

# California Travel Report

## 1/1/2017 - 1/31/2017



Searches	Volume	YOY Growth	Global Share	US Share	US Sources		Intl Sources	
GLOBAL	5,387,077,843	24.95	100.00	--				
US	2,662,855,512	(6.15)	49.43	100.00				
CALIFORNIA	463,760,953	(5.59)	8.61	17.42	89.48	(0.07)	10.52	0.57

### Top Countries Searched - CA Source

Country	Share of Search	YOY Change
US	69.58	(0.05)
MX	3.45	0.28
GB	3.05	0.19
ES	2.82	0.02
FR	2.78	0.00
IT	2.38	0.13
CA	1.99	0.18
TH	1.35	0.01
ID	1.05	0.28
JP	0.91	(0.07)
DE	0.81	(0.06)

### Top Countries Searched - US Source

Country	Share of Search	YOY Change
US	73.96	(2.98)
GB	2.95	0.42
MX	2.81	0.40
ES	2.53	0.20
FR	2.44	0.23
IT	1.98	0.27
CA	1.87	0.19
TH	0.80	0.05
ID	0.64	0.11
DE	0.62	0.05
AE	0.60	0.09

### Top States Searched - CA Source

State	Share of Search	YOY Change
CA	35.59	(0.06)
NY	9.44	(0.05)
FL	8.74	(0.01)
NV	5.23	(0.01)
TX	3.94	0.09
HI	3.81	(0.04)
NJ	2.79	(0.09)
IL	2.76	(0.05)
AZ	2.15	0.02
VA	1.81	0.24

### Top States Searched - US Source

State	Share of Search	YOY Change
FL	21.50	(0.07)
CA	17.95	(0.73)
NY	9.66	(0.77)
TX	5.12	0.22
IL	3.19	(0.35)
NV	3.16	(0.20)
NJ	2.97	(0.38)
VA	2.51	0.20
GA	2.28	(0.11)
AZ	2.22	0.01

### Share of CA Searches by Region from US Source

Region	Share of Search	YOY Change
LA County	39.82	(0.07)
SF Bay Area	19.92	0.01
Orange County	13.69	(0.06)
SD County	9.57	0.03
Central Coast	4.45	0.23
Deserts	3.10	0.15
Inland Empire	2.92	0.15
Central Valley	2.72	0.44
Gold Coast	1.67	0.27
High Sierra	1.43	0.24
Shasta Cascade	0.37	0.57
North Coast	0.34	0.31

### Share of CA Searches by Region from International Source

Region	Share of Search	YOY Change
LA County	51.41	(0.00)
SF Bay Area	19.51	(0.02)
Orange County	15.13	(0.01)
SD County	5.21	(0.03)
Deserts	2.00	0.14
Central Coast	1.85	0.07
Inland Empire	1.77	0.21
Central Valley	1.72	0.18
High Sierra	0.78	0.16
Gold Coast	0.41	0.08
Shasta Cascade	0.11	(0.53)
North Coast	0.08	(0.65)

### Top 5 Source US States - CA

Region	State	Share of Search	YOY Change
California	CA	28.14	(0.06)
California	NY	9.74	0.02
California	TX	5.58	0.06
California	WA	4.25	0.03
California	IL	4.20	(0.02)

### Top 5 Source Intl Countries - CA

Region	Country	Share of Search	YOY Change
California	CANADA	20.28	(0.01)
California	GERMANY	11.16	(0.04)
California	UNITED	7.46	(0.02)
California	FRANCE	4.16	0.22
California	MEXICO	3.98	0.17

### Top 5 Source US States Per Region

Region	State	Share of Search	YOY Change
Central Coast	CA	44.99	(0.09)
Central Coast	NY	5.43	0.02
Central Coast	TX	3.75	0.02
Central Coast	WA	3.50	0.03
Central Coast	CO	3.30	(0.03)
Central Valley	CA	34.03	(0.29)
Central Valley	TX	10.26	1.56
Central Valley	PA	7.53	3.01
Central Valley	NY	5.07	0.14
Central Valley	GA	4.18	(0.09)

### Top 5 Source Intl Countries Per Region

Region	Country	Share of Search	YOY Change
Central Coast	CANADA	16.35	0.08
Central Coast	GERMANY	14.63	0.04
Central Coast	UNITED	11.56	0.08
Central Coast	FRANCE	4.31	0.32
Central Coast	INDIA	4.10	(0.29)
Central Valley	GERMANY	38.56	(0.30)
Central Valley	RUSSIAN	16.98	134.53
Central Valley	CANADA	8.80	0.14
Central Valley	MEXICO	3.97	0.70
Central Valley	INDIA	3.49	(0.07)

Deserts	CA	35.62	(0.09)
Deserts	NY	6.83	0.02
Deserts	WA	6.01	0.02
Deserts	TX	4.54	0.12
Deserts	OR	4.25	0.02
Gold County	CA	38.69	(0.11)
Gold County	NY	5.17	0.09
Gold County	TX	4.51	0.04
Gold County	GA	4.08	0.68
Gold County	WA	3.80	(0.10)
High Sierra	CA	44.05	(0.10)
High Sierra	NY	17.82	2.03
High Sierra	GA	3.58	(0.55)
High Sierra	TX	2.91	(0.11)
High Sierra	PA	2.68	(0.13)
Inland Empire	CA	36.96	(0.11)
Inland Empire	NY	6.73	0.06
Inland Empire	WA	5.96	0.05
Inland Empire	TX	4.37	0.11
Inland Empire	OR	4.22	0.03
LA County	CA	24.47	(0.05)
LA County	NY	10.83	(0.00)
LA County	TX	5.47	0.01
LA County	IL	4.58	(0.02)
LA County	WA	4.55	0.08
North Coast	CA	36.36	(0.01)
North Coast	NY	5.11	(0.34)
North Coast	TX	4.71	(0.06)
North Coast	OR	4.64	0.15
North Coast	WA	3.81	0.26
Orange County	CA	24.92	(0.05)
Orange County	NY	10.60	0.01
Orange County	TX	5.49	(0.00)
Orange County	WA	4.70	0.07
Orange County	IL	4.57	(0.03)
Shasta Cascade	CA	38.61	0.05
Shasta Cascade	NY	5.87	(0.47)
Shasta Cascade	WA	4.94	0.31
Shasta Cascade	TX	4.14	0.04
Shasta Cascade	MI	3.99	(0.25)

Deserts	CANADA	60.19	0.04
Deserts	MEXICO	6.20	0.08
Deserts	UNITED	5.02	0.06
Deserts	GERMANY	4.56	0.15
Deserts	KOREA,	2.27	(0.33)
Gold County	CANADA	27.83	0.08
Gold County	MEXICO	8.17	0.27
Gold County	GERMANY	8.16	(0.13)
Gold County	UNITED	5.18	(0.21)
Gold County	INDIA	3.52	(0.07)
High Sierra	SPAIN	20.40	0.70
High Sierra	ITALY	18.45	(0.42)
High Sierra	GERMANY	9.70	(0.12)
High Sierra	CANADA	8.03	(0.21)
High Sierra	FRANCE	7.45	0.12
Inland Empire	CANADA	63.39	0.05
Inland Empire	UNITED	5.15	0.21
Inland Empire	MEXICO	4.88	0.27
Inland Empire	GERMANY	4.36	0.30
Inland Empire	KOREA,	2.31	(0.33)
LA County	CANADA	18.65	(0.06)
LA County	GERMANY	10.37	(0.00)
LA County	UNITED	7.35	(0.06)
LA County	FRANCE	4.53	0.23
LA County	MEXICO	3.73	0.22
North Coast	CANADA	21.27	1.16
North Coast	CHINA	9.45	2.38
North Coast	GERMANY	9.25	(0.30)
North Coast	RUSSIAN	6.63	4.32
North Coast	AUSTRIA	5.62	4.24
Orange County	CANADA	20.88	(0.03)
Orange County	GERMANY	9.95	(0.02)
Orange County	UNITED	6.90	(0.10)
Orange County	MEXICO	3.89	0.21
Orange County	FRANCE	3.69	0.19
Shasta Cascade	CANADA	16.46	1.35
Shasta Cascade	UNITED	9.94	(0.19)
Shasta Cascade	SWEDEN	7.91	47.57
Shasta Cascade	GERMANY	6.60	(0.39)
Shasta Cascade	TAIWAN	5.23	10.20

SD County	CA	25.11	(0.09)
SD County	NY	8.61	0.03
SD County	TX	5.65	0.03
SD County	IL	4.74	0.02
SD County	WA	3.86	(0.03)
SF Bay Area	CA	29.75	(0.06)
SF Bay Area	NY	9.97	0.08
SF Bay Area	TX	6.24	0.10
SF Bay Area	IL	4.07	(0.00)
SF Bay Area	MA	3.86	(0.02)

SD County	CANADA	26.35	0.08
SD County	GERMANY	11.69	(0.09)
SD County	UNITED	9.39	0.09
SD County	MEXICO	7.49	(0.02)
SD County	FRANCE	3.10	0.16
SF Bay Area	CANADA	16.26	(0.01)
SF Bay Area	GERMANY	12.98	(0.05)
SF Bay Area	UNITED	8.26	0.14
SF Bay Area	INDIA	4.44	(0.14)
SF Bay Area	FRANCE	4.42	0.19