

# California | 2008 DATA TABLES PUBLIC VERSION

*Prepared for the California Travel and Tourism Commission*

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## 2008 California Marketing Intelligence Snapshot

- California hosted 338.0 million domestic visitors in 2008, declining just 1.0% over 2007 as Leisure growth (2.9%) failed to offset a large decline (-11.3%) in Business. Of those who visited California in 2008, 255.2 million traveled for Leisure while 82.8 million traveled for Business.
- California Residents traveling within the State grew 2.4% to 289.9 million in 2008, rebounding from a large decline (-5.3%) in 2007. Conversely, Non-Resident visitation declined 17.3% over 2007, reaching a five year low of 48.1 million in 2008.
- Despite little change in visitation, California travel in and to continue to comprise the largest share of the U.S. domestic travel market - increasing from 11.09% in 2007 to 11.27% in 2008. Leisure increased to a historical high of 11.35%, while Business declined from 11.79% to 11.02% - one of the largest declines among California's competing destinations.
- Average daily visitor spending declined across all California travel segments in 2008, ranging from -5.1% for Non-Resident to -13.0% for the Resident segment. Overall, the average daily spending by a California visitor declined 10.0% to \$122.9 in 2008. As expected, Business travelers spent the most per day (\$163.0) while in-state Leisure travelers spent the least per day (\$101.6).
- The largest proportion of California daily visitor spending in 2008 was Transportation (31.6%), followed by Food (23.7%), Room expenses (14.9%), Shopping (13.5%), Entertainment (12.3%) and Miscellaneous expenses (4.1%).
- On average, California visitors were 46.9 years of age in 2008, relatively unchanged over 2007. Among California visitors, Business travelers were the oldest (48.7 years) while Non-Resident Leisure visitors were typically the youngest (45.9 years).
- California visitors averaged an annual household income of \$93,451 in 2008, increasing from \$91,566 in 2007. The largest proportion of visitors held Managerial/Professional occupations. Three-fourths of all California visitors were married.
- Leisure remained the primary purpose of stay in 2008, accounting for over three-fourths of all California travel. Out of those who visited the State for Leisure, the majority traveled to Visit Friends/Relatives (23%), followed by Special Events (15%), Other Personal Reasons (15%), Getaway Weekends (13%) and General Vacation (10%).

- The typical California travel party consisted of 2.12 persons in 2008, relatively unchanged since 2005. Among those, Business travel parties were the smallest (1.49 persons) while Non-Resident Leisure parties were the largest (2.42 persons). The largest proportion of California travel parties were comprised of One Adult (38%), followed by Couples (27%) and Families (23%).
- California travel parties averaged a stay length of 2.10 days in 2008; compared to 2.17 days in 2007- as more than half of all California travel parties were Day-Trippers, particularly Residents traveling within the State.
- Conversely, Non-Residents averaged a stay length of 4.15 days as over half stayed between 1-3 nights and another quarter reporting a stay of 4-7 nights.
- California travel parties enjoyed several activities during their stay in 2008, especially Dinning (32%), Entertainment (18%), Shopping (18%), Touring/Sightseeing (16%), Theme/Amusement Park (8%), Beach/Waterfront (7%) and Concert, Play, Dance (5%).
- Eight out of ten visitors arrived by auto in 2008, followed by air (11%) and other transportation modes (9%). On average, visitors traveled 321 miles each way regardless their mode of transportation, ranging from a low of 159 miles (Resident Leisure) to a high of 1,234 miles (Non-Resident).
- Hotels (54%) remained the accommodation of choice for California visitors staying overnight, especially High-End (23%) and Mid-Level (17%) properties. Private Homes represented over one-fourth of all overnight visitation - mirroring the proportion of visitors traveling to visit Friends/Relatives.
- The Pacific and Mountain divisions continued to generate the largest proportion of California visitors in 2008. On a micro level the majority of California visitors were from within the State itself (85.0%), followed by Arizona (2.1%), Nevada (2.1%), Texas (1.3%) and Washington (1.2%).
- In terms of Non-Resident visitation, half of all California visitors arrived from MSAs such as Phoenix-Mesa-Scottsdale, AZ (12.3%), Las Vegas-Paradise, NV (7.0%), Reno-Sparks, NV (4.4%), Chicago-Naperville-Joliet, IL (4.0%), Seattle-Bellevue-Everett, WA (3.6%), Houston-Baytown-Sugar Land, TX (3.5%), Portland-Vancouver-Beaverton, OR-WA (2.9%), New York-Wayne-White Plains NY-NJ (2.5%), Salt Lake City, UT (2.4%), Washington-Arlington-Alexandria, DC-VA (1.9%), Atlanta-Sandy Springs-Marietta, GA (1.9%), Tacoma, WA (1.8%) and Dallas-Plano-Irving, TX (1.8%).

## 2008 U.S. Economy in Review

- The U.S. economy grew by 1.1% in 2008 despite deteriorating in the second half of the year, particularly in the fourth quarter, where Real GDP fell by 6.3%.
- Per Capita Personal Disposable Income remained flat in 2008 at \$28,754; while Per Capita Personal Consumption Expenditures declined 0.7% over 2007 to \$27,163
- Consumer Price Index continued its growing trend; increasing 3.8% to 215.3 amid large increases across the oil, food and beverage, education, medical care, and recreational sectors.
- The Consumer Confidence Index, which measures consumer sentiments on business conditions, the labor market, income and the overall economy plummeted in 2008, closing the year at 57.9, 44% lower than in 2007. As the nation deepens into a recession, consumers fear unemployment and brace for the financial crisis; Consumer Confidence reaches an all time low of 38.0 in December 2008.
- Unemployment rate soared in 2008, peaking in December at 7.2%, the highest monthly figure since January 1993. On an annual average, the unemployment rate closed 2008 at 5.8%.
- The average price per barrel of U.S. crude oil hits a historical high of \$93.1 in 2008. Prices fluctuated dramatically throughout the year, peaking in July at \$131.0 and bottomed out in December at \$36.8. Mirroring the crude oil prices rollercoaster ride, the national conventional gas prices averaged \$3.21 per gallon during 2008, ranging from an all time high of \$4.00 in July to a low of \$1.67 in December; the lowest price since February 2004.
- Travel Price Index increased 5.6% over 2007, closing 2008 at 257.7. Alike all other economic indicators, the Travel Price Index fluctuated throughout the year, peaking at 276.8 in July to a low 229.9 in December. As usual, the volatile oil prices were responsible for the fluctuation of the Travel Price Index as airlines reduced capacity, cut routes and implemented additional fees for services that once were free in order to cope with rising operational expenses.

### Key Economic Indicators

	<i>Annual Totals</i>				<i>% Change</i>		
	2008	2007	2006	2005	08/07	07/06	06/05
Consumer Confidence Index (base: 1985=100)	58.0	103.4	105.9	100.3	-43.9%	-2.4%	5.6%
Real Gross Domestic Product (billions 000 \$)*	\$11,652	\$11,524	\$11,295	\$10,990	1.1%	2.0%	2.8%
Per Capita Disposable Personal Income*	\$28,741	\$28,648	\$28,134	\$27,434	0.3%	1.8%	2.6%
Per Capita Personal Consumption Expenditures*	\$27,164	\$27,351	\$26,869	\$26,320	-0.7%	1.8%	2.1%
Consumer Price Index (base: 1982-1984=100)	215.3	207.3	201.6	195.3	3.8%	2.9%	3.2%
Travel Price Index	257.7	244.0	233.5	222.6	5.6%	4.5%	4.9%
Unemployment Rate	5.8%	4.6%	4.6%	5.1%	N/A	N/A	N/A

Sources: *Economic Indicators - Department of Commerce Bureau of Economic Analysis*

*Travel Price Index – Tourism Industry Association (US Travel)*

*Consumer Confidence Index – Conference Board Consumer Confidence Survey*

*\*Based on Chained (2000) Dollars*

**California Travel Volume & Market Share  
Person-Stays Based (in millions)**

	<u>2008</u>		<i>% Change</i> <u>08/07</u>	<u>2007</u>		<u>2006</u>		<u>2005</u>	
	Volume	Share		Volume	Share	Volume	Share	Volume	Share
	<b>Share of U.S. Segment</b>								
<b>Total</b>	338.02	11.27%	-1.0%	341.32	11.09%	352.33	11.49%	335.35	11.08%
<b>Business</b>	82.82	11.02%	-11.3%	93.38	11.79%	95.89	11.95%	91.08	11.74%
<b>Leisure</b>	255.20	11.35%	2.9%	247.94	10.85%	256.44	11.33%	244.27	10.85%
<b>Resident</b>	289.89	n/a*	2.4%	283.10	n/a*	299.00	n/a*	279.82	n/a*
<b>Non-Resident</b>	48.13	n/a*	-17.3%	58.23	n/a*	53.33	n/a*	55.53	n/a*
<b>Leisure Resident</b>	221.13	n/a*	6.4%	207.93	n/a*	222.03	n/a*	206.19	n/a*
<b>Leisure Non-Resident</b>	34.06	n/a*	-14.9%	40.02	n/a*	34.41	n/a*	38.08	n/a*

Please note, market share estimates may differ slightly from calculating directly from the volume estimates in some instances. Travel volume is estimated using the Small Area Estimation Model. Due to the modeling process, it is not recommended to calculate market share from the volume estimates. Instead, market share is derived directly from the survey responses and is provided in the report under the Market Share column. Any differences are within range of statistical error.

DKSA is committed to using the best available data sources at the time of publishing. As a result, historical numbers may change due to improved methodologies and additional data input. \*Data not purchased.



**2008 California Data Table Banner Point Definitions**

**California Travel**

	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non- Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<b>Total</b>	Total domestic travel to and within California						
<b>Busns</b>	Domestic business travel to and within California						
<b>Leisr</b>	Domestic leisure travel to and within California						
<b>Rsdnt</b>	Domestic travel within California by California residents						
<b>Non-Rsdnt</b>	Domestic travel to California by non-residents						
<b>Leisr Rsdnt</b>	Domestic leisure travel within California by California residents						
<b>Leisr N-Res</b>	Domestic leisure travel to California by non-residents						

"\*" indicates the finding is less than 1%

## Weight Explanations

- **Stays Weight** - Represent the number of individuals that travel (so-called travel groups or parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group and if they originated from the same household or not . It is the most basic travel weight and broadest unit used for measuring a travel experience. To arrive at the Stays weight, the respondent weight is adjusted based on variables in order to ensure that there are a certain number of trips that fit standards. These adjustments are based on length of stay, length of trip, mode of transportation, purpose of trip, and special adjustments for particular mailing months and destinations.

*Example: Mr. & Mrs. Smith's 5-day trip to State A, where they visited Anytown A and Anytown B = 2 Stays*

- **Person-Stays Weight** - The total number of people that traveled, regardless of the length of their stay. This measure equates to the number of visitors and can be influenced by changes in the number of travel parties or the number of people in the travel party.

*Example: Mr. & Mrs. Smith's 5-day vacation in Anytown, USA = 2 Person-Stays or 2 visitors.*

- **Person-Days Weight** - This is simply the total number of days that visitors contributed to a destination. This measure can be influenced by changes in number of visitors, changes in length of stay of these visitors, changes in party composition shares, and/or changes in the day/overnight mix.

*Example: Mr. & Mrs. Smith's 5-day vacation in Anytown, USA = 10 Person-Days (2 Person-Stays x 5 days).*

## Confidence Level

The confidence interval table indicates how well the data - based on a sample - reflects the entire population of travelers. The smaller the interval, the more accurate the data and the greater confidence we have that the sample number represents the population. For example, if the air travel finding for the California is 11% - using the chart below-we can say that the actual proportion of the population is 11% plus or minus 0.7 percentage point. DKSA uses a 90% confidence level because it reflects a good balance between accepting a difference in findings as real when it in fact is not, and rejecting a difference as not real, when it actually is (in statistical terms, the tradeoff between making a “Type I” and “Type II” error).

	Sample Size for 2008	Percentage Finding in Report or Data Table				
		0 to 2% or 98% to 100%	2% to 5% or 95% to 98%	5% to 10% or 90% to 95%	10% to 25% or 75% to 90%	25% to 75%
California	8,580	0.2%	0.3%	0.5%	0.7%	0.9%
Business	2,393	0.3%	0.6%	0.9%	1.3%	1.7%
Leisure	6,683	0.2%	0.4%	0.5%	0.8%	1.0%
Resident	5,369	0.2%	0.4%	0.6%	0.9%	1.1%
Non-Resident	3,211	0.3%	0.5%	0.8%	1.1%	1.4%
Leisure Resident	4,454	0.2%	0.5%	0.6%	0.9%	1.2%
Leisure Non-Resident	2,229	0.3%	0.6%	0.9%	1.3%	1.7%

Table 1

### SAMPLE HOUSEHOLD BASE

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	#	#	#	#	#	#	#
<b>2008</b>	8580	2393	6683	5369	3211	4454	2229
<b>2007</b>	7799	2273	5991	5091	2708	4118	1873
<b>2006</b>	8047	2283	6235	5070	2977	4135	2100
<b>2005</b>	7746	2125	6035	4965	2781	4070	1965

Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	13461	3365	10096	9459	4002	7425	2671
Unweighted 2007 Stay Base	12124	3117	9007	8766	3358	6739	2268
Unweighted 2006 Stay Base	12523	3192	9331	8896	3627	6854	2477
Unweighted 2005 Stay Base	11450	2822	8628	8224	3226	6405	2223
Weighted 2008 Stay Base	33614	8100	25514	28599	5015	21990	3525
Weighted 2007 Stay Base	30370	8452	21918	25188	5182	18391	3526
Weighted 2006 Stay Base	31134	8538	22597	26194	4941	19434	3163
Weighted 2005 Stay Base	30001	8258	21743	25240	4760	18542	3201
	%	%	%	%	%	%	%
<b>Los Angeles-Long Beach- Glendale, CA MD</b>							
2008	15.87	19.71	14.65	14.84	21.77	13.65	20.93
2007	16.60	21.16	14.84	15.33	22.79	13.81	20.25
2006	15.70	19.46	14.27	13.28	28.52	12.97	22.32
2005	16.01	18.10	15.22	14.24	25.40	13.71	23.96
<b>San Diego-Carlsbad- San Marcos, CA MSA</b>							
2008	12.60	12.94	12.49	11.65	18.01	11.67	17.56
2007	13.71	13.98	13.61	12.65	18.88	12.60	18.89
2006	13.59	13.81	13.50	12.54	19.13	12.67	18.60
2005	13.34	13.24	13.38	11.73	21.85	12.35	19.30
<b>Santa Ana-Anaheim-Irvine, CA MD</b>							
2008	11.26	6.64	12.72	11.51	9.79	13.04	10.74
2007	9.18	4.82	10.86	8.95	10.25	10.58	12.28
2006	9.73	5.57	11.30	9.64	10.21	11.19	11.96
2005	9.30	5.63	10.69	9.07	10.54	10.39	12.45

Table 2

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Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Riverside-San Bernardino-Ontario, CA MSA</b>							
2008	9.99	8.14	10.58	10.48	7.17	11.20	6.69
2007	9.68	8.30	10.21	9.99	8.15	10.31	9.67
2006	9.27	7.80	9.82	9.57	7.67	9.92	9.20
2005	9.66	7.73	10.39	10.28	6.34	10.92	7.31
<b>San Francisco-San Mateo-Redwood City, CA MD</b>							
2008	9.04	10.14	8.69	8.48	12.24	8.41	10.40
2007	8.61	9.77	8.17	8.13	10.96	7.91	9.54
2006	8.59	10.05	8.04	8.21	10.60	7.76	9.76
2005	8.94	9.86	8.59	8.85	9.42	8.50	9.15
<b>Sacramento-Arden-Arcade-Roseville, CA MSA</b>							
2008	8.51	9.27	8.27	8.55	8.26	8.09	9.40
2007	8.47	8.73	8.36	9.05	5.62	8.80	6.06
2006	8.60	9.29	8.34	8.99	6.54	8.31	8.54
2005	8.27	8.96	8.01	8.65	6.26	8.47	5.36
<b>Oakland-Fremont-Hayward, CA MD</b>							
2008	3.84	5.49	3.31	3.82	3.93	3.32	3.25
2007	3.88	5.50	3.26	3.98	3.42	3.46	2.21
2006	3.92	5.72	3.24	4.17	2.60	3.34	2.63
2005	3.78	5.71	3.05	4.13	1.94	3.24	1.94

Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>San Jose-Sunnyvale-Santa Clara, CA MSA</b>							
2008	3.83	5.17	3.41	3.83	3.83	3.48	2.96
2007	3.81	4.68	3.48	3.82	3.80	3.76	1.99
2006	3.64	4.63	3.27	3.54	4.19	3.15	4.01
2005	3.89	6.03	3.08	3.94	3.66	3.05	3.28
<b>Santa Barbara-Santa Maria-Goleta, CA MSA</b>							
2008	3.09	2.57	3.25	3.38	1.41	3.54	1.45
2007	3.14	3.42	3.04	3.48	1.51	3.34	1.47
2006	3.00	2.82	3.07	3.33	1.26	3.31	1.60
2005	3.31	4.28	2.94	3.81	0.66	3.29	0.89
<b>Salinas, CA MSA</b>							
2008	2.69	1.75	2.99	2.85	1.79	3.14	2.03
2007	2.61	1.73	2.95	2.96	0.91	3.29	1.15
2006	2.74	1.98	3.04	3.09	0.92	3.34	1.18
2005	2.63	1.60	3.02	2.69	2.30	2.99	3.21
<b>San Luis Obispo-Paso Robles, CA MSA</b>							
2008	2.13	1.86	2.22	2.35	0.92	2.37	1.25
2007	2.57	2.56	2.58	2.93	0.81	2.86	1.11
2006	2.40	2.45	2.38	2.71	0.74	2.58	1.11
2005	2.57	2.79	2.49	2.91	0.78	2.81	0.62

Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Santa Rosa-Petaluma, CA MSA</b>							
2008	2.12	1.89	2.19	2.30	1.09	2.34	1.31
2007	2.27	1.82	2.45	2.35	1.89	2.40	2.67
2006	2.39	2.06	2.52	2.69	0.82	2.74	1.15
2005	2.10	1.25	2.42	2.27	1.19	2.66	1.02
<b>Fresno, CA MSA</b>							
2008	1.83	1.91	1.81	2.03	0.72	1.96	0.88
2007	1.95	1.66	2.07	2.10	1.23	2.23	1.19
2006	2.05	2.93	1.72	2.35	0.49	1.94	0.39
2005	1.97	2.48	1.77	2.18	0.86	1.92	0.90
<b>Vallejo-Fairfield, CA MSA</b>							
2008	1.76	1.12	1.97	1.93	0.82	2.10	1.13
2007	1.45	0.68	1.75	1.48	1.32	1.74	1.80
2006	2.20	1.35	2.52	2.49	0.66	2.77	0.98
2005	1.58	1.06	1.78	1.77	0.56	1.94	0.84
<b>Bakersfield, CA MSA</b>							
2008	1.75	2.99	1.35	1.68	2.13	1.17	2.48
2007	2.12	2.86	1.84	2.22	1.65	1.79	2.11
2006	2.22	3.26	1.83	2.46	0.93	1.99	0.82
2005	2.34	3.97	1.72	2.43	1.87	1.62	2.32



Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Santa Cruz-Watsonville, CA MSA</b>							
2008	1.26	0.46	1.51	1.41	0.38	1.66	0.54
2007	1.45	0.83	1.68	1.57	0.85	1.87	0.72
2006	1.47	0.61	1.80	1.70	0.27	2.03	0.41
2005	1.65	0.69	2.01	1.91	0.23	2.30	0.34
<b>Napa, CA MSA</b>							
2008	1.23	1.33	1.20	1.23	1.20	1.13	1.61
2007	1.35	0.95	1.51	1.48	0.74	1.64	0.81
2006	0.87	0.49	1.01	0.91	0.65	1.04	0.82
2005	1.03	0.38	1.28	1.15	0.43	1.40	0.61
<b>Stockton, CA MSA</b>							
2008	1.21	0.84	1.33	1.32	0.57	1.45	0.56
2007	1.17	1.27	1.13	1.17	1.14	1.15	1.02
2006	1.53	0.95	1.75	1.71	0.61	1.93	0.63
2005	1.19	0.79	1.35	1.25	0.91	1.36	1.28
<b>Oxnard-Thousand Oaks-Ventura, CA MSA</b>							
2008	1.20	0.77	1.34	1.28	0.71	1.41	0.89
2007	1.27	0.63	1.52	1.27	1.30	1.48	1.73
2006	1.14	0.55	1.36	1.24	0.59	1.46	0.73
2005	1.14	0.42	1.41	1.20	0.80	1.45	1.16

Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Merced, CA MSA</b>							
2008	1.09	0.41	1.31	1.20	0.50	1.41	0.71
2007	1.00	0.52	1.19	1.16	0.26	1.35	0.37
2006	0.80	0.26	1.01	0.85	0.57	1.07	0.61
2005	1.02	0.57	1.18	1.15	0.30	1.32	0.40
<b>Modesto, CA MSA</b>							
2008	1.06	1.65	0.87	1.19	0.30	0.97	0.26
2007	0.86	1.49	0.62	0.89	0.73	0.60	0.73
2006	1.08	1.47	0.94	1.22	0.39	1.04	0.31
2005	1.04	1.63	0.82	1.19	0.28	0.90	0.36
<b>Redding, CA MSA</b>							
2008	0.57	0.54	0.57	0.50	0.95	0.52	0.94
2007	0.76	0.48	0.87	0.83	0.41	0.92	0.61
2006	0.78	0.54	0.87	0.83	0.49	0.91	0.60
2005	0.74	0.54	0.81	0.71	0.87	0.77	1.07
<b>Visalia-Porterville, CA MSA</b>							
2008	0.51	0.66	0.47	0.55	0.33	0.47	0.47
2007	0.80	0.65	0.85	0.85	0.56	0.87	0.77
2006	0.74	0.72	0.75	0.82	0.31	0.80	0.40
2005	0.78	0.53	0.88	0.68	1.31	0.71	1.85

Table 2

**CALIFORNIA DESTINATION MSAs**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Madera, CA MSA</b>							
2008	0.38	0.20	0.44	0.42	0.15	0.47	0.20
2007	0.29	0.30	0.29	0.35	0.02	0.34	0.04
2006	0.37	0.05	0.49	0.43	0.04	0.56	0.07
2005	0.34	0.10	0.43	0.40	0.03	0.50	0.04
<b>Hanford-Corcoran, CA MSA</b>							
2008	0.37	0.07	0.47	0.39	0.29	0.48	0.40
2007	0.18	0.23	0.16	0.18	0.17	0.15	0.22
2006	0.27	0.16	0.31	0.23	0.52	0.23	0.81
2005	0.20	0.38	0.13	0.24	0.01	0.15	0.02
<b>Chico, CA MSA</b>							
2008	0.34	0.34	0.34	0.38	0.14	0.38	0.14
2007	0.49	0.37	0.53	0.47	0.54	0.53	0.52
2006	0.41	0.31	0.45	0.47	0.11	0.50	0.17
2005	0.62	0.33	0.74	0.72	0.11	0.84	0.12
<b>Yuba City, CA MSA</b>							
2008	0.29	0.80	0.12	0.30	0.22	0.09	0.32
2007	0.17	0.31	0.12	0.20	0.06	0.13	0.08
2006	0.25	0.60	0.12	0.28	0.12	0.11	0.19
2005	0.32	0.27	0.34	0.35	0.13	0.37	0.15
<b>El Centro, CA MSA</b>							
2008	0.19	0.33	0.14	0.16	0.38	0.09	0.49
2007	0.13	0.28	0.08	0.16	0.01	0.09	0
2006	0.24	0.11	0.29	0.28	0.05	0.34	0.01
2005	0.23	0.65	0.06	0.09	0.95	0.07	0.06

Table 3

**MARKET SHARE - CALIFORNIA AND COMPETITIVE SET**  
 Person-Stays Based

	<b>U.S. Travel</b>		
	<b>Total</b>	<b>Business</b>	<b>Leisure</b>
Unweighted 2008 Stay Base	160521	37157	123364
Unweighted 2007 Stay Base	134319	32134	102185
Unweighted 2006 Stay Base	146278	34249	112029
Unweighted 2005 Stay Base	130475	30321	100154
Weighted 2008 Stay Base	327716	79861	247852
Weighted 2007 Stay Base	301122	77294	223829
Weighted 2006 Stay Base	295920	76761	219161
Weighted 2005 Stay Base	295532	75729	219804
	<b>%</b>	<b>%</b>	<b>%</b>
<b>California</b>			
2008	11.27	11.02	11.35
2007	11.09	11.79	10.85
2006	11.49	11.95	11.33
2005	11.08	11.74	10.85
<b>Competitive Set (Net)</b>			
2008	26.62	25.55	26.96
2007	26.37	26.70	26.25
2006	26.57	26.29	26.67
2005	26.29	26.75	26.13

**AVERAGE EXPENDITURES**  
(Per Person Per Day)  
Person-Days Based

Table 4

	<b>California Travel</b>						
	<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non-Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
Unweighted 2008 Stay Base	13165	3200	9965	9328	3837	7400	2565
Unweighted 2007 Stay Base	12075	2977	9098	8872	3203	6911	2187
Unweighted 2006 Stay Base	12352	3029	9323	8903	3449	6930	2393
Unweighted 2005 Stay Base	11450	2703	8747	8339	3111	6575	2172
Weighted 2008 Stay Base	78797	18215	60582	54531	24266	42606	17976
Weighted 2007 Stay Base	69176	17862	51314	47561	21615	35822	15492
Weighted 2006 Stay Base	67610	17042	50568	46308	21302	35888	14680
Weighted 2005 Stay Base	60369	15368	45001	41392	18977	31470	13530
<b>Average (\$1+) including Transportation</b>							
2008	\$122.9	\$163.0	\$110.8	\$106.6	\$159.4	\$101.6	\$132.6
2007	\$136.7	\$177.5	\$122.5	\$122.5	\$168.0	\$113.4	\$143.5
2006	\$132.2	\$169.1	\$119.7	\$118.1	\$162.8	\$111.6	\$139.5
2005	\$126.8	\$156.2	\$116.7	\$114.9	\$152.8	\$111.0	\$129.9
<b>Average (\$1+) excluding Transportation</b>							
2008	\$84.1	\$98.6	\$79.7	\$79.3	\$94.8	\$78.2	\$83.3
2007	\$95.7	\$114.5	\$89.1	\$92.9	\$101.7	\$88.3	\$91.0
2006	\$93.1	\$108.1	\$88.0	\$90.3	\$99.1	\$87.8	\$88.4
2005	\$91.3	\$105.5	\$86.4	\$88.3	\$97.7	\$86.5	\$86.3
<b>Transportation (\$0+)</b>							
2008	\$38.8	\$64.5	\$31.0	\$27.3	\$64.6	\$23.4	\$49.3
2007	\$41.1	\$63.1	\$33.4	\$29.6	\$66.4	\$25.1	\$52.5
2006	\$39.1	\$61.0	\$31.7	\$27.8	\$63.7	\$23.8	\$51.2
2005	\$35.5	\$50.8	\$30.3	\$26.6	\$55.1	\$24.6	\$43.7

**AVERAGE EXPENDITURES**  
(Per Person Per Day)  
Person-Days Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
<b>Food (\$0+)</b>							
2008	\$29.1	\$32.2	\$28.2	\$28.2	\$31.2	\$28.1	\$28.3
2007	\$31.9	\$36.0	\$30.5	\$31.8	\$32.3	\$30.9	\$29.7
2006	\$29.7	\$33.4	\$28.5	\$29.4	\$30.5	\$28.6	\$28.2
2005	\$29.0	\$31.4	\$28.2	\$28.7	\$29.7	\$28.6	\$27.2
<b>Room (\$0+)</b>							
2008	\$18.3	\$35.0	\$13.2	\$15.0	\$25.5	\$12.4	\$15.1
2007	\$18.5	\$33.5	\$13.3	\$16.0	\$23.9	\$12.6	\$14.8
2006	\$17.8	\$32.1	\$13.0	\$15.1	\$23.8	\$12.4	\$14.5
2005	\$19.5	\$34.7	\$14.3	\$16.5	\$26.0	\$13.5	\$16.0
<b>Shopping (\$0+)</b>							
2008	\$16.5	\$13.9	\$17.3	\$16.9	\$15.7	\$17.4	\$17.1
2007	\$20.4	\$19.8	\$20.7	\$21.4	\$18.3	\$21.3	\$19.2
2006	\$21.7	\$21.3	\$21.9	\$22.3	\$20.6	\$22.2	\$21.0
2005	\$20.7	\$19.0	\$21.3	\$21.7	\$18.5	\$22.3	\$19.0
<b>Entertainment (\$0+)</b>							
2008	\$15.2	\$10.6	\$16.5	\$14.6	\$16.4	\$16.1	\$17.7
2007	\$17.2	\$15.5	\$17.8	\$16.7	\$18.3	\$17.2	\$19.1
2006	\$16.9	\$12.7	\$18.3	\$17.4	\$15.9	\$18.7	\$17.4
2005	\$15.9	\$13.2	\$16.8	\$15.6	\$16.6	\$16.6	\$17.3
<b>Miscellaneous (\$0+)</b>							
2008	\$5.0	\$6.8	\$4.5	\$4.6	\$6.1	\$4.2	\$5.2
2007	\$7.6	\$9.7	\$6.8	\$7.0	\$8.8	\$6.2	\$8.2
2006	\$6.8	\$8.6	\$6.2	\$6.1	\$8.4	\$5.8	\$7.2
2005	\$6.2	\$7.2	\$5.8	\$5.8	\$7.0	\$5.4	\$6.8

Table 5

**PROPORTION OF TOTAL EXPENDITURES**  
(Per Person Per Day)  
Person-Days Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	13165	3200	9965	9328	3837	7400	2565
Unweighted 2007 Stay Base	12075	2977	9098	8872	3203	6911	2187
Unweighted 2006 Stay Base	12352	3029	9323	8903	3449	6930	2393
Unweighted 2005 Stay Base	11450	2703	8747	8339	3111	6575	2172
Weighted 2008 Stay Base	78797	18215	60582	54531	24266	42606	17976
Weighted 2007 Stay Base	69176	17862	51314	47561	21615	35822	15492
Weighted 2006 Stay Base	67610	17042	50568	46308	21302	35888	14680
Weighted 2005 Stay Base	60369	15368	45001	41392	18977	31470	13530
	%	%	%	%	%	%	%
<b>Transportation</b>							
2008	31.6	39.5	28.0	25.6	40.5	23.0	37.2
2007	30.0	35.5	27.3	24.1	39.5	22.1	36.6
2006	29.6	36.1	26.5	23.5	39.2	21.3	36.7
2005	28.0	32.5	26.0	23.1	36.0	22.1	33.7
<b>Food</b>							
2008	23.7	19.7	25.4	26.4	19.6	27.7	21.3
2007	23.4	20.3	24.9	25.9	19.2	27.2	20.7
2006	22.5	19.7	23.8	24.9	18.7	25.7	20.2
2005	22.9	20.1	24.1	25.0	19.4	25.8	20.9
<b>Room</b>							
2008	14.9	21.5	11.9	14.1	16.0	12.2	11.4
2007	13.5	18.8	10.8	13.1	14.2	11.1	10.3
2006	13.5	19.0	10.9	12.8	14.6	11.1	10.4
2005	15.4	22.2	12.2	14.4	17.0	12.2	12.3

Table 5

**PROPORTION OF TOTAL EXPENDITURES**  
(Per Person Per Day)  
Person-Days Based

	<b>California Travel</b>						
	<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non- Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
	%	%	%	%	%	%	%
<b>Shopping</b>							
2008	13.5	8.5	15.6	15.9	9.8	17.1	12.9
2007	14.9	11.1	16.9	17.5	10.9	18.8	13.3
2006	16.4	12.6	18.3	18.9	12.6	19.9	15.0
2005	16.3	12.2	18.3	18.9	12.1	20.1	14.6
<b>Entertainment</b>							
2008	12.3	6.5	14.9	13.7	10.3	15.8	13.3
2007	12.6	8.7	14.5	13.6	10.9	15.2	13.3
2006	12.8	7.5	15.3	14.7	9.7	16.8	12.5
2005	12.5	8.4	14.4	13.6	10.9	15.0	13.3
<b>Miscellaneous</b>							
2008	4.1	4.2	4.1	4.3	3.8	4.1	3.9
2007	5.5	5.5	5.6	5.7	5.2	5.5	5.7
2006	5.2	5.1	5.2	5.2	5.2	5.2	5.2
2005	4.9	4.6	5.0	5.0	4.6	4.8	5.2



Table 6

**AGE OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14966	3667	11299	10623	4343	8379	2920
Unweighted 2007 Stay Base	13627	3416	10211	9962	3665	7730	2481
Unweighted 2006 Stay Base	14126	3500	10626	10145	3981	7868	2758
Unweighted 2005 Stay Base	13313	3183	10130	9672	3641	7576	2554
Weighted 2008 Stay Base	36938	8802	28137	31376	5562	24167	3970
Weighted 2007 Stay Base	33395	9112	24283	27723	5672	20386	3897
Weighted 2006 Stay Base	33922	9165	24757	28583	5339	21290	3467
Weighted 2005 Stay Base	32750	8894	23855	27605	5145	20356	3499
	#	#	#	#	#	#	#
<i>Average (years)</i>							
2008	46.9	48.7	46.4	47.1	46.0	46.5	45.9
2007	47.4	48.5	47.0	47.8	45.5	47.3	46.0
2006	45.5	47.3	44.9	45.5	45.7	44.7	46.3
2005	46.9	47.6	46.6	47.3	44.7	46.8	45.7
<i>Median (years)</i>							
2008	45.1	48.1	44.3	45.3	43.7	44.5	42.6
2007	46.8	48.2	45.9	47.6	43.9	46.4	44.0
2006	44.1	47.9	43.3	44.3	43.3	43.3	43.5
2005	45.5	49.3	44.4	46.3	42.2	44.7	43.1
	%	%	%	%	%	%	%
<b>18-24 years</b>							
2008	3	3	3	3	2	3	2
2007	5	2	6	4	6	5	8
2006	6	8	6	7	5	6	3
2005	6	7	5	6	5	5	4

Table 6

**AGE OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>25-34 years</b>							
2008	24	16	26	23	28	25	32
2007	22	19	24	22	24	24	23
2006	26	19	28	26	25	28	30
2005	23	18	25	22	29	24	29
<b>35-44 years</b>							
2008	22	22	22	22	22	22	19
2007	19	19	18	18	22	18	22
2006	19	17	20	18	24	20	20
2005	20	18	21	20	21	21	21
<b>45-54 years</b>							
2008	22	27	20	22	18	21	15
2007	21	29	18	22	18	19	14
2006	20	20	19	20	17	20	15
2005	20	24	18	20	18	19	16
<b>55+ years</b>							
2008	31	33	30	31	30	29	32
2007	33	31	34	34	29	34	33
2006	29	36	27	29	29	26	32
2005	32	34	31	33	27	32	30

**HOUSEHOLD INCOME OF RESPONDENT**  
Person-Stays Based

Table 7

	<b>California Travel</b>						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Unweighted 2005 Stay Base	13305	3182	10123	9672	3633	7576	2547
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
Weighted 2005 Stay Base	32741	8892	23849	27605	5136	20356	3493
<i>Average (\$)</i>							
2008	\$93451	\$101991	\$90780	\$92439	\$99177	\$90836	\$90440
2007	\$91566	\$99281	\$88676	\$90200	\$98283	\$88127	\$91558
2006	\$80132	\$80911	\$79844	\$79206	\$85131	\$79808	\$80065
2005	\$76236	\$82888	\$73756	\$76124	\$76839	\$73971	\$72498
<i>Median (\$)</i>							
2008	\$80393	\$86489	\$78263	\$79478	\$85802	\$78410	\$77410
2007	\$81025	\$94255	\$75989	\$80690	\$83006	\$76538	\$72262
2006	\$70235	\$74113	\$68888	\$69130	\$76220	\$68617	\$70516
2005	\$66710	\$74243	\$62920	\$66808	\$66093	\$63506	\$59606

**HOUSEHOLD INCOME OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b><u>Under \$75,000</u></b>							
2008	46	41	48	47	43	48	48
2007	46	36	49	46	45	49	51
2006	53	51	54	54	49	55	53
2005	56	51	58	56	56	58	60
<b><u>Under \$50,000</u></b>							
2008	25	20	27	26	24	27	28
2007	28	21	31	28	30	30	35
2006	33	32	34	34	31	34	33
2005	36	32	37	36	36	37	38
<b><u>\$50,000-\$74,999</u></b>							
2008	21	21	21	21	19	21	20
2007	18	16	18	18	15	18	16
2006	20	19	21	21	18	21	20
2005	20	19	21	20	20	21	22

Table 7

**HOUSEHOLD INCOME OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b><u>\$75,000 or More</u></b>							
2008	54	59	52	53	57	52	52
2007	54	64	51	54	55	51	49
2006	47	49	46	46	51	45	47
2005	44	49	42	44	44	42	40
<b><u>\$74,999-\$99,999</u></b>							
2008	18	19	17	18	17	17	18
2007	17	18	17	18	15	18	15
2006	22	23	21	22	24	21	23
2005	21	21	22	22	20	22	20
<b><u>\$100,000 or more</u></b>							
2008	36	40	35	35	40	35	34
2007	37	46	33	36	40	33	33
2006	25	26	24	24	28	24	24
2005	22	29	20	22	25	20	20

Table 8

**OCCUPATION OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14635	3564	11071	10393	4242	8211	2860
Unweighted 2007 Stay Base	13291	3314	9977	9718	3573	7551	2426
Unweighted 2006 Stay Base	13506	3328	10178	9702	3804	7541	2637
Unweighted 2005 Stay Base	13016	3093	9923	9459	3557	7420	2503
Weighted 2008 Stay Base	36100	8511	27589	30685	5415	23705	3884
Weighted 2007 Stay Base	32402	8882	23520	26961	5441	19777	3743
Weighted 2006 Stay Base	31582	8199	23382	26605	4976	20154	3229
Weighted 2005 Stay Base	31769	8603	23166	26864	4905	19852	3314
	%	%	%	%	%	%	%
<b><u>Employed (Net)</u></b>							
2008	73	79	71	73	74	72	68
2007	74	87	69	73	75	69	68
2006	70	76	68	71	68	69	63
2005	69	74	67	68	72	67	65
<b>Managerial, Professional</b>							
2008	32	39	29	31	36	29	32
2007	32	38	30	31	37	29	31
2006	30	37	28	30	30	28	25
2005	32	37	31	32	35	31	28
<b>Technical, Sales, Administration Support</b>							
2008	13	8	14	13	11	15	11
2007	15	15	15	15	14	15	15
2006	21	18	22	21	19	22	19
2005	18	16	18	17	21	18	21

Table 8

**OCCUPATION OF RESPONDENT**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Service</b>							
2008	6	5	6	6	4	6	4
2007	5	7	4	5	4	4	4
2006	6	7	6	6	6	6	6
2005	6	5	6	6	7	6	6
<b>Other Occupation</b>							
2008	23	27	22	23	23	22	21
2007	22	27	20	22	21	20	18
2006	12	14	12	12	13	12	13
2005	13	17	11	13	9	11	11
<b>Retired</b>							
2008	11	7	12	11	12	12	15
2007	14	9	16	14	13	16	17
2006	14	12	14	14	13	14	15
2005	15	13	16	15	13	16	17
<b>Not Employed</b>							
2008	16	14	17	16	14	16	18
2007	12	4	15	13	12	16	15
2006	16	13	17	16	19	17	22
2005	16	13	18	17	15	18	18

Table 9

**EDUCATION OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14608	3566	11042	10374	4234	8192	2850
Unweighted 2007 Stay Base	13312	3318	9994	9728	3584	7566	2428
Unweighted 2006 Stay Base	13503	3313	10190	9701	3802	7551	2639
Unweighted 2005 Stay Base	12764	3000	9764	9284	3480	7307	2457
Weighted 2008 Stay Base	36075	8508	27567	30670	5405	23691	3876
Weighted 2007 Stay Base	32216	8874	23342	26765	5451	19608	3733
Weighted 2006 Stay Base	31444	8154	23291	26489	4956	20086	3205
Weighted 2005 Stay Base	30854	8233	22622	26047	4807	19329	3293
	#	#	#	#	#	#	#
<i>Average (years)</i>							
2008	14.8	15.2	14.7	14.8	14.8	14.7	14.7
2007	14.7	15.0	14.5	14.6	14.8	14.5	14.7
2006	14.5	14.7	14.4	14.5	14.6	14.4	14.6
2005	14.5	14.6	14.4	14.5	14.5	14.4	14.4
<i>Median (years)</i>							
2008	14.2	14.7	14.0	14.1	14.5	14.0	14.3
2007	14.1	14.5	13.9	14.0	14.3	13.9	14.0
2006	13.9	14.1	13.8	13.9	14.0	13.8	13.9
2005	13.9	14.1	13.8	13.9	13.9	13.9	13.7
	%	%	%	%	%	%	%
<b>No College</b>							
2008	21	15	23	20	26	22	28
2007	23	20	24	23	22	25	23
2006	25	20	27	25	27	28	26
2005	28	30	27	28	28	27	28



Table 9

**EDUCATION OF RESPONDENT**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Some College</b>							
2008	35	33	35	36	24	37	25
2007	35	30	36	35	31	36	35
2006	36	37	35	36	31	35	35
2005	32	25	34	32	33	34	36
<b>College Graduate (Net)</b>							
2008	44	52	42	44	49	41	47
2007	42	49	39	41	46	39	42
2006	39	44	38	38	42	37	39
2005	40	45	39	41	40	39	36
<b>College Graduate</b>							
2008	26	25	26	26	27	26	27
2007	25	29	24	25	27	24	24
2006	24	25	23	24	24	23	23
2005	24	22	24	24	22	25	20
<b>Post College Graduate</b>							
2008	18	27	16	18	23	15	20
2007	17	21	16	17	20	15	18
2006	15	19	14	15	18	14	16
2005	17	23	14	17	17	14	16

Table 10

**MARITAL STATUS OF RESPONDENT**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14340	3491	10849	10125	4215	8015	2834
Unweighted 2007 Stay Base	12981	3245	9736	9471	3510	7350	2386
Unweighted 2006 Stay Base	13649	3402	10247	9791	3858	7571	2676
Unweighted 2005 Stay Base	13138	3128	10010	9565	3573	7502	2508
Weighted 2008 Stay Base	35551	8326	27225	30114	5437	23334	3891
Weighted 2007 Stay Base	31638	8579	23059	26333	5305	19395	3665
Weighted 2006 Stay Base	32522	8895	23627	27340	5181	20257	3370
Weighted 2005 Stay Base	32284	8654	23631	27316	4968	20166	3464
	%	%	%	%	%	%	%
<b>Married</b>							
2008	73	72	74	72	78	73	78
2007	72	73	72	71	77	71	76
2006	67	65	68	66	73	68	72
2005	68	66	69	67	75	68	77
<b>Single (Never married)</b>							
2008	15	16	15	15	12	15	12
2007	16	14	16	16	13	17	14
2006	18	22	16	19	15	17	14
2005	16	14	16	16	14	17	13
<b>Divorced, Widowed, Separated</b>							
2008	12	12	12	12	10	12	10
2007	12	13	12	13	10	12	10
2006	15	13	15	15	13	15	15
2005	16	20	15	17	11	15	11

Table 11

**MAIN PURPOSE OF STAY**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Unweighted 2005 Stay Base	13314	3183	10131	9672	3642	7576	2555
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
Weighted 2005 Stay Base	32750	8894	23856	27605	5145	20356	3500
	%	%	%	%	%	%	%
<b><u>Business (Net)</u></b>							
2008	24	100	0	23	29	0	0
2007	27	100	0	26	31	0	0
2006	27	100	0	25	35	0	0
2005	27	100	0	26	32	0	0
<b><u>Group Meeting (Net)</u></b>							
2008	10	44	0	10	13	0	0
2007	11	41	0	10	14	0	0
2006	10	38	0	10	14	0	0
2005	11	40	0	10	15	0	0
<b><u>Transient Business (Net)</u></b>							
2008	13	56	0	13	16	0	0
2007	16	59	0	16	17	0	0
2006	17	62	0	16	21	0	0
2005	16	60	0	16	17	0	0

Table 11

**MAIN PURPOSE OF STAY**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b><u>Leisure (Net)</u></b>							
2008	76	0	100	77	71	100	100
2007	73	0	100	74	69	100	100
2006	73	0	100	75	65	100	100
2005	73	0	100	74	68	100	100
<b><u>Vacation (Net)</u></b>							
2008	23	0	30	22	28	29	39
2007	24	0	33	24	25	32	37
2006	22	0	30	22	23	29	35
2005	21	0	29	21	26	28	38
<b><u>Non-Vacation (Net)</u></b>							
2008	53	0	70	55	43	71	61
2007	49	0	67	50	43	68	63
2006	51	0	70	53	42	71	65
2005	51	0	71	53	42	72	62

Table 11

**BUSINESS PURPOSE OF STAY**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Group Meeting</b>							
<b>Convention</b>							
2008	3	11	0	2	4	0	0
2007	3	10	0	2	4	0	0
2006	3	12	0	3	5	0	0
2005	3	13	0	3	6	0	0
<b>Seminar/Training</b>							
2008	4	17	0	4	5	0	0
2007	4	15	0	4	4	0	0
2006	4	14	0	4	4	0	0
2005	4	13	0	3	4	0	0
<b>Other Group Meeting</b>							
2008	4	16	0	4	4	0	0
2007	4	16	0	4	6	0	0
2006	3	13	0	3	5	0	0
2005	4	14	0	4	5	0	0

Table 11

**BUSINESS PURPOSE OF STAY**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b><u>Transient</u></b>							
<b>Client Services/Consulting</b>							
2008	2	10	0	2	3	0	0
2007	3	13	0	3	5	0	0
2006	3	10	0	3	4	0	0
2005	3	9	0	2	4	0	0
<b>Inspect/Audit</b>							
2008	1	2	0	1	1	0	0
2007	1	4	0	1	1	0	0
2006	1	2	0	1	1	0	0
2005	1	2	0	1	1	0	0
<b>Construction/Repair</b>							
2008	1	5	0	1	*	0	0
2007	1	3	0	1	1	0	0
2006	1	3	0	1	1	0	0
2005	1	5	0	1	2	0	0
<b>Sales/Purchasing</b>							
2008	1	6	0	1	1	0	0
2007	2	8	0	2	1	0	0
2006	2	8	0	2	2	0	0
2005	2	8	0	3	1	0	0

Table 11

**BUSINESS PURPOSE OF STAY**  
 Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b><u>Transient</u></b>							
<b>Government/Military</b>							
2008	1	6	0	1	2	0	0
2007	1	5	0	1	1	0	0
2006	2	6	0	2	2	0	0
2005	1	3	0	1	1	0	0
<b>Other Business</b>							
2008	7	27	0	6	8	0	0
2007	7	27	0	7	8	0	0
2006	9	32	0	8	11	0	0
2005	9	32	0	9	9	0	0

Table 11

**LEISURE PURPOSE OF STAY**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b><u>Vacation</u></b>							
<b>Getaway Weekend</b>							
2008	13	0	16	13	8	17	12
2007	15	0	21	16	10	22	14
2006	13	0	18	14	7	19	10
2005	12	0	17	13	6	18	9
<b>General Vacation</b>							
2008	10	0	14	9	20	11	27
2007	9	0	13	8	16	11	23
2006	9	0	12	8	16	10	24
2005	9	0	13	7	20	10	29
<b><u>Non-Vacation</u></b>							
<b>Visit Friends/Relatives</b>							
2008	23	0	30	22	27	28	37
2007	23	0	32	23	25	31	37
2006	23	0	32	22	27	30	42
2005	24	0	33	24	24	32	35
<b>Special Event</b>							
2008	15	0	20	16	8	21	12
2007	12	0	16	12	10	17	15
2006	13	0	17	14	7	19	11
2005	14	0	19	14	11	19	16
<b>Other Personal</b>							
2008	15	0	20	17	8	22	12
2007	13	0	18	14	8	19	11
2006	15	0	21	16	8	22	13
2005	14	0	19	15	7	21	10



Table 12

## TRAVELING PARTY

### Stay-Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	9665	2415	7250	6582	3083	5163	2087
Unweighted 2007 Stay Base	7434	1914	5520	5213	2221	3952	1568
Unweighted 2006 Stay Base	9361	2461	6900	6524	2837	4934	1966
Unweighted 2005 Stay Base	9790	2383	7407	6939	2851	5426	1981
Weighted 2008 Stay Base	14106	4340	9765	11935	2170	8445	1320
Weighted 2007 Stay Base	11970	4129	7841	10040	1930	6599	1242
Weighted 2006 Stay Base	12952	4534	8418	10984	1968	7236	1183
Weighted 2005 Stay Base	13092	4231	8861	11088	2003	7660	1200
	#	#	#	#	#	#	#
<i>Average (persons)</i>							
2008	2.12	1.49	2.40	2.15	2.00	2.40	2.42
2007	2.12	1.59	2.41	2.14	2.03	2.42	2.32
2006	2.14	1.62	2.41	2.15	2.06	2.43	2.32
2005	2.12	1.69	2.33	2.12	2.16	2.30	2.52
<i>Median (persons)</i>							
2008	1.81	1.00	2.08	1.85	1.59	2.08	2.06
2007	1.83	1.00	2.07	1.84	1.72	2.08	2.02
2006	1.85	1.00	2.09	1.86	1.78	2.10	2.01
2005	1.82	1.00	2.01	1.82	1.78	1.99	2.15

Table 12

**TRAVELING PARTY**  
Stay-Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>One Adult</b>							
2008	38	70	25	37	47	24	27
2007	37	65	22	36	42	21	26
2006	36	61	22	35	39	22	27
2005	37	59	27	37	41	27	26
<b>Couples (Male/Female)</b>							
2008	27	16	32	28	21	32	29
2007	30	16	37	30	28	37	37
2006	29	18	34	29	26	35	32
2005	30	20	35	31	23	36	30
<b>Two Males or Two Females</b>							
2008	6	4	7	7	4	8	3
2007	8	6	9	8	6	9	5
2006	8	9	8	8	9	8	9
2005	7	9	7	7	7	7	4
<b>Three or More Adults</b>							
2008	6	4	6	6	5	6	6
2007	6	5	7	6	5	7	7
2006	6	5	6	6	5	6	5
2005	6	5	6	6	7	6	8
<b>Families</b>							
2008	23	6	30	23	22	30	34
2007	20	8	26	20	19	26	26
2006	21	7	29	21	20	29	27
2005	19	8	25	19	22	24	32

Table 13

## LENGTH OF STAY

Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14891	3635	11256	10570	4321	8339	2917
Unweighted 2007 Stay Base	13586	3398	10188	9925	3661	7708	2480
Unweighted 2006 Stay Base	14074	3482	10592	10107	3967	7843	2749
Unweighted 2005 Stay Base	13260	3169	10091	9627	3633	7541	2550
Weighted 2008 Stay Base	16992	5327	11665	14350	2642	10053	1613
Weighted 2007 Stay Base	15472	5315	10158	12795	2678	8502	1655
Weighted 2006 Stay Base	15916	5446	10470	13340	2576	8967	1502
Weighted 2005 Stay Base	15470	5096	10374	13073	2398	8949	1426
	#	#	#	#	#	#	#
<i>Average #Days (Total Travel)</i>							
2008	2.10	2.04	2.13	1.72	4.15	1.78	4.32
2007	2.17	2.13	2.20	1.78	4.06	1.84	4.05
2006	2.09	1.95	2.16	1.69	4.15	1.78	4.45
2005	2.05	1.95	2.11	1.67	4.14	1.72	4.53
<i>Median #Days (Total Travel)</i>							
2008	0.75	0.75	0.75	0.75	3.31	0.75	3.23
2007	0.75	0.75	1.32	0.75	3.05	0.75	2.90
2006	0.75	0.75	0.75	0.75	3.33	0.75	3.33
2005	0.75	0.75	0.75	0.75	3.21	0.75	3.31

Table 13

**LENGTH OF STAY**  
Stays Based

	<b>California Travel</b>						
	<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non-Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
	#	#	#	#	#	#	#
<i>Average #Nights (Total Travel)</i>							
2008	1.35	1.29	1.38	0.97	3.40	1.03	3.57
2007	1.42	1.38	1.45	1.03	3.31	1.09	3.30
2006	1.34	1.20	1.41	0.94	3.40	1.03	3.70
2005	1.30	1.20	1.36	0.92	3.39	0.97	3.78
<i>Median #Nights (Total Travel)</i>							
2008	0	0	0	0	2.56	0	2.48
2007	0	0	0.57	0	2.30	0	2.15
2006	0	0	0	0	2.58	0	2.58
2005	0	0	0	0	2.46	0	2.56
<i>Average #Nights (Overnight Only)</i>							
2008	2.89	2.84	2.91	2.46	3.95	2.48	4.21
2007	2.85	2.92	2.82	2.37	4.09	2.38	4.14
2006	2.81	2.73	2.85	2.33	4.00	2.39	4.15
2005	2.88	3.05	2.81	2.38	4.20	2.29	4.44
<i>Median #Nights (Overnight Only)</i>							
2008	2.10	2.17	2.07	1.86	3.01	1.89	3.04
2007	2.05	2.11	2.02	1.84	2.96	1.87	2.88
2006	2.01	2.05	2.00	1.76	3.05	1.82	2.97
2005	2.07	2.27	1.99	1.82	3.18	1.78	3.10

Table 13

## LENGTH OF STAY

Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Day-Trip</b>							
2008	53	54	53	60	14	59	15
2007	50	53	49	57	19	54	20
2006	52	56	50	60	15	57	11
2005	55	61	52	61	19	58	15
<b>1-3 Nights</b>							
2008	35	34	36	32	51	34	49
2007	38	36	40	37	48	39	47
2006	37	34	39	35	50	37	52
2005	35	28	38	33	45	36	48
<b>4-7 Nights</b>							
2008	10	10	9	6	28	6	27
2007	9	10	9	6	26	6	24
2006	8	9	8	5	28	5	28
2005	8	10	8	5	27	5	25
<b>8+ Nights</b>							
2008	2	2	2	1	7	1	9
2007	2	2	2	1	8	1	9
2006	2	2	3	1	8	1	10
2005	2	2	3	1	9	1	12

Table 14

**PRIMARY ACTIVITIES - NETS**  
Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Unweighted 2005 Stay Base	13314	3183	10131	9672	3642	7576	2555
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
Weighted 2005 Stay Base	15486	5097	10388	13086	2399	8961	1427
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Attractions (Net)</b>							
2008	20	9	25	20	19	25	25
2007	22	14	25	22	20	25	25
2006	21	13	26	21	25	26	28
2005	21	15	24	21	23	24	27
<b>Touring/Sightseeing (Net)</b>							
2008	18	11	22	18	20	21	26
2007	18	14	20	17	23	19	28
2006	19	12	23	17	28	21	33
2005	21	16	24	20	28	22	34
<b>Culture (Net)</b>							
2008	15	12	17	16	12	17	16
2007	14	10	16	14	14	15	17
2006	15	11	18	15	19	17	21
2005	16	13	17	15	17	16	20

**PRIMARY ACTIVITIES - NETS**  
Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Nature (Net)</b>							
2008	15	8	18	14	20	17	28
2007	17	10	21	17	18	21	24
2006	16	9	20	15	23	18	29
2005	16	11	18	15	21	17	26
<b>Outdoor Sports (Net)</b>							
2008	6	4	7	6	6	6	8
2007	7	4	9	7	7	9	9
2006	7	6	7	7	6	8	5
2005	6	4	6	6	5	7	6
<b>General (Net)</b>							
2008	44	36	47	43	49	47	49
2007	48	42	51	47	55	50	58
2006	48	41	52	47	53	52	51
2005	50	47	52	49	56	52	54
<b>No Activity Mentioned</b>							
2008	32	48	24	32	30	24	25
2007	30	45	23	31	27	23	20
2006	31	45	23	31	29	23	26
2005	30	39	26	31	24	27	19

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Unweighted 2005 Stay Base	13314	3183	10131	9672	3642	7576	2555
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
Weighted 2005 Stay Base	15486	5097	10388	13086	2399	8961	1427
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Dining</b>							
2008	32	27	34	31	39	34	37
2007	37	35	38	36	42	37	43
2006	36	33	37	35	41	38	36
2005	37	38	37	35	46	36	40
<b>Entertainment</b>							
2008	18	10	22	18	21	22	26
2007	20	12	24	19	26	22	34
2006	21	13	25	20	26	24	30
2005	22	17	25	21	27	24	29
<b>Shopping</b>							
2008	18	12	21	18	21	20	26
2007	22	16	26	22	26	25	30
2006	25	18	29	24	30	29	32
2005	26	21	28	26	27	28	31



Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Touring/Sightseeing</b>							
2008	16	9	19	16	18	19	25
2007	16	12	19	15	22	17	26
2006	17	11	21	16	26	19	32
2005	20	14	22	18	27	21	32
<b>Theme/Amusement Park</b>							
2008	8	2	11	8	9	10	14
2007	8	3	10	8	9	10	12
2006	8	4	11	8	11	11	11
2005	8	4	10	7	11	9	14
<b>Beach/Waterfront</b>							
2008	7	2	9	6	11	8	15
2007	8	4	9	7	10	9	13
2006	8	4	10	7	14	8	17
2005	8	5	10	7	12	9	15
<b>Concert, Play, Dance</b>							
2008	5	2	7	5	3	7	5
2007	4	3	5	4	4	5	4
2006	6	4	6	6	4	7	5
2005	5	3	6	5	5	6	5

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Festival, Craft Fair</b>							
2008	5	6	4	5	3	5	3
2007	3	2	4	3	3	4	4
2006	5	4	5	5	4	5	4
2005	4	4	4	4	4	4	3
<b>Park: National, State</b>							
2008	5	3	6	4	7	5	10
2007	5	4	6	5	6	5	9
2006	5	2	6	4	7	5	10
2005	5	3	6	5	6	6	8
<b>Night Life</b>							
2008	5	4	5	4	5	5	5
2007	6	4	6	6	6	6	7
2006	7	5	8	6	8	7	10
2005	7	7	7	7	9	7	7
<b>Museum, Art Exhibit</b>							
2008	4	3	4	4	4	4	6
2007	5	3	6	5	5	5	6
2006	4	2	5	3	6	5	8
2005	5	4	5	4	6	4	8

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Attend Sports/Olympic Event</b>							
2008	4	1	5	4	3	5	4
2007	4	4	4	4	3	4	4
2006	4	3	5	4	5	5	5
2005	2	1	3	2	2	3	3
<b>Gamble</b>							
2008	4	1	5	4	3	5	4
2007	5	3	5	5	3	5	4
2006	4	3	4	3	4	4	4
2005	5	3	6	5	4	6	4
<b>Group Tour</b>							
2008	4	3	4	4	2	4	2
2007	3	3	3	3	2	3	2
2006	2	1	3	2	2	3	2
2005	2	2	3	2	2	3	3
<b>Visit Historic Site</b>							
2008	3	2	4	3	4	4	6
2007	3	3	4	3	4	3	6
2006	4	2	5	3	8	4	10
2005	4	4	4	4	5	4	6

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Hike, Bike</b>							
2008	3	1	4	3	2	4	3
2007	4	2	5	4	4	5	5
2006	4	1	5	4	2	5	2
2005	4	2	4	4	2	5	2
<b>Nature/Culture: Observe and Conserve Eco-Travel</b>							
2008	3	3	3	3	3	3	5
2007	4	2	4	4	3	5	3
2006	3	3	3	3	3	3	3
2005	3	2	3	2	4	2	5
<b>Camping</b>							
2008	2	1	3	2	2	3	2
2007	2	1	3	2	1	3	1
2006	2	1	2	2	1	2	1
2005	2	1	2	2	1	2	2
<b>Look at Real Estate</b>							
2008	2	2	2	2	2	2	2
2007	2	2	3	2	3	2	3
2006	1	2	1	1	1	1	1
2005	2	2	1	2	1	1	1

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Other Adventure Sports</b>							
2008	2	2	2	2	1	2	1
2007	2	1	3	2	2	3	2
2006	2	2	2	2	1	2	1
2005	1	*	2	1	1	2	1
<b>Golf</b>							
2008	2	1	2	1	3	1	5
2007	2	1	2	2	2	2	3
2006	1	1	1	1	2	1	2
2005	2	2	2	2	2	2	2
<b>Hunt, Fish</b>							
2008	1	1	2	1	1	2	1
2007	1	1	1	1	1	1	2
2006	2	2	2	2	1	2	1
2005	1	*	1	1	1	1	1
<b>Show: Boat, Car, Home</b>							
2008	1	1	1	1	1	1	*
2007	2	2	1	2	1	1	1
2006	1	1	1	1	1	1	1
2005	1	2	1	2	1	1	1

Table 15

**CALIFORNIA ACTIVITY SHARE**  
Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Snow Ski, Snow Board</b>							
2008	1	*	1	1	1	1	1
2007	1	*	1	1	1	1	1
2006	1	1	2	1	*	2	*
2005	1	*	1	1	1	1	1
<b>Boat/Sail</b>							
2008	1	1	1	1	1	1	1
2007	1	1	2	1	1	2	2
2006	1	1	2	1	2	2	1
2005	1	1	1	1	1	1	1

**DESTINATION RATING: OVERALL SATISFACTION**  
Person-Stays Based

Table 16

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	11184	2809	8375	8184	3000	6411	1964
Unweighted 2007 Stay Base	9740	2490	7250	7465	2275	5746	1504
Unweighted 2006 Stay Base	10927	2789	8138	8020	2907	6169	1969
Unweighted 2005 Stay Base	10562	2603	7959	7728	2834	6024	1935
Weighted 2008 Stay Base	30653	7356	23297	26593	4060	20374	2923
Weighted 2007 Stay Base	26626	7323	19303	22553	4073	16472	2831
Weighted 2006 Stay Base	28258	7609	20649	24206	4052	18047	2602
Weighted 2005 Stay Base	27808	7446	20362	23444	4364	17417	2945
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2008	8.0	7.7	8.1	8.0	8.0	8.1	8.1
2007	8.1	7.6	8.2	8.1	8.1	8.2	8.2
2006	7.9	7.6	8.0	7.8	8.3	7.9	8.4
2005	7.9	7.4	8.1	7.9	8.0	8.1	8.2
<i>Average (10=Excellent, 1=Poor)</i>							
2008	7.7	7.3	7.8	7.7	7.7	7.8	7.9
2007	7.7	7.3	7.9	7.7	7.7	7.9	7.8
2006	7.6	7.2	7.7	7.5	7.9	7.6	8.0
2005	7.6	6.9	7.8	7.6	7.6	7.8	7.8

Table 16

**DESTINATION RATING: OVERALL SATISFACTION**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>8-10 Excellent</b>							
2008	62	54	64	62	63	64	66
2007	62	52	66	62	62	66	64
2006	60	52	63	59	65	62	70
2005	60	48	64	59	61	64	62
<b>4-7 Fair/Good</b>							
2008	34	40	33	34	35	33	32
2007	34	42	31	34	32	30	32
2006	36	43	34	37	31	35	27
2005	35	43	32	35	33	32	32
<b>1-3 Poor</b>							
2008	4	6	3	4	3	3	2
2007	4	7	3	4	5	3	3
2006	4	6	3	4	3	3	3
2005	5	9	4	5	7	4	6



**DESTINATION RATING: VALUE FOR THE MONEY**  
Person-Stays Based

Table 17

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	10822	2716	8106	7920	2902	6221	1885
Unweighted 2007 Stay Base	8813	2175	6638	6712	2101	5254	1384
Unweighted 2006 Stay Base	9880	2449	7431	7139	2741	5566	1865
Unweighted 2005 Stay Base	9249	2217	7032	6627	2622	5245	1787
Weighted 2008 Stay Base	29396	7063	22333	25445	3951	19513	2820
Weighted 2007 Stay Base	20175	4682	15494	16720	3456	12987	2506
Weighted 2006 Stay Base	22301	5213	17088	18824	3477	14684	2404
Weighted 2005 Stay Base	19671	4347	15325	16166	3506	12894	2431
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2008	7.6	7.2	7.7	7.7	7.3	7.8	7.5
2007	7.7	7.1	7.8	7.8	7.2	7.9	7.3
2006	7.5	6.7	7.7	7.5	7.4	7.7	7.6
2005	7.5	6.5	7.7	7.5	7.1	7.7	7.4
<i>Average (10=Excellent, 1=Poor)</i>							
2008	7.3	7.0	7.4	7.4	7.0	7.5	7.2
2007	7.4	6.9	7.6	7.5	7.0	7.6	7.1
2006	7.2	6.6	7.4	7.3	7.1	7.4	7.4
2005	7.1	6.3	7.4	7.2	6.9	7.4	7.2

Table 17

**DESTINATION RATING: VALUE FOR THE MONEY**  
 Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>8-10 Excellent</b>							
2008	53	46	55	54	47	56	51
2007	55	45	59	57	46	61	47
2006	50	36	54	50	48	55	52
2005	50	35	54	51	43	55	48
<b>4-7 Fair/Good</b>							
2008	42	47	40	41	46	40	42
2007	39	47	37	37	49	35	49
2006	45	55	41	44	45	41	43
2005	43	53	40	42	49	39	46
<b>1-3 Poor</b>							
2008	5	7	5	5	7	4	7
2007	5	8	4	5	5	4	4
2006	6	9	4	5	7	4	5
2005	7	12	6	7	8	6	6

Table 18

**MAIN TRANSPORTATION**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14230	3466	10764	10003	4227	7913	2851
Unweighted 2007 Stay Base	13005	3226	9779	9460	3545	7379	2400
Unweighted 2006 Stay Base	13519	3335	10184	9651	3868	7500	2684
Unweighted 2005 Stay Base	12744	3047	9697	9191	3553	7209	2488
Weighted 2008 Stay Base	35129	8273	26857	29771	5359	23021	3836
Weighted 2007 Stay Base	31478	8390	23088	26239	5239	19471	3617
Weighted 2006 Stay Base	32859	8776	24083	27673	5186	20715	3367
Weighted 2005 Stay Base	31577	8485	23092	26542	5035	19666	3425
	%	%	%	%	%	%	%
<b>Air Travel</b>							
2008	11	20	8	4	51	2	41
2007	12	20	8	4	50	3	39
2006	11	16	9	3	50	3	45
2005	10	16	8	3	45	3	37
<b>Auto Travel (Net)</b>							
2008	80	66	85	87	43	90	54
2007	79	69	83	86	43	88	55
2006	81	72	84	88	42	90	49
2005	81	73	83	88	44	88	55
<b>Car</b>							
2008	69	53	73	74	37	78	46
2007	68	60	71	75	34	76	43
2006	69	60	72	76	34	78	39
2005	68	59	72	75	34	77	42

Table 18

**MAIN TRANSPORTATION**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Van/Small Truck</b>							
2008	12	13	11	13	7	12	8
2007	11	9	12	11	10	12	12
2006	12	11	12	12	8	12	10
2005	12	14	12	13	10	12	13
<b>Other Transportation (Net)</b>							
2008	9	14	8	10	6	8	5
2007	9	11	9	10	7	9	6
2006	9	12	7	9	8	8	5
2005	9	11	9	9	11	9	8
<b>Camper/RV</b>							
2008	2	1	2	2	1	2	1
2007	2	1	2	2	1	2	1
2006	1	2	1	1	2	1	1
2005	2	1	2	1	3	2	4
<b>Bus/Train</b>							
2008	4	5	3	4	2	3	2
2007	4	4	4	4	2	4	3
2006	3	5	3	3	3	3	2
2005	4	4	3	4	3	4	1
<b>Miscellaneous</b>							
2008	4	8	3	4	3	3	2
2007	3	5	3	4	3	3	2
2006	4	6	3	4	3	3	2
2005	4	6	3	4	5	3	3

Table 19

**ACCOMMODATION TYPE**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	10397	2798	7599	6292	4105	4853	2746
Unweighted 2007 Stay Base	8633	2371	6262	5253	3380	4000	2262
Unweighted 2006 Stay Base	9318	2435	6883	5622	3696	4337	2546
Unweighted 2005 Stay Base	8970	2259	6711	5574	3396	4333	2378
Weighted 2008 Stay Base	17714	4186	13528	12806	4908	10043	3485
Weighted 2007 Stay Base	16729	4384	12345	12137	4592	9204	3141
Weighted 2006 Stay Base	16192	3916	12276	11765	4427	9200	3075
Weighted 2005 Stay Base	14802	3341	11461	10783	4019	8577	2884
	%	%	%	%	%	%	%
<b><u>Paid Accommodations (Net)</u></b>							
2008	65	83	59	64	67	60	57
2007	63	82	56	62	65	55	57
2006	63	82	58	64	63	59	55
2005	64	83	59	63	68	59	59
<b><u>Paid Hotel/Motel</u></b>							
2008	54	76	47	52	60	47	49
2007	53	77	45	51	59	43	50
2006	54	76	47	53	57	47	48
2005	54	76	47	52	60	46	51
<b><u>Paid Non-Hotel/Motel</u></b>							
2008	11	6	12	12	7	13	8
2007	10	6	11	11	6	12	7
2006	9	5	10	10	6	12	7
2005	11	7	12	11	8	13	8

Table 19

**ACCOMMODATION TYPE**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<b>Non-Paid Accommodations</b>	%	%	%	%	%	%	%
2008	33	13	39	33	32	38	42
2007	35	14	43	36	33	43	42
2006	35	15	41	34	35	40	45
2005	34	14	39	35	31	39	39
<b>Other Overnight</b>							
2008	2	4	2	3	2	2	1
2007	2	3	1	1	3	1	1
2006	2	4	1	2	1	2	1
2005	2	3	2	2	1	2	1

**ACCOMMODATION TYPE - PAID HOTEL/MOTEL**  
Person-Stays Based

Table 19

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>High-End</b>							
2008	23	39	18	21	27	18	18
2007	21	35	16	20	24	16	16
2006	21	37	16	20	24	16	16
2005	20	31	17	18	25	17	17
<b>Mid-Level</b>							
2008	17	22	16	16	19	15	17
2007	18	24	16	18	21	15	20
2006	18	18	17	17	18	17	18
2005	18	26	16	18	20	15	19
<b>Economy</b>							
2008	12	11	13	12	12	12	13
2007	11	13	11	12	10	10	12
2006	13	15	12	13	11	12	12
2005	13	15	13	14	12	13	12
<b>Other Hotel/Motel</b>							
2008	2	3	1	2	2	1	2
2007	2	5	2	2	4	2	2
2006	3	6	2	2	4	2	2
2005	2	4	2	2	3	2	3

Table 19

**ACCOMMODATION TYPE - PAID NON-HOTEL/MOTEL**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Apartment/Condo/Home</b>							
2008	1	*	2	1	1	2	2
2007	1	*	2	1	1	2	1
2006	1	*	2	2	1	2	1
2005	1	1	1	1	1	1	1
<b>Bed &amp; Breakfast</b>							
2008	1	*	1	1	1	1	1
2007	1	*	1	1	1	1	1
2006	1	*	1	1	*	1	*
2005	1	*	1	1	1	1	*
<b>Ship</b>							
2008	*	1	*	*	1	*	1
2007	*	*	*	*	1	*	1
2006	*	*	*	*	1	*	1
2005	1	*	1	*	1	*	2
<b>Timeshare</b>							
2008	2	*	2	2	1	3	1
2007	1	*	1	1	1	1	2
2006	1	1	2	1	1	2	1
2005	1	*	1	1	1	1	1
<b>Other Paid Non-Hotel/Motel</b>							
2008	6	5	7	8	3	8	4
2007	6	5	7	8	3	8	3
2006	6	4	6	7	3	7	3
2005	7	5	8	8	4	9	4



Table 19

**ACCOMMODATION TYPE - NON-PAID ACCOMMODATIONS**  
 Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>Apartment/Condo/Home</b>							
2008	26	10	31	26	25	30	33
2007	28	8	35	28	26	35	34
2006	28	9	34	28	28	32	37
2005	27	11	32	28	25	32	33
<b>Timeshare</b>							
2008	*	*	*	*	*	*	1
2007	*	*	*	*	*	1	*
2006	*	0	*	*	*	*	*
2005	*	*	1	1	*	1	*
<b>Other Non-Paid Accommodations</b>							
2008	6	3	7	6	5	7	7
2007	6	6	6	7	5	6	6
2006	6	5	6	5	7	6	7
2005	5	2	5	5	4	5	5
<b>Unspecified Non-Paid Accommodations</b>							
2008	1	*	1	1	1	1	1
2007	1	0	1	1	1	1	2
2006	1	0	1	1	*	1	1
2005	1	0	1	1	1	1	1

Table 20

**SITE LOCATION OF ACCOMMODATIONS**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	4119	1304	2815	2481	1638	1818	997
Unweighted 2007 Stay Base	3200	1018	2182	1961	1239	1419	763
Unweighted 2006 Stay Base	3653	1121	2532	2186	1467	1579	953
Unweighted 2005 Stay Base	3486	1031	2455	2203	1283	1630	825
Weighted 2008 Stay Base	7630	1974	5656	5408	2222	4096	1560
Weighted 2007 Stay Base	6548	1778	4770	4904	1644	3675	1094
Weighted 2006 Stay Base	7034	1912	5121	5089	1945	3821	1301
Weighted 2005 Stay Base	6186	1634	4552	4572	1613	3463	1089
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Total Urban (Net)</b>							
2008	49	60	46	46	58	43	53
2007	53	69	47	50	62	45	54
2006	55	66	52	52	65	49	60
2005	50	65	44	46	60	41	54
<b>Total Rural (Net)</b>							
2008	34	27	36	35	30	37	33
2007	32	22	36	34	27	37	33
2006	31	26	33	36	18	38	18
2005	37	27	41	42	24	46	27
<b>Total Other (Net)</b>							
2008	17	13	19	19	12	20	14
2007	15	9	17	16	11	19	13
2006	13	8	15	12	17	13	22
2005	13	8	15	12	16	13	19

Table 20

**SITE LOCATION OF ACCOMMODATIONS**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Total Urban (Net)</b>							
2008	49	60	46	46	58	43	53
2007	53	69	47	50	62	45	54
2006	55	66	52	52	65	49	60
2005	50	65	44	46	60	41	54
<b>Downtown</b>							
2008	23	35	19	24	23	20	17
2007	27	38	23	27	27	22	24
2006	26	37	23	25	29	22	25
2005	25	37	21	23	31	19	27
<b>Suburban</b>							
2008	22	18	24	19	30	20	33
2007	22	23	22	20	28	21	26
2006	26	23	27	25	29	26	31
2005	21	22	21	20	24	21	22
<b>Airport</b>							
2008	4	8	2	3	5	2	3
2007	4	8	2	3	7	1	5
2006	3	6	2	2	7	1	4
2005	3	6	2	3	5	1	5

Table 20

**SITE LOCATION OF ACCOMMODATIONS**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Total Rural (Net)</b>							
2008	34	27	36	35	30	37	33
2007	32	22	36	34	27	37	33
2006	31	26	33	36	18	38	18
2005	37	27	41	42	24	46	27
<b>Highway</b>							
2008	8	8	7	7	8	7	8
2007	8	8	8	8	10	7	12
2006	8	10	7	8	7	8	5
2005	9	8	10	9	10	9	12
<b>Small Town</b>							
2008	23	17	25	24	19	26	23
2007	21	12	25	23	16	27	18
2006	19	14	22	23	11	25	12
2005	25	17	27	29	12	32	13
<b>Government Park</b>							
2008	3	1	4	4	2	4	2
2007	3	2	3	3	1	3	2
2006	4	3	4	5	1	5	1
2005	3	2	4	4	2	4	2

Table 21

## HOTEL RATING: OVERALL SATISFACTION

Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	5771	2222	3549	3297	2474	2227	1322
Unweighted 2007 Stay Base	4564	1822	2742	2630	1934	1715	1027
Unweighted 2006 Stay Base	4937	1868	3069	2856	2081	1914	1155
Unweighted 2005 Stay Base	4776	1717	3059	2858	1918	1945	1114
Weighted 2008 Stay Base	9327	3090	6237	6472	2854	4570	1667
Weighted 2007 Stay Base	8567	3158	5409	6010	2557	3905	1504
Weighted 2006 Stay Base	8582	2886	5695	6104	2477	4245	1451
Weighted 2005 Stay Base	7681	2459	5222	5352	2330	3785	1437
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2008	8.4	8.3	8.5	8.5	8.3	8.6	8.4
2007	8.3	8.1	8.4	8.3	8.3	8.5	8.3
2006	8.2	8.1	8.2	8.2	8.2	8.2	8.4
2005	8.2	7.9	8.3	8.1	8.2	8.3	8.2
<i>Average (10=Excellent, 1=Poor)</i>							
2008	8.1	8.0	8.2	8.2	8.0	8.2	8.1
2007	8.0	7.9	8.1	8.0	8.0	8.1	8.0
2006	7.9	7.8	7.9	7.9	7.9	7.9	7.9
2005	7.8	7.6	7.8	7.7	7.9	7.9	7.8

Table 21

**HOTEL RATING: OVERALL SATISFACTION**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>8-10 Excellent</b>							
2008	72	70	73	73	70	74	70
2007	70	67	72	69	71	72	71
2006	66	66	66	66	66	67	64
2005	66	61	68	65	67	69	65
<b>4-7 Fair/Good</b>							
2008	24	26	23	23	27	22	26
2007	27	31	24	27	25	25	24
2006	30	30	30	30	30	29	31
2005	28	32	26	27	29	24	30
<b>1-3 Poor</b>							
2008	4	4	4	4	3	3	4
2007	3	3	4	3	4	3	5
2006	4	5	4	4	4	4	5
2005	6	7	6	7	4	7	5

## HOTEL RATING: VALUE FOR THE MONEY

Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	5724	2192	3532	3273	2451	2221	1311
Unweighted 2007 Stay Base	4520	1801	2719	2600	1920	1700	1019
Unweighted 2006 Stay Base	4895	1848	3047	2831	2064	1899	1148
Unweighted 2005 Stay Base	4727	1687	3040	2831	1896	1935	1105
Weighted 2008 Stay Base	9257	3053	6204	6429	2828	4552	1653
Weighted 2007 Stay Base	8513	3142	5371	5958	2555	3865	1505
Weighted 2006 Stay Base	8542	2871	5671	6073	2469	4224	1447
Weighted 2005 Stay Base	7617	2412	5205	5319	2298	3785	1420
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2008	8.1	7.9	8.2	8.2	7.9	8.3	8.1
2007	8.1	7.8	8.2	8.2	7.9	8.3	8.0
2006	7.9	7.7	8.1	7.9	7.9	8.0	8.1
2005	7.9	7.7	8.1	8.0	7.9	8.1	8.0
<i>Average (10=Excellent, 1=Poor)</i>							
2008	7.8	7.6	7.9	7.9	7.7	8.0	7.8
2007	7.8	7.6	7.9	7.9	7.6	8.0	7.8
2006	7.6	7.4	7.7	7.6	7.7	7.7	7.7
2005	7.6	7.3	7.7	7.6	7.5	7.8	7.6

Table 22

**HOTEL RATING: VALUE FOR THE MONEY**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>8-10 Excellent</b>							
2008	65	60	67	67	60	69	61
2007	63	57	67	65	60	69	62
2006	59	53	63	59	60	63	63
2005	60	55	63	61	59	63	61
<b>4-7 Fair/Good</b>							
2008	31	35	29	29	36	27	35
2007	33	39	29	31	37	27	34
2006	35	41	32	36	35	33	31
2005	34	38	32	32	38	31	36
<b>1-3 Poor</b>							
2008	4	4	4	4	4	4	4
2007	4	4	4	4	3	4	4
2006	5	6	5	5	5	5	6
2005	6	7	5	7	3	6	3



Table 23

## HOTEL RATING: SERVICE

Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	5693	2187	3506	3248	2445	2204	1302
Unweighted 2007 Stay Base	4505	1800	2705	2588	1917	1688	1017
Unweighted 2006 Stay Base	4864	1846	3018	2804	2060	1873	1145
Unweighted 2005 Stay Base	4689	1685	3004	2795	1894	1907	1097
Weighted 2008 Stay Base	9208	3041	6167	6388	2819	4525	1642
Weighted 2007 Stay Base	8436	3130	5306	5889	2547	3804	1502
Weighted 2006 Stay Base	8493	2860	5633	6028	2465	4188	1445
Weighted 2005 Stay Base	7509	2404	5105	5214	2295	3696	1409
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2008	8.3	8.1	8.4	8.4	8.2	8.5	8.3
2007	8.2	8.1	8.3	8.3	8.1	8.4	8.0
2006	8.0	7.9	8.1	8.0	8.1	8.1	8.2
2005	8.1	7.9	8.1	8.0	8.2	8.1	8.2
<i>Average (10=Excellent, 1=Poor)</i>							
2008	7.9	7.8	8.0	8.0	7.8	8.0	7.9
2007	7.8	7.7	7.9	7.9	7.8	8.0	7.7
2006	7.7	7.6	7.7	7.6	7.7	7.7	7.7
2005	7.6	7.4	7.7	7.5	7.8	7.6	7.8

**HOTEL RATING: SERVICE**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>8-10 Excellent</b>							
2008	68	65	69	69	65	70	65
2007	66	64	67	66	65	69	63
2006	62	61	62	61	62	62	61
2005	62	59	64	61	65	64	64
<b>4-7 Fair/Good</b>							
2008	28	30	27	27	31	26	31
2007	29	31	28	28	31	27	32
2006	33	33	33	33	33	33	32
2005	31	34	30	31	31	29	32
<b>1-3 Poor</b>							
2008	4	4	4	4	4	4	4
2007	5	5	5	5	4	4	6
2006	6	6	5	6	5	5	6
2005	7	7	7	8	4	8	4

**ONE-WAY DISTANCE TRAVELED**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2008 Stay Base	14941	3656	11285	10623	4318	8379	2906
Unweighted 2007 Stay Base	13611	3411	10200	9963	3648	7731	2469
Unweighted 2006 Stay Base	14115	3497	10618	10161	3954	7882	2736
Unweighted 2005 Stay Base	12812	3083	9729	9327	3485	7285	2444
Weighted 2008 Stay Base	36901	8792	28110	31376	5526	24167	3942
Weighted 2007 Stay Base	33361	9092	24269	27729	5632	20391	3878
Weighted 2006 Stay Base	33966	9170	24796	28661	5305	21357	3440
Weighted 2005 Stay Base	32293	8786	23507	27322	4970	20133	3374
	#	#	#	#	#	#	#
<i>Average (miles)</i>							
2008	321	399	297	160	1234	159	1143
2007	353	429	325	174	1237	171	1135
2006	338	413	310	165	1271	165	1208
2005	328	374	310	167	1208	169	1154
<i>Median (miles)</i>							
2008	155	174	151	132	1058	132	852
2007	176	179	174	148	1090	144	830
2006	162	175	154	136	1136	136	953
2005	168	168	168	136	1009	136	860

Table 24

**ONE-WAY DISTANCE TRAVELED**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>100 miles or Less</b>							
2008	28.1	25.5	28.9	32.8	1.2	33.3	1.7
2007	23.5	21.7	24.2	28.0	1.3	28.4	1.9
2006	27.2	27.4	27.2	32.1	1.0	31.3	1.6
2005	26.8	25.0	27.5	31.7	0.1	32.1	0.2
<b>101-150 miles</b>							
2008	20.0	20.4	19.9	23.4	0.5	23.1	0.3
2007	19.1	16.5	20.1	22.9	0.9	23.7	1.3
2006	19.8	18.2	20.4	23.4	0.6	23.6	0.7
2005	19.6	21.5	18.9	23.0	1.1	22.1	0.3
<b>151-250 miles</b>							
2008	24.0	22.3	24.5	27.2	5.8	27.3	7.0
2007	24.8	23.5	25.3	28.6	6.1	28.6	8.1
2006	22.1	18.8	23.3	25.5	3.8	26.5	3.3
2005	23.3	23.0	23.4	26.2	7.3	26.4	5.8
<b>251-500 miles</b>							
2008	15.4	14.8	15.5	14.7	19.2	14.4	22.5
2007	18.7	20.3	18.1	18.3	20.9	16.9	24.6
2006	17.4	18.9	16.8	16.8	20.5	16.3	19.9
2005	17.5	15.4	18.2	16.8	20.8	17.0	25.6

Table 24

**ONE-WAY DISTANCE TRAVELED**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>501-750 miles</b>							
2008	3.6	4.1	3.5	1.9	13.6	1.8	13.8
2007	3.6	3.5	3.6	2.2	10.6	2.2	11.0
2006	3.7	3.6	3.7	2.1	12.1	2.1	13.7
2005	3.7	2.8	4.0	2.2	11.9	2.5	13.3
<b>751-1000 miles</b>							
2008	1.4	1.4	1.4	*	9.0	0.1	9.5
2007	1.6	2.4	1.3	0.1	9.1	0.1	7.6
2006	1.5	1.0	1.7	0.1	9.5	0.1	12.0
2005	1.4	1.2	1.5	0.1	8.7	*	9.9
<b>Over 1000 miles</b>							
2008	7.6	11.6	6.3	0	50.7	0	45.3
2007	8.6	12.2	7.3	0	51.1	0	45.5
2006	8.2	12.1	6.8	0	52.5	0	48.7
2005	7.7	11.1	6.4	0	50.1	0	44.8

**ORIGIN CENSUS DIVISION**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Unweighted 2005 Stay Base	13305	3182	10123	9672	3633	7576	2547
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
Weighted 2005 Stay Base	32741	8892	23849	27605	5136	20356	3493
	%	%	%	%	%	%	%
<b>Pacific</b>							
2008	87.0	84.4	87.8	100.0	13.3	100.0	13.3
2007	84.9	83.1	85.6	100.0	10.7	100.0	10.0
2006	86.4	81.4	88.2	100.0	12.7	100.0	15.0
2005	86.1	83.3	87.1	100.0	11.3	100.0	12.2
<b>Mountain</b>							
2008	5.8	4.3	6.3	0	38.5	0	44.4
2007	7.0	5.0	7.7	0	41.2	0	48.1
2006	5.8	6.7	5.4	0	36.9	0	38.9
2005	6.5	5.9	6.7	0	41.3	0	45.6

Table 25

**ORIGIN CENSUS DIVISION**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>South Atlantic</b>							
2008	1.6	2.5	1.3	0	10.7	0	9.5
2007	1.8	3.2	1.3	0	10.6	0	8.0
2006	2.0	3.7	1.3	0	12.5	0	9.3
2005	1.3	1.7	1.1	0	8.1	0	7.5
<b>West South Central</b>							
2008	1.6	2.1	1.4	0	10.4	0	9.8
2007	1.4	2.0	1.2	0	8.6	0	7.8
2006	1.5	1.6	1.5	0	9.6	0	10.6
2005	1.5	2.5	1.1	0	9.6	0	7.7
<b>East North Central</b>							
2008	1.4	2.4	1.1	0	9.3	0	7.7
2007	2.1	2.8	1.8	0	12.3	0	11.3
2006	1.6	2.4	1.3	0	10.2	0	9.4
2005	1.8	3.4	1.2	0	11.5	0	8.2
<b>Middle Atlantic</b>							
2008	1.3	2.2	1.0	0	8.5	0	7.1
2007	1.2	1.5	1.1	0	7.0	0	6.7
2006	1.3	2.0	1.1	0	8.6	0	7.8
2005	1.2	1.2	1.2	0	7.8	0	8.3

Table 25

**ORIGIN CENSUS DIVISION**  
Person-Stays Based

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<b>West North Central</b>							
2008	0.8	1.0	0.8	0	5.6	0	5.7
2007	0.8	1.5	0.6	0	5.0	0	3.9
2006	0.6	0.9	0.5	0	3.6	0	3.2
2005	0.9	0.9	0.9	0	5.9	0	6.4
<b>New England</b>							
2008	0.3	0.6	0.2	0	2.1	0	1.7
2007	0.5	0.8	0.3	0	2.7	0	2.0
2006	0.5	0.5	0.6	0	3.4	0	4.0
2005	0.5	0.7	0.4	0	3.2	0	3.0
<b>East South Central</b>							
2008	0.2	0.6	0.1	0	1.5	0	0.8
2007	0.3	0.3	0.4	0	2.0	0	2.2
2006	0.4	0.7	0.3	0	2.5	0	1.9
2005	0.2	0.3	0.2	0	1.4	0	1.2



Table 26

**TOP ORIGIN STATES**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Unweighted 2005 Stay Base	13305	3182	10123	9672	3633	7576	2547
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
Weighted 2005 Stay Base	32741	8892	23849	27605	5136	20356	3493
	%	%	%	%	%	%	%
<b>California</b>							
2008	85.0	81.9	85.9	100.0	0	100.0	0
2007	83.1	80.7	84.0	100.0	0	100.0	0
2006	84.4	79.7	86.1	100.0	0	100.0	0
2005	84.3	81.5	85.4	100.0	0	100.0	0
<b>Arizona</b>							
2008	2.1	1.7	2.3	0	14.1	0	16.1
2007	2.4	1.5	2.7	0	14.2	0	17.2
2006	2.8	4.1	2.3	0	17.7	0	16.3
2005	2.6	2.2	2.8	0	16.9	0	19.2
<b>Nevada</b>							
2008	2.1	1.1	2.4	0	13.9	0	16.9
2007	2.6	1.3	3.2	0	15.6	0	19.7
2006	1.5	1.6	1.4	0	9.6	0	10.4
2005	2.2	2.7	2.0	0	14.1	0	13.8

Table 26

**TOP ORIGIN STATES**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Texas</b>							
2008	1.3	1.9	1.1	0	8.6	0	8.0
2007	1.2	1.7	1.0	0	6.9	0	6.1
2006	1.2	1.2	1.2	0	7.6	0	8.5
2005	1.2	2.3	0.8	0	7.7	0	5.4
<b>Washington</b>							
2008	1.2	1.7	1.1	0	8.1	0	7.6
2007	1.1	1.6	0.9	0	6.4	0	5.5
2006	0.9	1.1	0.9	0	5.9	0	6.2
2005	0.8	1.2	0.7	0	5.2	0	4.6
<b>Oregon</b>							
2008	0.8	0.7	0.8	0	5.2	0	5.7
2007	0.7	0.8	0.7	0	4.3	0	4.4
2006	1.1	0.7	1.2	0	6.8	0	8.8
2005	1.0	0.5	1.1	0	6.1	0	7.6
<b>Utah</b>							
2008	0.7	0.4	0.7	0	4.3	0	5.3
2007	0.7	0.5	0.8	0	4.4	0	5.1
2006	0.5	0.5	0.6	0	3.5	0	4.1
2005	0.7	0.4	0.8	0	4.2	0	5.2

Table 26

**TOP ORIGIN STATES**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Illinois</b>							
2008	0.6	1.4	0.4	0	4.2	0	2.9
2007	0.6	0.8	0.6	0	3.7	0	3.5
2006	0.6	0.9	0.5	0	4.0	0	3.7
2005	0.7	1.4	0.5	0	4.6	0	3.3
<b>New York</b>							
2008	0.6	1.1	0.4	0	3.9	0	3.1
2007	0.5	0.5	0.4	0	2.7	0	2.7
2006	0.7	1.1	0.5	0	4.2	0	3.7
2005	0.6	0.4	0.7	0	3.7	0	4.5
<b>Florida</b>							
2008	0.5	0.7	0.5	0	3.4	0	3.3
2007	0.5	0.5	0.4	0	2.7	0	2.8
2006	0.4	0.3	0.5	0	2.7	0	3.4
2005	0.3	0.4	0.3	0	2.1	0	2.0
<b>New Jersey</b>							
2008	0.5	0.7	0.4	0	3.2	0	2.9
2007	0.4	0.5	0.4	0	2.4	0	2.3
2006	0.4	0.7	0.2	0	2.3	0	1.8
2005	0.4	0.7	0.3	0	2.6	0	2.1

Table 26

**TOP ORIGIN STATES**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Colorado</b>							
2008	0.4	0.5	0.4	0	2.9	0	3.0
2007	0.7	1.3	0.5	0	4.2	0	3.1
2006	0.4	0.3	0.4	0	2.2	0	2.7
2005	0.3	0.3	0.3	0	2.1	0	2.3
<b>Ohio</b>							
2008	0.3	0.5	0.2	0	2.1	0	1.8
2007	0.6	0.6	0.6	0	3.5	0	3.6
2006	0.3	0.6	0.2	0	2.0	0	1.5
2005	0.3	0.4	0.3	0	1.9	0	1.8
<b>Minnesota</b>							
2008	0.3	0.3	0.3	0	2.0	0	2.2
2007	0.2	0.2	0.1	0	0.9	0	0.9
2006	0.1	0.1	0.1	0	0.6	0	0.7
2005	0.3	0.3	0.3	0	1.7	0	1.8
<b>Georgia</b>							
2008	0.3	0.2	0.3	0	1.9	0	2.2
2007	0.3	0.4	0.3	0	2.0	0	2.0
2006	0.3	0.5	0.2	0	1.9	0	1.5
2005	0.2	0.1	0.3	0	1.5	0	2.0

Table 27

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2008 Stay Base	13906	3393	10513	10151	3755	8009	2504
Unweighted 2007 Stay Base	12651	3193	9458	9453	3198	7319	2139
Unweighted 2006 Stay Base	12937	3249	9688	9596	3341	7427	2261
Unweighted 2005 Stay Base	12266	2958	9308	9092	3174	7128	2180
Weighted 2008 Stay Base	34914	8260	26654	30205	4709	23348	3306
Weighted 2007 Stay Base	31632	8607	23026	26652	4980	19580	3445
Weighted 2006 Stay Base	31620	8418	23202	27315	4305	20361	2841
Weighted 2005 Stay Base	30818	8377	22440	26273	4545	19418	3022
	%	%	%	%	%	%	%
<b>Phoenix-Mesa-Scottsdale, AZ MSA</b>							
2008	1.7	1.3	1.8	0	12.3	0	14.3
2007	2.0	1.4	2.2	0	12.6	0	14.8
2006	1.6	2.3	1.4	0	11.8	0	11.0
2005	1.5	1.2	1.6	0	9.8	0	11.6
<b>Las Vegas-Paradise, NV MSA</b>							
2008	0.9	0.4	1.1	0	7.0	0	8.9
2007	1.5	0.7	1.7	0	9.3	0	11.6
2006	1.1	1.3	1.0	0	8.1	0	8.4
2005	1.4	1.2	1.4	0	9.3	0	10.5
<b>Reno-Sparks, NV MSA</b>							
2008	0.6	0.6	0.6	0	4.4	0	4.8
2007	0.9	0.5	1.1	0	5.9	0	7.2
2006	0.3	0.3	0.2	0	1.9	0	1.9
2005	0.7	1.5	0.4	0	4.9	0	3.2

Table 27

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Chicago-Naperville-Joliet, IL MD</b>							
2008	0.5	1.1	0.3	0	4.0	0	2.8
2007	0.4	0.5	0.3	0	2.3	0	2.1
2006	0.5	0.7	0.4	0	3.5	0	3.1
2005	0.5	1.1	0.3	0	3.6	0	2.3
<b>Seattle-Bellevue-Everett, WA MD</b>							
2008	0.5	0.7	0.4	0	3.6	0	3.4
2007	0.4	0.6	0.3	0	2.5	0	2.2
2006	0.4	0.6	0.4	0	3.2	0	2.9
2005	0.4	0.7	0.3	0	2.7	0	2.1
<b>Houston-Baytown-Sugar Land, TX MSA</b>							
2008	0.5	0.5	0.5	0	3.5	0	3.9
2007	0.3	0.3	0.3	0	1.7	0	1.8
2006	0.2	0.2	0.2	0	1.4	0	1.5
2005	0.2	0.4	0.1	0	1.3	0	1.0
<b>Portland-Vancouver-Beaverton, OR-WA MSA</b>							
2008	0.4	0.4	0.4	0	2.9	0	3.0
2007	0.4	0.8	0.3	0	2.8	0	2.1
2006	0.3	0.3	0.3	0	2.4	0	2.8
2005	0.4	0.6	0.4	0	2.9	0	2.7

Table 27

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
 Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>New York-Wayne-White Plains, NY-NJ MD</b>							
2008	0.3	0.4	0.3	0	2.5	0	2.5
2007	0.2	0.3	0.2	0	1.3	0	1.1
2006	0.3	0.5	0.2	0	1.9	0	1.5
2005	0.4	0.3	0.4	0	2.5	0	2.9
<b>Salt Lake City, UT MSA</b>							
2008	0.3	0.2	0.3	0	2.4	0	2.8
2007	0.2	0.3	0.1	0	1.2	0	1.0
2006	0.4	0.4	0.4	0	3.0	0	3.5
2005	0.2	0.4	0.1	0	1.1	0	0.5
<b>Washington-Arlington-Alexandria, DC-VA-MD-WV MD</b>							
2008	0.3	0.6	0.1	0	1.9	0	1.1
2007	0.2	0.4	0.2	0	1.4	0	1.0
2006	0.2	0.3	0.1	0	1.2	0	0.9
2005	0.2	0.4	0.1	0	1.1	0	0.6
<b>Atlanta-Sandy Springs-Marietta, GA MSA</b>							
2008	0.3	0.2	0.3	0	1.9	0	2.3
2007	0.3	0.4	0.3	0	1.9	0	1.8
2006	0.3	0.5	0.2	0	2.0	0	1.6
2005	0.2	0.1	0.2	0	1.2	0	1.6

Table 27

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
Person-Stays Based

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<b>Tacoma, WA MD</b>							
2008	0.2	0.1	0.3	0	1.8	0	2.3
2007	0.2	0.1	0.2	0	1.1	0	1.3
2006	0.1	0.2	0.1	0	1.0	0	1.0
2005	0.1	*	0.1	0	0.4	0	0.5
<b>Dallas-Plano-Irving, TX MD</b>							
2008	0.2	0.6	0.1	0	1.8	0	1.0
2007	0.4	1.0	0.2	0	2.5	0	1.2
2006	0.2	0.6	0.1	0	1.8	0	0.9
2005	0.3	0.5	0.2	0	1.7	0	1.3
<b>Tampa-St. Petersburg-Clearwater, FL MSA</b>							
2008	0.2	0.2	0.2	0	1.7	0	1.9
2007	0.1	0.1	0.1	0	0.4	0	0.4
2006	*	*	0.1	0	0.3	0	0.4
2005	*	*	*	0	0.2	0	0.3
<b>Denver-Aurora, CO MSA</b>							
2008	0.2	0.3	0.2	0	1.6	0	1.6
2007	0.4	1.0	0.2	0	2.7	0	1.5
2006	0.1	0.1	0.2	0	1.1	0	1.4
2005	0.1	0.2	0.1	0	0.9	0	0.9



## ***PERFORMANCE/Monitor*<sup>SM</sup> Methodology**

- Founded in 1982, D.K. Shifflet & Associates, Ltd. specializes in syndicated and custom market research in the travel and tourism industry.
  - Syndicated - Monitor U.S. Travel behavior: *PERFORMANCE/Monitor*<sup>SM</sup> - largest, ongoing travel tracking study in the industry
  - Custom - Segmentation and positioning studies to assist clients in strategic marketing efforts
  - Clients - include destinations, theme parks, credit cards, auto clubs, hotels chains among others
  
- To meet the need for quality information, DKSA conducts an ongoing, monthly survey of U.S. consumers' travel behavior—the *PERFORMANCE/Monitor*<sup>SM</sup>.
  - Surveys approximately 40,000 households per month via mail and online panels
  - Each survey collects the previous 3 months of travel behavior
  - DKSA uses an overlapping monthly mail sequence which reduces sample bias for maximum accuracy
  - More than 75,000 traveling households respond to the survey each year. This results in more than 154,000 Stays at destinations throughout the U.S.
  
- DKSA's methodology provides superior quality control measures:
  - We use nationally representative panels of households who have agreed in advance to periodically participate in mail and online surveys. Extensive information about the household and its members is obtained at the time of household recruitment. Thus, a key advantage of the household panel is knowing to whom surveys are sent and from whom surveys are received. Another key advantage of the panel method is higher response rates to surveys—typically 2 to 3 times higher.
  - The 40,000 average monthly contacts as well as returned questionnaires are balanced to the U.S. population across six demographic variables (age, gender, income, education, number of adults, and state of residence). This rebalancing ensures findings are reflective of the U.S. population and enables findings to be projected to the entire U.S. population.
  - Returned questionnaires go through an extensive set of manual (visual) and automatic (computer program) processing checks to improve data quality. Questionnaires containing anomalies are discarded or corrected based on insights developed from more than a decade of processing experience.
  
- All volume estimates in this report are based on a visitor volume methodology incorporating a small-area estimation model employed following the dramatic changes to travel behavior following September 11, 2001. The small-area estimation component adds enhanced reliability to quarterly and annual estimates by using other data sources (such as hotel room demand and government transportation statistics) as data “anchors” or “reality checks.” Data reported reflect the influence of the revised volume model and the influence of revised population estimates resulting from the 2000 Census.

### Information Collected in the *PERFORMANCE/Monitor*<sup>SM</sup> Survey

Timing	Accommodation Information	Expenses [OPEN END]	Party Composition	Respondent Demographics
Year Trip Started Month Trip Started Quarter Trip Started Season Trip Started Recall Month Day Trip Started/ Ended	A Day Trip? Paid/Non-Paid Accommodation Accommodation Type Site Location	Total Expenses Total Non-Room Expenses Room Expenses Transportation Expenses Food Expenses Entertainment Expenses Shopping Expenses Misc. Expenses Trip Package Expenses	Trip Composition Total Number on Trip # from Household # of Adults on Trip # of Kids on Trip Room Composition # in Room # of Adults in Room # of Kids in Room	Education of Respondent Occupation of Respondent Employment of Respondent Age of Respondent Gender of Respondent Race of Respondent Generation
Stay Location [OPEN END]	Hotel Brand [OPEN END]	Purpose	Rental Car	Household Demographics
Destination Regions [4] Destination Divisions [9] Destination State Destination Top 200 Cities Destination DMA Destination [1999] Destination MSA [2003] Destination Counties	Hotel Brand Hotel Level [3 Segments] Hotel Level [6 Segments] High End Chains Mid-Level Chains Economy Chains STR Segments	Business/Leisure Stay Purpose Detailed Stay Purpose Stopover in Route Business/Leisure Trip Purpose Activities [Multi-Response] Visited a Theme Park Main Reason for Trip Both Business and Leisure Stay	Rented a Car? Rental Car Brand Satisfaction Ratings (1-10) Value Ratings (1-10) How Paid	Household Size Household Income Marital Status Type of Residence Children Present in Household Age of Oldest Child in Household # of Children in Household Lifestage Hispanic Origin Home Internet Access Work Internet Access Database appends available: PRIZM, Cohorts, AAA Microvision, etc.
Ratings (1=poor / 10=excellent)	Stay Payment	Transportation	Household Location	
Destination Satisfaction Destination Value Accommodation Satisfaction Accommodation Service Accommodation Value	Room Rate [OPENEND] How Paid Who Paid for Room Special Deal [Y/N] Total Lodging Bill	Used Travel Agent? Type of Transportation Amtrak Train How Paid Reservation Type	Origin State Origin Region Origin DMA Origin MSA [2003]	
Destination Information	Stay Information	Airlines	Past Travel	Travel Clubs [OPEN END]
Travel Home or Abroad Destination County Visited Destination Ever Before? Visited Destination Last 3 years? # of visits in past 3 years Inter/Intra Travel Trip Distance [100 miles intervals]	Reservation Information Resort [Y/N] All Suite Hotel [Y/N] Stayed before [Y/N] Type of Hotel/Motel Suite Room Will definitely use chain again	Airline Brand Satisfaction Ratings (1-10) Value Ratings (1-10) How Paid	Travel Frequency Past 3 months Travel Past 12 months Travel # of Stays per Trip # of Times to Theme Park	Airline Clubs Hotel Clubs Rental Car Clubs Other Clubs AAA Member? Number of Travel Clubs