

Cruise Amour launches expanded online information section

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Cruise Amour has announced the launch of its expanded online information and advice section, designed to provide additional information on a range of areas including cabin types, dress codes and more, in order to make booking a holiday easier and less confusing for the customer.

Historically customers who choose to book on-line do so without the benefit of a travel agent's experience and advice. In many cases knowledge is assumed and customers are expected to know which cruise lines and ships are comparable, how formal they are and how onboard facilities stack up. Cruise Amour takes a different approach. Rather than leaving customers to their own devices (and potentially competitor's websites), Cruise Amour has devised a unique approach to resolving this problem.

"Cruise holidays have become a real alternative to package holidays, opening up a huge market of potential customers," explained Cruise Amour's managing director, Tim Hurrell. "However, those customers face an extremely steep learning curve, one which can seem so daunting it can turn anyone other than the most determined holiday makers away. Even seasoned cruisers can find switching cruise lines difficult as they may only be used to one particular brand. Our solution is simple. After first choosing a destination customers next naturally want to choose the type of holiday they want, then follows how formal the holiday is and finally the specific dates. Rather than expecting customers to figure out how each cruise line stacks up we simply let customers search using the criteria that makes sense to them."

In addition to its innovative search system, Cruise Amour has also employed a completely new and revolutionary phraseology on its website.

Hurrell continued: "Feedback so far has been extremely positive and our New to Cruise bookings are up 50 percent".

Cruise Amour has become known for its innovative and user focussed approach to selling cruise holidays on-line. Despite its youth, the company has established itself as an industry leader and, as such, receives significant support from the major cruise lines that serve the UK market.

About Cruise Amour:

Cruise Amour is part of the Freedom Travel Group a subsidiary of the Co-operative Travel Group. Specialising in selling cruise holidays, including eastern Mediterranean cruises (<http://www.cruiseamour.co.uk/eastern-mediterranean/cruise-deals/>) and western Mediterranean cruises (<http://www.cruiseamour.co.uk/western-mediterranean/cruise-deals/>). Cruise Amour also offers cruise advice (<http://www.cruiseamour.co.uk/info/>) and the latest cruise offers (<http://www.cruiseamour.co.uk/>) on its website. Cruise Amour was started in December 2008 and is regarded as the "best in industry" when compared to other on-line cruise agencies.

PR Contact:

Tim Hurrell

Managing Director
1000 Lakeside
North Harbour
Portsmouth
PO6 3EZ
02393990036
www.cruiseamour.co.uk