

boo.com - Travel Search 2.0 set to change how travel is bought and sold.

Since travel was first sold online, models have evolved with the seasons but the basic premise of selling online remains the same. Use a rifle and pay high commission to online travel agencies (OTA's), or adopt a shotgun approach with pay-per-click and search engines. Either way the cost of marketing and distribution can be high.

boo.com's solution is to provide a vertical search engine with traffic already in the mood to travel. Users find the property they want using innovative web 2.0 tools and the ubiquitous customer reviews. It differs however in that it allows them to book direct on hotels own websites.

CEO Ray Nolan said *"Customers can now shortlist properties in seconds and can click to their chosen hotels' website to book. Simple. We've always believed that the best person to handle the booking is the hotel itself. It provides the lowest cost distribution for the hotelier, which we believe will be reflected in keen prices offered to our customers. Race-to-the-bottom meta-search it ain't!"*

With boo, hotels maintain control over pricing, manage inventory easily and avoid revenue delays. At the hotel's discretion, customers can book with boo at 10% flat commission.

Nolan continued *"With low effective PPC rates, and look to book on hotels own sites being substantially better than OTA's, we expect typical distribution costs to be sub \$10 per booking."*

The launch campaign aims to reach 30 million people through substantial global PR and marketing campaigns. It will launch in English initially, followed by multilingual offerings in European and Asian markets.

boo.com is to be the key consumer brand of Web Reservations International (WRI) going forward and will automatically list all properties hosted on its current platforms including Worldres, Trav.com and Hostelworld. WRI has slept over 20 million people since inception in 1999 and has always focussed on budget distribution.

About Web Reservations International

boo.com is owned and operated by Web Reservations International (WRI). WRI delivers online reservations to over 50,000 properties in 165 countries through a network of owned sites and affiliate partners.

Privately held and headquartered in Dublin, Ireland, WRI was founded in 1999 and has offices in Shanghai, San Mateo and Sydney. Since then, it has developed award winning sites including hostelworld.com, hostels.com and trav.com, and has successful white-label relationships with many of the worlds leading brands.

WRI already processes 70,000 bed-nights per day and handles over €300 million in bookings annually. In the year ending December 2006 WRI generated EBITDA of €19m.

For further information

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