

Wanderlust[®]

lata
expo
2025

The *Wanderlust* difference





EXTENSIVE COVERAGE OF

Immersive Authentic & Longer-lasting

TRAVEL EXPERIENCES





UNRIVALLED COVERAGE OF

Adventure-Travel & Nature, & Wildlife





THOUGHT-PROVOKING EDITORIAL ON

Indigenous tourism, History, Culture & Heritage





THOROUGH REVIEWS OF

Hotels, lodges & unique accommodation

**With an
emphasis on**

- 📍 Sustainability
- 📍 Authenticity
- 📍 Luxury

The UK Travel Media Leaders

We are the UK's largest travel
magazine by circulation
per issue across print
and digital

66,310

National Geographic
Traveller

73,168

Conde Nast Traveller

153,504



Official Audit 2025



Travelling Greener

Responsible, conscious
and **sustainable** travel
is at the **heart** of
everything
we do





Overtourism



We don't cover

- 📍 Large-scale cruise travel
- 📍 Airbnb-style Accommodation
- 📍 All-inclusive Beach, golf or ski breaks

We don't focus on

- 📍 Hotspots
- 📍 'Tourist traps'
- 📍 Places that suffer from overtourism

The Travel Green List™

The Travel Green List™
is our respected annual
look at what's fresh and
inspiring in sustainable
travel, and **the only list of
its kind in the industry.**



Contributing Editors with a *Wanderlust*® star!

Kate
Humble



Bettany
Hughes



Sophie
Morgan



Alice
Morrison



Ben
Fogle



Annual Editorial Tentpoles



The
**Travel
Green
List™**

The places and
businesses
blazing a trail
in **sustainable
travel**



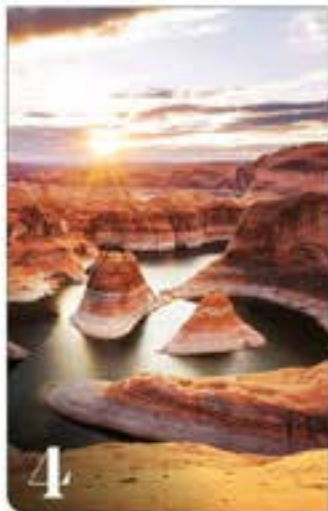
Wanderlust
VISIONS

The **UK's largest
travel photography**
competition now
includes **multimedia**
categories



Wanderlust
*Destination
Of The Year*

2025
Ecuador



The
**NORTH
AMERICA**
Special Issue

An issue focused
on the USA, with
**35+ dedicated
pages and a front-
cover image**



Wanderlust
READER TRAVEL AWARDS
2025

Wanderlust readers
name their **travel
stars** for the year
ahead



The
**ORIGIN
List**

The world's most
thrilling **Indigenous
experiences**



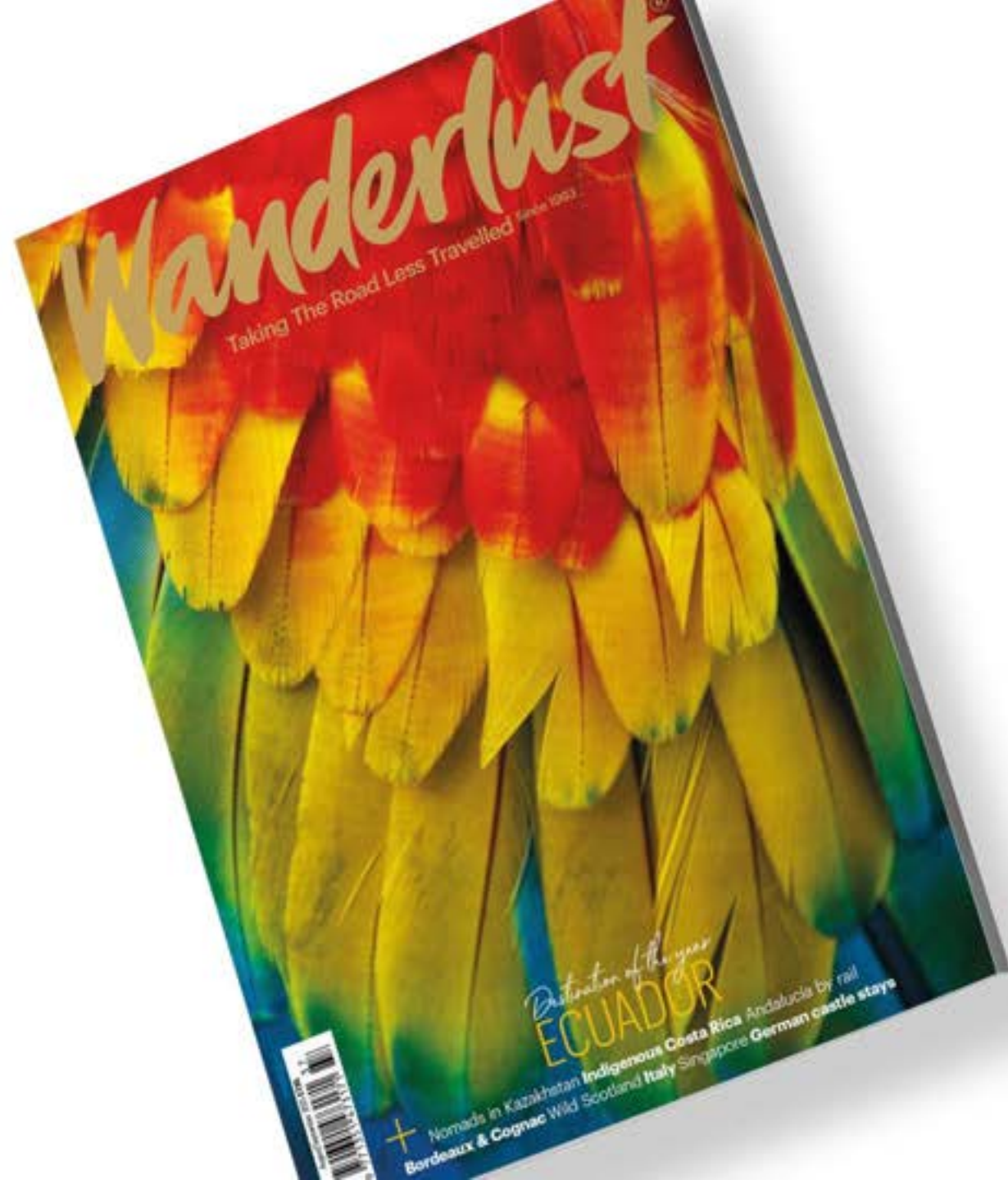
NEW

Wander**sleeps**

Our annual collection
of the most authentic,
memorable and
**Wanderlust-worthy
stays**

Wanderlust
Destination
Of The Year

2025
Ecuador



NEW
FOR 2025

INTRODUCING OUR
2025 Editorial Theme

— THE YEAR OF —
LOCALS



Reader Survey 2025

THE *Wanderlust* TRAVELLER

Who We Inspire



Nature & Wildlife



Immersive



Local Culture



Early Adopters



Responsible/
Sustainable Travel



Resilient



96%

of readers say
Wanderlust **inspires**
them to **visit**
new destinations



54%

go straight to a
booking platform or
tour operator site
after leaving our site'



83%

use *Wanderlust*
content when
planning and
booking trips



£106k

Average
household
income



£12k

Average spend
per person per
year on travel





Average age

59%

Female

Print

51

Digital

39



Which regions of *Latin America* are you
most interested in visiting in
the future?

Costa Rica	44.4%	Brazil	30.9%	Panama	16%	Uruguay	10.8%
Argentina	35.4%	Cuba	25.3%	Dominican Republic	15.4%	Venezuela	9.7%
Mexico	33.1%	Colombia	20%	Puerto Rico	15.3%	Guyana	8.6%
Chile	32.3%	Belize	19%	Guatemala	15%	Honduras	8.4%
Peru	31.7%	Ecuador	18.2%	Bolivia	14.3%	El Salvador	8%
				Nicaragua	10.9%	Paraguay	7.8%

Are there places in *Latin America* you would not choose to travel to?

NO

85%

VENEZUELA

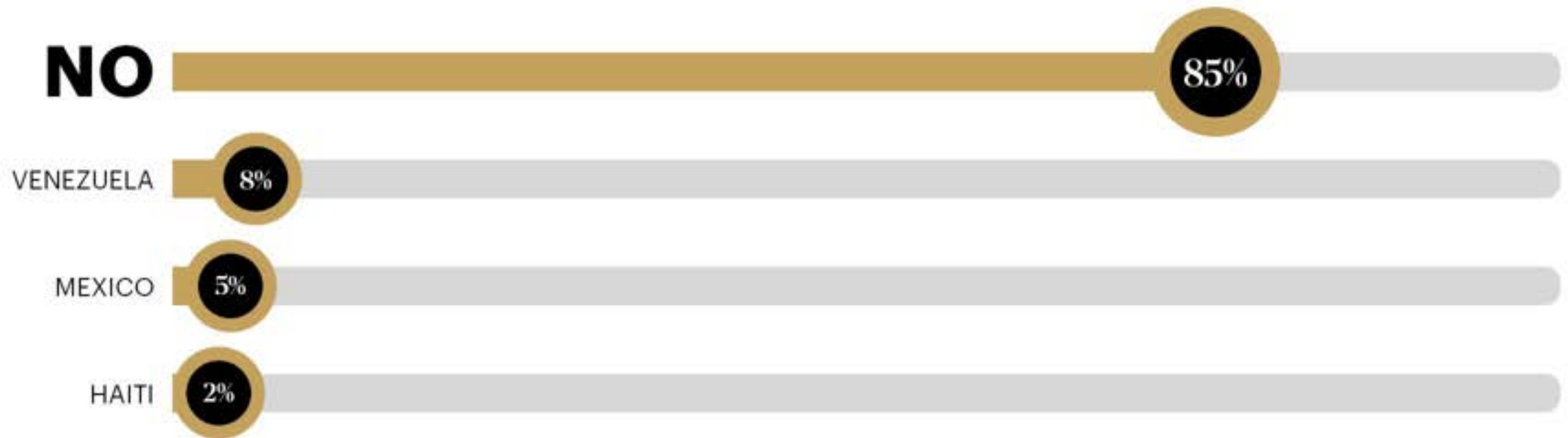
8%

MEXICO

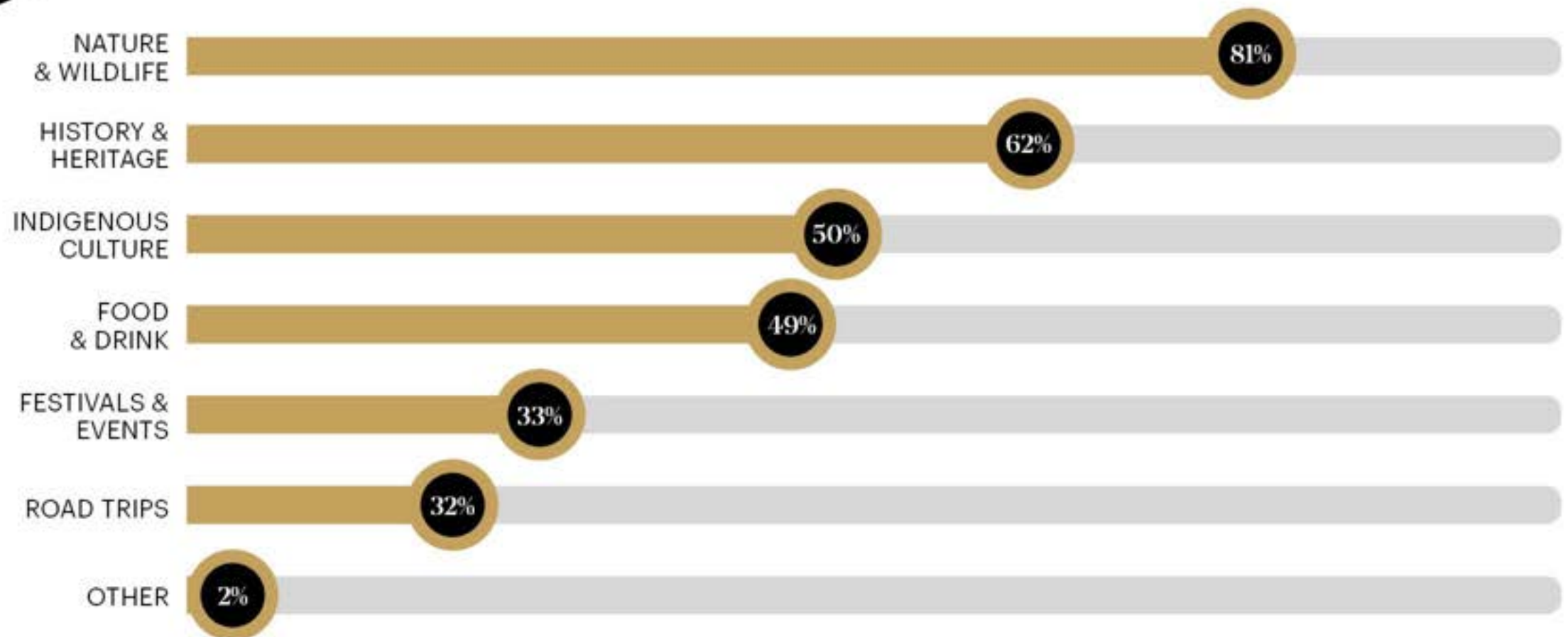
5%

HAITI

2%



Which aspects of *Latin America* are you most interested in?



How much Latin American coverage would you like to see in each issue of Wanderlust?

I'M HAPPY WITH THE
CURRENT AMOUNT

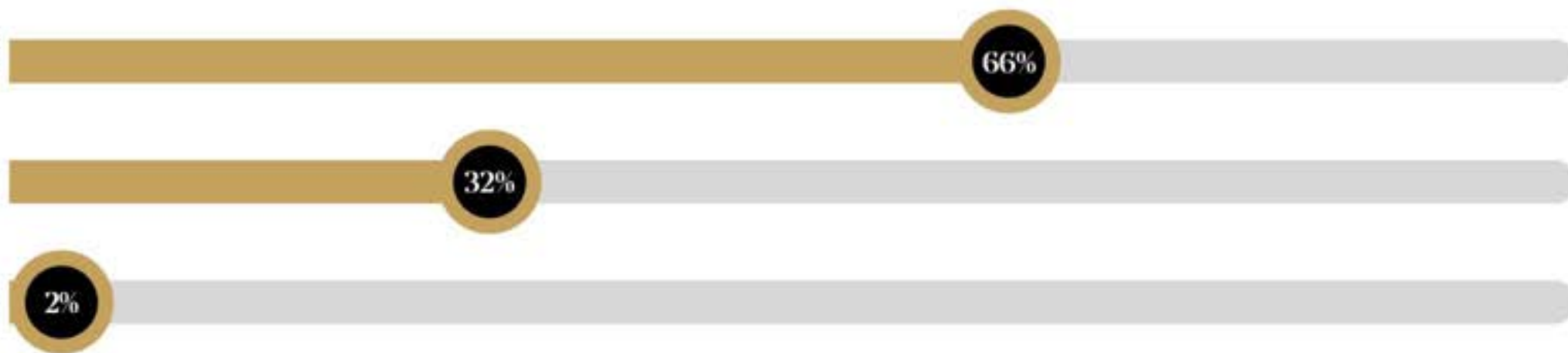
66%

I'D LIKE TO SEE MORE

32%

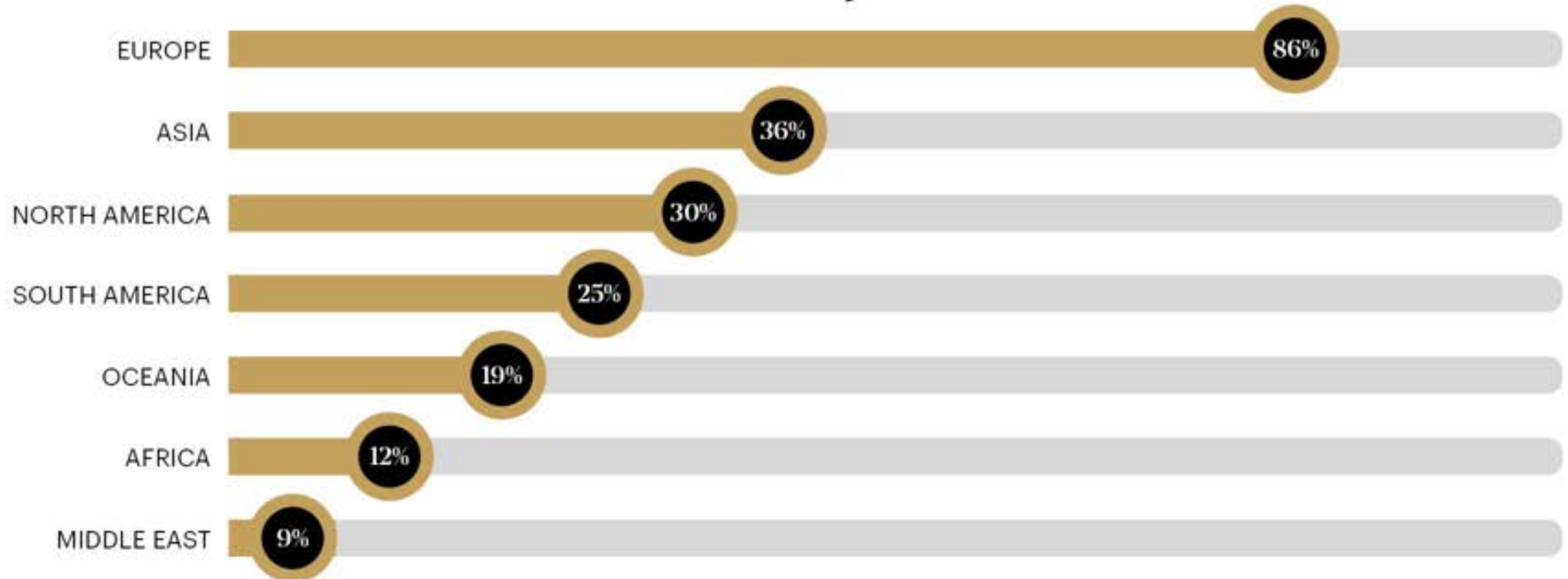
I'D LIKE TO SEE LESS

2%



Destinations

What region(s) are you planning on travelling in 2025?



Planning

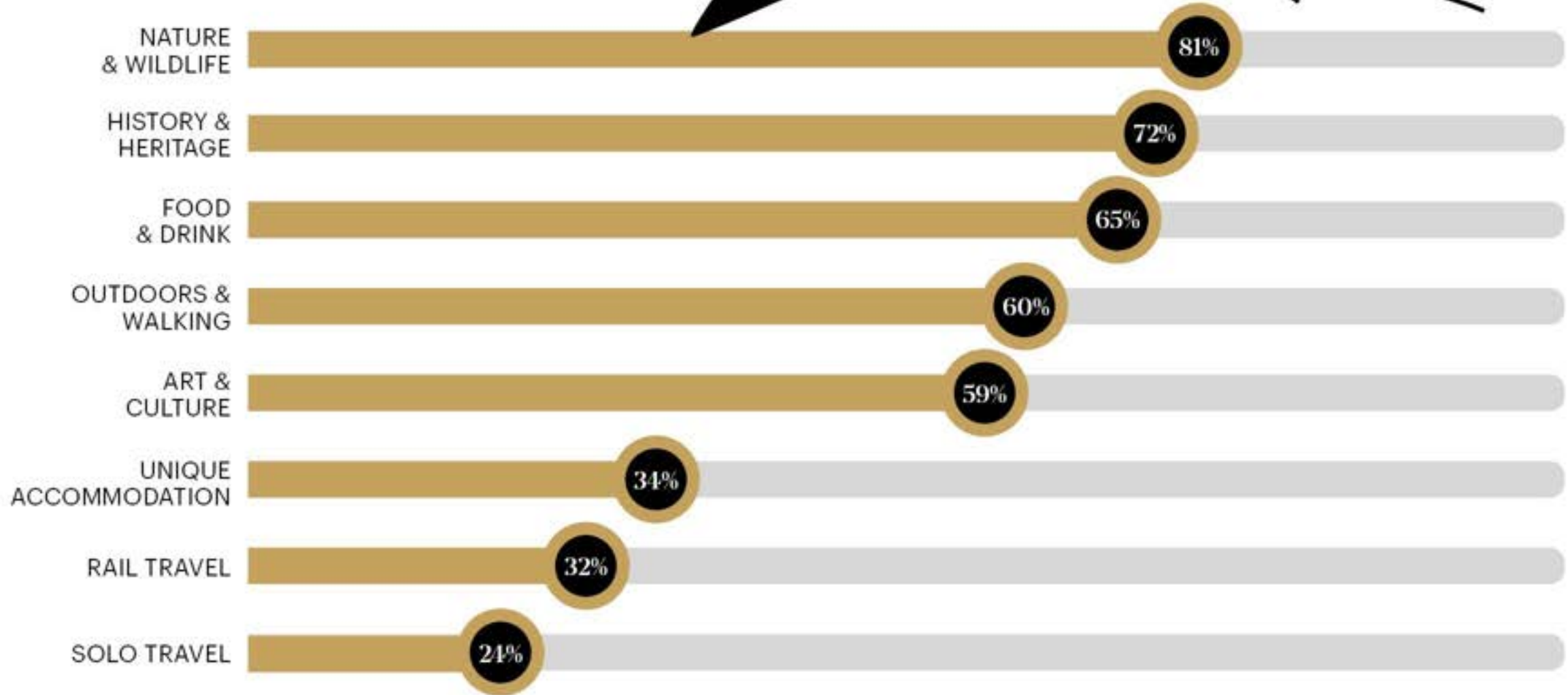


How far in advance do you
book your main trip?



Interests

Which of the following are you interested in when you travel?



Green Travel

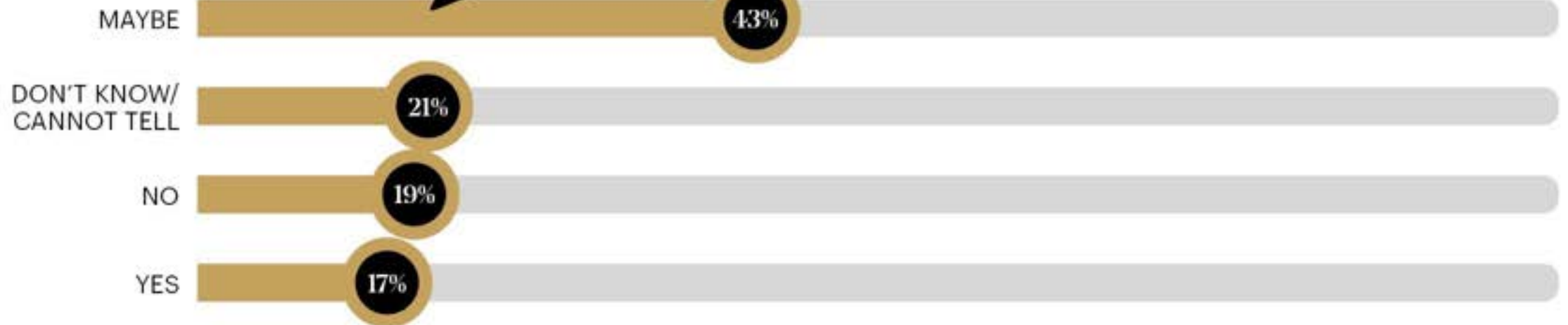
Is sustainable
travel important
to you?

73%
Yes

27%
No



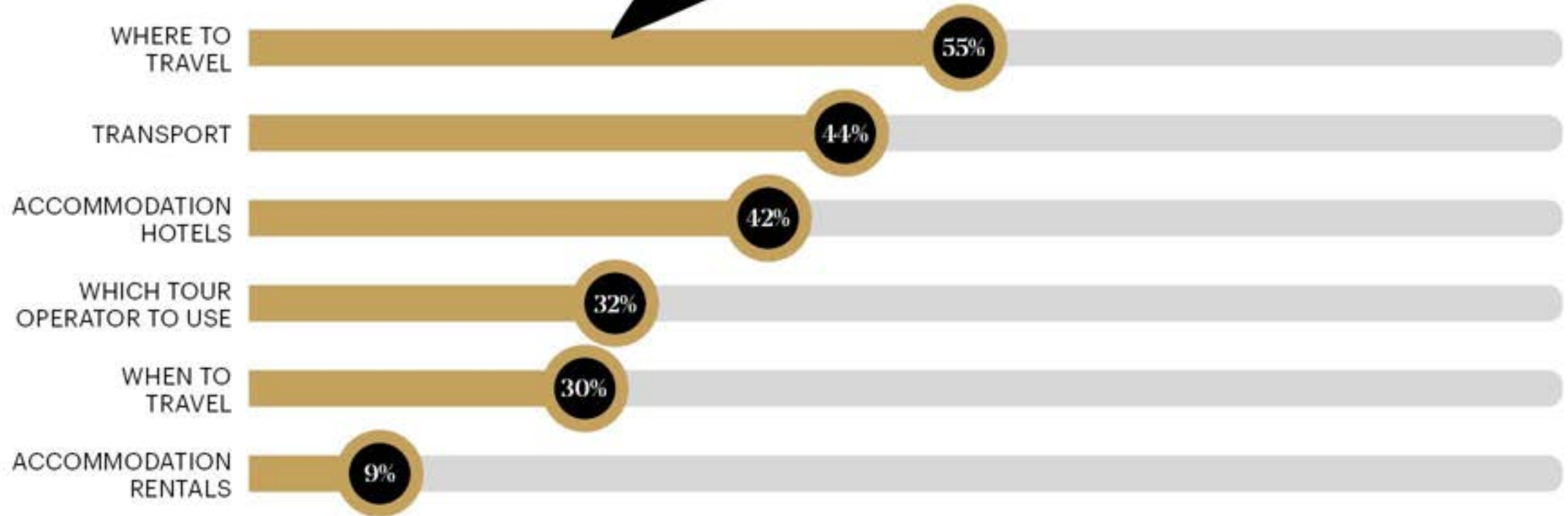
Do you feel your current
journeys are sustainable?



Green Travel



Do you take sustainable credentials into consideration when choosing...



Overtourism



Would you visit a major destination that has been labelled as 'overtouristed' (for eg Amsterdam, Barcelona, Venice):

Online readers

No 68%

Yes 32%

Print Readers

No 95%

Yes 5%



A lighthouse on a rocky island at sunset. The sun is low on the horizon, creating a warm orange and yellow glow. The lighthouse is silhouetted against the bright sky. The ocean is in the foreground, and some palm trees are visible on the island.

Thank you

wanderlustmagazine.com

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