

Readers and *Westways*

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

Westways 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, *Westways* motivates readers to discover everything their region has to offer.



81.8% of *Westways* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Westways* readers

51.8%
took a
Road trip



51.3%
took a
**Weekend
getaway**



51.3%
took a
**Domestic
vacation**



19.1%
took an
**International
vacation**



10.5%
took a
Cruise

