

Newmarket Holidays Predicts Agents Will Be All Shook Up With Elvis Sales

Launch of new film will drive new interest in the King of Rock 'n' Roll



14 June 2022: Newmarket Holidays is predicting a bumper year for Elvis-inspired trade sales following the release of Baz Luhrmann's biopic of the King's early life, which opens in cinemas on 24 June. To prepare for the big-screen opening of 'Elvis', the escorted tour expert has launched a specialised training module for agents, created dedicated collateral about the star and his influences, and introduced an eye-catching 15% discount to support trade sales.

Newmarket Holidays' tour, *Elvis Presley's Memphis, New Orleans & Nashville*, is a nine-night guided journey through the Deep South states of Georgia, Alabama, Mississippi, and Tennessee where Elvis grew up, honed his style, and changed the face of music across the world. There are 74 departure dates available, spanning from 2022 to December 2024. If customers travel from mid-November to December, it will also include the festive lights at Graceland.

Guests stop at key locations including Presley's birthplace at Tupelo, the Music City of Nashville where the star recorded some of his biggest hits, and New Orleans for a visit to the famous French Quarter that was the birthplace of Jazz.

In Memphis the tour includes a visit to Sun Studio, where rock and roll was born, and stops for two nights at The Guest House at Graceland, next to Elvis's famous mansion, and the location of the King's final resting place.

Richard Forde, Head of Trade Sales said, *“Our Elvis tour is always popular, but the launch of this new big-budget film is going to supercharge interest in travelling to the American South. It's an unmissable opportunity for the trade to rock their year!*

In the run up to the movie our trade team have been dressing up in jumpsuits and singing the praises of the King to agents. After all the travel industry has been through, it's been a fabulous opportunity to have some fun.”

Elvis Presley’s Memphis, New Orleans & Nashville takes place over nine days, flies with Virgin Atlantic into Atlanta and includes all flights, hotels, transfers, and an experienced tour manager.

Richard Harrington, Product Director said; *“I've been operating this tour for over 20 years, it never ceases to amaze me how popular it remains - not only that customers keep coming back to repeat the tour. It's packed with all things Elvis plus everything the Nashville and Memphis scene has to offer”*

Prices start from £1,602pp, which includes a saving of £533pp that is available until 31 July with Newmarket Holidays’ new ‘Dream it. See it. Share it.’ campaign.

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