

QUARTERLY TRAVEL TRENDS REPORT – Q3 2015

Searches	Volume	Change YOY (%)	Global Share (%)	U.S. Share (%)	U.S. Sources		Int'l Sources	
					%	Change	%	Change
GLOBAL	10,816,556,575	12.29	100.00	--				
U.S.	5,021,162,029	6.97	46.42	100.00				
CALIFORNIA	901,602,008	55.29	8.34	17.96	88.05	(4.46)	11.95	52.46

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

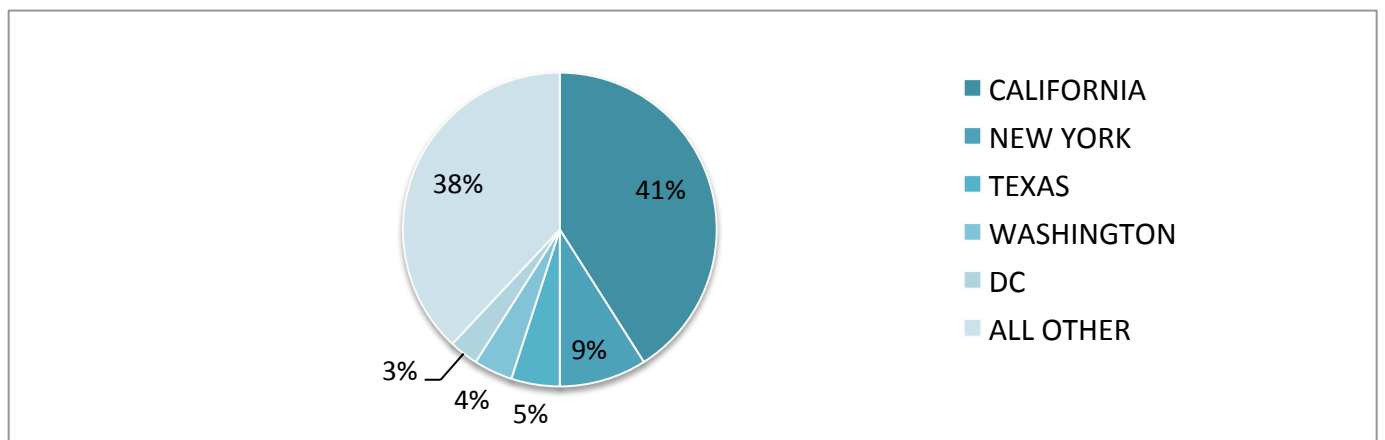
TOP STATES SEARCHED – U.S. SOURCE

State	Share of Search	Change YOY
CA	18.10	6.25
FL	16.27	(15.20)
NY	11.11	3.68
TX	5.00	0.43
IL	3.91	1.60
NJ	3.41	2.24
NV	3.24	(0.87)
VA	2.85	0.48
MA	2.58	0.87
GA	2.57	0.73

TOP STATES SEARCHED – CA SOURCE

State	Share of Search	Change YOY
CA	37.31	0.24
NY	9.50	0.30
FL	8.62	(0.47)
NV	4.83	(0.19)
TX	3.37	(0.08)
HI	2.99	(0.31)
IL	2.81	0.39
NJ	2.72	1.65
WA	1.87	(0.03)
GA	1.63	0.41

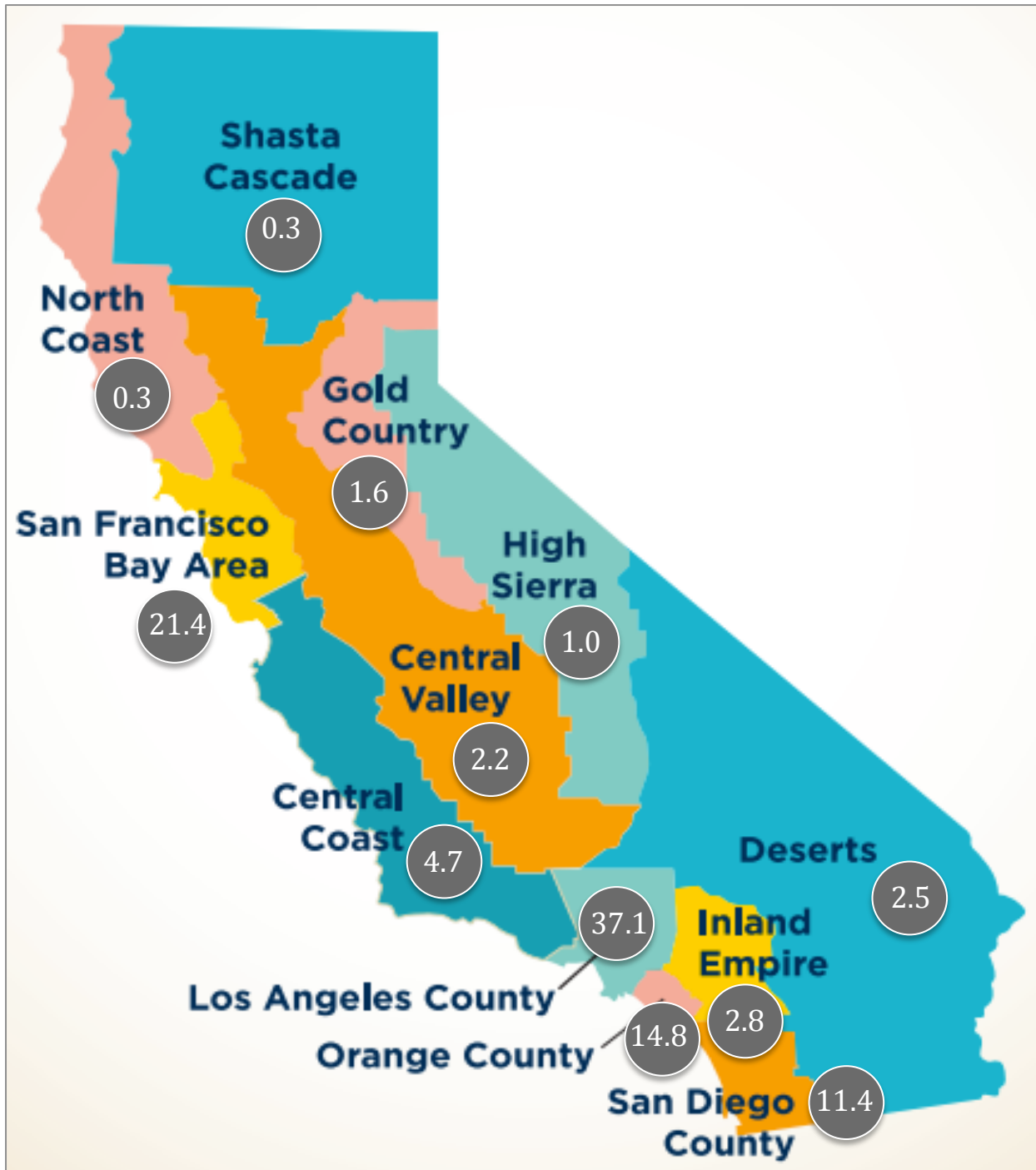
TOP 5 U.S. SOURCES FOR TRAVEL TO CALIFORNIA



TOP 5 U.S. SOURCES – STATES BY REGION (CHANGE YOY - %)

CENTRAL COAST State	Share of Search	Change YOY	Rank	CENTRAL VALLEY State	Share of Search	Change YOY
CA	60.52	0.14	1	CA	52.31	0.11
NY	4.78	0.01	2	NY	4.96	0.29
TX	2.81	(0.32)	3	TX	4.48	(0.04)
GA	2.76	0.84	4	GA	3.77	(0.36)
AZ	2.74	(0.12)	5	WA	3.18	(0.20)
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CA	47.62	0.06	1	CA	44.83	0.07
NY	6.01	0.18	2	NY	5.85	0.16
WA	4.73	(0.06)	3	WA	3.98	(0.02)
TX	3.89	(0.16)	4	TX	3.80	(0.27)
OR	3.13	0.08	5	DC	3.03	0.38
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
CA	53.38	0.10	1	CA	49.14	0.11
NY	4.45	(0.37)	2	NY	5.76	0.12
GA	4.27	0.43	3	WA	4.66	(0.08)
TX	4.22	0.01	4	TX	3.92	(0.18)
WA	2.93	(0.01)	5	OR	3.06	0.04
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CA	37.90	0.27	1	CA	44.75	(0.10)
NY	10.02	0.04	2	WA	9.11	1.60
TX	4.68	(0.16)	3	OR	5.88	0.11
WA	3.68	(0.21)	4	AZ	5.57	1.53
DC	3.50	0.16	5	NY	4.11	(0.17)
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CA	37.87	0.26	1	CA	40.57	(0.12)
NY	9.81	0.01	2	NY	11.71	0.77
TX	4.80	(0.16)	3	WA	7.05	0.44
WA	3.79	(0.20)	4	OR	6.89	0.65
DC	3.47	0.15	5	FL	4.28	1.01
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CA	39.53	0.21	1	CA	39.02	0.12
NY	7.47	0.06	2	NY	9.61	0.01
TX	4.54	(0.20)	3	TX	5.05	(0.06)
AZ	3.97	0.03	4	DC	3.73	0.11
IL	3.46	(0.00)	5	MA	3.60	0.16

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



INTERNATIONAL MARKET SUMMARY (CHANGE YOY - %)

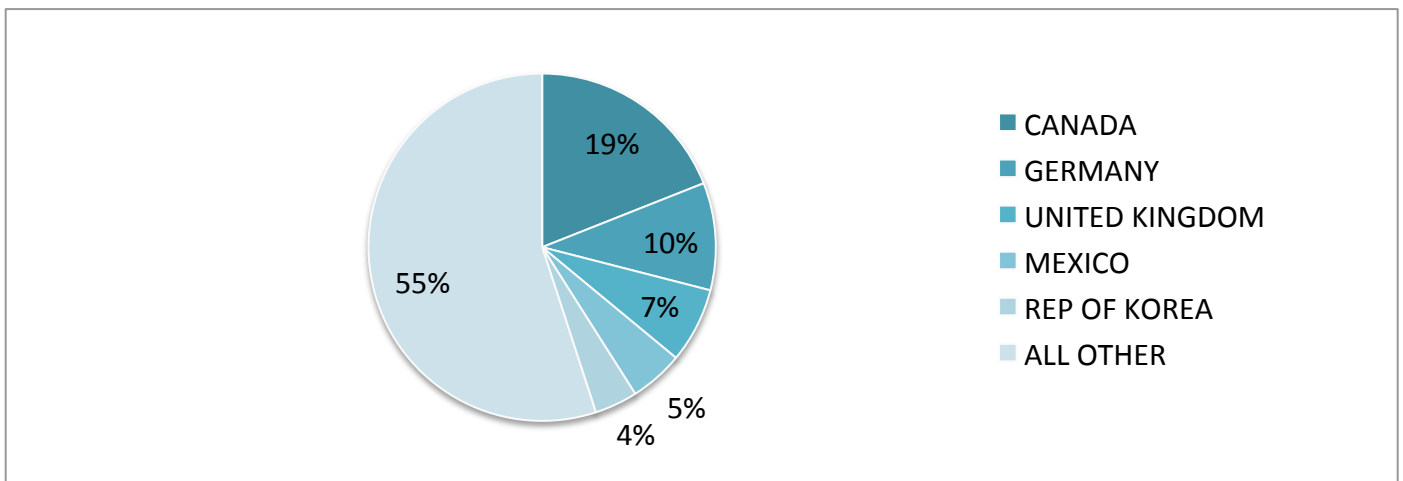
TOP COUNTRIES SEARCHED – U.S. SOURCE

Country	Share of Search	Change YOY
US	74.62	3.74
FR	2.65	0.29
ES	2.49	0.30
GB	2.44	0.14
IT	2.42	0.26
MX	2.07	(0.29)
CA	1.70	(0.27)
DE	0.92	0.18
TH	0.77	(0.39)
AU	0.57	(0.08)
AE	0.49	(0.12)

TOP COUNTRIES SEARCHED – CA SOURCE

Country	Share of Search	Change YOY
US	65.82	0.04
ES	4.33	0.82
IT	3.85	0.53
FR	3.79	0.33
GB	2.79	0.10
MX	2.33	(0.31)
DE	1.68	1.01
CA	1.56	(0.30)
TH	1.43	(0.34)
ID	0.89	(0.26)
JP	0.84	(0.42)

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	23.16	(0.09)	1	POLAND	26.08	3.26
GERMANY	15.72	0.12	2	CANADA	17.74	0.62
UNITED KINGDOM	15.02	0.35	3	GERMANY	15.60	1.09
MEXICO	7.99	0.56	4	PANAMA	9.16	617.99
ITALY	4.76	(0.35)	5	ITALY	5.74	(0.78)
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CANADA	49.78	(0.15)	1	CANADA	28.50	(0.00)
GERMANY	7.91	0.20	2	GERMANY	11.09	0.08
MEXICO	7.80	(0.32)	3	UNITED KINGDOM	8.34	0.25
UNITED KINGDOM	6.42	0.52	4	MEXICO	7.21	(0.54)
ITALY	2.22	(0.20)	5	POLAND	4.42	5.38
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
CANADA	13.63	0.86	1	CANADA	54.83	(0.15)
GERMANY	11.81	(0.40)	2	GERMANY	7.48	0.05
ISRAEL	7.77	10.39	3	UNITED KINGDOM	6.50	0.38
UNITED KINGDOM	7.42	0.12	4	MEXICO	5.57	0.26
TAIWAN	4.79	1.36	5	ITALY	2.32	(0.19)
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CANADA	17.29	(0.27)	1	CANADA	319.35	17.89
GERMANY	10.15	(0.42)	2	GERMANY	182.81	11.05
UNITED KINGDOM	6.93	0.12	3	UNITED KINGDOM	89.65	6.16
MEXICO	4.15	(0.29)	4	ARGENTINA	65.48	10.86
AUSTRALIA	3.98	0.16	5	MEXICO	52.87	25.39
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CANADA	19.51	(0.29)	1	UNITED KINGDOM	162.77	11.67
GERMANY	9.50	(0.43)	2	ARGENTINA	136.95	33.97
UNITED KINGDOM	6.42	0.09	3	CANADA	96.39	5.01
MEXICO	4.54	(0.28)	4	GERMANY	71.44	4.02
REP OF KOREA	4.00	3.22	5	MEXICO	59.19	24.16
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CANADA	26.27	(0.20)	1	CANADA	18.23	(0.25)
GERMANY	10.88	(0.29)	2	GERMANY	10.86	(0.11)
UNITED KINGDOM	10.51	(0.03)	3	UNITED KINGDOM	6.73	(0.08)
MEXICO	9.51	(0.14)	4	INDIA	4.73	4.33
INDIA	3.02	6.38	5	POLAND	4.04	2.15

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

