

Keyword: Hotelclub

Orbitz kicks Flairview branding into touch

Currently HotelClub.co.uk, RatesToGo and asia-hotels.com operate under the umbrella trading name of Flairview. The three brands will be retained under the newly named structure.

Orbitz Worldwide has also sanctioned a change of logo, with all of the brands now sporting a globe as part of their logo, 'providing an easily indentifiable icon linking all brands as well as communicating a modern and energetic tone.' Managing Director, HotelClub, Chloe Lim said: 'By aligning the name and appearance of our organization with our brands, HotelClub presents itself to customers, partners and suppliers in a dynamic, contemporary and unified fashion.' Meanwhile, it has also announced plans to revamp the HotelClub.co.uk web site, including more prominent display of user reviews.

0

Orbitz Worldwide, which also owns ebookers, will announce its Q3s next week. Related news: (8/8/07)

<http://www.e-tid.com/pma/28349>