



PRESTIGE HOLIDAYS LAUNCHES SUPER NEW WEB SITE



Luxury independent tour operator, Prestige Holidays, has launched a user-friendly web site that can be explored by destination or holiday type.

www.prestigeholidays.co.uk has comprehensive information on what there is to do and see and whats on in each of the operators 17 destinations. It also lists all of the hotels Prestige Holidays features and has a facility which enables visitors to search for a holiday by the following types: Spa, golf, beach, family friendly, honeymoon and two centre.

The web site, which is totally different from the previous one, has a fresh, crisp look and features the operators stylish new visual identity. It is extremely flexible and can be updated quickly and easily bringing clients the latest news, hotel information and special offers as they become available.

A key feature of the site is a price and availability section enabling clients to select hotels according to the facilities they require and then get a guide price for their holiday. Prestige Holidays has identified the 12 most popular facilities sought by customers these include: spas, childrens clubs, bars and restaurants, indoor swimming pools and beaches.

Once the hotel is selected, clients can then click the booking enquiry button. Prestige Holidays expert reservations team will contact them, usually within an hour, to complete the booking. There is also a call back request and general enquiry service.

John Dixon, Chairman and Managing Director of Prestige Holidays, comments: We are absolutely delighted with the new site. It has only been up two days and has already generated an excellent response. The next step is to make it fully bookable and as flexible as speaking to our reservations team.

We will also be launching a new site for our group travel division. The site was designed by Tim Roser of Oxygen Digital in conjunction with reservations systems company Metafour who developed the site.

A wide range of special offers is highlighted across the site by holiday type, destination and hotel. The operator has included the opinions of existing clients to offer potential customers an alternative view of hotels, destinations and Prestige Holidays. Visitors can also read comments from the experienced staff on hotels, destinations and even on spa treatments.

A feedback section enables customers to add further comments and suggestions and shortly users will be able to sign up to a newsletter.

Ends

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