

# THOMSON RETAIL'S NEW YEAR REVOLUTION - UP TO £200 OFF SUMMER 2009 HOLIDAYS - HUGE REDUCTIONS AND OFFERS

Submitted by: TUI UK

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Thomson shops the length and breadth of the country are set to launch a new retail campaign that emphasises the company's focus on 'attention to detail', linked in to a variety of superb booking offers, such as a week's holiday at Thomson's flagship Sensatori Resort (<http://www.thomson.co.uk/editorial/sensatori/sensatori-resort.html>) in Crete from as little as £499\*. 2009 looks set to get off to another flying start in Thomson retail!

The retail campaign, which starts on December 26 and runs through January, will also see the Thomson shops take on a brighter look and feel, linked in to the company's new Marketing campaign.

This year's retail campaign will see discounts of up to £200\*\* available across all Thomson holidays (<http://www.thomson.co.uk>), as well as further reductions on selected holidays available in store.

Helen Deegan, Commercial & Trading Director, Thomson, said: "The message is simple and effective - Thomson build holidays with the customer in mind, and cares about every detail of our customer's holidays. We are dedicated to offering them the trip abroad that suits not only their tastes, but also their budgets! We're looking forward to a bright and busy start to the New Year 2009!"

## Key Campaign Highlights\*\*:

- Discounts on all holidays – Savings of up to £200 per booking for Summer 2009 departures
- Great savings on selected holidays in the Thomson January Sale  
Seven nights in Costa Blanca staying at the 4T Hotel Flamingo Oasis (<http://www.thomson.co.uk/destinations/europe/spain/costa-blanca/benidorm/hotels/hotel-flamingo-oasis.html>) on an all inclusive basis, departing from Bristol Airport on 2 May 2009.

Including flights, transfers, all taxes and charges and based on two adults sharing.

Was £595 per person  
Now £495 per person  
Total saving: £100

- Faraway shores savings, with Premium flight upgrades available from just £99.  
Seven nights in Jamaica, staying at the 4T Clubhotel RIU Negril (<http://www.thomson.co.uk/destinations/caribbean/jamaica/jamaica/negril/hotels/clubhotel-riu-negril.html>) on an all inclusive basis, departing from Birmingham Airport on 26 May 2009.

Including flights, transfers, all taxes and charges and based on two adults sharing.

Was £1005 per person  
Now £889 per person

Total saving: £116

PLUS

- Low deposits
- 2 Kids for £1
- Thomson Villas with pools from £219pp - free car hire included
- No flight supplements
- Financial protection on all Thomson Package Holidays via the ATOL scheme

If customers want to find the holiday that's perfect for them, they should ask one of Thomson's in-store travel advisors for further details. And, with a variety of additional offers exclusively available only in retail, there never has been a better time to book that Summer 2009 holiday.

Visit your local Thomson shop to find out more!

\* Thomson offers a seven night holiday in Crete at the 5T Sensatori Resort from £499 per person, departing from Stansted Airport on 5th May 2009. This price is based on two adults sharing a double room. It includes accommodation on a full board plus basis, flights, transfers and all taxes and charges. For more information on holidays in Crete visit [www.thomson.co.uk](http://www.thomson.co.uk) or call 0871 231 3234

\*\*Terms and Conditions: Discount available for Summer 2009 departures only and relative to holiday cost: £200 off per booking for holidays costing £2000 or more; £150 off per booking for holidays costing between £1500 and £1999; £100 off per booking for holidays costing £1000 to £1999. Booking period: 26 December, 2008, to 31 January, 2009. Low deposits, free kids and no flight supplements apply to selected holidays only.

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