



News UK Travel update

05/01/22

HAPPY NEW YEAR!

News UK

# Welcome to News UK

Happy New Year!

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 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 Grainger, Travel Editor, The Times LUX*

Never before have I been so envious of photographs on Instagram as I have recently of people on safari. As Covid figures start to drop in the sunshine of southern Africa, and consumer confidence across the northern hemisphere starts to increase, lots of wildlife lovers are venturing back out into the wild for safaris that they have put off for one, two or even three years.

It is not difficult to understand why. A holiday that involves fresh air, sunshine, outdoor dining, driving in open-air jeeps and walking is what most of us need right now. Even if it means wearing a mask on a plane for 11 hours. I'm about to book a trip to Africa in February - and will be fervently praying that rules don't change (yet again). Watch my Instagram space...



# Times Travel content (Edition)

It's no surprise that readers have been eager to understand the implications of testing positive for covid-19 when on holiday. Given the government announcements this afternoon it is likely that this has put many of our readers minds to rest. Hooray!

Looking ahead to 2022 our readers have been getting themselves familiar with where they can go on holiday including which countries currently have restrictions against UK travellers.

Given the amount of speculation around the booster, it's also no surprise that readers are keen to understand if the booster is a necessity to travel, as well as when their current vaccination passport might expire.



## Top ten most read articles

1. [What happens if I test positive for Covid on holiday](#)
2. [When is the next travel update?](#)
3. [Where can I go on holiday abroad](#)
4. [Which countries have banned UK travellers?](#)
5. [Ski news: what you need to know about your trip this year](#)
6. [Best places for winter sun](#)
7. [Will I need a booster jab to travel abroad?](#)
8. [Does my Covid vaccine passport expire?](#)
9. [21 of the best places to spend Christmas 2022](#)
10. [Cruise news: what's the latest from the industry?](#)

# Times Travel content (Travel site evergreen)

It's apparent that our Times readers are still interested in getting some winter sunshine, with our 'Best places for winter sun' proving very popular.

After two years of uncertainty around whether or not readers will be able to spend Christmas with family and friends, it's no surprise that they are interested in where best to spend the festive season this year!

Season 2 of Emily on Paris aired just before Christmas. Emily's adventures in the City of Lights has obviously caught our readers attention as they are keen to discover some of the places featured in both series.



## Top ten organic evergreen articles search articles

1. [Best places for winter sun](#)
2. [21 of the best places to spend Christmas 2022](#)
3. [The best Emily in Paris filming locations to visit](#)
4. [Guide to Cherry Blossoms](#)
5. [23 of the best Christmas markets in Europe for 2021](#)
6. [Best ski resorts in Europe](#)
7. [Best places to go on holiday in February](#)
8. [Best luxury holiday destinations](#)
9. [The 100 ultimate trips for 2022](#)
10. [Best Norwegian cruises](#)

# Sun Travel content

Sun readers are keeping a close eye on those countries introducing new rules for travellers, with the latest news of Cyprus catching their attention.

The news that more countries might following the likes of Austria & Germany in introducing a booster requirement in order to travel / avoid quarantine was also a very popular article this week.

Our sun readers were also interested in learning about what hotel guests should never ask, as well as how to secure themselves a free takeaway breaky!



## Top 5 most read travel articles last week:

1. [TRAVEL RULES Another popular European holiday hotspot introduces new travel rules](#)
2. [BOOST YOUR CHANCES Boris Johnson says Brits will soon need three jabs to travel abroad quarantine-free](#)
3. [CHECK OUT Hotel staff reveal the things guests should never ask for](#)
4. [SHALL NOT PASS Brit kicked off flight to Tenerife due to confusing passport rule](#)
5. [TAKING HOME THE BACON How you can always get a free breakfast to take from your hotel](#)

# Weekly travel search term trends

Search trends are following a similar pattern to Times Travel's traffic.

There has been a spike in interest in filming locations, including for **Stay Close**, **Remains of Day**, **Lost Daughter** and **The Tourist**. Following an episode of **Most Amazing Hotels**, there was a spike in interest in **Copenhagen**, including flights and hotels.

Search around Greece has also increased, with interest in **Santorini**, **Crete** and **Corfu** showing around flights.

*Data is taken from Google Trends*



Travel trends over the past week	Search increase WOW
Where is Stay Close filmed?	Breakout
Where was Remains of the Day filmed?	Breakout
Where was The Eagle has Landed filmed?	Breakout
Where is the Lost Daughter filmed?	Breakout
Where was The Tourist filmed?	Breakout
Most Instagrammed hotels in the world	1350%
CDC Cruise	1300%
Aidanova cruise ship	1150%
Copenhagen hotels	600%
Things to do in Liverpool	550%
Nile cruise	300%
Villas in Majorca 2022	250%
Flights to Corfu	180%
Caribbean cruises 2022	170%
Cruise travel insurance	150%
Flights to Orlando 2022	150%
Flights to Crete	150%
Flights to Florida 2022	140%
Cruise deals 2022	130%
Mini cruise from the UK	130%
Flights to Seville	130%
Flights to Ibiza	130%



**2022: Q1 OPPORTUNITIES**

# THE TIMES PRINT SUPPLEMENTS

In addition to our regular travel sections every Saturday within the Weekend section of The Times and as a standalone in The Sunday Times, we have a number of other print supplements planned in Q1, including:

## Destination focus:

### **Greece**

Sunday 9th January

### **Spain**

Sunday 16th January

### **Italy**

Sunday 23rd January

### **Fance**

Sunday 30th January

### **USA**

Sunday 6th February

## Topic focus:

### **100 best holidays for 2022**

Published Sunday 3rd January

### **Cruise**

Sunday 23rd January

*\*Limited space available\**

### **LUXX Travel Report**

Saturday 5th February

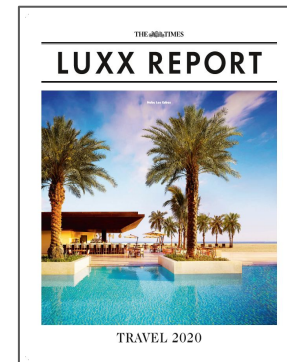
*\*1-Full page available\**

### **Adventure Travel**

Saturday 26th February

### **Cruise**

Sunday 27th March



Please let us know if you would like to secure advertising space in our weekend travel destination specials

# THE TIMES DIGITAL FOCUS

As well as replicating much of our award winning print content along with the destination focus pieces from the papers, we will have a number of dedicated digital content pieces, including:

## Destination focus:

### Jan:

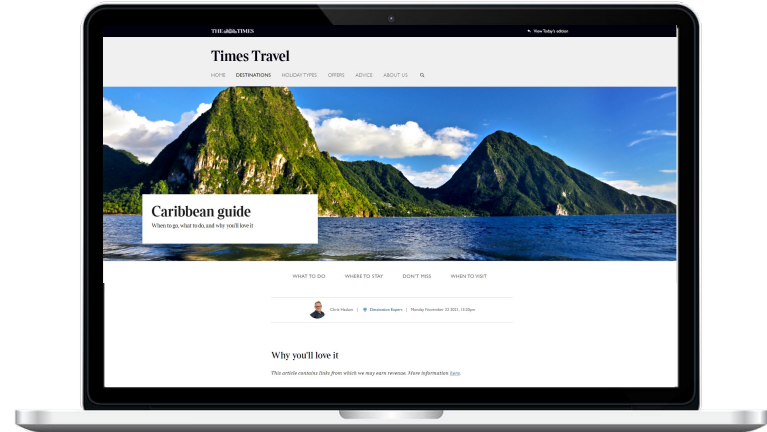
Australia  
Caribbean  
Dubai  
South Africa  
Maldives  
New York

### Feb:

Southern Europe

## Topic focus:

City breaks  
Romantic cities  
Hotels  
Ski



Please let us know if you would like to run targeted digital advertising alongside our award winning journalism

# THE SUN Q1 CONTENT

In addition to our regular travel sections every Saturday & Sunday, we have two campaigns planned that will run across print, digital and social.

## Sun Like It Hot

Launch 5th Feb with a 16-page supplement

Dedicated nav bar via sun.co.uk

Digital editorial articles

Social media coverage

## Cruise Supplement

Launch with a 12-page supplement in March

Dedicated nav bar via sun.co.uk

Digital editorial articles

Social media coverage

Please let us know if you would like to receive more information

**WIN 5 £1,000 Thomas Cook breaks**

**Give us a break**  
Sun travel

**LISA MINOT**  
Head of Travel

JET away with The Sun's fantastic Give Us A Break campaign – bring your incredible holiday and win up to £1,000 in holiday vouchers. With restrictions easing and more countries opening up, we've got loads of exclusive holiday offers to help you travel operators such as TUI, British Airways Holidays, easyJet Holidays and more for our free holiday vouchers.

And to celebrate our week-long campaign, we have £100 off summer breaks in the form of only one travel agent: Thomas Cook.

Yes, you can. Because whether you're that inspiration for trips to fabulous destinations across the globe with special deals on destinations, holidays, long-haul flights, luxury cruises and more, there's never been a better time to get booking – and with our fantastic deals you're saving as you wrap up your dream holiday.

Save up to £175 on long-haul  
PAGE 4

Save up to £220 on a luxury cruise  
PAGE 5

Deposits from just £39pp  
PAGE 6 & 7

Get £100 off summer breaks  
PAGE 9

**Yay! We're off on holiday**

**Thomas Cook**

**Now with more choice and more flexibility**  
Love it. Book it. Thomas Cook it.

**ABTA**

[www.thomascok.com](http://www.thomascok.com)

# 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](http://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

What's included in your package;

- Print: Guaranteed Editorial inclusion in the 16-page supplement
- Print: 1/2 Page Print Advert (*placed below editorial copy*)
- Digital: Editorially written standard native article
- Digital: Targeted ROS display on [thesun.co.uk](http://thesun.co.uk) (*audience & demographic targeting included*)
- Digital: Sponsored position in The SUN Travel newsletter

Added value;

- Print: Pre-promote in main book (*logo placement opportunity*)
- Digital: House event banners (*logo placement opportunity*)
- Digital: Sun Full Database email (*logo placement opportunity*)

# Thank you

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

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*News* UK