

News UK Travel update

01/12/21



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.

We have seen planning for Q1 pick up in the last week so please get in touch as early as possible to secure your advertising space.

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

Lisa Minot, Travel Editor, The Sun

OMICRON may have temporarily put the brakes on the fragile recovery of travel but there is no reason to panic. With the re-introduction of PCR tests and self-isolation until a negative result, consumers will need reassurance, flexibility and clarity to encourage them to travel. Many are looking forward to Xmas reunions and trips and there is pent-up demand for travel in 2022.

It will be several weeks until scientists will have more detail on whether the new variant will evade vaccines. All we can do is hope and pray we have made the right decision to introduce restrictions.



Times Travel content (Edition)

There is no surprise that this week the top article was around what lockdowns mean for travel. After Austria's new lockdown made the headlines, Slovakia followed suit on Thursday. So far these are the only two European countries in full lockdowns, which are likely to last until mid-December.

Readers are still hoping to get away for Christmas with an interest in the best hotels to book for a festive escape.

Both UK and overseas holidays were on our readers agenda this week.



Top ten most read articles

1. [Covid in Europe: which countries are in lockdown and what are the rules?](#)
2. [Festive escapes: 25 hotels to book for Christmas](#)
3. ['My single-vaccinated teenage son was denied boarding by Ryanair'](#)
4. [Slow train to Rome: the ultimate family interrailing adventure](#)
5. [Bling in the Bahamas: the A-list island escape](#)
6. [Exclusive: joining the season's first skiers in Val Thorens](#)
7. [Tahiti: the tropical paradise you can visit now](#)
8. [Win a Michelin-starred break for two at Northcote in Lancashire](#)
9. [Bob Mortimer interview: 'I was with Vic in Compton and a guy pulled a gun on us'](#)
10. [How Covid killed off the overseas stag do](#)

Times Travel content (Travel site evergreen)

Our readers are getting in the festive spirit with both the top 2 articles being around Christmas Markets in the both UK and Europe.

They are also still dreaming of winter Sun and potentially getting away for Christmas, with 'Where to go on holiday in January' and 'Best places to go on holiday in December' featuring in the top 10.

Our timely article around the House of Gucci filming locations in Italy also shot into the top 10 after the film featuring Lady Gaga and Adam Driver was released last Friday.



Top ten organic evergreen articles search articles and their movement WoW

1. [Best Christmas markets in the UK](#)
2. [23 of the best Christmas markets in Europe for 2021](#)
3. [The world's most overrated destinations](#)
4. [21 of the best places to spend Christmas 2021](#)
5. [Best places for winter sun](#)
6. [House of Gucci film locations](#)
7. [Guide to Cherry Blossoms](#)
8. [Best black Friday deals](#)
9. [Where to go on holiday in January](#)
10. [Best places to go on holiday in December](#)

Sun Travel content

Sun readers were keen to hear about Black Friday deals with great offers from Parkdean and MagicBreaks catching their attention.

Spain has banned all unvaccinated Brits from entering the country from Wednesday in a bid to contain a new strain of coronavirus. It comes as a massive blow to British holidaymakers who plan to jet off for some well-deserved sunshine this winter.



Top 5 most read travel articles last week:

1. [Parkdean's Black Friday sale has family holidays for as little as £11.50pp](#)
2. [Spain to ban unvaccinated Brits from WEDNESDAY throwing Christmas holidays into chaos](#)
3. [Seven nights in the Caribbean is now CHEAPER than a Med holiday – here's why and what you should buy](#)
4. [Where is Lapland UK and how much does it cost? Tickets, prices and opening dates](#)
5. [Incredible Disneyland Paris Black Friday sale includes 20% off with MagicBreaks – and packages from £149pp](#)

Weekly travel search term trends

Last week's travel announcement has prompted searches for clarification on **which countries are on the red list** and whether countries such as **Egypt** will be moved.

There has also been an increase in searches around restrictions for specific countries, in particular **South Africa, Spain, Switzerland** and **Finland**. **Cape Verde holidays** and **villas in Lake Garda, Spain, and Greece** saw a rise in search interest this week.

Data is taken from Google Trends



Travel trends over the past week	Search increase WOW
6 African countries on the red list	Breakout
How long will South Africa be on the red list?	Breakout
Will Egypt go on the red list?	Breakout
When do the new travel rules start?	Breakout
New travel rules UK	4950%
New Covid travel rules	3350%
South Africa red list	1800%
Swiss travel restrictions	1450%
South Africa travel restrictions	1400%
New countries on the red list	1300%
Day 2 PCR test UK	1000%
Flights from South Africa to UK	1000%
US travel ban	600%

Sun Like it Hot

Following the success of our 'Give Us A Break' campaign in October, we are launching our second campaign on 26th February 2022 rebranded as 'Sun Like it Hot'. The campaign will launch with a 16-page print supplement. In addition we will have a dedicated nav bar via sun.co.uk hosting 16+ editorial articles and a social campaign. The campaign will be live for 1 week only and we will be encouraging readers to take advantage of our partners incredible deals.

- Editorial campaign led by Lisa Minot & Caroline McGuire
- Launch: 26th February 2021
- Live for 1 week only
- Promoted across print, digital & social with marketing support
- Exclusive Sun offers with low deposits from partners



The Sun audience spend **£2,869** on average on holidays & short breaks above the national average



3.35 The Sun audience takes an average of 3.35 trips abroad in a given year - above the national average



77% of The Sun audience (28M) always look out for special offers when shopping (index 103)



67% of The Sun audience has NOT had their holiday budget impacted by Covid-19

55% Female
59% ABC1 (30% AB)

Give Us A Break Results



- £1m circa sales revenue generated
- 13.m total campaign reach
- 400 est transactions made during the week long campaign
- 16.1k competition entries



HOW TO GET ON BOARD?

Set partner package of £15k net

CHANNEL	FORMAT	DESCRIPTION
DIGITAL	Native	1x Standard native article in 10k guaranteed UV's
	Display	270k targeted display on the sun.co.uk Audience & demographic targeting
	Newsletter	1x Sponsored position in the sun travel newsletter
	Editorial	Pre promotes in main book
ADDED VALUE	Editorial	Editorial inclusion in the 8-page supplement
	Editorial	Campaign call to action throughout live week in main news
	Digital	House Banners

Last minute 2021 digital opportunities

Times Travel E-Newsletter Sponsorship

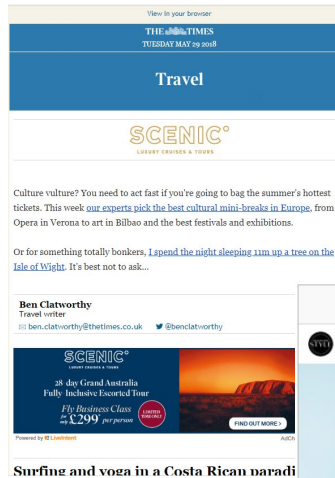
- You get your logo at the top & bottom, and 2 billboard banners within the email
- Sent out weekly on a Wednesday
- Subscriber base - 17,000, Avg open rate - 62%
- Available dates - 8th, 15th, 22nd and 29th December. Cost - £1,700

Times Travel and The Sun - Instagram & Facebook Paid Social

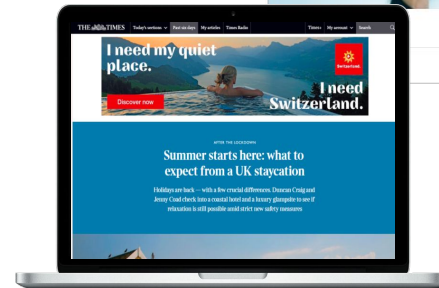
- Co-branded sponsored stories, Instant Experiences and video distribution all available
- Targeted to a bespoke target audience, agreed with you
- You provide images/ video, our creative team do everything else
- Costs from £6k net, including production

Digital Display

- Run of site, contextual/ audience targeting, video display and takeovers available
- £5k minimum spend on digital display advertising (Between £13 CPM - £40 CPM depending on format & targeting and site)
- Travel takeovers - between £4-5k



Surfing and yoga in a Costa Rican parad...



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