

Cruise Amour Website Launch An Overwhelming Success



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Saturday 18th September marked a historic day for Cruise Amour and its cruise line partners, with the launch of a brand new website packed full of new features and usability enhancements. This news follows their announcement of "The UK's Biggest Cruise Away", which Cruise Amour has declared a great success.

Speaking from onboard the Celebrity Eclipse in Southampton, Managing Director Tim Hurrell said: "This is a momentous occasion for Cruise Amour. A little over a year has passed since we decided to start Cruise Amour and now, after countless months of hard work, the website is now live. We are all immensely proud of the site and truly believe it is the best in the industry."

The launch was attended by a number of invited guests including Cruise Amour staff, industry figures and Cruise Amour's first customer, who was present in the capacity of honorary godmother. An industry first, the decision to appoint the newly launched Cruise Amour website with an honorary godmother shouldn't come as a surprise. Cruise Amour is an agency that brands itself as the "Apple Mac of the Cruise Industry" and strives to deliver the very highest standards of customer service. With a number of testimonials available on the Cruise Amour site already, it is clear that the company is focused on maintaining these high standards.

Hurrell added: "It was something we thought fitting of the occasion; every cruise ship is launched by a godmother, why not a cruise agency's website?"

The launch of the website met with applause from all present and was topped off with champagne and nibbles. After the launch, guests enjoyed a VIP tour of the ship and a three-course meal in the Moonlight Sonata dining room. Royal Caribbean & Celebrity Cruises Key Account Manager, David Chidley said, "It's been a wonderful day and I'm delighted that we've been able to play a part in the proceedings. We see Cruise Amour as a pivotal account in growing our future online sales."

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About Cruise Amour:

Cruise Amour is part of the Freedom Travel Group a subsidiary of Co-operative Travel. Specialising in selling [cruise holidays](#), including [P&O cruises](#), [Holland America cruises](#) and [Princess Cruises](#). Cruise Amour was started in December 2008 and is regarded as the "best in industry" when compared to other on-line cruise agencies. For more information about Cruise Amour, please visit the 'About Us' section of the company website.

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