

# Seeing more of Europe for less with Stena Line Landbridge



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## **Press Release Summary: Stena Line announce the extension of their low cost ticket offer on Landbridge crossings**

Press Release Body: Northern Ireland holidaymakers are set to save hundreds of pounds over direct services when they travel to Europe via Britain on a **Landbridge crossing with Stena Line**.

For the third year in a row [Stena Line](#) has decided to maintain its low cost offering on their [Landbridge](#) fares to the continent. This means that the service starts from as little £100 single for a car plus driver, so those who choose to travel to Calais in France via Britain for example, can save over £450\* on direct services offered by other ferry companies. This represents good news for families who want a great holiday at a low price.

**Stena Line** offer customers the perfect way to take their car to Europe meaning no confusion or baggage restrictions so families can take whatever they need for their stay and with hundreds of ferries from [Ireland to Britain](#) and Britain to Europe every day, customers enjoy the best value fares on a crossing that suits them.

**Ian Baillie, Stena Line marketing manager**, believes these savings available on travel to Europe will mean the company's Landbridge 2008 fares will prove to be as popular as ever with customers in Northern Ireland.

*"We feel that the savings available to customers over direct services will make our Landbridge 2008 fares very popular with those wishing to travel to Europe this summer," said Ian. "With so many people now choosing to travel by sea and avoid the stress of air travel with its long queues and confusion over baggage restrictions, our Landbridge option has never been more popular."*

Many travelers are turning to these deals due to the convenience of taking their own car meaning no additional car hire to pay and the ability to pack as much they like into the boot and take it with them at no extra cost – an option not always open to those who choose to fly.

Ian commented, "When [travelling from Northern Ireland](#) via Britain, the holiday begins as soon as you board the **Stena HSS**. We take all the hassle out of your holiday by booking not only your travel across the Irish Sea but also across to the continent."

He continued, "Many holidaymakers also choose to stop over in Britain for a night or two to break up the journey, visit family or fit in a bit of last minute shopping for their holiday. Those with kids can enjoy the fun at attractions such as Alton Towers and Legoland as part of their holiday experience – it's almost like having two holidays in one. Now it's better value than ever – all travellers have to do is compare the Landbridge prices with direct sailings and "no-frills" flights to Europe and see how much they can save," concluded Ian.

Notes to editors:

\* Saving based on travelling between Friday 27th June and 12th July with Stena Line Belfast to Stranraer, Dublin Port to Holyhead or Rosslare to Fishguard (Superferry) and then on to France via Dover to Calais with Seafrance in comparison with direct service from Rosslare to Roscoff.

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