

Superbreak Announces Trend Towards UK Mini-Mooning



Released on: February 11, 2010, 8:05 am

Author: [Superbreak](#)

Industry: [Travel](#)

Superbreak reports that as the credit crunch continues to affect couples wanting to tie the knot, one solution appears to be to save on the traditional overseas honeymoon, with a few days in the UK instead, now referred to as the 'mini-moon'.

Superbreak also found that there was a 15% increase in requests for upgrades to four-poster rooms (a common upgrade for honeymooners) in 2009 against 2008. In addition, it also showed a 5% decline year on year in airport/cruise port hotel stopovers booked by marrying couples, which would suggest that few people are choosing to travel overseas for their honeymoon.

Ian Mounser, Sales Director at Superbreak commented, "It seems that the mini-moon trend is actually taking off in the UK. With marrying couples increasingly conscious of expenditure, and seeking to save for their future, our analysis indicates that many couples appear to be more budget conscious and are choosing honeymoons of two to five nights duration, perhaps planning a full holiday in future years. As we head towards the key 2010 wedding season it will be interesting to see if this trend continues."

Superbreak has a dedicated groups department, which is well placed to notice changing travel trends relating to customers getting married. It booked 500 [hen and stag dos](#) (which represents over 6000 customers) in 2009 alone and also specialises in booking marrying couples overnight hotels including airports and cruise ports and

continually liaises with the bride and groom regarding hotels for friends and family coming to the wedding.

About

Superbreak:

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short and [weekend 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, 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.

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](#), [last minute hotels](#), 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.

For further press information please contact:

Madeleine Roast
Magnetic PR
12 - 50 Kingston Rd
Kingston
Surrey
KT2 5AA
T: 020 8547 4006
F: 020 8547 1569

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)