

Travel Review & Advice Site Wins 'Best Small Business' At 50+ Awards

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The only travel review and information site specifically for the over 50's market, Silver Travel Advisor (www.silvertraveladvisor.com), founded by former CV Travel and Crystal Holidays MD Debbie Marshall, has been selected as the 'Best Small Business' in the '50+ Awards', organised by The 50+ Show and voted by consumers.

Silver Travel Advisor provides a community for members aged 50 and over to contribute reviews about their holidays, travel and leisure experiences. It also offers mature travellers free impartial advice and suggestions from a group of Advisors, who are mainly retired travel industry professionals with a wealth of experience to share.

Debbie Marshall said, "To win the award for the best small business is such a strong endorsement of the popularity of Silver Travel Advisor. The site has really captured the imagination of older, active travellers and we have thousands of fascinating reviews and contributions to the collection, which grows every day. We've seen our membership increase to over 20,000 Silver Travellers since we launched in early 2011.

From this loyal membership base we are now really establishing a voice for the older traveller on our website as well as our active forum which is vitally important in a world which is so often dominated by younger voices".

Debbie goes on to say, "Silver Travel Advisor works in partnership with Age UK providing travel content for its website, radio station and other channels, and this has been beneficial in raising awareness in our target demographic."

Over 6,000 people voted at the 50+ Awards, in a total of 48 categories, with nearly 160,000 combined votes altogether. The average age of the voter was 65.

For travel information, travel reviews and advice visit www.silvertraveladvisor.com

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