

Ireland Vacation Car Hire Spins The Web

More and more, consumers are turning to the Internet to book their rental car. For anyone vacationing in Ireland this summer and who plan to hire car, Ireland Vacation Car Hire offers a fabulous resource, is easy to find, simple to use and promises a clear price advantage!

([PRWEB](#)) January 3, 2005 --Ireland Vacation Car Hire experienced a dramatic leap in online reservations during 2004. The volume of sales increased by 80%, which equates to an increase in revenue of 74%. Overall the internet sourced bookings represented 23% of the retail bookings in 2004, versus 5% in 2003.

"We have invested strong resources into our internet tools to make sure that we provide our customers with the adequate and efficient answer one would want when using the web," said Jae Taylor, online developmental manager. "The initiatives that we've put in place over the last 12 months have demonstrated significant steps forward in our online capabilities," he added.

Ireland Vacation Car Hire focussed on their website in 2004 and put forward new initiatives. Backed up with a consumer survey, the site was redesigned to be more user-friendly. This enabled the booking process to be much simpler and more intuitive, reducing the transaction time significantly, and helping customers find the services they require with a minimum of effort.

In addition to this, a new multiserver hosting solution was put in place to improve performance and increase available bandwidth. The combined effect of this meant that system availability increased to 99.8% while download speeds improved massively, reducing the page load time by 50%. In addition to the technical aspects, various marketing initiatives were used to increase the Ireland Vacation Car Hire online presence.

According to Mr. Taylor, "these are part of an ongoing development programme and we are already working on further enhancements and innovative new product features, to further expand our online offering this year."

"We will be adding significantly to the service during 2005 to ensure that Ireland Vacation Car Hire will be seen as the benchmark when it comes to car rental booking online in Ireland."

For more information on how to book a rental car in Ireland, visit <http://www.ireland-vacation-car-hire.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).