



Newmarket
HOLIDAYS

Supporting Home-based Travel Specialists

Sales Guide 2026

Where stories begin

UK & IRELAND | ITALY | EUROPE & BEYOND | THE AMERICAS | AFRICA | ASIA

Welcome

“There’s never been a better time for you to grow your touring business from home.”

As the homeworking sector continues to thrive, we know the opportunity in front of you is significant and at Newmarket Holidays, we’re focused on giving you the support to turn that potential into real results. From our dedicated Homeworking Hub on the trade portal, packed with tailored tools and resources, to our Homeworking Loyalty Programme designed to reward your growth, everything we’re investing in is built around helping you succeed.

You may be working remotely, but you’re not working alone. We’re right alongside you providing the products, insight and support you need to build momentum, win loyal customers and grow a thriving touring business. We’re excited about what you can achieve, and we’re committed to helping you get there.



Ryan Readman

Trade Partnerships Manager



Our Story

Newmarket Holidays began with just two people and a big ambition in a South London flat back in March 1983. Fast forward more than 40 years and we’ve grown into one of the UK’s largest independently owned specialist tour operators, proudly recognised at the British Travel Awards for 13 consecutive years and most recently crowned Best Mainstream Touring Company at the 2026 Travel Weekly Globe Travel Awards. It’s a journey we’re incredibly proud of and one we’re excited to share with you.

Today, you can inspire your customers with a collection of more than 200 tours, many available right through to 2028. We’re recently unveiled 11 brand-new adventures across our Classic, Solo, Premier and all-new Tour Plus ranges, plus over 40 added Tour Plus itineraries from Cape Town post-safari extensions to blissful beach stays in Spain and India. It’s all designed to give you even more ways to create extraordinary travel experiences your customers will love.

Why Newmarket Holidays?



Award-winning service



Trustpilot rating of 4.8 from 19,000 plus reviews



Fully bonded with ABTA and ATOL protection



Dedicated tour managers or local guides



Available 24/7 support



Quality hotels and expertly planned itineraries



Over 80 worldwide tours available to 2028



One of the UK’s largest escorted tour companies



Independently owned in Surrey since 1983



Competitive pricing with full price parity



Earn commission on the total sale value



Fully bookable agent website with marketing tools



Tour Styles



Florence, Italy



Canadian Rockies, Canada

Classic Tours

These tours are designed to deliver fantastic value, blending guided excursions with plenty of free time for your customers to explore at their own pace. It’s the perfect balance, enjoy the insight and expertise of experienced tour managers, while still having the freedom to make each destination their own.



Nyali, Kenya

Premier Collection

Showcasing tours designed for a more refined, relaxed way to explore. With groups capped at just 24 guests (typically 18–20) your customers can expect high-quality accommodation paced itineraries that allows them to truly savour each destination.



Sandakan, Borneo

Tour Plus Collection

Upgrade your customer’s holiday! From beach and ocean cruises post-tour stays, it’s all about adding extra adventures to your customers escape. Think of it as your tour... plus a little something extra. More flexibility, longer durations and more commission!

Small Group Collection

Our small-group holidays are all about going beyond the usual sights and well-trodden routes. Travelling with no more than 24 (typically just 18–20), your customers can explore in smaller vehicles, enjoy more personal experiences, and discover hidden gems that larger groups simply can’t access.

African Safaris

We offer travel agents an exciting portfolio of over **20 African tours**, delivering unforgettable safari and beach experiences to suit every budget

From iconic wildlife adventures in the Serengeti, Maasai Mara and Okavango Delta to the awe-inspiring Victoria Falls, our expertly crafted itineraries showcase the very best of Africa.

For clients looking to unwind, we also combine safari with stunning beach escapes in destinations such as Zanzibar, Mauritius and Mozambique, creating the perfect balance of adventure and relaxation.

With handpicked lodges, expert guides and seamless planning throughout, we provide exceptional experiences your customers will never forget, whatever their budget.



10-day escorted tour from **£2,340pp**



2026 dates sold out

On Safari in South Africa at Mabula Lodge

1 Departs February 2027 – December 2028
1 Fly from 6 Airports
1 All Inclusive*
1 6 Game Drives included & more!



Scan here for latest availability and pricing

13-day escorted tour from **£3,148pp**



Kenya - Beach & Safari

1 Departs June 2026 – November 2028
1 Fly from 2 Airports
1 7 Nights All Inclusive in Mombasa
1 4 Nights full board in game lodges
1 3 Game Drives included & more!



Scan here for latest availability and pricing



New All Inclusive Christmas Breaks!

Why not introduce your clients to our new range of all-inclusive Christmas and New Year breaks?

With 22 festive tours to choose from, these holidays include enchanting Christmas market escapes, scenic winter getaways, and traditional Christmas celebrations in beautiful destinations. From short breaks in historic cities to relaxing festive retreats in stunning natural settings, there's something for every traveller.

For those who love the magic of Christmas markets, highlights include Vienna and Budapest, where twinkling lights, festive treats, and beautifully decorated squares create a truly memorable seasonal experience.

Perfect for clients looking for a stress-free, magical Christmas escape.

from **£1,653pp** with flights included



All-inclusive Christmas in the Bavarian Forest

! Departs 22 December 2026
! 6 Days
! Fly from 13 Airports
! All Inclusive
! 3 Excursion & Visits including a visit to the Munich Christmas Markets



Scan here for latest availability and pricing

from **£1,725pp** with flights included



Salzburg and the Austrian Alps at Christmas

! Departs 22 December 2026
! 6 Days
! Fly from 12 Airports
! 10 Meals included
! 3 Excursion & Visits including a visit to the Munich Christmas Markets



Scan here for latest availability and pricing

2026-2027 André Rieu concert-breaks

Promote an unforgettable musical experience with our André Rieu concert-breaks!

Touring with his Johann Strauss Orchestra, he will perform in Maastricht, Liverpool, and Vienna during the summer season. The celebrations continue with magical Christmas concerts in Maastricht, followed by a special New Year concert in Amsterdam in 2027.

Perfect for clients seeking a unique cultural getaway, combining world-class music with iconic European destinations.



Scan here for more information

Over *200 Tours* Worldwide



Our **Top 12** Selling Tours

1. [On Safari in South Africa - Mabula Lodge](#)
2. [Elvis Presley's Memphis, New Orleans and Nashville](#)
3. [Highlights of China with Yangtze Cruise](#)
4. [India - Tigers & the Taj Mahal](#)
5. [Lake Como, St Moritz and the Bernina Express](#)
6. [Japan Unveiled](#)
7. [Five-Star Alaska Cruise and the Canadian Rockies](#)
8. [Cairo, Luxor & Nile Cruise](#)
9. [Borneo's Orangutans and Rainforest Adventure with Kota Kinabalu extension](#)
10. [Portofino, Florence and Tuscany](#)
11. [Seville, Granada & Classic Spain](#)
12. [Dubrovnik, Montenegro & the Dalmatian Coast](#)

Flexible flight options from 26 UK airports

Upgrade opportunities available

Become a Newmarket Holidays Specialist

Homeworking *Loyalty Programme*

Ready to be rewarded for your success? Our Loyalty Programme is designed to recognise your commitment, celebrate your achievements and unlock exciting benefits as you grow your sales.



Getting started!

Complete the Training Modules via the Portal and build your expertise, boost your confidence and set yourself up for success.



Explorer +3 Bookings

Following your first 3 bookings you will receive your Newmarket Explorer Certificate and signature badge.



Expert +5 Bookings

Make 5 bookings and receive your Newmarket Holiday Expert Pack delivered to your door, certificate, plus priority invites to our exclusive trade events and more!



Master +10 Bookings

Hit 10 bookings and unlock priority invitations to our dedicated Homeworking FAM trips, exclusive top sellers' dinners and more!

Loyalty program runs annually April-April

Wimbledon Breaks

As an officially appointed partner of The Championships, Wimbledon. We're excited to give you access to sought-after No.1 Court tickets, offering your customers the chance to experience the world's most iconic Grand Slam up close. Think world-class tennis, strawberries and cream, and maybe even a glass of champagne, it's a bucket-list sporting experience from start to finish.

Top Tip!

These packages sell out quickly, packages go on sale just after the Men's Final, so be ready to grab them early!



Become a Newmarket Holidays Specialist

Head to our Agent Training Hub for exclusive training and everything you need to know to effectively sell Newmarket Holidays: www.training.newmarketholidays.co.uk



Our 6 Training Modules

- Safari Holidays
- Escorted Touring by air - Europe and UK
- Escorted touring by air - Worldwide
- Events & Festive Breaks
- River Cruising
- Solo Travellers, Small Group Touring & Extensions



Certification

Become a Newmarket Graduate and show you are the go-to expert. Successfully complete the training and earn a certificate of achievement which you can download immediately and display with pride.



Learn on the go

Study at your own pace and in your own time. Access course content on mobile, tablet or desktop whenever and wherever you have an internet connection.



Increase bookings

Imagine being ahead of your competition ready to convert that next enquiry with all the knowledge you need.



Perks

As a qualified expert you can join our agent incentive programme including fam trips, exclusive events and competitions.

Supporting Tools

Here at Newmarket Holidays we aim to equip you with a range of easy-to-use tools designed to help you craft truly personalised experiences for every customer. We want you to have everything you need to turn every journey into something unforgettable! If there's anything additional you need then please do let us know.

Would you like to show your logo?



Check to show your logo

Would you like to hide Newmarket Holidays logo?



Check to hide our logo



Uniquely yours!

Personalise your quotes and posters, upload your company logo, and more in our Agent Portal!

Stand out from the crowd

Add any CTA into the itinerary and download via PDF or JPG.



Newmarket HOLIDAYS

Stay Connected

For bookings, selling tours & more, visit newmarketholidays.co.uk/agents-login,
call us on 0330 341 1929 or email us at partnerships@newmarketholidays.co.uk



Ryan Readman

Trade Partnerships Manager

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WINNER
13 YEARS
IN A ROW!



Want to receive offers directly to your phone? **Join our Whatsapp Group.**



Subscribe to dedicated monthly homeworking updates on **offers, incentives, FAM trip opportunities and more!**



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