

APL launches Travel Trends, a new trade title

Submitted by: APL Media (Absolute Publishing)

Tuesday, 13 February 2018

APL Media Limited is excited to announce the launch of a new travel trade print title to the market: Travel Trends, focusing on different market sectors.

The first issue, Travel Trends Latin America, will be published in association with LATA, the Latin American Travel Association, this May. Future issues will look at other market sectors, including golf, adventure, luxury and specific destinations creating a portfolio of targeted publications.

Combining the latest travel industry trends and analysis, with input from industry experts and written by experienced travel writers, it will be accompanied by inspirational photography — with an A-Z travel directory highlighting the best places to explore and stay around the world. Travel Trends will be presented in a beautiful, high-quality format and sent directly to a named database of tour operators, travel agents and tourist boards.

Travel Trends Latin America will report on key trends and developments in the region and include analysis, new routes and itinerary ideas. Together with custom content created in partnership with hotels and operators across the region, this will enable the trade to sell with confidence and authority. The new launch will be supported with a weekly email newsletter.

Jo Fletcher-Cross, editor, Travel Trends, said: “We’re looking forward to working with the trade on a new proposition that’s both relevant and strategic and aims to arm them with the knowledge to be competitive in the current climate.”

APL Media is the former publisher of ABTA Magazine, a bi-monthly trade publication for ABTA, the travel association. ABTA and APL Media Limited have agreed to mutually terminate their publishing relationship of over 20 years. ABTA and APL send each other congratulations on the conclusion of a successful and long relationship and wish each other well for the future.

travel-trends.co.uk (<https://travel-trends.co.uk/>)

Notes for Editors

APL Media Limited works across the travel and lifestyle sectors in a number of media, from print through to events. APL Media produces the award-winning National Geographic Traveller (UK), Postcards, Worldwide Destination Guide for ASTA and a series of lifestyle newspaper supplements, apps and websites.
aplmedia.co.uk (<http://aplmedia.co.uk>)

CONTACT:

For editorial enquiries

Tel: +44 (0) 20 7253 9906
editorial@aplmedia.co.uk

Jo Fletcher-Cross, Editor

Tel: +44 (0) 20 7253 9906

jo.fletcher-cross@aplmedia.co.uk

Maria Pieri, Editorial Director

Tel: +44 (0) 20 7253 9906

maria.pieri@aplmedia.co.uk

Matthew Jackson, Managing Director

Tel: +44 (0) 20 7253 9909

matthew@aplmedia.co.uk

Anthony Leyens, CEO

Tel: +44 (0) 20 7253 9909

anthony@aplmedia.co.uk