

Chan Brothers Travel Appoints Inetasia Solutions As Its Digital Marketing Partner

By Chan Brothers Travel Pte Ltd

Dated: Aug 29, 2007

Chan Brothers Travel Pte Ltd, has appointed leading Asian independent Internet consultancy Inetasia Solutions Limited as its digital marketing partner to help raise its online profile.

Singapore - August 30, 2007 -- Singapore's most established travel specialist, Chan Brothers Travel Pte Ltd, has appointed leading Asian independent Internet consultancy Inetasia Solutions Limited as its digital marketing partner.

Inetasia's specialist digital marketing division will provide Search Engine Optimization and press release and content syndication services to help Chan Brothers promote its travel portal at <http://www.chanbrothers.com>, which includes a recently revamped hotels section. The goal of this activity is a long-term increase in Chan Brothers' listings on the major Search Engines (Google, Yahoo and MSN) for high-value keyphrases used by travellers to find flights, accommodation and package tours. Inetasia targets placements in the top 30 positions on Google, Yahoo and MSN, which covers approximately 85% of web search traffic. The company uses safe ("white hat") link-building, Web 2.0 and content syndication techniques to draw more high-quality traffic to client websites. Inetasia also provides WebTrends Hosted, WebTrends consulting and ongoing Internet consulting services to Chan Brothers.

Calisa Chong, Manager E-Commerce at Chan Brothers, commented, "The Internet is an important tool for consumers and businesses to research their travel needs. Search Engine Optimization will help people find our website, which allow us to better meet the needs of local and international clients."

"We are very pleased that Chan Brothers has selected Inetasia as its digital marketing partner," said Mr. Gregory Smyth, CEO of Inetasia. "Tourism and travel is one of the key industry verticals we specialize in, and we look forward to a long and mutually beneficial working relationship with Chan Brothers."

Chan Brothers Travel has been at the forefront of Singapore's travel industry for many years, and was one of the first travel specialists in Singapore to realize the potential of the Internet and launch a specialist travel website. By appointing Inetasia as its digital marketing partner, Chan Brothers Travel expects to further increase its online visibility and market share.

About Chan Brothers Travel Pte Ltd

Chan Brothers Travel Pte. Ltd. has the strongest foothold and most established travel operations of any travel agency in Singapore. Chan Brothers serves a broad spectrum of customers, from leisure to corporate. Leisure customers include families looking for wholesome fun and quality experiences that promote togetherness, honeymooners or couples in search of romantic getaways, PMEBs wanting to break free from the stresses of life, adventurers seeking unforgettable escapades, and students on budget travels. Corporate customers include small and medium-sized enterprises and multinational corporations.

Chan Brothers was recently named the Winner for Outstanding Branding Effort (Local). Chan Brothers was also named the Best Travel Agency (Singapore) in 2005, Singapore's Top 100 Brands & Number 1 Online Travel Agency in 2004 and Tourism Host of the Year (Travel Agency) in 2003.

About Inetasia Solutions Limited

Inetasia - <http://www.inetasia.com> - is a leading Asian Internet consultancy, providing high-value technology solutions to the global marketplace using the Internet, web-based applications, and information

technologies. Build, market, and analyze with Inetasia's integrated marketing platform, which combines Site Manager 6.0, a powerful web-based marketing platform and WebTrends web analytics, the world's leading solution for accurate and actionable metrics to optimize online marketing performance for maximum return on investment.

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<http://www.chanbrothers.com> provides business travels, meetings, incentives, conventions and educational travel, also air tickets, cruises, accommodation, car rental, insurance travel gift vouchers and world-wide online hotel bookings for discount prices.

Category	Travel
Tags	Online, Internet, Hotel, booking, Travel, holiday, agent, agency, singapore, air ticket, cruise, chan brothers
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