

# On the Beach launches biggest ever Summer promotion

Submitted by: JPW Communications

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Under Embargo until 9am Thursday 2 July

Leading online travel agent On the Beach (<http://www.onthebeach.co.uk>), launches three of its biggest ever customer promotions (<http://www.onthebeach.co.uk>) today with holiday give-aways (<http://www.onthebeach.co.uk>), a summer (<http://www.onthebeach.co.uk>) sale and its industry leading Triple Price Match Guarantee.

To kick off the holiday season with a bang, On the Beach (<http://www.onthebeach.co.uk>) will give away a free holiday to one lucky customer every week throughout July. Each week, one lucky customer will be chosen at random to receive a 100% refund on their holiday booked through the On the Beach website.

The online travel agent also announces its biggest ever summer sale. The sale will see discounts of up to 50% available on beach hotels, beach holidays available from £185 per person and further discounts available to customers booking online.

Finally, On the Beach will also launch the industry's first ever triple price match guarantee. Throughout July, any customer who has booked a holiday through On the Beach and finds the same holiday at a lower price will be refunded three times the difference.

Simon Cooper, Chief Executive Officer at On the Beach comments, "We are delighted to announce our biggest ever summer promotion and look forward to a fantastic July. 2009 is proving to be a very difficult year for consumers and we believe our promotion will give everyone the opportunity to enjoy a much deserved holiday."

To take advantage of any these fantastic promotions, customers should visit [www.onthebeach.co.uk](http://www.onthebeach.co.uk) or call the UK call centre on 08706060708

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Book online at [www.onthebeach.co.uk](http://www.onthebeach.co.uk) or call the UK call centre on 0870 6 06 07 08

For further information please email Jamie Wortley at [jamie.wortley@otbeach.com](mailto:jamie.wortley@otbeach.com) or call Jamie on 07877 589 910/ 0208 352 0086

About On the Beach

Founded in 1995, On the Beach is one of the UK's leading online travel agencies carrying over 500,000 passengers every year (ABTA K0813). On the Beach provides value for money flights and hotels in the world's most popular beach holiday destinations. On the Beach provides consumers with a huge selection of travel products, from 50 million available seats, more than 30,000 hotels around the world, insurance and in-resort transfer partners. Customers can book online or call the UK call centre on 0870 606 07 08.

As the expert provider of DIY beach holidays to the UK market, On the Beach is so confident of its industry leading position, it offers a market leading price match guarantee for its customers. On the Beach will refund the difference if a lower price is found for the same product on any UK website\*.

\*Offer applies to exact product match