

California Travel Report

10/1/2016 - 12/31/2016



Searches	Volume	YOY Growth	Global Share	US Share	US Sources		Intl Sources	
GLOBAL	27,623,896,808	266.04	100.00	--				
US	13,120,998,512	(10.68)	47.50	100.00				
CALIFORNIA	1,865,209,529	(24.55)	6.75	14.22	88.12	(0.28)	11.88	2.12

Top Countries Searched - CA Source

Country	Share of Search	YOY Change
US	67.63	(0.07)
MX	3.91	0.52
GB	2.95	0.14
FR	2.64	(0.15)
CA	2.60	0.32
ES	2.26	(0.20)
IT	2.11	0.11
TH	1.37	(0.03)
CN	0.92	0.33
JP	0.90	0.07
AU	0.90	0.27

Top Countries Searched - US Source

Country	Share of Search	YOY Change
US	73.21	(3.22)
GB	2.79	0.18
MX	2.77	0.59
FR	2.32	(0.24)
CA	2.18	0.27
IT	2.02	0.35
ES	1.98	(0.18)
DE	0.77	0.05
TH	0.73	(0.04)
AE	0.70	0.14
AU	0.57	0.10

Top States Searched - CA Source

State	Share of Search	YOY Change
CA	31.30	(0.22)
FL	10.12	0.18
NY	7.47	(0.19)
TX	5.05	0.41
NV	3.64	(0.18)
HI	3.01	(0.09)
IL	2.45	(0.15)
VA	2.37	0.75
AZ	2.27	0.26
NJ	2.08	(0.32)

Top States Searched - US Source

State	Share of Search	YOY Change
FL	22.70	2.48
CA	14.69	(4.06)
NY	7.54	(2.92)
TX	6.11	1.09
VA	2.81	0.47
IL	2.63	(1.38)
NV	2.35	(0.62)
GA	2.32	(0.17)
NJ	2.21	(1.51)
AZ	2.20	0.38

Share of CA Searches by Region from US Source

Region	Share of Search	YOY Change
LA County	34.53	(0.19)
SF Bay Area	19.29	(0.03)
Orange County	11.66	(0.19)
SD County	11.15	0.25
Central Coast	5.67	0.37
Central Valley	4.47	1.30
Deserts	4.03	0.58
Inland Empire	3.54	0.32
Gold County	2.60	0.92
High Sierra	1.74	0.45
North Coast	0.66	1.43
Shasta Cascade	0.66	1.52

Share of CA Searches by Region from International Source

Region	Share of Search	YOY Change
LA County	46.06	(0.11)
SF Bay Area	21.14	0.08
Orange County	14.05	(0.10)
SD County	7.23	0.38
Central Coast	2.49	0.34
Deserts	2.45	0.42
Inland Empire	2.01	0.27
Central Valley	1.92	1.12
High Sierra	1.46	1.07
Gold County	0.86	1.20
Shasta Cascade	0.21	(0.18)
North Coast	0.12	(0.34)

Top 5 Source US States - CA

Region	State	Share of Search	YOY Change
California	CA	28.89	(0.12)
California	NY	9.19	(0.01)
California	TX	5.11	(0.03)
California	WA	4.58	(0.06)
California	IL	4.08	0.08

Top 5 Source Intl Countries - CA

Region	Country	Share of Search	YOY Change
California	CANADA	22.68	0.06
California	GERMANY	10.40	0.30
California	UNITED	5.97	0.16
California	MEXICO	5.60	0.24
California	FRANCE	4.47	0.90

Top 5 Source US States Per Region

Region	State	Share of Search	YOY Change
Central Coast	CA	43.03	(0.13)
Central Coast	NY	6.39	0.38
Central Coast	TX	4.00	0.28
Central Coast	WA	3.79	(0.62)
Central Coast	AZ	3.00	0.39
Central Valley	CA	37.08	(0.23)
Central Valley	WA	7.99	0.14
Central Valley	GA	5.02	1.05
Central Valley	NY	4.97	0.38
Central Valley	TX	4.95	0.21

Top 5 Source Intl Countries Per Region

Region	Country	Share of Search	YOY Change
Central Coast	CANADA	35.98	1.33
Central Coast	UNITED	10.83	0.73
Central Coast	GERMANY	9.82	0.11
Central Coast	FRANCE	7.45	1.23
Central Coast	MEXICO	3.82	(0.16)
Central Valley	HONG KONG	18.49	29.80
Central Valley	CANADA	16.35	(0.48)
Central Valley	GERMANY	10.10	1.28
Central Valley	MEXICO	9.34	0.52
Central Valley	ITALY	6.22	0.93

Deserts	CA	32.90	(0.22)
Deserts	NY	7.39	0.17
Deserts	WA	6.04	0.07
Deserts	TX	4.42	0.07
Deserts	OR	4.15	0.19
Gold County	CA	31.30	(0.27)
Gold County	NY	5.55	(0.08)
Gold County	TX	5.10	0.14
Gold County	WA	4.20	0.01
Gold County	FL	3.58	0.21
High Sierra	CA	48.90	(0.03)
High Sierra	NY	5.86	0.26
High Sierra	TX	3.27	(0.27)
High Sierra	MN	2.86	1.80
High Sierra	WA	2.81	(0.00)
Inland Empire	CA	33.96	(0.25)
Inland Empire	NY	7.40	0.27
Inland Empire	WA	5.94	0.08
Inland Empire	TX	4.20	0.03
Inland Empire	OR	4.16	0.30
LA County	CA	25.14	(0.13)
LA County	NY	10.37	(0.02)
LA County	TX	5.46	0.02
LA County	WA	4.60	(0.05)
LA County	IL	4.36	0.06
North Coast	CA	38.24	0.07
North Coast	NY	9.82	(0.20)
North Coast	GA	4.80	2.50
North Coast	OR	4.03	0.15
North Coast	TX	3.70	(0.29)
Orange County	CA	25.20	(0.17)
Orange County	NY	10.25	0.02
Orange County	TX	5.45	0.01
Orange County	WA	4.78	(0.06)
Orange County	IL	4.34	0.10
Shasta Cascade	CA	41.70	(0.05)
Shasta Cascade	OR	5.47	0.82
Shasta Cascade	TX	5.05	0.12
Shasta Cascade	WA	4.51	0.11
Shasta Cascade	NY	3.82	(0.46)

Deserts	CANADA	63.65	0.12
Deserts	MEXICO	5.99	0.14
Deserts	GERMANY	5.52	(0.01)
Deserts	UNITED	4.50	0.12
Deserts	AUSTRIA	1.81	1.07
Gold County	CANADA	31.76	0.39
Gold County	MEXICO	12.38	0.30
Gold County	GERMANY	8.56	0.31
Gold County	UNITED	4.04	(0.29)
Gold County	FRANCE	3.84	1.86
High Sierra	CANADA	18.12	1.14
High Sierra	INDIA	14.98	5.42
High Sierra	KOREA,	10.19	5.16
High Sierra	GERMANY	9.38	(0.62)
High Sierra	UNITED	6.94	0.45
Inland Empire	CANADA	67.25	0.13
Inland Empire	MEXICO	4.80	0.43
Inland Empire	GERMANY	4.80	(0.02)
Inland Empire	UNITED	3.98	0.22
Inland Empire	AUSTRIA	1.87	1.72
LA County	CANADA	19.36	(0.07)
LA County	GERMANY	10.61	0.43
LA County	UNITED	5.53	0.14
LA County	MEXICO	5.47	0.34
LA County	FRANCE	4.77	0.87
North Coast	CANADA	28.46	1.11
North Coast	GERMANY	12.31	0.46
North Coast	AUSTRALIA	9.27	5.89
North Coast	FRANCE	6.08	1.86
North Coast	MEXICO	5.90	12.16
Orange County	CANADA	21.26	(0.03)
Orange County	GERMANY	9.82	0.29
Orange County	MEXICO	5.65	0.30
Orange County	UNITED	5.14	0.11
Orange County	FRANCE	4.43	0.86
Shasta Cascade	CANADA	23.68	1.47
Shasta Cascade	GERMANY	10.55	0.08
Shasta Cascade	SWITZERLAND	6.98	2.82
Shasta Cascade	KOREA,	5.79	1.18
Shasta Cascade	UNITED	5.57	(0.25)

SD County	CA	23.10	(0.27)
SD County	NY	8.75	0.16
SD County	TX	5.41	0.00
SD County	IL	4.92	0.12
SD County	FL	3.84	0.36
SF Bay Area	CA	30.44	(0.12)
SF Bay Area	NY	10.16	0.07
SF Bay Area	TX	4.97	(0.15)
SF Bay Area	WA	4.08	0.06
SF Bay Area	IL	3.93	0.10

SD County	CANADA	34.70	0.35
SD County	GERMANY	11.01	0.35
SD County	UNITED	6.57	(0.14)
SD County	MEXICO	6.45	(0.35)
SD County	AUSTRIA	2.75	0.75
SF Bay Area	CANADA	16.76	0.05
SF Bay Area	GERMANY	11.46	0.19
SF Bay Area	UNITED	7.37	0.29
SF Bay Area	MEXICO	5.19	0.24
SF Bay Area	FRANCE	4.89	1.16