

# Travel Industry Must Communicate Better in New Volcanic Ash Emergency - Carrentals.co.uk



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Author: Helen Young  
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*Tourists and travellers deserve better information and help reports online car hire comparator*

31 May 2011 – A new threat to the travel industry this year in the form of another cloud of volcanic ash moving south has lead online car hire comparator Carrentals.co.uk to ask the travel sector to up its game. In 2010 many people were let down by poor information flow and communications from travel companies - something Carrentals.co.uk wants suppliers to address this time around.

Gareth Robinson, Carrentals.co.uk Managing Director, comments: "Last year during the volcanic ash crisis we feel that travel industry companies let themselves down somewhat - many people were poorly informed about changes and cancellations to their trips. Airlines in particular but also hotels, insurance providers, [car hire](#) companies and more were guilty of not really seeming to understand their own processes and cancellation policies for example."

Gareth Robinson went on, "We hope that this time around the companies will have learned lessons from last year and will implement much clearer channels of communication. Travellers and tourists deserve better service than they received in 2010's emergency and we

expect providers to be better prepared for answering people's questions and concerns about the volcanic ash cloud this time.”

The travel sector was recently criticised for its handling of the 2010 [volcanic ash cloud](#) emergency by consumer journal Which? The magazine's report focused on the numbers of people around Europe still waiting to receive refunds or compensation for cancellations during last year's crisis.

In order to keep travellers informed of any changes to their travel and [hire car](#) arrangements, Carrentals.co.uk wants people who have booked rental cars through their site to get in touch via the Carrentals.co.uk help section.

Carrentals.co.uk is the leading car hire comparison site, comparing deals from up to 50 rental companies, including Alamo, Auto Europe, Budget, Holiday Autos and Sixt, in over 15,000 locations worldwide. /ends.

### **About Carrentals.co.uk**

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest technology the Carrentals.co.uk site now searches up to 50 different car hire websites, providing an impartial comparison of the best prices available in over 15,000 locations.

Websites searched include Alamo, Auto Europe, Budget, Ebookers, Hertz, Holiday Autos, Opodo, Sixt and Thrifty, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 5,000 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards, and in 2010 it was Highly Commended in the Best Meta-search/Price Comparison category. To book or for further information visit [www.carrentals.co.uk](http://www.carrentals.co.uk)

### **Media Contact**

Rachel Builder & Jenny White

Context

T: 01625 511966

F: 01625 511967

[carrentals@contextpr.co.uk](mailto:carrentals@contextpr.co.uk)

[www.contextpr.co.uk](http://www.contextpr.co.uk)

**Contact Details:** Helen Young

[press@asapventures.co.uk](mailto:press@asapventures.co.uk)

ASAP Ventures Ltd

0844 448 1489

[www.carrentals.co.uk](http://www.carrentals.co.uk)

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