



News UK travel update

12/05/21

News UK



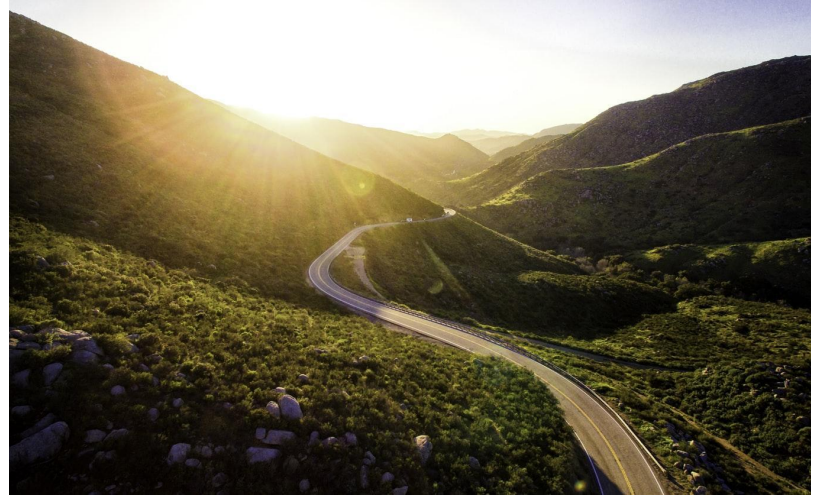
# Welcome to News UK

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With the first steps towards the reopening of travel and a handful of “green list” destinations now announced, 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 readers cannot wait to get travelling again and are engaging with destinations to which travel will be possible soon.

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



# Editor's letter

Jenny Coad

Deputy Travel editor, The Times and The Sunday Times

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Finally we've been given the government's green light for international travel to restart.

On May 17 it will no longer be illegal to go abroad on holiday. Hurrah! Our excitement, however, is tempered by the very few realistic options on the list.

Thank goodness for Portugal, long a favourite among Brits. Iceland is likely to be popular, too. But until more European countries are added to the green list, it is hoped by the end of June, the easiest option remains to enjoy a great British summer.



# Times Travel content

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Last weekend, all eyes were on the holidaying options for the next months further to the latest government announcements in the UK and abroad, with the top three articles focusing on the latest travel advice and “green list” destinations, the latest Covid restrictions on some of the Brits’ favourite holiday destinations in Europe, and a reality check on availability in Cornwall for this summer.

Also popular were the “My Holidays” feature with former England cricket captain Michael Vaughan, and a “Postcard from Tokyo” account of what cherry blossom season in the Japanese capital is like this year with the current state of emergency.



## Top 5 most read travel articles last week:

1. [All your questions answered: which countries are on the UK green list and the latest travel advice](#)
2. [What are the latest Covid rules in France, Spain, Portugal and Italy?](#)
3. [Is Cornwall really sold out for summer?](#)
4. [Michael Vaughan’s My Holidays](#)
5. [Postcard from Tokyo: ‘The cherry blossom arrived, but plastic barriers blocked access to the trees’](#)



# Sun Travel content

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Readers of both titles were more aligned than ever last week, reflecting the widespread interest of the nation in travelling again soon.

Top performing travel articles in the Sun were all focused the latest changes in restrictions, from a reminder that travelling will no longer be illegal from 17th May to a summary of how holidaying abroad will be different to normal times this year, through to various articles around the newly announced travel green list.

## Top 5 most read travel articles last week:

1. [Half-term holidays ruined for thousands of Brits as easyJet boss demands Greece and Spain moved to green list](#)
2. [Brits CAN travel abroad from May 17 as it will no longer be illegal to go on holiday](#)
3. [Green list countries: Grant Shapps reveals list of countries where Brits can go on holiday from May 17](#)
4. [Green list: Only four of the 12 countries don't require quarantine on arrival](#)
5. [Here is what your holiday abroad could look like this year](#)

# Weekly travel search term trends

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It's no surprise to see that green list destinations dominate. We also continue to see a rise in searches for honeymoons, suggesting this could be an element of the market that bounces back the quickest. Note that those searches relating to Israel occurred prior to yesterday's events.

*All stats are taken from Google Trends.*



## Notable search increases last week:

Holidays to the South Sandwich Islands	Breakout
Cape Verde travel guide	Breakout
Seven Seas Explorer	Breakout
Sky Princess cruise ship	1700%
Tel Aviv holidays	1300%
TUI Portugal deals	1000%
Flights to Israel	600%
Green list for holidays	650%
Holidays to Madeira	650%
Gibraltar deals TUI	550%
Holidays to Singapore	550%



# TIMES Travel

## **New launch date - 17th May**

Next week sees the launch of our brand new Times Travel offering. We have meetings booked with many of you to take you through this, but if you haven't been contacted yet and would like to hear more please do get in touch.

# Sunday Times Cruise supplement - last chance

Sunday Times Cruise supplement - 30th May  
12 pages

Please get in touch for information, bookings to be confirmed by Friday 14th May

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.

January 07, 2021 THE SUNDAY TIMES

# Cruise

## Drift off

Your 12-page guide to the most incredible voyages for 2021 and beyond

UPGRADE your HORIZON

FREE 2-CATEGORY SUITE UPGRADE on all voyages

PLUS A REGENT 150 DARTING

ALL NEW ALL RESTRICTIONS ALL ROUND

Regent SEVEN SEAS CRUISES AN UNRIVALED EXPERIENCE

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SECURE YOUR UPGRADED SUITE TODAY [REGENT.COM/UPGRADE-YOUR-HORIZON](https://www.regent.com/upgrade-your-horizon)  
CALL 020 8068 2185 | CONTACT YOUR TRAVEL ADVISOR



# Virgin Radio Pride - New opportunity

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To celebrate the LGBTQ+ communities across the UK, Virgin Radio will be launching Virgin Radio Pride mid June through to mid September, available on the Virgin Radio app, website and through connected speakers as well as DAB in London.

Virgin Radio Pride will be presenter-led, starting with The Chris Evans Breakfast Show throughout the week and then with a curated individual line up across the rest of the day and at the weekend.

Please get in touch for more information.

## **Exclusive Partner Tenancy Opportunities**

Mid June - Mid September (TBC)

On Air

10am-10pm Monday to Friday

06am-10pm Saturday & Sunday

Two partners will receive 2 x 10" branded credits per hour (exact phasing TBC, subject to brand guidelines and programming schedule)

Minimum of 168 credits per partner per week

1 Month Tenancy - £17,647 gross

3 Month Tenancy - £47,058 gross

# Jose Mourinho - New opportunity

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Further to last week's announcement of News UK signing Jose Mourinho for the Euros in an exclusive integrated deal, opportunities are now available for brands to piggyback onto content around Jose Mourinho and the Euros tournament.

Opportunities include a Sun Social Package and sponsorship package for The Times' popular football podcast The Game.

Please contact us for more information.



# Mental Health Awareness Week

Lastly, a reminder this week is Mental Health Awareness Week and below is some content from News UK you may find interesting and helpful.

- [The Times](#) reports on how to cope with re-entry anxiety. Leading psychotherapist Julia Samuel gives her tips for how to deal with the real world again.
- Author Helen Russell writes for [The Sun](#) on how to manage feeling sad.
- **Virgin Radio** will host a special show on mental health, featuring Mike Shinoda from Linkin Park, Tom Odell, Will Young and Sam Fender talking about how mental health issues have impacted on their lives and careers this week. Tune in at 10pm on Sunday May 16.

If you or any of your staff are struggling with mental health and don't know where to go for help, you can also find free resources from Mental Health First Aid England [here](#).

**Relating**  
The people around you offer a valuable pool of support so it's important to put time into strengthening those connections.  
**Give it a go:**  
• Meet up with someone you haven't seen in a while  
• Turn off distractions to chat with friends or family about your day

**Exercising**  
Regular activity will provide an endorphin boost and increase confidence.  
**Give it a go:**  
• Find an activity that suits you and your schedule  
• Swap the car on short journeys and cycle or walk to work

**Awareness**  
Taking time to switch off autopilot and 'be in the moment' is a great tool to combat stress.  
**Give it a go:**  
• Pay attention to your senses – what can you see, hear or feel around you?  
• Choose a regular point in the day to reflect

**Giving**  
Holding out a helping hand makes other people happy and will make you feel happier too.  
**Give it a go:**  
• Share your skills or offer support  
• Ask friends, family or colleagues how they are and listen without judgement

**Trying out**  
Learning new things is stimulating and can help to lift your mood.  
**Give it a go:**  
• Take on a new role at work or school  
• Try out a new hobby, club or activity that interests you

**Meaning**  
People who have meaning in their lives experience less stress, anxiety and depression.  
**Give it a go:**  
• Prioritize the activities, people and beliefs that bring you the strongest sense of purpose  
• Volunteer for a cause, be part of a team, notice how your actions make a difference for others

**Direction**  
Working towards positive, realistic goals can provide motivation and structure.  
**Give it a go:**  
• Choose a goal that is meaningful to you, not what someone else expects of you  
• Remember to celebrate progress along the way

**Resilience**  
Although we can't always choose what happens to us, we can often choose our own response to what happens.  
**Give it a go:**  
• Find an outlet such as talking to friends or writing it down  
• Take action to improve your resilience skills

**Emotions**  
Positive emotions can build up a buffer against stress and even lead to lasting changes in the brain to help maintain wellbeing.  
**Give it a go:**  
• Take time to notice what you're grateful for and focus on the good aspects of any situation  
• Set aside time to have fun

**Acceptance**  
No one is perfect. Longing to be someone different gets in the way of making the most of our own happiness.  
**Give it a go:**  
• Be kind to yourself when things go wrong  
• Shift the focus away from what you don't have and can't do, to what you have and can do

**10 KEYS TO HAPPIER LIVING**  
ACTION FOR HAPPINESS  
Find out more about the 10 Keys to Happier Living at [actionforhappiness.org](#)  
MHFA England  
Visit [mhfaengland.org](#) to learn about Mental Health First Aid and how you can support a friend, family member, colleague or student with their mental health





# Thank you

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

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*News* UK