

BRITONS WASTE Â£300m A YEAR ON AIRPORT PARKING

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([PRWEB](#)) October 6, 2004 -- British holidaymakers are wasting Â£300m a year on airport parking when they travel abroad, the equivalent of 160,000 round trips to Florida for a family of four.

Most holidaymakers fail to even attempt to find the cheapest parking on offer, preferring instead to take their chance on finding a space when they get to the airport. Yet this can leave them with a bill of almost Â£300 when they get back from their break.

Now that MPs have had their free parking perk removed by BAA, they will also need to work a bit harder to save the taxpayer money.

But let's face it, checking out parking does not exactly compare with the excitement of heading off to foreign climes, which is why Simply Extras has been set up to do the hard work for travellers.

Simply Extras Ltd launched www.simplyparking.co.uk, on 1 August 2004. Tim Hagger, managing director of Simply Extras, says: "Britain has the most expensive airport parking in the world. A week-long stay at Heathrow airport can cost as much as Â£147. Pre-booking reduces this cost to Â£84, but by taking the cheapest deal, a traveller can get their parking for as little as Â£58.

"Finding the best airport parking deals would normally involve the tedious task of trawling through website after website, manually comparing car park prices and availability. But simplyparking takes the hassle out of the process."

This free service allows customers to just enter the dates, times and which airport they are flying from and leave the rest to the custom built comparison engine, which covers 22 UK airports and over 100 car parks. Special care has been taken to ensure that only the offerings of professional airport parking providers are recommended.

After just a few seconds, Simply highlights the cheapest option. An informed decision is made easy with a neat "at a glance" comparison of the benefits and price of each car park and, most importantly, which is the cheapest wholesaler to book with. Click on the chosen price and Simply seamlessly transfers the customer through to the wholesaler's site to complete the booking.

Tim Hagger said: "We put the "live" availability and prices of the top 5 UK airport parking sellers that comply with the customer's individual requirements, in one place and provide an unbiased view of the best deals."

James Burrows, technical director of Simply Extras, added: "Most similar websites only "resell" for one parking firm, sometimes only one car park. Simply not only provides access to all the car parks, but we compare the lot!"

The design of the Simply site is as good as the technology and intelligence behind it, produced by these two



entrepreneurs, who share over 25 years experience designing and developing online businesses, and are among the best in their field.

This refreshing approach to looking after the customer comes from their background of working in online holiday extras sales.

Tim Hagger said: "Whilst the Simply brand is about delivering freedom of choice and very best prices, quality is of equal importance."

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Online Web 2.0 Version

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