



CheapOair Kicks Off “Travel the World For Less” Brand Campaign In The Big Apple
New Campaign Promotes Worldly Travel to Passionate Travelers
Across New York Home Base of Leading OTA

NEW YORK, NY – (August 29, 2012) – Starting this week, leading online travel agency [CheapOair](#), will introduce the Big Apple to its new “Travel the World for Less” campaign. This brand initiative will blitz the company’s home market of New York City targeting passionate global travelers and showing them that aspirational trips and vacations are actually attainable.

The “Travel the World for Less” campaign will showcase CheapOair’s sense of humor, featuring fun taglines like “Cheap Flights make it easy to say Phuket... Let’s Travel” and “Cheap Flights make it easy to say “What the Helsinki ... Let’s Travel.” These messages and others will appear across popular New York City transportation routes including subways, Gray Line New York double decker buses and airport shuttles, starting on August 27th.

“We chose [New York City](#) the place to launch our brand blitz because we really want to make a splash in our home market, says Peter Howard, CheapOair’s Chief Marketing Officer. “We know utilizing New York’s various transportation methods will deliver our message to both a local and international market.”

In addition to the advertising with travel related channels, CheapOair will also be using TV, radio and print to expand their extensive customer base in the New York market.

The “Travel the World for Less” campaign reinforces CheapOair’s brand promise to deliver quality and value that supports people’s travel needs and wants. “Travel the World for Less” was launched alongside CheapOair’s social media contest, “Traveler of the Year,” which is searching for the traveler who best demonstrates how to travel the world for less. Two semi-finalists, to be selected by CheapOair’s social media followers, will embark on the journeys of a lifetime, one to China and the other to India, with \$7,500 courtesy of CheapOair.

ABOUT CHEAPOAIR:

As a leading supplier of [cheap airfares](#), [hotel reservations](#), [car rentals](#) and [cheap vacation packages](#), CheapOair offers value and convenience to savvy shoppers looking for affordable, one-stop travel solutions. Their portfolio of products includes car rentals that start at just \$10 a day, over 100 million airfares on 400 global airlines, 100,000 negotiated hotels and vacation packages, and the lowest guaranteed airfares. CheapOair is now available anywhere via the CheapOair Mobile App for [Android](#), [iPhone](#), [Windows](#) and the [CheapOair mobile site](#).

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