

Kuoni Opens It First Luxurious Pop-Up Travel Store In Westfield London



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The first Kuoni pop-up travel store opens in Westfield London. This latest launch follows the recent opening of three new chic and exotic travel stores by Kuoni in Bristol, Milton Keynes and Bluewater and just days before a further store opening in Solihull.



The Westfield opening is seen as a fantastic platform for the [luxury holidays](#) brand as it re-writes the history books on the 'look and feel' of travel stores for the future with its new 'boutique style' stores.

Derek Jones, Kuoni Distribution Director explained, "We are proud and excited to open our first UK pop-up store in Westfield London. We have enjoyed an enthusiastic welcome from shoppers which has been supported by the number of holidays booked in the first few days of trading, indeed, we can't rule out the possible opening of further pop-up stores in the future."

Jones continued, "The pop-up store is part of the Kuoni strategy for retail growth over the next 18 months. Our presence at this luxury shopping destination gives us the opportunity to mirror the aesthetics in our pop-up that we have been showcasing in our recent store openings. Sumptuous leather seating, natural wood desks and brochure display areas, video screening to exhibit far flung and exotic destinations on offer from Kuoni and our team of dedicated and well travelled advisors will be making sure shoppers have an enjoyable and memorable experience when they book a Kuoni holiday."

Jones concluded, "We want to encourage shoppers to visit Kuoni as part of their regular shopping trips. The Kuoni team at Westfield London literally have the world at their fingertips and visitors to the pop-up can book anything from an around the world trip to a weekend break in a lunch hour or spend longer relaxing in the Kuoni surroundings while creating their individual globetrotting adventures. Westfield London has discerning shoppers, many travelling from all over the country to enjoy the Westfield London experience and we believe at Kuoni we have a holiday for every Westfield London visitor."

Jill McArdle from Westfield London said: "We are delighted to have a leading travel brand like Kuoni in our midst. We are surrounded by the world's cutting edge fashion, beauty, technology, music and sports brands and this means that we are now adding a truly dynamic new approach to buying travel at Westfield London. Inspirational holidays can be purchased alongside leading fashions".

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About [Kuoni](#):

Kuoni, the luxury holiday operator, was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today it has branch operations in over 40 countries.

Kuoni offers luxury breaks in a number of beautiful locations, including a range [Switzerland holidays](#), [Antigua holidays](#) and [safari holidays](#) and as well as a host of memorable experiences such as; brewing coffee at ancient Brazilian fazendas, tracking chimpanzees in the wilds of Tanzania and salsa dancing in Havana. The company's Authentic Experiences enable travellers to do as the locals do or learn from experts in their field.

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