

Kuoni Travel announce increase in Maldives bookings despite the credit crunch

KUONI *No-one knows the planet like us*

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Press Release Author: [Kuoni Travel](#)

Industry: [Entertainment](#)

Press Release Summary: Kuoni Travel, the UK's foremost long haul travel operator, announce a rise in the number of Britons enjoying luxury holidays to the Maldives, despite the ongoing credit crunch



Press Release Body: **Kuoni Travel** has announced that the first six months of 2008 saw a 28% rise in the number of people enjoying luxury holidays in the Maldives, compared to the same time period in 2007, despite the UK presently suffering under the strain of a credit crunch.

The popularity of [Maldives holidays](#) continues to grow, with these luxury holidays seemingly unaffected by the UK's changing financial landscape. **Kuoni Travel's** recent developments to improve the usability of their website, most notably the addition of a wide choice of video guides, have no doubt helped maintain the Maldives' status as their most successful destination.

Indeed, [Kuoni travel videos](#) have helped many holiday makers gain an insight into several of the top destinations around the world, not just the Maldives, helping travellers to get to know their chosen destination before setting foot on a plane.

*"The Maldives is one of the destinations which have not been affected by the current economic climate," commented **Kuoni's eBusiness Director, Matt Rooke**. "In fact, with it's 'no-news' tranquillity and natural beauty, it is the ideal destination to escape from press coverage of the economy."*

The [Maldives videos](#) available online from Kuoni have certainly helped encourage a number of people to visit this tropical haven, with footage of beautiful sandy beaches giving way to sparkling, blue sea, with a host of tropical fish and stunning coral lurking beneath the waves.

"The videos not only highlight the stunning scenery of the Maldives, but also provide potential travellers with a fantastic tool to review the wide choice of hotels available on the different islands," said Rooke. "From indulgent, luxury resorts such as Baros, to the more modest, but no less beautiful, resort of Kuramathi Cottage & Spa we offer a wide choice of [Maldives hotels](#) and are confident that the videos help our customers to find the one that's perfect for their personal holiday needs".

About

Kuoni

Travel

With more than 100 years of expertise, **Kuoni** is honoured to be regularly voted as the industry's long haul experts. Clients can choose from a selection of more than 25 superb brochures, showcasing thousands of luxury holidays to hundreds of exotic destinations on six continents, and covering every holiday interest from relaxing beach getaways to escorted cultural tours, overseas weddings to wildlife safaris.

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