

News UK travel update

14/07/21

News UK

Welcome to News UK

There remains an air of positivity around travel as those who have been double vaccinated are able to travel to over 100 countries, airlines are starting to increase capacity and cruise ships are beginning to return to the water.

Here at News UK we continue to bring you the latest trends and insights on what our readers are looking at and the wider market trends that we hope are of use to you.



Editor's letter

Lucy Perrin, Content Editor, Times Travel

Last week brought the news we've all been waiting for: the travel horizons for anyone that's been double-jabbed will be significantly widened from July 19. Since the announcement, we've seen a surge in traffic for our article on [Covid travel restrictions](#) that dives into the details. We've also answered all of the big questions around [travel insurance](#), covered [the latest on cruising](#), and have been inspiring staycationers with [17 luxury lodges](#).



Times Travel content

The top performing article this week is about the beautiful Guernsey. The Channel Island, with landscapes that inspired Renoir, has reopened to tourists and with no Covid rules offers an early taste of freedom.

The interest in holidays for the fully vaccinated continued as the top performing articles, particularly the best european breaks to book now.

Readers are also intending to spend more time with family and a country house near Carcassonne is the ideal setting for a summer family reunion.



Top 5 most read travel articles last week:

1. [glorious guernsey is open for business](#)
2. [the best double-vax holiday deals](#)
3. [a french gîte proves the perfect family retreat](#)
4. [postcard from florence: 'the piazza has always been a place where everyone is treated the same — not anymore'](#)
5. [the best uk festivals to book this summer](#)

Sun Travel content

Unsurprisingly the amber list update was the most popular article last week, precisely where the double-jabbed Brits can fly without quarantining from the 19th of July.

Legoland flash sale has caught the attention of Sun readers looking for a last minute staycation, with selected dates available from July to September.

Of course, between the top performing articles: Turkey, the Sun readers' destination of choice, could be back soon, say the travel experts, and the readers seem ready to book.



Top 5 most read travel articles last week:

1. [Amber list travel update: Double-jabbed Brits can fly without quarantining](#)
2. [Legoland launches flash sale with short breaks plus park entry from £39pp](#)
3. [Turkey hols could be back soon, says travel expert – as 90% of hospitality vaccinated](#)
4. [Ryanair launches 'Buy One Get One Free' summer flight sale](#)
5. [TUI sale on green list summer holidays has up to £100 off](#)

Weekly travel search term trends

Here are some of the biggest searches in travel over the last seven days.

Following the government's announcement last week there is no surprise that the new amber list rules are dominating our searches.

There's a strong interest in whether countries such as Dubai and Turkey could be added to the amber list.

Additionally, there are still lots of searches around holidays in Spain and Greece.

Data is taken from Google trends.

Advice on travelling to Europe this Summer	Search increase WOW
New amber list rules	450%
Amber list countries	250%
Dubai on amber list	170%
Flights to Berlin	160%
Will Turkey go on amber list	140%
Alicante holiday villas	100%
Pretty Greek villas	90%
Holidays to Greece	70%
Flights to Murcia	70%
Cape Verde amber list	70%
Flights to Germany	60%
Flights to Kefalonia	60%
Villas in France	60%
Staycation Northern Ireland	60%
Is Morocco on the green list	60%
Portmeirion hotels	50%
Cyprus holidays	50%
Greek island villas	50%
Is Holland on the green list	50%
Is Croatia on the green list	50%
Is Greece on the green list	50%
Santorini hotels	40%

Nucleus data platform launch

We are delighted to announce the launch of Nucleus, our new first party data platform, that will enable advertisers to reach our 36.5m digital readers, listeners and viewers using rich data and contextual insight across our brands.

Unique to Nucleus, will be the ability to target consumers based on emotional context which can increase advertising consumption by up to 45% by understanding the emotional resonance of the content around which it sits.

Ben Walmsley, Commercial Director, Publishing at News UK, said:

“Nucleus is the next step in an ambitious programme of development for new advertiser tools at News UK. It shifts our approach to one based purely on first-party data, augmented by our own contextual targeting capabilities. First-party data gives brands greater targeting accuracy, ensures that they remain privacy compliant and future proofs their activities in a rapidly changing market.



Euro 2020 coverage highlights

Our audiences enjoyed expert commentary from José Mourinho across all of our titles and talkSPORT, along with England legend Sol Campbell who joined the station's Euros 2020 coverage as a special England analyst.

talkSPORT's Jim Proudfoot commentated on the highs and lows of England following their victory against Denmark: "It's only when you experience adversity that you ever really appreciate a triumph."

talkSPORT pundit Stuart Pearce released a spine-tingling video message for the England team that was watched more than 500,000 times on Twitter after England and West Ham midfielder Declan Rice recognised the video.



Contextual Print Display

The power of print is not to be underestimated - especially contextual print display advertising against relevant editorial content/ news stories. We can also run contextual digital display campaigns on TheTimes.co.uk and TheSun.co.uk.

Speak to us for more details and costs.

[illegible]

Football didn't come home this time, but you can finally leave yours.

Booking.com

[illegible]

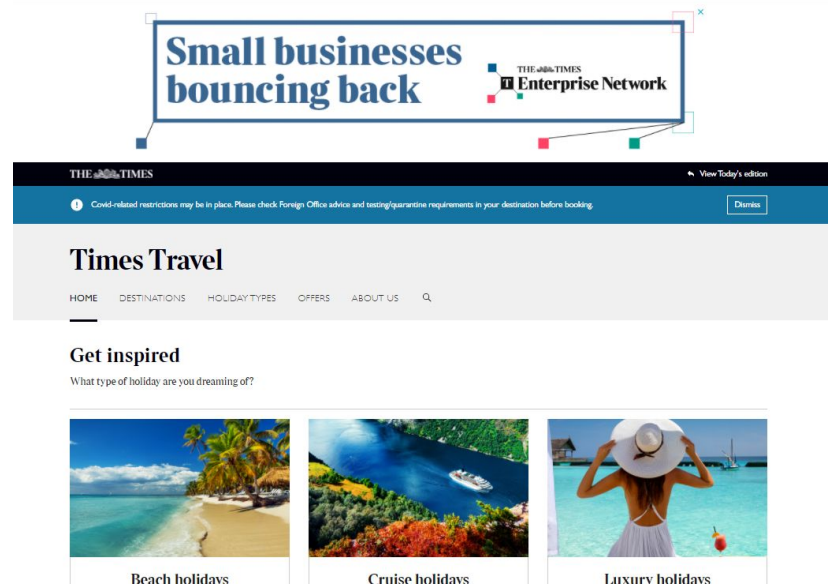
News UK

Times Travel

Digital Opportunities

Times Travel is our new travel site that will see travel content coming outside of the paywall. We know that travel content is hugely popular with readers we are moving it out to make it free to view for everyone.

We are going to be commissioning thousands of pieces of transactional service journalism to run on the site over the next 12 months to boost the site authority in Google and make it a must visit destination for audiences. This content will consist of reviews and other useful areas, from what to wear on a cruise to where is hot in November and the 10 best beaches in the UK.



Current available opportunities include:

- Native content, please see example [here](#)
- **NOW LIVE** - Digital display inventory, including targeting

Please get in touch with newsuktravel@news.co.uk to discuss these opportunities further

SOOT wins at British Podcast Awards

Stories of our times took away the Best True Crime award at the 2021 British Podcast Awards.

The podcast's mini-series 'Who Killed CJ Davis?' won in the category against broadcasters including the BBC and LBC.

The series was presented by The Times's Crime Correspondent John Simpson, who was also nominated in the Best Current Affairs and Best Daily Show categories.

The awards powered by Amazon Music, celebrate the best of British podcasts from both independent and household names and highlight some of the best podcasts of the year.

You can watch the full ceremony [here](#)



Judges said: "A podcast that has changed our perception of the true-crime genre. A remarkably personal investigation into an all too familiar story – adding in the impact on the loved ones of the people involved, and highlighting the devastation of every event of this kind. No one can leave this podcast without questioning their own responsibility and experience around this subject."

The Sunday Times Cruise Supplement

Sunday 25th July

Our next 12 page cruise supplement in The Sunday Times has been confirmed for Sunday 25th July.

Editorial coverage to include;

- Where to go in 2022
- Expeditions
- Luxury Cruises

Please get in touch if you would like to option a space in July's cruise special.

April 18, 2021

THE SUNDAY TIMES

16-PAGE SPECIAL

Cruise

Salty tales

The best guided voyages,
from Alaska with Sir Ranulph
Fiennes to the Danube with
Dame Darcey Bussell 8

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Thank you

Get in touch: newsuktravel@news.co.uk

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