



22nd September 2006

STA Travel is named a CoolBrand 2006

STA Travel, student and youth travel specialists, was named one of the UK's coolest brands last night at the exclusive CoolLive event held at the 'Gymnasium' in King's Cross, London.

CoolBrands is an unprecedented initiative from the Superbrands organisation and is considered a key barometer of the nation's coolest brands, people and places.

At its core is the CoolBrands Council who judge which brands have been successful in creating a cool reputation. This year's council includes MTV presenter and Radio One DJ Trevor Nelson, CEO of The Brand Experience Consultancy Ralph Ardill, and Diesel Head of Communications, Andy Griffiths. Adding a further dimension to the expert opinion and new for 2006, Superbrands - joined forces with YouGov, the UK's most accurate research agency, to ask a sample of 1,725 consumers which brands they rate as 'CoolBrands'.

As a CoolBrand, STA Travel has been recognised for delivering a superb experience to travellers, and to be among the coolest brands around. Born from a simple idea to do something completely new and serve the independent traveller and the student market, STA Travel has not strayed from its core beliefs while becoming a highly successful business with 27 years experience. The company remains young, fresh and adventurous and attracts those with an enduring passion for travel and a free-spirited, intrepid attitude.

STA Travel believes that Experience is Everything. This includes both the experience of its staff and also the experiences that STA Travel sells to customers everyday. With hundreds of amazing travel opportunities on offer, STA Travel aims to provide travellers with adventures that help them to find their independence, gain knowledge and most importantly to discover the world.

STA Travel remains true to its founders' ideals – a bunch of Australian travellers, fresh off the hippy trail. The same attitude to life, level of knowledge and passion for travel prevails today, encapsulated in ad campaigns, promotions, retail design and all of STA Travel's publications.

Stephen Cheliotis, Chairman of the CoolBrands Council for 2007 commented, 'with ever-evolving trends and interpretations of what is 'Cool', this vital step forward makes the consumer knowledge and experience a fundamental part of the programme.' This year's CoolBrand accolade is even stronger than in previous years, as consumers, the people who really count, have been asked to rate the brands.

For more press information visit the site at www.statravel.co.uk/coolbrands, (Live from 22nd September), call 020 7361 6443 or e-mail press@statravel.co.uk.