

# lastminute.com unveils its Top Secret collection

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lastminute.com, the UK's largest online hotel, travel and leisure specialist recently opened the doors to the Top Secret Collection.

Based in Central London and open until January 22nd, it showcases the retailer's Top Secret products which offer 4 and 5 star luxury for 3 star prices. The range includes Top Secret hotels (<http://http://www.lastminute.com/site/travel/hotels/deals/top-secret.html>), Top Secret restaurants, Top Secret cars and Top Secret theatre seats.

lastminute.com's Top Secret Collection is open free of charge to members of the public at the Getty Gallery on Great Eastcastle Street, minutes from Oxford Circus. The luxury experience showcases the very best that lastminute.com Top Secret has to offer; from food to fitness, cupcakes to cocktails and competitions and giveaways. Beauty therapists have been onsite at the event providing a variety of treatments, including foot reflexology, hand massages and Indian head, neck and shoulders massages. Customers have also been able to book their hotel stays, theatre tickets, car hire and restaurant tables from the pop-up where lastminute.com staff have been on hand to give advice.

Matthew Crummack, President of lastminute.com commented: "Top Secret Hotels embodies what we stand for: making the unattainable, attainable and offering 5 star luxury for 3 star prices. Through our Top Secret offering we are using our knowledge, experience and supplier relationships to bring customers deals that they otherwise wouldn't get. We are delighted to be able to showcase our online offering for the very first time in a physical space and believe it represents what lastminute.com stands for: added value and affordable treats, especially at a time when we're looking for those extra special moments."

The Top Secret Collection comprises of:

-Top Secret Hotels: lastminute.com can secure up to 45% off luxury 4 and 5 star hotels, allowing the customer to simply choose the date and location and lastminute.com will give the customer the hotel's location, star rating and description. The hotel will be kept secret until the booking is made although it is guaranteed to be a top hotel and the offer includes luxury hotels London (<http://www.lastminute.com/site/travel/hotels/hotels-browse.html?CATID=97027>).

-Top Secret Restaurants: lastminute.com is offering customers the chance to dine at a Michelin star restaurant for less than £30. By choosing a location within central London lastminute.com will give the customer the type of cuisine and a sample menu. The secret is that the diner will not find out the name of the restaurant until they have booked, but it will be a top Michelin starred restaurants.

- Top Secret Theatre Tickets: lastminute.com can secure discounted tickets in the top three seating bands for both musicals and West End plays. The secret is that theatre goers will only find out their exact seats once the tickets have been picked up on the day of the performance.

- Top Secret Cars: lastminute.com can secure excellent car hire deals all year round that guarantee to take a further 10% off the price of the car a customer books. The car hire provider will be a secret

until the booking is complete, but it will be quality names such as Alamo, Avis, Europcar or Thrifty.

About lastminute.com:

lastminute.com is the UK's largest online hotel, travel and leisure specialist, with over 1.65 million visitors per week. It provides customers with the best ways to make their free time go even further. Whether planning a great night out, an amazing weekend away or a relaxing two-weeks somewhere far away from home, lastminute.com has it all - and at great prices.

lastminute.com offers customers the opportunity to book London hotels (<http://www.lastminute.com/hotels-d10073-london-hotels>), city breaks and flights, buy tickets and experience packages and make restaurant reservations through its one-stop shop. From adventuring in the mountains to relaxing beach breaks, spa stays, theatre trips and dining, there really is something for everyone.

The latest lastminute.com news can be found at its press room: <http://pr.lastminute.com/>

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