SMART

DIGITAL
SUSTAINABLE
TOURISM

Kleesto

Practice Category/(ies)	Sustainable business management
Author of the Practice	Kleesto
Country/EU/Worldwide	Greece
Short Description	Kleesto is the booking management tool helping OTAs and tour operators optimise their workflows, communications, distribution, and revenue management.
Long Description	Kleesto is a next generation back-office system for travel companies helping them digitalise, automate, and optimise their business. The system covers the market's needs in a holistic way.
	Users can streamline a plethora of their company's operations like distribution, communications, personnel and suppliers management, resources and equipment management, yield management, payments and expenses management, as well as advanced pricing management. Kleesto addresses OTAs, and resource-heavy tour operators (Private transfers, Boat charters, etc), helping them grow their revenue.
	Kleesto focuses on companies working with transfers, tours, outdoor activities & experiences helping them optimise their operations. Their need is to keep up with the digital expansion of the tourism market and to provide their services on scale by connecting with fast-growing companies. Making their services accessible next to accommodation and transportation is a priority followed by a need for interconnectivity with new partners to create unique and appealing travel products. Market leaders like TripAdvisor, Booking & Airbnb are leaning towards experiences to serve the trending traveler needs. The main problem is that experience providers are not well-organised and find it difficult to scale up their business because their operations

	are neither streamlined nor time-efficient. The practice contributes to sustainability by accelerating the digitalisation of the operation of travel companies.
Type (online platform/ mobile app)	Other
Target Group	Professionals
Free/To be paid for	To be paid
Adaptation Needs	None
Website	https://kleesto.com/
Contact	contact@kleesto.local