# Would you book a City Break without knowing where you were going?

**Wednesday 19 February, 2014**

New London-based travel start-up Mystery Break has just launched and it's got a bit of a surprise in store for would-be travellers – you won't find out where you're going until the day before you travel. It definitely adds a bit more excitement to travelling, but could these great value City Breaks also be the answer to the painstaking task of booking a perfect weekend away?

Mystery Breaks have been designed to be the easiest and fastest way to escape London for a short break in Europe. The Mystery Break website lets you book a custom short break in under 5 minutes. You start by selecting the theme of your trip from either cultural, romantic, beach or party. Then select when you want to travel (down to a minimum time window of 4 hours) and your airport preferences. Once you've booked, Mystery Break will go and develop a custom package especially for you. The day before you travel you'll firstly receive a text message to tell you're where off to, followed by an email with your itinerary and travel details.

Mystery Break boasts over 50 of the coolest destinations in Europe and they even let you exclude a few so that you don't travel to somewhere you have recently been. Paris, Venice, Budapest, Rome – who knows where you could end up? They also offer Gift Vouchers that make a doubly surprising gift for the more adventurous (or perhaps those loved ones that need a bit more excitement in their lives?).

Co-founder James Bowman says, "There are hundreds of great destinations in Europe only a short flight away from London. We think there are a lot of people that simply want a good-value weekend away and will have a great time at any of these fantastic destinations – and hopefully we can save them a bit of money too. More importantly for us, we hope that Mystery Breaks encourage our customers to have their own adventures and explore destinations using their senses rather than simply following in other people's footsteps or dubious travel reviews."

The success of Mystery Break is likely to be determined by word-of-mouth and social media advertising. Co-founder Barbara Robles says, "we try to create absolutely fantastic and surprising packages so that our customers tell everyone about it and make sure they keep coming back. Mystery Breaks are also ATOL protected and have financial protection – we like to think we give our customers a degree of 'risk-less recklessness'."

If you're the type of traveller that just wants to escape London for a few days, or even if you're a group that can't agree on a destination, then perhaps a Mystery Break could be just the ticket?

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Notes for Editors:
• For further information or interviews contact James Bowman – jamesbowman@mysterybreak.co.uk / +44 (0) 7834 724 212
• Other companies offering Mystery Break style packages:
- Shearings (UK)
- Virgin Australia
- Air New Zealand
- Magical Mystery Tours (US)
- Get Going (US)
- Top Secret® Hotels from Lastminute.com (UK)

Information about Mystery Break
Mystery Break is not your average travel company. Co-founded in 2013 by avid travellers Barbara (from Spain) and James (from Australia) – their mission is to make travel a little more fun and a little more exciting.

Simply wanting to escape the daily grind of London for a couple of nights, Barbara and James were constantly frustrated by how difficult it was to find and book a good value packaged break to Europe. With literally hundreds of great destinations on their doorstep they weren't too worried about where they

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went – they just wanted a great deal and a bit of fun. However, either prices were too expensive or flights were at the wrong times – or hotels had poor customer review ratings or were miles from the centre of town. So they decided to do something about it, and Mystery Break was born.

The founding ideal is to hunt out the best value travel deals and make them as easy as possible for people to buy. Mystery Break is also aiming to put a little more adventure back into travel – “we really like the idea of customers having to explore a destination and create their own unique experiences”.

But how to get access to the best travel deals? It struck both Barbara and James that having empty flights from London and unused hotel rooms in Europe seems crazy when so many people are looking for a short escape. With prices getting more expensive the later you book, it was obvious that it was more profitable for airlines and hotels to follow this price model even with the waste. So the light bulb moment happened when they realised the real question was ‘how we can access spare flight and hotel inventory without cannibalising their existing profitable sales?’

The result after much hard thinking is Mystery Break – a fusion of ‘mystery flights’ (hugely popular in Australia in the 80’s and 90’s) and the more contemporary ‘secret hotels’. And because customers don’t find out where they’re going to the last minute, suppliers can sell their spare inventory at a reasonable price whilst still making their regular profitable sales. It’s win-win for them and for customers that aren’t too fussy about which fantastic European destination they’re sent to.

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