

SHREWSBURY'S TOP TEN GETAWAYS TO LIFT THE WINTER BLUES

/EINPresswire.com/ UK (Submitpressrelease123.com - press release) As winter tightens its grip in Shrewsbury and people dream of escapes to warmer climes, an independent travel agent has revealed the top ten destinations where locals plan to head this summer.

Spanish and Greek Mediterranean islands feature heavily in the flurry of bookings at the cooptravel.co.uk branch run by The Midcounties Co-operative Travel in Pride Hill, with Egypt and Croatia also proving popular.

January is a traditionally busy period for the travel trade as people fed up of the winter blues want something to look forward to and are keen to book their summer breaks.

In Shrewsbury the top ten summer holiday destinations booked this month are

Majorca

Crete

Menorca

Cyprus

Corfu

Sharm El Sheik (Egypt)

Ibiza

Zante

Istrian Riviera (Croatia)

Algarve

Branch manager Wendy Hudson said: "With the worst of the winter weather and January blues to contend with, it's not surprising that people want something to lift their spirits. Booking a summer holiday to somewhere warm and sunny fits the bill.

"Despite household budgets being under pressure, at Co-op Travel we are seeing family holiday sales slightly up on last year with May departures being particularly popular this summer.

"We have also seen an increase in all-inclusive breaks which helps holidaymakers to plan their spending carefully."

Travel industry statistics show the economic woes of Greece have not put tourists off and the

Greek islands have overtaken sales to Eastern Mediterranean rival Turkey this summer. Holidays to Zante have been especially popular.

Despite the wider choice of destinations around the world for summer holidays, Spain remains a firm favourite and around one third of package holidays are taken there, with Majorca, Ibiza and Menorca generally accounting for close to 20 per cent of all sales.

Further afield Midcounties is also seeing a lot of interest in Cancun in Mexico.

"For those who can't get enough of the snow, there is still time to take a winter sports holiday this season and we are happy to advise and book those breaks too," added Wendy.

Ends

Notes to Editors

The Midcounties Co-operative has been named 'Co-operative of the Year 2012', recognised for its excellence, innovation and ethics in business by Co-operatives UK.

It has headquarters in Warwickshire, with trading outlets in Oxfordshire, Gloucestershire, Wiltshire, Shropshire, West Midlands, Worcestershire and the surrounding counties.

The Society's trading groups are food retail, funeral, travel, pharmacy, childcare nurseries, employee benefits and energy. Midcounties is the largest independent co-operative society in the UK and has more than 470 branches and 245,000 active trading members. It is also in 'The Sunday Times Best 25 Big Companies to Work For' list for the second year running.

The Society's mission statement is 'To be a successful consumer co-operative working towards creating a better, fairer world, and to enhance the lives of our colleagues, members, customers, and the communities we serve'.

About Co-op Travel

Co-operative Travel offer a variety of holidays, flights and hotels. They are providers of great holidays such as [cruse deals in 2013](#) and much more!

For more details call Lorna Bishop at Seal on 0121 616 5800.

Visit www.midcounties.coop

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