

First Choice Announce Launch Of 2012 Summer Holidays And New Look Brochures



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First Choice has announced that its summer 2012 holidays are now available to book. The leading operator has also unveiled the first of its new look brochures.

The first two brochures to be launched are First Choice's Tropical and the Summer Sun preview brochures. Both feature new additions, including a new Holiday Village in Menorca, the Club Turquesa Mar. The hotel will be receiving a family friendly make-over this winter, getting kitted out with all the high-ropes and child care facilities to ensure it meets the standards expected of a Holiday Village. It is scheduled to open in May 2012.

Also included in the new Summer Sun preview brochure are four new SplashWorld properties, including the 4 Sun Aqua Nevis Clubhotel in Bulgaria as well as the 4 Sun plus Iberotel Makadi Saraya, Haghada and the 3 Sun plus Tropicana Splash, Hurghada, both in [Egypt](#). These properties all have waterparks on site. The 3 Sun plus Parque Cristobal & Siam Park, Tenerife is also joining the SplashWorld programme and will include unlimited access to one of the best water parks in Europe, Siam Park. All new additions for 2012 score 10 out of 10 on Tommy's, First Choice's waterslide tester, Splash-o-meter.

There will also be ten new regional flying routes for First Choice so customers can choose from a selection of destinations to jet off to from their doorstep.

All First Choice brochures, including the two just launched and those expected later this summer, will now all fit into three categories - Silver, Orange and Jade. The colour of the brochure will indicate what type of hotel included in the brochure to make it easier for customers and agents to select the perfect holiday for themselves and customers. Silver brochures indicate it includes a great selection of premium hotels/resorts; Orange brochures are for First Choice's differentiated and exclusive hotels and resorts and will be used for Holiday Village and SplashWorld brochures, while Jade brochures are filled with standard All Inclusive hotels and resorts, such as the new Tropical and Summer Sun Preview brochures. The new-look Jade coloured brochure features a range of long haul holidays and new regional flying routes to Cayo Santo Maria from Manchester and Cancun from Edinburgh, bringing the total number of UK long haul departure airports to eight - more than any other UK airline, offering customers increased choice and flexibility.

First Choice will be the first mainstream travel brand to offer 100% of its holidays on an all-inclusive basis. All [inclusive holidays](#) holidays will include flights, in-resort transfers, hotel accommodation, three meals day and unlimited local drinks as standard. All-inclusive is the fastest growing area, and First Choice will be offering a number of different options to suit a range of budgets. Market sales of all-inclusive holidays has risen by 32% over the last five years and over 65% of First Choice's programme for summer 2011 is already all-inclusive. The new programme builds on this primarily by transferring a range of all-inclusive properties from its sister brand Thomson into the First Choice portfolio, and aims to give the two respective brands increased focus and clarity.

About First Choice:

First Choice is a trading name of TUI UK Ltd, part of the TUI Travel PLC Group of companies - the UK's leading leisure travel company. First Choice specialises in [package holidays](#), beach holidays and charter flights to a range of destinations, including [Majorca](#) and [Turkey](#).

Customers expect the travel companies they deal with to have the highest standards of business practice and accountability. First Choice is registered with the Association of British Travel Agent (ABTA), fully

bonded by the Civil Aviation Authority under Air Travel Organisers' Licence (ATOL) and part of the Federation of Tour Operators.

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