

Superbreak Expands Product Range For UK And Overseas Theme Parks



Released on: May 28, 2010, 2:17 am

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Industry: [Travel](#)

Superbreak, the York based short break specialist, has expanded its range of UK and Overseas theme park and attraction breaks in time for Summer 2010.

The tour operator has announced a new range of packages and promotions across many of its leading UK and overseas attractions, offering great value for money over the summer period for families and thrill-seekers alike. Packages, such as the recently extended 'Legoland - Kids Go Free' offer, which runs for bookings made before 31st May 2010, have already proven highly successful and similar promotions at other leading attractions are expected to be just as popular.

Last year, Superbreak booked over 10,000 passengers into a range of [theme park breaks](#) at some of the UK's top parks and attractions, as well as overseas. Sales for the second May bank holiday, as well as the summer period, are already strong as customers take advantage of the range of new promotions and packages on offer.

Favourites in the program this year include the Summer Sizzler Promotion at [Alton Towers](#), which provides discounted package rates during the months of June, September and October 2010. Further additions include a new range of hotel and ticket inclusive packages at Disneyland Resort Paris, as well as the re-introduction of its exclusive 4 star Big Blue Hotel & Blackpool Pleasure Beach deal for those opting to stay closer to home this year. As always, customers can tailor make their attraction break by choosing from a range of 2-5 star hotels and

have the option to add rail tickets, making packages affordable whatever the budget.

Speaking about the recent additions, Will Dunnett, Director of Marketing at Superbreak commented: "Here at Superbreak, we strive to bring our customers great value for money, as well as choice, and our recent additions to our Attraction Breaks program provide just that. Our strong relationships with key suppliers allow us to offer our customer exclusive Superbreak deals such as the Big Blue Hotel package."

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 [airport hotels](#) in 2-5 star hotel accommodation throughout Britain and Europe for the leisure traveller including [Aberdeen hotels](#) and [Glasgow 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 offers an outstanding depth and breadth of UK and Overseas short break products.

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