

# Kuoni launches 'Limited Release Holidays' range

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Kuoni, the award-winning travel brand, has launched its range of affordable offers, known as "Limited Release Holidays".

The range of offers are targeted towards holidaymakers after five particular types of holiday - 'Great value holidays', 'Away from it all', 'Discover', 'Mind, body and soul' and 'For the kids'. Each holiday type has been designed around the needs of travellers after a particular type of break, and include transfers, flights (including taxes and surcharges), pricing per person and savings per couple.

The 'Great value holidays' are designed for customers who want the best prices and savings in quality locations, the 'away from it all' holidays aim to appeal to those who want to escape the hustle and bustle of everyday life. The 'discover' holidays are aimed at explorers, adventurers and culture connoisseurs, while at the other end of the spectrum, the 'mind, body and soul' holidays are designed for those that want serenity and luxury in natural surroundings. Finally, the 'for the kids' holidays are tailored towards children's needs, offering suitable activities and places to explore in exotic locations.

The Limited Release Holidays is a part of Kuoni's new multi-media, tactically led brand campaign, which includes a significant digital display campaign, colour advertisements in the national press (including augmented reality), a Kuoni store centric radio campaign and a Kuoni Facebook poster campaign.

Naomi Wilkinson, Kuoni's head of marketing, said: "Kuoni have a brand new campaign which has evolved from our customer proposition research in 2011. We have invested in a multi-million pound campaign in media across the marketing mix. The campaign is running across traditional and digital channels to communicate to customers at various touch points in the customer journey."

For more information, customers can visit <http://www.kuoni.co.uk/limitedrelease>.

## About Kuoni:

Kuoni was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. It has branch operations in over 40 countries. For 105 years Kuoni has been creating holidays with a spirit of adventure and has been recognised consistently, winning coveted awards such as The World's Leading Tour Operator for 11 years in a row at the World Travel Awards, Best Large Tour Operator at the 2011 Daily Telegraph Ultratravel 100 Awards for five consecutive years and scored most highly in the Which? top 20 travel company survey 2011. Kuoni has also been voted Britain's Best Long-haul Tour Operator by travel agents for the past 29 years. Kuoni offer holidays in a wide variety of destinations, including Maldives holidays (<http://www.kuoni.co.uk/en/holiday/indian-ocean/maldives/pages/default.aspx/>), Mauritius holidays (<http://www.kuoni.co.uk/en/holiday/indian-ocean/mauritius/pages/default.aspx/>), Dubai holidays (<http://www.kuoni.co.uk/en/holiday/asia/united-arab-emirates/dubai/pages/default.aspx/>) and holidays to Thailand (<http://www.kuoni.co.uk/en/holiday/asia/thailand/pages/default.aspx/>).

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