Nucleus News announcement: 8th July 2013

CV Travel goes smartphone-friendly as mobile web browsing exceeds 30%

Dramatic changes in user behaviour have influenced CV Travel’s new website [www.cvtravel.co.uk](http://www.cvtravel.co.uk), designed by digital specialists, Nucleus.

With mobile devices soon to challenge PCs as the favourite way to browse the web, top villa holiday company CV Travel chose a mobile-first strategy for its new website, as recommended by Nucleus.

CV Travel’s MD, Francis Torrilla, said “With mobile web browsing growing rapidly we wanted our new website to enable our clients to select the perfect villa from the palm of their hands as easily as they can from their desktop.

It seems incredible that in the space of just a few years that a company such as CV Travel, with over 40 years in the travel industry, has largely moved away from producing travel brochures and is now investing on-line and in the fast growing mobile browsing market”.

www.cvtravel.co.uk <<http://www.cvtravel.co.uk>>  has been designed by Nucleus as a responsive website, automatically distinguishing between PCs, tablets and smartphones and delivering an optimised user experience to each. The mobile-friendly design combines large images, clear and concise text and easy to navigate features, including ‘property of the week’, special offers and villas selected by ‘type’, such as family, romantic and beachside.

Francis Torrilla continued “Relatively few websites adapt effectively to different devices and screen sizes but this was something that we considered very important when designing ours. We are confident that this innovative new website will support our growth strategy.”

Nucleus CEO Peter Matthews, whose company researched, designed and built www.cvtravel.co.uk <<http://www.cvtravel.co.uk/>> said “CV Travel is a very well established and highly regarded brand. In designing the new mobile-friendly site, we were very aware that we needed to bring the brand to life with rich content and an optimised user experience, tuned to the individual device used.”

Contact CV Travel at [www.cvtravel.co.uk](http://www.cvtravel.co.uk/) and tel. 020 7401 1010

Nucleus fifth wave of research in to the growth of mobile web browsing during June 2013 will be published on Tuesday July 9th www.nucleus.co.uk

**About CV Travel**

CV Travel is one of the UK’s most highly regarded villa holiday companies. Since 1972 the company has offered luxury and individual houses, villas and cottages, initially in Corfu, and latterly throughout Europe, in the Caribbean and further afield.

CV Travel is renowned for high levels of service and attention to detail. All properties included in the CV Travel portfolio are selected for their wow factor, whether that is a stunning view, an exceptional pool, high quality design and interiors, or a talented private chef.

**Contact details for further information**

**CV Travel**

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**About Nucleus**

Nucleus is an independent London-based brand consultancy that combines design, digital and intellectual property expertise to help its clients achieve their brand objectives, through:

Brand Promise – defining and articulating brand purpose
Brand Experience – creating compelling brand experiences in a mobile digital world
Brand Asset Management – registering and protecting Brand IP

Current Nucleus clients include: Amanresorts, CV Travel, P&O Cruises, Regent Hotels, Rothschild, sQuid, Toyota and Williams Lea.

www.nucleus.co.uk

**Contact details for further information**

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For more information and to download the latest Mobile Web Browsing Survey, please visit: <http://www.nucleus.co.uk/top/thoughts/year/2013/Mobile-web-browsing-leaps-to-27-1--of-travel-websi.aspx>

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