

Supersavertravel launches mobile app



Growing demand speeds the development of mobile app

Supersavertravel is launching a new mobile app for smartphones because of an increasing number of customers who want to book their trips via their smartphone or iPad. The new app addresses customer demand for mobile services and makes booking simple. Supersavertravel's site has seen the number of people visiting using smartphones increase by 349 %, comparing the first quarter of 2011 with the same period last year.

Supersavertravel's customers have always been able to book their travel on the web site using smartphones and iPads, but starting today it will be easier than ever thanks to the launch of a [mobile app](#). Supersavertravel moved development forward and launched the app earlier than planned because of the enormous increase in demand. As compared with 2010, the first quarter of 2011 has seen an average increase in traffic to Supersavertravel's site from smartphones/iPads of 7,000 visitors per month – equivalent to an increase of 349 per cent.

The app is designed to suit customers' mobile needs and makes travel booking easy. By downloading the app to their mobile phones, customers will be able to search, book and pay for flights and hotels reliably and securely, no matter where they are.

The new app will also allow customers to search for flight tickets among 650 airlines and to choose from over 80,000 hotels worldwide. An added function also lets customers find which hotels are located close to where they are.

"This is a real advantage for travellers, who may let the app's map guide them to a suitable hotel. Customers will also be able to save information about specific hotels, and access that information even when they're offline. Once the booking has been completed, the customer will receive the receipt/e-ticket to their mobile device," explains Johan Elwin, Director of Business Development at Supersavertravel.

The mobile app will be launched in Sweden first, and in the other Nordic countries during the summer of 2011. The app for iPad will be launched during May.

To celebrate the release of the new mobile app, everyone who downloads it will receive a SEK 300 discount when they use the app to book a trip. The offer is valid from April 26 until May 26, 2011.

[Read more about the app and the special offer here »](#)

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About Supersavertravel

Supersavertravel is one of the largest online travel agencies in the Nordic region, with 15 years of experience in the Swedish online travel market. Travellers can [book flights](#) with approximately 650 [airlines](#), choose from among 80,000 [hotels](#) worldwide and reserve [rental cars](#) in all sizes and price ranges – all at some of the market's lowest prices.

Supersavertravel is part of European Travel Interactive (eTRAVELi), the Nordic region's largest online travel agency, and is represented in six countries: Sweden, Denmark, Norway, Finland, the Netherlands and Germany.