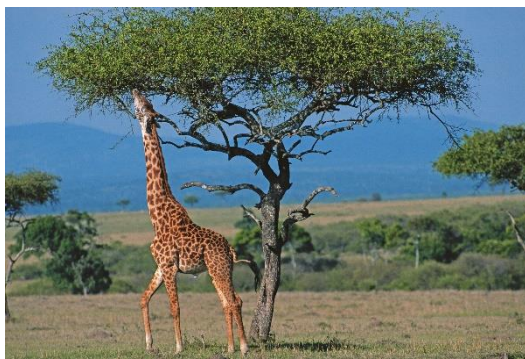


## Newmarket Holidays releases more 2024 dates for long-haul tours as demand increases ten-fold.



Escorted tour operator, Newmarket Holidays, has released 2024 departure dates for many of its long-haul programmes in response to soaring demand, including customer favourites like *On Safari in South Africa*; *Elvis Presley's Memphis, New Orleans & Nashville*; and *The Canadian Rockies*.

Although tours operating this year are experiencing strong demand, Newmarket Holidays has also received earlier than usual bookings for the next two years as more and more countries remove entry restrictions and requirements. To take advantage of this, the tour operator has released a large number of 2024 dates for much of its long-haul programme, particularly those operating in Africa and America.

Richard Forde, Head of Trade Sales said *“Demand for 2024 has been unexpectedly strong from the start of the year, and it’s clear that our customers are now eager to get their travel planning underway, having started booking holidays for both 2024 and 2023 as soon as restrictions began lifting. Agents have been chomping at the bit to secure 2024 holidays for their customers – especially on our Safari programme, Borneo, Costa Rica and the South American tours.”*

From the start of April, the UK adopted the ‘Living with Covid-19’ plan and, along with many countries around the globe, removed all previous Covid travel restrictions. Long-haul

destinations such as South Africa, Kenya, and Costa Rica no longer require pre-departure tests, with many other countries likely to follow suit over the next few months.

Forde continued; *“From the start of the year, demand for the 2024 season increased ten-fold compared with 2019. We have released dates for 2024 earlier than usual because of this and we are adding on more departures as our tours sell out. We believe that customers have been saving up for and planning their trips during the pandemic, and they now want to spend money on wish-list, once-in-a-lifetime trips as soon as possible.”*

The escorted tour operator also believes that the cost of living crisis is potentially having an impact on this forward demand, as consumers recognise prices are likely to increase in the future.

Forde concluded, *“With prices rising generally, customers are aware that if they want to secure their preferred destination and date at the best price, then now is the time to book. Agents are really helping us get that message across and our customers are reacting, securing both their long haul and short haul travel plans. It’s really wonderful to see.”*

Newmarket Holidays is currently running a content-led campaign – ‘Reconnect. Reimagine. Rediscover.’ which is supported by a ‘save up to 10 per cent’ incentive for August to October 2022 tours and bookable until 5 June. For full details, see [www.newmarketholidays.co.uk](http://www.newmarketholidays.co.uk)

- Ends -

### **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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