

# Holiday Brochures Remain Top Favourite For UK Holiday Seekers



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'People still love to browse through a brochure,' say [Haven Holidays](#). Despite the rise in on-line bookings it seems more people than ever are requesting holiday brochures.

'This year we had 25% more brochure requests from new customers than we received the previous year,' said a spokesperson for the brand. 'Even people who have already booked a holiday via our website often ask for our literature to be sent to them as well. Whilst people like the ease and convenience of booking on-line and love the videos of our parks they also enjoy the more tactile experience of reading the brochure and sharing their holiday plans with all the family.'



The research into brochure request figures was released soon after the Haven Call Centre was declared industry favourite in Britain's biggest call centre awards. The Call Centre, which is based in Haven's Head Offices in Hemel Hempstead achieved ratings of more than 90% in extensive mystery

shopper surveys, despite answering 6% more calls than the previous year.

Whilst it's possible to book a holiday via the internet, over the counter in a Travel Agency or by post – it appears that people still love to flick through the brochure and then follow it up with a chat on the phone!

Haven's new 2010 brochure will be mailed during the first week of November and the new website goes live on November 6<sup>th</sup>.

They both feature 35 family [holiday parks](#) around the UK all offering good value for money holidays and some excellent half price early booking deals. Family Spring breaks at a wide choice of parks start at as little as £99 for a family of four in Superior accommodation.

Next year even more family activities are included in the price and the entertainment package promises to be even more extensive with professional cabaret, comedy, tribute bands, stage-shows, variety nights, pantos and circus performances. Call 0871 230 1900 or click on [www.haven.com](http://www.haven.com)

October 26<sup>th</sup> 2009

**About Haven Holidays:** Haven specialise in UK holidays and have a range of different types to suit all. [Camping Holidays](#), [Family Holidays](#), [Caravan Holidays](#) and [Touring Holidays](#) throughout England, Scotland and Wales.

Note to Editors:

Calls to 0871 numbers cost no more than 10p per minute. Calls from other networks may vary.

[Haven Holidays](#) is part of Bourne Leisure Ltd who own Warner Leisure Hotels and Butlins Resorts and were awarded Best Travel Company 2008 by Travel Trade Gazette, specialising in [UK holidays](#).

For additional information and high-res photos please contact Deborah McCabe on 01444 235 154 or email [Deborah@aboutwords.co.uk](mailto:Deborah@aboutwords.co.uk)

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