

### **Announcing the Crowning of Singapore's Next Social Travel Stars**

*Adam Osman and Kelly Latimer beat 100 contestants in AsiaRooms.com's Search for Singapore's Next Social Travel Star to host The Right Room- a new lifestyle travel series on YouTube and the first from an online accommodation site.*

**Singapore, 26 April 2012**— AsiaRooms.com, a leading online accommodation site, today announced the winners of the Search for Singapore's Next Social Travel Star. Adam Osman and Kelly Latimer beat close to 100 other hopefuls to clinch an attractive S\$10,000 in cash and prizes, including a once-in-a-lifetime opportunity to visit 12 destinations and review unique hotels across South-East Asia. Premiering on AsiaRooms.com's very own YouTube channel, *The Right Room* will feature the pair in their travel pursuits, sharing fun, genuine, and interesting travel-related content that will help potential travellers make decisions on which hotels fit them best.

"Our campaign, *The Right Room*, is focused on empowering travellers with essential information on which hotel rooms are right for them, thus adding value to their accommodation decision process. Our research shows that 1 in 3 Singaporeans feel that the choice of room can make or break their holiday. With access to authentic reviews on AsiaRooms.com, travellers can make informed choices, enabling them to have that dream holiday they desire. Now that we have found Singapore's next social travel stars, we look forward to them sharing their take on 12 great hotels in their very own reality hotel review series on our YouTube channel. We are excited to take this fresh approach towards reviewing hotels and destinations," said Andrew Pumphrey, Managing Director, AsiaRooms.com.

Run entirely on AsiaRooms.com's Facebook page at [www.facebook.com/AsiaRooms](http://www.facebook.com/AsiaRooms), the three-week long recruitment process resulted in the top 10 teams being shortlisted as finalists. Members of the public were invited to vote for their favourite team, the results of which constitute a portion of the final judging criteria. Remaining committed to its promise of providing the right room for travellers, all voters were given a chance to win a free two night stay at any hotel of their choice available on AsiaRooms.com.

"With *The Right Room*, AsiaRooms.com is set apart in the online travel industry by connecting with our customers through social media with content that is useful, truthful and entertaining. We believe Adam and Kelly will not only make good hosts, but they will also extend our message of helping travellers find the right room for their trips, where each trip is different and each traveller has unique requirements," added Pumphrey.

There will be a total of 12 episodes in the series, each to be released every two weeks on AsiaRooms.com's brand new YouTube channel. Each episode will feature a different theme and a different destination, showcasing unique aspects of the location as well as covering indispensable travel facts that will help meet the varied goals of travellers from different walks of life.

The panel of judges for the final round of winners included Samuel Seow, Managing Director at Samuel Seow Law Corporation and artiste, host, Lush 99.5 DJ and ex MTV VJ Choy Teh. With their years of experience in the travel, social media, and entertainment scene, they proved invaluable in the process of choosing the right hosts for the programme.

"As part of a duo in hosting shows, I know that it is not easy achieving that strong on-screen chemistry. However, Adam and Kelly have definitely got it and are deserving winners. I think they will make the show very entertaining for viewers to watch and learn about different hotels and destinations. This new format of reviewing rooms will get many people excited about travel, and I can't wait to see the episodes when they are rolled out," said Choy.

"Finding the right room is an essential part of a dream holiday that everyone desires. And we all know it can be plenty of trouble to get a room that meets all our requirements. With this travel series, we're aiming to make it easier for you! Let us take you on an adventure with our quirky blend of wacky fun and unadulterated genuine reviews. So do remember to tune in!" said Kelly, one half of the winning pair.

The first episode of The Right Room premieres on 16 May 2012 and will be simulcast on AsiaRoom.com's YouTube and Facebook channels at [www.youtube.com/asiarooms](http://www.youtube.com/asiarooms) and [www.facebook.com/AsiaRooms](http://www.facebook.com/AsiaRooms) respectively. More information about the winners can be also found on AsiaRooms.com's Facebook page.

## **About AsiaRooms.com**

Established in 2000, AsiaRooms.com is a valued and trusted brand, and one of Asia's leading online accommodation site.

AsiaRooms.com offers the most extensive and diverse range of accommodation options at great value across Asia including key destinations such as Australia, Cambodia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, Thailand, United Arab Emirates, and Vietnam. With thousands of hotels accessible at the click of the mouse, AsiaRooms.com is the simpler and more user-friendly hotel search and booking site of choice.



AsiaRooms.com offers a 24 hour online booking portal, in five different languages with great discounts off published room rates. With no cancellation fees, customers can book now and pay later for bookings up to a year in advance. Customers of AsiaRooms.com receive instant confirmation of their booking whether they book online or by phone.

In addition, AsiaRooms.com offers a comprehensive country-by-country travel guide complete with details on things to do, a listing filled with places of interest, a currency guide, amongst other useful content. AsiaRooms.com is supported by a multi-lingual 24 hour call centre resourced by travel experts equipped to provide advice and assistance throughout the booking process.

AsiaRooms.com is part of The LateRooms Group and part of TUI Travel PLC, a leading international leisure travel group listed on the London Stock Exchange. TUI Travel PLC operates in over 180 countries, employs over 50,000 people and serves over 30 million customers.

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