

# News UK travel update

## 20/05/20

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*News* UK

# Welcome to News UK

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During these incredibly difficult times for our industry, we want to keep you informed of what is happening within our business, both from a travel and a wider publishing perspective.

Whilst our top priority remains keeping the nation informed each and every day, we are also producing more research and thought leadership pieces than ever before.

We will be sharing the most relevant information with you each week to help keep you fully informed.



# The Times & Sunday Times

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Throughout the period of lockdown, The Times & Sunday Times has thrived, with readers turning to us for the latest news, opinions and insight.

The travel section on a Sunday has temporarily merged with Home, but we continue to produce content to both inform and inspire our readers on their next trip.

Since lockdown began, our subscriber numbers are increasing and over 50% of these are under 46 with a female skew.

Last Sunday saw the annual Rich List published in The Sunday Times, driving a spike in print sales.



Week commencing 11<sup>th</sup> May at a glance:

- Print circulations were stable in the week, but Sunday was up 5% WoW due to the Rich List
- **22,000** households have signed up to our Home Newspaper Delivery service
- **69%** YOY increase in unique views to the site
- **98.4m** page views,
- **560k** subscribers now recorded. During lockdown we have seen the weekly number of new subs doubling and record breaking days for new subscribers

# The Sun



The Sun remains Britain's best read news brand and during lockdown we have seen the number of people coming to us for travel content increasing significantly.

Whilst getting out to pick up a newspaper is now harder than ever before, our readers have rushed to take advantage of our free home newspaper delivery service, with over 64,000 now having their paper delivered each day.

Visitors to the site and the number of page views recorded have also seen huge YOY growth.



Week commencing 11<sup>th</sup> May at a glance:

- Print circulations were up slightly in the week and vs the previous month
- **64,000** households have now signed up to Home Newspaper Delivery – 13k up in the last month
- **82%** YOY increase in unique views to the site
- **134m** page views were recorded last week
- **247%** YOY increase in page views to travel content on site

# News Live

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News Live is a new thought leadership initiative that sees our senior leadership team discuss key topics of the day with industry experts.

Last week we spoke to our travel editors about adapting in the current climate and on Monday we introduced Times Radio, both of which can be viewed again below, as well as browsing upcoming editions and others that have run.

[Adapting as a travel editor >](#)

[Introducing Times Radio >](#)

[View all News Live talks >](#)

Sharing ideas  
and intelligence  
to help shape  
your thinking.

*News* **LIVE**

# RAJAR success for Wireless



Last week saw the latest RAJAR results being published and it was great news for our Wireless radio network, with audience reach topping 5m.

These figures are for the first quarter of 2020 and whilst the lack of live sport has certainly had an impact on talkSPORT, their listener numbers have remained stable, boosted by new shows, new talent in Freddie Flintoff, Laura Woods taking over the breakfast show from Mon-Weds and winning Network of the Year at the sports journalism awards in February.

[Read more here >](#)



## RAJAR results highlights:

### Virgin Radio network:

1.7m listeners (+17.2% YOY); 10.1m listener hours (+17.6% YOY)

### talkSPORT network:

3.2m listeners (+3% QOQ); 21.1m listening hours (+9% QOQ)

### talkRADIO:

424k listeners (+24% YOY); 2.7m listening hours (+97% YOY)



# Sunday Times Travel Mag 200

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The Sunday Times Travel Magazine, the UK's best selling monthly travel title, is turning 200 and so our September issue will be a special edition to celebrate 200 travel heroes and the best of travel.

From the best hotels to most delicious cocktails and dreamiest beaches, the issue will cover off all the very best things about travel to whet our readers appetite for their next trip.

The issue is on sale on Thursday August 6<sup>th</sup> and to discuss our unique sponsorship opportunity in this and commercial activity in any other edition, please contact [felicity.king@news.co.uk](mailto:felicity.king@news.co.uk)



200<sup>th</sup> edition headline sponsorship opportunity

We are looking for a headline sponsor for the 200th issue with the sponsor receiving:

- Logos on the opening page
- A page of editorial coverage within the issue
- Inside front cover DPS site and an additional display page running within the issue

Cost - £20k (media value £35k+)

# Travel search term trends

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Our SEO team are looking at key travel search trends, each week to gauge what is being searched for by Brits anxiously looking to their next holiday.

Reassurance was front of mind for many, with information on cancellation and refund policies of operators the most common theme.

From a destination point of view, talk of restrictions easing in France led to a spike in searches for Brittany Ferries, whilst there was also a lot of interest in Italy, no doubt helped by the plans of Sicily to cover 50% of air fares.



Notable search increases last week:

- Worst travel firms for cancellation (breakout\*)  
Best & worst travel firms for refunds (+2350%)
- Brittany Ferries (breakout\*)
- Summer holidays cancelled (+1,150%)
- Australian landmarks (+1,100)
- Italy travel restrictions (+350%); Can I travel to Italy (+160%); Flights to Italy (+120%)
- Where is hot in March/April (+300%)
- Christmas breaks UK lodges (+200%)

*\*Breakout is where volumes are +5,000% or more*



# Times travel article stats

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The travel content we produce has changed drastically and looking at the most visited articles, it is those forecasting the future that are having the most traction.

From predictions on 'the new normal' to the destinations that will open this year, readers are seeking out a mixture of knowledge and inspiration.

Further down the list, UK content performed well, along with the resurgence of camper vans and motorhomes, suggesting a desire for the Great British road trip this year.



Top 5 most read travel articles in May:

1. [The future of travel: our experts look at what lies ahead](#) (02/05/20)
2. [So, are we going to get a holiday this year?](#) (16/05/20)
3. [Aviation crisis: 'the scale of this disaster is horrifying'](#) (01/05/20)
4. [Get ready for the social distancing minibreak](#) (09/05/20)
5. [Wish you were there? Where the celebs are dreaming of travelling to](#) (09/05/20)

# Sun travel article stats

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The Sun are continuing to produce regular content keeping readers up to date on how Covid-19 is impacting their holidays.

Inspiration on where they may be able to travel performed very well, but coming out on top by some distance was around potential quarantine legislation.

This mix of content shows that whilst our readers are excited to begin travelling again, they also want to be armed with the facts on what will have changed since they last got away.



Top 5 most read travel articles last week:

1. [Brit travellers face up to '£10,000 fines for breaking 14-day quarantine rules'](#)
2. [Spain's major airports reopen for international flights](#)
3. ['Hope for Brits' holds as Greece & Portugal plan 'air bridges' to avoid quarantine rule](#)
4. [How your hotel stay will be different after lockdown](#)
5. [Caravan holidays in the UK optimistic for the summer](#)

# The wider impact of Covid-19

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Our latest reader panel research saw 759 Times and 475 Sun readers give their opinions on the impact of Covid-19 last week.

Confusion around the recent government announcements has eroded faith in their communications and this is reflected in the demand for an easing of lockdown, with Times readers seeking normality returning sooner.

Wellbeing is a key trend, with the environment seen as a key beneficiary of the crisis, whilst many also believe they will also be fundamentally changed, with this largely driven by a greater appreciation of the simple things in life.



## Notable insights:

- 35% of Times and 57% of Sun readers feel the crisis has fundamentally changed them
- 77% of Times and 74% of Sun readers feel the crisis will have a positive long term effect on the environment
- Faith in the government's communications strategy has dropped in recent weeks, with Times readers at 45% from a high of 81% and Sun readers at 61% from a high of 89%
- Times readers (52%) are far more in favour of an easing of lockdown restrictions than Sun (39%)





# Thank you

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

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