

Door2Tour.com Reveals UK Christmas Markets Prove To Be More Popular In 2011



Released on: November 03, 2011, 4:49 am

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Industry: [Travel](#)

Door2Tour.com, the website tour consolidator, has announced that people are thinking ahead to the festive season and beginning their search for Christmas Market breaks.

Not only has interest in Christmas market breaks been high but it would appear that more people are searching for breaks closer to home in the UK and avoiding Europe. There could be many reasons for this change but research has shown that poor exchange rates and the temperamental weather are putting people off from travelling to Europe for Christmas breaks.

Rachel Jones, Online PR & Marketing Co-ordinator at Door2Tour.com, said: "Last year the snow caused major problems on the roads, rail and at the airports leaving many people stranded for hours. With this in mind, we believe our customers do not want the risk of booking an overseas break in case the weather interferes with their plans so instead they are looking a lot closer to home when it comes to visiting Christmas markets preferring the UK to Europe. In many cases, people are choosing Christmas markets that are local to them so they can simply walk if the weather gets really bad."

Door2Tour.com has noticed a 138% increase in keyword searches for Christmas market tours with 105% increase for Christmas market breaks. The term 'Xmas markets' has seen a 17% rise in searches. Christmas traffic on Door2Tour.com started around the same time as last year but the volume of visits has been higher. Bookings for breaks departing before and during the festive season have seen a rise of 12% year on year proving that despite the economic instability of the world, people still want to have their break away even if it means making cutbacks in other areas to help fund the trip.

Rachel concluded: "Those who opt to stay in the UK will not be disappointed as the Christmas markets here still contain all the magical elements of those found in Europe, it just means you don't have to travel far nor worry about the hassle of exchange rates and hopefully the weather will not intervene either. Whether customers opt to visit the popular Christmas markets of Bath, York, Lincoln, Rochester or indeed somewhere else in the UK - they are more or less guaranteed a magical shopping experience providing the perfect opportunity to search for that elusive Xmas gift for that someone special."

It's fair to say that out of all the UK Christmas markets available, the Dickens Christmas Market at Rochester Castle (open from 30 Nov to 18 Dec 2011) is certainly proving to be a popular choice with Door2Tour.com customers. Visitors to the Dickens Christmas Market, set in the grounds of Rochester Castle, can expect to find entertainment for the whole family including a Santa's Grotto as well as Dickensian Characters milling about the streets. There's a wide range of German-style chalets selling all sorts of handmade gifts, treats and unusual festive items. The Rochester Christmas market also includes a Festive Food Fayre, a celebrity opening the event and to top it all off, entrance is free.

Dickens Christmas Market coach packages include return coach travel, accommodation, services of a tour manager, plus any optional excursions as listed. All breaks are available to book online 24 hours a day, 7 days a week.

About Door2Tour.com:

Door2Tour.com is a consolidation of national and regional tour operators creating a diverse choice of UK, European and worldwide touring holidays including New Year breaks and Christmas breaks, coach holidays, day trips, mini cruises and holidays by air to many exciting destinations. All have live availability and offer the customer the opportunity to book online, 24 hours a day, 7 days a week. Door2Tour.com features over 35 operators, including Cosmos holidays, Travelsphere and Leger Holidays.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)

