

Kuoni Travel reports 54 per cent growth in Egypt holidays for 2008

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Kuoni Travel, the leading UK long haul operator, has announced rising popularity for its Egypt holidays along with plans to strengthen the usability and customer experience of their site through expanding the use of travel videos across all key destinations.

Kuoni are planning to build on Egypt's popularity by expanding the Egypt Holidays (http://www.kuoni.co.uk/holiday/north_africa_and_middle_east/egypt/) product range to offer more choice to customers. For 2009 new experiences and hotels will be added, including the Sofitel El Gerizah in Cairo, a recently refurbished hotel offering beautiful Nile views. A range of new deluxe properties built by Sun International in the Red Sea resort of Port Galib, near Marsa Alam, will also be available and these make an excellent multi-centre holiday when combined with other destinations such as Luxor or Cairo.

Alicia Welsman, Senior Product Manager commented on the growing popularity of their Egypt holidays:

"As a destination, Egypt has an enormous amount to offer; it's relatively close to the UK, has reliably good weather and presents many cultural and historic attractions as well as fantastic diving and beaches".

Kuoni has further strengthened the usability of their site by launching a new travel video (<http://www.kuoni.co.uk/videos>) gallery, as part of their online travel guides. Matt Rooke, eBusiness Director for Kuoni commented:

"We now have over 250 videos on our site which provide travellers with a fantastic opportunity to experience the destinations and hotels before deciding upon their holiday."

The video section has proved to be very popular with travellers, as it enables them to get a real feel for a destination before they even leave home. So far the Egypt holiday videos (<http://www.kuoni.co.uk/videos/egypt.html>) have been the most viewed. The selection includes an Egypt country video, resort videos for Cairo, Luxor and Aswan as well as over 25 hotel videos, including videos for the Four Seasons at the First Residence in Cairo and the Ritz Carlton in Sharm El Sheikh.

"The videos on our site have been extremely popular and the introduction to Egypt travel video (http://www.kuoni.co.uk/holiday/North_Africa_and_Middle_East/Egypt/video.html) has been the most popular of these with over 25,000 views in the last 6 months. We will be offering more rich media content across all our key destinations, with another 50 videos to be added in the next month alone", said Matt Rooke.

About Kuoni Travel

With more than 100 years of expertise, Kuoni is honoured to be regularly voted as the industry's long haul experts. Clients can choose from a selection of more than 25 superb brochures, showcasing thousands of luxury holidays to hundreds of exotic destinations on all seven continents, and covering every holiday interest from relaxing beach getaways to escorted cultural tours, overseas weddings to wildlife safaris.

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