

Mobissimo Travels to the UK: Sun Never Sets on Mobissimo's Travel Empire

Travel Search Engine Mobissimo Continues Unrelenting International Expansion

June 28, 2006 (FPRC) -- San Francisco, Calif. Mobissimo, Inc. (www.mobissimo.com), the world's most comprehensive travel search engine, today announced the launch of its UK site www.mobissimo.co.uk, to give British consumers direct access to the latest travel deals from the widest range of online travel agencies, major air carriers, low cost airlines, car rentals and hotels available with a single click.

The British are traditionally savvy travellers who travel often both domestically and abroad. Mobissimo covers well-known domestic travel suppliers such as Active Hotels, British Airways, Easyjet, Ebookers, Hotel Pronto, Lastminute.com, Monarch, Opodo.co.uk, Ryanair, Skoosh, Sterling, and features the largest selection of low cost airlines available in one convenient location.

Mobissimo is the only travel search engine to specialize in international travel and offers unparalleled depth in travel resources for deals to three foreign destinations favoured by UK residents: the U.S., continental Europe and India. Continuing Mobissimo's trajectory of organic growth and international expansion, Mobissimo UK is the second European site operated by the company. Mobissimo launched its French site (www.mobissimo.fr) in September 2005.

Beyond Europe, Asia has quickly developed into a white-hot market for online travel search, due to the Indian economic boom and the emergence of a new generation of low cost airlines to meet increasing demand for travel options. Last month Mobissimo became the first travel search engine to specifically target India with the launch of its Indian site (www.mobissimo.in) bringing Indian consumers the largest selection of travel deals available both domestically and worldwide.

"We focus on entering the fastest growing travel markets globally to propose the best choices and recommendation tools to our users. The UK leisure travel market is very active and the UK has always represented a significant source of traffic for Mobissimo," said Beatrice Tarka, Mobissimo's CEO.

Mobissimo searches prices directly from 166 different travel suppliers across the world, based on visitors' search criteria, and displays them with one simple search. Just like a Virtual Travel Concierge, Mobissimo's innovative recommendation tools make it easy for travellers to discover new destinations and routes, particularly useful in summer and winter holiday seasons when fares to popular destinations tend to sell out. Users can enter queries with Mobissimo OneBox natural language search, tap PowerSearch for multiple city searches, consult MobiCombo for dynamic ticket combinations, and run Activity Search for theme-based travel planning, directly on the Mobissimo home page.

About Mobissimo

In Italian, Mobissimo means the "ultimate in mobility." For consumers, Mobissimo is the ultimate travel search tool because it saves time and money and improves the way people discover travel information. Mobissimo is a travel search engine that simultaneously searches 166 different travel sites in 30 countries and five continents, including major global airlines, low-cost carriers, consolidators, and hotel/car rental sites, to find the best fares and rates online. Travelers from 188

different countries take advantage of Mobissimo's powerful Travel 2.0 search tools including OneBox natural language search, PowerSearch for multiple city searches, MobiCombo for dynamic ticket combinations, and ActivitySearch for theme-based travel planning. Launched in 2004, Mobissimo continues to be the leading travel search innovator. The company is headquartered in San Francisco, California and is privately held. For more information and to experience Mobissimo, please visit <http://www.mobissimo.co.uk/>.

Note to editors:

UK residents made 64.2 million visits abroad and spent GBP 30.3 billion in 2004. Two thirds of visits by UK residents were for holidays. Europe was the most popular destination for UK residents, accounting for 80 per cent of all visits and 64 per cent of overall spending.

In 2004 UK residents made 50.4 million visits abroad by air, 79 percent of all visits. This compared with 8.9 million visits by sea (14 per cent) and a further 4.6 million via the Channel Tunnel (7 per cent). Those travelling by air spent proportionally more than those travelling by any other means: 85 per cent (GBP 25.9 billion) of all expenditure was by those UK residents travelling by air, compared with 10 per cent (GBP 3.0 billion) by sea and 5 per cent (GBP 1.4 billion) through the tunnel.. (Source: UK Government International Passenger Survey -Travel Trends 2004)

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Contact

Mobissimo Inc.

Beatrice Tarka, CEO

984 Folsom St.

San Francisco CA. 94107 USA

Tel +1 4154255638

Contact Judy Curtis

SIPR for Mobissimo

Tel (+1) 650 274 1509

Email judy (at) sipr.com

Press Contact:

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International IT Marketing Limited

Klaas Brumann

9 Moore Close, Cambridge, CB4 1ZP

Email: pr (at) IITM.info

Tel. +44 8700 114911

<http://IITM.info>

Newswire software, internet, mobile communication

Contact Information

For more information contact Klaas Brumann of Mobissimo Inc (<http://www.mobissimo.co.uk>)
+44 8700114911

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