



## PRESS RELEASE

### **ASIATRAVEL LAUNCHES ROADUNDEE!**



**SINGAPORE, 15 May 2015**

Asiatravel.com Holdings Ltd (“Asiatravel”) launches Roadundee, the first travel agency on wheels in Singapore.

Over the few months of pilot runs, Roadundee has booked individual and group travel, on business and leisure, to various destinations in Asia, Europe and US. Its proprietary booking platform helps customers with flights, accommodation, tours, attraction tickets, cruises and all inclusive travel packages on instant confirmation to over 5,000 destinations worldwide. The most current pricing and availability is provided on the spot and importantly, the team interacts with customers, listen to specific needs and customise the service accordingly.

Vice President of Marketing & B2B said: “Travel is very much an interpersonal business and we are very encouraged by the market response during the pilot period. In an information loaded and fast paced environment, time is more scarce. Judging by the type of bookings by Roadundee, it is definitely engaging the right audience. When a customer spends tens of thousands of dollars in one booking, it is only appropriate he is accorded the ease and assurance that everything goes according to plan. Of course not every trip involves an elaborate program and this is where we are also educating the market that simpler packaged itineraries can be booked online on our websites, with the same ease and quality assurance.”

Kelvin Tan, Commercial Director- Asia Pacific for Celebrity Cruises, one of Roadundee’s marketing sponsors added: “Celebrity Cruises offer premium cruises sailing in Europe and Alaska. Bookings for such cruises are usually not derived from an overnight sales activity but we are impressed with the Roadundee team who was able to seek such a customer, incorporated their flights and accommodation options, and secured a premium package booking within a couple of days. We believe Roadundee has the ability to serve a broad range of discerning customers.”



Asiatravel is planning similar models in the region where it sees tremendous opportunities to engage a wider travel audience, using this O+O (online + offline) model. These populous countries also have huge secondary audience with increasing demand for travel. It is seeking local partners to fast track this business concept. Later this year, RoaDundee will organise an overland drive campaign from Singapore to Thailand, with various stops in each country to promote intra travel into Malaysia, Singapore and Thailand; a tripartite destination travel marketing campaign.

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

It is Asia's leading online travel company that offers a global inventory of over 8 million travel products worldwide. Its online booking feature for all-inclusive packages strongly appeals to travellers seeking convenience, instant confirmation and extra savings. Its ability to provide full travel services at packaged prices establishes its distinctive position in the online travel market.

Serving customers worldwide through 14 major language sites, its 19 offices throughout Asia, Middle East and Europe operate and provide 24 X 7 customer services. With a comprehensive ground experience, supplier relationships, proprietary systems and operational knowledge, Asiatravel.com maintains a strong recognised travel brand for reliability, sincerity and integrity for consumers and partners alike.

Established in 1995, it is listed on the Singapore Stock Exchange since 2001. Its recently established B2B division consists of TAcetre.com and Savio-Staff-Travel serving the travel industry and corporate sectors respectively. For more information please visit [www.asiatravel.com](http://www.asiatravel.com)

For any media enquiries, please contact:

[pr@asiatravel.com](mailto:pr@asiatravel.com)

Tel: 6732 6773 Ext 302

*This announcement has been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd ("Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST").*

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*The details of the contact person for the Sponsor are:-*

*Name: Ms Amanda Chen, Registered Professional, RHT Capital Pte. Ltd.*

*Address: Six Battery Road, #10-01 Singapore 049909.*

*Tel: (65) 6381 6757*