



Press Release

The start-up of *doveclub.it*: travel advisory and exclusive opportunities at the *Dove* travel club

From 13 February on-line

Milan, 12 February 2014 - From 13 February, coinciding with the opening of BIT, *doveclub.it* will be on line: the top-of-the-range travel club for registered members linked to the *Dove* brand, the well-known RCS publication dedicated to travel. The new e-commerce travel site *doveclub.it* will provide a range of exclusive travel opportunities divided into **flash sales** and **discounted catalogue opportunities**, as well as the ability to purchase **travel packages from DOVE**: unique trips and itineraries, chosen and put to the test by the magazine journalists, trusted by readers for their taste and expertise, and now available on-line.

An acknowledged leader in the travel world, this year too *DOVE* will be taking part in BIT in Milan, where professionals and users will be able to see what's new for the brand and register with the e-commerce travel site.

On 13 February, an advertising campaign will begin, promoting *doveclub.it*, using the claim "Dream destinations at dream prices", created by the COM.UNICO ad agency, scheduled to be carried by all the media of the RCS Group and on Radio Monte Carlo.

For further information:

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www.doveclub.it

Created after the recent acquisition by the RCS Group of 51% of the share capital of the Hotelyo platform from the Bravofly Rumbo Group, *doveclub.it* brings together the skills and authority of a leading publishing group and the know-how of a modern tour operator, able to offer customized solutions for even the most demanding clients. The operation is within the framework of the multimedia and digital business development strategy of RCS, partly aimed at increasing non-publishing revenue and strengthening e-commerce services.

Bravofly Rumbo Group

Bravofly Rumbo Group is one of the leading on-line operators in the tourism and leisure time sector in Europe. In constant growth since 2004, the year of its foundation, Bravofly Rumbo Group is today a market leader in Spain and Italy, with rapid expansion in France and a strong foothold in 30 other countries, from Russia to South America. Currently, over 19 million users per month use its sites to choose and book rapidly, intuitively and at excellent prices plane tickets, package holidays, hotel rooms, car hire, cruises, rail tickets, flash offers, restaurants and tourist guides. Continuous technological research has enabled Bravofly Rumbo Group to provide an increasingly wide range of products and services integrating into one system state-of-the-art functions and latest generation tools. The Group includes the Bravofly.com sites, available in 15 languages, Rumbo.es, Viajar.com, Volagratis.com, Viaggiagratis.com, Viaggiare.it, Hotelyo.it, 2spaghi.it, Crocierissime.it, Bravocroisieres.fr, Vivigratis.it and Prezzibenzina.it.