

## Newmarket Holidays' Booking Data Reveals Growing Trend for Less Explored Destinations

Albania and Uzbekistan experience a surge in bookings whilst The Baltics see a resurgence in interest



From l to r: Uzbekistan, Lithuania, Albania  
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**28 August 2024:** Travellers are seeking out lesser-explored destinations for their holidays in 2025 according to Newmarket Holidays' most recent booking data with Albania, Uzbekistan and The Baltics poised to be top sellers for agents this year. The analysis comes from looking at bookings made since the launch of the operator's summer brochure, which included three brand-new tours covering these up-and-coming regions that are fast-becoming customer favourites.

Albania has become a particular hot spot for customers with the newly added *Classic Albania – Land of the Eagle* tour already selling out, prompting the operator to secure additional availability to meet demand. The tour uncovers the destination's diverse history and vibrant traditions with departures from April to October 2025.

Uzbekistan is also experiencing a surge in bookings, as more customers seek to discover its rich heritage and stunning landscapes with the operator's *Uzbekistan – Ancient Cities of the Silk Road* tour which has 15 competitively priced departures in 2025.

Finally, The Baltics continue to trend strongly having already seen a resurgence in interest. The operator's *Baltic Capitals – Tallinn, Riga & Vilnius* tour is drawing in customers wanting to discover the region's unique blend of history, culture, and natural beauty. There are 12 tours taking place in 2025 between April and October, with departures from several regional airports flying with KLM.

David Sharman, Chief Commercial Officer at Newmarket Holidays says: "We are thrilled to be catering to the growing demand for unique, emerging and up-and-coming destinations. Albania is selling out rapidly, The Baltics are continuing to experience a resurgence and Uzbekistan has seen an impressive

*surge in bookings. These tours have captivated our customers' desire for less traditional yet highly rewarding destinations, offering travel agents an excellent opportunity to attract travellers seeking something different and memorable.*

*Each tour covers a compelling array of iconic landmarks and cultural experiences. With competitive pricing, superior accommodations and carefully curated itineraries, we're providing an edge in delivering high-quality travel experiences that meet this growing trend. Given the success and high demand already observed, these tours are poised to be top-sellers for travel agents in 2024, especially with regional departures and popular airline partnerships making them even more accessible."*

- Ends -

**Notes to editors:**

**Tour links:**

- <https://www.newmarketholidays.co.uk/holidays/europe/classic-albania-land-of-the-eagle>
- <https://www.newmarketholidays.co.uk/holidays/europe/baltic-capitals-tallinn-riga-vilnius>
- <https://www.newmarketholidays.co.uk/holidays/asia/uzbekistan-ancient-cities-of-the-silk-road>

**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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