

Regional Travel

2012

Circulation Region: Texas

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

- ♦ 82.8% of Texas Journey readers took at least one overnight domestic trip in the past year.



Top local areas visited in the past year

Dallas/Ft. Worth Metro Area	40.5%
Austin/Hill Country	39.3%
Houston	34.6%
San Antonio	29.4%
Galveston	20.7%
East Texas	16.5%
West Texas	13.8%
Grapevine	13.1%
Denver, CO	11.4%
New Orleans, LA	11.1%
Las Vegas, NV	11.1%
Corpus Christi	9.5%
Los Angeles Area	9.0%
Chicago, IL	8.9%
Oklahoma City, OK	8.6%
Lake Charles, LA	8.5%
Shreveport, LA	7.5%
Orlando, FL	7.3%
Lubbock	7.1%

San Francisco Area	7.0%
Albuquerque, NM	6.6%
New York City, NY	6.6%
South Padre Island	6.5%
Phoenix/Scottsdale, AZ	6.4%
Miami/Ft. Lauderdale, FL	6.2%
San Diego, CA	5.9%
Little Rock, AR	5.9%
Panhandle	4.9%
Santa Fe, NM	4.5%
Biloxi/Gulfport, MS	4.5%
El Paso	4.1%
St. Louis, MO	4.1%
Las Cruces, NM	3.2%
Carlsbad, NM	3.1%
Ruidoso, NM	2.9%
Orange County, CA	2.8%
Tucson, AZ	2.0%
None of these	11.9%

Source: 2011 Texas Journey Reader Profile Study, GfK MRI

Texas is the most popular reader vacation spot.

