

## Newmarket Holidays reports strongest operating month as it returns to its full product portfolio.



**May 2022 - Newmarket Holidays, the leading escorted tour operator, has reported its strongest operating month since the pandemic began. More than 320 tours, encompassing short-haul, long-haul and cruising, have departed so far in 2022, representing almost 7,000 customers to 37 countries.**

Customer favourites like *Elvis Presley's Memphis, New Orleans & Nashville*; *Canada's Rocky Mountaineer*; Andre Rieu concert-ticket packages and Amsterdam and the Dutch Bulbfields are just a few among the many escorted tours that have returned.

Richard Forde, Head of Trade Sales said *"To see so many customers departing on a full portfolio of worldwide tours feels like a major milestone. We've come so far over the past few months, thanks to our loyal agents and customers. We can't wait for what the future holds. Not only has our full product portfolio resumed operation, but we also have several new additions to our programmes that we know our customers will love."*

The enhancement of Newmarket Holidays' portfolio for 2022 until 2024 includes tours such as *Madrid, Porto & the Douro Valley*; *Salzburg & the Austrian Tyrol*; and *Costa Rica – Wildlife, Rainforest & Caribbean Beach*. New regional charters to Italy, *Lake Molveno & the Italian Dolomites* and *The Italian Lakes* are further itinerary additions, motivated by high demand for Italian-based holidays.

Forde continued; *“It’s clear that our customers are planning for the present, as well as the future, which is why it’s important that we too plan ahead and offer tours, with departure dates for next year and beyond. This way, we can appeal to those eager to make up for lost time now or those who feel a bit hesitant but still want to secure wish-list trips for the future. There are also plenty of customers who are taking advantage of late deals – they are most definitely ready to reconnect with the world.”*

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.

For more details, please contact: E [richard@humewhitehead.co.uk](mailto:richard@humewhitehead.co.uk) T: +44 (0)20 3375 4050