

GRAY DAWES TRAVEL SHOW – RESOUNDING SUCCESS

7 July 2011 Gray Dawes' Travel Show, "Lets Talk Travel", that took place at BMA House, London, on 6 July 2011 was a resounding success.

Around 100 visitors met with representatives from Gray Dawes and over twenty exhibitors from various sectors of the industry that included airlines, hotels and car hire companies.

A range of new and innovative products and services were showcased on the day, including Gray Dawes' new integrated travel and expense management system, *gdbookonline*. Launched in 2002 and powered by KDS, an international provider of integrated travel and expense solutions, *gdbookonline* has been developed to now deliver an integrated end to end travel and expense management system to its clients with seamless access to The Trainline rail content.

Sue Tasker, Director, Key Accounts at Gray Dawes, said "Lets Talk Travel" has been a real success story and I am so proud of what we have achieved. We have received some very positive feedback that confirms the value of this event to both visitors and exhibitors as an excellent platform for promoting product enhancements and providing networking opportunities. Thank you to everyone who supported the event."

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ABOUT GRAY DAWES

Gray Dawes is one of the UK's leading independent business travel management companies. Established in 1927, the company is headquartered in Colchester and serves corporate customers throughout the United Kingdom. Long recognised as a technology pioneer, Gray Dawes has been a driving force in the development of online self-booking travel technologies. For further information visit www.gray-dawes.co.uk.