



Newmarket Holidays Launches New Brochure and TV Campaign

Summer brochure includes 12 new tours and Premier Collection for the first time



Newmarket Holidays' new summer brochure. [Download the high-resolution image here.](#)

3 June 2024: Newmarket Holidays launches its new 2024-26 escorted tours brochure today, supported by a nationwide TV advertising campaign that highlights the variety, richness and affordability of the operator's range of worldwide wishlist holidays.

The new brochure includes more than 120 tours to a wide range of destinations in the UK, Europe and beyond, with 12 new holidays providing fresh options to Croatia, the Adriatic Balkans, Baltic cities, Uzbekistan, new African safaris, plus a new tour of India's South that is exclusively for solo travellers.

Also featured for the first time is Newmarket Holidays recently introduced Premier Collection of small group tours, featuring more intimate itineraries that are lighter paced and crafted around exceptional accommodation.

To support agents' summer sales, the brochure launch includes savings of to 15% on tours until 31 July.

The campaign kicks off with a 30-second TV ad that will be broadcast across the UK and celebrates Newmarket Holidays' wide range of eye-catching tours, with inspirational footage showing sites including the ruins of Pompeii in Italy, the Grand Canyon in the USA, Plaza de España in Spain, Petra in Jordan and Dubrovnik in Croatia.

Produced by the operator's in-house team, the advert fuels travellers' wanderlust and encourages them to discover new destinations, experiences and a different style of holiday. It ends with an instruction to find Newmarket Holidays at 'your trusted local travel agent.'

Richard Forde, Head of Trade Sales & Partnerships at Newmarket Holidays said: "The summer months are packed with major sporting events, so we wanted to get our new campaign out now to

grab the attention of travellers. With lots of new tours, new destinations, and a new high-end small-group option, it gives agents a selection of powerful stories to inspire their customers.

"With the support of an attention-grabbing TV ad and an eye-catching offer, we're really looking forward to helping our travel agent partners make the most of the summer ahead."

To order copies of the brochure please visit: https://orbit.menziesresponse.co.uk/trade-gate/web_pages/index.aspx or contact your Newmarket Holidays Regional Account Manager for assistance.

To watch the TV ad visit: <https://www.youtube.com/@newmarketholidays/videos>

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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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