Editorial Profiles and Comparisons of Five Magazines in the Travel Industry

An Honors Thesis (HONRS 499)

by

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Abstract

Editorial Profiles and Comparisons of Five Magazines in the Travel Industry.
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Publications responsible for the diffusion of travel savvy and knowledge are numerous and collaborative. While a majority of these travel pieces represent the glossy products of public relations firms, a more holistic and truthful approach is developing in the travel magazine industry. The unbiased and objective visual/written presentation of travel magazines on the consumer market is becoming the trusted resource while continuing to serve as a source of entertainment and enjoyment for readers. This thesis provides editorial profiles, a visual comparative analysis, and a brief history of redesign and editorial changes for *Conde Nast Traveler, Endless Vacation, National Geographic Traveler, Travel Holiday, and Travel & Leisure*. The objective is to provide introductory insight toward the development, purpose, and direction of these five travel magazines and their involvement and relationship with the travel and tourism industry, the publishing business, and the targeted consumer market.
EDITORIAL PROFILES
"Prefers not to be listed" is the description for Conde Nast Traveler in the 1994 Writer's Market (657). This statement reflects the exclusiveness of CNT’s freelance writers and is typical of this travel magazine that coined the phrase “Truth in Travel.” Coming into the consumer market in the late 1980s, CNT may be one of the younger travel magazines in the industry, but it is far from innocent and naive. Patrick Reilly of the Wall Street Journal commented that CNT boasts a reputation for being the “iconoclastic trouble maker of travel magazines” (B1). Hal Evans, the original editor of CNT, brought the elements of truth and criticism to travel publishing, something most of the other slick, glossy books tip-toed around. Evans also initiated the standard of not accepting free trips and accommodations when doing an article; Travel & Leisure, the leading travel magazine in circulation, soon followed suit (Reilly B1).

The current editor, Thomas Wallace, continues to bring comment and controversy to the pages of CNT. The cover of the April 1993 issue showed the back side of a nude woman walking down a beach. The editorial board received a number of complaints and letters calling the picture sexist and risque. Yet, compared to the April 1992 issue showcasing a picture of the Vatican, newsstand sales increased by 37 percent (Reilly B1).

The circulation of CNT is 866,557 as of December 31, 1993, which places it right behind the travel magazine leader, T & L, with a circulation of 1 million. CNT readers are 42.3 percent men and 57.7 percent women; the median age is 43.9 years. The demographic profile of CNT readers illustrates that 64.2 percent of the readers are married and 32.5 percent have children.Occupationally, 32 percent hold professional/managerial positions. The median household income is $57,932 and 49.9 percent own a $100,000+ home. Educationally, 45.8 percent of CNT readers have at least graduated from college.
Issues of CNT follow a fairly consistent formula in the number of pages and articles offered each month. Issues average 180 pages per month. Editorial content consists of features, departments, a geographic index, and an issues index. There are usually 6 to 8 features and 15 departments each month. It is very atypical for CNT to run a short feature (1-2 pps). Long features (3+ pps) make up the well of the book and include titles such as “The Temptations Of Trinidad” and “Jet Lag’s New Pill.”

Departments include: Letters; Questions & Answers; Word Of Mouth; Ombudsman; Getaways; Beauty On Board; Traveling Spectator; States Of Health; Wear To Go; Food In Review; Wine In Review; The Way It Was; Editorial; Contributors; Room With A View; and Stop The Press.

About 80 percent of the articles in CNT are freelance written by experts in the travel industry (Frank). Most articles are narrative and have a somewhat aggressive tone. CNT is known for its news-like, investigatory presentation of travel knowledge and services. No travel subject is too taboo. CNT has even lost advertisers because it refuses to “dress up and sugar coat” its articles. For example, Varig Brazilian Airlines pulled its ads after CNT ran a story noting the terrible air pollution in Rio de Janeiro (Reilly B1).

For beginning freelance writers, CNT provides little opportunity. Perhaps the best place to start is “Word of Mouth,” a department that highlights international and domestic travel news in 100 - 200 words. For the most part, CNT prefers to use its established contributors. Even the short factoid and news clips in the “Stop the Press” section is exclusive. This section won CNT’s first National Magazine Award in 1988; this award was the first one ever won by any travel magazine (Reilly B1).

The newsstand price is $3.95 per copy and a subscription sells for $15. However, one can usually find a promotional card which features 12 issues for $12; a small price to pay for “truth in travel.” CNT is published by Advance Publication, Inc.’s Conde Nast unit. Editorial headquarters are located at 360 Madison Ave., New York, NY, 10017.
Endless Vacation

Touting itself as the “vacation idea magazine for people who love to travel,” Endless Vacation is the travel publication for the 1.7 million members of Resort Condominiums International, a vacation/timeshare exchange corporation. The editorial slants toward supplying readers with a source of vacation ideas, fresh approaches to travel destinations, and practical travel tips. Editors of EV are interested in articles that expose travel trends and resort destinations relevant to their readers.

In the late 1980s, EV had a heavy focus on international travel destinations. EV has since reevaluated its position in the consumer market and now the magazine tends to promote and highlight North American destinations and resort areas available through RCI membership. This timeshare affiliation is EV's niche in the travel market. This publication is the only consumer travel magazine that provides a variety of vacation ideas in addition to useful membership timeshare information. This travel magazine is truly an association magazine.

EV has a circulation of 929,356. This high number is reflective of RCI's 1.7 million individuals who automatically receive a subscription of the magazine as part of their timeshare membership. This perk does come with its faults; for example, the editorial board does not have complete autonomy from RCI's corporate office. At times, the corporation dictates editorial content.

EV readers are 51.1 percent men and 48.8 percent women; the median age is 41.3 years. The demographic profile of EV readers shows that 70 percent are married and 44.8 percent have children in the household. Occupationally, 32.3 percent hold managerial/professional positions. The median household income is $56,986 and 53.8 percent own a $100,000+ home. In terms of education, 32.9 percent have at least graduated from college.
Decreasing its frequency in 1992 from monthly to bimonthly, EV averages 100 pages per issue. Editorial content consists of features, departments, and exchanges (a guide to the timeshare experience). Features are usually longer than three pages and include such titles as “Tee Time in Tucson,” “Europe’s Grand Museums,” and “Florida Primeval.” EV also likes to include an occasional photo essay for the enjoyment of its readers.

Departments include: Editor’s Letter; An Open Exchange; Facts, Fads, and Fun Stuff (factoids and newsbriefs); Family Vacationing; Traveler’s Journal; Weekender (divided into four regions of the Northeast, South, Midwest, and West); Healthy Traveler; The Compleat Traveler; Reader Service; and American Icons.

Over 75 percent of all features and departments are freelance written (LaPlante). The staff contributes mostly to departments such as Facts, Fads, and Fun Stuff, Weekender, and The Compleat Traveler. The staff prefers to work with published/established writers, however, beginning freelancers might try to enter the EV market through any one of the departments and short factoid/newsbrief pieces in Facts, Fads, and Fun Stuff.

EV is not sold on newsstands and can only be obtained through a $65 per year membership subscription. Editorial headquarters for Endless Vacation are located at 3502 Woodview Trace, Indianapolis, IN 46268.
National Geographic Traveler

Instead of wrapping around the entire cover, the yellow border trademark identifying a National Geographic Society publication finds its way into the title design of National Geographic Traveler. In the grand tradition of the National Geographic Society, NGT offers geographical stimulation which includes articles on popular travel destinations, service information, and detailed maps to help readers get oriented and find their way during their journeys. The National Geographic Society President and Chairman Gilbert M. Grosvenor says of the editorial philosophy, “There’s no question that the very best way to learn about the world- and geography- is to travel” (National Geographic Traveler, Nov/Dec 1992 8). In accordance with this view, NGT tends to focus on mainstream-tourist destinations, practical travel planning advice, and providing an educational travel resource for its readers.

NGT's circulation was 735,538 as of December 31, 1993. These readers are 48.2 percent men and 51.8 percent women; the median age is 44.3 years. An average of 65.5 percent of the readers are married and 36.7 percent have children in the household. Occupationally, 25.1 percent hold managerial/professional positions. The median household income is $44,743 and 41 percent own a $100,000+ home. Educationally, 30.4 percent of NGT readers have at least graduated college.

NGT is a bimonthly magazine. Issues of NGT average 130 pages and the editorial content is comprised of lengthy features (3+ pps) and service-oriented departments. There is an average of five features and seven departments in every issue. Features include such titles as “Arches National Park,” “Florida’s Shell Coast Islands,” and “California’s Missions.” There are usually more NGT articles for domestic travels than for international excursions. Also, NGT tends to highlight
national parks and in its issues.

Departments for NGT include: Editor's Note; Letters (from the readers); Bulletin (short news briefs/factoids); a Calendar of Events (divided into the three regions of the East, Central/Canada, and the West); Photography; Traveler's Essay; Weekends (another piece published according to region); By the Way (places worth a visit when you are in the area); and a Geography Travel Quiz.

Most of NGT is freelance written by experienced field travelers. Articles convey a conservative tone which the magazine's readers appear to appreciate and to enjoy. For freelance writers, departments such as Bulletin are the best place to try and break into the NGT market. As far as an opportunity for freelance photographers, the chances are even less promising; all photography is done by assignment.

As a service to its readers, at the end of most of the magazine's destination travel articles is a sidebar titled "Travel Wise." This short piece gives readers specific information on how to get to that specific destination, where to stay, things to do, and any extra travel advice related to that particular area. This section acts as a sort of "guidebook" for NGT's readers.

Subscriptions for NGT are $17.95 for one year; newsstand issues sell for $3.95 each. The editorial headquarters for National Geographic Traveler are located at 1145 17th Street N.W., Washington, D.C. 20036.
Travel Holiday

Drawing on a heritage of two separate publications, *Holiday* and *Travel*, today's *Travel Holiday* (a marriage of the two) has been on the consumer market since the late 1970s. When Reader's Digest bought this publication from Curtis Publishing in 1987, the magazine was redesigned to focus more on its *Holiday* roots and less on *Travel's* tourism savvy (O'Guinn 2). However, the magazine experienced another shift in editorial philosophy in the early 1990s and now works on presenting a "down-to-earth" travel approach for its mature readers (O'Guinn 2). *TH*, having the highest median age—46.6 years—of the five travel magazines in this analysis, also makes a point of addressing the comments, concerns, and interests of its senior readers.

As of December 31, 1993, the circulation of *TH* was 592,383. This circulation places it behind *Conde Nast Traveler*, *Endless Vacation*, *National Geographic Traveler*, and *Travel & Leisure*. *TH* readers are 41.1 percent men and 58.9 percent women. The demographic profile shows that 62.3 percent are married and 35.3 percent of the readers have children in the household. *TH* also has the lowest percentage—18.2 percent—of readers holding managerial/professional positions. Likewise, the median household income of $34,399 ranks fifth compared to these four other magazines. In terms of education, 30.2 percent of *TH* readers have at least graduated from college.

Issues of *TH* are consistent in editorial content and presentation. Issues average 130 pages and include features, departments, and a resource section. Features are typically longer (3+ pps) and include titles such as "Arts of Peace," "Canada by Car," and "282 Magic Miles: An Autumn Drive in New England."

Departments include: First Word; Your Turn; Globetrotters Indispensable Index; America File; Favorite Places; Encounters; Issue Index (by topic and destination); and Holiday Archive. The Your Turn department features an “On Your
Mind" column which poses a questions to readers each month and asks them to write in and respond. The best 15 responses are then published in a following issue and the "home-freelancers" are given a gift subscription to the magazine to give to a friend. Like the Ombudsman department of Conde Nast Traveler, there is also a question and answer section for TH's readers to query. The last page of every issue is the Holiday Archive department which showcases an element (photo/art and related quote) from the 1950s and 1960s issues of the original Holiday magazine.

TH provides a reader's resource section which includes: Travel Advisor (gives specific travel related information on the article's destination); New & Notable (reviews of books, restaurants, products, and travel gadgets); and On Wheels (a transportation related piece).

An average of 90 percent of the articles in TH are freelance written (Glettler). The staff usually contributes to departments such as New & Notable, Favorite Places, and Travel Advisor. TH works hard to keep its readers involved which explains why the first several pages are dedicated to publishing reader responses and comments. For features, TH prefers to work with established, well-known writers. The popular author Saul Bellow, for example, has been listed as a contributing editor on the masthead. Perhaps it is for these reasons that TH is not listed in the 1994 Writer's Market.

A unique feature offered by TH is the opportunity for its readers to join The National Travel Club when subscribing to the magazine. This club offers special accommodation and rental rates, travel and vacation packages, club accidental travel insurance, and a member benefits package. A one year subscription to the magazine is $12.97; if readers want to join the travel club the cost is $20.97 for first year membership and a one year subscription to the magazine.

Travel Holiday's editorial headquarters are located at 28 West 23rd Street, New York, NY 10010.
Travel & Leisure

The romance of travel attracts quite a crowd of readers and writers to the pages of Travel & Leisure. T&L boasts the highest circulation, over 1 million, of all consumer travel magazines. It is also ranked as one of the best markets for freelancers by the 1994 Writer's Digest (664). T&L's writer's guidelines estimate that 95 percent of the magazine is written by freelance writers on assignment. Every assignment is confirmed by a contract and payment is made upon acceptance of the article. This payment is in addition to the travel expenses paid by the magazine.

T&L adheres to the following editorial travel policy, “We always pay for airfare, hotels, meals, and other trip expenses for all editors, writers, and photographers on assignments for the magazine. We do not accept press trips or any other free travel that might influence our coverage.”

The editorial board enacted this policy soon after Conde Nast Traveler initiated a “no freebies” standard for its staff and freelancers (Reilly B1).

Like the majority of travel magazines on the market, T&L has experienced a decline in circulation over the past several years. In December 1992, T&L’s circulation was over 1.1 million; as of December 1993, it dropped by 100,000. Advertising pages also declined by 11.4 percent (Carmody D1). However, T&L continues to rank ahead of its competitors in circulation.

Demographically, T&L readers are 39.9 percent men and 60.1 percent women; the median age is 44.4 years. It is estimated that 63.6 percent of the readers are married and 29.4 percent have children in the household. Professionally, 32.7 percent hold managerial type jobs. The median income is $57,871 and 49.1 percent own a $100,000+ home. Educationally, 34.7 percent have graduated college.

Although T&L has been through several redesigns, issues continue to average 170 pages per issue. Editorial content, both features and departments, covers more than just destinations and vacation spots. Style, business travel, cuisine, arts and
entertainment, lodging, products, service, money matters, and tour operations are frequently found in the well of the book. T&L runs an average of six long features (3+ pps) each issue. Examples of titles include “Skiing Out Of Bounds,” “New Age Spas,” and “Digging Colorado.”

Departments include: Editor’s Note; Ask T&L; Contributors; Letters; T&L Reports; Stylish Traveler; Athletic Traveler; Shopping; Food; Weather; Best Deals; Private Eye; and a series of regional articles.

T&L publishes three regional editions (East, Heartland, and West) for its readers. These sections, along with the departments in the front and back of the book, are the more advantageous places for beginning freelancers to tackle. Despite T&L’s booming reputation, its editors still encourage all writers. They suggest becoming familiar with several copies of the magazine and the types of articles published in the various sections. Service information- the where to go, how to get there, where to stay and eat, and what to do- for destination articles is a must. Writers for T&L must share an enthusiasm for and familiarity with the topic.

T&L is a monthly publication of the American Express Publishing Corporation under Time Inc. This association is attractive to Amex card holders who have the choice to start and/or renew the $32 subscriptions on their credit card. The process is virtually hassle-free.

Editorial headquarters are located at 1120 Avenue of the Americas, New York, NY, 10036.
VISUAL COMPARISONS

EDITORIAL CONTENT
CIRCULATIONS
DEMOGRAPHIC PROFILES
READERSHIP
## Editorial Content Comparison

<table>
<thead>
<tr>
<th></th>
<th>Condé Nast Traveler</th>
<th>Endless Vacation</th>
<th>National Geographic Traveler</th>
<th>Travel Holiday</th>
<th>Travel &amp; Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters From the Readers</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Letters From the Editor</td>
<td>yes</td>
<td>Editor's Letter</td>
<td>Editor's Note</td>
<td>First Word</td>
<td>Editor's Letter</td>
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<tr>
<td>Newsbriefs and Factoids</td>
<td>Word of Mouth</td>
<td>Facts, Fads and Fun Stuff</td>
<td>Bulletin</td>
<td>Travel Advisor</td>
<td>First Stop</td>
</tr>
<tr>
<td>Calendar of Events</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Reviews of Books, Dining and Products</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>New &amp; Notable</td>
<td>T &amp; L Recommends</td>
</tr>
<tr>
<td>Regular Photo Essay</td>
<td>no</td>
<td>occasionally</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Weekend Travel Pieces</td>
<td>occasionally</td>
<td>Weekender</td>
<td>Weekends</td>
<td>Weekend Guide</td>
<td>occasionally</td>
</tr>
<tr>
<td>Travel Essay</td>
<td>yes</td>
<td>occasionally</td>
<td>yes</td>
<td>no</td>
<td>occasionally</td>
</tr>
</tbody>
</table>

All data comes from researched based on the December 1993 through March 1994 issues.
CIRCULATION
as of
December 31, 1993

IN THOUSANDS

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>Conde Nast Traveler</td>
<td>866,557</td>
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<tr>
<td>Endless Vacation</td>
<td>929,356</td>
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<tr>
<td>National Geographic Traveler</td>
<td>735,538</td>
</tr>
<tr>
<td>Travel &amp; Leisure</td>
<td>592,383</td>
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<tr>
<td>Traveler</td>
<td>1,010,939</td>
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*SOURCE: AUDIT BUREAU OF CIRCULATION*
### Demographic Profile Comparisons

<table>
<thead>
<tr>
<th></th>
<th>TOTAL U.S. ADULTS</th>
<th>CONDE NAST TRAVELER</th>
<th>ENDLESS VACATION</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
<th>TRAVEL HOLIDAY</th>
<th>TRAVEL &amp; LEISURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE (000)</td>
<td>186,909</td>
<td>2,206</td>
<td>1,597</td>
<td>3,230</td>
<td>1,271</td>
<td>3,550</td>
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<tr>
<td>ADULTS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMP.</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Sex

<table>
<thead>
<tr>
<th></th>
<th>TOTAL U.S. ADULTS</th>
<th>CONDE NAST TRAVELER</th>
<th>ENDLESS VACATION</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
<th>TRAVEL HOLIDAY</th>
<th>TRAVEL &amp; LEISURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN (000)</td>
<td>89,230</td>
<td>934</td>
<td>817</td>
<td>1,558</td>
<td>522</td>
<td>1,415</td>
</tr>
<tr>
<td>COMP.</td>
<td>47.7%</td>
<td>42.3%</td>
<td>51.1%</td>
<td>48.2%</td>
<td>41.1%</td>
<td>39.9%</td>
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<tr>
<td>INDEX</td>
<td>100</td>
<td>89</td>
<td>107</td>
<td>101</td>
<td>86</td>
<td>83</td>
</tr>
</tbody>
</table>

| WOMEN (000)      | 97,679            | 1,273                | 781              | 1,672                         | 749            | 2,135            |
| COMP.            | 52.3%             | 57.7%                | 48.9%            | 51.8%                         | 58.9%          | 60.1%            |
| INDEX            | 100               | 110                  | 94               | 99                            | 113            | 115              |

### Age

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>MEDIAN AGE</td>
<td>41.0</td>
<td>43.9</td>
<td>41.3</td>
<td>44.3</td>
<td>46.6</td>
<td>44.4</td>
</tr>
</tbody>
</table>

### Marital & Family Status

<table>
<thead>
<tr>
<th></th>
<th>TOTAL U.S. ADULTS</th>
<th>CONDE NAST TRAVELER</th>
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<th>TRAVEL HOLIDAY</th>
<th>TRAVEL &amp; LEISURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARRIED (000)</td>
<td>110,587</td>
<td>1,416</td>
<td>1,118</td>
<td>2,116</td>
<td>792</td>
<td>2,258</td>
</tr>
<tr>
<td>COMP.</td>
<td>59.2%</td>
<td>64.2%</td>
<td>70.0%</td>
<td>65.5%</td>
<td>62.3%</td>
<td>63.6%</td>
</tr>
<tr>
<td>INDEX</td>
<td>100</td>
<td>108</td>
<td>118</td>
<td>111</td>
<td>105</td>
<td>108</td>
</tr>
</tbody>
</table>

| CHILDREN IN HOUSEHOLD (000) |                  |                      |                  |                               |                |                  |
| COMP.                | 41.2%             | 32.5%                | 44.8%            | 36.7%                         | 35.3%          | 29.4%            |
| INDEX                | 100               | 79                   | 109              | 89                            | 86             | 71               |

*Source: MRI, Total Audience, Fall 1993*
## Demographic Profile Comparisons

<table>
<thead>
<tr>
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<th>TRAVEL HOLIDAY</th>
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</thead>
<tbody>
<tr>
<td><strong>BASE ADULTS:</strong></td>
<td>(000)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### OCCUPATION

**PROFESSIONAL/ MANAGERIAL (000)**

|                      | 31,909           | 706                | 516              | 809                         | 231            | 1,159           |
| COMP.                | 1707%            | 32.0%              | 32.3%            | 25.1%                       | 18.2%          | 32.7%           |
| INDEX                | 100              | 187                | 189              | 147                         | 106            | 191             |

### INCOME & HOME OWNERSHIP

**MEDIAN HOUSEHOLD INCOME**

|                      | 34,997           | 57,932             | 56,986           | 44,743                      | 34,399         | 57,871          |

**OWN HOME 100,000 +**

|                      | 54,279           | 1,100              | 859              | 1,325                       | 508            | 1,724           |
| COMP.                | 29.0%            | 49.9%              | 53.8%            | 41.0%                       | 40.0%          | 49.1%           |
| INDEX                | 100              | 172                | 185              | 141                         | 138            | 169             |

### EDUCATION

**GRADUATED COLLEGE + (000)**

|                      | 36,612           | 1,011              | 526              | 983                         | 384            | 1,233           |
| COMP.                | 19.6%            | 45.8%              | 32.9%            | 30.4%                       | 30.2%          | 34.7%           |
| INDEX                | 100              | 234                | 168              | 155                         | 154            | 177             |

*Source: MRI, Total Audience, Fall 1993*
This graph reflects the percentage of primary subscribers and their four-of-four readership and reader involvement in 1993.

The four-of-four readership is based on how many of the last four issues the subscriber has read or looked into.

From this chart, one can tell that the primary audience of in-home Endless Vacation readers has the highest four-of-four readership of these five travel magazines. It is my opinion that this percentage is higher than the others because this magazine is an association publication, meaning that all 1.7 million members of RCI receive bimonthly copies and provide a solid target market and subscription base.

* Source: MediaMark Research, Magazine Qualitative Audiences Report, Spring 1993
The five travel magazines targeted in this comparative analysis—Conde Nast Traveler, Endless Vacation, National Geographic Traveler, Travel Holiday, and Travel & Leisure—have experienced many changes in design formats and in the editorial staffs that create these publications. After evaluating and researching the travel industry, the readership, circulation, and demographic profiles of each of these magazines, it is my opinion that in the consumer market of the 1990's their forms (designs and visual presentation) must follow their functions (to promote travel).

It is the business of the travel industry, as a whole, to promote and encourage travel, whether that be a mode of transportation, a specific destination, or a travel related product. In order to do this, the industry functions to present all travel paraphernalia in such a manner as to create a "want"—a want to try it, to experience it, or to buy it.

In the early 1980's, it was often the case that their designs and visual presentation dictated and took precedent over any editorial matter. The main objective was to sell rather than to inform or to educate. Travel magazines often neglected their responsibility of "truth in travel" which resulted in publications that mimicked glossy brochures and public relations pieces for resorts and vacation spots. However, as the consumer market became more competitive, people started scrutinizing their purchases more and more. In turn, they began demanding stronger editorial substance and less "public relations/decoration" in the wells of the magazines.

In the 1990's, these travel magazines experienced an overhaul in one way or another, and now it appears their form really does follow function. With some magazines all that was needed was a change in design or visual presentation; with others it required staff changes. No matter what redirection the magazine took, all agreed that it is the job of the travel magazine to expose a holistic view of travel—from packing to unpacking—to its readers. The beautiful beach spreads naming the top 10 ocean spots are still there, but now so are lists of the top 10 worst beaches. Articles now include advantages as well as disadvantages of all aspects of travel. Editorial philosophies also shifted. Many of the magazines no longer accept free promotional press trips or items in an attempt to give readers an unbiased, truthful account of the travel industry and its domain.

The following is a personal evaluation of five specific magazines that target the consumer travel industry and how they have changed in designs and/or staff to better service their readers.
CAPE TOWN: GATEWAY TO THE NEW AFRICA

Travel as therapy: Best little health farm in Texas The temptations of Trinidad
CONDE NAST TRAVELER

This is the magazine that coined the phrase "truth in travel." The original editor, Hal Evans, took an investigative angle toward the travel industry. *CNT* is one of the younger travel publications coming into the market in the late 1980's when travel magazines were beginning to revamp their editorial content- and I believe their late arrival helped them quickly focus on exposing all sides of the industry in an attempt to inform and service their readers. Evans editorial view was one that treated travel like news rather than a travelogue; in fact, many of the design awards this magazine has won were for publishing true-to-life photographs rather than postcard-pretty ones. Evans tackled consumer issues no matter how ugly the story got. He also initiated the policy of not accepting free trips when working on stories; other magazines soon followed suit. When Evans left Conde Nast for Random House, he was replaced by Thomas Wallace who continues to make comment and controversy common on every page.

This magazine has not fluctuated much in design or visual presentation, mostly because it entered the market when its competition was finding it necessary to reevaluate their editorial purpose. Instead of redesigning, *CNT* just started from scratch.
Dutch Treat

The Annual Tulip Spectacle Bursts Forth

Spurred on to MONUMENT VALLEY
A Horse Trip where the Wild Wind Blows

EUROPE'S Grand Museums
What to See, What to Miss

ST. LUCIA:
The Islander's Island

FLORIDA'S
Undisturbed Wilderness
ENDLESS VACATION

*Endless Vacation*, a magazine for the members of RCI, is the only true association publication in my comparative analysis. The other magazines are affiliated with larger companies (*Travel & Leisure* with American Express, for example), but *EV* is the only one whose circulation and existence are direct results of association membership. Because of this relationship, *EV* has experienced redesigns due to corporate changes.

In 1975, RCI published a directory of its resort affiliates. Following this publication, RCI circulated a newsletter among its members. Proving successful, the newsletter developed into a bi-monthly magazine that focused on the resorts offered through RCI timeshare membership.

In 1988, the corporate staff at RCI felt its magazine could compete in the consumer travel market. Walter Bernard and Milton Glaser were brought in to redesign the in-house publication. Horace Sutton was brought in to revamp the editorial content. Instead of highlighting RCI resorts, the magazine covered foreign travel and destinations outside of the RCI market. Frequency jumped to eight times a year and then to once a month.

In the 1990's, the magazine redirected its editorial content. Frequency went from monthly to bi-monthly. Now, the well covers more North American destinations and has come full circle to again focus on RCI resort destinations.
10 OF AMERICA'S BEST

STATE PARKS

Flathead Country
THE OLD WEST MEETS THE NEW UNDER THE BIG MONTANA SKY

Mont-Saint-Michel
A MEDITATION IN STONE OFF THE NORMANDY COAST

Tucson Loop
ECHOES OF THE PAST IN ARIZONA DESERT COUNTRY

Chicago

50 GREAT SCENIC DRIVES

10 SPRING WEEKENDS  TIPS FROM 10 PHOTOGRAPHERS  10 MONEY QUESTIONS
Most people are familiar with the yellow border of National Geographic, but few realize that the same society publishes an entirely separate magazine that covers travel and vacation destinations. This magazine, *National Geographic Traveler*, developed out of a redesign.

When National Geographic decided to close down a book division, they opted to start a travel magazine. The displaced employees of this book division, none of whom had any formal schooling in magazine publishing, writing, or designing, were handed the project (O’Guinn 4). They developed topics through reader surveys. Joan Tapper served as the first editor, and she hired Caskie Stinnett, an authority in the travel publication industry, to advise them editorially. (Stinnet’s career has involved working with *Travel & Leisure* and *Travel Holiday* in addition to freelancing for most of the major consumer travel magazines.) He helped guide the magazine toward the domestic traveler.

Visually, *NGT* owns a wealth of photographic and mapping resources due to its sister publication. This is evident in every issue. Although the original design remains virtually unchanged, even this conservative magazine had to alter its look a little to keep up with its competition. The March/April 1994 issue reveals a subtle, updated difference in the layout of its title design.
TRAVEL HOLIDAY

Where it's still fun in the Rockies
TRAVEL HOLIDAY

*Holiday* magazine of the 1950's (when Caskie Stinnett was editor) was the foundation for this travel magazine. In these early days, Irwin Shaw and John Steinbeck were contributors and the magazine often lacked valuable consumer travel sense. However, in 1977 a merger of Curtis Publishing’s *Holiday* and an insurance company’s publication, *Travel*, resulted in the development of *Travel Holiday*.

In 1987, Reader’s Digest bought the magazine. Editorially, the magazine had a tendency to let its *Holiday* roots overshadow its travel heritage (O’Guinn 4). Realizing that editorial and design changes were necessary, Reader’s Digest did a complete redesign in 1989. The last page of every issue is still a reprint of articles or photographs from those earlier days, but the content of the well targets travel savvy and sense.

In December 1993 and the early months of 1994, *Travel Holiday* experienced a few more alterations. Although the editorial content stayed the same, subtle design changes helped update the look of the book. On the previous issues, the word *Holiday* was emphasized in bigger, bolder type in the cover title design; now however, the word *Travel* is dominant on the cover which reflects an editorial shift from a past holiday endeavor to a present travel focus.
TRAVEL & LEISURE

ALASKA FLY FISHING
LONDON HOT SPOTS
KRAKÓW
CHINA'S LUXURY TRAIN
MARCH 1994
TRAVEL & LEISURE

In the late 1960's, this was an American Express member publication until Caskie Stinnett was hired to turn it into a travel magazine for the consumer market. As editor, he required there be no corporate interference in editorial policy; Amex complied. When he retired in 1974, Pam Fiori took over and the magazine enjoyed the reputation as the premier travel book in the industry. In 1989, Fiori moved to the corporate side of Amex publishing and Ila Stranger took over.

Stranger redesigned the logo and the interior well of the book. The departments lost their "newsletter" look and became graphically cleaner. Editorially, she wanted more travel experience and service information included in the content of every issue. She wanted to get away from the stereotype of catering to jet set travelers and those who could afford vacationing for $1,000 a day. Today, T & L continues to accentuate the romance of travel, only now it's a little more realistic in budget terms for its readers.

In the fall of 1993, T & L experienced another turnover on the editorial board when Stranger was replaced by Nancy Novogrod. Novogrod has since updated the cover design by adding a border, creating mood cover shots, and stacking the title type. Inside the book, a contemporary graphic design has evolved, most notably when the table of contents went from two pages to only one.
THE FINAL WORD
Although these five travel magazines work to educate and entertain their readers with information concerning the travel and tourism industry, each conveys a distinctive editorial/design personality and character in the process. These last pages are examples of how Conde Nast Traveler, Endless Vacation, National Geographic Traveler, Travel Holiday, and Travel & Leisure choose to leave their final words and express their individuality in a competing consumer travel market.
Emerald Lake Lodge
Room 3, Cabin 24,
Emerald Lake Lodge,
Box 10, Field, British Columbia
VOA 1GO, Canada.
Telephone: 604-343-6321,
fax 604-343-6724. Doubles
from $105. Room 3 in
Cabin 24 is $175.

YOHO IS AN EXCLAMATION OF WONDER IN THE CREE LANGUAGE—the equivalent of wow in American—which explains why this spectacular chunk of British Columbian wilderness is called Yoho National Park. Emerald Lake Lodge is one of the few places to stay in the park, and certainly the most luxurious, and as you can see, from Cabin 24 the view is awe-inspiring. Beyond Emerald Lake, whose fabled color is caused by the silt flowing down from Emerald Glacier, is Mount Vice-President, appropriately 238 feet shorter than Mount President, a third of a mile farther north. The lodge was built in 1902, when the railroad came through, bringing modern conveniences to the Canadian Rockies. Now you can exclaim over the scenery from an outdoor hot tub. But venture out into the forest—on foot, snowshoes, or skis—and you will find a landscape that's quite as unspoiled and teeming with wildlife as it was before the coming of the railroad. Or you can take a canoe and glide out onto the blue-green waters of the lake, and lose yourself in wonder at the clear depths below or at the mountain glory above.
AMERICAN ICONS

By William Zinsser

A moderately successful farmer, Washington had to borrow money in April of 1789 for the journey to New York to attend his own inauguration as the nation's first president.

Ill-fitting dentures (made of ivory, cows' teeth, and a tooth of his own—not wood) are blamed for Washington's tight-lipped appearance in Gilbert Stuart's famous portrait (above).

Although a persistent American myth, Washington never cut down a cherry tree as a boy. It was an anecdote created by Mason Weems, an early Washington biographer.

Of all the iconic places in America, none has been visited by tourists for so long or with such worshipful curiosity as Mount Vernon. Proof of that fact—which I learned soon after I got there—was that on the afternoon of July 31, 1797, George Washington told his secretary, "Unless someone pops in unexpectedly, Mrs. Washington and myself will do what I believe has not been [done] within the last 20 years by us, that is to sit down to dinner by ourselves." He once compared Mount Vernon to "a well-resorted tavern," noting that "scarcely any strangers who are going from north to south or from south to north do not spend a day or two at it."

The room where I first began to feel Washington's personality was his downstairs study. A man of methodical habits, he went there every morning between four and five o'clock and worked on his correspondence, his diary, and his estate records until breakfast, after which he toured the plantation on horseback. The letters that went forth from that study, written to James Madison, Alexander Hamilton, and other founding fathers, gave shape and momentum to the idea of a strong federal government and to the creation of the Constitution. One observer called it "the focus of political intelligence for the new world." It was very much a man's room. Every object reflected an energetic and practical mind.

Afterward, I stretched out on the grass and admired the grounds and the view across the Potomac. Around me, fellow tourists strolled or sprawled and children played, as tourists have since the 18th century. We all felt that the house belonged to us. If going to Mount Vernon wasn't quite the same thing as going back to some family homestead of our own, it was part of the same need.

William Zinsser, a writer, teacher, and long-time traveler, is author of 14 books, including the classic On Writing Well.
GEOGRAPHY TRIVIA QUIZ

TEST YOUR KNOWLEDGE OF WORLD GEOGRAPHY WITH THESE CHALLENGING TRIVIA QUESTIONS.

1. Name the region of the central Balkan peninsula that was the homeland of Alexander the Great.
2. Most of the world’s olive groves are found in regions that border what sea?
3. More than half of the 25 most populous cities in the world are on which continent?
4. Name the Russian peninsula that is part of the northernmost extension of the volcanic region known as the Ring of Fire.
5. Loam, a kind of soil valued by the world’s farmers, is a mixture of sand, silt, and what other denser material?
6. Jane Goodall and Dian Fossey are known for their studies of primate behavior in the eastern grassland and mountain regions of which continent?
7. Worldwide, slightly more than half of the timber harvested annually is used for what purpose?
8. In January 1993, which European country peacefully split into two independent republics?
9. Torii gates, which mark the entrances to Shinto shrines, are commonly found in which country?
10. The Mount Rushmore and Crazy Horse monuments are carved in mountains that make up a highland region in the Great Plains. What is the name of this highland region?
11. Limestone is the foundation rock of a U.S. state that once was completely covered by seawater. Name this southeastern state that still has large areas of salt marsh.
12. The Rosetta stone, discovered in 1799, provided the key to deciphering the picture writing of which ancient civilization?
13. London, England, is dependent on which river for its supply of freshwater?
14. In Australia, the most populous and economically developed region is south and east of the country’s major mountain system. Name this mountain system.
15. Name the country off the southwest coast of India that is made up of a cluster of almost two dozen atolls.
16. The time in most of Mexico is the same as that in which standard U.S. time zone?
17. In the most recent presidential election, which U.S. state had the most electoral college votes?
18. The flower of the saguaro cactus, a plant that grows only in the Sonoran Desert, is the official flower of which U.S. state?
19. Creole and what other language are the official languages of Haiti?
20. The Calgary Stampede, one of the world’s largest rodeos, is held annually in which Canadian province?

QUESTIONS AND ANSWERS COURTESY OF THE NATIONAL GEOGRAPHIC SOCIETY’S NATIONAL GEOGRAPHY BEE.

COMING IN THE MAY/JUNE ISSUE

SEQUOIA-KINGS CANYON: Explore these sister national parks in California’s Sierra Nevada.
ICELAND: Travel the Ring Road and discover the natural and cultural wonders of this land of extremes.
ANNAPOLIS: Maryland’s capital offers history, Chesapeake Bay sailing, and the U.S. Naval Academy.
COAST MOUNTAIN CIRCLE TOUR: A scenic drive through southwestern British Columbia.
GREAT SUMMERTIME ESCAPES: Nine destinations ideal for getting away from it all this summer.
WEEKENDS: Shop till you drop at one of the nation’s biggest flea markets, in Brimfield, Massachusetts.

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months after World War II ended, the company that published Saturday Evening Post and Ladies’ Home Journal launched a magazine to serve the postwar world of travel. Recreation, predicted its editor, would become “more important to everyone than ever before” because the coming years would see “new stresses and strains.”
KING OF THE QUEEN

Just below the bridge on the Queen Elizabeth 2, seven windows (bigger than a porthole, smaller than a picture) light the private domain of the ship's captain. The wood-paneled suite of salon, galley, bedroom, and head is filled with well-secured memorabilia (a painting of the RMS Mauretania, commemorative Wilkinson swords, the requisite brass spyglass) and 6-foot 4½-inch Captain Robin Woodall, when he's not patrolling the decks and passageways of the 25-year-old Cunard flagship. In spite of his imposing stature—Woodall also ranks as master of the ship—the captain is every bit the genial host, with a fondness for the sea that extends beyond his work schedule. He's just as happy at the helm of his 10-foot sloop Highlight off the coast of England as he is commanding the 963-foot QE 2 as it crosses the Atlantic.

—HEATHER SMITH MACISAAC
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