

FOR IMMEDIATE RELEASE

travelmob Introduces “Last Minute Deals” to help Hosts market unsold properties and target last-minute travellers

Latest product offering geared to complement growing travel trends in the Asia Pacific region

SINGAPORE, February 28th, 2013 – travelmob, a leading social stay marketplace offering unique accommodations in Asia Pacific, introduced a new feature today called “Last Minute Deals”, which will enable its Hosts (property owners) to target last minute travellers and increase booking revenues.

The new feature is a testament to travelmob’s continued mission to provide the best travel options to Guests while raising marketability of its Hosts’ properties. According to internal data, 50-60% of travelmob bookings occur in the same month of travel and the average lead time between a booking and actual check-in is less than a week. The new feature is an added functionality to the site’s existing Discount tool, which currently allows Hosts to run their own promotions and offer Special Discounts to Guests on travelmob.

“We are constantly developing new features to cater to our Hosts in Asia Pacific and better enhance user experience on our site,” said Prashant Kirtane, CTO and Co-founder of travelmob. “We understand that Hosts would like a means of marketing their unsold inventory to last minute travellers and are willing to offer attractive discounts on these properties to optimize revenue. By launching last minute deals, we offer a way for last minute travellers to find great bargains while enabling Hosts to easily target these potential Guests for bookings in the next seven days.”

Hosts can choose to either create Special Discounts anytime during the year or offer a Last Minute Deal on travelmob. For Last Minute Deals, the property has to be available for booking within the next seven days and the Host has to offer a minimum discount of 15%. Last Minute Deals will be highlighted at the top of travelmob’s Search Results page whenever a Guest searches for a property in a specific destination.

“Travellers today are seeking authentic experiences and the best deals,” said Turochas Fuad, CEO and co-founder of travelmob. “Last year, we launched [Experience Tags](#) to help travellers find the type of travel experience they are looking for. With this launch, we are providing last minute travellers the opportunity to find the best deals. For property owners in the peer-to-peer rentals space, we are also empowering them to differentiate their listings and tap into the market of impulse travellers.”

Travellers who were looking for last minute accommodation deals in Asia Pacific can check out travelmob’s latest feature at blog.travelmob.com today.

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About travelmob (www.travelmob.com)

travelmob is a leading online marketplace whose vision is to enable travellers around the world to experience Asia like a local. Launched in 2012, travelmob provides a secure platform for property owners in Asia Pacific to list unique accommodations and experiences, and host global travellers seeking to experience true local hospitality and culture.

You can get news and updates from travelmob on its Blog: blog.travelmob.com, Twitter: twitter.com/travelmob or Facebook: www.facebook.com/travelmob.

travelmob is written in one contiguous string of characters in lowercase.

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