

THOMSON AND FIRST CHOICE UNVEIL NEW BROCHURE LINE-UP FOR WINTER 2010/11

Submitted by: TUI UK

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First Edition: Thomson Winter Collection, First Choice Winter Sun

Thomson (<http://www.thomson.co.uk>) and First Choice (<http://www.firstchoice.co.uk>), the UK's leading tour operators, will launch their new Winter 2010/11 first edition brochures today, 11th February 2010. With a whole host of exciting new holiday experiences, the new brochures will offer couples and families even more choice when it comes to booking a winter sun holiday (<http://www.thomson.co.uk/winter-2010-holidays.html>).

NEW FOR WINTER 2010/11

The first edition Thomson and First Choice Winter 2010/11 brochures reveal new destinations, more all-inclusives holidays (<http://www.firstchoice.co.uk/sun-holidays/all-inclusive-holidays/?VLID=FCM26>), more ten and 11 night holidays and even more Kids Clubs than ever before.

NEW: YEAR-ROUND FLYING TO ANTALYA, TURKEY

Following on from the popularity of Turkey, both Thomson and First Choice will be introducing a full year-round flying programme from March 2010 to the exciting Mediterranean Turkish gateway of Antalya for Winter 2010/11. With a fantastic range of all-inclusive hotels in sub resorts of Lara and Belek, like the 5 Sun Voyage Belek (<http://www.firstchoice.co.uk/holidays/turkey-antalya-holidays/belek/voyage-belek>) for First Choice, and the 5T Lara Beach (<http://www.thomson.co.uk/destinations/europe/turkey/turkey-antalya/lara-beach/holidays-lara-beach.html>) for Thomson, with enticing lead-ins from £379 for seven nights all inclusive. Departures will be from Gatwick, Manchester, East Midlands and Gatwick.

NEW: ASWAN ADDED TO EGYPT OFFERING

Another new destination for both brands will be Aswan, at the base of Egypt. To complement existing Nile Cruise holidays, the resort of Aswan will be added new for winter 2010/11 so Thomson and First Choice customers can enjoy a three or four night cruise combined with a hotel stay at the 5T Iberotel Aswan (<http://www.thomson.co.uk/destinations/africa/egypt/egypt-nile/aswan/hotels/iberotel-aswan.html>) with Thomson, from £829 for seven nights. Aswan will also be available for 14 night twin centre holidays combined with a week in Marsa Alam.

MORE APRIL 2011 START-UP DESTINATIONS

With the Easter holidays falling during April next year, Thomson and First Choice are offering more April start-up destinations in their Winter brochures to provide families seeking a break in the school holidays more choice. Destinations include Costa Dorada, home to the popular PortAventura Theme Park, Crete, with Thomson's 5T Sensatori

(<http://www.thomson.co.uk/destinations/europe/greece/crete/lyttos-beach/hotels/sensatori.html>), Rhodes with First Choice's newest Holiday Village (<http://www.firstchoice.co.uk/holidays/rhodes-holidays/kolymbia/holiday-village-rhodes>) and Lesbos. Cyprus's Eastern Coast will also open up earlier, with holidays to Larnaca becoming available in April 2011. Finally, the new 'it' destination in Egypt – Marsa Matruh on the Mediterranean Coast - will also be featured from April 2011, with three 5T hotels across both First Choice and Thomson.

MORE KIDS' ACADEMIES FOR EASTER 2011

In anticipation for Easter 2011 being incredibly popular for families, First Choice are opening more of their first class Kids' Academies across resorts to keep little ones entertained while on holiday. These can be found at the Holiday Village Rhodes (<http://www.firstchoice.co.uk/holidays/rhodes-holidays/kolymbia/holiday-village-rhodes>), Holiday Village Turkey (<http://www.firstchoice.co.uk/holidays/turkey-dalaman-holidays/sarigerme/holiday-village-turkey>), Holiday Village Flamingo Beach (<http://www.firstchoice.co.uk/holidays/lanzarote-holidays/playa-blanca/holiday-village-flamingo-beach>) in Lanzarote (which will also be available all season), Atlantica Princess in Rhodes, Los Zocos in Lanzarote, Alto Da Colina in Algarve and Valentin Puerto Azul in Majorca.

MORE ALL-INCLUSIVES AND FLEXIBLE DURATION HOLIDAYS FROM MORE WITH MORE UK DEPARTURES

With an increased consumer demand for all-inclusive holidays in 2009, Thomson and First Choice are adding more all-inclusive properties to their Winter 2010/11 programme, such as the exclusive to First Choice Melia Benidorm (<http://www.firstchoice.co.uk/holidays/costa-blanca-holidays/benidorm/hotel-melia-benidorm>) in Costa Blanca. Both brands are also offering more ten and 11 night holidays for Winter 2010/11, by creating a larger flying programme and adding more regional routes through their airline, Thomson Airways, offering an increase in weekend flights so families and couples have more flexibility in holiday durations when searching for winter or Easter holidays.

MORE AFFORDABLE WINTER HOLIDAYS

For the budget-conscious traveller, Thomson has introduced a range of 'Winter Saver' holidays and First Choice has the new 'Best Buy' collection which will be featured in both Winter 2010/11 brochures. These 50 properties will be flagged on the relevant pages of both brochures to demonstrate the excellent value for money they offer.

For more information, Agents can call 0844 871 0877 for both brands, or visit www.firstchoice.co.uk or www.thomson.co.uk for further details.

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NOTES TO EDITORS:

The full list of brochures being released on 11th February are:

Thomson:

Winter Collection W10 & 11 – First Edition

Platinum S10 & W10

Egypt S10 & W10

Gold S10 & W10

Portugal & Madeira S10 & W10

Chic & Unique S10 & W10

First Choice:

Winter Sun W10 & 11 - First Edition

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