



California Tourism

Research Report on Australian Travellers and California

July 2007

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Executive Summary

This report covers the findings from the four elements of the survey program:

- A quantitative analysis of an online survey of middle to mass affluent Australians. The survey was carried out between 11th and 18th of May 2007 and received 1391 responses providing a robust sample for analysis.
- A segmentation analysis of international travelers identified in the data collected via the online survey. The segmentation analysis was carried out using a two-step cluster analysis procedure in SPSS.
- Three focus groups carried out with selected segments identified with the online survey. The data from the focus groups was collected through three focus groups of 5 - 8 people in Sydney. The groups were run between 14th and 21st June.
- An in-flight survey. California Tourism staff distributed the in-flight survey to Australian residents travelling to Los Angeles on relevant Qantas flights during a week in June and a week in July. Despite best efforts, only 35 responses were received

The online survey achieved a sample of 1115 respondents who had embarked on international travel at least once every ten years and this forms the base for subsequent analysis. Non-travellers (273) were removed from the subsequent analysis.

Most people (54%) travelled at least every two years. Key demographics are:

- 59% males.
- Average age of 43 years.
- Around 71% of this segment were married or defacto and at least 36% had their children living with them (another 21% were empty nest).
- 57% earning over \$75,000 p.a.
- Most were in fulltime work (68%), retired (12%) or working part time (9%).

The travelers commonly had reasonable travel budgets with 70% over \$4000 (28% over \$8000). Most (63%) preferred to go to fewer destinations with longer stays although a significant proportion (21%) preferred to go to many destinations for a shorter time.

Few planned and booked their entire holiday (7%) with most preferring to plan and book most of it (36%) or only some of it (47%). At least 11% indicated that they had a plan but nothing was booked.

At least 40% of the travelers sample had been to California before with an average stay of around 13 days (but there was a wide variation). The main

reported destinations were; Los Angeles (69%), San Francisco (65%), Hollywood (63%) and Disneyland (61%).

When asked if they had considered California for one of their last three international holidays, 19% indicated they had. At least 31% indicated that they were somewhat or very likely to holiday in the USA in the next year, with 50% indicating this was unlikely. On average respondents indicate that they would expect to allow 19 days for a holiday in the USA and 9 days for California.

On average respondents found most destinations outside the major urban destinations moderately attractive (except for Palm Springs which averaged an indifferent score) and were only slightly less committed to allocating time to visit.

The Yosemite, Death Valley and Sequoia destinations, while relatively popular, failed to convert more than 50% of considered to actual visits.

The prompted awareness of most destinations – especially Sequoia National Park and Highway 1 was low indicating people knew little of the options available to them.

Lack of time was clearly a pervasive limiting factor for other travel within the state.

New experiences were the most important driver of travel preferences with both learning about new things and cultures and new experiences and discoveries attracting ratings of 8 or more from travelers. Consistent with the desire for new experiences, respondents also rated experiencing local life and customs as the most important travel preference. Going to theme parks was seen as the least desirable.

Most respondents prefer to travel with their partner or friends indicating the decision to buy travel will be a more complex purchase process than just satisfying the needs of one person. It also suggests any marketing addressed at target audiences will need to address the needs of more than one person.

California was most strongly associated with Hollywood, beaches, Disneyland and Theme parks. The activities and words most strongly associated with California were big cities, coastal drives and towns, expensive and larger than life. Skiing was the least associated but there were also low ratings given to different, unique nature and adventure holidays.

The segmentation created three potential target market segments;

- Old hats
- Family guys
- Young professionals

Old Hats

Old Hats appear to be an attractive segment for holidays to California. They have:

- An interest in travel and the type of experiences that can be fulfilled by California.
- A high disposable income and a higher travel budget.
- Time to take longer holidays.
- A positive disposition towards California and many of the destinations within California.
- Yet they are unaware of the options available to them and the options are not presented in ways they want to see them.

This group are older, middle-class, retired, frequent travellers. They are looking for something new and interesting. Typically empty nest or retired with partner and no children at home.

Old Hats make up just under a third (28%) of the traveller sample.

People in this segment like to learn about new cultures and/or natural environments (8.2)¹ and they like to experience local life and customs (8.1). They are also looking for new experiences and discoveries beyond the norm when they travel (7.2) although this was less so than the other two segments and were also interested in getting out of the big cities when they travel (8.0).

This segment gave the lowest ratings to going to resorts (4.7), theme parks (3.3), seeing big cities (5.8) and seeing the main tourist sites (5.8).

Many had been to California (43%), and/or considered it for their last few international holidays (16%). Members of this segment are most likely to have visited Napa Valley and Sequoia National Park

Family events were decision triggers for most in the group. Most would use the family event – wedding of a nephew or visiting a daughter for example - as stakes in the ground and then they would float ideas for other places and tours around these dates with their partners and develop a negotiated outcome.

Unlike the other groups, this group had a better understanding of California. Most played back the key icons like Hollywood and Disneyland but they also added San Francisco, The Napa Valley and some other cities.

All in the group were positive about California as a travel destination and most used the word variety to describe it as a possible destination. Most felt that the US was cheaper and safer than Europe and they noted that there was no language barrier.

¹ Average score on a 1-10 rating scale with 10 being the highest level.

Despite the higher proportion of people who had been to California in the FG, group respondents felt they were not fully up-to-date about California.

The findings from the FG were reflected in the quantitative survey where the Old Hats rated Yosemite (7.7) as the most attractive followed by Sequoia NP and Highway 1 (7.0) and Napa Valley (6.9). This is consistent with the findings about the type of holiday they prefer.

Lake Tahoe (5.9) and Palm Springs (4.7) rated the lowest in terms of attractiveness from the destinations shown in the quantitative survey

The primary marketing challenge in this segment appears to be to attract them to travel to California when they are still young enough to travel around in fly drive mode and to encourage them to stay longer.

There may be an opportunity to leverage retirement travel for baby boomers because many reported nostalgic memories of Route 66, music festivals and driving Yank Tanks over the Golden Gate Bridge.

The entire group felt they would spend more time there if they were told about these sites and the opportunities. In particular, they were very interested in doing a fly drive trip to explore parts of the state in interconnected trips of 2-4 hours drive. If there were a network of associated bed and breakfast accommodation, this would have been attractive too.

They wanted to see DVD presentations, travel brochures with maps, distances and drive times shown. They wanted to see these in the existing travel brochures.

Family Guys

Middle aged upper middle class family. Regular travellers looking for relaxing entertaining holiday for the whole family

This group makes up just under a third of the total sample

The group is primarily defined as married or defacto with children. As a result it is unsurprising to see they are the most likely to be married/defacto (93%) and have children living at home (72%).

Of the three groups they are the second most likely to be in fulltime work (77%) and the most likely to earn high incomes (38% \$75,000-\$125,000, 32% \$125,000 or more).

They are likely to indicate travelling is a pressure release (7.8)² or an earned indulgence (8.1) and of the three groups, they are most likely to want to go to resorts (6.6), theme parks (5.7), or main tourist sites (7.1).

The combination of working - with its restricted holiday breaks - and holidaying with children drive the reality of the holiday attributes sought. The focus group reflected the group's requirement to trade off the ideal holiday with the complications and constraints of travelling with children.

Many had been to California (37%) and/or considered it for their last few international holidays (23%). Few respondents in this segment had seen more than the basic travel destinations in California. Los Angeles was the most frequently mentioned city with some references made to San Diego and San Francisco. Shopping and sight seeing were the most commonly mentioned activities with visiting friends or family a relatively common occurrence.

People in this segment said they usually travel with a partner and children and they travel for 2-3 weeks to 1 - 3 main destinations.

In the FG, most respondents thought family values and ease of travel for family were important considerations and some had ruled out Asia because of this. Security was not a significant issue except for trips to Bali.

Price was significantly more important to this segment than the Old Hats. Some mentioned the cost of flights were significant when you had to take 2-3 children and they were sensitive to this. The main actions reported in the FGs to manage the total cost was to travel before the children turn 11 and become full adult prices and waiting until they saw a price driven special deal for a destination they already had in mind.

The segment saw the state's key strengths as a holiday destination as its family friendliness and the main tourist sights. The comments made and materials brought to the focus group were all LA centric.

The main competition for travel to California comes from:

² Average score on a 1-10 rating scale with 10 being the highest level

- Family driven travel to other places where people have friends or family (most).
- Europe. There was a perception that Europe was cheaper, had better history and was more diverse as a travel destination.
- Other parts of the US (minority) such as; Las Vegas, New Orleans and the main east coast cities.

The expectations from a Californian holiday were somewhat limited to beaches, relaxing, theme parks, shopping, drinking wine, driving around, sun, and surf. This presents a significant problem for the marketing of California because the only point of difference from Australia was for some the theme parks.

Family guys – in the quantitative survey – gave the highest on attractiveness to:

- Yosemite (7.6)
- The Napa Valley (7.0)
- Sequoia National Park (6.8)

With time, budget and capability constraints, it seems the primary focus for this segment is to present California as an attractive tourist destination in its own right – that is to drive up the penetration of Californian holidays as a proportion of family holidays. Members of this segment want a relaxing family holiday. They frequently mentioned, having fun, relaxing, seeing the sight, shopping and going to the main tourist sights. Beaches attracted frequent mentions but there is a need to present something different from Australia.

Kids fly free was seen as an attractive proposition as was the development of adventure agendas based around the main sights and would have an appeal to those who could engage in driving breaks.

Young professionals

Overview

This group makes up just over a quarter of the total sample.

Many had been to California (32%) and/or considered it for their last few international holidays (21%). They are most likely to be in fulltime work (86%) or student (only 8% though) but are likely to be second lowest income group. (53% less than \$75,000, 36% \$75,000-\$125,000, 11% \$125,000 or more)

Most likely to be single (64%) and have NO children (94%)

The members of this segment are the most likely to want new experiences, adventures (8.5³) or experience local life and customs (8.4) and learn things about cultures and/or natural environments when travelling (8.5).

It was interesting to see in the focus group for this segment, that there were probably two types of people within this segment. Those who wanted a real adventure (e.g. Africa, Sailing the Pacific) and those who seemed to be more risk adverse (single women mid 20's, professional) who were attracted to a more organised form of tour to provide the 'security blanket' for their adventure. It appeared that the latter group were more attracted to California and the US than were the more adventurous people in the segment.

Some members of the focus group had been to California.

The general impressions of California were restricted to the standard icons for most – theme parks, cruising Venice Beach, Golden Gate Bridge and as a gateway to the rest of the US.

Nearly all had a very narrow view of California – for example, they were unaware that they could find snow in California. One or two mentioned San Francisco and, at least on the surface, of the discussions the state had no major strengths for them as a travel destination.

Most members of the group felt that family would be the only reason to go to the state as a travel destination in itself.

Most of the group also had strongly held negative views about California based on what they had seen on TV. They were actively concerned (more so than the other two groups) about:

- American politics.
- George Bush's approach to the world.
- Safety and Terrorism.
- Wealth but they felt there was poverty problems (New Orleans).

³ Out of ten on a 0-10 scale

Overall, segment members tended to give lower scores to all probable destinations in the quantitative survey with the exception of Lake Tahoe and Palm Springs (which were seen as very unattractive by the Old Hats).

They gave the highest attractiveness ratings to:

- Yosemite (7.2)
- Napa Valley (6.6)

While most were impressed with what was available and the destinations stretched their perceptions of California as a destination, they needed some form of promotion to make it seem worth the extra cost.

Because they had a low understanding of California the marketing communications need to stress an 'if you are here then you could do this and this' approach and map out the options for them.

Most respondents felt the campaign used by tourism in New Zealand was very effective in stretching their perceptions.

One respondent in the focus group suggested turning the tables on the current 'Where the bloody hell are you' Australian campaign by having the Californian Governor in his Terminator role ask the same question and invite Australians to California – most of the group liked the idea.

Introduction

This report covers the findings from the four elements of the survey program:

- A quantitative analysis of an online survey of middle to mass affluent Australians.
- A segmentation analysis of international travelers identified in the data collected via the online survey.
- Three focus groups carried out with selected segments identified with the online survey
- An in-flight survey.

The first element of the program provides a snapshot of the Australian market predilection for international travel, particularly California. This component is particularly aimed at gaining a sense of relevant market demand and preferences, developing market segmentations, and informing the subsequent in-depth qualitative focus group component and quantitative in-flight survey to be carried out.

The data collected in this survey formed the basis of a segmentation scheme outlined in this report. The segmentation was devised to enable California Tourism to focus marketing attention on particular market segments within the Australian market.

We then used the segmentation model to select the three most important groups based on their potential to travel to California or extend travel in California or other parts of the US.

The Qantas in-flight survey was intended to provide additional information about travelers to California, however, the number of responses received was too low to enable any significant conclusions to be drawn from it.

Methodology

The online survey was carried out between 11th and 18th of May 2007 and received 1391 responses providing a robust sample for analysis. The survey was sent out to potential respondents from brandmanagement's middle to mass affluent opted in survey base by email and this provides the quantitative element of the research program.

The segmentation analysis was carried out using a two-step cluster analysis procedure in SPSS. This procedure used both categorical and continuous variables. Several permutations are analysed to develop a cohesive model that fits the research hypothesis and allows sensible segmentations from which focused segment definitions are refined. Critical to the process is choosing potential variables for the modelling that have marketing relevance. Our preliminary research uncovered several potential dimensions worth investigating. The model was designed to go beyond typical market segmentations that rely solely on demographics and/or life stage data to incorporate psychographic measures of attitudes and preferences.

These included useful marketing indicators such as preferred travel style, frequency and budget as well as attitudes to O/S travel and the California offer. Many psychographic variables were also collected to determine types of travellers and what experiences they would be likely to seek.

The data from the focus groups was collected through three focus groups of 5-8 people in Sydney. The groups were moderated by experienced market research personnel at brandmanagement to an agreed topic guide shown in the Appendix. The groups were run between 14th and 21st June.

Focus group data is primarily qualitative and is designed to develop an in depth understanding of customer needs and drivers. Participant comments are paraphrased in text, Audio visual DVDs of the complete focus group are supplied to a supplementary resource.

California Tourism staff distributed the in-flight survey to Australian residents travelling to Los Angeles and San Francisco on relevant Qantas flights during a week in June and a week in July.

Non international travellers

There were 273 respondents in the total sample of 1391 who indicated that they never or very rarely (less than once/10years) embark on international travel for holidays. It is surmised that this group is unlikely to have particularly useful responses to questions about international travel or be a productive market to target for travel to California.

Data from these respondents potentially muddies the picture being drawn from more valid responses and therefore should be excluded from further analysis. They are removed from the main analysis leaving only those who are potentially likely to be amenable to holidaying in California. However it is worth briefly considering the demographics of this group, so that it can be identified as a market segment not worth targeting.

The non-traveller segment comprised 53% females (compared to only 41% in international traveller group). Typical respondents in this segment tended to be middle aged with the average age 42 years old but ranged from 18 to 82 years.

Around 50% of the segment lived in capital cities, 33% in regional centres and 16% in rural areas, showing a much greater propensity to be located in non metropolitan areas compared with the traveller group (72% in capital cities).

Respondents in this segment were likely to have their own family. Around 74% of this segment were married or defacto and at least 45% had their children living with them (another 20% were empty nest).

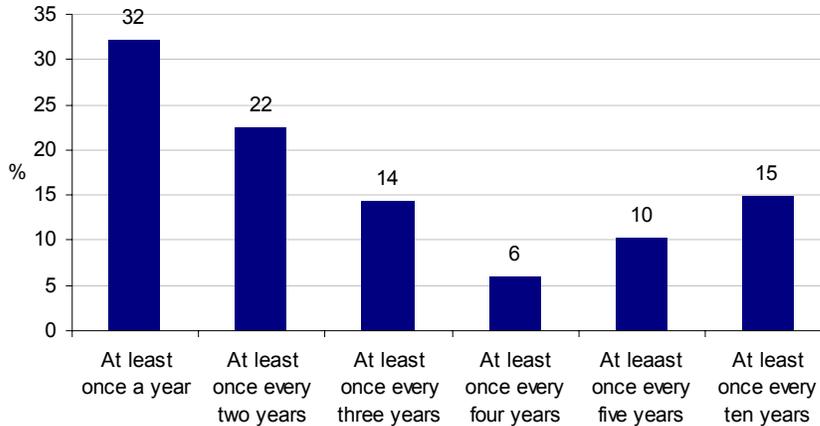
Household income for the non-travellers was much lower than the international travel group with 46% earning less than \$50,000 p.a. compared to only 17% of international travel group. On the other end of the scale only 14% of this segment earned over \$100,000 p.a. compared to 37% of international travel group.

Respondents in the segment indicated that 55% were fulltime workers, 11% part time and 7% full time home duties.

International travellers

After the 273 non-travelling respondents were excluded there was a remaining 1115 in the sample who embarked on international travel at least once every ten years (the base for subsequent analysis). The frequency with which they usually travelled overseas appears below in Graph 1 below.

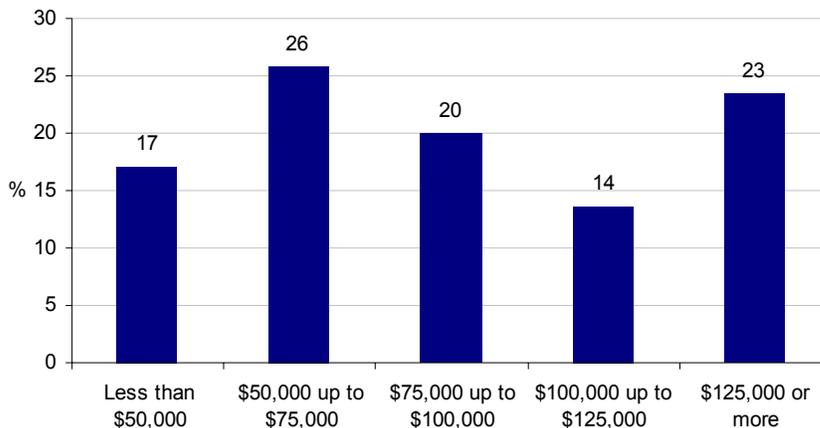
Graph 1: Frequency of travelling overseas



Demographics

The sample comprised 59% males. Ages ranged from 16 to 83 years old with an average age of 43 years. Around 72% of the segment lived in capital cities, 19% in regional centers and 9% in rural areas. Respondents in this segment were likely to have their own family. Around 71% of this segment were married or defacto and at least 36% had their children living with them (another 21% were empty nest). The international travelers income tended to be reasonably high with 57% earning over \$75,000 p.a. (see Graph 2). Most were in fulltime work (68%) retired (12%) or working part time (9%).

Graph 2: Household income per annum



Spending and planning preferences

The travelers commonly had reasonable travel budgets with 70% over \$4000 (28% over \$8000). Most (63%) preferred to go to fewer destinations with longer stays although a significant proportion (21%) preferred to go to many destinations for a shorter time.

Few planned and booked their entire holiday (7%) with most preferring to plan and book most of it (36%) or only some of it (47%). At least 11% indicated that they had a plan but nothing was booked.

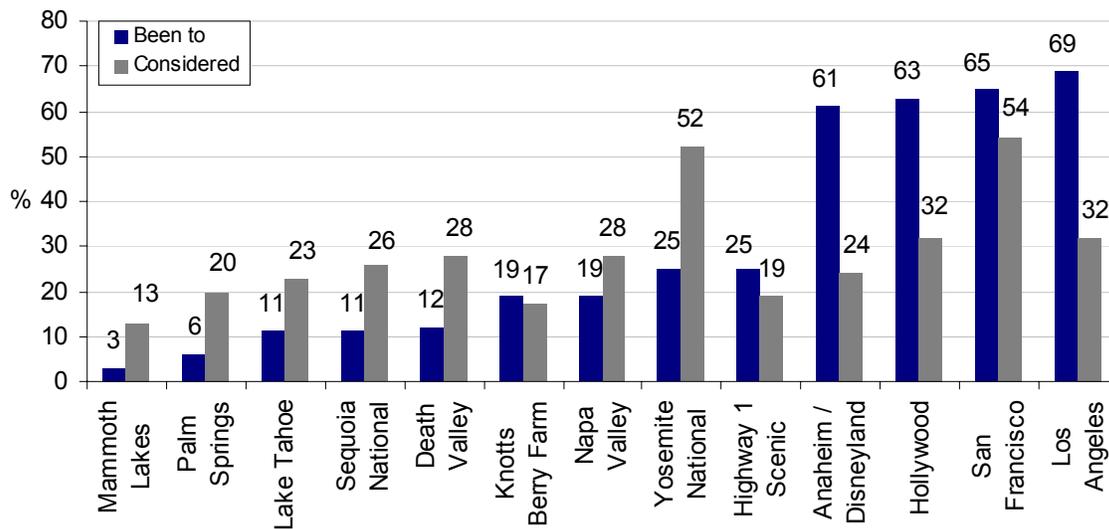
Going to California

At least 40% of the travelers sample had been to California before with an average stay of around 13 days (but there was a wide variation). The median stay is 7 days.

When asked if they had considered California for one of their last three international holidays, 19% indicated they had. At least 31% indicated that they were somewhat or very likely to holiday in the USA in the next year, with 50% indicating this was unlikely. On average respondents indicate that they would expect to allow 19 days for a holiday in the USA and 9 days for California.

Those respondents who had been to California were asked where they had been and considered going, the results of which appear in Graph 3 below. This graph reveals LA and San Francisco are popular urban destinations as would be expected. More interesting was the significant amount of people who also had more non-urban experiences such as in the Napa Valley (19%) and Yosemite National park (25%). Additionally non-urban sites were considered (variably) by around a quarter of respondents who had not been to the respective places, indicating these were significant wish list destinations.

Graph 3: Destinations for California travellers



Note:

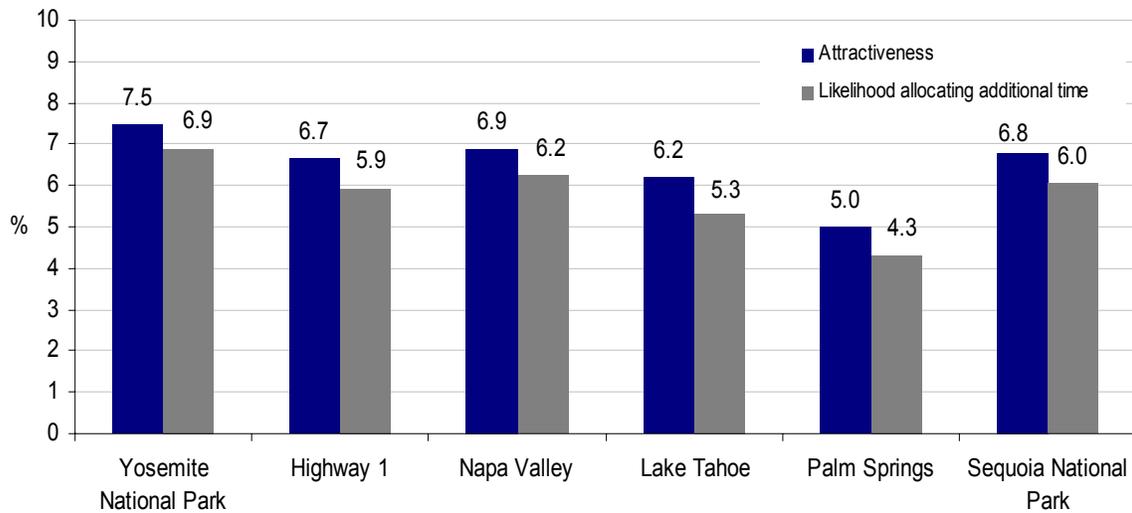
The base for the 'Been to' % is 441 i.e. out of those that have been to California.

The base for the 'Considered' % is 441 minus those that had been to these respective destinations i.e. out of those that had been to California but not to those destinations.

It is interesting to see the relatively poor conversion between intention and actual visiting for Yosemite, Death Valley and Sequoia destinations.

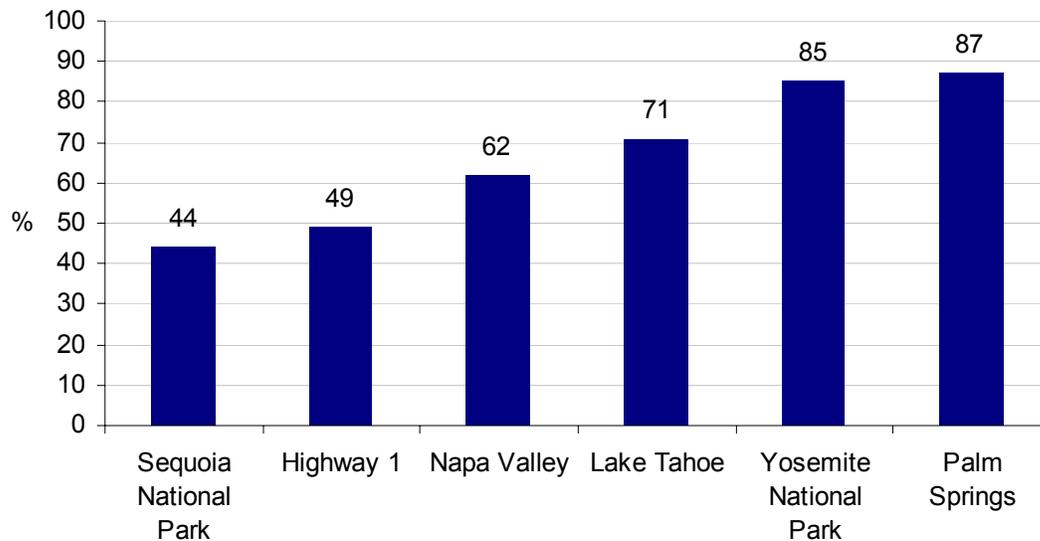
On average respondents found most destinations outside the major urban destinations moderately attractive (except for Palm Springs which averaged an indifferent score) and were only slightly less committed to allocating time to visit (Graph 4).

Graph 4: Attractiveness and likelihood of allocating additional time to visit destinations



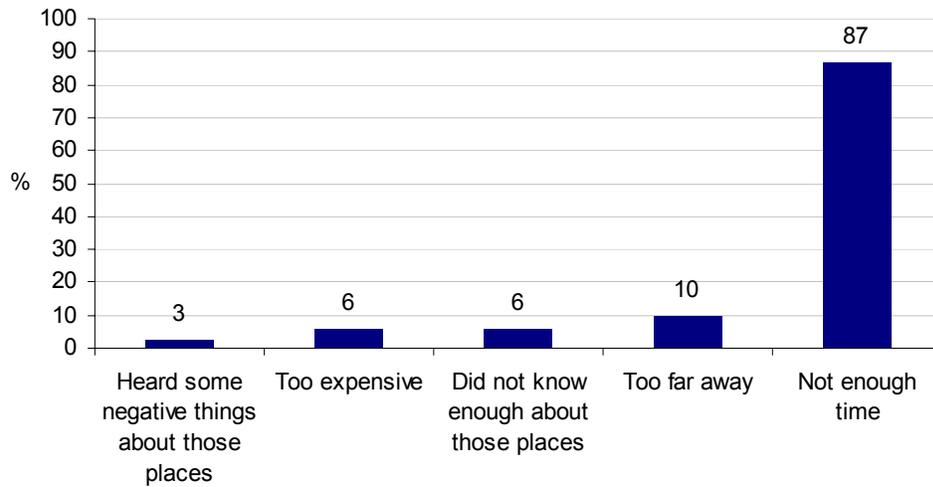
The prompted awareness of more off beat destinations was low to average among respondents – we typically see levels of 90% for normal prompted awareness. The lowest levels of awareness were for Sequoia National Park and Highway 1 (Graph 6).

Graph 5: Destination awareness



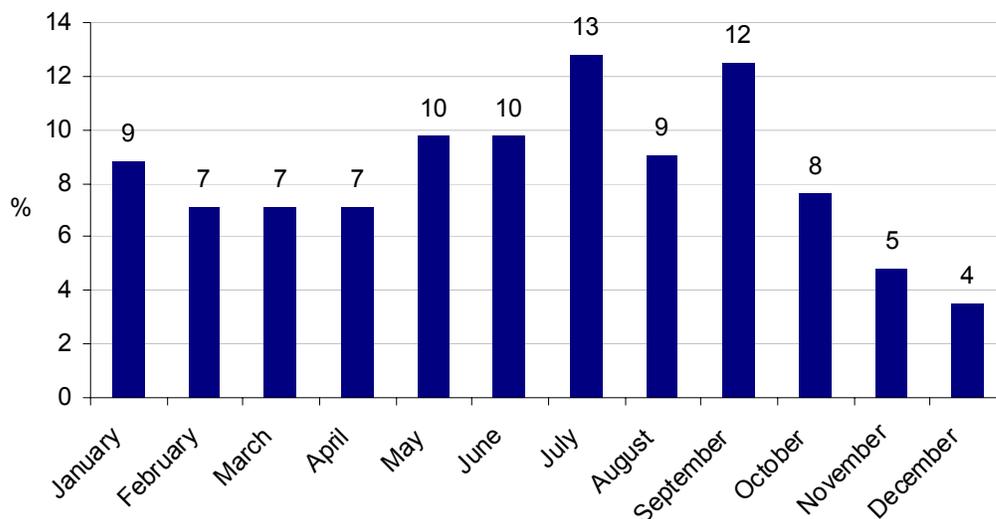
When respondents were asked why they ruled out destinations they considered but did not go to, lack of time was clearly a pervasive limiting factor (Graph 6).

Graph 6: Destinations for California travellers



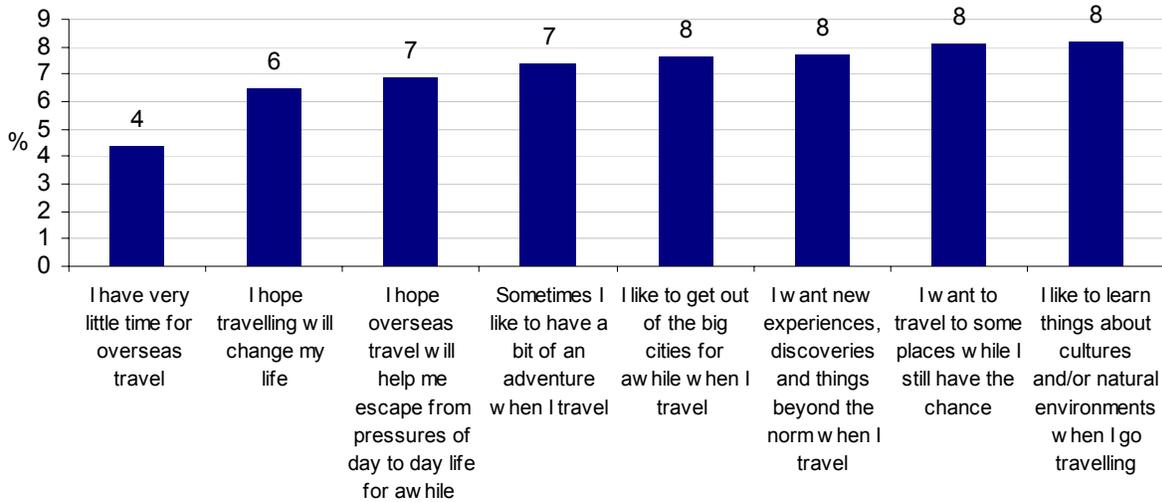
The preferred month for planning a trip to the USA was spread evenly across the first ten months of the year with slight increase in winter months dropping marginally in November and December.

Graph 7: Month most likely to plan trip to USA



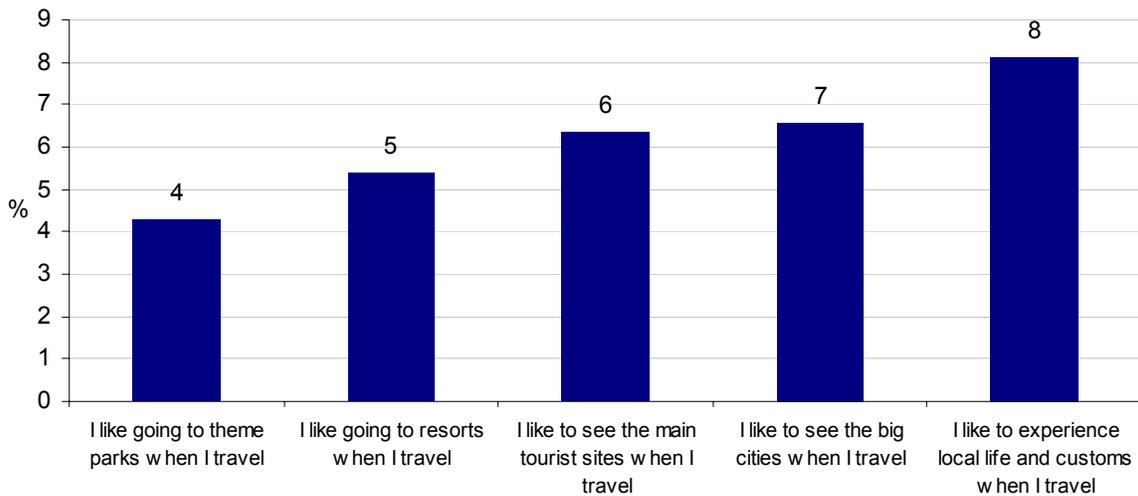
New experiences were the most important driver of travel preferences with both learning about new things and cultures and new experiences and discoveries attracting ratings of 8 or more from travelers (Graph 8).

Graph 8: Travel preferences



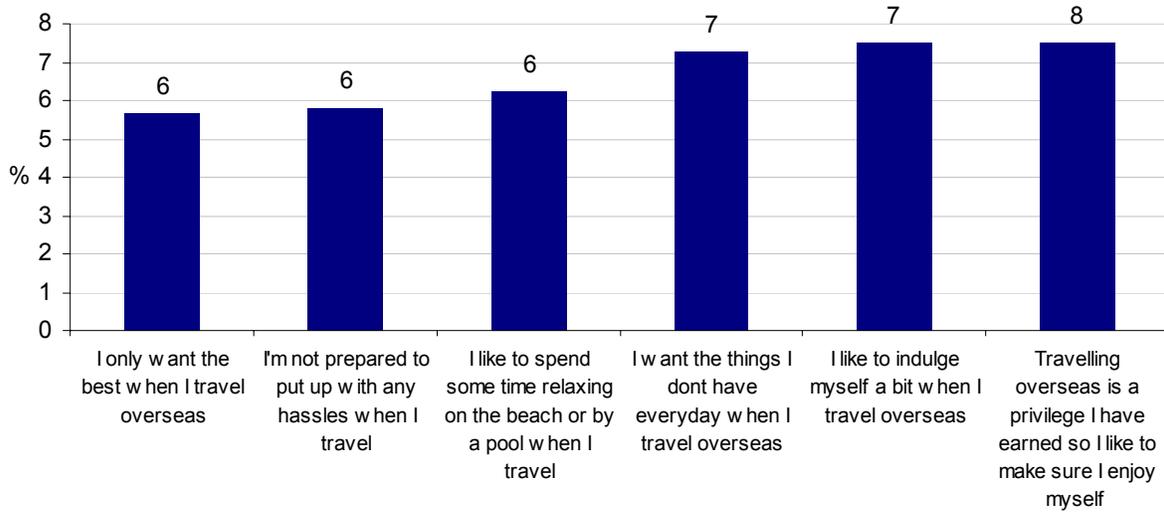
Consistent with the desire for new experiences, respondents also rated experiencing local life and customs as the most important travel preference (Graph 9). Going to theme parks was seen as the least desirable.

Graph 9: Travel preferences



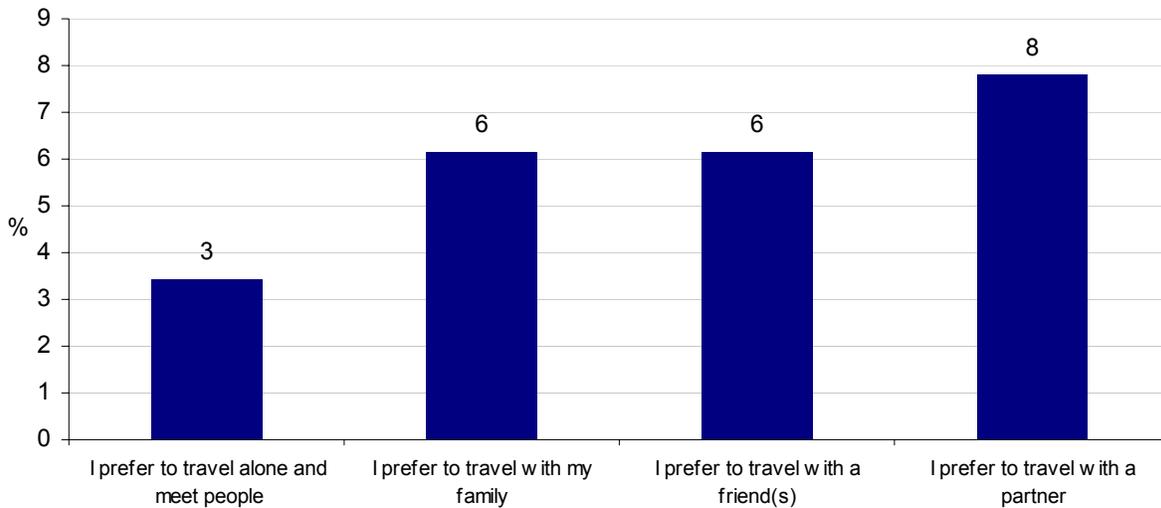
It appears that respondents like to have their new experiences with some level of comfort - indulgence and enjoyment were also important factors in terms of travel style for respondents (Graph 10). Respondents also wanted to relax as part of their holiday.

Graph 10: Travel preferences



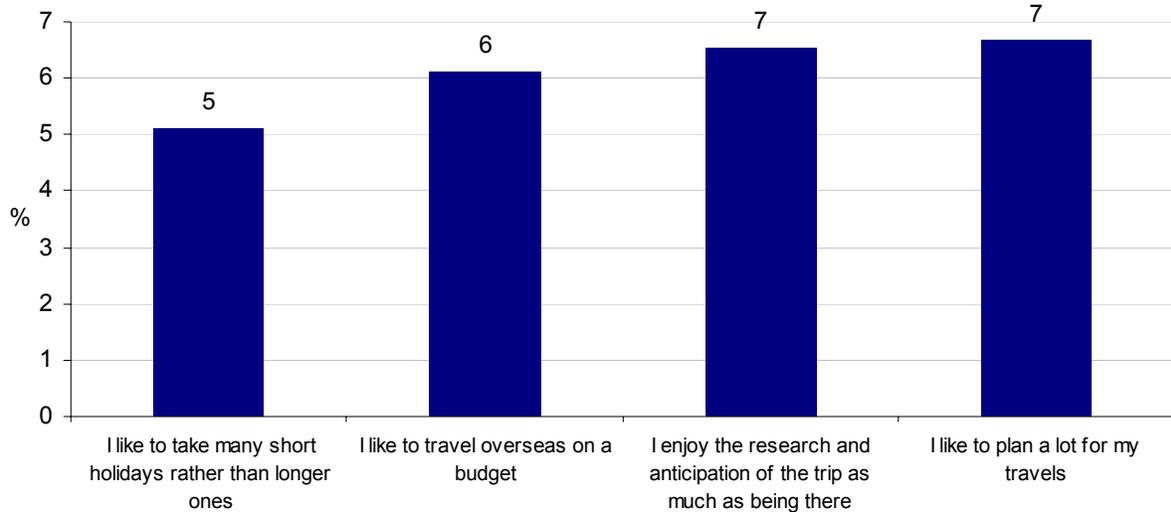
Most respondents prefer to travel with their partner or friends (Graph 11) indicating the decision to buy travel will be a more complex purchase process than just satisfying the needs of one person. It also suggests any marketing addressed at target audiences will need to address the needs of more than one person.

Graph 11: Travel preferences



Many respondents indicated they enjoy the process of developing travel plans and planning for the holiday (Graph 12).

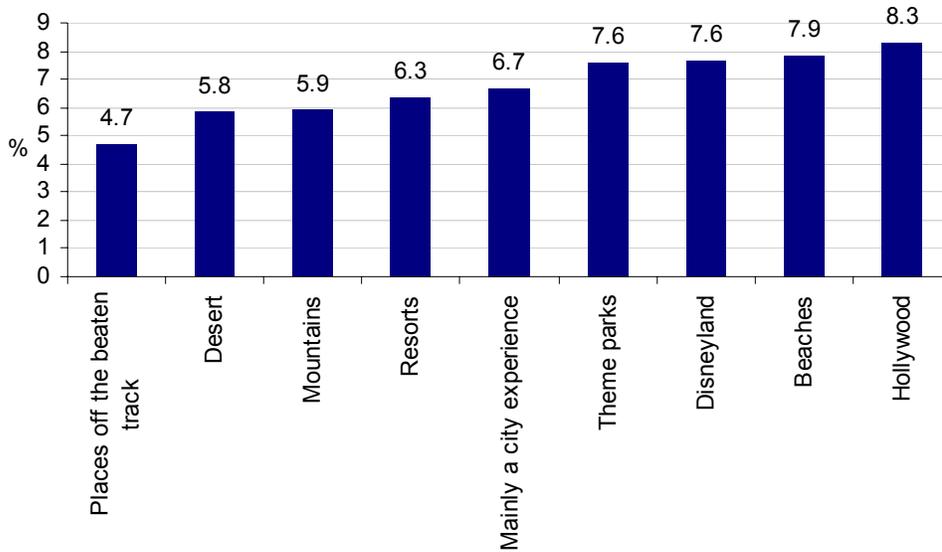
Graph 12: Travel preferences



Respondents indicated they also liked to travel overseas on a budget (Graph 12). Comments in focus groups indicated this was due to the relative exchange rates.

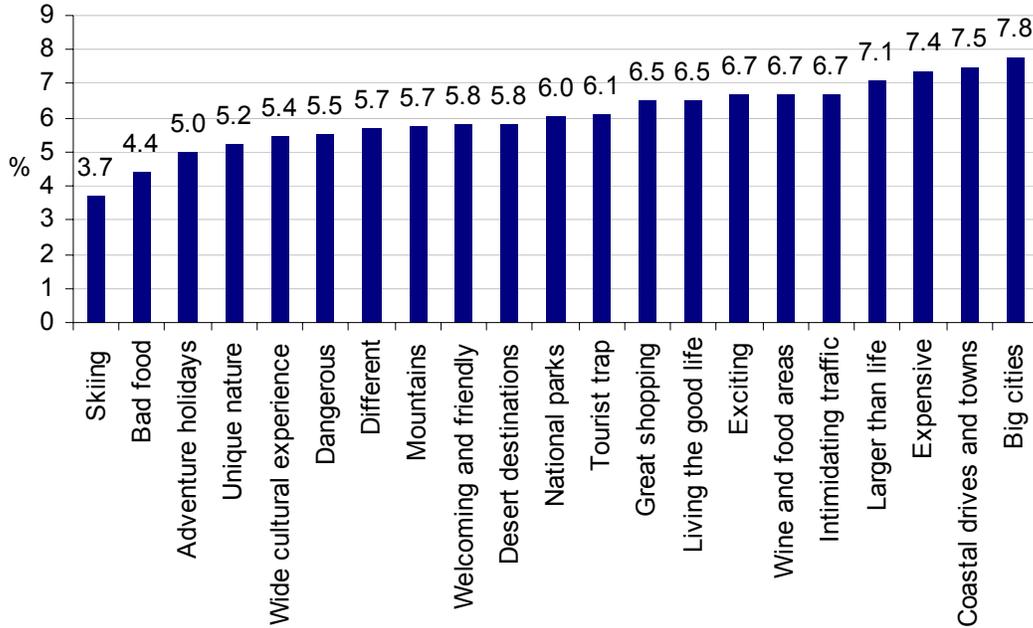
Graph 13: Associations with California

California was most strongly associated with Hollywood, beaches, Disneyland and Theme parks.



Graph 14: Associations

Activities most strongly associated with California were big cities, coastal drives and towns, expensive and larger than life.



Skiing was the least associated but there were also low ratings given to different, unique nature and adventure holidays.

Segmentation

The initial segmentation analysis developed four segments.

1. Stay at homers – likely to be ‘middle life’ family, probably without resources or inclination for international travel. They were the least urban group.
2. Older traveler looking for something new but not adventures. Older experienced traveler with partner (quite likely to be retired), has money and time to travel but not looking for a particularly indulgent or urban experience. This group was most likely to have previous experience in California (including divergent locations).
3. Family guy looking for relaxing entertaining holiday for the whole family – middle life family traveler (happy with job), has money (a little less time for holidays though) and likely to want a hassle free holiday with indulgent, relaxing, urban experiences. People in this group enjoy planning holidays.
4. Young professional looking for a bit of adventure – Younger fulltime worker (least happy with job) traveling alone or with friends, has money and makes time for holidays and is likely to want new experiences, adventures or experience local life and culture. These are the most urban group.

Subsequently, the segments were redefined to exclude all non-international travelers and segment 1 was not considered further.

Key Segment Snapshots

The following section of the report integrates the qualitative and quantitative aspects of the research project to develop a more specific picture of the three potential target market segments.

- Old hats
- Family guys
- Young professionals

In this section, we report quantitative findings for each area of the segment snapshot first and then utilise the focus group information to add context.

Focus group findings are labelled with (FG) and use the following terms to provide an understanding of the weighting of a particular view in the group.

- All means all members of the group agreed or did not disagree when consensus was tested.
- Most means all but 1-2 in the group
- Some mean about half of the group
- A few means 1-3 people in the group
- One means only one member of the group

Focus groups however are merely qualitative and used to add context to the quantitative findings.

Segment Demographics

The main demographics of the segments are shown below. As the segmentation is driven by family life stage and attitudes towards travel it is unsurprising to see the family status of the segments split cleanly as shown in the table below.

Table 1: Segment Family Life Stage

		Refined segments			Total
		Young professional	Family guy (married/defacto w/kids)	Old hat (Empty nest)	
A08: My family status is	No children	100.0%		3.3%	34.9%
	Children under 13		64.8%		24.7%
	Teenage children		35.2%		13.5%
	Empty nest			94.1%	26.2%
	Others			2.6%	0.7%
Total		100.0%	100.0%	100.0%	100.0%

Table 2 shows the household income profile of the segments. Old hats have the most people in the lower income bracket, but this is a reflection of the high proportion of retirees - who have lower average incomes - in this segment.

Table 2: Segment Income

		Refined segments			
		Family guy (married/defacto w/kids)			
		Young professional		Old hat (Empty nest)	Total
A06: My gross household income from all sources (including Total)	Less than \$50,000 \$50,000 up to \$75,000 \$75,000 up to \$100,000 \$100,000 up to \$125,000 \$125,000 or more	17.7% 28.1% 22.3% 13.9% 18.1%	12.5% 18.2% 21.4% 16.7% 31.3%	25.6% 33.1% 14.0% 9.5% 17.8%	17.9% 25.7% 19.7% 13.7% 23.0%
Total		100.0%	100.0%	100.0%	100.0%

Table 3 below shows the higher level of retirees and part time workers in the Old Hat segment and the high levels of full time work participation for the other segments. This factor may have a significant impact on the amount of holiday time available to the various segments.

Table 3: Segment Work Status

		Refined segments			
		Family guy (married/defacto w/kids)			
		Young professional		Old hat (Empty nest)	Total
A05: My work status is	I am in full time work I am in part time work I have retired from full time I am in full time home duties I am a full time student I am a part time student I am both working and I am not in work at present Other	86.9% 2.4% 0.9% 0.6% 3.7% 3.7% 0.6% 1.2%	71.8% 11.1% 1.9% 9.8% 0.3% 1.6% 1.6% 1.9%	36.4% 11.9% 45.0% 0.7% 1.2% 0.1% 1.5% 2.6%	67.1% 8.4% 13.6% 4.1% 1.2% 0.1% 2.3% 1.3% 1.9%
Total		100.0%	100.0%	100.0%	100.0%

Most people in the Young Professional segment are single or in defacto relationships.

Table 4: Segment Marital Status

		Refined segments			
		Family guy (married/defacto w/kids)			
		Young professional		Old hat (Empty nest)	Total
A07: My marital status is	Single Married Defacto relationship Divorced Widow or widower Other	51.8% 16.2% 29.3% 1.2% 1.5%	4.5% 87.0% 12.7% 8.6% 0.3%	18.8% 58.9% 17.9% 2.8% 0.9% 0.6%	
Total		100.0%	100.0%	100.0%	100.0%

Age reflects the family life stages of the segments as shown Table 5.

Table 5: Segment Age Groups

		Refined segments			
		Family guy (married/defacto w/kids)			
		Young professional		Old hat (Empty nest)	Total
A01: Age Groups	<25 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75+	21.3% 59.5% 18.6% 0.6%	0.8% 17.1% 45.1% 30.2% 6.5% 0.3%	7.6% 26.9% 24.4% 18.3% 17.3% 5.1% 1.9%	
Total		100.0%	100.0%	100.0%	100.0%

Travel Overseas

Table 6 shows that young professionals travel more frequently overseas than do the other two segments with 57% traveling overseas yearly or at least once in two years. However over 50% of each segment travel overseas once a year or at least once every two years.

Table 6: Traveling Frequency

	Young professional	Family Guy	Old Hat	Total
At least once a year	35.1%	25.2%	30.1%	29.9%
At least once every two years	22.3%	22.0%	19.7%	21.4%
At least once every three years	15.5%	13.0%	13.8%	14.1%
At least once every four years	5.5%	6.2%	5.2%	5.7%
At least once every five years	6.1%	12.5%	10.4%	9.7%
At least once every ten years	8.5%	16.5%	12.3%	12.6%
Other	7.0%	4.6%	8.6%	6.5%
Total	100.0%	100.0%	100.0%	100.0%

Table 7: Have you been to California?

	Young professional	Family Guy	Old Hat	Total
Yes	33.2%	39.3%	43.5%	38.4%
No	66.8%	60.7%	56.5%	61.6%

There was little difference in the time spent in the State across the segments except that the Young Professionals had a wider distribution of stay times with comments indicating some had lived there with family.

Table 8: Future Travel to USA and California

	Young Proff	Family Guy	Old Hat
How likely are you to holiday in the USA in the next year?	2.6	2.7	2.7
Expect time in the USA?	20.7	18.9	17.5
Expected time in California?	8.1	9.2	9.7

The Segments In More Detail

Old Hats

Overview

Old Hats appear to be an attractive segment for holidays to California. They have;

- An interest in travel and the type of experiences that can be fulfilled by California.
- A high disposable income and a higher travel budget.
- Time to take longer holidays.

A positive disposition towards California and many of the destinations within California.

- Yet they are unaware of the options available to them and the options are not presented in ways they want to see them.

This group are older, middle-class, retired, frequent travellers. They are looking for something new and interesting. Typically empty nest or retired with partner and no children at home.

Old Hats make up just under a third (28%) of the traveller sample. There were 269 respondents in this group and this is sufficient for analysis at a high level. This number is used for the base of analysis in the quantitative section below.

Demographics

The segment tends to be older with the highest average age of the sample (54yrs). 53% were aged 55-65 and a further 18% aged 65-74. There are few respondents to online survey aged 75+.

As a result of their higher age they are most likely to be retired (45%) and be in the empty nest (56%) family life stage.

They are most likely to be male (65%) and, reflecting their retirement, are the second least likely to live in a capital city (capital 61%) with higher proportions living in regional (23%) and rural (16%) areas.

Despite their retirement and living location, they are the second highest income group (25% \$75,000-\$125,000, 23% \$125,000 or more) and with an empty nest life stage they are likely to have high disposable income.

Travel Benefits Sought

People in this segment like to learn about new cultures and/or natural environments (8.2)⁴ and they like to experience local life and customs (8.1).

⁴ Average score on a 1-10 rating scale with 10 being the highest level.

They are also looking for new experiences and discoveries beyond the norm when they travel (7.2) although this was less so than the other two segments and were also interested in getting out of the big cities when they travel (8.0).

The segment gave the lowest ratings to going to resorts (4.7), theme parks (3.3), seeing big cities (5.8) and seeing the main tourist sites (5.8).

The quantitative findings above were reinforced by the focus group where most reported liked to see and do interesting things. A few in the group subscribed to the notion of safe adventure. They still wanted to do some of the things the young singles did but were cognizant they were older and were unable to 'rough it' any more.

There was evidence (FG) from most that they liked to learn about new cultures and visit smaller more interesting locations. In some cases they were very specific about the things they wanted to do or found interesting and these were items that were not mainstream.

One member was still working part time and liked not having to do things, just arrive, unpack and be waited on. She had taken at least three cruises.

Traveling Frequency and Budget

This group are travellers with a third travelling at least once a year and half at least once every 2-5 years. Most have a travel budget over \$4000 (41% \$4001-\$8000, 32% have budgets of over \$8000). They are likely to travel with a partner, least likely with friends.

Many had been to California (43%), and/or considered it for their last few international holidays (16%). Members of this segment are most likely to have visited Napa Valley and Sequoia National Park.

'About a week in San Francisco, a few days driving around SF area, drove down the coast to Los Angeles.'

'Attended a screen writing course and helped officiate at the wedding of my wife's sister.'

'Disneyland and we went to small towns and farms and enjoyed meeting people and learning about their lives.'

'Stayed in San Fran for two days... traveled by day coach to nearby places, walked and took public transport to local places. We also stayed with a niece and saw local places with her - then traveled by car with her from La Jolla to LA.'

'Visited family and traveled the ocean road to San Francisco taking in the various tourist sites and visiting small town on the way and seeing the Napa Valley, Lake Tahoe and the national parks on the return trip to LA.'

Focus group participants had travelled regularly and most had already been to California. Reflecting their higher than normal disposable income, they did not worry much about costs and appeared to select travel based on what they wanted to do rather than costs.

All in this focus group had travelled with their partners and all travelled for longer than the two other groups because they had the time. Their holidays ranged from 4-12 weeks.

Choosing A Destination

Family events were decision triggers for most in the group. Most would use the family event - wedding of a nephew or visiting a daughter for example - as stakes in the ground and then they would float ideas for other places and tours around these dates with their partners and develop a negotiated outcome. These outcomes often involved each partner making tradeoffs to get what they wanted.

'My wife and I we talk to friends who want to go to places and say I really want to go there...she might say I want to go to Brussels to see the lace and I might want to go to the Burton factory in Germany and there's a compromise and if Brussels and Germany are close and there's a train that runs across then we'll go and we work it out so she puts up with a day with me strutting around the factory and I'll put up with a day looking at lace.'

For some, possible destinations came from a list of places they had always wanted to travel to based on historic experience (Route 66) - others developed ideas from reading the travel sections of the weekend papers and talking to friends.

Travel Planning

The majority thought planning the holiday and arranging it was good fun. They started planning about 3 months out from the holiday but they appear to have decided the destination of the holiday earlier than this.

Most used travel agents as a first port of call to investigate travel options and to develop a back bone itinerary. Most participants used the internet as part of their planning to supplement the information given to them by the travel agent.

Like the other groups, they relied on key word searches and following links in Google rather than visiting specific web sites.

Most booked their travel with the agents after acquiring the information they needed to develop their travel plan.

Some liked to be very organized and one liked to book just one location and stay there while taking day trips. However, the majority had a preference to book key parts of the holiday – including the first and last few nights. Other family members and family events featured as key reference points for the holiday.

Consistent with their desire to learn about interesting things and meet new people, some had a preference to meet the locals and then follow their guidance about where to go and what to see. Consequently, they deliberately set out to plan to find these types of situations. Most would have been very happy to stay in B&B type accommodation to achieve local contact but the few who had tried had been unable to find B&B accommodation in California

Impressions of California

Unlike the other groups, this group had a better understanding of California. Most played back the key icons like Hollywood and Disneyland but they also added San Francisco, The Napa Valley and some other cities.

Like to other groups their impressions were – at least in some way – influenced by what they had seen and heard about California on television.

'I am aware of a lot of what is available in California but only through movies and such, no real in depth knowledge.'

'Need a lot of travel time to see major attractions.'

'Never been there, but would like to visit the national parks etc., rather than large cities. We probably hear more about LA and bad air quality than the destinations like Yosemite, and don't always associate the natural places with California.'

'You first think about Hollywood,... Disneyland... Golden Gate Bridge – the big landmarks.'

'San Francisco I've got to say it's got a big bay but there is not a lot there... I think if I was trying to sell California I'd be pushing that aeroplane museum in San Diego and the Spruce Goose... that's an amazing place – San Diego too and the Napa Valley.'

'The problem with Disneyland is that it's OK for 39 year old guys and their 10 year old kids but old fellas like me... you are still trying to get educated and we are looking for something more interesting.'

'I look on California and Los Angeles as a spring board to America.'

All in the group were positive about California as a travel destination and most used the word variety to describe it as a possible destination. Most felt that the US was cheaper and safer than Europe and they noted that there was no language barrier.

'I thought there was a lot of things to see and do – I think I'd like to go to some of the smaller places... I loved San Diego.'

'Variety – its got the desert and the forest and the beaches and fascinating things.'

The people in this group also showed a low level of negativity about California compared to the other two groups. They referred to smog and the size of LA as a city. There were no concerns expressed by the group about politics, safety or driving on the left even after prompting.

'Smog, crime, drugs, overcrowding, racism, expensive, violent, focused on cars, hard to get around... junk food,'

'I don't have a great love affair with LA airport.'

'I looked out the airport and thought there's going to be disaster here soon'

'Schwarzenegger not letting our LPG tanker into the port.'

'I'm trying to think about something good about LA other than Disneyland.'

Some of my worst experiences have been in Europe, just taking bags across the piazza in Rome is more dangerous than anywhere else I've been'

'I feel it's much like Queensland, so it's not high on my holiday destinations.'

Despite the higher proportion of people who had been to California in the FG, group respondents felt they were not fully up-to-date about California. This is perhaps related to them holding a higher expectation of the knowledge they needed.

'I realise that I know little about it apart from beaches and wine regions, i was not aware that there were ski fields, etc.'

However, in the exercise where they were requested to bring along items about California, the items and pictures showed a wider range of awareness than the other groups. Of the respondents who had an opinion about what they would do there they expected to see Disneyland and something else. It was interesting to see the high proportion who mentioned they expected to go to the beaches because this perception of California limits its destination attractiveness.

'Absorb the atmosphere; look for things I've seen in movies; take advantage of the shopping opportunities; visit some of the famous landmarks etc.'

'Check out main tourist destinations. Look at historical attractions.'

'Different culture, natural scenery and beauty, historic sites. National Parks, as well as luxury accommodation.'

'Get away from the maxi-egos and see/meet the real people.'

'Escorted tour of some kind - too dangerous to go most places without local knowledge.'

'Hire a car and visit national parks and other attractions as well as some key towns and cities.'

The main reasons people choose to go to other places were related mostly to time and cost.

'Chose to go to Europe because of relatives and friends there who could offer me accommodation.'

'Family commitments took precedence.'

'I had limited time and chose to visit New York in preference to California, though I did transit via LA airport.'

'Closer destinations offered the same attractions without the political issues.'

'We have decided that the USA administrations and its military - industrial complex are the new Nazis and that the USA is really the most dangerous nation on earth. I will deliberately avoid setting foot there if at all possible.'

Reaction to Destinations in California

The findings from the FG were reflected in the quantitative survey where the Old Hats rated Yosemite (7.7) as the most attractive followed by Sequoia NP and Highway 1 (7.0) and Napa Valley (6.9). This is consistent with the findings about the type of holiday they prefer.

Lake Tahoe (5.9) and Palm Springs (4.7) rated the lowest in terms of attractiveness from the destinations shown in the quantitative survey

In the FG the main sites and activities they were interested in putting more time and money into were;

- Highway 1
- Yosemite
- The Napa and Sonoma Valley
- Self Drive – probably the strongest positive reaction.
- Food and Wine

The least attractive were;

- Palm Springs
- Lake Tahoe
- Joshua Tree NP.

In the FG, there was a concern expressed by a few that they would have to travel a considerable distance to see some destinations – Joshua Tree NP in particular - and that once seen it would be like driving though miles of the same type of country with very little else to do. This reflects the Australian outback experience for some.

'There is nothing for me in California that I cannot experience in Australia.'

The attractiveness scores are supported by higher likelihood to allocate extra days to these destinations. The destinations with the highest scores for likelihood to extend a visit are;

- Yosemite (7.1)
- Napa Valley (6.1)
- Sequoia NP (6.3)
- Highway 1 (6.0)

Marketing California

The primary marketing challenge in this segment appears to be to attract them to travel to California when they are still young enough to travel around in fly drive mode and to encourage them to stay longer.

There may be an opportunity to leverage retirement travel for baby boomers because many reported nostalgic memories of Route 66, music festivals and driving Yank Tanks over the Golden Gate bridge.

The entire group felt they would spend more time there if they were told about these sites and the opportunities. In particular, they were very interested in doing a fly drive trip to explore parts of the state in interconnected trips of 2-4 hours drive. If there was a network of associated bed and breakfast accommodation this would have been attractive too.

They wanted to see DVD presentations, travel brochures with maps, distances and drive times shown. They wanted to see these in the existing travel brochures.

A few were interested to see some lower cost short form travel tours of certain areas such as a ½ day tour of Universal studios or Hollywood Boulevard.

The group thought California should be presented as;

- Freedom of choice
- Diversity
- A juxtaposition of Yosemite (the unfamiliar) to Disneyland (the familiar)

'California seems to be a state of lots of different contrasts and beautiful differing landscapes. I think it offers something for every travel - the nature lover, the shop-a-holic, the adventurer etc.'

There are many in this segment who feel they are too old to drive but some members of the FG reported a lack of organised or effective bus travel. If this was available then it needs to be presented to the older travel group.

'Travel outside LA & San Francisco is intimidating because it mainly requires hire car travel. As an Australian, I am scared to drive in the US. Coach tours are an option but info needed. SF was more enjoyable than LA.'

Family Guys

Overview

Middle aged upper middle class family. Regular travellers looking for relaxing entertaining holiday for the whole family.

This group makes up just under a third of the total sample.

The group is primarily defined as married or defacto with children. As a result it is unsurprising to see they are the most likely to be married/defacto (93%) and have children living at home (72%).

Of the three groups they are the second most likely to be in fulltime work (77%) and the most likely to earn high incomes (38% \$75,000-\$125,000, 32% \$125,000 or more).

They are second most likely to live in a capital city (capital 74%, regional 20%, rural 6%).

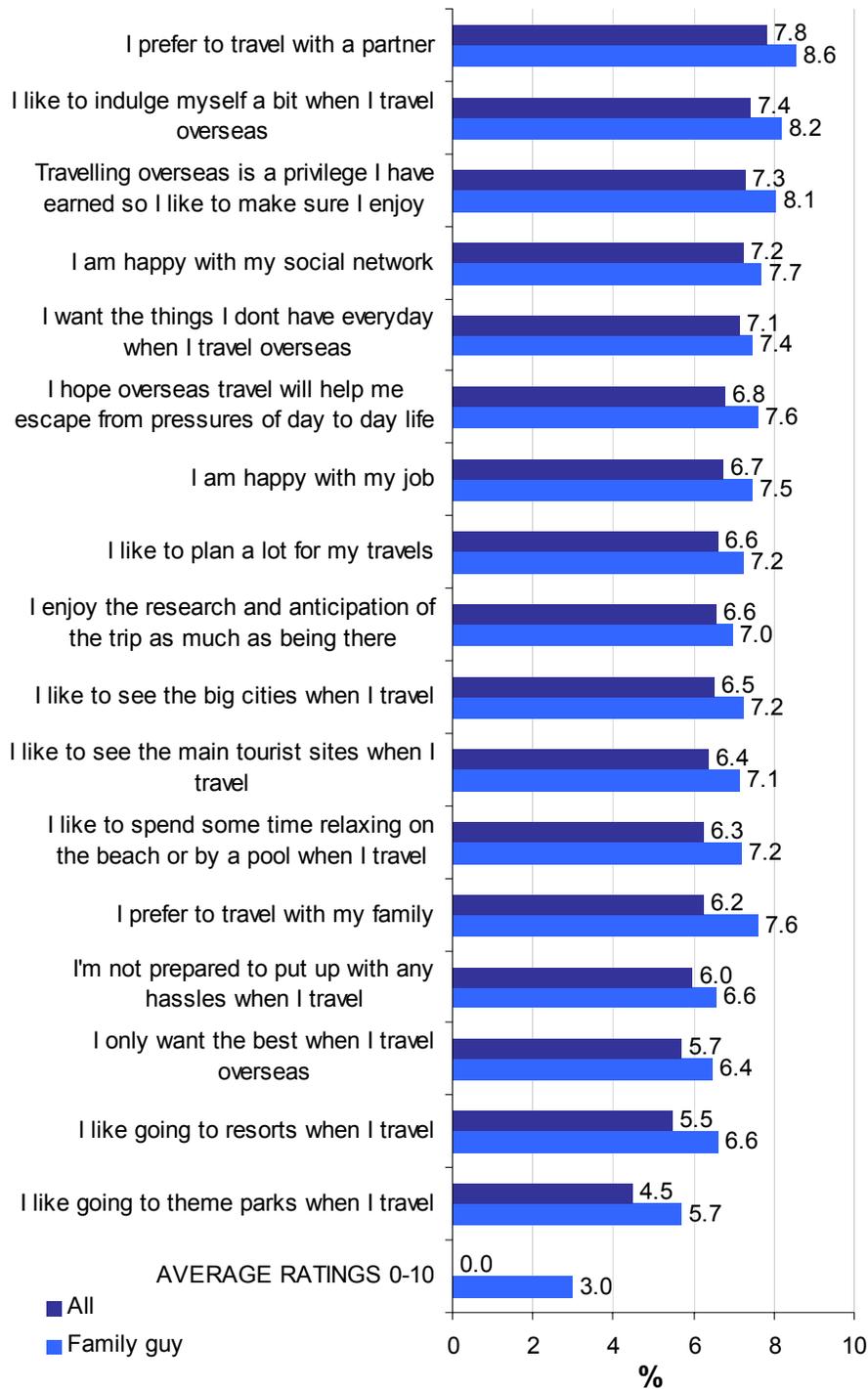
Travel Benefits Sought

They are likely to indicate travelling is a pressure release (7.8)⁵ or an earned indulgence (8.1) and of the three groups, they are most likely to want to go to resorts (6.6), theme parks (5.7), or main tourist sites (7.1).

They rated the highest of the segments on desire to take many short holidays (5.4) and the highest on having very little time to travel (4.7).

⁵ Average score on a 1-10 rating scale with 10 being the highest level

Graph 14: Key Differences - Family Guy vs The Average



The group say they still want to have new experiences and discoveries (7.6) and to learn about new cultures (8.1) and to travel places while they still have the chance (8.3).

However, the combination of working – with its restricted holiday breaks and holidaying with children drive the reality of the holiday attributes sought. The

focus group reflected the group's requirement to trade off the ideal holiday with the complications and constraints of travelling with children.

FG participants looked back fondly on the days when they were able to travel without these constraints. Some - perhaps the more relaxed parents - felt travelling with children was no significant problem and others travelled to one location so they did not have to travel again except for the trip back.

'You have to be somewhere central so you can get back there easily in case they lose it.'

Travelling Frequency and Budget

This group are travellers with a quarter travelling at least once a year and half at least once every 2-5 years. Reflecting their higher incomes and family life stage – they have high travel budgets. Most have a travel budget over \$4000 (47% \$4001-\$8000, 31% over \$8000).

Many had been to California (37%) and/or considered it for their last few international holidays (23%) and they are the most likely to have most of the holiday planned and booked (44%) and are likely to travel with a partner or family.

Many of those who had been mentioned Disneyland and Hollywood with the frequency of mention for these two destinations were higher than for the Old Hats.

'Disney, Magic Mountain, Universal Studios, eating, shopping, Beverley Hills tour, drove to Monterey & Carmel from San Fransisco, ate at Fisherman's Wharf, bought lots of clothes, spent plenty of time in and around San Francisco.'

'Disneyland, Long Beach, San Francisco.'

Few respondents in this segment had seen more than the basic travel destinations in California. Los Angeles was the most frequently mentioned city with some references made to San Diego and San Francisco. Shopping and sight seeing were the most commonly mentioned activities with visiting friends or family a relatively common occurrence. See Appendix for more detail.

Choosing a Destination

In terms of desired destinations, most likely to visit, and 'tick off' the main tourist sites and theme parks. Some were also interested in getting out into the countryside, shopping, seeing friends and family and trying local food and culture.

In the FG, there was little mention of;

- Adventure
- Culture and Arts
- Luxury resorts

- Wining and dining
- Socialising
- Skiing.

People in this segment said they usually travel with a partner and children and they travel for 2-3 weeks to 1-3 main destinations. Children and school holidays constrain their travel and possible itinerary.

Travel Planning

Planning and Itinerary starts about 6 months ahead of the travel and is a complex decision making process for most - range of venues they enjoy. For some the itinerary is partially driven by external events - personal or partner work trips and other family events – and they then focus down to one place/destination.

In the FGs respondents indicated they like to plan the backbone of the itinerary but there was some variability in this with some planning as little as the first and last nights at point of arrival/departure to one who planned and booked a fixed itinerary and package tour. Most like the main points of the travel plan to be arranged and some like to have a 'random' local experience generated from hotel package tours, meeting with locals in a bar etc or hotel staff giving tips for places to go.

Most have a list of potential travel destinations in mind with a preferred choice. Price is important in the context of their travel and they will take travel deals to possible destinations.

The internet is an important source of information for this segment. FG participants mentioned some specific sites when prompted – they were;

- Independent sites
- Expedia
- Lonely planet

One respondent did not like the Trailfinders web site. The internet was specifically mentioned by some of the FG attendees as a place to obtain benchmark prices to see if they can beat it with deals and offers from travel agents.

Most respondents also used the travel sections of the local paper as a useful source of information and deals.

While the internet was seen as useful, there was a preference to talk with someone who lives or had been to the State.

Travel agents are universally rejected as a suitable information source. The segment talked to them but used them to pick up brochures and book if they could get the right price. One person said they had the credibility of a telephone sales person.

Drivers Of Holiday Decisions

In the FG most respondents thought family values and ease of travel for family were important considerations and some had ruled out Asia because of this. Security was not a significant issue except for trips to Bali.

Price was significantly more important to this segment than the Old Hats. Some mentioned the cost flights were significant when you had to take 2-3 children and they were sensitive to this. The main actions reported in the FGs to manage the total cost was to travel before the children turn 11 and become full adult prices and waiting until they saw a price driven special deal for a destination they already had in mind.

Impressions of California

The Family Guys held narrow and standard impressions of California. They spontaneously mentioned;

- Hollywood
- Disneyland
- Universal studios
- Golden Gate bridge
- Massive LA airport
- Mexicans everywhere (1)
- Dirty and unclean (1)
- Food generous (several)
- Mexican food
- Massive highways
- Big
- Red wine
- Hot
- Beaches
- Orange juice

The segment saw the state's key strengths as a holiday destination as its family friendliness and the main tourist sights. The comments made and materials brought to the FG were all LA centric.

I'm probably not as attracted to the big cities as I would have been a few years ago. San Francisco still has a friendly cosmopolitan aura about it, but LA is probably perceived as a bit too dangerous and polluted.'

The worst things about California were considered to be;

- Getting lost driving
- Drive on left (get run over stepping onto the road)
- Airport security /treatment of aliens
- Slight worry about security later at night and in wrong areas
- Lots of people hanging about (Chinatown)
- Big

'I'd heard it was boring and so decided to spend my time in more historical places like Europe and more impressive US cities like DC, San Fran, New York. California, LA etc are just plain cities full of workers and homeless people.'

The groups did not mention major problems with American culture and even after probing most said they were unconcerned about;

- American culture,
- American politics or disagreement with American political decisions.

The main competition for travel to California comes from;

- Family driven travel to other places where people have friends or family (most).
- Europe. There was a perception that Europe was cheaper, had better history and was more diverse as a travel destination
- Other parts of the US (minority) such as; Las Vegas, New Orleans and the main east coast cities.

Cost is one of the main reasons for not going to California, and for this segment it attracted more comments than time constraints.

The expectations from a Californian holiday were somewhat limited to beaches, relaxing, theme parks, shopping, drinking wine, driving around, sun, and surf. This presents a significant problem for the marketing of California because the only point of difference from Australia was some of the theme parks.

'Having 4 children, theme parks and things to keep children occupied.'

'Melt in the heat or get mugged. Fake, touristy, shallow. Why would I go there when I can get the same fake, touristy, shallow experience in Queensland?'

Response to Destinations in California

Family guys – in the quantitative survey – gave the highest on attractiveness to;

- Yosemite (7.6)
- The Napa Valley (7.0)
- Sequoia National Park (6.8)

The other ratings were;

- Highway 1 (6.6)
- Lake Tahoe (6.3)
- Palm Springs (5.3)

The destinations rated highest for allocation of an extra day were;

- Yosemite (7.0)
- Napa (6.5)
- Sequoia (6.2)

Some of these findings were supported by the focus groups input but the reality of the travel situation was more obvious in the FG.

Sequoia NP was favoured because it was;

- Different and kid friendly
- Had bears

While not tested in the quantitative, Californian food and wine were seen as attractive by this segment. This was partially as a way of obtaining a local experience (location and Mexican) and partially based on the quality of the food.

The Napa and Sonoma Valley's were seen as attractive but there was a recognition that children, especially those under 13 - were unlikely to want to sit in the car and be taken around while the parents sampled wine. The more active aspects of the collage – such as cycling - were seen as an attractive foil to this problem.

With the reality of holidaying and travelling with children, a driving holiday (Highway 1) was seen as unattractive both because of the problems with managing the boredom factor but also because of the navigation and issues of driving on the left.

Some rejected active outdoors because the children would have been unable to participate.

The group – as with the other segments – found destinations like Highway 1, Lake Tahoe and Joshua Tree NP too similar to the experience they could obtain in Australia (Great Ocean Road, Jindabyne and the outback respectively) to justify the time and expense of travelling to these destinations.

Palm Springs was considered interesting by some because of the wind farm picture in the collage.

Active outdoors and skiing and snow boarding were not associated with California by the group. Several of the group questioned the fact that there was snow to be found in California. They also felt that a skiing holiday could be more easily (in terms of cost and time) obtained in New Zealand.

Marketing California

With time, budget and capability constraints, it seems the primary focus for this segment is to present California as an attractive tourist destination in its own right – that is to drive up the penetration of Californian holidays as a proportion of family holidays. Members of this segment want a relaxing family holiday. They frequently mentioned, having fun, relaxing, seeing the sights, shopping and going to the main tourist sights. Beaches attracted frequent mentions but there is a need to present something different from Australia.

Kids fly free was seen as an attractive proposition as was the development of adventure agendas based around the main sights would have an appeal to those who could engage in driving breaks.

Young professionals

Overview

This group makes up just over a quarter of the total sample. The group are travelers with a third traveling at least once a year and around a half once every 2-5 years.

Many had been to California (32%) and/or considered it for their last few international holidays (21%). They are most likely to be in fulltime work (86%) or student (only 8% though) but are likely to be second lowest income group. (53% less than \$75,000, 36% \$75,000-\$125,000, 11% \$125,000 or more)

Most likely to be single (64%) and have NO children (94%)

Demographics

This group makes up just over a quarter of the total sample of travellers.

They tend to have the youngest average age (32yrs) and they are most likely to live in a capital city (capital 83%, regional 13%, rural 3%).

Most likely to be in fulltime work (86%) or student (only 8% though) and given their relatively younger age, it is unsurprising that they have lower income. (53% less than \$75,000, 36% \$75,000-\$125,000, 11% \$125,000 or more).

They are likely to be the second lowest income group because the retirees in the Old Hat segment earn lower incomes.

Young Professionals are also most likely to be single (64%) and have NO children (94%). This reduces their total household income but increases discretionary spend which may be used on travel.

Travel Benefits Sought

The members of this segment are the most likely to want new experiences, adventures (8.5⁶) or experience local life and customs (8.4) and learn things about cultures and/or natural environments when travelling (8.5).

They are also the most likely to be looking for a life changing experience (7.4) and rate having a bit of an adventure higher than the other segments (8.1).

The group are least likely to travel with family (4.6) and are much more likely to travel with friends (7.1) or to travel alone and meet people (4.6).

As a group they are the least happy with job (6.4) and they see travel as pressure release or an earned indulgence (8.1).

Given their low income they are the most likely to travel on a budget when overseas (6.3). With the high ratio of workers in the segment – along with their desire to travel independently or with friends, they are the most likely to say they prefer short breaks (5.0) and to claim they are as likely as the family guys to claim they have limited time for travel.

⁶ Out of ten on a 0-10 scale

They are likely to enjoy planning holidays (6.6) but there is little difference in the segments on this factor and because they have more short breaks they were the most likely of the segments to travel at least once a year (32%).

In the focus groups, most reported they liked the idea of adventure, challenge and new experiences in their travel. They wanted to go somewhere really interesting. There was evidence that they were also prepared to 'rough it' to get to places, but this tendency was less likely if the person was older or had an older partner.

The data and the focus groups imply members of this segment are looking for an adventure to talk about and one that will impress people and wow them. The preferred destinations for this group were Asia, Africa, South America and Europe. North America was lower on the choice set because few of the places being wow destinations were located in there.

Travelling Frequency and Budget

This group ARE travelers with a quarter traveling at least once a year and half at least once every 2-5 years. In fact, in the quantitative survey, many reported they had been to California (37%) and/or considered it for their last few international holidays (23%). In the FG's, most of the respondents who had been to California reported they had been there as children or on a school trip

It was interesting to see in the focus group for this segment, that there were probably two types of people within this segment. Those who wanted a real adventure (e.g. Africa, Sailing to Pacific) and those who seemed to be more risk adverse (single women mid 20's, professional) who were attracted to a more organised form of tour to provide the 'security blanket' for their adventure.

As most members of the segment are in full time employment, they prefer to take many short breaks rather than take a longer trip. This tended to be confirmed by the FG where some stated they had short breaks away with friends on a regular basis. Most said they travelled for as long as they could but are work constrained to around two to four weeks (if they had saved up annual leave). Some confirmed the pressure of work limited their ability to be away from jobs for more than one week at a time. This has an impact on potential travel to California because the FG members did not see the journey as one that was viable for a one-week break.

Some members of the FG, had taken or were planning to take extended leave from their employment to take a longer holiday – traveling in Asia, Africa or Europe – one had traveled for several weeks in the US.

With a lower income, the ability to travel alone and a lower expectation of luxuries, this group have lower travel budgets than the other two segments. Most have a travel budget of \$2000-\$4000 (39%) and just 33% have a budget of \$4001-\$8000.

The main reasons for not traveling to California were related to preference for other destinations, cost and time.

'Air fare to America is the same as to Europe as there is no competition with airlines on the USA Australia route.'
'Apart from Yosemite, everything else seems a bit naff.'
'Europe was top of my list but California / US will more than likely be next.'
'Chose Europe over USA.'
'Less expensive deal in Malaysia influenced us.'
'No funds at the time. Hawaii was cheaper.'

Planning Holidays

Young Professionals are the least planned of the three segments with a lower proportion having most or all of the trip planned and booked (34% and 4% respectively). Fifty one per cent of Young Professionals have a plan and some of the holiday booked. This is consistent with their desire for adventure and doing something really interesting while on the holiday.

In the FG, most said they like to plan the start and finish and some major points along the way. A few – who preferred a more luxurious holiday, preferred to plan a base and explore and branch out from there and these people had booked most of the holiday.

Information Sources

The main information source members of this segment was basic Google searches from the internet. This group also found the mainstream media travel programs and articles to provide interesting ideas for travel.

With a preference for adventure, some members of the group also demonstrated a preference for more quirky non-marketed dominated approaches such as feedback left by others in hostels, GPS points on web sites and word of mouth from fellow travellers.

Some had used tourism sites in cities they were travelling to for safety information. A few also expressed a concern about fake and 'dodgy' web sites in travel information.

Most FG attendees had visited travel agents to obtain brochures and information by talking to them. However, most booked their travel on the web despite the involvement of travel agents. They used the travel agents to help find hidden gems and extra information as well as picking up brochures.

Travel Planning

Most of the FG attendees from this segment had a list of places in their head that they wanted to travel to – and for some they had this list somewhere tangible like a map (one had potential destinations marked on a globe).

The places on the list were built up organically over time from reading media, what they learned about at school and what other people had talked about.

The process appears to become a self-reinforcing loop where they develop an openness to acquire and absorb information about a particular destination to reinforce their decision to go there. At this stage, they only have one destination in mind and do not go through a process of checking out travel options for more than one destination.

With lower income, price was important to most. They had nearly all taken steps to reduce the cost of travel from booking a long time ahead, to travelling in winter to picking destinations based on frequent flyer points. Some look for deals to the place they want to go to.

Impressions of California

Some members of the focus group had been to California.

The general impressions of California were restricted to the standard icons for most – theme parks, cruising Venice Beach, Golden Gate Bridge and as a gateway to the rest of the US.

Nearly all had a very narrow view of California – for example, they were unaware that they could find snow in California. One or two mentioned San Francisco and, at least on the surface, of the discussions the state had no major strengths for them as a travel destination. Most saw it as a cheesy stopover – a place to hang out on the way to somewhere else and recover from the flight. They thought it would only be a place to stay for 2-3 days.

Most members of the group felt that family would be the only reason to go to the state as a travel destination in itself.

Most of the group also had strongly held negative views about California based on what they had seen on TV. They were actively concerned (more so than the other two groups) about;

- American politics.
- George Bush's approach to the world
- Safety and Terrorism.
- Wealthy but they felt there was poverty problem (New Orleans)

If they were to go there on a holiday, the majority of the group had a narrow range of expectations in relation to what they would do there. Most thought they would do typical tourist activities for 2-3 days;

- Hollywood homes, Rodeo Drive 'Cheesy stuff'
- Souvenirs and bad food 'Get a tee shirt and a roll'
- Visit the beaches 'Beaches and ice cream'

Response to Destinations in California

Overall, segment members tended to give lower scores to all probable destinations in the quantitative survey with the exception of Lake Tahoe and Palm Springs (which were seen as very unattractive by the Old Hats).

They gave the highest attractiveness ratings to;

- Yosemite (7.2)
- Napa Valley (6.6)

This pattern of low rankings was repeated for the destinations the segment members were willing to allocate more time to. The highest rated were;

- Yosemite (6.5)
- Napa Valley (6.0)

It was interesting to see the initial positive response to seeing the collages of the possible destinations – especially after their somewhat negative portrayal of California.

'There are a few places mentioned in this survey I did not know were actually in California. It makes it more appealing to me.'

The destinations and activities with the highest approval levels in the FG were;

- Sequoia NP - due to the bears.
- Yosemite NP - mostly because of the images but some raised the Yogi Bear cartoons as driving awareness.
- Self Drive - this gave them freedom to explore.

Destinations with the least approval were;

- Wineries - like as a type in Australia or would be better in Europe.
- Palm Springs - Looks like a place for old people.
- Lake Tahoe - Not attractive of holiday they wanted to pursue.

Some would find little differentiation between Napa and Australian wineries

'Napa Valley is very disappointing for Australians as the wine is terrible and you have to pay to taste it, you feel cheated to go there so I never recommend it to friends.'

As with the other segments, most want to do or see things that were sufficiently different from those available to them in Australia and New Zealand to justify the costs – in terms of time and travel. They would not for example want to go to beaches or desert areas in California because these were not sufficiently

different, and the current perceptions of California as a beach and theme park holiday destination is not attractive to this segment.

Marketing California

While most were impressed with what was available and the destinations stretched their perceptions of California as a destination, they needed some form of promotion to make it seem worth the extra cost.

Because they had a low understanding of California the marketing communications need to stress an 'if you are here then you could do this and this' approach and map out the options for them.

Most respondents felt the campaign used by tourism in New Zealand was very effective in stretching their perceptions. They expected to see these communications in press articles – such as the travel section of the main papers or at the travel agents but there is little doubt that much of the success of the NZ tourism campaign rests with it's TV presence.

One respondent in the focus group suggested turning the tables on the current 'Where the bloody hell are you' Australian campaign by having the Californian Governor in his Terminator role ask the same question and invite Australians to California – most of the group liked the idea.

Core Segment Sub Groups

There are core sub groups within the segments shown in the table. The definitions of these segments may be more useful in marketing and media buying.

Segment	Core Sub Segment	Definitions
Young Professionals	Core Young Singles	Single or defacto Earn more than \$50,000 pa Working fulltime Aged under 35
Family Guys	Core Family Guys	Married or defacto Have children under 13 at home Earn more than \$75,000 in household income Aged 25 to 54 years
Old Hats	Core Old Hats	Children have left home Retired or in part-time work

We have analysed the differences between the segment and the sub segments and found them to be essentially similar. The key tables are shown in Appendix of this report.

In-flight Survey

Background

The in-flight survey was intended to validate the segmentation results and shed further light on travellers to California. Unfortunately, due in part to the low penetration of Australians on the relevant Qantas flights, there were only 35 responses to the survey of which only 19 intended to holiday in California and a clean sample of 17 was collected).

There are potential risks in relying on the data from this survey because the sample size is too small to be meaningful. There is also the possibility that respondents to the survey were in some way not reflective of the population of Australians travelling to California. For example, nearly all the respondents came from NSW.

In-flight Survey Findings

Compared to the online survey, a higher proportion of females completed the survey (72% v 42%).

Other demographics were broadly similar to the international traveller population used for the segmentation except there was a higher representation of people with a household income of below \$50,000 in this sample (34% v 17%) and there was a tendency to travel less often.

Respondents had allocated an average of 15 days to their holiday in the US. Most fell in the range of 10 - 21 days but 10 of the 32 respondents intended to travel to the US for more than 30 days. Nineteen of the 35 respondents intended to spend part of the holiday in California with a mean duration of stay of 15 days – 13 of 17 intended to spend 12 days or less there.

Sixteen of 34 respondents had decided to travel to the US more than six months ago.

Table 9: How long ago did you decide to travel to the USA?

		Frequency	Valid Percent
Valid	< 1 months	3	8.8
	1-2 months	4	11.8
	3-4 months	6	17.6
	5-6 months	5	14.7
	> 6 months	16	47.1
	Total	34	100.0

Visiting friends and relatives was the main reason for travelling to the US for a holiday (46%) with travelling there for work the second most important reason (23%).

In this survey, travel agents appear to be the most frequently used source of information (57%). Other important sources are word of mouth (37%), Internet (34%) and travel brochures (26%). Unlike the focus groups, newspaper articles, TV programs and travel magazines did not rate a mention as a source of information.

Forty three percent of respondents already knew what they wanted to do from past trips.

Travel agents were selected as the primary source of information by 35% of respondents with past knowledge (29%), and the internet (15%) the next most important.

Most purchased their holiday;

- In person at the travel agent (14/35)
- By phone with a travel agent (8/35)
- On the internet with travel suppliers (8/35)
- On the internet on a general travel website (4/35)

Most respondents purchased flights more than two months before their trip.

Some purchased other holiday elements at the same time;

- 3-5 nights accommodation (5/35)
- 6-10 nights accommodation (4/35)
- Car hire (4/35)
- Sightseeing trip (5/35)

In terms of planning the itinerary, most had remained flexible at the time of booking the flight.

Table 10: How much had you planned your itinerary at the time of purchasing your flight?

		Frequency	Valid Percent
Valid	I only knew when I wanted to arrive and leave	7	21.2
	I had a general idea of what I wanted to do but hadn't plotted it out	7	21.2
	I had planned about 20-50% of my time	2	6.1
	I had planned 50-75% of my time	8	24.2
	I knew exactly what I wanted to do	9	27.3
	Total	33	100.0
Missing	System	3	
Total		36	

However, they had firmed up the itinerary by the time they departed the country.

Table 11: How planned is your itinerary now?

		Frequency	Valid Percent
Valid	Nothing is planned	2	6.1
	I've planned only the first few days and I will figure the rest out as I go along	2	6.1
	Although I've only booked the first few days, I have a flexible plan for the rest of the trip	1	3.0
	I've booked at least 50% of my time	3	9.1
	I've booked at least 75% of my time	8	24.2
	The entire itinerary is planned	17	51.5
	Total	33	100.0
Missing	System	3	
Total		36	

Given the small sample size (17) there was no validity in the differences between the answers to the psychographic questions asked.

Appendix

Segment psychographics

Mean score on a 0-10 rating scale.

	Old hat	Family guy	young profession al	All
I prefer to travel with a partner	7.6	8.6	7.3	7.8
I want to travel to some places while I still have the chance	7.7	8.3	8.3	8.0
I like to indulge myself a bit when I travel overseas	6.5	8.2	7.8	7.4
I like to experience local life and customs when I travel	7.8	8.2	8.4	8.0
Travelling overseas is a privilege I have earned so I like to make sure I enjoy myself	6.4	8.1	8.1	7.3
I like to learn things about cultures and/or natural environments when I go travelling	7.9	8.1	8.5	8.1
I am happy with my social network	7.1	7.7	7.2	7.2
I prefer to travel with my family	5.9	7.6	4.6	6.2
I hope overseas travel will help me escape from pressures of day to day life for awhile	5.4	7.6	7.8	6.8
I want new experiences, discoveries and things beyond the norm when I travel	7.0	7.6	8.5	7.6
I like to get out of the big cities for awhile when I travel	7.7	7.5	7.8	7.7
I am happy with my job	6.7	7.5	6.4	6.7
I want the things I dont have everyday when I travel overseas	6.7	7.4	7.5	7.1
Sometimes I like to have a bit of an adventure when I travel	6.7	7.4	8.1	7.3
I like to see the big cities when I travel	5.4	7.2	7.3	6.5
I like to plan a lot for my travels	6.0	7.2	6.6	6.6
I like to spend some time relaxing on the beach or by a pool when I travel	4.8	7.2	6.7	6.3
I like to see the main tourist sites when I travel	5.3	7.1	6.8	6.4
I enjoy the research and anticipation of the trip as much as being there	6.0	7.0	6.6	6.6
I like going to resorts when I travel	4.0	6.6	5.6	5.5
I hope travelling will change my life	5.7	6.6	7.4	6.5
I'm not prepared to put up with any hassles when I travel	5.4	6.6	5.6	6.0
I only want the best when I travel overseas	4.9	6.4	5.7	5.7
I prefer to travel with a friend(s)	5.3	6.3	7.1	6.2
I like to travel overseas on a budget	5.9	6.2	6.3	6.1
I like going to theme parks when I travel	2.8	5.7	4.4	4.5
I like to take many short holidays rather than longer ones	4.8	5.4	5.0	5.2
I have very little time for overseas travel	3.9	4.7	4.6	4.6
I prefer to travel alone and meet people	3.3	2.4	4.6	3.3

Attractiveness and Intention

Mean score on a 0-10 rating

	Young Professional	Family Guy	Old Hat
K09.2: How attractive is Highway 1 to you?	6.33	6.62	7.03
K11.2: How attractive is the Napa Valley to you?	6.63	7.02	6.90
K13.2: How attractive is Lake Tahoe to you?	6.23	6.31	5.98
K15.2: How attractive is Palm Springs to you?	5.13	5.29	4.72
K17.2: How attractive is the Sequoia National Park to you?	6.49	6.83	6.95
K07.2: How attractive is the Yosemite National Park to you?	7.18	7.57	7.72
K09.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting Highway 1?	5.57	6.00	6.19
K11.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting the Napa Valley?	6.07	6.48	6.21
K13.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting Lake Tahoe?	5.35	5.49	5.17
K15.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting Palm Springs?	4.34	4.60	4.06
K17.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting the Sequoia National Park?	5.66	6.21	6.26
K07.3: If you were visiting California, how likely are you to allocate an additional day of your holiday to visiting the Yosemite National Park?	6.46	7.03	7.13

Descriptive Associations

Mean score by segment on a 0-10 rating.

	<i>Young Prof</i>	<i>Family Guy</i>	<i>Old Hat</i>
Hollywood	8.3	8.4	8.2
Beaches	8.1	7.8	7.6
Big cities	7.9	7.9	7.4
Expensive	7.7	7.4	7.2
Theme parks	7.4	8.0	7.2
Larger than life	7.2	7.4	6.7
Disneyland	7.2	8.0	7.8
Mainly a city experience	7.0	6.9	6.1
Coastal drives and towns	7.0	7.5	7.9
Intimidating traffic	6.7	6.7	6.6
Great shopping	6.7	6.6	6.2
Exciting	6.6	6.9	6.6
Tourist trap	6.5	6.0	5.7
Living the good life	6.4	6.7	6.4
Resorts	6.3	6.5	6.4
Wine and food areas	5.9	6.7	7.2
Dangerous	5.6	5.8	5.1
Different	5.3	5.7	6.1
Welcoming and friendly	5.3	5.9	6.3
Desert	5.2	5.7	6.4
Desert destinations	5.2	5.8	6.5
Mountains	5.2	5.8	6.7
National parks	5.1	6.1	6.8
Mountains	5.1	5.6	6.5
Unique nature	4.8	5.3	5.8
Bad food	4.8	4.3	3.9
Wide cultural experience	4.8	5.5	6.2
Adventure holidays	4.7	5.2	5.3
Places off the beaten track	3.8	4.5	5.8
Skiing	3.3	3.8	4.0

Core Sub Segments

With the survey there were;

- 159 Core Young Singles
- 151 Core Family Guys
- 137 Old Hats

The numbers are sufficient to give basic descriptions but not to conduct sub analysis with any statistical reliability.

Demographics

		Segment Core Group			
		Core Young Single	Core Family Guy	Core Old Hat	Total
A05: My work status is	I am in full time work	100.0%	78.8%		62.2%
	I am in part time work		9.3%	23.4%	10.3%
	I have retired from full time work		1.3%	76.6%	23.9%
	I am in full time home duties		8.6%		2.9%
	I am both working and studying		1.3%		0.4%
	I am not in work at present		0.7%		0.2%
Total		100.0%	100.0%	100.0%	100.0%

		Segment Core Group			
		Core Young Single	Core Family Guy	Core Old Hat	Total
A06: My gross household income from all	Less than \$50,000			34.4%	9.7%
	\$50,000 up to \$75,000	37.7%		33.6%	23.4%
	\$75,000 up to \$100,000	30.2%	31.1%	12.3%	25.5%
	\$100,000 up to \$125,000	16.4%	27.2%	8.2%	17.8%
	\$125,000 or more	15.7%	41.7%	11.5%	23.6%
Total		100.0%	100.0%	100.0%	100.0%

		Segment Core Group			
		Core Young Single	Core Family Guy	Core Old Hat	Total
A07: My marital status is	Single	59.1%		2.9%	21.9%
	Married		86.1%	75.2%	52.1%
	Defacto relationship	40.9%	13.9%	9.5%	22.1%
	Divorced			8.8%	2.7%
	Widow or widower			3.6%	1.1%
Total		100.0%	100.0%	100.0%	100.0%

		Segment Core Group			
		Core Young Single	Core Family Guy	Core Old Hat	Total
A08: My family status is	No children	100.0%			35.6%
	Children under 13		100.0%		33.8%
	Empty nest			100.0%	30.6%
Total		100.0%	100.0%	100.0%	100.0%

		Segment Core Group			
		Core Young Single	Core Family Guy	Core Old Hat	Total
A01: Age Groups	<25	21.4%			7.6%
	25 - 34	78.6%	22.5%	0.7%	35.8%
	35 - 44		62.9%	1.5%	21.7%
	45 - 54		14.6%	12.4%	8.7%
	55 - 64			55.5%	17.0%
	65 - 74			27.0%	8.3%
	75+			2.9%	0.9%
Total		100.0%	100.0%	100.0%	100.0%

	Core Young Single	Core Family Guy	Core Old Hat
K01: How likely are you to holiday in the USA in the next year?	2.6	2.8	2.7
K03: How many days would you expect to allow for a holiday in the USA?	19.4	19.2	16.8
K05: How many days would you expect to allow for a holiday in California?	6.7	8.8	9.7

	Core Young Single	Core Family Guy	Core Old Hat
Associate these with California? Beaches	8.2	7.7	7.5
Associate these with California? Hollywood	8.1	8.5	8.0
Associate these with California? Big cities	7.8	7.9	7.5
Associate these words and phrases with California? Expensive	7.8	7.5	7.1
Associate these words and phrases with California? Larger than life	7.4	7.4	6.6
Associate these with California? Mainly a city experience	7.2	6.9	5.7
Associate these with California? Theme parks	7.2	8.2	7.1
Associate these with California? Disneyland	7.0	8.2	7.8
Associate these words and phrases with California? Great shopping	6.8	6.5	6.1
Associate these words and phrases with California? Coastal drives and towns	6.8	7.5	8.1
Associate these words and phrases with California? Exciting	6.6	6.8	6.8
Associate these words and phrases with California? Tourist trap	6.6	6.0	5.6
Associate these words and phrases with California? Intimidating traffic	6.6	6.9	6.5
Associate these words and phrases with California? Living the good life	6.5	6.8	6.2
Associate these with California? Resorts	6.4	6.2	6.4
Associate these with California? Wine and food areas	5.7	6.5	7.3
Associate these words and phrases with California? Dangerous	5.6	5.8	5.0
Associate these words and phrases with California? Welcoming and friendly	5.4	5.7	6.4
Associate these words and phrases with California? Different	5.3	5.5	6.3
Associate these with California? Desert	5.0	5.8	6.7
Associate these with California? Desert destinations	4.9	5.6	6.8
Associate these with California? Mountains	4.9	5.3	6.9
Associate these with California? National parks	4.8	5.8	7.1
Associate these with California? Mountains	4.8	5.5	7.0
Associate these words and phrases with California? Bad food	4.7	4.6	3.9
Associate these words and phrases with California? Unique nature	4.6	5.0	6.0
Associate these with California? Wide cultural experience	4.6	4.9	6.3
Associate these with California? Adventure holidays	4.5	5.0	5.2
Associate these with California? Places off the beaten track	3.6	4.0	6.1
Associate these with California? Skiing	3.0	3.5	4.2

	Maximum	Core Young Single	Core Family Guy	Core Old Hat
Associate these with California? Beaches	10	8.2	7.7	7.5
Associate these with California? Hollywood	10	8.1	8.5	8.0
Associate these with California? Big cities	10	7.8	7.9	7.5
Associate these words and phrases with California? Expensive	10	7.8	7.5	7.1
Associate these words and phrases with California? Larger than life	10	7.4	7.4	6.6
Associate these with California? Mainly a city experience	10	7.2	6.9	5.7
Associate these with California? Theme parks	10	7.2	8.2	7.1
Associate these with California? Disneyland	10	7.0	8.2	7.8
Associate these words and phrases with California? Great shopping	10	6.8	6.5	6.1
Associate these with California? Coastal drives and towns	10	6.8	7.5	8.1
Associate these words and phrases with California? Exciting	10	6.6	6.8	6.8
Associate these words and phrases with California? Tourist trap	10	6.6	6.0	5.6
Associate these words and phrases with California? Intimidating traffic	10	6.6	6.9	6.5
Associate these words and phrases with California? Living the good life	10	6.5	6.8	6.2
Associate these with California? Resorts	10	6.4	6.2	6.4
Associate these with California? Wine and food areas	10	5.7	6.5	7.3
Associate these words and phrases with California? Dangerous	10	5.6	5.8	5.0
Associate these words and phrases with California? Welcoming and friendly	10	5.4	5.7	6.4
Associate these words and phrases with California? Different	10	5.3	5.5	6.3
Associate these with California? Desert	10	5.0	5.8	6.7
Associate these with California? Desert destinations	10	4.9	5.6	6.8
Associate these with California? Mountains	10	4.9	5.3	6.9
Associate these with California? National parks	10	4.8	5.8	7.1
Associate these with California? Mountains	10	4.8	5.5	7.0
Associate these words and phrases with California? Bad food	10	4.7	4.6	3.9
Associate these words and phrases with California? Unique nature	10	4.6	5.0	6.0
Associate these with California? Wide cultural experience	10	4.6	4.9	6.3
Associate these with California? Adventure holidays	10	4.5	5.0	5.2
Associate these with California? Places off the beaten track	10	3.6	4.0	6.1
Associate these with California? Skiing	10	3.0	3.5	4.2

	Core Young Single	Core Family Guy	Core Old Hat
K09.2: How attractive is Highway 1 to you?	6.21	6.62	7.12
K11.2: How attractive is the Napa Valley to you?	6.60	7.05	6.93
K13.2: How attractive is Lake Tahoe to you?	6.35	6.02	6.01
K15.2: How attractive is Palm Springs to you?	5.24	4.93	4.77
K17.2: How attractive is the Sequoia National Park to you?	6.57	6.45	6.95
K07.2: How attractive is the Yosemite National Park to you?	6.99	7.44	7.71
Likely to allocate an additional day of your holiday to visiting Highway 1?	5.46	5.88	6.00
K11.3: Likely to allocate an additional day of your holiday to visiting the Napa Valley?	6.21	6.49	6.10
K13.3: Likely to allocate an additional day of your holiday to visiting Lake Tahoe?	5.50	5.11	5.12
K15.3: Likely to allocate an additional day of your holiday to visiting Palm Springs?	4.37	4.05	4.00
K17.3: Likely to allocate an additional day of your holiday to visiting the Sequoia National Park?	5.72	5.67	6.02
K07.3: Likely to allocate an additional day of your holiday to visiting the Yosemite National Park?	6.43	6.75	7.01

Segment Comments

Young Professionals

What Did You Do In California

visited Disneyland, san Diego zoo, Anaheim markets, rodeo drive (shopping)
 all sorts of things, Disney, universal, san fran, staying with family
 Anaheim, Disneyland, Venice Beach, Visited a university (name unknown now), travelled to border of Mexico, universal studios, Knott berry farm, Hollywood / LA tour, Kodak Theatre, walk of fame.
 Art galleries, museums, beaches, shopping, Las Vegas
 Disneyland
 Disneyland and tourist stuff
 Disneyland and Universal Studios
 Disneyland Can't remember much - I was 4
 Disneyland Universal Studios Hollywood Shopping
 DISNEYLAND! Theme parks!! and of course Beverly Hills
 Disneyland, Beverly Hills, shopping
 Disneyland, Hollywood, San Francisco, San Diego, touring
 Disneyland, knotsberry farm, universal studios san Francisco
 Disneyland, rodeo drive, Tijuana, some work/study,
 Disneyland, san Francisco
 Disneyland, universal studios, LA, San Francisco
 Disneyland, Universal Studios, LA, San Francisco, hired a car and drove around looking at the sights
 Disneyworld san Diego los Angele san Francisco lake Tahoe Yosemite Modesto
 Drove from LA to San Fran along Route 1
 Drove from LA to San Francisco
 Drove from San Fran to LA, visiting national parks and cities
 Drove from San Francisco to LA Visited Hearst Castle Visited Yosemite National Park Admired the vineyards!! Found elephant seals on the beach Shopped & dined in Carmel By The Sea Swimming, beach walking, just fantastic!
 flew to LAX
 Flew to San Fran. hired a car and drove to LA via Carmel, Ventura Highway, Hearst Mansion etc.
 General holiday, sightseeing
 Go to beaches, Disneyland, Hollywood, and meet new people.
 Go to theme parks, explore LA and San Francisco and go to Yosemite National Park
 got married there but it didn't work out, so left and came back to Australia
 Hired a bike in San Francisco. Checked out the Sea Soace and Air Museum, rode on a cable car, and went to Alcatraz. Checked out LA. Theme parked. Went out and got blotto most nights and met the locals.
 hung out with some old school friends who showed me round, went out fishing, dirt bikes, played with some guns (the joys of the USA)and pretty much just had a ball hanging out with friends, could have been anywhere in the world and still would have h
 I stayed with friends in Hathaway Pines, visited Yosemite, San Francisco, Columbia and Sonora
 I visited San Francisco and Carmel. I was on my way to New York.
 I visited San Francisco and it's tourist attractions and surrounds
 I was just a child, and I was taken to Disney Land and Universal Studios by my grandparents.
 I went to Disneyland, Universal Studios, Hearst Castle, JP Getty Museum, Art Gallery, Venice Beach, Santa Monica, La Brea Tar Pits, shopping, drove up the coast to Carmel, went to different Spanish Missions, went to a health spa and went to the fault
 It was a stop over on my way home. I went to Disney Land
 It was in between destinations, so my friend and I just shopped and visited a few bars, saw a movie.
 L.A, San Diego, Anaheim, San Francisco

L.A. (Universal Studios, driving around town, Malibu, Santa Monica), Palm Springs (factory outlets, aerial tramway) - then into Arizona, Utah, Nevada, back in California visited Tehachapi Pass, Yosemite NP, San Francisco, Muir Woods, Monterey Aquarium
 LA and Disneyland
 La Jolla, San Francisco
 LA, Disneyland
 LA, Hollywood, Santa Monica. Went to Disneyland and Universal Studios.
 LA, San Fran. Drove down the coast.
 LA, tours, shop...
 Las Angeles Tour Venice beach/Santa Monica
 Los Angeles, San Francisco, sightseeing, Disneyland, drove Big Sur, Alcatraz visit, enjoyed nightlife.
 Los Angeles, Santa Monica pier , universal studios , Disneyland... wandered around a bit!
 San Diego, LA, theme parks, coast between LA and San Francisco, plus departed on cruise to Mexico
 San Fran - Alcatraz, Golden Gate, wandered around the city
 San Fran, Yosemite, Sonoma Valley, Lake Tahoe, San Diego
 San Francisco Los Angeles Yosemite National Park Death Valley National Park Bakersfield
 San Francisco only. The Bay club, the usual tourist sights and the Castro
 See friends
 Shopped, visited restaurants, experienced Los Angeles and San Francisco. Celebrated Valentines Day and my birthday.
 shops, museums
 Sight seeing Disneyland San Francisco Travelled by car to Las Vegas
 sight seeing, theme parks
 Six Flags Universal Studios Disney California Disney Land Visited Friends Took Drives Visited Santa Monica
 Spent the time in San Francisco, visited all the sights, saw some theatre, took a trip to Yosemite, shopped, tried several restaurants.
 Spent time in Los Angeles and San Francisco.
 Spent time in San Francisco, Monterey, the Napa Valley, Steinbeck Country
 stayed with friends
 Stayed with friends in Oakland, Visited the Napa Valley, Coastal towns north and south of San Francisco. 5 Week Road trip from San Fran - New York two months prior to last trip.
 Stayed with relatives who showed us the area as well as major attractions.
 stop over on way back to Australia - only had time to visit the local shopping centres
 Stopover via Europe and Oceania
 surfing & travel to Mexico
 Theme Parks
 Theme parks in LA, casinos in Las Vegas, sights and sounds in SF
 Toured San Francisco. Road trip up Oregon Coast to Portland.
 tourist things
 Travelled the west coast - Anaheim, San Diego - Zoo, Fisherman's Wharf. The general touristy stuff - I took my parents.
 Travelled with family and visited the theme parks
 Typical Tourist things
 Universal Studios and Dodger Stadium
 Unplanned car trip around California. Disneyland, Redwoods, couple of wineries, beach, local bars and eats.
 Very little - didn't like
 visit all the sites of San Francisco
 Visit friends, lots of driving off and exploring
 visit la visit friends study web design
 Visited a friend in LA.
 Visited Disney Land, San Francisco, Universal Studios.
 Visited family Toured around by car to visit various locations (San Francisco, Mendocino, Monterey, Carmel, San Diego) Visited national parks Visited theme parks
 Visited family, went to the Getty Museum, LACMA, Malibu, Venice Beach, Santa Monica, ate

Mexican food...

Visited friends and wineries and travelled around

Visited friends in San Diego and OC. Enjoyed beach. Did little touristy things in LA / Hollywood.

Mostly spent time with friends.

Visited L.A., San Diego, San Francisco, Sacramento. Wandered around looking at things I knew from history, music and film

Visited LA, Hollywood, Melrose, Rodeo Drive, Venice Beach, hired a car and drove to Las Vegas, nightclubs, Disneyland etc

Visited Los Angeles (Disneyland, Hollywood, Santa Monica), took a Amtrak train to San Francisco (Alcatraz, Fisherman's Wharf, Pier 39)

Visited Redwood NP, San Francisco, LA.

Visited relatives Visited Disney Land; Hollywood, Universal Studios, SeaWorld and LA City.

Visited San Diego Visited San Francisco Took a one day tour to Monterey

Visited SF, and the redwoods but came in from Oregon for them. Walked the streets of SF for a whole day, enjoyable.

walked around San Francisco

Walked, Ate out, Went Out, Explored

Went to a friends wedding and a bit of wining and dining.

Went to Disneyland, Universal Studios and Knotsberry Farm.

Went to Disneyland.

Went to LA.

Went to San Diego

Went to San Francisco

Went to Universal Studio, Hollywood Wax Museum, watched Miss Saigon Musical Play in LA, went around San Francisco.

Went to Vegas, San Francisco, Los Angeles, Theme Parks, Casinos, Restaurants, sight seeing

Wine tasting

Why Didn't You Go To California?

\$

air fare to America is the same as to Europe as there is no competition with airlines on the USA Australia route

Airfares too expensive

Apart from Yosemite, everything else seems a bit naff.

at school(tafe) and didn't have the money to spare

Because I haven't travelled overseas yet

Because we ended up choosing a different destination but we are considering it for our next one.

Budget limitations.

changed my mind

Chose Europe over USA

Did not end up taking the trip

Didn't end up going overseas.

didn't have the time

Don't have enough time to go.

Europe was top of my list but California / US will more than likely be next.

expensive flight

Family commitments lead to another destination

Financial reasons.

I chose another destination instead.

I have not been O/S yet but this is one place I would love to go to

I was in the USA but ran out of time so gave it a miss.

I was young, therefore the holiday was planned by the older members of the family

Lack of plan and knowledge of the area

Less expensive deal in Malaysia influenced us.

money

More opportunity to go there in the future than the other destinations
 My 1st preference was another location in Nth America with California (& other USA) if I had enough time and money. That didn't happen so went to my 1st preference.
 no funds at the time Hawaii was cheaper
 No time
 Not enough time
 Not enough time/funds
 Not on plans as it was business-oriented trip
 Only had time to do either the East or West Coast of USA and New York was the top of my list.
 Other areas in the US I wanted to see more so than California.
 other issues
 PARTNER WANTED TO GO HOME TO AFRICA FIRST
 Price of trip mainly.
 Still planning my US trip!
 The airfare was not competitive.
 Time & Money
 time and money, as I was in Europe, the states part of trip has been postponed
 Too expensive
 Too many hippies!! Just kids, Canada was the main destination of the last holiday. Would have considered stopping in California, but stopped in Hawaii instead. Next holiday in Asia...cheaper. Also, too much ethnic crime and riff raff in LA
 Was on east coast, and was too far to go west then back east
 Wasn't on my itinerary but will happen in the future I hope.
 Wasn't practical
 Went to New York instead
 Work commitments did not allow for the extra time needed

What Would You Expect To Do There?

A whole range of things, especially seeing things not available at home
 absorb food and culture, visit wine country, do ocean drive
 As it was a long time ago that I went to California, I want to go to Disneyland again, but also go to the Napa Valley.
 Avoid Los Angeles. See Yosemite. See San Francisco
 Back lot tours of film studios Shopping rollerblading/skating along beach front
 Be a victim of crime
 beach
 beach & speciality shops
 beach and shopping
 Beach and shopping
 Beach, parties, "big-city" mentality
 Beach, shopping, fine dining
 Beach, shopping, sightseeing, tours, wine country
 Beach, spas, wineries
 beach, sun, vineyards
 beach, theme parks
 beach, wine, see muscle beach, shopping
 beach, wineries, spend some time in the major centres, but most time in smaller towns or country areas, visit natural attractions, indulge in food, explore the music scene and perhaps the art scene.
 Beaches and parties
 Beaches, Hiking, Horse riding, maybe a Spa day.
 beaches, see LA
 Beaches, Wine regions,
 Beaches, wineries, coast road, etc
 Beaches. San Francisco. Wine.

Beautiful summer weather
 busy place
 Check out beaches in Los Angeles, go to bars, clubs, tour San Francisco
 Check out San Francisco. Go to some of the natural areas and do adventurous things.
 Possibly theme parks to say I have been to them.
 Check out some clubs, party hard, eat out, shop
 Check out the beaches, nightlife, universal studios etc
 Check out the tourist sites, and to meet people.
 Country Travel, Horse Riding
 cultural sites, experience the nightlife, see Hollywood,
 dessert arnie cactus
 Disney land, LA,
 Disney world, Hollywood
 Disneyland and shopping. Beach and surf. Scenic drives and wines
 Disneyland, Film Studios, Yosemite
 Disneyland, Hollywood Hills area, lots of nightclubbing, outlet shopping, Napa Valley,
 Disneyland, Knots berry farm, San Fran
 Disneyworld, Venice beach, shop
 don't know
 DRINK AND BE MERRY. GOOD FRIENDS AND FOOD AND GOOD TIMES
 Drink good wine, eat good food, go out and meet lots of the locals and enjoy their company,
 see all the sites.
 Drink wine. Visit Hollywood.
 Drive
 Drive around in a convertible, visit LA.
 Drive through the gorgeous countryside, and along that magic coastal road, stopping whenever
 and wherever the fancy takes me. Enjoy the new flavours of a different country, mix with the
 locals, photograph the stunning scenery and native flora and fauna
 Eat and enjoy myself!
 Eat great food, go to the beach, drink lovely wine, party
 Eat out, visit friends, see some tourist sites, maybe go camping.
 Eat, drink and make merry.... Visit interesting places and observe the people
 Enjoy beaches and meet new people.
 Enjoy famous sites, good wine and food, incredible scenery and a new experience
 Enjoy good food and wine, see art and architecture, relax, hike, jump in the surf and eat
 Mexican food. I'd like to see more of the wilderness.
 Enjoy myself! The people are far more friendly than Australians, and the cost of living is in
 general lower as well. Plenty to see and do for absolutely everyone.
 enjoy myself, see places I researched online
 Enjoy the beach in a resort and some sight seeing.
 Enjoy the beach, meet with friends go to wineries
 Enjoy the beaches and see some of the bigger towns and cities
 Enjoy the cities, do some shopping, enjoy the restaurants and nightlife, do some sightseeing.
 Enjoy the social scene, shopping, beaches... not really familiar with what exciting things
 California has to offer, never really considered it.
 Enjoy the sun, visit Disney land, shop, see LA
 Equal amounts of touring and relaxing
 every thing on the previous page
 everything I wasn't able to go to
 Everything, sight seeing, shopping anything California has to offer
 Experience every day life in San Francisco
 Experience nightlife; countryside; people; places.
 Experience the diversity of the State.
 Explore as much as possible
 Fake and loudish (loud) People
 Get down south and have a surf or, head out into the desert country
 Get frustrated with the crowds, overdevelopment, colonic cleanses, misplaced hippy ideals,

pollution, stupid Americans, bad food and crowded surf spots.
Get mugged in Compton
Get out in the mountains, country and trails. See nature, scenery and wildlife.
Get out of the big cities and away from the tourist attractions and explore the rest of the state by car.
Get out of the city
Get stuck in traffic. Go to San Francisco.
go clubbing, shopping, see the sights
go everywhere and experience everything
Go to beaches, see tourist sites, eat out
Go to Disneyland and LA
Go to Disneyland and the movie studios for the hell of it. Go wine tasting. Go to San Francisco and fuck my brains out.
Go to Hollywood and San Francisco
Go to Miami, maybe SeaWorld, experience the culture and food.
Go to Museums, visit Los Angeles, San Francisco, and get to Nevada. See the sites, buy some trinkets and take heaps of pictures.
Go to San Fran, go to Hollywood, Beverly Hills, Las Vegas
Go to San Fran.
Go to Sanfransico
Go to tapings of several TV shows = Ellen etc. Go to Warner Brothers
Go to the beach - shopping, dinner sightseeing
go to the beach
Go to the beach
Go to the beach and your forests. Check out your solar and wind farms. To hire a car and drive around the country.
Go to the beach Restaurants
go to the beach, go out at nights
Go to the beach, See Los Angeles or Hollywood, Head out into the hills and checkout the mountain biking areas!
Go to the beach, shopping, eat out...
Go to the beach, shopping, see a Lakers game. Go to Alcatraz and see the golden gate bridge.
go to the beach, some shopping and experiencing Californian life
Go to the beach, visit LA
Go to the beach, walk around in the local areas, visit friends, experience what it would be like to live there.
Go to the beach? apart from that not sure
Go to the beaches. Do some shopping etc
go to the theme parks and see San Francisco
Go to theme parks, go shopping and go movie star spotting.
Go to wineries and national parks
Go to Yosemite National Park
Go to Yosemite national park, spend some time in San Francisco. Avoid LA.
Go wild
going to theme parks and going to the beach
good weather
grand canyon, road trip
have a great time
have a lot of fun, buy a Camero or something along those lines and go for a big drive round, head on back to lake Tahoe as well as I had a lot of fun there
have fun
Have fun
Have fun. Perhaps taunt the oh so high and mighty lifeguard (they are portrayed as over important morons on some reality TV program I saw recently). Check out museums and galleries. Meet the locals.
Have no idea.
Hike, swim, ski, and travel about.

Hire a car and go for a drive, sight see for awhile, juts hang out really
 Hit the beaches and absorb some American culture
 Hit the beaches, visit famous sites.
 Hollywood, shopping, theme parks
 Hollywood tours, shopping, Disneyland, San Francisco, San Diego, LA
 Hollywood, Beach, Shopping, Dining Out
 Houses, people, oxygen, land sky. This is a stupid question.
 I'd do more travelling to the little towns I didn't get to see the times that I had travelled to
 California, like Bakersfield, Emeryville, Barstow, etc
 I've already seen a lot of the main sites so probably the places I hadn't visited such as the ones
 on previous screen that I ticked.
 I've lived, worked and earned my MA in CA. I've lived in San Francisco, Berkeley and Los
 Angeles. My parents retired to San Diego. The only reason I would travel to CA would be to
 visit several friends I have there.
 I am a bit over California- have been about 6 times. Enjoyed Disneyland, Hollywood the other
 sites in LA and San Francisco, but feel a bit "been there, done that".
 I am unsure, I have not really thought about California as a holiday destination.
 I don't know enough about what is available in California for tourists to be able to answer this
 question as the USA is fairly low on my list of destinations still to travel to
 I don't really know much about California.
 I have been to California before ... San Francisco ... loved it!!! But I just visited the city,
 enjoyed the sights, the food and the people. Perhaps I'd like to see the coast and the beaches
 if I went again and to visit the vineyards and sample,
 I know very little about California, only what I see on TV!
 I would expect to party and shop
 I would expect to spend some time in LA and San Francisco. I would also wish to visit wineries
 and vineyards and see the Sierra Nevada and Yosemite.
 I would go inland and see the deserts.
 I would go on a real estate tour of coastal areas and then I would hit the beach.
 I would love to drive between San Francisco and Los Angeles
 I would not travel to California
 It depends where I was heading and what was the aim of the trip. Sometimes like to do the
 outdoors / being in nature things, and other times I like to do other things like go to Disneyland.
 I would enjoy the beautiful scenery, such as along the coast
 Kick back
 LA Hollywood and the theme parks. Also visit the beach.
 LA, San Fran, beaches, wineries
 Lake Tahoe
 Last trip was with family as a teenager, so have more time to explore California as an adult gay
 male.
 Lay on the beach on do beach market shopping
 Leave California
 Lie by a pool.
 Look around, see the sights, possibly get robbed or murdered
 Lots of tourists, and glamour. Good wineries and experiences that I would not expect.
 Meet friends, travel on a motorcycle around the sights
 meet moron Americans for the most part I suspect
 n/a
 National parks and wineries
 Never really considered it. I'd really would like to travel around, see Hollywood and head down
 to the Grand Canyon, I'd travel around to places such as that
 Next time definitely enjoy some national parks - trekking and day trips. Go Disneyland.
 Next time I would do a driving tour and try to see as much of the national parks and wildlife as
 possible.
 Next time would include LA, Disney, Universal and the like
 Nightlife LA ghettos Film sets
 Nightlife, social scene, beaches etc
 No Idea

No idea, it doesn't really appeal to me that I haven't thought of researching the location. However, in general I would be looking for general local culture and some history of the place.

No idea. America is not that appealing to me. It's considerably similar to Australia, in culture, language and customs.

not interested in going there

not sure

Not sure

Nothing - I'm not expecting to travel to California

nothing just lounge at the beach all day

Outlet shopping. See the taping of a TV show.

Party Beach Drink

PARTY!!!!

Party, go to the beach. Check out famous landmarks.

Probably back to the Napa Valley and Yosemite

Probably wouldn't go again. Would only consider visit to Yosemite NP.

Pure R & R...

relax and eat nice food

relax and visit some shopping centres

relax, pamper

Relax, see new things, re visit some of the theme parks & go further north.

roller skate

Sacramento, Rocky Mountains, San Francisco, Orange County

same as before

San Diego, The Coast

San Francisco and LA

See a few sights, enjoy some shopping and have a relaxing time!

See celebrities. Easygoing people. Lots to see and do.

See friends, visit national parks (next time)

See historical and cultural sites on a tour.

See LA and the Desert. Maybe do some winery touring. Be exposed to American (and possibly immigrant) culture.

See orange county?

See orange county, go to beaches, Visit LA and San Francisco. See music and breast implants and breathe in smog

See previous answers

See rich people

See San Francisco

see the beaches, look at the stars places etc

See the cities, the tourist spots, the beaches, experience the lifestyle and enjoy the scenery.

See the giant Redwoods and Yellowstone National Park

See the mountains again, spend more time in San Francisco.

See the sights, party

See the sights, wander the streets, check out the beaches and bars. Mmm... beer.

see the sites, cultures, and just have a great time

see the sites, shopping, beach

See the sun, go to vineyards.

See the wilderness. Go to the beach. Eat and shop!

seeing aviation museums and airports

shop

Shop, beach,

shop, Disneyland, Universal Studios, check out the night life

Shop, relax, sightsee.

shop, see bands that don't come to Australia, catch up with friends

Shop, see tourist attractions, relax at the beach, enjoy beautiful luxurious amenities and fabulous restaurants.

Shop, sightsee, try out new restaurants & bars, go back to San Francisco and see friends in San Jose.

Shop, sightsee, relax on the beach and the nightlife
Shop, sightsee, Swim, Hike, Cycle,
Shop, wine & dine, relax in outdoor cafes, walk through cities, get a feel for the place
shopping
Shopping / sightseeing.
Shopping Sightseeing Disneyland
Shopping Visit all tourist attractions and anything else that might interest me.
Shopping, Beach
shopping, beach, theme parks, rock climbing
shopping, beaches, bars
shopping, go to the beach, go to theme parks
Shopping, theme parks, Disneyland, tour of Hollywood
Sight see in the two main cities of San Francisco and LA
Sight seeing, theme parks, night clubbing, touring (driving), shopping, meeting and hanging out
with locals.
Sight seeing, wine tours, theme parks, restaurants, clubs, beaches
sightsee, visit Disney World
sightsee and shop
sightsee, hire a car
Sightsee, make friends, party hard and do as much as possible
sightsee, shop, socialize
Sightseeing, self drive holiday, visit the beaches.
Sightseeing.
Simply visit the local area.
Sit on a beach, relax, and pay through the nose for drinks.
Sit on the beach
Site see, see way of living, the big cities, make friends, tasting different food go swimming and
relax
site seeing partying meet locals travel most of state including areas as remote as possible
Spend a bit of time visiting the main cities and tourist sites but also do things like visiting the
San Andreas fault and some of the out of the way areas.
Spend a lot of time at the beach
spend more time at the beach and relax
spend time at the beach and site see
spend time at the beach, eat out, check out the night life
Spend very little time in the city but get out and about in the countryside
Spouse Disney, Hollywood (out of expectation not cause I desire too). Go to the pub. Ohhhh,
Yosemite national park. Go camping and crap. Check out the unis. San Fran would have to
be on the list. Prefer less theme parks, more activities and some
stay with friends - eat, drink, go to beach, relax mainly
SUN & SURF
sun and beach
Sun, Bikinis! and Hollywood babes!
Sun, Hollywood, Theme Parks, Wine, Sport, People
sun, shopping
Sun, surf and sand.
sun, surf and see the sights
Surf and party
Surf and shop
surf driving tours camping
Surf, beach, wine tours
surf, go to Los Angeles
Surf, see LA and the major cities
Surf. I would not expect it to be much different to Australia, except that the food is worse and
the people in America are loud and annoying
Swim
Theme parks

Theme parks and Hollywood
 Theme parks scenery beaches good restaurants
 Theme parks, beach, wine country, shows, relax at hotel
 theme parks, wineries, beaches, shopping
 theme parks, wineries, iconic locations, experience things I normally wouldn't
 Theme parks, clubs, fun!! I don't expect anything
 Tour and see interesting scenery and places, explore towns and cities (not just tourist sites).
 Get away from Anaheim and tourist traps. Spend some time near the coast/beach (not necessarily on the beach). Seek good food and wine.
 Tour Hollywood, go to LA, go to beaches, go shopping
 tourist attractions, beach
 tourist attractions, sight seeing
 tourist things
 Travel to see the natural attractions. Skiing and some beach visits
 Travelling around the country outside the big cities
 Typical Tourist things
 unsure
 Unsure wouldn't just visit California would do east coast to west coast and most of the areas in between
 Very sunny and friendly people
 visit both sides of California from the city to the places with very few people
 visit coastal areas, Hollywood and silicon valley
 visit family
 Visit friends, drive the coast road. Wine and dine. Go to museums and galleries. Shop.
 Visit friends, see countryside
 Visit historical sites, shopping.
 Visit Hollywood
 visit Hollywood, Disneyland, the deserts, the forests, san Francisco
 Visit LA, the Napper Valley, the desert
 Visit Los Angeles and San Francisco. I would like to drive along the coast drives and visit the wine regions
 visit Los Angeles, Hollywood, Napa valley
 Visit places, that I didn't first visit. Take in more of the beach and culture.
 visit sites ski surf
 Visit the major cities, drive up the coastal road, visit the national parks
 Visit the Napa Valley and enjoy food and wine there, see national parks and the many sights there
 Visit the northern half and enjoy the scenery
 visit the sites and the beach and theme parks
 Visit the wine districts, relax by the ocean, Disneyworld, shopping, tour Hollywood & Beverly Hills, travel outside LA and see what I can find in surrounding districts.
 Visit theme and national parks
 Visit theme parks. Visit L.A.
 Visit towns and cities
 visit wine regions, laugh at Americans
 visit Yosemite, Big Sur, Monterrey, go back to San Fran to look more closely (Loved it there), go to San Diego, drive along the coast
 Watch baseball games and visit friends
 WE'RE NATURE LOVERS - SO WE'D NEED TO GET ADVICE ON VISITING YOUR NATURAL WONDERLANDS
 Who knows? Disneyland, check out LA spend time in San Francisco. Big cities mostly
 wine tasting, beaches,
 wine tours, natural highlights
 wineries, beach
 Wineries, beaches, shopping
 wineries.....restaurants.....beaches
 Wines in the Napper Valley

wine tasting
Wouldn't have a clue

Family Guys

What Did You Do In California?

All over Central and Southern CA
Anaheim san Diego
Attended Universal Studios, Disney Land and stayed in Beverly Hills
Backpacked up and down the west coast of the USA from Tijuana to Oregon
beach, go to a wedding, Disneyland, national park
business and holiday
Caught up with family friends. Went to Baseball game, local swimming carnival, malls. Couple of days waterskiing in Lake Almanor.
climb mountains
Did a Contiki tour from La to San Diego grand canyon and Las Vegas back to LA (7 days).
Disneyland (1 day). Hired a car and drove up the coast (3 days) to San Francisco (5 Days)
Took a train to Yosemite (1 day).
Disneyland Universal Studios Tijuana Hollywood
Disney Land Movie World Hollywood tour
Disney, Magic Mountain, Universal, Eat, Shopped, Beverley Hills Tour, Drove to Monterey & Carmel from San Francisco, ate at fisherman's wharf, bought lots of clothes, spent plenty of time in and around San Francisco.
Disneyland
DISNEYLAND
Disneyland called a doctor
Disneyland Rodeo Drive China Town Comedy Clubs Visit friends
Disneyland San Francisco Hollywood Las Vegas
Disneyland Universal Studio Los Angeles
Disneyland universal studios san Francisco
Disneyland, Hollywood tour, universal studios, medieval show & dinner, local restaurants, day trips
Disneyland, Hollywood, Beverly Hills, Malibu... all the normal touristy stuff!
Disneyland, Knotts berry farm, Sea World, Santa Monica beach, shop
Disneyland, Long Beach, San Francisco
Disneyland, Los Angeles
Disneyland, Los Angeles, Beverly Hills
Disneyland, San Francisco (Fisherman's Wharf), Venice Beach, Knotts Berry Farm, San Diego
Universal Studios, Rodeo Drive
Disneyland, shopping, restaurants. tours
Disneyland, universal studios
Disneyland, Universal Studios, Knottsberry Farm
Disneyland, Universal studios, Queen Mary, Mexico, Hollywood, Beverly Hills, shopping, beaches, shows.
Disneyland, wineries, shopping
disneyland/disneeyland/
Drove around, went to Disneyland, stayed with a family
Drove between San Francisco, Las Vegas (Nevada, I know) and LA. Visited Sea World in San Diego and swam with the dolphins. Went to Universal Studios, did a tour of the stars' homes, visited Alcatraz, drove to wineries to the north of San Francisco
Drove from Seattle to LA. Stayed in towns along the way.
eat drink
Family Holiday
Hired a car & Moved around
Hollywood
Hollywood Disneyland many of the local tourist attractions. was with school fiends

Hollywood, Disneyland, Venice Beach, Santa Monica, Ate, Drank and Relaxed
 Hollywood Hills, Venice beach, Westwood, Hollywood, drove down to San Diego, went to
 UCLA, Disneyland, Universal Studios, Celebrity tour.
 I was a kid, Disney land and Knox berry farm...
 I was only a teenager so it was mostly shopping, theme parks and looking at famous places.
 Investigated San Francisco whilst in transit
 LA (shopping, movie world, graveline tour). We had a car hire and drove all over - headed up
 the coast first. Horse riding, sightseeing, Hearst Castle. Big Sur. San Fran. Lake Tahoe. Skiing.
 Death valley, Hoover dam. Grand Canyon. Las Vegas. Zion Na
 LA to San Francisco via the coast + skiing Mammoth mountain
 LA, Napa & Sonoma Valley, San Fran
 LA, Vegas, Rural
 Leisure holiday with partner starting at San Francisco, Yosemite, Death Valley and ending in
 Vegas.
 Los Angeles San Francisco San Diego
 Los Angeles, San Francisco, Monterey, San Diego, including Disneyland, San Diego Zoo,
 Universal
 Los Angeles, Universal Studios, Hollywood, Santa Monica, Drove to San Francisco, Hearst
 Castle, San Diego, SeaWorld, shopping and tourist attractions.
 mainly tourist things and dinners with friends
 Major attractions-theme parks etc
 Met friends; socialised
 Napa Valley wineries, San Francisco, Drove to Los Angeles, Visited Yosemite National Park
 Drove to Arizona through Death Valley
 Not really a holiday, a stopover from business trip to Tennessee/Oklahoma. Visited
 Disneyland.
 partied
 relax & unwind....at hotel
 Rented a car and saw the different areas. I visited with family and friends. Took wine tours
 and visited the national parks.
 San Fran for 10 days LA for 4 days
 San Francisco Tahoe Sights Baseball Oakland
 San Francisco Yosemite Death Valley Disneyland Magic Mountain United Studios Las Vegas
 Hoover Dam
 san Francisco, LA, Anaheim tourist areas
 San Francisco, Yosemite National park, Disneyland, LA Beverley Hills , Universal Studios
 San Francisco- Alcatraz/ Golden gate Bridge; Bus Tours; Cable Cars shopping and Los
 Angeles - Hollywood
 Saw as much as I could of Los Angeles and environs
 saw everything there was to see
 Saw LA, Sierra Nevada Mountains, Yosemite National Park, Death Valley, San Francisco,
 Monterrey, Santa Barbara, Las Angeles, Hollywood, Disneyland, Getty Museum, Santa
 Monica.
 Shopped, beach, toured
 shopped, some sight seeing
 Shopping, Disneyland and Universal Studios
 Sight-seeing
 sight seeing
 sightsee theme parks
 sightseeing
 sightseeing & visited friends
 Spent time in LA going to Universal Studios, Disneyland, shopping and eating around
 Hollywood. Also went to San Francisco where did lots of shopping, eating, visited various
 attractions
 Spent time with family and visited as many places as possible
 Stay in San Francisco for just over a month doing work. Stayed in LA for a few days to see
 some sites and Disneyland.
 Stayed in Los Angeles and went to Disneyland, Hollywood & Santa Monica pier district.
 Stayed in San Francisco in North Beach area. Hung out in the Beat areas, visited Coight

Tower, went shopping, visited Sea Lions on the pier.
Stayed in San Francisco
Stayed in San Francisco and toured that area, did a day trip to Yosemite National Park
Stayed in San Francisco, hiring a bicycle to get around the city and surrounding area
Stayed with friends in LA travelled to San Diego
Stayed with friends in the Bay Area.
Stayed with friends, Disneyland, Universal Studios, Garlic Festival, Yosemite, Los Angeles, San Francisco, Pajero Dunes (Carmel) Coastal Drive (Bis Sur)
Stayed with friends. Disneyland. Speedway. Parties. Sightseeing.
Staying in California was a stopover on the way to Europe. Mainly we stayed with friends, but did visit Universal Studios in LA, as well as Santa Barbara.
stop over on way to las vegas, then back for visit around LA
Stopover between Aust-Europe, so the usual LA-based attractions: Disneyland; Universal Studios; Rodeo Drive etc
The major tourist destinations and lots of driving
Theme Parks Beach PCH Drink Eat
Toured from LA to San Diego, into Nevada up the coast to SF.
Toured Los Angeles, Disneyland, Universal Studios, Venice Beach, travelled by train to Nevada(Las Vegas)
Toured San Francisco, Napa Valley and the coast to Los Angeles
Tours and having breakfast with the locals at the petrol stations and enjoying their conversations and friendliness
Tours and was shown around by friends
travelled down coast
Travelled everywhere - experienced the California experience. Did some work.
Travelled up the coast from San Diego to San Francisco
Universal Studios - site seeing
Universal Studios Disney Land Beverley Hills Venus Beach Art Gallery
Universal Studios Disneyland Notts Berry Farms Tours San Diego Tour Shopping NHL Game
Universal Studios, Rodeo Drive Window shopping, Santa Monica Pier, Bus tour famous homes
Visit Disneyland Theme Parks Universal Studios Restaurants
visit friends, tourist attractions, fishing
Visit Hollywood
Visit LA on the way to Mexico
Visit relatives
Visit theme parks. Have been driving through the city to get to know it better. Took a lot of typical tourist destinations.
visited wineries, enjoyed city and country
Visited and stayed with Relatives.
Visited Disneyland, Hollywood, Santa Monica, Long Beach, drove around the area
Visited Disneyland, Los Angles, San Francisco, travelled etc
Visited friends, saw Hollywood downtown LA, various suburbs. Didn't do Disneyland as it was pouring rain the whole time we were in LA
visited Hollywood, Disneyland, universal studios and shops
visited l.a.
Visited LA, San Fran, Yosemite, San Diego, drove from LA to San Fran,
Visited Los Angeles
Visited Los Angeles, Hollywood, San Diego. Visited Disneyland and Universal Studios theme parks. Watched a game of LA Angels baseball, played put-put golf, karaoke, theatre dinners. Went shopping & relaxed poolside.
Visited Los Angles and San Francisco. Went to Disneyland. Went to the amusement parks etc. Visited Santa Monica beach.
visited san Diego , drive the west coast from la to san Francisco , visited Disneyland , universal studios
visited San Francisco
Visited San Francisco and the surrounding areas (two small tours), went to the theatre, Alcatraz
Visited San Francisco, Beverley Hills , Hollywood, Los Angeles , Disney, Universal Studios,

Las Vegas, Into Tijuana (day), Fisherman Warf, Cable Car mostly tours one bus trip beyond Disney
 visited San Francisco, travelled down the west coast stopping off at tourist spots on the way to LA
 Visited the following, LA, San Francisco, Red wood forest Sonoma etc - Travelling on a motorcycle that I shipped from Australia
 Visited tourist sites.
 we toured around and went to Disney Land and Universal Studios
 Went to Disneyland and visited relatives.
 went to Disneyland, san Diego zoo, Santa Barbara, Palm Springs, San Bernadino
 WENT TO SAN FRAN ,LA,MEXICO,DISNEYLAND,SEAWORLD LOS VAGUS
 Went to San Francisco and L.A. Went to nightclubs, visited friends, eat out, shopping, sightseeing, visited family.
 Wine tours San Francisco GG bridge Alcatraz
 Yosemite, San Francisco. Hearst castle,

Why Didn't You Go There

Affordability.
 Always ended up travelling to Europe where my family is instead.
 because the time we wanted to go wasn't the best time also the cruise we wanted to go on didn't travel there
 Because of the high risk of terrorism in the united states of America.
 because we decided that it was a better time of year to go where we finally decided on instead of waiting another year
 Budget
 Cheaper to go elsewhere at the time
 cost
 Cost
 cost and family
 Cost and time
 Cost of airfares from Australia
 cost of trip
 Couldn't afford it
 Couldn't go for various reasons
 Did not end up going to USA.
 Due to recent world instability, have restricted my travel destinations. Have felt a little unsafe about travelling to the USA.
 due to time and cost , chose Europe instead, Italy, France, England
 Europe instead
 Family obligations in Europe won out
 Have been to Los Angeles on many business trips & through LAX so suppose look for somewhere else to go on holidays as have image of airport stopovers& LA. in mind as opposed to picture of California as a destination and what to do beyond L.A.
 Have decided not to go to U.S. for any reason at the moment.
 I'd heard it was boring and so decided to spend my time in more historical places like Europe and more impressive US cities like DC, San Fran, New York. California, LA etc are just plain cities full of workers and homeless people.
 I did not have the time or the budget at this time
 I had an 8 hour stopover in San Francisco and Loved it! Want to return soon with my Wife.
 I had higher priorities regarding which country I went to first. The USA is next on the list
 I had too many people to meet with in different countries ...and I didn't have enough time to go.
 I was intending to travel there on my way to attending the cricket tests in the West Indies about eight years ago but the trip was cancelled for personal reasons.
 Lack of time
 Left it for a next time
 lower on my list of places to visit at the time of travel
 My partner has been previously, before we met, and we like to go to new places.

Never been overseas
 no time
 not enough money
 price - couldn't afford it
 September 11 2001
 spent all our money in nyc
 Sporting events were held in Europe
 The time needed wasn't available.
 thought it was
 Time and budget
 TIME CONSTRAINTS
 Time didn't permit. When we travel to the USA we would like to take our time, so that ourselves and our kids can enjoy as much of it as we can.
 timing
 Timing of the trip and other destinations were a priority.
 Unaffordable at the time
 Wasn't the right time to go.
 We had a wedding to attend in Malaysia.
 went to Thailand instead
 Wife feel pregnant

What Do You Expect To Do There?

Hang around San Francisco as we have many friends there plus go to Lake Tahoe and possibly Palm Springs
 A good mixture of urban and nature experiences/attractions.
 A road trip, eating local while seeing sights.
 all the tourist attractions but also get to see the local sites that others wouldn't find
 Allow more time to see everything on your list, and self drive, rather than do a tourist bus trip
 As I now have a family it would be towards the theme parks and a holiday that both us and the kids can enjoy. Although would have to include San Francisco as it is one of my favourite cities and there are lots of sites to see.
 As it would be my first trip I would have to hit the major tourist spots (Disney, Universal) but would also like to travel some of the ocean roads
 As much as I possibly could now. Not so much commercial stuff but more off the beaten track type things.
 As previously mentioned
 Avoid LA, see natural attractions, parks etc
 beach site see
 Beach woods, nature e.g.: desert. take in a band
 Beach, Dining, Mountain Biking and seeing the countryside. Meeting the people and comparing the differences between our countries.
 Beach, Disneyland, shop, eat out
 Beach, Disneyland, sightseeing
 Beach, relax, restaurants, drive up the coast.
 Beach, relax, theme parks, tour
 beach, restaurants,
 Beach, shop, tour
 beach, shopping
 Beach, Shopping, tourist attractions.
 Beach, theme parks
 Beach, travel inland, visit friends
 Beaches and many tourists.
 Beaches Hollywood Wine trips
 Beaches Shopping Pro Sports
 Beaches, mountains, national parks, museums, shops, visit family.
 Beaches? Vineyards? tourist activities associated with movie making

BIG OPEN BEAUTIFUL COUNTRY, Disney land Yosemite NP country side small towns
 California, nor anywhere else in the US is high on my list of places to travel. However if I were
 to go to California it would be to San Francisco
 Catch up with friends go to Monterey aquarium, see Redwoods, Death Valley, possibly go
 skiing depending on season.
 Check out beaches etc, and perhaps look for a rust-free Mustang convertible to bring back to
 Australia! Experience nightlife in the major cities and explore the countryside in an RV for a few
 days also.
 Check out the beach
 Check out the major cities and landmarks. Explore the history.
 check out their lifestyle & most popular places of interest outside designated tourist areas
 Continue to discover new places which I have not visited yet
 Crowds, Pollution, little open space, shallow pretentious people
 Cultural activities Theme parks Tahoe
 Disneyland Universal studios
 Disney Land & other theme parks
 Disney, Hollywood, Wine tours, Site seeing, stay in luxury hotels.
 Disneyland
 Disneyland and theme parks
 Disneyland, Big Sur, more time in San Francisco
 Disneyland, Hollywood, LA, San Francisco, sight-see, tours etc
 Disneyland, Hollywood, Universal Studios, Beverly Hills, Los Angeles,
 Disneyland, wineries in the Napa valley, Hollywood, LA and shopping
 Disneyland, shopping, wine tasting
 Disneyworld, the famous beaches, star spotting and bus tour.
 Disneyworld/theme parks Wineries tour Stay in San Francisco
 discover the Grand canyons again
 Do the tourist sights of LA; coast etc. Travel to natural sites.
 don't know
 Don't know. I never thought about it.
 Don't really see myself going to America actually.
 Drink wine
 Drive and relax
 Drive around and chill. Read up on what there is to do.
 DRIVE SWIM
 Eat big stuff, relax hotel/pool, nightlife, beach, chill out.
 Eat, drink and be merry!
 Eat, drink and see more different sites.
 Eat, drink, relax, explore and learn.
 Enjoy all!
 enjoy and see as much as possible
 Enjoy the great weather and culture. Also spend some time on the beach
 Enjoy the local culture, have American experiences, see the scenery, do touristy things!
 Enjoy the scenery and countryside mostly; maybe catch up with family friends in the city if
 there was time.
 Enjoy the scenery and wild life
 Enjoy the tourist sites, theme parks, wine regions etc.
 enjoy the weather and the sights
 experience everything it has to offer
 Experience the culture, lifestyle, site see, shop, enjoy meals.
 Experience the true Californian lifestyle
 Explore rural and urban areas; find well-known and lesser-known places and items of interest;
 horse-ride; sample local food, wine and cultural specialities.
 explore the sights and have a great time
 Find out about the local music scene and attend some venues to enjoy the local music style
 and food. See and experience the beach lifestyle.
 fine dining, art and culture

General tourist destinations

Get warm

Go and see the vineyards, LA briefly, no real desire to do anything else there - when the kids are older maybe take them to a theme park.

Go clothes shopping, go to the casinos, relax on the beach and see all the tourist sites.

Go shopping, eat in restaurants, go to a show, relax by the pool and go sightseeing anywhere I fancy on the day.

go shopping, get around to see the locals, and the beaches

go to the beach and visit historical places

Go to all the popular landmarks, and theme parks for the children go shopping at outlets and ritzy shops. Go to the beaches.

Go to art galleries, restaurants and places in Northern CA we had not been to before.

Go to beach, Shopping, sightseeing

Go to Disneyland & universal studios. take tours of Hollywood, go to the beach, go & see palm springs, san Diego zoo & SeaWorld

Go to Disneyland and the Movie theme parks

go to Disneyland, check out the beaches, go to some wineries, go to lots of touristy places, see some of the wilderness

Go to Disneyland, go shopping, go to the beach.

Go to Disneyland, Knotts, go on a Kerouac drive journey to Big Sur, Monterrey & then finish in San Fran

Go to Hollywood

Go to Hollywood, and travel up and down the coast.

Go to Hollywood, go to bars, go to the beach

Go to San Fran again and spend a few weeks there, see some wineries.

Go to the Beach

Go to the beach and sight see

Go to the beach, shop, check out the local tourist things

Go to the beach, shopping, sightseeing

Go to the beach. Check out the food. go shopping

Go to the major sites. Not really sure - not sure what there is to see!

Golf,tours,wine and food

great shopping, great outdoors

have a good time

have a good time and see things

have fun

have fun relax

have no idea

Have not researched it

Having 4 children, theme parks and things to keep children occupied.

highway1

hire a car and tour the coast, Napa valley, shop, eat out, see live music, see the major attractions

Hire a Winnebago and touring around and mixing with the locals.

Hollywood, Grand Canyon, San Francisco; LA

Hollywood, LA, Disneyland, Beaches, Florida

Hollywood, LA, the coast and the wine region - lots of indulgent and special things

Hollywood, wineries

Hollywood?

Hollywood, Los Angeles, beach stuff

I'd like to explore northern California coast—scenic beauty, wineries, hiking. I'd also expect to eat in restaurants, go to Disneyland (again...) and go shopping for fashionable bargains.

I'd love to drive on the coast between Frisco and LA, and also explore the Mojave desert and High Sierra mountains. Would take my kids to Disneyland, and on some of the wild rollercoaster, which were closed when I was there. Would also love to find

I'd see the Napa and Baja. Soak up local atmosphere, I'd do some research and decide.

I'm going in December. Plan on seeing family and as many attractions as I can fit in.

I don't know

I don't know America has not been considered until recently, however I was considering east coast USA and Canada.

I know nothing about California so I would have no expectations

I would expect to visit everything

I would not have a clue what California has to offer. It is not advertised that much

I would want to experience the big cities, as well see the fabulous coastline and see some cultural sites.

keep well clear of the US gun culture and avoid areas of obvious violence, otherwise enjoy the sights, especially Disneyland

L.A. Hollywood. Universal studios etc

LA Napa valley universal studio Disney

LA, Hollywood, Skiing

LAZE AROUND

look around

lots of shopping, some sightseeing, beach

love to see the forest and national parks

make the most of everything there

Many tourist sightseeing destinations and general travel with the local scene

Melt in the heat or get mugged. Fake, touristy, shallow. Why would I go there when I can get the same fake, touristy, shallow experience in Queensland?

More places like San Diego and more tourist attractions like Yosemite

most all on the last list

movie studios, theme parks, Disneyland Alcatraz,

Next time I would drive and tour state-wide

No idea

No Idea????????????/

not interested in going to US

not quite sure, but probably go to the beaches and I think LA is there so I would also go there

not sure

not sure never considered

Not sure, but that's all part of the excitement.

Not sure, would have to research local attractions.

party

Party,

Party, Beaches, nightlife and restaurants

party, relax, shop and site see

pay a lot, everything would be sanitised and artificial

people , beaches

Play golf, go to the beach, eat out

queen Mary, drive to san Francisco

Re-visit Disneyland and spend more time seeing the sights rather than seeing my rellos (been there done that!)

RedWood

relax - see the sights

relax

Relax

Relax enjoy a lot like Australia many variations in interest

relax on the beach

Relax Sightsee Indulge

RELAX WITH ME CHILDREN

relax, beaches, tourist places

Relax, enjoy the sunshine, see the Golden Gate Bridge, catch a Riptide Game (MLL)

Relax, have some fun and see the sights

Relax, hit the beach and check out the nightlife.

Relax, meet people and see attractions

Relax, see the sights

Relax, shop, see celebrities

Rent a car and drive
 Return to San Francisco & see more National Parks/wilderness areas
 road trips, sight seeing, relaxing,
 San Francisco and Disneyland
 san Francisco, san Jose, Disneyland, music venues, fly to Vegas
 San Francisco, wander the streets.
 San Francisco, LA, Disneyland, Mexico
 See a lot more oth the state outside the cities
 See all of the sights (Disney, Hollywood, etc), go to some wineries, catch lots of sun
 see and do things we could not at home
 See as much as possible
 see as much as possible in time available
 See Disneyland
 See Disneyland, and I'm not sure what else their is to do there.
 See LA and Disneyland
 see mountains
 See new Places have different experiences relax and enjoy my holiday
 see the cities and tourist attractions
 See the Napa Valley Visit Hollywood and Universal studios Disneyland See Los Angeles and
 all the famous streets and shops, Venice beach See Las Vegas See loads of country side See
 Santa Monica See everything
 see the sights both natural and touristy
 see the sights, enjoy the beach
 see the sights, meet the people
 See the sights, observe the people, taste the food & wine, enjoy the views and histories.
 See the sights, relax on the beach, see as much as possible
 See the sights, shop, eat & go back to Disney
 See the sights, taste the wine, meet people comedy clubs great dining, Hollywood, stay at
 Beverly Hills and so on
 See the sites
 see the sites go to Disney land
 see the tourist sites then the outer areas its produce and country side and do some thing
 different
 See the wine growing regions. Taste some of the offerings. Take in the natural scenery.
 See the sites. Visit LA.
 shop and look around
 Shop and sight see
 Shop Swim Wildlife Nightlife
 shop travel wine country Yosemite
 shop, and laze on the beach
 Shop, go to some of the historical gold rush sites, check out Yosemite national park, spend
 time in Los Angeles and possibly San Francisco
 Shop, sightsee, go to theme parks, relax at the beach.
 Shopping and lots of leisure time on the beach
 shopping, beach, Disneyland, magic mountain,
 Shopping, beaches, nightlife, star spotting
 Shopping, check out the beaches. Walk around the big cities etc
 shopping, experience Californian wines, meet people
 Shopping, Universal Studios, Hire a car and drive yourself
 sightseeing different places than last time & catch up with friends again
 sight-see, local shopping, restaurants, local places of interest, markets - arts, crafts etc, bus
 tours of local places of interest.
 sight see, drive around
 sight seeing
 sight seeing, swim, theme parks
 Sights, Wineries Famous Landmarks
 Sightsee

Sightsee, monuments, tours, casinos and lots of walking.
 Sightsee, shop and Disneyland
 Sightseeing
 Sightseeing, get pampered, meet new people
 Sightseeing, Seek out wineries, and dine
 Sightseeing, visit family, eat-out, tours.
 Sightseeing, Wine Tours
 sightseeing's
 site see, explore, be entertained and educated
 SITE SEE, SKI
 sites theme parks wineries
 sightsee
 Ski?
 soak up atmosphere, more day trips, spend some time at beach
 Soak up the atmosphere that is California...culture.
 spend loys of time on the beach and do as much shopping as possible
 Spend more time at Hollywood and LA central
 Spend time at Disneyland, a resort, seeing local sights, national parks and vineyards.
 Spend time at the beach, shop, see the tourist sights, meet the people and experience their culture.
 Stay within Hollywood for a chance to be an extra or even get to act in a major motion picture :)
 Sun and beach
 Sun and beach stuff
 Sun and Fun
 Sun, fun atmosphere. Good nightlife.
 sun, outdoor lifestyle, casual meals, casual venues
 sun, surf, adventure
 Suntan
 Surf and tour around the Napa Valley
 Surf, Theme Parks, movie theatres e.g. manns chinese, star walk etc
 Surf. Fishing
 Surf; ski; tour wineries
 Swim and shop.
 Take in local sites, shopping and stay somewhere nice
 Take long drives
 Take the children to theme parks and usual tourist places
 Take the kids to the theme parks
 Take time to visit attractions more closely and longer and enjoy myself more.
 Taste wine, drive along that ocean road, go to Mexico, possibly visit Movie World, go to the desert.
 The usual tourist LA based things
 theme parks
 Theme Parks
 Theme parks Hollywood Beaches
 Theme parks with family
 Theme parks, a bit of Hollywood and the Napa Valley
 theme parks, shopping
 Theme Parks, Wine, Countryside
 Theme Parks, wineries, shopping, tourist attractions and areas, Beverley Hills and the drive from San Fran to Los Angeles
 Tour and visit many places
 tour around
 Tour the west coast, Disneyland, beach maybe Baja California
 Tour through the countryside.
 tourist activities
 Tourist stuff. Next time Northern California

Tours Shopping Visit Parks Theme Parks

Travel along the coast, see the wine country and, possibly, take in the theme parks/studios but only because it is a long way to go and not see the iconic American attractions.

travel around a bit on the western sea board

Travel around and see the scenery, I have heard that California is a great place to tour.

travel around see lots of different things

Travel as far and wide. And meet the good people as we go.

Travel further from LA

Travel in the countryside, Visit relatives, check out some wineries, go bush walking and sight seeing, check out some of the cities.

Travel inland through the parks and high desert

travel round & go sight seeing

various things

View natural landforms, experience fine culture like theatre and art, shop, eat, walk a lot.

Visit as many tourist spots as possible

Visit beaches, tourist locations, theme parks.

Visit cousins, drive the coastline. Take kids to theme parks. Perhaps a side trip to Mexico

Visit Disneyland again

Visit Disneyland and the National Parks, San Francisco

Visit Disneyland, do the Hollywood thing. Visit San Francisco and do the coast drive between LA & SF

Visit Disneyland, Hollywood and San Francisco

visit famous sites and national parks

visit friends, see famous places, visit some other parts of America

Visit friends, wineries, go shopping.

Visit Hollywood Visit national parks

Visit Hollywood; see the beach and the Hollywood sign. Visit Disneyland and Universal Studios. See the homes of the stars. Visit the wine region

visit Hollywood, wineries, national parks and theme parks

Visit LA, San Diego and San Francisco. Go to Disneyland, do the Universal ride, head up to see friends in Oregon and Washington

visit LA, wineries, see the beaches, Beverley Hills, Disneyland, Hollywood

Visit large cities and the country side

Visit nature parks/reserves

visit relatives

visit resorts, theme parks & beaches

visit the beach

visit the beach, universal studios , go one of the bigger churches, look up friends, try to see some aircraft graveyards

Visit the beaches, go for a wander through San Francisco, check out the Sequoia National Park and take a look at the massive redwood trees along the coastline.

Visit the beaches, LA, San Francisco etc

Visit the factory stores, eat out regularly on ribs and connect with the great outdoors

Visit the main cities such as San Francisco, tour the countryside and national parks, visit wineries

Visit the main tourist areas - Hollywood, LA, check out the beaches, shopping precincts.

Visit the main tourist attractions and wineries; compare the wines to our great South Australian Barossa Valley wines.

Visit the main tourist destinations but also get out of the city and meet locals and sample the average locals life style.

Visit the more famous tourist spots

visit the north area

visit the ocean

Visit the Red Wood Forests, Napa Valley and Northern California. Possibly San Diego

Visit theme parks.

Visit Theme Parks; visit Napa Valley; Drive to San Fran from Los Angeles Shop and indulge

Visit tourist attractions, visit friends, take in some theme parks, wildlife attractions, wilderness

Visit tourist destinations.

Visit tourist sites, travel around.

Visit vineyards, mountains, deserts, silicon valley, San Francisco

Visit wineries, Sightseeing. See more of northern California.

what I did

Wine & Food

Wine areas. San Francisco

Wine tasting.

Wine, beaches, driving on ocean roads

Wineries, Hollywood, San Diego, beaches

wineries, surfing, rollerblading

Would drive from SF to San Diego - one way coastal, and back inland.

would have to check it out when I arrived

Yosemite National Park, Disneyland, San Francisco

Yosemite National Park, San Francisco

Old Hats

What Did You Do In California?

Blend of shopping, beaches, national parks

Absorb the atmosphere; look for things I've seen in movies; take advantage of the shopping opportunities; visit some of the famous landmarks etc

All planned.

Am going next month to San Diego/Yosemite/Napa/San Francisco/Carmel and also to Las Vegas

As much as I did last time but more!

As per the previous question - I would NOT go there now. I used to be quite an 'America-phile' but now consider it a dangerous and unprincipled nation with a great capacity for international harm quite dwarfing nonsenses like Iraq and North Korea in

As previously

Basically what I did.

be gob smacked by the excess consumption

beach life

beach theme parks national parks

beaches

beaches and a lot of rich people

beaches, wine and movies

Brutal police, xenophobia, drugs, street gangs, good people trying to struggle through business and leisure

Camp, sight seeing, shopping, eating.

Catch up with friends and have them show us around

Check out main tourist destinations. Look at historical attractions.

Check out places other than the big cities. Get to know the people from out lying areas.

check out tech companies /coastline and interior

Check out the beach

Country, not Cities

cycle through amazing country side

Different Culture, natural scenery and beauty, historic sites. National Parks, as well as luxury accommodation

Discover local life

Disney

Disney land san Francisco los angeles and national parks

Disneyland

Disneyland again Drive down coast

Disneyland, wine tasting, Hollywood

do not know

didn't know, never really thought about it

Don't know - haven't ever thought about it - maybe visit Disneyland and see some wineries.

Don't know

don't know much about California, but the U.S. is of interest including California

Don't know never been o/seas yet but when I go hopefully shopping.

Don't know anything of California to have any expectations

Don't really know enough about it to decide

Drink wine, see sights and relax

Drink!

drive all over looking at places and crazy people

drive from san Francisco to Vegas to los angeles then down coast to Mexico

Drive the coast road from San Francisco to LA visiting friends at San Jose, Santa Cruz and Los Gatos enroute.

DRIVE THE COASTLINE SEE MAJOR SITES

Eat, Drink, Exercise, enjoy

Eat, drink, shop, visit Expat friends, sight-see, relax

Enjoy magnificent scenery Sample the American way of life Try driving on the wrong side of the road! Learn more about California's exciting history Cross the Golden Gate Bridge Hollywood visit?

Enjoy myself

Enjoy myself and see new things.

enjoy scenery in N of state, or in Rockies; art, music, and community life in more civil parts of state, or in smaller communities representing normal California life

enjoy the people and the sites

Enjoy the sun and the good food

Escorted tour of some kind - too dangerous to go most places without local knowledge.

everything

Experience American culture, view natural wonders

Experience the nature reserves and some more of the culture

experience the relaxed American way of life

explore the area

explore the state

Explore the wine regions, Napa, Sonoma, and southern coastal. Visit Sausalito. Explore the coast south of LA

Film studio tour, beach, smaller towns & culture

Fly-drive. Tour.

Get away from the cities and see the real California.

Get away from the maxi-egos and see/meet the real people.

Get out of the cities

get out of the cities to the countryside and meet the people

Get out of the city - see the natural landscapes.

get to know the local people and customs and there types of income

Go bush, national parks, historical features and some shopping, theme parks

go for long country drives, visit Disneyland, visit the sequoia forest, probably try and find a vineyard or two

go to Disneyland, check out the wine producing areas, go to los angeles, san Francisco, go to the border areas next to Mexico

Go to LA theme parks and travel by road.

Go to Napa Valley and Disneyland

go to San Francisco

go to san Francisco and the Napa valley

Go to small towns to meet the real American people, and enjoy California's famous wines.

Go to the beach

go to the beaches and into the deserts

Go to the cities of San Fran, LA. Hollywood, beaches, etc

Go to the Grand Canyon

Go to the Rocky Mountains

Go to the wineries and see the country side

Go to Venus Beach Go to L.A. See the countryside to get a feeling for it Visit the Philosophic headquarters in L.A. See a film studio Disneyland

go to wineries this time; avoid crowded places

Great experience, nice scuba diving and sailing

had not given it any thought

Hang out with family, watch a basketball/football game, eat more Mexican...

Have a good look around

Have a good time.

have a pleasant time "looking in" at the normal living environment plus a few specialty environments e.g. Hollywood

have fun

HAVE FUN AND ENJOY THE NEW EXPERIANCE AND THE LOCALS

have fun meet people and relax

Have fun, enjoy the sights, soak up the culture

Have never considered going to California

have never thought about it
 Have not researched it but would expect to check out the touristy destinations first
 Heat like Australia; friendly people; new experiences but like TV; open spaces.
 Hire a car and avoid major cities and smog as much as possible. Relax on a beach.
 hire a car and see as much as possible
 Hire a car and travel mainly along the coast
 Hire a car and visit national parks and other attractions as well as some key towns and cities
 Hire a car at L.A. airport, drive north along the coast to Oregon. Check out Portland and Seattle
 and places near the U.S. Canada border. Return to L.A. via a different route then explore L.A.
 and environs.
 Hire a car to drive around
 Hire a mobile home and see as much of California as we could.
 Hollywood, Disneyland San Francisco
 I'd like to visit our grand daughter in San Francisco. Visit Los Angeles and other tourist cities.
 I'm only interested in San Francisco. Just hanging around and sightseeing.
 I am not planning to travel to California. There are many other places that I want to visit first.
 I cant really imagine going there is has nothing to offer me
 I don't know too much about California, but I suppose I'd like to see as much of the countryside
 as possible. I would like to travel by car if possible.
 I don't know?
 I have no intentions of ever going to America
 I plan to visit friends in Las Vegas, family in Los Angeles and Northern California, and old
 friends from high school. (I am originally from California.)
 I probably wouldn't travel to California
 I really don't know it is just not one of my destinations
 I think as it is California you would do the tourist thing but I would also visit all the national
 parks again and well as San Francisco and Big Sur
 I think maybe Disneyland only, not very interested in California
 I will not be travelling to California or anywhere else in the USA
 I would like to travel on public transport. I like the natural environment and the Spanish history
 of the state. I would like to see San Diego, Monterey and also visit Mexico.
 I would not travel to California for a holiday. I would, however, consider annexing a side trip to
 a business trip there. If a side trip, I would consider travelling to San Francisco.
 I would not want to travel to California
 I would want to see the real California not the touristy Hollywood part.
 I wouldn't go there. It's full of Americans.
 In Summer - warm relaxed times In Winter - cold and bleak
 just go with the flow try and meet normal people stay well away from tourist traps
 LA- Disneyland, Hollywood and Universal Studios, San Diego- Zoo and Aquarium and Mexico,
 San Francisco- Pier 33 and Tram Cars, Yosemite, Death Valley
 la/grand canyon
 Leave
 leave ASAP
 lots
 meet friends
 meet people, enjoy myself, probably off the beaten tourist track
 meet people, see countryside & maybe Hollywood
 meet the local people and tour the sites on offer
 More USA commercial
 Mostly tour the state maybe in a Winnebago. See the natural beauty. Communicate with the
 locals. spend most time in the countryside
 Motorcycle tours, Beaches, Good Hotels
 much the same as Australia
 Much the same as last time but would also try some new places (would especially love to get
 back to San Francisco as it is 17 years since I was there). Next time Napa Valley is a must as
 is Death Valley.
 Music, surf, wine
 Napa valley

National parks, wine country
 Next time I want to go to the Napa Valley
 No doubt my travel companions would want to do a lot of the typical tourist things but there is little there to attract me that I can't get elsewhere with the added bonus of a truly different culture.
 No idea- something involving the beach, hearing a speech by Swartzenegger.
 no idea
 Not spend much time there.
 not sure
 Pleasant climate, beaches, wineries but not sure of anything else.
 Probably a repeat of previously stated
 Re-visit some of the places previously visited, spend more time out of LA and San Francisco, visit Sacramento (sp?)
 Redwoods, San Diego
 relax
 relax and be a base for seeing other part of USA
 Relax and enjoy myself
 Relax in comfort as all my friends are elsewhere in the States
 Relax, do some of the tourist destinations, shop a little
 Relax, meet locals, visit wineries and national parks.
 Relax, shop
 relax, wine tasting at Napa Valley, good food, theatre, local shopping areas (not malls)
 Relax. meet the locals, not go to the tourist things find other things to do
 relaxing
 relive parts I had visited, and as much of everything else that I missed and then some more
 return to Disneyland, generally relax and spend a little time talking to locals
 Same as before. People are the most interesting part of travel. The scenery is the icing on the cake
 Same as everyone else
 sample the lifestyle of California, food, entertainment etc
 san Francisco, travel the coast, see the parks etc do tour to grand canyon Las Vegas etc from la
 San Francisco, drive via Nevada to LA
 Savour the history of the State and its wonderful National Parks.
 See a lot of natural landscape
 See above
 See all Hollywood's attractions, visit Yosemite Nat park, San Francisco, Disneyland, LA, Santa Barbara, and more.....
 See all popular sites, explore there lifestyles
 See all the recognised tourist attractions
 SEE AS MANY THINGS AS TIME PERMITTED
 See as much as the local lifestyle as possible..History sights..natural landmarks
 See as much of it as possible
 See as much of the state as possible, including San Francisco, Sacramento, LA and San Diego.
 see Californian way of life
 See contacts (friends and professional). Use it as a base for budget flights to Arizona, et cet.
 See friends
 SEE LOCAL SITES
 See more inland National Parks, go to San Diego
 see national parks
 see previous question - everything I can fit in
 see rural areas and national parks
 See San Francisco
 see the sights
 see the city the botanical gardens the wildlife zoo and the aquariums and Disneyland
 see the country side

See the countryside outside major centres. Visit beaches, wineries. Meet the people (outside of Hollywood)
 See the major cities and visit some of the wineries
 see the places I didn't before
 See the redwoods, Tour San Francisco, see some of the wineries
 see the resorts go to LA
 see the scenery
 See the sights - relax!
 See the sights
 see the spots I missed
 See the tourist and natural sites, learn about the culture of the original inhabitants.
 See the unusual - Giant redwoods, Death Valley - try the wines, ride the tramcars,
 See where the locals hang out
 see wineries etc
 Seeing the culture, eating drinking in public places, theme parks.
 Self Drive
 shop
 Shop
 shop, eat, drink, see relatives (briefly) relax, be entertained but NOT theme parks
 sight-seeing
 Sightseeing and eating/drinking is San Francisco. Visit Napa Valley.
 sight see
 Sight see
 sight see, drink wine, eat good food
 sight seeing
 sight seeing AND MEET THE PEOPLE
 Sight Seeing, Disneyland, Hollywood, Visit Family
 sightsee
 Sightsee and catch up with friends
 Sightsee relax& taste the wines
 sightsee, shop, just enjoy the culture and environment
 sightseeing
 Sightseeing
 sightseeing visit known places
 sightseeing, eating, visit interesting sights
 Sightsee
 Ski
 Snow Ski. Visit the big cities and attractions and visit the National Parks
 sorry do not no much about California but would try to see some attractions also theme parks
 and see the outskirts of the city
 spend more time in the outback
 Spend a few days and visit family in Washington DC
 Spend time visiting San Francisco. Visit some aviation and/or military museums.
 Stay out of trouble!!
 Stay at good hotels and take in the culture
 stay longer
 Stay near the beach. Go to theme parks. Travel around. Shop.
 Stay with friends
 stuff
 sun, fun and relaxation
 Sun, San Francisco, Coastal scenic drives, national parks
 Sun, oranges, relaxation, scenery, sight seeing
 sunshine
 sunshine through the smog
 Sunshine, relaxation, good times
 surf

Surf all the point breaks.
surf, visit vineyards and wineries, cruise the coastline
Swim visit friends who could show us around.
Swim, beach, meet Arnie
swim, party, tours
swimming, visit Hollywood
Take advantage of photographic opportunities in cities and scenic landscapes
Take in the attitudes, culture and try and appreciate the image that California has been
branded with and why?
Take in the beach, a bit of golf and wining and dining
Take in the sites and culture of Northern California Coast and San Francisco Bay Area.
take it as it comes
Take the kids to Disneyland; A little bit of driving along coast; City life in San Francisco
Taste the wine. Meet the locals. Explore the tourist attractions. Enjoy the weather.
Taste their wine. See the countryside. Watch the people. Talk to the natives.
The major tourist features, then the countryside and scenery, preferably along the coast.
Where there is not too much traffic if I were to drive, otherwise would go by a conducted tour.
The of lifestyle and mannerisms that I am used to, I live in Sydney, Australia
the same touristy things
theme parks, national parks sunshine
Theme parks, Scenery Canyons, Bizarre cars
To see a variety of all the recommended sites
Tour around San Francisco
tour by car visit scenic places
Tour National Parks like Yosemite, see LA and Hollywood, revisit San Francisco, spend time
on the beach too.
Tour the Napa Valley, revisit San Francisco
Touring and visiting tourist sites
tourism sites
travel
Travel / stay mostly at national parks
Travel along the coast Hike in the mountains and Northern areas, stay in the desert, go to San
Francisco
Travel and sightsee with my partner, only staying at one location for one or two nights. Possibly
four or five, otherwise just roam around.
travel around
Travel around by car and see as much as we could, by mingling with the locals.
Travel around the National Monuments Visit friends Go to museums and theatres and art
galleries Visit regional areas Go back to Russian River and Napa Valley
travel around the state, not just LA and SF
Travel by car over the whole state
Travel from there to other places like the Grand Canyon, maybe Mexico, the Movie studios,
and some historic places of interest
travel rural areas
Travel the Coast And see San Francisco as well as the interior up north
travel the countryside
Try to see as much of the countryside as possible (beaches, National parks etc). Maybe have
a look at some of the cities.
Turn around and come back home
Use a hire car to move up and down the coast with a few side trips away from the coast for
particular points of interest.
Use it as a base on the west coast do tours from
Very little of interest to me.
Visit the wineries, eateries and travel down Highway 1.
Visit an old friend, go to San Francisco, straddle the San Andreas Fault, cross the Sierra
Nevada and take a side tour to the Grand Canyon.
visit china town go to the wine country visit family museum
visit cities and interesting places

Visit cities Tour desert areas Tour coast line
 Visit Disneyland, Universal Studios, tour LA, Beverly Hills, got to beaches (Venus and Santa Monica), shop, visit National Parks and visit other cities/towns.
 Visit Disneyland, visit family, eat at good restaurants
 Visit Disneyworld (land?), Napa Valley, San Francisco Bridge. Drive up the coast to see the sights
 visit family and friends
 Visit family in LA and then travel across the states and then up into Canada
 Visit family who live in California
 Visit family.
 visit friend go up country
 visit friends
 visit friends and check out various places and the natural environment
 Visit Hollywood. See Rodeo Drive and other landmarks. Possibly use as a base to see Mexico... Visit the vineyards.
 Visit Hollywood/ San Francisco
 Visit Hollywood/Los Angeles
 Visit local areas - beaches, rural areas etc.
 Visit Los Angeles, Disneyland, Hollywood, and travel out to country area, just to see it.
 Visit Napa Valley, northern California, watch a Dodgers game. Visit San Francisco
 Visit National Parks
 Visit national parks, sites that I missed last time
 Visit national Parks, wineries.
 Visit national parks; mountains; look around a main city; visit a zoo; go hiking.
 visit northern California or visit big cities with pollution or crime
 Visit one of the friends I met last time and go to visit the tar pit near Los Angeles (I didn't find out about this until after I came back). Buy wine.
 Visit places I mentioned previously
 Visit regional areas, NAPA Valley, Hollywood, Los Angeles shopping, San Diego, Ocean Road, the Rocky Mountains, side trip to Las Vegas for the shows in the casinos
 visit relatives, tour
 Visit San Fran, do the wineries, drive up to Seattle. Go down to San Diego (been there before). Drive across to Vegas.
 visit San Francisco
 Visit San Francisco area and some of the national parks. Hire a car and drive (scenic).
 Visit San Francisco, Los Angeles, Desert, Las Vegas, Coastal scenery, Hoover Dam
 Visit San Francisco and Northern California
 visit small towns and local attractions
 Visit the beautiful beaches. Go to san Francisco, Taste some wines, go to a market, Yosemite national park, other historical sites, meet some locals
 Visit the country side, national parks
 Visit the grape growing and wine making region
 visit the national parks and revisit the Napa valley wine areas
 Visit the National Parks plus Disney Land and Hollywood Studios and maybe Napa Valley
 Visit the National Parks, countryside Disney Land, movie studios, beaches and some shopping
 Visit the places I did not get to visit when I was there the last time.
 Visit the wineries.
 visit theme parks & shopping
 visit theme parks and places of interest
 Visit tourist attractions.
 Visit tourist sites
 visit tourist sites and use as a base to travel more in America
 Visit vineyards, farms, go north into the hills, check out the desert, stay less than a day in LA, check out Hollywood, check out how good the Pacific is from its eastern side.
 Visit, national parks, places of interest.
 Walk, stop and stare.
 whatever is available

whatever we felt like at the time
 will go to the La Brea Tar pits, san Francisco
 wine tours movie related stuff wild life stuff
 wineries

Wineries. Food. Beaches.

Would like to spend more time in the small towns. Get to Death Valley this time. Maybe follow up connections with community groups. Would allow more time and transport for exploring beautiful countryside.

Why Didn't You Go There

A group decision was made to go elsewhere

Chose to go to Europe because of relatives and friends there who could offer me accommodation etc

cost

Cost and time

Didn't have time in the end

Family commitments took precedence

Friends couldn't go with us.

GOT TIED UP WITH CANADA AND ALASKA AND HAD TO RETURN TO AUSTRALIA
 HOWEVER HONALULU AND CALIFORNIA IS SURELY ON THE NEXT LIST

I did, but only in transit to Texas

I flew in thru Ca on my way to NY

I had limited time and chose to visit New York in preference to California, though I did transit via LA airport.

I was travelling thru to Canada

It conflicted with other plans unfortunately

It was not affordable

Just Passed Through

MEDICAL REASONS

no time

Offer of a cruise instead

Other destination preferable

Round the world ticket - saw Canada instead.

the more expensive holiday had to come first

The USA security measures and partner not free to travel for extra time on that occasion.

Time

Time & financial constraints at that time

time and cost restraints

time constraint

Time of year and other commitments

Too similar a culture.

Travelled to the Middle East

US Foreign Policy Flights too long and closer destinations offered the same attractions without the political issues

waiting till I retire to do tour of usa and Canada

We have decided that the USA administrations and its military - industrial complex are the new Nazis and that the USA is really the most dangerous nation on earth. I will deliberately avoid setting foot there if at all possible.

Went to ASIA

Went to Boston to catch up with friends

What Do You Expect To Do There?

Blend of shopping, beaches, national parks

Absorb the atmosphere; look for things I've seen in movies; take advantage of the shopping opportunities; visit some of the famous landmarks etc

All planned in advance.

Am going next month to San Diego/Yosemite/Napa/San Francisco/Carmel and also to Las Vegas

As much as I did last time but more!

As per the previous question - I would NOT go there now. I used to be quite an 'America-phile' but now consider it a dangerous and unprincipled nation with a great capacity for international harm quite dwarfing nonsenses like Iraq and North Korea in

As previously

Basically what I did.

be gob smacked by the excess consumption

beach life

beach theme parks national parks

beaches

beaches and a lot of rich people

beaches, wine and movies

Brutal police, xenophobia, drugs, street gangs, good people trying to struggle through business and leisure

Camp, sight seeing, shopping, eating.

Catch up with friends and have them show us around

Check out main tourist destinations. Look at historical attractions.

Check out places other than the big cities. Get to know the people from out lying areas.

check out tech companies /coastline and interior

Check out the beach

Country, not Cities

cycle through amazing country side

Different Culture, natural scenery and beauty, historic sites. National Parks, as well as luxury accommodation

Discover local life

Disney

Disney land San Francisco Los Angeles and national parks

Disneyland

Disneyland again Drive down coast

Disneyland, wine tasting, Hollywood

do not know

don't know, never really thought about it

Don't know - haven't ever thought about it - maybe visit Disneyland and see some wineries.

Don't know

don't know much about California, but the U.S. is of interest including California

Don't know never been o/seas yet but when I go hopefully shopping.

Don't know anything of California to have any expectations

Don't really know enough about it to decide

Drink wine, see sights and relax

Drink!

drive all over looking at places and crazy people

drive from san Francisco to Vegas to Los Angeles then down coast to Mexico

Drive the coast road from San Francisco to LA visiting friends at San Jose, Santa Cruz and Los Gatos enroute.

DRIVE THE COASTLINE SEE MAJOR SITES

Eat, Drink, Exercise, enjoy

Eat, drink, shop, visit Expert friends, sight-see, relax

Enjoy magnificent scenery Sample the American way of life Try driving on the wrong side of the road! Learn more about California's exciting history Cross the Golden Gate Bridge

Hollywood visit?

Enjoy myself

Enjoy myself and see new things.

enjoy scenery in N of state, or in Rockies; art, music, and community life in more civil parts of state, or in smaller communities representing normal California life

enjoy the people and the sites
 Enjoy the sun and the good food
 Escorted tour of some kind - too dangerous to go most places without local knowledge.
 everything
 Experience American culture, view natural wonders
 Experience the nature reserves and some more of the culture
 experience the relaxed American way of life
 explore the area
 explore the state
 Explore the wine regions, Napa, Sonoma, and southern coastal. Visit Sausalito. Explore the coast south of LA
 Film studio tour, beach, smaller towns & culture
 Fly-drive. Tour.
 Get away from the cities and see the real California.
 Get away from the maxi-egos and see/meet the real people.
 Get out of the cities
 get out of the cities to the countryside and meet the people
 Get out of the city - see the natural landscapes.
 get to know the local people and customs and there types of income
 Go bush, national parks, historical features and some shopping, theme parks
 go for long country drives, visit Disneyland, visit the sequoia forest, probably try and find a vineyard or two
 go to Disneyland, check out the wine producing areas, go to Los Angeles, San Francisco, go to the border areas next to Mexico
 Go to LA theme parks and travel by road.
 Go to Napa Valley and Disneyland
 go to San Francisco
 go to san Francisco and the Napa valley
 Go to small towns to meet the real American people, and enjoy California's famous wines.
 Go to the beach
 go to the beaches and into the deserts
 Go to the cities of San Fran, LA. Hollywood, beaches, etc
 Go to the Grand Canyon
 Go to the Rocky Mountains
 Go to the wineries and see the country side
 Go to Venus Beach Go to L.A. See the countryside to get a feeling for it Visit the Philosophic headquarters in L.A. See a film studio Disneyland
 go to wineries this time; avoid crowded places
 Great experience, nice scuba diving and sailing
 had not given it any thought
 Hang out with family, watch a basketball/football game, eat more Mexican...
 Have a good look around
 Have a good time.
 have a pleasant time "looking in" at the normal living environment plus a few specialty environments e.g. Hollywood
 have fun
HAVE FUN AND ENJOY THE NEW EXPERIANCE AND THE LOCALS
 have fun meet people and relax
 Have fun, enjoy the sights, soak up the culture
 Have never considered going to California
 have never thought about it
 Have not researched it but would expect to check out the touristy destinations first
 heat like Australia; friendly people; new experiences but like TV; open spaces.
 Hire a car and avoid major cities and smog as much as possible. Relax on a beach.
 hire a car and see as much as possible
 Hire a car and travel mainly along the coast
 Hire a car and visit national parks and other attractions as well as some key towns and cities

Hire a car at L.A. airport, drive north along the coast to Oregon. Check out Portland and Seattle and places near the U.S. Canada border. Return to L.A. via a different route then explore L.A. and environs.

Hire a car to drive around

Hire a mobile home and see as much of California as we could.

Hollywood, Disneyland San Francisco

I'd like to visit our grand daughter in San Francisco. Visit Los Angeles and other tourist cities.

I'm only interested in San Francisco. Just hanging around and sightseeing.

I am not planning to travel to California. There are many other places that I want to visit first.

I can't really imagine going there it has nothing to offer me

I don't know too much about California, but I suppose I'd like to see as much of the countryside as possible. I would like to travel by car if possible.

I don't know?

I have no intentions of ever going to America

I plan to visit friends in Las Vegas, family in Los Angeles and Northern California, and old friends from high school. (I am originally from California.)

I probably wouldn't travel to California

I really don't know it is just not one of my destinations

I think as it is California you would do the tourist thing but I would also visit all the national parks again and well as San Francisco and Big Sur

I think maybe Disneyland only, not very interested in California

I will not be travelling to California or anywhere else in the USA

I would like to travel on public transport. I like the natural environment and the Spanish history of the state. I would like to see San Diego, Monterey and also visit Mexico.

I would not travel to California for a holiday. I would, however, consider annexing a side trip to a business trip there. If a side trip, I would consider travelling to San Francisco.

I would not want to travel to California

I would want to see the real California not the touristy Hollywood part.

I wouldn't go there. It's full of Americans.

In Summer - warm relaxed times In Winter - cold and bleak

just go with the flow try and meet normal people stay well away from tourist traps

LA- Disneyland, Hollywood and Universal Studios, San Diego- Zoo and Aquarium and Mexico,

San Francisco- Pier 33 and Tram Cars, Yosemite, Death Valley

la/grand canyon

Leave

leave ASAP

lots

meet friends

meet people, enjoy myself, probably off the beaten tourist track

meet people, see countryside & maybe Hollywood

meet the local people and tour the sites on offer

More USA commercial

Mostly tour the state maybe in a Winnebago. See the natural beauty. Communicate with the locals. spend most time in the countryside

Motorcycle tours, Beaches, Good Hotels

much the same as Australia

Much the same as last time but would also try some new places (would especially love to get back to San Francisco as it is 17 years since I was there). Next time Napa Valley is a must as is Death Valley.

Music, surf, wine

Napa valley

National parks, wine country

Next time I want to go to the Napa Valley

No doubt my travel companions would want to do a lot of the typical tourist things but there is little there to attract me that I can't get elsewhere with the added bonus of a truly different culture.

No idea- something involving the beach, hearing a speech by Swartzenegger.

no idea

Not spend much time there.
not sure
Pleasant climate, beaches, wineries but not sure of anything else.
Probably a repeat of previously stated
Re-visit some of the places previously visited, spend more time out of LA and San Francisco, visit Sacramento (sp?)
Redwoods, San Diego
relax
relax and be a base for seeing other part of USA
Relax and enjoy myself
Relax in comfort as all my friends are elsewhere in the States
Relax, do some of the tourist destinations, shop a little
Relax, meet locals, visit wineries and national parks.
Relax, shop
relax, wine tasting at Napa Valley, good food, theatre, local shopping areas (not malls)
Relax. meet the locals, not go to the tourist things find other things to do
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Same as before. People are the most interesting part of travel. The scenery is the icing on the cake
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see national parks
see previous question - everything I can fit in
see rural areas and national parks
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see the sights
see the city the botanical gardens the wildlife zoo and the aquariums and Disneyland
see the country side
See the countryside outside major centres. Visit beaches, wineries. Meet the people (outside of Hollywood)
See the major cities and visit some of the wineries
see the places i didn't before
See the redwoods, Tour San Francisco, see some of the wineries
see the resorts go to LA
see the scenery

See the sights - relax!
 See the sights
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 Take advantage of photographic opportunities in cities and scenic landscapes

Take in the attitudes, culture and try and appreciate the image that California has been branded with and why?
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 tour by car visit scenic places
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 Touring and visiting tourist sites
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 Travel / stay mostly at national parks
 Travel along the coast Hike in the mountains and Northern areas, stay in the desert, go to San Francisco
 Travel and sightsee with my partner, only staying at one location for one or two nights. Possibly four or five, otherwise just roam around.
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 Try to see as much of the countryside as possible (beaches, National parks etc). Maybe have a look at some of the cities.
 Turn around and come back home
 Use a hire car to move up and down the coast with a few side trips away from the coast for particular points of interest.
 Use it as a base on the west coast do tours from
 Very little of interest to me.
 Visit the wineries, eateries and travel down Highway 1.
 Visit an old friend, go to San Francisco, straddle the San Andreas Fault, cross the Sierra Nevada and take a side tour to the Grand Canyon.
 visit china town go to the wine country visit family museum
 visit cities and interesting places
 Visit cities Tour desert areas Tour coast line
 Visit Disneyland, Universal Studios, tour LA, Beverly Hills, got to beaches (Venus and Santa Monica), shop, visit National Parks and visit other cities/towns.
 Visit Disneyland, visit family, eat at good restaurants
 Visit Disneyworld (land?), Napa Valley, San Francisco Bridge. Drive up the coast to see the sights
 visit family and friends

Visit family in LA and then travel across the states and then up into Canada
Visit family who live in California
Visit family.
visit friend go up country
visit friends
visit friends and check out various places and the natural environment
Visit Hollywood. See Rodeo Drive and other landmarks. Possibly use as a base to see Mexico... Visit the vineyards.
Visit Hollywood/ San Francisco
Visit Hollywood/Los Angeles
Visit local areas - beaches, rural areas etc.
Visit Los Angeles, Disneyland, Hollywood, and travel out to country area, just to see it.
visit Napa Valley, northern California, watch a Dodgers game. Visit San Francisco
Visit National Parks
Visit national parks, sites that I missed last time
Visit national Parks, wineries.
Visit national parks; mountains; look around a main city; visit a zoo; go hiking.
visit northern California or visit big cities with pollution or crime
Visit one of the friends I met last time and go to visit the tar pit near Los Angeles (I didn't find out about this until after I came back). Buy wine.
Visit places I mentioned previously
Visit regional areas, NAPA Valley, Hollywood, Los Angeles shopping, San Diego, Ocean Road, the Rocky Mountains, side trip to Las Vegas for the shows in the casinos
visit relatives, tour
Visit San Fran, do the wineries, drive up to Seattle. Go down to San Diego (been there before). Drive across to Vegas.
visit San Francisco
Visit San Francisco area and some of the national parks. Hire a car and drive (scenic).
Visit San Francisco, Los Angeles, Desert, Las Vegas, Coastal scenery, Hoover Dam
Visit San Francisco and Northern California
visit small towns and local attractions
Visit the beautiful beaches. Go to san Francisco, Taste some wines, go to a market, Yosemite national park, other historical sites, meet some locals
Visit the country side, national parks
Visit the grape growing and wine making region
visit the national parks and revisit the Napa valley wine areas
Visit the National Parks plus Disney Land and Hollywood Studios and maybe Napa Valley
Visit the National Parks, countryside Disney Land, movie studios, beaches and some shopping
Visit the places i did not get to visit when i was there the last time.
Visit the wineries.
visit theme parks & shopping
visit theme parks and places of interest
Visit tourist attractions.
Visit tourist sites
visit tourist sites and use as a base to travel more in America
Visit vineyards, farms, go north into the hills, check out the desert, stay less than a day in LA, check out Hollywood, check out how good the Pacific is from its eastern side.
Visit, national parks, places of interest.
Walk, stop and stare.
whatever is available
whatever we felt like at the time
will go to the La Brea Tar pits, san Francisco
wine tours movie related stuff wild life stuff
wineries
Wineries. Food. Beaches.
Would like to spend more time in the small towns. get to Death Valley this time. Maybe follow up connections with community groups. Would allow more time and transport for exploring

beautiful country side.