



Avvio appoints Strategic Reseller for Asia Pacific region.

Irish SoftCo, Avvio.com, has today (date) announced the appointment of a strategic reseller for the Asia Pacific region.

Located in Bangkok, Thailand, Leisure Solutions specializes in tourism real estate, working with independent and branded hotels and resorts operators including international property developers, and has been retained for the express purpose of providing marketing and sales support to Avvio within Asia Pacific markets. These markets include Thailand, Hong Kong, Macau, Singapore, Vietnam, Cambodia, Laos, Philippines Malaysia, and Indonesia.

Speaking of the appointment of Leisure Solutions, Frank Reeves, Co-Founder and Chief Technical Officer, Avvio.com said: “the Asia Pacific market is very similar to the Irish market with a significant dependency on both international and localised demand plus there’s a high level of fragmentation between international group brands and independent operators. This market represents a huge export opportunity for Avvio; importantly too for hotel and resort operators as well as property developers, the opportunity is there to harness the power of the web so as to optimize both domestic demand as well as inbound tourism. Our software provides this essential reach at the heart of which is best of class innovation and proven e-solutions for tourism marketing.”

General Manager, Jo-Ella Moore, echoes these comments, adding “the Asia Pacific market is one of the fastest growing markets in the world although surprisingly the levels of web penetration are relatively low. In our dealings with clients and potential clients, a key tenet is to develop a sustainable business model founded on organically driven business: in other words business that the operator has driven through its own website as firstly, this business has a lower cost of sale and secondly, the operator then owns the client relationship for follow-up marketing. Avvio’s suite of proven software solutions are simply world class in this regard and are well-placed through Leisure Solutions to dominate this emerging market.”

Established in 2002 and specializing in booking engine and e-marketing software for hotel websites, Avvio.com currently supports over 700 hotels throughout Ireland, the UK and Europe and processes over 220,000 transactions per year, valued at in excess of €55m; the company supplies 85% of the 5-star hotel market in Ireland including Ashford Castle, Dromoland Castle and the K Club while international clients include the Azzura Group on Australia’s Gold Coast and the Small Luxury Hotels of the World brand.

For further details, quotes and interviews, please contact Nichola O’Connell, Marketing Manager, Avvio.com by email: nichola.oconnell@avvio.com;

Further editorial background is available at www.avvio.com and Frank Reeves is available for interview.



Editorial Background:

Avvio was founded in 2002 by brothers Frank and Brian Reeves. International experts such as "Who Is Who In Hospitality" www.wiwih.com - have since referred to Avvio.com as the "The Next Big Thing On-line".

Avvio's software is unique in that it:

- Drives both client acquisition and client retention; while, enabling hotels heightened distribution, lower costs of sale and accelerated brand build;
- Avvio's software is OTA compliant and therefore may be integrated across IDS and GDS channels plus property management systems such as Micros Fidelio, Hotellinx and SoftBrands;
- Furthermore there is no set-up fee for Avvio's core booking engine product, Avvio Convert, and Avvio charges a standard commission only on confirmed business.

Some internet facts:

- Almost nine out of every ten travellers (88%) use the Internet for at least part of their travel research. Source: TIA Survey of Vacation Travellers, 2007.

- On average, customers make 12 travel related searches, visit 22 websites and take 29 days from the first time they search until they make a purchase. Source: Google and ComScore.

- 2007 was the 1st year more travel was purchased online than off-line in the U.S., with 51% booked online. This is expected to increase to 56% in 2008 and 60% in 2009 and is set to become the trend internationally. Source: PhoCusWright