

# UK Consumers Continue their Love Affair with Brochures



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Despite the massive growth in sales of holidays via the Internet in the past few years, it seems that UK consumers are still keen on researching their next holiday using a traditional brochure.



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!

According to research carried out by one of the UK's leading tour operators, Haven Holidays, demand for traditional brochures is growing despite the massive rise in the number of people who choose

to complete their booking online. In fact, the number of brochure requests being received is reaching record numbers!

"Even people who have already booked their [Easter holidays](#) via our website ask for our literature to be sent to them as well". Whilst people like the ease and convenience of booking on-line and take advantage of extensive multimedia on websites including videos and virtual tours, it seems that many families still enjoy the convenience of browsing through a brochure as they plan their holidays.

"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 [caravan holidays](#) brochures. "This year we had 25% more brochure requests from new customers than we received the previous year." Haven's new 2010 [UK Holidays](#) brochure was released during the first week of November and the new version of the website went live to the public on November 6th. Both feature 35 family holiday parks around the UK. Family spring breaks at a wide choice of parks start at as little as £99 for a family of four in Superior accommodation.

The brochures contain details of the accommodation and activities available at all 35 Haven Holiday Parks, including details of the professional cabaret, comedy, tribute bands, stage-shows, variety nights, pantos and circus performances that are included throughout the season.

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.

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