

It takes bottle to issue a challenge to everyone in the UK... all of us. But that's what holiday price comparison website BeatTheBrochure.com has decided to do. But why?



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"Not so long ago" BeatTheBrochure explains, "The high street was the place to book your holidays. These days the best place to get cheap holiday deals is online. The problem is there are so many holiday price comparison websites that finding the best deal is just as complicated as ever.

Whereas once you'd have researched your ideal holiday via a handful of travel agencies, now you've got to choose from hundreds – maybe thousands - of holiday price comparison websites!"

And they're right. Take Turkey holidays as an example. Type 'Turkey holidays' into your favourite search engine and see what comes up... you'll probably find the first page includes at least six holiday price comparison portals. Followed by pages and pages more. Our search engine returned more than seven million sites in total for that one

simple search term; a level of choice that seems more of a hindrance than a help.

Cutting through all the fluff, BeatTheBrochure is confident enough in their unique comparison software to issue a challenge. "We're prepared to bet that you won't find Turkey holidays, Greece holidays, in fact any holidays, cheaper in any brochure anywhere."

But that's not all. BeatTheBrochure is also beautifully simple to use. Test drive a few holiday price comparison websites yourself and see how you get on. It isn't always as straightforward as you'd hope, and spending hours on end faffing around just defeats the object. You might as well head for the high street.

Unlike many, BeatTheBrochure lets consumers search the holiday firms offering, for example, "Turkey holidays" in one go. It's immediate, efficient and highly effective. With Thomson, Thomas Cook and First Choice on board as well as a huge range of trusted holiday and travel suppliers, tracking down the best value Turkey holidays has suddenly become much simpler.

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