

# Prestel Travel

ISSUE 1

NOVEMBER 1986

## NEWS

### Welcome to our First Edition

1986 has already been a busy year for Prestel Travel – now we launch at WORLD TRAVEL MARKET our quarterly Newsletter which aims to let you know what's been happening recently and what we plan for the next few months.

This edition has details of many new services – see the back page for news of our exciting PRESTEL TRAVELLERS database.

This will operate like a club, and will be in association with the Airline World Counter Club. News from the ABTA Convention in Australia, what were the burning issues of the day? Innovations, we are doing many things to try and make YOUR life easier. We think that the easier it is for you, then the more you'll get out of the masses of information already available on our system.

### Hotels for sale

One of the BIG stories for this issue is the great new service from HotelSpace.

Facilities for making hotel reservations, and finding information on hotels are the main topic of conversations in many agencies. There are many different levels of service already available, but we think that HotelSpace have come up with the best so far on Prestel.

The service, run in co-operation with Prestel Travel, will be an on-line, real-time hotel directory and reservations service. Operated via a Prestel Gateway, users will be connected to the HotelSpace computers for reservations on over 3,500 hotels which are on the system now. This number will increase during the coming months!

Information will include details of the hotel, the number of rooms, facilities offered, where it is, how much the rooms cost. There is so much information, if you want, you can just use it as a hotel directory. Hotels cover all the main grades, and are located world-wide.

### Make the connection

The BIG BONUS is that reservations can now be made instantaneously – no more waiting for confirmations – they will be there – on the screen.

But as well as making reservations, amendments, and even cancellations can all be made electronically, at local call access rates for 99% of UK users.

### Prestel Travel helps you make money

The best news is that there are no subscriptions to take out, no fees for information, just normal Prestel connection charges. The information is FREE. Even better travel agents commission is fully protected – so YOU make the money, HotelSpace provide the service!

Check the service out for yourselves – there will be a number of prizes to be won – but you have to find out what they are and what to do by looking at HotelSpace. The only clue is a page number – try \*747555††.

**Have you joined our club yet?**  
**Turn to the back page for details**



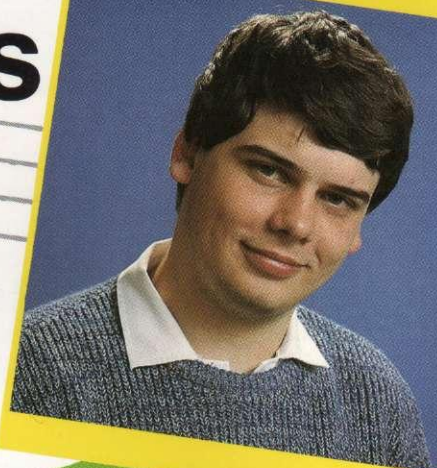
# Prestel profiles

Here you have photos of some of the people you are likely to meet at the various events we support, and the people you're most likely to need if you have a Prestel problem.

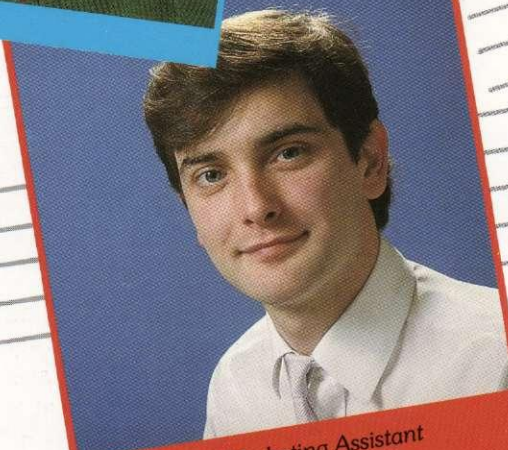
■ Jenny Downie, Office Manager  
01-822 1146



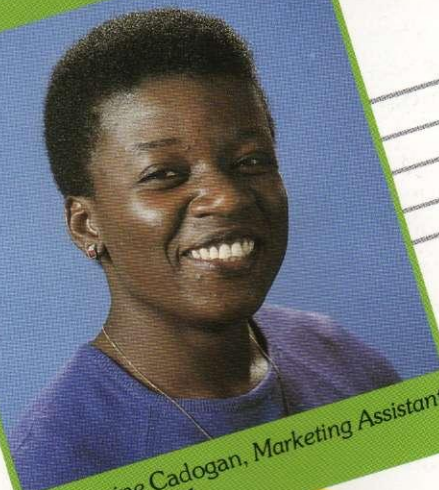
■ Simon Dunne, Marketing Assistant  
01-822 1149



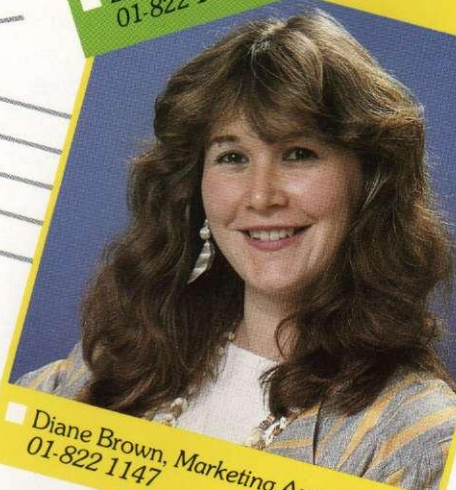
■ Phil Lunn, Marketing Assistant  
01-822 1148



■ Lorraine Cadogan, Marketing Assistant  
01-822 1151



■ Diane Brown, Marketing Assistant  
01-822 1147



Phone:  
General Enquiries and Help Desk 01-822 1144

By Prestel:  
Response Frame Message Page \*747612††

Or write to:  
Prestel Travel Service Telephone House  
Temple Avenue London EC4Y 0HL

If you are visiting us our office is located at the corner of The Embankment and Temple Avenue which lies midway between Blackfriars and Temple underground stations and is approximately a three minute walk from either one.

## Training

- Prestel Travel runs one-day training courses.
- Self-Study packages are also available.
- Key \*747250†† for more details.



## Keyword search

Prestel Travel aim to make it a 'HAPPY NEW YEAR' for its travel industry users.

Our success has meant that there is masses of information available to you, the user. But research has shown that users are frequently unaware of what's available, and because of the volume of information, searching through indexes can be a bit time consuming.

The answer we've come up with is Keyword Search. At the front page just type in a 'Key' word describing the information you want, and Prestel will take you straight there if the information or service exists.

The way the Prestel computers respond to Keywords has been tailored for our different types of user, so make sure you are correctly registered! For example, registered travel agents who type in \*BATH will be taken to the information pages on Bath on Avon, but other users may get something completely different!

To obtain more specific information, a number of 'Keywords' can be typed in at the same time. So typing in \*AIR TRAVEL and the name of a place would bring up details of air travel to that destination – always assuming the information's being provided.

So an important role will be played by Information Providers, the companies who supply and maintain information on Prestel. The indexing and format of pages needs to be in certain positions to allow our computers to include them in the Keyword Search facility. Any IP's requiring more information should contact Prestel Travel for guidelines.

## Down under

Did you enter our fabulous Australia competition? A week's holiday for two on a luxury island resort on the Great Barrier Reef, plus unlimited travel around Australia for a week will be the prize for the winner of our Prestel competition. The prizegiving will be on our stand at WTM on the 27th November 1986. Why not come and see us there – just come to the Grand Hall Gallery and we'll see you on Stand No. 9062 – Can't make it – then go to page \*74787 for FULL details.

## We lead with late availability

There are now more late availability services on Prestel than any other system. The two undisputed leaders are the well established BP Travel Trade Services with their 2900 service and the new gateway service from ABC Electronic – ABC Seat & Holidayfinder. Also featured are the services from Latedata and Holidayfax.

Accesses by you, the users more than doubled this year for BP2900, taking them up to 9 MILLION – yes MILLION frame accesses by the end of the Summer season. Can you imagine the total for all the services? It certainly makes us very proud (and pleased) for the simple truth must be that if the service is what you want – you'll use it – and that's some use!!

## Get a set for free

The latest in a series of promotions on Prestel is an offer from ABC Electronic of a FREE Videotex set and monitor. Now there's no excuse for not adding an extra set in your office. Or why not take it home and offer a 24 hour service?

The catch? There isn't one – just take out a two year subscription to the electronic version of the world famous ABC World Airways Guide.

Airline schedules for over 700 airlines worldwide, a complete fares package, a currency converter, and a worldwide hotel database soon to come online featuring information on 35,000 hotels all add up to an invaluable aid to the travel agent.

The special offer goes up to the end of 1986 – just key \*74702 for more details.

## 399%??

No, we're not going mad. It's just that it's the best way to describe how much of Great Britain can now access Prestel at local call rates!

100% of Northern Ireland, Scotland and Wales are now covered, and 99% of England – that makes 399%. But it won't be very long before that last little bit of England is included, and then it doesn't matter where you are – Prestel's never far away.



# Prestel Travellers

We are launching our new Prestel Travellers Club at the World Travel Market at Olympia, 25th–29th November 1986, to coincide with the first issue of the Prestel Travel Newsletter.

The club is being created for the many thousands of Prestel users of the Prestel Travel database. We want to help you get more out of our system, we want to help you have fun doing so. We also want your views and comments, together with suggestions to help us not only make the Prestel Travel Service better, but to make it the best service for YOU.

We are linking up with the Airline World Counter Club, so existing members need only send us their name and Counter Club membership number on page \*7471122# to automatically qualify. Anyone joining the Prestel Travellers Club who is eligible for membership of the Airline World Counter Club will be made a member of that club as well.

Key \*74711# from the 25th November 1986 for details of the club, or, better still, come and see us on stand 9062 at the World Travel market in the Grand Hall gallery.

To get you started, everyone sending in an application will be sent a small gift – you have to apply to find out what it is – or come and see us on the stand at WORLD TRAVEL MARKET.

Also, to wet your whistles, we have prevailed upon Brian Mills, Managing Director of HotelSpace to play Santa Claus this year. He will be giving a surprise gift as the prize in a competition we will be running with him. The prize will be delivered in time for Christmas – So someone will have a MERRY time – HO HO HO.

We really do want to hear from you, so that we can give you the things you want. So go on, contact Terry Slader – it's so easy with Prestel's Mailbox. Send your Prestel messages to... 819990408 and make me feel wanted!



- Carolyn Kiss, Marketing Manager  
Prestel Travel
- Terry Slader, Editor, Prestel Travel News  
& Organiser Prestel Travellers Club.
- John Warren, Publisher, Airline World