# QUARTERLY TRAVEL TRENDS REPORT – Q2 2015

| Searches | Volume | Change YOY (%) | Global Share (%) | U.S. Share (%) | U.S. Sources % | U.S. Sources Change | Int'l Sources % | Int'l Sources Change |
|---|---|---|---|---|---|---|---|---|
| GLOBAL | 9,235,082,837 | 24.37 | 100.00 | -- | | | | |
| U.S. | 4,253,679,923 | (4.78) | 46.06 | 100.00 | | | | |
| CALIFORNIA | 731,411,179 | 51.99 | 7.92 | 17.19 | 89.14 | (0.15) | 10.86 | 1.26 |

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

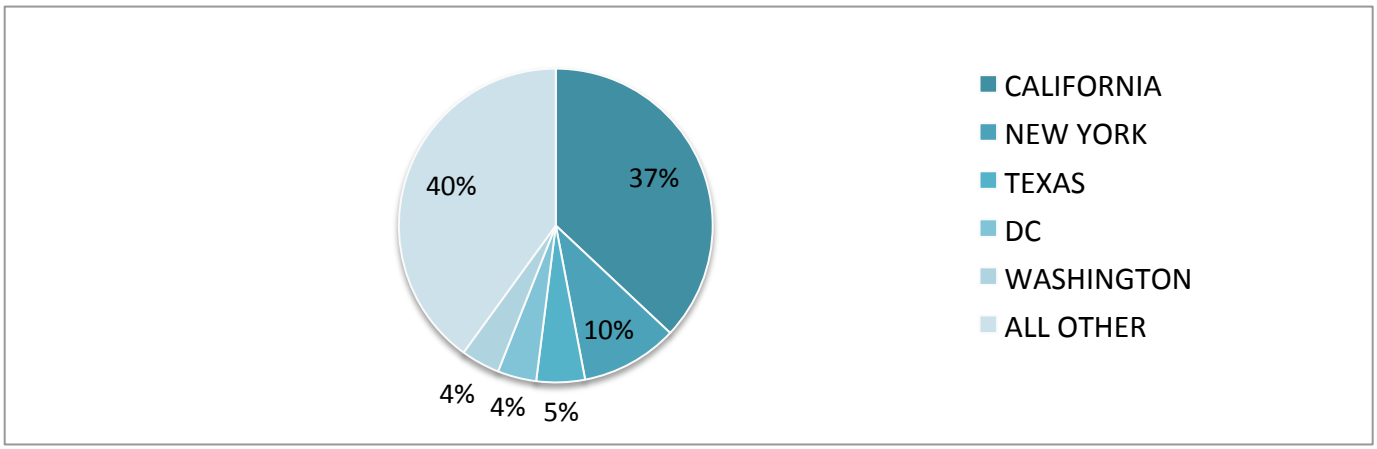
### TOP STATES SEARCHED – U.S. SOURCE

| State | Share of Search | Change YOY |
|---|---|---|
| CA | 17.27 | 2.61 |
| FL | 17.18 | 0.46 |
| NY | 10.90 | 1.58 |
| TX | 4.88 | (1.08) |
| NV | 3.82 | (0.00) |
| IL | 3.77 | 1.02 |
| NJ | 3.21 | 1.82 |
| VA | 2.69 | (0.54) |
| GA | 2.36 | (0.15) |
| MA | 2.29 | 0.34 |

### TOP STATES SEARCHED – CA SOURCE

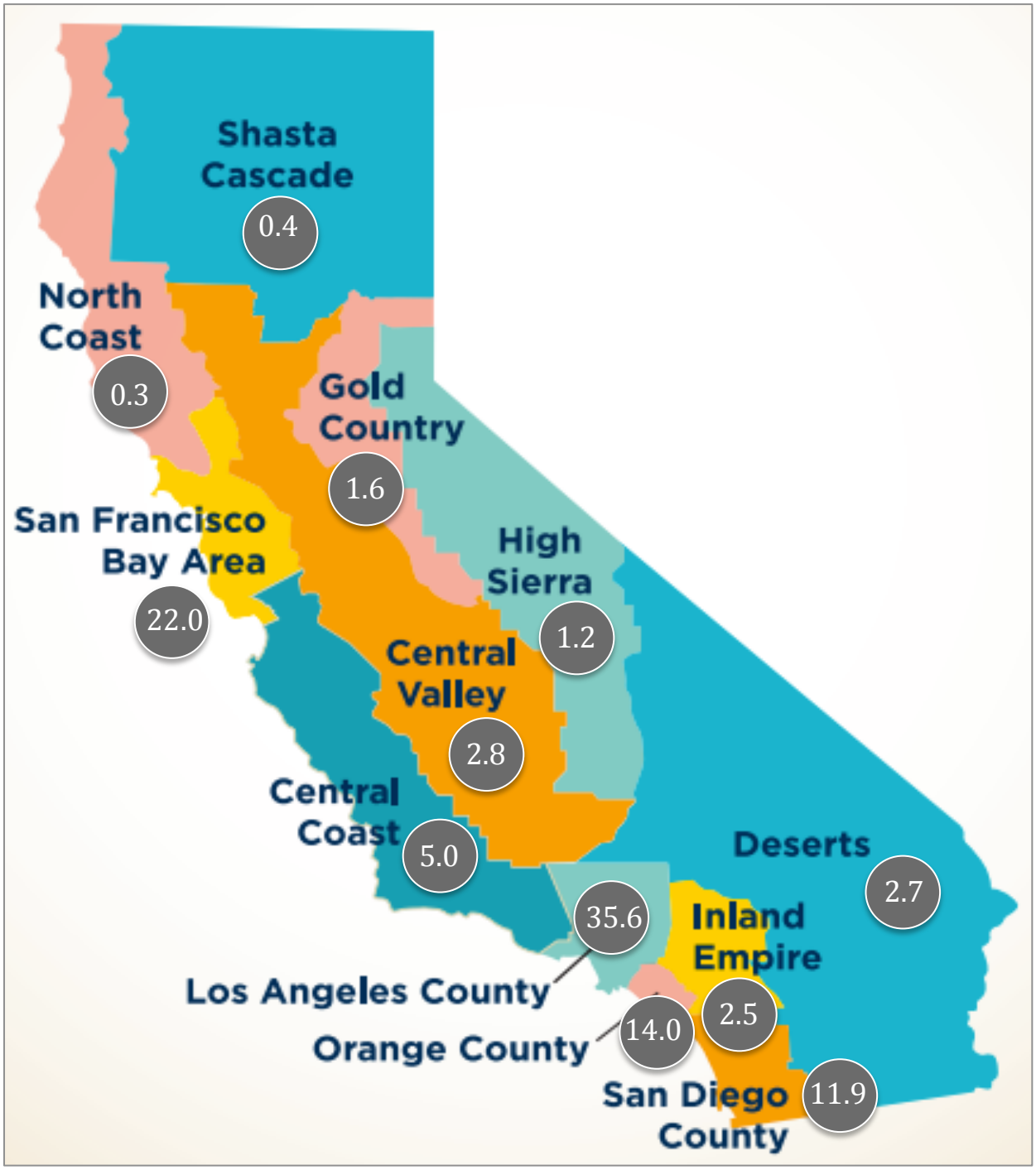
| State | Share of Search | Change YOY |
|---|---|---|
| CA | 35.30 | 0.06 |
| NY | 9.48 | 0.23 |
| FL | 8.02 | 0.08 |
| NV | 6.21 | 0.24 |
| HI | 3.72 | (0.19) |
| TX | 3.33 | (0.27) |
| IL | 2.84 | 0.20 |
| NJ | 2.57 | 1.60 |
| WA | 1.99 | (0.06) |
| AZ | 1.73 | (0.23) |

### 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 | 56.57 | 0.09 | 1 | CA | 49.11 | (0.04) |
| NY | 5.33 | 0.38 | 2 | TX | 5.79 | 0.04 |
| GA | 3.26 | 0.55 | 3 | NY | 5.54 | 0.35 |
| TX | 3.18 | (0.36) | 4 | WA | 3.22 | (0.26) |
| DC | 2.69 | 0.18 | 5 | PA | 3.09 | 1.04 |
| **DESERTS State** | **Share of Search** | **Change YOY** | **Rank** | **GOLD COUNTY State** | **Share of Search** | **Change YOY** |
| CA | 48.86 | 0.07 | 1 | CA | 43.21 | 0.18 |
| NY | 5.55 | 0.08 | 2 | NY | 5.96 | 0.11 |
| WA | 4.55 | (0.08) | 3 | TX | 4.45 | (0.30) |
| TX | 4.03 | (0.31) | 4 | WA | 3.94 | (0.03) |
| IL | 2.73 | (0.08) | 5 | OR | 3.29 | 0.72 |
| **HIGH SIERRA State** | **Share of Search** | **Change YOY** | **Rank** | **INLAND EMPIRE State** | **Share of Search** | **Change YOY** |
| CA | 47.07 | 0.02 | 1 | CA | 47.81 | 0.09 |
| NY | 6.30 | (0.24) | 2 | NY | 5.60 | 0.09 |
| TX | 4.75 | (0.07) | 3 | WA | 4.63 | (0.09) |
| GA | 3.97 | 0.65 | 4 | TX | 4.06 | (0.30) |
| WA | 3.40 | (0.01) | 5 | DC | 2.87 | 0.26 |
| **LA COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **NORTH COAST State** | **Share of Search** | **Change YOY** |
| CA | 33.49 | 0.19 | 1 | CA | 52.94 | 0.20 |
| NY | 10.99 | 0.11 | 2 | NY | 5.49 | (0.18) |
| TX | 4.93 | (0.26) | 3 | OR | 4.19 | (0.51) |
| DC | 4.35 | 0.41 | 4 | TX | 3.84 | 0.26 |
| WA | 3.89 | (0.19) | 5 | WA | 3.49 | (0.25) |
| **ORANGE COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **SHASTA CASCADE State** | **Share of Search** | **Change YOY** |
| CA | 33.57 | 0.18 | 1 | CA | 43.95 | (0.18) |
| NY | 10.72 | 0.10 | 2 | OR | 7.10 | 0.86 |
| TX | 5.01 | (0.27) | 3 | NY | 6.73 | (0.03) |
| DC | 4.31 | 0.42 | 4 | WA | 4.43 | (0.20) |
| WA | 4.05 | (0.17) | 5 | PA | 3.81 | 0.86 |
| **SAN DIEGO COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **SF BAY AREA State** | **Share of Search** | **Change YOY** |
| CA | 36.62 | 0.25 | 1 | CA | 36.02 | 0.08 |
| NY | 7.75 | 0.13 | 2 | NY | 10.38 | 0.14 |
| TX | 5.01 | (0.25) | 3 | TX | 5.15 | (0.22) |
| AZ | 4.86 | (0.06) | 4 | DC | 4.18 | 0.22 |
| WA | 3.63 | (0.05) | 5 | MA | 3.71 | 0.20 |

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



## INTERNATIONAL MARKET SUMMARY (CHANGE YOY - %)

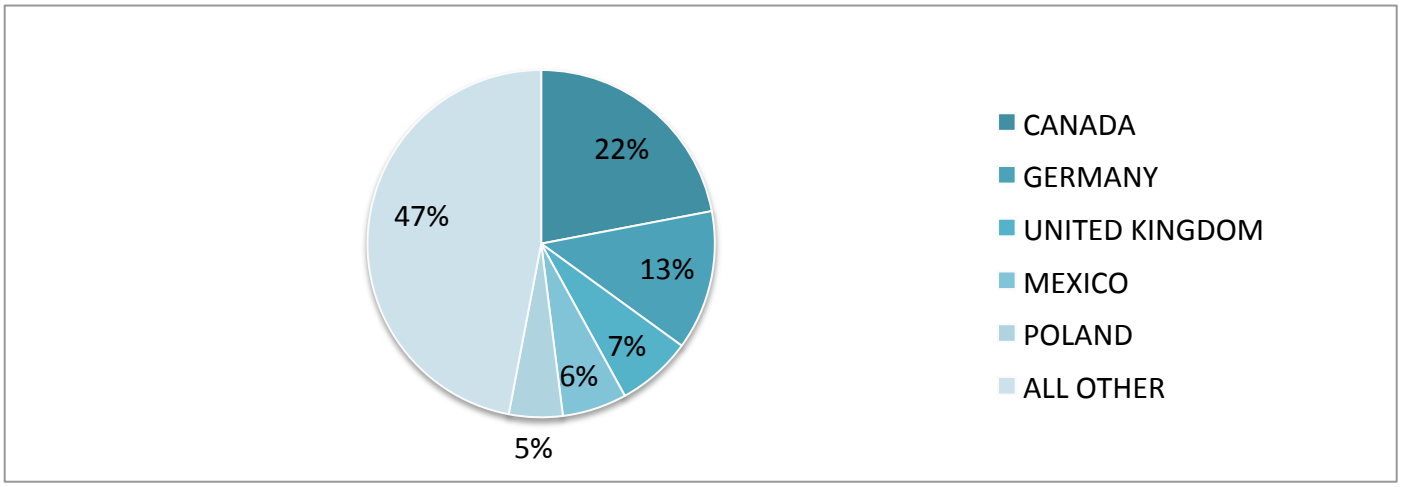
### TOP COUNTRIES SEARCHED – U.S. SOURCE

| Country | Share of Search | Change YOY |
|---|---|---|
| US | 70.72 | 2.65 |
| FR | 2.95 | 0.92 |
| IT | 2.80 | 0.21 |
| GB | 2.73 | 0.28 |
| ES | 2.54 | 0.31 |
| MX | 2.11 | (0.17) |
| CA | 1.78 | (0.73) |
| TH | 0.89 | (0.40) |
| DE | 0.81 | (0.17) |
| AU | 0.80 | 0.19 |
| GR | 0.72 | 0.05 |

### TOP COUNTRIES SEARCHED – CA SOURCE

| Country | Share of Search | Change YOY |
|---|---|---|
| US | 64.24 | 0.01 |
| FR | 3.70 | 0.67 |
| ES | 3.70 | 0.65 |
| IT | 3.63 | 0.34 |
| GB | 2.94 | 0.30 |
| MX | 2.61 | (0.10) |
| CA | 1.80 | (0.35) |
| TH | 1.46 | (0.25) |
| DE | 1.19 | 0.16 |
| JP | 1.14 | (0.24) |
| AU | 1.03 | 0.23 |

### 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 | 18.37 | (0.05) | 1 | POLAND | 23.93 | 231.24 |
| GERMANY | 15.47 | (0.03) | 2 | GERMANY | 18.08 | 0.24 |
| ITALY | 8.68 | 0.69 | 3 | CANADA | 15.96 | (0.07) |
| UNITED KINGDOM | 6.72 | (0.36) | 4 | ITALY | 8.43 | 0.22 |
| FRANCE | 6.16 | 0.94 | 5 | UNITED KINGDOM | 4.82 | (0.42) |
| **DESERTS State** | **Share of Search** | **Change YOY** | **Rank** | **GOLD COUNTY State** | **Share of Search** | **Change YOY** |
| CANADA | 43.53 | (0.13) | 1 | POLAND | 25.17 | 435.28 |
| MEXICO | 14.05 | 0.23 | 2 | CANADA | 18.85 | (0.40) |
| GERMANY | 5.85 | (0.57) | 3 | GERMANY | 9.05 | (0.09) |
| UNITED KINGDOM | 4.97 | (0.32) | 4 | MEXICO | 6.40 | (0.63) |
| ITALY | 4.21 | 1.31 | 5 | UNITED KINGDOM | 6.01 | 0.68 |
| **HIGH SIERRA State** | **Share of Search** | **Change YOY** | **Rank** | **INLAND EMPIRE State** | **Share of Search** | **Change YOY** |
| GERMANY | 24.92 | (0.46) | 1 | CANADA | 45.81 | (0.19) |
| ITALY | 18.73 | 0.78 | 2 | MEXICO | 9.36 | 0.54 |
| POLAND | 11.46 | 181.94 | 3 | GERMANY | 5.84 | (0.58) |
| UNITED KINGDOM | 7.97 | 0.48 | 4 | UNITED KINGDOM | 5.29 | (0.27) |
| SPAIN | 6.32 | 0.97 | 5 | ITALY | 4.58 | 1.96 |
| **LA COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **NORTH COAST State** | **Share of Search** | **Change YOY** |
| CANADA | 20.14 | 0.32 | 1 | CANADA | 18.36 | 0.99 |
| GERMANY | 13.16 | (0.48) | 2 | GERMANY | 16.08 | (0.49) |
| UNITED KINGDOM | 6.76 | (0.47) | 3 | ARGENTINA | 9.20 | 4.44 |
| MEXICO | 5.81 | 0.63 | 4 | UNITED KINGDOM | 8.88 | (0.34) |
| POLAND | 4.38 | 12.61 | 5 | INDIA | 4.72 | 16.38 |
| **ORANGE COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **SHASTA CASCADE State** | **Share of Search** | **Change YOY** |
| CANADA | 22.14 | 0.40 | 1 | ARGENTINA | 12.11 | 5.44 |
| GERMANY | 12.17 | (0.51) | 2 | GERMANY | 11.89 | (0.49) |
| UNITED KINGDOM | 6.56 | (0.50) | 3 | CANADA | 10.57 | 0.17 |
| MEXICO | 6.29 | 0.77 | 4 | UNITED KINGDOM | 9.64 | (0.30) |
| POLAND | 4.40 | 16.85 | 5 | GUATEMALA | 7.30 | 355.06 |
| **SAN DIEGO COUNTY State** | **Share of Search** | **Change YOY** | **Rank** | **SF BAY AREA State** | **Share of Search** | **Change YOY** |
| CANADA | 29.21 | 0.20 | 1 | CANADA | 21.83 | 0.25 |
| MEXICO | 12.24 | 0.66 | 2 | GERMANY | 13.59 | (0.37) |
| GERMANY | 12.10 | (0.31) | 3 | UNITED KINGDOM | 6.93 | 0.22 |
| UNITED KINGDOM | 7.79 | (0.61) | 4 | POLAND | 6.11 | 27.11 |
| SPAIN | 3.55 | 0.93 | 5 | MEXICO | 5.00 | 0.40 |

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