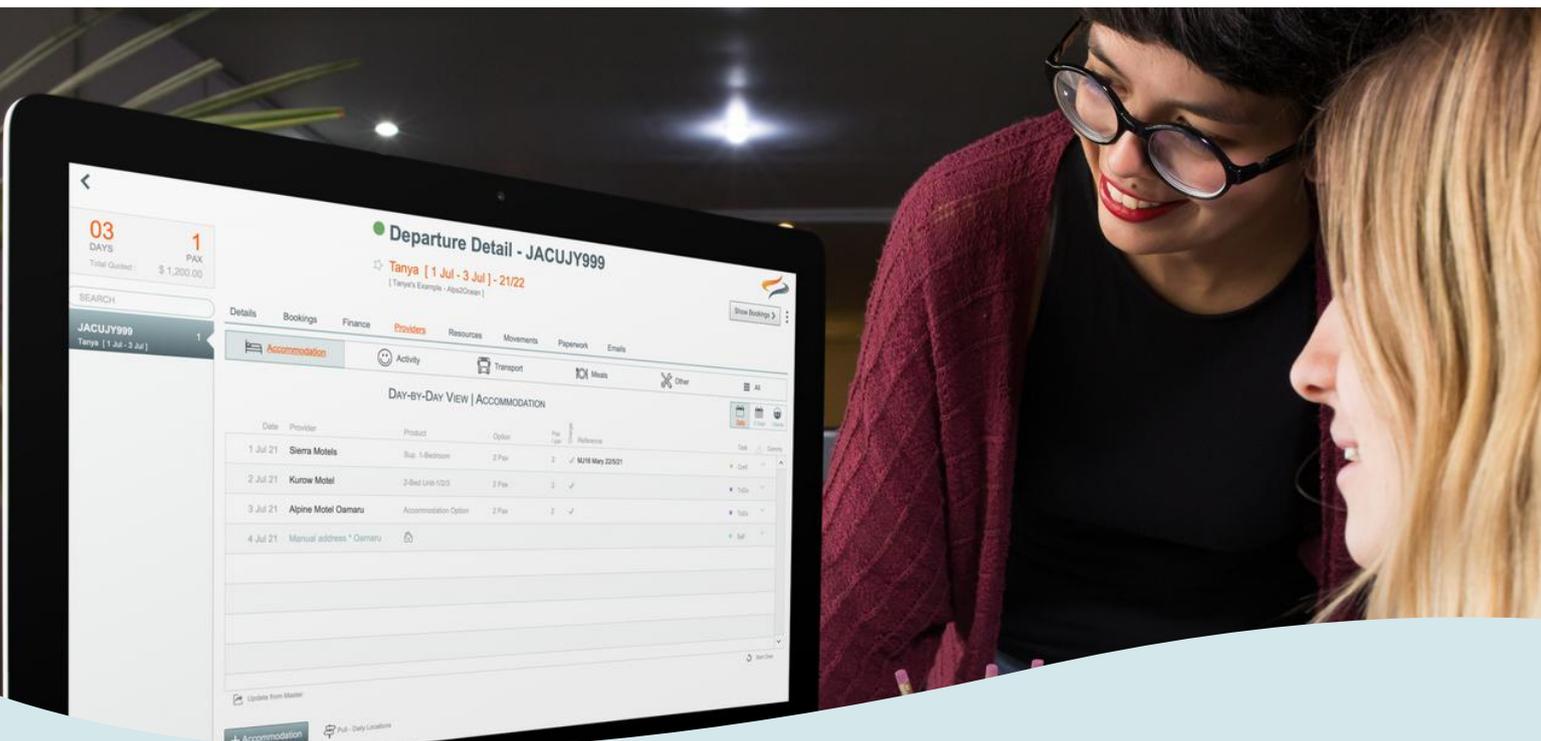
Advanced Module
Proposals

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.

3 3   **Say 'hi' to Aoraki Mt Cook**   Bills Tours

Off with a hiss & a roar

Experience the exhilaration of traveling by bicycle from Braemar to Twizel with stunning views of the New Zealand countryside.

Pedal through lush green landscapes, past crystal-clear lakes, and majestic mountains on this picturesque journey. Immerse yourself in the natural beauty and tranquility of the region as you cycle at your own pace. Stop along the way to take photos of the breathtaking scenery or enjoy a peaceful picnic in a scenic spot.

Enjoy the tastes this region offers including our famous Whitestone cheese. Encounter friendly locals and perhaps even spot some unique wildlife as you traverse the peaceful roads on your bike.

Embrace the sense of freedom and accomplishment as you complete this cycling adventure, filled with unforgettable memories and a deep connection to nature.

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.
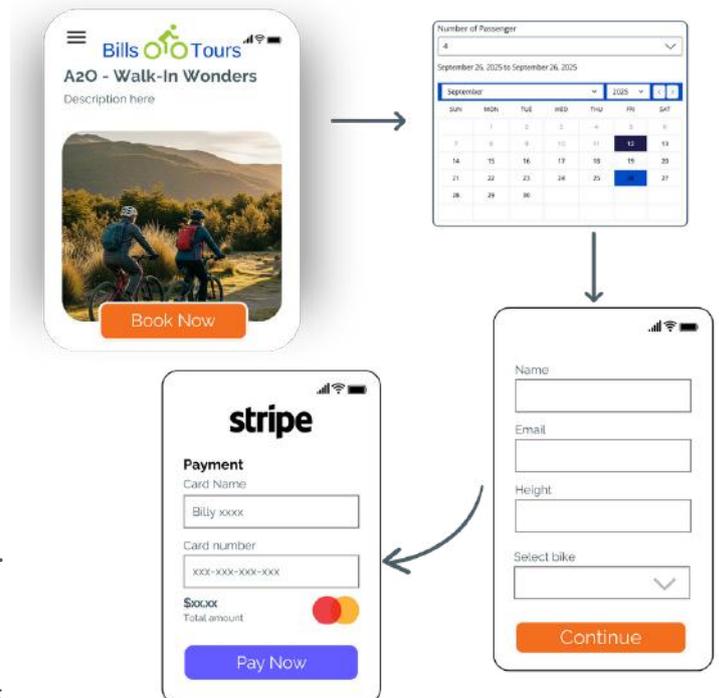
COST EFFECTIVE

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

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 in Odyssey
- Create tasks 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

Your Team
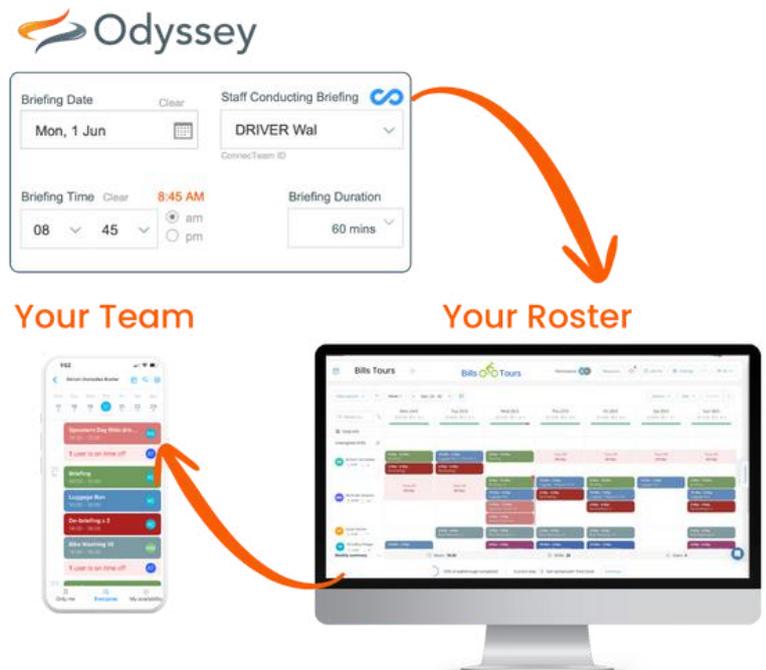
Your Roster

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

Odyssey

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

✅ ACCOUNT MANAGER SUPPORT

- Your champion is paired with an Account 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
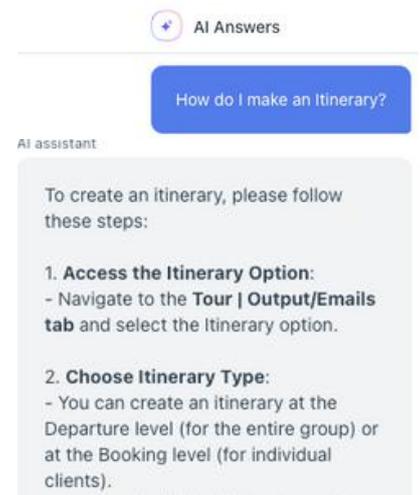
👥 USER SUCCESS TRAINING

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
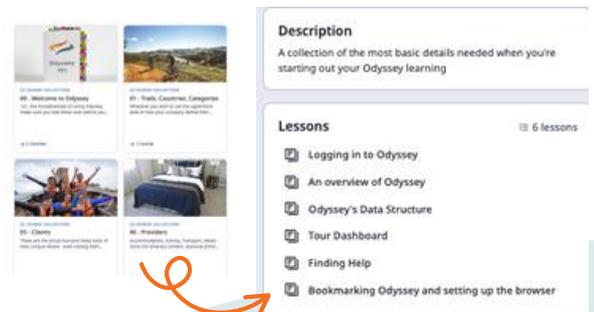
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Odyssey - User - Customer/Supplier

The 'Workflow'

Set up Odyssey

Inquiry/Booking → Master → Create Tour → Customer Bookings → Reservations → Operations → Tour → Post Tour
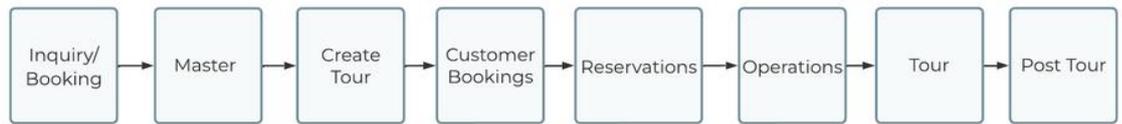
How Odyssey interacts with your company at Customer, Supplier and User (staff) levels

Advanced Modules

Advanced Data Analysis

Online Booking Import

Xero Integration | Advanced Scheduling | Luggage Labels | Mobile app | SMS Texting

CUSTOMER

Add Existing Bookings | Manage Tour | EMAIL Request Deposit | EMAIL Booking Confirmation | EMAIL 90 day Payment | EMAIL 30 day Full Payment | EMAIL Pre-trip & Itinerary | EMAIL Post trip survey

Advanced Modules

Online Form Waiver or Agreements | Online Form Customer Details | Online Form Confirmation

SUPPLIER

Add Suppliers

EMAIL Pre-Season Bookings | EMAIL Booking Request | EMAIL Booking Changes | EMAIL 30 days Out | EMAIL Invoice Request

Manage Suppliers

USER

Product & Package Design - Create Masters | Set up Rates | Select Master | Create Tour | Customer Booking Details | Assign Customer Resources | Itinerary | Documents

Logistics | Bookings Dashboard | Set up Resources | Assign Staff, Guides, Drivers | Assign Vehicles, Trailers | Equipment Prep | Deliver Tour

Adhoc reporting

Advanced Module Pricing

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 NZD + gst tax.

Advanced Module	Description	Cost (NZD + 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.	$65 per mth
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	$65 per mth
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.	$65 per mth
SMS Texting • *Premium*	• Odyssey also has SMS integration, so you can give <u>one way</u> updates about weather conditions, pickup changes, or to warn of new hazards such as a slip, flood warnings etc	$65 per mth + 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	$65 per mth

Online Forms – Waivers and Agreements • *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.	$65 per mth
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.	$100 per mth *(excl printer & label cost)*
Online Booking Imports	• For scheduled or standard departures • Import bookings directly into Odyssey e.g. from a website. • Modify the client details prior to importing.	$100 per mth
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	$100 per mth
Proposal	• Streamline the Proposal creation process • Professional 'wow' document outputs • Create and store in Enquiries • One button click to create tour or departure	$100 per mth
Mobile Itinerary app *+ Optional add on…* **Customer Information Platform**	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 Customer Information Platform *(see below)* • 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	$100 per mth + **$1 x total customers (Intro offer For Year 1)** Set up $500 $65 per mth $65 per hour *(minimum)*

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