



## **EXPEDIA ENCOURAGES MALAYSIANS TO 'PACK FOR HOLIDAYS' AS LOCAL SITE LAUNCHES WITH UNBEATABLE TRAVEL DEALS AND PACKAGES**

*'Go for Goal' Facebook contest offers Expedia fans the chance to win a trip of a lifetime to catch a Premier League match live in England*

**Singapore: 19 September 2012** – Expedia.com.my has today announced the launch of its full-service offering, giving Malaysian consumers an awesome breadth of affordable [flight deals](#) and hotel options across the region and beyond.

With over 400 airlines and 150,000 hotels globally, as well as [dynamic holiday packages](#) at unbeatable value, [Expedia.com.my](#) offers travellers from Malaysia a one-stop shop for all of their holiday planning needs. Expedia.com.my will be the only online site in Malaysia that will offer all of the very best flight deals from AirAsia, Malaysia Airlines and other carriers in one place.

“Booking your holiday should be a simple process that gets you a fantastic deal. Expedia.com.my offers Malaysian travellers all of the tools and options to get the very best deal there is, in a very simple and easy to use way,” said Dan Lynn, CEO, AAE Travel.

“As the world’s largest online travel company, we aim to be the single best place to book travel, and we do that by offering a huge selection of competitive holiday packages on a site that is simple to use, with prices supported by a Best Price Guarantee. We plan to replicate the success of our regional sites in Singapore and Thailand, and are confident that Expedia’s unique product offering and global footprint will help us achieve a strong position in Malaysia. The launch of [Expedia.com.my](#) is also another step forward in our continued investment and commitment in this region,” added Lynn.

To celebrate its arrival into Malaysia, [Expedia.com.my](#) will be offering Malaysian holiday makers unbeatable travel packages to over 30 local and international destinations including [Penang](#), [Langkawi](#), [Kuching](#), [Bangkok](#), [Bali](#), [Hong Kong](#), [Paris](#), [Osaka](#), [Los Angeles](#) and [London](#), with prices starting from RM110.

In addition to offering some of the top bargains in the market, the website provides travellers with a suite of simple online booking tools, along with a fully localised service and dedicated phone support to help them plan, book and create their best dream holiday packages backed by Expedia’s signature ‘Best Price Guarantee’. There will also be no Expedia charged fees for changes and cancellations.

Coupled with a user-friendly interface, [Expedia.com.my](#) also offers visitors a huge array of value-added products including detailed property overviews, virtual hotel tours, as well as independent and verified traveller reviews to help consumers make informed decisions.



Expedia is committed to helping travellers create and enjoy the best trip at the greatest value possible! The Expedia Best Price Guarantee is the most comprehensive customer guarantee in online travel and covers everything from packages to standalone hotel deals booked on [Expedia.com.my](http://Expedia.com.my). If customers find a better price online for the exact same trip, Expedia will match the lower rate and will also give that customer a travel voucher worth RM150 for future bookings. A dedicated 24-hour call centre is also available to provide assistance.

Expedia will also be showcasing its new brand positioning in all communications including a nationwide campaign that captures the excitement of travel. Putting the spotlight on the iconic yellow Expedia suitcase, the campaign tagline summarises the brand's proposition this holiday season - "[Pack for Holidays, Malaysia!](#)"

As part of the launch celebration and in light of Expedia's recent signing as the Official Partner of the Premier League Match Officials (PGMO), [Expedia.com.my](http://Expedia.com.my), is giving its [Facebook](#) fans a chance to win a trip of a lifetime with the launch of the 'Go for Goal' contest.

In just a few simple clicks, one lucky fan will get to win a pair of tickets to catch a Premier League match live in England, roundtrip air tickets as well as hotel accommodation.

Starting 20 September and running for three weeks, fans that are quick with their fingers can access the 'Go for Goal' application on the [Expedia.com.my Facebook](#) page to participate in the fast-reaction game. Spot the soccer balls peeking out from behind the Expedia suitcases and beat the clock by clicking on them as fast as you can. One lucky fan will be picked among the top 5 who topped the scoreboard with the fastest clicks for a fully paid holiday to catch the Barclays Premier League match live in action.

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### **About AAE Travel**

AAE Travel is the joint venture company between the world's leading online travel company, Expedia Inc. and the world's best low cost airline, AirAsia. Headquartered in Singapore, AAE Travel operates Expedia's businesses in India, Japan, Southeast Asia and East Asian markets, and other online travel sites.

In Malaysia, AAE Travel operates [Expedia.com.my](http://Expedia.com.my), a full service business helping travellers plan and book their travel by providing a personalised service, the latest technology and a wide selection of almost 150,000 hotels and 400 airlines of [holiday packages](#), [cheap flights](#) and [hotel bookings](#) to suit their travel needs. In addition, Expedia also has hotel-only sites operating in Indonesia, Philippines, Hong Kong, Taiwan and Korea, along with its established businesses in Singapore, Thailand, Japan and India.

