Hot Deals And Total Honesty From New Qwerty Travel Site

Tuesday 30 July, 2013

LEADING independent online travel agent Qwerty Travel has relaunched and claims its new-look site is the ‘most honest travel agent site in the UK’.

The redesigned site is aimed at helping to find the ideal holiday in the fastest possible time. Tools include ratings of suitability for couples, families, singles, or groups with thermometer-style icons, which range from a 10% suitability rating of “consider yourself warned” to 40% “you can do better than here” to 100% “perfect match!”

It features incredibly realistic descriptions of resorts too. For example in the Canary Islands section about Tenerife, it advises: “Let’s just be clear now, there are quite a lot of manmade beaches in Tenerife, so if you’re looking for an ‘au naturale’ setting, be careful.”

Matt Somers, managing director of the Surrey-based agency, commented: “Qwerty Travel is seven years’ old now and it was time for a refresh of the logo, brand and direction. The online travel space is a crowded one and we need to be able to stand out, so we decided to go for an honest, but also slightly tongue-in-cheek, approach.

“It’s a very British sense of humour, another aspect to make us stand out. We’re not trying to appeal to an international audience. Hopefully it’s like having your witty mate in the pub tell you about where best to go on holiday. We want to put the fun back into travel retail.”

Somers added: “We want to be able to point out the quirky nature of destinations, something a bit unexpected that perhaps won’t be in guidebooks. We’ve got a really experienced team here at Qwerty and we’ll be drawing on insight from them as well as feedback from our customers.”

Special launch offers include:
SHORT BREAK IBIZA £199: Prices from £199 per person for a four-night break near San Antonia Bay with Qwerty Travel (www.qwertytravel.com 0208 5889943). This includes accommodation at the three-star Riviera Hotel, B&B basis, plus flights from Gatwick on departures beteen September 17 and October 20 2013. The hotel has two pools and is just 200m from the beach. Resort centre is 3.5km away. Price based on two sharing.
page1image20136

SHORT BREAK ALL-INCLUSIVE ALGARVE £169: Prices from £169 per person for a four-night break in Albufeira, on the Algarve with Qwerty Travel (www.qwertytravel.com 0208 5889943). This includes accommodation at the four-star Clube Humbria Hotel, all- inclusive, plus flights from Gatwick on departures between November 25 2013 and March 28 2014. The hotel is 800m from the beach. Price based on two sharing.

LUXURY LANZAROTE £289: Prices from £289 per person for a luxury seven-night break in Arrecife, Lanzarote with Qwerty Travel (www.qwertytravel.com 0208 5889943). This includes accommodation at the five-star Gran Hotel and Spa, B&B, plus flights from Gatwick on departures between November 15 and December 16 2013. The hotel is situated on the beach in the heart of Arrecife. Free sea view room upgrades if space available and free access to the spa for Qwerty guests. Price based on two sharing.

To celebrate the launch of the new site, Qwerty Travel is giving away a £500 holiday voucher and two for £250. To be entered into the draw simply ‘like’ Qwerty Travel on Facebook and enter your details in the competition app, follow them on Twitter or Pinterest, or add Qwerty Travel to Google+ Circles. All entries must be in by August 23 2013.

QWERTY TRAVEL: KEY FACTS
- Based in Frimley, Surrey
- 47 staff
- Specialists in great value European beach holidays, city breaks and ski, predominantly four and five-star
- Established in 2006 by managing director Matt Somers, prior to this he ran Gemstone Travel which he sold to lastminute.com in 2004
- Member of the Travel Trust Association
- On target to carry more than 50,000 passengers in 2013

Related Sectors:

Business & Finance :: Travel & Tourism ::

Related Keywords:

Qwerty Travel Site ::

Scan Me:

ENDS

For more media information contact Louise Prior: louise@priorpr.com 07786 227572

Company Contact:

_

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.rocket-pop-pr.pressat.co.uk