

## **A New Look for James Villa Holidays!**



*The UK's leading villa specialist unveils brand new logo, website, and additional Villa categories*

7<sup>th</sup> December 2016...// [James Villa Holidays](#), recently named *Best Large Villa/Self Catering Holiday Booking Company* at the 2016 British Travel Awards, is today delighted to unveil a brand-new look! After two years fine-tuning its website and collateral based largely on customer feedback, the UK's leading villa specialist is delighted to offer holiday-goers an easy-to-use online experience, together with a new series of villa categories known as the *Villa Collections*.

The new website has been designed to inspire and guide users effortlessly through the process of choosing the perfect villa holiday, reflecting James Villa Holidays' commitment to providing the very best services for its customers and agents. With bigger pictures and multiple airports to choose from, holidaymakers will find booking their holiday experience an altogether more engaging and user-friendly experience.

Today also marks the launch of James Villas to the travel trade with the new website able to take trade bookings. All existing Villas4You bookings and documentation can be accessed on the James agent login.

The new *Villa Collections* have been launched to meet the different needs of the James Villa customer. From rustic cottages to luxury mansions, booking a villa holiday with James Villas has never been easier. The new *Villa Collections* consist of:

### **Simply - Simply Setting the Standard for Villa Living**

After a day of exploration, you want nothing more than to come home to your friendly little bolthole. It's simple, it's affordable and it's somewhere to call your own. The Simply villa collection showcases the range of perfectly packaged properties that tick the boxes for a fun filled holiday.



### **Classic - Over 30 years of Classic Villa Holidays**

James Villas live and breathe villas, and these are the properties that epitomise this award-winning brand. A warm home-away from home vibe, modern comforts,

with oodles of space and your own private pool. The *Classic* villas are the backdrop for timeless memories.

### **Signature – Discover your Signature Holiday Style**

You demand more from your well-earned holiday, and that's just fine. You're not asking for the world – but you do seek that something extra, that *je ne sais quoi*. James' *Signature* villas are designed to make your holiday special with their little added touches.



### **Luxury – Accustomed to the Life of Luxury**

If it's holiday-high living that you seek, you need a villa that oozes style inside and out. The *Luxury* villa collection presents the stand out properties, where the finer things in life come as standard.

### **Ultimate – The Ultimate Villa Holiday Experience**

The *crème de la crème*, the *piece de resistance*, the ultimate villa - call it what you will. With the finest finish and opulent comfort, this is villa living at its finest. There's even the potential for tailor-made services that are second to none, so you'd be forgiven for never stepping foot from your villa at all.



### **iNDIVIDUAL – Bespoke, Unique, One of a Kind...iNDIVIDUAL**

These villas are those that catch the eye. A James iNDIVIDUAL villa doesn't quite fit the mould, which is why it has been specifically handpicked and recommended by one of the Product team. The iNDIVIDUAL villas are just that, something different that you are bound to love.

For reservations and more information please visit [www.jamesvillas.co.uk](http://www.jamesvillas.co.uk) call 0800 074 0377 or email [reservations@jamesvillas.co.uk](mailto:reservations@jamesvillas.co.uk).