

News UK Travel update

23/03/22



News UK

Welcome to News UK

We're delighted to be able to share the latest travel trend analysis and insights as well as updates from across our business every week for you and your teams.

It remains hugely encouraging to see how confidence in travel is growing both from our partners and the public. A recent 'Sun' poll, showed that **over 60%** of holidaymakers have already booked their 2022 holiday, with a further **20%** still in the market. Late deals at the ready!

If you would like more information on anything featured in these reports, please do get in touch with us.



Editor's letter

Lisa Minot - Head of Travel, The Sun

WITH the final removal of the remaining travel restrictions - including the much-hated Passenger Locator Form - things have become much easier for travellers and just in time for the Easter holidays. Sun readers are keen to travel to destinations where there are also similarly relaxed testing regimes. Sun readers do want to travel but the war in Ukraine and energy crisis will have an impact. Brands still need to offer reassurance and demonstrate value for money.



Times Travel content (Edition)

This week's top story was 'The six seaside towns everyone's going to be talking about this Summer' featuring Dorset and Worthing.

Many enjoyed reading about the challenges of visiting ski resorts - when they are essentially closed! Eat your Ready Brek, kids - that's a big old mountain! #EarnYourTurns

The hilltop town of Sambuca di Sicilia (Sicily), grabbed the attention of many, in its efforts to draw holidaymakers to their quiet little corner - starting with the sale of abandoned homes for €1!

Other stories include a tale of two sisters and their epic adventure Down Under to mourn their Father, plus a roundup of indulgent, 'Hot Tub Breaks'.



Top 5 most read articles this week:

1. [The 6 seaside towns everyone's going to be talking about this summer](#)
2. [Ski touring: a beginner's guide to 'earning your turns'](#)
3. [Sleepy Sicily: my stay in the hilltop town of €1 homes](#)
4. [A 5,000-mile Australian road trip to mourn our father](#)
5. [Hot tub breaks: lodges, cabins and hotels to soothe away your troubles](#)

Times Travel content (Evergreen articles)

European breaks once again top the list - showcasing underrated cities such as Valletta, Lisbon and Tbilisi. Top performing 'destination specific' articles included Greece and Portugal.

Holidaying in April and May, is still a hot topic for readers, especially those looking for inspiration on where to travel.

Winter Holidays are on the rise, as holidaymakers start to plan ahead.

Unsurprisingly, All-Inclusive family holidays for Easter make an appearance again, as confidence rises following the removal of entry requirements into the UK.



Top ten organic evergreen articles:

1. [Best city breaks in Europe](#)
2. [Greece guide](#)
3. [Portugal guide](#)
4. [Best places for winter sun](#)
5. [Best places to go on holiday in May](#)
6. [Where to go on holiday in April](#)
7. [Guide to Cherry Blossoms](#)
8. [Where is hot in April](#)
9. [The Times' Top Picks: 10 of the best all-inclusive holidays for families this Easter](#)
10. [Travel awards page](#)

Sun Travel content

The article warning holiday makers of potential strikes in Spain, certainly drew attention. With the threat of unfinished hotels and lack of products (due to transit strikes), hotels fear they won't be ready to accept guests.

The news regarding the end of passenger locator forms, captured readers interests, whilst Heathrow battled with immigration queues.

There we also a couple of articles around guests stealing toilet rolls from an Air B&B, and a tip from an ex pilot regarding cues to look out for when turbulence is on it's way.



Top 5 most read travel articles last week:

1. <https://www.thesun.co.uk/travel/18025835/spain-holidays-hotels-shortages-strikes-food>
2. <https://www.thesun.co.uk/travel/17991946/pilot-flight-turbulence-rough-sit-down>
3. <https://www.thesun.co.uk/travel/17952067/travel-rules-covid-passenger-locator-form-tests>
4. <https://www.thesun.co.uk/travel/17945773/airbnb-guests-steal-toilet-roll-supplies>
5. <https://www.thesun.co.uk/travel/18027231/heathrow-airport-queues-immigration-passengers>

Weekly travel search term trends

Patagonia takes the top spot, following its feature on 'Dynasties II', with David Attenborough, which aired BBC1 last week.

There's a continued interest in city break destinations such as Porto, Brighton and Marrakech.

People were also searching for travel restrictions in **Canada, Malta, South Africa and Malta.**

Filming locations continue to be of interest too, with 'Holding' appearing on the list this week.

Data is taken from Google Trends



Travel trends over the past week	Search increase WoW
Where is Holding filmed?	Breakout
Where is Patagonia?	2700%
Where is the Sahara desert?	1050%
P&O Cruise cancelled today	750%
Cambodia river cruise	450%
Flights to Braga	440%
Vietnam river cruise	400%
Mekong river cruise	300%
Luxury Danube river cruise	250%
Flights to Lyon	250%
The Pig at Combe	90%
Canada travel restrictions	70%
Malta travel restrictions	70%
Ocean liner vs cruise ship	70%
Netherlands travel restrictions	60%
Flights to Porto	60%
Villas in Marrakech	60%
Brighton hotels	60%
South Africa travel restrictions	60%
Cyprus travel restrictions	50%
Best hotels in Jersey	50%
Lake Como	50%
Japan cruise	40%
Best beaches in Europe	40%

How we are supporting Ukraine

- ❖ £17,000 has been donated to British charities supporting the people fleeing Ukraine through News Corp Match.
- ❖ £16,901.86 (316 donations) has been donated, with £11,576.30 sent to The Red Cross, the charity The Sun's Ukraine Fund is supporting.
- ❖ These donations were doubled by News Corp, bringing the total value of donations to over £30,000.
- ❖ The Sun's Ukraine Fund has now raised over £1m for life-saving assistance and essentials, like food, water and healthcare to people caught up in the crisis.
- ❖ Wireless Ireland's Ukraine Appeal, which each station ran a campaign for, raised €74,230 in just ten days.
- ❖ Hundreds of ads for the Disasters Emergency Committee's UK-wide fundraising appeal have been running across Wireless



Internal Fundraisers

How we're supporting Ukraine



The News Building's bake sale, organised by Francesca Peak, raised £1,758 for The Sun's Ukraine Fund, and its Garlic Kyiv special raised £800.



In Peterborough, staff have been collecting and donating nappies, formula milk, medical supplies and blankets to St Olga Ukrainian Catholic Church, as well as volunteering for the Support Ukraine Appeal, to help sort through and pack all donations.

In other news....

Sharon Osbourne joins Talk TV...

Legendary star Sharon Osbourne will make a return to UK screens, fronting new must-see weeknight panel show The Talk on TalkTV, which will launch later this spring.

The major new current affairs primetime panel show: The Talk will air weeknights on TalkTV, bringing together five opinionated famous faces – all from different backgrounds and with differing views – to debate the most interesting stories of the day.

Covering topics from the UK and around the world, the panellists will serve up their outspoken views in an honest and straight-talking debate. Across sixty minutes, the five personalities will deep dive into the issues most affecting viewers, from news to politics, crime to health and entertainment to sport.



Thank you

Get in touch: newsuktravel@news.co.uk



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