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## HolidayCity plans global advertising campaign

By EyeforTravel.com Correspondent

**Internet-based accommodation reservation service HolidayCity (holidaycity.com) is in the midst of planning an aggressive global advertising campaign and venturing into co-sponsorship opportunities with its hotel partners. (5/15/2006)**

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The plan for advertising campaign follows the setting up of administrative offices in various international locations.

"As part of our aggressive efforts towards embarking on a branding campaign, we have also recently launched our new logo and tagline, which clearly reflect our company's goal and mission to establish a more global presence. Our initial steps towards strengthening our position in the global arena have also included the setting up of administrative offices in various international locations in such as Sydney, London, New York, Auckland and Dublin," Lee Lai Huat, HolidayCity's chief executive officer said.

The company didn't share any info on the launch phase for the campaign.

"We also aim to increase the number of hotel partners and new destinations by two-fold by the end of 2006," says Lee.

HolidayCity currently has a guest reviews section where HolidayCity customers can submit their feedback on the hotel facilities, service, and location, among others.

"In order to further enhance our customers' knowledge, we plan to introduce a public review section where those other than our customers can submit their own comments and feedback," says Lee.

"We would also launch an integration of the latest mapping technology with Multimap into our website which would enable our customers to view the exact locations of the hotels. We would also enhance our current monthly newsletter by offering our subscribers the opportunity to customise the information that they would like to receive. Guests who are keen on booking rooms in the Mediterranean can choose to only receive information on hotel promotions in that particular destination."

In the past six months, Lee says the company has experienced a rapid yet consistent progress especially in terms of website traffic and increase in the number of overall bookings.

"We have also seen an increase in the number of hotel partners in new destinations worldwide. This is in line with the anticipated increase in popularity of online room bookings among the consumers. In 2005, we recorded 190,000 room bookings with a transaction value of USD\$25 million," Lee says.

"We are also excited about the launch of our new and improved website which offers our customers a more attractive and enhanced online experience. Another exciting development is the introduction of the 'Online Chat', which was officially launched in April 2006. Available on each web page, the 'Online Chat' allows our customers to communicate with our customer service officers in real-time with queries related to hotel room rates and availability, hotel information, booking status as well as how to make online reservation."

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distribution event. The meeting place of senior travel executives in pricing, marketing and technology, makes this event a must for 2007.