

Superbreak Packs In More Customer Experience With Microformats



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Superbreak, the short break specialist, has enhanced the hotels and reviews section of its website to support Google's Rich Snippets.

Rich Snippets give users convenient summary information about their search results at a glance. Google currently supports data about reviews and people so, when users search for a product or service, they can easily see reviews and ratings, and when searching for a person, they'll get help distinguishing between people with the same name.

Superbreak is among the first in the travel industry to utilise the new Rich Snippets feature and expect to gain new visibility on Google's search result pages, with Google's own experiments showing that users are more likely to click through if they see relevant and useful information from the Web page.

With research showing that eight out of ten consumers seek reviews as part of the shopping process, this access to the opinions and experiences of other users is transforming the way that people make purchase decisions.

Richard Stelmach, Senior Web Developer at Superbreak commented: "Microformats will enhance the machine-readability of our website, in line with the latest web standards, allowing current and future applications to make use of our rich content. Rich Snippets are just

one example of their uses but we look forward to seeing their impact on our site traffic."

About

Superbreak:

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and hotels throughout the UK. Superbreak is part of Holiday Break plc, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at Holidaybreak.com.

Based in York, England, Superbreak specialises in booking cheap weekend breaks in 2-5 star hotel accommodation throughout Britain for the leisure traveller including [Birmingham hotels](#), [Manchester hotels](#), [hotels in London](#) and [Edinburgh hotels](#). Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

Today more than 1.5 million customers enjoy short breaks from Superbreak which include theatre breaks, theme park and attraction breaks and luxury breaks. Superbreak has the distinct advantage that customers will pay the same price for their short break whether booking directly over the phone, through a travel agent, via Superbreak's website or through one of the company's various partner sites.

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