

# TRAVELWORLD CELEBRATES FEBRUARY SHOW SUCCESS

Travelworld are celebrating a very successful show and wonderful start to the year thus keeping us all very busy for March and the months that follow.

Storm Dorris didn't keep customers at bay, on the contrary customers were blown away by the superb show deals we had to offer last week! A bustling showroom made for a great atmosphere. Tasty refreshments and sparkling wine was a welcome break for customers who had travelled so far to see us. With so

**SHOW WEEK AT TRAVELWORLD**

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**40** TRAVELWORLD  
1977 - 2017  
ERWIN HYMER GROUP DEALER



many motorhomes new and used, to view inside and out, there was a good selection for everyone. The Travelworld team enjoyed interacting with customers, advising them and showing them round, it was lovely to welcome so many new faces to our showroom as many people had travelled across the country to visit.

People who attended our show commented on what fantastic choice of Motorhomes we have to offer, something to suit everyone. From colourful, fun Hymercar van campervans to the luxurious £200,000 Niesmann + Bischoff Flair's. Travelworld were privileged to have the very first Hymer 60 Special Edition MLT 570 on display to mark the 60th anniversary of Hymer, built on the Mercedes Benz chassis and including a factory discount of £8,000 we know this one's going to be a real winner!

Other show highlights included the debut showing of the new Niesmann + Bischoff Smove, exclusive to Travelworld. The Smove offers the outstanding quality and sophistication on a smaller scale in the Niesmann + Bischoff group. Another star of the show was the new BDL 534 'Baby Duo Mobil' which proved very successful, customers enjoying the luxury cream soft leather rear lounge and large front drop down bed.

Overall a very successful show and an amazing start to 2017! Business is certainly booming and it is easy to see that motorhoming in the UK and Europe is at an all time high. Travelworld is proud to mark its 40th Anniversary this year which nicely coincides with Hymer's 60th year, together we celebrate 100 years in the Motorhome industry!



## PRESS RELEASE

A Family motorhome business celebrates 40th anniversary with three generations a driving force

A Shropshire motorhome company is celebrating its 40th anniversary with three generations of its founding family still a driving force working in the business.

Travelworld Motorhomes, was founded by Bob Edwards in 1977, with just three staff at a small premises in Wolverhampton.

Today it is one of the largest motorhome dealerships in Europe, with 48 staff at its 4.5 acre site in Halesfield, Telford.

They are keeping it in the family with Mr Edward's son Ross as managing director and grandson Jake Macquarie is a new addition to the sales team.

Bob Edwards said the motorhome business was "booming".

"It has been wonderful to see the growth that the business has achieved over these past five years in particular and we believe that being centrally located in Shropshire has been fundamental to that," he said.

"Our customers travel from all over the country and will always take the

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time to visit Severn Gorge or Shrewsbury whilst they are visiting us," Bob added.

The company is an exclusive Erwin Hymer Group dealer which means all their motorhomes are imported from Germany. Ross Edwards said Brexit has been of deep concern to the family business.

But they have seen sales double over the last five years and believe that the rising popularity of 'staycations' will keep their market on an even keel, he said.

Ross Edwards said: "We believe that sales will continue to grow over the next two years even with Brexit uncertainty, UK tourism is booming and investment into campsite grounds in the UK has never been higher, plus the caravan and motorhome industry has never been stronger."

Mr Macquarie said he had "loved" joining the family business.

"Every day is different, I talk to people from all walks of life and all areas of Great Britain," he said.

"If you are not familiar with the motorhome industry the HYMER brand name may not mean anything, but this really is the Rolls Royce of motorhomes and they are a joy to sell!" He said.