

HD Encounter launches website for agents.

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Growing interest from the independent sector has led adventure specialist **Encounter** to launch a website intended to make it easier for agents to book its holidays.

Encounter product and marketing manager Warren Burton said the proportion of holidays sold through the trade had doubled from 25 per cent to more than 50 per cent of overall business in the last three years.

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He said: "We have received a growing number of requests from the trade for a website of this type.

"Using it is quicker than flicking through our brochure and we hope it will become a valuable sales tool."

The site, at www.encounter-overland.com, contains details of 59 journeys which are searchable by destination or departure date.

Maps, itineraries, dates and retail prices are included, although agents still need to call Encounter to check availability.

Prices start at #295 for a six-night Mountain Gorilla itinerary in Uganda from July to November.

The price excludes flights and a \$125 compulsory government levy.

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