Regional Travel

2014

Circulation Region: Maine, New Hampshire and Vermont
Circulation: 505,000 ◆ Readers: 1,111,000

- 75.7% of Northern New England Journey readers took at least one overnight domestic trip in the past year

Regional areas visited in the past year

Boston	45.9%
Portland, ME	40.1%
White Mountains Region of N.H.	36.7%
Manchester, NH	35.5%
Portsmouth, NH	32.4%
Freeport, ME	29.5%
Mid-Coast, ME	28.4%
Seacoast Region of New Hampshire	23.5%
Bar Harbor, ME	23.3%
South Coast, ME	22.5%
Acadia National Park	19.8%
Lake Region, NH	19.8%
Kennebunkport, ME	18.8%
New York City	17.0%
South Burlington, VT	14.2%
Cape Cod, MA	13.8%
Bedford, NH	13.2%
Rockland, ME	13.0%
Lake Champlain, VT	12.8%
Orlando, FL	11.5%
Cambridge, MA	10.7%
Washington, DC	10.4%
Providence, RI	7.7%
Salem, MA	7.1%
Lincolnville, ME	6.7%
Killington, VT	4.9%
Las Vegas, NV	4.3%
Florida Keys, FL	3.9%
Baxter State Park	3.2%
Los Angeles area	3.0%
San Francisco, CA	3.0%
Nantucket/Martha's Vineyard	2.7%
Lenox, MA	1.4%
Greenwich, CT	1.3%
Ridgeville, CT	0.5%

In the last 12 months

- On average, readers took six domestic vacations
- Readers spent an average of $2,600 while on a domestic vacation

Source: 2013 NNE Journey Reader Profile Study, GfK MRI

Northern New England JOURNEY