



Newmarket Holidays Launches New Premier Collection

Featuring seven carefully curated tours the new collection offers a premium, intimate and slower-paced group travel experience



From l to r: Andalusia, India, South Africa. Download high-resolution images [here](#).

1 May 2024: Escorted tour specialist Newmarket Holidays' new Premier Collection offers travellers a choice of seven carefully curated premium tours all providing a more intimate and slower-paced travel experience. With group sizes capped at 24, the tours showcase unique, characterful and luxury boutique accommodations alongside lighter-paced itineraries to maximise enjoyment and comfort.

The collection includes four of the operator's existing award-winning itineraries alongside three recent additions added for 2025-26. From discovering grand palaces in India to safaris and exploring the historic and luxurious hotels of the Iberian Peninsula, these journeys are designed to appeal to customers seeking a dream wish-list escape.

Newer tours in the collection include **The Majestic Cities of Andalusia** - exploring southern Spain's most enriching Moorish capitals whilst staying in exceptional hotels with great access to renowned landmarks, and **On Safari in South Africa – Luxury Safari Plains with Mauritius** – which offers five-star comfort and luxurious tented camps in the South African bush for travellers as they chase the 'Big Five' through the savannah ahead of a rejuvenating Mauritian beach escape.

Commenting on the new collection, Verity Rice, Newmarket Holidays' Director of Product, Purchasing & Operations, said: *"We're thrilled to announce the launch of our new Premier Collection, a meticulously curated selection of seven tours that showcase an assortment of premium wish-list itineraries.*

Crafted in response to the demand of small group touring, with an emphasis on unique accommodation, and ample time to savour each destination, our Premier Collection gives customers

more choice when it comes to their holiday experience. By introducing this exceptional range of tours, we also aim to expand our market reach, distinguish ourselves from competitors, and bolster our product offering.

For travel agents, these tours will attract a wider range of customers, particularly in terms of the smaller groups, the handpicked boutique accommodations ideally situated to explore local highlights and the more leisurely pace of the itineraries. The two brand-new premium safaris should prove to be particularly popular given the ongoing success of our existing African safari products.”

Richard Forde quote:

“The launch of our Premier Collection gives agents a new angle for customers who are after a smaller group and a slower pace. The hotels are also chosen for their unique character, location and quality so there is also the opportunity for agents to communicate this to the customers as an extra USP. “

Full list of Premier Collection tours:

- *Pousadas of Portugal*
- *Historic Paradors of Hidden Spain*
- *Paradors and Pousadas of Spain & Portugal*
- *India's Rajasthan - Grand Palace and Historic Fort Stays*
- *The Majestic Cities of Andalucía (new for 2025-26)*
- *On Safari in South Africa – Luxury Safari Plains (new for 2025-26)*
- *On Safari in South Africa – Luxury Safari Plains with Mauritius (new for 2025-26)*

For more information about the Premier Collection, visit newmarketholidays.co.uk/agents-area.

- Ends -

Notes to editors:

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 Southeast 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 the Lapland Santa Experience, the Wimbledon Lawn Tennis Championships and performances by classical violinist and orchestra leader André Rieu.

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