

Case Study

Lost Road

Partnered with
Tourplan in 2023

Lost Road 迷路

About



Lost Road is a purveyor of authentic, purpose-led travel, crafting luxury and slow-travel journeys across China, Tibet, Hong Kong and Macau. Rooted in mindfulness and human connection, we design off-the-beaten-path adventures, cultural retreats, luxury escapes and mindful travel experiences that go far beyond the checklist.

As a member of The Long Run and Virtuoso China, we place local insight, fair community practices and genuine, unscripted encounters at the heart of everything we do. This commitment to meaningful connection over conventional tourism sets Lost Road apart. We are also a Certified B Corporation™.



We're incredibly proud to have joined forces with Lost Road Travel, China in 2023. It's been an honour to be part of their journey and witness their remarkable growth and success.

In the following section, we delve into the insights shared by the team at Lost Road Travel, China, as they elaborate on their journey and the significant impact Tourplan has had on their business transformation.

Business Requirement

Before founding Lost Road, our team worked with Tourplan at a previous company, and that experience shaped how we approached building our own. When it came time to launch, we researched the market thoroughly, and Tourplan stood out as the most comprehensive solution, covering quotations, operations, finance, and business reporting in a single system.

Other platforms may offer a sleeker front end, but none match Tourplan's robust back-office capability. For a business built on precision and behind-the-scenes care, that depth of functionality was non-negotiable.

The Process

Having used Tourplan previously, we knew exactly what we needed from day one. There was no lengthy discovery process required. When it came to purchasing licences for Lost Road, we already understood the platform, its capabilities, and what would work best for our business.

That prior relationship made for a fast, confident and remarkably smooth implementation.

The Game Changer

"Tourplan has been part of Lost Road since day one, so rather than a single moment of change, its value lies in the challenges it has helped us avoid altogether.

It's a simple, all-in-one platform that brings all our business data together, letting teams combine in-system services with ease instead of hunting through separate rate files.

Pricing stays consistent, data is shared openly across the business, and operations and accounting move through workflows seamlessly, all while management retains full visibility. Every business depends on a strong internal organisation to run smoothly, and Tourplan gives us exactly that foundation."

Olivier Marchesin
Founder



Let's go further, together

Our clients include some of the world's best tourism companies. That is because we have been leading the way since 1986, growing and evolving with the travel and tourism industry, understanding its needs, and crafting our product to deliver robust solutions for the clients who journey with us.

Find out how Tourplan will transform your Tour Operator or Destination Management Company.

Need more information? Click [here](#).

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We'll Get You There



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Our clients

We are privileged to call these great companies clients and long term partners.



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