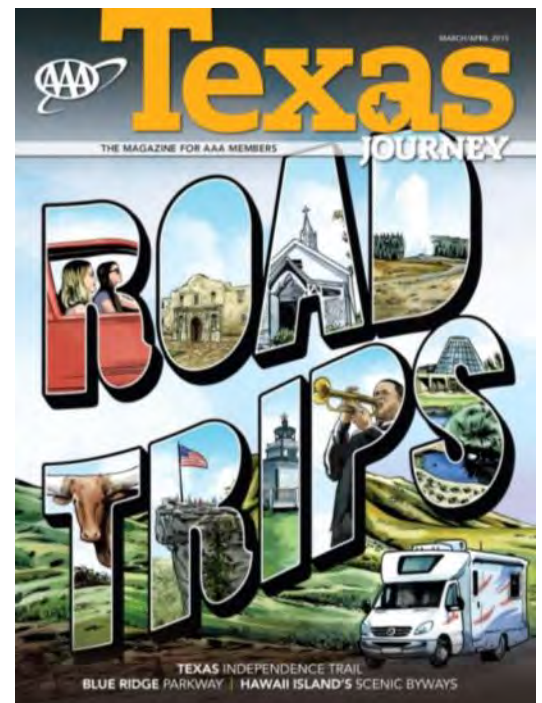


Readers and *Texas Journey*

Readers turn to *Texas Journey* for travel advice, current events and areas to explore near and far.

Texas Journey features exciting recommendations on a variety of destinations and activities, from local events and emerging neighborhood restaurants to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *Texas Journey* motivates readers to discover everything their region has to offer.



83.1% of *Texas Journey* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Texas Journey* readers

55.2%
took a
Road trip



46.0%
took a
**Weekend
getaway**



56.6%
took a
**Domestic
vacation**



19.0%
took an
**International
vacation**



13.0%
took a
Cruise

