

Newmarket Holidays Launches New Positive Travel Campaign

New “Dream it. See it. Share it.” campaign will focus on a post-covid narrative



7 June 2022 - Escorted tour operator, Newmarket Holidays, has launched a new content-led campaign to mark the unveiling of its 2023/24 programme. The new “Dream it. See it. Share it.” campaign will see Newmarket Holidays move away from COVID referencing to a more positive narrative in its marketing, reflecting the return of travel and encouraging results in the first half of the year.

The campaign, which will run between 6 June and 31 July, is supported by a 15 per cent discount on 15 popular tours, including *Scottish Highland Railways; America’s Golden West;* and *Cape Town, the Garden Route & Big Five Safari*. A 10 per cent special offer has been applied across the majority of the rest of the company’s touring portfolio for 2022-24.

Richard Forde, Head of Trade Sales said *“We feel the time is right to move away from focusing on the pandemic and instead look towards the future. The majority of customers have either booked their first post pandemic holiday or been on it already, so it’s more about inspiring the customers to get back into planning and booking ahead, turning wish-list plans into holidays.”*

Newmarket Holidays has now resumed the operation of its full product portfolio, seeing the return of customer favourites such as *Elvis Presley’s Memphis; New Orleans & Nashville;* Seville, Granada and Classic Spain and André Rieu concert-ticket packages. The departures of over 180 of the company’s tours and cruises have also taken place in recent months.

Richard Forde continued *“More than 4,000 customers have been on holiday with us so far this year and they have returned home fully refreshed and invigorated. They’ve got new stories to share with their friends and family, which hasn’t happened in some time! We have many new itineraries featured in our European and worldwide programmes, and this offer is perfectly timed with our 2023 short haul product being released as well as additional tours for 2024.”*

Richard Forde concluded *“Finally it feels like we’re entering a new chapter of travel – one centred around enjoyment and exploration. Similar to our previous campaign, we hope that this one can offer more support to agents during their conversations with clients as well as incentivising sales.”*

The company’s latest content-led campaign runs from 6 June – 31 July with up to 15 per cent off their escorted tours and holidays for 2022, 2023 and 2024. For full details, see 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 T: +44 (0)20 3375 4050