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‘OUTSIDE 28 DAYS’ FOR EZIBED.COM

Ezibed.com, the accommodation website currently focusing on last minute distressed inventory launches its new development this week to customers. The site will now cater to the ‘outside 28 day market’ by way of an enquiry booking engine, new to last minute sites.

“Our customers frequently enquire about booking accommodation outside of the specified 28 day period, and up until now they have been unable to do so through the site”, says Gareth Pearce Marketing Director for Ezibed.com. From this week customers will be able to click a link on the website that will enable them to complete their details and the dates that they require. This enquiry will automatically be sent to the supplier and the supplier will then be able to say whether or not they can accommodate the customer’s request. Mr Pearce points out that this is not a 'live' system like the current '28 day distressed inventory' side of the site, but an enquiry response mechanism only. Completion of a booking is expected within 24 hours.

Suppliers have the freedom of offering customers better rates and inclusions just in the same way as the current site works. Mr Pearce says that the new development allows the supplier to continue to manage their yield based on their availability. “Of course, if it is during a holiday, an event, a weekend or the school holidays, the supplier can either charge their full rate or decline the request all together” says Mr Pearce. An automatic e-mail is forwarded to the customer and the customer then has the choice of accepting or declining the offer presented to them.

Mr Pearce states, “Ezibed.com is moving away from operating solely as a last minute site. People want better online accommodation offers, further out than just 28 days so if we can assist as intermediary between supplier and customer then we will meet that demand”. The expansion to the site will allow customers to book up to 18 months in advance.

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