

Press Release

Ferrylines.com Forges a New Way

The well-established portal ferrylines.com has relaunched in March 2012 to coincide with the ITB in Berlin. It introduces advanced search opportunities for many users who wish to obtain details of ferry connections and to make online bookings. The completely reconstructed maptool and other new functions considerably improve the process of obtaining information and navigating the site. The new facilities will benefit travellers as well as the tourism and ferry businesses who use the site.

As a result of the improvements ferrylines.com has become more customer friendly providing comprehensive information about European ferries faster. The centrepiece of this portal remains the substantial database that continues to command a unique position within the ferry industry. Particularly worth noting is the completely reconstructed map tool. In comparison with most other systems of competitors it is able to display all 1340 ports and 1800 updated routes, yet it is simple and fun to use. Through a mouse click the user is able to obtain key information of all the ferry routes. Also remarkable is the online booking system including over a hundred ferry operators.

Ferrylines.com is now published in nine European languages. "We must guide our visitors to a place on our site where they can access the information they require in their own language" explains Oliver Kowalski, owner of the provider marine netservices. "With the relaunch we have taken an important step forward in repositioning ourselves at the forefront of technological advance for online ferry information. And we will continue to shape our development in response to the needs of our market. And it goes without saying that, in cooperation with our partners, we shall seek to further promote our services through advertising. The initial meeting with ferry operators and travel agencies, in pursuit of this cooperation will take place after the relaunch and during the ITB.