

## PRESS RELEASE

### National taxi-booking service Taxicode joins UK travel trade association ABTA

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**01.10.14, Taxicode, Hampshire – UK taxi-booking service Taxicode have joined ABTA as they expand their service to offer customers the best travel options possible.**

Taxicode, who operate in over 400 towns covering approximately 95% of the UK with over 10,000 taxis and minicabs, are now able to offer their wide range of taxi services to ABTA partners for people travelling into, and out of, the UK.

ABTA, formally known as the Association of British Travel Agents, is a travel trade association for tour operators and travel agents. Taxicode pride themselves on being airport transfer specialists, ensuring customers get their flight on time, and it is this dedication to providing the best travel service possible to their users makes them the perfect match for ABTA.

While other taxi-booking services operate solely through mobile apps and concentrate only on the London market, Taxicode offer greater versatility for customers and businesses, including travel agents and travel operators, by allowing users to book through either their web browser or mobile device across the UK.

With ABTA, Taxicode are looking to begin working with more travel agents and travel companies across the country. By expanding their operations throughout ABTA's network of members, Taxicode can offer their valuable, high-quality service to more customers than ever before, and as a result improve the services that travel agents can offer.

Jonathan Kettle, Founder and Director of Taxicode, said:

“We understand the importance of timely travel when it comes to delivering a great travel experience which is why we are delighted to now be working with ABTA and their members. We are very excited to become part of such a vast network of brilliant travel companies, and we can't wait to start creating a range of mutually beneficial opportunities to enhance the customer travel experience.”

Taxicode also recently sponsored the Travel Company of the Year award at the Travel Trade Gazette Travel Awards 2014. The ceremony, which took place on Monday 15<sup>th</sup> September, saw the top names in travel vying for a range of different accolades, sponsored by other high-profile names such as P&O Cruises, Birmingham Airport, Visit England and Expedia TAAP.

For more information on Taxicode, visit [www.taxicode.com](http://www.taxicode.com)

To find out more about ABTA, visit [www.abta.com](http://www.abta.com)

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## **Editor's Notes**

### **About Taxicode**

Taxicode the original and best internet based taxi/private hire lead generator and online booking system in the UK.

As one of the first companies to realise the benefits of using the internet to generate business for the taxi industry they are the most experienced in their field. Their system was designed from the ground up in collaboration with taxi drivers, taxi companies and genuine customers booking tens of thousands of journeys using their system each year. With their deep understanding and experience of the industry from the inside combined with their latest upgrade to Taxicode version 3.0, they are now very proud to boast the most advanced system in the UK.

Customers can book all of their taxi journeys directly by using the local number provided on each site. They can also book online via the highly advanced automated booking system. When booking with Taxicode customers are assured of a high quality level of customer service and booking experience. All taxi companies are vetted to ensure they provide the very best levels of service in the industry. Performance is also monitored and tracked to ensure their levels of service always remain high.

For more information visit [www.taxicode.com](http://www.taxicode.com)

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