

Superbreak secures improved TUI distribution deal



Released on: November 24, 2008, 6:55 am

Press Release Author: [Superbreak](#)

Industry: [Consumer Services](#)

Press Release Summary: Superbreak becomes preferred supplier for UK airport and cruise port hotel stopovers for TUI UK

Press Release Body: **Superbreak** has announced that it is entering into a new commercial deal with **TUI UK**, supplying airport and cruise port hotel stopovers for the Germany-based company.



The agreement covers **Touristik Union International's (TUI)** agency network, which includes Thomson and First Choice, as well as other non-retail distribution channels. Previously, Superbreak supplied only airport [hotels in London](#) and throughout the UK for First Choice.

Superbreak offers 160 hotels across 35 UK air and cruise ports, with the majority providing both hotel-only and inclusive hotel plus parking offers. Airport [hotels in Manchester](#), as well as other properties across the UK will be included in the new deal.

Superbreak sales director, Ian Mounser said: *"As well as helping **TUI** to grow their UK airport hotel sales, we are confident it will help them grow their core UK hotel short break sales also.*

"In addition, it reinforces our position as the leading supplier for UK airport hotel bookings from the retail travel high street."

TUI was an industrial and transportation company until 2001, after which the company reinvented itself as a tourism, shipping and logistics company. Today it is one of the largest tourist firms with interests across Europe, owning travel agencies, hotels and **TUI AG Airlines**, the largest holiday fleet in Europe. Its common brand **TUIfly** encompasses a total of 7 airlines. In 2007, the **TUI AG** tourism division merged with **First Choice Holidays PLC** to form **TUI Travel PLC**.



TUI UK and Ireland distribution director Nick Longman said: *"We are very pleased to have further cemented our relationship with Superbreak through this new agreement. They have been a great partner for both Thomson and First Choice over the years and we are confident we can build on this past success."*

About

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and [hotels in York](#) and throughout the UK. Superbreak is part of Holiday Break plc, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at Holidaybreak.com.

Superbreak:

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

Today over 1.5 million customers enjoy short breaks from Superbreak which include [theatre breaks](#), theme park and attraction breaks and luxury breaks

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