

# Superbreak lets customers add their own holiday reviews



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Press Release Author = Superbreak

Industry = [Consumer-Services](#)

Press Release Summary = **Short break specialist Superbreak is now offering customers the chance to go online and present their own comment on their trip**



Press Release Body = Short break specialist **Superbreak** has announced that it is now offering its customers the chance to go online and present their own reviews of their trips.

The new service is intended to provide unbiased commentary from holidaymakers on their experiences whilst away from home, including tips on some of the best things to do and see. In the first three months since the initial launch, over 11,500 reviews have been posted with more being added every day. Examples of the feedback **Superbreak** (<http://www.Superbreak.com/>) have received, range from show reviews, comments about family theme park breaks (<http://www.superbreak.com/themepark-breaks.htm>), ratings for

restaurants as well as many reviews of the hotels on offer - all from people who have actually tried and tested the products.

Each 'My Holiday Review' (<http://www.superbreak.com/holidayreview/index.htm>) is broken down into sections which customers can award between one and five points. These sections include: destination, hotel, sleep, breakfast and staff. There is also the opportunity for reviewers to describe 'your' short break (<http://www.Superbreak.com/>) in three paragraphs all of which will be published on the **Superbreak** website.

To ensure the reviews relate to the products supplied by the **Superbreak** site, only customers who have booked with **Superbreak** are able to post their reviews. On returning home from their break, customers are sent an email offering them the chance to write a review.

**Superbreak marketing director Ray Jones** commented, "*We have been astounded by the level of response. Our clients really value the opportunity to share their experiences. We also know that new clients are finding the reviews to be very useful. It is so rewarding to see how many people have a great time on a short break and surprising to see the variety of activities undertaken by those people who choose to stay at our hotels.*"

**About Superbreak,** incorporating **Superbreak: Theatrebreak** (<http://www.theatrebreak.com/>), is the internet division of **Superbreak Mini Holidays Limited**, the market leader for short breaks throughout the UK. **Superbreak** is part of **Holidaybreak plc**, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at [Holidaybreak.com](http://Holidaybreak.com).

Based in York, England, **Superbreak** specialises in booking 2-5 star hotel accommodation throughout Britain for the leisure traveller. **Superbreak** hold allocations of rooms at all hotels and can make bookings up to and on the day of departure.

**Web Site = <http://www.superbreak.com/>**

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