

# Superbreak Gets Visitors Exploring, Exercising And Enjoying London



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Superbreak has announced the launch of new London Sightseeing Runs for anyone heading to London on a short break who fancies something a little different when it comes to sightseeing.

Offering a new way to discover the city through exercise, these runs are informative and fun with guides ensuring participants learn more about the history and culture of the city whilst also getting a workout. The new runs all include guides who are qualified personal trainers and who will change each run according to the participants training needs.

Superbreak has created a selection of key routes which cover London's essential sights and a variety of distances from 5 - 8km all near [London hotels](#). These include the Riverview run, Royal Parks and Palaces run, Historic East End run, Maritime Greenwich run and London Canals run. Each of the new tours can also be tailored to include specific sights of interest if required.

Because many people have their own preferred exercise time, runs can be booked at 7am or 3pm, and for those who don't consider themselves a runner then it is also possible to book a light jog or power walk tour.

Over 90,000 Superbreak clients benefited last year by adding sightseeing or rail as an extra to their hotel booking. Superbreak continues to expand the range and diversity of its portfolio of tours and tickets, and customers can now choose from over 500 extras worldwide, including City Sightseeing passes, fast track London Eye

tickets and entry tickets to many of the UK's top theme parks and attractions, including Alton Towers and Chessington World of Adventures.

Director of Marketing at Superbreak, Will Dunnett, said: "We know from talking to clients if extras are positioned well and catch the eye then they will buy them. Over the past 12 months we have seen an increase in customers tailor-making their own breaks, adding tours and tickets to their hotel booking to add value to their short break. We will continue to seek out and promote those extras that offer genuine value to our clients and where possible in doing so add a bit of the wow factor to people's holiday plans."

### **About**

### **Superbreak:**

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short and [cheap 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 [airport hotels](#), [Amsterdam hotels](#), 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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