

TRAVEL

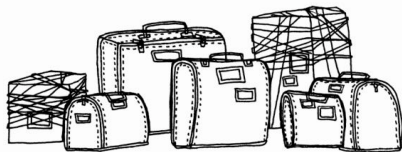
63,803
SALES

179,000
READERS

274,410
ONLINE

EveningTimes

Nobody knows Glasgow better



TRAVEL

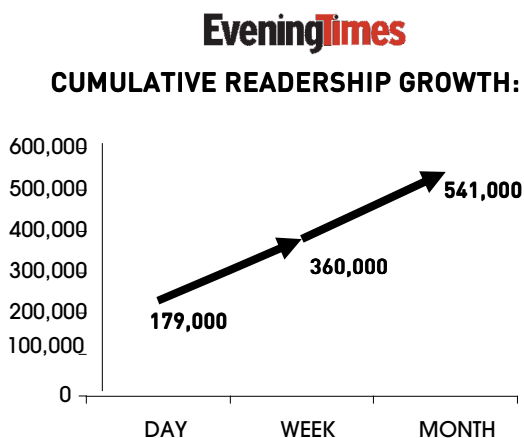
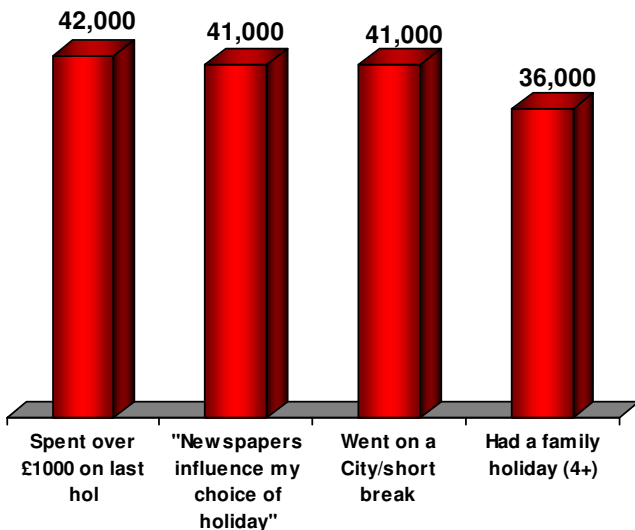
IN THE MAIN PAPER ON THURSDAYS AND SATURDAYS

EVENING TIMES READERS HAVE TAKEN AN AVERAGE OF 2 HOLIDAYS IN THE UK LAST YEAR – 39,000 HAVE VISITED SCOTLAND.

THE TOP 5 DESTINATIONS WHERE EVENING TIMES READERS ARE GOING IN UK ARE: Scotland (39,000), North East/Yorkshire (9,000), Elsewhere in England (6,000), East Anglia (5,000) and Lake District/NW England, London and Ireland tying at 4,000.

73% OF READERS LIKE THE IDEA OF TRAVELLING ABROAD AND THEY ARE 13% MORE LIKELY TO LIKE TO TRAVEL ABROAD THAN THE AVERAGE SCOT.

THE TOP 5 DESTINATIONS FOR EVENING TIMES READERS ABROAD ARE: Spain (71,000), Greece (14,000), Cyprus (11,000), France (10,000) with USA and West Indies/Caribbean tying at 7,000.



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

Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, TGI Apr 08 – Mar 09; Omniture Oct 09

EveningTimes

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