

# Superbreak Adds New Top Cities Section To Its Website



Released on: July 3, 2009, 7:02 am

Author: [Superbreak](#)

Industry: [Travel](#)

Superbreak, the market leader for short breaks and hotels throughout the UK, has added a new 'Top Cities' section to its website.

The new section of the site was added to further assist Superbreak users in finding the right location and accommodation for their short break. Superbreak noted the most popular cities booked for holidays on the website before collating the results in a list that now makes up the 'Top Cities' section. From looking at the habits of its visitors and their behaviour on the site, Superbreak concluded that customers' interests lay in much more than merely finding a hotel in a city and so each location has additional options included, such as specific budget offers, hotels near airports, luxury hotels and more.

Khalid Amin, Online Marketing Manager at Superbreak, commented: "This new area of the site draws out the different options for breaks in each of our top locations. The market for short breaks since the Superbreak site was launched back in 1996 has changed dramatically. Our users have become more interested in niche markets and tend to know what they are looking for when they arrive on our site. New users however will be able to use the new pages to find exactly what they want out of their next short break."

The Top Cities section features a number of UK locations, including bargain [London hotels](#), but also contains information useful to those looking to enjoy a European short break. A selection of popular European destinations such as Prague, Paris and Barcelona are also included in the new 'Top Cities' section.

**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, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at [Holidaybreak.com](http://Holidaybreak.com).

**Superbreak:**

Based in York, England, Superbreak specialises in booking 2-5 star hotel accommodation throughout Britain for the leisure traveller including [York City hotels](#), discount [hotels in Manchester](#) and [Edinburgh budget hotels](#). Superbreak holds allocations of rooms at all hotels and can make bookings up to and on the day of departure.

Today more than 1.5 million customers enjoy short breaks from Superbreak which include theatre breaks, theme park and attraction breaks and luxury breaks

**For more information, please contact:**

Madeleine Roast  
Magnetic PR  
12 - 50 Kingsgate Road  
Kingston  
Surrey  
KT2 5AA  
020 8547 4006  
[www.superbreak.com](http://www.superbreak.com)