

ALPINE TRAVEL

Press Release

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Jones Holidays prepares to launch new Day Trip programme

Jones Holidays, part of Alpine Travel, the largest independent coach operator in North Wales, has today announced the launch of an all-new programme of Day Excursions by Coach.

The Day Excursion programme operated by Jones Motor Services ceased to operate in late 2017 following the acquisition of Jones Holidays by Alpine Travel earlier that year.

The Day Excursions programme previously operated by Jones Motor Services enjoyed many years of popular service for its customers. Alpine Travel now believe that the time is right to relaunch a new series of day trips and excursions under the Jones Holidays brand.

In this latest announcement it has been confirmed that Jones Holidays intends to launch a brand-new Day Excursions programme with a selection of day trips to new and exciting destinations as well as many old faithful's starting in May 2021.

The additional product portfolio joins the very popular Jones Holidays coach holidays programme which has seen much growth in recent years.

Chris Owens, managing director at Alpine Travel explains: 'With so many in our local communities across North Wales having been told to stay at home for much of the last 12 months, we felt that as the vaccine roll out was now bringing this awful virus in check, that now was the right time to launch this brand new programme of day tours and excursions by coach, enabling local people to get away and enjoy a great day out with friends.'

'Since we've been in lockdown it's given us the time to reassess our product portfolio for our successful Jones Holidays brand, and also given us the opportunity to consider business development opportunities moving forward. We know our

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customers very much enjoyed the Jones day trips and we were sadly not able to acquire these when we took over Jones Holidays in early 2017. ‘

‘The landscape has now changed and what better time to launch our new day trip programme than as we come out of a pandemic and people are not only keen to get away, but also looking for something different to do. To offer day trips once again under the name of Jones Holidays is something we have wanted to achieve for some time and are very excited to be launching the programme for day trips for 2021 and beyond.

This news follows the successful launch of the Jones Holidays 2021 holiday departures and its most recent brochure, along with a host of new holidays to be launched for 2022 coming soon.