

## **Travel Broker ANIMOD boosts international success with [www.animod.com](http://www.animod.com) and Receives Award from German Travel Magazine „Clever reisen!“**

Cologne, February 2, 2012

With its US-company, ANIMOD, the specialist for hotel and travel vouchers from Cologne, Germany, has already successfully gained ground in Cape Coral, Florida: the US-web shop [www.animod.com](http://www.animod.com) was launched in 2011 and this year, ANIMOD has had a promising start with the distribution of hotel vouchers via couponing portals from the US as well as Spain. An award from one of the leading German travel magazines, „Clever reisen!“, proves once more that ANIMOD's concept of „Top Hotes at Great Prices“ is very popular with customers.

### **ANIMOD successfully expands on an international level with [www.animod.com](http://www.animod.com)**

Already today, ANIMOD distributes hotel vouchers in Germany and abroad. The extensive distribution network consists of 17 online and offline partners – amongst them DailyDeal, a member of the Google family, which will present itself with ANIMOD in the course of the ITB, the world's leading travel trade show, in March 2012. Via its web shop [www.animod.com](http://www.animod.com), ANIMOD's US-company specifically reaches US-customers. „Starting this year, we put a strong emphasis on international sales“, explains Ira Hielscher, founder of ANIMOD. „We get very positive feedback in the US – from distribution partners, hotels, customers and the local media.“

(e.g. <http://www.winknews.com/Local-Florida/2012-01-31/Successful-German-company-Animod-expanding-to-Cape-Coral>)

Since January 2012, ANIMOD also co-operates with numerous couponing platforms in the United States, for example kgbdeals. [www.kgbdeals.com](http://www.kgbdeals.com) offers specials in over 100 cities in the US, UK, France and Italy. The first ANIMOD-deal „3 days for 2 persons in the Donatello Hotel San Francisco“ was sold out in just a few hours. Selling ANIMOD-hotel vouchers via the Spanish platform [www.groupalia.com](http://www.groupalia.com) was equally successful. „Following these great achievements we will expand our distribution channels in the US and Canada“, says Harald Hielscher, managing director of ANIMOD GmbH, who is mainly responsible for furthering ANIMOD's US-activities.

### **[www.animod.de](http://www.animod.de) receives Award „Good“**

In its 1/12 issue, the German travel magazine „Clever reisen!“ compared seven internet travel-deal platforms. Test parameters were for example visibility, transparency, price and customer orientation (buying procedure). The ANIMOD-web shop [www.animod.de](http://www.animod.de) received the test result „Good“ with 3 other platforms (further grades were: 1 „Very Good“, 1 „Satisfying“, 1 „Sufficient“). „We are very happy about the award“, says Korbinian G. Penzkofer, managing director of ANIMOD GmbH. „Quality and service are our top-priorities. The test, however, also shows that there is still potential to optimize our web shop in order to increase customer satisfaction. We see it as an important impuls to work on our web presence and services.“

### About ANIMOD

Founded in 2011 by the Cologne business woman Ira Hielscher, ANIMOD successfully offers hotel and travel vouchers in its own web shop [www.animod.de](http://www.animod.de) as well as via numerous other online platforms since 2002. Under the management of Harald Hielscher and Korbinian G. Penzkofer, the Cologne company currently offers vouchers for more than 800 hotel partners and has 17 online and offline distribution co-operations in Germany and abroad. ANIMOD is also active on the US market with two additional enterprises. Through distribution partners in Belgium, the Netherlands, Poland, the Czech Republic and Hungary, ANIMOD offers vouchers especially for the respective markets. Securing quality, constantly expanding the offer as well as customer and service orientation are the top priorities for the about 50 ANIMOD-employees.

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