



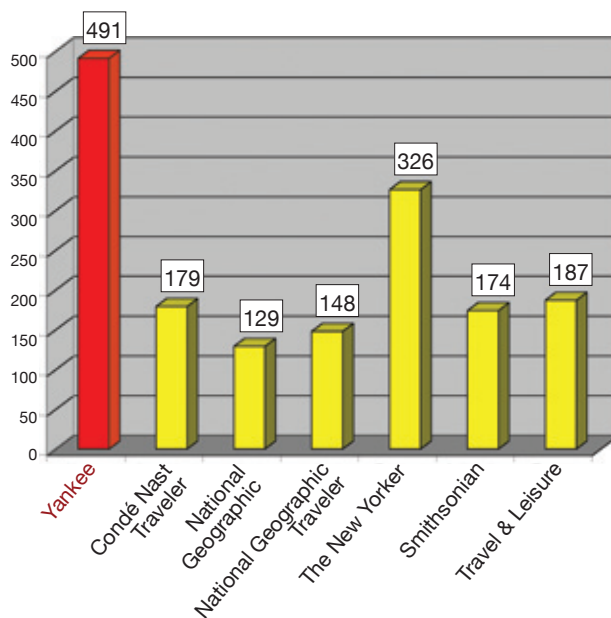
TRAVEL

Yankee is a time-tested travel resource for visitors coming to New England or New Englanders looking for that perfect getaway in their own backyard. Whether it's a romantic **weekend getaway**, a **relaxing vacation**, or great **adventure**, *Yankee* provides readers with pages upon pages of travel ideas.

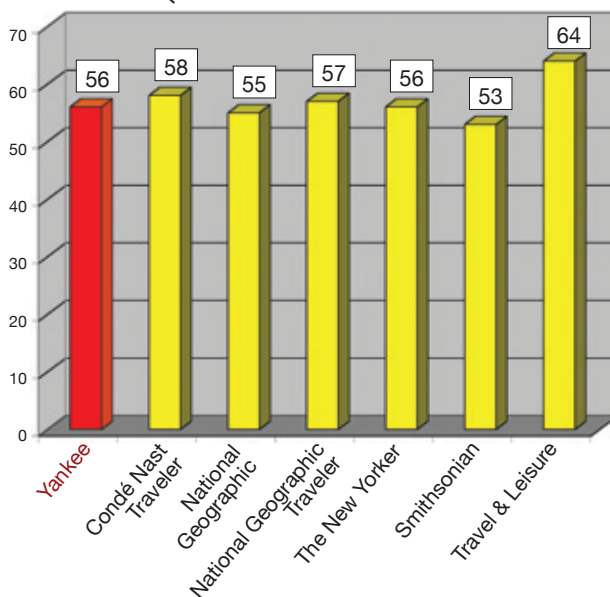
The Passionate Yankee Traveler

- Spent more than **\$1.5 billion** on U.S. travel last year
- Spend on average **8 room nights** away on a domestic trip
- **78%** enjoy going places they've never been
- **65%** find a vacation they love and go back whenever they can

TRAVELED TO NEW ENGLAND (INDEX)



ENJOY AN ACTIVE VACATION % OF READERS



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