



# O.B.S. launched the mountain resort reservation platform GoGoSKI.com

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*The company OBS d.o.o. (Online Booking System) launched last winter season the test version of GoGoSKI.com, one of the first online booking system specialized in mountain resort tourism.*

PR9.NET May 12, 2008 - Slovenia, Ljubljana - GoGoSKI.com was put online last November and the feedback from the market has been great. "We really fulfil a need of the mountain tourism industry, and also of the mountain tourism clients who were looking for a specialized site to find their ideal holiday accommodation or vacation package", says Dejan Romih, CEO of OBS.

At its launch, GoGoSKI.com presented more than 350 ski resorts in eight European countries. "The number of partner hotels is increasing rapidly and I believe we will have the largest offer of mountain tourism accommodations for next winter season", to add Mr. Romih. Thanks to its success, the "real" version of this new vacation booking site should be launched very soon.

GoGoSKI.com presents great advantages compared to what was offered before, both for the partners and the clients. The mountain lovers find a vast offer of mountain accommodations on a unique site, multilingual, safe and very easy to use. The accommodations are grouped by ski resort, which makes the search simpler.

The partners, on the other hand, find a service that is free of charge, easy to use and multilingual. It has the advantage to reach a precisely targeted clientele: mountain tourism clients.

Since the commission based model insures that GoGoSKI.com profits only if it directly helps generate income for its partner, it largely invests in PR campaigns and pay-per-click advertisement. Also, GoGoSKI.com translates every partner's content in four languages: English, French, German and Italian. Therefore, [www.GoGoSKI.com](http://www.GoGoSKI.com) reduces the global advertising costs of partners, as those services are free of charge.

With over 25 years of experience in international tourism Dušan Guštin, product manager for GoGoSKI.com, talks about the product in those terms: "Joining the system with accommodation providers is free of charge and GoGoSKI.com asks for no allotment. Besides, all partners have access to a simple program that enables them to update online room availability, rates, pictures, texts, first minute, last minute and short break inventory. In short, with GoGoSKI.com, you only run the risk to make better business."

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## About O.B.S.

OBS d.o.o. built one of the first mountain resort online catalogue and booking system. Founded in November 2007 by Dejan Romih, the company's offices are located in Ljubljana, Slovenia. It is also one of the promising startup companies members of L.U.I.

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