

Reading THE NATION

23 MAY – 29 MAY 2022

While the 'partygate' scandal may be over for 10 Downing Street following the publication of the Sue Gray report, the nation is gearing up for the mother of all parties as the Platinum Jubilee is here.

With celebrations set to begin imminently and half term already underway, we've seen engagement growth for relevant content, including Special Occasions and Travel.

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From pageants to picnics: 20 great jubilee days out

Knights, concerts and afternoon teas... where to royally enjoy yourself over the platinum jubilee bank holiday weekend



+20%

SPECIAL OCCASIONS
28.1m Weekly Page Views



12.4M

PERSONAL FINANCE
Page Views +19% WoW

59.4M

SPORT
Page Views +4% WoW



Source: The Ozone Project 2022

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Special Occasions	28.1m	20%	7.3m	17%	3.9	3%
Video Gaming	0.3m	19%	0.1m	19%	2.5	0%
Personal Finance	12.4m	12%	3.6m	8%	3.4	4%
Style & Fashion	21.9m	6%	5.5m	8%	3.9	-2%
Fine Art	3.1m	6%	1.3m	8%	2.4	-2%
Travel	24.2m	5%	6.4m	5%	3.8	-1%
Sport	59.4m	4%	8.5m	6%	7.0	-2%
Science	10.5m	1%	3.4m	1%	3.1	0%
Tech & Computing	15.9m	0%	4.9m	2%	3.3	-2%
Family & Relationships	31.8m	-1%	7.4m	3%	4.3	-4%

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

THIS WEEK'S OVERVIEW

With 16,000 local council approved street parties and millions of Brits set to attend celebratory events official (and unofficial!) over the bank holiday weekend, the Queen's Platinum Jubilee is predicted to boost the UK economy by £6.4bn. And in the last week we've seen growing engagement for related content including our **Special Occasions** category which grew by +20%. Alongside Easter, **28.1m** weekly Page Views is the joint second highest for the year.

Elsewhere last week, all eyes were on numbers 10 and 11 Downing Street with attention on Sue Gray's 'partygate' report replaced by interest in Chancellor Rishi Sunak's £18bn in energy grants. **12.4m Personal Finance** PVs, +12% week on week, were driven by a +24% growth in **Financial Assistance** engagement.

And finally, **Sport** had it highest engagement week since the final of Euro 2020. Three-quarters of +59m Sport PVs were for **Football** content, with the Champions League league play off finals big engagement drivers.

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With just days to go until the Queen's Platinum Jubilee the nation is readying itself to light the (red, white and) blue touch paper on a long weekend of special events and celebrations.

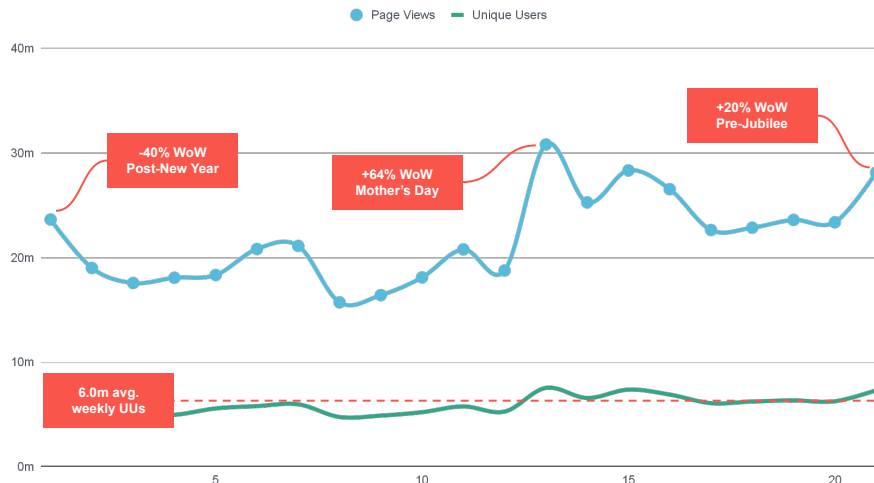
As such and in the last week, we've seen further growth in engagement for celebratory content as millions of Brits finalise their plan to mark 70 years of her majesty Queen Elizabeth II.



Source: The Ozone Project 2022

JUBILEE POWERS UP SPECIAL OCCASIONS

Engagement with Special Occasions content 2022 to date



TAKE ACTION

While the Jubilee weekend is almost upon us, millions of Brits are still finalising their celebratory plans to mark 70 years of the Queen. Our Bed & Breakfast travel segment is currently indexing highly with our Special Occasions content category.

28.1m
record level
of page views

Last week's **+20%** increase in **Special Occasions** engagement was driven by Jubilee related Page Views growth including: **National Holidays (+219%)**, **Anniversary (+150%)**, **Party Supplies (+94%)**, **Music Events (+50%)** and **Personal Celebrations (+29%)**.

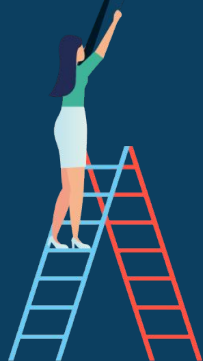
24.2m
Weekly Travel
page views

With half term and the four-day bank holiday weekend opening up last-minute holiday opportunities for millions of Brits, **24.2m Travel PVs** grew by **+5%** week on week to a record high for this year. Significantly, there was a **+41%** increase in **UK Travel PVs** last week.

+60%
growth in Horse
Racing PVs

Horse Racing is famously one of her majesty's favorite pastimes. And while the Queen is set to miss the Epsom Derby, an official part of her Jubilee celebrations, Horse Racing PVs grew by **+60%** last week. The passing of Derby legend Lester Piggott also drove PVs.

SPECIAL OCCASIONS IN THE HEADLINES



A street party in south London in June 2012 as people celebrated Queen Elizabeth II's Diamond Jubilee. This year they will celebrate Her Majesty's Platinum Jubilee.
ANDREW COWIE/AFP/GETTY IMAGES

Jubilee spirit will provide £6.4bn boost for economy

Poppy Koronka

Saturday May 28 2022, 12.01am, The Times



COME TO ONE'S PARTY Your essential guide to the Queen's Platinum Jubilee weekend – from beacons to the star-studded concert

BRITS are in store for a four-day Bank Holiday bonanza packed full of festivities to mark Her Majesty's momentous achievement. From the beautiful beacon ceremonies on Friday to the star-studded Platinum Jubilee concert on Saturday...



Queen's platinum jubilee Jubilee parties: have a right royal time - without breaking the bank

Getting into the party spirit needn't cost a fortune. From food and drink to hunting, we offer some tips

Rupert Jones and Jess Clark
Sat 28 May 2022 11:00 BST

