

Hayes & Jarvis Doubles It's Money With New USA & Canada Brochure

Submitted by: Hayes & Jarvis

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This year's runaway success of American city breaks, led by Las Vegas (<http://www.hayesandjarvis.co.uk/destinations/U%20S%20A/Las%20Vegas>), Los Angeles (<http://www.hayesandjarvis.co.uk/destinations/U%20S%20A/Los%20Angeles>) and San Francisco (<http://www.hayesandjarvis.co.uk/destinations/U%20S%20A/San%20Francisco>), has encouraged Hayes & Jarvis (0871 200 2211) to embark on a major expansion of its North America programme. Just launched, the new USA & Canada Collection brochure has almost doubled in size from 108 to 204 pages to feature over 80 new hotels, more touring options and an extended range of add-ons that spotlight the diversity of choice available to UK visitors.

In particular, the success of the US West Coast in recent months – H&J reports a growth in demand of over 30 per cent this summer for Las Vegas, its fastest growing destination, and for twin-centre California/Nevada holidays – has led the operator to devote more pages to the region's Cities, National Parks, Pacific Coast and LA beaches.

Hayes & Jarvis North America Programme Director Sarah Lax said: "There has been plenty of speculation that the recent introduction of a charge for the ESTA visa and the impending hike in Air Passenger Duty will deter British visitors - but we certainly haven't seen any sign of this. On the contrary, demand for US holidays has been very strong this year and four cities – Las Vegas, LA, Chicago and San Francisco - featured in our top ten Fastest Growing Destinations over the summer months.

"And, although cities have proved to be the main attraction in recent years, we also see growing evidence of a demand for add-ons by holidaymakers who want to venture beyond the big city to see the landscape beyond. That is why we are boosting our programme for the coming year to feature more contrasting experiences on tours, excursions or twin-centre trips."

More City Breaks: City-based hotel breaks continue to form the core of Hayes & Jarvis' programme – with over 75 per cent of featured accommodation rated four-star or higher. Of the 80+ new hotels included for 2010/11, Hayes & Jarvis has chosen to focus most attention on a sleek new collection of boutique hotels. Typical of these is San Francisco's Fusion Hotel (<http://www.hayesandjarvis.co.uk/hotel/118771>), a combination of old world Asian and contemporary American styles and the Standard in Los Angeles, variously described as hip, cheeky and "a hotel that Austin Powers would love" (Los Angeles Times). Prices start from £729 per person and £759 per person respectively (four nights from 10 January (Standard) and 8 April 2011 (Fusion).

Away from the city: Hayes & Jarvis has added to its Canada hotel collection (<http://www.hayesandjarvis.co.uk/destinations/Canada>) with the inclusion of the away-from-it-all Pacific Sands Beach Resort at Tofino on Vancouver Island (four-night flight inclusive stays from £1,149 per person from 10 June 2011 or from £104 per person per night).

Tour choices multiplied: With the benefit of sister operator Jetsave's touring expertise, Hayes & Jarvis has boosted its touring programme with two iconic escorted tours – Colours of the Fall (from £1,359pp) and Route 66 (from £1,899pp) and a Rocky Mountaineer Canadian Rockies rail tour (from

£1,399pp).

For those who prefer to go it alone, there are four new self-drive itineraries including Coastal California which traces a route from San Francisco through Los Angeles to San Diego (from £1,159pp). And there is a show-stopping Simply Vegas itinerary, which showcases a trio of Sin City shows – the big star experience at Caesar's Palace, a Cirque du Soleil extravaganza and a trip back in time to the middle of the 20th century for the Rat Pack Dinner Show (from £1,599pp).

Wildlife in Canada: Hayes & Jarvis is offering the opportunity to add a trio of wildlife watching experiences to a Vancouver-based package. Wildlife enthusiasts can choose from a six night trip to see Pacific Rim Whales and Bears (from £578 per person), Orca Camp Sea Kayaking – priced from £799 per person for the four-night experience, and a two night trip by floatplane for Grizzly Bear and Wildlife Watching on the Campbell River at Knight Inlet Lodge (from £769 per person).

Excursion explosion: Hayes & Jarvis is featuring new collection of excursions to cater for differing interests. In the USA these include cycling in Washington DC – a Capital Sites guide tour from £27 per person - and San Francisco – full day cycle hire from £21 per person. Shopaholics can seek out the bargains on day trips to outlet malls in Boston (Wrentham Premium Outlets from £28 per person) and New York City (Woodbury Common Premium Outlets from £29 per person). In Canada the choices include whale watching trips in Vancouver, Tofino and Uclucelet (from £61 per person) and a three-night Calgary Stampede experience (from £429 per person).

More Vegas Weddings: After the success of its existing Las Vegas wedding programme, Hayes & Jarvis is introducing Grand Canyon helicopter weddings (from 2,789 per package) as well as offering an enhanced range of wedding chapel packages.

Valid for bookings until March 2012, Hayes & Jarvis USA & Canada Collection brochure flight-inclusive, room only prices start from £599 per person for a four-night break at the three-star South Seas Hotel in Miami (1 June 2011). New York (<http://www.hayesandjarvis.co.uk/destinations/USA/New%20York>) and Boston prices start from £619 per person for three-night three-star breaks at the Wellington Hotel and Courtyard Boston Downtown Tremont respectively (January 2011). In Canada prices lead in at £639 per person for a three-night three-star break at the Strathcona Hotel in Toronto (January 2011). All prices are based on two sharing.

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