



RedBalloon to Launch Real-Time Bookings with Livn GDS

Livn Group, Asia-Pacific's largest aggregator of tours and activities content, today announced a distribution and sales partnership with popular gifting website RedBalloon.

The partnership means RedBalloon's customers will soon have real-time access to more than 12,500 instantly bookable tours and activities – everything from swimming with turtles on the Great Barrier Reef to trekking the Franz Josef Glacier in New Zealand.

Sean Cummins, CEO of Livn Group, said the RedBalloon partnership dramatically expands the company's retail distribution network, which already includes Flight Centre, Student Flights and Greyhound Australia.

"It's a real breakthrough. RedBalloon is one of Australia's leading online brands and this agreement is fantastic news for the suppliers distributing their product through the Livn GDS platform," Mr Cummins said.

RedBalloon CEO Nick Baker said the instant bookability offered by the Livn GDS was a major attraction.

"The RedBalloon website has traditionally sold vouchers for activities or gifts but we're now looking to give our customers access to not only more products but also additional booking options," Mr Baker said.

He added: "There's no question our partnership with Livn Group will play an important role in our goal of increasing the amount of real-time product available on the site."

Real-time availability is a key selling point for Livn Group, which defines itself as a Global Distribution System for the tours and activities sector, aggregating and distributing product to travel agents.

Livn Group founders Steve Martinez and Tui Eruera have steadily built the company over the past three years, sealing agreements with many of Australia and New Zealand's leading travel companies to distribute their product via its powerful API.

Key suppliers include Intrepid Group, G Adventures, Graylien, Pro-Dive and Tourism Holdings Limited.

Mr Cummins said growth is firmly on the agenda with more partnerships to be announced over coming months. "There is strong demand and a bright future."

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