

Fodor's

Reach the World's Most Discerning Travelers

**FODOR'S READERS PURSUE THE EXTRAORDINARY, AND
REWARD THE BRANDS THAT MAKE THEIR DREAMS COME TRUE**

Affluent, Adventure-Ready Travelers



HIGH-EARNING, HIGH-SPENDING

66% Household income over **\$100K**

25% Household income over **\$200K**



TIME-RICH, ADVENTURE READY

82% of visitors are age **55 or older**



ON-THE-GO, ALL YEAR LONG

Average of **3+** trips booked annually



HERE, THERE, AND EVERYWHERE

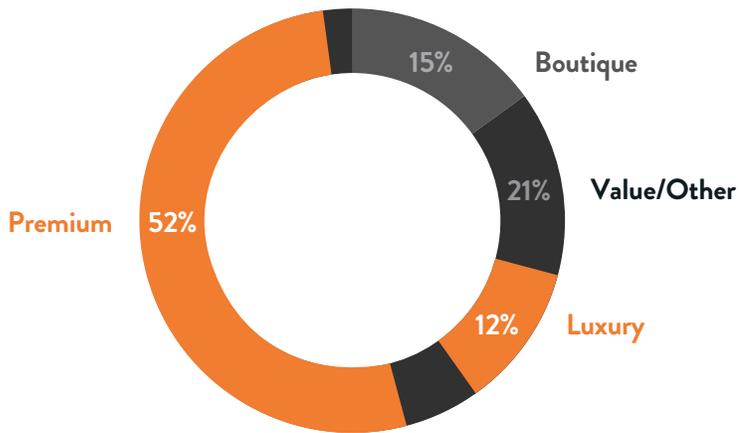
60% are planning domestic travel

51% are travelling internationally

Luxury Seekers, Frequent Flyers

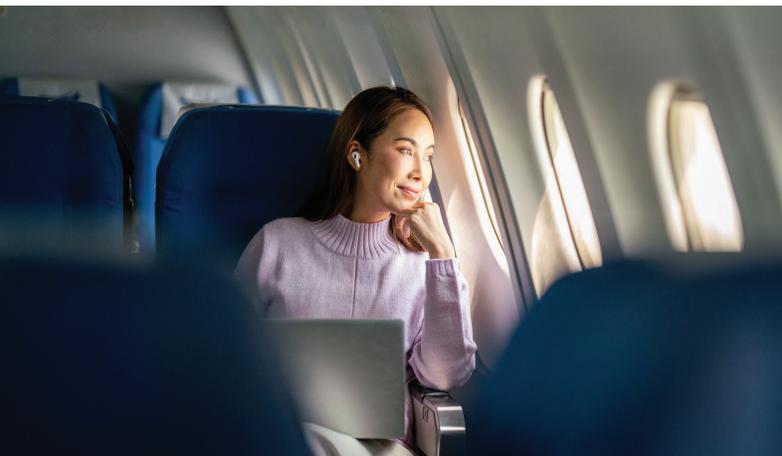


HOTEL PREFERENCES



Fodor's readers seek luxury experiences—at rates far surpassing the **industry's 1-3% average**

- **52%** prefer premium hotels
Marriott, Hilton
- **12%** prefer luxury hotels
JW Marriott, Ritz-Carlton, Four Seasons
- **15%** prefer boutique hotels
- **21%** seek value/other hotels



TRAVEL FREQUENCY



29%

Take **6+**
flights annually



52%

Book **10+**
hotel nights annually

Cultural Connoisseurs Seeking Authentic Experiences



Fodor's readers are passionate cultural explorers, inspired by a desire for real, memorable moments

89% 

LOCAL FOOD & DRINK

74% 

CULTURAL ACTIVITIES

72% 

SELF-LED SIGHTSEEING

45% 

OUTDOOR ACTIVITIES

Discerning Travelers Who Invest in Quality

Fodor's readers research across multiple platforms:

72% 

Peruse Travel guides

76% 

Seek Practical tips

79% 

Read In-depth reviews



Fodor's readers seek excellence
and spend thoughtfully on
premium travel experiences



94%

Upgrade for comfort
or convenience



56%

Actively use
loyalty programs

Where Luxury Brands Meet Dream Travelers

Partner with us to engage affluent travelers seeking authentic, premium experiences – and convert their passion into your reach and revenue.

Stefanie Torrez | Director of Sales
stefanie.torrez@internetbrands.com

Fodor's

