

RoadAhead

DECEMBER 2013

As 2013 draws to an end I think it's time to reflect on what has been a truly momentous year at Anderson Travel. Our 25th anniversary year has been one to remember; over £4.5 million invested in new coaches, new corporate branding, a new livery throughout the fleet, a revamp of our operations team at Tower Bridge and the move of Anderson Tours and our Accounts Department from Charlotte Street to Tower Bridge plus the merger of the sales and marketing functions of Travel and Tours and these are just some of the achievements made in the last 12 months!

Add to that a new website, a new corporate brochure, new uniforms, getting all drivers through the CPC training and having an extremely busy summer and you can begin to see just how far we have taken the business this year.

At a recent London Tourist Coach Operators event I asked a few of our competitors quietly what they thought and I have to say that each of them were impressed by what we had done, how much we had done and how good our image was so great news there. It's really important now that we maintain that image and ensure that vehicles and drivers continue to be presented well and that damage in particular does not reappear in the fleet.

At Anderson Tours we have almost completed a revamp of the website and with a few new ideas for tours next year we are hopeful we can again hold our

own and even punch above our weight in the tough day excursion and short break market. Anderson Tours carried over 25,000 passengers in 2013 – not bad but we know that if we can just get the ridership up by 10 passengers per trip we will really be making progress.

Finally, just recognition really and a big thank you from both Hannah and myself for all your hard work and support during 2013. We could not have achieved all we have without each of you doing your bit and buying into the dream I have for Anderson Travel. Plenty still to do but my goodness we have built some great foundations this year.



 **Have a great Christmas all!** *Mark Anderson*

British Youth Travel Awards 2013

The good news keeps coming with Anderson Tours being shortlisted for Best Leisure Product in the British Youth Travel Awards 2013. We're thrilled that our dedication to keeping tour prices down and the interest levels up for our young travellers is being recognised. We are committed to improving the experiences of the youth market with fascinating tours to places around the UK and Europe.



Another win with TripAdvisor

The winning streak continues for Anderson Tours which has once again been awarded the Certificate of Excellence from TripAdvisor.

The award means we have consistently received outstanding traveller reviews on TripAdvisor for 2013. This brilliant achievement is made even better by the fact we have now won two years in a row. Well done to you all. Your hard work is paying off and you should take great pride in this award because the feedback comes directly from those who matter the most – your customers. Let's make it three in a row for 2014!



LEYTON ORIENT FC CLUB COACH

Did anyone catch The O Zone blog in The Independent about the LOFC players excitement with their new 'supercoach'? Anderson Travel provides a club coach to the League One team for away games as well as supporters coaches.

London Transfers 4 U revamp

Exciting times are on the horizon for our transfer business, with a revamp of the London Transfers 4 U website and three brand new VW Transporters being delivered in early 2014.

Finished to an executive specification with eight passenger seats, large luggage capacity, leather seating and upholstery throughout the saloon, the vehicles are designed for airport transfers and port transfers and for the Anderson Tours small group programme. We will also use these vehicles for sightseeing and technical visits for small business groups, with dedicated pages at andersontravel.co.uk and at londontransfers4u.co.uk to help promote their use.



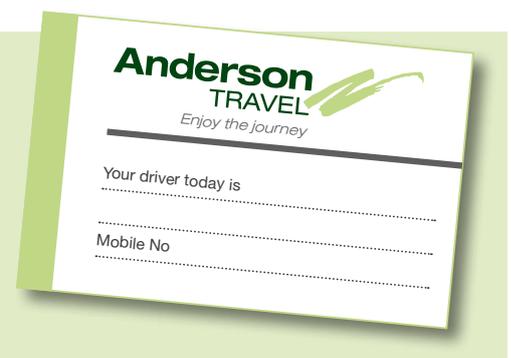
 The O Zone: With our new coach we played Oldham a day early on 'Fifa 14'



This was followed with a photo shoot with Mail Online Sport where some fantastic images of the coach and a namecheck for us featured in the piece. This coverage combined resulted in over 2 million opportunities to see and hear about Anderson Travel! The 'posh coach' even got a mention on The Chris Evans Breakfast Show on BBC Radio 2 so we invited both Chris Evans himself and sports news reader Vassos Alexander on the coach for a lift to work.

DRIVER PROMO CARDS

Our new driver card scheme has proved a huge success, with over 40 private hires since its launch in the summer. A big thank you goes to all our drivers who have been handing out their cards. This simple but cost effective way to promote our business has led to valuable private and business hires during the winter months, which is usually a quieter time for us. So please keep up the good work.



If you have a story you would like to share, please get in touch with our marketing agency: lucy.major@precisioncreativeandmedia.co.uk