

## NEWS RELEASE

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### **AsiaRooms.com is on the Hunt for Singapore's Next Social Travel Star**

**SINGAPORE, 26 March 2012** – Do you find yourself inspecting details of the hotel room as soon as you check in? Size of the bed, plushness of the pillows, brand of the toiletries, even contents of the mini-bar? You are not alone. One out of three Singaporeans surveyed\* believes that the hotel room can make or break the trip. The truth is all of us have different expectations of the hotel room. Not one size fits all. One man's sweet dreams can be another's sleepless night.

AsiaRooms.com understands that the right room can make the trip more meaningful, memorable and enjoyable. The leading accommodation site is launching a casting call to find Singapore's next social travel stars – a pair of travel hosts – who will travel and review twelve unique hotels across four countries.

“With our new campaign, AsiaRooms.com is focused on placing the customer at the centre of what we do by adding value to their travels. We understand that our customers place huge importance on the hotel room, and to that end we're facilitating the sharing of authentic, un-doctored hotel reviews from like-minded travellers so that everyone makes an informed decision on their potential destinations and hotels,” said Andrew Pumphrey, Managing Director, AsiaRooms.com.

“Today's online travel industry has become heavily commoditised. For many people, the travel booking experience has become simply a process of searching through different sites for the best deals. We pride ourselves on providing authentic reviews from real travellers who've stayed in the hotel they're reviewing. These reviews help travellers see the hotel from different points of view in an aggregated fashion, so they get to see the good and bad of the hotels all in a flash,” added Pumphrey.

Winners of the competition will debut on AsiaRooms.com's brand new YouTube channel with their very own series of room review videos. They also get to win up to \$10,000 worth of cash and prizes.

To enter the competition in the 'Search for Singapore's Next Social Travel Star', participants must pair up to create and submit a video no longer than three minutes of their very own room review. The video needs to demonstrate their passion for travelling and eye for details



that make a holiday and hotel room stay fun and memorable. Naturally, like avid social media users, contestants need to show confidence in front of the camera and a desire to spread the word.

Deadline for the submission of videos is on 11 April 2012. The top five submissions will be shortlisted after the first round. Following which, the public will then be able to vote via Facebook for their favourite video. Winners of this competition will be announced on 24 April 2012. To be eligible, participants must be at least 18 years old, and possess a passport for travel with minimum 6 months validity.

More information on the contest criteria and eligibility can be found on our Facebook site at [facebook.com/asiarooms](https://www.facebook.com/asiarooms). A video explaining more about the contest can also be found here: <http://www.youtube.com/watch?v=iCknIM9gXNY>

### **About AsiaRooms.com**

AsiaRooms.com was established in 2000 and has since become a valued and trusted brand; and Asia's leading online accommodation site.

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

AsiaRooms.com offers a 24 hour online booking portal, in five different languages with rates of up to 75% off the published room rate. With all inclusive rates, customers can book now and pay later for bookings up to a year in advance; or right up until the date of travel. Customers of AsiaRooms.com receive an 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, places of interest, helpful currency guide, cultural festivals and local events. AsiaRooms is supported by a multi-lingual 24 hour call centre resourced by travel experts, waiting to provide advice and assistance throughout the booking process.

AsiaRooms.com is part of the LateRooms Group and part of TUI Travel PLC, the leading international leisure travel group and the only company of its kind 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.

\* based on AsiaRooms.com survey of over 1, 200 respondents in April 2011.