

# Global travel tech start-up takes off in Hong Kong

Global travel tech start-up Hey Travelista announced today (June 8) that it has opened its Hong Kong office as the global headquarters to launch its new online travel platform for affluent travellers in Asia.

Hey Travelista offers its registered members exclusive high-end and unique hotel packages, with additional value-added inclusions, through its new travel platform. It works directly with top hotels and partners so that it can offer competitive rates and inclusions to its members, according to its co-founder Mr Tony Low.

He added that there is a niche in the travel industry for the increasingly wealthy, free and independent Asian travellers whose needs are not yet entirely met by traditional or online travel agents. The company eyes Hong Kong as its base to seize the huge opportunities.

He said, "Hong Kong has a huge tourism market. As Hong Kongers are among the most frequent travellers in the world, we definitely want to be part of this market. In addition, the city is next to the Mainland and its growing number of middle class travellers. It is a perfect place for a travel tech company to launch."

He added, "As an international city, Hong Kong attracts the best and brightest from all around the world. We want to leverage on its international status to develop our business here as well as promote our platform globally through the city."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong's fast-paced lifestyle gives rise to a genuine demand for luxury travel. With its sophisticated high-tech infrastructure and tech-savvy professionals, the city is the ideal place for Hey Travelista to start its business in the region."

## About Hey Travelista

Founded by three globally experienced senior executives within the travel, hospitality and digital tech space, Hey Travelista is an online travel platform which offers its registered members access to high-end and unique hotel or resort packages, with value-added inclusions. For more information, please visit [www.heytravelista.com](http://www.heytravelista.com).

## About Invest Hong Kong

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