

2016 Domestic Travel to California

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 | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|---|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6589 | 5297 | 1287 | 5348 | 4379 | 969 | 680 | 580 | 100 | | |
| Top States of Origin | | | | | | | | | | | |
| California | 72.6% | 66.6% | 97.6% | 74.0% | 68.8% | 97.6% | 57.5% | 50.6% | 97.6% | 82.7% | 26.2% |
| Arizona | 3.2% | 3.9% | 0.3% | 3.4% | 4.1% | 0.3% | 1.9% | 2.3% | | 3.4% | 2.4% |
| Nevada | 2.8% | 3.2% | 0.9% | 2.9% | 3.3% | 0.9% | 1.6% | 1.5% | 1.9% | 3.1% | 1.7% |
| Texas | 2.3% | 2.8% | | 2.0% | 2.4% | | 3.4% | 4.0% | | 1.3% | 6.7% |
| Washington | 2.1% | 2.7% | 0.1% | 2.1% | 2.6% | 0.1% | 3.0% | 3.5% | | 1.1% | 7.0% |
| Florida | 2.0% | 2.5% | 0.3% | 1.9% | 2.2% | 0.4% | 3.6% | 4.2% | | 1.1% | 6.8% |
| New York | 1.6% | 2.0% | | 1.3% | 1.6% | | 4.5% | 5.3% | | 0.7% | 5.7% |
| Oregon | 1.4% | 1.7% | 0.1% | 1.3% | 1.6% | | 1.8% | 2.1% | | 1.0% | 3.2% |
| Illinois | 1.1% | 1.4% | 0.0% | 1.2% | 1.5% | 0.1% | 1.4% | 1.7% | | 0.6% | 4.0% |
| Colorado | 1.0% | 1.2% | 0.2% | 0.9% | 1.0% | 0.2% | 2.2% | 2.6% | | 0.5% | 3.4% |
| Massachusetts | 0.8% | 1.0% | 0.1% | 0.9% | 1.0% | 0.2% | 0.6% | 0.7% | | 0.6% | 1.3% |
| Utah | 0.7% | 0.9% | | 0.6% | 0.7% | | 2.4% | 2.8% | | 0.4% | 2.2% |
| Virginia | 0.6% | 0.8% | | 0.5% | 0.6% | | 2.0% | 2.3% | | 0.3% | 2.5% |
| New Jersey | 0.6% | 0.7% | | 0.6% | 0.7% | | 1.0% | 1.1% | | 0.1% | 2.9% |
| Ohio | 0.6% | 0.6% | | 0.5% | 0.6% | | 0.9% | 1.0% | | 0.1% | 1.7% |
| Top Demographic Market Area | | | | | | | | | | | |
| Los Angeles | 30.2% | 27.7% | 40.4% | 31.0% | 28.6% | 41.9% | 23.1% | 19.9% | 41.4% | 34.3% | 9.1% |
| San Francisco-Oakland-San Jose | 13.8% | 13.8% | 14.0% | 14.6% | 14.6% | 14.6% | 10.2% | 10.3% | 9.6% | 15.0% | 9.0% |
| Sacramento-Stockton-Modesto | 10.5% | 9.2% | 15.7% | 10.7% | 9.6% | 16.1% | 8.2% | 6.1% | 20.3% | 12.1% | 2.4% |
| San Diego | 5.7% | 5.7% | 5.6% | 6.0% | 5.9% | 6.3% | 5.5% | 5.1% | 7.5% | 6.4% | 3.1% |
| Fresno-Visalia | 4.2% | 3.9% | 5.4% | 4.0% | 3.8% | 5.2% | 4.5% | 4.6% | 4.0% | 5.0% | 1.1% |
| Phoenix (Prescott) | 2.6% | 3.3% | 0.1% | 2.9% | 3.6% | 0.1% | 1.3% | 1.5% | | 2.8% | 1.9% |
| Las Vegas | 2.2% | 1.6% | 4.9% | 1.9% | 1.4% | 3.9% | 1.8% | 1.3% | 4.5% | 2.7% | 0.3% |
| Chico-Redding | 2.2% | 2.6% | 0.4% | 2.1% | 2.6% | 0.3% | 1.6% | 1.5% | 1.9% | 2.4% | 1.3% |
| New York | 1.9% | 2.4% | | 1.7% | 2.1% | | 4.9% | 5.7% | | 0.7% | 7.5% |
| Bakersfield | 1.9% | 1.3% | 4.6% | 1.8% | 1.3% | 4.3% | 1.6% | 1.2% | 3.9% | 2.2% | 0.1% |
| Seattle-Tacoma | 1.7% | 2.0% | 0.1% | 1.6% | 2.0% | 0.1% | 2.4% | 2.8% | | 0.8% | 5.5% |
| Santa Barbara-Santa Maria-San Luis Obispo | 1.3% | 1.1% | 2.0% | 1.1% | 1.1% | 1.4% | 0.5% | 0.2% | 2.1% | 1.5% | 0.3% |
| Monterey-Salinas | 1.2% | 1.2% | 1.5% | 1.1% | 1.2% | 0.9% | 1.4% | 1.0% | 3.1% | 1.4% | 0.3% |
| Portland, OR | 1.2% | 1.5% | | 1.2% | 1.5% | | 1.6% | 1.9% | | 0.6% | 3.7% |
| Chicago | 1.0% | 1.3% | 0.0% | 1.1% | 1.3% | 0.1% | 1.3% | 1.5% | | 0.5% | 3.6% |
| Household Income | | | | | | | | | | | |
| Under \$10,000 (10) | 2.6% | 2.2% | 4.5% | 2.5% | 2.2% | 3.8% | 1.4% | 1.0% | 3.9% | 2.6% | 1.2% |
| \$10,000-\$14,999 (12.5) | 1.8% | 1.2% | 4.2% | 1.7% | 1.4% | 3.1% | 1.1% | 0.4% | 5.4% | 1.8% | 0.9% |
| \$15,000-\$19,999 (17.5) | 1.7% | 1.6% | 2.0% | 1.7% | 1.7% | 2.0% | 1.4% | 1.3% | 1.6% | 1.7% | 0.7% |
| \$20,000-\$24,999 (22.5) | 3.0% | 2.5% | 5.1% | 3.0% | 2.6% | 5.2% | 2.0% | 1.7% | 3.6% | 3.1% | 1.9% |
| \$25,000-\$29,999 (27.5) | 3.7% | 3.4% | 4.8% | 3.5% | 3.5% | 3.7% | 3.7% | 2.4% | 11.3% | 4.0% | 2.1% |
| \$30,000-\$34,999 (32.5) | 4.2% | 3.8% | 6.0% | 4.2% | 3.9% | 5.4% | 2.0% | 1.5% | 4.7% | 4.8% | 2.3% |
| \$35,000-\$39,999 (37.5) | 3.3% | 3.3% | 3.5% | 3.5% | 3.4% | 3.7% | 2.1% | 2.3% | 1.1% | 3.4% | 2.3% |
| \$40,000-\$49,999 (45) | 5.8% | 5.4% | 7.7% | 6.1% | 5.6% | 8.3% | 3.6% | 4.1% | 0.7% | 6.3% | 3.9% |
| \$50,000-\$59,999 (55) | 9.5% | 9.1% | 11.1% | 9.6% | 9.0% | 12.2% | 7.6% | 7.8% | 7.0% | 10.1% | 7.4% |
| \$60,000-\$74,999 (67.5) | 9.4% | 9.5% | 9.0% | 9.4% | 9.4% | 9.5% | 10.4% | 11.2% | 5.5% | 10.1% | 7.3% |
| \$75,000-\$99,999 (87.5) | 14.9% | 15.0% | 14.4% | 14.8% | 14.9% | 14.4% | 15.9% | 16.0% | 14.9% | 15.3% | 12.8% |
| \$100,000-\$124,999 (112.5) | 17.0% | 17.6% | 14.5% | 16.9% | 17.5% | 14.4% | 19.7% | 18.9% | 24.1% | 16.4% | 21.1% |
| \$125,000-\$149,999 (137.5) | 8.2% | 8.8% | 6.0% | 8.6% | 9.1% | 6.4% | 8.9% | 8.9% | 9.5% | 7.8% | 10.6% |
| \$150,000-\$199,999 (175) | 8.3% | 9.0% | 5.7% | 8.4% | 9.0% | 6.0% | 8.8% | 9.1% | 6.8% | 7.7% | 11.5% |
| \$200,000 + (225) | 6.5% | 7.8% | 1.4% | 6.0% | 7.0% | 1.9% | 11.4% | 13.3% | | 5.0% | 14.1% |
| Household Size | | | | | | | | | | | |
| 1 | 15.3% | 14.7% | 17.8% | 15.0% | 14.8% | 16.1% | 15.4% | 14.5% | 20.4% | 14.7% | 14.9% |
| 2 | 35.0% | 35.3% | 33.2% | 36.4% | 36.6% | 35.1% | 31.6% | 31.7% | 30.7% | 34.1% | 39.2% |
| 3 | 21.7% | 21.0% | 24.6% | 21.1% | 20.3% | 24.8% | 22.0% | 21.2% | 26.9% | 22.1% | 20.4% |
| 4 | 17.2% | 18.1% | 13.3% | 17.1% | 17.8% | 13.7% | 17.5% | 18.8% | 9.8% | 17.6% | 17.0% |
| 5+ | 10.9% | 10.9% | 11.1% | 10.4% | 10.5% | 10.4% | 13.6% | 13.8% | 12.3% | 11.5% | 8.5% |

| | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6589 | 5297 | 1287 | 5348 | 4379 | 969 | 680 | 580 | 100 | | |
| Presence of Children | | | | | | | | | | | |
| Net - Children Under 18 | 37.8% | 39.2% | 32.0% | 37.3% | 38.3% | 32.5% | 41.6% | 43.0% | 33.7% | 39.0% | 34.4% |
| Children 0-5 | 16.9% | 17.4% | 15.1% | 17.3% | 17.6% | 16.1% | 16.3% | 16.5% | 14.9% | 18.0% | 13.5% |
| 6-12 | 18.0% | 19.3% | 12.8% | 17.3% | 18.1% | 13.4% | 23.8% | 26.1% | 10.9% | 18.1% | 17.4% |
| 13-17 | 15.5% | 15.7% | 14.5% | 14.7% | 15.0% | 18.6% | 18.6% | 18.3% | 20.5% | 15.7% | 14.8% |
| None Under 18 | 62.2% | 60.8% | 68.0% | 62.7% | 61.7% | 67.5% | 58.4% | 57.0% | 66.3% | 61.0% | 65.6% |
| Marital Status | | | | | | | | | | | |
| Now married | 56.2% | 57.1% | 52.4% | 56.7% | 57.1% | 55.3% | 59.8% | 61.9% | 48.0% | 56.4% | 59.5% |
| Never married | 29.4% | 30.0% | 27.1% | 29.4% | 29.9% | 27.2% | 26.1% | 27.5% | 18.3% | 28.6% | 30.5% |
| Divorced, Widowed, Separated | 14.3% | 12.9% | 20.4% | 13.8% | 13.0% | 17.5% | 14.0% | 10.6% | 33.7% | 15.0% | 10.0% |
| Age | | | | | | | | | | | |
| 18-20 | 4.1% | 4.1% | 4.0% | 4.0% | 4.0% | 4.0% | 2.0% | 2.4% | | 4.1% | 3.8% |
| 21-24 | 7.1% | 7.8% | 4.1% | 7.3% | 7.9% | 4.3% | 5.2% | 6.1% | 0.5% | 6.9% | 8.0% |
| 25-34 | 26.0% | 27.7% | 18.8% | 26.3% | 27.5% | 21.3% | 28.1% | 31.0% | 11.2% | 25.9% | 26.6% |
| 35-44 | 16.0% | 16.0% | 16.2% | 15.6% | 15.6% | 15.6% | 19.0% | 18.7% | 20.3% | 15.8% | 16.9% |
| 45-54 | 17.4% | 16.6% | 20.5% | 16.6% | 16.1% | 18.9% | 21.1% | 19.7% | 29.5% | 18.1% | 14.9% |
| 55-64 | 16.5% | 15.9% | 19.0% | 16.2% | 15.8% | 18.1% | 17.3% | 16.7% | 21.2% | 16.2% | 18.0% |
| 65+ | 13.0% | 11.9% | 17.4% | 14.0% | 13.2% | 17.8% | 7.2% | 5.4% | 17.4% | 13.1% | 11.8% |
| Average Age | 43.89 | 42.99 | 47.55 | 43.99 | 43.33 | 47.00 | 43.25 | 41.82 | 51.55 | 43.98 | 43.49 |
| Gender | | | | | | | | | | | |
| Female | 67.4% | 67.9% | 66.7% | 67.8% | 67.0% | 70.1% | 66.0% | 71.9% | 62.0% | 62.9% | 56.1% |
| Male | 32.6% | 32.1% | 33.3% | 32.2% | 33.0% | 29.9% | 34.0% | 28.1% | 38.0% | 37.1% | 43.9% |
| Education (male else female HOH) | | | | | | | | | | | |
| Grade School | 0.1% | 0.1% | | 0.1% | 0.1% | | 0.1% | 0.1% | | 0.1% | |
| Some High School | 0.8% | 0.7% | 1.0% | 0.8% | 0.7% | 0.9% | 0.8% | 0.6% | 2.5% | 0.8% | 0.5% |
| Graduated High School | 9.5% | 8.7% | 12.6% | 9.3% | 8.5% | 12.8% | 6.9% | 6.6% | 8.5% | 10.0% | 7.0% |
| Some College - no degree | 23.8% | 22.1% | 30.4% | 24.1% | 22.6% | 31.0% | 17.0% | 16.0% | 22.4% | 25.1% | 16.1% |
| Graduated College - Associate's degree (2 year) | 11.5% | 11.3% | 12.3% | 11.8% | 11.8% | 12.0% | 8.6% | 7.5% | 14.9% | 12.5% | 7.5% |
| Graduated College - Bachelor's degree (4 year) | 34.9% | 36.5% | 28.3% | 35.3% | 36.8% | 28.8% | 37.9% | 38.9% | 32.4% | 34.3% | 38.5% |
| Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc | 19.4% | 20.4% | 15.3% | 18.5% | 19.4% | 14.6% | 28.4% | 29.9% | 19.2% | 17.0% | 30.3% |
| No answer | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.3% | 0.4% | | 0.2% | 0.0% |
| Employment (male else female HOH) | | | | | | | | | | | |
| Net - Work Full/Part | 64.4% | 67.1% | 53.0% | 62.6% | 64.9% | 52.0% | 83.4% | 84.6% | 76.2% | 63.1% | 71.9% |
| Full time | 48.2% | 51.9% | 32.9% | 47.0% | 50.2% | 32.6% | 65.7% | 68.5% | 49.6% | 46.7% | 56.5% |
| Net - Other | 34.9% | 32.2% | 46.2% | 36.7% | 34.4% | 47.0% | 16.1% | 14.7% | 23.8% | 36.1% | 27.9% |
| Not employed | 18.1% | 16.3% | 25.6% | 18.5% | 16.8% | 26.1% | 11.9% | 10.9% | 17.9% | 18.9% | 13.7% |
| Retired | 16.8% | 15.8% | 20.5% | 18.1% | 17.5% | 21.0% | 4.2% | 3.9% | 5.9% | 17.2% | 14.1% |
| Part time | 16.2% | 15.2% | 20.1% | 15.6% | 14.7% | 19.5% | 17.7% | 16.1% | 26.7% | 16.3% | 15.4% |
| No answer | 0.7% | 0.7% | 0.8% | 0.8% | 0.7% | 0.9% | 0.5% | 0.6% | | 0.8% | 0.2% |
| Ethnicity | | | | | | | | | | | |
| White | 75.4% | 75.6% | 74.3% | 74.8% | 75.0% | 73.8% | 79.9% | 81.0% | 73.5% | 75.2% | 78.3% |
| Asian or Pacific Islander | 12.9% | 12.9% | 12.8% | 13.6% | 13.5% | 14.2% | 9.6% | 9.4% | 10.5% | 12.8% | 13.2% |
| Other | 5.2% | 5.1% | 5.5% | 5.0% | 5.0% | 5.0% | 4.8% | 4.1% | 8.6% | 5.5% | 3.1% |
| Black/African American | 4.4% | 4.1% | 5.8% | 4.4% | 4.2% | 5.4% | 3.2% | 3.0% | 4.3% | 4.2% | 4.1% |
| American Indian, Aleut Eskimo | 1.2% | 1.3% | 1.2% | 1.3% | 1.3% | 1.1% | 1.8% | 1.5% | 3.0% | 1.3% | 1.1% |
| No answer | 0.9% | 1.0% | 0.5% | 0.9% | 1.0% | 0.6% | 0.8% | 1.0% | | 1.0% | 0.2% |
| Spanish Origin | | | | | | | | | | | |
| No | 84.1% | 83.4% | 87.3% | 84.4% | 83.4% | 89.0% | 85.0% | 85.7% | 80.9% | 83.2% | 87.8% |
| Yes | 15.0% | 15.7% | 12.0% | 14.7% | 15.7% | 10.4% | 14.3% | 13.5% | 19.1% | 15.8% | 11.8% |
| No answer | 0.9% | 0.9% | 0.7% | 0.9% | 0.9% | 0.6% | 0.7% | 0.8% | | 1.0% | 0.4% |

| | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6589 | 5297 | 1287 | 5348 | 4379 | 969 | 680 | 580 | 100 | 5102 | 1097 |
| Primary Purpose of Trip | | | | | | | | | | | |
| Leisure (Net) | 81.2% | 82.7% | 75.3% | 100.0% | 100.0% | 100.0% | | | | 84.2% | 72.7% |
| Visit friends/relatives | 41.5% | 43.9% | 31.7% | 51.1% | 53.1% | 42.1% | | | | 42.3% | 44.4% |
| Entertainment/Sightseeing | 16.8% | 16.1% | 19.8% | 20.7% | 19.5% | 26.3% | | | | 16.9% | 14.2% |
| Other pleasure/personal | 12.9% | 12.4% | 14.7% | 15.8% | 15.0% | 19.5% | | | | 13.6% | 9.6% |
| Business (Net) | 10.3% | 10.9% | 7.8% | | | | 100.0% | 100.0% | 100.0% | 7.3% | 23.1% |
| Outdoor recreation | 10.0% | 10.2% | 9.1% | 12.3% | 12.4% | 12.1% | | | | 11.4% | 4.5% |
| Business - General (Sub Net) | 8.4% | 8.7% | 7.0% | | | | 80.9% | 79.4% | 89.8% | 6.1% | 18.5% |
| Personal business | 5.7% | 4.1% | 12.4% | | | | | | | 6.1% | 2.6% |
| Other | 2.7% | 2.3% | 4.6% | | | | | | | 2.3% | 1.6% |
| Client or Customer Meeting/Service | 2.4% | 2.4% | 2.4% | | | | 23.5% | 22.2% | 31.2% | 1.9% | 5.6% |
| Any Other General Business | 2.1% | 2.1% | 2.3% | | | | 20.5% | 19.0% | 29.2% | 1.7% | 4.0% |
| Business - Convention/Conference/Tradeshaw/Seminar (Sub Net) | 2.0% | 2.3% | 0.8% | | | | 19.1% | 20.6% | 10.2% | 1.3% | 4.6% |
| Employee Training/Seminar | 1.7% | 1.8% | 1.2% | | | | 16.3% | 16.5% | 15.4% | 1.1% | 4.5% |
| Business - Conference/Seminar | 1.2% | 1.5% | 0.2% | | | | 11.8% | 13.3% | 3.0% | 0.8% | 3.1% |
| Internal Business Meeting | 0.9% | 1.0% | 0.2% | | | | 8.4% | 9.4% | 2.9% | 0.6% | 2.4% |
| Business - Convention/Tradeshaw | 0.8% | 0.8% | 0.6% | | | | 7.3% | 7.4% | 7.1% | 0.5% | 1.5% |
| Sales/Marketing | 0.6% | 0.7% | 0.4% | | | | 5.9% | 6.0% | 5.0% | 0.5% | 0.4% |
| Internal Operations/Equipment Repair or Service | 0.4% | 0.4% | 0.3% | | | | 3.4% | 3.4% | 3.4% | 0.2% | 0.9% |
| Incentive/Reward | 0.3% | 0.3% | 0.2% | | | | 2.8% | 2.8% | 2.8% | 0.2% | 0.8% |
| All Purposes of Trip | | | | | | | | | | | |
| Leisure (Sub Net) | 85.9% | 87.6% | 79.1% | 100.0% | 100.0% | 100.0% | 22.4% | 24.1% | 12.5% | 88.7% | 77.6% |
| Visit friends/relatives | 52.2% | 55.9% | 37.1% | 60.4% | 63.6% | 46.3% | 14.4% | 15.7% | 7.0% | 52.4% | 55.9% |
| Entertainment/Sightseeing | 34.9% | 36.7% | 27.2% | 40.1% | 41.3% | 34.8% | 11.3% | 12.5% | 4.1% | 34.2% | 36.5% |
| Other pleasure/personal | 30.2% | 31.5% | 24.9% | 34.1% | 35.0% | 30.4% | 10.8% | 12.0% | 4.3% | 30.3% | 29.0% |
| Outdoor recreation | 24.2% | 26.2% | 16.5% | 27.9% | 29.3% | 21.2% | 9.1% | 10.4% | 2.0% | 25.5% | 20.0% |
| Business (Sub Net) | 16.3% | 17.6% | 10.6% | 6.3% | 7.2% | 2.1% | 100.0% | 100.0% | 100.0% | 13.0% | 29.7% |
| Business - General (Sub Sub Net) | 14.1% | 15.1% | 9.7% | 5.6% | 6.4% | 2.0% | 84.8% | 83.5% | 92.6% | 11.3% | 25.2% |
| Personal business | 10.9% | 10.0% | 14.7% | 5.3% | 5.9% | 2.4% | 7.4% | 7.9% | 3.9% | 11.2% | 8.0% |
| Business-Convention/Conference/Tradeshaw/Seminar (Sub Sub Net) | 6.3% | 7.1% | 2.7% | 3.9% | 4.4% | 1.5% | 25.1% | 27.3% | 12.3% | 5.2% | 9.6% |
| Client or Customer Meeting/Service | 6.1% | 6.5% | 4.3% | 3.2% | 3.6% | 1.7% | 30.5% | 29.7% | 35.1% | 5.1% | 9.7% |
| Other | 5.9% | 5.6% | 7.2% | 3.0% | 3.2% | 2.3% | 3.0% | 2.9% | 3.3% | 5.7% | 3.1% |
| Any Other General Business | 5.9% | 6.3% | 4.2% | 3.2% | 3.6% | 1.5% | 26.5% | 25.9% | 30.1% | 5.3% | 7.1% |
| Employee Training/Seminar | 5.5% | 6.1% | 3.1% | 3.3% | 3.8% | 1.5% | 23.0% | 23.4% | 20.4% | 4.6% | 8.7% |
| Business - Conference/Seminar | 4.7% | 5.4% | 1.8% | 3.0% | 3.3% | 1.3% | 18.0% | 20.5% | 4.0% | 4.0% | 7.2% |
| Business - Convention/Tradeshaw | 4.3% | 4.9% | 2.3% | 3.4% | 3.8% | 1.5% | 12.1% | 12.4% | 10.4% | 3.8% | 5.2% |
| Internal Business Meeting | 4.3% | 5.0% | 1.8% | 3.0% | 3.4% | 1.3% | 14.3% | 15.8% | 5.6% | 3.7% | 6.8% |
| Sales/Marketing | 4.0% | 4.5% | 1.7% | 3.0% | 3.3% | 1.3% | 11.6% | 12.6% | 6.0% | 3.7% | 3.7% |
| Internal Operations/Equipment Repair or Service | 3.4% | 3.9% | 1.6% | 2.7% | 3.1% | 1.3% | 8.5% | 9.2% | 4.4% | 3.1% | 3.7% |
| Incentive/Reward | 3.3% | 3.7% | 1.8% | 2.9% | 3.2% | 1.4% | 6.7% | 7.1% | 4.7% | 3.2% | 3.4% |
| Did you extend your stay for leisure purposes? | | | | | | | | | | | |
| No | 69.0% | 64.9% | 96.1% | 35.3% | 34.4% | 100.0% | 73.8% | 70.0% | 95.9% | 65.2% | 76.9% |
| Yes | 30.5% | 34.4% | 3.9% | 60.6% | 61.5% | | 26.2% | 30.0% | 4.1% | 33.8% | 23.1% |
| Primary mode of transportation used on trip | | | | | | | | | | | |
| Own Auto/Truck | 68.9% | 63.9% | 89.6% | 72.0% | 67.7% | 91.0% | 43.7% | 36.8% | 83.7% | 89.0% | |
| Airplane | 16.7% | 20.5% | 0.9% | 14.9% | 18.1% | 0.7% | 37.4% | 43.4% | 2.3% | | 100.0% |
| Rental Car | 7.4% | 8.6% | 2.5% | 7.2% | 8.2% | 2.6% | 10.5% | 12.1% | 1.6% | 9.6% | |
| Other | 1.9% | 1.6% | 2.8% | 0.8% | 0.8% | 0.7% | 3.5% | 2.6% | 8.5% | | |
| Bus | 1.2% | 1.0% | 2.0% | 1.1% | 0.8% | 2.3% | 1.7% | 1.6% | 2.3% | | |
| Camper/RV | 1.1% | 1.4% | 0.1% | 1.2% | 1.5% | 0.1% | 0.8% | 0.9% | | 1.5% | |
| Train | 1.1% | 1.1% | 1.0% | 1.1% | 1.1% | 1.1% | 1.2% | 1.1% | 1.6% | | |
| Ship/Boat | 0.7% | 0.9% | | 0.8% | 0.9% | | 0.5% | 0.5% | | | |
| Motorcycle | 0.6% | 0.7% | 0.5% | 0.6% | 0.6% | 0.6% | 0.6% | 0.7% | | | |
| Motorcoach/Group Tour | 0.4% | 0.3% | 0.6% | 0.4% | 0.3% | 0.8% | 0.2% | 0.2% | | | |

| Sample Size | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|---|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| All Modes of transportation used on trip | 6589 | 5297 | 1287 | 5348 | 4379 | 969 | 680 | 580 | 100 | 5102 | 1097 |
| Own Auto/Truck | 72.9% | 68.8% | 90.3% | 75.9% | 72.3% | 91.8% | 49.7% | 43.9% | 83.7% | 90.0% | 14.3% |
| Airplane | 21.6% | 26.4% | 1.3% | 19.8% | 23.9% | 1.3% | 43.1% | 50.1% | 2.3% | 5.3% | 100.0% |
| Rental Car | 15.2% | 18.2% | 3.0% | 14.3% | 16.8% | 3.3% | 27.0% | 31.4% | 1.6% | 11.6% | 34.4% |
| Bus | 4.5% | 5.0% | 2.5% | 4.2% | 4.5% | 3.0% | 6.4% | 7.1% | 2.3% | 2.4% | 5.9% |
| Other | 4.2% | 4.3% | 3.8% | 2.9% | 3.2% | 1.7% | 7.1% | 6.7% | 9.2% | 1.6% | 5.5% |
| Train | 4.2% | 4.8% | 1.5% | 4.0% | 4.5% | 1.7% | 5.3% | 6.0% | 1.6% | 2.5% | 4.9% |
| Camper/RV | 3.1% | 3.7% | 0.5% | 3.2% | 3.8% | 0.7% | 2.5% | 3.0% | | 3.4% | 1.5% |
| Ship/Boat | 3.0% | 3.6% | 0.4% | 3.0% | 3.6% | 0.5% | 2.5% | 2.9% | | 2.1% | 2.8% |
| Motorcycle | 2.5% | 2.9% | 1.0% | 2.5% | 2.8% | 1.3% | 2.8% | 3.3% | | 2.0% | 1.5% |
| Motorcoach/Group Tour | 2.2% | 2.5% | 1.1% | 2.1% | 2.3% | 1.4% | 2.7% | 3.2% | | 1.6% | 2.5% |
| Average Total Travel Party Size | 2.62 | 2.63 | 2.61 | 2.73 | 2.72 | 2.78 | 1.91 | 1.95 | 1.70 | 2.69 | 2.21 |
| Average Total Travel Party Size in HH | 2.14 | 2.16 | 2.06 | 2.23 | 2.24 | 2.18 | 1.55 | 1.55 | 1.58 | 2.24 | 1.78 |
| All travel Party Members under 18 | | | | | | | | | | | |
| 0 | 70.6% | 69.6% | 74.3% | 68.3% | 67.7% | 71.4% | 85.9% | 85.7% | 87.0% | 68.0% | 80.5% |
| 1 | 13.9% | 14.0% | 13.8% | 14.7% | 14.7% | 14.5% | 5.9% | 5.6% | 7.9% | 15.0% | 10.1% |
| 2 | 10.3% | 11.2% | 6.9% | 11.2% | 11.8% | 8.3% | 6.4% | 7.1% | 2.7% | 11.4% | 6.6% |
| 3 | 2.9% | 3.1% | 2.4% | 3.4% | 3.5% | 2.6% | 0.7% | 0.4% | 2.4% | 3.2% | 2.0% |
| 4 | 1.3% | 1.3% | 1.2% | 1.5% | 1.5% | 1.5% | 0.5% | 0.6% | | 1.6% | 0.4% |
| 5+ | 0.9% | 0.8% | 1.4% | 1.0% | 0.8% | 1.7% | 0.6% | 0.7% | | 1.0% | 0.4% |
| Number of Travel Party Members over 18 | | | | | | | | | | | |
| 1 | 29.4% | 29.9% | 27.3% | 24.7% | 25.2% | 22.7% | 61.6% | 61.5% | 62.1% | 25.4% | 46.2% |
| 2 | 53.0% | 52.4% | 55.3% | 56.6% | 56.3% | 57.7% | 27.0% | 26.7% | 28.4% | 56.5% | 39.2% |
| 3 | 9.3% | 9.1% | 9.9% | 9.8% | 9.6% | 10.7% | 5.9% | 5.4% | 8.5% | 10.1% | 6.5% |
| 4 | 4.5% | 4.8% | 3.5% | 5.0% | 5.1% | 4.3% | 1.8% | 2.1% | | 4.5% | 4.5% |
| 5+ | 3.8% | 3.8% | 4.1% | 3.9% | 3.7% | 4.6% | 3.8% | 4.3% | 1.0% | 3.5% | 3.5% |
| All Travel Party Members | | | | | | | | | | | |
| 1 | 23.6% | 23.7% | 23.1% | 19.1% | 19.2% | 18.7% | 57.8% | 57.9% | 57.7% | 19.6% | 40.5% |
| 2 | 39.0% | 38.2% | 42.2% | 40.7% | 40.4% | 42.2% | 21.0% | 20.6% | 23.7% | 40.5% | 33.0% |
| 3 | 15.4% | 15.2% | 16.2% | 16.4% | 16.2% | 17.2% | 8.8% | 8.0% | 13.1% | 16.7% | 10.9% |
| 4 | 12.2% | 13.0% | 9.0% | 13.2% | 13.7% | 11.0% | 6.8% | 7.6% | 2.2% | 12.8% | 9.3% |
| 5+ | 9.8% | 9.9% | 9.5% | 10.6% | 10.5% | 10.9% | 5.6% | 6.0% | 3.4% | 10.4% | 6.3% |
| Average Number of States Visited | 1.23 | 1.27 | 1.02 | 1.20 | 1.25 | 1.01 | 1.26 | 1.30 | 1.00 | 1.22 | 1.16 |
| Number of US states visited per trip | | | | | | | | | | | |
| 1 | 90.3% | 88.4% | 98.4% | 90.7% | 88.9% | 98.9% | 90.9% | 89.4% | 100.0% | 91.1% | 89.5% |
| 2 | 5.4% | 6.3% | 1.5% | 5.5% | 6.5% | 1.0% | 4.0% | 4.7% | | 4.8% | 7.8% |
| 3 | 1.8% | 2.2% | 0.1% | 1.6% | 2.0% | 0.1% | 2.0% | 2.4% | | 1.6% | 1.4% |
| 4+ | 2.5% | 3.0% | | 2.2% | 2.6% | | 3.0% | 3.5% | | 2.5% | 1.3% |

| State Level Data | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|---|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6339 | 4843 | 1496 | 5169 | 4029 | 1140 | 663 | 538 | 125 | 4898 | 1086 |
| Cities visited in the state | | | | | | | | | | | |
| Los Angeles Area | 23.0% | 24.2% | 18.9% | 22.4% | 23.6% | 18.5% | 26.6% | 27.3% | 23.6% | 19.7% | 35.6% |
| San Diego Area | 15.3% | 16.4% | 11.7% | 15.5% | 16.3% | 12.7% | 16.9% | 18.3% | 10.6% | 14.7% | 16.7% |
| Anaheim/Orange County | 14.4% | 15.9% | 9.5% | 15.1% | 16.5% | 10.3% | 12.5% | 13.4% | 8.9% | 13.7% | 17.6% |
| San Francisco Area | 13.2% | 15.2% | 6.6% | 13.1% | 14.8% | 7.2% | 15.5% | 17.4% | 7.6% | 10.2% | 25.2% |
| Sacramento | 7.8% | 7.5% | 8.9% | 7.5% | 7.2% | 8.6% | 8.6% | 9.0% | 7.1% | 8.1% | 6.7% |
| Palm Springs | 5.8% | 6.4% | 4.0% | 6.3% | 6.7% | 4.9% | 3.6% | 4.2% | 0.7% | 5.8% | 5.9% |
| Lake Tahoe | 5.5% | 6.2% | 3.2% | 6.1% | 6.8% | 3.7% | 3.2% | 3.4% | 2.2% | 5.9% | 3.8% |
| San Jose | 5.1% | 5.5% | 3.8% | 4.4% | 4.8% | 3.0% | 9.7% | 9.3% | 11.4% | 4.5% | 6.9% |
| Monterey/Santa Cruz | 4.6% | 4.9% | 3.4% | 4.7% | 4.9% | 3.8% | 3.9% | 3.6% | 5.1% | 4.6% | 3.5% |
| Fresno | 4.5% | 4.7% | 3.9% | 4.2% | 4.5% | 3.4% | 5.5% | 4.4% | 10.3% | 4.9% | 2.6% |
| Santa Barbara | 4.5% | 5.1% | 2.6% | 4.7% | 5.4% | 2.4% | 2.5% | 2.4% | 3.2% | 4.3% | 4.3% |
| Oakland | 4.0% | 4.4% | 2.9% | 3.7% | 4.0% | 2.7% | 4.8% | 5.0% | 3.7% | 3.5% | 5.8% |
| Other (Specify) | 26.2% | 23.7% | 34.6% | 26.3% | 24.7% | 32.0% | 20.3% | 16.8% | 35.2% | 29.2% | 13.2% |
| Stayed overnight/Did not stay overnight | | | | | | | | | | | |
| Stayed overnight | 76.4% | 100.0% | | 77.9% | 100.0% | | 81.2% | 100.0% | | 72.7% | 95.9% |
| Did not stay overnight | 23.6% | | 100.0% | 22.1% | | 100.0% | 18.8% | | 100.0% | 27.3% | 4.1% |
| Stayed at Accommodation- Proportion | | | | | | | | | | | |
| Hotel | 59.9% | 59.9% | | 55.4% | 55.4% | | 89.6% | 89.6% | | 57.8% | 66.1% |
| Private Home | 32.1% | 32.1% | | 35.1% | 35.1% | | 11.6% | 11.6% | | 32.1% | 33.0% |
| Other | 4.5% | 4.5% | | 4.4% | 4.4% | | 3.0% | 3.0% | | 4.1% | 3.4% |
| RV/Tent | 4.1% | 4.1% | | 4.4% | 4.4% | | 2.4% | 2.4% | | 5.1% | 0.6% |
| Shared Economy Property (AirBnB, VRBO, etc) | 4.0% | 4.0% | | 4.3% | 4.3% | | 2.5% | 2.5% | | 3.6% | 4.9% |
| B&B | 3.6% | 3.6% | | 3.6% | 3.6% | | 3.5% | 3.5% | | 3.7% | 2.8% |
| Personal Second Home/Condo | 2.8% | 2.8% | | 3.0% | 3.0% | | 1.3% | 1.3% | | 3.0% | 1.9% |
| Time Share | 2.6% | 2.6% | | 2.7% | 2.7% | | 2.7% | 2.7% | | 2.7% | 2.3% |
| Rental Home | 1.9% | 1.9% | | 1.9% | 1.9% | | 1.3% | 1.3% | | 2.1% | 1.0% |
| Rental Condo | 1.5% | 1.5% | | 1.4% | 1.4% | | 1.7% | 1.7% | | 1.3% | 1.4% |
| Trip Expenditures | | | | | | | | | | | |
| Lodging | \$205 | \$268 | | \$198 | \$255 | | \$328 | \$405 | | \$165 | \$412 |
| Transportation to get to State | \$159 | \$199 | \$28 | \$157 | \$194 | \$27 | \$227 | \$272 | \$36 | \$81 | \$527 |
| Food/Beverage/Dining | \$146 | \$177 | \$44 | \$145 | \$172 | \$48 | \$207 | \$247 | \$33 | \$123 | \$266 |
| Entertainment | \$71 | \$88 | \$18 | \$82 | \$99 | \$22 | \$25 | \$27 | \$16 | \$63 | \$119 |
| Shopping/Gifts/Souvenirs | \$57 | \$65 | \$32 | \$63 | \$70 | \$38 | \$41 | \$46 | \$16 | \$48 | \$94 |
| Gasoline within State | \$52 | \$58 | \$33 | \$54 | \$60 | \$33 | \$41 | \$42 | \$35 | \$57 | \$37 |
| Transportation within State | \$42 | \$51 | \$14 | \$42 | \$50 | \$14 | \$60 | \$70 | \$16 | \$29 | \$100 |
| Groceries | \$33 | \$37 | \$18 | \$36 | \$40 | \$20 | \$19 | \$20 | \$14 | \$32 | \$41 |
| Gaming | \$23 | \$23 | \$22 | \$26 | \$25 | \$27 | \$10 | \$11 | \$8 | \$22 | \$23 |
| Amenities | \$17 | \$19 | \$12 | \$19 | \$20 | \$14 | \$11 | \$11 | \$12 | \$13 | \$28 |
| Other | \$13 | \$14 | \$11 | \$13 | \$15 | \$8 | \$15 | \$10 | \$35 | \$12 | \$15 |
| Parking/Tolls within State | \$10 | \$12 | \$4 | \$11 | \$13 | \$4 | \$9 | \$9 | \$10 | \$10 | \$12 |
| Total | \$828 | \$1011 | \$237 | \$846 | \$1013 | \$254 | \$993 | \$1170 | \$230 | \$655 | \$1673 |
| Total Expenditure minus Transportation | \$670 | \$812 | \$209 | \$689 | \$820 | \$227 | \$766 | \$898 | \$194 | \$575 | \$1146 |
| Average Spending per Visitor in HH (In-State only) | \$313 | \$376 | \$101 | \$309 | \$366 | \$104 | \$494 | \$579 | \$123 | \$257 | \$644 |
| Average nights in California | 2.6 | 3.4 | | 2.6 | 3.4 | | 2.9 | 3.6 | | 2.2 | 4.5 |
| Trip Activities | | | | | | | | | | | |
| Visiting relatives | 24.0% | 25.9% | 17.8% | 27.0% | 28.9% | 20.4% | 7.8% | 8.0% | 6.9% | 23.8% | 28.7% |
| Shopping | 22.7% | 25.5% | 13.7% | 24.3% | 27.2% | 14.1% | 13.7% | 15.2% | 7.0% | 21.1% | 29.7% |
| Beach | 18.0% | 20.7% | 9.0% | 19.5% | 22.1% | 10.3% | 11.8% | 13.2% | 6.2% | 17.1% | 23.8% |
| Visiting friends | 16.4% | 18.1% | 11.0% | 17.9% | 19.5% | 12.1% | 8.5% | 9.0% | 6.6% | 15.4% | 22.8% |
| Fine dining | 16.2% | 18.7% | 8.4% | 16.7% | 18.8% | 9.5% | 16.8% | 19.3% | 6.3% | 14.4% | 25.3% |
| None of the above | 13.9% | 10.6% | 24.7% | 7.9% | 6.0% | 14.4% | 43.9% | 40.1% | 60.5% | 13.5% | 14.9% |
| Urban sightseeing | 11.9% | 13.5% | 6.9% | 12.7% | 14.2% | 7.3% | 8.2% | 9.0% | 5.0% | 10.0% | 20.2% |
| Theme park/ Amusement park/ Water park | 10.8% | 12.1% | 6.5% | 12.3% | 13.6% | 7.8% | 3.4% | 3.4% | 3.5% | 10.3% | 13.7% |
| Theme park | 10.8% | 12.1% | 6.5% | 12.3% | 13.6% | 7.8% | 3.4% | 3.4% | 3.5% | 10.3% | 13.7% |
| Museums | 10.0% | 11.8% | 4.0% | 10.4% | 12.1% | 4.4% | 7.2% | 8.1% | 3.2% | 9.1% | 13.9% |
| Rural sightseeing | 9.2% | 9.9% | 6.6% | 10.0% | 10.7% | 7.7% | 5.7% | 5.8% | 5.2% | 9.0% | 9.9% |
| Historic sites/churches | 8.2% | 9.8% | 2.9% | 8.5% | 10.1% | 3.0% | 6.3% | 7.0% | 3.1% | 7.5% | 10.3% |
| State park/Monuments/ Recreation areas | 7.9% | 9.1% | 3.7% | 8.3% | 9.5% | 3.9% | 7.2% | 7.4% | 6.2% | 7.1% | 10.2% |
| Art galleries | 6.8% | 8.0% | 3.0% | 7.0% | 8.1% | 3.1% | 5.1% | 5.6% | 3.2% | 6.2% | 8.7% |
| Hiking/ Backpacking/ Canyoneering | 6.6% | 7.7% | 3.1% | 7.6% | 8.6% | 3.8% | 2.0% | 2.5% | | 6.7% | 7.5% |

| State Level Data | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|---|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6339 | 4843 | 1496 | 5169 | 4029 | 1140 | 663 | 538 | 125 | 4898 | 1086 |
| Trip Activities (continued) | | | | | | | | | | | |
| Casino/gaming | 6.3% | 6.6% | 5.2% | 6.8% | 7.0% | 6.1% | 4.3% | 5.1% | 1.0% | 6.8% | 4.3% |
| Wine tasting/winery tour | 5.8% | 6.9% | 2.2% | 6.2% | 7.3% | 2.4% | 3.9% | 4.4% | 1.6% | 4.9% | 10.3% |
| Family reunion | 5.2% | 5.8% | 2.9% | 5.7% | 6.3% | 3.4% | 2.1% | 2.3% | 1.6% | 5.0% | 6.7% |
| National park/Monuments/ Recreation areas | 5.0% | 5.8% | 2.7% | 5.6% | 6.2% | 3.4% | 3.0% | 3.5% | 0.9% | 4.7% | 6.7% |
| Wildlife viewing | 5.0% | 5.9% | 1.9% | 5.5% | 6.3% | 2.5% | 2.0% | 2.5% | | 5.1% | 4.8% |
| Nightclub/dancing | 4.8% | 5.8% | 1.6% | 4.9% | 5.8% | 1.6% | 5.0% | 6.0% | 0.9% | 4.0% | 8.5% |
| Zoos/ Aquariums/ Aviaries | 4.8% | 5.4% | 2.8% | 5.2% | 5.7% | 3.6% | 2.4% | 2.8% | 0.6% | 4.3% | 7.3% |
| Gardens | 4.7% | 5.8% | 1.3% | 5.0% | 6.1% | 1.1% | 3.2% | 3.3% | 2.8% | 3.8% | 8.7% |
| Craft breweries | 3.9% | 4.3% | 2.4% | 4.1% | 4.5% | 2.8% | 2.9% | 3.1% | 1.8% | 3.8% | 4.5% |
| Camping | 3.5% | 4.4% | 0.8% | 3.7% | 4.7% | 0.4% | 3.2% | 3.1% | 4.0% | 3.8% | 1.9% |
| Musical performance/show | 3.1% | 3.6% | 1.7% | 3.4% | 3.8% | 1.9% | 2.1% | 2.0% | 2.5% | 2.9% | 4.3% |
| Spa/health club | 3.1% | 3.9% | 0.8% | 3.1% | 3.9% | 0.5% | 3.4% | 3.9% | 1.5% | 2.7% | 4.9% |
| Other nature (photography, rockhound, etc) | 3.1% | 3.2% | 2.6% | 3.2% | 3.2% | 3.3% | 2.1% | 2.4% | 0.9% | 3.2% | 2.5% |
| Theater/drama | 2.9% | 3.4% | 1.4% | 3.1% | 3.5% | 1.4% | 2.3% | 2.3% | 2.5% | 2.4% | 4.7% |
| Nature travel/ecotouring | 2.9% | 3.3% | 1.5% | 3.2% | 3.6% | 1.9% | 1.9% | 2.3% | | 2.7% | 4.1% |
| Old homes/mansions | 2.8% | 3.3% | 1.2% | 2.8% | 3.3% | 1.2% | 2.2% | 2.4% | 1.4% | 2.6% | 3.6% |
| Special events/Festivals | 2.7% | 3.1% | 1.7% | 2.8% | 3.1% | 1.7% | 2.8% | 3.2% | 1.3% | 2.5% | 2.9% |
| Musical theater | 2.5% | 2.7% | 1.8% | 2.5% | 2.6% | 2.0% | 2.2% | 2.1% | 2.7% | 2.4% | 2.3% |
| Sports events | 2.2% | 2.7% | 0.6% | 2.5% | 3.0% | 0.7% | 1.3% | 1.6% | | 1.8% | 4.1% |
| Area where a TV show or movie was filmed | 2.0% | 2.4% | 0.7% | 2.0% | 2.3% | 0.9% | 2.4% | 2.9% | | 1.6% | 3.9% |
| Bird watching | 2.0% | 2.5% | 0.4% | 2.0% | 2.4% | 0.5% | 2.8% | 3.4% | | 1.9% | 2.2% |
| Fishing | 1.9% | 2.0% | 1.4% | 1.9% | 2.0% | 1.3% | 2.5% | 2.4% | 3.0% | 1.9% | 1.1% |
| Local/folk arts/crafts | 1.8% | 2.0% | 1.1% | 1.9% | 2.0% | 1.2% | 0.8% | 0.9% | | 1.7% | 2.0% |
| Golf | 1.7% | 2.1% | 0.4% | 1.8% | 2.2% | 0.5% | 2.0% | 2.3% | 0.9% | 1.7% | 2.2% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (spectator) | 1.5% | 1.7% | 1.0% | 1.6% | 1.7% | 1.1% | 0.8% | 1.0% | | 1.6% | 1.6% |
| Biking /Road biking/ Cycling | 1.5% | 1.8% | 0.4% | 1.4% | 1.7% | 0.3% | 1.8% | 2.0% | 0.9% | 1.2% | 2.2% |
| Sailing | 1.4% | 1.7% | 0.5% | 1.4% | 1.6% | 0.3% | 1.8% | 2.3% | | 1.2% | 1.7% |
| Horseback riding | 1.4% | 1.6% | 0.5% | 1.2% | 1.3% | 0.5% | 3.9% | 4.6% | 1.0% | 1.2% | 1.8% |
| Motor boat/Jet ski | 1.3% | 1.6% | 0.3% | 1.3% | 1.7% | 0.2% | 1.0% | 1.3% | | 1.3% | 1.3% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (participant) | 1.2% | 1.4% | 0.5% | 1.1% | 1.3% | 0.5% | 0.9% | 1.1% | | 1.2% | 1.6% |
| Mountain biking | 1.1% | 1.3% | 0.6% | 1.0% | 1.2% | 0.4% | 1.6% | 1.8% | 0.9% | 1.1% | 1.0% |
| Hunting | 1.1% | 1.3% | 0.6% | 1.0% | 1.2% | 0.5% | 1.4% | 1.7% | | 1.1% | 0.7% |
| Skiing/snowboarding | 1.1% | 1.3% | 0.5% | 1.3% | 1.5% | 0.4% | 0.1% | 0.1% | | 1.2% | 0.8% |
| Symphony/opera/concert | 1.1% | 1.3% | 0.4% | 1.2% | 1.4% | 0.6% | 0.4% | 0.5% | | 0.8% | 2.1% |
| Motor sports - NASCAR/Indy | 1.0% | 1.3% | 0.3% | 0.9% | 1.1% | 0.2% | 1.5% | 1.7% | 0.7% | 0.9% | 0.9% |
| Farms/ Ranches/ Agri-tours | 1.0% | 1.1% | 0.8% | 1.1% | 1.1% | 0.9% | 1.2% | 1.2% | 0.9% | 1.0% | 0.9% |
| Rock/mountain climbing | 1.0% | 1.2% | 0.4% | 1.0% | 1.2% | 0.2% | 1.0% | 1.1% | 0.7% | 0.9% | 1.4% |
| Native American ruins/Rock art | 1.0% | 1.2% | 0.3% | 1.0% | 1.2% | 0.3% | 1.2% | 1.3% | 0.7% | 0.9% | 0.9% |
| Horseracing | 1.0% | 1.1% | 0.6% | 0.9% | 1.1% | 0.5% | 1.4% | 1.0% | 2.9% | 0.8% | 1.6% |
| Snow sports other than skiing or snowmobiling | 0.9% | 1.0% | 0.6% | 1.0% | 1.1% | 0.6% | 0.2% | 0.2% | | 0.8% | 0.9% |
| Rodeo/State fair | 0.8% | 0.9% | 0.6% | 0.8% | 0.9% | 0.4% | 1.3% | 1.4% | 0.7% | 0.8% | 0.9% |
| ATV/Four-wheeling | 0.8% | 0.9% | 0.4% | 0.8% | 0.9% | 0.3% | 0.8% | 0.9% | 0.7% | 0.7% | 1.0% |
| Water skiing | 0.8% | 0.9% | 0.3% | 0.8% | 1.0% | 0.4% | 0.2% | 0.2% | | 0.6% | 1.0% |
| Caverns | 0.8% | 0.9% | 0.4% | 0.7% | 0.9% | 0.2% | 0.5% | 0.4% | 1.0% | 0.8% | 0.5% |
| Scuba diving/snorkeling | 0.7% | 0.9% | 0.2% | 0.8% | 0.9% | 0.2% | 1.0% | 1.1% | 0.6% | 0.6% | 1.1% |
| High School/College reunion | 0.7% | 0.9% | 0.2% | 0.7% | 0.8% | 0.2% | 0.9% | 1.1% | | 0.4% | 1.7% |
| Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding | 0.6% | 0.7% | 0.2% | 0.7% | 0.8% | 0.3% | 0.6% | 0.7% | | 0.6% | 0.6% |
| Snowmobiling | 0.6% | 0.8% | | 0.6% | 0.8% | | 0.9% | 1.1% | | 0.5% | 0.9% |
| Hang gliding/ Skydiving/ Base jumping | 0.5% | 0.6% | 0.2% | 0.6% | 0.6% | 0.3% | 0.1% | 0.2% | | 0.4% | 0.9% |
| Tennis | 0.3% | 0.4% | 0.1% | 0.3% | 0.3% | 0.1% | 0.9% | 1.1% | | 0.2% | 0.8% |
| Distilleries | 0.3% | 0.3% | 0.1% | 0.3% | 0.3% | 0.1% | | | | 0.2% | 0.5% |
| Trip Planning sources | | | | | | | | | | | |
| Offline Sources (Net) | 65.3% | 69.4% | 52.3% | 66.4% | 70.4% | 52.4% | 62.1% | 63.0% | 58.5% | 64.4% | 69.8% |
| Corporate travel department (in person or by phone) | 2.4% | 2.8% | 1.2% | 1.1% | 1.4% | 0.3% | 12.1% | 13.8% | 5.1% | 1.5% | 6.0% |
| Destination printed material | 3.4% | 3.8% | 2.0% | 3.5% | 3.9% | 2.0% | 3.5% | 3.9% | 1.9% | 3.2% | 3.7% |
| Friends/relatives | 27.1% | 30.1% | 17.6% | 29.8% | 32.8% | 19.2% | 13.4% | 14.4% | 8.6% | 26.4% | 32.3% |

| State Level Data | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|---|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6339 | 4843 | 1496 | 5169 | 4029 | 1140 | 663 | 538 | 125 | 4898 | 1086 |
| Trip Planning sources (continued) | | | | | | | | | | | |
| Magazine | 3.2% | 3.7% | 1.5% | 3.1% | 3.5% | 1.4% | 3.9% | 4.3% | 2.3% | 3.0% | 3.4% |
| Newspaper | | | | | | | | | | | |
| Own experience | 37.7% | 38.4% | 35.1% | 38.2% | 39.3% | 34.2% | 33.7% | 31.2% | 44.1% | 38.4% | 37.7% |
| Radio | | | | | | | | | | | |
| TV | 3.7% | 4.2% | 1.8% | 3.7% | 4.2% | 1.9% | 3.4% | 4.1% | | 3.5% | 3.3% |
| Travel Agent (in person or by phone) | 2.4% | 2.9% | 0.8% | 2.3% | 2.8% | 0.6% | 4.5% | 4.8% | 3.2% | 1.9% | 3.7% |
| Travel book | | | | | | | | | | | |
| Travel club (AAA) | 6.2% | 7.2% | 3.1% | 6.8% | 7.7% | 3.5% | 4.3% | 4.6% | 3.1% | 6.3% | 5.0% |
| Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone | 5.0% | 6.1% | 1.4% | 4.7% | 5.7% | 1.4% | 7.6% | 8.4% | 4.4% | 3.4% | 11.4% |
| Other 'offline' planning sources(s) | 1.0% | 0.8% | 1.8% | 1.0% | 0.7% | 1.8% | 1.0% | 0.8% | 1.8% | 1.0% | 0.6% |
| Online Sources (Excluding Social/Commercial Networking Sources) (Net) | 28.9% | 33.2% | 14.8% | 28.3% | 32.1% | 15.0% | 38.3% | 42.9% | 18.6% | 24.0% | 50.1% |
| Online Sources (Including Social/Commercial Networking Sources) (Net) | 42.8% | 47.7% | 27.0% | 43.0% | 47.2% | 28.1% | 46.9% | 51.5% | 27.3% | 38.4% | 60.7% |
| Corporate desktop travel tool/Intranet | 1.7% | 1.8% | 1.3% | 0.8% | 0.9% | 0.7% | 8.6% | 8.7% | 8.1% | 0.9% | 5.0% |
| Destination website (official site of state, city or attraction) | 10.2% | 11.3% | 6.7% | 11.1% | 12.0% | 8.0% | 6.2% | 6.9% | 3.1% | 10.0% | 11.2% |
| Online full service travel website (Expedia, Travelocity, etc.) | 10.1% | 12.4% | 2.8% | 9.8% | 11.9% | 2.5% | 14.1% | 16.7% | 3.0% | 8.5% | 17.6% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | | | | | | | | | | | |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 11.9% | 14.5% | 3.7% | 11.7% | 14.1% | 3.5% | 15.9% | 18.5% | 4.9% | 7.7% | 29.9% |
| Search engines (Google, Bing, Yahoo, etc.) | 17.5% | 19.5% | 11.2% | 18.4% | 20.4% | 11.3% | 13.3% | 13.7% | 11.9% | 16.6% | 21.2% |
| Other online planning sources(s) | 1.9% | 1.9% | 2.2% | 2.0% | 2.0% | 2.1% | 1.6% | 1.0% | 4.3% | 2.0% | 1.6% |
| Social/Commercial Networking Sources (Net) * | 16.8% | 19.0% | 9.6% | 16.8% | 18.8% | 9.8% | 17.3% | 18.9% | 10.8% | 16.2% | 18.9% |
| Pinterest | 1.9% | 2.1% | 1.1% | 1.9% | 2.2% | 0.9% | 1.6% | 1.1% | 3.7% | 1.6% | 2.3% |
| MySpace | | | | | | | | | | | |
| Facebook | 8.4% | 9.3% | 5.1% | 8.6% | 9.4% | 5.4% | 8.8% | 9.8% | 4.4% | 8.3% | 8.7% |
| Instagram | 3.6% | 4.0% | 2.0% | 3.4% | 3.8% | 1.9% | 4.6% | 4.9% | 3.2% | 3.1% | 4.7% |
| LinkedIn | | | | | | | | | | | |
| Match.com | | | | | | | | | | | |
| Twitter | 2.0% | 2.3% | 1.1% | 1.9% | 2.2% | 1.0% | 3.0% | 3.1% | 2.4% | 1.8% | 2.8% |
| Blogs | 2.4% | 2.7% | 1.5% | 2.5% | 2.7% | 1.7% | 2.0% | 1.9% | 2.1% | 2.1% | 3.0% |
| Travel review sites (TripAdvisor, Yelp, etc.) | 6.8% | 7.9% | 3.0% | 7.0% | 8.0% | 3.5% | 5.7% | 6.8% | 0.9% | 6.2% | 9.2% |
| Yahoo Trip Planner | | | | | | | | | | | |
| VibeAgent | | | | | | | | | | | |
| Online forums | | | | | | | | | | | |
| Other social/commercial networking sources | 0.6% | 0.6% | 0.7% | 0.5% | 0.4% | 0.6% | 1.6% | 1.8% | 0.7% | 0.7% | 0.2% |
| Mobile (Net) | | | | | | | | | | | |
| iPhone | | | | | | | | | | | |
| Mobile Web Browsing | | | | | | | | | | | |
| Other mobile sites | | | | | | | | | | | |
| Someone else planned for me and I don't know the method | 2.0% | 2.1% | 1.5% | 1.8% | 1.8% | 1.6% | 3.6% | 4.1% | 1.2% | 1.6% | 3.2% |
| No plans were made for this destination | 19.8% | 15.0% | 35.4% | 19.2% | 15.1% | 33.7% | 17.5% | 13.8% | 33.7% | 22.7% | 7.7% |
| Advance Trip Consideration | | | | | | | | | | | |
| Less than 2 weeks before the visit | 28.6% | 21.2% | 52.3% | 28.0% | 20.5% | 54.4% | 25.7% | 23.1% | 36.7% | 32.2% | 11.8% |
| Within 2 weeks-4 weeks of visit | 16.6% | 16.7% | 16.2% | 16.2% | 16.1% | 16.4% | 21.5% | 22.3% | 18.2% | 17.3% | 13.8% |
| At least 1 month, but less than 3 months before the visit | 20.1% | 22.3% | 12.9% | 20.0% | 22.5% | 11.3% | 22.1% | 23.1% | 17.4% | 19.0% | 25.5% |
| At least 3 months, but less than 6 months before the visit | 14.2% | 16.3% | 7.5% | 15.1% | 17.1% | 8.1% | 10.3% | 11.3% | 5.8% | 13.1% | 20.6% |
| At least 6 months, but less than 1 year before the visit | 11.0% | 13.2% | 4.2% | 11.5% | 13.6% | 3.9% | 10.3% | 10.4% | 10.2% | 9.7% | 17.1% |
| More than a year before the visit | 9.5% | 10.2% | 7.0% | 9.3% | 10.3% | 5.9% | 10.2% | 9.8% | 11.8% | 8.7% | 11.2% |
| Advance Trip Decision | | | | | | | | | | | |
| Less than 2 weeks before the visit | 37.5% | 29.8% | 62.5% | 37.1% | 29.2% | 65.0% | 32.8% | 30.6% | 42.6% | 41.7% | 18.1% |
| Within 2 weeks-4 weeks of visit | 17.9% | 19.1% | 13.9% | 17.6% | 18.7% | 13.7% | 23.2% | 24.5% | 17.7% | 17.9% | 18.1% |
| At least 1 month, but less than 3 months before the visit | 19.5% | 22.0% | 11.3% | 19.7% | 22.3% | 10.5% | 20.6% | 21.1% | 18.2% | 18.1% | 28.1% |
| At least 3 months, but less than 6 months before the visit | 11.7% | 14.1% | 4.1% | 12.1% | 14.4% | 3.8% | 9.9% | 10.8% | 6.0% | 9.9% | 19.9% |
| At least 6 months, but less than 1 year before the visit | 8.4% | 9.8% | 3.8% | 8.7% | 10.1% | 3.4% | 7.5% | 7.6% | 7.2% | 7.6% | 10.7% |
| More than a year before the visit | 5.1% | 5.3% | 4.5% | 4.9% | 5.2% | 3.6% | 5.9% | 5.4% | 8.3% | 4.9% | 5.2% |
| Trip Booking Sources | | | | | | | | | | | |
| Offline booking (Net) | 30.0% | 35.3% | 12.7% | 28.7% | 33.6% | 11.6% | 42.6% | 47.4% | 22.1% | 27.6% | 36.9% |
| Corporate travel department | 5.6% | 6.7% | 2.1% | 3.6% | 4.2% | 1.4% | 21.0% | 23.5% | 10.3% | 4.4% | 9.7% |
| Directly with destination or attraction (tourist/visitor center etc.) in person or by phone | 9.8% | 11.4% | 4.4% | 10.1% | 11.8% | 4.2% | 8.0% | 9.0% | 3.8% | 10.3% | 6.9% |
| Directly with travel provider in person/phone | 10.5% | 12.9% | 2.7% | 10.8% | 13.1% | 2.7% | 11.3% | 12.7% | 5.2% | 8.6% | 18.1% |

| State Level Data | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Business- Day Trip | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
|--|-------------|----------------------|---------------------|----------------|--------------------|-------------------|-----------------|---------------------|--------------------|--------------------------------------|----------------------|
| Sample Size | 6339 | 4843 | 1496 | 5169 | 4029 | 1140 | 663 | 538 | 125 | 4898 | 1086 |
| Trip Booking Sources | | | | | | | | | | | |
| Travel Agent | 3.0% | 3.5% | 1.6% | 2.8% | 3.2% | 1.6% | 4.7% | 5.3% | 1.9% | 2.3% | 4.3% |
| Travel club (e.g. AAA) | 4.6% | 5.4% | 2.1% | 5.0% | 5.7% | 2.3% | 2.5% | 2.9% | 1.0% | 4.8% | 3.2% |
| Other 'offline' booking method | 1.3% | 1.3% | 1.5% | 1.2% | 1.2% | 1.2% | 2.0% | 1.6% | 3.4% | 1.4% | 0.6% |
| Online booking (Excluding Social/Commercial Networking) (Net) | 37.8% | 45.5% | 12.7% | 37.4% | 44.4% | 12.7% | 47.5% | 54.7% | 16.4% | 31.4% | 65.3% |
| Online booking (Including Social/Commercial Networking) (Net) | 37.8% | 45.5% | 12.7% | 37.4% | 44.4% | 12.7% | 47.5% | 54.7% | 16.4% | 31.4% | 65.3% |
| Corporate desktop travel tool/intranet | 3.5% | 3.9% | 2.1% | 2.5% | 2.7% | 1.6% | 12.5% | 13.3% | 9.1% | 2.5% | 7.2% |
| Destination website | 8.9% | 10.5% | 3.9% | 9.1% | 10.5% | 4.2% | 8.6% | 10.0% | 2.8% | 8.8% | 8.8% |
| Online travel agency (Expedia, Travelocity, etc.) | 14.8% | 18.0% | 4.5% | 14.6% | 17.5% | 4.4% | 17.5% | 21.0% | 2.5% | 13.1% | 22.8% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 13.8% | 17.2% | 2.7% | 13.7% | 17.0% | 2.1% | 16.4% | 18.6% | 6.7% | 8.8% | 35.2% |
| Some other online booking method | 2.4% | 2.7% | 1.4% | 2.7% | 3.0% | 1.5% | 1.1% | 1.2% | 0.7% | 2.4% | 2.2% |
| Someone else booked for me and I don't know the method | 3.6% | 4.4% | 1.1% | 3.6% | 4.3% | 1.0% | 4.0% | 4.6% | 1.0% | 3.3% | 5.0% |
| No bookings were made for this destination | 40.1% | 28.4% | 78.2% | 40.9% | 30.4% | 78.2% | 24.0% | 12.8% | 72.1% | 48.2% | 7.3% |
| Top Satisfaction (1-5) | | | | | | | | | | | |
| Top 2 Box (Net) | 89.4% | 90.7% | 85.2% | 91.0% | 92.1% | 87.0% | 83.6% | 84.9% | 78.0% | 89.6% | 90.3% |
| Extremely Satisfied (5) | 50.3% | 50.5% | 49.6% | 52.9% | 53.1% | 52.1% | 35.2% | 35.1% | 35.9% | 50.9% | 49.1% |
| Very Satisfied (4) | 39.1% | 40.2% | 35.6% | 38.1% | 39.0% | 34.9% | 48.3% | 49.8% | 42.1% | 38.7% | 41.3% |
| Somewhat Satisfied (3) | 9.4% | 8.3% | 13.2% | 8.2% | 7.2% | 11.6% | 14.6% | 13.4% | 19.9% | 9.5% | 8.7% |
| Bottom 2 Box (Net) | 1.2% | 1.1% | 1.6% | 0.8% | 0.7% | 1.4% | 1.8% | 1.7% | 2.2% | 0.9% | 0.9% |
| Not Very Satisfied (2) | 0.8% | 0.6% | 1.3% | 0.5% | 0.4% | 1.0% | 1.2% | 0.9% | 2.2% | 0.6% | 0.7% |
| Not At all Satisfied (1) | 0.4% | 0.4% | 0.3% | 0.3% | 0.3% | 0.3% | 0.6% | 0.7% | | 0.3% | 0.3% |