

# Kuoni Opens Its First Luxury Travel Store In Solihull



Released on: May 25, 2010, 03:51 am

Author: [Kuoni](#)

Industry: [Travel](#)

Luxury travel brand Kuoni has opened the doors of its first travel store in the West Midlands at the Touchwood Shopping Centre, Solihull. The opening follows the success of the recent new stores in Bristol, Bluewater and Milton Keynes. The opening of this chic and stylish new store in Solihull has also created six new jobs for the region.



The new Kuoni store has been designed to a high specification with natural wood desks and brochure display areas, interactive video screening to showcase far flung exotic destinations and refreshments for guests.

Kuoni travel advisors are recruited for their passion for travel and the new team in Solihull are no exception. The new team have between them over 70 years of first hand travel experience and an in depth knowledge of the globe including familiar destinations such as Australia and Kuoni's range of Thailand [package holidays](#) through to truly special [honeymoon destinations](#) and hideaways in exotic locations for those seeking peace and tranquillity.

Derek Jones, Kuoni Distribution Director, explained, "Kuoni travel stores offer customers the perfect setting to book any type of holiday from a romantic weekend break to a family summer holiday or a to bespoke worldwide adventure. All our customers will enjoy the same level of comfort and service as they plan their next travel adventure with us as we believe your holiday starts the minute you walk in store to plan and book your journey."

Derek Jones continued, "We are proud to be opening our first Kuoni travel store in the West Midlands. Our presence at Touchwood, gives us the perfect location to showcase Kuoni and invite shoppers to visit the store as part of their regular

shopping trips. We have 18 brochures for customers to browse or take away and read at their leisure to plan the holiday of their dreams."

Paul Birkett, managing director at Touchwood commented: "Kuoni is a fantastic addition to Touchwood and the high quality retail and leisure mix for which we are known. We are confident that it will prove very popular amongst our guests and encourage everyone to come along and see what the store has to offer."

Touchwood sees 14 million guests pass through its doors each year, many travelling from across the region to enjoy this well known retail destination.

Jones concluded, "Kuoni holidays can now be purchased alongside all those other holiday essentials that make them the special occasions and well deserved breaks from our everyday lives that we all need."

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**About**

**Kuoni:**

Kuoni, the luxury holiday operator, was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today it has branch operations in over 40 countries.

Kuoni offers luxury breaks in a number of beautiful locations, including a range of [holidays in Mauritius](#), [Malaysia tailor made holidays](#), and [holidays to Dubai](#) and as well as a host of memorable experiences such as; brewing coffee at ancient Brazilian fazendas, tracking chimpanzees in the wilds of Tanzania and salsa dancing in Havana. The company's Authentic Experiences enable travellers to do as the locals do or learn from experts in their field.

Derek Jones, Kuoni distribution director, is available for interview

**PR contact:**

Jacquie Wilson  
Harry's Barn  
Paddle Brook Barns  
Moreton in Marsh  
Gloucestershire  
GL56 9QT  
07780 953122  
[www.jacquiewilsonpr.co.uk](http://www.jacquiewilsonpr.co.uk)

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