

Mercury Direct Launch New Site



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Mercury Direct, the holiday specialist, has announced the launch of a new, more user friendly website that will allow customers to see more information and book a wider range of holidays than ever before.



The redesigned website offers customers increased accessibility and a more user friendly layout that allows them to book holidays faster and with greater ease. The site also includes more interactive Web 2.0 content, including virtual tours, to enable customers to make a more informed decision on their proposed holiday. Greater access to Mercury Direct's special [holiday deals](#), which include offers like buy one week and get another free and free room upgrades, are also part of the new site. The site will also feature an upgraded security certificate, namely a Verisign Extended Validation SSL Certificate which helps to diminish the effectiveness of phishing attacks. When users go to the new Mercury Direct site while using a high security browser, the address bar on the site will turn green, letting the visitor know that the site they are on is secure.

Martin Bugeja, Managing Director of [Mercury Direct](#), said: "We hope that with the launch of our redesigned website our customers will find greater access to our holidays. With the ability to find information on all aspects of their trip customers will be able to comfortably book holidays with ease at greater speed and lower prices."

Mercury Direct's new website will also soon feature details of the latest destinations on offer from the holiday provider, which will include diverse locations from around the world like the Greek islands, Cuba and Thailand.

Mercury Direct is a leading provider of package holidays in the UK to holiday destinations within Europe (Gozo and [Malta holidays](#), Cyprus, Madeira, the Algarve, Tenerife and Spain) as well as Worldwide (Sri Lanka, Kerala, Bali, Mauritius, and Australia). Fully bonded to the ABTA (the Travel Association) and ATOL (Air Travel Organisers' Licensing), Mercury Direct has a wide range of destinations and special offers including three weeks for the price of two and no [single supplement](#) deals.

About

Mercury

Direct:

Established in September 1980, Mercury Direct has grown from small beginnings to become one of the leading specialists to Malta, Cyprus, Sri Lanka and Australia. Mercury Direct also offer the same quality and choice of holidays to Madeira, the Algarve, Mauritius, Bali and other holiday destinations.

The company only sells its own carefully selected holidays, those in which it has confidence and which customers rate as good or excellent in questionnaires, and the representative service offered in resorts results in clients being looked after through every step of their holiday. As a result, Mercury Direct gets more and more repeat bookings every year as well as more customers hearing about the company through word of mouth.

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