



THE HOLIDAY SHOP



WINTER 2011 NEWSLETTER

ISSUE: 02

Welcome to the second edition of our Holiday Shop newsletter.

Since our last newsletter, we have taken on another member of staff, Jack has joined us and you may already know him as Jack & Gay's son and Andrews's youngest brother. Also we have expanded our offices, this is enabling us to be more efficient and by expanding the company we are able to offer a larger selection of breaks, but still keeping that personal touch.

Our new Holiday Shop livery is being rolled out in 2011 to our 11 coaches. With our logo clearly visible along the sides and the distinctive green colouring on the back of the vehicles.

In September we attended the Group Trade Travel Show at the NEC Birmingham. This gave us lots of ideas for new destinations and hotels that we are now working with and you will notice them on our website and new brochure.

We are looking to send out more of our details via e-mail, to reduce our carbon footprint, also making us more efficient, reducing the time information takes to get to you, and eliminating any problems with the postal services. If anyone would like to receive their details by e-mail please let us know.

Our latest brochure came out in September and has an additional 4 pages of destinations and hotels compared to the previous one. Our next brochure is due out in April, covering late season 2011 and early season 2012.

Our next organiser weekend is being hosted at the Britannia Hotel in Bournemouth on 11-13 March 2011, we are already fully booked on this weekend with over 100 people attending. We look forward to seeing you all there! For details of our summer organiser weekends see overleaf.



Our 61 seater Neoplan coach with new Holiday Shop livery



Our Latest Brochure

HOTEL OF THE SEASON AWARD



Our Hotel of the Season award this time goes to the Hotel Maria / St Moritz on Sandown seafront on the Isle of Wight. In 2010 they accommodated 55 coach groups from us, this was as well as our organiser weekend held in June.

We are pleased to announce that already for 2011 we have 65 coach tours already booked into the hotel.

A big thank you to Jay, Wendy & Andrew for all of their hard work throughout the year.

There are still a few dates left available for 2011, so if you would like details give us a call!

NEW LOOK WEBSITE

Our new website launched at the beginning of the year it has details of all our hotels and destinations. It will be kept up-to-date with the latest news and special offers including late availability. So check us out online at www.coaching-holidays.com



We have now joined the world of Facebook, if you would like to follow us, you can search for us under: 'The Holiday Shop Isle of Wight'

On our page you will be able to keep up-to-date with the latest company news and also stay in touch with fellow organisers.