



## **GRAY DAWES ANNOUNCES NEW WEBSITE LAUNCH**

**Colchester, 28 October 2011** Gray Dawes, one of the UK's leading independent corporate travel management companies, today announced the launch of its new website at [www.gray-dawes.co.uk](http://www.gray-dawes.co.uk).

In line with Gray Dawes' commitment to help clients get the most from their travel budgets, the website offers access to white papers providing information and advice on subjects that range from travel and expense management to carbon emission reduction. The site also provides access to breaking news through travel alerts and social media content.

Developed in conjunction with Traveltek, recognised as one of the leading travel technology companies in the UK, the site features a bespoke content management system, allowing Gray Dawes full flexibility to seamlessly manage and update content.

Suzanne Cockburn, CEO at Gray Dawes Travel commented, "Our new web site and social media strategy will ensure that we are well positioned to fully capitalise on future marketing opportunities as we continue to develop our travel service portfolio to meet client demand."

**ENDS**

### **MEDIA CONTACTS**

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### **ABOUT GRAY DAWES**

Gray Dawes is one of the UK's leading independent business travel management companies. Established in 1927, the company is headquartered in Colchester and serves corporate customers throughout the United Kingdom. Long recognised as a technology pioneer, Gray Dawes has been a driving force in the development of online self-booking travel technologies. For further information visit [www.gray-dawes.co.uk](http://www.gray-dawes.co.uk).

**ABOUT TRAVELTEK**

Traveltek the first UK company to release dynamic packaging is the UK's leading supplier of e-commerce systems to the travel industry and has recently become a major player in end to end travel systems (web, res and financial admin) with the launch of their highly successful multi layer, multi channel, multi lingual platform. Traveltek is also the dominant technology supplier of cruise and cruise dynamic packaging product in the UK and overseas. Working directly with major cruise operators, tour operators, travel consortia, GDS and leisure & business travel agencies alike, Traveltek continues to outperform its competitors year on year. Traveltek have enjoyed significant customer wins worldwide across West & Eastern Europe, Australia and most recently the Middle East Region.