

Superbreak Reports Substantial Growth In Seaside Breaks



Released on: August 04, 2010, 7:01 am

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Industry: [Travel](#)

Superbreak, the weekend break specialist, has reported a substantial growth in sales for UK seaside destinations as the summer holiday season hits and the August Bank Holiday approaches.

Superbreak has secured a number of affordable 2, 3 and 4 night breaks in a range of popular seaside locations to appeal to the ever price-conscious traveller. With the re-introduction of hotels such as the Big Blue Hotel in Blackpool as well as the ever-expanding mystery hotel range, families and couples alike can enjoy a taste of the British seaside without having to break the bank this summer.

Best sellers for the year so far include the Norbreck Castle in Blackpool, which offers both breakfast and dinner from £65 per person and the Roundhouse [Hotel in Bournemouth](#), which offers customers discounted rates when staying three or four nights. What makes these packages even more affordable is the ability to add a return rail journey from any UK mainline station.

This year, southern coastal areas such as [Brighton](#) and Bournemouth are proving to be the most popular by far with 30% and 44% revenue growth reported in each destination respectively. In a similar vein, sales for short breaks to Blackpool have increased by 50% year on year and searches for hotel breaks in this area continue to rise.

Director of Marketing at Superbreak, Will Dunnett, commented: "Our hotel contacting team continue to source a range of offers at seaside

locations across the UK to ensure our customers get the very best value for money possible. Both searches and bookings are on an upward trend and we expect to see this continue in the lead up to the August Bank Holiday weekend."

About

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.

Superbreak:

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 can offer an outstanding depth and breadth of UK and Overseas short break products such as [weekend breaks](#) and [London breaks](#).

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