



PT SSIA LAUNCHED ITS FIRST TRAVEL BRAND TRAVELIO.COM
Indonesia's first Online Travel Agent to introduce a revolutionary way of hotel booking through its reverse auction model

Jakarta - Indonesia, January 21: PT Surya Semesta Internusa (SSIA) announces the launch of its first e-commerce site, Travelio.com. Travelio.com is a travel brand under PT. Horizon Internusa Persada, a newly added subsidiary of SSIA – owning company of Gran Melia Hotel Jakarta, Melia Bali, Banyan Tree Ungasan Bali and Batiqa Hotels. With 4 dedicated founders, the company's vision is to be the first stop for consumers looking to find hotel deals as they provide a unique online hotel-booking platform that allows users to choose their hotel specifications and enter their own price. Hence, the tag line: "Your Trip, Your Price."



With hotel inventories throughout Southeast Asia, www.travelio.com is heavily focused on the Indonesian market due to the rise in domestic travellers and to provide this

demographic with a fun, easy and engaging way to start their travel experience. The establishment of this e-commerce site is in line with the holding's vision of "Building a better Indonesia" as it aims to provide Indonesians with a new local platform that not only gives users a new and easy way to book hotels at the lowest price but also to educate consumers about entrepreneurship and tourism in Indonesia as the country positions itself as a popular emerging market in Asia.

Media Enquiries:

Notes to Editors:

Visit www.travelio.com to find out more about the newly launched e-commerce site

Visit Social Media Pages:

Facebook : <https://facebook.com/travelioID>

Twitter: <https://twitter.com/travelioid>

Instagram : <http://instagram.com/travelioID>

Google+ : <https://plus.google.com/+TravelioID/posts>

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PT Surya Semesta Internusa Tbk