

2014 Domestic Travel to California

Trip and Travel Behavior and Stats

Trip Level Data

Trip level data are for trips to California that may include 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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Note: Sample Size for the Trip and State Level are at the beginning of their respective sections (1 and 5)

Source: TNS TravelsAmerica, 2014

	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	6,743	4,858	1,883	4,973	3,697	1,277	861	645	216	5,211	1,101
Top States of Origin											
California	76.3%	68.7%	95.8%	77.2%	70.6%	96.1%	65.4%	55.3%	95.6%	86.7%	26.0%
Nevada	3.0%	3.4%	2.1%	3.1%	3.4%	2.1%	1.9%	2.0%	1.3%	3.4%	1.7%
Arizona	2.8%	3.7%	0.5%	3.0%	4.0%	0.1%	1.7%	2.3%	0.0%	2.8%	3.5%
Texas	1.6%	2.2%	0.1%	1.5%	1.9%	0.2%	3.1%	4.2%	0.0%	0.5%	6.9%
Washington	1.4%	1.9%	0.0%	1.2%	1.7%	0.0%	2.8%	3.7%	0.0%	0.7%	4.4%
Oregon	1.3%	1.7%	0.3%	1.2%	1.6%	0.2%	2.0%	2.5%	0.6%	0.9%	3.2%
Illinois	1.1%	1.6%	0.0%	1.2%	1.6%	0.0%	1.0%	1.4%	0.0%	0.3%	4.9%
New York	1.1%	1.5%	0.1%	0.8%	1.1%	0.0%	2.7%	3.6%	0.0%	0.3%	4.4%
Utah	0.9%	1.3%	0.0%	1.0%	1.4%	0.0%	0.9%	1.2%	0.0%	0.8%	2.0%
Florida	0.8%	1.1%	0.0%	0.7%	0.9%	0.0%	1.3%	1.7%	0.0%	0.2%	3.2%
Colorado	0.8%	1.0%	0.0%	0.7%	0.9%	0.0%	1.6%	2.1%	0.0%	0.2%	3.6%
Georgia	0.6%	0.7%	0.4%	0.5%	0.7%	0.1%	1.5%	1.2%	2.5%	0.3%	1.8%
New Jersey	0.6%	0.8%	0.0%	0.5%	0.7%	0.0%	1.7%	2.2%	0.0%	0.3%	2.3%
Virginia	0.6%	0.8%	0.0%	0.7%	0.9%	0.0%	0.6%	0.8%	0.0%	0.3%	2.4%
Pennsylvania	0.6%	0.8%	0.0%	0.6%	0.8%	0.0%	1.3%	1.7%	0.0%	0.1%	2.9%
Tennessee	0.5%	0.6%	0.2%	0.5%	0.5%	0.3%	1.3%	1.7%	0.0%	0.2%	1.7%
Ohio	0.5%	0.7%	0.0%	0.4%	0.5%	0.0%	0.9%	1.2%	0.0%	0.1%	2.2%
Top Demographic Market Areas (DMAs) of Origin											
Los Angeles	31.2%	27.0%	41.9%	31.5%	27.7%	42.5%	25.9%	19.2%	46.2%	35.1%	11.9%
San Francisco-Oakland-San Jose	15.6%	15.5%	15.8%	16.3%	15.9%	17.2%	15.0%	14.6%	16.1%	17.5%	6.8%
Sacramento-Stockton-Modesto	10.9%	9.7%	14.1%	11.2%	10.2%	14.2%	8.3%	6.0%	15.0%	12.6%	2.5%
San Diego	6.3%	5.3%	8.7%	6.6%	5.5%	9.9%	5.6%	5.2%	6.9%	6.7%	3.9%
Fresno-Visalia	4.2%	3.8%	5.2%	3.8%	3.7%	3.9%	4.1%	4.9%	1.6%	5.0%	0.2%
Phoenix (Prescott)	2.4%	3.2%	0.5%	2.5%	3.4%	0.1%	1.5%	2.0%	0.0%	2.5%	2.8%
Las Vegas	2.2%	2.4%	1.7%	2.5%	2.7%	1.8%	1.0%	0.9%	1.3%	2.5%	1.4%
Chico-Redding	1.8%	1.6%	2.3%	1.6%	1.5%	1.7%	1.5%	1.5%	1.6%	2.2%	0.4%
Monterey-Salinas	1.6%	1.3%	2.4%	1.4%	1.3%	1.5%	2.1%	1.2%	4.8%	1.8%	0.2%
Bakersfield	1.4%	1.2%	1.9%	1.5%	1.3%	2.0%	0.6%	0.6%	0.5%	1.7%	0.0%
Santa Barbara-Santa Maria-San Luis Obispo	1.4%	1.3%	1.6%	1.4%	1.4%	1.1%	1.4%	1.1%	2.5%	1.6%	0.0%
Palm Springs	1.2%	1.2%	1.1%	1.3%	1.3%	1.3%	0.6%	0.7%	0.5%	1.4%	0.2%
New York	1.2%	1.6%	0.0%	1.0%	1.4%	0.0%	2.6%	3.5%	0.0%	0.3%	4.6%
Seattle-Tacoma	1.0%	1.4%	0.0%	1.0%	1.3%	0.0%	1.7%	2.3%	0.0%	0.4%	3.5%
Chicago	1.0%	1.4%	0.0%	1.1%	1.5%	0.0%	1.0%	1.4%	0.0%	0.3%	4.3%
Salt Lake City	1.0%	1.3%	0.0%	1.1%	1.5%	0.0%	0.9%	1.2%	0.0%	0.8%	2.2%
Portland, OR	0.9%	1.2%	0.1%	0.8%	1.0%	0.1%	1.8%	2.3%	0.2%	0.5%	2.2%
Reno	0.9%	1.0%	0.6%	0.6%	0.7%	0.3%	0.8%	1.1%	0.0%	1.0%	0.3%
Denver	0.7%	1.0%	0.1%	0.7%	0.9%	0.1%	1.6%	2.1%	0.0%	0.2%	3.5%
Washington, DC (Hagerstown)	0.6%	0.9%	0.0%	0.6%	0.8%	0.0%	0.8%	1.0%	0.0%	0.2%	2.9%
Atlanta	0.6%	0.7%	0.4%	0.5%	0.6%	0.1%	1.5%	1.2%	2.5%	0.3%	1.5%
Dallas-Ft. Worth	0.6%	0.8%	0.0%	0.5%	0.6%	0.0%	1.3%	1.7%	0.0%	0.1%	2.5%
Household Income											
Under \$10,000	4.1%	3.9%	4.4%	3.6%	3.5%	3.9%	2.4%	2.6%	1.7%	4.0%	3.2%
\$10,000-\$14,999	2.5%	2.6%	2.3%	2.2%	2.4%	1.7%	1.5%	1.7%	0.7%	2.7%	1.2%
\$15,000-\$19,999	2.9%	2.4%	4.2%	2.8%	2.5%	3.6%	0.7%	0.3%	1.9%	3.2%	1.3%
\$20,000-\$24,999	5.1%	4.7%	6.3%	5.0%	4.4%	6.9%	5.0%	5.2%	4.6%	5.3%	3.9%
\$25,000-\$29,999	3.3%	3.1%	3.9%	3.2%	3.2%	3.4%	3.0%	2.1%	5.9%	3.4%	2.1%
\$30,000-\$34,999	4.0%	3.5%	5.5%	4.0%	3.6%	5.5%	3.1%	2.4%	5.3%	4.0%	2.7%
\$35,000-\$39,999	3.7%	3.6%	4.1%	3.8%	3.6%	4.1%	1.7%	1.8%	1.4%	4.0%	2.7%
\$40,000-\$49,999	7.6%	7.2%	8.8%	7.7%	7.4%	8.4%	5.4%	4.8%	7.2%	7.9%	6.6%
\$50,000-\$59,999	6.5%	5.9%	8.0%	6.5%	6.0%	8.0%	4.2%	4.0%	4.7%	6.8%	4.8%
\$60,000-\$74,999	10.9%	11.5%	9.5%	11.4%	11.8%	10.4%	9.6%	11.1%	5.1%	10.5%	11.7%
\$75,000-\$99,999	11.6%	11.9%	10.8%	12.1%	12.4%	11.1%	11.2%	10.7%	12.7%	12.0%	11.1%
\$100,000-\$124,999	17.1%	18.3%	14.2%	17.5%	18.8%	13.8%	22.2%	19.8%	29.2%	17.2%	19.1%
\$125,000-\$149,999	8.6%	8.6%	8.6%	7.9%	7.7%	8.7%	13.2%	14.4%	9.7%	7.9%	11.5%
\$150,000-\$199,999	7.7%	8.2%	6.5%	8.2%	8.4%	7.7%	9.7%	11.7%	3.9%	7.7%	9.3%
\$200,000 +	4.2%	4.7%	3.1%	4.0%	4.4%	2.8%	7.0%	7.3%	6.1%	3.3%	8.9%

	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
Household Size											
1	19.5%	19.3%	20.1%	19.4%	19.2%	20.1%	18.8%	18.8%	18.8%	18.3%	21.6%
2	35.6%	36.4%	33.5%	35.9%	37.2%	32.2%	32.1%	31.3%	34.6%	35.4%	39.1%
3	19.5%	19.6%	19.2%	19.4%	19.3%	19.7%	20.3%	20.5%	20.0%	19.9%	16.6%
4	14.8%	14.3%	16.1%	15.0%	14.4%	16.5%	16.7%	17.5%	14.1%	15.0%	15.6%
5+	10.7%	10.5%	11.2%	10.3%	9.9%	11.5%	12.1%	11.9%	12.5%	11.4%	7.1%
Presence of Children in Household											
Net - Children Under 18	28.4%	28.6%	27.9%	28.3%	28.2%	28.5%	34.4%	35.6%	30.7%	29.8%	25.2%
Children 0-5	12.0%	11.7%	12.8%	12.7%	12.1%	14.5%	13.6%	14.1%	11.8%	13.1%	8.9%
6-12	15.8%	15.7%	16.2%	15.6%	15.1%	17.1%	20.4%	20.5%	20.3%	16.0%	15.1%
13-17	10.4%	10.9%	8.9%	9.5%	9.9%	8.4%	12.8%	15.0%	6.4%	10.9%	9.7%
None Under 18	71.6%	71.4%	72.1%	71.7%	71.8%	71.5%	65.6%	64.4%	69.3%	70.2%	74.8%
Marital Status											
Now married	58.2%	59.7%	54.4%	58.5%	59.6%	55.4%	62.7%	63.7%	59.6%	59.5%	57.5%
Never married	20.9%	21.0%	20.8%	20.9%	21.2%	20.2%	19.9%	19.2%	22.2%	20.0%	22.0%
Divorced, Widowed, Separated	20.9%	19.4%	24.8%	20.5%	19.2%	24.5%	17.4%	17.1%	18.2%	20.5%	20.5%
No answer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Age											
18-20	1.6%	1.7%	1.4%	1.4%	1.5%	1.1%	1.0%	1.3%	0.0%	1.5%	2.0%
21-24	4.3%	4.1%	4.9%	4.3%	4.2%	4.5%	3.5%	2.6%	6.2%	4.6%	3.3%
25-34	19.8%	21.1%	16.6%	21.5%	22.6%	18.3%	16.2%	16.1%	16.6%	19.5%	21.8%
35-44	18.9%	19.3%	18.0%	18.6%	18.7%	18.3%	23.4%	23.8%	22.0%	19.2%	17.9%
45-54	19.4%	19.7%	18.7%	18.6%	18.7%	18.4%	23.0%	24.6%	18.3%	19.8%	19.0%
55-64	18.3%	18.0%	19.2%	18.1%	18.1%	18.0%	18.6%	18.3%	19.4%	18.6%	17.4%
65+	17.6%	16.2%	21.2%	17.6%	16.3%	21.4%	14.3%	13.3%	17.4%	16.7%	18.6%
Average Age	47.8	47.1	49.5	47.5	46.9	49.2	47.9	47.7	48.4	47.6	47.8
Gender											
Male	31.2%	31.1%	31.5%	29.8%	29.4%	30.8%	37.6%	37.5%	38.0%	31.2%	28.7%
Female	68.8%	68.9%	68.5%	70.2%	70.6%	69.2%	62.4%	62.5%	62.0%	68.8%	71.3%
Education (Head of Household)											
Female											
Grade School	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.9%	0.0%	0.1%
Some High School	0.7%	0.4%	1.3%	0.5%	0.4%	0.8%	0.1%	0.1%	0.0%	0.8%	0.2%
Graduated High School	9.4%	8.7%	10.9%	9.1%	8.6%	10.5%	6.0%	6.0%	6.2%	10.0%	4.1%
Some College - no degree	21.6%	20.7%	23.9%	22.4%	21.5%	25.0%	13.2%	11.3%	19.4%	22.5%	18.3%
Graduated College - Associate's degree (2 year)	9.4%	9.2%	9.8%	9.6%	9.6%	9.5%	7.7%	8.5%	5.0%	10.2%	6.1%
Graduated College - Bachelor's degree (4 year)	25.0%	25.9%	22.8%	26.0%	26.6%	24.3%	27.2%	26.7%	28.7%	24.3%	31.5%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	14.2%	14.9%	12.4%	13.5%	14.4%	11.0%	21.9%	21.8%	22.3%	11.9%	25.1%
No answer	19.2%	19.5%	18.3%	18.2%	18.1%	18.6%	23.6%	25.5%	17.5%	19.7%	14.1%
No Female Head Present	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Male											
Grade School	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
Some High School	1.9%	1.9%	1.9%	1.9%	1.9%	1.8%	1.1%	1.0%	1.7%	2.4%	0.2%
Graduated High School	7.0%	6.7%	7.7%	6.9%	6.8%	7.2%	6.1%	6.1%	5.8%	7.4%	4.1%
Some College - no degree	16.4%	15.4%	18.7%	16.7%	16.0%	18.8%	14.5%	12.7%	20.3%	16.5%	13.5%
Graduated College - Associate's degree (2 year)	7.7%	6.7%	10.3%	7.7%	6.5%	11.1%	6.3%	5.7%	8.5%	9.0%	3.4%
Graduated College - Bachelor's degree (4 year)	20.9%	22.9%	15.7%	22.2%	24.1%	16.6%	21.6%	24.8%	11.1%	20.7%	24.5%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	13.7%	15.1%	10.3%	12.1%	12.8%	10.3%	23.1%	25.2%	16.4%	12.1%	22.8%
No answer	32.0%	30.8%	35.0%	32.0%	31.3%	33.9%	26.9%	24.6%	34.5%	31.6%	30.5%
Female Employment Status (Head of Household)											
Full time	33.0%	34.7%	28.7%	33.9%	35.5%	29.5%	44.1%	41.4%	52.7%	32.2%	42.7%
Part time	11.5%	11.8%	10.6%	10.5%	11.1%	8.9%	10.2%	10.7%	8.7%	11.9%	10.7%
Retired	14.8%	13.7%	17.7%	14.6%	14.3%	15.6%	8.0%	7.4%	9.7%	14.3%	13.4%
Not employed	18.1%	17.1%	20.5%	19.3%	17.8%	23.5%	12.0%	12.5%	10.1%	18.2%	16.6%
No answer	18.6%	19.0%	17.8%	17.7%	17.5%	18.3%	22.9%	24.6%	17.5%	19.1%	13.9%
No female	4.0%	3.7%	4.7%	4.0%	3.8%	4.2%	2.9%	3.4%	1.2%	4.3%	2.7%

	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
Male Employment Status (Head of Household)											
Full time	42.7%	45.0%	36.9%	42.9%	44.1%	39.3%	55.8%	58.9%	45.8%	41.8%	51.2%
Part time	4.1%	4.2%	3.9%	4.2%	4.3%	4.1%	3.6%	3.5%	4.1%	4.3%	3.1%
Retired	13.7%	12.7%	16.2%	13.7%	13.2%	14.9%	7.8%	8.5%	5.5%	14.7%	10.2%
Not employed	6.0%	5.7%	6.8%	5.8%	5.4%	7.0%	5.2%	4.6%	7.2%	6.0%	3.2%
No answer	31.3%	30.1%	34.2%	31.3%	30.7%	33.1%	26.5%	24.0%	34.5%	30.8%	30.2%
No male	2.2%	2.3%	2.0%	2.1%	2.3%	1.6%	1.1%	0.5%	2.9%	2.3%	2.1%
Ethnicity											
White	76.3%	75.9%	77.2%	77.3%	77.4%	77.0%	73.7%	72.6%	77.0%	75.4%	82.2%
Black/African American	4.4%	4.2%	5.1%	3.9%	3.6%	4.8%	5.8%	5.7%	6.4%	4.2%	3.3%
Asian or Pacific Islander	9.1%	9.7%	7.6%	10.0%	10.4%	8.6%	8.7%	8.6%	8.8%	9.6%	7.4%
American Indian, Aleut Eskimo	1.4%	1.5%	1.0%	1.2%	1.4%	0.6%	0.8%	1.0%	0.3%	1.5%	0.9%
Other	5.9%	5.8%	6.2%	5.4%	5.1%	6.2%	8.1%	8.7%	6.5%	6.2%	4.1%
No answer	2.9%	2.9%	2.9%	2.3%	2.2%	2.8%	2.8%	3.4%	1.0%	3.0%	2.1%
Spanish Origin											
Yes	9.3%	9.3%	9.3%	9.1%	9.1%	8.8%	7.3%	6.9%	8.6%	10.0%	4.6%
No	86.2%	86.6%	85.2%	86.8%	87.3%	85.2%	87.1%	87.5%	86.0%	85.3%	92.0%
No answer	4.4%	4.0%	5.5%	4.2%	3.6%	5.9%	5.6%	5.7%	5.4%	4.7%	3.3%
Primary Purpose of Trip											
Leisure Total	73.8%	76.1%	67.8%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	76.4%	65.6%
Visit friends/relatives	39.3%	42.3%	31.6%	53.2%	55.5%	46.6%	0.0%	0.0%	0.0%	39.6%	45.1%
Other pleasure/personal	14.8%	14.2%	16.0%	20.0%	18.7%	23.6%	0.0%	0.0%	0.0%	15.3%	9.6%
Entertainment/Sightseeing	12.0%	11.8%	12.6%	16.3%	15.5%	18.6%	0.0%	0.0%	0.0%	12.7%	8.6%
Outdoor recreation	7.7%	7.8%	7.6%	10.5%	10.3%	11.2%	0.0%	0.0%	0.0%	8.9%	2.3%
Combined Business/pleasure **	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Personal business	6.1%	4.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	3.2%
Business Total	12.8%	13.3%	11.5%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	9.8%	25.7%
Business - General (Sub Net)	10.6%	10.6%	10.6%	0.0%	0.0%	0.0%	83.2%	80.2%	92.4%	8.5%	19.6%
Any Other General Business *	3.5%	3.3%	4.1%	0.0%	0.0%	0.0%	27.5%	24.8%	35.7%	3.0%	5.3%
Client or Customer Meeting/Service *	2.8%	2.5%	3.8%	0.0%	0.0%	0.0%	22.1%	18.5%	32.8%	1.9%	7.1%
Employee Training/Seminar *	2.1%	2.4%	1.2%	0.0%	0.0%	0.0%	16.3%	18.1%	10.8%	1.8%	3.1%
Internal Business Meeting *	1.0%	1.1%	0.7%	0.0%	0.0%	0.0%	7.8%	8.2%	6.5%	0.5%	3.4%
Sales/Marketing *	0.7%	0.9%	0.1%	0.0%	0.0%	0.0%	5.5%	6.9%	1.1%	0.7%	0.4%
Internal Operations/Equipment Repair or Service *	0.3%	0.3%	0.4%	0.0%	0.0%	0.0%	2.4%	2.0%	3.7%	0.3%	0.0%
Incentive/Reward *	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	1.7%	1.7%	1.8%	0.2%	0.2%
Business - Convention/conference/seminar **	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business - Convention/Conference/Tradeshaw/Seminar (Sub Net)	2.1%	2.6%	0.9%	0.0%	0.0%	0.0%	16.8%	19.8%	7.6%	1.4%	6.0%
Business - Convention/Tradeshaw ***	0.8%	0.9%	0.4%	0.0%	0.0%	0.0%	6.0%	6.7%	3.7%	0.4%	2.3%
Business - Conference/Seminar ***	1.4%	1.7%	0.4%	0.0%	0.0%	0.0%	10.8%	13.1%	3.9%	1.0%	3.7%
Other	7.4%	6.6%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	5.5%
All Purposes of Trip											
Leisure Total	85.0%	88.5%	76.0%	100.0%	100.0%	100.0%	37.5%	41.5%	25.7%	87.0%	77.1%
Visit friends/relatives	52.6%	57.7%	39.5%	62.4%	66.0%	52.1%	22.9%	25.3%	15.5%	52.4%	57.6%
Other pleasure/personal	34.9%	37.5%	28.1%	40.0%	41.6%	35.3%	17.6%	18.5%	14.9%	35.0%	30.2%
Entertainment/Sightseeing	29.7%	32.9%	21.5%	34.1%	36.2%	27.9%	17.4%	20.9%	7.1%	29.3%	29.6%
Outdoor recreation	22.1%	24.9%	14.8%	24.8%	26.7%	19.0%	14.1%	17.0%	5.3%	23.5%	13.7%
Personal business	12.4%	11.1%	15.7%	4.2%	4.8%	2.3%	14.6%	16.1%	10.2%	12.9%	8.9%
Business Total	16.4%	17.5%	13.9%	3.6%	4.0%	2.3%	100.0%	100.0%	100.0%	13.7%	27.8%
Business - General (Net)	14.5%	15.1%	13.1%	3.4%	3.8%	2.3%	86.1%	83.7%	93.2%	12.4%	22.6%
Any Other General Business *	7.1%	7.2%	6.9%	2.5%	2.7%	2.0%	34.9%	32.2%	43.0%	6.6%	7.8%
Client or Customer Meeting/Service *	6.3%	6.4%	6.1%	2.3%	2.6%	1.6%	31.4%	28.5%	40.2%	5.2%	9.6%
Employee Training/Seminar *	5.3%	6.1%	3.2%	2.3%	2.5%	1.4%	23.3%	26.0%	15.4%	4.9%	5.8%
Internal Business Meeting *	4.2%	4.8%	2.8%	2.1%	2.4%	1.4%	16.0%	17.3%	12.1%	3.6%	6.1%
Sales/Marketing *	4.1%	4.7%	2.4%	2.1%	2.3%	1.4%	14.4%	16.3%	8.7%	3.8%	3.4%
Incentive/Reward *	3.2%	3.7%	1.9%	2.1%	2.3%	1.3%	8.2%	8.8%	6.4%	3.0%	2.1%
Internal Operations/Equipment Repair or Service *	3.2%	3.6%	2.3%	2.0%	2.2%	1.5%	9.2%	9.2%	9.2%	3.3%	1.8%
Business - Convention/conference/seminar **	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

	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 Purposes of Trip (Continued)											
Business-Convention/Conference/Tradeshow/Seminar (Net)	5.6%	6.6%	2.9%	2.3%	2.6%	1.6%	25.4%	29.4%	13.4%	4.5%	9.1%
Business - Conference/Seminar ***	4.5%	5.4%	2.4%	2.1%	2.4%	1.5%	18.6%	21.6%	9.6%	3.8%	6.6%
Business - Convention/Tradeshow ***	4.0%	4.6%	2.4%	2.3%	2.5%	1.6%	13.9%	15.4%	9.5%	3.5%	4.8%
Other	11.8%	11.4%	13.0%	4.2%	4.5%	3.3%	6.3%	6.8%	4.9%	11.7%	8.4%
Did you extend your stay for leisure purposes?											
Yes	21.4%	27.1%	4.5%	0.0%	0.0%	0.0%	21.4%	27.1%	4.5%	22.9%	13.9%
No	78.6%	72.9%	95.5%	0.0%	0.0%	0.0%	78.6%	72.9%	95.5%	77.1%	86.1%
Primary Mode of Transportation Used on Trip											
Own Auto/Truck	71.1%	64.7%	87.8%	74.7%	69.3%	90.6%	48.3%	39.8%	73.5%	92.1%	0.0%
Airplane	16.3%	22.1%	1.5%	14.5%	19.4%	0.4%	32.8%	40.9%	8.5%	0.0%	100.0%
Rental Car	5.4%	6.4%	2.8%	4.5%	5.4%	2.0%	10.9%	11.3%	9.7%	7.0%	0.0%
Other	2.7%	2.4%	3.6%	1.7%	1.4%	2.4%	4.6%	4.6%	4.5%	0.0%	0.0%
Train	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	0.9%	0.6%	1.5%	0.0%	0.0%
Ship/Boat	0.8%	1.0%	0.1%	1.0%	1.3%	0.2%	0.2%	0.3%	0.0%	0.0%	0.0%
Camper/RV	0.7%	0.9%	0.2%	0.8%	1.0%	0.3%	0.3%	0.4%	0.0%	0.9%	0.0%
Bus	0.7%	0.7%	0.7%	0.5%	0.4%	0.8%	1.2%	1.5%	0.3%	0.0%	0.0%
Motorcycle	0.5%	0.3%	1.1%	0.4%	0.3%	0.9%	0.7%	0.3%	2.0%	0.0%	0.0%
All Modes of Transportation											
Own Auto/Truck	75.3%	69.9%	89.1%	77.9%	73.4%	91.2%	56.4%	49.8%	76.0%	92.7%	15.6%
Airplane	20.3%	27.2%	2.6%	17.9%	23.7%	1.2%	39.0%	48.0%	12.1%	4.0%	100.0%
Rental Car	13.3%	16.7%	4.6%	10.7%	13.3%	2.9%	29.4%	33.9%	15.7%	9.0%	34.7%
Other	6.4%	6.7%	5.7%	4.7%	4.9%	3.8%	11.9%	12.0%	11.6%	2.3%	9.3%
Train	4.4%	5.0%	2.9%	3.9%	4.4%	2.6%	6.7%	6.9%	6.4%	2.5%	4.6%
Bus	4.1%	4.9%	2.1%	3.5%	4.0%	1.9%	6.5%	7.2%	4.5%	2.3%	6.4%
Ship/Boat	3.3%	3.9%	1.4%	3.0%	3.7%	1.1%	4.3%	4.5%	3.6%	2.4%	1.8%
Camper/RV	3.1%	3.8%	1.4%	2.8%	3.4%	1.0%	3.7%	3.8%	3.6%	3.4%	1.0%
Motorcoach/Group Tour	2.7%	2.9%	2.1%	2.2%	2.4%	1.9%	4.1%	4.3%	3.6%	1.9%	2.2%
Motorcycle	2.5%	2.6%	2.0%	2.0%	2.1%	1.7%	4.0%	3.9%	4.3%	2.0%	1.0%
Average Total Travel Party Size	2.77	2.62	3.16	2.92	2.67	3.63	2.16	2.28	1.81	2.64	2.02
All Travel Party Members Under 18											
0	74.6%	74.3%	75.4%	71.1%	71.7%	69.3%	89.2%	86.5%	97.4%	71.8%	85.9%
1	11.5%	11.7%	10.9%	12.5%	12.6%	12.3%	5.4%	6.5%	2.0%	12.5%	7.8%
2	8.9%	8.5%	9.7%	10.6%	9.8%	12.9%	3.2%	4.0%	0.7%	9.8%	4.5%
3	3.1%	3.4%	2.1%	3.4%	3.5%	3.0%	1.9%	2.5%	0.0%	3.5%	1.4%
4	1.1%	1.2%	1.0%	1.4%	1.5%	1.3%	0.0%	0.0%	0.0%	1.4%	0.2%
5+	0.9%	0.9%	0.9%	0.9%	0.9%	1.1%	0.4%	0.5%	0.0%	0.9%	0.1%
Number of Travel Party Members Over 18											
1	32.7%	32.5%	33.3%	28.4%	29.3%	26.0%	56.4%	52.9%	67.0%	28.0%	54.3%
2	50.0%	50.4%	49.0%	54.7%	54.7%	54.8%	27.0%	29.9%	18.4%	54.6%	34.8%
3	9.1%	8.9%	9.7%	8.8%	8.2%	10.4%	8.3%	8.4%	8.1%	9.9%	5.1%
4	4.8%	4.8%	4.7%	4.6%	4.6%	4.7%	4.9%	4.8%	5.0%	4.9%	3.6%
5+	3.3%	3.3%	3.4%	3.4%	3.2%	4.0%	3.4%	3.9%	1.6%	2.6%	2.3%
All Travel Party Members											
1	27.7%	27.6%	28.0%	22.8%	23.8%	20.0%	54.1%	50.1%	65.9%	22.8%	50.0%
2	38.5%	38.9%	37.5%	41.1%	41.8%	39.1%	23.5%	25.3%	18.0%	41.0%	30.4%
3	13.5%	13.0%	14.7%	13.9%	13.0%	16.7%	10.0%	10.4%	8.7%	14.6%	8.3%
4	11.3%	11.2%	11.6%	12.5%	12.0%	13.9%	6.3%	6.4%	5.8%	12.5%	7.0%
5+	8.9%	9.2%	8.1%	9.6%	9.4%	10.3%	6.3%	7.8%	1.6%	9.1%	4.3%
Average Number of States Visited	1.13	1.17	1.01	1.12	1.16	1.01	1.15	1.20	1.01	1.11	1.11
Number of States Visited Per Trip											
1	94.5%	92.7%	99.2%	94.4%	92.7%	99.0%	93.6%	91.7%	99.3%	95.3%	93.0%
2	3.3%	4.3%	0.7%	3.6%	4.5%	0.8%	3.6%	4.6%	0.6%	2.6%	5.1%
Number of States Visited Per Trip (Continued)											
3	0.9%	1.2%	0.1%	1.0%	1.3%	0.1%	0.9%	1.2%	0.0%	0.9%	0.8%
4+	1.3%	1.8%	0.0%	1.1%	1.5%	0.0%	2.0%	2.6%	0.2%	1.2%	1.2%

	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	6,500	4,698	1,802	4,814	3,577	1,237	838	630	208	5,035	1,074
Cities Visited in the State											
Los Angeles Area	20.5%	20.6%	20.2%	19.9%	19.7%	20.6%	20.7%	22.5%	15.4%	18.5%	26.7%
San Diego Area	13.5%	15.0%	9.6%	13.9%	15.2%	10.2%	13.3%	15.0%	8.1%	12.7%	18.1%
San Francisco Area	12.7%	14.7%	7.8%	11.6%	13.2%	7.0%	20.6%	23.4%	12.4%	10.2%	24.1%
Anaheim/Orange County	11.8%	13.3%	7.8%	12.7%	14.0%	9.1%	10.1%	11.9%	5.0%	11.5%	14.9%
Sacramento	6.6%	6.5%	6.9%	5.7%	5.7%	5.6%	11.7%	11.1%	13.3%	6.7%	5.8%
San Jose	4.7%	5.1%	3.7%	4.2%	4.5%	3.3%	9.0%	9.8%	6.7%	3.8%	8.3%
Santa Barbara	4.4%	5.3%	2.1%	4.5%	5.2%	2.5%	5.4%	6.6%	2.1%	4.4%	3.0%
Palm Springs	4.3%	5.1%	2.2%	4.6%	5.4%	2.5%	3.7%	4.5%	1.1%	4.5%	3.7%
Monterey/Santa Cruz	4.1%	4.8%	2.4%	4.4%	5.0%	2.7%	4.1%	4.1%	4.1%	4.6%	1.8%
Fresno	3.1%	3.1%	3.2%	2.7%	2.9%	2.2%	3.7%	3.9%	3.0%	3.3%	1.8%
Oakland	3.0%	3.5%	1.9%	2.6%	3.0%	1.6%	5.2%	5.8%	3.2%	2.4%	5.8%
Lake Tahoe	2.7%	3.5%	0.7%	3.0%	3.7%	0.9%	2.7%	3.6%	0.0%	2.9%	1.7%
Other	29.2%	27.2%	34.5%	30.3%	28.6%	35.4%	21.4%	17.0%	34.5%	32.2%	16.5%
Stayed Overnight/Did Not Stay Overnight											
Stayed overnight	67.5%	91.2%	0.0%	70.0%	91.9%	0.0%	69.4%	89.9%	0.0%	63.8%	91.1%
Did not stay overnight	32.5%	8.8%	100.0%	30.0%	8.1%	100.0%	30.6%	10.1%	100.0%	36.2%	8.9%
Trip Expenditures											
Lodging	\$188	\$254	\$0	\$164	\$215	\$0	\$401	\$520	\$0	\$132	\$470
Transportation to get to state	\$175	\$232	\$14	\$145	\$187	\$10	\$390	\$496	\$31	\$64	\$656
Food/beverage/dining	\$132	\$166	\$34	\$122	\$148	\$39	\$244	\$310	\$21	\$101	\$279
Shopping	\$62	\$76	\$20	\$49	\$57	\$25	\$158	\$204	\$4	\$38	\$174
Gasoline within state	\$58	\$64	\$43	\$58	\$61	\$45	\$63	\$71	\$36	\$63	\$37
Entertainment	\$54	\$69	\$13	\$51	\$62	\$17	\$95	\$123	\$4	\$39	\$118
Transportation within state	\$38	\$48	\$13	\$32	\$39	\$8	\$80	\$92	\$41	\$21	\$121
Groceries	\$29	\$36	\$9	\$30	\$37	\$8	\$24	\$30	\$2	\$27	\$42
Gambling	\$27	\$32	\$13	\$29	\$33	\$17	\$24	\$29	\$7	\$22	\$25
Other	\$16	\$19	\$2	\$12	\$16	\$2	\$20	\$26	\$1	\$9	\$25
Amenities	\$14	\$18	\$2	\$10	\$13	\$2	\$39	\$50	\$0	\$8	\$36
Parking/tolls	\$6	\$7	\$3	\$5	\$6	\$4	\$10	\$12	\$3	\$5	\$9
Total expenditure minus transportation to California	\$624	\$789	\$151	\$563	\$687	\$167	\$1,158	\$1,466	\$120	\$465	\$1,336
Expenditures per Party	\$800	\$1,021	\$164	\$707	\$874	\$177	\$1,548	\$1,963	\$151	\$529	\$1,992
Expenditures per Person	\$289	\$390	\$52	\$242	\$327	\$49	\$717	\$861	\$83	\$200	\$986
Expenditures per Person Per Day	\$124	\$124	\$0	\$102	\$105	\$0	\$277	\$256	\$0	\$108	\$215
Average Nights in California	2.32	3.13	0.00	2.38	3.12	0.00	2.59	3.36	0.00	1.86	4.58
Stayed at Accommodation - Proportion											
Hotel	51.5%	51.5%	0.0%	45.9%	45.9%	0.0%	80.4%	80.4%	0.0%	49.0%	58.6%
Private Home	38.9%	38.9%	0.0%	43.4%	43.4%	0.0%	19.1%	19.1%	0.0%	38.2%	41.8%
RV/Tent	5.3%	5.3%	0.0%	5.9%	5.9%	0.0%	2.1%	2.1%	0.0%	7.1%	0.3%
Other	4.7%	4.7%	0.0%	4.3%	4.3%	0.0%	3.5%	3.5%	0.0%	4.0%	3.7%
Personal Second Home/Condo *	2.7%	2.7%	0.0%	2.7%	2.7%	0.0%	2.1%	2.1%	0.0%	2.9%	1.5%
Time Share	2.3%	2.3%	0.0%	2.6%	2.6%	0.0%	0.7%	0.7%	0.0%	2.5%	1.9%
Rental Home *	1.9%	1.9%	0.0%	2.1%	2.1%	0.0%	1.1%	1.1%	0.0%	2.2%	1.4%
B&B	1.6%	1.6%	0.0%	1.6%	1.6%	0.0%	2.0%	2.0%	0.0%	1.2%	2.1%
Rental Condo	1.6%	1.6%	0.0%	1.4%	1.4%	0.0%	2.3%	2.3%	0.0%	1.3%	1.9%
Trip Activities											
Visiting relatives	27.2%	29.9%	19.6%	31.8%	33.4%	26.7%	12.2%	14.9%	3.3%	26.7%	34.4%
None of the above	21.3%	16.3%	35.4%	12.4%	10.6%	18.4%	50.1%	41.7%	78.2%	20.7%	22.1%
Beach	20.3%	24.3%	8.8%	21.6%	25.0%	10.7%	16.2%	19.6%	4.9%	19.2%	26.1%
Shopping	17.4%	21.0%	7.0%	18.0%	21.3%	7.2%	16.9%	20.2%	5.8%	15.4%	24.6%
Visiting friends	17.4%	20.3%	9.3%	19.4%	21.8%	11.8%	11.6%	14.0%	3.2%	16.1%	24.9%
Fine dining	15.4%	18.9%	5.2%	16.0%	19.1%	6.1%	17.9%	21.5%	5.4%	13.5%	23.7%
Trip Activities (Continued)											
Urban sightseeing	11.0%	13.8%	3.1%	11.4%	13.8%	3.6%	10.6%	13.3%	1.8%	8.2%	21.6%
Rural sightseeing	10.1%	12.1%	4.3%	11.0%	13.0%	4.7%	7.1%	8.2%	3.4%	9.4%	12.5%

	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
Historic sites/churches	7.8%	9.3%	3.3%	8.2%	9.6%	4.0%	7.1%	9.1%	0.5%	7.0%	9.6%
Museums	7.6%	9.4%	2.2%	8.0%	9.6%	2.7%	7.4%	9.5%	0.4%	6.4%	11.2%
Theme park/ Amusement park/ Water park	6.8%	7.8%	3.8%	7.7%	8.6%	5.0%	4.8%	5.9%	0.8%	6.9%	8.0%
Casino/gaming	6.6%	7.2%	5.1%	7.2%	7.4%	6.7%	4.9%	5.9%	1.6%	6.9%	4.3%
Wildlife viewing	5.6%	6.9%	1.9%	6.1%	7.2%	2.4%	4.4%	5.5%	0.4%	5.9%	3.8%
Gardens	4.7%	5.9%	1.2%	5.0%	6.1%	1.6%	3.9%	4.8%	1.2%	3.9%	7.2%
Wine tasting/winery tour	4.7%	6.0%	0.9%	5.4%	6.7%	1.2%	3.9%	4.7%	1.2%	4.2%	7.8%
Art galleries	4.4%	5.3%	1.8%	4.4%	5.2%	1.7%	5.9%	6.8%	2.9%	4.2%	5.2%
Zoos/ Aquariums/ Aviaries	4.4%	5.3%	1.9%	4.6%	5.3%	2.5%	4.1%	5.3%	0.0%	4.0%	6.7%
Hiking/ Backpacking/ Canyoneering	4.3%	5.5%	1.0%	4.9%	6.0%	1.3%	3.0%	3.9%	0.0%	4.6%	3.1%
State/National Park	4.3%	5.2%	1.8%	4.6%	5.4%	2.1%	4.0%	5.2%	0.0%	4.1%	5.4%
Camping	4.0%	5.2%	0.5%	4.0%	5.0%	0.6%	3.9%	5.1%	0.0%	4.7%	1.3%
Nature travel/ecotouring	3.9%	4.9%	1.2%	4.2%	5.1%	1.4%	3.5%	4.4%	0.5%	3.9%	3.2%
Nightclub/dancing	3.6%	4.7%	0.4%	3.6%	4.7%	0.2%	4.2%	4.8%	2.1%	2.6%	7.8%
Family reunion	3.1%	3.8%	1.2%	3.2%	3.7%	1.4%	2.1%	2.6%	0.3%	2.9%	3.8%
Old homes/mansions	3.0%	3.7%	0.8%	3.1%	3.8%	1.1%	2.7%	3.5%	0.0%	2.4%	4.1%
Craft breweries	2.6%	3.4%	0.3%	2.7%	3.5%	0.2%	2.9%	3.4%	1.2%	2.2%	4.6%
Bird watching	2.4%	2.8%	1.3%	2.2%	2.5%	1.3%	3.9%	4.6%	1.5%	2.5%	1.9%
Theater/drama	2.3%	2.9%	0.8%	2.3%	2.6%	1.1%	2.5%	3.3%	0.0%	2.0%	3.2%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2.2%	2.6%	1.1%	2.1%	2.3%	1.3%	2.8%	3.1%	1.7%	2.0%	3.4%
Spa/health club	2.1%	2.7%	0.4%	1.9%	2.4%	0.5%	3.9%	5.0%	0.0%	1.9%	2.8%
Biking /Road biking/ Cycling	2.0%	2.5%	0.5%	2.0%	2.4%	0.6%	2.9%	3.7%	0.0%	2.1%	1.7%
Fishing	1.8%	2.3%	0.6%	1.7%	2.0%	0.8%	2.8%	3.6%	0.0%	2.0%	0.9%
Golf	1.8%	2.2%	0.5%	1.6%	1.9%	0.8%	3.5%	4.6%	0.0%	1.5%	3.0%
Theme park	1.6%	1.8%	0.9%	1.8%	2.1%	1.2%	0.7%	0.9%	0.0%	1.7%	1.3%
Area where a TV show or movie was filmed *	1.5%	1.8%	0.6%	1.2%	1.4%	0.6%	2.9%	3.5%	0.9%	1.1%	2.6%
Musical theater	1.4%	1.7%	0.5%	1.3%	1.5%	0.7%	2.4%	3.0%	0.2%	1.1%	2.2%
Motor sports - NASCAR/Indy	1.1%	0.9%	1.5%	1.2%	0.9%	2.2%	0.8%	1.0%	0.0%	1.2%	0.9%
Symphony/opera/concert	1.1%	1.3%	0.5%	1.3%	1.5%	0.7%	0.9%	1.0%	0.5%	0.9%	1.9%
Sports events - Major/ Professional	1.0%	1.1%	0.7%	0.9%	1.0%	0.8%	1.3%	1.5%	0.5%	0.8%	1.9%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	0.8%	0.9%	0.8%	0.9%	0.8%	1.1%	0.4%	0.5%	0.0%	1.0%	0.4%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.8%	1.0%	0.0%	0.9%	1.1%	0.0%	0.9%	1.2%	0.0%	0.8%	0.7%
Caverns	0.7%	0.8%	0.3%	0.6%	0.7%	0.3%	1.3%	1.7%	0.0%	0.7%	0.7%
Horseback riding	0.7%	0.8%	0.5%	0.7%	0.7%	0.6%	0.8%	1.1%	0.0%	0.8%	0.3%
Motor boat/Jet ski	0.7%	0.9%	0.4%	0.8%	0.9%	0.6%	0.6%	0.8%	0.0%	0.7%	0.6%
Sailing	0.7%	0.8%	0.3%	0.7%	0.8%	0.4%	0.7%	0.9%	0.0%	0.5%	1.0%
Skiing/snowboarding	0.7%	1.0%	0.0%	0.8%	1.0%	0.0%	0.8%	1.0%	0.0%	0.7%	0.6%
High School/College reunion	0.6%	0.8%	0.2%	0.5%	0.6%	0.2%	1.0%	1.4%	0.0%	0.3%	1.8%
Scuba diving/snorkeling	0.6%	0.7%	0.1%	0.4%	0.5%	0.1%	1.4%	1.8%	0.0%	0.3%	0.9%
Rock/mountain climbing	0.5%	0.6%	0.2%	0.5%	0.6%	0.3%	0.8%	1.0%	0.0%	0.5%	0.4%
Water skiing	0.5%	0.7%	0.0%	0.4%	0.5%	0.0%	0.8%	1.0%	0.0%	0.4%	0.4%
Hunting	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.0%	0.3%	0.0%
Tennis	0.3%	0.4%	0.0%	0.2%	0.3%	0.1%	0.6%	0.8%	0.0%	0.2%	0.9%
Snow sports other than skiing or snowmobiling	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.0%	0.0%	0.0%	0.3%	0.0%
Hang gliding/ Skydiving/ Base jumping	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.4%	0.5%	0.0%	0.1%	0.2%
Snowmobiling	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.1%	0.0%
Trip Planning Sources											
Offline Sources (Net)	53.0%	59.2%	35.4%	55.7%	61.3%	38.1%	47.4%	53.4%	26.9%	51.2%	61.4%
Own experience	31.9%	35.5%	21.7%	33.7%	37.1%	22.8%	27.8%	30.6%	18.3%	32.1%	34.9%
Friends/relatives	22.2%	25.5%	13.0%	25.4%	28.4%	15.7%	11.7%	13.7%	4.9%	21.4%	26.7%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	3.5%	4.6%	0.4%	3.2%	4.1%	0.2%	5.6%	6.7%	1.7%	1.8%	9.4%
Travel club (AAA)	3.0%	3.7%	1.1%	3.2%	3.9%	0.9%	2.7%	3.4%	0.5%	3.0%	2.2%
Destination printed material	2.1%	2.6%	0.5%	2.1%	2.7%	0.5%	2.0%	2.6%	0.0%	1.8%	2.8%
Travel book	1.9%	2.6%	0.1%	2.1%	2.7%	0.2%	1.8%	2.3%	0.0%	1.7%	2.0%
Corporate travel department (in person or by phone)	1.4%	1.7%	0.8%	0.5%	0.6%	0.2%	7.3%	8.1%	4.8%	0.6%	4.4%
Trip Planning Sources (Continued)											
Magazine	1.3%	1.6%	0.7%	1.0%	1.1%	0.7%	2.6%	3.2%	0.5%	1.0%	1.7%
Other 'offline' planning sources(s)	1.3%	1.1%	2.0%	1.2%	1.0%	2.1%	0.8%	0.8%	0.8%	1.2%	0.6%

	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
TV	1.2%	1.5%	0.5%	1.0%	1.2%	0.4%	2.0%	2.3%	0.9%	1.1%	1.1%
Travel agent	1.2%	1.6%	0.1%	1.1%	1.5%	0.1%	1.7%	2.2%	0.0%	0.7%	2.0%
Newspaper	0.8%	0.9%	0.4%	0.8%	0.9%	0.2%	1.0%	1.0%	1.0%	0.5%	0.8%
Radio	0.4%	0.3%	0.7%	0.3%	0.3%	0.4%	0.6%	0.4%	1.0%	0.5%	0.2%
Online Sources (Net)	32.3%	38.3%	15.1%	32.5%	37.7%	16.0%	38.0%	43.9%	18.3%	26.9%	55.8%
Travel provider website (airline, hotel, rental car, cruise, tour)	11.2%	14.6%	1.4%	11.3%	14.5%	1.2%	15.7%	18.8%	5.2%	6.1%	33.4%
Destination website (official site of state or attraction)	9.5%	11.2%	4.7%	9.6%	10.8%	5.8%	10.6%	12.8%	3.1%	8.9%	12.4%
Online full service travel website (Expedia, Travelocity, etc.)	8.1%	10.8%	0.5%	7.4%	9.6%	0.4%	13.1%	16.6%	1.2%	5.7%	20.9%
Search engines (Google, Bing, Yahoo, etc.) (Added 3/14)	7.9%	9.3%	4.0%	8.3%	9.4%	4.6%	6.6%	8.2%	1.3%	7.8%	9.6%
Other online planning sources(s)	2.3%	2.2%	2.4%	2.5%	2.3%	3.0%	0.9%	1.0%	0.5%	2.2%	1.6%
Corporate desktop travel tool/internet	1.1%	1.2%	0.9%	0.5%	0.6%	0.0%	5.7%	5.2%	7.5%	0.6%	3.4%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	0.6%	0.8%	0.0%	0.5%	0.6%	0.1%	1.4%	1.8%	0.0%	0.4%	1.4%
Social/Commercial Networking Sources (Net) *	9.6%	11.7%	3.6%	9.1%	10.9%	3.5%	10.7%	13.0%	3.0%	9.0%	11.1%
Travel review sites (TripAdvisor, Yelp, etc.)	4.5%	5.9%	0.7%	4.5%	5.7%	0.8%	5.1%	6.6%	0.0%	4.0%	7.2%
Facebook	3.8%	4.5%	1.9%	3.3%	3.7%	1.8%	6.1%	7.2%	2.5%	3.4%	4.2%
Other social/commercial networking sources	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%	0.5%	0.5%	0.5%	1.0%	0.2%
Blogs	0.6%	0.7%	0.2%	0.4%	0.4%	0.2%	2.1%	2.8%	0.0%	0.4%	1.5%
Yahoo Trip Planner	0.5%	0.6%	0.1%	0.4%	0.5%	0.1%	0.7%	0.9%	0.0%	0.5%	0.5%
LinkedIn	0.3%	0.4%	0.1%	0.2%	0.3%	0.1%	0.6%	0.8%	0.0%	0.2%	0.3%
Twitter.com	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.6%	0.8%	0.0%	0.3%	0.3%
MySpace	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%
VibeAgent	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.1%	0.0%
Someone else planned for me and I don't know the method	6.9%	7.7%	4.5%	5.9%	6.2%	4.8%	12.1%	13.9%	5.9%	5.6%	9.7%
No plans were made for this destination	29.1%	21.0%	52.3%	27.9%	21.3%	48.8%	24.7%	15.7%	55.0%	33.7%	10.0%
Advance Trip Considerations											
Less than 2 weeks before the visit	31.5%	22.9%	56.4%	30.8%	22.7%	56.6%	32.3%	22.3%	65.8%	36.1%	13.6%
Within 2 weeks-4 weeks of visit	15.8%	16.0%	15.5%	15.8%	15.8%	15.8%	17.1%	17.8%	14.7%	16.9%	12.9%
At least 1 month, but less than 3 months before the visit	20.0%	21.5%	15.7%	19.8%	20.8%	16.6%	22.9%	26.6%	10.5%	19.4%	24.0%
At least 3 months, but less than 6 months before the visit	13.6%	16.6%	5.1%	13.9%	16.6%	5.5%	14.5%	17.9%	3.0%	11.4%	22.4%
At least 6 months, but less than 1 year before the visit	9.8%	12.1%	3.2%	10.6%	13.1%	2.7%	5.3%	6.3%	1.9%	8.2%	16.3%
More than a year before the visit	9.2%	11.0%	4.1%	9.1%	11.1%	2.8%	7.8%	9.0%	4.0%	8.0%	10.8%
No answer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Advance Trip Decision											
Less than 2 weeks before the visit	38.6%	29.4%	65.0%	38.1%	29.2%	66.3%	38.2%	27.6%	74.2%	44.1%	17.7%
Within 2 weeks-4 weeks of visit	17.1%	18.6%	12.9%	16.5%	17.7%	12.5%	21.0%	24.2%	10.6%	17.2%	17.5%
At least 1 month, but less than 3 months before the visit	19.3%	21.4%	13.2%	19.5%	21.2%	13.8%	21.1%	24.8%	8.5%	18.2%	24.5%
At least 3 months, but less than 6 months before the visit	11.9%	14.8%	3.7%	12.5%	15.2%	3.9%	10.6%	13.3%	1.6%	9.1%	24.2%
At least 6 months, but less than 1 year before the visit	7.9%	9.6%	2.7%	8.6%	10.6%	2.3%	4.0%	4.9%	1.1%	6.7%	11.2%
More than a year before the visit	5.2%	6.1%	2.5%	4.9%	6.1%	1.1%	5.0%	5.2%	4.0%	4.6%	4.8%
Trip Booking Sources											
No bookings were made for this destination	49.0%	36.3%	85.3%	49.7%	38.3%	85.9%	32.4%	20.2%	73.6%	59.1%	7.1%
Offline booking (Net)	17.8%	22.2%	5.2%	17.0%	20.8%	4.9%	25.6%	30.8%	8.0%	15.0%	24.4%
Directly with travel provider in person/phone	7.2%	9.3%	0.9%	7.1%	9.0%	0.9%	8.6%	10.7%	1.5%	5.0%	14.1%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	5.9%	7.4%	1.8%	6.1%	7.4%	1.9%	5.8%	7.1%	1.4%	6.6%	3.7%
Corporate travel department	2.2%	2.8%	0.5%	0.9%	1.2%	0.0%	9.9%	11.5%	4.5%	1.1%	5.3%
Travel club (e.g. AAA)	1.6%	1.8%	1.0%	1.5%	1.7%	1.0%	2.0%	2.6%	0.0%	1.6%	0.8%
Travel Agent	1.5%	1.8%	0.3%	1.4%	1.8%	0.3%	1.9%	2.4%	0.4%	0.9%	2.4%
Some other offline booking method	1.1%	1.1%	0.9%	1.2%	1.3%	1.0%	0.5%	0.5%	0.6%	1.0%	0.4%
Online booking (Net)	29.6%	37.6%	6.9%	29.7%	37.0%	6.2%	37.9%	44.5%	15.6%	22.6%	63.2%
Travel provider website (airline, hotel, rental car, cruise, tour)	11.6%	15.2%	1.2%	12.2%	15.8%	0.7%	13.8%	16.7%	4.0%	6.4%	35.8%
Online full service travel website (Expedia, Travelocity, etc.)	8.9%	11.7%	1.0%	8.6%	11.1%	0.7%	13.6%	16.6%	3.7%	6.5%	21.3%
Destination website	5.8%	6.9%	2.7%	5.8%	6.6%	3.1%	6.8%	8.1%	2.3%	6.2%	5.0%
Some other online booking method	3.0%	3.9%	0.6%	3.1%	3.9%	0.7%	1.4%	1.8%	0.0%	2.8%	3.9%
Corporate desktop travel tool/intranet	1.8%	2.0%	1.2%	1.0%	1.0%	0.9%	7.6%	8.1%	5.7%	1.0%	4.9%
Trip Booking Sources (Continued)											
Unsure, I just used link from social/commercial networking or mobile source *	1.3%	1.6%	0.4%	1.3%	1.6%	0.3%	1.8%	2.3%	0.0%	1.3%	1.5%
Traditional travel agency website	0.8%	1.1%	0.0%	0.8%	1.1%	0.0%	0.9%	1.1%	0.0%	0.7%	0.8%

	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
Someone else booked for me and I don't know the method	8.5%	10.3%	3.7%	7.9%	9.3%	3.7%	12.5%	14.2%	6.5%	7.4%	12.1%
Trip Satisfaction (1-5)											
Top 2 Box (Net)	86.8%	88.6%	81.7%	89.6%	90.4%	87.1%	79.1%	83.2%	65.4%	87.2%	86.8%
Extremely Satisfied (5)	50.3%	52.1%	45.0%	53.1%	55.1%	47.0%	40.0%	41.1%	36.1%	50.7%	47.2%
Very Satisfied (4)	36.5%	36.4%	36.8%	36.4%	35.3%	40.1%	39.2%	42.1%	29.4%	36.5%	39.6%
Somewhat Satisfied (3)	11.6%	9.8%	16.7%	8.9%	8.1%	11.7%	20.3%	16.0%	34.6%	11.5%	11.5%
Bottom 2 Box (Net)	1.6%	1.6%	1.6%	1.5%	1.6%	1.2%	0.6%	0.8%	0.0%	1.4%	1.7%
Not Very Satisfied (2)	1.1%	1.2%	0.8%	1.1%	1.2%	0.9%	0.5%	0.7%	0.0%	0.9%	1.5%
Not At all Satisfied (1)	0.4%	0.3%	0.8%	0.4%	0.4%	0.3%	0.0%	0.1%	0.0%	0.4%	0.2%