UK | Q2 Market Activity Report 2019

Presented by Mirabelle Communications
UK | Q2 Planned Activities

**Q2 OOH**
- Annual Billboard Manchester Piccadilly Station
- London DOOH
- DOOH | Iconic London Tower Screens across London
- Dublin Bus Wrap

**Q2 PRINT**
- Ireland | Irish Sunday Times
- Ireland | Irish Mail on Sunday
- House and Garden Advertorial
- Ireland | Irish Daily Mail
- Scotland | Scottish Daily Record, Mail on Sunday
- Brides Magazine Honeymoon Guide

**Q2 TRADE**
- Travel Bulletin
- Travel Weekly
- Travel Trade Gazette

**Q2 RADIO**
- Hits Radio and Key Radio 30” spot

**Q2 DIGITAL**
- Brides
- TV | National 30” commercial on Digital Channels
- Digital | TravelZoo Top 20 Newsletter
- Family Traveller Native Articles

**Q2 TV**
- TV Adsmart
DOOH | Voidage
DOOH | Iconic London Towers
Dublin Bus Wrap
Paradise Found
BARBADOS

Beyond its obvious attractions – year-round sun, palm-tree lined sandy beaches and translucent turquoise sea – Barbados has plenty to surprise and delight visitors of all ages, including amazing cuisine, over 60 annual cultural and sporting festivals, spectacular landscape and a wide range of activities and attractions.

CALENDAR OF EVENTS

Crop Over
July 17 – August 5, 2019
The biggest and most important carnival event in the country, Crop Over is a celebration of the island’s agricultural heritage. Expect music, food, pageantry, and more.

Open Water Festival
September 30 – October 5, 2019
A week-long event featuring open water sports such as swimming, surfing, and kiteboarding. This festival attracts top athletes from around the world.

Food and Rum Festival
October 24-27, 2019
Celebrating the island’s rich culinary heritage, this festival features local street food, rum tastings, and live music.

Run Barbados Marathon Weekend
December 6, 2019
The annual marathon event that draws runners from around the world to compete in a half-marathon, marathon, or 20km race.

Sunday Travel

TAKING OFF

Experts share their secrets into where to travel next year by flying them in to experience the destination. They include tips and insights from various travel writers, including travel journalists, with radio presenter 3BC hosting the additional content. Recorded on 24th May, 2019.
Have an adventure and enjoy the beauty of Barbados!

When you think of Barbados, what springs to mind? Sandy beaches, clear waters, palm trees, Rihanna?

From Dublin to Barbados via London Gatwick

BRITISH AIRWAYS
Barbados has all you need to make great memories

Whatever time of year you visit, you are always assured of top class accommodation and entertainment. The island’s warm and friendly people will make you feel at home. Whether it’s the luxurious resorts or the laid-back atmosphere of the local bars, there is something for everyone. Whether you’re looking for adventure or relaxation, Barbados is the perfect destination for your next vacation.

Barbados is the ultimate in relaxation and  adventure. The island’s beautiful beaches, crystal-clear waters, and vibrant nightlife make it the perfect destination for a memorable vacation.

British Airways and Barbados truly in for the long haul

ba.com/ba
Beyond the beach

There is more to Barbados than white sand and blue skies – from thrilling encounters with the local wildlife to lush tropical gardens and gourmet food, this is an island with something for everyone.

Plus BUYERS’ GUIDES: DESKS, SOFAS, FLOORING & WALL HOOKS
HSE CHIEF FINALLY QUILTS OVER SCANDAL

TONY O'BRIEN finally bowed to pressure and quit as boss of the scandal-wrecked HSE last night. Annual spending of farmers, millions of tourists will be hit.

JOURNALIST HUMPHRIES REFUSES THERAPY
Print | Scottish Daily Record

1. **Daily Record**
   - **Showtime**
     - Ash Hugh Jackmanheads to Glasgow to pay tribute to the Scottish actor who helped make him one of the world’s biggest stars.

2. **Sutton**
   - We don’t know if football caused my father’s or Billy McNeill’s dementia. But that’s the point... WE NEED TO KNOW.
   - **Gerrard & McInnes in War of Words**: Back Page

3. **Exclusive**
   - **Gangland Murder Threats**
     - Cops issue five gangsters with ‘threat to life’ notices.

4. **Travel Diary**
   - **Barbados**
     - Connect to Barbados via London Gatwick
     - ba.com/barbados
     - Visit Barbados, #Barbados, @visitbarbados

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BTMI UK Market Activity Q2 2019
Find your perfect summer escape in Barbados

IT’S the ideal holiday destination whether you want to chill out, explore or immerse yourself in Caribbean culture. Barbados is the place to go for a slice of paradise.

From gorgeous beaches and crystal-clear waters to vibrant nightlife and rich history, Barbados has something for everyone. This British Overseas Territory is known for its warm climate, white sandy beaches, crystal-clear waters and year-round sunshine.

The island is a great place to explore all year round, but summer is the perfect time to visit. The weather is warm and sunny, with temperatures typically ranging from 29°C to 32°C during the day and dropping to around 20°C at night. The beaches are ideal for swimming, sunbathing and water sports.

Barbados is home to a rich history, with over 400 years of British colonial influence. The capital city of Bridgetown is a UNESCO World Heritage Site and is home to several historic landmarks and attractions, including the Barbados Museum and Historical Society.

The island is also famous for its vibrant nightlife, with a variety of bars, clubs and restaurants to choose from. The capital city of Bridgetown and the town of Speightstown are known for their lively atmosphere and entertainment options.

For those who prefer a more relaxed holiday, Barbados offers a variety of activities such as hiking, bird watching, and exploring the island’s natural beauty. The island’s rich history and culture make it an ideal destination for families and couples alike.

Don’t miss out on the opportunity to visit Barbados and experience the island’s unique charm and hospitality. Barbados is waiting for you to discover its beauty and culture.
Print | Scottish Mail on Sunday

CABINET COUP: PM TOLD SHE MUST GO

• Ministers plot to install Michael Gove in No10 to save Brexit

THE CLEANING SENSATION SWEEPING THE NATION!

MRS HINCH'S GUIDE TO MAKING SPRING CLEANING FUN

FREE INSIDE

8-PAGE PULLOUT

CENTRE PAGES

Ingenious tricks to make your home sparkle

PLUS FREE Minky M Cloth WORTH £2.49

anti-bacterial cleaning pad

Connect to Barbados from London Gatwick

BARBADOS

British Airways

ba.com/barbados

Visit Barbados

@visitbarbados

visitbarbados.org
Brides Magazine

Page 1

Though famed for its balmy climate and beautiful white sand beaches, Barbados also has charming foxtail seashore and rich cultural history that make it a perfectly unique honeymoon destination.

The former parish capital on the Caribbean at the fisherman's west coast of the island, while beyond there a marine reserve of rolling sugar cane fields, mountains, lagoons, forested parishes and historic houses to explore.

The capital Bridgetown, together with its Ciudadela, is a UNESCO World Heritage site, offering an outstanding example of French colonial architecture. In the north, Speightstown, formerly known as “Little Britain”, boasts cool, confusing cobblestone with a thriving cafe, artisanal restaurant scene, the perfect place to sample fresh seafood and local cuisine.

Tourism will marvel at the island’s natural wonders—there’s a visit to the Welchman's Hill Golf National Park, rich with wildlife and challenges seven golfers. Or admire the spectacular coastal views stop Cherry Tree Hill, next to the historic mansion St Nicholas Abbey, which features an operational rum mill and distillery where cane and other sugar products can be purchased and taken home as souvenirs to remember your trip.

For big and small occasions, Barbados is known as a mecca for the luxury wedding market, from small intimate elopements to larger than life celebrations – one unforgettable experience to share with a loved one.

The island’s online presence gives opportunity range from social networking to diving into the soul – you won’t be bored for a second. Romantic beach cruises can be charted from Bridgetown, stopping at a time to enjoy in private sunset or shaded sandpiper nest in tropical fish and turtles. There’s much to see and do all year round in Barbados, where honeymooners can choose to do little or as much as they please. Whether your dream honeymoon boasts bars, beaches or adventure, Barbados is ready to make all the dreams come true, sounds of the surf in your ears and the smell of suntan lotion in the air.

Print | Brides Magazine

BTMI UK Market Activity
Barbados marks 65 years of British Airways flights with mega-fam

This month marks 65 years since the launch of the first-ever British Airways one-stop flight from London to Barbados.

To celebrate this milestone, the tour board and airline have partnered to host a mega-fam.

Taking place from June 16-23, 2019, the mega-fam is designed to reward GDS of the UK’s top-selling agents with some of Barbados’ best experiences. There will include tours of Bridgetown, hiking-waterfalls, catamaran cruising and a number of opportunities to taste the island’s renowned rum.

TTG readers are being offered the opportunity to win one of two places on the mega-fam by answering a question below midday on May 10. The only restriction to buy-in is to have registered for the Barbados three-clad training programme.

Agents joining the five-night trip will be hosted by Barbados’ and British Airways’ hotel partners – Turtle Beach by Elegant Hotels, Sea Breeze Beach House and brand new property The Sands – and will fly direct with the UK’s national carrier.

In 1954 the first one-stop flight was operated via Bermuda, and the route continued to require a stopover until winter 1969/70 when the airline launched its first non-stop service from London to Barbados route.

This year British Airways is also celebrating its centenary.

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Never mind a drink – good sights make a top fam trip

Benjamin Carson
benjamin.carson@travelpress.com

Sightseeing, education and practical information from any government body, departures and highlights not on the itinerary, according to

Rak-Su surprise Marella guests

The 5-timer winner solo is performed for
staff and jurors at a surprise ceremony to celebrate the launch of Marella Cruises' first adult-only ship, Marella Explorer 2.

Rak-Su (left to right) surprised guests at Marella
at the hotel by performing a selection of
charts topping hits including 'What You To
Feel', 'Mama' and 'We Are Left', as well as their new
upcoming single 'Wars of Their'.

The celebration continued into the
night with a set from BBC Radio 1 DJ Nick
Grimmitt.

Following the ceremony, Marella Explorer 2 set sail on its maiden cruise, this
week around the Mediterranean.

Thanks to British Airways, holidays have gone by 50% in the three weeks prior to the
Association of Touring & Adventure Suppliers' (ATAS)
operator said he had been
perhaps the best 30 years to see an
upgrading of a major
company's
product ranges.

The operator said, "It has
always been a great time to
see how far we've come, and
how far we've gone."

"It's encouraging
that these tips can
be seen as work and not
straight out of the
folder, as those are
impressive."

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"You have to be
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Approved 30” commercial script

If you’re after an escape... one of exciting family adventure... mouth-watering gourmet indulgence.

Or vibrant festivals, local culture - maybe a romantic getaway you’ll find all this ... in Barbados

So if you thought it was just year round sunshine, endless, languid palm lined beaches and crystal waters now you know... Barbados has so much more to offer

Fly there direct from Manchester for less with the Virgin Atlantic sale now on. Book now at virginatlantic.com/Barbados
Brides Honeymoon Page Takeover

The Best Places To Visit On A Zimbabwe Honeymoon

Forever Begins in Barbados

Honeymoons

The Best Places To Visit

2019-06-15 11:00

<table>
<thead>
<tr>
<th>Destination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zimbabwe</td>
<td>Beautiful landscapes and rich culture</td>
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<tr>
<td>Barbados</td>
<td>Sunny beaches and tropical settings</td>
</tr>
</tbody>
</table>

Learn more about these incredible destinations and plan your dream honeymoon today!

BTMI UK Market Activity  Q2 2019
TV | Digital Channels

Channels:
- Sky News
- Sky One
- Sky Two
- Sky Atlantic
- BT Sport
- Comedy Central
- 4
- Film 4
- Channel 4

Adverts:
- Barbados
- British Airways
- Barbados Getaway Today
- Book your Barbados getaway today on ba.com/barbados
- 7 Night Holidays with Return Flights
- Terms & conditions apply, subject to availability
TV | Digital Channels

Channels:
- home&health
- sky arts
- sky witness
- food network
- home
- Good Food
- eden
- Disney channel
- 4
- 4
- BARBADOS

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

BARBADOS

BOOK YOUR BARBADOS GETAWAY TODAY
www.virginatlantic.com/barbados
Digital | TravelZoo Top 20

1. £195pp Porto: deluxe 3-night stay at central hotel & flights
2. £285pp 2-night Cumbria getaway with dinner, 61% off London
3. £100pp Invitational private tour incl. Bull & banquet at abingdon
4. £99 & up Kent getaway with 2-course dinner, up to 42% off Sheringham
5. £150pp Kusadasi: deluxe 3-night break with flights & breakfast, Fethiye
6. £570pp Weekend ticket to Primera Sound Barcelona, Barcelona
7. £449pp Madeira: luxury 7-night holiday with flights & meals, CAISSETA, PORTUGAL
8. £159pp Devon country manor getaway with dinner, was £270 BURY NORTON
9. £1099pp Cunard transatlantic cruise with USA stay
10. £295pp Greece: deluxe all-inl week with flights, save 43% MARATHON, GREECE
11. £110pp The Ritz: 3-course meal & champagne for 2 LONDON
12. £899pp Barbados: all-inl oceanfront week with flights, CHIST CHURCH

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TV | Adsmart

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Q2 2019
THANK YOU

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