

Case Background

Travellers continue to use the internet for both information and travel booking. Visitors to travel-related websites are always pursued for their reviews, tips and deals.

Sawadee Travel is part of the PEAK Adventure Travel Group Ltd, a joint venture between Intrepid Travel Pty Ltd. and TUI Travel PLC. Sawadee Travel organises adventure tours to destinations with special attention to nature and culture.

Travel advertisers need to fully take advantage of the opportunities within online advertising as the principal component for their marketing strategies. With an active audience, it is an exceptional opportunity for your business growth to connect with this significant and high-value audience.

Sawadee Travel has developed an inspirational website for travellers [Rondreis TV](#) with short videos of the most beautiful destinations worldwide.

This concept allows travellers to easily explore the world in real time, to be introduced to Sawadee travel experts and to contact them for further information on the desired destination via the website.

