KKday Launches E-commerce Travel Platform in Thailand Offering Authentic Local Tour Experiences in Asia and Beyond Announces #kkvacay digital campaign to win a free trip

Bangkok, March 14th, 2017: KKday, a leading E-commerce travel platform in Asia offering localized travel across the globe officially launched in Thailand today, bringing unique and authentic tour experiences abroad to Thai tourists looking to travel independently and explore other cities around the world through organized excursions.

Established in 2014, KKday is a Taiwan-headquartered company offering over 6,000 experiences, in 25 different categories, in 174 cities and 54 countries worldwide.

After recently launching in Singapore, the Thai branch of KKday will appeal to the growing number of FITs (Free Independent Travelers) in Thailand in search of fun activities and memorable sightseeing trips on holiday. Whilst FITs book their own flight and accommodation, they look to online travel experts with local knowledge to book unforgettable travel experiences that give them genuine insights into a destination; discovering local culture and heritage, hidden gems and off-the-beaten-track adventures and sampling incredible food and activities along the way.

Ming Chen, CEO of KKday, who was at the launch in Bangkok, believes city break tours will appeal to the Thai market. “Thais are renowned for their warm welcome to tourists visiting their country and this openness extends to a genuine interest in other cultures and a love of travel. Asia is home to some spectacular cities and I envisage that KKday members in Thailand will want to soak up the atmosphere and truly experience city breaks in Taiwan, Korea and Japan which are all popular vacation destinations for Thais; exciting cities like Taipei, Seoul and Tokyo. I am pleased to be launching KKday in Thailand and with the huge growth of E-commerce within the country, an online travel experience platform fits perfectly with what the market wants and how consumers behave here.”

Hassle-free and competitively priced, KKday is easy to browse, read reviews and book online; the ideal travel companion for the digital Y Generation of under 35s who are primarily booking with KKday. In 2017, the travel trend for Gen Y tourists is all about experiential vacations and immersive getaways rather than finding some far-flung undiscovered destination or simply ‘being’ a tourist abroad.

Today’s travelers want get a more organically native feel for a place that is less ‘touristy’ and is far more interactive and experienced-based. KKday taps into this quest for localized, customized travel.

The launch of KKday in Thailand is aimed at expanding the platform which already has a presence in Taiwan, Hong Kong, Malaysia, Korea and Singapore. A branch in Thailand will build on KKday’s already 7 million plus page views per month, Facebook fan base of over 600,000 and membership

that exceeds 300,000. Promotions are also on the horizon with relationships being established with some big-name brands in Thailand too.

Expansion is part of the future strategy of KKday with two rounds of funding in 2015 and 2016 totaling $11.5 million led by Singapore-based venture capitalists, Monk's Hill Ventures and AppWorks, the largest start-up accelerator in Asia.

In Thailand, KKday has partnered with DTAC Rewards, Eatigo, Tourkrub, Show DC (Lotte) and Nokscoot.

Celebrating its debut in Thailand with an exciting campaign, #KKvacay rewards one lucky winner and a friend will win a holiday in either Japan, Hong Kong, Korea, Singapore or Taiwan!

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Details about #KKvacay campaign

1. This contest is open to all Thais above the age of 18 years.
2. Participants must upload 1-minute video on their Facebook wall where they have to creatively present themselves in the destination they would like to travel to. The videos must be fun-filled and exciting.
3. Tag the Facebook page with @KKdayThailand and hashtag the videos with #KKvacay and #KKdayth.
4. The winning video entry will be selected by KKDay team whose decision is final. Entries will be judged on creativity and how the participants portray the destination.
5. The winner wins an all-expense paid trip for 2 people to the destination of their choice (Japan, Hong Kong, Korea, Singapore or Taiwan).
6. After the trip, the winner must create a video about their travel experience highlighting 5 activities selected from KKday, which will be shared by KKday and their partners on social media.
7. Period of competition: March 14th 2017 – April 30th 2017. Winners will be announced on KKday Thailand Facebook by May 31st 2017. For more information contact marketing-th@kkday.com .

About KKday
Launched in 2014 and headquartered in Taiwan, KKday is the leading travel experience e-commerce platform that connects users to local tours from all over the world. KKday has more than 6000 worldwide travel activities from our processional providers and unique local experts in more than 53 countries. We believe that a unique and unforgettable travel experience tailored to your needs and wants is simply just a click away.

For further media enquiries, please contact:
Napaporn Sartjumroen (Jan) 099-2584428 at bdsuccess@brandnow.asia
Kachain Saengsuk (Chain) 091-8589912 at event@brandow.asia
Panuch Suwanthada (Fai) 089-0646352 at info@brandnow.asia
Kittima Sethi (Tinny) 081-8262399 at kittima@brandnow.asia
Brand Now Co., Limited www.brandnow.asia T: +66 2 662 5622