

Voyage Privé takes off

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Voyage Privé, a new type of online travel club, launches in the UK today offering its members exclusive discounts of up to 70 per cent on a range of luxury holidays through 'flash sales'. Free to join, it offers a selection of handpicked holidays each week ranging from boutique city breaks to beach holidays, quality villa holidays to cruises. A flash sale simply offers a significant discount for a short period of time, in this case five days.

UK managing director John Bevan explains: "Voyage Privé caters for a growing number of people who want inspiration and great value when they are booking holidays. We know that most people visit numerous websites and spend hours online researching where to go. We cut through the clutter with our handpicked selection of luxury holidays. Our online travel club is the first to offer the flash sale model in the UK travel sector and represents an exciting new way of purchasing a holiday."

The Voyage Privé team negotiates exclusive deals on a daily basis with carefully selected tour operators and 4/5* hotels. Every week, members are emailed a selection of exclusive offers with discounts of up to 70 per cent. Each offer is sold via a flash sale, which is open for five days only. So when an offer is gone, it's gone!

Members can view the inspirational electronic preview brochure detailing every aspect of the holiday experience on offer. Once they have found their ideal holiday, they can book online at voyageprive.com. Every Voyage Privé holiday offers a range of dates up to nine months in advance, giving plenty of choice to members who like to plan ahead.

Membership of Voyage Privé is free. Members can invite like-minded friends to join and enjoy the amazing holidays on offer each week. Greg Olszowski, head of marketing, explains: "Most people join Voyage Privé through referrals from friends, and so the membership group tends to be of the same mindset. The typical Voyage Privé member is aged between 30 – 60 years and a regular traveller who is comfortable about buying online. The average spend is £850 per booking."

Offers featured recently on Voyage Privé:

5 Star Cavalieri Waldorf-Astoria, Rome: 2 nights - SAVE up to 69% [View online brochure](#)

5 Star La Source, Grenada: 7 nights - SAVE up to 41% [View online brochure](#)

MAve Hotel, New York: 3 nights - SAVE up to 64% [View online brochure](#)

Voyage Privé currently has 85,000 members in the UK and is expanding fast through word-of-mouth and strategic direct marketing. The aim is to increase membership to 500,000 by the end of 2010.

Voyage Privé first launched in France in 2006. It subsequently launched in Spain in 2008, Italy in April 2009, and then USA in February 2010. The team behind Voyage Privé in the UK is made up of experts with over 60 years' travel experience. The Group has grown each year since launch and in 2009 had a turnover of 100m Euros and a membership of over 3.5 million people.

Ends

Notes to editors

To view Voyage Privé yourself please click [here](#) or go to <http://www.voyage-prive.co.uk/membres/inscription/press@voyageprive.com> and enter your details. You will then be granted membership access where you can view all the holidays on offer and look round the site.

If you are interested in inviting your readers to join Voyage Privé please contact Caroline Wiggins via the details below.

About Voyage Privé

Voyage Privé was founded in France in 2006 by four travel industry professionals. They pioneered the flash sale concept as a means of selling travel products. The company has since expanded into Spain in 2008, Italy in 2009 and into the USA and the UK in 2010. The company achieved a turnover of £100m Euros in 2009 with a membership of over 3.5 million people.

Voyage Privé UK is run by managing director, John Bevan who has held a number of senior management roles in the industry, including UK managing director of lastminute.com. Voyage Privé was set up to provide its members a variety of fantastic 4/5* holidays at exclusive discount prices of up to 70 per cent.

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