

2016 Domestic Travel to California (Long Haul States)

Trip and Travel Behavior and Stats

Longhaul States include all states except for Arizona, Colorado, Nevada, Oregon, Utah, and Washington

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	Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Sample Size	1,062	1,048	777	769	213	213	392	601
Top Long haul States of Origin								
Texas	14.1%	14.3%	13.7%	13.9%	10.9%	10.9%	17.5%	12.3%
Florida	12.6%	12.4%	13.0%	12.5%	11.4%	11.4%	14.4%	12.4%
New York	9.8%	9.9%	9.0%	9.1%	14.5%	14.5%	8.5%	10.4%
Illinois	7.1%	7.2%	8.3%	8.3%	4.5%	4.5%	7.8%	7.3%
Massachusetts	4.4%	4.5%	3.8%	3.8%	7.7%	7.7%	4.8%	4.0%
Virginia	3.9%	3.9%	3.2%	3.2%	6.4%	6.4%	3.5%	4.6%
New Jersey	3.5%	3.6%	3.8%	3.9%	3.1%	3.1%	1.2%	5.3%
Ohio	3.4%	3.3%	3.3%	3.4%	2.8%	2.9%	1.9%	3.0%
Pennsylvania	3.1%	3.1%	3.5%	3.5%	2.6%	2.6%	2.2%	4.0%
Maryland	2.6%	2.5%	2.2%	2.2%	3.5%	3.5%	0.2%	3.7%
Michigan	2.6%	2.7%	2.5%	2.6%	2.1%	2.1%	3.3%	2.0%
Georgia	2.6%	2.5%	2.8%	2.6%	1.7%	1.7%	2.2%	2.8%
Hawaii	2.5%	2.6%	3.2%	3.2%	0.7%	0.7%	2.5%	2.8%
North Carolina	2.2%	2.3%	2.1%	2.2%	2.4%	2.4%	2.1%	2.5%
Minnesota	2.1%	2.1%	1.8%	1.8%	3.4%	3.5%	1.3%	2.8%
Wisconsin	1.7%	1.8%	1.6%	1.6%	2.0%	2.0%	1.4%	1.7%
Missouri	1.7%	1.8%	1.7%	1.7%	1.9%	1.9%	2.6%	1.4%
Top Demographic Market Areas (DMAs) of Origin								
New York	12.0%	12.2%	11.6%	11.7%	15.5%	15.6%	9.3%	13.7%
Chicago	6.4%	6.4%	7.3%	7.3%	4.1%	4.1%	6.8%	6.5%
Miami-Ft. Lauderdale	6.1%	5.8%	6.1%	5.6%	5.2%	5.2%	7.7%	5.4%
Dallas-Ft. Worth	5.0%	5.1%	5.3%	5.3%	4.2%	4.2%	6.0%	4.4%
Washington, DC (Hagerstown)	4.6%	4.6%	3.5%	3.6%	7.5%	7.5%	3.2%	5.6%
Boston (Manchester)	4.1%	4.1%	3.4%	3.5%	7.2%	7.2%	4.1%	3.7%
Houston	3.4%	3.4%	3.0%	3.0%	3.5%	3.5%	3.4%	3.2%
Philadelphia	3.1%	3.1%	3.5%	3.5%	2.3%	2.3%	2.1%	3.8%
Honolulu	2.5%	2.6%	3.2%	3.2%	0.7%	0.7%	2.5%	2.8%
Atlanta	2.5%	2.4%	2.7%	2.6%	1.3%	1.3%	2.2%	2.7%
Minneapolis-St. Paul	2.4%	2.4%	1.7%	1.7%	5.2%	5.2%	1.1%	3.5%
Austin	2.1%	2.2%	2.4%	2.4%	1.5%	1.5%	2.8%	2.0%
Detroit	1.6%	1.7%	1.7%	1.7%	1.0%	1.0%	2.2%	1.1%
Baltimore	1.5%	1.4%	1.2%	1.2%	2.3%	2.3%	0.2%	2.1%
Orlando-Daytona Beach-Melbourne	1.4%	1.4%	1.7%	1.7%	0.8%	0.8%	0.8%	2.0%
Hartford & New Haven	1.3%	1.3%	1.5%	1.5%	1.1%	1.1%	0.9%	1.4%
St Louis	1.3%	1.3%	1.0%	1.0%	2.5%	2.5%	1.5%	1.3%
Household Income								
Under \$10,000 (10)	2.3%	2.4%	2.6%	2.6%	0.9%	0.9%	4.4%	1.0%
\$10,000-\$14,999 (12.5)	1.3%	1.4%	1.5%	1.5%	1.0%	1.0%	1.8%	1.1%
\$15,000-\$19,999 (17.5)	1.2%	1.2%	1.4%	1.4%	1.1%	1.1%	1.1%	1.0%
\$20,000-\$24,999 (22.5)	2.5%	2.6%	2.9%	2.9%	1.8%	1.8%	3.1%	2.4%
\$25,000-\$29,999 (27.5)	1.7%	1.8%	2.3%	2.3%	0.3%	0.3%	2.7%	1.2%
\$30,000-\$34,999 (32.5)	2.7%	2.7%	2.6%	2.7%	2.0%	2.0%	2.6%	2.2%
\$35,000-\$39,999 (37.5)	3.3%	3.0%	3.8%	3.6%	1.1%	1.1%	4.5%	2.6%
\$40,000-\$49,999 (45)	5.1%	5.1%	5.6%	5.7%	2.7%	2.7%	5.2%	4.8%
\$50,000-\$59,999 (55)	7.9%	8.0%	8.1%	8.2%	7.7%	7.7%	7.9%	8.2%
\$60,000-\$74,999 (67.5)	7.8%	7.8%	7.7%	7.6%	8.5%	8.5%	8.2%	8.1%
\$75,000-\$99,999 (87.5)	13.6%	13.6%	13.6%	13.6%	15.3%	15.4%	15.8%	11.4%
\$100,000-\$124,999 (112.5)	20.1%	20.1%	19.1%	18.9%	21.2%	21.0%	20.8%	19.8%
\$125,000-\$149,999 (137.5)	10.2%	10.1%	11.2%	11.1%	8.0%	8.0%	8.7%	10.8%
\$150,000-\$199,999 (175)	9.1%	9.3%	7.7%	7.7%	13.5%	13.5%	6.5%	11.5%
\$200,000 + (225)	10.9%	11.0%	10.0%	10.1%	14.9%	14.9%	6.8%	13.9%
Mean	104.82	105.03	101.02	101.09	118.46	118.47	92.83	113.54

	Total Trips	Trip Type Overnight	Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Sample Size	1,062	1,048	777	769	213	213	392	601
Household Size								
1	15.1%	14.9%	15.8%	15.4%	15.6%	15.4%	15.1%	15.7%
2	35.1%	34.9%	37.0%	37.0%	31.2%	31.2%	28.5%	39.4%
3	20.6%	20.7%	19.5%	19.7%	21.8%	21.9%	22.1%	20.4%
4	19.8%	20.0%	18.8%	18.9%	20.3%	20.4%	24.3%	17.2%
5+	9.4%	9.5%	9.0%	9.1%	11.1%	11.1%	10.0%	7.4%
Presence of Children in Household								
Net - Children Under 18	41.1%	41.4%	38.4%	38.7%	44.9%	45.0%	50.5%	34.2%
Children 0-5	15.6%	15.7%	16.8%	16.9%	11.0%	11.0%	18.2%	12.9%
6-12	22.4%	22.7%	19.1%	19.3%	31.7%	31.8%	29.0%	17.1%
13-17	17.6%	17.8%	16.5%	16.6%	19.6%	19.6%	20.0%	15.4%
None Under 18	58.9%	58.6%	61.6%	61.3%	55.1%	55.0%	49.5%	65.8%
Marital Status								
Now married	61.2%	61.4%	60.1%	60.4%	61.7%	61.9%	61.7%	59.6%
Never married	30.1%	30.0%	30.2%	30.0%	31.6%	31.5%	30.5%	30.7%
Divorced, Widowed, Separated	8.7%	8.6%	9.8%	9.6%	6.7%	6.7%	7.8%	9.7%
Age								
18-20	4.7%	4.5%	5.4%	5.0%	3.2%	3.2%	6.8%	3.2%
21-24	8.0%	7.8%	7.6%	7.7%	7.6%	7.4%	9.7%	6.9%
25-34	31.4%	31.5%	30.6%	30.6%	35.4%	35.5%	38.2%	26.8%
35-44	17.0%	17.2%	15.4%	15.5%	21.0%	21.1%	16.8%	17.1%
45-54	14.2%	14.3%	12.2%	12.4%	22.0%	22.1%	11.6%	15.9%
55-64	14.5%	14.6%	16.5%	16.4%	7.1%	7.1%	9.9%	18.3%
65+	10.2%	10.1%	12.3%	12.4%	3.7%	3.7%	6.9%	11.8%
Average Age	41.47	41.52	42.22	42.32	38.87	38.90	37.75	43.99
Gender								
Female	62.6%	62.8%	64.2%	64.2%	58.8%	58.9%	62.7%	64.9%
Male	37.4%	37.2%	35.8%	35.8%	41.2%	41.1%	37.3%	35.1%
Education (Head of Household)								
Grade School	0.1%	0.1%	0.0%	0.0%			0.1%	
Some High School	0.9%	1.0%	1.1%	1.1%	0.3%	0.3%	1.2%	0.7%
Graduated High School	8.3%	8.4%	8.5%	8.6%	4.9%	5.0%	11.0%	6.4%
Some College - no degree	16.7%	16.1%	18.6%	18.2%	8.9%	8.9%	18.4%	15.2%
Graduated College - Associate's degree (2 year)	9.7%	9.9%	11.6%	11.7%	3.6%	3.6%	13.4%	7.4%
Graduated College - Bachelor's degree (4 year)	37.8%	38.1%	36.2%	36.4%	47.9%	48.0%	36.8%	39.6%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	26.1%	26.1%	23.7%	23.7%	34.4%	34.2%	18.6%	30.6%
No answer	0.2%	0.2%	0.3%	0.3%			0.5%	0.0%
Employment (Head of Household)								
Net - Work Full/Part	71.6%	72.1%	67.9%	68.1%	87.2%	87.2%	72.4%	71.6%
Full time	56.1%	56.5%	50.4%	50.7%	76.0%	76.0%	56.7%	55.4%
Net - Other	28.0%	27.4%	31.6%	31.4%	12.2%	12.3%	27.1%	28.1%
Part time	15.5%	15.6%	17.5%	17.4%	11.2%	11.2%	15.6%	16.1%
Retired	15.4%	15.1%	18.4%	18.3%	2.4%	2.4%	14.2%	15.4%
Not employed	12.6%	12.4%	13.2%	13.1%	9.9%	9.9%	12.9%	12.7%
No answer	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.3%
Ethnicity								
White	79.2%	79.2%	77.0%	77.1%	86.1%	86.3%	76.4%	80.6%
Asian or Pacific Islander	9.9%	10.0%	10.8%	11.0%	6.8%	6.6%	10.3%	10.0%
Black/African American	7.1%	6.9%	8.1%	7.8%	4.1%	4.1%	8.3%	6.6%
Other	3.0%	3.0%	3.1%	3.2%	2.2%	2.2%	4.0%	2.2%
American Indian, Aleut Eskimo	0.8%	0.8%	0.9%	0.9%	0.8%	0.8%	1.0%	0.6%
Spanish Origin								
No	87.4%	87.3%	87.3%	87.2%	88.7%	88.6%	82.3%	90.5%
Yes	12.5%	12.6%	12.6%	12.6%	11.1%	11.1%	17.7%	9.2%
No answer	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%		0.3%

	Total Trips	Trip Type Overnight	Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Sample Size	1,062	1,048	777	769	213	213	392	601
Primary Purpose of Trip								
Leisure (Net)	73.4%	73.4%	100.0%	100.0%			76.8%	72.5%
Visit friends/relatives	42.2%	42.4%	57.8%	57.8%			42.3%	45.5%
Business (Net)	20.2%	20.3%			100.0%	100.0%	14.0%	24.0%
Business - General (Sub Net)	16.3%	16.4%			80.7%	80.7%	12.5%	18.5%
Entertainment/Sightseeing	16.3%	16.4%	22.2%	22.4%			16.0%	14.5%
Other pleasure/personal	8.3%	8.0%	11.0%	10.9%			8.6%	8.1%
Outdoor recreation	6.6%	6.6%	9.1%	8.9%			10.0%	4.4%
Any Other General Business	4.2%	4.1%			20.4%	20.4%	3.4%	4.9%
Client or Customer Meeting/Service	4.1%	4.2%			20.5%	20.6%	2.1%	5.9%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	3.9%	3.9%			19.3%	19.3%	1.5%	5.5%
Other	3.6%	3.6%					5.1%	1.5%
Internal Business Meeting	3.2%	3.2%			16.1%	15.9%	2.9%	3.5%
Personal business	2.8%	2.6%					4.0%	2.0%
Employee Training/Seminar	2.5%	2.5%			12.2%	12.3%	2.0%	2.6%
Business - Conference/Seminar	2.3%	2.4%			11.7%	11.7%	0.8%	3.6%
Business - Convention/Tradeshow	1.5%	1.5%			7.6%	7.6%	0.7%	1.9%
Sales/Marketing	1.2%	1.3%			6.2%	6.2%	1.8%	0.1%
Incentive/Reward	0.6%	0.6%			3.0%	3.0%		0.9%
Internal Operations/Equipment Repair or Service	0.5%	0.5%			2.4%	2.4%	0.4%	0.6%
All Purposes of Trip								
Leisure (Sub Net)	80.6%	80.7%	100.0%	100.0%	24.7%	24.8%	86.6%	77.8%
Visit friends/relatives	59.4%	59.7%	73.7%	73.9%	17.6%	17.6%	64.0%	58.2%
Entertainment/Sightseeing	43.6%	43.8%	52.6%	53.0%	14.5%	14.5%	48.2%	39.3%
Other pleasure/personal	32.3%	32.3%	38.9%	39.0%	9.9%	10.0%	34.2%	30.3%
Business (Sub Net)	31.4%	31.7%	13.6%	13.7%	100.0%	100.0%	31.6%	30.8%
Business - General (Sub Sub Net)	28.1%	28.3%	12.8%	12.9%	86.4%	86.3%	30.1%	25.9%
Outdoor recreation	26.4%	26.5%	31.8%	31.7%	9.0%	9.0%	31.8%	23.4%
Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net)	12.7%	12.8%	8.3%	8.4%	27.4%	27.5%	15.8%	9.7%
Client or Customer Meeting/Service	12.1%	12.3%	6.9%	7.0%	31.3%	31.4%	13.3%	10.2%
Personal business	12.0%	11.9%	10.1%	10.1%	7.8%	7.8%	17.5%	7.9%
Any Other General Business	11.0%	11.1%	6.9%	7.0%	26.2%	26.3%	13.8%	8.0%
Internal Business Meeting	11.0%	11.1%	7.2%	7.2%	24.3%	24.1%	14.1%	8.7%
Employee Training/Seminar	10.8%	10.9%	7.8%	7.9%	21.5%	21.5%	16.3%	7.1%
Business - Conference/Seminar	9.7%	9.9%	6.3%	6.4%	21.0%	21.1%	12.6%	7.8%
Business - Convention/Tradeshow	9.0%	9.1%	7.5%	7.5%	13.8%	13.8%	13.2%	5.1%
Sales/Marketing	8.6%	8.7%	6.8%	6.9%	14.1%	14.1%	14.0%	3.7%
Other	8.3%	8.4%	4.8%	4.8%	1.9%	1.9%	13.2%	3.3%
Internal Operations/Equipment Repair or Service	7.9%	8.0%	6.8%	6.9%	9.9%	9.9%	12.2%	3.3%
Incentive/Reward	7.1%	7.2%	6.8%	6.8%	7.7%	7.7%	11.6%	3.5%
Did you extend your stay for leisure purposes?								
No	60.3%	60.5%	23.4%	23.4%	66.7%	66.6%	35.5%	75.7%
Yes	39.5%	39.2%	74.5%	74.5%	33.3%	33.4%	63.7%	24.3%
Primary Mode of Transportation Used on Trip								
All Modes (Net)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Airplane	56.8%	57.2%	56.1%	56.4%	67.6%	67.5%		100.0%
Own Auto/Truck	21.7%	21.6%	22.9%	22.9%	11.2%	11.2%	58.7%	
Rental Car	14.1%	14.1%	14.8%	14.5%	13.6%	13.6%	38.3%	
Other	2.1%	2.2%	0.9%	0.9%	3.3%	3.3%		
Ship/Boat	1.5%	1.3%	1.6%	1.6%	0.9%	0.9%		
Motorcycle	1.4%	1.4%	1.4%	1.4%	1.0%	1.0%		
Camper/RV	1.1%	1.0%	1.1%	0.9%	1.0%	1.0%	2.9%	
Bus	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%		
Train	0.4%	0.4%	0.3%	0.3%	0.5%	0.5%		
Motorcoach/Group Tour	0.1%	0.1%	0.2%	0.2%				

	Total Trips	Trip Type Overnight	Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	1,062	1,048						
All modes of transportation used on trip			777	769	213	213	392	601
All Modes (Net)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Airplane	70.3%	70.7%	70.8%	71.3%	77.2%	77.1%	31.0%	100.0%
Rental Car	39.9%	40.2%	40.9%	40.9%	43.0%	43.1%	46.8%	37.3%
Own Auto/Truck	32.2%	32.2%	33.7%	33.8%	21.2%	21.2%	63.2%	13.5%
Bus	9.2%	9.4%	9.9%	10.0%	6.6%	6.6%	11.3%	6.5%
Ship/Boat	7.6%	7.5%	8.3%	8.4%	3.8%	3.8%	10.4%	3.3%
Train	7.4%	7.5%	7.6%	7.7%	5.8%	5.8%	11.0%	4.1%
Other	6.8%	6.9%	5.2%	5.2%	8.2%	8.2%	4.9%	4.5%
Motorcycle	5.7%	5.8%	6.2%	6.3%	4.2%	4.2%	9.3%	1.7%
Camper/RV	4.8%	4.7%	5.2%	5.1%	3.1%	3.1%	9.3%	1.5%
Motorcoach/Group Tour	4.4%	4.5%	4.3%	4.4%	4.0%	4.0%	7.2%	2.1%
Average Total Party Size	2.53	2.52	2.68	2.69	1.83	1.83	2.89	2.24
Average Total Party Size in HH	2.05	2.05	2.18	2.19	1.45	1.45	2.34	1.83
All Travel Party Members Under 18								
0	71.4%	71.0%	68.3%	68.0%	88.8%	88.7%	57.4%	80.9%
1	12.9%	13.1%	14.0%	14.2%	3.8%	3.8%	20.6%	8.8%
2	11.6%	11.8%	12.9%	13.0%	6.5%	6.5%	17.5%	7.6%
3	2.7%	2.7%	3.1%	3.2%	0.7%	0.7%	2.6%	2.2%
4	0.9%	0.9%	1.0%	1.0%	0.0%	0.0%	1.7%	0.1%
5+	0.5%	0.5%	0.6%	0.6%	0.2%	0.2%	0.3%	0.4%
All Travel Party Members Over 18								
0								
1	38.5%	38.5%	30.8%	30.4%	68.2%	68.2%	29.4%	45.1%
2	45.7%	45.9%	51.7%	52.1%	22.5%	22.6%	52.3%	41.2%
3	6.2%	6.2%	7.0%	7.0%	2.5%	2.5%	7.9%	5.6%
4	4.8%	4.9%	5.9%	6.0%	2.0%	2.0%	4.8%	4.1%
5+	0.048	0.046	0.046	0.046	0.048	0.048	0.057	0.039
All Travel Party Member								
0								
1	31.7%	31.5%	24.1%	23.6%	64.9%	64.9%	19.8%	40.4%
2	32.8%	32.8%	36.4%	36.6%	17.2%	17.2%	33.5%	32.3%
3	12.7%	12.8%	14.2%	14.2%	5.5%	5.5%	16.4%	10.9%
4	14.1%	14.3%	16.2%	16.4%	7.3%	7.3%	19.8%	9.6%
5+	8.7%	8.5%	9.1%	9.2%	5.2%	5.2%	10.5%	6.9%
Total number of States Visited	1.72	1.73	1.63	1.64	1.54	1.54	2.28	1.21
Number of States Visited								
1	75.4%	75.5%	76.3%	76.1%	81.9%	81.8%	61.9%	87.2%
2	10.5%	10.3%	11.4%	11.6%	7.0%	7.0%	13.3%	8.5%
3	5.1%	5.1%	5.1%	5.1%	3.2%	3.2%	7.0%	2.1%
4+	9.0%	9.2%	7.2%	7.3%	7.9%	7.9%	17.7%	2.1%

State Level Data	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation-Trend	Trip Type-Private Home Only	Leisure-Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	
Sample	1022	961	705	184	752	717		210	201	367	597
Cities Visited in the State											
Los Angeles Area	39.3%	39.7%	41.6%	37.1%	39.2%	39.3%		40.6%	40.8%	35.9%	39.7%
San Francisco Area	27.7%	28.8%	30.1%	21.5%	28.6%	29.6%		26.0%	25.7%	25.6%	28.9%
San Diego Area	20.7%	21.0%	22.1%	14.5%	22.1%	22.5%		15.7%	15.9%	19.2%	19.7%
Anaheim/Orange County	14.9%	15.1%	16.9%	12.9%	15.7%	16.1%		14.6%	13.8%	17.8%	12.7%
Other (Specify)	14.4%	14.6%	12.5%	20.2%	16.5%	16.6%		8.1%	8.4%	15.8%	14.5%
Sacramento	9.9%	9.2%	8.6%	9.4%	9.1%	9.3%		10.3%	10.7%	15.7%	6.1%
Palm Springs	8.1%	7.5%	7.9%	6.2%	7.9%	7.0%		8.5%	8.4%	9.8%	6.5%
San Jose	7.7%	7.9%	8.3%	6.7%	7.7%	7.9%		8.0%	7.4%	8.1%	6.7%
Oakland	7.4%	7.1%	7.9%	4.2%	7.1%	6.9%		7.5%	7.4%	8.7%	6.1%
Lake Tahoe	6.9%	7.0%	8.1%	4.5%	8.2%	8.2%		3.1%	2.8%	12.9%	3.2%
Fresno	6.8%	6.9%	7.6%	4.1%	6.8%	7.1%		7.1%	5.9%	11.8%	3.2%
Santa Barbara	6.7%	6.9%	8.2%	3.3%	7.8%	7.9%		2.5%	2.2%	8.4%	4.7%
Monterey/Santa Cruz	5.9%	5.8%	6.7%	2.1%	6.2%	6.2%		4.6%	4.3%	6.5%	4.7%
Stayed Overnight/Did Not Stay Overnight											
Stayed overnight	94.1%	100.0%	100.0%	100.0%	95.4%	100.0%		95.8%	100.0%	90.9%	97.1%
Did not stay overnight	5.9%				4.6%			4.2%		9.1%	2.9%
Average Trip Expenditures per Party											
Transportation to get to State	\$593	\$610	\$614	\$549	\$639	\$648		\$474	\$482	\$446	\$703
Lodging	\$444	\$472	\$590	\$14	\$422	\$442		\$562	\$586	\$397	\$502
Food/Beverage/Dining	\$288	\$295	\$331	\$181	\$270	\$271		\$394	\$407	\$241	\$330
Entertainment	\$130	\$130	\$140	\$83	\$160	\$159		\$38	\$36	\$128	\$130
Shopping/Gifts/Souvenirs	\$130	\$116	\$126	\$90	\$150	\$130		\$82	\$82	\$121	\$115
Transportation within State	\$120	\$117	\$131	\$60	\$127	\$123		\$104	\$104	\$124	\$117
Gasoline within State	\$59	\$59	\$62	\$50	\$67	\$67		\$34	\$31	\$86	\$44
Groceries	\$55	\$52	\$45	\$71	\$66	\$63		\$21	\$18	\$63	\$50
Amenities	\$46	\$35	\$42	\$17	\$57	\$42		\$15	\$12	\$36	\$36
Gaming	\$38	\$33	\$40	\$9	\$47	\$42		\$11	\$8	\$38	\$35
Parking/Tolls within State	\$19	\$18	\$22	\$5	\$22	\$21		\$13	\$10	\$27	\$15
Other	\$28	\$27	\$30	\$18	\$31	\$30		\$21	\$19	\$29	\$21
Total	\$1,948	\$1,965	\$2,171	\$1,147	\$2,058	\$2,039		\$1,768	\$1,795	\$1,735	\$2,098
Total Expenditure minus Transportation to State	\$1,355	\$1,356	\$1,557	\$598	\$1,419	\$1,391		\$1,294	\$1,313	\$1,290	\$1,395
Average Spending per Visitor in HH (minus transportation to state)	\$661	\$661			\$714	\$273		\$979	\$959	\$553	\$718
Average Nights in California	5.0	5.3	5.1	7.2	5.4	5.6		4.1	4.3	4.8	5.1
Stayed at Accommodation - Proportion											
Hotel	70.7%	70.7%	96.3%		64.0%	64.0%		91.4%	91.4%	72.0%	68.8%
Private Home	31.4%	31.4%	14.7%	100.0%	38.3%	38.3%		7.0%	7.0%	31.9%	31.4%
Shared Economy Property (AirBnB, VRBO, etc)	7.2%	7.2%	5.2%		8.3%	8.3%		3.6%	3.6%	9.0%	5.9%
B&B	5.5%	5.5%	7.5%		5.6%	5.6%		4.4%	4.4%	9.9%	2.9%
Other	4.5%	4.5%	3.1%		5.0%	5.0%		2.5%	2.5%	3.3%	3.4%
Personal Second Home/Condo	3.5%	3.5%	3.1%		3.7%	3.7%		2.6%	2.6%	5.4%	2.2%
Rental Home	2.9%	2.9%	3.0%		2.8%	2.8%		2.1%	2.1%	5.1%	1.3%
Rental Condo	2.7%	2.7%	3.7%		2.6%	2.6%		1.6%	1.6%	3.4%	1.6%
Time Share	2.6%	2.6%	3.5%		2.4%	2.4%		2.6%	2.6%	2.9%	2.2%
RV/Tent	2.1%	2.1%	2.9%		2.3%	2.3%		0.8%	0.8%	4.1%	0.9%
Trip Activities											
Shopping	32.9%	33.8%	32.2%	37.1%	39.4%	40.2%		14.3%	14.0%	31.9%	33.8%
Beach	28.0%	28.9%	32.4%	40.0%	32.4%	33.2%		15.5%	15.8%	28.4%	28.8%
Visiting relatives	26.4%	26.8%	18.0%	53.7%	31.7%	32.8%		6.5%	6.8%	23.1%	30.0%
Urban sightseeing	25.0%	25.6%	23.8%	26.5%	28.7%	29.2%		13.6%	13.8%	20.7%	27.4%
Fine dining	24.1%	24.9%	25.7%	21.6%	24.6%	25.1%		23.9%	24.9%	16.0%	28.9%
Visiting friends	21.0%	22.1%	16.5%	42.0%	24.9%	25.7%		9.4%	9.8%	18.6%	23.6%
Museums	18.2%	18.7%	20.4%	15.1%	20.1%	20.8%		8.5%	7.5%	21.7%	16.8%
Theme park/ Amusement park/ Water park	14.2%	14.3%	15.8%	10.9%	17.3%	17.6%		4.9%	4.5%	16.0%	12.8%
Theme park	14.2%	14.3%	15.8%	10.9%	17.3%	17.6%		4.9%	4.5%	16.0%	12.8%
Rural sightseeing	14.0%	14.0%	14.7%	13.3%	16.2%	16.5%		7.8%	6.6%	14.1%	13.3%
Historic sites/churches	13.8%	14.2%	16.0%	9.0%	14.8%	15.3%		9.3%	9.1%	14.1%	12.8%
State park/Monuments/ Recreation areas	12.7%	13.1%	12.2%	14.0%	13.9%	14.4%		7.6%	7.5%	12.2%	12.4%
Art galleries	11.7%	11.4%	11.5%	11.1%	12.2%	12.4%		8.7%	7.6%	16.1%	8.8%
Wine tasting/winery tour	11.4%	11.8%	12.8%	5.6%	12.8%	13.1%		7.4%	7.3%	8.8%	13.8%
Nightclub/dancing	9.7%	9.9%	10.0%	9.9%	10.8%	10.9%		7.4%	7.7%	9.0%	10.2%

State Level Data	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation-Trend	Trip Type-Private Home Only	Leisure-Leisure Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Sample	1022	961	705	184	752	717	210	201	367	597
Trip Activities (Continued)										
Zoos/ Aquariums/ Aviaries	9.7%	9.8%	9.9%	9.2%	11.3%	11.2%	4.1%	4.0%	10.0%	10.0%
Gardens	9.6%	10.0%	9.1%	10.1%	10.7%	11.1%	6.0%	5.7%	7.3%	10.6%
National park/Monuments/ Recreation areas	8.8%	9.1%	9.4%	6.5%	10.9%	11.1%	2.9%	3.1%	8.4%	9.8%
Hiking/ Backpacking/ Canyoneering	8.1%	8.3%	7.5%	11.4%	9.7%	10.0%	3.6%	3.8%	7.4%	8.9%
Family reunion	7.2%	7.5%	6.3%	11.1%	8.6%	8.8%	2.1%	2.2%	8.5%	6.6%
Wildlife viewing	7.0%	7.2%	7.6%	6.3%	8.3%	8.4%	3.6%	3.7%	8.5%	6.2%
Casino/gaming	6.8%	6.7%	7.2%	3.1%	7.6%	7.6%	5.0%	4.6%	10.4%	4.9%
Musical theater	5.7%	5.3%	6.5%	2.4%	5.9%	5.3%	2.9%	3.0%	9.3%	3.1%
Theater/drama	5.5%	5.6%	5.9%	3.3%	5.9%	6.1%	3.3%	2.9%	4.9%	5.3%
Area where a TV show or movie was filmed	5.5%	5.8%	5.9%	3.2%	6.1%	6.4%	3.8%	4.0%	4.6%	6.5%
Spa/health club	5.3%	4.8%	6.1%	1.5%	5.7%	5.7%	3.4%	2.6%	6.4%	4.6%
Sports events - Major/ Professional	5.2%	5.6%	6.0%	4.2%	6.4%	6.7%	2.7%	2.8%	4.1%	6.4%
Old homes/mansions	5.0%	5.0%	5.6%	3.4%	5.8%	5.8%	3.0%	3.2%	6.2%	4.3%
Nature travel/ecotouring	5.0%	5.2%	5.6%	2.5%	5.6%	5.7%	3.1%	3.2%	3.4%	6.3%
Musical performance/show (4.7%	4.9%	4.9%	3.6%	5.2%	5.4%	2.8%	2.9%	3.9%	5.2%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4.5%	4.8%	4.6%	2.6%	4.9%	5.1%	3.9%	4.1%	4.4%	4.3%
Camping	4.3%	3.9%	4.5%	2.6%	4.6%	4.5%	2.3%	1.5%	7.7%	1.9%
Craft breweries	3.9%	4.1%	4.4%	2.1%	4.5%	4.7%	1.5%	1.6%	4.4%	3.9%
Sailing	3.6%	3.3%	3.6%	2.4%	3.7%	3.6%	1.7%	1.8%	5.0%	2.2%
Mountain biking	3.2%	3.0%	3.6%	1.4%	3.3%	3.1%	1.8%	1.9%	5.6%	1.6%
Horseback riding	3.1%	3.1%	3.6%	2.7%	3.3%	3.3%	3.6%	3.1%	3.9%	2.3%
Horseracing	3.1%	3.1%	3.8%	0.6%	3.2%	3.3%	2.9%	2.2%	3.9%	2.4%
Biking /Road biking/ Cycling	2.9%	3.0%	3.0%	2.9%	2.9%	2.8%	2.3%	2.4%	4.4%	2.1%
Other nature (photography, rockhound, etc)	2.9%	2.8%	2.1%	5.5%	3.4%	3.3%	1.1%	1.1%	2.5%	3.4%
Golf	2.8%	3.0%	3.6%	1.4%	3.2%	3.3%	1.6%	1.7%	3.2%	2.8%
Bird watching	2.8%	3.0%	3.0%	2.4%	2.9%	3.0%	2.6%	2.7%	2.8%	3.1%
Motor boat/Jet ski	2.5%	2.4%	2.9%	1.7%	2.7%	2.8%	1.0%	1.0%	3.8%	1.5%
Rock/mountain climbing	2.4%	2.3%	2.0%	2.3%	2.6%	2.7%	1.0%	0.6%	3.1%	1.9%
Fishing	2.3%	2.2%	2.3%	2.9%	2.7%	2.7%	1.5%	0.9%	3.4%	1.7%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2.2%	2.1%	2.3%	0.8%	2.5%	2.4%	1.7%	1.8%	3.1%	1.9%
Local/folk arts/crafts	2.2%	2.2%	2.9%	0.6%	2.1%	2.1%	2.4%	2.5%	2.7%	1.6%
Water skiing	2.1%	2.3%	2.6%	0.7%	2.6%	2.7%			2.5%	1.7%
Snow sports other than skiing or snowmobiling	2.1%	1.9%	2.3%	1.2%	2.4%	2.3%	0.6%	0.6%	3.1%	1.1%
Hunting	2.1%	1.9%	2.1%	1.9%	1.9%	1.8%	1.9%	1.9%	3.9%	0.7%
Motor sports - NASCAR/Indy	2.0%	1.8%	2.3%		1.6%	1.5%	2.7%	2.3%	3.3%	0.7%
Symphony/opera/concert	2.0%	2.1%	2.4%	1.9%	2.5%	2.6%	0.7%	0.7%	1.2%	2.5%
Native American ruins/Rock art	1.9%	1.8%	2.2%	1.0%	1.6%	1.6%	2.4%	2.0%	2.8%	0.9%
ATV/Four-wheeling	1.8%	1.6%	1.7%	0.9%	1.7%	1.6%	1.5%	1.1%	2.1%	1.3%
High School/College reunion	1.7%	1.7%	2.2%		1.4%	1.3%	2.0%	2.0%	1.1%	2.1%
Caverns	1.7%	1.5%	1.5%	1.4%	1.3%	1.3%	1.6%	1.1%	2.9%	0.8%
Skiing/snowboarding	1.6%	1.5%	2.1%		2.1%	1.9%	0.2%	0.2%	3.5%	0.7%
Scuba diving/snorkeling	1.6%	1.6%	2.0%	0.6%	1.4%	1.4%	2.8%	2.6%	2.0%	1.2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1.5%	1.6%	1.4%	1.6%	1.6%	1.7%	1.6%	1.7%	1.5%	1.7%
Rodeo/State fair	1.5%	1.2%	1.4%	0.5%	1.6%	1.7%	0.4%		1.7%	1.2%
Snowmobiling	1.4%	1.5%	2.1%		1.6%	1.7%	1.1%	1.1%	2.6%	0.8%
Farms/ Ranches/ Agri-tours	1.3%	1.3%	1.5%	0.8%	1.5%	1.4%	1.1%	1.2%	1.9%	0.8%
Hang gliding/ Skydiving/ Base jumping	1.3%	1.3%	1.7%		1.5%	1.5%	0.5%	0.5%	0.8%	1.4%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.9%	1.0%	1.0%	0.5%	1.2%	1.2%	0.2%	0.2%	0.3%	1.2%
Tennis	0.8%	0.8%	1.0%		0.8%	0.9%	0.9%	0.9%	0.5%	1.0%
Distilleries	0.5%	0.5%	0.5%	1.0%	0.7%	0.7%			1.0%	0.2%
None of the above	10.8%	10.5%	12.3%	5.8%	4.1%	3.5%	34.9%	35.8%	7.0%	12.4%
Trip Planning Sources										
Offline Sources (Net)	72.5%	73.6%	74.1%	72.3%	76.2%	77.1%	61.7%	60.5%	78.6%	69.6%
Corporate travel department (in person or by phone)	5.1%	4.8%	6.5%		2.4%	2.2%	13.6%	14.2%	4.4%	5.7%
Destination printed material	6.4%	6.4%	8.2%	0.5%	6.6%	6.7%	6.2%	5.9%	10.9%	3.7%
Friends/relatives	29.4%	30.8%	26.7%	45.9%	34.9%	36.3%	11.7%	11.1%	28.2%	31.6%
Magazine	7.6%	7.2%	9.0%	2.2%	7.2%	7.0%	7.0%	5.9%	11.9%	4.4%
Own experience	34.1%	34.9%	32.6%	44.4%	37.2%	37.8%	26.4%	25.7%	34.7%	34.6%
TV	7.5%	7.2%	9.5%	0.7%	7.5%	7.1%	5.3%	5.6%	13.9%	3.7%
Travel Agent (in person or by phone)	7.6%	7.4%	8.8%	1.8%	7.2%	7.2%	9.7%	8.7%	9.6%	5.0%
Travel club (AAA)	10.2%	10.1%	13.1%	0.8%	11.5%	11.5%	4.7%	4.5%	14.1%	6.3%

State Level Data	Total Trips	Trip Type- Overnight	Trip Type- Paid Accomodation-Trend	Trip Type- Private Home Only	Leisure- Leisure Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	
Sample	1022	961	705	184	752	717	210	201	367	597	
Trip Planning Sources (Continued)											
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	12.1%	12.3%	14.7%	5.9%	12.1%	12.1%	13.5%	13.6%	12.1%	12.6%	
Other 'offline' planning sources(s)	0.6%	0.7%	0.6%	0.2%	0.4%	0.4%	1.3%	1.3%	0.3%	0.9%	
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	47.1%	47.5%	48.3%	41.9%	46.5%	46.6%	53.3%	53.8%	38.1%	52.6%	
Online Sources (Including Social/Commercial Networking Sources) (Net)	62.0%	62.7%	64.3%	55.4%	62.8%	62.9%	61.5%	62.0%	58.5%	63.1%	
Corporate desktop travel tool/Intranet	4.6%	4.3%	5.7%		1.6%	1.3%	15.4%	15.0%	2.2%	6.3%	
Destination website (official site of state, city or attraction)	12.5%	12.7%	15.4%	2.9%	13.3%	13.5%	8.0%	8.4%	11.8%	12.5%	
Online full service travel website (Expedia, Travelocity, etc.)	19.6%	19.9%	20.2%	17.1%	20.4%	20.2%	19.7%	20.4%	19.8%	19.5%	
Travel provider website (airline, hotel, rental car, cruise, tour)	25.2%	25.7%	24.2%	26.6%	26.2%	26.5%	25.4%	25.6%	17.4%	30.4%	
Search engines (Google, Bing, Yahoo, etc.)	23.1%	23.7%	25.4%	17.8%	25.5%	25.7%	15.1%	15.3%	23.1%	21.7%	
Other online planning sources(s)	1.2%	1.3%	1.3%	0.7%	1.3%	1.4%	1.3%	1.3%	1.0%	1.4%	
Social/Commercial Networking Sources (Net)	25.1%	24.9%	28.3%	13.2%	25.5%	25.5%	19.6%	18.7%	33.0%	19.7%	
Pinterest	3.7%	3.5%	4.1%	0.5%	3.7%	3.5%	3.2%	2.4%	4.4%	2.5%	
Facebook	12.0%	11.8%	14.4%	4.9%	12.1%	11.8%	10.1%	9.5%	18.6%	7.3%	
Instagram	7.5%	6.6%	8.0%	2.4%	7.3%	6.6%	5.6%	4.8%	12.1%	3.9%	
Twitter	5.8%	5.0%	6.0%	1.5%	5.8%	5.3%	4.8%	3.5%	9.7%	3.0%	
Blogs	5.5%	4.9%	6.0%	0.5%	5.8%	5.4%	3.4%	2.3%	8.6%	3.3%	
Travel review sites (TripAdvisor, Yelp, etc.)	12.6%	12.7%	14.4%	7.6%	13.4%	13.4%	9.2%	9.6%	13.9%	11.7%	
Other social/commercial networking sources	0.2%	0.3%	0.4%		0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	
Someone else planned for me and I don't know the method	3.1%	3.3%	3.4%	3.2%	2.4%	2.5%	5.5%	5.7%	2.1%	3.8%	
No plans were made for this destination	7.4%	6.4%	5.4%	10.7%	5.4%	5.3%	9.9%	9.9%	10.1%	5.4%	
Advance Trip Considerations											
Less than 2 weeks before the visit	12.4%	10.8%	10.5%	12.3%	8.8%	8.2%	18.0%	18.2%	15.4%	10.1%	
Within 2 weeks-4 weeks of visit	13.5%	13.9%	16.5%	7.2%	10.5%	10.6%	23.8%	24.3%	13.8%	12.8%	
At least 1 month, but less than 3 months before the visit	19.6%	19.8%	17.6%	30.6%	19.2%	19.3%	24.2%	24.3%	16.6%	22.2%	
At least 3 months, but less than 6 months before the visit	20.6%	20.9%	20.1%	23.5%	23.1%	23.2%	13.4%	13.0%	19.4%	22.6%	
At least 6 months, but less than 1 year before the visit	21.5%	22.0%	22.0%	16.5%	24.3%	24.5%	13.3%	13.1%	22.3%	20.5%	
More than a year before the visit	12.5%	12.6%	13.3%	10.0%	14.2%	14.3%	7.3%	7.1%	12.5%	11.7%	
Advance Trip Decision											
Less than 2 weeks before the visit	18.3%	16.8%	17.3%	17.0%	13.9%	13.3%	26.2%	26.5%	20.7%	16.6%	
Within 2 weeks-4 weeks of visit	17.5%	17.9%	18.9%	16.8%	15.0%	15.0%	26.8%	27.7%	17.3%	16.8%	
At least 1 month, but less than 3 months before the visit	23.6%	23.9%	21.5%	33.9%	25.6%	25.7%	20.7%	20.6%	22.2%	26.0%	
At least 3 months, but less than 6 months before the visit	20.5%	21.0%	20.0%	20.6%	23.0%	23.3%	13.6%	12.7%	16.2%	23.9%	
At least 6 months, but less than 1 year before the visit	14.2%	14.3%	15.8%	6.7%	16.1%	16.1%	8.5%	8.1%	16.9%	11.2%	
More than a year before the visit	5.9%	6.0%	6.6%	5.0%	6.5%	6.6%	4.2%	4.4%	6.7%	5.4%	
Trip Booking Sources											
Offline booking (Net)	45.3%	45.3%	52.0%	24.4%	45.0%	45.1%	43.7%	42.6%	53.9%	39.5%	
Corporate travel department	12.5%	12.3%	16.1%	2.2%	9.1%	9.1%	23.9%	22.9%	17.4%	9.3%	
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	11.7%	11.5%	14.5%	1.9%	11.6%	11.4%	10.5%	9.8%	18.8%	7.0%	
Directly with travel provider in person/phone	19.3%	20.0%	20.8%	15.9%	22.0%	22.4%	10.4%	10.6%	16.5%	21.2%	
Travel Agent	7.3%	6.8%	8.4%	3.2%	7.3%	6.9%	6.3%	6.2%	7.9%	5.4%	
Travel club (e.g. AAA)	7.6%	7.9%	10.2%	1.1%	8.6%	8.9%	4.5%	4.7%	12.4%	4.1%	
Other 'offline' booking method	0.8%	0.9%	1.1%		0.8%	0.8%	0.8%	0.8%	0.5%	1.1%	
Online booking (Excluding Social/Commercial Networking) (Net)	61.3%	62.3%	61.0%	62.6%	62.3%	62.8%	61.6%	61.7%	54.2%	65.3%	
Online booking (Including Social/Commercial Networking) (Net)	61.3%	62.3%	61.0%	62.6%	62.3%	62.8%	61.6%	61.7%	54.2%	65.3%	
Corporate desktop travel tool/intranet	9.5%	9.2%	11.5%	2.7%	6.5%	6.3%	20.1%	19.1%	9.8%	9.0%	
Destination website	11.0%	10.7%	13.7%	3.3%	10.8%	10.6%	9.0%	8.9%	14.9%	8.4%	
Online travel agency (Expedia, Travelocity, etc.)	27.0%	27.2%	29.0%	19.4%	27.6%	27.7%	25.7%	26.4%	28.3%	25.3%	
Travel provider website (airline, hotel, rental car, cruise, tour)	27.8%	28.6%	24.7%	38.1%	30.5%	31.2%	22.3%	22.0%	18.8%	33.8%	
Some other online booking method	2.0%	2.1%	1.9%	2.0%	2.6%	2.6%	0.4%	0.5%	1.2%	2.7%	
Someone else booked for me and I don't know the method	5.1%	5.3%	5.5%	5.5%	4.8%	5.1%	6.1%	6.4%	3.5%	6.1%	
No bookings were made for this destination	9.8%	8.4%	6.0%	18.6%	9.8%	9.2%	6.5%	6.3%	18.6%	4.5%	
Trip Satisfaction (1-5)											
Top 2 Box (Net)	90.6%	91.1%	91.2%	90.4%	92.0%	92.9%	85.1%	84.9%	90.1%	91.0%	
Extremely Satisfied (5)	48.8%	49.7%	46.3%	61.7%	53.1%	54.0%	36.1%	35.4%	50.0%	49.0%	
Very Satisfied (4)	41.7%	41.4%	45.0%	28.7%	38.9%	38.9%	49.0%	49.5%	40.1%	42.0%	
Somewhat Satisfied (3)	7.9%	7.4%	8.0%	5.7%	6.5%	5.9%	13.0%	13.1%	8.0%	7.8%	
Bottom 2 Box (Net)	1.6%	1.5%	0.8%	3.9%	1.5%	1.3%	1.9%	2.0%	1.9%	1.2%	
Not At all Satisfied (1)	0.8%	0.9%	0.4%	2.3%	0.7%	0.8%	1.0%	1.0%	1.4%	0.3%	
Not Very Satisfied (2)	0.8%	0.6%	0.4%	1.6%	0.8%	0.5%	0.9%	1.0%	0.4%	0.9%	