

News UK travel update

30/09/21

News UK

Welcome to News UK

It seems the travel industry might start to see the light at the end of the tunnel with a relaxation of travel rules announced in the last travel update, some key destinations being taken off the red list and the US-UK border finally set to reopen in November.

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

Lisa Minot - The Sun Travel Editor

Things will get much easier for travellers from Monday as the latest easing of travel restrictions will see vaccinated holidaymakers no longer needing to take a lateral flow test to get back into the UK.

While this is a positive first step, the fact is we still don't know exactly when the need to take a PCR test on Day 2 will be dropped in favour of a lateral flow. That can only hamper demand for half term breaks as for families, the cost of PCR tests is a significant added expense. The government urgently needs to set the date the changes will happen. And all we can hope is that the next review of the red list will see a significant number of countries removed.

With Ireland dropping its hotel quarantine scheme, it seems pretty pointless to continue with one in the UK. Travellers from red list countries can avoid it now by flying to Dublin and then onward to the UK without even having to take a single test.



Times Travel content (Edition)

Sophie Morgan's story was the popular amongst our readers this week, followed by the idea of being on a secluded retreat in laid-back Greece!

With the UK heading into Autumn our readers are keen to get some inspiration for some late-summer sunshine - popular articles include late-summer Mediterranean sunshine & the best holiday deals in Europe.

Also within our top five this week is our Postcard from Miami. Readers seem to be interested in finding out more about how the other side of the world is coping with Covid, as the US is set to welcome us back in next month.



Top 5 most read travel articles last week:

1. [Sophie Morgan interview: 'I decided I was going to travel and nothing would stop me'](#)
2. [The Rooster Antiparos review: a secluded retreat in laid-back Greece](#)
3. [The best holidays in the Med for late-summer sun](#)
4. [The best late-season holiday deals in Europe](#)
5. [Postcard from Miami: 'Florida has veered between caution and recklessness — and now Covid has taken hold'](#)

Times Travel content (Times Travel organic)



Last week we saw a huge amount of interest around border reopenings and the latest changes announced in the last travel update.

Evergreen pieces, particularly around Christmas are performing well, with two pieces improving WoW.

Outside of the top ten, there is growing interest in the Caribbean, in particular Antigua and which islands are best.

Top ten organic articles and their movement WoW

1. [When is the next UK travel-list update and what can we expect?](#)
2. [UK to US travel: when will America's borders reopen to Britain?](#)
3. [What countries are on the UK red list for travel?](#)
4. [Why is South Africa still on the red list?](#)
5. [Where can I go on holiday in 2021?](#)
6. [23 of the best Christmas markets in Europe for 2021](#)
7. [How to get a Covid PCR test for travel, the cost and where to order](#)
8. [21 of the best places to spend Christmas in 2021](#)
9. [Cruise news: what's the latest from the industry?](#)
10. [Why is Turkey on the red list?](#)

Sun Travel content

What to wear while flying is top of our readers interest this week. Our DRESS TO IMPRESS article in particular caught our readers attention as well as why wearing legging on a flight is not a good idea!

Our readers were also interested in the volcanic eruption in La Palma that is impacting flights to the popular winter sun holiday destination.

There is no surprise that travel to Turkey is amongst our most popular articles this week - a hugely popular destination for Brits and Sun readers.



Top 5 most read travel articles last week:

1. [DRESS TO IMPRESS Flight attendant reveals the clothing mistake that passengers always make on planes](#)
2. [THAT BLOWS Spain holiday warning as more flights to La Pala are cancelled due to volcano eruption](#)
3. [TURK A BREAK Brits flock to Turkey after travel restrictions are lifted - here are some of the best autumn holiday deals](#)
4. [SAFE TRAVELS Why you should never put address on your luggage tag - and what you should put instead](#)
5. [PLANE STUPID Why you should never wear a pair of leggings on a flight](#)

Weekly travel search term trends



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

There is still plenty of search interest around the travel rules, in particular **'4th October travel changes'**, **'When do the amber list rules change?'**, and **'What date in November can I travel to the USA?'**. Searches around city breaks include destinations such as **Tallinn, Naples, Amsterdam and Budapest**. There is also more interest in US destinations following the announcement of the borders reopening, with searches increasing for **New York, Orlando and Florida**.

Data is taken from Google trends.

Travel trends over the past week and search increase WOW

Travel trends over the past week	Search increase WOW
4th October travel changes	700%
Is there still an amber list?	500%
When do amber list rules change?	400%
What date in November can I travel to the USA	350%
When will Mexico come off red list	350%
Will Dominican Republic come off red list?	300%
Where is hot in November	250%
UK to US travel ban lift update	200%
Jamaica holidays	140%
Yangtze river cruise	100%
Tallinn	80%
Naples city break	80%
Marrakech city break	80%
Budapest	80%
Is Cuba on the green list?	80%
Places on the green list	80%
Isles of Scilly travel	70%
Amsterdam city breaks	70%
Holidays to Santorini 2022	60%
New York flights	50%
Flights to Orlando 2022	50%
Edinburgh	50%
Winter staycation UK	50%
New York holidays 2022	40%
Flights to Vegas	40%
Villas in Florida	40%

The Sunday Times Cruise supplement *(reminder)*

Due to popular demand, The Sunday Times will be publishing another Cruise Supplement in November.

- Date: Sunday 14th November
- Editorial coverage: To be confirmed closer to the date

Contact the team for details of advertising opportunities and rates





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Julia Hartley-Brewer:
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195,000 weekly listeners

Mike Graham: 10.00am-13.00

172,000 weekly listeners

Ian Collins: 13.00-16.00

143 weekly listeners


Opportunities

Times Travel is the new travel content site from The Times and Sunday Times, that takes travel content outside of the paywall for the first time.

This offers clients the opportunity to reach our travel loving audiences seven days a week in a contextually relevant environment that is free for anyone to view.

We can offer **branded content**, **display adverts** as run of site, full site **takeovers** or targeting by destination or holiday type to give the most effective use of spend & **social**.

Please ask us for more details


THE  TIMES

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Sail away: the holiday wait is over


This summer, cruise breaks of unparalleled luxury are coming to our UK shores



Thursday April 29 2021, 14:55pm

Celebrity  Cruises®

The time to reconnect with family and friends has finally arrived — and there's no better way to share a summer adventure than to take a voyage around the beautiful British Isles on the elegant *Celebrity Silhouette*, the epitome of luxury.



Look out for stunning spots on the UK coastline including Portland in Dorset (Shutterstock)

This sleek ship, fresh from a multimillion-pound refurbishment, is offering a series of [six and eight-night staycation cruises this July and August](#), providing the perfect opportunity to recharge those batteries in a setting of style and comfort.

Celebrity Silhouette feels like a new ship. Suites and staterooms have all been completely refreshed in contemporary shades of cream, stone, pale coral and olive, and all come with Celebrity's exclusive eXhale bedding and cashmere mattresses.



Thank you

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