



News UK Travel update

17/11/21

News UK

Welcome to News UK

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

It's been a busy week at News UK as we continue to cover key stories from COP26. We are also looking forward to next week's panel with Campaign on the upcoming launch of the Black Pound Report.

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 letter

Lucy Perrin, Travel Content Editor, The Times

Last week Chief Travel Writer Chris Haslam reported live from the [first flight to the US](#) and we began to cover what Brexit will mean for [future holidays](#).

This week we're looking ahead to 2022 and what the best long and short-haul holidays will be, as well as asking industry experts for their predictions on what we should expect to see in the year ahead.



Times Travel content (Edition)

The top article among our readers this week was the beautiful Seychelles being absolutely worth the form-filling.

It's clear to see our readers are trying to book last minute trips before the end of the year. Our readers also want to find the destinations with the best affordable restaurants, like dinner for 2 in Istanbul for only £15.

Our article on the ultimate South Korea holiday still being popular due to K-Pop back in 2012. Since Squid Game was released, it's been bringing even more attention. The people of South Korea are happy with the result it's having on the Korean culture, also known as Hallyu.



Top ten most read articles

1. [Is the Seychelles still paradise on a multi-generational break?](#)
2. [24 fantastic foodie breaks in Europe](#)
3. ['Can I get into the US with my unrecognised batch of the Oxford vaccine?'](#)
4. [Steve McCurry interview: 'When you're in the field for 40 years, every now and then you're going to capture something extraordinary'](#)
5. [Game on: our guide to the ultimate South Korea holiday](#)

Times Travel content (Travel site evergreen)

We have seen US news articles moving out of the top ten across the site. However, the top 10 now has several very strong evergreen/seasonal articles, with Christmas still performing well.

Outside of the top ten, there was interest in **Cuba, Napa Valley vineyards, luxury hotels in New York, and the most luxurious cruise ships.**



Top ten organic evergreen articles search articles and their movement WoW

1. [Best Christmas markets in Europe for 2021](#)
2. [Best places to spend Christmas in 2021](#)
3. [Best Christmas markets in the UK for 2021](#)
4. [Best places for winter sun](#)
5. [Guide to Cherry Blossoms](#)
6. [Best places to go on holiday in December](#)
7. [Where to go on holiday in November: 15 fabulous destinations](#)
8. [Best city breaks in Europe](#)
9. [Best things to do on Antigua](#)
10. [Which is the best Caribbean island?](#)

Sun Travel content

Sun readers are looking forward to 2022. It's the year of travel to new and improved destinations.

On the topic of new and improved, 'Breakfree holidays' have paired up with us, with a number of bargains containing 4 or 7 night stays and up to 30 holiday parks included.

With millions expected to travel next year, there's warning of a hike in prices for foreign breaks. Our recent popular destinations are Greece, Benidorm and Florida.



Top 5 most read travel articles last week:

1. [First look inside the biggest superyacht in the world launching in 2024 – with 39 apartments, pools and wine cellar](#)
2. [Opening date set for new Peppa Pig theme park – with rides, live shows & a water play area](#)
3. [Book a break with The Sun – with deals like Benidorm from £159pp & Greece from £139pp](#)
4. [Legoland and Alton Towers launch Black Friday Magic Sale which includes £240 off annual park tickets](#)
5. [Book your Haven 2022 holiday now from £49 with Breakfree](#)

Weekly travel search term trends

Travel trends over the past week	Search increase WOW	Notes/Suggestions
River cruise Vietnam and Cambodia	Breakout	
Is Amsterdam in lockdown	2350%	
San Marino holiday	750%	
San Marino hotels	650%	
Villas in La Cala	200%	
Hong Kong travel update	190%	Update existing piece with new links/any news and republish with new time stamp
Palma city break	170%	
Amazon river cruise	160%	
Flights to Qatar 2022	160%	
Luxury travel destinations	150%	
Austria travel restrictions	130%	
Naples city break	120%	
Netherlands travel restrictions	80%	
Verona city break	80%	
Travel to Austria from the UK	70%	
Hotels in Staithe	70%	
Lapland holidays 2022	70%	
Lumo train to Edinburgh	70%	Update existing piece with links/info and republish with latest date
US holiday	60%	
Flights to Lanzarote	60%	
Dog friendly staycation	60%	
New York holidays	60%	
Best city breaks Europe	50%	Trending on first page - consider adding link and republishing to bump up rankings
Cheap city break destinations	50%	
Warsaw city breaks	50%	
Villas in Portugal Algarve	40%	
Cotswolds staycation	40%	
Things to do in Budapest	40%	
Things to do in Prague	40%	
City break to Barcelona	40%	

England's World Cup qualifier against San Marino this week prompted increased interest in the small European country.

Questions on the Netherlands' and Austria's new restrictions have also prompted searches such as **Is Amsterdam in lockdown?**

City breaks have seen an increase in interest over the past seven days, in particular searches around **Palma, Naples, Prague and Verona.**

Data is taken from Google Trends



Upcoming Supplements

Supplement dates:

23rd January

Sunday Times Cruise supplement

26th February

Escorted Tours Supplement

27th March

Sunday Times Cruise supplement

September 26, 2021

THE SUNDAY TIMES



Caribbean isles, slow Seychelles – our pick of the winter-sun sailings **6**

TRADEWIND VOYAGES

A NEW WAY TO DISCOVER THE CARIBBEAN

SAILING FROM BARBADOS AND CALLING AT DESTINATIONS INCLUDING:

Port Elizabeth, Bequia	Soufriere Bay, St Lucia	Basseterre, St Kitts
Mayreau, Grenadines	Falmouth, Antigua	Gustavia, St Barts

Various departures between Nov 21 - Apr 22

To book please call Trailfinders dedicated Cruise Team on 020 7368 1300 or visit [trailfinders.com/cruise](https://www.trailfinders.com/cruise)

Book with confidence with our 'Covid Promise' & 'Safe Sailing' protocols.

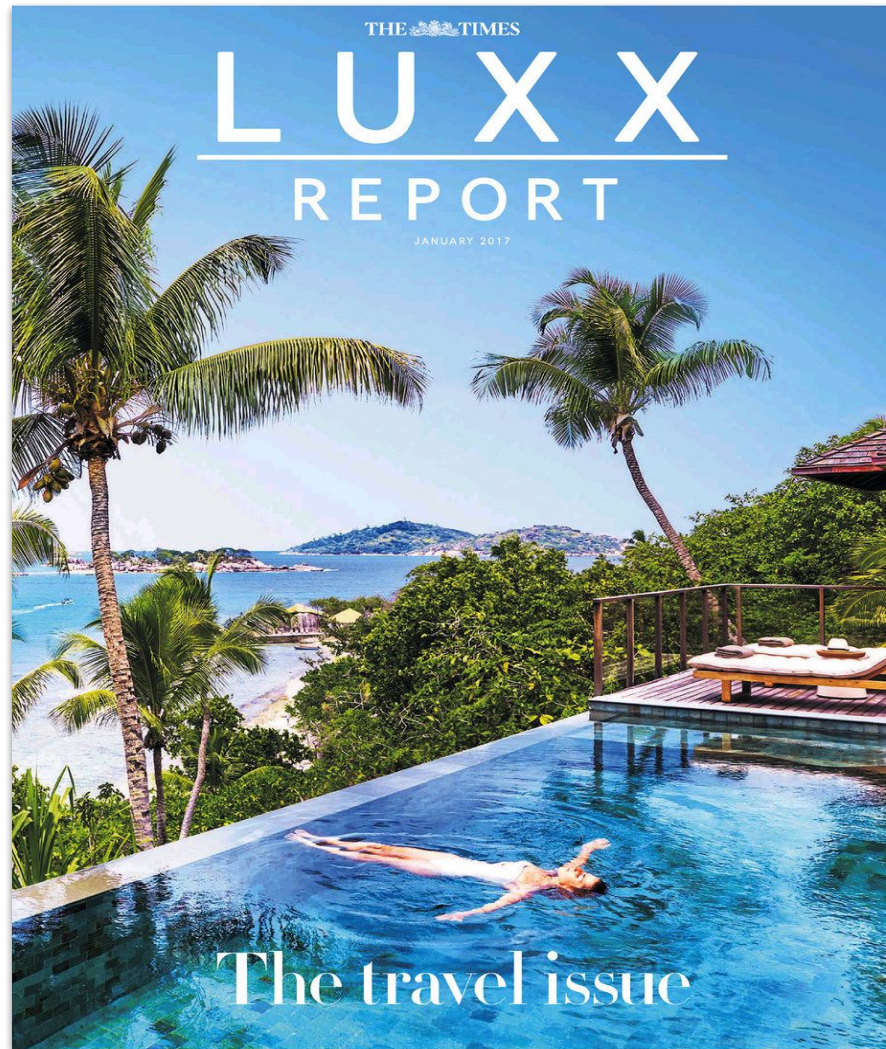
L U X X Travel Report 2022

The Times L U X X Travel Report is back for 2022, and is our most contextually-relevant luxury travel print environment of the year, edited by L U X X Travel Editor & Deputy Editor, Lisa Grainger. Full page / DPS display ads and advertorials available.

- Booking deadline - Monday, 17th January, 2022
- Copy deadline - Thursday, 20th January, 2022
- Publish date - Saturday, 5th February, 2022

Key Audience Stats:

- The Times reaches 91% of those with a net worth of \$10m+ (highest income bracket the survey covers)
- The Times & Sunday Times is the #1 newsbrand for reaching luxury & business influencers
- The Times reaches 72% of C-suite executives, owners and partners
- 58% of The Times business influencer audience say that 'luxury products and services play an important part in their lives'



Virgin Radio UK (Pridecast)

We are thrilled to share the news that Virgin Radio UK has launched a new series of the Virgin Radio Pridecast. Every Friday, hosts Alex Milsom and Sivani Dave will look back through the Virgin Radio Pride UK archives with the help of leading guests as the network continues to broadcast important conversations around LGBTQ+ culture.

The station brought to life Pride festivals around the UK, partnering with local Pride celebrations from various places including Blackpool, Oxford, Grampian, Liverpool, Norwich, the Isle of Wight and many more. The station was named Campaign of the Year at the Proud Scotland Awards in October.

Find out more [here](#).



Travel Christmas deadlines

We are all steam ahead for Q1 2022 planning and would hate for you to miss out!

To guarantee desired sizes, space and positions please book as early as possible.

Please get in touch with your sales manager for bookings and enquiries or email newsuktravel@news.co.uk

Publication	Publication date	Booking deadline *	Copy deadline
Times	18th December	6th December	15th December
Sunday Times	19th December	6th December	16th December
Sunday Times	26th December	6th December	21st December
Times	1st January	6th December	29th December
Sunday Times	2nd January	6th December	30th December
Sun	18th December	13th December	15th December
Sun	19th December	13th December	16th December
Sun	26th December	13th December	21st December
Sun	1st January	13th December	29th December
Sun	2nd January	13th December	30th December

**book by to guarantee space*

Thank you

Get in touch: newsuktravel@news.co.uk



News UK