

# Superbreak Expands London Offering



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Superbreak, the Yorkshire based tour operator, has expanded its London ticket extras, allowing its customers to enjoy the capital for less.



The recent site redesign and navigation change has allowed the company to better showcase the breadth of extras available as add-ons to a London short break. Customers can now choose from approximately 50 sightseeing tickets and tours ranging from the popular favourites such as Madame Tussauds and London Eye tickets to the more quirky and unusual including the Rock n' Roll and evening Ghost Bus tours. What's more, the introduction of the Superbreak and smartsave partnership has allowed further savings to be passed onto customers with 20% off London tourist attractions and restaurants to be had.

Best sellers for 2010 so far include tickets for the BA London Eye with champagne, Pimms and river cruise ticket combinations, as well as the London Pass which provides great value for money on many of London's major attractions. The short break specialist has also announced the introduction of its new 'London Bridge Experience Summer Special' ticket,

which offers visitors a brand new gripping guided tour of London Bridges' 2000 year history using a combination of special effects, CGI and animation.

London continues to be Superbreak's most popular and biggest selling destination with hundreds of thousands of customers travelling with the tour operator each year. As with all Superbreak packaged products, customers have a choice of [London hotels](#) across the capital, as well the ability to add on as many sightseeing, tours and even rail tickets to their break on the booking form.

Will Dunnett, Director of Marketing at Superbreak commented: "The ability for customers to 'bolt-on' extras to their booking further enhances our range of packaged [short breaks](#). We're increasingly seeing our customers moving away from a 'one-size fits all' break to tailor making their own packages choosing from a range of hotels, sightseeing passes, concert, theatre, rail tickets and oyster cards. The recent changes to our website make this an even easier process for the customer."

### **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 cheap weekend breaks in 2-5 star hotel accommodation throughout Britain for the leisure traveller. 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 [city breaks](#), [Edinburgh hotels](#), various popular attractions and national and international rail partners, Superbreak can offer an outstanding depth and breadth of UK and Overseas short break products.

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