

Villa Plus Unveils Fresh New Rebrand



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Author: [Villa Plus](#)

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Villa Plus, the independent, direct-sell villa specialist, has rebranded itself with a fresh, modern look, demonstrated by a vibrant and uplifting new colourful logo.



As part of the re-brand, [Villa Plus](#) will also be adopting a new tag line; 'Villa holidays with a difference', which reinforces the fact that the company's villas come with many extras as standard and are among the best equipped rental villas in Europe. An impressive 98% of villas are air conditioned and all have their own private swimming pool, many of which are heated. Other additional benefits include sun beds, BBQ's, table tennis tables, pool tables, Playstation 2s, satellite TV (many with BBC and ITV), as well as the added security of an alarm system. All villas include maid and linen service and, space permitting, each villa is equipped with a washing machine and dishwasher.

Simon Linford, Sales and Marketing Manager at Villa Plus said: "Having been about for a while, we've decided it's time to better reflect the fabulous product and service we sell. Our new brand is characterised by a modern logo of a friendly persona. Also, to illustrate the extra value we give the customer, we've come up with the tag line 'villa holidays with a difference'.

"Yet this doesn't mean we've been taken over by the big boys," Linford continued. "On the contrary, Villa Plus remains an independent direct sell tour operator owned and managed by its founders. We have over 700 exclusively contracted villas across

nine destinations in Europe and we select the very best villas in the very best locations. All our villas have their very own private pools and are amongst the best equipped in the market."

Villa Plus has been providing quality villa holidays for 23 years and was the pioneer in improving the standard of European villa holidays. Started from the bedroom of founder Nick Cooper, the company has to date booked over 300,000 customers and become the UK's second largest villa tour operator. With a culture of providing strong customer service, Villa Plus has built up an enviable reputation in the business and a well deserved customer loyalty which is unrivalled.

As the company rolls out its fresh, new image, Villa Plus looks forward to the future and continuing to raise the standards of [villa holidays](#) for customers old and new.

About [Villa](#) [Plus](#):

VillaPlus.com is an independent tour operator that has been providing villa holidays for 23 years to the best locations in Europe, providing holiday [villas to rent in Cyprus](#), the Algarve, Costa del Sol, Mallorca, Menorca, Corfu, Costa Blanca, Kefalonia and [Villas in Lanzarote](#).

VillaPlus.com has extensive experience and the independent operation means that they can offer ATOL protected air inclusive holiday packages that are genuinely tailored to individual client requirements.

In the late 80s and early 90s VillaPlus.com were the first villa company to try to install into every villa, basic items such as washing machines, dishwashers, satellite TV, microwaves, safes and alarms. These items were later followed by further upgrades such as PlayStation 2, stair gates, pool tables, table tennis, brick barbecues and sun bed mattresses.

VillaPlus.com have a highly experienced and dedicated team based in the UK and overseas who work hard to provide clients with the high levels of professional service required to ensure that the VillaPlus.com holiday experience is enjoyable and hassle free.

Media Contact:

Karen Robertson
Villa Plus Ltd.
16 Adelaide Street
St. Albans
Hertfordshire
AL3 5BH
01727 738 516
www.villaplus.com

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