

# Travel Profile

*Foreign Affairs* readers travel frequently for business and pleasure.

	<b>Foreign Affairs</b>		<b>Competition</b>
	<b>Audience Composition</b>	<b>Index vs Pop.</b>	<b>Index vs. MRI Competitive Set</b>
Took overnight domestic trip in past 12 months:	88%	166	127
On business	60%	326	226
On vacation/personal	94%	106	109
Average # of trips	8/year	300	183
9+ trips	26%	535	321
Took a foreign trip in the past 3 years:	75%	306	193
On business	46%	414	291
On vacation	92%	103	103
Average # of trips	5/year	300	183
9+ trips	14%	1309	533
<b>International destinations:</b>			
Western Europe	59%	209	155
Asia	23%	246	155
Central/South America	22%	319	253
Russia/Eastern Europe	16%	443	277
Middle East/Turkey/Israel	15%	517	-
Australia/New Zealand/South Pacific	12%	479	303
Africa	9%	470	460
Nights stayed in a hotel in the past 12 months:			
Average # of nights	16	234	201
15+ nights	45%	273	191

Source: MRI 2007 Subscriber Survey  
 Competition defined as readers of at least one of the following publications during their last publication period: Atlantic Monthly, Business Week, The Economist, Forbes, Fortune, or The New Yorker