

## World-leading travel planning website software going global

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Just four months after its New Zealand launch, the innovative [www.cadabra.com](http://www.cadabra.com) online travel planning system holds more than \$NZ2 million worth of future tourist travel plans - and is now looking for partners around the world to launch other Cadabra destinations.

Cadabra New Zealand founder and CEO Graeme Frost says [cadabra.com](http://www.cadabra.com) provides a unique and powerful platform on which national partners can quickly deploy an online destination site - under the Cadabra brand - enabling independent travelers to research, plan and book their personalized tour from a single website.

Unlike existing online sites such as Expedia, Frost says, Cadabra is focused on multi destinational touring type holidays and provides tools such as its itinerary wizard which dynamically builds personalized itineraries based on the users interests and choices.

He says Cadabra New Zealand is looking for existing travel businesses, such as travel agents, interested in replicating the [Cadabra.com](http://www.cadabra.com) model proven in New Zealand. This involves adding local destination content, as well as access to large databases of accommodation, activities and services.

Frost says that travel planning and booking is moving online faster than many experts have predicted. Sales via online travel systems in the US alone reached USD\$94 Billion in 2007 - more than one third of the total travel market. Leading online travel research company PhocusWright predicts that 28% of all European and 48% of all UK travel will be booked online in 2008.

'Cadabra offers an extremely powerful and well-differentiated platform for potential partners to build a new business, or add a strong online capability to an existing travel business,' Frost says. 'We've proven the technology in New Zealand, now we're offering a proven solution to potential partners worldwide.'

### **About Cadabra**

Cadabra is a New Zealand-based software development company specialising in the tourism industry. Over the last five years Cadabra has designed and developed an innovative website engine for launching and deploying online tour-planning solutions to manage **complex touring** - that is, travel itineraries which can include travel inside a country, multiple destinations, multiple travel modes, accommodation and leisure/activity options in each location. Cadabra offers a single full-service website enabling independent travelers to **research, plan and book** their personalized tour. Further information at <http://corporate.cadabra.com>. Cadabra New Zealand is at [www.cadabra.com](http://www.cadabra.com).

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