

# SMOKING GUN



## **Destination2 unveils first-ever Sky AdSmart TV ad for peak advertising push**

[Destination2](#) is making a big return to TV with its brand-new advertising campaign, set to air exclusively via Sky AdSmart.

The campaign kicked off on Boxing Day with a new aspirational and impactful creative.

The advert is designed to captivate audiences with breathtaking scenery and compelling insights into three of Destination2's most sought-after holiday locations: [The Maldives](#), [Dubai](#) and [Thailand](#).

The innovative campaign showcases Destination2's unique offering of affordable luxury holidays, catering to the growing number of holidaymakers seeking dream destinations on a budget.

The advertising campaign will span for five weeks from December 26, 2024, to January 31, 2025.

By leveraging Sky AdSmart technology, the campaign ensures precise audience targeting.

Unlike traditional TV advertising, this strategy delivers the advert directly to individual households, enabling Destination2 to reach the most relevant viewers without relying on specific channels, timeslots, or programs.

The campaign is expected to engage more than 150,000 households, with a unique pay-per-view approach that guarantees cost-effectiveness, as only adverts that are watched in full, uninterrupted and at normal speed will be paid for by Destination2.

**Alan Harding, Destination2's Chief Marketing Officer**, said: "This campaign is an exciting step forward for Destination2, allowing us to showcase the unparalleled beauty and affordability of our core destinations while using cutting-edge advertising technology to ensure our message of affordable luxury resonates with the right audience.

"With the precision of Sky AdSmart, we're confident this campaign will not only drive awareness but also deliver meaningful results as we inspire holidaymakers to explore [The Maldives](#), [Dubai](#) and [Thailand](#) at our fantastic prices."

**ENDS**

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## **Notes to editors:**

[Image 1](#)

[Image 2](#)

For media enquiries please contact the Destination2 PR team on  
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## **About Destination2**

Destination2.co.uk is a leading tour operator offering unbeatable deals on luxury holidays to top destinations like Dubai, the Maldives, Thailand, Mauritius, the Caribbean and more.

Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.