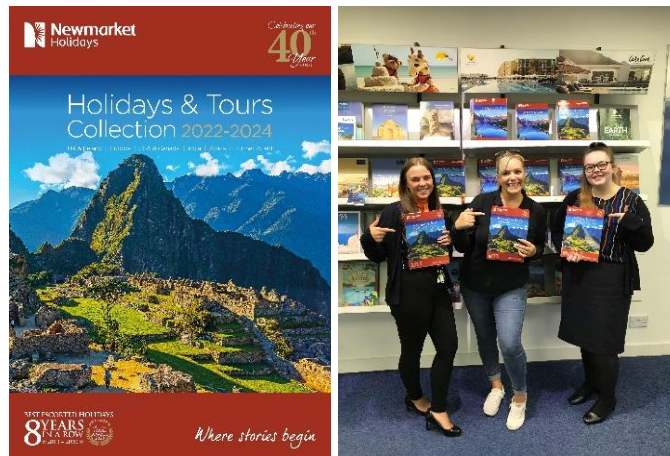


Newmarket Holidays Launches New Brochure for Trade



The new 'Holidays and Tours Collection 2022-24' is available now and includes nine new escorted tours

30 June 2022 - Newmarket Holidays, the Escorted Tours, Cruise and Events specialist, has launched its new brochure for the trade this week, coinciding with buoyant sales for the operator. The new Escorted Tours and Holidays Collection 2022-2024 includes a wide range of new worldwide tours, from new offerings in the UK and Europe, to the more far flung continents of the Americas, Asia and Africa.

Altogether, there are nine new additions to the brochure, making the collection a one-stop shop for the travel trade and including a comprehensive selection of diverse tours around the globe. The nine new tours are: Scottish Lochs and the Isles of Skye and Mull; The Ring of Kerry and South West Ireland; Madrid, Porto and the Douro Valley; Salzburg and the Austrian Tyrol; National Parks of the American West and San Francisco; Costa Rica – Wildlife, Rainforest and Caribbean Beach; Madagascar – Red Island Wonders; Sri Lanka – Temples, Safari and Beach and India's Golden Triangle, Shimla and Amritsar's Golden Temple.

Richard Forde, Head of Trade Sales, said, *"We are delighted that the new brochure is now available for our travel trade partners. The year has started off very strongly for us and it is important that we have all the tools available to ease the sales process for travel agents. The new brochure launch follows the earlier than usual release of availability for 2023 and 2024*

tours and we are confident it will further strengthen Newmarket Holidays' performance with the trade."

The role of the travel brochure remains ever-important for escorted tours according to Newmarket Holidays' travel agent partners. As Amy Yeomans from Hays Travel in Telford explains: *"It's wonderful to see a fresh brochure to put on the shelves from Newmarket Holidays. Our customers love taking away a physical brochure to absorb at their leisure, and with many operators now relying on virtual brochures, it's really important that the ones we rack hit the mark and this one is no exception.*

"It's full of escorted tours that provide real value for money at times when that matters more than ever for customers. We can't wait to get selling their new tours."

As well as the addition of the nine brand new tours, the brochure includes all the old customer favourites as well as Newmarket Holidays' enviable wide selection of regional departures, offering convenience and fewer crowds and queues. As with all other escorted tours in the brochure, the new tours will benefit from a Newmarket Holidays tour manager, giving agents the reassurance and confidence that their customers will be very well-looked after throughout all stages of their holiday.

The new brochure launch also coincides with the operator's new campaign, 'Dream it. See it. Share it.', which sees booking incentives offering up to 15 per cent savings on 15 popular tours. In addition, the company has a 10 per cent saving on the rest of its award-winning touring portfolio for 2022-24.

Newmarket Holidays' latest campaign, 'Dream it. See it. Share it.' runs from 6 June – 31 July with up to 15 per cent off our escorted tours and holidays for 2022, 2023 and 2024. For full details, see www.newmarketholidays.co.uk

- Ends -

**Pictured are: Amy Yeomans and Natasha Ward from Hays Travel in Telford, with Sas Rowbotham from Newmarket Holidays*

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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