



## Supersavertravel Launches Charter

Online travel agency Supersavertravel expands its range of services with the launch of *Charter*. Visitors to Supersavertravel's website can now quickly and easily search for, compare prices and book trips offered by major charter companies, all on one site. When Supersavertravel asked its customers through Facebook and its newsletter if the service was useful to them, a clear majority answered "Yes".



The booking service is the result of a partnership between the major charter companies Fritidsresor, Apollo, Ving, Airtours and Supersavertravel.

"We now offer charter bookings so that we can meet our customers' needs. Introducing the service is also another step towards achieving our vision of becoming a "one-stop travel shop". Our customers should be able to find everything they need for a complete holiday at Supersavertravel, beyond just ordinary flights, hotels and rental cars," explains Supersavertravel's Marketing Director, Marlène Wallberg.

### Survey conducted through Facebook, newsletter

Supersavertravel used its Facebook page and its newsletter to find out if they found the service useful. Customers were asked to respond to the following: "You can now book charter travel with Supersavertravel. Is this service useful to you?". A clear majority (246 customers) answered "Yes". The survey shows that there is a need for the *Charter* service among Supersavertravel's customers. The new charter page lets customers compare different destinations, view photos of offered hotels and book trips.

"We're really happy to be able to offer services provided by major charter companies on our site. By expanding our services with *Charter*, we're making it much simpler and more efficient for customers to find the best possible travel alternative," adds Wallberg.

\*A total of 377 people responded to the question: "You can now book charter travel with Supersavertravel. Is this service useful to you?". The survey was conducted in June 2011.

[Try our new Charter service >>>](#)

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