

## **Winair to relaunch website... new site to include several new features.**

Windward Islands Airways International N.V (Winair) is set to relaunch its website with new and improved features in the coming week. This is according to the company's Vice President / Director of Marketing and Sales, Claudio Buncamper. He noted that the new platform is "part of a broader range of services which the airline intends to provide with the view of remaining competitive in a shrinking market.

The website is also geared towards keeping members, customers and visitors to the site effectively informed and sensitized on a number of developments and happenings within the company according to Buncamper.

He pointed out that the new website is being funded by the company and will be a more enhanced and state of the art website while it will provide users with information on the range of services which Winair proposes to offer and will also provide "a platform on which members can garner information and news relating to the company and or its customers.

Buncamper pointed out that the site is being designed with the view of improving and increasing its marketing scope as the company explores other areas in making monies.

Buncamper in an interview with the media pointed out that with the decrease in the public travelling, it is imperative for any airline contenders who are very serious in terms of ensuring that its customers and staff are properly informed ought to have an interactive website as it will also aid in accelerating economic activity for the company.

"I have to point out that we have assumed such an initiative because of our strong and frank conviction that Winair has been limping along while it sought to compete fiercely with a number of other bigger airline companies. We can no longer view this company as being small as we are afforded the marketing and communication techniques that other companies make full and beneficial use of," he said.

Buncamper pointed out that the website initiative can be seen as the start of a process through which the airline is strongly seeking to reinvent itself," the VP / Director of Marketing and Sales said.

He added that the airline has some very serious and firm concerns regarding a number of issues and therefore with the establishment of this new relook site, a number of key issues would be addressed.

And according to Buncamper Winair is particularly concerned about the role that its website can play in enhancing the capacity of the airline company which has been in establishment since 1961

Buncamper pointed out that with the current global financial crisis making its impact felt throughout the globe significantly, his company continues to explore avenues and ways in bringing more value and service to its clients at an affordable price.

“In recent months we have been paying a significant amount of interest to the effective role that the website can play in continuing to promote the airline as the ideal mean of traveling from one destination to another.

Winair is requesting all passengers traveling on our services to use our website as their avenue to purchase their tickets for any future flights. The website will offer 24/7 reservations and ticketing capabilities and would offer the best prices available. In the coming months the website will have further enhancements which will allow passengers to put bookings on hold and pay at our sales office, clients will be able to pay with a Maestro card, Clients will be able to make changes to their reservations online and also will be able to Check-In online

Winair will introduce a 2 day website only sale. Fares will be as low as US\$ 30.00 one way on select destinations and will be valid for travel until September 30, 2009. Visit [www.fly-winair.com](http://www.fly-winair.com) for further information