

## NEWS RELEASE

### ROOMS4U.TRAVEL TO BOOST WORLD CUP BOOKINGS

Rooms4U.travel, a South African accommodation booking portal that went live early this year, allows accommodation establishments to sell their last minute stock before the start of the 2010 FIFA World Cup and will remain live after the event.

The portal, established after an accommodation audit undertaken by the Department of Tourism last year, is supported by the department, South African Tourism, the Federated Hospitality Association of Southern Africa (FEDHASA) and the South African Tourism Services Association (SATSA).

FEDHASA Chairman Eddy Khosa says while Rooms4U.travel is a joint industry initiative, FEDHASA, as the representative association for the accommodation sector, was instrumental in initiating the project.

“FEDHASA CEO Brett Dungan personally registered the domain to secure the name, after which it was transferred to African Third Party Processors. It is driven by the private sector in an open playing field and despite it being new on the market, I believe it will be particularly valuable to small accommodation providers like bed & breakfasts and guesthouses.”

He says Rooms4U.travel is particularly user-friendly, as accommodation searches can be carried out by price, thereby eliminating those establishments that charge prices that are not market related.

Establishments listed are able to make use of automatic real time bookings. All payments on the portal are secure and guaranteed and any establishment, regardless of size, can load stock onto the system.

Dungan says he recently informed Parliament’s portfolio committee on tourism about Rooms4U.travel, after he was invited to address them on issues facing the industry such as pricing and availability of accommodation.

“I believe the South African tourism industry will deliver its share of a successful World Cup tournament in South Africa. FEDHASA, as the conduit to the hospitality industry, trusts its role in establishing Rooms4U.travel will contribute to this success and looks forward to being involved in similar initiatives in the future, as a service to the industry,” says Dungan.

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