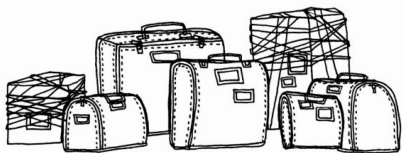


TRAVEL & HOLIDAYS



sundayherald



TRAVEL

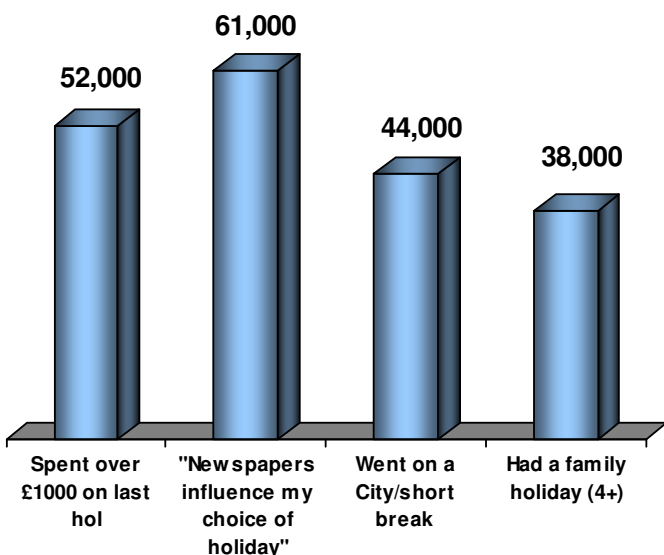
69% OF SUNDAY HERALD READERS READ THE TRAVEL SECTION IN THE NEWSPAPER

 **77% OF SUNDAY HERALD READERS HAVE BEEN ON HOLIDAY IN THE LAST 12 MONTHS.**
 THEY ARE 23% MORE LIKELY TO HAVE BEEN ON HOLIDAY THAN THE AVERAGE SCOTTISH ADULT.

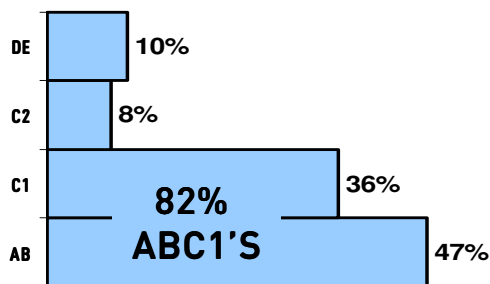
 **SUNDAY HERALD READERS HAVE TAKEN AN AVERAGE OF 2 HOLIDAYS IN THE UK OVER THE LAST YEAR.**
 49,000 READERS HAVE STAYED IN A HOTEL IN THE UK IN THE LAST 12 MONTHS.

 **60,000 READERS HAVE HOLIDAYED IN SCOTLAND ON AT LEAST ONE OF THEIR LAST 2 HOLIDAYS.**
 THEY ARE 28% MORE LIKELY TO HAVE HOLIDAYED IN SCOTLAND THAN THE AVERAGE SCOT.

 **SUNDAY HERALD READERS HAVE GONE ON AN AVERAGE OF 2 HOLIDAYS ABROAD IN THE LAST YEAR.**
 78% OF SUNDAY HERALD READERS LIKE THE IDEA OF TRAVELLING ABROAD.



SOCIAL CLASS PROFILE:



FOR MORE INFORMATION CALL THE TRAVEL TEAM ON 0141 302 6123 OR EMAIL TRAVEL@HERALDANDTIMES.CO.UK

Sources : ABC Jan - Jun 09, NRS Jul 08 - Jun 09, Omniture Oct 09, TGI Apr 07 - March 09

