



# New Turkey travel videos online. New videos about Turkish gulet cruises by award-winning filmmaker

Peter Sommer Travels, February 26, 2008

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*British tour operator at the forefront of online travel videos. Archaeologist and award-winning documentary producer, Peter Sommer, has returned to his filmmaking roots to capture the essence of the archaeological gulet cruises he leads in Turkey.*

PR9.NET February 26, 2008 - UK, Monmouth - Four new films about Peter Sommer Travels' archaeological gulet cruises in Turkey are now live on their website. Peter Sommer, an archaeologist and award-winning documentary producer, returned to his filmmaking roots to capture the essence of their trips on film. Visit <http://www.petersommer.com/travel-gulet-videos>

"I wanted to bring our tours to life for customers in the most visual way possible. If you've travelled with us before, now you can tune in, relax, and relive old memories. If you've not yet been on one of our trips, you can still sit back, relax, and prepare to have your appetite whetted."

The four videos illustrate different aspects of their tours:

'Sailing and Cruising', 'Accommodation', 'Activities: Life on board', 'Fabulous Food'. A fifth film 'Archaeological Adventures' is planned.

Peter, who has made many documentary series for the BBC and other broadcasters, spent 3 days shooting the films and over a week editing them.

"Until recently picture galleries were the only way to show potential customers on the internet what we did", says Peter, "but the growth in broadband usage and the ability to incorporate video files in a website, transforms the way we can market our tours. Compared with photos, videos are exponentially more enticing, engaging, and informative."

Like many small tour operators, Peter Sommer Travels, has spent a considerable amount of time and resources developing their website, and it has proved a tremendous success.

"Almost half of our bookings now come from people finding us on the internet", says Peter, "as a result our international reach has grown significantly. In the last couple of years we've seen a great surge in bookings from travellers in America, Australia, and New Zealand, as well as Europe. Our website has transformed our business in a way that would have been simply impossible without the internet."

News of the videos on the company's website was announced last week in their monthly email newsletter. The response has been dramatic.

"I'm delighted to say new customers have been booking much more rapidly", says Peter, "the videos reveal how stylish our gulets are, how they sail, and what the cabins are like". They remove any anxieties the customer might have that they are booking a holiday that doesn't meet their expectations. Videos reveal our holidays in all their technicolour glory far better than any brochure can."

It's not just new travellers who have been tuning in. "I'm pleased to say we've had many emails from previous clients saying how wonderful it is to watch the videos and relive their holidays. They've been forwarding the video weblink to their friends and family so they can see what they've been up to before, or the tour they are booked to go on."

## TURKEY TRAVEL VIDEOS:

Turkish gulet sailing and cruising - <http://www.petersommer.com/travel-gulet-videos/turkey-gulet-sailing-travel-video>

Turkish gulet accommodation video - <http://www.petersommer.com/travel-gulet-videos/turkish-gulet-cabins-accommodation-video>

Turkish gulet food travel video - <http://www.petersommer.com/travel-gulet-videos/turkish-food-gulet-cuisine-video>

Turkish gulet cruise activities video - <http://www.petersommer.com/travel-gulet-videos/turkey-gulet-cruise-activities-video>

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## About Peter Sommer Travels

In 1994, Peter Sommer walked 2,000 miles across Turkey, retracing the route of Alexander the Great, and in the process fell in love with the country, its ancient civilizations, and the Turkish people. A British archaeologist, filmmaker, and highly experienced tour guide, Peter created Peter Sommer Travels in 1996, offering unique escorted tours and cruises in Turkey.

A UK-based specialist travel operator, we provide a select number of holidays and vacations with a professional and above all personal touch. Our expertise stems from an especially intimate knowledge of Turkey - its geography, history, people, and much more.

Over the past ten years we have created a rich and varied collection of escorted cultural tours - archaeology tours and cruises with a difference. Come sailing, cruising, or exploring with us, and see some of the very finest temples and tombs, baths and aqueducts, theatres and castles.

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