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CHANGING THE PARADYM

Through its website www.thredbo.com, Thredbo Reservations have launched a new initiative to keep tourism dollars within Australia at a time when the Australian skiing family is considering overseas holiday alternatives both in the USA and Japan this summer.

The initiative offers ski accommodation consumers the opportunity to basically "LayBy" their 2012 ski holiday, interest free installments with just a 10% deposit and then equal monthly payments between now and 30 days before the holiday. This is a revolution in the industry.

The launch of the program, just 10 weeks before Christmas has, just after 1 week proved an enormous success with over 100 ski families taking up the option that really has broken down the age old paradigm of 50% deposit with booking and remainder 60 days before arrival.

Managing Director of Thredbo Reservations, Glenn Smith says, " this is an enormous boost for next year's bookings. Normally October / November is quiet time for enquiries but I expect our booking levels this month to be similar to the height of the booking season. What we are doing is making the decision for the consumer to have an the Australian ski holiday much easier and gaining commitment like this nearly 9 months before the opening of ski season 2012 is a great boost with possible uncertainty in the new year. It is obvious that just after 1 week the consumer wants us to make it easier for them to pay for their holiday accommodation.

The management of this process is handled by the company's revolutionary Property Management Software, GENKAN www.genkan.com.au. In conjunction with the Westpac Payway credit card gateway, clients choose the property they require, book online and choose the "payment plan" option at checkout. GENKAN calculates the plan payments and the client secures the first 10% payment there and then. Five days before the next payment is due GENKAN automates an email reminder to the client with a encrypted link to their own personal page at www.thredbo.com where they can manage their booking and payment schedule.

There is no extra work required in the backend for Thredbo Reservations due to the increased number of payments being made by the consumer. Once the booking is made the complete process from there on is completely transparent through to online guest registration and the delivery of the property door codes by SMS at arrival time.

The new software functionality has prompted another GENKAN user in Port Douglas, Port Douglas Reservations to implement the same plan. Di Weyand Manager of Port Douglas Reservations (www.portdouglasreservations.com) when informed of the new functionality made available by GENKAN immediately made the decision to make available the same process for 2012. " I agree, we have to make it easier for our customers to pay for their holidays, otherwise they may not happen or they will head overseas".

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