

Elegant Resorts

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Elegant Resorts to reinforce their luxury leadership position with new website

Elegant Resorts, the leading luxury travel company, today announced the launch of their new website – www.elegantresorts.co.uk – to go live on May 21st. Effortlessly stylish, and in keeping with the company's distinctive brand using stunning photography against a black background, it is more informative and indepth than its previous website and has some excellent new, user-friendly, lifestyle features. It will leave the visitor in no doubt that Elegant Resorts is the leader in [luxury holidays](#).

With clients frequently searching for certain types of holidays as well as specific hotels, the new 'lifestyle' feature enables luxury travellers to find the right type of holiday for them, whether it is Golf or Spa, Family or Honeymoon, Sailing or even trips into Space. Lifestyle types can then be easily filtered with a choice of continent or country. Customers will always be able to see how many properties are in their selection and the site will also prompt with other suggested destinations that might be relevant to the search, or offer good alternatives to consider.

Elegant Resorts are acutely aware that the luxury traveller is time precious so in addition to these lifestyle features, www.elegantresorts.co.uk also utilises innovative large drop menus and prominent contact details to ensure the visitor can find what they are looking for quickly. There is also a 'Quick Quote'

facility that allows anyone who doesn't have the time to spend online to very quickly brief one of Elegant Resorts' luxury travel consultants so that they can do the research on the client's behalf.

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The essence of luxury travel is in the detail, so as well as a handpicked selection of the world's most luxurious hotels and resorts, the site will also offer great depth of information. From what the Tree House Kids Club at Sandy Lane has to offer or the square footage of their room; to how many bathrooms their suite might have or perhaps what views can be enjoyed from a specific restaurant – the site has easily locatable answers to the most detailed of questions.

Commenting on the launch of the site, Nathan Philpot, Managing Director, Elegant Resorts, says: "The new site has been built around our client's feedback. We know our clients are busy people and they need to be able to easily book their holiday and source the information they require on line. They tend to use our luxury consultants as their very own travel P.A. so the site needed to reflect that. It's intuitive, it has depth and of course, as one would expect from Elegant Resorts – it's 'effortlessly stylish'".

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For further media information, please contact Sarah Bolam at Elegant Resorts on 07754 458519 or email sarah.bolam@elegantresorts.co.uk