



Dear Colleagues,

In the beginning of last year, for the first time, TourDesk took the bold step of venturing outside the comfort bubble that is Iceland.

There, we had been running a successful company for the last 5 years, slowly but steadily gaining the trust of the majority of the Icelandic hotel market.

Our original ambition never had anything to do with expanding out of Iceland. We just wanted to provide an outstanding service and enjoy what we were doing, but a fateful trip to Dublin by one of our team members quickly changed that, when we realised that TourDesk seemed to be...something new...to most people.

While we were completely expecting the vast world to be packed with advanced multinational companies doing exactly the same things we were doing, it came as a complete surprise to us to see that was not the case at all.

On the contrary, our service was being fulfilled by archaic means. Cutting-edge hotels, utilising all the newest gadgets and technologies in channel managers, PMS', CRM's, CRS', e-check-ins and pretty much every abbreviation imaginable, were either \*not\* offering their guests value adding tour booking services, or they were doing so via pen and paper and phone calls from the concierge/reception.

TourDesk offer hotels and guesthouses the option of offering tours and activities to their guests for sale, either before arriving, or while on location.

The system is completely online-based and requires no installation or set up. Each partner receives a branded and personalised website, a sales portal, showcasing tours and activities available, where guests can book in a secure environment prior to arriving. Additionally, we will create an access to our Agent portal, wherein partners can conduct bookings for their guests on location, via receptions or concierge.

Combined, the portal and agent section open doors to new revenue streams, as TourDesk pays its partners a generous commission on every sale made. This means that guests who previously would have organised their excursions and tours via various different online agents, can now shop through their hotel increasing the service level provided, as well as the per-room revenue.

Esteemed hotels, such as The Gibson, The Clarence and the Radisson Blu Royal have already decided to trust TourDesk with their guests' tours experiences. They've recognised the increased service provided, as well as the revenue generated.

At the end of the day, each property is unique, and as such, we try to adapt our offering to the different needs of our partners.

TourDesk is a service driven company, which prides itself in seeing its partners grow and thrive. We believe that now is the right time to bring our solution to the Irish marketplace. Having established ourselves in Ireland last year, we deliberately decided to quietly get to know the market and get our bearings. Now for the first time, we believe our solution is ready for the big stage. If you'd like to learn more, feel free to reach out, and we'd love to have a chat.

**TourDesk will be at stand 35 at Showtel 2019.**

Looking forward to seeing you!

Best regards,

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