

## PRESS RELEASE

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# **Selling Short Breaks & Holidays goes further**

*Selling Short Breaks & Holidays is increasing its frequency in a bid to meet growing demand from agents for information and training on short haul holidays and short break destinations, including the UK.*

*Selling Short Breaks & Holidays is the only trade magazine dedicated to short haul holidays and the short breaks market and has increased its frequency from quarterly to bi-monthly from May.*

*Published since 1994, by the award-winning team at BMI Publishing, the magazine was successfully relaunched in October with a new A4 format, additional agent-focused section and informative features. Now its profile will be further increased by more frequent distribution - to 16,500 retailers in the UK and Ireland, every other month.*

*The sister-magazine of Selling Long Haul, Selling Short Breaks & Holidays recently threw its weight behind retailers with an on-going 'We're Backing Agents campaign' and a series of dedicated Destination Dialogue events bringing agents face to face with key players in short haul destinations including Italy, Croatia, Portugal, Iceland and Estonia.*

*Selling Short Breaks & Holidays' editor, Steve Hartridge, said: "Our research has clearly shown that successful agents are among the most proactive in the short breaks and short haul holiday markets. Despite the threat of the internet and direct-sell, retailers continue to have a key role to play in selling the destinations closer to home. As the only trade magazine dedicated to supporting them, we feel increasing our frequency is simply the next step in our mission to support their need for information and sales support."*

*The magazine also has a new publisher, David Clare, who will be familiar to many for his successful launch of the award-winning and highly-acclaimed The Business Travel Magazine. David added: "SSB&H has a unique position within the travel industry and we will be actively seeking new partnerships with destinations eager to build their profile and sales through agents. The short breaks and short haul holidays market clearly remains a lucrative sector."*

[www.shortbreaksholidays.com](http://www.shortbreaksholidays.com)

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