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## Supersavertravel joins forces with MIX Megapol

### Supersavertravel to sponsor “Grabbplanet” (The Guy Plane), including tickets and accommodation

It's time once again for Adam Alsing and Anders Timell from MIX Megapol to fill a plane with 50 guys and set off on a mega-cool adventure. This year MIX Megapol's “Grabbplanet” is bound for New York and Supersavertravel is proud to be the main sponsor for the event.

In 2009, Supersavertravel is the proud major sponsor of MIX Megapol's “Grabbplan”. This year the plane is heading to [New York](#), with Supersavertravel providing both the tickets and hotel accommodation.

“We are incredibly happy that MIX Megapol chose to partner with us on ‘Grabbplanet’. It's a sure sign that our site and our services are good and that we deliver what we promise to our customers,” says Marlène Wallberg, Marketing Director at Supersavertravel.

### Radio – an exciting marketing channel

[Online travel agency](#) Supersavertravel invests most of its marketing budget in online sales campaigns, but now sees radio as a valuable asset in its mix of marketing channels.

“We chose radio as a supplementary marketing channel because we realised that a similar target group to the one that listens to MIX Megapol also buys its airline tickets online at Supersavertravel. We want to engage this target group in a new medium and find new meeting places at which to communicate with existing and potential customers,” Wallberg adds.

The partnership between Supersavertravel and MIX Megapol will run from 2 November to 8 December 2009.

### About Supersavertravel

Supersavertravel is one of the Nordic region's largest online travel agencies and has 15 years of experience in the Swedish online travel market. Supersavertravel allows its customers to [book airline tickets](#) with their choice of 650 [airlines](#), choose from 80,000 [hotels](#) located around the world, the opportunity to [book hire cars](#) in all sizes and price ranges, as well as thousands of activities while they are away – all at some of the market's best prices.

Supersavertravel is part of the European Travel Interactive (eTRAVELi) travel agency group. The group is the Nordic region's largest online travel agency group, holding a 30-per cent market share, and is active across five countries: Sweden, Denmark, Norway, Finland and the Netherlands.

### **About MIX Megapol's "Grabbplan"**

Adam Alsing and Anders Timell will take 50 guys to New York for an unforgettable long weekend. Male MIX Megapol listeners selected to join "Grabbplanet" (the Guy Plane) will be provided with everything needed – from travel vouchers to accommodation, dinners and even tickets to an ice hockey match at Madison Square Garden. And if that weren't enough, each of them will also have the chance to meet players before the match, including some of the legends of the game. All that's needed for you to join the gang on their trip to the Big Apple is for someone who thinks you really deserve it to nominate you. (Oh, and you have to be a guy, of course!)

You can nominate your favourite guys to join the gang on "Grabbplanet" anytime from 2 – 27 November 2009.

