UK | Q1 2019 Marketing Activities

Q1 OOH
- OOH | Digital Screens [Rail and Roadside], DEPs [Euston]
- Annual Billboard Manchester Piccadilly Station
- OOH | Virgin Atlantic & British Airways London Buses
- OOH | London Underground DEPs
- OOH | Digital Iconic Roadside, 48s and 96s
- London and Manchester | Digital OOH Screens

Q1 PRINT
- Print | Daily Telegraph
- Print | London Metro Advertorial, South Wales Metro Cover Wrap

Q1 TRADE
- Travel Trade Gazette
- Travel Weekly
- Travel Bulletin

Q1 RADIO
- Radio | Hits Radio & Key Radio [Manchester] 30’ commercial
- Radio | Hits Radio National Airtime and Hits Radio Manchester Sponsorship
- Radio | Heart FM [Sussex & Surrey] 30’ commercial
- Radio Capital FM [Manchester]

Q1 DIGITAL
- TV Digital Channels | Virgin Atlantic and British Airways
- Digital | Brides Magazine
- Digital | Sandals Just Premium (Pushup & Pushdown unit)
- Online | Daily Telegraph
- Digital | Travel Zoo
- Digital | Native Videos
DOOH | Rail & Roadside

[Images of DOOH advertisements showing various travel promotions, including a promotion for Barbados.]
OOH | Manchester
London Buses
Bus T-Sides

7 NIGHT HOLIDAYS FROM ONLY £699 PP

BRITISH AIRWAYS
barbados.com/brt/barbados

BTMI UK Market Activity
Q1 2019
DOOH | London Underground DEPs
DOOH | Manchester
Print | Metro

BTMI UK Market Activity

Q1 2019
This new incentive to win shopping vouchers and fam trips comes with the launch of the Barbados Elite Club training programme ttgmedia.com/competitions/...
Trade | Travel Weekly
Trade | Travel Bulletin

EXTENDED UNTIL 28 FEBRUARY

Barbados Elite Club Travel's most Exclusive Club

COOK ISLANDS

BARBADOS Elite Club LAUNCH COURSE

TRAVEL Trade

SANDOS SMART AGENCIES

Bartlett Elite Club training programme is designed to help you discover the broad of Barbados. Strengthen your knowledge by becoming a specialist and certified Barbados Elite Club member. Our team takes pride in ensuring that you receive the highest level of support, to equipping you with the necessary information, to sell the beautiful island

Tickets from £122pp

Register TODAY!
**Radio | Hits UK, Manchester & Key Radio**

*Approved Script:*

“Hey Manchester, wanna escape the winter? Get yourself to Barbados!

It’s not only the year round sunshine, amazing white sandy beaches and turquoise blue water, there is so much more!

From wonderful culinary options, cocktails on the beach, exciting adventure with your family, unique festivals and events throughout the year, Barbados has it all!

You can fly direct from Manchester for less as the virgin Atlantic sale is now on...and have a different adventure every day! book now at virgin atlantic.com/Barbados”
**Mid-morning Sponsorship | Hits Manchester**

*Through the Day... with Barbados and Sandals Resorts*

a) Your perfect luxury escape is just a flight away!
b) Fly there direct from Manchester airport.
c) Visit an island like no other this winter.
d) Voted the World’s Leading All Inclusive Resorts for the past 23 years
e) Barbados’s luxury included resort – sale now on

**30 second commercial | National**

Barbados is the perfect destination for relaxation, rejuvenation and romance...
You’ll adore the breath-taking views, exquisite food and unique Bajan hospitality.
The newest Sandals destination boasts 2 resorts, 4 pools, 11bars, 17 restaurants and endless fun and relaxation.
It’s the all-inclusive holiday you’ll never forget. Book now and save up to 45% on your perfect luxury escape.
And fly direct from either London or Manchester. Learn more at Sandals.co.uk/Barbados
**Approved Script:**

“Escape to the sunshine...
Escape to white sandy beaches...
Escape to Barbados...
Soak up the warmth as you uncover the treasures and enjoy the comforts and culinary delicacies of this beautiful island.
Barbados has it all.

*In British Airways’ January Sale, you can enjoy a 7 night holiday to Barbados from just £499 per person
Book by 31st January at Ba.com/barbados
Terms and conditions apply. Limited availability. ATOL Protected.*
Radio | Capital FM Manchester

**30 second commercial**

“Barbados is home to fantastic weather, amazing beaches and incredible food...
And it’s also home to some intoxicating music festivals! Barbados is a festival goers paradise, and we’re giving you the chance to win an all inclusive holiday for two to Barbados including return flights from Manchester plus festival tickets to either Crop Over, Vujaday or The Barbados Reggae Festival!
For your chance to win head to Capital FM.com.”
TV Digital Channels

Channels:

- sky news
- sky cinema
- EUROSPORT
- sky atlantic
- Disney Channel
- MORE
- 4
- food network
- home
- Good Food

BOOK YOUR BARBADOS GETAWAY TODAY
www.virginatlantic.com/barbados

BOOK YOUR BARBADOS GETAWAY TODAY
www.virginatlantic.com/barbados
TV | Digital Channels

Channels:

- Comedy Central
- Sky News
- Sky 1
- Sky Atlantic
- Sky 2
- Film 4
- Paramount
- BT Sport

BOOK YOUR BARBADOS GETAWAY TODAY
books.com/barbados

7 Night Holidays With Return Flights From Only £499pp

BRITISH AIRWAYS
Sale now on! Barbados holidays from only £499

Soak up the warmth as you uncover the treasures and enjoy the comforts & culinary delicacies of this beautiful island. Stay 7 nights, including return flights with British Airways from £499pp.

Brought to you by British Airways & Barbados

Find out more

Mark Warner festive offers for sun and ski holidays

With adult and family offers, upgrades and discounts, we have deals perfect for sun worshipers and mountain adventurers!

Brought to you by Mark Warner

Find out more
Digital | Ad You Like

Lifestyle  Showbiz  Homes & Property  ES Magazine  Future London

HIGHLIGHTS

CHELSEA
Chelsea to offer Callum Hudson-Odoi £100k-a-week deal

ES MAGAZINE
My London: David Haye

ES MAGAZINE
Meet Eva Green: the enigmatic star of Dumbo

ADVERTISEMENT
Crop Over – the sweetest summer festival

STAYING IN
These are the key things you need to know about Game of Thrones

HEALTH
Feeling anxious? You’re not alone
THANK YOU

BTMI UK | Q1 Marketing Activities