

# Superbreak Sees Success In Theatre Breaks



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Superbreak, the UK short break operator, has reported the success of its theatre breaks in 2009. As the year drew to a close, Superbreak made its 50,000th booking for a West End theatre package.

The undisputed hit of the 2009 West End theatre programme was Lionel Bart's 'Oliver!', which drew packed audiences with its clever casting of established big name stars such as Rowan Atkinson and Griff Rhys Jones. Perennial favourites among theatre fans such as 'Lion King', 'Dirty Dancing' and 'Wicked' also proved to be popular.

Superbreak's Marketing Director, Will Dunnett, said: "I'm certain 2010 will be the year of one or two surprises in the West End. 'Love Never Dies' promises to be the show of the year, and I'm certain it will be able to live up to comparisons as a sequel to the ever popular 'Phantom of the Opera'. Film success and children power combined will also make 'Shrek' a sure fire hit at the box office. A London hotel and a trip to the theatre remains fantastic value and, because you will be staying in one of our fantastic selection of London Hotels, when you return from the theatre you'll get the star treatment yourself."

Superbreak predicts similar success in 2010 for London [theatre breaks](#). March will see the eagerly anticipated 'Phantom...' sequel, [Love Never Dies](#) open on the West End while Andrew Lloyd Webber's long-awaited production of 'The Wizard of Oz' is also set to debut in 2010. 'Shrek, The Musical' is also a highly anticipated show, following its opening on Broadway to rave reviews.

The New Year also sees Superbreak branching out into new territory with plenty of new productions opening. These include 'Enron' starring Samuel West and the star studded 'The Misanthrope' starring Hollywood favourites Keira Knightley and Damian Lewis. 'Cat On A Hot Tin Roof' also opens in 2010 at the Novello Theatre, Aldwych and stars James Earl Jones, Phylicia Rashid, Adrian Lester and Sanaa Lathan

**About**

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, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at [Holidaybreak.com](http://Holidaybreak.com).

**Superbreak:**

Based in York, England, Superbreak specialises in booking cheap [weekend breaks](#) in 2-5 star hotel accommodation throughout Britain for the leisure traveller including Birmingham hotels, Manchester hotels and [London hotels](#). Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

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