

## MakeMyTrip Announces Launch of "Holiday Plus" for International Travellers

*Offers an Industry-first satisfaction guarantee to overseas travellers - customer to pay 50% of the holiday cost on return*

Gurgaon, Haryana, January 31, 2008 /[India PRwire](#)/ -- MakeMyTrip, India's no. 1 online travel agency, has announced specially designed **Holiday Plus** packages for destinations in Europe, Australia and the United States. These packages come with a first-of-its-kind satisfaction guarantee in the Indian travel industry – MakeMyTrip will take only half of the holiday cost upfront, and the rest is to be paid after the travellers' return. The offer is in line with MakeMyTrip's vision to provide innovative product and service solutions for travellers.

Sharing more on this initiative, **Keyur Joshi, Co-Founder & COO, MakeMyTrip** said, "We have designed the **Holiday Plus** range of international holiday packages with meticulous attention to detail. Each element of these packages has been carefully customized to include the right combination of destinations, airline and hotel partners, tour directors, and value-added services to enhance the overall travel experience. Altogether we assure the traveller a relaxed and memorable holiday."

**Keyur elaborated** on the promotion, "We are absolutely certain that we offer the Best Holiday Experience in the market. As proof, we have extended a first-ever guarantee to customers under which we are willing to receive upfront payment for only 50% of the package cost, and the rest after the traveller returns from a satisfactory holiday. We are supporting this with a high-voltage campaign "**Humne Toda Vaada Toh Pay Only Aadha**" that will shortly break across mass media – TV, electronic and radio channels as well as the internet."

For more information about the range of holiday packages, customers can walk into MakeMyTrip's local offices or call on 1860-500-5000 from anywhere in India to avail the same package price from any where in the country. Customer can check the packages details on the website [www.makemytrip.com](http://www.makemytrip.com).

International Holidays, which has long been a significant revenue generator for traditional brick-and-mortar travel agencies, is now also growing as a major category to drive revenues for OTAs. So far, MakeMyTrip has sold over 7500 packages to international destinations since April 2007.

### Attractive Newly-launched Multiple-Destination Packages

**European Holiday** – Direct flight on Jet Airways, Immediate check-in on arrival, First class hotels at great locations, Extensive sightseeing - full day excursion each of Euro Disney, Rome, London, Eiffel Tower (3rd level), full extended buffet including breakfast, lunch and dinner

- Glimpses of Europe (10 nights) for Rs.114,000 + visa Rs.14,000 and taxes Rs.17,500 per person = Rs.1,45,500
- Exciting Europe (15 nights) for Rs.148,000 + visa Rs.14,000 and taxes Rs.17,500 per person = Rs.1,79,500

**American Holiday** – Fly on World class Airlines, Immediate check-in on arrival, First class hotels at great locations, Enjoy New York in private stretch Limo (one per family), Internal USA flights included, Extensive sightseeing, Helicopter ride in Las Vegas, full extended buffet including breakfast, lunch and dinner

- American Holidays (14 nights) for Rs.178,000 + visa Rs.6,500 and taxes Rs.19,500 per person = Rs.2,04,250

**Australian Holiday** - Fly on World class Airlines and world's largest Aircraft (A 380 – Singapore Airlines), Extensive sightseeing - 4-wheel drive, Sand dune adventure and Dolphin cruise, Full extended buffet including breakfast, lunch and dinner. Shop till you drop in Singapore.

- Australian Wonder (11 nights) for Rs. 1,44,000 + visa Rs.5,000 and taxes Rs.21,500 per person = Rs.1,70,500

## **Notes to Editor**

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#### **About the online travel industry**

At 40% year on year growth, the online travel industry is a rapidly growing space, and is estimated to be worth US\$ 2 billion by 2008. The travel boom, emergence of low cost carriers, proliferation of the internet and the growing acceptance of e-commerce over the last few years, are key factors that have contributed the emergence of this sector as a formidable force in the overall travel industry. According to industry estimates, the offline travel industry is expected to see its share drop from 32% in 2005 to 10% in 2008, owed to the growth in revenue of online travel agents. Make My Trip.com was the first online travel agency in India, and is the current market leader.

#### **About MakeMyTrip India**

The India business of MakeMyTrip was launched in September 2005. As the first and only comprehensive online travel site with real time booking for flights, hotels, holidays and cars, MakeMyTrip.com is heralding a revolution in the way travel will be bought in India.

Within a year of its launch MakeMyTrip has acquired over 200,000 delighted customers and sells over 3000 flight tickets, 200 hotel room nights and over 50 holiday packages every day. The site attracts over 1 Million unique visitors every month according to WebSideStory, HBx Analytics, an independent traffic-monitoring agency.

Headquartered at New Delhi, MakeMyTrip has projected a turnover of Rs 550 crores (USD 120 Millions) in current fiscal, which is a 100% growth from last year's registered sales of Rs 200 crores (USD 42 Million). They are also all set to acquire 500,000 customers by March, 2007. MakeMyTrip.com has over 450 employees on board and offers 24x7 customer service.

For more information, visit [india.makemytrip.com](http://india.makemytrip.com).

#### **About MakeMyTrip US**

MakeMyTrip.com was launched in 2000 to cater to the niche USA to India travel market. Since its inception, it has been growing at a fast pace to emerge as the foremost travel website in the US to India market. MakeMyTrip.com has 3.5 % share of this NRI market, which is pegged at Rs 4500 crore (USD 1 Billion).

With over 100,000 customers and 130,000 registered users in the US, MakeMyTrip has a renewal rate of 30%. NRI's can book tickets to India online or call our Travel consultants who are available 24x7 on US toll free 1800-India-10. The unprecedented growth rate, superior technology, excellent customer service and over three years of profitable operations, has established MakeMyTrip as the number one destination for NRI's when looking to book travel to India.

Outside of India, MakeMyTrip offices are located in New York and Sydney. For more information, visit [www.makemytrip.com](http://www.makemytrip.com).

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