







Want to dive with whalesharks, manta rays or turtles? ZuBlu's unique dive travel platform can help you find the right place, at the right time...

www.zubludiving.com

ZuBlu Ltd. launches a new dive travel platform providing divers with a simple yet intuitive way to discover exciting dive experiences across Asia. The website marries a powerful search tool with an exciting range of dive destinations and eco-friendly resorts, putting the power of discovery and choice into the hands of ZuBlu's guests.

-  Easy-to-use platform allowing guests to discover new and exciting dive destinations;
-  Simple search tool based on marine species data - where and when they are seen;
-  Selection of unique experiences and inspirational resorts;
-  An emphasis on conservation and sustainability, helping to protect the marine environment.

ZuBlu's platform is built around a unique search tool designed to match a guest's preferences with an ideal dive destination in Asia. Adam Broadbent, ZuBlu co-founder, said "the ZuBlu concept arose from a desire to give guests the ability to easily discover and compare destinations and experiences. We take their choices - what species they would like to see and when they would like to travel - and match them with the most suitable locations. Whether it's swimming with a whale shark, diving among dozens of manta rays, or watching a nest of turtles hatch, ZuBlu helps you find the right place, at the time."

ZuBlu ensures conservation and sustainability are at the heart of its business. Each resort listing displays an 'at-a-glance' summary of sustainable practices, as well as information about conservation activities. And as part of its commitment to the environment, ZuBlu donates a percentage of revenue to local conservation organisations. "By linking conservation and dive travel, we help our guests make more informed choices that, in doing so, will result in a significant positive impact in the destinations we feature," said Matthew Oldfield, ZuBlu co-founder.

The ZuBlu platform features dive destinations in Indonesia, Malaysia, Philippines, and the Maldives, with new destinations being unveiled in the coming months. The company works with a carefully chosen selection of partner resorts and dive operators, all with high standards of customer service, established safety records and a commitment to the environment.

For more information, contact: **Adam Broadbent** ☎ +852 6545 9965 ✉ adam@zubludiving.com

About ZuBlu

ZuBlu is a new dive travel platform that puts the power of discovery and choice into the hands of its guests. With its unique species search tool, up-to-date and accurate information and a commitment to conserving the marine environment, ZuBlu aims to become the leading dive travel agency for destinations in Asia and create positive change in the destinations featured on the ZuBlu platform. Discover and book your diving adventure at www.zubludiving.com now.



Example Experiences



CITIZEN-SCIENCE EXPEDITIONS WITH THE MANTA TRUST

As part of our partnership with the Manta Trust, the world's leading manta ray conservation organisation, we offer curated expeditions taking guests to the best manta ray spots in Asia.

Working with eco-minded tourism operators, these liveaboard dive and snorkel trips focus specifically on getting our guests in close proximity to manta rays, whale sharks and other 'wish list' marine species, while imparting expert knowledge and skills.

Locations: Maldives & Indonesia

NOMADIC DIVE & TREK SAFARI WITH ABYSS OCEAN WORLD

For the ultimate Bali and Java experience, a land and sea safari encircling the Island of the Gods and crossing over to Java ensures a complete immersion into the islands' vibrant mix of culture, arts, beaches and waves, all set against a stunning backdrop of verdant rice fields, temples and volcanoes.

From summiting the extraordinary sulphur mines on Mt Ijen, to encountering manta rays and mola mola in the ocean depths around Nusa Penida, these 12 to 14 day safaris offer the complete cross-section of Bali and East Java.

Locations: Bali & Java - Indonesia



ESCAPISM IN THE PHILIPPINES

Our first-hand experience and intimate knowledge of some of the Philippines' most isolated destinations enables us to create carefully tailored holidays for the backpacker, couple or family.

The laidback surf mecca of Siargao, the beguiling landscapes of Palawan, and the lush and volcanic Camiguin island, all offer pure escapism and the chance for unique encounters with flora and fauna alike. With our carefully selected eco-retreats and glamping getaways, experiences will be both sustainable and unforgettable.

Locations: Camiguin, Palawan and Siargao - Philippines

Extraordinary
Destinations

Exceptional
Experiences

Inspirational
Resorts



Why ZuBlu?

At ZuBlu, we make it our job to find incredible destinations and resorts that offer that little bit extra - ones that have stunning diving and amazing services of course, but also a unique location, some amazing jungle trekking or a great yoga teacher on site perhaps. Why? Because these are the places we want to experience ourselves. We see it as our responsibility to track down and share these once-in-a-lifetime experiences with you, our guests.



Every booking saves a turtle

Well, no, we can't guarantee that. But we do promise that for every booking made, ZuBlu will make a donation that will directly support conservation efforts in our destinations. So it might be better to say 'Every booking saves a turtle, or a reef, or a shark...' The choice is yours to make.



First hand experience of every place we recommend

The ZuBlu staff and family of advocates and partners - dive professionals, scientists, photographers and film makers - have years of experience and thousands of dives between them. Together, we can personally vouch for all of the destinations and resorts we recommend.



Curated bookings tailored to match preferences

We bring together our in-depth knowledge, extensive dive travel experience and wide network of contacts, and create inspirational collections of destinations, resorts and packages, tailored to match your preferences. We don't simply try to sell you what works best for us.



Loyalty rewards with a difference

At ZuBlu, we won't give you 10% off this, 15% off that, if you book with us again. We prefer to do things differently. Book a second trip? We will sponsor a turtle nest in Borneo for you. Book a third? You can name a manta from the Maldives. Book a fourth? We may just invite you to join the company!

Looking for the cheapest price? The resorts we work with are committed to making a difference in the areas in which they operate and it is our policy to help them do what they do best - by offering their standard rates, not discounted packages. However, should we hear of a great deal, we will certainly let you know!

Extraordinary
Destinations

Exceptional
Experiences

Inspirational
Resorts



Founders



ADAM BROADBENT

With over 3000 dives and over 6 years photographing incredible dive destinations and luxurious resorts across Asia, Adam is now combining his technical experience in building bespoke trading platforms to create the ultimate travel platform for those seeking amazing underwater experiences in exotic locations. Adam is married and based in Hong Kong, where he drives the development of ZuBlu forward and explores the many running trails in the New Territories. His ambition is to develop ZuBlu as a global platform for dive tourism.

“By putting the power of discovery in our users hands, ZuBlu opens up a world of opportunities and underwater experiences. With a focus on customer service and user experience, showcasing sustainable business practices, and supporting conservation projects, the ZuBlu model is the way forward for the dive travel industry and I am very proud to be part of it.”



MATTHEW OLDFIELD

Matt is a professional photographer and writer based in Bali, Indonesia. As a trained biologist and photojournalist, he has spent the last 25 years traveling and diving in locations around the world, both for work and pleasure. Married to an Indonesian and with a young daughter born in Bali, Matthew focuses on providing accurate and relevant content for the ZuBlu platform, as well as developing the conservation side of ZuBlu. His ambition is to travel throughout Indonesia with his family, exploring the archipelago's natural history whilst searching for perfect destinations to share with ZuBlu's guests.

“I have been incredibly privileged to explore many parts of SE Asia and ZuBlu gives me the perfect platform to share my experience and knowledge with our guests. I am passionate about both travel and the environment and believe ZuBlu can make a positive impact on the destinations we ourselves care about.”

Extraordinary
Destinations

Exceptional
Experiences

Inspirational
Resorts



Using the ZuBlu site

What and When

We've built the ZuBlu platform to put the power of discovery in your hands. Simply select up to 3 categories of marine life you would like to see as well as your intended month of travel and let our search engine do the work. Our aim is to match your preferences with the most suitable destinations across all the countries we feature, giving you the best chance to find your perfect dive experience.

The results page

Our search results page acts as a portal to the best diving in Asia and will display a list of destinations based on your preferences. You can then further refine the results by changing the species you wish to see, when you want to travel, what other highlights are important to you - beaches or nightlife for instance - as well as the number of other people traveling with you. Our responsive ZuBlu search engine will adapt and update the search returns, even as you change your preferences.

Marine life categories and species

We have broadly defined 8 marine life categories that allow you to quickly select the type of species and dive experience you would like to search for - sharks, turtles, rays, schooling fish, wrecks and caves, macro creatures, reefs and walls and mammals and pelagic. If you are looking for something in particular, select the broad marine life category, then click 'refine' to reveal a selection of different species. Alternatively, if you can't see something you are looking for then get in touch and we will do our very best to find the best destination to see a species we don't list.

What do all the icons displayed on the site mean?

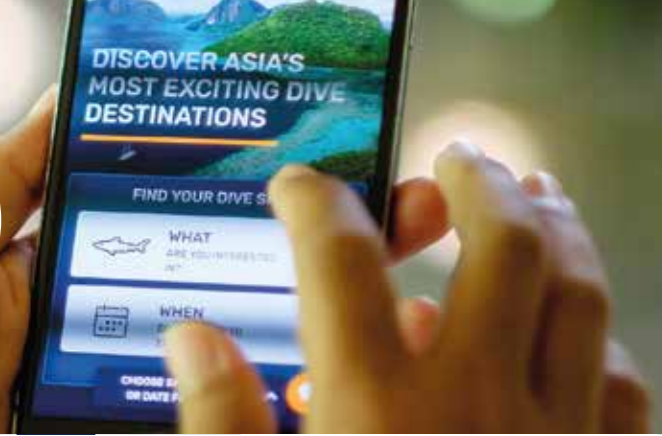
A variety of different symbols and icons are used across the ZuBlu platform to help guide you and provide you with snippets of information. On the search page, species icons are used to help indicate what marine life you might see at the different destinations, with a simple ranking to indicate likelihood. We also use 'highlight' and 'ideal for' icons to allow our guests to further refine their search results based on what else is important to them - for instance whether there is a great beach nearby, or if a destination is suitable for families.

We also display the results of our 'green criteria' on the resort pages, with icons representing our 5 broad criteria - environment, economic, experiences, marine and social. We display one of these green hearts if the resort in question is making significant efforts or contributions.

Extraordinary
Destinations

Exceptional
Experiences

Inspirational
Resorts



Making a booking

How do I make a booking?

Once you have found your ideal resort, you can easily get in touch by clicking any of the 'Enquire Now' buttons or you can select a specific package if you see one that is perfect for you. However, if you would like a more personalised service, or would like us to assist with an itinerary that is less 'off-the-shelf' and more 'off-the-wall', you can contact ZuBlu using our 'Concierge enquiry' and we can suggest a perfect destination or experience for you.

What happens when I make a booking?

When you have made a final decision about your trip, we will then liaise with the resort and ensure all accommodation and any pre-booked activities are confirmed, then send a summary of the entire booking and details of these arrangements for you to approve before a booking is made. Once approved, the booking is confirmed on receipt of a requested deposit or the entire payment.

How is my money protected if I make a booking and payment through ZuBlu?

In accordance with The Package Travel, Package Holiday and Package Tours Regulations 1992, we protect your package booking through a 'Trust Account' payment system managed by our independent travel payment protection specialists, Trust My Travel Ltd. Your payments are deposited and held in a Trust Account and cannot be released until all contractual obligations have been filled and your holiday has been completed, or until the appropriate financial failure insurance is put in place.

We also use Trust My Travel Ltd to process payments to ensure your money is protected. We are a Protected Processing Member of Trust My Travel.

ZuBlu Trust

For every booking made through our platform, ZuBlu will make a donation that will directly support conservation efforts in our destinations. We will donate a percentage of all our earnings and the funds will then be used to support local projects and provide educational bursaries for the next generation of conservationists.

Extraordinary
Destinations

Exceptional
Experiences

Inspirational
Resorts