

Superbreak Increases Mystery Hotel Range



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Superbreak has teamed up with a number of key hotel partners, eager to provide huge discounts on their prices, to provide greater choice in the Mystery Hotels range. Customers are offered cheaper rates but do not know the identity of their hotel until after they have completed their booking.



Initially introduced to provide fantastic value for money in major airport locations, Superbreak now has more than 250 [hotel offers](#) in more than 80 key destinations throughout the UK, with further additions in key overseas destinations.

Key destinations in the United Kingdom include London, Edinburgh, York and Chester with hotels by major airports at Gatwick, Heathrow, Manchester and Glasgow. Overseas destinations include Rome, Dubai and [Paris hotels](#).

The popularity of Superbreak [Mystery Hotels](#) has soared over the past 12 months, generating an additional 10,000 bookings in 2009 alone.

This trend has continued into 2010 with Superbreak reporting a 180% growth year on year.

Ray Jones, Brand Development Director at Superbreak, said: "In the last eight months we have booked thousands of bed nights into our mystery hotels. For many, great value is the key factor when booking and they are not buying on a brand proposition alone. They know which destination they want to visit but are less interested in the hotel itself. We have ensured that customers can choose the star rating of their choice and then leave the rest a mystery until after they have booked."

About

Superbreak:

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and hotels throughout the UK. Superbreak is part of Holiday Break plc. Based in York, England, Superbreak specialises in booking cheap weekend breaks in 2-5 star hotel accommodation throughout Britain and Europe for the leisure traveller including hotels in York, Paris, London and [Prague hotels](#). Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

With 5000 plus hotel partners in worldwide locations from Aberdeen to Abu Dhabi, from London to Lourdes and with great availability and rates for theatre breaks, events at the O2 Arena, various popular attractions and national and international rail partners, Superbreak can offer an outstanding depth and breadth of UK and Overseas short break products.

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