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TRAVELLERS AND TRAVEL AGENTS ADOPT MOBILE AT RAPID PACE

Hong Kong's high adoption of Abacus Mobile caters to demands of today's traveller

Singapore, 22 August 2012 - Travellers today want more convenience and better service throughout their travel journey, and the explosion in the popularity of smartphones and tablet devices has been helping them to achieve this. Mobile technology has been instrumental in providing travel agents with the appropriate technology to ensure that they can best service all the needs of the traveller even while on-the-go.

People demand and expect travel agents to adapt to their changing behaviour, especially in the current age of those who rely heavily on their mobile devices during travel. The ability to empower travel agents to differentiate themselves from the competition by providing a high level of service expected by customers anytime, anywhere has led to high adoption rates of the integrated Abacus Mobility Suite. Adopting the latest in mobile web technology, HTML5, this allows everyone with a mobile device to receive optimised information with an app-like experience.

Travellers themselves are also embracing mobile technology to enhance their travel experience. Abacus VirtuallyThere, a part of Abacus Mobility Suite, is the industry's first travel management service that caters specifically to travellers in more than 20 different languages. Accessible both on the desktop and on mobile devices, Abacus VirtuallyThere, together with partner Sabre, has more than 40 million unique visitors each year, making it the most visited travel portal in the world.

Abacus VirtuallyThere also has the ability to support more than 600 mobile devices globally, helping travellers stay connected by delivering information such as the most updated air, car, cruise, ferry, hotel, rail and travel insurance bookings. In addition, it offers flight interruption, gate change alerts and other relevant content to suit their itinerary and interests.

Abacus Mobile, another Abacus Mobility Suite member, is the world's first mobile reservation system. It has helped travel agents in Asia

Pacific deliver a seamless travel experience in meeting new, higher demands for service, connectivity and convenience before and after travellers reach their destination. A web-based point-of-sale mobile solution, Abacus Mobile has afforded many travel agents the luxury to create new bookings and ticket or process Passenger Name Records (PNR) while on-the-go. In fact, some agencies utilising this solution report that the majority of their agents' time are spent outside normal office hours, in line with when travellers most often look to book or arrange travel.

Ms Winnie Lau, Managing Director, Abacus Distribution Hong Kong, said, "Abacus mobile solutions have been instrumental in helping our agents to work effectively and maintain the level of customer service provided while they are out of the office."

"Our agents find it a convenient and very easy-to-use solution that can be accessed on-the-go especially for last-minute changes after office," Ms Lau added.

Hong Kong has reaped the greatest benefits from a fast adoption of the Abacus Mobile solution since its launch in 2010. It is available in English, Simplified and Traditional Chinese and operates on all mobile platforms.

"From our data, we have seen a tremendous rise in the use of the Abacus Mobile solution amongst travel agents in markets such as Hong Kong, providing numerous benefits such as increased productivity and better service to customers," said Mr Robert Bailey, President and CEO, Abacus International. "We were the first to enable our travel agents to maximise the mobile platform potential, and to see the end traveller fully appreciate the greater value agents can provide to them is testament to the strength and benefits that Abacus Mobile brings."

"Abacus Mobile is an extremely effective tool in offering convenience to our customers. It helps improve our quality of customer service as now all the information and data are readily available through our mobile devices," commented Mr Larry Lo, Managing Director, Westminster Travel Ltd. "No matter where we are, if our customer needs a last-minute flight change due to cancellations or bad weather, we can attend to it swiftly and efficiently."

"I believe the mobile agent will continue to grow and take a larger percentage of the industry," said Mr Lo. "Similar to travellers today, agents need to be savvier in utilising key technologies and information to stay connected and help customers keep an effortless travel schedule."



Abacus Mobile has proudly seen a dramatic rise of active subscribers today, accounting for over 78,000 visits. These numbers continue to rise, with a greater than 50 per cent increase in both the number of active subscribers as well as visits in the first half of 2012.

The Abacus Mobility Suite also includes other solutions such as Abacus WebStart, Abacus TripPlan and TripCase.

With the full implementation of all the solutions, agents can interact more with travellers with easy-to-read and easy-to-navigate information at their fingertips; agents have a more heightened experience with contextual information that is auto-updated and populated for highest accuracy; and agents can provide better customer service and retain higher loyalty through convenience to both the traveller as well as themselves.

"Today's connected traveller wants a comfortable and seamless experience from departure to arrival. Abacus, through its integrated Mobility Suite, allows agents to deliver this convenience from start to finish, driving efficiency, precision and loyalty by addressing the needs of travellers," added Mr Bailey.

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About Abacus International

Singapore-based Abacus International is Asia-Pacific's leading provider of travel solutions and services with more than 20,000 travel agency locations in 31 markets. With over 24 years of experience in fusing international best practices and local expertise with global and local partnerships, Abacus provides travel information and reservations specifically tailored to the Asia-Pacific region.

Abacus International is owned by Sabre and a consortium of Asia's leading airlines including All Nippon Airways, Cathay Pacific, China Airlines, EVA Airways, Garuda Indonesia, Dragonair, Philippine Airlines, Malaysia Airlines, Royal Brunei Airlines, SilkAir and Singapore Airlines. Sabre is the global leader in the electronic distribution of travel and travel related services.

More information on Abacus can be found at www.abacus.com.sg.

About Abacus Hong Kong

Abacus Distribution Systems (H.K.) Ltd. is one of the national marketing companies of Abacus International Pte. Ltd. with around 1,100 travel agency locations and over 6,000 terminals. Abacus HK was established in 1989 to provide comprehensive travel information and customised Global Distribution System (GDS) services to clients in the Hong Kong and Macau region. Over 20



years of experience in fusing international best practices and local expertise through local operations and partnerships to better able to address customers' needs and improve marketing efficiency.

Abacus Distribution Systems (H.K.) Ltd. is owned by Cathay Pacific Airways Ltd., Pacific Century CyberWorks Ltd., Travel Industry Council of Hong Kong and Abacus International Pte. Ltd..

More information on Abacus can be found at www.abacushk.com.