



## Rome2rio launches on-site bookings for UK rail journeys

*Partnership with SilverRail is first step in transition to hybrid search / OTA business model*

**Melbourne, Australia** (Monday May 9, 2016): [Rome2rio](#), the multimodal search specialist, has today announced the launch of onsite bookings for all UK rail operators, effective immediately. Powered by [SilverRail](#), the new capability allows Rome2rio users to search its site for available transport options between any UK locations, and then book selected rail segments directly on the Rome2rio web site. The company is focussing first on the UK to address the needs of its European customers, who account for more than 65% of monthly site traffic.

Discussing the launch, Rome2rio CEO Rod Cuthbert said: "The UK is the first of a number of rail markets we'll launch over the coming months. With this announcement, we're serving notice we intend to offer a complete multi-modal booking capability worldwide, with the distinct advantage over rivals of a powerful search engine capability that allows users to perform the discovery phase of their travel planning on the same site as the booking itself."

Explaining the company's strategy in more detail, Cuthbert said "That global, multi-modal search capability attracts consistent, high-volume and rapidly growing traffic to Rome2rio, from users asking questions like 'How do I get from Split to Ancona?' and 'How do I get from Dublin to Birmingham?'. Answering those queries properly requires a full complement of air, rail, bus, rideshare, ferry and self-drive options, which today's OTAs simply don't have. But we do, and we are seeing growing demand for exactly this broad-based functionality. Besides this important SilverRail integration, we're also announcing a partnership with Distribution for bus bookings and a partnership with Travelport that will allow us to experiment with on-site flight bookings in selected markets. Further announcements in the coming months will allow us to round out our global, multi-modal vision more completely."

The company says it will soon roll out SilverRail-powered support for onsite bookings of journeys in markets including Spain, the US, Canada and Sweden, with further on-site booking launches in the flight, rail, bus and ferry sectors on the horizon.

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For more information

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### About Rome2rio

[Rome2rio](#) is a multimodal transport search engine that launched in April 2011. Rome2rio's platform is capable of long-distance (inter-city) trip planning as well as local (intra-city) journey planning. Users can input any address, town or landmark as the origin and destination and Rome2rio searches a database of flight, train, ferry, bus and driving routes to present route and price options for travelling to that destination.

Founded by Michael Cameron and Bernie Tschirren, Rome2rio is based in Melbourne, Australia, and currently attracts over 8 million visitors per month. CEO Rod Cuthbert joined in 2012. Rome2rio won the People's Choice Award at the Phocuswright Travel Innovation Summit that same year, and in 2013 was named Traveltech's website of the year. The company recently won the Data Specialist Award at the 2015 WITovation Awards.



## **About SilverRail**

[SilverRail](#) is a transformative technology business with one mission – to foster the renaissance of rail travel by making global rail content more easily available, accessible and affordable.

SilverRail is currently processing over 1 billion online rail searches per year. Over 35 rail carriers are connected via the company's 'SilverCore' distribution platform – the world's first unified platform for global rail. More than 25 million bookings are made on SilverRail's various systems each year. SilverRail is currently serving over 1,500 Transit Operators worldwide.

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