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The 21st-century travel agent, now on every device

Pana launches it's most requested feature: web chat

Denver, Colorado—November 7, 2016 —Today, Pana unveiled Pana for Web, a new application where travelers can message in 24/7 to their team of travel experts, view trip itineraries, and directly book flights, hotels, car rentals and more—all in one seamless interface online.

This builds upon Pana's existing product to create four ways for members to communicate with their team of travel experts: SMS, email, mobile app, and web browser. "We built Pana to put a 21st-century travel agent in your pocket. With Pana for Web, our members now have the same expert support available on their desktop, both at work or home." said Devon Tivona, CEO at Pana.

For companies who rely on travel to grow their businesses, Pana for Web empowers office managers and executive assistants to coordinate their entire team's travel straight from their desktop. Pana's suite of corporate travel tools also gives teams easy access to travel reports, receipts, and the ability to build simple travel policies.

"Since Pana was launched originally as an iOS app, our most frequent request has been for non-iPhone users to get the full benefits of our 24/7 travel assistant and concierge," said Paul Ballas, Head of Product at Pana. "While we made SMS and email immediately accessible for those travelers, we've now built an immersive experience that can be used on any phone device, tablet, or desktop."

VIDEO How Pana Works: https://vimeo.com/160951232

Not a search engine. But not your father's travel agent, either: Pana's co-founders saw that most apps and websites claiming to make travel easier had done the opposite.

One recent survey of more than 2000 travelers worldwide found today's traveler spends an average of two hours, and up to five hours, arranging a trip. Which seems like a lot, until you consider the time spent clicking back and forth, comparing flights, lodging, prices and logistics; And worst of all time spent on hold/wrestling with websites or apps because of a delay, error, or emergency (In 2015, 1 in 5 flights were delayed or canceled).

A survey of Pana's users showed that saving time is a top priority: Nir Eyal, author of the business bestseller Hooked, noted, "I rarely endorse apps, but my Pana travel team has saved me countless hours of agony." (More of Nir's Pana story here.)

Who's Using Pana: Pana is for any frequent traveler or growing company looking for simplicity and better service, so that they can focus what matters to them. Pana supports thousands of travelers and hundreds of companies, who travel happier and more productively. Pana has also worked with celebrities and their assistants in sports, tech and entertainment to better understand and apply their experience to all travelers.

"At Pana, our aim is to make travel a better experience through modern technology and quality service. Pana for Web takes us a big step that direction by democratizing the Pana experience and allowing anyone, regardless your device, to fully engage with us," says Mr. Tivona. "This is a critical piece to our product roadmap. It sets the stage for our launch of Project Crosby, a free trip itinerary tool and travel bot, in the coming months."

About Pana: *Pana is an on-demand travel agent for the 21st century. Powered by real humans and cutting-edge tech, Pana helps individuals and companies save time and hassle on their travel. Founded in 2014 from Techstars Bolder, Pana has since raised $2M from investors including Techstars Ventures, 500 Startups, FG Angels, The MergeLane fund, and The Galvanize Fund, among others.*

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