



MEDIA RELEASE

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CONTGO'S MOBILE TRAVEL ASSISTANT KEEPS STRANDED PASSENGERS FULLY INFORMED DURING VOLCANIC ASH CHAOS

ConTgo's intelligent SMS-based Follow-Me Itinerary Messages Have Alleviated Some of the Stress for Stranded Travellers & Has Reduced the Number of Enquiries to Travel Companies & Airlines

ConTgo, the leading provider of traveller experience solutions has seen unprecedented usage of, and interest in its Mobile Travel Assistant (MTA) as a result of the flight chaos caused by the ongoing volcanic eruption in Iceland. Unlike most stranded passengers, those using conTgo's Mobile Travel Assistant have been kept fully informed of flight cancellations, emergency accommodation and meals provided via SMS messages to their mobile phones.

A record 35,000 messages were delivered in just one day on Friday 16th April, while more than 65,000 messages have been delivered during the last three days compared to the daily average of about 5,000 messages. During the same period, more than 5,000 incoming messages were received from travellers providing current information about their location, the need for travel assistance and request for other services in response to corporate-specific questions delivered by MTA.

In what has been the biggest airspace shutdown since World War Two, Australian travellers stuck in airports here and around the world have been told to expect delays of between two days and a week with some flights to and from Europe expected to be resumed by Wednesday. It is estimated that one million passengers are grounded globally, with 12,500 Qantas passengers stranded in various locations around the world. The estimated cost to airlines is \$200 million per day.

"When Mother Nature causes such an unprecedented shutdown of European airspace there is very little the airlines can do but to ground their planes and accommodate the stranded passengers. It's a difficult situation for travellers and the whole industry so we are pleased that our Mobile Travel Assistant has performed 100% during the crisis, and been able to reduce some of the stress to passengers and TMC staff by keeping them fully informed via automated text messages," says conTgo's CEO Johnny Thorsen.

Concerned travellers hoping to make it to next week's Anzac Day 95th anniversary dawn service in Gallipoli have been told to expect not to travel due to the considerable backlog of stranded passengers that will have to be dealt with as a priority. Phone and website enquiries to airlines, airports and travel companies have been extremely high and passengers have been told to check before going to any airport. Ongoing delays and cancellations are expected and some airlines are considering laying on additional services to relocate hundreds of thousands of stranded passengers.

“Travel companies who provide the Mobile Travel Assistant to their travellers have been able to reduce some of the pressure caused by the sheer number of phone, internet and email enquiries they have received as a result of tens of thousands of flight cancellations,” said Johnny Thorsen.

Passengers who have attempted to make contingency plans to travel over land such using hire cars, trains, ferries and other road transport have been shocked by astronomical price hikes and a total lack of availability on services in some cases until May. Many of those who have been lucky enough to be given hotel transfers and accommodation where they are stranded have been told that their airlines will no longer be paying the accommodation and food costs as the situation continues into its sixth day. Many Asian and European cities are extremely congested with stranded passengers and accommodation is extremely expensive and scarce.

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About ConTgo

conTgo is the leading provider of traveller experience solutions for corporate travel. The ground breaking Mobile Travel Assistant (MTA) has now been in use for over two years, in 20+ countries, with 200,000 travellers using the solution across 4,000 companies. In 2009 over 500,000 travel bookings were processed by MTA.

The vision is to provide travellers with instant access to relevant travel services anytime, anywhere from any mobile device. Most importantly MTA is not a “mobile application”; it is based on SMS messaging meaning it is easily implemented in corporate environments.

Companies using MTA will improve the experience of the traveller, decrease their travel program costs and optimise traveller security. This is all achieved whilst delivering a positive ROI over six to twelve months for organisations with savings of \$5 to \$10 per booking using MTA.

Travel Management Companies using MTA are enjoying the benefits of proactively adding value to their customers’ travel programs, creating deeper relationships with existing clients, winning new clients and decreasing their operating costs per booking.

MTA was a finalist in the 2010 Global Mobile Awards at World Mobile Congress in Barcelona in February this year for Best Mobile Enterprise Product or Service category.

For a demonstration of how Mobile Travel Assistant works, SMS the word “DEMO” to 0416 907 366 or visit www.contgo.com for more information.

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