Travel Magazine: Travel Getaway

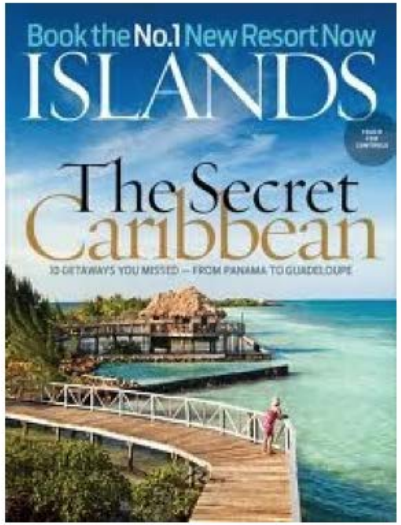
process materials

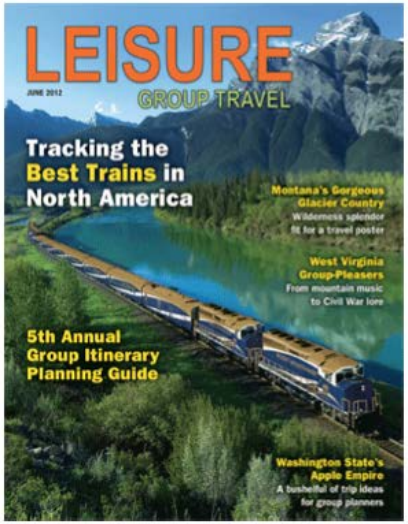
Xiaoyue Wang

Travel Magazine Competitive Analysis

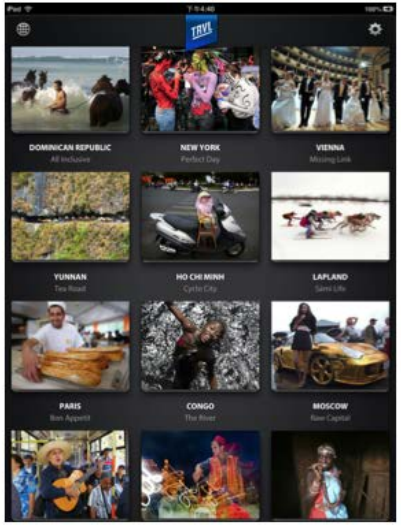
Xiaoyue Wang

Competitive Landscape

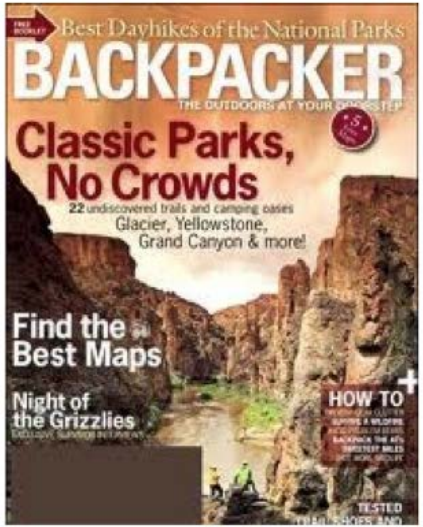

Book the No.1 New Resort Now
ISLANDS
The Secret Caribbean
10 GETAWAYS YOU MISSED — FROM PANAMA TO GUADELOUPE


LEISURE
GROUP TRAVEL
JUNE 2012
Tracking the Best Trains in North America
Montana's Gorgeous Glacier Country
Wilderness splendor fit for a travel poster
West Virginia Group-Pleasers
From mountain music to Civil War lore
5th Annual Group Itinerary Planning Guide
Washington State's Apple Empire
A bushelful of trip ideas for group planners

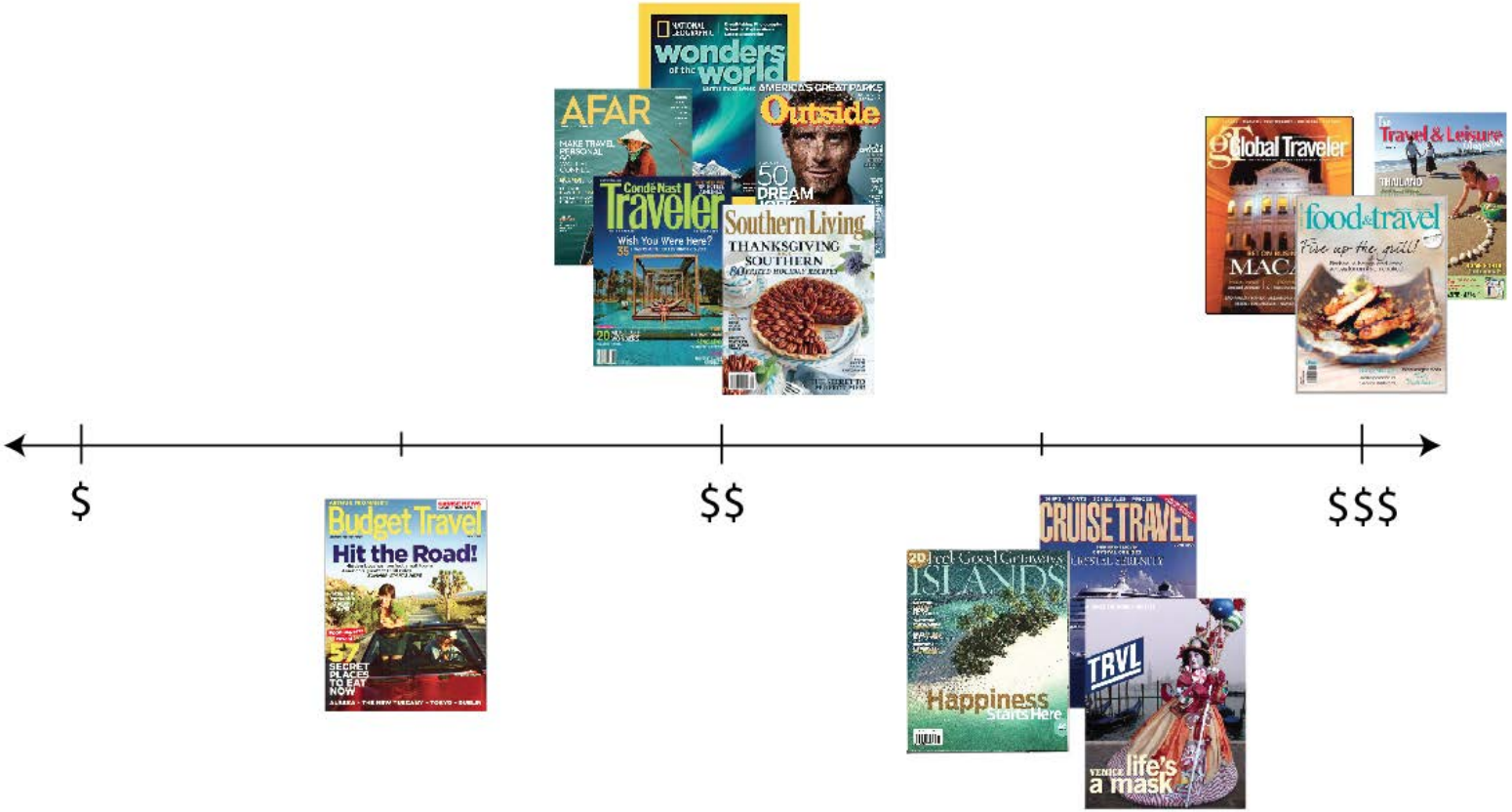
3RD ANNIVERSARY SPECIAL
lonely planet
MAGAZINE INDIA
WIN!
THE HOT LIST 2013
SPAIN
TASMANIA
NORTHEAST INDIA
VANCOUVER
BANGKOK
HONEYMOON TRAVELS


TRVL
DOMINICAN REPUBLIC
NEW YORK
VIENNA
YUNNAN
HO CHI MINH
LAPLAND
PARIS
CONGO
MOSCOW

TRAVEL+ LEISURE
SOUTHEAST ASIA
JANUARY 201
500 THE WORLD'S BEST HOTELS
ANTHONY BOURDAIN
ON SET, AND ON KHMER CUISINE
2011 TIP SHEET
Your must-know new destinations
SINGAPORE
HAWAII'S AUTHENTIC CULTURE
TRAVEL TECH
Smartphone navigation tips


Best Dayhikes of the National Parks
BACKPACKER
THE OUTDOORS AT YOUR DOORSTEP
Classic Parks, No Crowds
22 undiscovered trails and camping oases
Glacier, Yellowstone, Grand Canyon & more!
Find the Best Maps
Night of the Grizzlies
HOW TO
TESTED

Travel Budget



Age

TRVL
Budget Travel
Hit the Road!
57 SECRET PLACES TO EAT NOW

Southern Living
THANKSGIVING
food&travel

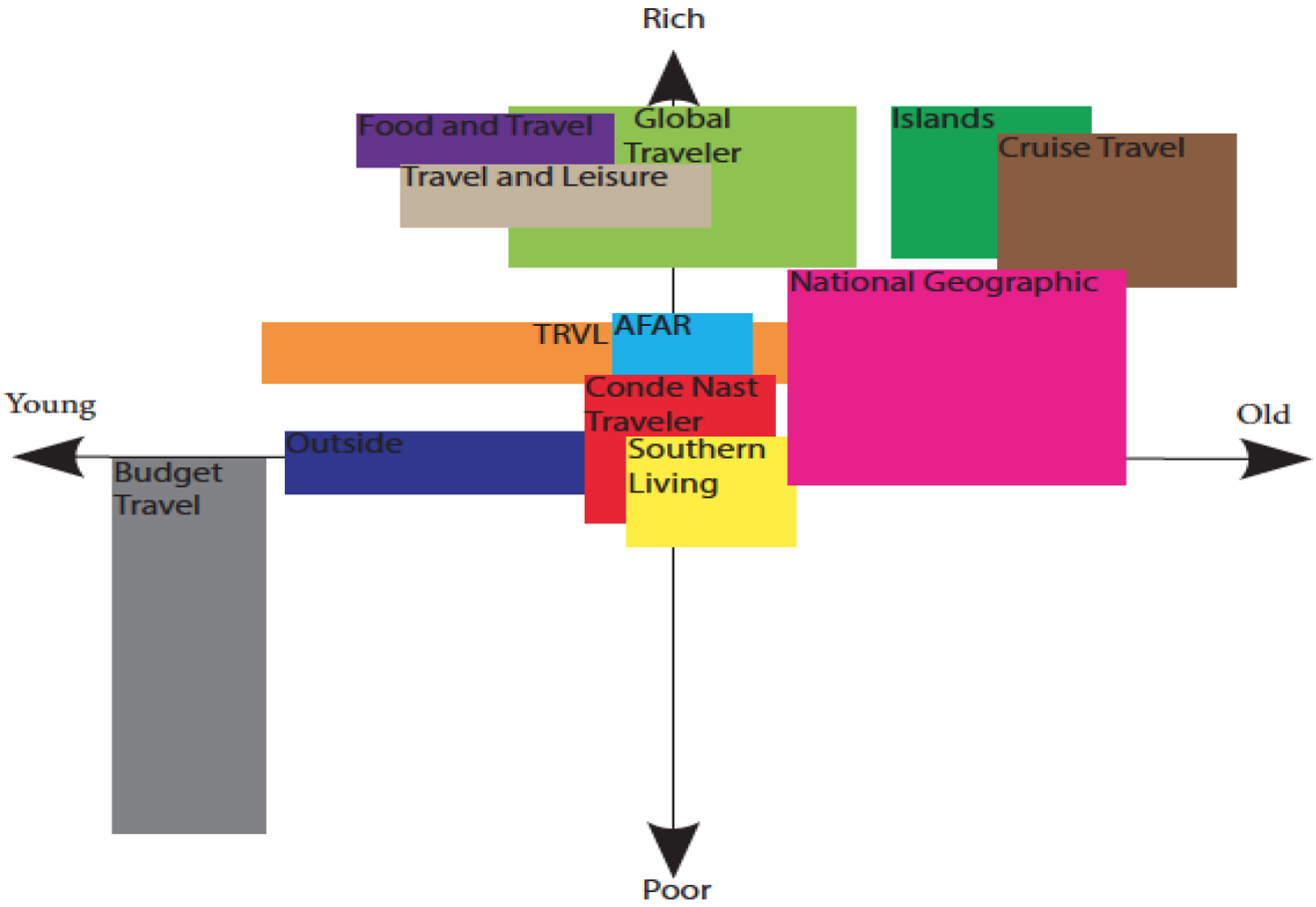
Condé Nast
Traveler
AFAR
Global Traveler
AMERICA'S GREAT PARKS
Outside
50 DREAM JOBS

CRUISE TRAVEL
ISLANDS
wonders of the world

Travel & Leisure
THAILAND
PLUS

Young
Middle Aged
Senior/Retirees

Age vs. Budget



Target Audience

- Budget travel for older readers
  - Inexpensive
  - Calm, quiet, and peaceful places
  - Less crowded
  - Natural environment
  - More convenient

- Budget travel for students
  - Refreshing/exotic
  - Cheaper
  - Unique travel destinations not usually seen in other magazines
  - Mysterious and fun
  - More convenient

- Family friendly travel
  - Locations that all family members can participate in and enjoy
  - Needs to work within a budget

Benefits of Digital Magazines

- General Digital Benefits
  - Green
  - Space saving
  - Cost
  - Greater circulation
  - Interactive
    - Navigation
    - Videos, animations, pop ups

Dan Wandad, 31

"I love taking my wife and daughters with me for a family trip."

Personal Info:

Gender: Male
Job: Engineer
Hobbies: Driving, golf, travel
Education: College
Personality: Productive, outgoing, humorous
Previous experience with e-mags: Subscribing to some e-mags. Read them on a frequent basis.

Expectation for e-mags:

- Cool
- Images with great view of the nature
- Fast navigability
- A useful travel magazine, with introduction of natural sceneries and efficient trip planning.

John Watseld, 68

"An easy trip to the peaceful nature with my love. What could be better than this?"

Personal Info:

Gender: Male
Job: Retired
Hobbies: Swimming, reading, Tai chi
Education: High school
Personality: Calm, easygoing
Previous experience with e-mags: Have experience of getting confused by e-mags. Not often now.

Expectation for e-mags:

- Refreshing travel spots with few tourists
- Soothing layout
- Easy navigability
- An easy-to-read travel guide magazine, with recommendation to quiet and peaceful places that I can spend time fully relaxing with my wife.

Amy Stuscht, 22

"A low-budget, yet extremely fun adventurous trip is what I'm looking for!"

Personal Info:

Gender: Female
Job: Student
Hobbies: Swimming, reading, dancing, blogging
Education: High school
Personality: Outgoing, creative
Previous experience with e-mags: Have read random e-mags, but not often.

Expectation for e-mags:

- Colorful
- More hi-res images
- Introduces cool and mysterious travel places
- Mostly low-budget, yet very interesting trip planning
- A cool and fancy travel guide with lots of images, facts, and trip planning knowledge.

Color

Dan Wandad, 31

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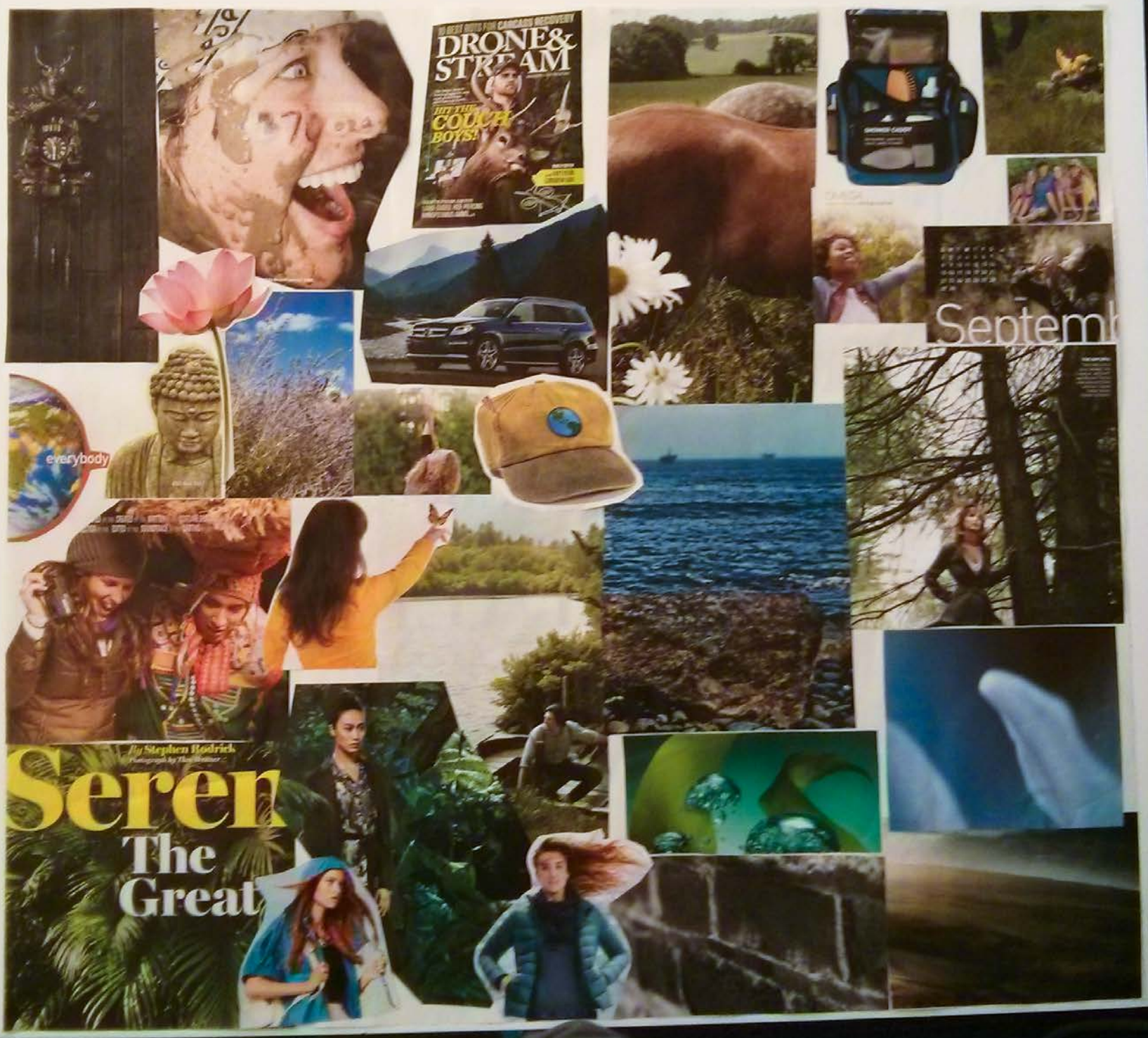
- A useful travel magazine, with recommendation of natural scenarios and also some trip planning



Design Language

Color, font, texture

Color

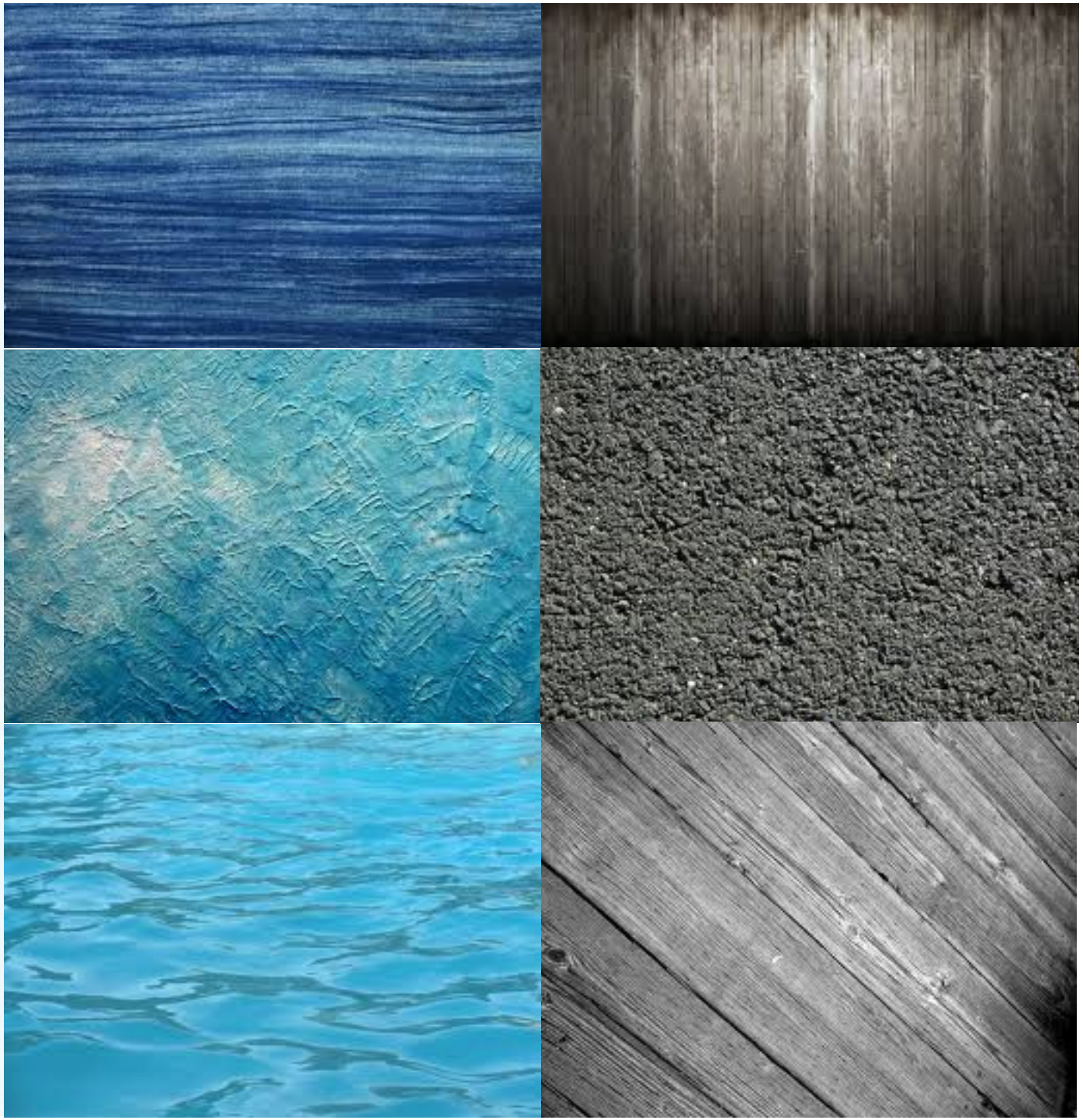
Font

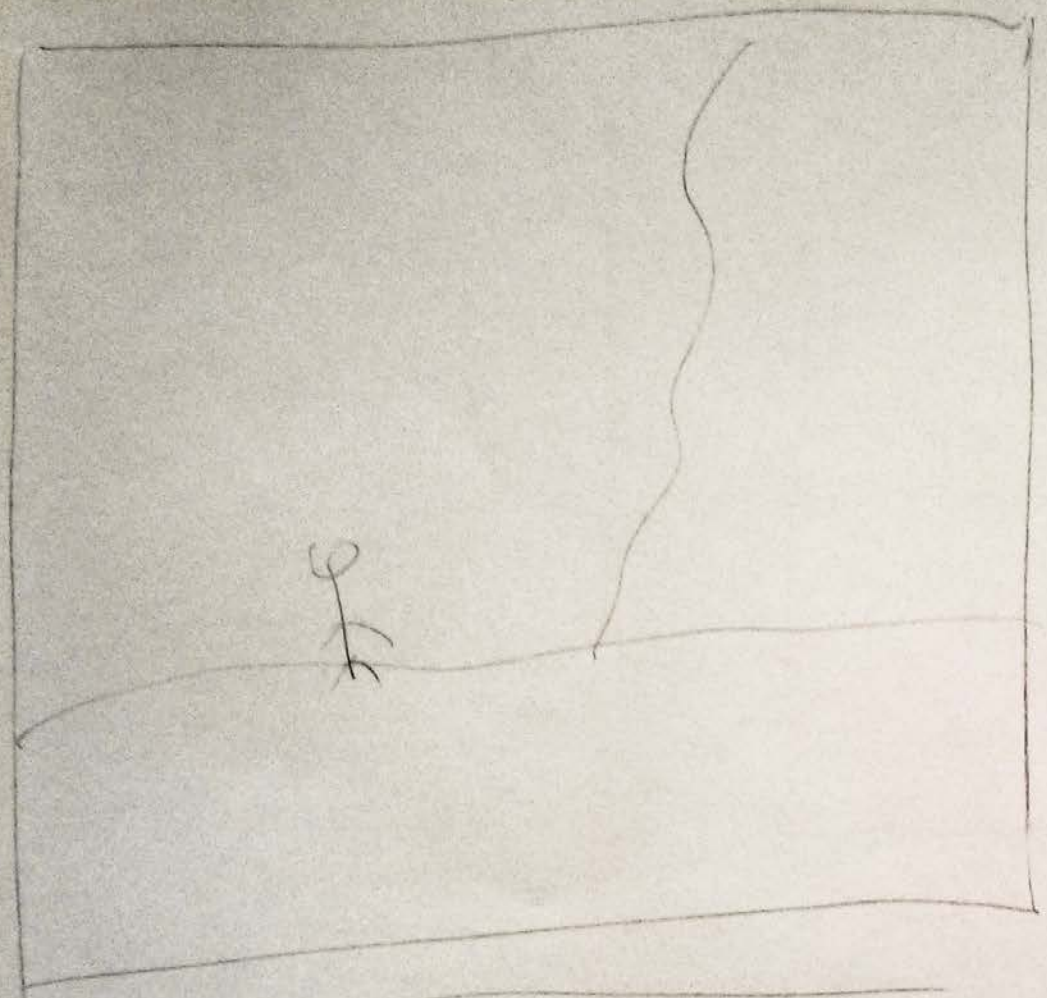
Aurulent Sans

Melior

overlock

Texture





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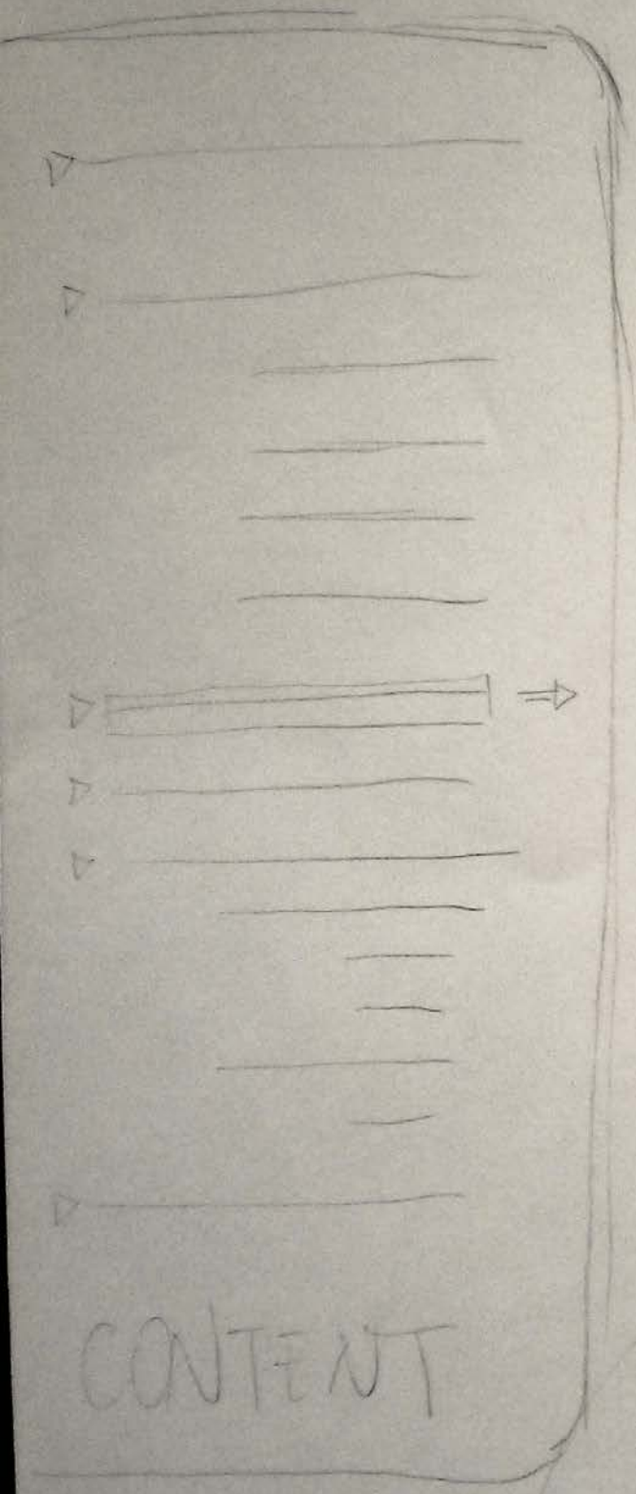

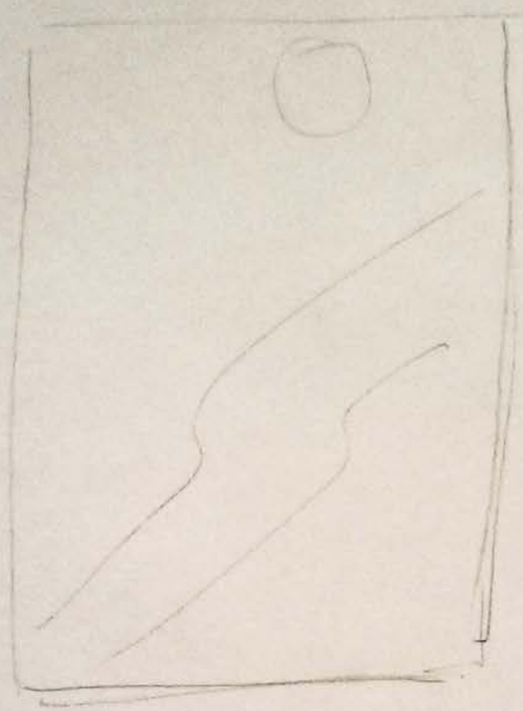

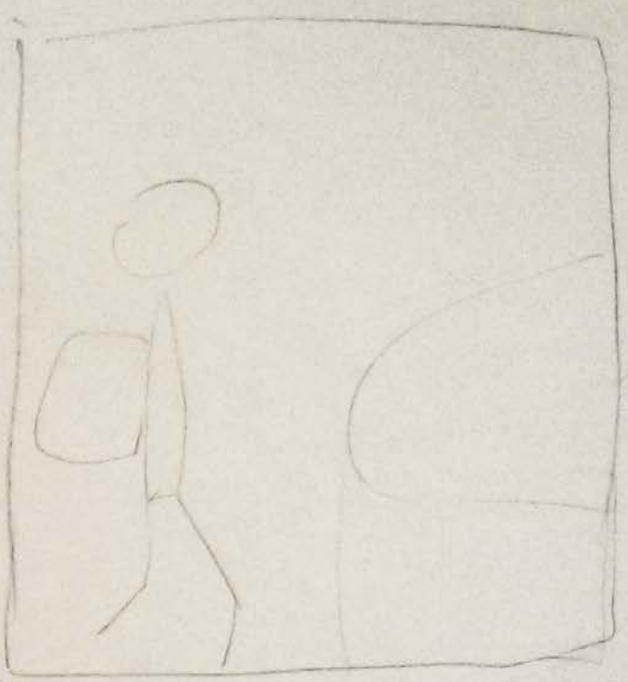

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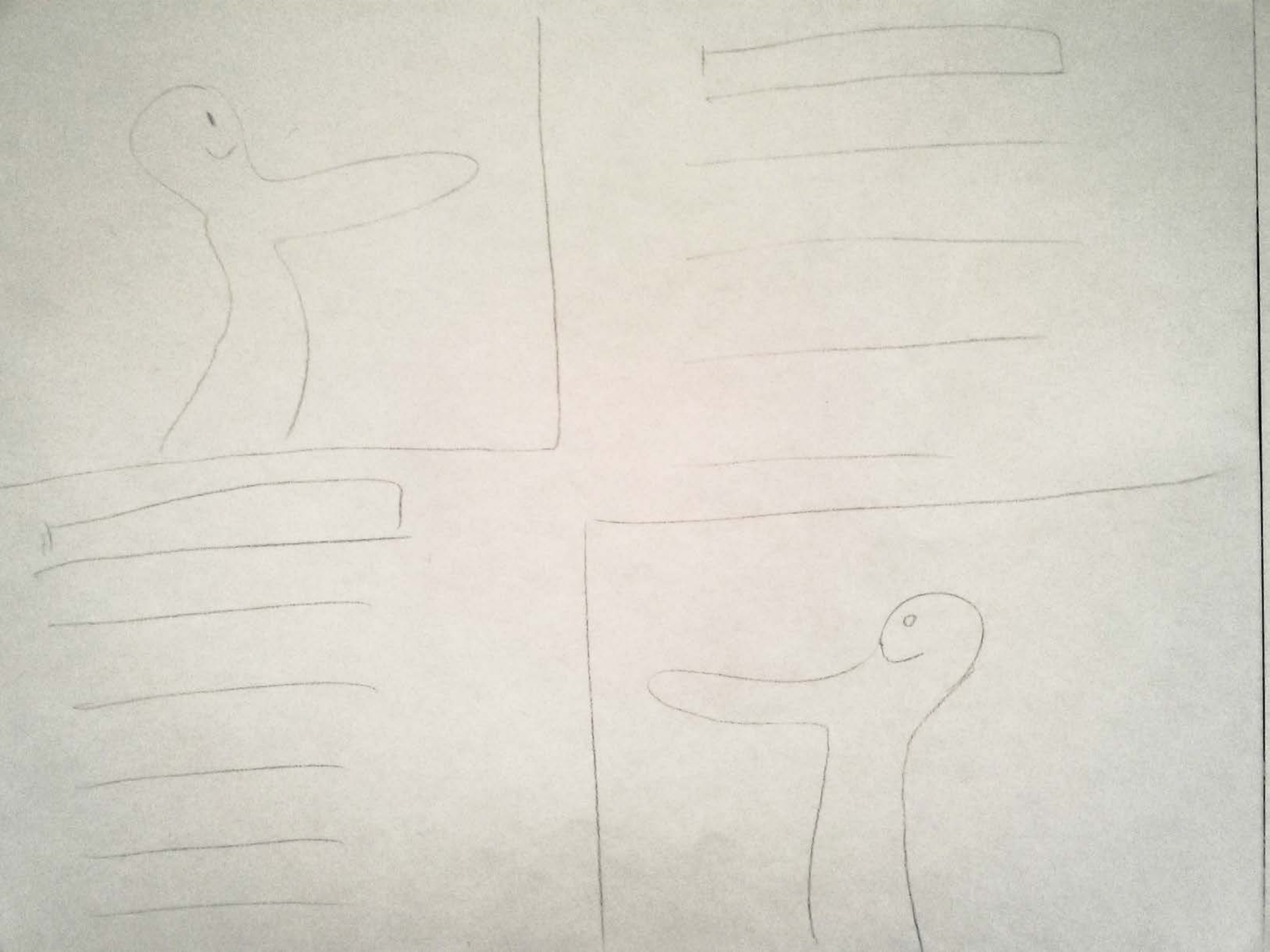

Intermediate Designs

text experiments, grid options, intermediate designs, etc.

TRAVEL GETAWAY

NOVEMBER 2013

TIPS & TRIP PREVIEW: MALAYSIA

FRUGAL EUROPE ON FOOT

GETAWAY TO PANGKOR, MALAYSIA

LONGMEN GROTTOES

INTO THE WILD

TRAVEL GETAWAY

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The Deep Melody

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STORY TELLERS
Adventure on the Way

By Daisann McLane

The Perks of Going Off Season

When it comes to crowds, I've always been a grumpy traveler, and many of my travel habits evolved from my desire to ditch the pack.

Does the guidebook suggest the road that leads to the right? I turn left. Is everybody planning trips based on colorful memoirs about living in Venice and Provence? I head for little-known wine regions in Spain, to castles with difficult-to-pronounce names in Serbia. I compile lists of natural wonders that aren't quite wonderful enough for UNESCO World Heritage designations. I go for cool-sounding second- or third-tier cities in China and South Korea.

Up until a few years ago, my road-less-traveled instincts served me well. I never had much trouble finding places I could enjoy without the headache of making hotel and museum reservations months in advance, and then standing in a long line, craning my neck over the heads of strangers to see the views.

But that was before wanderlust swept the planet. More than a billion people traveled for pleasure last year. Even worse: Many travelers aren't keeping their secret places to themselves. Nowadays, to travel is to "share"—not just with family and friends but with your 5,000 Twitter followers. As travelers, we navigate a world that is getting smaller every day, bursting at the seams with others keen on exploring it too. This calls for new strategies.

I have one, and with a nod to the great New Orleans piano player Dr. John, I call it: "Wrong Place, Wrong Time."

Decades ago, with more time than money for travel, I learned what budget travelers learn: It's cheaper to go somewhere when nobody else is going there.

Of course there is usually a good reason why a particular season is "off," as I discovered the first time I booked a discounted cottage for a September Caribbean vacation. Worrisome breezes welcomed me to the island, along with a shout from the hotel manager, perched on a ladder and nailing boards across the windows: "Hurricane comin'!"

All night the winds wailed. Palm fronds and coconuts tumbled to the ground as the storm passed (thankfully a hundred miles, give or take, out at sea).

Huddled with the hotel staff and one other off-season guest at the hotel bar, I drank rum and shared stories until dawn to the flicker of emergency and shared stories until dawn to the flicker of emergency candles.

The next morning I woke up with a whopping hangover, and a revelation: When you travel against the calendar, the upside isn't just economic. Thanks to my "bad" timing, I came home from my budget-friendly vacation with something much better: a traveler's tale.

By choosing to visit the wrong place at the wrong time, not only do I lose the crowds; I almost always experience my surroundings, especially familiar ones, in an unexpected way.

"...experience my surroundings... in an unexpected way."

GETAWAY TO

Day and Night. Genting Highlands, Malaysia.

PANGKOR, MALAYSIA

Pangkor Island, Malaysia

GETAWAY TO Pangkor, Malaysia

By Dees Stribling

Pangkor Island, also called Palau Pangkor, is the largest of a small group of islands off the northwest coast of peninsular Malaysia, about a 40-minute ferry ride from the mainland town of Lumut in the state of Perak. The island is a mix of tourist-oriented sites and fishing settlements, ringed by white-sand beaches, which are a prime attraction for visitors. The small island also offers curious visitors jungle walks, temples and ruins, as well as access to some sizable Chinese cemeteries.

Pangkor Island, Malaysia

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GETAWAY TO PANGKOR, MALAYSIA

Dancing by the Pangkor Island Beach

Pangkor Fishing Villages

Much of the east coast of the island is given over to fishing, which remains a mainstay of the local economy. The main catches in these waters include anchovies, shrimp, cuttlefish and a local delicacy known as satay fish. You can see fishing boats going to and fro at certain times of the day and shop for seafood and souvenirs fashioned from shells and other materials harvested from the ocean at the island's fishing villages -- kampung, in the Malay language.

Money-saving Attractions

Pangkor Beaches

Besides fish, the ocean around Pangkor provides the tropical island a wealth of beaches. One of the more popular one is Pantai Pasir Bogak, a few miles from Pangkor's main town. This area of the island has a fairly complete beach infrastructure for tourists, such as hotels, chalets and huts, various food choices and boat, kayak and other water-sport rentals. North of Pantai Pasir Bogak is the picturesque Teluk Nipah beach, which is less developed, as are other beaches on the island, including some truly remote spots that are not accessible by road.

Historic and Natural Sites

Pangkor features a number of historic and natural sites. South of the main town are the ruins of a Dutch fort, a reminder of the 17th century, when that nation ruled the area. Near the fort is Tiger Rock, a one-of-a-kind boulder with a tiger chiseled on it, an enigmatic and haunting relic of the Dutch occupation. For nature lovers, the 800-foot hill at the center of the island offers jungle treks, and in the Pasir Bogak jungle is a suspension bridge dangling near the top of the rain-forest canopy. G!