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On behalf of: Travelzest plc ('Travelzest' or 'the Group')
For immediate release

Travelzest plc (LSE:TVZ.L)

- **itravel2000, a Travelzest Company, declares Canadians are migrating more and in larger flocks!**

A recent report by the Canadian Tourism Research Institute reported that Canadians are travelling to southern destinations more than ever, between 2000 and 2009 there was a 98 per cent increase in snowbird trips and [itravel2000](#) was prepared for this increase in Multi-Generational Travel.

Commenting Brad Miron, VP of Business Development for itravel2000 said "It's no secret that Canada's population is aging and travelling more. Baby Boomers have begun to share their increased leisure time and income with the entire family. Large group trips including children, grandchildren and even great grandchildren are increasingly popular, especially to value-driven destinations like Orlando, Florida."

With the Canadian dollar holding against the US dollar air, hotel and car packages are available for as little as \$40 per person/per night, for large family groups this is perfect. Commenting on Orlando Ali Khoja, VP of Hotels and Resorts for itravel2000 said "The accommodation choices are endless, whether budgeting for a basic hotel room or a deluxe home rental with pool, there is something for everyone in Orlando."

With the trend for Multi-Generational Travel itravel2000 has enhanced its popular website with tools for booking ease. The recently launched Orlando Super Store has put everything a consumer needs to book this vacation in one place, including a Best Price Calendar and other planning resources. The retailer has also put several incentives in place for travellers including Double Petro Points on all Orlando bookings made by September 30, 2010 for travel until April 30, 2011.

Commenting on itravel2000, Jonathan Carroll, CEO of Travelzest, said "Quick recognition of the growing trend in Multi-Generational travel, ensured that itravel2000 dealt with increased demand and maintained great customer service. The newly restructured Travelzest group places particular focus on this kind of efficient and streamlined service."

To learn more:
www.itravel2000.com/orlandosuperstore

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Notes to Editors:

About ittravel2000

itravel2000.com a leading travel retailer in Canada was a pioneer of online travel and has over 100 travel agents. ittravel2000 provides customers more travel options than any other Canadian travel retailer through a full product suite for vacation packages, cruises, airline tickets, hotel rooms, and rental cars. To see how we're fighting to save you money, visit www.ittravel2000.com.

About Travelzest

Travelzest plc (LSE: TVZ.L) is a dynamic travel group, with a collection of online travel retailers and specialized tour operators, with operations in over 5 countries in Europe and North America. Included in the Travelzest family of companies is holiday.co.uk, flight.co.uk, travelzest.com, ittravel2000.com, The Cruise Professionals, Best of Morocco VFB Holidays, Peng Travel, Faraway Holidays, The Malaysia Experience, Tapestry Collection, The Wow House, Captivating Cuba, JMB Travel, and Fair's Fare. Travelzest is traded on London's AIM Exchange under the symbol TVZ.