



AGENT FEEDBACK PROMPTS COMPLETE REVAMP OF TIPTO WEBSITE

5 February 2010: TIPTO (Truly Independent Professional Travel Organisation) has unveiled (3 February) a completely revamped trade website after acting on feedback received last year from independent travel agents.



Accessible at www.tipto.co.uk, the website includes a number of new and improved features following a TIPTO survey in March 2009 in which more than 3,000 agents were asked to rate the quality of the marketing consortium's activities - and to suggest potential improvements.

"While feedback about the TIPTO website was overwhelmingly positive, there were a number of very interesting observations made," said TIPTO Chairman Graham Balmforth of Superbreak.

"A lot of agents told us they wanted the site to be more of a central hub for TIPTO operators, with in-depth information, news and all the latest special offers. We listened to these and other suggestions and have spent more than six months developing the new site."

The site features an enhanced, three-stage agent training programme for each of TIPTO's 16 members. For the first time, the programme will include a downloadable presentation on each member company, outlining their respective product ranges and USPs.

"The downloadable company presentations are a great new addition - they make group training sessions easy and can also be used by agents as convenient reference guides on all the TIPTO members," said Balmforth.

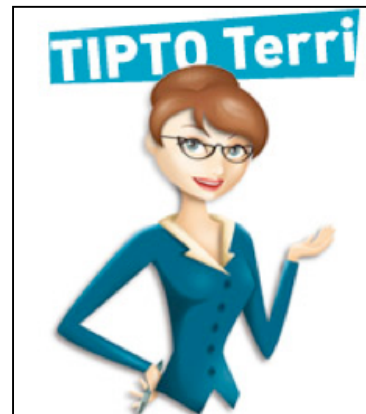
A new dedicated Special Offers section of the site gives agents access to a wide range of highly competitive deals for clients, as well as a choice of special trade rates for their own travel. The latest news from all TIPTO operators, from competitions to incentives to new brochure launches, is previewed on the home page.

The site has undergone a complete redesign, and once again agent feedback played a key part in this, according to the TIPTO Chairman.

"The agents told us they didn't like orange - which unfortunately was a dominant colour on both the old site and the TIPTO logo!" said Balmforth.

"We had already changed the logo and now we've carried this through to the new website."

In a further aesthetic twist, the organisation's 'virtual face' TIPTO Terri has also enjoyed a complete makeover, resulting in a slinky new look. Male agents are advised to form an orderly queue....



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