

The Safe Traveler Expands Website Coverage of Great Britain

The innovative consumer website expands their offering of destination information for travelers to the United Kingdom

For Immediate Release:

(St. Petersburg, FL March 28, 2007) Vacationers, students and professionals planning trips to the United Kingdom now have additional resources to make travel easier and safer thanks to the St. Petersburg, Florida based company, The Safe Traveler. In anticipation of the upcoming travel season the company has expanded their free Destination Brief information for Great Britain to include specific information on England, Scotland, Wales and Northern Ireland. The background information, which includes tips on activities, accommodations and cultural highlights, is available through their website at www.SafeTraveler.com/destination_unitedkingdom.aspx.

The company, which provides leading-edge travel safety information and destination updates for the general public, draws from their partner, iJET[®] Intelligent Risk System's global network of intelligence sources and proprietary system of data sorting and information evaluation to produce up-to-the-minute travel alerts and destination information on over 200 countries and thousands of cities.

Their website, www.SafeTraveler.com gives consumers an extensive library of free travel preparation information plus access to travel-related books and products such as their Intelligence Briefs[®].

“We provide the information necessary to help prepare travelers. Everything we do is designed to enable them to get the most of their trip by reducing or eliminating potential concerns and problems.” according to John Holchin, Executive Vice President at The Safe Traveler. “When someone downloads an Intelligence Brief[®] for the United Kingdom or any of the 200 plus countries in our network, they are getting the most complete, timely information available on over a dozen subjects or categories ranging from local customs to health and safety alerts. Prior to The Safe Traveler, this level of destination- specific intelligence simply wasn't available to the general public.”

Holchin adds, “Our free Destination Briefs are designed to help people early in the planning process by giving them unique insights into a country. England, Scotland and the rest of the UK continue to be top travel destinations for Americans so we expanded that coverage to give a more detailed perspective for those considering a trip to Great Britain.”

Moving beyond the destination information traditionally available, the company evaluates everything with an emphasis on convenience and safety. “A great example of our approach is the listing of upcoming festivals we have at www.SafeTraveler.com/destination_scotland.aspx,” adds Byron Hamilton, a contributing writer for The Safe Traveler. “Not only will you find an extensive collection of upcoming events in Scotland, you also find advice on how to safely enjoy the activities.”

In addition to the Intelligence Briefs which are downloadable for \$7.50, the company publishes traveler safety tips, information, the free Destination Briefs and a free newsletter. The website also offers numerous books and products for travelers or those interested in travel and destinations.

For more information, visit www.safetraveler.com or contact:

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