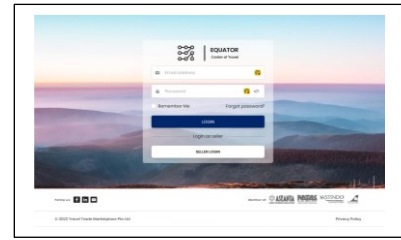




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## **EQUATOR, TOURISM SECTOR'S TRUE MARKETPLACE IS LIVE!**



Singapore online travel company, Travel Trade Marketplace, launches EQUATOR as a true marketplace for the tourism sector. All companies can buy and sell on one platform which integrates the B2B and D2C business models. Sellers have full control over segment pricing and customer engagement based on a low transaction fee. Its initial release lets accommodation operators promote rooms and F&B to pre-qualified customers from different industries and business segments. Other products are scheduled for subsequent releases and will make Equator a one stop trading platform and marketing channel.

Hotels' online sales grew significantly over the last decade but so had corresponding costs. Opportunity costs had also increased due to duplication and undesired exposure. Long supply chains weighed on margins, altered brand stories, price dilution and impacted customer turnaround time. Equator's true e-commerce model provides full transparency between buyers and sellers, content from original source, and undisrupted pricing. The co-marketing solution further lowers marketing costs. Its Market Segmented Pricing (MSP) System gives sellers full control over customer viewership and pricing by markets, industries, and business segments. The B2B creators' module lets sellers enhance product offerings by adding complementary products from other operators at a finger's touch, free of operations and fulfilment. The best practices of online and offline sales are combined to generate more quality business, stronger coverage and wider reach at lower cost of sales.

Senior VP - Global Distribution for Absolute Hotel Services (operator of Eastin Hotels, U Hotels & Resorts, and Travelodge Hotels) Mr. Nicolas Ishkanian said: "Within the vast online landscape, Equator's different ways of driving online travel sales, serves as the gateway to boundless new possibilities."

Head of Sales & Marketing of Berjaya Hotels & Resorts, Mr. Gary Tay said: "This collaboration with Equator epitomises our shared values of technological innovation, allowing us to complement our business by delivering new customer perspectives and dynamic synergies going forward."

Equator's major shareholder, Chan Brothers International's Mr. Anthony Chan, also Group MD of Chan Brothers Travel added: "We are delighted to be part of this revolutionary model, not just stakeholders but as user of Equator's distribution system. It provides ready to market products at unmarked B2B prices from operators. We can ensure best pricing for our customers and expand our relationship with travel operators."



Founder & CEO Fred Seow highlighted: “We will also launch our first industry wide initiative, **Tourism ID** staff program. All personnel in tourism, especially the many behind the scenes, can enjoy industry rates for personal travel. At zero markup and zero commission, deals that are direct from operators are genuine, alike an industry privilege. As we usually travel off peak when less busy, it’s a win-win for all parties. From positive response, we will bring forward our co-marketing module for hotels to achieve continuous engagement with customers. We believe Equator is a sustainable alternative for travel operators to drive more direct business, deliver stronger benefits to partners and offer stronger values to travellers.”

### **About Equator**

Travel Trade Marketplace is headquartered in Singapore with a travel licence issued by Singapore Tourism Board and is member of various travel trade associations in the region. The Equator brand serves the tourism sector while Equinox serves other industries. It provides a safe and secure platform for intra and inter industry trading, collaboration and marketing. Hotels can connect via over 60 channel managers and airlines can distribute via its NDC enabled system. It provides modern payment gateways including an in-house e-wallet. The platform is designed to increase direct engagement and customer ownership. It provides cost sharing applications to lower operating and marketing costs. It serves as a bridge to start business relationships as it launches with pre-qualified buyers from different markets and industries worldwide.

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