

# NEWS RELEASE

**FOR IMMEDIATE RELEASE: April 26, 2021**

**OneWorld, Division of Snowstorm Technologies (UK) Ltd. announces the global launch of OnePromote – A unique, disruptive marketing and lead generation platform for travel suppliers and travel agents**

OneWorld announces the global roll out of its fully integrated lead generation and marketing tool, OnePromote. The breakthrough platform is the most advanced end to end customer engagement and marketing conversion platform in the travel market today, enabling the seamless distribution of supplier and agency generated content to the end customer via social media platforms. OneWorld's unique collaboration functionality connects the agent through a personalised portal with their customer to start a collaborative planning and booking process.

OnePromote is being rolled out across each Oneworld global networks. The simple process commences with an invitation sent by each of the networks to their relevant suppliers to access OnePromote. Once invited, the suppliers will work closely with their network partner to promote their product to the agents within each network as well as having the added benefit to access all OneWorld Networks.

"At the onset of Covid-19, we engaged with The Travel Corporation and each of our networks around the world to create the OnePromote Steering Committee which oversaw the development and rollout of the OnePromote platform to coincide with the end of Covid-19. The result is a truly breakthrough platform that will revolutionize the marketing to end customers and completely eliminate traditional marketing methods like brochures" said Riaz Pisani, Founder and Chief Strategy Officer of Snowstorm.

## **Comments from the OnePromote Steering Committee**

**Jeff Element, President, The Travel Corporation**

"OnePromote provides my business with a solution that is cost effective and results oriented making it a turnkey solution for my marketers by providing a forum of dynamic content relevant to both agents and their customers. The results are more leads and conversions resulting in a true win-win. With in-built real time reporting that measures the effectiveness from post to enquiry to booking, we are able to make 'on-the-fly' decisions about the most effective product and price to engage the agent and their customers".

**Odete Jackson, Operations Director, Sure Travel**

"We started a re-engagement strategy for our agents and travellers using the OnePromote functionality. We were astonished at the results. We beta tested the product and made 4 posts and in 4 days, the agents received 500 leads. In these difficult times it's the perfect tool to communicate with customers that we are still here, and we're thinking about you. OnePromote gives us a sizeable advantage in the South African market to be the first to rebound post Covid-19".

**Amanda Close, Global VP Global Operations, Uniglobe Travel International**

"Providing our agencies globally with relevant content and real time offers from our supplier partners is our goal. OnePromote enables us to make this even better and also provides these offers directly to our agencies customers via Facebook which in turn creates interaction, collaboration and hot leads into the agent's inbox."

**Brad La Nasa, Director of Strategic Initiatives & Partnerships, Sky Bird Travel & Tours**

"OnePromote provides our agents with a decisive advantage in the market to upsell and differentiate themselves with each booking. Working alongside the GDS PNR Importer, which bridges offline and online environments, this in turn enables dynamic packaging, enhanced efficiency and professionalism. The result is improved earnings with greater margins, as well as creating unique content and experiences for each customer, thus empowering our agents to do what they do best – sell travel."

**Christian Hunter, Managing Director, Travellers Choice**

"Adding OnePromote to our TC One booking platform, creates a collaborative environment for our members to interact with their clients and generate further sales via social media. This will provide them with a critical advantage as the industry rebounds from COVID-19."

**Anya Muller, CEO, Schmetterling**

"The opportunity across our network of 4000 agencies is fantastic. We can really help our agents by sourcing the very best offers and delivering them directly to their customers with the agent completing the booking and fulfilment. It is a perfect solution."

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**Note to editors:**

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**About OneWorld**

Revolutionary integrated travel retailing solution that provides travel agents with the necessary tools to PIVOT to stay relevant, compete, grow, drive sales and increase profitability in the post Covid-19 environment. <https://www.oneworld.com/>