

Newmarket Holidays Launches Lapland Santa Experience Day Trips for 2023

Escorted Tour Specialist's Lapland Tours will offer 18 new departure date options



3 November 2022: Escorted tours specialist, Newmarket Holidays, has announced the launch of its Lapland Santa Experience Day Trips for 2023. With sales for Lapland in 2022 having proved extremely popular, and with Christmas fast approaching, the operator has put on sale 18 new dates for 2023, departing from a large number of regional airports, including Belfast, Cardiff and Norwich, as well as new options from Bristol and Luton.

Having operated family-friendly packages to the heart of Swedish Lapland for over 10 years, Newmarket Holidays' 2023 Lapland Santa Experience Day trips will offer the only specially chartered flights to Santa's airport (Pajala) on the 18 departure days. With tours exclusive to Newmarket Holidays and group sizes strictly limited, customers will have plenty of time to enjoy all the activities on offer throughout the magical day.

The new day tours include exclusive chartered direct return flights to Pajala in Swedish Lapland; return transfers to Santa's village, warm and cosy thermal clothing (including gloves and boots); hot berry juice; a private family meeting with Father Christmas; a token Christmas gift for every child; an exhilarating snowmobile ride; a traditional reindeer sleigh ride; a husky sled ride through the snowy countryside and a hearty lunch of Swedish meatballs (or hot dog or vegetarian pasta dish).

Commenting on the launch of the new dates, Head of Trade Sales, Richard Forde, said: *"The demand for 2022 dates has been particularly strong with the majority of flights sold out by the summer. We've been encouraged by the number of enquiries from our agent partners for*

2023, and we're delighted to be launching today with even more regional flights added to the programme.

"Lapland is an immersive destination, and our programme offers an intimate experience for families and friends to enjoy the very best of Swedish Lapland – one which they'll be able to remember for years to come.

"We would recommend agents getting in early with their customers to secure their place for this highly popular destination."

During the last 10 years of operating tours to Lapland, Newmarket Holidays has specially chartered flights from 13 regional airports and hosts more than 2,500 customers each year. Prices for the new Lapland Santa Experience Day Trips for 2023 start from just £679 per adult and £599 per child.

<https://www.newmarketholidays.co.uk/holidays/europe/lapland-santa-experience-day-trip>

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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: Dan@humewhitehead.co.uk T: +44 (0)7429 256 670

E: Laura@humewhitehead.co.uk T: 0203 375 4056