Why the Guardian

We reach over **23 million readers in the UK a month**. We’re the **second biggest source of travel information behind Tripadvisor** and we reach **more people than Condé Nast Traveller**.

But scale is nothing without influence ...

**We are the number 1 trusted newsbrand as voted for by Ofcom** - this trust means we have a unique relationship with our readers, which is key when building brand awareness and loyalty.

Our travel audience is progressive by nature - they are culturally oriented, are keen to explore new places and have a greater eco mindset than the UK Nat Rep.

The last couple of years have ushered in extraordinary changes to travel but with the Guardian you can be assured your advertising campaigns will not only be beautiful and influential but will be seen by a receptive audience.

**Sources:** TGI 2022, PAMCo 2022
A wanderlust audience

1.5m
Page views per week

66%
Plan to go on holiday in the next 12 months

52%
Say they are excited to travel more frequently again following the pandemic

31%
Want to book a ‘bigger and better’ holiday now that they’re able to travel freely again

Sources: Guardian Data Lake | UK Only | 1st May 2022 - 31st July 2022
Home or away?

- **Short haul:** flight of less than 4 hours
- **Long haul:** flight of more than 4 hours

- **61%** plan to go abroad in the next year
- **65%** of those planning to go abroad, plan to go to Europe
- **62%** plan to take a short haul holiday in the next 12 months
- **39%** plan to take a long haul holiday in the next 12 months
- **30%** of those planning to go abroad, plan to go somewhere other than Europe
- **78%** plan to go abroad in the next year

**Source:** The Guardian/Qu Mind Vertical Insight Survey, July 2022
They’ve got money to spend

1 in 5 Plan to spend over £1000 per person on their next holiday*

1 in 10 Plan to spend over £1500 per person on their next holiday*

56% Plan to spend over £500 per person on transport and accommodation

*not including spending money on holiday

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
What type of holidays do they prefer?

52% prefer city breaks

40% prefer beach holidays

67% say experiencing art, culture and history that a country has to offer is as important or more important than relaxing while on holiday

1 in 5 are interested in going on a winter sun holiday or a Christmas break

Almost 1 in 10 are interested in going skiing in the next year

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
Booking and travelling methods

Guardian readers are significantly more likely than UK Nat Rep to book accommodation with many of the major providers, including Booking.com, Airbnb

1 in 3 Prefer to fly with British Airways, while a quarter prefer to go with EasyJet

45% Plan to book transport and accommodation separately themselves

28% Plan to book a package deal, which rises to 40% amongst parents of children under 5

15% Are interested in booking an eco-friendly holiday

78% Of those going to Europe plan to fly, 9% plan to travel to by train

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight cancellations and delays</td>
<td>65%</td>
<td>Say they are worried about flight cancellations and delays</td>
</tr>
<tr>
<td>Price</td>
<td>55%</td>
<td>Cited price as the primary reason not to travel by train to Europe</td>
</tr>
<tr>
<td>Conflict</td>
<td>49%</td>
<td>Say that conflict in certain parts of the world has made them rethink their travel destinations</td>
</tr>
<tr>
<td>Covid</td>
<td>46%</td>
<td>Say they are still concerned about covid so would prefer to have a domestic holiday this year</td>
</tr>
</tbody>
</table>

**Source:** The Guardian/Qu Mind Vertical Insight Survey, July 2022
The rise in the cost of living and spending

Even though the cost of living is affecting our audience, they are maintaining or even increasing spend in many areas, such as travel.

79% of Guardian readers say they are affected by the cost of living crisis.

53% are much more likely to curb their spend due to Brexit.

1 in 10 are increasing their spend in the travel category.

73% expect the increased cost of living to impact their spending decisions.

Source: Vertical Insight Survey, July 2022
Effective results
Effective results. After seeing Guardian campaigns we found ...

83% Recalls booked or intend to with Expedia

15% Brand uplift for Jet2Holidays

85% Recalls using AirBnB post campaign
Opportunities
Reach Guardian readers in the right place

Digital
We’re the biggest source of travel information behind TripAdvisor! Reach our readers in contextual relevant sections including our travel section.

Using our first-party data we can target relevant audiences across the Guardian from our “Travel audience” to “In-market Holiday” to “City Breakers” to “Staycations & UK Holidays”. Using a mixture of BB, DMPU & MPU formats we can drive readers directly to your site.

Audio
Podcasts have never been more prevalent: 60% of the population are now listeners. The Guardian is the UK’s largest commercial podcast publisher. We can create excitement for travel by sparking listeners’ senses - using 30” audio ads of bustling cityscapes or ocean waves.

Print
Guardian readers love a holiday - with 66% planning a trip in the next 12 months. Get in front of our newspaper readers to drive brand awareness across the Guardian and the Observer news titles.

Our weekend supplements are the perfect opportunity for travel advertising with contextually relevant content. The Guardian’s Saturday Magazine regular travel features cover destinations and holiday activities, and our Observer Magazine regular travel features is in a digestible “Top 10...” format.
<table>
<thead>
<tr>
<th>The Packages</th>
<th>£55k</th>
<th>£40k</th>
<th>£25k</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital</strong></td>
<td>4 x Travel full section takeovers est. 448k impressions total</td>
<td>4 x Travel full section takeovers est. 448k impressions total</td>
<td>2 x Travel full section takeovers est. 244k impressions total</td>
</tr>
<tr>
<td></td>
<td>1.25m impressions Audience targeting</td>
<td>1m impressions Audience targeting</td>
<td>750 impressions Audience targeting</td>
</tr>
<tr>
<td><strong>Audio</strong></td>
<td>500k impressions 30” audio ads</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td>4 x full pages in Guardian/Observer</td>
<td>4 x full pages in Guardian/Observer</td>
<td>2 x full pages in Guardian/Observer</td>
</tr>
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<tr>
<td><strong>Added Value</strong></td>
<td>Brand Metrics study</td>
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</tr>
<tr>
<td></td>
<td>1 x Travel full section takeovers est. 122k</td>
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<td></td>
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<tr>
<td></td>
<td>350k impressions Audience targeting</td>
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Thank you