

VillaPlus.com ranks highly in Travolution's poll of top villa holiday websites



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Press Release Author: [Villa Plus](#)

Industry: [Travel](#)

Press Release Summary: VillaPlus.com scores highly in independent Travolution test to find best villa operator website

Press Release Body: VillaPlus.com has been named second for villa holiday websites, in the latest test by Travolution.

The results were based on a recent user test, which was performed by Cass Heaphy, Marketing Director of Strange Creative and Digital Marketing Agency. The test criterion was carried out on a number of villa operator's websites with the aim to find a villa holiday to [Menorca](#) for a family of four in July 2009.

Out of the ten websites reviewed, [VillaPlus.com](#) scored highly with regards to the information and content of the current website. Cass Heaphy commented: "The property data on the site is excellent with extensive details including a full breakdown of villa facilities, large image gallery, videos, floor plans, local beaches, local area and Google and Microsoft maps. The depth of information makes the VillaPlus.com website very compelling."

However, the review did highlight that VillaPlus.com does not currently feature user ratings or reviews. Simon Lifford, VillaPlus.com's Sales and Marketing Manager commented: "VillaPlus.com is currently developing a new version of the website which will feature client's reviews on the individual villa descriptions pages. The introduction of this feature will enhance the user experience by enabling clients to make a more informed choice when selecting their holiday villa."

The review drew attention to the sites information architecture being a little awkward to navigate, unless the user selected the search widget to access villa availability, as well as a need for a more sophisticated filtering system.

VillaPlus.com's new website will feature new and improved search and filtering facilities. The new search facilities will allow the user to carry out an all destination villa search, as well as being able to filter the results by price, then name of the destination of resort, the amount of seclusion offered, whether or not a car is necessary for the area, air conditioning and pool heating facilities.

VillaPlus.com's new search facility will also feature live flight availability which will allow the user to select their preferred flights when submitting a booking online. The new facilities will make it easier for users to find the villa holiday which best suites their requirements.

Cess Heaphy's article also emphasised the importance of travel websites being trustworthy, especially in light of the current economic climate and the collapse of operators such as the XL Group. To build on the trust VillaPlus.com has with its users, the company will be launching a new About Us section on the website to support their Air Travel Organisers Licensing (ATOL) bonding and the company's 22 years within the industry. The new About Us section will be designed to allow the user to learn more about the company's history, meet the highly experienced VillaPlus.com team and book their VillaPlus.com holiday in the utmost confidence.

Overall, VillaPlus.com's new website will give the user an enhanced and efficient [holiday booking](#) experience, through making it quicker and easier to find the perfect villa holiday. The new version of the VillaPlus.com website is due to be released at the end of the year.

About

VillaPlus.com

VillaPlus.com is an independent tour operator that has been providing [villa holidays](#) for over 21 years to the best locations in

Europe, providing holiday villas to rent in Cyprus, the Algarve, Costa del Sol, Mallorca, Menorca, Corfu, Costa Blanca, Kefalonia and Lanzarote.

VillaPlus.com has extensive experience and the independent operation means that they can offer ATOL protected air inclusive holiday packages that are genuinely tailored to individual client requirements.

VillaPlus.com have a highly experienced and dedicated team based in the UK and overseas who work hard to provide clients with the high levels of professional service required to ensure that the VillaPlus.com holiday experience is enjoyable and hassle free.

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