



## **IX-world**

The world's first interactive hotel & travel destination guide

**Zurich 18/02/08: IXeo releases IX-world, the free travel planner with direct access to hotel suppliers from all global markets without intermediary charges.**

User's can finally go online to free search and plan a complete itinerary using intuitive travel planning & booking functionality. The travel planner allows mixing and matching of relevant travel & destination information around member hotels from anywhere in the world to anywhere in the world based on style, brand, motive, activity, destination, lifestyle, quality and price.

[www.ix-world.com](http://www.ix-world.com) is the online portal to the world's largest interactive online hotel, travel & destination encyclopedia. It is designed to help online users easily plan their travel itinerary around their personally selected hotel and room type. The interactive dynamic travel planner helps put together the complete trip, including flight connections from anywhere to anywhere with over 800 airlines. Over 80,000 hotels featured worldwide with live availability and up to the minute rates for all room categories. The IX-world guide further offers transfers, excursions, destination and event information through intuitive concierge functionality.

Although IX-world has a booking functionality for online bookings at no charge, it is also an information gateway directly to suppliers. Hotel members of IX-world are featured with their web address, allowing for direct links. Bookings can therefore be made directly to the hotel, brand or on ix-world.com where ZERO transaction fees and ZERO commissions are charged to the hotel or user.

Graham Leslie, CEO & Founder says "IX-world is a great new global gateway to provide users with all the online capability to research, plan and book their next travel programme based entirely around their personalized motive in one environment.

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**IXEO**  
G U I D E

We are a supplier partner whose aim is to provide hotels and tourism boards with a gateway directly to all global markets based on zero transaction and zero commission so the best deals are always available to the consumer. Users should visit IX-world for unbiased travel planning regardless of whom they eventually book with - but direct is always best.”

-Ends-

*Join the IX-evolution...*

IX-world by IXeo is fully licensed and insured.

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Notes to Editors

Hotel membership is based on a low annual subscription fee of €100 per hotel with no further charges and IXeo Interactive manages all non-hotel content covering licenses and annual maintenance without requiring any input from the hotel. IXeo Interactive also provides fulfilment services to support the dynamic packaging and ticketing requirements under IATA licensing, tour operator insurances covering liability plus call centre support.

IXeo's technology partner for development is German based Zartmann Touristik Systeme (zts), a veteran pioneer in developing IT-solutions for the tourism industry since 1984.

Prior to setting up IX Interactive and IXeo.com, Graham Leslie pursued a career in the hotel and travel industry. His last role was chairman of The Aga Khan's Tourism Promotion Services and chief executive officer of Serena Hotels and Resorts. Prior to this he held several executive positions heading brand development, corporate strategy, marketing, sales, IT and distribution for Kempinski Hotels & Resorts, Dusit Hotels & Resorts, Exclusive Hotels, Conrad Hotels & Hilton International.

IXeo.com users have access to over 12 million hotel rooms and 800 airlines. All content is supported by fully descriptive and bookable destination information; from the best dive centre, to the top safari guide, from top opera festivals to a secret hideaway hotel.