



PRESS RELEASE

MAKING GROUP
HOLIDAY STRESS
A THING OF THE
PAST

MY SWFT SOLVES THE GROUP HOLIDAY PUZZLE

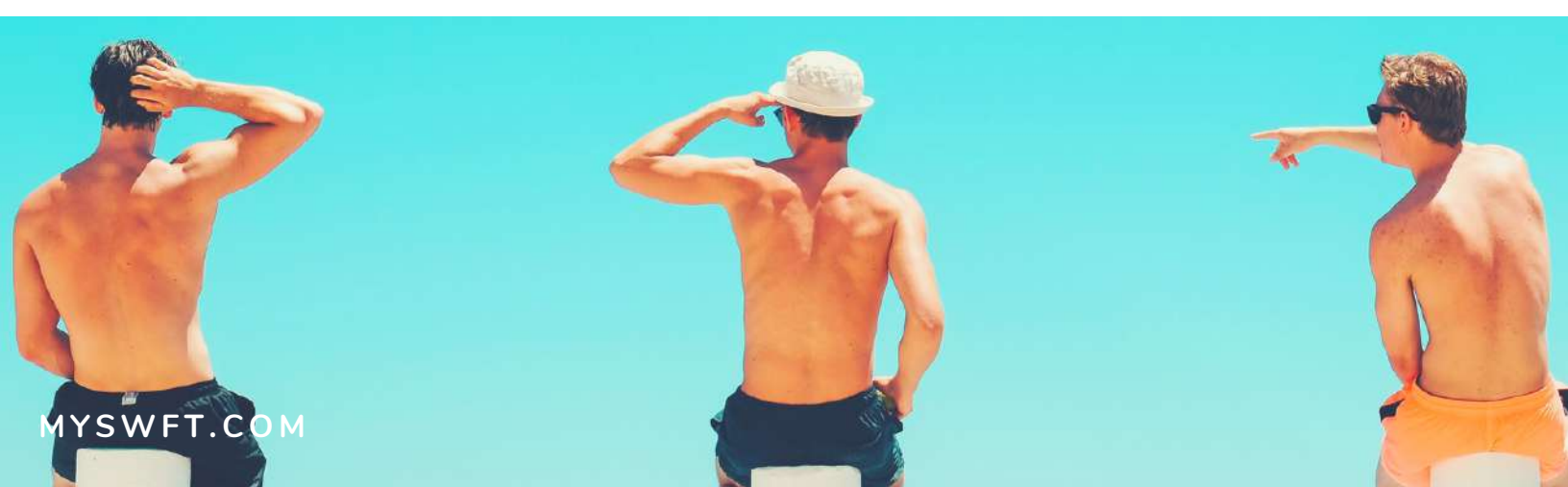
In 2017, uni friends Tom, Jasper and Pete founded My Swft, your free travel concierge available on WhatsApp and Facebook Messenger.

The idea was born from the frustrations of trying to book a group holiday together. Stuck trawling the internet in their respective offices, squeezed by busy professional schedules, their main channel of communication with each other was WhatsApp.

It occurred to them that if this was how they found it easiest to chat with each other, why not with a business? After all, every great holiday starts with a conversation...

Group holidays should be fun and exciting but planning them often becomes more stressful and time-consuming than it needs to be. To put it into perspective, the average person visits 38 travel sites in the build up to booking a holiday, typically spending between 10 and 30 hours trying to get it right.

My Swft have done their research too. They have spoken to group leaders (from best men and lead bridesmaids, parents looking to take their family away and the poor souls who just happens to be the most organised member of a friendship group) about the stresses they've experienced trying to lay on the ultimate group holiday for a time-poor and demanding ensemble.





My Swft puts advice and human interaction back into the holiday planning and booking process through the apps you use every day - Whatsapp and Facebook Messenger. Their travel experts listen to your needs and present a selection of options, tailored to your group, and you don't pay a penny for the service, or spend more than a few minutes planning your holiday.

And the answers don't stop there. My Swft are developing a group holiday planning tool designed to help engage the group as a whole outside of their own WhatsApp groups. A place of calm and logic, where decisions are made and holidays get planned... watch this space!

Speaking on My Swft... Jasper commented:

“Chat-based commerce is just so much more effective than anything else. A free to use travel expert waiting in your pocket, ready to help you plan, book and enjoy group holidays. We really do lift the burden off the group leader's shoulders.”

THE DETAILS

Opening times:

Monday: 09:00 - 20:00

Tuesday: 09:00 - 20:00

Wednesday: 09:00 - 20:00

Thursday: 09:00 - 20:00

Friday: 09:00 - 17:30

Saturday: 10:00 - 17:00

Sunday: 10:00 - 17:00

www.myswft.com

www.facebook.com/myswft

www.instagram.com/myswft/



NOTES TO EDITOR

Founded in 2017 by friends Tom, Jasper and Pete, My Swft is your free travel concierge available on Whatsapp and Facebook Messenger.

The results of their research are stark and the strife of today's group leader is clear. Managing everyone's demands over budget, destination and the right dates to make their escape is challenging. The sheer time involved in researching online and chasing up those straggler friends for payment is enough to put off anyone. With many of today's major travel sites offering over a million hotels each, there's too much choice and not enough human interaction, in what should be a very personal experience.

My Swft is the 21st century solution to the high street travel agent - chat to a real expert, receive relevant recommendations, then share the link with friends, all at the tip of your finger.



ANY QUESTIONS?

Get in touch at
hello@myswft.com

Please let us know if you're working on a deadline. We will respond as quickly as possible.