

CRUISE SUMMIT

Brought to you by

CRUISE
Trade News

Future of Cruise

Join the discussion @cruisetradenews
#CruiseSummit #FutureofCruise

ACCORD

Fred.
Holidays


Fred. Olsen
Cruise Lines

Port
of Seattle 

Force24™ News UK

SPONSORED BY


RIVIERA
TRAVEL

 traveltek
INSTANTLY CONNECTING


SEABOURN®


SOCIAL
TRINITY



Matt Price

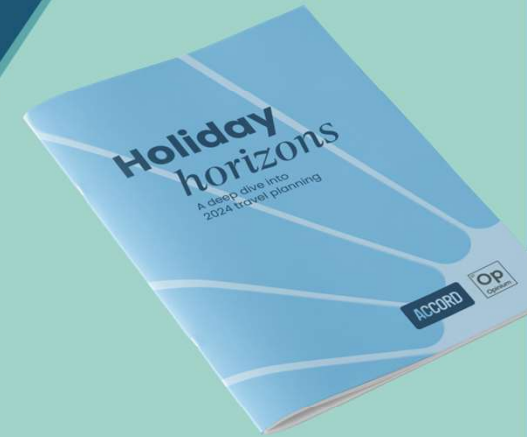
Creative Strategist

Accord Marketing

matt.price@accordmarketing.com



Matt Joseph Price
([/matt-price-accord-marketing](#))



Download
our new
white paper



accordmarketing.com

Battle of the Media

Moderated by **Matt Price, Accord**



Adam Oldfield
Email/SMS



Lauren Hughes
Social Media



Caroline Clear
TV



Simon Wardell
Radio



Georgie Lamden
Print



Dan Christian
Podcast

Force24™

SOCIAL
TRINITY

itv

News
BROADCASTING

THE TIMES
THE SUNDAY TIMES

THE Sun

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD

Why email wins the battle

TV/VOD

PPC

EVENTS & WEBINARS

RADIO

PRINT

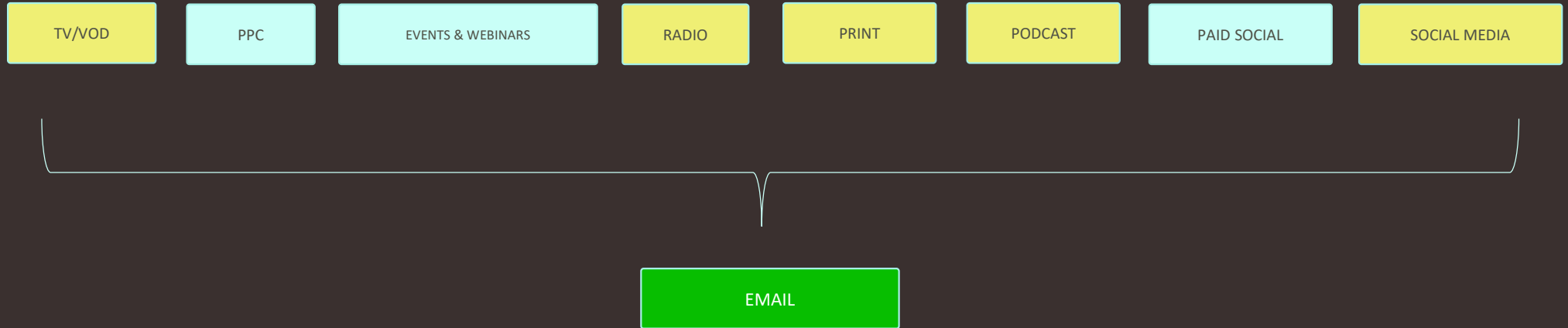
PODCAST

PAID SOCIAL

SOCIAL MEDIA

Why email wins the battle

The thread that runs through your entire marketing mix



Battle of the Media

Moderated by **Matt Price, Accord**



Adam Oldfield
Email/SMS

Force24™



Lauren Hughes
Social Media

SOCIAL
TRINITY



Caroline Clear
TV

itv



Simon Wardell
Radio

News
BROADCASTING



Georgie Lamden
Print

THE TIMES
THE SUNDAY TIMES

THE Sun



Dan Christian
Podcast

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD

Inspiration

Research

Planning

Booking

**Adoption & Usage
all time high**

**Low barrier to entry
with multiple routes**

**Attributable
Revenue**

**Leads pre-
booking**

**Drives
bookings**

**Adapting to in-
app**

Battle of the Media

Moderated by **Matt Price, Accord**



Adam Oldfield
Email/SMS

Force24™



Lauren Hughes
Social Media

SOCIAL
TRINITY



Caroline Clear
TV

itv



Simon Wardell
Radio

News
BROADCASTING



Georgie Lamden
Print

THE TIMES
THE SUNDAY TIMES

THE Sun



Dan Christian
Podcast

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD



TV:
We take the *fun* of travel seriously



1. Entertain

Like you, we understand the importance of entertainment



2. Reach

We reach 74% of the "cruise curious" every single week



3. Quality

No other media drives as much brand trust or "worth paying more for"



4. Leads

TV is the most powerful "brochure" of all - responsible for over 40% of web traffic!



5. Sales

We increase revenue for travel brands by 60% & have the best ROI of all media

Sources: Thinkbox, Yougov Profiles, Thinkbox, ITV/System 1 "Importance of value", Viewers Logic, Magic Numbers, ITV, Gain Theory

Battle of the Media

Moderated by **Matt Price**, Accord



Adam Oldfield
Email/SMS

Force24™



Lauren Hughes
Social Media

SOCIAL
TRINITY



Caroline Clear
TV

itv



Simon Wardell
Radio

News
BROADCASTING



Georgie Lamden
Print

THE TIMES
THE SUNDAY TIMES

THE Sun



Dan Christian
Podcast

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD

WHY RADIO?

£5.70

ROI for every £1 invested in radio by a travel brand

59%

More likely to browse online for brands they'd heard advertise on radio

37%

Increased ad awareness when adding radio to a TV campaign

48%

Increased ad awareness when adding radio to an online search & display campaign

53%

Increased ad awareness when adding radio to a press campaign

83%

Increased ad awareness when adding radio to travel campaigns

Sources: Radiocentre, Radioguage



WHY NEWS BROADCASTING?

6.6m

News Broadcasting reach across our network each week

45m

A record number of hours listened each week

60%

Of our listeners are ABC1-rising to 70% ABC1 & 44% AB for Times Radio

1 in 4

Of those who have been on a sea cruise holiday/ short break in the last 12 months

2.4x

More likely than the National average to have done so

£3.5k

Average spend per listener on their trip

Sources: Rajar Q1 24, TGI Radio + 2024



Battle of the Media

Moderated by **Matt Price**, Accord



Adam Oldfield
Email/SMS

Force24™



Lauren Hughes
Social Media

SOCIAL
TRINITY



Caroline Clear
TV

itv



Simon Wardell
Radio

News
BROADCASTING



Georgie Lamden
Print

THE TIMES
THE SUNDAY TIMES

THE Sun



Dan Christian
Podcast

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD

WHY
PRINT
?



Friday, July 8, 2011
**£166M
JACKPOT**



25p

WIN

STILL

H



Why Print?

- Print is the #1 media for delivering ROI
- Biggest driver of long term ROI
- Biggest driver of short term ROI
- Print is especially strong at driving return on investment for travel brands
- Print offers less cluttered environments for advertisers

Source: Profit Ability 2: the new business case for advertising



Why News UK?

The Times & Sunday Times

- The Times #1 quality print newsbrand
- Sunday Times #1 longest read
- Dedicated travel & cruise sections

The Sun

- #1 Print newsbrand in the country
- Reaching millions every month
- Dedicated travel & cruise sections

Both audiences LOVE to travel!



Source:
Times Media - PAMCo Reach & Readership Report PAMCo H1 2024
The Sun - PAMCo Reach & Readership Report PAMCo H1 2024

Battle of the Media

Moderated by **Matt Price, Accord**



Adam Oldfield
Email/SMS

Force24™



Lauren Hughes
Social Media

SOCIAL
TRINITY



Caroline Clear
TV

itv



Simon Wardell
Radio

News
BROADCASTING



Georgie Lamden
Print

THE TIMES
THE SUNDAY TIMES

THE Sun



Dan Christian
Podcast

travel
TRENDS
WITH DAN CHRISTIAN

Sponsored By

ACCORD

WHY PODCASTS ARE THE MOST VALUABLE MEDIA TODAY



CAST YOUR VOTE FOR MEDIA CONSUMERS REACH FOR

TravelTrendsPodcast.com

Travel
TRENDS
PODCAST WITH DAN CHRISTIAN





SET SAIL WITH PODCASTS: WHY THEY ARE THE MOST VALUABLE MEDIA TODAY



**REACH &
ACCESSIBILITY**

**PERSONAL
CONNECTION**

**OWN YOUR
BRAND
VOICE**



Battle of the Media

Sponsored By

ACCORD



Adam Oldfield
Email/SMS



Lauren Hughes
Social Media



Caroline Clear
TV



Simon Wardell
Radio



Georgie Lamden
Print



Dan Christian
Podcast

Force24™

SOCIAL
TRINITY

itv

News
BROADCASTING

THE TIMES
THE SUNDAY TIMES

THE Sun

travel
TRENDS



slido.com



4154267