

Date: 15 March 2010  
On behalf of: Travelzest plc ('Travelzest', 'the Company' or 'the Group')  
For Immediate Release

## **itravel2000**

### **Part of Travelzest Plc**

- **Canadians soaring on the wings of the strong Loonie**

itravel2000, a Travelzest company, has seen an improvement in international bookings in the Canadian market on the wings of the strong Canadian dollar. Simply put Canadians are taking advantage of their tremendous buying power in the UK, Euro-zone and the US.

#### **The UK**

The Canadian dollar goes further in the UK this spring than it has any time since planes started flying tourists across the Atlantic. Not too long ago it took \$2.50 to buy a Pound Sterling. Right now it costs only \$1.55 to buy a Pound Sterling.

#### **Jonathan Carroll, Founder itravel2000 and Chief Executive of Travelzest plc, said:**

*"In the past week, we've seen Canadians snapping up flights to the UK – they're taking advantage of the Loonie's incredible purchasing power."*

In 2009, Canadians made 700,000 trips to the UK, down 7% from 2008 (Conference Board of Canada).

#### **The Euro-zone**

In 2009 it took as much as \$1.70 to buy a Euro and during the year Canadians made about 2 million trips to Euro countries (Conference Board of Canada). Now it takes only \$1.40 to buy a Euro. This 20% improvement in the buying power translates into cheaper flights, hotel rooms and restaurant meals. Bookings to the hardest hit economies, Spain and Italy, are the early winners as hoteliers struggle to off-set soft domestic demand.

#### **The USA**

Nothing gets Canadians across the US border like a strong Canadian dollar. With the Canadian dollar worth \$0.98 Canadians are feeling rich and heading south.

#### **Jonathan Carroll, added:**

*"It's an ideal situation for Canadian travellers. The Loonie is strong and the US economy is still recovering – as a result we're seeing average room rates down 20% in destinations like Vegas."*

In the first few months of 2009 the Canadian dollar was worth about \$0.80 USD. The Loonies purchasing is up about 20%.

**- Ends -**

## Enquiries:

### Travelzest plc

Brad Miron  
Jack Fraser

**0844 335 6623**

bmiron@itravel2000.com  
[lorag@travelzestplc.com](mailto:lorag@travelzestplc.com)

### Redleaf Communications

Rebecca Sanders-Hewett / Anna Dunkin

**020 7566 6700**

[travelzest@redleafpr.com](mailto:travelzest@redleafpr.com)

## Notes to Editors:

### About itravel2000

itravel2000 was a pioneer of on-line travel and has 100 travel agents to assist travelers by phone. To see how we're fighting to save you money, visit [www.itravel2000.com](http://www.itravel2000.com).

The Travelzest group currently comprises:

### Canadian Operations

itravel2000 [itravel2000.com](http://itravel2000.com)

The Cruise Professionals [www.cruiseprofessionals.com](http://www.cruiseprofessionals.com)

### UK Operations

Holiday.co.uk [www.holiday.co.uk](http://www.holiday.co.uk)

Flight.co.uk [www.flight.co.uk](http://www.flight.co.uk)

Best of Morocco [www.bestofmorocco.co.uk](http://www.bestofmorocco.co.uk)

VFB Holidays [www.vfbholidays.com](http://www.vfbholidays.com)

Peng Travel [www.pengtravel.co.uk](http://www.pengtravel.co.uk)

Faraway Holidays [www.farawayholidays.co.uk](http://www.farawayholidays.co.uk)

The Malaysia Experience [www.malaysiaexperience.co.uk](http://www.malaysiaexperience.co.uk)

Tapestry Collection [www.thetapestrycollection.com](http://www.thetapestrycollection.com)

The Wow House Company [www.thewowhousecompany.co.uk](http://www.thewowhousecompany.co.uk)

Captivating Cuba [www.captivatingcuba.com](http://www.captivatingcuba.com)

JMB Travel [www.jmb-travel.co.uk](http://www.jmb-travel.co.uk)

Fair's Fare [www.fairsfare.com](http://www.fairsfare.com)