

Travellers Autobarn Enters Rental Alliance With Escape Campervans In USA

Travellers Autobarn launches campervan rental in the United States via their new strategic partnership with Escape Campervans US.

April 13, 2012 (FPRC) -- The USA is a highly desirable campervan holiday destination for many travellers, however the age requirements, large campervan sizes and high rental prices of most US campervan companies have often prevented the budget traveler and younger clientele from enjoying the benefits of campervan hire as a US travel option.

Travellers Autobarn identified the US as a potential niche for market expansion some time ago, and had been investigating different entry strategies, but have now selected Escape Campervans US as their ideal partner. Escape Rentals New Zealand launched Escape Campervans US in 2009 but had been struggling to create high volume bookings due to a lack of market clout, which will be enhanced by the alliance with Travellers Autobarn.

Peter Burke, owner of Travellers Autobarn, enthused: "It is absolutely amazing how quickly we have pulled this off. The demand was extremely high and we had to come up with a quick strategy to stay competitive in the global campervan hire market. Escape Campers US has the right experience in the US market, which is very different to the Australia & New Zealand market, and the partnership will allow us to use the expertise of both companies to present this market through all channels."

The partnership is opening its doors to its clientele via three US locations - Los Angeles, San Francisco & Las Vegas - and will be initially offering a 3-berth campervan model that will suit the classic backpacker and budget traveler in both size and price.

A soft launch strategy has been put into place over the initial 12 months to be followed by a high expansion and marketing strategy in one years time.

About Travellers Autobarn:

Travellers Autobarn has been a 'one stop shop' for backpacker and budget travellers in the Australian campervan rental market since 1993. Travellers Autobarn offers a range of campervans, cars and stationwagons for hire and sale, with their famous buyback guarantee, at six locations around Australia; Melbourne, Sydney, Brisbane, Cairns, Darwin and Perth.

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