



Nelu Lazar
CEO, Founder & Developer
Jooveler.com (Magic Group LLC)
www.linkedin.com/in/nelulazar
Lafayette, IN, United States
+1 (765) 532-0672
nelu.lazar@jooveler.com
www.jooveler.com

For release
Wednesday, August 6, 2008

Jooveler Launches A Travel Website For Custom Travel Arrangements And Inquiries

Lafayette, IN, United States. There is often a tremendous online work for a Traveler to browse for and finally find and book appropriate travel arrangements that accurately matches his needs for a trip. People seem to get busier every day, and less patient to dedicate more time to look for their travel inspiration and particularly for travel offers, so they are opened to other options that could make their travel arrangements search experience more exciting and less time consuming. New comer Jooveler.com representatives announce that they want to help solving some of these inconveniences, introducing a web application meant to speed up finding and booking custom travel arrangements for any kind of trip, to destinations anywhere in the world.

"There are three particular characteristics we are trying to adjust when it comes to searching, finding and deciding on the travel offers a Traveler would book for his trip", declared Nelu Lazar, Founder and Developer of Jooveler.com. "Our main objectives are to save traveler's Time - spent on searching travel arrangements, Money - paid for chosen travel arrangements, and improve Quality - of booked travel services. And we do that by allowing travelers using Jooveler.com to submit Custom Travel Inquiries for any kind of trip, receive public Custom Travel Arrangements from selected Travel Operators, and then use other travelers and friends' comments and ratings to help in deciding which offer is the most appropriate to choose and book. In the same time, we strongly support Travel Operators (hotels, air companies, travel agencies, car rental companies, home-based travel agents, travel offers websites and other related) to exhibit and sell their travel services to even more Traveler customers around the world, with the opportunity to direct their custom travel offers to at least one traveler that is definitely interested in booking them", continued Jooveler's CEO.

Jooveler covers any travel service combinations, with Custom Travel Inquiries including requests for packages containing flight, hotel, cruise, car rental, ground or space transportation services. Each of these travel inquiries spread into the system towards selected Travel Operators in partnership with Jooveler, without carrying specific contact information of the requester. Each travel operator can respond with their Travel Offers that matches traveler's request. Suggested travel offers are public, hence they will actually be visible to travelers all over the world, not only for traveler launching the initial inquiry. This enables each travel offer to being booked by any other traveler, as well as being commented and rated by other people, to provide more confidence for the initial requesters and help them with the final booking decision.

Traveler-Operator intercommunication system consists in three methods of contact for discussing further details about travel offers suggested by the travel operators. Blog-like comments can be posted on the suggested travel offers' pages, where Travelers, Travel Operators and other

website's visitors can communicate on the proposed travel offers. The second is "Ask to be contacted" feature, which allows any traveler, including the one who launched the travel inquiry and other website visitors, to ask Travel Operators to contact them back with details about their travel offers by: email, local and international land and mobile phone calls, web chat and online calls on Yahoo! Messenger, Google Talk, Skype, or direct messages on Twitter. The third method is Direct Contact, that allows Travelers to use multiple communication channels to directly contact the Travel Operators that suggested the travel offers they are interested in. Each Travel Operator's contact information is displayed on each of their travel offer web page.

Jooveler also provides each of its users with a complex interface to manage their social (friends, relatives) and professional (work colleagues) networks. Each Jooveler's user can add Companies they own or they work for, or their local or international Organizations, with the possibility of inviting their colleagues to join their Jooveler professional network. The professional network structure on Jooveler is mostly useful for Travel Operators having more than one Agent that can suggest travel offers for travelers' inquiries. Non-travel Companies around the world also have an opportunity to make their organizations known, and even to structure their travel needs and team building activities. Partnerships and business collaborations may result from joining Jooveler's professional networks as well.

Jooveler receives fees from Travel Operators, for each travel offer they propose to travelers launching travel inquiries and also for each approved request to contact travelers interested in their offers. Travel Operators are notified of each request to contact a traveler, and they can choose to purchase traveler's contact information, upon reviewing his activity on Jooveler. The system is based on credits that can be purchased by Travel Operators from their Jooveler account interface, with payments via Paypal. Other payment gateways and systems are to be implemented as needed, as stated by Jooveler's developers. Initial 30 credits are given for free for each Travel Operator that just joined Jooveler travel professional network.

Nelu Lazar also explained Jooveler's developing background: "Even if its matches have been fired in August 2008, Jooveler's base idea is much older than that. Jooveler's parent is Goovel.net, a custom travel inquiry web tool that is running locally in Romania since October 2006, currently displaying over 10,000 custom travel offers suggested by Romanian and European travel operators. Since then, we are building our expertise in custom travel inquiry psychology, and providing solutions for both Travelers and Travel Operators. We are dedicated to support Travel Operators sell their best high-quality travel arrangements to Travelers around the world looking for suitable travel offers, based on the options and preferences for their personal or business trips."

Jooveler is developed by Magic Group LLC. The Romanian company, currently opening its first international business office in Indiana, United States, is specialized in designing structural web applications and social-professional communication web tools. With background in Travel Industry while running a travel agency attached to the company years before switching completely to developing web software, Magic Group is now focused on developing Travel-related Internet applications that provides solutions in common communications and travel operations areas, for both travelers and travel operators. Magic Group opened Jooveler to public access beginning August 6th, 2008, at www.Jooveler.com.

###