

Press release  
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## **MOMONDO EXPANDS IN THE NORDIC COUNTRIES**

### **Travel search engine increases focus on Nordic region, with ambitious launch on Finnish market**

Leading travel metasearch [Momondo](http://www.momondo.co.uk) ([www.momondo.co.uk](http://www.momondo.co.uk)) is experiencing over a 20 percent growth in the Nordic countries of Denmark, Norway and Sweden, compared to the same period last year.

Now, as part of an ambitious expansion strategy involving several initiatives, Momondo is investing in the Finnish market. The company has employed a local Country Manager, who will work on establishing Momondo as the preferred online travel comparison site in Finland.

"We have tested several price comparison sites on flights and hotels and Momondo is without a doubt offering the best and widest searches. Momondo has many free services that can create value for Finnish travellers. I am convinced that by offering the best consumer experience, we can establish Momondo as the first choice travel site in Finland", says Samuli Melanko, Momondo's Country Manager in Finland.

Samuli Melanko, who is also Partner in one of Finland's leading digital marketing agencies, SearchBox, has great experience in creating measurable results on digital platforms. Now, Samuli Melanko will take part in strengthening Momondo's position on the Nordic market. The strategy is to offer the users trustworthy search results and price comparisons, be free to use and invest in an offensive multi-channel marketing strategy.

"Finland is for several reasons a really interesting market for Momondo. Helsinki is a traffic hub and an important point of departure to Asia for many travellers from the Nordic countries. The country has also positioned itself as a design-mecca with a strong innovative profile. Therefore, it is crucial for Momondo to have a strong position on the Finnish market", says Martin Lumbye, Momondo partner.

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#### **About Momondo:**

Travel search engine [www.momondo.co.uk](http://www.momondo.co.uk) searches more than 700 travel sites and compares the best offers on flights, hotels and car rental. In addition to offering online search, Momondo provides user-generated city guides and is one of the largest publishers of print guidebooks in Denmark. Momondo was founded in 2006 and has been recommended by international media such as the New York Times, CNN, NBC, CBS, The Daily Telegraph, The London Sunday Times as well as the legendary travel guru Arthur Frommer. In 2012, Momondo won a flight comparison test by Stiftung Warentest, Germany's independent

product and services review. Momondo's mobile applications for iPhone and Android are available for free on

<http://itunes.apple.com/gb/app/momondo-flight-search/id436736538?mt=8> or  
<https://play.google.com/store/apps/details?id=com.momondo.flightsearch&hl=eng>

**For further information:**

Leila Stocker

[Turtle PR \(www.turtle-pr.com\)](http://www.turtle-pr.com)

Email: [leila@turtle-pr.com](mailto:leila@turtle-pr.com)

Tel: +44 (0)7889 231000

**About SearchBox:**

SearchBox is a leading Helsinki-based digital marketing agency delivering measurable results to its customers in all digital channels. SearchBox's experts have pioneered the internet industry helping organizations such as Sanoma, EK, Soprano and Inspecta. They know how to build up efficiently and maintain sustainably a winning digital customer acquisition strategy.

**For further information:**

Samuli Melanko

Digital strategist and Managing Partner SearchBox

[samuli.melanko@searchbox.fi](mailto:samuli.melanko@searchbox.fi)