

# Reading THE NATION

2 MAY – 8 MAY 2022

With a summer of holidaymaking promised after two years of pandemic-impacted travel, millions of Brits turned to Ozone's publisher premium content to drive record weekly engagement for the category this year.

And with 'passport renewal day' looming, consumption of content related to Travel Preparation & Advice increased by +62% week on week.

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**+37%**

**PETS**  
3.2m Weekly Page Views

**32.7M**

**TELEVISION**  
Page Views +12% WoW

**20.7M**

**TRAVEL**  
Page Views +11% WoW



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**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	3.2m	37%	1.3m	34%	2.5	2%
Automotive	9.4m	21%	3.1m	24%	3.0	-3%
Pop Culture	58.2m	12%	9.4m	9%	6.2	3%
Television	32.7m	12%	7.2m	9%	4.5	2%
Travel	20.7m	11%	5.7m	6%	3.6	4%
Medical Health	46.6m	9%	8.7m	6%	5.4	4%
Movies	5.3m	8%	1.9m	6%	2.8	2%
Personal Finance	9.4m	7%	3.1m	8%	3.1	-1%
Sport	53.0m	6%	8.1m	5%	6.5	1%
Science	9.3m	4%	3.1m	2%	3.0	3%

Reader Attention is a measure of total category page views divided by category unique users

### THIS WEEK'S OVERVIEW

Our **Pets** content pounced to top dog in our engagement charts over the 7 days as weekly Page Views for the category increased by **+37%**. And walking ahead of the animal pack, engagement with the **Dogs** topic was out in front, with Dogs Page Views in the last two weeks up **+92%** compared to the fortnight before.

**Television** enjoyed another strong showing last week, with **32.7m** Page Views up **+12%**. Dialling up category engagement was interest in Boris Johnson's Good Morning Britain grilling by Susanna Reid, the BAFTA TV Awards 2022 on Sunday and Ncuti Gatwa's naming as the 14th Doctor Who.

And finally it was a record week for our **Travel** category this year, with **20.7m** Page Views and **5.7m** Unique Users up **+11%** and **+6%** respectively, as the nation's attention turned to getting ready for the great summer getaway.

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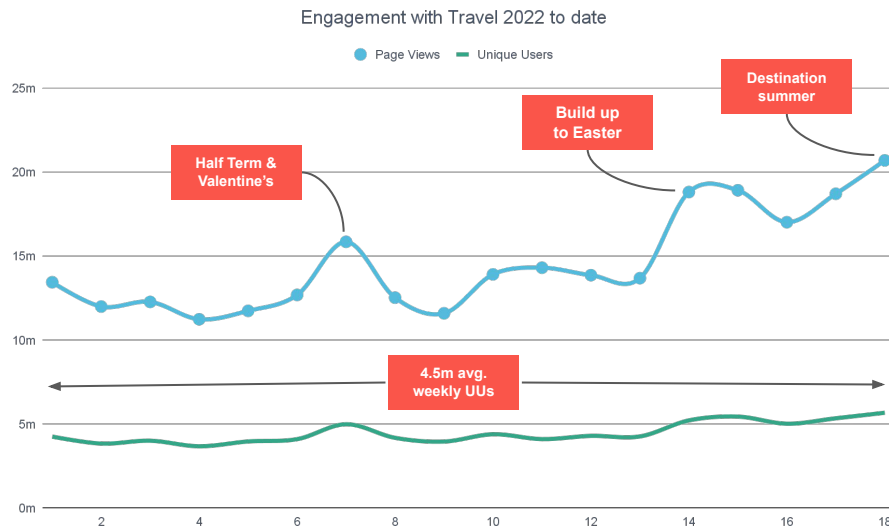


Travel has enjoyed a record 2022 post-Easter and Spring Bank Holiday boost as millions of Brits turn their attention to planning shorter breaks over the Queen's Platinum Jubilee Weekend and longer holidays over the summer.

And despite the 'cost of living crisis', industry experts at last week's [ABTA Travel Marketing Conference](#) expect consumers to ring fence their travel spending and cut back on non-essentials as they navigate rising household costs.



## SUMMER PREP PROPELS TRAVEL TAKE OFF



### TAKE ACTION

While last year was an unusual one for Travel due to the pandemic, monthly Page Views from April to June grew by almost a quarter on average - and we are expecting further strong growth between now and the beginning of the school summer break in July.

**73.5m**  
Travel Page Views in April

73.5m Travel Page Views in April was a monthly engagement record for 2022. Growing +9% on March, April Page Views were a massive **+55% higher** than the same month in 2021 when Covid travel restrictions in the UK began to loosen.

**+41%**  
Higher PVs than 2022 average

Last week's **20.7m** Travel Page Views was **+41% higher** than the weekly average for the year as 'passport renewal day' loomed for millions of would-be overseas holidaymakers (those missing out face a 10-week delay for an up-to-date passport).

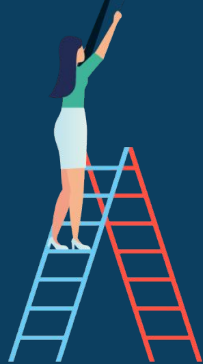
**+131%**  
Higher PVs than Half Term week

While Travel engagement has built consistently in the lead up to key holiday periods, growth to the summer has accelerated significantly, with PVs last week **+10% higher** than the week before Easter and **more than double** (+131%) the week of Half Term and Valentine's Day.

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## TRAVEL IN THE HEADLINES



### Passport delays explained - and how you can fast track your application

Holidaymakers face a 10-week delay to get their vital travel document as thousands prepare catch up on holidays this summer.

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By **Daniel Morrow** Trends Writer

14:10, 28 APR 2022 **UPDATED** 16:15, 28 APR 2022



Travel > News Travel

### HOL-D ON Holiday warning – travel experts reveal five things to check before your summer break

