

Travel Planning and Booking

2012

Circulation Region: Texas

Circulation: 880,000 ♦ Audience: 1,848,000

Readers of Texas Journey most often look to the magazine for information and travel related information. This is evident from the high percentage of readers who use the magazine when planning a trip.

Sources of information when planning a trip:

Friends or Relatives	50.8%
Texas Journey Magazine	38.0%
Other Websites	34.6%
Other Magazines/Newspapers	25.4%
Direct from Accommodations/ Travel provider	25.1%
Television	18.6%
Books	18.0%
AAA Web Site	16.4%
Other Travel Agency	16.3%
AAA Travel Agency	14.7%

Source: 2011 Texas Journey Reader Profile Study, GfK MRI Market Solutions



Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	61.9%
AAA Travel Agency	11.3%
Other Travel Agency	15.3%
AAA Web Site	7.5%
Other Web Sites	43.8%

