



**FOR IMMEDIATE RELEASE**

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## **The Moorings Launches New, Interactive Website**

*Features Industry-leading Yacht Charter Booking Capabilities & Extensive Vacation Planning Tools*

Clearwater, FL – (October 23, 2009) – Today, The Moorings announced the launch of its new, interactive website, which integrates the Moorings Bareboat Sailing, Power and Crewed Yacht product lines, enabling customers to better select and personalize their charter options. Whether you desire a sail-it-yourself bareboat yacht, all-inclusive crewed yacht with a captain and chef or power yacht vacation, you can achieve this with The Moorings.

The comprehensive, robust site Moorings.com features a collection of unique, easy-to-navigate travel tools that are designed to revolutionize the yacht charter industry's vacation planning experience. Interested charterers can review in-depth destination details, including sample itineraries with key points of interest, interactive maps, current weather, cruising conditions, travel notes, customer reviews, images and videos.

Cheryl Powell, chief operating officer of The Moorings commented, "At The Moorings, we are dedicated to providing an excellent customer experience and 5-star service from the moment of our first interaction, which is often via our website. We believe that the new site's expanded suite of vacation planning features will make destination exploration easier than ever, improve the online booking process and deliver an unparalleled travel adventure before the cruising even begins!" Operating more than 25 bases and managing over 600 yachts across the Caribbean, Mediterranean, South Pacific, Indian Ocean, Far East and North America, The Moorings offers a diverse collection of destinations in the world's best cruising grounds.

The Moorings provides vacationers with an extensive collection of monohull and catamaran yachts that range in size between 32' to 65'. Old salts and novice charters alike will gain a thorough understanding of the fleet, including technical specifications, interior and exterior photos, virtual tours and cruising areas available for each yacht before finalizing an unforgettable vacation.

The online booking process is a simple and complete way to arrange a charter vacation. A customer may review the available fleet details, all desired extras, easy-order food and beverage choices, water sports information and full yacht pricing.

To further enhance the customer's experience, The Moorings has incorporated functionality to provide personalized user accounts, which are appropriately named My Moorings. Once logged in, quotes are accessible for future reference, bookings may be managed and past charter history is available. In addition, communication preferences can be maintained and users have the ability to submit reviews, videos and photos from their charter experiences.

Visit [www.moorings.com](http://www.moorings.com) to learn more about The Moorings, explore all of the new features, and discover vacation options to create an unforgettable travel experience.

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Note to Editors: The Moorings is the world's premier yacht charter company, offering unmatched quality, service and attention to detail since 1969. The Moorings is owned by TUI Travel, PLC, one of the largest and most successful travel and tourism companies in the world. Trust in TUI: Your vacation is in safe hands.