Rome2rio

**With 100 million annual visitors in sight, Rome2rio adds on-site bookings,
announces new strategy and key partnerships.**

Partners include Trenitalia, SilverRail, Travelport, Busbud & Distribusion

Melbourne, Australia (Tuesday, November 8, 2016): Travel search engine [Rome2rio](#) is powering towards the key milestone of 100 million annual visitors, a number they plan to leverage in their shift from pure search to a hybrid search / booking model. The shift comes as Rome2rio positions itself as a dominant player in transportation metasearch, and works to realise its vision of being the most complete transit resource online.

The company's repository of transit data currently contains route information from over 4,800 transport operators in 158 countries worldwide and has recently inked a raft of partnership deals to expand their onsite booking capability. An established partnership with SilverRail, which saw the rollout of onsite bookings for UK rail in mid-2016, has now expanded to include Amtrak. A recently concluded partnership with Trenitalia will see bookings for Italian rail travel available on site before the end of 2016, while bookings for rail travel in Germany, France and other key European markets will follow in early 2017.

In the fast growing coach marketplace, partnerships with Busbud and Distribusion bring booking capability for key European and North American coach operators including National Express, Greyhound, Eurolines, Alsa and Flixbus. Finally, a recent deal with Travelport will see the site offering direct flight bookings in selected markets by early 2017.

Explaining the company's strategy in more detail, Rome2rio CEO Rod Cuthbert said "Our multi-modal search capability attracts high-volume and rapidly growing traffic from users with questions like '*How do I get from Zurich to Frankfurt?*'. Answering those queries properly requires a full complement of air, rail, bus, rideshare, ferry and self-drive options, which no other online player offers. We do, and we are seeing growing demand for this complete transportation coverage."

Cuthbert continues, "We're also seeing growing demand from users to find an online resource they can rely on for booking all of their trip components; that means air, ground, accommodation and activities. We currently enjoy a great relationship with Booking.com for hotel bookings, and we're now looking to secure agreements for other forms of accommodation, tours and activities. By creating this well-rounded resource, we expect to see continued strong growth in both traffic and revenue, and we expect to become the global leader in the multi-modal bookings sector."

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Rome2rio CEO Rod Cuthbert is available for additional commentary.

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About Rome2rio

Rome2rio is a comprehensive global trip planner that helps customers discover all the options for travel between any two points on the globe. Enter any town, address or landmark as your destination and Rome2rio will instantly display flight, train, bus, ferry and driving options, with estimated travel times and fares.

Founded in 2011, Rome2rio is based in Melbourne, Australia. Rome2rio won the People's Choice Award at the 2012 Phocuswright Travel Innovation Summit, Traveltech's 2013 website of the year, the Data Specialist Award at WITovation 2015 and the Best Compare Award at WITovation 2016.