

A scenic landscape of a mountain valley. The foreground is dominated by a rocky slope covered in tall, golden-brown grasses and patches of green moss. In the middle ground, a wide, green valley opens up, with a small river winding through it. The background features rugged, dark mountains under a bright blue sky with scattered white clouds. A prominent sunburst effect is visible on the right side of the image, with rays of light extending across the sky.

News UK travel update

24/02/21

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*News* UK



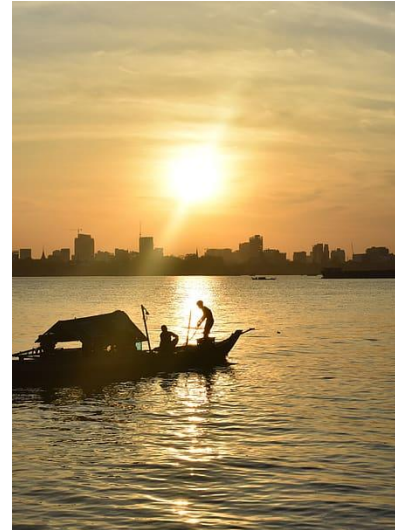
# Welcome to News UK

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Here at News UK we want to keep our partners up to date and informed about what is happening in our business, both from a travel and wider publishing perspective.

These weekly reports are designed to round up the trends that we are seeing from our own travel content as well as wider search trends, combined with the latest news from the business that may be of interest to you.

We always welcome feedback, so if there is anything else that you would like to see, then please do get in touch with us.



# Editor's Note

**Caroline McGuire - Digital travel editor, The Sun**

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“After months of uncertainty, we've had a huge boost this week thanks to the Prime Minister unveiling his restart dates for staycations and potentially even foreign travel.

There has been a huge amount of interest in staycations, as predicted, with Sun Online favourites like holiday parks, cottages and budget-friendly hotels getting plenty of clicks.

But unsurprisingly, stories on whether holidays abroad will go ahead are also big news. As a result, we are covering domestic holidays as much as possible and trips abroad enthusiastically, but with caution.

It's relatively safe destinations so far that are attracting interest though - English seaside resorts and European favourites like Greece, Spain and Portugal.”



# Times travel content

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Articles about personal stories and opinions were particularly popular last week. The top article was a “Postcard from Amsterdam”, with an account by a resident of the Dutch capital on how the mood in the city has gone from overtourism fatigue to lockdown fatigue.

Two recent interviews, with Red Bull stunt cyclist Danny MacAskill and Trailfinders’ CEO and founder Mike Gooley also made it to the top five, as well as the story of British pilot Mark Eddleston and his adventure flying a small island-hopping aircraft from Canada to the Falkland Islands.

Cruise Editor Sue Bryant’s article on the accelerating trend of extravagant cruise bookings for 2022 was also a hit. Read more about this on the next slide.



## Top 5 most read travel articles last week:

1. [Postcard from Amsterdam: ‘If ever there was a case of be careful what you wish for, this city is it’](#)
2. [Danny MacAskill interview: ‘I was doing jumps next to bikini-clad bunnies in the Playboy Mansion — it made me cringe’](#)
3. [The rise of the megacruisers](#)
4. [The pilot who flew 7,000 miles across the Americas in a plane made for island-hopping](#)
5. [Trailfinders’ Mike Gooley: ‘The idea that immunisation certificates might be discriminatory is woke nonsense’](#)

# Sue Bryant on her article “The rise of the Megacruisers”



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“Although 2021 is getting off to a very slow start, with very few ships sailing yet, **cruise lines are reporting spectacular bookings for 2022 and 2023, often in six figures**. Cruise fans are spending the money they’ve accumulated over two missed cruise seasons and splashing out on bucket list trips, **confident that cruising will be completely safe once everybody has been vaccinated**. There seems to be a strong trend towards exotic locations — South America, Asia, Australia, South Pacific and New Zealand, India — and luxury expeditions to Antarctica, Indonesia and the Russian Far East. World cruises are firmly back on the agenda, as are long, exotic winter voyages to Asia, Australia and South America.

Cruise lines are reporting that passengers are upgrading to balcony cabins and suites, and are attracted by all-inclusive offers. **There’s a trend towards multigenerational groups**, as grandparents treat the whole family to a big trip after months of lockdown. Cruise lines featured in our story include Oceania, whose world cruise for 2023 sold out in a single day; Regent, who have just taken a six-figure booking; Aurora Expeditions, reporting back-to-back expedition bookings; and Scenic, who have taken a £100,000 multigenerational group booking. Uniworld, meanwhile, reports a single family booking worth £80,000.”

Sue Bryant, Cruise editor, The Times and The Sunday Times

Read the full article [here](#).



# Sun travel content

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This week (*note: report includes data up to 22nd February*), traffic spiked in the wake of the Prime Minister's announcements on the roadmap out of lockdown.

All eyes have been on articles breaking down what the latest announcements mean for travel, with three out of the top five articles focusing on the timeline for UK holidays and hospitality, and two more on the rules around overseas holidays.



## Top 5 most read travel articles last week:

1. [When can I go on holiday in the UK? Travel rules and restrictions following Boris lockdown announcement](#)
2. [Holiday homes in England open from April 12 – but hotels and group trips must wait until May 17](#)
3. [Foreign holidays banned until May 17 at the earliest but ministers won't decide until April if travel allowed](#)
4. [When can I go on holiday abroad this year? Latest travel update](#)
5. [When will hotels reopen after lockdown?](#)

# Weekly travel search term trends

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Following Monday's announcements, there's a significant rise in interest in self-catering accommodation, holiday parks and coastal hotels.

Questions around holidaying abroad are also spiking, and European cruises are also popular in searches with Rhône, Baltic and Scandinavian cruises all on the rise.

*Source: Google search trends*



## Notable search increases in the last seven days:

- Glen Tarsan Mull cruise - Breakout
- Swinton estate hotel - Breakout
- What is self-contained holiday accommodation? - +2150%
- When can holiday parks open? - 1850%
- When can I go on holiday abroad? - 1250%
- When can you stay in a hotel? - 1150%
- When will self-catering holidays be allowed? - 1000%
- Holidays at Camber Sands - 400%
- Rhône river cruise - 190%
- Luxury coastal hotels - 160%
- Scandinavian cruise - 170%
- Baltic cruise - 150%
- Treehouse holidays in the UK - 140%

# The Sunday Times Cruise Supplement

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Following the successful return of The Sunday Times cruise supplement in January, we are delighted to announce our next edition will be published on **Sunday 11th April 2021**

*Editorial by Sue Bryant - themes tbc*

*Please get in touch if you'd like to feature.*

January 17, 2021

THE SUNDAY TIMES



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# Reminder - The Sunday Times UK Supplement

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On **14th March** The Sunday Times will be running their first ever UK supplement within the paper. This 16 page guide will be packed with inspiration for the UK for travel in 2021 and has a limited number of ad slots.

Remaining availability:

- 1 HP ad
- Supplement sponsorship

*Please get in touch if you'd like to feature.*



# News UK Social Studio update



Delivering across both The Sun and The Times platforms, Social Studio has been delivering platform-first, captivating content that both brands and consumers love. It is also creating original content series that brands are embracing, namely 'Home Made' with Savers and 'Shop With' across Style.

From its initial conception the Social Studio has now produced over 37 videos across 15 different brands. With some impressive numbers:

- 18+ Million Views to content (delivered or booked)
- 35k+ Reactions
- 15k+ Shares
- 10k Comments

Take a look at the Social Studio's new Showreel

