



Seven unveils 7travel

Seven launches new e-commerce platform

27 November 2017 -- Seven – Australia's most-watched broadcast television platform and part of Seven West Media, one of Australia's leading integrated media companies – today launched 7travel, a new Seven initiative leveraging the brand and marketing strengths of Seven's portfolio across television, publishing and online.

7travel is a market-first e-commerce platform that will be Australia's "go-to" travel destination site to be inspired, plan and book a holiday.

The foundation marketing partners in 7travel are Carnival Cruise Line, Tourism and Events Queensland, Destination Gold Coast, Voyages Indigenous Tourism Australia, New Caledonia Tourism and Tourism Authority of Thailand.

7travel launched this morning on Sunrise and will follow Sunrise's journey across Australia this week. It will be across Seven's media assets and Facebook (@7Travelofficial), Instagram (@7Travelofficial) and Twitter (@7Travel).

7travel forms part of Seven West Media's plans to continue to evolve its offering beyond linear television and publishing assets while ensuring the company focuses on and builds its core market-leading businesses.

Kurt Burnette, Seven's Chief Revenue Officer, said: "Seven West Media has the largest combined audience across TV, digital, social and print across Australia. With our research and insights highlighting that we hold a high proportion of travel intenders, we will use this enormous scale and influence to inspire through advertising, editorial, integration and Influencers using unmatched power of travel storytelling and content to enable every part of the travel industry.

"7travel will offer content and audience at scale and one-to-one like no one else has done before. The entire travel category has an opportunity to be a part of a new, innovative and hugely exciting initiative."

Lisa Squillace, Seven's Director of Program Partnerships, said: "The launch of 7travel draws on our key marketing strengths and opens new opportunities for our advertisers to further connect with our audiences 1:1 and deliver new engaged audiences to our marketing partners.

“Our advertisers use our platforms to inspire Australians every day. Now we offer a significant e-commerce platform which closes the loop: not only can we share the stories of great holiday destinations, we now provide the platform for Australians to plan, book, travel and share their holiday experience.”

The launch of 7travel builds on the recent unveiling of My7Christmas and is driven by Seven West Media's acknowledged strengths in brand building.

7travel represents a significant development in the company's strategy of providing a single view audience across its channels and driving home through transaction. It builds on Seven's 'content everywhere' strategy, with the brand live across broadcast television, online assets, social video, publishing and live events and activations.

7travel is truly see, click, go as Seven leverages the marketing strengths of its leading media brands and engages with audiences as customers. 7travel will deliver on great deals and a consumer-friendly approach of living the stories and experiences on Seven and then allowing Australians to experience it for themselves.

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