

TREKK  SOFT

TRAVEL TRENDS REPORT

2018

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Introduction

Here at TrekkSoft, we're focused on tours and activities: the *experiences* at the heart of why we travel. With our booking software, we provide tour and activity companies with the tools they need to sell, manage and grow most effectively. And with our content, we help industry professionals to stay updated with the current travel landscape and know where it's heading.

By understanding the coming year's trends, travel professionals can make strategic choices to double down on strengths and pivot towards rising markets and booking channels.

Following the success we've had with our 2017 Trend Report, we've put together a more comprehensive and extensive report for 2018. We've tried to write the report on travel that we want to read, and draw on some of our own research to provide you with new insights and opinions. We've also gained original insights from many of our TrekkSoft customers as well as industry experts.

As with all of our content and resources, we hope it delivers.

By Lucy Fuggle, Nicole Kow and Sara Burkhard