

Media release

Aussie travel agents set to benefit from a world first
Agencies can now earn commission on web based last minute hotel bookings.

Sydney, 19 November 2002 – Australian travel agents are set to be the first in the world to benefit from a breakthrough online accommodation booking solution. The system is designed to allow retail agents to sell distressed hotel inventory either face-to-face or on their websites.

The country's largest accommodation e-wholesaler, Flairview Travel, has launched a B2B version of its successful "last minute" consumer-booking engine – RatesToGo.com (www.ratestogo.com) – providing a lucrative new source of business for travel agents.

The service allows travel agents to tap into hotels' distressed inventory, earning themselves up to around five or six per cent commission for every booking made through the system.

Fully customised to fit the brand and colours of individual travel agencies, the service comes without the usual technical development and implementation costs, as Flairview Travel takes care of the entire back end operation for the retail agent.

A complete "real time" reporting system is also built into the solution so agents can monitor their commission revenue, confirm bookings and hotel availability instantly as well as track individual client bookings.

"The volume of consumers taking to the Net to book hotels is staggering – to the point where accommodation websites have become the sweet spot of the e-travel economy," said Flairview Travel's director of marketing, Mr Tim Etheridge.

"Until now travel agents have been locked out of this online distribution channel because the set up costs have been prohibitive, however the technical and commercial refinement offered by our B2B engine is a real breakthrough for retail agents."

The express B2B booking engine provides travel agents with access to over 400 hotels Australia wide including leading global hotel chains and quality independent properties (two to five star). Distressed accommodation inventory is also available in selected cities and regions of the UK, France, Portugal, Singapore, Malaysia and New Zealand with other countries set to follow.

The site is available in English, French, German and Chinese languages.

Flairview Travel is now in negotiation with several agency groups and is actively seeking affiliate partners from retail agencies large and small. Interested parties should contact Tim Etheridge at Flairview Travel on telephone 02 8295 0422 or email tim@hotelclub.net

Key benefits of travel agent online B2B accommodation solution

- Lucrative new business and revenue source
- No technology set up costs
- Customised to individual agency's brand and colours
- Additional sales support tool

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About Flairview Travel

Flairview Travel Pty Ltd is a wholly owned Australian company established in 1995 which has become a world leading global accommodation e-wholesaler and specialist distributor of hotel room inventory over the Internet. The company is recognised as one of the few highly successful and profitable e-commerce businesses in Australia – experiencing up to 500 per cent year on year growth since 1999.

Operating from headquarters in Sydney, the company has international offices in Paris, Bristol, Moscow and Berne (Switzerland) and operates two key online accommodation sites: www.RatesToGo.com (consumer and B2B) and www.HotelClub.net

Flairview Travel's websites account for as much as 10 per cent of all Internet traffic to travel-related domains in Australia, with an average of 750,000 visitors surfing the company's sites each month.

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