



KALIGO
Travel Solutions

FOR IMMEDIATE RELEASE

Natasha Cui
Marketing Communications
natasha.cui@kaligo.com

**Kaligo Travel Solutions and Velocity Frequent Flyer launch
flexible new online hotel redemption platform**

Millions of Velocity members now enjoy largest hotel inventory available for Points redemptions in Australia.

Singapore, February XX, 2017 – Kaligo Travel Solutions, the leading innovator in loyalty commerce, and Velocity Frequent Flyer, the award-winning loyalty program of Virgin Australia, have launched a new online hotel booking platform, opening up the largest hotel inventory available to Velocity Frequent Flyer members for redemption bookings in Australia.

Now live at hotels.velocityfrequentflyer.com, the platform features over 465,000 hotels and resorts worldwide leveraging inventory from dozens of major travel suppliers. Velocity members are able to book using Velocity Points or with Points + Pay which features an interactive slider to allow members to explore the Points and cash combinations that can be used to book. Fully integrated with Velocity Frequent Flyer, the booking engine processes Velocity Points redemptions and confirms hotel bookings instantly in real-time.

“Kaligo Solutions is excited to collaborate with Velocity, a program renowned for providing its members with unique and delightful experiences, to launch an unprecedented hotel redemption offering,” said Kyle Armstrong, CEO of Kaligo. “Velocity and Kaligo share the same values of uncompromising customer focus and innovation to address ever-evolving customer needs. We have collaborated closely to design and launch a world-class member experience within eight weeks.”

Velocity Frequent Flyer CEO Karl Schuster said: “This partnership with Kaligo enables us to offer Velocity members valuable and exciting redemption options for hotels around the world.

“Kaligo opens up a whole new world for Velocity members, with the largest hotel inventory becoming available to them for redemption bookings in Australia. Kaligo is leading the way when it comes to digital innovation and we are delighted to partner with them to help make our member’s holiday dreams become a reality,” Mr Schuster said.

For more information, please visit hotels.velocityfrequentflyer.com.

The world’s most awarded loyalty programs turn to Kaligo’s TravelEdge technology to accelerate revenue growth and delight customers. Across hotels, cars, and activities, the TravelEdge accrual & redemption suite can be quickly integrated into a brand’s web or mobile presence. Using the latest e-commerce design principles and a localized experience across 22 languages, the platform consistently achieves market-leading conversion rates for its partners. With no up-front integration costs and deployment timeframes averaging 4-8 weeks, TravelEdge has set the standard when it comes to risk-free commercials and speed-to-market.

For more information about Kaligo Travel Solutions and the TravelEdge white label suite, please visit www.kaligosolutions.com.

About Kaligo Travel Solutions:

Kaligo Travel Solutions is operated by Kaligo Pte Ltd., the global leader for innovative travel and loyalty technology. Established in Singapore in 2014 with offices across APAC, Europe and the Americas, Kaligo Travel Solutions enables 50+ of the world’s leading loyalty programs to drive engagement through rewarding travel experiences.

With core product lines and expertise in e-commerce, small business, financial services, white label accrual & redemption platforms and cutting-edge API solutions, Kaligo supercharges the world’s leading loyalty programs to drive spend, engagement and retention.

For more information, please visit www.kaligosolutions.com or contact media relations at contact@kaligosolutions.com.