

# Superbreak Announce Appointment Of New Managing Director



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Author: [Superbreak](#)

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Superbreak, the UK short break specialist, has announced the appointment of Eamonn Ferrin as the new company Managing Director.

Eamonn graduated from Queen's University Belfast in 1985 with B.A (Hons). In 1987 he attended the University of Surrey where he completed his MSc post graduate degree in Tourism, Marketing and Finance in 1988.

Eamonn worked in a number of marketing and product management roles in various industries before moving into the travel arena, joining Airtours Holidays in 1998 initially as Head of Marketing, where he was responsible for all marketing and sales activities. He then moved on to a number of senior commercial roles, rising eventually to Product and Commercial Director of the Airtours Holidays tour operation.

In 2001, Eamonn moved to Canada to take on the President/COO role of MyTravel's North America charter holidays division, running the Canadian & USA charter tour operations. He returned to the UK in February 2004 to take on the role of Managing Director of MyTravel's scheduled tour operations division (BCT Travel Group). In November 2007 he joined Libra Holidays UK as CEO where he worked prior to joining Superbreak.

Commenting on his new role at Superbreak, Eamonn said: "It is an honour and a privilege to be joining the Superbreak business as its new Managing Director.

"I am very excited to be joining the Superbreak team and I am greatly looking forward to building upon the success of the Superbreak brand and in leading the future growth of such a wonderful business franchise."

### **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 for the leisure traveller including [hotels in York](#), [Edinburgh hotels](#), [hotels in Manchester](#) and [London hotels](#). Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

With 7000 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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