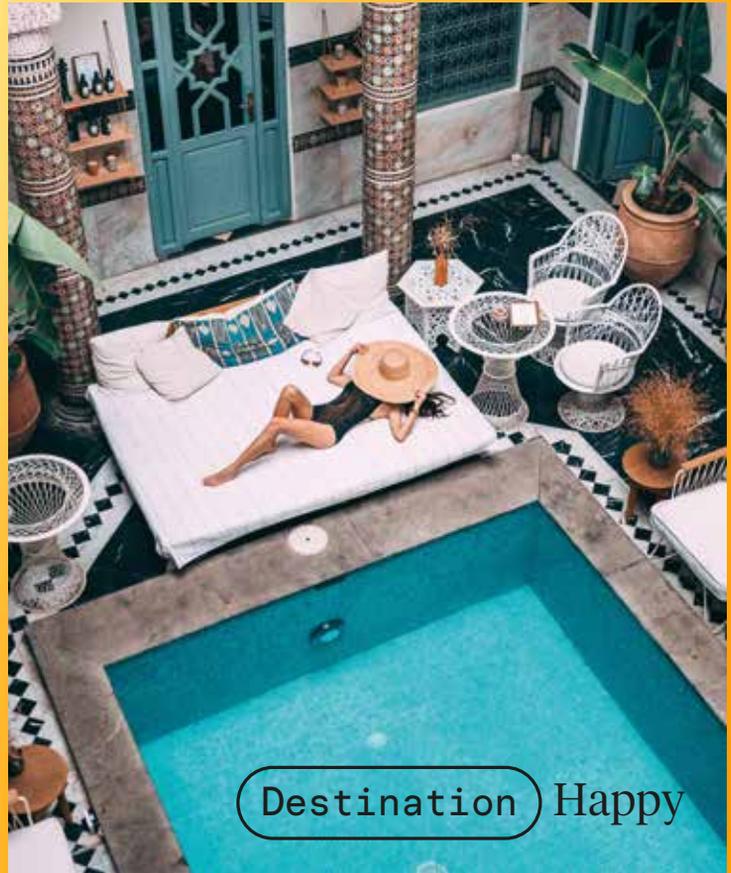


sugati

Seamless technology for
High-Touch Travel.

Bringing your customer, supplier,
and business worlds together in
one elegant operating system.

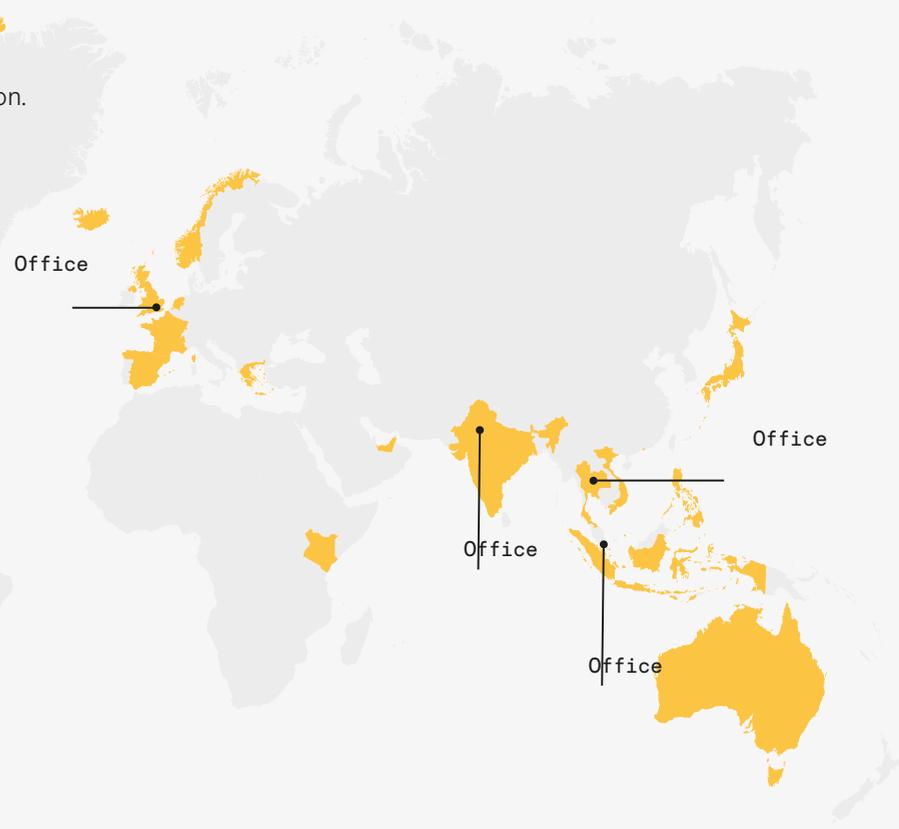


Destination Happy

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We'll help you go further.

Contact us today for a product demonstration.



Launched in London
Trusted Worldwide

What is Sugati?

A High-Touch Travel Management Platform built for travel businesses that go further. Sugati is designed for Tour Operators, Travel Agents, and DMCs who create journeys that move people.



Effortless Travel Unlocked

Built on Salesforce, the world's No. 1 CRM, Sugati brings clarity, control, and connection to your operations. Packed with powerful features across every department to strengthen relationships and deliver exceptional experiences.

All the features you need to streamline your enquiry and booking process, manage all aspects of your business, and strengthen your relationships with your customers and your suppliers.

Delivering measurable gains in efficiency, productivity and revenue.

Sugati: a single, elegant solution tailored to your business.

www.sugatitravel.com

The Stats Behind Travel

The Average Traveller...

spends **\$1,700**
in duty free per year

spends **15+** hours in
airport queues each year

56% of travellers find planning
a holiday more stressful
than work

52% of frequent flyers report
packing anxiety

Travel Designers

spend up to **30** hours
building an itinerary for
a client

use **7** different platforms/
systems for one itinerary

How About...

One Platform

5 Minutes to Build an Itinerary

Effortless Travel Unlocked

↓
sugati

Why Sugati?

At Sugati, we understand what it takes to deliver truly exceptional, high-touch travel experiences - the kind that delight travellers and build lifelong loyalty.

Whether you design tailor-made holidays or manage group tours across the globe, Sugati gives your team everything they need to operate efficiently and deliver beautifully - all in one connected system.

Tour Operators, Travel Agents and DMCs around the world trust Sugati to power their businesses. Sugati combines deep travel expertise with the power and reliability of the Salesforce platform - the world's No.1 CRM.

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What Sets Sugati Apart?

- Faster, Smarter Itinerary Creation
- Online Booking with CRM Integration
- Integrated Online Payments
- Real-Time Flight Access
- Intelligent CRM & Marketing Tools
- Automated Workflows
- Built-In FX Management
- Real-Time Dashboards
- Post-Travel Feedback Collection
- Branded Client App
- Sugati Community
- Expert Support, Human Approach



Learn More

www.sugatitravel.com

A Global Community With a Shared Purpose

Sugati is more than software - it's a global community of travel professionals united by a shared belief: technology should enable creativity, not complicate it.

From boutique tour operators in the UK to DMCs in Asia and the Americas, our clients benefit from a platform - and a partnership - built on transparency, trust, and collaboration.

Our leadership team personally engages with every client, and our developers work side-by-side with your team to ensure Sugati fits how you work, not the other way around.

Trusted by
Travel Professionals
Globally

The Sugati Difference

- Purpose built for high-end and group travel
- 100% native on Salesforce for power, security and scalability
- Driven by Kaizen innovation and client feedback
- Enhanced AI-powered personalisation
- Supported by a global travel community

Effortless Travel Unlocked

Trip Planner

Save Time. Exceed Expectation.

Intelligent & Fluid Trip Planner

Clever, fast, and intuitive. Create, duplicate, and adapt templates in minutes.

Intuitive Costing Functionality & Flight Integration

Sugati Smart Compose and Dynamic Package Creation

Creation of Travel Itineraries

PDF, HTML for print, email and web links.

Other Branded Travel Documents

Quotes, invoices, client booking forms and web bookings.

Mobile App Extensions

Vamoos and Axus



Full Back Office Functionality

Reporting Tools

- Live dashboard capability.
- Detailed up-to-date analysis.

Sales Management

- Track sales, conversions, and margins with real-time insights.
- Easily adjust pricing and make special offers to suit demand and currency fluctuations.

Accounts Management

- Complete overview of business and personal accounts.
- Effective customer segmentation.

Task Management

- Easily relate tasks to records for leads, accounts, opportunities and campaigns.
- Maximise productivity & efficiency by automating task allocation across the teams.

Group Tour Features

Reduce Admin. Delight Travellers.

Designed for Seamless Group Operations

Room, vehicle, and cabin allocations. Inventory management and manifests all in one place.

Manage Tour Leaders, Agents & Destination Management Companies

Sync your communications, set automated Reminders and queue payments.

Pre & Post Tour Add-Ons

Manage accommodation, flights, transport & extras.

Custom Reporting

Track, monitor & compare all your tour data.

Targeted Selling & Budgeting

Real-time tracking of availability, break even points and profitability margins.

Multicurrency Payments & Pricing

Conditional costs & discounts.

Online Tour Enquiry, Waiting-List, On-Request Journey Made Easy

Using Sugati OOB online forms or custom API to manage trip requests and bookings.

Land & Accommodation Only Packages

Keep track of customer-organised travel plans.

Personalised Product Content

Generating branded client documents, i.e. Itinerary



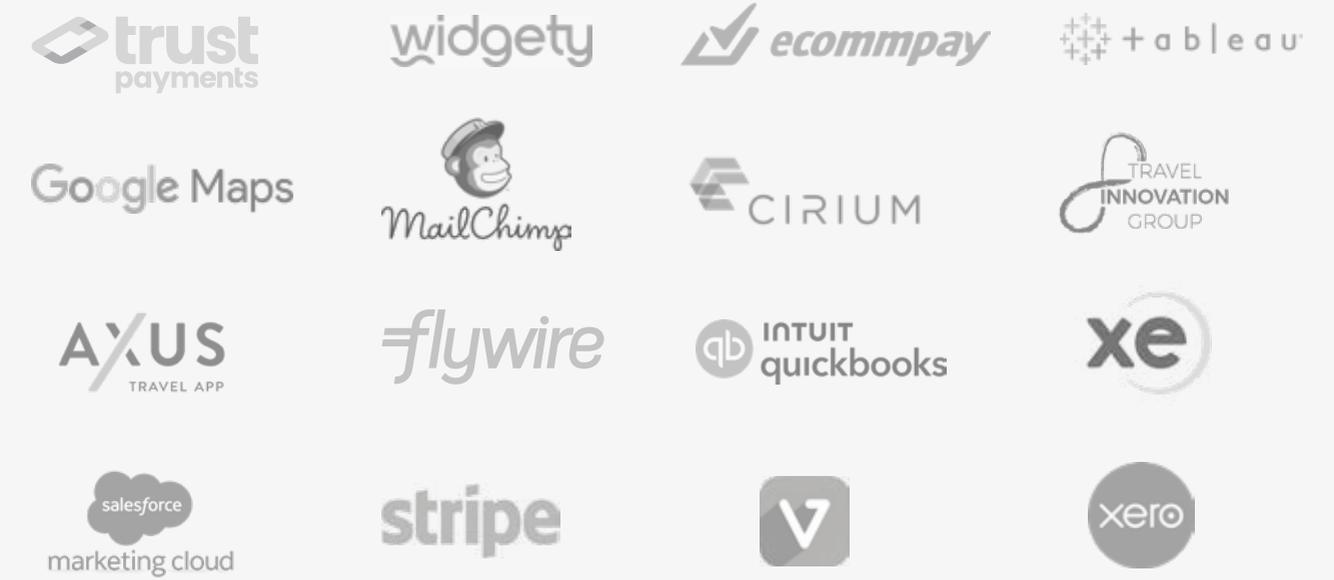
Imagine What You Could Accomplish



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Seamless Integrations

Seamless and hassle free tech integration with Web bookings, mobile apps, telecommunications, GDS, Payment gateways, currency exchange, email marketing, GPS mapping, accounting software and more.



Official Partners



www.sugatitravel.com



They Trust Us



150+% User Growth Across 55 Countries

Testimonials

“ Sugati understands tailor-made travel. They improved productivity, eliminated errors, & reduced the time taken to create proposals.”

Faith Coetzee, GM
Asia to Africa Safaris

“ Our Customer Relationship Management became a pain-free process, forming the core of our success. Our team have been more productive and entirely tech glitch-free.”

Nick Newbury, CEO,
Original Travel

“ A 100% increase in client satisfaction! Sugati has revolutionised our business and increased our productivity.”

Simon Cameron, Managing Director
Lightfoot Travel

“ Sugati trip planner has revolutionised our itinerary generation process, saving us an incredible amount of time. We used to spend a day and a half assembling a 40-page itinerary, but now we can effortlessly create intricate itineraries in just 30 minutes. This has been the pinnacle of my career so far!”

Philippa Page, Head of Operations
Journeysmiths

“ We had a 20% increase in bookings and revenue.”

Alexander Loizou, Director of Sales
Mundy Cruising

“ Sugati is the solution for loyal, repeat customers. This is technology designed for travel businesses.”

Magali Déchelette, CEO & Founder
Family Twist



Effortless Travel Unlocked

Built for Travel Businesses Who Think Ahead

Leading travel companies trust Sugati because it's more than a CRM - it's a growth partner built on the world's No.1 CRM platform, Salesforce.

That means you benefit from world-class security, scalability, and innovation - without the burden of maintaining bespoke software.

Intelligent by Design: AI That Works for You

AI is not an add-on at Sugati - it's built in.

Our intelligent automation helps you send the right content, to the right traveller, at the right time, enhancing personalisation and conversion while keeping your human touch front and centre.



Sugati Kaizen Approach

Innovation Isn't a Feature - It's Our Culture.

At Sugati, we believe in Kaizen - continuous, thoughtful improvement driven by our community.

Every update, every release, every improvement comes from listening to the people who use Sugati daily.

That's why our clients stay with us - they know Sugati evolves with them, helping their businesses work smarter, scale faster, and deliver better.

Get In Touch

We would love to show you what a Sugati technology solution could do for your business.

Give us a call, send us an email, or visit our website to arrange a demonstration.

www.sugatitravel.com

Get In Touch With The **SUGATI** Team Today

See Sugati in Action

hello@sugatitravel.com

3rd Floor, 83-84 George Street
Richmond, London, TW9 1HE



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