



UK | Market Activity Q1 2019

UK | Q1 2019 Marketing Activities

Q1OOH

- 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

Q1PRINT

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

Q1TRADE

- Travel Trade Gazette
- Travel Weekly
- Travel Bulletin

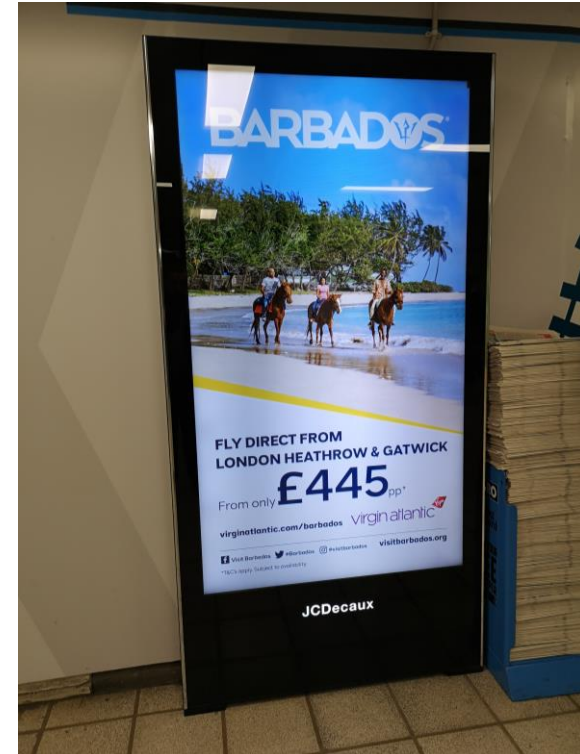
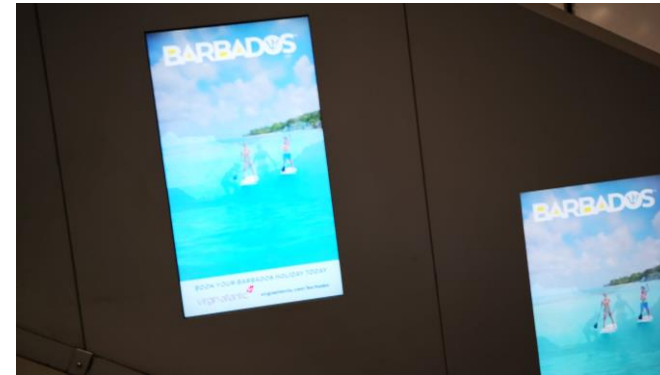
Q1RADIO

- 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]

Q1DIGITAL

- TV Digital Channels | Virgin Atlantic and British Airways
- Digital | BRIDES Magazine
- Digital | Sandals Just Premium (Pushup & Pushdown unit)
- Online | Daily Telegraph
- Digital | TravelZoo
- Digital | Native Videos

▶ DOOH | Rail & Roadside



OOH | Manchester



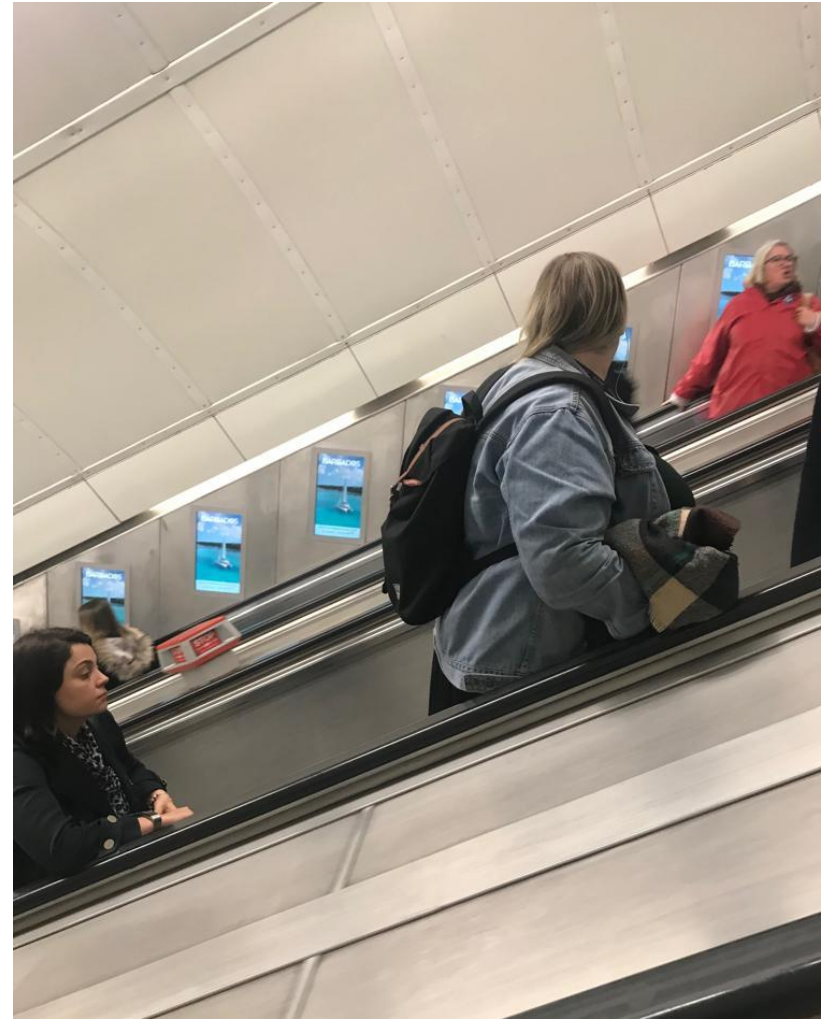
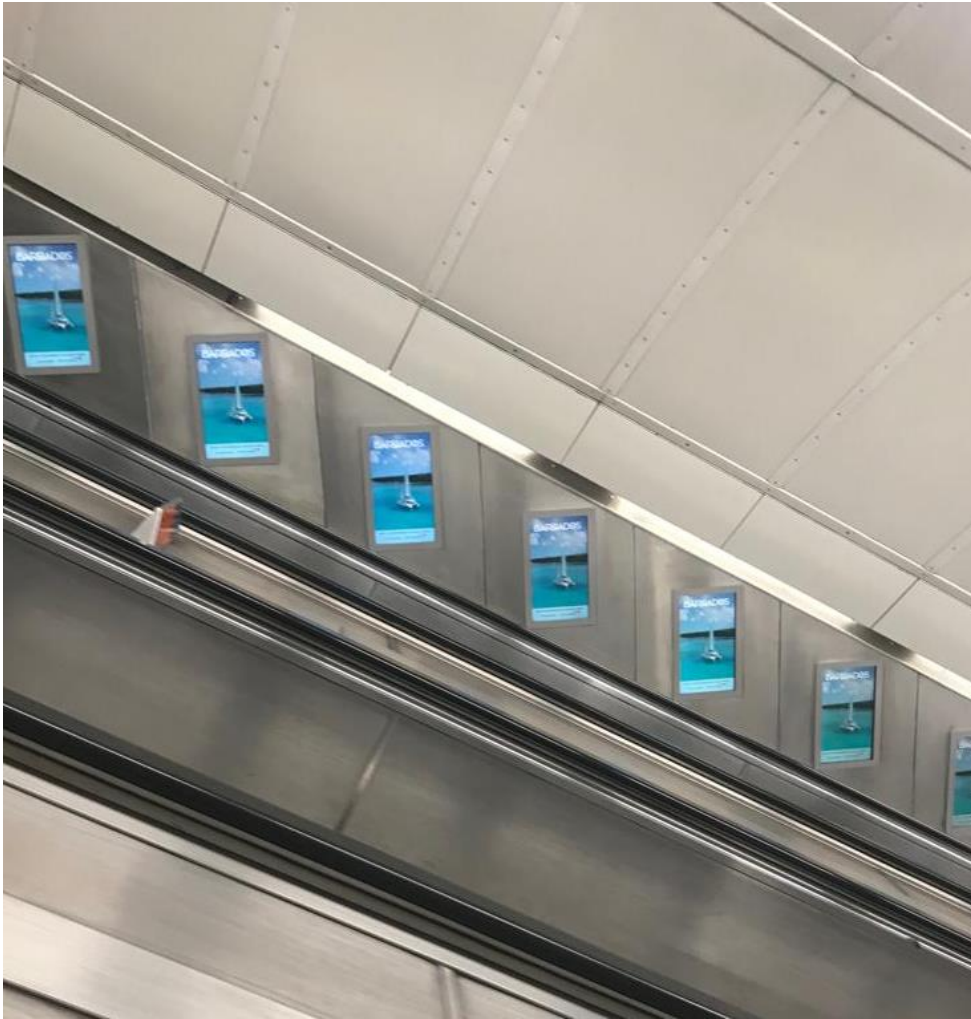
OOH | London Buses



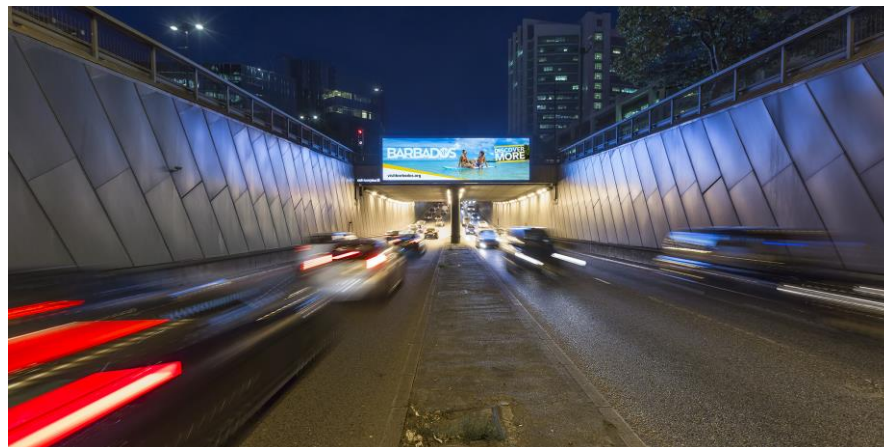
OOH | Bus T-Sides



▶ DOOH | London Underground DEPs



DOOH | London



▶ DOOH | Manchester



Print | Telegraph



1480 | The Independent | 16 March 2019

30 March 2019 | independent.co.uk

BARBADOS THE ISLAND

BARBADOS

BRITISH AIRWAYS

Your four-page guide to 2019's ultimate Caribbean holiday

CELEBRATING 65 YEARS OF BAJAN BLISS

The meteoric rise of a humble island

Celebrate the 65th anniversary of British Airways flights to Barbados by soaking up the culture, food, and friendly vibe of this wonderful island, says Mark Holden

If you're looking for the best island holiday in the Caribbean, Barbados is a top choice. It's a small island with a big personality, and it's got everything you need for a perfect vacation. From the beautiful beaches to the vibrant culture, Barbados has it all. And now, with British Airways celebrating 65 years of flights to the island, it's the perfect time to visit.

INLAND DISCOVERY

Barbados is a small island with a big personality. It's got everything you need for a perfect vacation. From the beautiful beaches to the vibrant culture, Barbados has it all. And now, with British Airways celebrating 65 years of flights to the island, it's the perfect time to visit.

Barbados is a small island with a big personality. It's got everything you need for a perfect vacation. From the beautiful beaches to the vibrant culture, Barbados has it all. And now, with British Airways celebrating 65 years of flights to the island, it's the perfect time to visit.

Barbados is a small island with a big personality. It's got everything you need for a perfect vacation. From the beautiful beaches to the vibrant culture, Barbados has it all. And now, with British Airways celebrating 65 years of flights to the island, it's the perfect time to visit.

Barbados: The Best of the Caribbean

Barbados is a small island with a big personality. It's got everything you need for a perfect vacation. From the beautiful beaches to the vibrant culture, Barbados has it all. And now, with British Airways celebrating 65 years of flights to the island, it's the perfect time to visit.

Continued on page 1487

PETER TURNER/GETTY IMAGES

PETER TURNER/GETTY IMAGES

PETER TURNER/GETTY IMAGES

PETER TURNER/GETTY IMAGES

[illegible][illegible]

Print | Metro



[illegible]

Trade | Travel Trade Gazette



BARBADOS

COLLECT POINTS FOR HIGH STREET VOUCHER REWARDS

BARBADOS Elite Club

Travel's most Exclusive Club

The Barbados Elite Club has been set up for travel professionals like you. If you're passionate about Barbados and want to send your clients to the most luxurious and exciting destination while earning valuable rewards yourself, Barbados Elite Club is for you.

Through our brand-new platform, you'll discover that there is so much more to Barbados than just year-round sun and white sand beaches. From the low-down on local festivals, insights into the fascinating culture and who mixes the best cocktail, Barbados Elite Club will provide you with all of the information you need to make your clients' holidays dreams a reality.

What's more, through the club you'll earn points which all add up for gorgeous gifts courtesy of Barbados Tourism.

Top performers will scoop even more great benefits...**how about an unforgettable trip to beautiful Barbados?**

BARBADOS ELITE CLUB WELCOME BOX

FOR THE FIRST MODULE COMPLETED

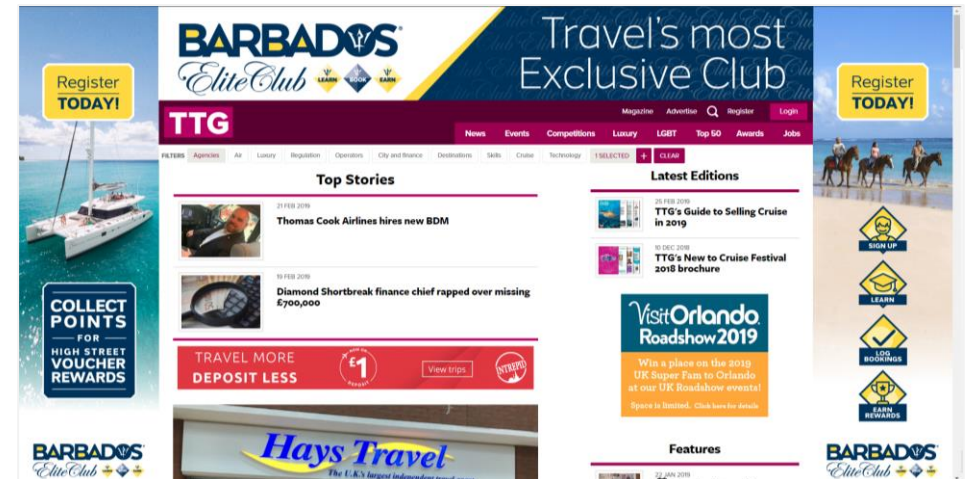
REGISTER TODAY! barbadoseliteclub.com

SIGN UP
Create an Account in less time than it takes to make a cup of tea.

LEARN
Strengthen and broaden your knowledge of Barbados.

LOG BOOKINGS
Submit the bookings you have made for approval by our partners.

EARN REWARDS
Use your points to redeem high street voucher rewards and fun trip opportunities.



BARBADOS Elite Club

Travel's most Exclusive Club

TTG

Register TODAY!

COLLECT POINTS FOR HIGH STREET VOUCHER REWARDS

TRAVEL MORE DEPOSIT LESS

Hays Travel

Top Stories

- 21 FEB 2019 Thomas Cook Airlines hires new BDM
- 10 FEB 2019 Diamond Shortbreak finance chief rapped over missing £700,000

Latest Editions

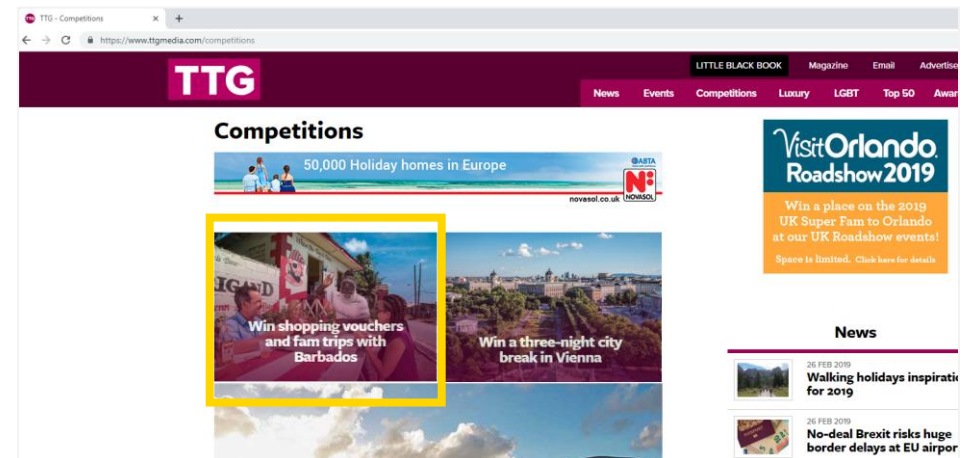
- 26 FEB 2019 TTG's Guide to Selling Cruise in 2019
- 10 DEC 2018 TTG's New to Cruise Festival 2018 brochure

Visit Orlando Roadshow 2019

Win a place on the 2019 UK Super Fam to Orlando at our UK Roadshow event! Space is limited. Click here for details

Features

BARBADOS Elite Club



TTG - Competitions

TTG

Competitions

- 50,000 Holiday homes in Europe
- Win shopping vouchers and fun trips with Barbados
- Win a three-night city break in Vienna

Visit Orlando Roadshow 2019

Win a place on the 2019 UK Super Fam to Orlando at our UK Roadshow event! Space is limited. Click here for details

News

- 26 FEB 2019 Walking holidays inspiration for 2019
- 26 FEB 2019 No-deal Brexit risks huge border delays at EU airport

Trade | Travel Trade Gazette

TTG **Midday Bulletin**

BARBADOS Elite Club **Travel's most Exclusive Club** **Register TODAY!**

Former Travelopla boss Will Waggott to join Thomas Cook

IAG orders 18 new long-haul aircraft for British Airways

Ryanair wins flight compensation court battle following strike disruption

Seabourn to unveil new trade tools during month-long agent celebration

Thai Airways resumes European flights amid India-Pakistan tensions

British Airways owner IAG expects profits to flatline in 2019

Disgraced travel agent Rita Hunter served £1 costs order

First details of 2019 TTG LGBT schedule revealed

Travel Trade Full Monty calendar raises more than £6,000 for charity

How user-generated content can boost brand awareness and sales

Sponsored feature

Join the Barbados Elite Club training programme

BARBADOS Elite Club **Travel's most Exclusive Club** **Register TODAY!**

Collect points and earn rewards

Barbados Elite Club training programme is designed to help you discover the best of Barbados. Strengthen and broaden your knowledge, by becoming a specialist and certified Barbados Elite Club member.

We pride ourselves in ensuring that you receive the highest level of support. By equipping you with the necessary information, to sell our beautifully well-served, highly revisited, gemmed island. Receive a welcome box for the first module completed and top performing agents will also be eligible for additional benefits including fam trips!

BARBADOS Elite Club **Collect points and earn rewards** **Register TODAY!**

Competitions

Win shopping vouchers and fam trips with Barbados

Win a three-night city break in Vienna

Win the sounds of the sunshine with St Kitts

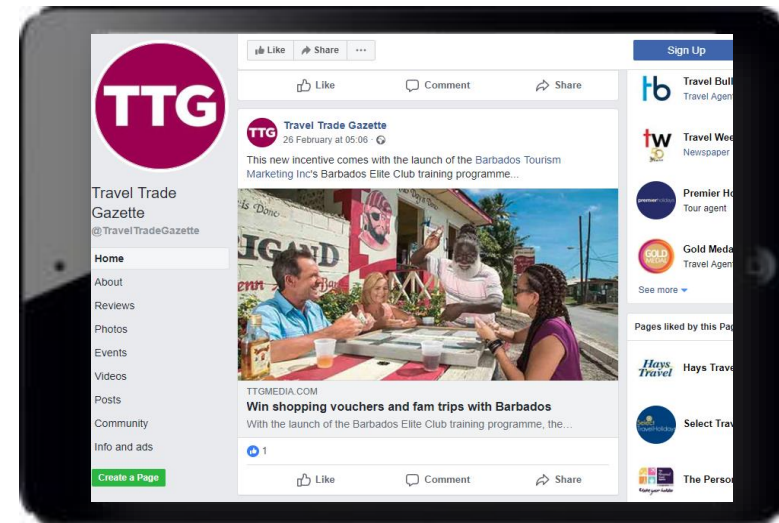
Win a weekend in Warsaw

Win a holiday for two to Tampa Bay

BARBADOS Elite Club **Welcome Box** **for your first module completed!** **Register TODAY!**

TTG Media Limited
Friars House, 160 Backricks Road, London, SE1 8EZ

Feedback: Steve Hinds, digital editor, shinds@ttgmedia.com
[Click here to unsubscribe from this email](#)



Trade | Travel Weekly



[SUBSCRIBE](#)
[LATEST EDITION](#)
[ABOUT US](#)
[OUR TEAM](#)
[CONTACT](#)

[FEATURES LIST](#)
[ADVERTISE](#)
[OTHER TW WEBSITES](#)

Travel's most Exclusive Club

Register TODAY!

[NEWS](#)
[IN DEPTH](#)
[DESTINATIONS](#)
[PHOTOS & VIDEO](#)
[COMPETITIONS](#)
[EVENTS](#)
[JOBS](#)
[ATAS](#)
[FIGHT FAKE CLAIMS](#)

SEARCH

LATEST EDITION - MARCH 7

Travel Weekly releases a full digital version of the magazine every Wednesday.

[READ LATEST EDITION](#)

To receive the digital edition as soon as it comes out:

[SUBSCRIBE TO EMAIL](#)

You could be eligible for a free copy of the magazine each Thursday.

EDITION ARCHIVE

March 2019

March 7 - The crowd saw Bellissima
Craig David among stars at spectacular ceremony for new MSC Cruises ship

February 2019

February 28 - Agent Achievement Awards 2019
The search begins for the winners of travel's most prestigious agent awards

February 21 - Equal terms?

[SUBSCRIBE](#)
[LATEST EDITION](#)
[ABOUT US](#)
[OUR TEAM](#)
[CONTACT](#)

[FEATURES LIST](#)
[ADVERTISE](#)
[OTHER TW WEBSITES](#)

Win shopping vouchers and fam trips compliments Barbados

Feb 28th 2019, 09:00

[f](#)
[t](#)
[in](#)
[G+](#)

With the launch of the Barbados Elite Club training programme, the Barbados Tourism Marketing Inc. (BTMI) is now offering you the chance to earn points for everything from high-street shopping vouchers to fam trips.

MOST POPULAR

Will Waggott to join Thomas Cook
Feb 28th 2019, 09:11

Fraudster agent does not have to pay back a penny
Feb 27th 2019, 17:02

Thomas Cook marketing director to leave as group unveils res...
Feb 27th 2019, 12:04

Week-long strike threatens Luton airport disruption
Feb 18th 2019, 11:34

Trade | Travel Bulletin

EXTENDED UNTIL 28 FEBRUARY

ULTIMATE UPGRADE SALE

SUBSCRIBE NOW

News Agent Parks Latest Issue Competitions & Games TravelKym TBTV Star Awards Events Contact Us

Airlines Destinations Tour Operators Cruise Lines Car Hire Hotel & Resort Travel Essentials Other Travel

Win VIP Spice Girls tickets, a London theatre break, an Apple iPhone X and much more...

SAGA
keep doing

Search ...

Twitter YouTube Facebook LinkedIn

Travel Gym
NO TRAIN NO GAIN

BARBADOS Elite Club

LAUNCH COURSE

Fam trip places to Barbados plus High Street Vouchers and much, much more!

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

TRAVEL TRADE
TICKETS AND TOURS
SPECIALISTS IN USA
ATTRACTION TICKETS & TOURS

www.tttandt.com
01344 890400

10% COMMISSION

BARBADOS

Elite Club

COLLECT POINTS FOR HIGH STREET VOUCHER REWARDS

Travel's most Exclusive Club

The Barbados Elite Club has been set up for travel professionals like you. If you're passionate about Barbados and want to send your clients to the most luxurious and exciting destination while earning valuable rewards yourself! Barbados Elite Club is for you.

Through our brand-new platform, you'll discover that there is so much more to Barbados than just year-round sun and white sand beaches. From the low-down on local festivals, insights into the fascinating culture and who mixes the best cocktail, Barbados Elite Club will provide you with all of the information you need to make your clients' holidays dreams a reality.

What's more, through the club you'll earn points which all add up to gorgeous gifts courtesy of Barbados Tourism.

Top performers will scoop even more great benefits ...how about an unforgettable trip to beautiful Barbados?

Register TODAY! barbadoseliteclub.com

BARBADOS Elite Club

WELCOME BOX
FOR THE FIRST MODULE COMPLETED

SIGN UP
Create an Account in less time than it takes to make a cup of tea.

LEARN
Strengthen and broaden your knowledge of Barbados.

LOG BOOKINGS
Submit the bookings you have made for approval by our partners.

EARN REWARDS
Use your points to redeem high street voucher rewards and fun trip opportunities.

BARBADOS Elite Club

LAUNCH COURSE

Fam trip places to Barbados plus High Street Vouchers and much, much more!

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

TRAVEL TRADE
TICKETS AND TOURS
SPECIALISTS IN USA
ATTRACTION TICKETS & TOURS

www.tttandt.com
01344 890400

10% COMMISSION

BARBADOS Elite Club

LAUNCH COURSE

Fam trip places to Barbados plus High Street Vouchers and much, much more!

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

BARBADOS

Elite Club

Travel's most Exclusive Club

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 virginatlantic.com/Barbados"

▶ Radio | Hits UK, Manchester and Key Radio



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, 11 bars, 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](https://www.sandals.co.uk/Barbados)

▶ Radio | Heart FM



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



MANCHESTER'S **NO.1** HIT MUSIC STATION

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."

WIN A HOLIDAY TO BARBADOS!

Grab your bestie and party with a difference, as we have an all-inclusive holiday to Barbados to be won - so you can soak up festival atmosphere, Caribbean style!

With loads of amazing events for sports lovers, food and drink fans and of course, music fanatics, you'll never be short of entertainment and fun. No matter what your idea of a good time is, it's waiting for you in Barbados.

And it's not just about festivals as the fantastic weather and beautiful beaches can sort you out too - as who wouldn't love chilling out on the beach in the Bajan sun, soaking up the rays and prepping for a great night out?

JET OFF TO BARBADOS ON US!

You could be winning an all-inclusive holiday to Barbados for you and your best mate, to enjoy one of the amazing festivals.

Our prize includes return flights from Manchester, two tickets to either **Crop Over Festival**, **Vujaday Music Festival** or **Barbados Reggae Festival**, four nights in a minimum 4* hotel and £250 to spend.

For the chance to win, let us know which festival you want to go to and finish the sentence below with why you want to go to Barbados, before 23:59 on Tuesday 5th March 2019.*

*Prize must be 18 or over, be a UK resident and have a valid passport with 6 months validity before the date of travel. See full rules for all details.

Q: Tell us which festival you want to go to and finish off this sentence. Barbados because ...

Answer

Character Limit: 140 140 characters remaining

TV | Digital Channels

Channels:

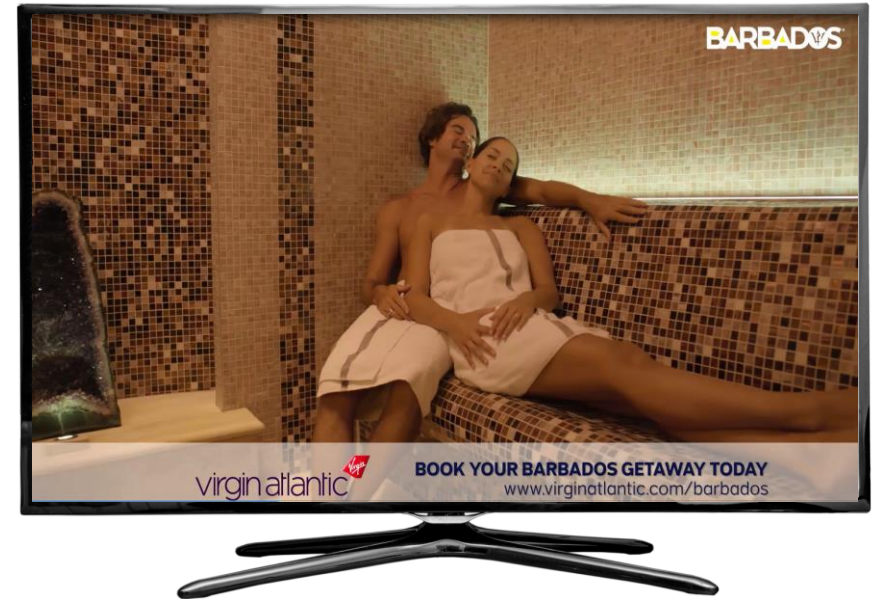
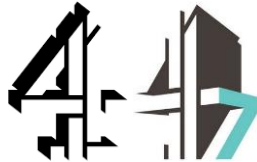
sky news

sky cinema

★EUROSPORT

sky atlantic

Disney
CHANNEL

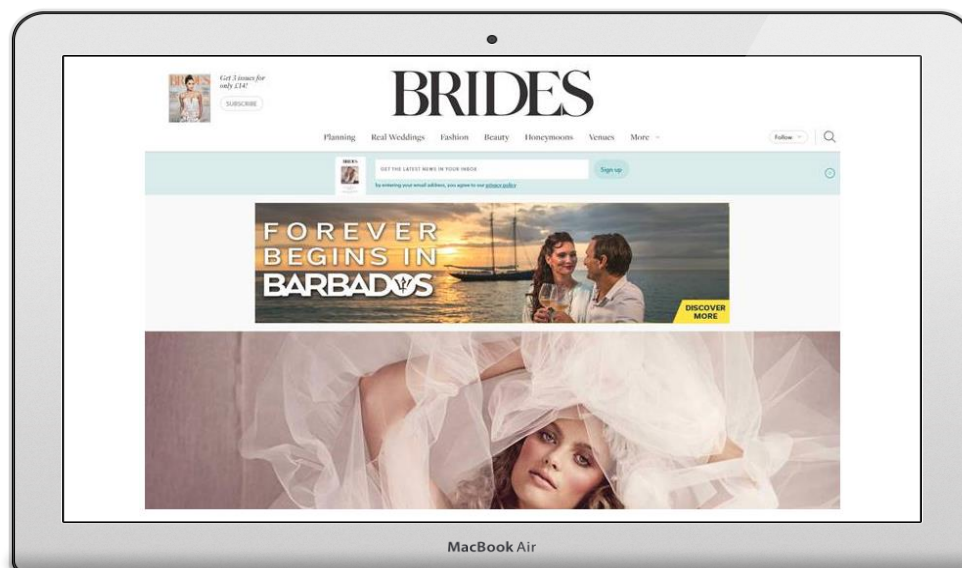


TV | Digital Channels

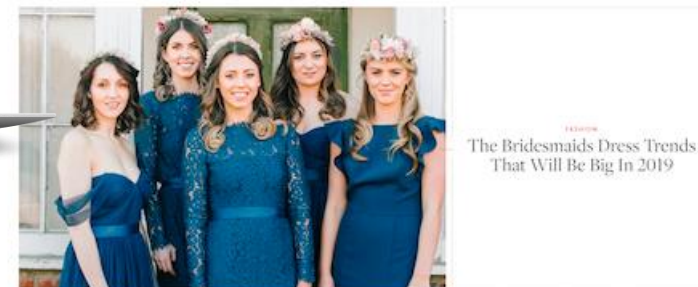
Channels:



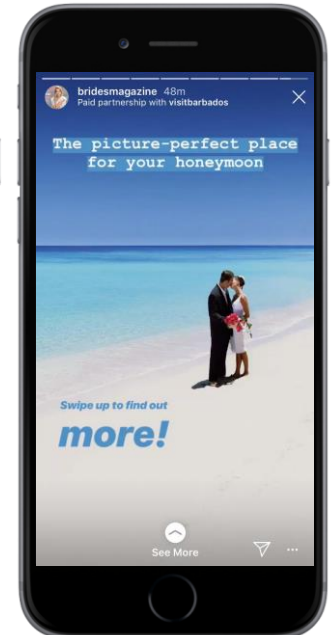
Digital | Brides



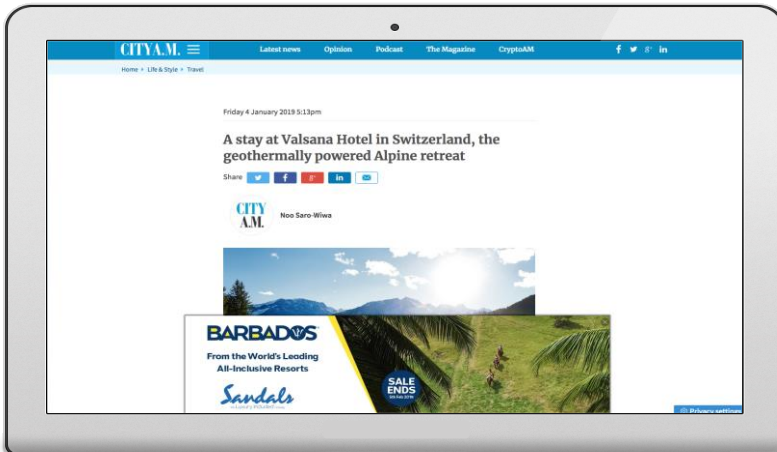
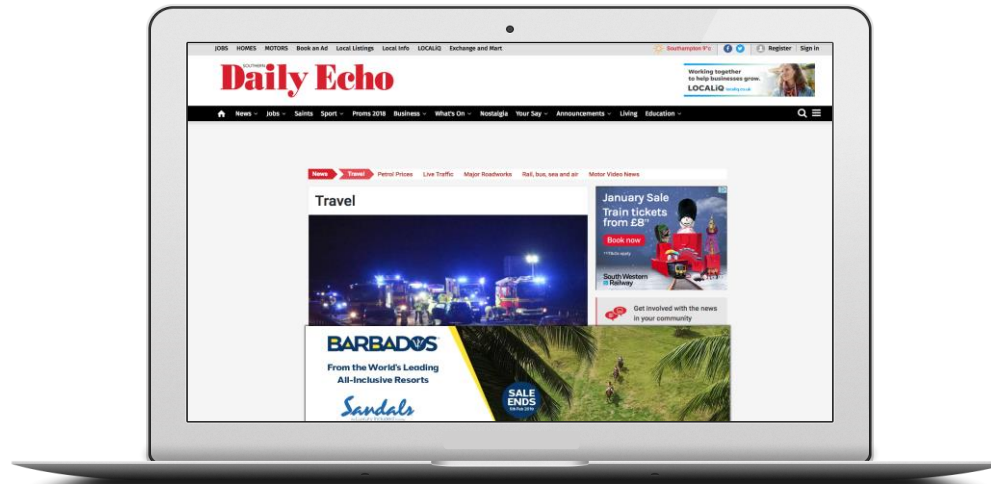
Planning



▶ Digital | Brides



► Digital | High Impact Banners



Digital | Telegraph



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

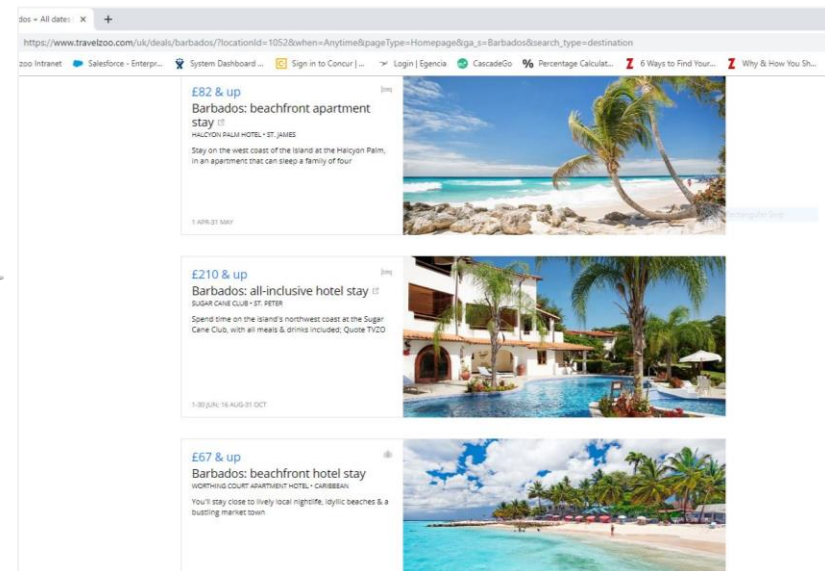
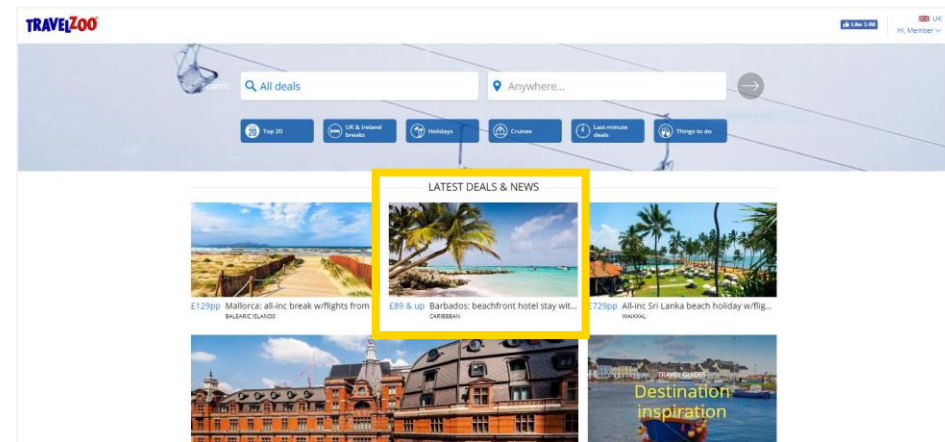
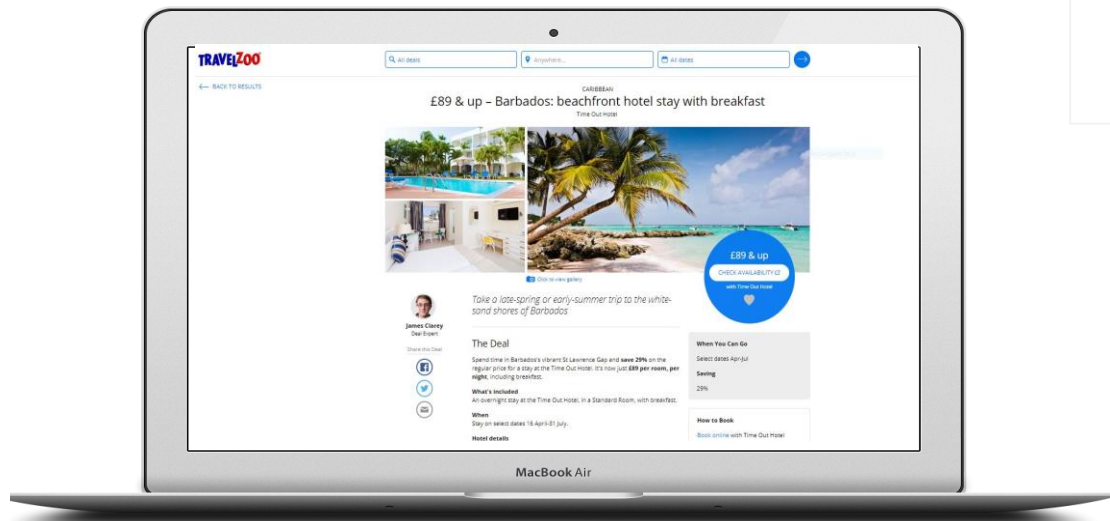
With adult and family offers, upgrades and discounts, we have deals perfect for sun worshipers and mountain adventurers!

Brought to you by Mark Warner

[Find out more](#)

The Telegraph

Digital | TravelZoo



Digital | Native

ADVERTISEMENT

Barbados' Vujaday Festival - like nothing you've ever seen!

Vujaday Music Festival invites you to explore lush landscapes, dance on palm fringed coast lines & soak in the azure waters of this sun-kissed destination

Sponsored by Barbados



ADVERTISEMENT

Barbados' Vujaday Festival - like nothing you've ever seen!

Vujaday Music Festival invites you to explore lush landscapes, dance on palm fringed coast lines & soak in the azure waters of this sun-kissed destination

Sponsored by Barbados



ADVERTISEMENT

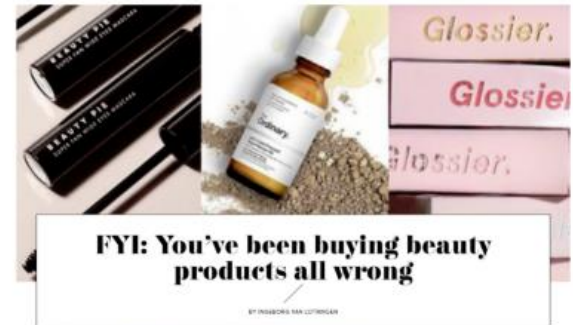
Barbados' Vujaday Festival - like nothing you've ever seen!

Vujaday Music Festival invites you to explore lush landscapes, dance on palm fringed coast lines & soak in the azure waters of this sun-kissed destination

Sponsored by Barbados



COSMOPOLITAN



Someone sent Donald Trump Jr's wife an envelope containing a mysterious white powder
She was taken to a New York City hospital after feeling unwell when she opened it.
By Associated Press

ENTERTAINMENT FEB 15, 2018
Here's how T-Swift stops anyone - even her besties and backing dancers - from leaking her music
Pop special treatment for you, Ed Sheeran, neither.
By Stephen Lee



ADVERTISEMENT
Barbados' Vujaday Festival - like nothing you've ever seen!
Vujaday Music Festival invites you to explore lush landscapes, dance on palm fringed coast lines & soak in the azure waters of this sun-kissed destination
Sponsored by Barbados



How To Have A Quarter-Life Crisis



Digital | Ad You Like

Lifestyle Showbiz Homes & Property ES Magazine Future London



HEALTH & FITNESS

Kale is one of the most contaminated veggies you can buy in the US



LONDON LIFE

How Beto-mania is sweeping America



ADVERTISEMENT

Barbados' Vujaday Festival - like nothing you've ever seen!

Sponsored by Barbados



TRAVEL

Hilton will now recycle its half-used hotel room soaps



TECH

Dublin gaming studio WarDucks gears up to take on Pokemon Go

Lifestyle Showbiz Homes & Property ES Magazine Future London



ES MAGAZINE

Jimi Famurewa discovers the best places to eat in St Moritz



TRAVEL

Wines lovers can now get a free ferry to France – here's how



TRAVEL

Romania is the fastest-growing travel destination for Brits



TRAVEL

Cool stay of the week: a luxury glass lodge on the Cornish coast



ADVERTISEMENT

Barbados' Vujaday Festival - like nothing you've ever seen!

Sponsored by Barbados



HEALTH & FITNESS

2 of the best wellness retreats in the UK



TRAVEL

Spa of the week: Abaton Island Resort & Spa, Crete

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

Sponsored by Barbados



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