

Thomson and First Choice report a surge in demand for ten and 11 night holidays

Submitted by: TUI UK

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Leading tour operators Thomson (<http://www.thomson.co.uk>) and First Choice (<http://www.firstchoice.co.uk>) are increasing the number of ten and 11 night holidays available for customers travelling next Summer, to reflect a reported 64% increase in demand throughout this Summer season. As a result of this clear need to adapt flexibility to suit the wants of consumers, Thomson and First Choice combined have increased capacity for ten and 11 night durations by a staggering 21% for next Summer.

For too long, mainstream tour operators only offered seven or 14 night holidays abroad, with those looking for more flexibility obliged to go online to book the duration that suited them. But no more. Thomson and First Choice's history of adapting to the ever changing whims of the modern day holidaymaker now extend to offering a range of 'mid term' breaks, over and above more traditional durations, with a view to providing a complete product offering that not only suits all tastes and budgets, but also certain customer's time constraints.

So if a seven night holiday leaves you wanting more, but a 14 night break is a little too long away from home, Thomson and First Choice have the perfect solution catering for both couples and families looking for more choice.

Here is a selection of some of our best ten and 11 night deals departing next Summer:

Thomson deals:

Club Aida Apartments, Dalaman, Turkey

Lying within easy reach of Marmaris' beach and close to an array of shops, bars and restaurants is the Club Aida Apartments. Stylish décor and great facilities, including a main restaurant with a perfect al fresco setting, mean that you have everything you need to enjoy your Turkish experience.

Thomson offers eleven night holidays in Dalaman (<http://www.thomson.co.uk/destinations/europe/turkey/turkey-dalaman/holidays-turkey-dalaman.html>), at the 4T Club Aida Apartments from £374 per person. This price is based on a departure from Cardiff Airport on 6th May 2010 and includes return flights, accommodation on a self catering basis, resort transfers and all taxes and charges. For more information, or to book, visit your local travel agent, go to www.thomson.co.uk or call 0871 231 3235.

Hotel Los Gigantes, Tenerife

Just a stone's throw from the sands of Los Gigantes beach and the nearby marina. The resort has two swimming pools, one saltwater and on freshwater, with a sun terrace perfect lounging in the sun and making the most of the amazing view. Inside, the dining room takes centre stage, with stylish interiors and first class cuisine, with after dinner entertainment offering everything from comedy to cabaret. Thomson offers ten night holidays in Tenerife

(<http://www.thomson.co.uk/destinations/europe/spain/tenerife/holidays-tenerife.html>), at the 4T Hotel Los Gigantes from £709 per person. This price is based on a departure from London Gatwick Airport on 4th May 2010 and includes return flights, accommodation on a half board basis, resort transfers and all taxes and charges. For more information, or to book, visit your local travel agent, go to www.thomson.co.uk or call 0871 231 3235.

First Choice deals:

Holiday Village Rhodes

This is our newest Holiday Village and the first 5 Sun one, and comes with all the usual stuff - loads of pool fun, sports, high ropes and great kids' clubs. Plus it's got plenty of restaurants, bars and a great choice of bedrooms - from standard and family to swim-up rooms with a pool outside and royal deluxe which have the full works. You're also close to Kolymbia resort centre and just a short walk from the beach.

First Choice offer eleven night family holidays in Rhodes

(<http://www.firstchoice.co.uk/holidays/rhodes-holidays>) staying all-inclusive at the 5 Sun Holiday Village Rhodes from £980 per adult and from £320 per child, based on two adults and one child sharing, departing from East Midlands Airport on the 9th October 2010. To find out more about this holiday, or to make a reservation, please call First Choice on 0871 200 4455, or book online at <http://www.firstchoice.co.uk>.

Almirante Farragut Hotel, Menorca

On top of a cliff, giving you amazing sea views, if you want a mix of active sports and quiet relaxation you'll be well catered for at the Almirante Farragut Hotel, with its sunbathing spots and secluded setting, away from the resort and 200m from a tiny sandy cove.

First Choice offer ten night family holidays in Menorca

(<http://www.firstchoice.co.uk/holidays/menorca-holidays>) staying on a half board basis at the 3 Sun Almirante Farragut Hotel from £449 per adult and from £149 per child, based on two adults and one child sharing, departing from Manchester Airport on the 5th May 2010. To find out more about this holiday, or to make a reservation, please call First Choice on 0871 200 4455, or book online at <http://www.firstchoice.co.uk>.

All holidays are subject to availability and booking terms and conditions. Prices include flights, fuel charge, in-resort transfers and air passenger duty and are correct at the date of issue.

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For further info please contact Louise Evans at louise.evans@firstchoice.co.uk or call 01582 645369.