

Superbreak Encourages Michael Jackson Fans To Still Head To London



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Short break specialist Superbreak is encouraging Michael Jackson fans that had tickets to the singer's sold out shows at London's O2 Arena to follow through with their hotel bookings, as London will be home to a number of other musical events and ways of paying tribute to the career of Michael Jackson this summer.

Superbreak offered full refunds to fans who had booked a [hotel in London](#) to see Michael Jackson following the singer's death but the company expect many ticket holders to come to London anyway, and enjoy other events on offer.



Ray Jones, marketing director at Superbreak commented: "The sad loss of Michael Jackson was a shock to us all. Many people will have planned to come to the Capital for a few days and take in the show and I urge them to still visit. There has been much debate as to what will replace his shows at the O2 and as yet this is unknown. There are rumours of a memorial concert in London and if this does take place, then I would expect fans to snap tickets up as well as [West End London hotels](#). However, Madame Tussauds has unveiled his new wax model and I wouldn't be surprised if other tributes to him are developed going forward."

The new Michael Jackson figure recently unveiled in the music zone of Madame Tussauds was originally created to mark Jackson's return to the live stage but is now a fitting tribute. This is the 13th time the singer has been portrayed, making him the most featured star ever at Madame Tussauds.

Superbreak has also suggested that Jackson fans enjoy a [London theatre break](#) to see a performance of the "Thriller - Live" show, a stage and video spectacular that charts the history of Michael Jackson's contributions to the world of music, featuring 20 performers and over two hours of hits.

The O2 Arena will continue to promote a number of musical events this season, including the British Music Experience, a permanent, interactive exhibition dedicated to the history of popular music in Britain. Using state-of-the-art effects it will show how rock, pop, dance and many other genres were formed and have influenced the last 60 years of British Culture. Performances from bands such as Pearl Jam, Nine Inch Nails and, American R&B star, Ne-Yo are also scheduled for the O2 in the coming weeks, leaving music fans with multiple options for musical entertainment when they arrive in London.

Superbreak offer a range of [hotels near London](#) including packages to all the above which combine overnight accommodation with tickets to the show or attraction.

About Superbreak:

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.

Based in York, England, Superbreak specialises in booking 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.

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

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