

# Kuoni re-launches inspirational travel website

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Leading luxury travel specialist, Kuoni has re-launched its popular travel website this week, in time for the busy January booking period.

Kuoni.co.uk has been totally revamped and refreshed offering a modern and exciting proposition for online users as an inspirational, image-led website with clean, uncluttered pages and clear navigational paths for improved usability. The new design brings the site in-line with Kuoni's reputation as an aspirational travel brand.

Matt Rooke, Kuoni UK Ebusiness & Publishing Vice President Says: "After more than a year in planning and development it's really exciting to see a site that reflects our brand values. The website has a more contemporary feel in a simple and intuitive manner, as well as reinforcing our other brand communications and our strategy to deliver an exceptional experience to our customers."

The website boasts hundreds of Kuoni Insider comments from experts around the company; sharing their personal travel experiences and recommendations.

Matt added: "This project has really highlighted the passion, commitment and collaborative spirit across the company."

There are many new features on the website designed to support the customer journey and make it easier to find the perfect holiday. With an enhanced holiday search facility, customers can search by holiday type (i.e. all inclusive, sustainability, spa), destination and also browse special offers. To tailor the search criteria further, Kuoni has identified nine customer needs which include 'go beyond', highlighting holidays for experienced travellers', 'mind, body and soul' for stylish, wellbeing retreats and 'time together' for special occasion holidays and secluded hideaways.

Special occasion holidays such as honeymoons, birthdays and anniversaries are a prominent feature on the new website and have a dedicated micro-site to compliment the launch of Kuoni's January marketing campaign.

In response to customer feedback, region, country and hotel pages have also been given a face lift providing users with comprehensive, content rich travel guides and research tools for their holiday aspirations.

On each hotel page is a live and dynamic pricing calendar showing the current special offers, availability and prices. This calendar is available for 25 million Kuoni holidays to over 30 countries, which can be booked directly through the website. The website also directs customers to call or email Kuoni for more complex holiday itineraries whereby the website can be used as a research tool before talking to a personal travel expert, to add the finishing touches.

Mark Fleming, Kuoni UK SEO & Affiliate Specialist commented: "As well as the usability of the website we wanted to be highly visible across search engines such as Google and Bing. Search engine traffic is

incredibly important to us and we wanted to enhance our site to be more search engine friendly. Our goal will be to increase our organic rankings and drive more qualified traffic from search terms synonymous with our holidays."

Also launched in November was the new Kuoni Travel Blog packed full of celebrity interviews, travel features, travel tips and competition news. The two websites combined offer a unique opportunity for users to interact with Kuoni and each other to become a community of experts and a hub for sharing travel knowledge and stories.

The new Kuoni website can be found at: [www.kuoni.co.uk](http://www.kuoni.co.uk)

#### About Kuoni:

Kuoni was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today, Kuoni has branch operations in over 40 countries. For 106 years' Kuoni has been creating holidays with a spirit of adventure, including Thailand holidays (<http://www.kuoni.co.uk/thailand>), Dubai holidays (<http://www.kuoni.co.uk/dubai>), Cuba holidays (<http://www.kuoni.co.uk/cuba>), Vietnam holidays (<http://www.kuoni.co.uk/vietnam>) and ideas for weddings abroad (<http://www.kuoni.co.uk/weddings-abroad>).

Kuoni is ABTA and ATOL protected, giving customers financial protection and ensuring they won't be stranded abroad.

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