

# 2016 Domestic Travel to California (CA Resident)

Trip and Travel Behavior and Stats

## Trip Level Data

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

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## State Level Data

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

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Source: TNS TravelsAmerica, 2016

|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |        |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------------------------|----------------------|--------|
| <b>Sample Size</b>   | 4786        |                      | 3530                | 1255           | 3957               | 3012              | 945             | 391                 | 293                                  | 4218                 | 287    |
| <b>Top Demographic Market Areas (DMAs) of Origin</b>       |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Los Angeles  | 41.5%       | 41.6%                | 41.4%               | 42.0%          | 41.7%              | 42.9%             | 40.1%           | 39.4%               |                                      | 41.5%                | 34.7%  |
| San Francisco-Oakland-San Jose                             | 19.0%       | 20.6%                | 14.3%               | 19.7%          | 21.2%              | 15.0%             | 17.8%           | 20.4%               |                                      | 18.2%                | 34.5%  |
| Sacramento-Stockton-Modesto                                | 14.4%       | 13.9%                | 16.1%               | 14.5%          | 13.9%              | 16.5%             | 14.3%           | 12.1%               |                                      | 14.7%                | 9.3%   |
| San Diego  | 7.8%        | 8.5%                 | 5.8%                | 8.1%           | 8.6%               | 6.4%              | 9.5%            | 10.1%               |                                      | 7.7%                 | 11.9%  |
| Fresno-Visalia   | 5.7%        | 5.8%                 | 5.6%                | 5.5%           | 5.5%               | 5.3%              | 7.8%            | 9.0%                |                                      | 6.0%                 | 4.4%   |
| Chico-Redding  | 3.0%        | 2.3%                 | 5.0%                | 2.6%           | 2.1%               | 4.0%              | 3.1%            | 2.6%                |                                      | 3.3%                 | 1.3%   |
| Bakersfield  | 2.7%        | 4.8%                 | 2.5%                | 1.8%           | 4.4%               | 2.5%              | 2.8%            | 2.4%                |                                      | 2.7%                 | 0.5%   |
| Santa Barbara-Santa Maria-San Luis Obispo                  | 1.7%        | 1.6%                 | 2.0%                | 1.5%           | 1.6%               | 1.4%              | 0.9%            | 0.5%                |                                      | 1.8%                 | 1.2%   |
| Monterey-Salinas   | 1.7%        | 1.8%                 | 1.6%                | 1.5%           | 1.8%               | 0.9%              | 2.4%            | 2.1%                |                                      | 1.7%                 | 1.2%   |
| Medford-Klamath Falls                                      | 0.9%        | 0.9%                 | 1.2%                | 1.1%           | 0.9%               | 1.6%              | 0.5%            | 0.6%                |                                      | 1.0%                 | 0.7%   |
| Eureka   | 0.7%        | 0.5%                 | 1.1%                | 0.4%           | 0.3%               | 0.8%              |                 |                     |                                      | 0.7%                 |        |
| Yuma-El Centro   | 0.5%        | 0.4%                 | 0.7%                | 0.5%           | 0.4%               | 0.8%              | 0.6%            | 0.4%                |                                      | 0.5%                 |        |
| <b>Household Income</b>                                    |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| \$10,000-\$14,999 (12.5)                                   | 2.0%        | 1.2%                 | 4.3%                | 1.8%           | 1.4%               | 3.1%              | 1.4%            |                     |                                      | 1.9%                 | 0.2%   |
| \$15,000-\$19,999 (17.5)                                   | 1.9%        | 1.9%                 | 2.0%                | 1.9%           | 1.9%               | 2.1%              | 1.1%            | 1.3%                |                                      | 1.9%                 | 0.3%   |
| \$20,000-\$24,999 (22.5)                                   | 3.0%        | 2.3%                 | 5.0%                | 2.9%           | 2.2%               | 5.1%              | 2.3%            | 1.9%                |                                      | 3.0%                 | 1.1%   |
| \$25,000-\$29,999 (27.5)                                   | 4.0%        | 3.6%                 | 4.9%                | 3.5%           | 3.4%               | 3.8%              | 6.0%            | 4.1%                |                                      | 3.9%                 | 3.0%   |
| \$30,000-\$34,999 (32.5)                                   | 4.6%        | 4.1%                 | 6.1%                | 4.4%           | 4.1%               | 5.5%              | 2.3%            | 1.4%                |                                      | 4.9%                 | 2.5%   |
| \$35,000-\$39,999 (37.5)                                   | 3.0%        | 2.9%                 | 3.3%                | 3.2%           | 3.1%               | 3.6%              | 2.1%            | 2.4%                |                                      | 2.9%                 | 2.4%   |
| \$40,000-\$49,999 (45)                                     | 5.9%        | 5.3%                 | 7.7%                | 6.2%           | 5.5%               | 8.3%              | 3.8%            | 4.8%                |                                      | 6.2%                 | 2.8%   |
| \$50,000-\$59,999 (55)                                     | 9.5%        | 8.9%                 | 11.2%               | 9.6%           | 8.7%               | 12.4%             | 8.3%            | 8.6%                |                                      | 10.1%                | 2.8%   |
| \$60,000-\$74,999 (67.5)                                   | 9.9%        | 9.9%                 | 9.0%                | 9.8%           | 9.9%               | 9.4%              | 10.2%           | 11.7%               |                                      | 10.0%                | 7.0%   |
| \$75,000-\$99,999 (87.5)                                   | 15.1%       | 15.2%                | 14.5%               | 15.1%          | 15.3%              | 14.4%             | 15.1%           | 15.1%               |                                      | 15.2%                | 13.4%  |
| \$100,000-\$124,999 (112.5)                                | 16.7%       | 17.5%                | 14.4%               | 16.7%          | 17.5%              | 14.2%             | 20.5%           | 19.3%               |                                      | 16.5%                | 24.4%  |
| \$125,000-\$149,999 (137.5)                                | 7.9%        | 8.6%                 | 5.9%                | 8.4%           | 9.0%               | 6.3%              | 7.2%            | 6.7%                |                                      | 8.0%                 | 7.8%   |
| \$150,000-\$199,999 (175)                                  | 8.2%        | 9.0%                 | 5.7%                | 8.5%           | 9.3%               | 5.9%              | 7.2%            | 7.3%                |                                      | 8.0%                 | 11.6%  |
| \$200,000 + (225)  | 5.8%        | 7.4%                 | 1.5%                | 5.5%           | 6.6%               | 2.0%              | 10.5%           | 13.9%               |                                      | 5.0%                 | 18.8%  |
| Mean   | 89.85       | 95.86                | 72.95               | 90.50          | 95.21              | 75.47             | 99.76           | 106.31              |                                      | 88.57                | 123.24 |
| <b>Household Size</b>                                      |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 1  | 15.9%       | 15.3%                | 17.7%               | 15.5%          | 15.3%              | 15.8%             | 16.8%           | 15.5%               |                                      | 15.3%                | 14.4%  |
| 2  | 34.0%       | 34.3%                | 33.2%               | 35.4%          | 35.5%              | 35.1%             | 30.5%           | 30.6%               |                                      | 34.1%                | 36.0%  |
| 3  | 22.6%       | 21.8%                | 24.7%               | 22.0%          | 21.1%              | 25.1%             | 23.8%           | 22.9%               |                                      | 22.6%                | 25.4%  |
| 4  | 16.5%       | 17.6%                | 13.2%               | 16.6%          | 17.6%              | 13.6%             | 15.8%           | 17.8%               |                                      | 16.8%                | 16.1%  |
| 5+   | 11.0%       | 10.9%                | 11.2%               | 10.5%          | 10.5%              | 10.4%             | 13.1%           | 13.3%               |                                      | 11.3%                | 8.0%   |
| <b>Presence of Children</b>                                |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Net - Children Under 18                                    | 36.2%       | 37.7%                | 32.0%               | 36.2%          | 37.3%              | 32.5%             | 38.1%           | 39.3%               |                                      | 37.1%                | 31.7%  |
| Children 0-5   | 16.8%       | 17.5%                | 14.9%               | 17.0%          | 17.3%              | 16.0%             | 19.5%           | 20.9%               |                                      | 17.6%                | 13.9%  |
| 6-12   | 16.6%       | 17.9%                | 12.7%               | 16.5%          | 17.5%              | 13.2%             | 18.1%           | 20.5%               |                                      | 16.7%                | 17.0%  |
| 13-17  | 14.5%       | 14.4%                | 14.7%               | 13.9%          | 14.2%              | 13.1%             | 16.0%           | 14.3%               |                                      | 14.7%                | 12.9%  |
| None Under 18  | 63.8%       | 62.3%                | 68.0%               | 63.8%          | 62.7%              | 67.5%             | 61.9%           | 60.7%               |                                      | 62.9%                | 68.3%  |
| <b>Marital Status</b>                                      |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Now married  | 54.2%       | 54.7%                | 53.0%               | 55.1%          | 54.8%              | 56.1%             | 59.3%           | 62.7%               |                                      | 55.4%                | 54.8%  |
| Never married  | 29.9%       | 31.1%                | 26.7%               | 29.8%          | 30.8%              | 26.6%             | 24.9%           | 27.4%               |                                      | 28.7%                | 35.9%  |
| Divorced, Widowed, Separated                               | 15.9%       | 14.3%                | 20.4%               | 15.1%          | 14.4%              | 17.3%             | 15.8%           | 9.9%                |                                      | 15.9%                | 9.3%   |
| <b>Age</b>   |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 18-20  | 4.0%        | 4.1%                 | 3.7%                | 3.9%           | 4.0%               | 3.6%              | 1.1%            | 1.4%                |                                      | 3.8%                 | 5.5%   |
| 21-24  | 6.8%        | 7.8%                 | 3.9%                | 7.0%           | 7.9%               | 4.4%              | 4.0%            | 5.3%                |                                      | 6.4%                 | 12.0%  |
| 25-34  | 25.0%       | 27.2%                | 18.7%               | 25.6%          | 27.0%              | 21.1%             | 24.8%           | 29.3%               |                                      | 24.8%                | 27.3%  |
| 35-44  | 15.7%       | 15.4%                | 16.4%               | 15.4%          | 15.3%              | 15.9%             | 18.1%           | 17.5%               |                                      | 15.6%                | 16.6%  |
| 45-54  | 18.3%       | 17.5%                | 20.6%               | 17.9%          | 17.7%              | 18.9%             | 18.3%           | 14.3%               |                                      | 19.0%                | 11.4%  |
| 55-64  | 17.0%       | 16.2%                | 19.3%               | 16.1%          | 15.4%              | 18.3%             | 24.0%           | 24.8%               |                                      | 17.0%                | 16.0%  |
| 65+  | 13.3%       | 11.8%                | 17.5%               | 14.0%          | 12.8%              | 17.9%             | 9.7%            | 7.4%                |                                      | 13.4%                | 11.3%  |
| <b>Average Age</b>   | 44.36       | 43.15                | 47.76               | 44.29          | 43.38              | 47.19             | 45.68           | 43.68               |                                      | 44.60                | 41.39  |
| <b>Gender</b>  |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Male   | 31.8%       | 32.6%                | 29.6%               | 31.2%          | 32.3%              | 27.8%             | 38.7%           | 38.0%               |                                      | 31.5%                | 35.8%  |
| Female   | 68.2%       | 67.4%                | 70.4%               | 68.8%          | 67.7%              | 72.2%             | 61.3%           | 62.0%               |                                      | 68.5%                | 64.2%  |
| <b>Education (Head of Household)</b>                       |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Grade School   | 0.1%        | 0.1%                 |                     | 0.1%           | 0.1%               |                   | 0.2%            | 0.2%                |                                      | 0.1%                 |        |
| Some High School   | 0.7%        | 0.6%                 | 1.0%                | 0.7%           | 0.7%               | 0.9%              | 1.1%            | 0.6%                |                                      | 0.8%                 | 0.3%   |
| Graduated High School                                      | 9.6%        | 8.4%                 | 12.7%               | 9.2%           | 8.1%               | 12.8%             | 8.1%            | 7.9%                |                                      | 9.8%                 | 5.5%   |
| Some College - no degree                                   | 24.4%       | 22.4%                | 29.9%               | 24.4%          | 22.5%              | 30.5%             | 19.7%           | 18.9%               |                                      | 24.7%                | 14.4%  |
| Graduated College - Associate's degree (2 year)            | 11.7%       | 11.3%                | 12.5%               | 11.8%          | 11.7%              | 12.2%             | 9.2%            | 7.1%                |                                      | 12.1%                | 7.0%   |
| Graduated College - Bachelor's degree (4 year)             | 34.7%       | 37.0%                | 28.3%               | 35.5%          | 37.5%              | 28.8%             | 34.7%           | 35.5%               |                                      | 34.8%                | 36.4%  |
| Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc | 18.7%       | 19.9%                | 15.4%               | 18.3%          | 19.4%              | 14.6%             | 26.7%           | 29.2%               |                                      | 17.5%                | 36.4%  |
| No answer  | 0.1%        | 0.1%                 | 0.1%                | 0.1%           | 0.1%               | 0.1%              | 0.4%            | 0.6%                |                                      | 0.1%                 |        |

|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------------------------|----------------------|
| <b>Sample Size</b>   | 4786        | 3530                 | 1255                | 3957           | 3012               | 945               | 391             | 293                 | 4218                                 | 287                  |
| <b>Employment (Head of Household)</b>                          |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| Full time  | 46.3%       | 51.1%                | 32.8%               | 46.1%          | 50.3%              | 32.5%             | 61.1%           | 65.0%               | 45.8%                                | 59.5%                |
| Part time  | 16.8%       | 15.5%                | 20.2%               | 15.7%          | 14.6%              | 19.3%             | 20.6%           | 18.3%               | 16.7%                                | 15.6%                |
| Net - Other  | 36.1%       | 32.5%                | 46.2%               | 37.3%          | 34.2%              | 47.2%             | 17.8%           | 16.0%               | 36.6%                                | 24.6%                |
| Retired  | 16.6%       | 15.1%                | 20.6%               | 17.6%          | 16.5%              | 21.0%             | 4.4%            | 3.9%                | 16.9%                                | 9.7%                 |
| Not employed   | 19.6%       | 17.4%                | 25.6%               | 19.7%          | 17.7%              | 26.2%             | 13.4%           | 12.1%               | 19.6%                                | 14.9%                |
| No answer  | 0.8%        | 0.8%                 | 0.8%                | 0.9%           | 0.8%               | 1.0%              | 0.5%            | 0.7%                | 0.9%                                 | 0.3%                 |
| <b>Ethnicity</b>   |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| White  | 73.0%       | 72.6%                | 74.1%               | 72.7%          | 72.5%              | 73.4%             | 74.6%           | 74.7%               | 74.1%                                | 66.7%                |
| Black/African American   | 4.1%        | 3.6%                 | 5.6%                | 3.9%           | 3.6%               | 5.2%              | 3.1%            | 2.7%                | 3.9%                                 | 1.5%                 |
| Asian or Pacific Islander                                      | 14.6%       | 15.1%                | 13.0%               | 15.3%          | 15.5%              | 14.6%             | 12.2%           | 13.2%               | 13.8%                                | 23.2%                |
| American Indian, Aleut Eskimo                                  | 1.3%        | 1.4%                 | 1.2%                | 1.3%           | 1.4%               | 1.1%              | 2.3%            | 2.0%                | 1.3%                                 | 2.5%                 |
| Other  | 5.8%        | 5.8%                 | 5.6%                | 5.5%           | 5.7%               | 5.1%              | 6.3%            | 5.4%                | 5.7%                                 | 6.1%                 |
| No answer  | 1.2%        | 1.4%                 | 0.5%                | 1.2%           | 1.3%               | 0.7%              | 1.5%            | 2.0%                | 1.2%                                 |                      |
| <b>Spanish Origin</b>  |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| Yes  | 16.1%       | 17.6%                | 12.2%               | 15.7%          | 17.3%              | 10.5%             | 16.6%           | 15.9%               | 16.0%                                | 20.2%                |
| No   | 82.8%       | 81.2%                | 87.1%               | 83.3%          | 81.5%              | 88.8%             | 82.3%           | 82.7%               | 82.9%                                | 79.4%                |
| No answer  | 1.1%        | 1.2%                 | 0.7%                | 1.0%           | 1.1%               | 0.6%              | 1.1%            | 1.4%                | 1.2%                                 | 0.4%                 |
| <b>All Purposes of Trips</b>                                   |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| Leisure (Sub Net)  | 86.7%       | 89.4%                | 79.0%               | 100.0%         | 100.0%             | 100.0%            | 19.7%           | 22.6%               | 88.5%                                | 74.1%                |
| Visit friends/relatives  | 49.8%       | 54.4%                | 36.9%               | 57.3%          | 60.8%              | 46.2%             | 11.7%           | 13.8%               | 50.6%                                | 51.2%                |
| Outdoor recreation   | 24.1%       | 26.9%                | 16.5%               | 27.7%          | 29.7%              | 21.3%             | 8.6%            | 11.1%               | 24.7%                                | 19.3%                |
| Entertainment/Sightseeing                                      | 32.4%       | 34.2%                | 27.3%               | 37.2%          | 37.8%              | 35.1%             | 9.1%            | 11.0%               | 32.3%                                | 33.9%                |
| Other pleasure/personal  | 29.8%       | 31.6%                | 24.7%               | 33.3%          | 34.3%              | 30.2%             | 10.6%           | 13.0%               | 29.9%                                | 26.6%                |
| Personal business  | 10.9%       | 9.5%                 | 14.6%               | 4.5%           | 5.2%               | 2.4%              | 7.3%            | 8.7%                | 10.6%                                | 9.0%                 |
| Business (Sub Net)   | 13.1%       | 14.0%                | 10.6%               | 5.1%           | 6.0%               | 2.2%              | 100.0%          | 100.0%              | 11.3%                                | 34.4%                |
| Business - General (Sub Sub Net)                               | 11.4%       | 12.0%                | 9.8%                | 4.5%           | 5.2%               | 2.0%              | 87.0%           | 84.9%               | 9.8%                                 | 30.8%                |
| Employee Training/Seminar                                      | 4.4%        | 4.9%                 | 3.1%                | 2.7%           | 3.0%               | 1.5%              | 23.5%           | 24.6%               | 3.6%                                 | 13.4%                |
| Client or Customer Meeting/Service                             | 4.9%        | 5.1%                 | 4.3%                | 2.6%           | 2.9%               | 1.7%              | 31.1%           | 29.8%               | 4.4%                                 | 11.3%                |
| Internal Business Meeting                                      | 2.9%        | 3.4%                 | 1.7%                | 2.3%           | 2.6%               | 1.4%              | 9.0%            | 10.6%               | 2.7%                                 | 5.4%                 |
| Sales/Marketing  | 3.1%        | 3.6%                 | 1.7%                | 2.3%           | 2.6%               | 1.4%              | 11.2%           | 13.2%               | 2.8%                                 | 5.3%                 |
| Incentive/Reward   | 2.6%        | 2.8%                 | 1.8%                | 2.2%           | 2.5%               | 1.4%              | 6.0%            | 6.7%                | 2.3%                                 | 5.0%                 |
| Internal Operations/Equipment Repair or Service                | 2.5%        | 2.9%                 | 1.5%                | 2.1%           | 2.3%               | 1.4%              | 7.6%            | 9.0%                | 2.2%                                 | 6.2%                 |
| Any Other General Business                                     | 4.9%        | 5.1%                 | 4.2%                | 2.6%           | 2.9%               | 1.5%              | 27.6%           | 26.8%               | 4.5%                                 | 7.8%                 |
| Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net) | 4.7%        | 5.4%                 | 2.5%                | 3.1%           | 3.7%               | 1.5%              | 20.3%           | 23.5%               | 4.0%                                 | 9.9%                 |
| Business - Convention/Tradeshow                                | 3.4%        | 3.8%                 | 2.2%                | 2.7%           | 3.1%               | 1.5%              | 11.3%           | 11.9%               | 3.0%                                 | 6.8%                 |
| Business - Conference/Seminar                                  | 3.4%        | 4.0%                 | 1.7%                | 2.4%           | 2.7%               | 1.4%              | 12.7%           | 16.2%               | 3.0%                                 | 6.5%                 |
| Other  | 5.7%        | 5.1%                 | 7.2%                | 2.8%           | 3.0%               | 2.3%              | 3.1%            | 3.3%                | 5.1%                                 | 3.2%                 |
| <b>Primary Purpose of Trips</b>                                |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| Leisure (Net)  | 82.7%       | 85.3%                | 75.3%               | 100.0%         | 100.0%             | 100.0%            |                 |                     | 84.7%                                | 70.0%                |
| Visit friends/relatives  | 41.1%       | 44.4%                | 31.7%               | 49.7%          | 52.1%              | 42.1%             |                 |                     | 42.1%                                | 42.8%                |
| Outdoor recreation   | 11.2%       | 11.9%                | 9.2%                | 13.5%          | 14.0%              | 12.2%             |                 |                     | 11.7%                                | 6.1%                 |
| Entertainment/Sightseeing                                      | 16.4%       | 15.2%                | 19.9%               | 19.9%          | 17.8%              | 26.5%             |                 |                     | 16.7%                                | 11.0%                |
| Other pleasure/personal  | 14.0%       | 13.8%                | 14.5%               | 16.9%          | 16.1%              | 19.2%             |                 |                     | 14.2%                                | 10.1%                |
| Personal business  | 6.4%        | 4.3%                 | 12.4%               |                |                    |                   |                 |                     | 6.4%                                 | 2.3%                 |
| Business (Net)   | 8.2%        | 8.3%                 | 7.8%                |                |                    |                   | 100.0%          | 100.0%              | 6.7%                                 | 25.7%                |
| Business - General (Sub Net)                                   | 6.8%        | 6.8%                 | 7.0%                |                |                    |                   | 83.7%           | 81.4%               | 5.7%                                 | 22.6%                |
| Employee Training/Seminar                                      | 1.4%        | 1.5%                 | 1.2%                |                |                    |                   | 17.7%           | 18.4%               | 1.0%                                 | 7.4%                 |
| Client or Customer Meeting/Service                             | 2.1%        | 2.0%                 | 2.5%                |                |                    |                   | 26.1%           | 24.2%               | 1.9%                                 | 6.3%                 |
| Internal Business Meeting                                      | 0.4%        | 0.5%                 | 0.2%                |                |                    |                   | 4.9%            | 5.8%                | 0.4%                                 | 1.2%                 |
| Sales/Marketing  | 0.5%        | 0.6%                 | 0.4%                |                |                    |                   | 6.7%            | 7.2%                | 0.5%                                 | 1.1%                 |
| Incentive/Reward   | 0.2%        | 0.3%                 | 0.1%                |                |                    |                   | 2.8%            | 3.1%                | 0.2%                                 | 1.5%                 |
| Internal Operations/Equipment Repair or Service                | 0.3%        | 0.3%                 | 0.3%                |                |                    |                   | 3.9%            | 4.0%                | 0.1%                                 | 1.8%                 |
| Any Other General Business                                     | 1.8%        | 1.6%                 | 2.3%                |                |                    |                   | 21.5%           | 18.8%               | 1.6%                                 | 3.5%                 |
| Business - Convention/Conference/Tradeshow/Seminar (Sub Net)   | 1.3%        | 1.5%                 | 0.7%                |                |                    |                   | 16.3%           | 18.6%               | 1.0%                                 | 3.0%                 |
| Business - Convention/Tradeshow                                | 0.6%        | 0.6%                 | 0.6%                |                |                    |                   | 7.4%            | 7.4%                | 0.5%                                 | 0.8%                 |
| Business - Conference/Seminar                                  | 0.7%        | 0.9%                 | 0.2%                |                |                    |                   | 8.9%            | 11.1%               | 0.6%                                 | 2.2%                 |
| Other  | 2.8%        | 2.1%                 | 4.6%                |                |                    |                   |                 |                     | 2.2%                                 | 2.1%                 |
| <b>Did you extend your stay for leisure purposes?</b>          |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |
| Yes  | 24.9%       | 31.0%                | 4.0%                | 52.2%          | 53.6%              |                   | 21.2%           | 26.9%               | 25.3%                                | 23.6%                |
| No   | 74.3%       | 68.0%                | 96.0%               | 42.2%          | 40.8%              | 100.0%            | 78.8%           | 73.1%               | 73.6%                                | 76.4%                |

|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |        |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------------------------|----------------------|--------|
| <b>Sample Size</b>                                 | 4786        |                      | 3530                | 1255           | 3957               | 3012              | 945             | 391                 | 293                                  | 4218                 | 287    |
| <b>Primary mode of transportation used on trip</b> |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Own Auto/Truck                                     | 81.6%       | 78.6%                | 90.0%               | 83.8%          | 81.4%              | 91.5%             | 63.8%           | 57.2%               |                                      | 92.6%                |        |
| Rental Car   | 5.6%        | 6.8%                 | 2.2%                | 5.4%           | 6.4%               | 2.4%              | 7.8%            | 9.9%                |                                      | 6.3%                 |        |
| Camper/RV  | 1.0%        | 1.3%                 |                     | 1.1%           | 1.4%               |                   | 0.6%            | 0.8%                |                                      | 1.1%                 |        |
| Ship/Boat  | 0.4%        | 0.6%                 |                     | 0.5%           | 0.6%               |                   | 0.3%            | 0.4%                |                                      |                      |        |
| Airplane   | 6.0%        | 7.9%                 | 0.7%                | 5.1%           | 6.5%               | 0.5%              | 18.9%           | 24.5%               |                                      |                      | 100.0% |
| Bus  | 1.3%        | 1.0%                 | 2.0%                | 1.2%           | 0.8%               | 2.3%              | 2.1%            | 2.0%                |                                      |                      |        |
| Train  | 1.4%        | 1.5%                 | 1.1%                | 1.4%           | 1.5%               | 1.2%              | 1.8%            | 1.9%                |                                      |                      |        |
| Motorcoach/Group Tour                              | 0.4%        | 0.3%                 | 0.6%                | 0.4%           | 0.3%               | 0.8%              | 0.3%            | 0.4%                |                                      |                      |        |
| Motorcycle   | 0.5%        | 0.5%                 | 0.5%                | 0.4%           | 0.4%               | 0.6%              | 0.5%            | 0.6%                |                                      |                      |        |
| Other  | 1.9%        | 1.5%                 | 2.9%                | 0.7%           | 0.7%               | 0.7%              | 3.9%            | 2.3%                |                                      |                      |        |
| <b>All modes of transportation used on trip</b>    |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| Own Auto/Truck                                     | 83.9%       | 81.6%                | 90.6%               | 86.0%          | 84.1%              | 92.3%             | 68.6%           | 63.5%               |                                      | 93.2%                | 17.8%  |
| Rental Car   | 8.9%        | 11.1%                | 2.7%                | 8.5%           | 10.2%              | 3.1%              | 15.3%           | 19.9%               |                                      | 7.7%                 | 28.6%  |
| Camper/RV  | 2.5%        | 3.2%                 | 0.4%                | 2.6%           | 3.3%               | 0.6%              | 2.2%            | 2.9%                |                                      | 2.5%                 | 2.2%   |
| Ship/Boat  | 1.8%        | 2.3%                 | 0.4%                | 1.9%           | 2.3%               | 0.6%              | 1.6%            | 2.1%                |                                      | 1.2%                 | 2.5%   |
| Airplane   | 8.7%        | 11.3%                | 1.1%                | 7.6%           | 9.7%               | 1.0%              | 22.9%           | 29.9%               |                                      | 2.6%                 | 100.0% |
| Bus  | 3.4%        | 3.7%                 | 2.6%                | 3.2%           | 3.3%               | 3.1%              | 5.8%            | 6.9%                |                                      | 1.7%                 | 4.5%   |
| Train  | 3.5%        | 4.3%                 | 1.5%                | 3.5%           | 4.1%               | 1.7%              | 4.5%            | 5.5%                |                                      | 1.7%                 | 6.6%   |
| Motorcoach/Group Tour                              | 1.6%        | 1.8%                 | 1.1%                | 1.7%           | 1.8%               | 1.5%              | 1.9%            | 2.5%                |                                      | 1.0%                 | 4.1%   |
| Motorcycle   | 1.9%        | 2.2%                 | 1.0%                | 1.9%           | 2.0%               | 1.3%              | 2.4%            | 3.1%                |                                      | 1.3%                 | 2.2%   |
| Other  | 3.5%        | 3.4%                 | 3.8%                | 2.2%           | 2.3%               | 1.8%              | 7.0%            | 6.2%                |                                      | 1.2%                 | 6.2%   |
| <b>Average Total Party Size</b>                    | 2.63        | 2.64                 | 2.61                | 2.72           | 2.69               | 2.80              | 1.96            | 2.04                |                                      | 2.65                 | 2.02   |
| <b>Average Total Party Size in HH</b>              | 2.15        | 2.18                 | 2.07                | 2.23           | 2.24               | 2.18              | 1.60            | 1.60                |                                      | 2.21                 | 1.66   |
| <b>All Travel Party Members Under 18</b>           |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 0  | 70.9%       | 69.8%                | 74.1%               | 69.0%          | 68.3%              | 71.2%             | 84.7%           | 84.0%               |                                      | 69.6%                | 82.7%  |
| 1  | 13.8%       | 13.6%                | 14.1%               | 14.4%          | 14.2%              | 14.7%             | 6.8%            | 6.4%                |                                      | 14.1%                | 11.0%  |
| 2  | 10.0%       | 11.2%                | 6.7%                | 10.8%          | 11.7%              | 8.1%              | 6.4%            | 7.6%                |                                      | 10.6%                | 5.2%   |
| 3  | 2.9%        | 3.0%                 | 2.4%                | 3.3%           | 3.4%               | 2.7%              | 0.6%            | 0.6%                |                                      | 3.1%                 | 0.7%   |
| 4  | 1.4%        | 1.5%                 | 1.3%                | 1.6%           | 1.6%               | 1.6%              | 0.6%            | 0.8%                |                                      | 1.6%                 | 0.5%   |
| 5+   | 1.0%        | 0.8%                 | 1.4%                | 1.0%           | 0.8%               | 1.7%              | 0.9%            | 1.2%                |                                      | 1.0%                 |        |
| <b>All Travel Party Members Over 18</b>            |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 0  |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 1  | 27.4%       | 27.5%                | 27.2%               | 23.7%          | 24.1%              | 22.4%             | 58.8%           | 57.7%               |                                      | 25.3%                | 49.9%  |
| 2  | 54.6%       | 54.2%                | 55.5%               | 57.5%          | 57.4%              | 57.9%             | 28.5%           | 28.3%               |                                      | 56.6%                | 35.0%  |
| 3  | 10.1%       | 10.2%                | 9.9%                | 10.5%          | 10.5%              | 10.7%             | 7.6%            | 7.6%                |                                      | 10.5%                | 8.6%   |
| 4  | 4.4%        | 4.7%                 | 3.5%                | 4.7%           | 4.9%               | 4.3%              | 1.8%            | 2.5%                |                                      | 4.4%                 | 5.2%   |
| 5+   | 3.5%        | 3.3%                 | 3.9%                | 3.6%           | 3.2%               | 4.7%              | 3.2%            | 4.0%                |                                      | 3.2%                 | 1.2%   |
| <b>All Travel Party Member</b>                     |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 0  |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 1  | 21.9%       | 21.6%                | 22.8%               | 18.3%          | 18.3%              | 18.3%             | 54.7%           | 53.7%               |                                      | 19.8%                | 44.0%  |
| 2  | 40.3%       | 39.6%                | 42.5%               | 41.6%          | 41.4%              | 42.4%             | 22.1%           | 21.4%               |                                      | 41.3%                | 30.7%  |
| 3  | 16.2%       | 16.1%                | 16.4%               | 16.9%          | 16.7%              | 17.4%             | 11.2%           | 10.8%               |                                      | 16.7%                | 12.9%  |
| 4  | 11.7%       | 12.8%                | 8.9%                | 12.7%          | 13.3%              | 10.8%             | 6.7%            | 8.1%                |                                      | 12.2%                | 8.3%   |
| 5+   | 9.8%        | 9.9%                 | 9.4%                | 10.6%          | 10.4%              | 11.1%             | 5.4%            | 6.1%                |                                      | 10.0%                | 4.1%   |
| <b>Total number of States Visited</b>              | 1.11        | 1.14                 | 1.01                | 1.10           | 1.13               | 1.01              | 1.13            | 1.17                |                                      | 1.11                 | 1.08   |
| <b>Number of States Visited</b>                    |             |                      |                     |                |                    |                   |                 |                     |                                      |                      |        |
| 1  | 94.6%       | 93.1%                | 98.7%               | 94.6%          | 93.2%              | 99.1%             | 95.8%           | 94.5%               |                                      | 94.9%                | 92.7%  |
| 2  | 3.6%        | 4.5%                 | 1.3%                | 3.7%           | 4.6%               | 0.9%              | 2.3%            | 3.1%                |                                      | 3.3%                 | 6.7%   |
| 3  | 0.8%        | 1.1%                 | 0.6%                | 0.8%           | 0.8%               |                   | 0.9%            | 1.3%                |                                      | 0.8%                 | 0.4%   |
| 4+   | 1.0%        | 1.3%                 |                     | 1.0%           | 1.3%               |                   | 0.9%            | 1.2%                |                                      | 1.0%                 | 0.2%   |

| State Level Data  | Total Trips | Trip Type- Paid Accommodation-Trend | Trip Type- Private Home Only | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |      |     |
|---|-------------|-------------------------------------|------------------------------|----------------------|---------------------|------------------------|--------------------|-------------------|-----------------|---------------------|--------------------------------------|----------------------|------|-----|
| <b>Sample Size</b>  | 4595        |                                     | 2043                         | 873                  | 3211                | 1385                   | 3818               | 2751              | 1066            |                     | 378                                  | 266                  | 4053 | 283 |
| <b>Cities Visited in the State</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Los Angeles Area  | 18.8%       | 18.9%                               | 20.1%                        | 19.0%                | 18.4%               | 18.3%                  | 18.5%              | 17.8%             | 19.7%           | 18.2%               | 17.7%                                | 31.2%                |      |     |
| San Diego Area  | 13.5%       | 15.8%                               | 12.2%                        | 14.3%                | 11.7%               | 13.5%                  | 13.8%              | 12.7%             | 16.8%           | 19.2%               | 13.4%                                | 13.3%                |      |     |
| Anaheim/Orange County   | 12.7%       | 16.4%                               | 11.1%                        | 14.2%                | 9.4%                | 13.5%                  | 14.6%              | 10.5%             | 9.2%            | 10.4%               | 12.2%                                | 21.2%                |      |     |
| San Francisco Area  | 9.9%        | 12.8%                               | 8.6%                         | 11.5%                | 6.1%                | 10.0%                  | 11.2%              | 6.8%              | 10.3%           | 12.2%               | 8.7%                                 | 21.7%                |      |     |
| Sacramento  | 7.7%        | 7.2%                                | 7.6%                         | 7.3%                 | 8.6%                | 7.4%                   | 6.8%               | 8.9%              | 8.6%            | 8.9%                | 7.7%                                 | 9.1%                 |      |     |
| Lake Tahoe  | 5.5%        | 7.5%                                | 3.3%                         | 6.5%                 | 2.9%                | 6.1%                   | 7.2%               | 3.3%              | 2.7%            | 3.2%                | 5.5%                                 | 5.7%                 |      |     |
| Palm Springs  | 5.2%        | 4.6%                                | 4.6%                         | 6.0%                 | 3.4%                | 5.9%                   | 6.6%               | 4.2%              | 0.9%            | 1.3%                | 5.4%                                 | 5.5%                 |      |     |
| San Jose  | 4.6%        | 5.0%                                | 4.6%                         | 5.0%                 | 3.8%                | 3.9%                   | 4.3%               | 3.0%              | 10.0%           | 9.6%                | 4.3%                                 | 7.2%                 |      |     |
| Monterey/Santa Cruz   | 4.5%        | 6.5%                                | 1.8%                         | 5.0%                 | 3.3%                | 4.6%                   | 5.0%               | 3.8%              | 3.5%            | 2.9%                | 4.6%                                 | 1.8%                 |      |     |
| Santa Barbara   | 4.3%        | 5.7%                                | 4.6%                         | 5.1%                 | 2.4%                | 4.5%                   | 5.3%               | 2.3%              | 2.8%            | 2.7%                | 4.2%                                 | 4.5%                 |      |     |
| Fresno  | 4.2%        | 4.7%                                | 4.4%                         | 4.4%                 | 3.8%                | 3.9%                   | 4.1%               | 3.5%              | 4.7%            | 3.4%                | 4.3%                                 | 1.8%                 |      |     |
| Oakland   | 3.1%        | 3.1%                                | 3.9%                         | 3.3%                 | 2.6%                | 2.9%                   | 3.1%               | 2.4%              | 2.7%            | 2.5%                | 2.9%                                 | 4.7%                 |      |     |
| Other (Specify)   | 29.3%       | 23.0%                               | 31.6%                        | 26.7%                | 35.2%               | 28.8%                  | 27.6%              | 32.1%             | 26.2%           | 21.3%               | 30.7%                                | 8.7%                 |      |     |
| <b>Stayed Overnight/Did Not Stay Overnight</b>                            |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Stayed overnight  | 69.9%       | 100.0%                              | 100.0%                       | 100.0%               |                     | 72.1%                  | 100.0%             |                   | 70.2%           | 100.0%              | 68.8%                                | 92.9%                |      |     |
| Did not stay overnight  | 30.1%       |                                     |                              |                      | 100.0%              | 27.9%                  |                    | 100.0%            | 29.8%           |                     | 31.2%                                | 7.1%                 |      |     |
| <b>Stayed Accommodations - Proportion</b>                                 |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Hotel   | 55.6%       | 87.4%                               |                              | 55.6%                |                     | 51.9%                  | 51.9%              |                   | 87.2%           | 87.2%               | 55.1%                                | 61.7%                |      |     |
| Private Home  | 32.2%       | 7.2%                                | 100.0%                       | 32.2%                |                     | 34.5%                  | 34.5%              |                   | 12.7%           | 12.7%               | 31.9%                                | 37.8%                |      |     |
| RV/Tent   | 4.6%        | 7.2%                                |                              | 4.6%                 |                     | 4.9%                   | 4.9%               |                   | 3.0%            | 3.0%                | 5.0%                                 |                      |      |     |
| Other   | 4.2%        | 1.3%                                |                              | 4.2%                 |                     | 3.9%                   | 3.9%               |                   | 3.1%            | 3.1%                | 3.9%                                 | 1.7%                 |      |     |
| B&B   | 3.3%        | 5.2%                                |                              | 3.3%                 |                     | 3.4%                   | 3.4%               |                   | 2.5%            | 2.5%                | 3.3%                                 | 2.9%                 |      |     |
| Shared Economy Property (AirBnB, VRBO, etc)                               | 3.0%        | 1.7%                                |                              | 3.0%                 |                     | 3.3%                   | 3.3%               |                   | 1.5%            | 1.5%                | 3.1%                                 | 2.5%                 |      |     |
| Personal Second Home/Condo  | 2.9%        | 0.7%                                |                              | 2.9%                 |                     | 3.1%                   | 3.1%               |                   | 0.3%            | 0.3%                | 3.0%                                 | 1.9%                 |      |     |
| Time Share  | 2.6%        | 4.2%                                |                              | 2.6%                 |                     | 2.8%                   | 2.8%               |                   | 2.7%            | 2.7%                | 2.7%                                 | 2.9%                 |      |     |
| Rental Home   | 1.6%        | 0.3%                                |                              | 1.6%                 |                     | 1.8%                   | 1.8%               |                   | 0.2%            | 0.2%                | 1.8%                                 | 0.2%                 |      |     |
| Rental Condo  | 1.2%        | 1.8%                                |                              | 1.2%                 |                     | 1.1%                   | 1.1%               |                   | 1.2%            | 1.2%                | 1.0%                                 | 1.2%                 |      |     |
| <b>Average Trip Expenditures per Party</b>                                |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Lodging   | 138.03      | 281.09                              | 6.35                         | 197.55               |                     | 138.38                 | 192.00             |                   | 204.00          | 290.49              | 132.10                               | 262.24               |      |     |
| Food/Beverage/Dining  | 106.45      | 167.21                              | 70.38                        | 135.62               | 38.79               | 110.18                 | 136.72             | 41.67             | 116.43          | 153.41              | 104.94                               | 161.49               |      |     |
| Transportation to get to State  | 51.41       | 85.94                               | 36.07                        | 67.67                | 13.68               | 51.57                  | 66.80              | 12.25             | 70.64           | 93.84               | 39.38                                | 240.89               |      |     |
| Gasoline within State   | 51.37       | 65.87                               | 46.55                        | 59.72                | 31.98               | 52.71                  | 60.65              | 32.22             | 42.80           | 48.29               | 54.91                                | 27.86                |      |     |
| Entertainment   | 47.58       | 80.69                               | 22.43                        | 61.90                | 14.38               | 54.62                  | 69.17              | 17.08             | 14.68           | 16.58               | 48.11                                | 63.80                |      |     |
| Shopping/Gifts/Souvenirs  | 38.31       | 56.83                               | 30.12                        | 47.01                | 18.13               | 42.41                  | 50.77              | 20.82             | 17.41           | 20.47               | 37.89                                | 55.27                |      |     |
| Groceries   | 27.43       | 33.64                               | 23.92                        | 32.64                | 15.34               | 29.02                  | 33.86              | 16.51             | 16.81           | 20.09               | 28.41                                | 21.88                |      |     |
| Transportation within State   | 24.96       | 39.47                               | 18.55                        | 32.50                | 7.47                | 25.31                  | 32.15              | 7.68              | 34.97           | 45.49               | 20.03                                | 79.68                |      |     |
| Gaming  | 20.46       | 28.55                               | 9.14                         | 21.19                | 18.75               | 22.81                  | 22.64              | 23.26             | 9.05            | 11.93               | 21.25                                | 10.45                |      |     |
| Amenities   | 10.62       | 17.61                               | 7.49                         | 14.28                | 2.14                | 11.83                  | 15.66              | 1.97              | 6.25            | 5.66                | 10.58                                | 17.83                |      |     |
| Parking/Tolls within State  | 7.77        | 13.81                               | 2.33                         | 9.88                 | 2.87                | 8.38                   | 10.46              | 3.01              | 5.93            | 6.73                | 7.89                                 | 8.23                 |      |     |
| Other   | 9.53        | 12.16                               | 2.51                         | 9.58                 | 9.43                | 9.14                   | 10.57              | 5.45              | 11.27           | 2.20                | 9.68                                 | 5.06                 |      |     |
| Total   | 533.90      | 882.87                              | 275.84                       | 689.55               | 172.96              | 556.35                 | 701.45             | 181.92            | 550.25          | 715.18              | 515.18                               | 954.70               |      |     |
| Total Expenditure minus Transportation to State                           | 482.50      | 796.93                              | 239.77                       | 621.87               | 159.28              | 504.79                 | 634.65             | 169.67            | 479.61          | 621.34              | 475.80                               | 713.81               |      |     |
| <b>Average Spending per Visitor in HH (minus transportation to state)</b> | \$224       |                                     |                              | \$366                | \$116               | \$279                  | \$71               | \$232             | \$397           | \$106               | \$217                                | \$374                |      |     |
| <b>Average Nights in California</b>                                       | 1.81        | 2.66                                | 2.89                         | 2.59                 |                     | 1.83                   | 2.54               |                   | 2.01            | 2.86                | 1.70                                 | 3.14                 |      |     |
| <b>Trip Activities</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Visiting relatives  | 22.4%       | 14.8%                               | 49.4%                        | 24.4%                | 17.8%               | 25.3%                  | 27.0%              | 21.0%             | 6.0%            | 5.7%                | 22.8%                                | 26.1%                |      |     |
| Shopping  | 20.0%       | 24.2%                               | 18.1%                        | 22.8%                | 13.6%               | 20.8%                  | 23.4%              | 13.9%             | 13.7%           | 16.9%               | 19.6%                                | 23.8%                |      |     |
| Beach   | 15.1%       | 19.9%                               | 11.4%                        | 17.8%                | 8.9%                | 16.3%                  | 18.7%              | 10.2%             | 9.0%            | 10.2%               | 15.3%                                | 17.1%                |      |     |
| Visiting friends  | 15.0%       | 12.1%                               | 25.9%                        | 16.7%                | 11.1%               | 16.2%                  | 17.7%              | 12.2%             | 8.1%            | 8.7%                | 14.7%                                | 22.7%                |      |     |
| Fine dining   | 14.5%       | 19.1%                               | 13.7%                        | 17.2%                | 8.3%                | 15.3%                  | 17.6%              | 9.5%              | 12.0%           | 14.1%               | 14.2%                                | 21.5%                |      |     |
| Urban sightseeing   | 9.0%        | 11.8%                               | 5.1%                         | 10.0%                | 6.6%                | 9.5%                   | 10.3%              | 7.2%              | 5.6%            | 6.0%                | 8.7%                                 | 11.3%                |      |     |
| Museums   | 8.5%        | 13.3%                               | 5.3%                         | 10.6%                | 3.6%                | 8.9%                   | 10.6%              | 4.4%              | 7.0%            | 9.6%                | 8.1%                                 | 12.2%                |      |     |
| Theme park/ Amusement park/ Water park                                    | 8.5%        | 12.0%                               | 4.6%                         | 9.4%                 | 6.3%                | 9.7%                   | 10.4%              | 7.9%              | 1.5%            | 1.0%                | 8.6%                                 | 9.8%                 |      |     |
| Theme park  | 8.5%        | 12.0%                               | 4.6%                         | 9.4%                 | 6.3%                | 9.7%                   | 10.4%              | 7.9%              | 1.5%            | 1.0%                | 8.6%                                 | 9.8%                 |      |     |
| Rural sightseeing   | 8.3%        | 11.4%                               | 4.2%                         | 9.3%                 | 6.2%                | 9.0%                   | 9.6%               | 7.5%              | 5.6%            | 6.7%                | 8.5%                                 | 6.4%                 |      |     |
| Historic sites/churches   | 7.0%        | 11.1%                               | 4.1%                         | 8.9%                 | 2.6%                | 7.3%                   | 9.0%               | 2.9%              | 5.2%            | 6.5%                | 6.8%                                 | 7.0%                 |      |     |
| State park/Monuments/ Recreation areas                                    | 10.2%       | 7.0%                                | 3.8%                         | 8.4%                 | 3.7%                | 7.4%                   | 8.7%               | 4.0%              | 7.0%            | 7.3%                | 6.7%                                 | 8.6%                 |      |     |
| Hiking/ Backpacking/ Canyoneering   | 6.8%        | 8.8%                                | 5.9%                         | 8.4%                 | 3.0%                | 7.7%                   | 9.1%               | 3.9%              | 1.6%            | 2.2%                | 7.0%                                 | 7.3%                 |      |     |
| Casino/gaming   | 6.5%        | 8.8%                                | 3.8%                         | 7.0%                 | 5.1%                | 7.0%                   | 7.3%               | 6.2%              | 4.3%            | 6.1%                | 6.6%                                 | 4.2%                 |      |     |
| Art galleries   | 6.0%        | 10.0%                               | 2.8%                         | 7.6%                 | 2.5%                | 6.3%                   | 7.6%               | 3.0%              | 3.5%            | 4.6%                | 5.6%                                 | 9.9%                 |      |     |
| Wildlife viewing  | 4.8%        | 7.4%                                | 2.1%                         | 6.1%                 | 1.9%                | 5.3%                   | 6.4%               | 2.4%              | 1.0%            | 1.5%                | 4.9%                                 | 3.5%                 |      |     |
| Family reunion  | 4.6%        | 4.3%                                | 8.0%                         | 5.4%                 | 3.0%                | 5.0%                   | 5.6%               | 3.4%              | 2.6%            | 3.0%                | 4.5%                                 | 8.4%                 |      |     |
| Wine tasting/winery tour  | 4.6%        | 6.2%                                | 4.8%                         | 5.7%                 | 1.9%                | 4.9%                   | 6.0%               | 2.1%              | 2.0%            | 2.5%                | 4.5%                                 | 4.4%                 |      |     |
| National park/Monuments/ Recreation areas                                 | 4.2%        | 6.3%                                | 1.7%                         | 5.0%                 | 2.4%                | 4.5%                   | 5.1%               | 3.0%              | 3.4%            | 4.4%                | 4.2%                                 | 3.3%                 |      |     |

| State Level Data<br>Sample Size   | Total | Trip Type-<br>Paid Accomodation-Trend | Trip Type-<br>Private Home Only | Trip Type-<br>Overnight | Trip Type-<br>Day Trip | Leisure-<br>Leisure Total | Leisure-<br>Overnight | Leisure-<br>Day Trip | Business-<br>Total | Business-<br>Overnight | Prim. Mode-<br>Auto/Truck/Rental/Camper | Prim. Mode-<br>Airplane |       |
|---|-------|---------------------------------------|---------------------------------|-------------------------|------------------------|---------------------------|-----------------------|----------------------|--------------------|------------------------|---|-------------------------|-------|
|   | 4595  | 2043                                  | 873                             | 3211                    | 1385                   | 3818                      | 2751                  | 1066                 |                    | 378                    | 266                                     | 4053                    | 283   |
| <b>Trip Activities (Continues)</b>  |       |                                       |                                 |                         |                        |                           |                       |                      |                    |                        |   |                         |       |
| Craft breweries   | 3.9%  | 4.6%                                  | 3.1%                            | 4.5%                    | 2.6%                   | 4.1%                      | 4.5%                  | 2.9%                 |                    | 3.2%                   | 3.8%                                    | 3.8%                    | 5.4%  |
| Nightclub/dancing   | 3.7%  | 4.9%                                  | 4.9%                            | 4.8%                    | 1.3%                   | 3.8%                      | 4.7%                  | 1.4%                 |                    | 3.6%                   | 4.7%                                    | 3.3%                    | 8.3%  |
| Gardens   | 3.7%  | 5.5%                                  | 3.7%                            | 4.8%                    | 1.2%                   | 4.0%                      | 5.1%                  | 1.1%                 |                    | 2.1%                   | 2.1%                                    | 3.5%                    | 8.1%  |
| Zoos/ Aquariums/ Aviaries   | 3.7%  | 5.1%                                  | 1.9%                            | 4.1%                    | 2.6%                   | 4.1%                      | 4.4%                  | 3.4%                 |                    | 0.9%                   | 1.3%                                    | 3.6%                    | 4.4%  |
| Camping   | 3.5%  | 6.6%                                  | 1.0%                            | 4.9%                    | 0.4%                   | 3.6%                      | 5.0%                  | 0.2%                 |                    | 4.4%                   | 5.1%                                    | 3.6%                    | 2.3%  |
| Other nature (photography, rockhound, etc)  | 3.2%  | 3.8%                                  | 2.0%                            | 3.5%                    | 2.5%                   | 3.3%                      | 3.4%                  | 3.1%                 |                    | 2.6%                   | 3.3%                                    | 3.2%                    | 1.3%  |
| Musical performance/show  | 2.8%  | 3.5%                                  | 2.4%                            | 3.2%                    | 1.8%                   | 3.1%                      | 3.5%                  | 2.0%                 |                    | 1.8%                   | 1.3%                                    | 2.9%                    | 2.4%  |
| Spa/health club   | 2.6%  | 4.5%                                  | 1.6%                            | 3.7%                    | 0.2%                   | 2.6%                      | 3.5%                  | 0.3%                 |                    | 3.4%                   | 4.9%                                    | 2.3%                    | 7.7%  |
| Nature travel/ecotouring  | 2.6%  | 3.9%                                  | 0.9%                            | 3.1%                    | 1.4%                   | 3.0%                      | 3.4%                  | 1.7%                 |                    | 1.1%                   | 1.6%                                    | 2.6%                    | 2.3%  |
| Theater/drama   | 2.4%  | 2.8%                                  | 2.3%                            | 2.9%                    | 1.3%                   | 2.6%                      | 3.0%                  | 1.4%                 |                    | 2.0%                   | 2.1%                                    | 2.2%                    | 3.9%  |
| Old homes/mansions  | 2.3%  | 3.4%                                  | 1.8%                            | 2.8%                    | 1.0%                   | 2.1%                      | 2.6%                  | 1.0%                 |                    | 2.2%                   | 2.4%                                    | 2.2%                    | 2.9%  |
| Special events/Festivals (e.g., Mardi Gras, hot air balloon races)                      | 2.2%  | 2.6%                                  | 2.6%                            | 2.5%                    | 1.6%                   | 2.2%                      | 2.4%                  | 1.8%                 |                    | 2.7%                   | 3.2%                                    | 2.2%                    | 0.5%  |
| Musical theater   | 2.0%  | 2.8%                                  | 0.8%                            | 2.2%                    | 1.4%                   | 2.0%                      | 2.2%                  | 1.4%                 |                    | 2.2%                   | 1.9%                                    | 1.9%                    | 2.2%  |
| Fishing   | 1.7%  | 2.4%                                  | 0.8%                            | 2.0%                    | 1.2%                   | 1.7%                      | 1.9%                  | 1.2%                 |                    | 3.1%                   | 3.5%                                    | 1.8%                    |       |
| Bird watching   | 1.7%  | 2.4%                                  | 1.6%                            | 2.3%                    | 0.4%                   | 1.7%                      | 2.2%                  | 0.5%                 |                    | 2.4%                   | 3.4%                                    | 1.7%                    | 0.5%  |
| Local/folk arts/crafts  | 1.6%  | 1.7%                                  | 1.7%                            | 1.8%                    | 1.0%                   | 1.7%                      | 2.0%                  | 1.1%                 |                    |                        |   | 1.5%                    | 2.7%  |
| Golf  | 1.4%  | 2.2%                                  | 1.1%                            | 1.8%                    | 0.5%                   | 1.4%                      | 1.8%                  | 0.5%                 |                    | 2.4%                   | 3.0%                                    | 1.5%                    | 1.3%  |
| Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)                           | 1.4%  | 1.7%                                  | 1.6%                            | 1.6%                    | 0.9%                   | 1.5%                      | 1.6%                  | 1.0%                 |                    | 0.2%                   | 0.3%                                    | 1.4%                    | 0.9%  |
| Sports events - Major/ Professional   | 1.4%  | 2.2%                                  | 0.7%                            | 1.7%                    | 0.6%                   | 1.6%                      | 1.9%                  | 0.8%                 |                    | 0.3%                   | 0.5%                                    | 1.5%                    | 0.3%  |
| Biking /Road biking/ Cycling  | 1.3%  | 2.3%                                  | 0.5%                            | 1.7%                    | 0.3%                   | 1.3%                      | 1.7%                  | 0.2%                 |                    | 1.6%                   | 1.8%                                    | 1.0%                    | 3.5%  |
| Area where a TV show or movie was filmed  | 1.2%  | 1.8%                                  | 0.6%                            | 1.5%                    | 0.7%                   | 1.2%                      | 1.3%                  | 0.9%                 |                    | 1.9%                   | 2.7%                                    | 1.3%                    | 0.3%  |
| Sports events - Youth/ Amateur/ Collegiate/ Other (participant)                         | 1.2%  | 1.8%                                  | 1.1%                            | 1.4%                    | 0.6%                   | 1.1%                      | 1.3%                  | 0.6%                 |                    | 0.5%                   | 0.7%                                    | 1.1%                    | 2.3%  |
| Skiing/snowboarding   | 1.1%  | 1.2%                                  | 0.8%                            | 1.4%                    | 0.4%                   | 1.3%                      | 1.6%                  | 0.3%                 |                    |                        |   | 1.1%                    | 1.7%  |
| Farms/ Ranches/ Agri-tours  | 1.0%  | 1.2%                                  | 0.9%                            | 1.1%                    | 0.7%                   | 1.0%                      | 1.1%                  | 0.9%                 |                    | 1.2%                   | 1.3%                                    | 1.0%                    | 0.8%  |
| Motor boat/Jet ski  | 1.0%  | 1.2%                                  | 0.8%                            | 1.3%                    | 0.2%                   | 1.1%                      | 1.4%                  | 0.2%                 |                    | 0.5%                   | 0.7%                                    | 1.0%                    | 0.9%  |
| Sailing   | 0.9%  | 1.6%                                  | 0.6%                            | 1.3%                    | 0.1%                   | 0.9%                      | 1.2%                  | 0.1%                 |                    | 2.1%                   | 2.9%                                    | 0.8%                    | 2.1%  |
| Horseback riding  | 0.9%  | 1.6%                                  | 0.4%                            | 1.2%                    | 0.3%                   | 0.8%                      | 1.0%                  | 0.4%                 |                    | 2.8%                   | 3.9%                                    | 0.7%                    | 2.0%  |
| Hunting   | 0.9%  | 1.4%                                  | 1.1%                            | 1.1%                    | 0.4%                   | 0.8%                      | 1.0%                  | 0.4%                 |                    | 1.1%                   | 1.5%                                    | 0.8%                    | 0.6%  |
| Symphony/opera/concert  | 0.8%  | 1.2%                                  | 1.0%                            | 1.1%                    | 0.3%                   | 0.9%                      | 1.2%                  | 0.4%                 |                    | 0.3%                   | 0.5%                                    | 0.7%                    | 2.2%  |
| Motor sports - NASCAR/Indy  | 0.8%  | 1.4%                                  | 0.4%                            | 1.1%                    | 0.0%                   | 0.8%                      | 1.1%                  | 0.1%                 |                    | 0.7%                   | 1.0%                                    | 0.6%                    | 1.8%  |
| Mountain biking   | 0.8%  | 1.2%                                  | 0.5%                            | 1.0%                    | 0.4%                   | 0.7%                      | 0.9%                  | 0.2%                 |                    | 1.6%                   | 1.8%                                    | 0.7%                    |       |
| Native American ruins/Rock art  | 0.8%  | 1.4%                                  | 0.2%                            | 1.0%                    | 0.1%                   | 0.9%                      | 1.1%                  | 0.2%                 |                    | 0.5%                   | 0.8%                                    | 0.7%                    | 1.5%  |
| Snow sports other than skiing or snowmobiling   | 0.7%  | 0.7%                                  | 0.5%                            | 0.8%                    | 0.4%                   | 0.8%                      | 1.0%                  | 0.6%                 |                    |                        |   | 0.7%                    | 1.1%  |
| Rock/mountain climbing  | 0.7%  | 1.0%                                  | 0.5%                            | 0.9%                    | 0.1%                   | 0.7%                      | 0.9%                  | 0.1%                 |                    | 1.3%                   | 1.8%                                    | 0.7%                    | 1.2%  |
| Rodeo/State fair  | 0.7%  | 1.1%                                  | 0.4%                            | 0.8%                    | 0.4%                   | 0.6%                      | 0.7%                  | 0.5%                 |                    | 1.5%                   | 2.2%                                    | 0.6%                    | 0.8%  |
| Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding                                  | 0.6%  | 0.7%                                  | 0.5%                            | 0.8%                    | 0.2%                   | 0.7%                      | 0.8%                  | 0.3%                 |                    | 0.9%                   | 1.2%                                    | 0.7%                    |       |
| Scuba diving/snorkeling   | 0.6%  | 1.0%                                  | 0.4%                            | 0.8%                    | 0.1%                   | 0.7%                      | 0.9%                  | 0.1%                 |                    |                        |   | 0.5%                    | 1.8%  |
| Caverns   | 0.5%  | 0.8%                                  | 0.4%                            | 0.7%                    | 0.2%                   | 0.6%                      | 0.7%                  | 0.2%                 |                    |                        |   | 0.6%                    | 0.3%  |
| Horseracing   | 0.5%  | 0.8%                                  | 0.2%                            | 0.6%                    | 0.5%                   | 0.5%                      | 0.6%                  | 0.4%                 |                    | 0.5%                   |   | 0.5%                    | 0.6%  |
| ATV/Four-wheeling   | 0.5%  | 0.7%                                  | 0.1%                            | 0.7%                    | 0.2%                   | 0.5%                      | 0.6%                  | 0.3%                 |                    | 0.4%                   | 0.6%                                    | 0.5%                    | 0.5%  |
| Snowmobiling  | 0.5%  | 0.9%                                  | 0.2%                            | 0.7%                    |                        | 0.5%                      | 0.6%                  |                      |                    | 1.0%                   | 1.4%                                    | 0.4%                    | 1.3%  |
| Water skiing  | 0.4%  | 0.5%                                  | 0.3%                            | 0.5%                    | 0.3%                   | 0.5%                      | 0.5%                  | 0.4%                 |                    | 0.3%                   | 0.4%                                    | 0.4%                    |       |
| High School/College reunion   | 0.4%  | 0.8%                                  |                                 | 0.6%                    | 0.1%                   | 0.5%                      | 0.6%                  | 0.1%                 |                    | 0.2%                   | 0.3%                                    | 0.3%                    | 0.4%  |
| Hang gliding/ Skydiving/ Base jumping   | 0.4%  | 0.6%                                  | 0.1%                            | 0.4%                    | 0.2%                   | 0.4%                      | 0.4%                  | 0.3%                 |                    |                        |   | 0.3%                    | 0.3%  |
| Tennis  | 0.3%  | 0.5%                                  | 0.3%                            | 0.3%                    | 0.1%                   | 0.2%                      | 0.2%                  | 0.1%                 |                    | 1.0%                   | 1.5%                                    | 0.2%                    | 0.7%  |
| Distilleries  | 0.2%  | 0.1%                                  | 0.4%                            | 0.2%                    | 0.1%                   | 0.2%                      | 0.2%                  | 0.1%                 |                    |                        |   | 0.1%                    | 1.2%  |
| None of the above   | 14.9% | 10.8%                                 | 9.1%                            | 10.6%                   | 24.9%                  | 8.7%                      | 6.6%                  | 14.1%                |                    | 49.2%                  | 43.1%                                   | 14.3%                   | 21.0% |
| <b>Trip Planning Sources</b>  |       |                                       |                                 |                         |                        |                           |                       |                      |                    |                        |   |                         |       |
| Offline Sources (Net)   | 63.3% | 71.9%                                 | 62.5%                           | 68.3%                   | 51.9%                  | 64.0%                     | 68.7%                 | 52.1%                |                    | 63.2%                  | 66.3%                                   | 62.6%                   | 73.8% |
| Corporate travel department (in person or by phone)                                     | 1.8%  | 3.3%                                  | 0.1%                            | 2.2%                    | 0.8%                   | 0.8%                      | 1.1%                  | 0.1%                 |                    | 10.6%                  | 12.7%                                   | 1.2%                    | 6.7%  |
| Destination printed material  | 2.7%  | 4.4%                                  | 0.4%                            | 3.1%                    | 1.7%                   | 2.8%                      | 3.2%                  | 2.0%                 |                    | 2.2%                   | 2.7%                                    | 2.5%                    | 4.3%  |
| Friends/relatives   | 26.3% | 26.6%                                 | 37.3%                           | 29.9%                   | 17.9%                  | 28.3%                     | 31.7%                 | 19.6%                |                    | 14.9%                  | 18.3%                                   | 26.1%                   | 33.0% |
| Magazine  | 2.2%  | 3.8%                                  | 1.2%                            | 2.8%                    | 0.9%                   | 2.2%                      | 2.7%                  | 1.0%                 |                    | 2.2%                   | 3.1%                                    | 2.1%                    | 1.7%  |
| Own experience  | 37.7% | 39.6%                                 | 37.3%                           | 38.6%                   | 35.5%                  | 37.6%                     | 38.9%                 | 34.4%                |                    | 37.9%                  | 35.6%                                   | 37.9%                   | 44.4% |
| TV  | 3.0%  | 4.7%                                  | 1.8%                            | 3.7%                    | 1.3%                   | 3.1%                      | 3.7%                  | 1.5%                 |                    | 2.6%                   | 3.7%                                    | 2.6%                    | 3.6%  |
| Travel Agent (in person or by phone)  | 1.1%  | 1.8%                                  | 0.5%                            | 1.4%                    | 0.3%                   | 1.1%                      | 1.3%                  | 0.3%                 |                    | 1.6%                   | 1.9%                                    | 1.0%                    | 1.5%  |
| Travel club (AAA)   | 5.5%  | 8.9%                                  | 2.4%                            | 6.7%                    | 2.7%                   | 6.0%                      | 7.0%                  | 3.3%                 |                    | 4.5%                   | 5.3%                                    | 5.7%                    | 3.5%  |
| Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone | 3.3%  | 5.5%                                  | 1.3%                            | 4.2%                    | 1.0%                   | 3.0%                      | 3.8%                  | 0.9%                 |                    | 4.9%                   | 5.2%                                    | 2.6%                    | 9.5%  |
| Other 'offline' planning sources(s)   | 1.2%  | 1.0%                                  | 0.4%                            | 0.8%                    | 2.0%                   | 1.1%                      | 0.8%                  | 1.9%                 |                    | 0.8%                   | 0.3%                                    | 1.1%                    |       |
| Online Sources (Excluding Social/Commercial Networking Sources) (Net)                   | 23.6% | 36.0%                                 | 10.8%                           | 28.1%                   | 13.2%                  | 23.4%                     | 27.2%                 | 13.4%                |                    | 29.6%                  | 34.7%                                   | 22.1%                   | 42.2% |
| Online Sources (Including Social/Commercial Networking Sources) (Net)                   | 37.3% | 52.4%                                 | 21.5%                           | 42.4%                   | 25.6%                  | 37.9%                     | 42.2%                 | 26.6%                |                    | 37.3%                  | 41.9%                                   | 35.9%                   | 52.8% |
| Corporate desktop travel tool/Intranet  | 1.0%  | 1.4%                                  |                                 | 1.0%                    | 0.9%                   | 0.6%                      | 0.7%                  | 0.5%                 |                    | 5.1%                   | 4.3%                                    | 0.8%                    | 2.7%  |
| Destination website (official site of state, city or attraction)                        | 9.7%  | 14.5%                                 | 3.3%                            | 11.1%                   | 6.5%                   | 10.7%                     | 11.7%                 | 7.8%                 |                    | 5.7%                   | 6.7%                                    | 9.9%                    | 8.4%  |

| State Level Data  | Total Trips | Trip Type- Paid Accommodation-Trend | Trip Type- Private Home Only | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |      |     |
|---|-------------|-------------------------------------|------------------------------|----------------------|---------------------|------------------------|--------------------|-------------------|-----------------|---------------------|--------------------------------------|----------------------|------|-----|
| <b>Sample Size</b>  | 4595        |                                     | 2043                         | 873                  | 3211                | 1385                   | 3818               | 2751              | 1066            |                     | 378                                  | 266                  | 4053 | 283 |
| <b>Trip Planning Sources (Continues)</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Online full service travel website (Expedia, Travelocity, etc.)                             | 7.4%        | 13.2%                               | 2.3%                         | 9.6%                 | 2.1%                | 6.9%                   | 8.9%               | 1.6%              | 11.2%           | 14.8%               | 7.0%                                 | 12.3%                |      |     |
| Travel provider website (airline, hotel, rental car, cruise, tour)                          | 8.0%        | 12.4%                               | 5.2%                         | 10.3%                | 2.7%                | 7.9%                   | 9.9%               | 2.6%              | 10.5%           | 13.4%               | 6.5%                                 | 26.0%                |      |     |
| Search engines (Google, Bing, Yahoo, etc.)  | 15.9%       | 21.6%                               | 9.3%                         | 18.0%                | 11.1%               | 16.6%                  | 18.8%              | 11.0%             | 12.1%           | 12.0%               | 16.0%                                | 15.9%                |      |     |
| Other online planning sources(s)  | 2.1%        | 2.4%                                | 0.9%                         | 1.9%                 | 2.4%                | 2.2%                   | 2.1%               | 2.3%              | 2.0%            | 0.8%                | 2.0%                                 | 1.4%                 |      |     |
| Social/Commercial Networking Sources (Net)  | 15.1%       | 21.4%                               | 9.7%                         | 17.7%                | 8.9%                | 15.1%                  | 17.3%              | 9.5%              | 17.2%           | 20.8%               | 14.7%                                | 19.1%                |      |     |
| Pinterest   | 1.5%        | 2.3%                                | 0.9%                         | 1.7%                 | 0.9%                | 1.5%                   | 1.8%               | 0.7%              | 1.1%            | 0.5%                | 1.3%                                 | 0.9%                 |      |     |
| Facebook  | 7.4%        | 9.8%                                | 6.6%                         | 8.6%                 | 4.6%                | 7.6%                   | 8.7%               | 5.0%              | 8.7%            | 11.2%               | 7.2%                                 | 11.4%                |      |     |
| Instagram   | 2.7%        | 4.1%                                | 1.8%                         | 3.3%                 | 1.3%                | 2.5%                   | 3.0%               | 1.3%              | 4.4%            | 5.5%                | 2.3%                                 | 5.7%                 |      |     |
| Twitter   | 1.2%        | 1.8%                                | 0.7%                         | 1.5%                 | 0.4%                | 1.1%                   | 1.3%               | 0.6%              | 1.9%            | 2.7%                | 1.1%                                 | 2.6%                 |      |     |
| Blogs   | 1.7%        | 2.5%                                | 0.4%                         | 1.9%                 | 1.0%                | 1.7%                   | 1.9%               | 1.4%              | 1.6%            | 2.2%                | 1.5%                                 | 0.8%                 |      |     |
| Travel review sites (TripAdvisor, Yelp, etc.)   | 5.6%        | 8.3%                                | 3.2%                         | 6.8%                 | 2.7%                | 5.9%                   | 7.0%               | 3.2%              | 3.5%            | 4.6%                | 5.6%                                 | 6.2%                 |      |     |
| Other social/commercial networking sources  | 0.7%        | 0.9%                                | 0.5%                         | 0.7%                 | 0.7%                | 0.5%                   | 0.5%               | 0.7%              | 2.5%            | 3.3%                | 0.8%                                 |                      |      |     |
| Someone else planned for me and I don't know the method                                     | 1.6%        | 1.9%                                | 0.7%                         | 1.7%                 | 1.4%                | 1.6%                   | 1.6%               | 1.7%              | 2.1%            | 2.8%                | 1.5%                                 | 2.3%                 |      |     |
| No plans were made for this destination   | 23.4%       | 10.9%                               | 31.6%                        | 17.8%                | 36.4%               | 22.6%                  | 17.8%              | 34.9%             | 23.5%           | 17.9%               | 24.5%                                | 10.2%                |      |     |
| <b>Advance Trip Considerations</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Less than 2 weeks before the visit  | 34.0%       | 20.4%                               | 37.8%                        | 25.7%                | 53.3%               | 33.7%                  | 25.0%              | 56.0%             | 30.8%           | 27.8%               | 35.4%                                | 14.8%                |      |     |
| Within 2 weeks-4 weeks of visit   | 17.5%       | 17.1%                               | 19.4%                        | 18.0%                | 16.6%               | 17.7%                  | 18.2%              | 16.6%             | 19.8%           | 20.2%               | 17.8%                                | 15.8%                |      |     |
| At least 1 month, but less than 3 months before the visit                                   | 19.8%       | 24.3%                               | 20.0%                        | 22.9%                | 12.7%               | 19.8%                  | 23.2%              | 11.0%             | 20.2%           | 21.3%               | 19.0%                                | 31.3%                |      |     |
| At least 3 months, but less than 6 months before the visit                                  | 12.0%       | 16.1%                               | 11.3%                        | 14.2%                | 7.0%                | 12.7%                  | 14.7%              | 7.6%              | 8.0%            | 9.3%                | 12.0%                                | 16.0%                |      |     |
| At least 6 months, but less than 1 year before the visit                                    | 8.2%        | 12.1%                               | 4.6%                         | 10.2%                | 3.7%                | 8.4%                   | 10.4%              | 3.3%              | 9.0%            | 8.7%                | 8.0%                                 | 12.2%                |      |     |
| More than a year before the visit   | 8.3%        | 10.0%                               | 6.9%                         | 9.0%                 | 6.7%                | 7.7%                   | 8.6%               | 5.4%              | 12.2%           | 12.7%               | 7.8%                                 | 10.0%                |      |     |
| <b>Advance Trip Decision</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Less than 2 weeks before the visit  | 43.8%       | 28.8%                               | 49.1%                        | 35.2%                | 63.9%               | 43.9%                  | 35.0%              | 67.0%             | 37.2%           | 34.3%               | 45.3%                                | 21.9%                |      |     |
| Within 2 weeks-4 weeks of visit   | 17.8%       | 20.0%                               | 18.5%                        | 19.6%                | 13.9%               | 18.0%                  | 19.9%              | 13.3%             | 20.6%           | 21.5%               | 17.8%                                | 19.4%                |      |     |
| At least 1 month, but less than 3 months before the visit                                   | 18.0%       | 22.4%                               | 17.3%                        | 21.0%                | 11.1%               | 17.9%                  | 21.0%              | 10.1%             | 19.8%           | 20.3%               | 17.4%                                | 30.3%                |      |     |
| At least 3 months, but less than 6 months before the visit                                  | 9.1%        | 13.8%                               | 7.3%                         | 11.5%                | 3.7%                | 9.3%                   | 11.5%              | 3.5%              | 8.1%            | 9.8%                | 8.8%                                 | 14.2%                |      |     |
| At least 6 months, but less than 1 year before the visit                                    | 6.4%        | 9.7%                                | 3.4%                         | 7.8%                 | 3.2%                | 6.5%                   | 7.9%               | 2.8%              | 7.2%            | 7.5%                | 6.2%                                 | 8.3%                 |      |     |
| More than a year before the visit   | 4.8%        | 5.4%                                | 4.5%                         | 5.0%                 | 4.3%                | 4.3%                   | 4.7%               | 3.3%              | 7.1%            | 6.6%                | 4.5%                                 | 5.9%                 |      |     |
| <b>Trip Booking Sources</b>   |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| No bookings were made for this destination  | 49.0%       | 14.8%                               | 79.1%                        | 35.1%                | 81.1%               | 49.3%                  | 36.9%              | 81.2%             | 34.6%           | 16.9%               | 52.3%                                | 14.1%                |      |     |
| Offline booking (Net)   | 26.6%       | 45.2%                               | 9.6%                         | 33.4%                | 10.6%               | 25.4%                  | 31.4%              | 9.8%              | 43.2%           | 53.6%               | 25.0%                                | 36.3%                |      |     |
| Corporate travel department   | 4.0%        | 7.4%                                | 0.5%                         | 5.0%                 | 1.6%                | 2.4%                   | 2.9%               | 1.1%              | 19.0%           | 23.8%               | 3.2%                                 | 11.6%                |      |     |
| Directly with destination or attraction (tourist/visitor center etc.) in person or by phone | 9.2%        | 15.4%                               | 3.5%                         | 11.6%                | 3.6%                | 9.5%                   | 11.9%              | 3.4%              | 7.3%            | 9.4%                | 9.3%                                 | 5.4%                 |      |     |
| Directly with travel provider in person/phone   | 8.6%        | 16.3%                               | 2.4%                         | 11.4%                | 2.1%                | 8.6%                   | 11.2%              | 2.0%              | 12.2%           | 15.2%               | 7.7%                                 | 17.1%                |      |     |
| Travel Agent  | 1.9%        | 3.2%                                | 1.0%                         | 2.4%                 | 0.9%                | 1.8%                   | 2.1%               | 1.1%              | 3.7%            | 4.7%                | 1.7%                                 | 3.3%                 |      |     |
| Travel club (e.g. AAA)  | 4.3%        | 6.2%                                | 2.6%                         | 5.2%                 | 2.1%                | 4.5%                   | 5.3%               | 2.3%              | 2.0%            | 2.4%                | 4.2%                                 | 2.4%                 |      |     |
| Other 'offline' booking method  | 1.5%        | 1.7%                                | 0.9%                         | 1.5%                 | 1.5%                | 1.3%                   | 1.4%               | 1.1%              | 3.0%            | 2.7%                | 1.4%                                 |                      |      |     |
| Online booking (Excluding Social/Commercial Networking) (Net)                               | 30.6%       | 51.7%                               | 12.3%                        | 39.1%                | 10.8%               | 30.5%                  | 38.1%              | 10.9%             | 38.4%           | 49.0%               | 28.3%                                | 59.9%                |      |     |
| Online booking (Including Social/Commercial Networking) (Net)                               | 30.6%       | 51.7%                               | 12.3%                        | 39.1%                | 10.8%               | 30.5%                  | 38.1%              | 10.9%             | 38.4%           | 49.0%               | 28.3%                                | 59.9%                |      |     |
| Corporate desktop travel tool/intranet  | 2.2%        | 3.5%                                | 0.4%                         | 2.5%                 | 1.6%                | 1.9%                   | 2.1%               | 1.4%              | 7.8%            | 8.2%                | 2.0%                                 | 4.5%                 |      |     |
| Destination website   | 8.3%        | 14.0%                               | 2.7%                         | 10.4%                | 3.5%                | 8.6%                   | 10.3%              | 4.0%              | 8.5%            | 11.2%               | 8.1%                                 | 9.9%                 |      |     |
| Online travel agency (Expedia, Travelocity, etc.)   | 11.8%       | 21.4%                               | 2.8%                         | 15.3%                | 3.6%                | 11.7%                  | 14.9%              | 3.6%              | 12.7%           | 17.2%               | 11.6%                                | 16.9%                |      |     |
| Travel provider website (airline, hotel, rental car, cruise, tour)                          | 9.2%        | 14.7%                               | 7.3%                         | 12.4%                | 1.9%                | 8.8%                   | 11.8%              | 1.2%              | 13.1%           | 16.5%               | 7.3%                                 | 33.4%                |      |     |
| Some other online booking method  | 2.3%        | 3.4%                                | 0.4%                         | 2.8%                 | 1.3%                | 2.5%                   | 3.0%               | 1.2%              | 1.5%            | 1.8%                | 2.3%                                 | 1.2%                 |      |     |
| Someone else booked for me and I don't know the method                                      | 3.2%        | 4.8%                                | 1.7%                         | 4.1%                 | 1.2%                | 3.2%                   | 4.0%               | 1.1%              | 2.8%            | 3.5%                | 3.2%                                 | 3.0%                 |      |     |
| <b>Trip Satisfaction (1-5)</b>  |             |                                     |                              |                      |                     |                        |                    |                   |                 |                     |                                      |                      |      |     |
| Top 2 Box (Net)   | 89.1%       | 89.3%                               | 92.9%                        | 90.8%                | 85.3%               | 90.9%                  | 92.3%              | 87.4%             | 81.8%           | 84.0%               | 89.6%                                | 87.9%                |      |     |
| Extremely Satisfied (5)   | 51.4%       | 47.6%                               | 60.1%                        | 51.7%                | 50.6%               | 53.5%                  | 53.7%              | 53.0%             | 35.5%           | 36.2%               | 51.4%                                | 53.4%                |      |     |
| Very Satisfied (4)  | 37.8%       | 41.7%                               | 32.9%                        | 39.1%                | 34.7%               | 37.4%                  | 38.6%              | 34.5%             | 46.3%           | 47.9%               | 38.2%                                | 34.5%                |      |     |
| Somewhat Satisfied (3)  | 9.8%        | 9.5%                                | 6.8%                         | 8.3%                 | 13.3%               | 8.4%                   | 7.3%               | 11.5%             | 16.2%           | 14.0%               | 9.6%                                 | 11.5%                |      |     |
| Bottom 2 Box (Net)  | 1.1%        | 1.2%                                | 0.3%                         | 1.0%                 | 1.4%                | 0.6%                   | 0.5%               | 1.1%              | 2.0%            | 1.9%                | 0.8%                                 | 0.6%                 |      |     |
| Not Very Satisfied (2)  | 0.8%        | 0.7%                                | 0.2%                         | 0.6%                 | 1.0%                | 0.4%                   | 0.3%               | 0.7%              | 1.6%            | 1.2%                | 0.6%                                 | 0.3%                 |      |     |
| Not At all Satisfied (1)  | 0.3%        | 0.5%                                | 0.1%                         | 0.3%                 | 0.4%                | 0.2%                   | 0.2%               | 0.3%              | 0.5%            | 0.7%                | 0.2%                                 | 0.3%                 |      |     |