

Stena Line produces the definitive video guide to pet travel

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Stena Line, the leading ferry operator, is looking to woo pet owners with a brand-new step-by-step video guide on how to safely take pets on holiday by ferry to Holland, following a 13% year-on-year increase in the transportation of travellers' pets on its North Sea route.

The short guide which appears on Stena Line's website explains the legal and practical requirements of taking pets to Holland and then back into the UK.

Featuring dog owner Jason Towler and his Jack Russell Eddie, the video demystifies the government's Pet Travel Scheme (<http://www.stenaline.co.uk/pet-travel>) - or PETS for short - and explains the five prerequisites of taking a pet to Holland. Defra developed the scheme in 2000 to enable pets - specifically dogs, cats and ferrets - to re-enter Britain without quarantine.

Lars Olsson, Stena Line's commercial manager for travel on the North Sea, said: "Having noted the increasing importance to our passengers of bringing their pets, Stena Line recognised the need for a simple guide which visually sets out the official governmental and logistical requirements of taking a pet dog or cat abroad."

Stena Line has always catered for pet owners, offering onboard kennels and an area where the pets can walk. Its website also includes exclusive pet travel tips (<http://www.stenaline.co.uk/pet-travel-tips>) by animal behaviour specialist Dr Roger Mugford.

Olsson added: "We're confident that the video format of the new guide and its step-by-step depiction of the procedure will help pet owners who were unsure of the process or even unaware of the possibility of taking pets to the Netherlands, either by ferry or at all. We're also aware that it's the required timeframe that confuses some pet owners, so we've made clear the simple but necessary preparation and timings that avoids any problems upon re-entry into the UK."

The Department for Environment, Food and Rural Affairs has simplified the process within the past few years and promoted its PETS travel scheme this summer. Stena Line's guide aims to complement this and increase public awareness, increasing the growing trend for pets crossing the North Sea for a holiday.

Notes to editors:

In the UK alone, Stena Line offers two daily ferry (<http://www.stenaline.co.uk/>) crossings on its Harwich to Hook of Holland (<http://www.stenaline.co.uk/ferry/routes/harwich-holland/>) route as well as more than 30 daily crossings on its five different routes to Ireland (Stranraer to Belfast, Fleetwood to Larne, Holyhead to Dublin, Holyhead to Dun Laoghaire and Fishguard to Rosslare) providing fast and efficient crossings with excellent onboard services and facilities.

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