

2015 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

Answers reflect the portion of the trip that was in California

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Source: TNS TravelsAmerica, 2015

	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
Sample Size	4,719	3,469	1,248	3,818	2,883	935	465	352	4,137	294
Top Demographic Market Areas (DMAs) of Origin										
Los Angeles	42.8%	43.1%	42.1%	43.0%	42.9%	43.1%	46.4%	45.1%	42.3%	43.1%
San Francisco-Oakland-San Jose	19.9%	20.6%	18.0%	19.8%	20.6%	17.6%	21.1%	21.0%	19.5%	29.4%
Sacramento-Stockton-Modesto	13.5%	13.4%	13.7%	14.0%	13.7%	14.9%	10.0%	9.9%	13.8%	10.7%
San Diego	8.1%	7.8%	9.1%	8.5%	8.0%	9.9%	7.7%	7.4%	7.7%	13.9%
Fresno-Visalia	5.3%	5.7%	4.3%	5.1%	5.7%	3.5%	4.8%	6.3%	5.7%	1.4%
Bakersfield	2.8%	2.5%	3.7%	2.7%	2.5%	3.3%	2.1%	2.2%	2.8%	0.2%
Chico-Redding	2.7%	2.5%	3.2%	2.3%	2.3%	2.2%	3.0%	2.9%	2.9%	0.7%
Santa Barbara-Santa Maria-San Luis Obispo	2.3%	2.4%	2.2%	2.3%	2.4%	2.0%	2.3%	2.2%	2.4%	
Monterey-Salinas	1.6%	1.4%	2.3%	1.6%	1.3%	2.4%	1.9%	2.2%	1.8%	0.3%
Household Income										
Under \$10,000 (10)	3.6%	3.2%	4.6%	3.4%	3.3%	3.8%	1.6%	1.7%	3.2%	2.2%
\$10,000-\$14,999 (12.5)	2.5%	1.7%	4.7%	2.3%	1.7%	4.4%	1.0%	0.9%	2.4%	0.3%
\$15,000-\$19,999 (17.5)	2.7%	2.7%	2.6%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	1.0%
\$20,000-\$24,999 (22.5)	4.3%	4.0%	4.9%	4.1%	3.9%	4.8%	3.6%	3.4%	4.1%	3.2%
\$25,000-\$29,999 (27.5)	4.1%	3.5%	5.8%	4.2%	3.6%	6.1%	2.6%	2.2%	4.3%	0.3%
\$30,000-\$34,999 (32.5)	4.3%	3.8%	5.7%	4.1%	3.9%	4.9%	4.5%	4.0%	4.4%	2.5%
\$35,000-\$39,999 (37.5)	4.7%	4.7%	5.0%	4.9%	4.9%	4.9%	1.9%	1.9%	5.0%	3.1%
\$40,000-\$49,999 (45)	7.9%	7.7%	8.4%	8.1%	7.9%	8.7%	6.2%	5.5%	8.5%	3.0%
\$50,000-\$59,999 (55)	8.5%	8.4%	8.8%	8.9%	8.6%	9.8%	6.2%	7.6%	8.8%	6.4%
\$60,000-\$74,999 (67.5)	9.1%	8.6%	10.4%	9.0%	8.6%	10.3%	8.8%	7.5%	9.4%	5.2%
\$75,000-\$99,999 (87.5)	13.3%	13.9%	11.5%	13.0%	13.6%	10.9%	17.3%	17.1%	13.1%	16.1%
\$100,000-\$124,999 (112.5)	14.9%	16.2%	11.2%	15.1%	16.2%	11.8%	17.6%	18.6%	14.7%	22.4%
\$125,000-\$149,999 (137.5)	7.6%	7.9%	6.6%	7.8%	8.1%	7.0%	6.4%	7.2%	7.4%	11.4%
\$150,000-\$199,999 (175)	7.9%	8.0%	7.6%	7.7%	7.5%	8.2%	11.6%	11.8%	7.9%	10.6%
\$200,000 + (225)	4.8%	5.7%	2.1%	4.7%	5.7%	1.7%	8.1%	8.1%	4.3%	12.3%
Mean	84.09	87.92	73.42	84.15	87.25	74.62	99.02	100.48	83.10	112.77
Household Size										
1	16.5%	15.6%	19.2%	16.0%	15.6%	17.3%	19.8%	17.3%	15.9%	18.8%
2	36.4%	36.2%	37.0%	36.9%	37.1%	36.6%	30.1%	27.9%	37.6%	30.2%
3	18.8%	18.6%	19.3%	18.7%	18.2%	20.1%	21.2%	23.0%	18.8%	19.0%
4	16.6%	17.4%	14.4%	16.7%	17.1%	15.4%	19.8%	21.0%	16.4%	18.8%
5+	11.6%	12.2%	10.1%	11.7%	12.0%	10.7%	9.2%	10.8%	11.3%	13.2%
Presence of Children in Household										
Net - Children Under 18	37.5%	38.8%	34.0%	38.0%	38.6%	36.4%	38.8%	42.7%	37.0%	40.8%
Children 0-5	17.7%	18.3%	15.9%	18.4%	18.6%	17.5%	16.2%	17.3%	17.6%	19.3%
6-12	17.9%	18.6%	15.6%	18.3%	18.7%	17.2%	19.0%	21.2%	17.3%	22.6%
13-17	15.0%	16.1%	11.8%	14.8%	15.8%	11.9%	17.1%	19.8%	14.3%	22.2%
None Under 18	62.5%	61.2%	66.0%	62.0%	61.4%	63.6%	61.2%	57.3%	63.0%	59.2%
Marital Status										
Now married	54.1%	54.3%	53.3%	54.5%	54.6%	54.4%	54.5%	55.9%	55.2%	52.9%
Never married	29.9%	31.4%	25.8%	29.8%	31.4%	24.8%	29.0%	28.2%	29.1%	31.3%
Divorced, Widowed, Separated	16.1%	14.3%	20.9%	15.7%	14.0%	20.8%	16.5%	15.9%	15.7%	15.8%
Age										
18-20	3.2%	3.7%	1.9%	3.1%	3.5%	1.8%	2.6%	2.8%	3.1%	5.4%
21-24	6.2%	6.3%	5.9%	6.2%	6.4%	5.4%	4.9%	4.1%	5.8%	6.6%
25-34	24.0%	26.0%	18.3%	25.0%	26.3%	20.8%	23.2%	28.0%	23.6%	33.0%
35-44	16.1%	17.1%	13.3%	16.3%	17.0%	13.9%	18.3%	20.2%	16.0%	16.6%
45-54	17.3%	17.0%	18.2%	16.5%	16.6%	16.1%	18.2%	16.6%	17.6%	10.0%
55-64	19.5%	17.8%	24.1%	19.3%	17.7%	24.3%	22.9%	21.3%	20.0%	17.1%
65+	13.7%	12.1%	18.3%	13.7%	12.4%	17.9%	10.0%	7.0%	13.8%	11.3%
Average Age	45.19	43.99	48.53	45.05	44.03	48.19	45.06	43.25	45.52	41.76
Gender										
Male	33.6%	34.4%	31.6%	32.7%	33.6%	30.1%	40.1%	40.0%	33.3%	33.0%
Female	66.4%	65.6%	68.4%	67.3%	66.4%	69.9%	59.9%	60.0%	66.7%	67.0%
Education (Head of Household)										
Grade School	0.1%	0.1%	0.1%	0.1%	0.1%				0.0%	0.3%
Some High School	0.9%	0.7%	1.4%	0.8%	0.6%	1.5%			0.6%	0.6%
Graduated High School	9.0%	8.2%	11.1%	8.7%	8.0%	10.9%	6.5%	5.5%	8.6%	4.9%
Some College - no degree	27.8%	25.6%	33.7%	27.9%	25.9%	33.8%	22.6%	20.3%	28.4%	17.7%

	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
Sample Size	4,719	3,469	1,248	3,818	2,883	935	465	352	4,137	294
Education (Head of Household) (continued)										
Graduated College - Associate's degree (2 year)	10.0%	10.0%	9.9%	10.3%	10.0%	11.2%	9.2%	11.2%	10.5%	6.6%
Graduated College - Bachelor's degree (4 year)	34.0%	35.9%	28.8%	34.4%	36.5%	27.9%	35.8%	35.5%	33.8%	41.1%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	18.2%	19.3%	15.0%	17.7%	18.7%	14.6%	25.7%	27.2%	17.6%	28.9%
No answer	0.1%	0.2%		0.1%	0.2%		0.2%	0.3%	0.1%	
Employment (Head of Household)										
Full time	46.2%	50.2%	34.8%	45.4%	49.1%	34.0%	65.9%	68.3%	45.4%	61.4%
Part time	15.6%	15.3%	16.3%	15.8%	15.1%	18.0%	14.2%	14.5%	15.5%	15.8%
Net - Other	37.2%	33.4%	47.8%	37.6%	34.7%	34.7%	46.7%	19.6%	16.8%	22.5%
Retired	18.7%	16.5%	24.8%	19.3%	17.6%	24.3%	7.2%	4.4%	19.1%	9.8%
Not employed	18.5%	16.9%	22.9%	18.3%	17.0%	22.4%	12.4%	12.5%	19.0%	12.7%
No answer	1.1%	1.1%	1.1%	1.2%	1.2%	1.3%	0.3%	0.4%	1.1%	0.3%
Ethnicity										
White	74.6%	73.7%	77.0%	74.7%	73.8%	77.6%	72.4%	72.3%	75.5%	69.8%
Black/African American	4.5%	4.3%	4.8%	4.0%	4.1%	3.7%	5.9%	5.0%	3.9%	4.5%
Asian or Pacific Islander	12.6%	13.4%	10.7%	12.9%	13.7%	10.6%	14.6%	14.6%	12.1%	18.2%
American Indian, Aleut Eskimo	1.2%	1.1%	1.6%	1.1%	1.0%	1.5%	0.9%	1.0%	1.2%	1.0%
Other	6.1%	6.4%	5.4%	6.3%	6.4%	5.8%	5.4%	6.0%	6.3%	6.1%
No answer	1.0%	1.1%	0.6%	1.0%	1.1%	0.8%	0.9%	1.2%	1.0%	0.4%
Spanish Origin										
Yes	15.9%	17.3%	12.2%	15.8%	16.8%	13.0%	18.0%	20.9%	16.0%	15.8%
No	82.9%	81.5%	86.8%	82.9%	82.0%	85.8%	80.4%	77.4%	82.8%	83.9%
No answer	1.2%	1.2%	1.0%	1.2%	1.2%	1.2%	1.6%	1.7%	1.3%	0.4%
Primary Purpose of Trips										
Leisure (Net)	80.9%	83.1%	74.9%	100.0%	100.0%	100.0%			82.5%	68.3%
Visit friends/relatives	40.8%	42.7%	35.4%	50.4%	51.4%	47.3%			41.2%	43.2%
Outdoor recreation	11.2%	11.8%	9.4%	13.8%	14.2%	12.6%			11.7%	4.6%
Entertainment/Sightseeing	12.7%	12.5%	13.1%	15.7%	15.0%	17.5%			12.7%	10.4%
Other pleasure/personal	16.3%	16.1%	16.9%	20.2%	19.4%	22.6%			16.9%	10.1%
Personal business	6.0%	4.3%	10.9%						6.0%	4.0%
Business (Net)	9.9%	10.2%	9.1%				100.0%	100.0%	8.4%	26.6%
Business - General (Sub Net)	8.2%	8.2%	8.1%				82.6%	80.4%	7.0%	21.7%
Employee Training/Seminar	1.2%	1.4%	0.6%				12.3%	14.2%	1.0%	5.2%
Client or Customer Meeting/Service	2.3%	2.1%	2.8%				23.1%	20.6%	2.0%	5.0%
Internal Business Meeting	0.6%	0.8%	0.1%				6.0%	7.6%	0.4%	3.6%
Sales/Marketing	0.9%	1.0%	0.6%				9.2%	10.2%	0.9%	2.0%
Incentive/Reward	0.2%	0.3%	0.1%				2.3%	2.8%	0.1%	1.4%
Internal Operations/Equipment Repair or Service	0.4%	0.3%	0.5%				3.6%	3.0%	0.4%	0.3%
Any Other General Business	2.6%	2.2%	3.5%				26.0%	22.0%	2.4%	4.2%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	1.7%	2.0%	1.0%				17.4%	19.6%	1.4%	4.9%
Business - Convention/Tradeshow	0.5%	0.6%	0.4%				5.5%	5.7%	0.4%	1.1%
Business - Conference/Seminar	1.2%	1.4%	0.6%				12.0%	13.9%	1.0%	3.8%
Other	3.2%	2.5%	5.1%						3.1%	1.1%
All Purposes of Trips										
Leisure (Sub Net)	86.7%	89.5%	78.8%	100.0%	100.0%	100.0%	30.3%	35.4%	87.5%	80.4%
Visit friends/relatives	51.4%	55.1%	41.1%	59.0%	61.4%	51.7%	17.2%	19.9%	50.7%	61.7%
Outdoor recreation	24.2%	26.6%	17.5%	27.4%	29.2%	21.6%	11.9%	14.0%	24.1%	22.8%
Entertainment/Sightseeing	30.0%	32.5%	23.3%	33.7%	35.2%	29.2%	16.2%	19.8%	28.9%	39.5%
Other pleasure/personal	32.3%	33.7%	28.3%	36.4%	36.8%	35.1%	14.9%	18.2%	32.0%	33.3%
Personal business	11.6%	10.9%	13.6%	5.2%	6.0%	2.6%	10.7%	12.7%	10.6%	17.9%
Business (Sub Net)	15.0%	16.3%	11.4%	5.6%	6.6%	2.6%	100.0%	100.0%	12.9%	35.1%
Business - General (Sub Sub Net)	13.3%	14.3%	10.4%	5.3%	6.2%	2.6%	86.4%	85.2%	11.4%	31.2%
Employee Training/Seminar	4.2%	5.2%	1.4%	2.5%	3.0%	0.9%	20.3%	24.5%	3.3%	12.5%
Client or Customer Meeting/Service	5.4%	6.0%	3.8%	2.7%	3.3%	0.8%	30.9%	29.9%	4.6%	12.7%
Internal Business Meeting	3.6%	4.6%	0.7%	2.5%	3.1%	0.6%	13.4%	17.1%	2.6%	11.7%
Sales/Marketing	4.0%	5.0%	1.4%	2.5%	3.1%	0.7%	18.0%	20.9%	3.4%	9.8%

	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
Sample Size	4,719	3,469	1,248	3,818	2,883	935	465	352	4,137	294
All Purposes of Trips (continued)										
Incentive/Reward	3.1%	3.9%	0.8%	2.5%	3.1%	0.9%	7.9%	10.3%	2.3%	9.0%
Internal Operations/Equipment Repair or Service	3.3%	4.0%	1.4%	2.4%	2.9%	0.8%	11.9%	13.4%	2.7%	8.0%
Any Other General Business	6.4%	6.8%	5.2%	3.0%	3.4%	1.7%	36.3%	35.0%	5.4%	14.7%
Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net)	5.3%	6.5%	1.9%	3.1%	3.9%	0.7%	24.9%	28.9%	4.2%	14.6%
Business - Convention/Tradeshow	3.8%	4.6%	1.4%	2.8%	3.4%	0.7%	12.5%	14.5%	2.9%	10.5%
Business - Conference/Seminar	4.1%	5.2%	1.3%	2.5%	3.0%	0.7%	18.7%	22.5%	3.2%	12.3%
Other	6.3%	6.1%	6.8%	2.9%	3.3%	1.7%	4.7%	5.9%	6.0%	6.4%
Did you extend your stay for leisure purposes?										
Yes	25.6%	31.7%	5.7%				25.4%	31.7%	21.5%	36.6%
No	74.4%	68.3%	94.3%				74.6%	68.3%	78.5%	63.4%
Primary Mode of Transportation Used on Trip										
Own Auto/Truck	81.6%	78.3%	90.8%	83.4%	80.5%	92.5%	66.7%	59.4%	93.0%	
Rental Car	5.3%	6.4%	2.2%	5.2%	6.2%	1.8%	7.5%	9.7%	6.1%	
Camper/RV	0.8%	1.0%	0.2%	0.8%	1.0%	0.2%	0.5%	0.6%	0.9%	
Ship/Boat	0.6%	0.7%	0.2%	0.5%	0.6%	0.2%	1.1%	1.4%		
Airplane	6.2%	8.4%	0.3%	5.3%	6.9%	0.1%	16.8%	21.5%		100.0%
Bus	1.2%	1.1%	1.7%	1.1%	1.0%	1.4%	2.2%	2.1%		
Train	1.3%	1.5%	0.6%	1.4%	1.6%	0.6%	0.9%	0.9%		
Motorcoach/Group Tour	0.2%	0.1%	0.3%	0.2%	0.1%	0.4%				
Motorcycle	0.9%	1.0%	0.8%	0.8%	0.9%	0.3%	2.3%	2.1%		
Other	1.9%	1.5%	3.0%	1.4%	1.1%	2.3%	1.9%	2.3%		
All Mode of Transportation Used on Trip										
Own Auto/Truck	84.6%	82.1%	91.7%	86.2%	83.9%	93.6%	72.5%	66.9%	93.8%	20.2%
Rental Car	9.2%	11.5%	2.6%	8.4%	10.5%	2.0%	17.8%	22.3%	7.5%	33.2%
Camper/RV	2.6%	3.5%	0.4%	2.5%	3.1%	0.4%	4.7%	6.0%	2.2%	6.0%
Ship/Boat	2.5%	3.2%	0.5%	2.3%	2.9%	0.4%	4.7%	5.9%	1.4%	7.6%
Airplane	8.7%	11.7%	0.4%	7.6%	10.0%	0.2%	21.3%	27.4%	2.3%	100.0%
Bus	4.0%	4.7%	2.0%	3.6%	4.2%	1.8%	7.9%	9.4%	1.7%	10.5%
Train	3.7%	4.7%	0.9%	3.4%	4.2%	0.9%	7.4%	8.9%	1.5%	11.4%
Motorcoach/Group Tour	1.7%	2.0%	0.6%	1.4%	1.6%	0.7%	4.1%	5.2%	0.9%	5.7%
Motorcycle	2.6%	3.2%	0.9%	2.2%	2.7%	0.5%	6.5%	7.4%	1.2%	5.7%
Other	3.6%	3.6%	3.6%	2.8%	2.8%	2.8%	6.1%	7.2%	1.0%	8.6%
Average Total Party Size	2.15	2.18	2.07	2.23	2.24	2.21	1.67	1.77	2.17	1.96
All Travel Party Members Under 18										
0	73.1%	72.0%	76.3%	71.2%	70.7%	72.7%	81.8%	78.2%	73.3%	74.0%
1	13.5%	13.9%	12.4%	14.0%	14.1%	13.6%	10.3%	12.1%	13.4%	14.3%
2	9.4%	9.9%	7.9%	10.4%	10.6%	9.7%	5.8%	7.1%	9.4%	6.9%
3	2.9%	3.0%	2.5%	3.1%	3.2%	2.9%	1.6%	2.1%	2.7%	2.8%
4	0.9%	0.9%	0.8%	1.0%	0.9%	1.1%	0.2%	0.2%	0.9%	0.9%
5+	0.3%	0.4%	0.1%	0.3%	0.4%	0.4%	0.4%	0.3%	0.2%	1.0%
All Travel Party Members Over 18										
0										
1	43.2%	42.6%	44.8%	39.4%	39.5%	38.8%	72.3%	69.0%	40.5%	61.7%
2	49.2%	50.1%	46.9%	52.6%	52.8%	51.9%	24.6%	27.2%	51.8%	32.9%
3	5.0%	4.6%	6.0%	5.1%	4.7%	6.4%	1.3%	1.7%	5.0%	3.9%
4	1.8%	1.8%	1.6%	2.1%	2.0%	2.2%	0.2%	0.3%	2.0%	0.4%
5+	0.9%	1.0%	0.7%	0.8%	0.9%	0.6%	1.6%	1.8%	0.7%	1.1%
All Travel Party Member										
0										
1	35.5%	34.4%	38.4%	31.7%	31.5%	32.3%	63.9%	59.1%	33.3%	52.6%
2	38.0%	38.3%	37.1%	39.3%	39.5%	38.8%	22.4%	24.4%	39.7%	26.9%
3	12.3%	12.3%	12.2%	13.3%	13.1%	13.9%	6.2%	6.8%	12.7%	8.9%
4	9.1%	9.6%	7.8%	10.0%	10.2%	9.8%	5.1%	6.8%	9.3%	5.7%
5+	5.2%	5.4%	4.5%	5.6%	5.7%	5.4%	2.4%	2.9%	5.0%	5.9%
Total number of States Visited	1.13	1.17	1.01	1.12	1.15	1.01	1.17	1.22	1.11	1.27
Number of States Visited										
1	94.0%	92.2%	99.2%	94.3%	92.7%	99.3%	92.5%	90.6%	94.8%	87.6%
2	3.5%	4.4%	0.8%	3.4%	4.2%	0.7%	4.5%	5.5%	3.1%	7.2%
3	1.1%	1.6%	1.1%	1.1%	1.5%	1.4%	1.4%	1.9%	1.0%	2.0%
4+	1.4%	1.8%	1.2%	1.2%	1.6%	1.5%	2.0%	2.0%	1.1%	3.1%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accommodation-Trend	Trip Type-Private Home Only	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
Sample Size	4,571	3,154	1,958	916	1,409	3,700	2,631	1,063	451	317	4,016	281
State Level Data												
Cities Visited in the State												
Other (Specify)	29.0%	27.4%	22.9%	32.7%	32.7%	29.8%	28.4%	33.4%	17.9%	17.4%	30.2%	10.5%
Los Angeles Area	18.3%	18.7%	18.8%	19.3%	17.2%	17.4%	17.8%	16.3%	25.3%	23.8%	17.4%	27.3%
San Diego Area	13.4%	13.4%	14.3%	11.7%	13.4%	13.7%	13.7%	13.7%	12.2%	12.4%	13.4%	14.0%
Anaheim/Orange County	12.9%	13.2%	15.0%	11.2%	12.5%	13.6%	13.9%	12.9%	10.2%	7.9%	12.4%	16.9%
San Francisco Area	11.9%	12.8%	14.5%	10.2%	9.8%	11.2%	11.9%	9.3%	18.6%	20.8%	10.5%	27.2%
Sacramento	7.9%	7.8%	8.0%	7.8%	8.1%	7.3%	7.1%	7.9%	9.9%	10.1%	7.6%	10.7%
Lake Tahoe	5.5%	6.8%	8.8%	1.7%	2.6%	5.9%	7.2%	2.9%	5.3%	6.6%	5.4%	6.4%
Palm Springs	5.4%	6.2%	7.2%	4.2%	3.7%	5.3%	6.2%	3.1%	6.8%	7.6%	5.5%	4.3%
Monterey/Santa Cruz	5.1%	5.8%	7.2%	2.9%	3.6%	5.1%	5.6%	3.8%	6.0%	7.6%	5.2%	3.4%
Santa Barbara	4.6%	5.1%	5.8%	4.3%	3.5%	4.8%	5.3%	3.6%	3.8%	4.1%	4.7%	5.6%
Fresno	4.6%	5.3%	6.0%	4.3%	3.1%	4.5%	5.3%	2.7%	4.5%	6.0%	4.3%	4.4%
San Jose	4.5%	4.9%	5.3%	4.4%	3.5%	4.3%	4.7%	3.3%	6.2%	6.6%	4.2%	9.7%
Oakland	3.4%	3.5%	3.6%	3.2%	3.4%	3.1%	3.0%	3.2%	6.1%	5.9%	3.4%	5.7%
Stayed Overnight/Did Not Stay Overnight												
Stayed overnight	69.0%	100.0%	100.0%	100.0%		71.1%	100.0%		70.2%	100.0%	67.6%	93.1%
Did not stay overnight	30.8%				100.0%	28.7%		100.0%	29.4%		32.3%	6.3%
Average Trip Expenditures per Party												
Lodging	\$127	\$184	\$270	\$11	\$38	\$125	\$176	\$41	\$194	\$275	\$120	\$231
Food/Beverage/Dining	\$98	\$125	\$156	\$74	\$58	\$102	\$127	\$101	\$132	\$94	\$94	\$164
Gasoline within State	\$57	\$67	\$71	\$55	\$35	\$58	\$67	\$35	\$65	\$65	\$61	\$34
Shopping/Gifts/Souvenirs	\$45	\$54	\$74	\$22	\$25	\$49	\$56	\$30	\$51	\$51	\$44	\$71
Transportation to get to State	\$45	\$57	\$69	\$40	\$17	\$44	\$54	\$18	\$69	\$88	\$26	\$298
Shopping/Gifts/Souvenirs	\$42	\$53	\$73	\$19	\$47	\$47	\$58	\$20	\$24	\$32	\$39	\$78
Groceries	\$29	\$38	\$41	\$27	\$8	\$31	\$40	\$8	\$23	\$31	\$28	\$42
Gaming	\$26	\$28	\$38	\$4	\$20	\$28	\$29	\$24	\$15	\$21	\$27	\$20
Other	\$15	\$16	\$22	\$5	\$14	\$7	\$8	\$4	\$9	\$11	\$16	\$10
Amenities	\$12	\$16	\$23	\$4	\$3	\$13	\$17	\$3	\$15	\$20	\$11	\$18
Total Expenditure minus Transportation	\$484	\$624	\$821	\$245	\$172	\$491	\$617	\$178	\$539	\$721	\$465	\$810
Average Spending per Visitor	\$225	\$286		\$83	\$220	\$276	\$81	\$323	\$407		\$214	\$413
Average Nights in California												
Hotel	2.11	3.06	3.04	3.11		2.15	3.02		2.30	3.27	1.95	4.18
Hotel	52.7%	52.7%	84.9%			48.9%	48.9%		86.1%	86.1%	51.0%	66.0%
Private Home	34.9%	34.9%	8.7%	100.0%		37.5%	37.5%		14.0%	14.0%	34.7%	37.5%
RV/Tent	5.2%	5.2%	8.4%			5.5%	5.5%		3.5%	3.5%	5.4%	2.8%
Personal Second Home/Condo	5.1%	5.1%	2.5%			5.0%	5.0%		4.3%	4.3%	5.0%	2.9%
Other	4.3%	4.3%	1.6%			4.2%	4.2%		4.1%	4.1%	3.8%	2.4%
B&B	3.9%	3.9%	6.3%			3.8%	3.8%		6.8%	6.8%	3.5%	4.0%
Rental Home	3.4%	3.4%	1.9%			3.4%	3.4%		2.8%	2.8%	3.1%	4.0%
Time Share	3.0%	3.0%	4.9%			3.2%	3.2%		3.0%	3.0%	3.0%	2.2%
Rental Condo	2.6%	2.6%	4.2%			2.6%	2.6%		3.2%	3.2%	2.3%	2.8%
Trip Activities												
Visiting relatives	21.7%	23.7%	11.8%	49.6%	17.3%	24.5%	26.0%	21.0%	4.2%	5.2%	22.0%	25.5%
Shopping	18.6%	21.9%	23.1%	21.5%	11.3%	19.5%	22.5%	11.9%	15.1%	19.3%	18.0%	28.2%
None of the above	16.5%	12.2%	12.3%	11.3%	26.1%	9.8%	7.8%	14.7%	47.7%	40.0%	16.7%	12.0%
Visiting friends	16.4%	18.4%	13.4%	27.6%	11.8%	17.7%	19.4%	13.5%	7.0%	7.9%	16.0%	22.4%
Beach	16.3%	19.1%	21.5%	14.4%	9.8%	17.8%	20.3%	11.5%	11.7%	13.5%	16.1%	23.5%
Fine dining	14.5%	17.1%	17.6%	15.9%	8.5%	15.5%	17.8%	9.7%	13.8%	18.2%	14.1%	22.2%
Rural sightseeing	9.3%	11.0%	12.2%	7.1%	5.4%	10.3%	11.9%	6.3%	7.3%	8.8%	9.5%	8.0%
Museums	9.0%	10.9%	14.6%	4.2%	4.8%	9.4%	11.1%	5.0%	9.7%	11.5%	7.9%	18.9%
Urban sightseeing	8.2%	10.1%	11.4%	7.8%	4.1%	8.5%	10.2%	4.4%	8.1%	10.3%	7.6%	15.4%
Historic sites/churches	7.5%	8.6%	11.0%	3.9%	5.0%	7.8%	8.6%	5.8%	8.5%	10.6%	6.8%	12.9%
Theme park/ Amusement park/ Water park	7.1%	7.6%	10.4%	2.7%	6.1%	7.9%	8.1%	7.3%	4.4%	5.3%	6.9%	12.4%
State park/Monuments/ Recreation areas	7.0%	7.6%	10.4%	2.7%	6.1%	7.9%	8.1%	7.3%	4.4%	5.3%	6.9%	12.4%
Art galleries	6.6%	8.3%	9.6%	4.3%	3.9%	7.8%	9.1%	4.6%	3.9%	4.6%	6.8%	10.3%
Casino/gaming	6.6%	6.9%	11.2%	2.9%	2.6%	6.8%	8.3%	2.9%	7.7%	10.1%	5.7%	13.6%
Hiking/ Backpacking/ Canyoneering	6.0%	6.9%	9.2%	2.0%	6.0%	7.2%	7.2%	7.1%	4.0%	5.7%	6.5%	7.5%
Wildlife viewing	6.0%	7.6%	7.9%	4.8%	2.4%	6.9%	8.4%	3.1%	2.1%	3.0%	6.1%	7.2%
Wine tasting/winery tour	5.3%	6.4%	7.1%	3.1%	2.8%	5.8%	6.7%	3.5%	3.5%	4.3%	5.5%	3.2%
Family reunion	5.2%	6.2%	7.5%	4.0%	2.8%	5.9%	6.8%	3.5%	3.1%	4.1%	5.0%	8.2%
Camping	4.5%	5.6%	5.3%	6.3%	2.3%	5.2%	6.1%	2.9%	1.5%	2.2%	4.7%	5.6%
Other nature (photography, rockhound, etc)	4.2%	5.8%	8.1%	0.5%	0.7%	4.7%	6.3%	0.7%	2.1%	2.7%	4.2%	5.3%
Nightclub/dancing	4.2%	4.5%	4.3%	2.5%	3.5%	4.6%	4.8%	4.0%	1.2%	1.4%	4.3%	1.7%
Zoos/ Aquariums/ Aviaries	4.1%	5.3%	5.9%	4.2%	1.5%	4.4%	5.7%	1.3%	2.8%	3.7%	3.7%	7.6%
Gardens	3.9%	4.5%	5.9%	2.2%	2.5%	4.3%	4.7%	3.1%	3.1%	4.4%	3.7%	6.0%
National park/Monuments/ Recreation areas	3.8%	4.7%	5.3%	3.9%	2.0%	4.1%	4.9%	2.2%	3.1%	3.8%	3.7%	6.6%
Musical performance/show	3.7%	4.9%	6.5%	1.3%	1.1%	3.9%	5.0%	1.2%	2.7%	3.2%	3.8%	3.8%
Old homes/mansions	3.2%	3.8%	4.4%	3.2%	2.0%	3.4%	4.0%	2.0%	2.9%	2.4%	3.1%	3.8%
Nature travel/ecotouring	3.1%	3.4%	4.1%	2.0%	2.4%	3.0%	3.3%	2.2%	5.5%	5.9%	3.0%	3.2%
	2.8%	3.4%	4.2%	1.5%	1.4%	3.1%	3.7%	1.6%	1.9%	2.0%	2.7%	4.0%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accommodation-Trend	Trip Type-Private Home Only	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
Sample Size	4,571	3,154	1,958	916	1,409	3,700	2,631	1,063	451	317	4,016	281
Trip Activities (continued)												
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2.8%	3.4%	4.1%	2.3%	1.4%	3.1%	3.6%	1.8%	2.0%	2.8%	2.5%	3.8%
Theater/drama	2.6%	3.0%	3.2%	2.8%	1.6%	2.6%	3.0%	1.6%	2.5%	2.2%	2.3%	6.1%
Craft breweries	2.6%	3.2%	3.5%	2.6%	1.2%	2.6%	3.2%	1.3%	2.6%	3.7%	2.5%	3.4%
Musical theater	2.5%	3.2%	3.9%	1.9%	1.1%	2.5%	3.1%	1.0%	3.7%	4.4%	2.0%	5.3%
Spa/health club	2.2%	2.8%	3.4%	1.6%	0.9%	2.2%	2.7%	0.9%	2.5%	3.6%	2.2%	2.8%
Local/folk arts/crafts	2.2%	2.5%	2.6%	1.3%	1.5%	2.3%	2.6%	1.5%	2.5%	1.9%	2.1%	2.7%
Bird watching	2.2%	2.7%	3.1%	0.8%	1.1%	2.3%	2.8%	1.3%	1.0%	1.1%	2.1%	3.9%
Fishing	2.1%	2.6%	2.9%	1.1%	1.0%	2.3%	2.9%	1.1%	1.0%	1.0%	2.1%	3.2%
Biking /Road biking/ Cycling	2.0%	2.3%	2.6%	1.3%	1.1%	2.3%	2.6%	1.5%	0.5%	0.6%	1.8%	2.1%
Golf	1.9%	2.5%	2.7%	2.4%	0.5%	2.0%	2.6%	0.6%	1.8%	2.6%	1.9%	1.5%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1.7%	1.8%	1.8%	2.1%	1.2%	1.8%	2.0%	1.5%	1.7%	2.2%	1.7%	2.9%
Sports events - Major/ Professional	1.7%	1.9%	2.6%	0.6%	1.3%	2.0%	2.1%	1.5%	0.7%	1.0%	1.6%	2.7%
Native American ruins/Rock art	1.5%	1.8%	2.3%	0.2%	0.9%	1.5%	1.7%	1.0%	2.4%	2.8%	1.4%	0.9%
Sailing	1.4%	1.9%	2.8%	0.4%	0.3%	1.4%	1.9%	0.4%	2.0%	2.9%	1.1%	2.5%
Farms/ Ranches/ Agri-tours	1.3%	1.4%	1.5%	1.2%	1.1%	1.4%	1.4%	1.3%	1.1%	1.4%	1.2%	1.4%
Area where a TV show or movie was filmed	1.2%	1.6%	2.0%	0.3%	0.4%	1.3%	1.7%	0.3%	0.8%	1.2%	1.1%	3.3%
Symphony/opera/concert	1.2%	1.3%	1.7%	0.5%	0.9%	1.2%	1.4%	1.0%	1.1%	0.9%	1.2%	1.2%
Horseback riding	1.2%	1.6%	2.2%	0.1%	0.3%	1.0%	1.4%	0.1%	2.5%	2.6%	1.0%	3.2%
Skiing/snowboarding	1.1%	1.4%	1.7%	0.2%	0.4%	1.1%	1.4%	0.5%	1.6%	2.0%	1.1%	1.1%
Mountain biking	1.1%	1.5%	1.7%	0.8%	0.4%	1.1%	1.4%	0.4%	1.9%	2.4%	1.0%	2.2%
Hunting	1.1%	1.4%	1.6%	0.8%	0.3%	0.9%	1.2%	0.3%	1.6%	2.2%	0.9%	3.2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1.0%	1.0%	1.2%	0.4%	1.2%	1.1%	1.0%	1.6%	0.9%	1.3%	1.1%	0.9%
ATV/Four-wheeling	1.0%	1.3%	1.8%	0.4%	0.4%	1.1%	1.3%	0.4%	1.0%	1.4%	0.9%	1.2%
Water skiing	0.9%	1.2%	1.4%	0.6%	0.2%	1.0%	1.3%	0.2%	0.3%	0.4%	0.8%	1.8%
Rock/mountain climbing	0.9%	1.1%	1.7%	0.3%	0.3%	0.9%	1.2%	0.4%	0.9%	1.3%	0.7%	1.8%
High School/College reunion	0.8%	0.9%	1.0%	0.7%	0.6%	0.9%	0.9%	0.7%	0.8%	1.1%	0.7%	1.5%
Motor boat/Jet ski	0.8%	1.2%	1.4%	0.2%	0.1%	0.9%	1.2%	0.1%	0.7%	1.0%	0.7%	2.2%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.8%	1.0%	1.1%	0.6%	0.2%	0.9%	1.2%	0.3%	0.3%	0.5%	0.7%	1.0%
Tennis	0.7%	1.0%	1.3%	0.6%	0.1%	0.8%	1.1%	0.1%	0.4%	0.6%	0.8%	0.8%
Motor sports - NASCAR/Indy	0.7%	0.9%	1.5%	0.1%	0.1%	0.6%	0.9%	0.1%	1.6%	2.3%	0.4%	3.2%
Rodeo/State fair	0.6%	0.7%	0.9%	0.2%	0.4%	0.6%	0.7%	0.4%	0.3%	0.2%	0.5%	0.8%
Horsereading	0.6%	0.7%	1.0%	0.1%	0.2%	0.7%	0.8%	0.3%	0.5%	0.7%	0.5%	0.8%
Snow sports other than skiing or snowmobiling	0.6%	0.7%	0.8%	0.1%	0.3%	0.5%	0.7%	0.2%	0.7%	0.7%	0.5%	1.1%
Caverns	0.5%	0.7%	1.1%	0.1%	0.1%	0.6%	0.8%	0.1%	0.8%	1.1%	0.4%	0.9%
Snowmobiling	0.5%	0.7%	1.0%	0.1%	0.1%	0.5%	0.7%	0.1%	1.2%	1.7%	0.3%	2.7%
Scuba diving/snorkeling	0.5%	0.6%	0.9%	0.2%	0.2%	0.6%	0.7%	0.3%	0.2%	0.2%	0.5%	0.7%
Hang gliding/ Skydiving/ Base jumping	0.4%	0.5%	0.7%	0.1%	0.1%	0.4%	0.5%	0.1%	0.7%	1.0%	0.3%	1.8%
Distilleries	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.8%
Trip Planning Sources												
Offline Sources (Net)	58.3%	63.1%	66.5%	57.3%	47.6%	60.7%	64.0%	52.5%	49.5%	56.6%	57.2%	69.6%
Corporate travel department (in person or by phone)	1.5%	1.8%	2.8%		0.6%	1.0%	1.2%	0.6%	5.2%	6.6%	1.1%	3.8%
Destination printed material	3.2%	3.7%	4.8%	1.0%	2.2%	3.2%	3.6%	2.0%	3.6%	4.6%	2.6%	4.3%
Friends/relatives	21.8%	24.1%	21.5%	32.1%	16.8%	24.4%	26.3%	19.6%	8.6%	9.0%	21.4%	30.6%
Magazine	2.6%	3.4%	4.8%	0.6%	1.0%	2.6%	3.3%	1.1%	3.8%	5.0%	2.3%	5.3%
Newspaper	1.8%	2.1%	3.1%		1.4%	1.8%	1.9%	1.5%	2.8%	3.6%	1.5%	4.7%
Own experience	33.6%	35.2%	33.9%	36.1%	30.1%	35.2%	36.1%	33.3%	26.2%	28.0%	34.0%	33.1%
Radio	1.6%	1.9%	2.5%	0.3%	1.1%	1.6%	1.7%	1.3%	2.5%	3.0%	1.4%	4.6%
TV	3.8%	4.6%	6.5%	1.2%	2.1%	3.7%	4.3%	2.2%	5.1%	6.6%	3.3%	9.3%
Travel agent	1.5%	1.6%	2.5%		1.2%	1.2%	1.3%	1.0%	4.9%	5.0%	1.1%	5.7%
Travel book	2.3%	2.8%	4.0%	0.5%	1.2%	2.3%	2.7%	1.2%	3.1%	3.5%	2.0%	4.4%
Travel club (AAA)	5.2%	6.5%	8.8%	2.2%	2.2%	4.9%	6.0%	2.0%	8.7%	11.1%	4.9%	10.0%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	3.4%	4.3%	5.9%	1.3%	1.4%	3.2%	3.9%	1.4%	6.5%	8.7%	2.5%	12.4%
Other 'offline' planning sources(s)	1.3%	1.3%	1.6%	1.0%	1.4%	1.3%	1.2%	1.4%	0.8%	0.7%	1.3%	0.8%
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	21.1%	26.3%	35.6%	9.2%	9.4%	21.6%	26.1%	10.4%	24.6%	30.7%	19.1%	46.9%
Online Sources (Including Social/Commercial Networking Sources) (Net)	33.7%	39.2%	50.1%	18.0%	21.1%	34.0%	39.1%	21.4%	38.2%	43.6%	31.4%	59.7%
Corporate desktop travel tool/internet	0.8%	1.1%	1.6%		0.1%	0.6%	0.9%	0.1%	2.0%	2.8%	0.6%	2.7%
Destination website (official site of state or attraction)	8.2%	9.7%	13.8%	1.9%	4.9%	8.9%	10.2%	5.6%	7.0%	8.1%	8.2%	11.5%
Online full service travel website (Expedia, Travelocity, etc.)	7.3%	9.9%	14.4%	1.9%	1.5%	7.4%	9.9%	1.3%	8.9%	11.4%	6.6%	16.9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	0.6%	0.8%	1.1%	0.1%	0.3%	0.6%	0.7%	0.3%	1.3%	1.3%	0.4%	3.7%
Travel provider website (airline, hotel, rental car, cruise, tour)	7.0%	9.1%	11.7%	4.7%	2.2%	6.9%	8.8%	2.3%	10.9%	12.8%	5.1%	26.5%
Search engines (Google, Bing, Yahoo, etc.)	15.3%	17.0%	20.9%	8.7%	11.5%	15.6%	17.5%	11.1%	17.2%	17.9%	14.8%	23.2%
Other online planning sources(s)	2.2%	2.5%	2.5%	1.7%	1.8%	2.4%	2.6%	2.0%	0.9%	1.3%	2.4%	1.9%
Social/Commercial Networking Sources (Net)	12.7%	14.8%	19.2%	5.9%	7.8%	12.8%	14.6%	8.2%	15.3%	18.0%	11.4%	22.8%
MySpace	0.1%	0.1%	0.2%						0.8%	1.2%	0.0%	0.5%
Pinterest	1.1%	1.3%	1.8%	0.3%	0.8%	1.1%	1.1%	0.9%	1.7%	2.1%	1.0%	2.4%
Facebook	6.8%	7.9%	9.3%	4.1%	4.3%	6.8%	7.6%	4.8%	8.9%	10.6%	5.9%	14.5%
LinkedIn	0.6%	0.8%	1.2%	0.1%	0.2%	0.6%	0.7%	0.3%	1.1%	1.6%	0.4%	4.4%
Twitter.com	1.6%	1.8%	2.5%	0.5%	1.0%	1.5%	1.7%	1.0%	2.3%	2.1%	1.2%	4.8%
Blogs	1.0%	1.1%	1.4%	0.3%	0.8%	1.1%	1.2%	0.9%	0.9%	0.6%	0.8%	3.9%
Travel review sites (TripAdvisor, Yelp, etc.)	3.8%	4.8%	7.1%	0.7%	1.5%	4.0%	4.9%	1.6%	5.0%	5.7%	3.6%	6.9%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accommodation-Trend	Trip Type-Private Home Only	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
Sample Size	4,571	3,154	1,958	916	1,409	3,700	2,631	1,063	451	317	4,016	281
Trip Planning Sources (continued)												
Yahoo Trip Planner	0.7%	0.8%	1.2%		0.3%	0.5%	0.6%	0.3%	2.0%	2.5%	0.5%	2.6%
VibeAgent	0.4%	0.5%	0.7%	0.1%	0.1%	0.3%	0.3%	0.2%	1.4%	2.0%	0.3%	0.8%
Other social/commercial networking sources	0.6%	0.5%	0.6%	0.4%	0.9%	0.6%	0.5%	0.6%			0.5%	0.8%
Online forums (Added 3/14)	0.9%	0.9%	1.4%	0.1%	0.7%	0.8%	0.8%	0.9%	2.1%	3.1%	0.6%	4.1%
Mobile (Net)	7.3%	8.0%	9.8%	4.1%	5.6%	7.2%	7.8%	5.7%	8.6%	10.0%	7.0%	11.7%
Mobile Web Browsing	6.8%	7.7%	9.4%	3.8%	4.8%	6.7%	7.4%	4.9%	8.4%	10.0%	6.5%	11.3%
Other mobile sites	0.5%	0.3%	0.4%	0.2%	0.9%	0.5%	0.3%	0.8%	0.2%		0.5%	0.4%
Someone else planned for me and I don't know the method	2.5%	2.3%	2.7%	1.7%	2.9%	2.1%	2.0%	2.4%	3.6%	4.5%	2.3%	3.2%
No plans were made for this destination	27.7%	21.9%	13.6%	36.5%	40.8%	25.9%	21.5%	36.9%	30.4%	22.6%	29.4%	8.8%
Advance Trip Considerations												
Less than 2 weeks before the visit	35.3%	27.0%	20.6%	38.0%	53.9%	34.3%	26.5%	53.7%	37.0%	28.1%	37.4%	8.1%
Within 2 weeks-4 weeks of visit	18.3%	18.4%	17.3%	21.0%	17.8%	18.5%	18.6%	18.2%	17.9%	17.9%	18.4%	18.2%
At least 1 month, but less than 3 months before the visit	18.6%	20.9%	22.6%	17.7%	13.5%	18.8%	21.1%	13.3%	17.5%	20.3%	18.7%	18.5%
At least 3 months, but less than 6 months before the visit	12.3%	15.2%	17.6%	11.2%	5.6%	12.3%	14.9%	5.7%	12.3%	15.8%	11.2%	26.6%
At least 6 months, but less than 1 year before the visit	8.3%	9.7%	11.8%	6.3%	5.2%	8.5%	9.9%	5.3%	8.8%	10.0%	7.3%	19.2%
More than a year before the visit	7.3%	8.7%	10.1%	5.8%	4.0%	7.5%	9.0%	3.7%	6.5%	8.0%	7.0%	9.5%
Advance Trip Decision												
Less than 2 weeks before the visit	44.6%	36.8%	29.9%	48.4%	62.2%	44.2%	36.8%	62.8%	45.2%	36.1%	47.1%	14.8%
Within 2 weeks-4 weeks of visit	18.1%	18.7%	18.4%	19.9%	16.5%	18.1%	18.7%	16.3%	17.6%	17.3%	18.1%	19.6%
At least 1 month, but less than 3 months before the visit	17.3%	20.0%	22.3%	16.0%	11.3%	17.3%	19.8%	11.2%	18.2%	22.8%	16.5%	25.5%
At least 3 months, but less than 6 months before the visit	9.5%	11.9%	14.3%	8.0%	4.0%	9.2%	11.5%	3.7%	9.0%	11.5%	8.5%	23.1%
At least 6 months, but less than 1 year before the visit	6.2%	7.4%	9.4%	3.9%	3.4%	6.4%	7.6%	3.5%	7.4%	8.9%	5.5%	11.7%
More than a year before the visit	4.4%	5.2%	5.7%	3.8%	2.5%	4.7%	5.8%	2.4%	2.6%	3.4%	4.3%	5.3%
Trip Booking Sources												
Offline booking (Net)	24.9%	31.4%	43.2%	9.1%	10.3%	23.7%	29.3%	9.9%	38.2%	49.2%	22.6%	44.0%
Corporate travel department	4.0%	5.1%	7.5%	0.7%	1.6%	3.3%	4.1%	1.2%	10.1%	13.3%	3.3%	9.7%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	9.3%	11.3%	15.7%	1.9%	4.8%	9.4%	10.9%	5.7%	11.9%	15.5%	9.1%	8.4%
Directly with travel provider in person/phone	7.6%	10.1%	14.0%	3.6%	2.0%	7.1%	9.2%	1.7%	14.2%	17.6%	6.2%	21.3%
Travel Agent	2.0%	2.4%	3.7%	0.2%	1.1%	1.8%	2.1%	0.9%	5.1%	5.8%	1.6%	7.2%
Travel club (e.g. AAA)	4.3%	5.5%	7.6%	1.7%	1.8%	4.4%	5.6%	1.6%	4.3%	5.8%	4.1%	5.9%
Some other offline booking method	1.6%	1.9%	2.1%	1.2%	0.8%	1.6%	1.9%	0.7%	1.0%	1.4%	1.6%	0.9%
Online booking (Excluding Social/Commercial Networking) (Net)	26.9%	35.3%	48.7%	11.3%	8.0%	27.3%	35.0%	7.9%	33.4%	42.3%	24.0%	60.6%
Online booking (Including Social/Commercial Networking) (Net)	27.6%	36.1%	49.7%	11.9%	8.4%	27.9%	35.8%	8.3%	34.3%	43.3%	24.8%	61.4%
Corporate desktop travel tool/intranet	2.2%	2.7%	4.1%	0.2%	0.8%	1.7%	2.0%	0.8%	6.8%	8.6%	1.8%	4.9%
Destination website	7.1%	8.9%	12.4%	1.8%	3.2%	7.4%	9.2%	3.1%	6.3%	8.1%	6.6%	10.9%
Online full service travel website (Expedia, Travelocity, etc.)	9.6%	12.9%	19.5%	1.5%	2.1%	9.9%	13.1%	2.0%	11.2%	14.3%	8.9%	21.3%
Traditional travel agency website	1.5%	1.9%	2.7%	0.4%	0.7%	1.4%	1.8%	0.5%	3.4%	3.3%	1.2%	5.1%
Travel provider website (airline, hotel, rental car, cruise, tour)	7.4%	9.8%	11.9%	6.5%	1.9%	7.3%	9.4%	2.1%	10.5%	13.5%	5.4%	31.5%
Some other online booking method	2.9%	3.9%	5.0%	1.3%	0.7%	3.2%	4.1%	0.9%	2.0%	2.6%	3.1%	1.5%
Unsure, I just used link from social/commercial networking or mobile source	0.7%	0.8%	1.0%	0.7%	0.4%	0.7%	0.8%	0.4%	0.9%	1.0%	0.8%	0.8%
Someone else booked for me and I don't know the method	4.4%	5.4%	6.3%	3.2%	2.0%	3.9%	4.7%	1.9%	6.4%	8.8%	3.9%	7.5%
No bookings were made for this destination	50.8%	37.2%	14.8%	78.5%	81.7%	51.7%	39.7%	81.7%	34.3%	15.5%	55.2%	5.8%
Trip Satisfaction (1-5)												
Top 2 Box (Net)	88.2%	90.0%	87.8%	94.1%	84.1%	89.8%	91.0%	86.7%	82.7%	82.7%	88.7%	86.0%
Extremely Satisfied (5)	51.3%	53.3%	47.4%	61.9%	47.0%	53.0%	54.6%	49.2%	41.9%	40.3%	51.0%	54.3%
Very Satisfied (4)	36.9%	36.7%	40.4%	32.2%	37.1%	36.8%	36.4%	37.5%	40.8%	42.4%	37.6%	31.7%
Somewhat Satisfied (3)	10.3%	8.7%	10.5%	5.3%	13.9%	9.1%	7.9%	12.2%	15.2%	15.8%	9.9%	13.3%
Bottom 2 Box (Net)	1.5%	1.3%	1.7%	0.6%	2.0%	1.1%	1.1%	1.1%	2.1%	1.6%	1.4%	0.7%
Not Very Satisfied (2)	1.0%	0.8%	1.1%	0.5%	1.5%	0.7%	0.7%	0.7%	2.1%	1.6%	0.9%	0.7%
Not At all Satisfied (1)	0.5%	0.5%	0.7%	0.1%	0.5%	0.5%	0.5%	0.4%			0.5%	