



*B2C Release. Issue date(UK): Wednesday 31 October, 2012*

## **10 years , 10 months, 10 promotions...**

Terravision celebrates 10 years of success with 10 months of amazing customer focused promotions.

Terravision, Europe's market leader in the delivery of low cost, high value airport to city centre coach transfers and tourism services is celebrating its 10th year in business.

In its 10 years of business Terravision has grown from an airport shuttle provider to an integrated travel and tourism provider with many strings to its bow. Today Terravision operates 20 transfer services across Europe, transporting four million customers a year. Terravision is evolving fast and it is constantly looking for exciting, new and emerging market opportunities.

To thank its customers for their ongoing loyalty and support, from November Terravision is rolling out a series of 10 fantastic monthly promotions, which will be accessible both on and offline.

*From 05 November, to celebrate its 10<sup>th</sup> anniversary Terravision is offering a 10% discount off 10 Terravision airport transfer services. These great promotions can be accessed via [www.terravision.eu](http://www.terravision.eu)*

During the 10 months of promotions, customers will be invited to participate in offers from all areas of Terravision's business including its European airport to city centre coach transfer services, along with products and services from its wider business areas, including; Low Cost Airport Parking, its organic Tuscan food range (Tuscany Corner), its Tuscan Country Estate (Tenuta Agricola dell' Uccellina), its central Madrid apartments (Las Letras) and of course its renowned Terracafè lounge bars. Terravision is committed to ensuring that there is a promotion for everyone over the coming 10 months.

To mark the occasion of its 10 year anniversary and to coincide with its 10 months of promotions on 23 October Terravision overhauled its website [www.terravision.eu](http://www.terravision.eu)

The new Terravision website has been in development for 15 months and has been the brain child of Terravision's Head of Digital Services Giacomo Piva. Piva comments: "Our customers have moulded the design, the content and the functionality of our new site. Over the past 15 months we have reviewed a lot of customer feedback, we have held customer focus groups and we have tested the site 'face to face' with users. We hope that we have created a dynamic site that improves customer experience, that makes accessing information easier and that speeds up online sales. We have improved functionality, navigation and we have overhauled the site's content. Our site receives millions of hits every month and it is therefore essential that it is simple, efficient and of course memorable".

Information on all of the great promotions featured in the 10x10x10 campaign will be featured on the new site.

**-Ends-**

#### **Notes to editor**

To arrange an interview with Terravision's President Fabio Petroni, Vice President Yakuta Rajabali or Head of Digital Services Giacomo Piva, please contact:

Storrington Communications

Tel: +44 (0) 779 367 8030

Email: [li@storringtoncommunications.com](mailto:li@storringtoncommunications.com)

#### **Photography (supplied)**

\*Terravision 10 x 10 x 10 campaign photography

\*Photo of Terravision coach

\*Screen grab of Terravision's new website

For additional or specific photography requests please contact Helen Corfield.

Email: [h.corfield@terravision.eu](mailto:h.corfield@terravision.eu)

#### **Terravision Corporate Positioning Statement**

Terravision operates within the European travel and tourism sectors. Founded in 2002 its primary service is low cost, high value airport to city centre coach transfers. Largely considered to be the market leader in the transfer market, Terravision has enjoyed success through its focus on delivering quality, reliable, safe and low cost services to millions of passengers every year. Whilst founded in the UK Terravision now has offices throughout Europe. Throughout the past ten years Terravision has expanded its product and service offerings to include; Low Cost Airport Parking, its organic Tuscan food range (Tuscany Corner), its Tuscan Country Estate (Tenuta Agricola dell'Uccellina), its central Madrid apartments (Las Letras) and of course its renowned Terracafè lounge bars.

#### **10 x 10 x 10 campaign**

From November 2012 Terravision is celebrating its 10 years in business with the rollout of 10 months of amazing customer focused promotions.

During the 10 months of promotions, customers will be invited to participate in offers from all areas of Terravision's business including its European airport to city centre coach transfer services, along with products and services from its wider business areas, including; Low Cost Airport Parking, its organic Tuscan food range (Tuscany Corner), its Tuscan country estate (Tenuta Agricola dell'Uccellina), its central Madrid apartments (Las Letras) and of course its renowned Terracafè lounges. Terravision is committed to ensuring that there is a promotion for everyone over the coming ten months. Visit [www.terravision.eu](http://www.terravision.eu) to find out more.

**Terravision marketing contact**

Daniel Foreman

Email: [d.foreman@terravision.eu](mailto:d.foreman@terravision.eu)

**Terravision Group websites**

<b>Business area</b>	<b>Description</b>	<b>Website</b>
Terravision	Transfer services and corporate site	<a href="http://www.terravision.eu">www.terravision.eu</a>
Low Cost Parking	Rome based low cost parking site	<a href="http://www.lowcostparking.eu">www.lowcostparking.eu</a>
Tuscany Corner	Tuscan produced organic food range	<a href="http://www.tuscanycorner.eu">www.tuscanycorner.eu</a>
Terracafè	Lounge bars	<a href="http://www.terracafe.eu">www.terracafe.eu</a>
Tenuta Agricola dell'Uccellina	Tuscan Country Estate	<a href="http://www.tenutauccellina.it">www.tenutauccellina.it</a>
Las Letras	Madrid apartments	<a href="http://www.terravisiontravel.com">www.terravisiontravel.com</a>