



Meet the family:
Mike Edwards with
children Jason, Kelly, Shaun & Jessica

Welcome to Edwards Coach Holidays

Dear Friends,

Well what a year it's been for everyone. No-one could have predicted the severity of the financial problems which were felt the world over. Indeed, it's fair to say that we have all been touched by the effects of the turmoil one way or another.

These have been difficult times for everyone of late, and having listened to you, our valued customers - and not being a company to stand still - we are introducing a price guarantee. This means that you will no longer have to worry about any additional Euro Surcharges being applied to any of our continental tours. You can book your holiday with absolute confidence, knowing that the price you see is the price you pay.

In addition to this, you will also see some fantastic "All-Inclusive" tours, which will leave you with some extra pocket money for the all-important postcard home!

I'm delighted to say that due to our loyal band of followers, we not only came through the worst, but actually carried more passengers in 2009, breaking all previous records, and with many satisfied customers returning again and again.

There is no mystery, no magic formula, but what we DO have, is a work-force second to none, who behind the scenes work tirelessly to ensure that every trip, and every tour is a success from start to finish. For those of you that visited us during our inaugural Open Day back in January, the pride and determination to provide a first class service would have been apparent.

The event itself proved to be a huge success with over 1000 people attending - far surpassing our expectations! As a result of its popularity we have decided to roll out the red carpet again this year on Saturday January 23rd. The day will begin at 10am and finish at around 4pm, with many of our suppliers and UK and European hoteliers supporting us.

As before, and an important part of the Edwards ethos, it will be a FAMILY fun day. We will be supporting local charities, and hopefully a few well known personalities and local dignitaries will join us again to help make the day even more memorable. We hope that the event will prove to be as well-received as the last, and that we can meet a lot more of our fantastic customers - existing and new alike. To avoid disappointment, we ask that you contact our reservations team to register your interest in attending this hugely popular event. I often sit back and read press articles relating to other coach and travel companies. Some may offer low pricing or claim to offer the best packages, but to be honest I prefer to let our customers judge for themselves.

In this industry it's all too easy to criticise others, but here at Edwards all we are interested in is providing the best value for money holiday that we can - ones that you will remember for all the right reasons, and ones that will hopefully whet your appetite for the next.

We have also been awarded some very prestigious contracts this year, which is a testament to the work that we do. Yet again we have been selected to carry the Welsh Rugby team for all their home and away matches, plus we provide the coaches that carry visiting teams to the international games. As a proud Welshman - this prestigious job is hugely gratifying!

Another notable contract we were awarded - and perhaps un-surprisingly well received by a few of the ladies in the office - was to supply the coach that transported Take That around Cardiff when they visited the Capital as part of their UK tour. I think it's fair to say that the girls were especially proud of that one!

Looking at this year's brochure I am proud to say that it has something for everyone. Leaf through the pages and you will find yourself trying to decide between coach holidays, River Cruising and flight holidays. There are more than 20 new destinations - all of which we are sure will be very well received and enjoyed by all.

We've listened very closely to our customers, and our Tours Manager Alan Clough and his team have worked tirelessly to source the best hotels, each chosen to highlight our existing and new tours.

Having visited some of them myself, I am certain that the "Ireland Highlights" tour on page 78 is sure to sell out fast. Both hotels are out of this world with a tremendous Irish craic to welcome you.

One of the other changes we have made is to extend our coach pick ups on certain tours. Due to demand we will now pick up in Monmouth, as far west as Haverfordwest, and along the M4 corridor to Dover for European holidays.

On a final, but all important note, I would just like to thank you, our valued client for your continued loyalty and support. We look forward to welcoming both our existing clients, and many more new clients this year. We hope that you will discover for yourself that once you have been on an Edwards holiday, you need look no further for your future holidays.

With all best wishes from myself and everyone at Edwards Coaches. We look forward to seeing you soon!

Jason Edwards Director



'Ticking all the boxes'

- ✓ Family run company in it's 85th year
- ✓ Over 60,000 satisfied passengers travelled with us in 2009, many of these having booked with us previously
- ✓ Staying at some of the finest hotels in the best locations hand picked by us
- ✓ The only coach company in South Wales accredited with the prestigious Coach Marque
- ✓ Professional and friendly service from our hand picked tour drivers
- ✓ Experienced and customer friendly staff on hand to provide you with the complete holiday
- ✓ Comprehensive pick up points in South Wales
- ✓ All of our luxury coaches come with - air conditioning, reclining seats, DVD players, toilets, refrigerators and refreshment facilities
- ✓ No hidden charges - you don't pay extra for quality!
- ✓ Dedicated and experienced teams to assist with Groups, Private Hire & Educational Tours
- ✓ All of our coaches are maintained by our own expert fitting staff

'For your peace of mind'

Travelling in these uncertain times with a coach operator you can trust is a must. At Edwards we are fully accredited members of a number of groups to ensure your peace of mind. Plus financial security through bonded coach holidays.

