

Door2Tour.com reveals flower shows are blooming whilst UK holiday sales are drooping

Submitted by: pr-sending-enterprises

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Door2Tour.com, the website tour consolidator, has revealed that overall flower show sales are up 158% year to date compared to the same period last year.

It has also found that that over half of the increase can be attributed to sales for the once-every-ten-years Euro flower show, Floriade 2012 (<http://www.door2tour.com/events/floriade-2012.aspx>), an international event with more than 100 participants taking part from across the world, including countries, businesses and horticultural companies. Floriade 2012 is a showcase for the very latest trends in gardening, horticulture and the environment, with countless innovative attractions and interactive activities for all to take part in.

Despite the increase in flower show sales, Door2Tour.com has also found that interest in traditional UK breaks are down in line with recent reports from other travel companies such as TUI, who have also experienced weaker UK holiday bookings with an 11% drop in summer 2012 bookings compared to last year.

Rachel Jones, Online PR & Marketing Co-ordinator at Door2Tour.com, said: "Although sales for our flower shows appear to be blooming at the moment with favourites such as Chelsea and Floriade 2012 receiving huge interest from the public, this has been counteracted by drooping UK holiday sales despite holidaymakers tightening their money belts and trying to save the pennies by holidaying at home. One of the reasons for this decline in UK holiday sales could be because families simply cannot afford their annual holiday this year therefore are not booking anything at all."

The coach holidays (<http://www.door2tour.com/>) company has also seen a 15% increase in Euro breaks, with a come-back for destinations like Rome, Spain, Belgium, Austria and Germany. Destinations that appear to have suffered since last year include France with interest in Paris city breaks declining, although trips to Disneyland Paris are selling extremely well, with travellers still being drawn to the major European theme park.

Rachel concluded: "Although our UK sales seem to be down this year compared to 2011, it would appear that our customers are taking advantage of the recent troubles in Europe and opting for European coach tours instead which is why we have seen an increase in interest for destinations such as Rome, Spain, Belgium and Austria. With many still trying to budget when it comes to planning their annual break away, some are choosing popular all-inclusive holidays so they do not have to worry about any hidden extras thus being able to enjoy their holiday. The added advantage of holidaying abroad is you're more or less guaranteed good weather compared to UK coach holidays where the weather is somewhat unpredictable."

Event sales are also flourishing, with a 73% increase in overall events sales. This has been boosted through early interest shown for events such as The X Factor and Dancing on Ice Live Tours, Royal Ascot, the British Grand Prix, The Grand National and the hotly anticipated Queen's Diamond Jubilee celebrations.

About Door2Tour.com:

Door2Tour.com is a consolidation of national and regional tour operators creating a diverse choice of UK, European and worldwide touring holidays including New Year breaks and Christmas breaks, coach holidays, day trips, mini cruises and holidays by air to many exciting destinations. All have live availability and offer the customer the opportunity to book online, 24 hours a day, 7 days a week. Door2Tour.com features over 35 operators, including Cosmos holidays, Travelsphere and Leger Holidays.

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