

# The new travel trend

From short UK breaks to long haul adventures, these are people who put in the legwork to discover new destinations, the best things to do on location and the right ways to get there.

# Who are they?\*

- They like to be surrounded by different people, cultures, ideas and lifestyles
- They try to go somewhere different on holiday every time
- They have a keen sense of adventure

# Making change happen

- 40% have bought a product because of a company's responsible behaviour
- 63% have taken action to be more energy efficient at home
- 66% in the market for Free Trade products and locally produced goods



## Top overlapping audience <sup>¶</sup>



Health and fitness enthusiasts



News junkies



Home and garden



Style conscious



TV, gaming and home



## Top brands

BRITISH AIRWAYS patagonia airbnb



- Long haul travellers
- Short haul travellers
- Activity adventure travellers
- UK travellers
- Summer holiday travellers
- Business travellers



54% Female



45 Mean age



65% ABC1 <sup>§</sup>



## Getting it right with the Travel Pack

Look for brands that reflect their personality and values.

Top categories: holidays, travel, fashion

## Contextual placements <sup>†</sup>



Travel



Travel UK



Travel Europe



Climate



Travel Adventure



City Guides



Helen Coffey



Simon Calder

Scale up each audience pack to increase reach, or zoom in to increase efficiency – flexible targeting that's driven by our machine learning software using first party

Sources:  
 \* TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).  
 †. Adobe Analytics - June 2021 - UK Users only.  
 ‡. Permutive - 30 days. April 2021. UK Users only..  
 §. PamCo - 2021  
 ¶. Permutive - 30 days. July 2021. UK Users only.