



**Asiatravel.com Holdings Ltd**

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## **PRESS RELEASE**

# **Asiatravel to Increase Room Sales through Collaboration via TripAdvisor's New Instant Booking Feature**

**Singapore, 27 October 2014**

Asiatravel.com Holdings Ltd ("Asiatravel" or the "Company"), is proud to announce that the Company is the first online travel agency ("OTA") based in the Asia-Pacific region to participate in TripAdvisor instant booking feature.

The instant booking feature, which is currently available to U.S. travellers through the TripAdvisor mobile app and website, allows users to quickly and easily make hotel reservations through TripAdvisor partners while conveniently remaining on the TripAdvisor site experience.

*"TripAdvisor has launched the instant booking feature to remove 'friction' from the booking process and improve the customer experience by allowing travellers to make a reservation without leaving the TripAdvisor environment," said Adam Medros, senior vice president, global product, TripAdvisor. "Instant booking not only provides a more efficient hotel booking experience for travellers, but also benefits our hotel and online travel agency partners, such as Asiatravel, with the potential for more bookings and improved downstream conversion."*

Currently Asiatravel is working with TripAdvisor on a Cost per Click model (CPC) for hotels within Asia. With the commission based model of instant booking, Asiatravel is confident it can expand the number of hotels available beyond Asia on the TripAdvisor site.

*"We are truly honoured to be the first OTA in Asia Pacific to join TripAdvisor instant booking. We look forward to implementing this new feature to offer travellers a seamless booking experience, " said Boh Tuang Poh, Executive Chairman, Asiatravel.com. "We are highly confident that the new instant booking feature will significantly increase our bookings as we will be able to monetize on our 140,000 global hotel inventory."*

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#### **About Asiatravel.com Holdings Ltd**

Asiatravel.com Holdings Ltd and its subsidiaries (collectively “Asiatravel” or “Group”) form the largest independent publicly listed pan-Asia online travel reservation service provider. The Group has a wholly owned network of operation and customer service offices in 12 countries - Singapore, Cambodia, China, Germany, Hong Kong, India, Indonesia, Malaysia, Myanmar, Philippines, Thailand, United Arab Emirates (UAE) and Vietnam. It also has partner offices in Japan, Laos, South Korea, the Maldives, Myanmar, Russia and Sri Lanka.

Established in 1995 as an online hotel reservation company, Asiatravel.com was listed on the Singapore Stock Exchange since 2001. The Group’s website Asiatravel.com has a brand presence in over 17 countries and available in 11 languages - English, Traditional & Simplified Chinese, Thai, Bahasa Indonesia, Japanese, Korean, French, German, Spanish and Arabic.

Asiatravel.com offers a reliable One-Stop-Service for travellers to find the best value for their flights, hotel rooms, holiday packages, sightseeing tours as well as theme park tickets. The Group has a selection of over 140,000 hotels and resorts worldwide, promotional airfares for over 400 major airlines and over 600,000 tours and travel packages. Its two core brands are Asiatravel.com and TAcetre.com.

#### **About TripAdvisor**

TripAdvisor<sup>®</sup> is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 280 million unique monthly visitors\*\*, and more than 170 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 24 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.lafourchette.com](http://www.lafourchette.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, Q1 2014

\*\*Source: Google Analytics, average monthly unique users, Q2 2014; does not include traffic to [daodao.com](http://daodao.com)



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*This press release has been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. ("Sponsor"), for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this press release. This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this press release. The details of the contact person for the Sponsor are as follows:*

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