

# News UK travel update

## 28/04/21



# Welcome to News UK

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With the confirmation of a traffic light system for holiday destinations, here at News UK we are going to continue to sharing the latest trends and analysis to give you as much information as possible as we navigate the coming weeks and months back to normal life.

As always we can clearly see from our popular content that our reader cannot wait to get travelling again and are eagerly awaiting the go ahead from the UK Government.

In the meantime, please do let us know if you have any questions or information requests.





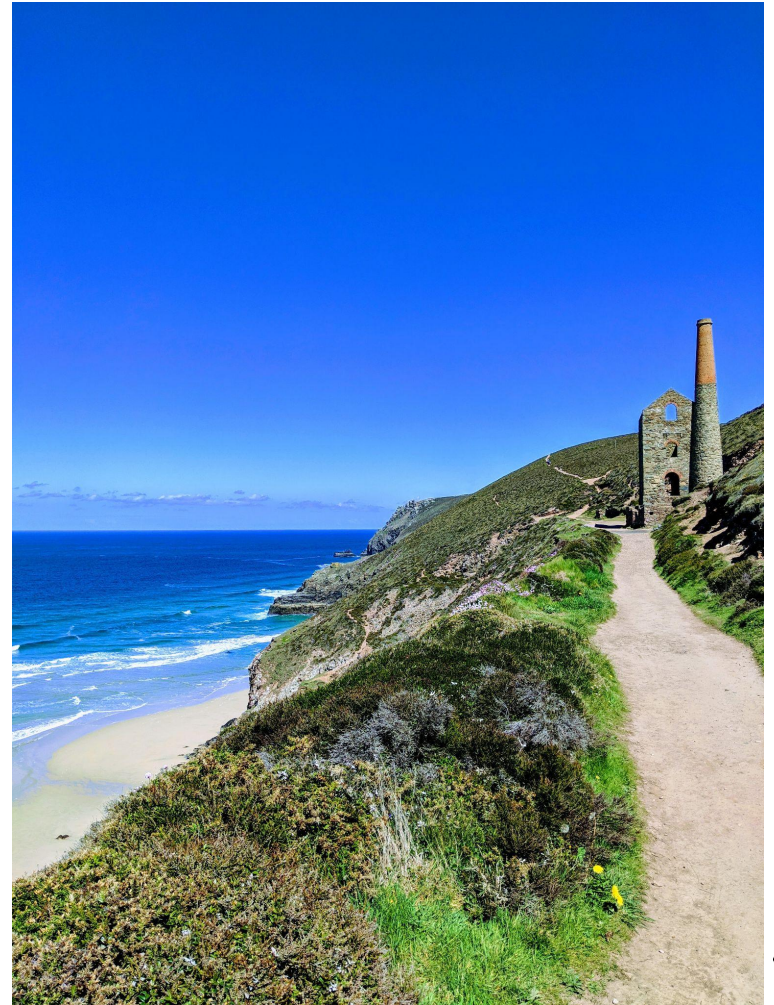
# Editor's letter

Duncan Craig

Travel Editor, The Times & The Sunday Times

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Another week, another raft of unanswered questions around the resumption of travel: under the traffic-light system, which destinations will be red-flagged and which will make their neighbours green with envy? How will the vaccinated be able to prove their immunisation status? Will someone finally get a grip on the price-gouging PCR testing regime? And - with shoulder-season bookings surging - could autumn be the new summer? Clarity will surely come but, in the meantime, the mood music is cautiously optimistic, with a remarkable half of Britons having received at least one jab and the current spell of sunshine a reminder that - come what may - a fabulous staycation summer certainly awaits.



# Times Travel content

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Times readers are keen to get back into Europe, bringing concern about the Eurotunnel's capacity when the world opens up.

For the flexible travellers among us, spontaneity may be the name of the game this summer as travellers may be offered like-for-like trips, according to Chris Haslam.

Meanwhile actress Juliet Stevenson gives us wanderlust as she tells of her epic travels with her family as a child.



## Top 5 most read travel articles last week:

1. [Queues and confusion on the eurotunnel ghost train](#)
2. ['You may book spain and end up in portugal'](#)
3. [Postcard from istanbul: 'take the bosporus away and you're not left with much'](#)
4. ['When i was a child my whole life felt like a holiday'](#)
5. [The keys to hemingway's florida](#)

# Sun Travel content

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As the sun starts shining, it feels like summer's just round the corner. Our readers are ready to pack their swimmers and head to a swimming pool - even a terrifying glass bottomed one opening up in London.

Readers are keen to know when they can go abroad, and to which countries. There's excitement that Spain, Portugal and Greece are likely to be open to Brits. But if all else fails, they're looking closer to home to get their safari fix.

And if we're not able to get to Florida, at least there's a 'UK Disneyland' on the horizon for fun loving families.



## Top 5 most read travel articles last week:

1. [Would you dare? World's first 'floating' sky pool with glass bottom to open in London next month...](#)
2. [The countries welcoming Brits this summer – and the chances we'll actually be allowed to go there...](#)
3. [Sleep with elephants and cheetahs at these newly-opened safari lodges in the Midlands...](#)
4. [Brit holidays to Europe WILL return this summer with Spain, Portugal and Greece to reopen after Covid...](#)
5. [New London Resort theme park reveals dinosaur land – with rollercoaster, zip wires & dig zones at 'UK Disneyland'](#)

# Weekly travel search term trends

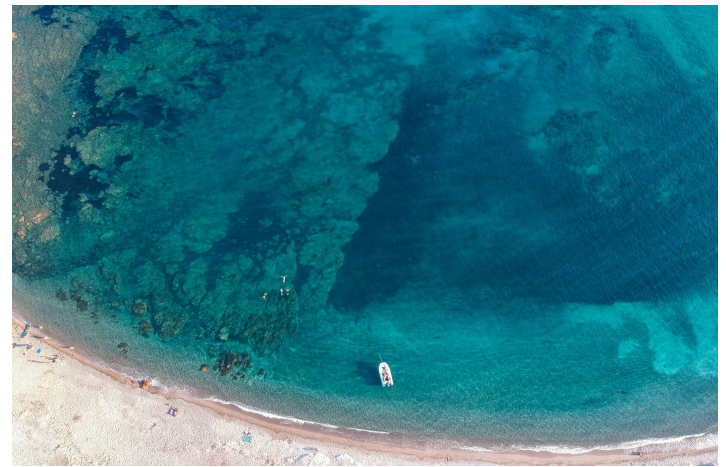
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There's a definite rise in interest in UK river cruises with Fal in Cornwall seeming most popular.

Corsica, a potential contender for the green list, is another notable entry.

Meanwhile, after featuring on the *Amazing Hotels* series, Oman sees a huge rise.

*All stats are taken from Google.*



## Notable search increases last week:

- Disney cruise line - Breakout
- Cheviot glamping - 3050%
- Oman luxury hotel - 2550%
- Bank Holiday weekend weather - 850%
- QE2 Hotel - 600%
- Corsica holidays - 450%
- Spain ban flights from the UK - 350%
- Fal river cruises - 350%
- Fred Olsen cruises from Liverpool - 120%
- Trent river cruises - 100%
- York river cruises - 100%



# Travel Audience Insights

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Our audience comms planning team have carried out a project to outline our key travel audiences for both The Sun and The Times. As well as their travel habits, it also covers off a range of demographic information along with media consumption and topics of interest.

We have included an example for each overleaf, but please get in touch if you would like to know more about any of the segments. Those identified are:

**The Sun:** Young Adults, Comfortable Families, Frugal Families, Successful Seniors and Steadfast Seniors

**The Times:** ABC1 Empty Nesters, Sustainable Travellers and Off The Beaten Track Travellers



**THE Sun**

REACHES

**79%****COMFORTABLE  
FAMILIES****6.2M MONTHLY REACH  
(INDEX 116)**\* 25-54, Children in the household, ABC1  
OR spent £2,500+ on travel in the past year

ONLINE

PRINT

80%

**55% Uni Graduates**  
(index 166)

PAMCo 3 2020, TGI Multibase, TGI Clickstream

TOPICS OF INTEREST

**Sport**  
(41%)**Travel & Holidays**  
(39%)**Food & Drink**  
(39%)**Film & Video**  
(35%)**Fashion**  
(33%)

THE #1 NEWSBRAND FOR COMFORTABLE FAMILIES

**£3,692 AVG. SPEND**on holidays in the past  
year – 30% above the  
national average**21% MORE LIKELY**to influence other's choice of  
holiday or travel plans**46% MORE LIKELY**to have taken a package  
holiday in the past year  
(over 1 in 3 of audience)

SEEKING INSPIRATION

**78% MORE LIKELY**to agree that "Newspaper and  
magazine articles on travel  
influence my choice of holiday"**ALMOST HALF**"Try to go somewhere  
different on holiday every  
time" (index 127)**24% MORE LIKELY**to travel in summer and 13%  
more likely to travel Apr-Jun



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ABC1 EMPTY  
NESTERS

39% MONTHLY REACH

\* Adults 50+, ABC1 with no children in h/h

ONLINE

PRINT

60%

22%

★ **THE #1 INDEXING NEWSBRAND**  
for ABC1 Empty Nesters

★ **70% MORE LIKELY**  
to be interested in travel & holiday content –  
the highest of any newsbrand

PAMCO 3 2020, TGI Multibase, TGI Clickstream

## SEASONED TRAVELLERS



**78% MORE LIKELY**  
than average to have taken 2 or  
more trips abroad in the past 18  
months (39% of audience)



**£4,094 AVG. SPEND**  
on holidays in the past year  
- 44% above the national avg.  
and 7% more than The Telegraph



**3.67 WEEKS SPENT**  
on holiday on average in the  
past 12 months – 28% above  
the national avg. and the most  
of any newsbrand

## READY FOR THE NEXT ADVENTURE



**2 IN 3 ARE PLANNING**  
to book a holiday in the  
next 12 months  
(index 123)



**45% MORE LIKELY**  
to influence other's choice of  
holiday or travel plans  
(1 in 3 of audience)



**HOLIDAY ACTIVITIES:**  
Discovering the country (46%)  
Museums & monuments (40%)  
Parks, gardens & nature (37%)

## TOPICS OF INTEREST



Travel & Holidays  
(53%)



Food & Drink  
(49%)



Natural World/Geography  
(48%)



Sport  
(43%)



Environment  
(43%)

# Sunday Times Cruise supplement - 30th May

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Sunday Times Cruise supplement - 30th May  
12 pages

Casting Off

Roundup - Where can I go this summer? *A lot of this will depend on the new traffic light system but the roundup will be divided geographically and will have a big section on Greece, Iceland, Bermuda; other Caribbean; and subject to the travel restrictions, USA.*

AQSC's new American Countess on the Mississippi  
Sailing and cycling around the Frisian Islands.

Please ask for more information



# Emma Tucker talking about The Sunday Times

We spoke to **Emma Tucker, Editor of The Sunday Times** to find out what she sees as the title's purpose, the stories she is proudest of, the biggest topics of the coming years and what she feels makes a great story.

Watch the video here

<https://vimeo.com/524988331/797c063226>

Emma has been Editor of The Sunday Times since January 2020, having previously been Deputy Editor of The Times.







# Thank you

Get in touch: [newsuktravel@news.co.uk](mailto:newsuktravel@news.co.uk)

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*News* UK