

Travel Planning and Booking

2015

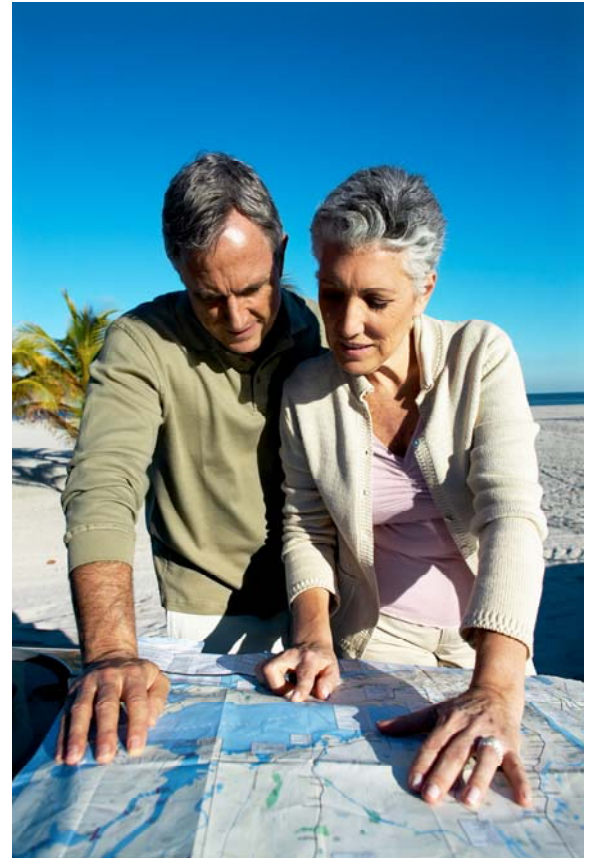
Circulation Region: Texas

Circulation: 950,000 ♦ Readers: 1,995,000

Texas Journey is looked upon more than any other magazine as a source of information when planning a trip

Sources of information when planning a trip:	
Friends or Relatives	48.2%
Texas Journey Magazine	38.1%
Other Websites	38.1%
Other Magazines/Newspapers	25.1%
Direct from Accommodations/ Travel provider	22.7%
AAA Website	21.9%
AAA Travel Agency	14.4%
Television	13.6%
Other Travel Agency	13.3%
Books	11.8%

Source: 2013 Texas Journey Reader Profile Study, GfK MRI



Method readers use to make reservations or buy tickets for a trip:	
Direct from Travel Provider	62.5%
AAA Travel Agency	11.1%
Other Travel Agency	18.1%
AAA Web Site	10.3%
Other Web Sites	43.2%

