

# Superbreak Launches Unique Range Of Sporting Breaks



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Superbreak, the Yorkshire based tour operator, has announced a unique range of sporting packages for summer 2010 to complement their growing events portfolio. From high fashion and high stakes at Ladies Day at Royal Ascot to the high adrenaline British Grand Prix at Silverstone, the selection of sporting events this summer is typically diverse of Superbreak's expanding package range.

With demand for high profile sporting events remaining strong, many sell out well in advance but short break specialist Superbreak offers a different way to enjoy the most popular sporting events of the summer. As with their well renowned theatre breaks range, all sporting events include a hotel stay and a ticket to the event, a choice that is becoming increasingly popular with customers.



Events packages have soared in popularity over the past few years for Superbreak with customers enjoying a diverse selection from cultural events such as the record breaking Tutankhamun exhibition to high profile concerts including Muse at Wembley Stadium later this year. Last year was a vintage year for Superbreak with the Chelsea Flower Show and Edinburgh Tattoo selling exceptionally well and 2010 is expected to be just as successful. What makes Superbreak stand out

from the rest of the market in a very competitive events sector is their ability to package rail tickets from any UK mainline station.

Talking about this growing sector, Will Dunnett, Marketing Director commented: "[Sports breaks](#) are a fast growing product for us. Customers enjoy the fact we can package the ticket they want with a quality hotel and the great service levels they expect. Event packages have proved to be a natural extension of our ever-popular theatre breaks range."

### **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 [city breaks](#) in 2-5 star hotel accommodation throughout Britain and Europe for the leisure traveller including [York hotels](#) and [Newcastle 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, 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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