

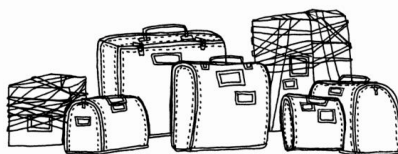
59,208
SALES

215,000
READERS

545,525
ONLINE









The Herald

A broader view

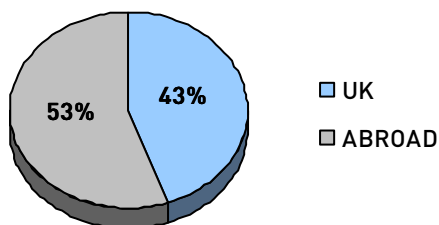


TRAVEL

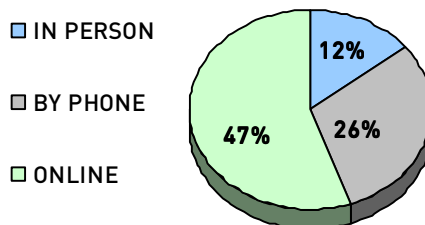
Source : ABC Jan - Jun 09, NRS Jul 08 - Jun 09, Omniture Oct 09, TGI Apr 08- March 09

-  **85% OF HERALD READERS WENT ON HOLIDAY IN THE LAST 12 MONTHS.**
35% MORE LIKELY THAN THE AVERAGE SCOT
-  **HERALD READERS SPEND AN AVERAGE OF £1,821 ON THEIR HOLIDAY.**
£442 MORE THAN THE SCOTTISH AVERAGE.
-  **42% BOOKED ONE OR TWO HOLIDAYS**
82% OF READERS WENT ON THREE OR MORE HOLIDAYS IN THE LAST 12 MONTHS
-  **79% OF HERALD READERS READ THE TRAVEL SECTION IN THEIR NEWSPAPER.**
THEY ARE 41% MORE LIKELY TO READ THE TRAVEL SECTION THAN THE AVERAGE SCOT.
-  **A THIRD OF HERALD READERS HAVE VISITED SCOTLAND ON AT LEAST ONE OF THEIR LAST 2 HOLIDAYS.**
THEY ARE 43% MORE LIKELY TO HAVE VISITED SCOTLAND THAN THE AVERAGE SCOT.
-  **74% OF HERALD READERS LIKE THE IDEA OF TRAVELLING ABROAD.**
THEY ARE 12% MORE LIKELY TO ENJOY TRAVELLING ABROAD THAN THE AVERAGE SCOT.
-  **54,000 HERALD READERS HAVE TAKEN CITY/SHORT BREAK ON AT LEAST ONE OF THEIR LAST 2 HOLIDAYS.**
-  **43% OF HERALD READERS HAVE VISITED BRITAIN IN THE LAST 12 MONTHS.**

HIGHER PERCENTAGE GO ABROAD FOR THEIR HOLIDAYS



BOOKING HOLIDAYS ONLINE IS BECOMING INCREASINGLY POPULAR



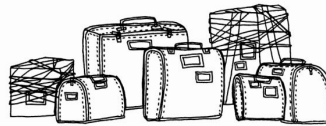
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TRAVEL HABITS

- 62% OF THE SCOTTISH POPULATION HAD A HOLIDAY LAST YEAR BUT **85%** OF HERALD READERS WENT AWAY.
- ALTHOUGH 8 IN 10 READERS GO AWAY AT LEAST TWICE DURING THE YEAR, THE AVERAGE NO. OF TRIPS IS 3.
- NOT ONLY DO HERALD READERS HOLIDAY MORE OFTEN, THEY ALSO SPEND MORE - 32% MORE THAN THE AVERAGE SPEND.
- EUROPEAN DESTINATIONS REMAIN THE MOST LIKELY, ALTHOUGH 48,000 FLEW LONG HAUL LAST YEAR.
- 57% PREFER HOLIDAYS OFF THE BEATEN TRACK, AND 55% TRY TO GO SOMEWHERE DIFFERENT EACH YEAR - IT'S NOT SURPRISING THAT OVER 60,000 READERS ADMIT TO BEING INFLUENCED BY NEWSPAPER TRAVEL ARTICLES.

TO ADVERTISE WITH US, PLEASE CALL THE TRAVEL TEAM ON 0141 302 6123 OR EMAIL TRAVEL@HERALDANDTIMES.CO.UK

