

# Travel agency network ITP goes mobile

## New partnership with Traveas sees global launch of personal mobile itineraries

ITP, one of the leading travel agency networks with more than 45 partners across the world, has entered a partnership with Traveas for a global launch of personal mobile itineraries. Each itinerary will contain all basic information about flights, including times, and airport information. Local weather at destinations, a map to the hotel, car rental details and up to date information about the flight will also be included in the itinerary. The concept is based on the Swedish company Traveas service TravelPlanner™ and will be customized for each ITP partner's individual needs.

TravelPlanner™ automatically moves all basic information from a traveller's traditional printed itinerary to the mobile phone. It will also add extra useful and relevant information for the traveller. Traveas will also send SMS text messages if there are any flight changes or delays enabling travellers to constantly be kept up to date about their trip. The service ends the need for printed itineraries and is accessible globally.

**Virginia Palla, General Manager at ITP, says:**

*"We constantly aim to provide our partners with the latest technology in order for them to be competitive in their own markets."*

*"Since our connected agencies want to focus on delivering the best service to their clients, we help them by scanning the market for the best technology so they can fulfil their promises to clients."*

*"When we find companies that provide unique services that really help our partners, we are quick to enter partnerships with them as preferred suppliers."*

*"We can than easily integrate that service to our partners' other services to their clients to everyone's benefit."*

**Jack Melcher-Claësson, co-founder of Traveas, says:**

*"We are of course extremely proud of the partnership with ITP and becoming a preferred supplier within its network of agencies."*

*"Our objective is to be represented on more continents than Europe during 2010, and since ITP has representation on all five continents, this partnership is a huge step towards that objective."*

For more information please contact:

Virginia Palla, General Manager, ITP

Mail: [virginia@itptravel.net](mailto:virginia@itptravel.net)

Mobile phone: +44 17 53 83 20 33

Webb: [www.itptravel.net](http://www.itptravel.net)

Jack Melcher-Claësson, Co-founder Traveas

Mail: [jack@traveas.com](mailto:jack@traveas.com)

Mobile phone: +46 70 787 20 08

Webb: [www.traveas.com](http://www.traveas.com)

---

*Traveas is first in the world to internationally seek, find and track flights directly in the mobile phone, no matter the destination or airline company. The company was founded during the autumn 2007 with head quarters in Stockholm, Sweden. Traveas services are TravelPlanner – Your personal mobile itinerary, and TravelTracker – Get all delays in your pocket. Traveas is represented by travel agencies in Sweden, Norway, Denmark, Finland, Germany, Holland and Spain.*

*ITP is one of the world's fastest growing networked alliances of independent travel management companies with a strong and multinational portfolio of business travel clients. ITP partner travel management companies collectively offer an extensive range of travel management services which can be tailor-made to their clients' specific requirements*