

Kuoni Scores A Retailing Hat Trick With Three New Luxury Travel Stores



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Kuoni, the luxury travel operator with over 100 years' experience of the travel market, has scored its first retailing hat trick this month. The holiday operator has opened three brand new chic travel stores in major retailing heartlands, Bluewater, the centre: mk and Penn Street, Bristol, creating no fewer than 20 new jobs in the travel sector.

The new Kuoni stores collectively cover 3,400 sq. ft. of prime site retail estate, with access to the 97 million shoppers who visit the three shopping heartlands in Kent, Buckinghamshire and Avon.

The expansion for Kuoni doesn't stop with the three new stores this month. Indeed, Kuoni has a robust strategy for retail growth, with plans for an additional five new stores to open and be fully operational by April 2010, bringing the Kuoni retail estate to 11 in total.

Kuoni Distribution Director, Derek Jones, commented, "Booking a holiday regardless of location or duration creates a shopping sensation that can't be put in a carrier bag. Booking a holiday is a talking point to be shared with family, friends and work colleagues. I challenge anyone to confess they don't love talking about their holiday plans when they have booked a trip; a holiday getaway creates excitement, expectation and anticipation beyond any other retail experience."

The man behind the Kuoni retail revolution, Derek Jones, is no newcomer to the travel market. He is a well-known and highly respected member of the travel profession, with over twenty years in the industry. Jones joined Kuoni in March this year with the remit to put Kuoni firmly on the high street. With just six months in the job, Jones is fulfilling the brief and has opened three travel stores offering [luxury holidays](#), in sites which would be considered enviable by any retailing standards.

"We want customers to feel they can pop-in anytime to a Kuoni store, we want our staff and customers to know each other personally so that our team understand the holiday dreams and inspirations of their clients" said Jones. He continued, "With Kuoni offering 18 brochures and selected holidays from other luxury travel brands such as Carrier, Kirker and CV Travel there really is a holiday for everyone at a Kuoni store."

Jones concluded, "I believe that our retail vision and presence in locations such as Bluewater, with over 27 million visitors a year, takes Kuoni from an online and brochure driven travel operator to high street retailer in one fell swoop. With plans for future travel store openings, offering Kuoni holidays and adventures, the in-store environment is perfect for anyone wishing to view what the world has to offer when it comes to travel. We have over 100 years' experience of the globe and we believe we know the planet better than anyone."

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. Today it has branch operations in over 40 countries.

For 103 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 the past 11 years at the World Travel Awards; The Daily Telegraph's Ultratravel, Sunday Times Travel Magazine and Daily Mail readers all voted Kuoni 'Britain's favourite'. Kuoni has been 'Britain's Best Longhaul Tour Operator' for the past 26 years as voted by Travel Agents. Kuoni offers luxury breaks in a number of beautiful locations, including a range of [Egypt holidays](#), [Dubai holidays](#), [Sharm el Sheikh holidays](#) and memorable experiences like safari holidays or escorted tours during [Thailand holidays](#).

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