

## PRESS RELEASE

### **WSI Internet Consultants' Expertise Ensures Online Growth for Experience Holidays for Years to Come**

WSI Internet Consultants, an independent Internet consultancy with over 1500 franchisees in 87 countries, has not only created a stunning website for a thriving Eastbourne based holiday company - Experience Holidays - they have also developed an 'Internet solution' for them that has already had a huge impact on their business.

Experience Holidays is owned by Peter and Jackie Appleton, both Sussex born and bred, and both of whom share a lifelong passion for worldwide travel and adventure. They are experts in tailor-made and bespoke holidays in countries as exciting as Canada, USA, Alaska, New Zealand, Australia and Southern Africa. They make even the wildest holiday dreams come true, be that a self-drive through rugged mountain scenery, rail exploration of the far corners of the earth, wildlife and big game in its natural habitat, hiking, biking, canoeing...Experience Holidays has the expertise to make them a reality.

Their team is well-travelled and highly experienced in all aspects of travel arrangements worldwide. And they guarantee to give their customers the best value, careful planning and attention to detail, drawing upon their vast knowledge of all the destinations they deal with to ensure they exceed all their customers' expectations.

When Experience Holidays came to us at WSI Internet Consultants, we explained that they did not need a website as such, but an 'Internet solution': Not all websites are created equally. And, although today's modern web browsers allow for graphically rich layouts, most websites are simply 'online brochures'. This model sounds invitingly simple and certainly works well when buying a book, but it is no way to shop for your next holiday.

Internet solutions are derived from true business objectives. They are built with specific purposes in mind and are measurable according to your business plan. An Internet solution is also scalable, so that no matter how big (or small) your business is today, it will grow with you.

Experience Holidays' joint owner Jackie Appleton says: "What WSI Internet Consultants offer is refreshingly unique, and, we have found, highly effective. We have not only got a

fantastic website, but also an Internet solution tailored specifically to Experience Holidays. Its impact on the growth of our business has been immense.”

There's no substitute for Experience.

- Ends -

**Notes for Editors:**

Experience Holidays is a wholly independently owned and run holiday company based in Eastbourne, East Sussex. Their experience in the world of travel spans several decades, and they are experts in tailor-made and bespoke holidays.

Experience Holidays is fully bonded under the Civil Aviation Authority ATOL scheme and is a member of the Worldchoice Consortium.

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Offices open: 08.30 - 17.30 Monday to Friday, and 09.00 - 12.30 Saturdays

**Release date:** To be announced

[Return to portfolio](#)

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