

QUARTERLY TRAVEL TRENDS REPORT – Q1 2015

Searches	Volume	Change YOY (%)	Global Share (%)	U.S. Share (%)	U.S. Sources		Int'l Sources	
					%	Change	%	Change
GLOBAL	11,065,674,140	24.72	100.00	--				
U.S.	6,157,645,214	(2.16)	55.65	100.00				
CALIFORNIA	717,710,955	36.35	6.49	11.66	86.72	(5.73)	13.28	65.85

U.S. MARKET SUMMARY (CHANGE YOY - %)

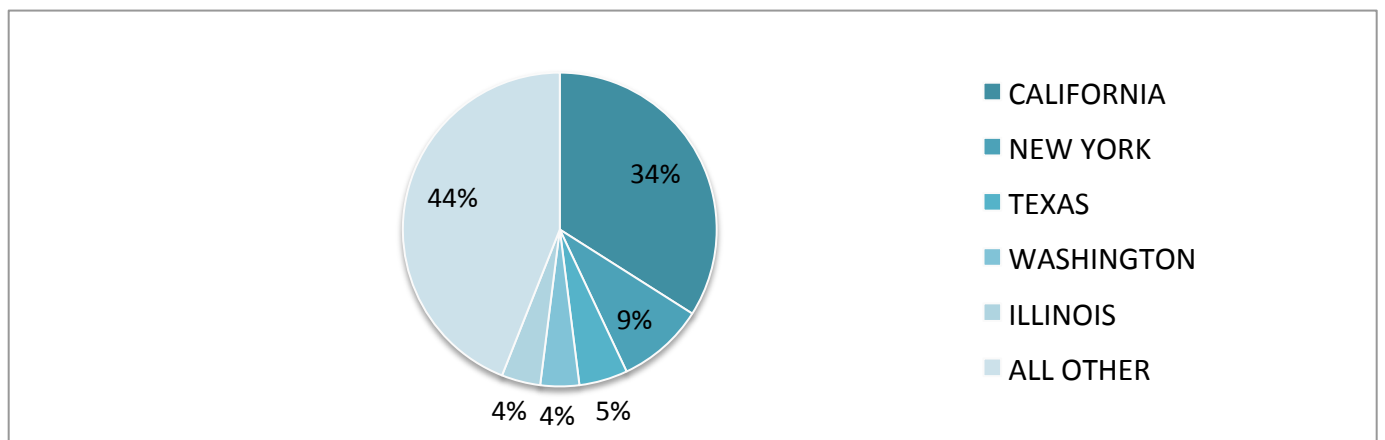
TOP STATES SEARCHED – U.S. SOURCE

State	Share of Search	Change YOY
FL	43.64	(0.51)
CA	11.92	2.44
NY	6.88	1.25
TX	3.47	(0.75)
NV	2.99	0.76
IL	2.34	0.67
VA	1.74	(0.48)
NJ	1.67	0.84
GA	1.66	(0.15)
MA	1.47	0.17

TOP STATES SEARCHED – CA SOURCE

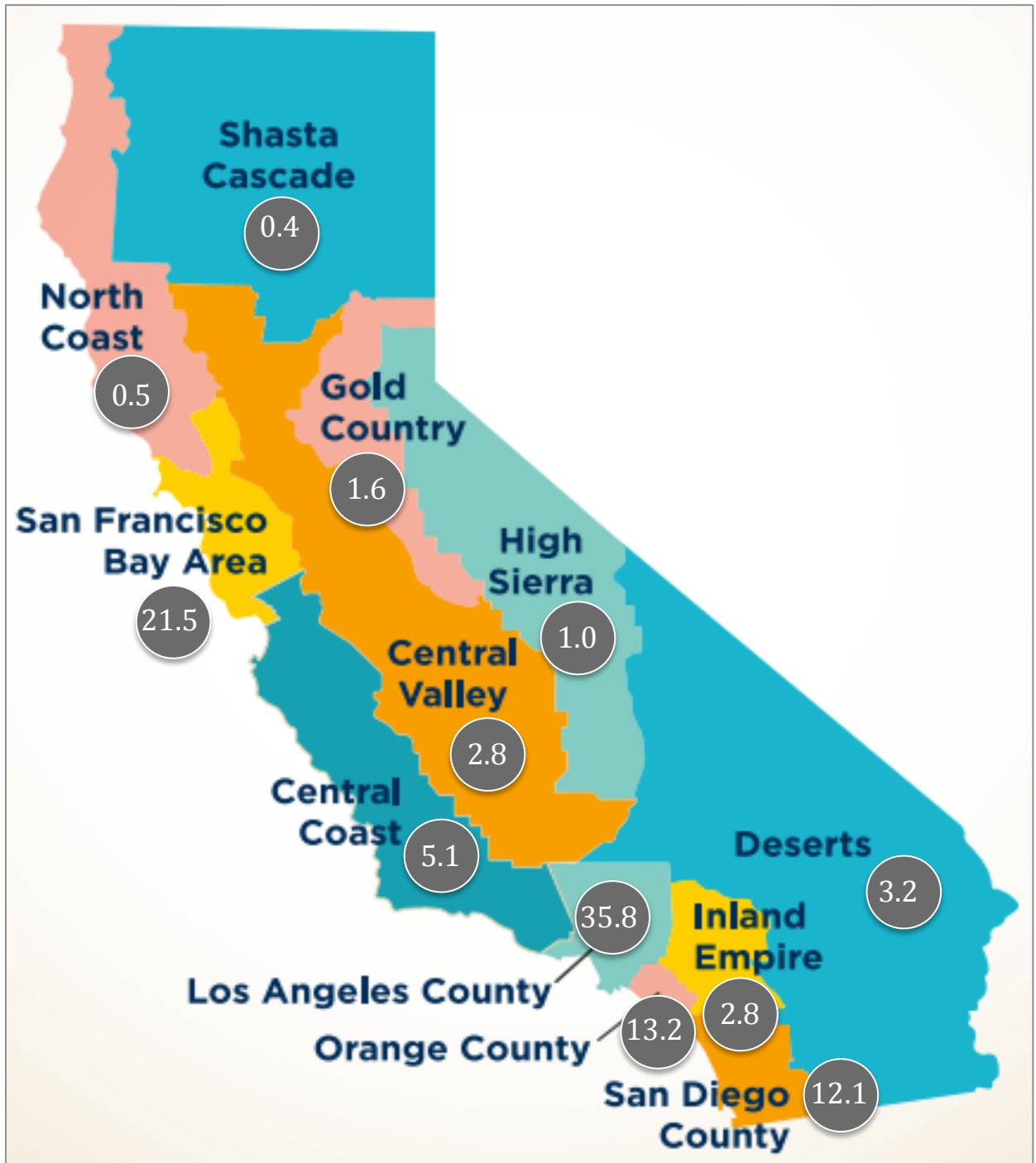
State	Share of Search	Change YOY
CA	28.79	0.17
FL	25.87	0.10
NY	7.20	0.06
NV	5.67	0.58
HI	3.22	(0.19)
TX	2.86	(0.29)
IL	2.05	0.17
NJ	1.66	1.09
AZ	1.60	(0.29)
WA	1.49	(0.16)

TOP 5 U.S. SOURCES FOR TRAVEL TO CALIFORNIA



CENTRAL COAST State	Share of Search	Change YOY	Rank	CENTRAL VALLEY State	Share of Search	Change YOY
CA	51.98	0.20	1	CA	48.58	0.06
NY	5.01	0.16	2	GA	4.46	2.21
TX	3.58	(0.24)	3	NY	4.42	(0.12)
WA	2.92	(0.24)	4	TX	4.10	(0.24)
GA	2.73	1.00	5	WA	3.76	(0.01)
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CA	41.19	0.10	1	CA	39.77	0.08
NY	6.15	0.19	2	NY	5.98	0.33
WA	6.04	(0.14)	3	TX	4.60	(0.03)
TX	3.81	(0.26)	4	GA	3.63	0.63
OR	3.68	(0.08)	5	WA	3.57	(0.14)
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
CA	47.82	0.04	1	CA	39.58	0.09
NY	5.41	(0.29)	2	NY	6.22	0.22
TX	3.90	(0.03)	3	WA	6.07	(0.15)
MI	3.88	2.10	4	OR	3.83	(0.06)
GA	2.87	0.78	5	TX	3.77	(0.26)
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CA	30.78	0.49	1	CA	48.79	0.04
NY	10.74	0.04	2	NY	5.66	0.23
TX	4.64	(0.22)	3	TX	4.14	0.31
WA	4.14	(0.22)	4	OR	3.90	0.16
IL	3.96	(0.12)	5	WA	3.38	(0.19)
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CA	30.86	0.47	1	CA	52.94	0.17
NY	10.52	0.02	2	WA	9.15	0.96
TX	4.68	(0.23)	3	OR	4.27	0.13
WA	4.38	(0.20)	4	NV	3.82	2.05
IL	3.99	(0.12)	5	TX	2.86	(0.28)
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CA	30.10	0.46	1	CA	34.26	0.17
NY	8.22	0.02	2	NY	10.04	0.07
TX	4.83	(0.14)	3	TX	4.92	(0.06)
WA	4.03	(0.07)	4	MA	3.80	0.17
IL	3.88	(0.13)	5	DC	3.72	0.10

U.S. SOURCE – SHARE OF CALIFORNIA SEARCH (%) BY REGION



INTERNATIONAL MARKET SUMMARY (CHANGE YOY - %)

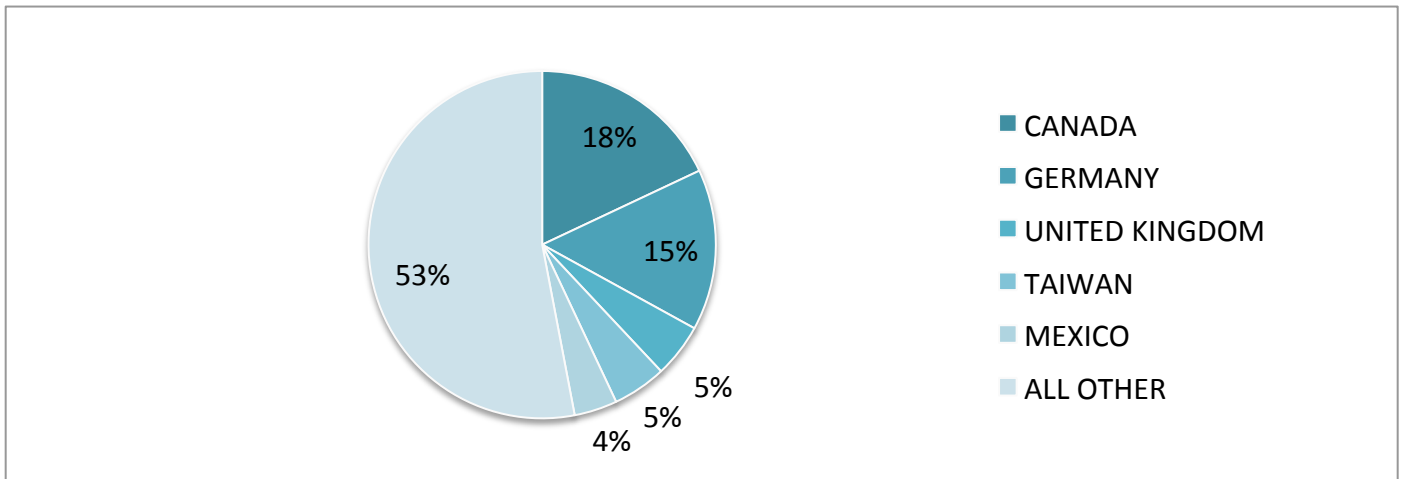
TOP COUNTRIES SEARCHED – U.S. SOURCE

Country	Share of Search	Change YOY
CA	34.11	0.19
ES	1.89	(0.16)
NY	9.33	0.11
IT	1.89	(0.02)
TX	4.59	(0.15)
GB	1.49	(0.18)
WA	4.07	(0.14)
FR	1.39	0.11
IL	3.63	(0.04)
MX	1.18	0.43
MX	2.24	0.59

TOP COUNTRIES SEARCHED – CA SOURCE

Country	Share of Search	Change YOY
LA	49.11	0.34
SF	22.26	(0.17)
OC	14.74	(0.04)
SD	5.88	(0.30)
CC	1.96	0.17
DE	1.82	(0.42)
IE	1.59	(0.16)
CV	1.11	(0.51)
HS	0.68	(0.57)
GC	0.58	(0.28)
NC	0.15	(0.72)

TOP 5 INTERNATIONAL SOURCES FOR TRAVEL TO CALIFORNIA



TOP 5 INTERNATIONAL SOURCES – STATES BY REGION (CHANGE YOY - %)

CENTRAL COAST State	Share of Search	Change YOY	Rank	CENTRAL VALLEY State	Share of Search	Change YOY
CANADA	17.27	(0.55)	1	GERMANY	25.27	1.03
GERMANY	14.41	(0.25)	2	CANADA	13.04	(0.29)
UNITED KINGDOM	7.21	0.19	3	POLAND	12.38	286.61
ISRAEL	5.49	5.99	4	UNITED KINGDOM	5.25	(0.44)
CHINA	4.03	9.41	5	MEXICO	5.16	(0.60)
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CANADA	57.70	(0.16)	1	CANADA	15.42	(0.52)
MEXICO	8.15	(0.02)	2	SPAIN	12.82	7.54
GERMANY	5.86	(0.35)	3	ITALY	11.30	1.97
UNITED KINGDOM	3.56	(0.35)	4	GERMANY	11.04	0.18
FRANCE	1.71	0.14	5	MEXICO	7.88	(0.73)
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
GERMANY	29.99	(0.25)	1	CANADA	60.06	(0.16)
ITALY	22.38	1.55	2	GERMANY	6.04	(0.35)
CANADA	7.49	(0.34)	3	MEXICO	4.29	0.29
UNITED KINGDOM	5.94	(0.28)	4	UNITED KINGDOM	4.08	(0.37)
SPAIN	4.56	0.24	5	FRANCE	1.80	(0.04)
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CANADA	16.27	(0.20)	1	CANADA	20.02	2.81
GERMANY	16.14	(0.46)	2	GERMANY	16.20	(0.36)
UNITED KINGDOM	4.96	(0.53)	3	UNITED KINGDOM	11.82	(0.17)
TAIWAN	4.46	(0.36)	4	ARGENTINA	6.33	3.63
AUSTRIA	4.03	0.77	5	MEXICO	4.81	0.42
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CANADA	19.07	(0.15)	1	CANADA	23.12	0.86
GERMANY	14.94	(0.47)	2	UNITED KINGDOM	10.87	(0.26)
TAIWAN	5.12	(0.31)	3	GERMANY	9.20	(0.58)
UNITED KINGDOM	4.83	(0.53)	4	SPAIN	6.28	(0.14)
MEXICO	3.86	0.23	5	INDIA	5.07	20.99
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CANADA	27.14	(0.15)	1	GERMANY	13.97	(0.55)
GERMANY	14.08	(0.48)	2	CANADA	13.83	(0.42)
MEXICO	8.23	0.77	3	TAIWAN	7.27	0.54
UNITED KINGDOM	6.39	(0.59)	4	UNITED KINGDOM	5.01	(0.09)
SWITZERLAND	2.97	1.03	5	SPAIN	4.12	2.68

INTERNATIONAL SOURCE – SHARE OF CALIFORNIA SEARCH (%) BY REGION

