



## **Newmarket Holidays Appoints Hume Whitehead to Handle Public Relations**

*Escorted tours, events and cruise specialist ramps up PR efforts in line with ambitious growth strategy*

**1 April 2022** – Newmarket Holidays, the independently-owned escorted tours, events and cruise operator, has appointed travel PR specialist, Hume Whitehead, to handle its public relations activity in the UK market. With immediate effect, the agency will undertake a proactive trade and consumer PR campaign to raise awareness of the company’s brand and enhance its position as a leading provider of escorted trips, resort-centred stays, and event-focused tours throughout the world.

Commenting on the appointment, Newmarket Holidays’ Head of Marketing and Brand, Kate Liberty said: “ *We are really excited about our partnership with Hume Whitehead and look forward to seeing our relationship grow. They share our values and can relate to what we are trying to achieve in our growth plans and in developing our presence as a brand.*”

*From our first discussions, we believed that Hume Whitehead were the ideal partner and we see them as an extension of our team. We are confident that this will help us to work together efficiently, collaboratively and effectively. We have been managing everything in-house until now and have exciting and stretching plans ahead of us, so it felt like a good time for us to seek that additional expertise that will enable us to move to the next phase of our brand strategy.”*

Founded in 1983, Newmarket Holidays is one of the UK’s largest independently-owned specialist tour operators. It is an exciting time for the award-winning operator, having recently won ‘Best Mainstream Touring Company’ at the Travel Weekly Globe Awards and with the announcement of CEO, Niel Alobaidi’s appointment as a shareholder of the business last month.

Richard Hume, co-owner and Director of Hume Whitehead said: “*We are delighted to have been selected by Newmarket Holidays to handle their PR. They have such an extensive product offering and a great story to tell as one of the leading independent tour operators in the UK. We are excited to start working with the team to drive awareness of the Newmarket*

*Holidays brand and to inspire travellers to choose the award-winning operator for their next holiday.”*

More information on Newmarket Holidays can be found at: [www.newmarketholidays.co.uk](http://www.newmarketholidays.co.uk)

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### **About Newmarket Holidays**

Newmarket Holidays is a multi-award winning, independently owned British tour operator, providing a portfolio of escorted trips, resort-centred stays, and event-focused tours throughout the world. Founded in 1983, Newmarket Holidays has steadily grown and expanded to become one of the UK's leading and most respected travel companies. High standards of customer care and value are integral to Newmarket Holidays' operations and this is reflected in the meticulously-designed tours, from accommodation to on-the-ground experiences.

Offering a vast selection of escorted, air-inclusive tours within the UK, Europe, Americas, India and South-east Asia, Newmarket Holidays also presents a range of ocean and river cruises. Additionally the tour operator is a popular provider of concert and event experiences such as Lapland Santa Experience, the Wimbledon Lawn Tennis Championships and performances by classical violinist and orchestra leader André Rieu.

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