

New site proves a hit for Bakers Dolphin

A new online bookings website for Bakers Dolphin is proving a worldwide hit. Almost as soon as the ticket sales site went live, the Weston-super-Mare based firm received bookings for three trips from a family in Australia.

The family has booked trips to Alton Towers, Crealy Adventure Park in Devon, and Longleat House, Wiltshire, ready for when they visit the UK later in the year. "We knew the new bookings pages were going to be very welcome by our customers, but to immediately get three trips booked from Australia did take me a little by surprise," said Amanda Harrington, Bakers Dolphin's sales and marketing director.

"Other people from further around the West have also logged on and searched out and booked holidays which perhaps they might not have done without the new pages."

Bakers Dolphin has just completely revamped

its site, which now details every coach summer holiday, day out, theatre and concert trip, festive season holiday and Disneyland Paris excursion operated by the firm.

Amanda added: "We hope this new site is going to be a huge boost to our customers - to make it easier for them to track down the holiday of their choice and to select the dates they want.

"The site will, of course, be backed up by our extensive range of brochures, which give all the same details as on the website, and can be ordered from the site to be delivered by post. And for those who prefer to discuss their holiday plans with a human being, our advisors are always available on a local rate phone call to take bookings one-to-one."

Bakers Dolphin is the West Country's largest coach tour operator with a fleet of around 80 coaches. It operates a full programme of UK and continental holiday tours, a huge programme of days out and trips to events, and the daily London Flyer coach service to the capital.

■ The new bookings website site is on www.bakersdolphin.com.