

Thomson holidays launches 'MyThomson' pre-holiday site for customers

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Thomson Holidays (<http://www.thomson.co.uk>) will be launching a personal pre-departure website for online customers at the end of the summer.

Named MyThomson, the sites aim is to enhance customer's pre-departure experience by providing all their holiday details and information in one place. Launching for Thomson's Premier customers first, the service will then be rolled out to all Thomson online bookers.

Once logged in, customers will be able to view useful information such as the weather forecast for their holiday destination, directions to the airport from their home (powered by Google Maps) and notifications of road-works en-route. Further details about the hotel and destination will also be available, with links to videos and photos.

From the site Thomson customers will be able to purchase helpful extras for their holidays (<http://www.thomson.co.uk>) such as UK airport parking, car hire, holiday insurance and excursions in resort. The dynamic nature of the site means all quotes are personally tailored, for example a customer travelling from Bristol on 18th November for a 7 night holiday, will only be quoted car parking relevant to this trip. The site also evolves over time, with relevant content given more prominence depending on how long it is until the customer departs.

Another useful feature is a 'holiday check-list' with helpful reminders such as cancelling the milk, buying travel insurance and getting visas, to be crossed-off once complete as the holiday draws closer. Again this can be tailored to each individual, with options for the customer to add their own 'to-do' points.

"Holidays (<http://www.thomson.co.uk>) are something we all look forward to," commented Jeremy Gidley, CRM General Manager, TUI Travel UK, "so we wanted to create something that was really engaging. The idea behind MyThomson was to offer our customers something that would not only be useful in the run-up to departure, but would also add to the pre holiday excitement.

He continued: "Our research showed that online bookers often wanted even more information about their holiday. Thomson's 'holiday countdown' email programme was a great start, but this new personalised website enables the customers to choose what they want to see when they want, and also provides a lot more engaging features and content."

Gidley concluded; "Importantly, we're not trying to take away the human element – if a customer still has questions unanswered, they are able via MyThomson to email the Thomson resort team in their holiday destination for expert local knowledge and advice."

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