

# 2014 Domestic Travel to California (CA Residents)

## Trip and Travel Behavior and Stats

Data includes domestic travel stats from California residents only

### Trip Level Data

Trip level data are for trips to California that may include visits to other states

CONTENT	PAGE
Panel: State of Origin, DMA	1
Household Income	
Household Size	
Presense of Children	
Marital Status	
Age	
Gender	2
Head of Household	
Ethnicity	
Spanish Origin	
Purpose of Trip	3
Extension of trip for Leisure Purposes	
Mode of Transportation	
Travel Party Size	4
Number of States Visited	

### State Level Data

State level data apply only to the portion of the trip that was in California

CONTENT	PAGE
Cities Visited	5
Stayed Overnight	
Average Expenditure in California	
Number of Night Spent, proportional	
Trip Activities	6
Trip Planning/Booking Characteristics	
Trip Satisfaction	7

Note: Sample Size for the Trip and State Level are at the beginning of their respective sections (1 and 5)

Source: TNS TravelsAmerica, 2014

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	7,276	5,177	1,862	5,255	3,997	1,258	864	647	217	5,401	1,185
<b>Top States of Origin</b>											
California	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Top Demographic Market Areas (DMAs) of Origin</b>											
Los Angeles	44.1%	43.7%	43.4%	43.5%	43.3%	43.8%	43.6%	42.2%	47.8%	42.9%	47.4%
San Francisco-Oakland-San Jose	20.9%	22.6%	16.1%	21.2%	22.3%	17.6%	24.5%	27.4%	16.0%	19.6%	26.7%
Sacramento-Stockton-Modesto	13.0%	12.6%	14.8%	13.8%	13.4%	15.1%	10.5%	8.7%	15.8%	14.2%	8.1%
San Diego	8.5%	8.3%	9.2%	8.7%	8.2%	10.3%	9.1%	9.3%	8.6%	7.6%	12.7%
Fresno-Visalia	4.3%	4.1%	5.2%	4.0%	4.1%	4.0%	4.1%	5.0%	1.6%	5.1%	1.6%
Chico-Redding	1.9%	1.8%	2.4%	1.8%	1.8%	1.8%	1.8%	1.9%	1.6%	2.3%	1.1%
Monterey-Salinas	1.7%	1.5%	2.4%	1.6%	1.6%	1.5%	2.4%	1.6%	4.8%	1.9%	1.1%
Santa Barbara-Santa Maria-San Luis Obispo	1.6%	1.6%	1.6%	1.5%	1.7%	1.1%	1.8%	1.6%	2.5%	1.8%	0.5%
Bakersfield	1.5%	1.5%	1.9%	1.7%	1.5%	2.1%	0.9%	1.0%	0.5%	1.9%	0.1%
Palm Springs	1.4%	1.4%	1.4%	1.5%	1.5%	1.6%	1.0%	1.1%	0.5%	1.5%	0.9%
Eureka	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.1%	0.2%	0.0%	0.6%	0.0%
<b>Household Income</b>											
Under \$10,000	4.4%	4.4%	4.6%	3.9%	3.9%	4.0%	1.8%	1.9%	1.7%	4.5%	3.4%
\$10,000-\$14,999	2.6%	2.7%	2.4%	2.2%	2.3%	1.9%	2.7%	3.4%	0.7%	2.9%	1.2%
\$15,000-\$19,999	2.7%	2.2%	4.2%	2.5%	2.1%	3.8%	0.9%	0.6%	1.9%	2.8%	1.1%
\$20,000-\$24,999	4.3%	3.6%	6.6%	4.1%	3.2%	7.2%	5.3%	5.2%	5.7%	4.7%	2.3%
\$25,000-\$29,999	3.2%	2.9%	3.9%	3.3%	3.2%	3.3%	2.5%	1.3%	5.8%	3.4%	1.3%
\$30,000-\$34,999	3.8%	3.2%	5.6%	3.8%	3.2%	5.5%	3.4%	2.5%	6.1%	4.0%	2.2%
\$35,000-\$39,999	3.1%	2.8%	4.4%	3.2%	2.9%	4.4%	1.5%	1.4%	2.0%	3.6%	1.8%
\$40,000-\$49,999	7.2%	7.0%	8.7%	7.4%	7.1%	8.4%	5.5%	4.9%	7.2%	7.9%	5.8%
\$50,000-\$59,999	6.4%	5.8%	8.2%	6.5%	6.0%	8.2%	3.4%	3.0%	4.7%	6.9%	4.2%
\$60,000-\$74,999	9.9%	10.1%	9.0%	10.6%	10.9%	9.8%	5.3%	5.3%	5.1%	9.7%	8.7%
\$75,000-\$99,999	12.2%	12.7%	11.1%	12.9%	13.4%	11.5%	11.5%	11.1%	12.6%	12.6%	12.7%
\$100,000-\$124,999	17.4%	18.4%	13.5%	17.7%	18.9%	13.7%	21.2%	19.4%	26.5%	16.9%	19.9%
\$125,000-\$149,999	8.4%	8.3%	8.3%	8.1%	8.0%	8.4%	10.5%	11.2%	8.3%	8.0%	9.6%
\$150,000-\$199,999	8.9%	9.8%	6.1%	9.1%	9.7%	7.0%	12.9%	15.8%	3.9%	8.3%	12.7%
\$200,000 +	5.5%	6.0%	3.4%	4.6%	5.2%	2.9%	11.7%	13.0%	7.8%	3.8%	13.2%
<b>Household Size</b>											
1	19.4%	19.0%	20.8%	19.4%	19.0%	20.6%	17.1%	16.4%	19.2%	18.4%	20.4%
2	35.5%	36.4%	33.0%	35.8%	36.8%	32.4%	34.3%	34.3%	34.4%	34.7%	41.1%
3	20.0%	20.3%	18.8%	20.3%	20.6%	19.4%	19.1%	19.5%	17.8%	20.6%	16.8%
4	15.0%	14.5%	16.5%	14.9%	14.3%	16.9%	17.4%	18.2%	15.2%	15.3%	14.7%
5+	10.1%	9.9%	10.9%	9.6%	9.3%	10.7%	12.0%	11.6%	13.4%	10.9%	6.9%
<b>Presence of Children in Household</b>											
Net - Children Under 18	27.1%	26.6%	28.2%	27.1%	26.6%	28.6%	31.1%	30.7%	32.2%	29.1%	20.8%
Children 0-5	11.6%	10.9%	13.1%	12.1%	11.2%	14.7%	13.9%	13.8%	14.2%	12.6%	8.6%
(Subnet) Children 6 and Over	20.7%	20.1%	22.4%	20.2%	19.5%	22.2%	24.3%	24.0%	24.9%	22.1%	16.3%
6-12	13.9%	13.2%	16.4%	14.1%	13.1%	17.2%	16.2%	14.5%	21.2%	15.0%	10.2%
13-17	10.3%	10.4%	9.4%	9.4%	9.6%	8.9%	12.2%	14.2%	6.3%	10.9%	8.2%
None Under 18	72.9%	73.4%	71.8%	72.9%	73.4%	71.4%	68.9%	69.3%	67.8%	70.9%	79.2%
<b>Marital Status</b>											
Now married	58.4%	59.4%	54.7%	58.7%	59.6%	56.0%	63.2%	64.0%	60.7%	59.4%	57.6%
Never married	21.2%	21.5%	19.9%	20.5%	21.0%	19.1%	21.9%	22.3%	20.7%	19.9%	24.3%
Divorced, Widowed, Separated	20.4%	19.1%	25.4%	20.7%	19.4%	24.8%	14.9%	13.6%	18.6%	20.7%	18.1%
<b>Age</b>											
18-20	1.5%	1.5%	1.4%	1.2%	1.2%	0.9%	1.0%	1.1%	0.7%	1.5%	1.5%
21-24	4.2%	4.1%	4.0%	3.9%	4.1%	3.6%	4.1%	3.4%	6.2%	4.3%	3.5%
25-34	19.0%	19.7%	16.9%	19.6%	19.8%	18.8%	19.3%	20.6%	15.4%	18.5%	22.3%
35-44	18.7%	18.8%	17.7%	18.9%	19.3%	17.9%	19.6%	18.3%	23.4%	19.0%	16.7%
45-54	20.3%	20.7%	19.1%	19.8%	20.0%	19.2%	23.4%	25.7%	16.7%	20.5%	21.1%
55-64	19.3%	19.3%	19.7%	19.2%	19.5%	18.3%	19.9%	19.7%	20.2%	19.5%	19.7%
65+	17.1%	15.8%	21.2%	17.3%	16.0%	21.4%	12.8%	11.2%	17.5%	16.6%	15.1%
<b>Average Age</b>	48.0	47.5	49.8	48.0	47.6	49.5	47.2	46.8	48.5	47.9	47.4

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Gender</b>											
Male	32.2%	32.6%	31.7%	31.2%	31.2%	31.1%	38.0%	38.5%	36.5%	32.2%	31.2%
Female	67.8%	67.4%	68.3%	68.8%	68.8%	68.9%	62.0%	61.5%	63.5%	67.8%	68.8%
<b>Education (Head of Household)</b>											
<b>Female</b>											
Grade School	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.2%	0.0%	0.9%	0.0%	0.3%
Some High School	0.8%	0.4%	1.3%	0.5%	0.4%	0.8%	0.3%	0.4%	0.9%	0.7%	0.4%
Graduated High School	9.0%	8.1%	11.7%	8.8%	8.1%	10.9%	5.5%	5.3%	6.3%	9.9%	3.6%
Some College - no degree	21.0%	20.5%	23.7%	22.1%	21.3%	24.6%	12.3%	9.9%	20.6%	23.1%	14.7%
Graduated College - Associate's degree (2 year)	9.0%	8.9%	10.1%	9.4%	9.3%	9.6%	8.2%	9.1%	5.3%	10.0%	5.9%
Graduated College - Bachelor's degree (4 year)	25.6%	26.1%	22.6%	26.4%	27.1%	24.4%	27.5%	26.9%	29.9%	23.3%	36.1%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	14.3%	14.6%	12.3%	12.6%	13.2%	10.6%	23.8%	23.9%	23.6%	12.0%	22.6%
No answer	19.9%	20.9%	17.8%	19.8%	20.1%	18.7%	22.0%	24.5%	13.4%	20.7%	16.3%
<b>Male</b>											
Grade School	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
Some High School	1.6%	1.5%	1.7%	1.4%	1.3%	1.8%	1.4%	1.2%	1.8%	1.8%	0.5%
Graduated High School	7.0%	7.3%	6.9%	7.9%	8.2%	7.2%	3.3%	4.0%	0.9%	7.9%	4.9%
Some College - no degree	16.8%	16.0%	19.9%	16.9%	15.8%	20.2%	17.9%	17.0%	21.1%	17.7%	11.7%
Graduated College - Associate's degree (2 year)	8.1%	7.3%	10.4%	7.9%	6.9%	11.1%	8.1%	7.9%	9.0%	9.0%	5.8%
Graduated College - Bachelor's degree (4 year)	20.7%	22.7%	15.2%	22.0%	24.0%	16.0%	19.5%	21.7%	12.1%	20.2%	24.3%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	13.0%	13.7%	10.1%	11.2%	11.8%	9.7%	22.7%	24.2%	17.4%	11.7%	19.0%
No answer	32.5%	31.2%	35.3%	32.2%	31.7%	33.6%	26.5%	23.7%	35.8%	31.5%	32.7%
<b>Female Employment Status (Head of Household)</b>											
Full time	33.1%	33.7%	29.0%	32.4%	33.4%	29.5%	48.0%	46.1%	54.8%	31.8%	40.5%
Part time	11.3%	11.8%	10.8%	10.6%	11.2%	8.9%	8.7%	8.5%	9.2%	11.3%	12.5%
Retired	15.3%	14.7%	17.8%	15.8%	15.8%	15.7%	7.8%	7.0%	10.6%	14.9%	14.9%
Not employed	16.9%	15.7%	20.2%	18.1%	16.5%	22.9%	9.6%	9.2%	10.8%	17.9%	13.1%
No answer	19.4%	20.3%	17.5%	19.2%	19.5%	18.4%	21.7%	24.1%	13.4%	20.1%	16.2%
No female	3.9%	3.7%	4.6%	3.8%	3.6%	4.6%	4.2%	5.1%	1.3%	4.0%	2.9%
<b>Male Employment Status (Head of Household)</b>											
Full time	43.1%	45.5%	37.3%	43.1%	44.3%	39.4%	59.1%	62.3%	48.2%	42.4%	51.9%
Part time	4.5%	4.6%	4.1%	4.3%	4.3%	4.3%	4.0%	3.9%	4.4%	4.5%	3.1%
Retired	13.1%	12.2%	15.6%	13.2%	12.8%	14.3%	7.4%	7.8%	6.1%	14.1%	9.3%
Not employed	5.7%	5.3%	6.9%	5.9%	5.3%	7.7%	2.4%	2.4%	2.4%	6.2%	2.1%
No answer	31.8%	30.4%	34.4%	31.5%	31.0%	32.8%	26.0%	23.2%	35.8%	30.7%	32.0%
No male	1.9%	2.0%	1.7%	2.1%	2.3%	1.5%	1.1%	0.5%	3.1%	2.0%	1.5%
<b>Ethnicity</b>											
White	74.2%	73.7%	76.7%	75.5%	75.1%	76.9%	69.9%	68.7%	73.4%	74.4%	76.7%
Black/African American	4.8%	4.6%	5.2%	4.3%	4.1%	5.0%	5.0%	4.6%	6.3%	4.7%	3.7%
Asian or Pacific Islander	10.6%	11.3%	7.9%	10.8%	11.5%	8.3%	12.8%	13.1%	12.1%	10.1%	12.1%
American Indian, Aleut Eskimo	1.1%	1.2%	1.0%	1.1%	1.3%	0.6%	0.5%	0.5%	0.3%	1.3%	0.6%
Other	6.1%	5.9%	6.4%	5.6%	5.4%	6.3%	8.5%	9.0%	6.9%	6.4%	4.3%
<b>Spanish Origin</b>											
Yes	10.2%	10.3%	9.3%	10.0%	10.4%	8.8%	8.3%	8.1%	9.0%	10.6%	5.3%
No	85.3%	85.5%	85.6%	86.1%	86.2%	85.9%	85.2%	85.1%	85.6%	85.0%	90.3%
No answer	4.4%	4.2%	5.0%	3.9%	3.5%	5.4%	6.4%	6.8%	5.4%	4.4%	4.4%
<b>Primary Purpose of Trip</b>											
Leisure (Net)	74.7%	77.2%	67.6%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	76.8%	66.6%
Visit friends/relatives	37.5%	40.5%	31.7%	51.1%	52.4%	47.0%	0.0%	0.0%	0.0%	38.6%	41.9%
Other pleasure/personal	16.1%	15.8%	15.8%	21.2%	20.5%	23.4%	0.0%	0.0%	0.0%	15.9%	13.0%
Entertainment/Sightseeing	13.7%	13.6%	12.5%	17.8%	17.6%	18.5%	0.0%	0.0%	0.0%	13.8%	9.7%
Outdoor recreation	7.3%	7.3%	7.5%	9.9%	9.5%	11.1%	0.0%	0.0%	0.0%	8.5%	2.0%
Business (Net)	12.5%	12.5%	11.7%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	9.7%	24.5%
Business - General (Sub Net)	10.2%	9.9%	10.8%	0.0%	0.0%	0.0%	82.2%	78.8%	92.4%	8.1%	19.3%
Any Other General Business *	3.4%	3.0%	4.1%	0.0%	0.0%	0.0%	27.1%	24.3%	35.4%	3.0%	4.9%
Client or Customer Meeting/Service *	2.7%	2.3%	3.7%	0.0%	0.0%	0.0%	21.8%	18.3%	32.2%	2.0%	6.1%
Employee Training/Seminar *	1.8%	2.1%	1.3%	0.0%	0.0%	0.0%	15.4%	16.9%	10.9%	1.5%	3.8%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Primary Purpose of Trip (countinued)</b>											
Internal Business Meeting *	1.0%	1.1%	0.7%	0.0%	0.0%	0.0%	8.4%	9.0%	6.4%	0.6%	3.3%
Sales/Marketing *	0.7%	0.8%	0.2%	0.0%	0.0%	0.0%	5.0%	6.2%	1.5%	0.5%	0.7%
Incentive/Reward *	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	2.3%	2.3%	2.5%	0.2%	0.5%
Internal Operations/Equipment Repair or Service *	0.3%	0.2%	0.4%	0.0%	0.0%	0.0%	2.2%	1.7%	3.5%	0.3%	0.0%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	2.2%	2.7%	0.9%	0.0%	0.0%	0.0%	17.8%	21.2%	7.6%	1.6%	5.2%
Business - Conference/Seminar ***	1.4%	1.7%	0.5%	0.0%	0.0%	0.0%	11.1%	13.6%	3.9%	1.0%	3.5%
Business - Convention/Tradeshow ***	0.8%	1.0%	0.4%	0.0%	0.0%	0.0%	6.7%	7.7%	3.7%	0.6%	1.7%
Personal business	5.6%	3.8%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	3.8%
Other	7.2%	6.5%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	5.1%
<b>All Purposes of Trip</b>											
Leisure (Sub Net)	85.4%	88.9%	75.8%	100.0%	100.0%	100.0%	37.9%	42.4%	24.5%	87.2%	77.5%
Visit friends/relatives	50.0%	54.7%	39.7%	59.8%	62.0%	52.7%	22.8%	25.7%	14.4%	50.6%	54.5%
Other pleasure/personal	36.6%	39.3%	28.0%	41.6%	43.6%	35.4%	18.1%	19.8%	13.2%	36.4%	32.0%
Entertainment/Sightseeing	31.5%	34.4%	20.9%	35.6%	38.1%	27.6%	17.4%	21.7%	4.4%	30.6%	28.9%
Outdoor recreation	21.1%	23.2%	14.6%	23.5%	24.8%	19.2%	12.6%	16.0%	2.6%	22.7%	12.1%
Business (Sub Net)	16.3%	16.7%	14.2%	3.8%	4.2%	2.4%	100.0%	100.0%	100.0%	13.6%	27.3%
Business - General (Sub Sub Net)	14.3%	14.3%	13.4%	3.5%	3.9%	2.4%	85.7%	83.2%	93.2%	12.1%	23.1%
Employee Training/Seminar *	4.9%	5.6%	3.1%	2.1%	2.3%	1.5%	22.3%	25.1%	14.0%	4.6%	6.0%
Any Other General Business *	6.8%	6.7%	6.8%	2.7%	2.9%	2.0%	33.2%	30.5%	41.2%	6.5%	7.1%
Client or Customer Meeting/Service *	5.8%	5.7%	5.9%	2.1%	2.2%	1.6%	29.2%	26.7%	36.8%	5.1%	8.0%
Internal Business Meeting *	3.9%	4.2%	2.6%	1.9%	2.0%	1.5%	14.4%	16.2%	9.4%	3.4%	5.1%
Sales/Marketing *	3.7%	4.0%	2.2%	1.9%	2.1%	1.5%	11.4%	13.1%	6.4%	3.6%	2.4%
Incentive/Reward *	3.0%	3.3%	1.8%	2.0%	2.1%	1.5%	7.3%	8.2%	4.3%	2.9%	1.8%
Internal Operations/Equipment Repair or Service *	2.9%	3.0%	2.2%	1.8%	1.9%	1.6%	7.8%	8.2%	6.5%	3.0%	1.2%
Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net)	5.4%	6.2%	2.7%	2.2%	2.4%	1.6%	25.0%	29.8%	10.6%	4.6%	7.6%
Business - Conference/Seminar ***	4.3%	4.9%	2.1%	2.0%	2.2%	1.5%	17.8%	21.5%	6.9%	3.7%	5.7%
Business - Convention/Tradeshow ***	3.7%	4.2%	2.2%	2.1%	2.2%	1.6%	13.0%	15.2%	6.7%	3.6%	3.3%
Personal business	11.7%	10.2%	15.7%	3.9%	4.4%	2.5%	13.3%	15.1%	7.9%	12.4%	8.1%
Other	11.6%	11.2%	13.0%	4.2%	4.4%	3.6%	5.9%	6.7%	3.5%	11.7%	7.9%
<b>Did you extend your stay for leisure purposes?</b>											
Yes	20.8%	26.6%	2.0%	0.0%	0.0%	0.0%	20.4%	26.6%	2.0%	21.5%	15.3%
No	79.2%	73.4%	98.0%	0.0%	0.0%	0.0%	79.6%	73.4%	98.0%	78.5%	84.7%
<b>Primary Mode of Transportation Used on Trip</b>											
Own Auto/Truck	68.1%	64.5%	88.2%	73.3%	67.9%	90.5%	51.2%	43.2%	75.2%	92.2%	0.0%
Airplane	18.7%	22.3%	1.6%	15.0%	19.7%	0.3%	33.6%	41.5%	9.8%	0.0%	100.0%
Rental Car	5.5%	6.4%	2.4%	4.9%	5.9%	1.7%	9.2%	9.4%	8.4%	7.0%	0.0%
Ship/Boat	1.6%	1.4%	0.1%	1.4%	1.8%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%
Train	1.3%	1.1%	1.3%	1.3%	1.2%	1.4%	1.1%	1.0%	1.5%	0.0%	0.0%
Bus	0.9%	0.9%	0.7%	0.7%	0.7%	0.8%	0.8%	1.0%	0.3%	0.0%	0.0%
Camper/RV	0.6%	0.8%	0.3%	0.8%	0.9%	0.4%	0.3%	0.4%	0.0%	0.8%	0.0%
Motorcoach/Group Tour	0.5%	0.3%	1.0%	0.5%	0.3%	1.2%	0.4%	0.5%	0.0%	0.0%	0.0%
Motorcycle	0.4%	0.2%	1.0%	0.3%	0.1%	1.0%	0.4%	0.2%	0.7%	0.0%	0.0%
Other	2.4%	2.0%	3.6%	1.8%	1.5%	2.5%	3.0%	2.6%	4.1%	0.0%	0.0%
<b>All Modes of Transportation Used on Trip</b>											
Own Auto/Truck	72.4%	69.6%	89.1%	76.5%	71.8%	91.1%	60.1%	54.7%	76.1%	92.7%	16.0%
Airplane	22.9%	27.1%	2.5%	18.7%	24.3%	1.1%	37.5%	46.4%	10.7%	3.5%	100.0%
Rental Car	13.2%	16.0%	4.0%	10.9%	13.5%	2.6%	24.8%	28.8%	13.0%	9.2%	30.8%
Train	5.2%	4.9%	2.7%	4.0%	4.4%	2.7%	6.1%	6.9%	3.7%	2.6%	4.5%
Bus	4.8%	4.9%	1.9%	3.8%	4.4%	1.9%	5.1%	6.1%	4.8%	2.3%	5.4%
Ship/Boat	4.2%	4.2%	1.2%	3.6%	4.3%	1.1%	2.7%	3.3%	0.9%	2.4%	2.0%
Motorcoach/Group Tour	2.9%	2.9%	1.9%	2.4%	2.5%	2.0%	3.5%	4.4%	0.9%	1.9%	2.0%
Camper/RV	2.8%	3.4%	1.2%	2.7%	3.2%	1.2%	2.9%	3.6%	0.9%	3.2%	1.2%
Motorcycle	2.4%	2.5%	1.8%	1.9%	2.0%	1.7%	3.3%	3.9%	1.6%	2.0%	1.0%
Other	6.5%	6.5%	5.4%	4.7%	5.0%	3.8%	10.5%	11.0%	9.0%	2.3%	10.0%
<b>Average Total Travel Party Size</b>											
	2.85	2.73	3.19	2.99	2.78	3.67	2.21	2.35	1.81	2.66	2.19

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>All Travel Party Members Under 18</b>											
0	75.3%	74.9%	75.3%	72.0%	72.9%	69.5%	88.1%	85.4%	96.1%	72.5%	84.9%
1	11.2%	11.4%	11.0%	12.2%	12.2%	12.2%	6.2%	7.2%	3.2%	12.5%	6.9%
2	9.0%	9.0%	9.6%	10.6%	10.0%	12.7%	3.6%	4.5%	0.7%	9.9%	6.2%
3	2.5%	2.6%	2.2%	2.8%	2.7%	3.1%	1.6%	2.1%	0.0%	2.8%	1.5%
4	1.1%	1.2%	1.0%	1.4%	1.4%	1.4%	0.4%	0.5%	0.0%	1.4%	0.3%
5+	0.9%	0.9%	0.9%	1.0%	0.9%	1.1%	0.2%	0.2%	0.0%	0.9%	0.2%
<b>Number of Travel Members Over 18</b>											
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	31.4%	30.2%	34.2%	26.4%	26.4%	26.5%	56.0%	52.0%	68.1%	27.1%	49.2%
2	50.4%	51.7%	48.2%	55.9%	56.4%	54.3%	27.2%	30.2%	18.3%	54.7%	38.3%
3	8.8%	8.8%	9.4%	8.9%	8.4%	10.4%	6.9%	7.2%	6.2%	10.0%	4.4%
4	5.2%	5.3%	4.6%	5.0%	5.1%	4.6%	5.3%	5.4%	4.9%	5.5%	3.2%
5+	4.2%	4.1%	3.6%	3.9%	3.8%	4.2%	4.6%	5.3%	2.5%	2.7%	4.9%
<b>All Travel Party Members</b>											
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	26.9%	26.0%	29.0%	21.6%	22.0%	20.5%	53.4%	48.9%	67.0%	22.5%	45.6%
2	39.2%	40.0%	36.7%	42.0%	43.0%	38.7%	23.8%	26.0%	17.3%	41.3%	32.0%
3	12.8%	12.5%	14.5%	13.6%	12.7%	16.5%	8.0%	8.4%	6.7%	14.4%	7.8%
4	11.8%	12.1%	11.4%	13.1%	13.0%	13.7%	7.2%	7.4%	6.5%	13.1%	7.6%
5+	9.4%	9.5%	8.4%	9.6%	9.3%	10.6%	7.6%	9.3%	2.5%	8.8%	7.1%
<b>Average Number of States Visited</b>											
	1.05	1.13	1.00	1.11	1.14	1.01	1.09	1.13	1.00	1.08	1.16
<b>Number of States Visited Per Trip</b>											
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	91.0%	93.1%	99.7%	94.5%	92.9%	99.6%	94.9%	93.2%	99.8%	96.2%	90.2%
2	2.9%	4.1%	0.2%	3.3%	4.2%	0.3%	3.3%	4.3%	0.2%	2.2%	6.1%
3	1.1%	1.5%	0.1%	1.2%	1.5%	0.1%	1.0%	1.3%	0.0%	0.8%	2.4%
4+	0.9%	1.3%	0.0%	1.0%	1.4%	0.0%	0.9%	1.2%	0.0%	0.8%	1.3%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>											
<b>Sample Size</b>	7,945	5,771	1,872	5,741	4,474	1,267	937	719	217	5,704	1,378
<b>Cities Visited in the State</b>											
Los Angeles Area	17.6%	16.3%	20.0%	17.0%	15.3%	20.5%	16.4%	17.3%	14.8%	17.3%	14.8%
San Diego Area	11.4%	12.3%	9.7%	11.5%	11.9%	10.6%	11.9%	14.7%	7.1%	11.4%	13.3%
San Francisco Area	10.7%	12.4%	7.4%	10.0%	11.6%	6.6%	16.1%	18.7%	11.7%	9.5%	27.8%
Anaheim/Orange County	10.1%	11.3%	7.9%	11.0%	11.8%	9.4%	8.4%	10.4%	5.0%	10.4%	9.9%
Sacramento	6.8%	6.7%	7.0%	5.8%	5.9%	5.7%	14.3%	14.5%	13.9%	6.5%	11.2%
Santa Barbara	4.6%	6.0%	2.2%	4.7%	5.7%	2.5%	6.5%	9.1%	2.1%	4.5%	0.6%
Monterey/Santa Cruz	4.3%	5.3%	2.4%	4.7%	5.6%	2.8%	4.6%	5.5%	3.0%	4.4%	0.8%
San Jose	4.2%	4.4%	3.7%	3.7%	3.8%	3.4%	8.5%	10.3%	5.5%	3.7%	9.0%
Palm Springs	4.2%	5.3%	2.2%	4.5%	5.5%	2.5%	4.5%	6.5%	1.2%	4.4%	2.7%
Fresno	3.4%	3.5%	3.4%	2.9%	3.3%	2.3%	3.4%	3.6%	3.1%	3.6%	0.0%
Lake Tahoe	2.8%	3.9%	0.6%	3.0%	4.0%	0.9%	3.2%	5.0%	0.0%	2.9%	1.5%
Oakland	2.8%	3.3%	2.0%	2.4%	2.7%	1.7%	6.1%	7.7%	3.4%	2.3%	11.2%
Other (Specify)	31.9%	30.4%	34.8%	32.7%	31.6%	35.1%	25.1%	18.9%	35.7%	33.3%	13.7%
<b>Stayed Overnight/Did Not State Overnight</b>											
Stayed overnight	69.0%	90.3%	0.0%	70.8%	90.8%	0.0%	69.0%	89.8%	0.0%	64.9%	88.7%
Did not stay overnight	31.0%	9.7%	100.0%	29.2%	9.2%	100.0%	31.0%	10.2%	100.0%	35.1%	11.3%
<b>Trip Expenditures</b>											
Transportation to get to state	\$217	\$217	\$13	\$149	\$188	\$9	\$327	\$415	\$39	\$62	\$566
Lodging	\$204	\$237		\$159	\$204		\$381	\$496		\$120	\$435
Food/beverage/dining	\$135	\$156	\$34	\$121	\$145	\$39	\$208	\$263	\$24	\$99	\$248
Shopping	\$72	\$79	\$20	\$51	\$58	\$26	\$185	\$239	\$4	\$41	\$165
Entertainment	\$54	\$58	\$14	\$44	\$51	\$17	\$92	\$118	\$6	\$32	\$100
Gasoline within state	\$52	\$56	\$43	\$53	\$55	\$46	\$57	\$63	\$37	\$59	\$29
Gambling	\$49	\$64	\$13	\$55	\$66	\$16	\$56	\$70	\$7	\$49	\$28
Transportation within state	\$49	\$48	\$13	\$34	\$42	\$8	\$77	\$87	\$43	\$19	\$105
Other	\$33	\$33	\$3	\$27	\$34	\$2	\$19	\$24	\$1	\$11	\$25
Groceries	\$30	\$35	\$10	\$29	\$35	\$9	\$28	\$35	\$2	\$26	\$43
Amenities	\$14	\$16	\$2	\$9	\$11	\$2	\$39	\$51	\$0	\$9	\$31
Parking/tolls	\$5	\$6	\$3	\$5	\$5	\$4	\$8	\$9	\$3	\$4	\$6
Total expenditures minus transportation to California	\$697	\$787	\$155	\$588	\$705	\$171	\$1,148	\$1,457	\$126	\$469	\$1,214
<b>Expenditures per Party</b>	\$914	\$1,004	\$168	\$736	\$894	\$180	\$1,476	\$1,872	\$165	\$531	\$1,780
<b>Expenditures per Person</b>	\$321	\$368	\$53	\$246	\$321	\$49	\$668	\$796	\$91	\$200	\$813
<b>Expenditures per Person per Day</b>	\$148	\$123	\$0	\$106	\$108	\$0	\$274	\$250	\$0	\$111	\$188
<b>Average Nights in California</b>											
	2.17	2.99	0.00	2.32	2.98	0.00	2.44	3.18	0.00	1.80	4.32
<b>Stayed at Accommodation - Proportion</b>											
Hotel	53.0%	53.0%	0.0%	48.2%	48.2%	0.0%	82.9%	82.9%	0.0%	51.1%	58.8%
Private Home	36.6%	36.6%	0.0%	40.6%	40.6%	0.0%	15.2%	15.2%	0.0%	36.1%	39.0%
RV/Tent	4.7%	4.7%	0.0%	5.2%	5.2%	0.0%	1.8%	1.8%	0.0%	6.3%	0.3%
Personal Second Home/Condo *	2.8%	2.8%	0.0%	3.2%	3.2%	0.0%	1.6%	1.6%	0.0%	2.9%	2.3%
Time Share	2.6%	2.6%	0.0%	3.0%	3.0%	0.0%	0.6%	0.6%	0.0%	2.9%	2.4%
Rental Home *	1.6%	1.6%	0.0%	1.7%	1.7%	0.0%	1.3%	1.3%	0.0%	1.8%	1.4%
B&B	1.1%	1.1%	0.0%	1.0%	1.0%	0.0%	2.1%	2.1%	0.0%	1.1%	1.0%
Rental Condo	1.1%	1.1%	0.0%	1.1%	1.1%	0.0%	1.4%	1.4%	0.0%	0.9%	1.0%
Other	4.1%	4.1%	0.0%	3.7%	3.7%	0.0%	2.3%	2.3%	0.0%	3.8%	3.0%
<b>Trip Activities</b>											
Visiting relatives	25.4%	27.6%	19.8%	29.6%	30.4%	26.9%	11.8%	14.3%	3.8%	25.3%	30.1%
None of the above	20.5%	16.2%	35.4%	12.4%	10.7%	18.3%	49.8%	41.1%	78.6%	20.4%	22.5%
Shopping	18.7%	21.5%	7.4%	19.0%	22.1%	8.1%	16.1%	19.6%	4.7%	16.0%	24.5%
Fine dining	16.9%	19.7%	5.4%	16.9%	19.9%	6.4%	18.3%	22.2%	5.4%	14.6%	22.4%
Visiting friends	16.0%	18.1%	9.2%	17.5%	19.2%	11.6%	11.3%	13.5%	3.8%	15.1%	19.7%
Beach	15.6%	17.3%	8.9%	16.0%	17.5%	10.9%	13.2%	15.9%	4.2%	15.5%	14.0%
Urban sightseeing	12.2%	13.8%	3.3%	12.0%	14.3%	3.8%	8.8%	10.8%	2.0%	8.5%	19.9%
Rural sightseeing	11.6%	12.9%	4.3%	12.1%	14.2%	4.5%	6.7%	7.6%	4.0%	9.9%	12.5%
Casino/gaming	10.8%	13.2%	4.5%	12.1%	13.9%	5.7%	8.8%	11.0%	1.6%	11.5%	9.1%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Trip Activities (continued)</b>											
Historic sites/churches	10.5%	11.1%	3.3%	10.1%	11.9%	4.0%	6.5%	8.3%	0.5%	7.2%	13.7%
Museums	9.1%	10.1%	2.3%	8.4%	10.0%	2.9%	9.2%	11.8%	0.6%	6.3%	14.0%
Wildlife viewing	5.9%	7.2%	1.8%	6.3%	7.4%	2.2%	4.7%	6.0%	0.6%	5.6%	4.9%
Gardens	5.1%	5.8%	1.3%	4.9%	5.9%	1.7%	3.9%	4.8%	1.2%	3.7%	7.1%
Art galleries	4.8%	5.1%	1.8%	4.2%	4.9%	1.8%	5.9%	6.8%	2.7%	3.9%	6.0%
Hiking/ Backpacking/ Canyoneering	4.7%	5.7%	1.0%	5.2%	6.3%	1.4%	3.2%	4.2%	0.0%	4.8%	4.1%
Theme park/ Amusement park/ Water park	4.6%	5.0%	3.9%	5.3%	5.4%	5.1%	3.6%	4.4%	0.8%	5.3%	3.4%
Nightclub/dancing	4.1%	5.1%	0.4%	3.9%	4.9%	0.2%	5.3%	6.2%	2.1%	3.4%	6.1%
Family reunion	4.0%	4.7%	1.2%	3.9%	4.5%	1.5%	3.2%	4.1%	0.3%	3.2%	6.2%
Nature travel/ecotouring	4.0%	4.8%	1.2%	4.2%	5.0%	1.4%	2.7%	3.4%	0.5%	3.7%	3.1%
Camping	3.7%	4.8%	0.5%	3.7%	4.6%	0.7%	4.3%	5.6%	0.0%	4.5%	1.1%
Old homes/mansions	3.7%	4.3%	1.0%	3.7%	4.5%	1.1%	3.5%	4.2%	1.1%	2.5%	6.2%
Wine tasting/winery tour	3.7%	4.4%	1.0%	4.2%	5.0%	1.2%	2.6%	3.0%	1.2%	3.7%	3.2%
Zoos/ Aquariums/ Aviaries	3.2%	3.6%	2.0%	3.3%	3.4%	2.7%	3.8%	4.9%	0.0%	3.0%	4.0%
Craft breweries	2.6%	3.3%	0.3%	2.7%	3.4%	0.2%	2.6%	3.0%	1.2%	2.3%	4.1%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2.6%	3.0%	1.2%	2.6%	2.9%	1.3%	2.9%	3.3%	1.7%	2.1%	4.2%
Theater/drama	2.6%	3.1%	0.9%	2.5%	2.9%	1.1%	3.7%	4.8%	0.0%	2.1%	3.4%
Spa/health club	2.4%	2.8%	0.5%	2.0%	2.5%	0.5%	3.9%	4.9%	0.7%	1.9%	3.0%
Bird watching	2.3%	2.8%	1.3%	2.2%	2.5%	1.2%	3.9%	4.6%	1.5%	2.3%	2.0%
Biking /Road biking/ Cycling	1.9%	2.4%	0.5%	1.9%	2.3%	0.6%	2.8%	3.7%	0.0%	2.0%	1.0%
Fishing	1.9%	2.4%	0.6%	1.8%	2.1%	0.8%	3.1%	4.0%	0.0%	1.9%	1.6%
Musical theater	1.8%	2.1%	0.5%	1.6%	1.8%	0.7%	3.2%	4.2%	0.0%	1.3%	3.1%
Golf	1.5%	1.9%	0.4%	1.4%	1.6%	0.6%	2.8%	3.7%	0.0%	1.4%	1.9%
Area where a TV show or movie was filmed	1.2%	1.4%	0.6%	0.9%	1.0%	0.6%	2.9%	3.5%	0.9%	0.9%	1.8%
Motor sports - NASCAR/Indy	1.2%	1.1%	1.5%	1.3%	1.1%	2.2%	1.1%	1.5%	0.0%	1.2%	1.1%
Symphony/opera/concert	1.2%	1.3%	0.6%	1.1%	1.2%	0.9%	1.5%	1.8%	0.5%	1.0%	1.4%
Theme park	1.1%	1.2%	1.0%	1.3%	1.3%	1.2%	0.6%	0.8%	0.0%	1.4%	0.4%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1.0%	1.3%	0.0%	1.1%	1.4%	0.0%	1.0%	1.4%	0.0%	0.9%	1.2%
Caverns	0.9%	1.0%	0.3%	0.8%	0.9%	0.3%	1.6%	2.1%	0.0%	0.6%	1.2%
Motor boat/Jet ski	0.9%	1.0%	0.4%	0.8%	0.9%	0.6%	0.9%	1.2%	0.0%	0.9%	0.7%
Scuba diving/snorkeling	0.9%	0.9%	0.1%	0.7%	0.8%	0.2%	1.6%	2.1%	0.0%	0.2%	1.7%
Sports events - Major/ Professional	0.9%	0.9%	0.7%	0.9%	0.9%	0.8%	0.7%	0.8%	0.5%	0.8%	1.1%
High School/College reunion	0.8%	0.9%	0.2%	0.5%	0.6%	0.2%	2.0%	2.6%	0.0%	0.3%	1.7%
Skiing/snowboarding	0.8%	1.1%	0.0%	0.8%	1.0%	0.0%	1.7%	2.2%	0.0%	0.7%	0.8%
Horseback riding	0.7%	0.7%	0.6%	0.7%	0.7%	0.7%	1.2%	1.6%	0.0%	0.7%	0.5%
Rock/mountain climbing	0.7%	0.9%	0.1%	0.6%	0.7%	0.1%	1.8%	2.3%	0.0%	0.5%	0.9%
Sailing	0.5%	0.5%	0.3%	0.5%	0.5%	0.4%	0.7%	1.0%	0.0%	0.4%	0.8%
<b>Trip Planning Sources</b>											
Offline Sources (Net)	54.1%	59.5%	35.2%	56.5%	61.6%	38.5%	47.2%	53.8%	25.3%	52.1%	58.4%
Own experience	31.7%	35.5%	21.9%	34.0%	37.1%	23.1%	26.9%	29.8%	17.3%	33.2%	32.0%
Friends/relatives	21.7%	24.4%	12.7%	24.3%	26.8%	15.7%	11.6%	13.4%	5.6%	21.0%	24.5%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	4.8%	5.2%	0.6%	4.1%	5.1%	0.3%	5.5%	6.2%	3.0%	2.2%	9.6%
Travel club (AAA)	3.4%	4.0%	0.9%	3.5%	4.2%	0.9%	3.3%	4.1%	0.5%	3.3%	2.7%
Travel book	2.7%	2.8%	0.2%	2.3%	2.8%	0.3%	2.3%	3.0%	0.0%	1.6%	4.3%
Destination printed material	2.3%	2.8%	0.5%	2.4%	3.0%	0.5%	1.9%	2.5%	0.0%	2.1%	2.7%
Travel agent	2.0%	1.9%	0.1%	1.5%	1.9%	0.1%	2.0%	2.6%	0.0%	0.6%	2.2%
Corporate travel department (in person or by phone)	1.5%	1.7%	0.6%	0.5%	0.6%	0.2%	8.1%	9.7%	2.9%	0.6%	5.3%
Magazine	1.3%	1.4%	0.8%	1.1%	1.2%	0.8%	1.7%	1.8%	1.1%	1.1%	1.1%
TV	1.1%	1.1%	0.5%	0.8%	0.9%	0.4%	2.2%	2.6%	0.9%	0.9%	0.7%
Newspaper	0.7%	0.8%	0.5%	0.8%	0.9%	0.3%	0.7%	0.6%	1.0%	0.6%	0.7%
Radio	0.6%	0.6%	0.7%	0.4%	0.4%	0.4%	1.2%	1.3%	1.0%	0.6%	0.5%
Other 'offline' planning sources(s)	1.6%	1.4%	2.1%	1.5%	1.3%	2.1%	1.7%	1.8%	1.3%	1.4%	1.0%
Online Sources (Net)	33.4%	38.3%	15.2%	33.4%	38.3%	16.1%	37.8%	43.6%	18.6%	26.7%	55.7%
Travel provider website (airline, hotel, rental car, cruise, tour)	12.6%	15.4%	1.4%	12.2%	15.3%	1.1%	16.9%	20.5%	5.2%	6.2%	34.5%
Destination website (official site of state or attraction)	9.1%	10.1%	4.8%	9.3%	10.3%	5.9%	7.7%	9.1%	3.1%	8.7%	9.5%
Online full service travel website (Expedia, Travelocity, etc.)	8.6%	10.5%	0.6%	7.7%	9.8%	0.3%	11.8%	14.8%	2.0%	5.6%	19.6%
Search engines (Google, Bing, Yahoo, etc.) (Added 3/14)	8.0%	9.1%	4.1%	8.7%	9.8%	4.7%	4.8%	5.8%	1.3%	7.4%	10.3%
Corporate desktop travel tool/internet	1.0%	1.1%	0.7%	0.5%	0.6%	0.0%	5.2%	4.9%	6.3%	0.6%	2.9%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Trip Planning Sources (continued)</b>											
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	0.8%	0.9%	0.0%	0.7%	0.8%	0.1%	1.3%	1.7%	0.0%	0.4%	1.7%
Other online planning sources(s)	2.5%	2.5%	2.4%	2.7%	2.6%	3.1%	0.9%	1.0%	0.5%	2.4%	2.1%
Social/Commercial Networking Sources (Net) *	9.9%	11.2%	3.9%	9.0%	10.5%	3.8%	12.5%	15.1%	3.6%	8.7%	11.9%
Travel review sites (TripAdvisor, Yelp, etc.)	5.0%	5.7%	0.8%	4.6%	5.7%	0.9%	5.5%	7.0%	0.6%	3.9%	7.3%
Facebook	3.8%	4.5%	1.9%	3.3%	3.8%	1.8%	7.3%	8.7%	2.5%	3.4%	4.7%
Other social/commercial networking sources	0.7%	0.7%	0.8%	0.7%	0.7%	0.6%	0.3%	0.2%	0.5%	0.9%	0.1%
Blogs	0.6%	0.6%	0.2%	0.3%	0.3%	0.2%	1.5%	2.0%	0.0%	0.4%	1.0%
Yahoo Trip Planner	0.4%	0.5%	0.1%	0.4%	0.5%	0.1%	0.5%	0.6%	0.0%	0.5%	0.2%
Pinterest	0.3%	0.1%	0.2%	0.1%	0.1%	0.3%	0.3%	0.4%	0.0%	0.1%	0.2%
LinkedIn	0.3%	0.3%	0.1%	0.2%	0.3%	0.1%	0.6%	0.8%	0.0%	0.2%	0.2%
Twitter.com	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%	0.5%	0.6%	0.0%	0.3%	0.3%
MySpace	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.6%	0.7%	0.0%	0.1%	0.1%
VibeAgent	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Someone else planned for me and I don't know the method	6.9%	7.4%	4.6%	6.0%	6.4%	5.0%	10.4%	11.8%	5.9%	5.7%	9.3%
No plans were made for this destination	27.4%	20.5%	52.2%	26.3%	20.1%	48.3%	25.4%	16.2%	55.7%	33.0%	10.8%
<b>Advanced Trip Consideration</b>											
Less than 2 weeks before the visit	29.4%	22.0%	55.8%	28.5%	20.7%	55.9%	34.3%	25.3%	64.2%	35.4%	12.4%
Within 2 weeks-4 weeks of visit	15.6%	15.9%	15.7%	15.7%	15.7%	15.8%	17.4%	17.9%	15.6%	17.5%	11.4%
At least 1 month, but less than 3 months before the visit	20.2%	21.9%	16.2%	20.8%	21.9%	16.7%	21.5%	23.9%	13.7%	20.1%	23.2%
At least 3 months, but less than 6 months before the visit	13.6%	16.0%	5.1%	14.3%	16.7%	5.6%	12.3%	15.1%	3.0%	11.3%	21.0%
At least 6 months, but less than 1 year before the visit	10.8%	12.5%	2.9%	10.9%	13.2%	2.7%	7.4%	9.0%	1.9%	7.8%	18.4%
No answer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Advanced Trip Decision</b>											
Less than 2 weeks before the visit	36.4%	28.7%	64.3%	35.8%	27.5%	65.5%	41.6%	32.0%	73.5%	43.7%	16.5%
Within 2 weeks-4 weeks of visit	17.0%	18.7%	13.1%	16.6%	17.7%	12.5%	22.0%	25.1%	11.8%	17.9%	16.5%
At least 1 month, but less than 3 months before the visit	19.4%	21.5%	14.0%	20.6%	22.3%	14.5%	17.5%	19.6%	10.5%	18.8%	23.4%
At least 3 months, but less than 6 months before the visit	12.5%	14.7%	3.7%	12.7%	15.2%	3.9%	10.6%	13.3%	1.6%	8.8%	23.8%
At least 6 months, but less than 1 year before the visit	8.8%	9.9%	2.3%	9.0%	10.9%	2.1%	3.7%	4.5%	1.1%	6.1%	13.9%
More than a year before the visit	6.0%	6.5%	2.6%	5.3%	6.3%	1.5%	4.6%	5.5%	1.5%	4.7%	5.9%
<b>Trip Booking Sources</b>											
No bookings were made for this destination	44.9%	34.1%	84.9%	46.6%	35.7%	85.2%	31.0%	17.8%	74.5%	57.1%	7.6%
Offline booking (Net)	20.5%	24.2%	5.4%	19.4%	23.5%	5.1%	26.7%	32.1%	8.7%	16.6%	26.7%
Directly with travel provider in person/phone	7.6%	9.2%	1.2%	7.6%	9.5%	1.1%	8.2%	9.5%	5.1%	5.1%	14.6%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	7.0%	8.7%	1.9%	7.4%	8.9%	2.0%	6.5%	8.1%	1.4%	7.9%	4.7%
Travel Agent	2.3%	2.0%	0.3%	1.7%	2.1%	0.3%	1.8%	2.2%	0.4%	0.7%	2.2%
Corporate travel department	2.2%	2.6%	0.5%	1.0%	1.3%	0.0%	9.9%	11.5%	4.6%	1.0%	6.3%
Travel club (e.g. AAA)	1.8%	2.0%	1.0%	1.8%	2.0%	1.0%	1.9%	2.5%	0.0%	1.9%	0.8%
Some other offline booking method	1.2%	1.3%	0.9%	1.3%	1.3%	1.0%	0.7%	0.7%	0.6%	1.0%	0.9%
Online booking (Net)	31.5%	38.3%	6.8%	30.8%	37.6%	6.4%	40.8%	49.2%	12.9%	23.0%	63.4%
Travel provider website (airline, hotel, rental car, cruise, tour)	12.4%	15.1%	1.3%	12.3%	15.5%	0.7%	15.2%	18.4%	4.8%	6.0%	36.2%
Online full service travel website (Expedia, Travelocity, etc.)	9.2%	11.0%	0.9%	8.6%	10.8%	0.6%	10.7%	13.0%	3.3%	6.2%	19.4%
Destination website	6.1%	7.1%	2.6%	6.3%	7.2%	3.2%	6.5%	8.1%	1.0%	6.7%	4.6%
Some other online booking method	3.0%	3.9%	0.6%	3.1%	3.8%	0.7%	2.2%	2.9%	0.0%	2.8%	3.5%
Corporate desktop travel tool/intranet	1.8%	2.1%	1.1%	1.0%	1.0%	0.9%	8.5%	9.8%	3.8%	1.0%	5.0%
Unsure, I just used link from social/commercial networking or mobile source *	1.3%	1.6%	0.5%	1.1%	1.3%	0.5%	2.5%	3.3%	0.0%	1.4%	0.7%
Traditional travel agency website	0.8%	1.1%	0.0%	0.8%	0.9%	0.1%	1.5%	1.9%	0.0%	0.7%	1.1%
Someone else booked for me and I don't know the method	8.3%	9.6%	3.9%	7.7%	8.8%	3.9%	10.1%	11.2%	6.5%	7.2%	10.5%
<b>Trip Satisfaction</b>											
Top 2 Box (Net)	86.9%	88.9%	81.2%	90.0%	90.9%	86.7%	76.8%	80.9%	63.2%	87.4%	85.8%
Extremely Satisfied (5)	49.7%	51.2%	44.2%	52.9%	54.6%	46.6%	35.1%	35.9%	32.5%	50.2%	44.7%
Very Satisfied (4)	37.2%	37.7%	37.0%	37.1%	36.2%	40.1%	41.7%	45.0%	30.8%	37.2%	41.1%
Somewhat Satisfied (3)	11.8%	9.9%	17.1%	8.8%	7.9%	12.1%	22.2%	17.8%	36.8%	11.3%	13.2%
Bottom 2 Box (Net)	1.3%	1.2%	1.6%	1.2%	1.2%	1.2%	1.0%	1.3%	0.0%	1.3%	1.0%
Not Very Satisfied (2)	0.9%	0.9%	0.8%	0.9%	0.8%	0.9%	0.9%	1.1%	0.0%	0.9%	0.8%
Not At all Satisfied (1)	0.5%	0.3%	0.8%	0.3%	0.3%	0.3%	0.1%	0.1%	0.0%	0.4%	0.3%