

Virtual Travel Fair is Back with More Varieties for Travellers

Fifth Virtual Travel Fair Presents Greater Deals and More Choices

Petaling Jaya, 8th March 2013 – SOTA's Virtual Travel Fair (VTF) returns once again, this time presenting greater travel deals and more choices of travel packages for travel buyers to choose from. The fifth VTF will commence from 13th March to 29th March 2013.

"The travel provider participation for this VTF is among the highest that we have had, with more than 4,000 travel packages being offered and accommodation offered by 150,000 hotels worldwide. With the growing maturity of online travel in Malaysia, we believe we will see an even stronger response for this year's VTF especially with more variety of travel packages and value for money deals offering greater incentives for savvy travel buyers," said Rohizam Md Yusoff, Chief Executive Officer of Creative Advances Technology Sdn Bhd (CAT), the company that developed SOTA.

There are prizes up for grabs even before the VTF kicks off. Between 1st March to 12th March, newly signed-up SOTA passport members stand a chance to win a pair of movie tickets through daily lucky draws. Existing SOTA Passport members also stand a chance every four days until 12th March to be one of three winners of a RM340 worth one-night stay prize at the beautiful Anggun Boutique Hotel in Kuala Lumpur, just by registering their interest to join the VTF on SOTA's website.

Apart from offering great incentive for travel buyers through a convenient online marketplace, the VTF presents value buys that translate to bigger savings for travellers. Some interesting packages offered in this fifth VTF include the hot-selling Universal Studios Singapore and Johor Legoland 3 days/2 nights trips, 7 days/6 nights Korea and Jeju trips and Umrah packages to the holy land.

There are also value deals for trips to Beijing, Gui Lin, Phnom Penh, Bali, Makkah, Madinah, Bangkok, Ho Chi Minh and Hanoi among many other exciting travel packages. Additionally, there are many other fantastic gifts, prizes and deals to be redeemed with purchases made at this VTF.

"Travellers who spend a minimum of RM100 on travel packages or hotels will stand a chance to win a 3 days/2 nights trip to Macau inclusive of accommodation and flight tickets worth a total of RM7,000. Also, a series of four e-auctions will take place daily between 25th March and 29th March 2013," said Joanna Liao, Chief Marketing Officer of CAT.

VTF allows travel buyers to browse and purchase a wide variety of domestic and international travel packages online, with the proposition of 'No traffic jam, no jostling crowds and no hassle'. The last VTF held in September 2012 saw a record-breaking 70,000 online visitors, with about 2,600 online visitors daily.

"In order to further facilitate the VTF this year, SOTA has introduced a live chat support feature tailored to provide instant online services and assistance to consumers and visitors," added Liao.

Avid travellers, families, nature lovers, and couples can search round-the-clock for many tempting local and international travel packages for budgets of all sizes from the comforts of their home by directing their browsers to VTF's website via <http://virtualtravelfair.allmalaysia.info/>, starting from 13th March 2013. AllMalaysia.info is a SOTA partner in the 2013 VTF.

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About SOTA

SOTA is an online travel platform that caters to both travel businesses and travellers. Through SOTA, travel operators can publish their products and services on a widely accessed online travel marketplace, directly reach travellers from over 85 countries and bring their travel business online with minimal investments in IT and manpower. Travel packages promoted on SOTA are distributed via a network of travel websites, lifestyle web portals, blogs, social media and search engines. For travellers, SOTA means easy access to an extensive choice of travel packages and hotel rooms through one marketplace. SOTA is currently used by over 1,500 travel agents and hotel partners across 46 countries. For more information, visit www.sotanetwork.com and www.sota.travel

About Creative Advances Technology Sdn Bhd

Creative Advances Technology Sdn Bhd (CAT), a MSC-status company with an impressive and proven track record in web portal design and development is the developer of SOTA. CAT designers and entrepreneurs have been at the heart of many high-profile website design and development projects in Malaysia, including VirtualMalaysia.Com - the one-stop e-tourism portal that promotes the very best of Malaysia's travel and tourism opportunities to a global online audience. In 2013, SOTA - the online travel platform developed by CAT was entered into the Malaysia Book of Records as the first travel portal that brings together multiple travel suppliers onto a single online platform. For more information, visit www.cat.com.my

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