



20 August 2009

**30TH BIRTHDAY SALE!  
STA TRAVEL – 30 YEARS OLD AND LOOKING GOOD!**

STA Travel is celebrating its 30th birthday this year, and attributes its longevity to adopting the same young at heart attributes of its customers.

STA Travel Pte Ltd's General Manager, Eileen Yee, said the company's ongoing success was based on taking a proactive role in adapting to the changing needs of travellers and listening to what they wanted.

"It's an achievement we attribute to our vast industry knowledge, the passion of our hardworking team, a willingness to predict change and move with the times."

The global travel specialist recently unveiled a new look and broader product range to appeal to a new generation of adventure lovers.

**STA Travel's life story goes like this:**

**The early years:** A child of the 1960s, the earliest incarnation of STA Travel is at Melbourne University where the National Union of Australian University Students (NUAUS) is based.

The union body is appointed as the travel agency to send students, by ship, to Asia. The NUAUS changes its name to AUS Travel and expands to other campuses.

**1970s:** AUS Travel sets up European operations in London, working out of a small office in Euston Road, and changes its name to STA Travel.

It is a timely move which coincides with a boom in mass tourism. High incomes, cheap flights and favourable exchange rates provide the perfect incentive for people to get out and see the world.

**1980s:** STA Travel sets up a headquarters in Old Brompton Road, London and opens its first branch at the University of London Union in 1981.

A period of rapid expansion follows with the company reaching out internationally into the US, New Zealand, Malaysia, Thailand and Singapore.

STA Travel also opens its first high street shop in Bristol and becomes the first Australian travel agency to introduce computers into every branch.

**1990s:** STA Travel grows to 110 stores globally during the decade in which the travel industry is revolutionised by the internet. The company launches its first website [www.statravel.co.uk](http://www.statravel.co.uk) with

others to quickly follow.

**2000 to the present day:** Web business soars and in 2002, STA Travel launches its online booking engine with immediate results.

Entering the new millennium, STA Travel posts an annual turnover of US\$900 million and operates 250 branches globally including a first in Belfast.

Today, STA Travel boasts more than 2000 staff worldwide and sends more than six million people away on holidays each year.

STA Travel would like to thank all our customers for their support throughout these years and will show our appreciation by giving back to them!

STA Travel will have its 30th Birthday Sale\* from 20 August to 12 September 2009, 5pm and there will be 30\* travel products on sale! From land tours in every continent to coach and rail travel passes, accommodations, day tours and airport transfers, travel insurance, airfares and even lonely planet guidebooks! Head down to STA Travel's office or call our numbers today!

Remember to show your LOVE for us by screaming HAPPY BIRTHDAY to our face or singing a BIRTHDAY SONG for us when you're in the office! :D

For bookings or more information please call 6737 7188 / 6773 9188, visit [www.statravel.com.sg/30sale.htm](http://www.statravel.com.sg/30sale.htm) or drop by your nearest STA Travel office.

\*Terms and conditions apply for our 30th Birthday Sale, and is subject to tour & flight availability. Sale will end on 12 September 2009, 5pm.

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