

# Superbreak Celebrate 25 Years of Short Break Holidays

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Superbreak, the market leader for short breaks throughout the UK, is celebrating 25 years in the travel industry in 2008.

The short breaks (<http://www.superbreak.com/>) specialist, which was founded in 1983, initially began promoting just a handful of hotels. Over the next seven years, the company continued to gain momentum and by 1990 Superbreak had set up its York based operations. By 1995, Superbreak (<http://www.superbreak.com/>) was acquired by Eurocamp Travel and became their new hotel breaks division.

By the mid-nineties, it became obvious that the internet was going to play a massive part in the future of the travel industry, with more people looking to buy their short break holidays online, so in 1996, Superbreak launched their own website: Superbreak.com. At first this was just a means to advertise their holidays, but in 1999, the website became a place where customers could research and make holiday bookings completely online.

In 2002, Superbreak acquired Crystal Britain, the UK hotel breaks division of Thomson, which was followed by the acquisition of the London Travel Service and Bridge Britain and Ireland in 2003. The following year in 2004, Superbreak extended its reach into mainland Europe by acquiring Bookit, Holland's leading online short break company. In 2007, Superbreak acquired West End Theatre Bookings, further enhancing their presence in the London short break ([http://www.superbreak.com/london\\_central-hotels-LO.htm](http://www.superbreak.com/london_central-hotels-LO.htm)) theatre trip sector.

Ray Jones, Superbreak's Brand Development Director, commented on the momentous occasion:

"Oh how the world has changed in 25 years. Superbreak today is fast-changing too, but the constants remain great value and exceptional service levels. I am so glad we have not gone online-only and still have a UK based call centre staffed with nice people who know their product and care about our customers. I believe our people and our clients will see us through the next 25 years."

Superbreak has celebrated their quarter century anniversary with a look back in time through their archives. By visiting their website, visitors can browse brochures of days gone by, look at retro logos, and also see how much prices have risen over the years, with the 'Hotel Prices Then and Now' chart. The chart reveals that in 1983, a night at the London Grosvenor Hotel would cost £35; now it will set visitors back a much heftier £210.33.

## About Superbreak

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and hotels in London (<http://www.superbreak.com/london.htm>) and throughout the UK. Superbreak is part of Holiday break plc, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at [Holidaybreak.com](http://Holidaybreak.com).

Based in York, England, Superbreak specialises in booking 2-5 star hotel accommodation throughout Britain for the leisure traveller. Superbreak holds allocations of rooms at all hotels and can make bookings up

to and on the day of departure.

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