

# **2011 DOMESTIC TRAVEL TO CALIFORNIA**

Trip and Travel Behavior and Stats

*Source: TNS TravelsAmerica, 2011*

**Trip**

Answers are in regards to a trip that included California as one of possibly other destinations

CONTENT	SECTION
Panel: State of Origin, DMA	
Household Income	
Household Size	
Presence of Children	
Marital Status	1
Age	
Gender	
Ethnicity	
Head of Household	
States Visited in the Past 3 Years	
States Visited in the Past 12 Months	2
States Planned to Visit in 2 Years	
US cities Visited in the Past 3 Years	
US cities Visited in the Past 12 Months	3
US cities Planned to Visit in 2 Years	
Foreign Regions Visited in the Past 3 Years	4
Foreign Regions Visited in the Past 12 Months	5
Foreign Regions Planned to Visit	6
HOH Employment	
Spanish Origin	7
US States Visited in the Last 3 Years	
Month of Travel Incidence	
US States Visited in the Last 12 Months	8
US States Visited for Leisure Purposes in the Last 3 Years	
Purpose of Trip	
Mode of Transportation	9
Extension of trip for Leisure Purposes	
Travel Party and Household Size	
Nights on Trip	10
Destination Stats	
Expenditure per person / day	
Expenditure per person (trip level)	11
All modes of Transportation Used	
Primary Mode of Transportation	12

**State**

Answers reflect the portion of the trip that was in California

CONTENT	SECTION
Cities Visited	
Top Destinations	13
Stayed Overnight	
Average Expenditure in California	
Number of Night Spent, proportional	14
Total Activities	
Activities at Each State	15
How Far to Travel to State: Considered / Decided	
Methods Used: Trip Planning / Trip Booking	16
Satisfaction with each Destination Visited	

Note: Sample Size for the Trip and State Level are at the beginning of their respective sections (1 and 13)

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
Sample Size	7,447	5,514	1,930	5,834	4,410	1,423	971	769	201	5,710	1,252	1,627	1,962	2,140	1,716
<b>Panel: State of Origin</b>															
California	75.5%	68.0%	97.1%	77.8%	71.5%	97.2%	56.7%	46.4%	96.3%	87.5%	20.3%	74.2%	77.6%	74.4%	75.9%
Arizona	3.4%	4.5%	0.4%	3.7%	4.8%	0.1%	2.3%	2.6%	1.0%	3.3%	3.8%	2.8%	3.8%	3.3%	3.7%
Nevada	2.8%	3.2%	1.6%	3.1%	3.6%	1.6%	2.2%	2.1%	2.7%	3.0%	2.8%	2.5%	2.5%	2.9%	3.3%
Texas	1.9%	2.5%	0.1%	1.8%	2.3%	0.1%	3.1%	3.9%	0.0%	0.8%	6.7%	2.0%	1.0%	2.9%	1.5%
Illinois	1.2%	1.6%	0.0%	0.9%	1.2%	0.0%	3.8%	4.7%	0.0%	0.2%	5.5%	1.8%	1.2%	0.7%	1.2%
New York	1.2%	1.6%	0.0%	1.1%	1.4%	0.0%	2.1%	2.6%	0.0%	0.3%	4.9%	0.8%	0.8%	1.8%	1.3%
Oregon	1.2%	1.6%	0.2%	1.2%	1.6%	0.2%	1.3%	1.7%	0.0%	0.9%	2.9%	1.8%	1.4%	1.2%	0.6%
Washington	1.1%	1.4%	0.1%	1.0%	1.3%	0.0%	1.8%	2.3%	0.0%	0.5%	3.5%	1.1%	0.8%	1.1%	1.3%
Florida	1.0%	1.3%	0.0%	1.0%	1.3%	0.0%	1.5%	1.9%	0.0%	0.3%	4.3%	0.7%	1.3%	0.8%	1.0%
Colorado	0.8%	1.1%	0.1%	0.7%	0.9%	0.1%	1.6%	2.0%	0.0%	0.4%	3.1%	0.4%	0.9%	1.1%	0.8%
Michigan	0.7%	0.9%	0.0%	0.5%	0.7%	0.0%	1.9%	2.4%	0.0%	0.2%	3.1%	0.5%	0.8%	0.5%	0.5%
Utah	0.7%	0.9%	0.1%	0.7%	0.9%	0.1%	0.9%	1.2%	0.0%	0.6%	1.4%	0.3%	1.0%	0.8%	0.7%
Virginia	0.7%	0.9%	0.0%	0.5%	0.7%	0.0%	2.1%	2.6%	0.0%	0.1%	3.2%	0.7%	0.4%	0.6%	1.1%
Massachusetts	0.6%	0.8%	0.0%	0.4%	0.6%	0.0%	1.6%	2.0%	0.0%	0.1%	2.8%	0.8%	0.4%	0.4%	0.6%
New Jersey	0.6%	0.8%	0.0%	0.3%	0.4%	0.0%	1.9%	2.4%	0.0%	0.0%	3.1%	0.7%	0.5%	0.7%	0.4%
New Mexico	0.6%	0.8%	0.0%	0.6%	0.7%	0.0%	0.4%	0.5%	0.0%	0.3%	1.5%	0.7%	0.2%	0.5%	0.9%
Pennsylvania	0.6%	0.8%	0.0%	0.5%	0.6%	0.0%	1.7%	2.1%	0.0%	0.1%	3.0%	0.6%	0.7%	0.6%	0.5%
North Carolina	0.5%	0.6%	0.0%	0.4%	0.5%	0.0%	0.8%	1.0%	0.0%	0.1%	2.0%	0.3%	0.5%	0.6%	0.4%
Georgia	0.4%	0.6%	0.0%	0.3%	0.5%	0.0%	1.0%	1.2%	0.0%	0.1%	2.0%	0.4%	0.2%	0.5%	0.5%
Minnesota	0.4%	0.6%	0.0%	0.4%	0.5%	0.0%	0.7%	0.9%	0.0%	0.1%	1.7%	0.9%	0.2%	0.4%	0.2%
Missouri	0.4%	0.5%	0.0%	0.2%	0.3%	0.0%	1.0%	1.3%	0.0%	0.0%	1.9%	0.4%	0.7%	0.2%	0.2%
Ohio	0.4%	0.5%	0.0%	0.3%	0.4%	0.0%	1.0%	1.2%	0.0%	0.1%	1.7%	0.3%	0.3%	0.4%	0.1%
Idaho	0.3%	0.4%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.3%	0.3%	0.4%	0.2%
Indiana	0.3%	0.3%	0.1%	0.2%	0.2%	0.1%	0.9%	1.1%	0.0%	0.1%	1.1%	0.1%	0.3%	0.5%	0.1%
Iowa	0.3%	0.4%	0.1%	0.3%	0.4%	0.1%	0.5%	0.6%	0.0%	0.1%	1.3%	0.7%	0.1%	0.0%	0.5%
Tennessee	0.3%	0.4%	0.0%	0.2%	0.2%	0.0%	1.2%	1.5%	0.0%	0.0%	1.7%	0.7%	0.2%	0.3%	0.1%
Wisconsin	0.3%	0.4%	0.0%	0.2%	0.2%	0.0%	0.9%	1.1%	0.0%	0.1%	1.2%	0.5%	0.3%	0.1%	0.3%
Connecticut	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.6%	0.7%	0.0%	0.0%	0.9%	0.4%	0.0%	0.1%	0.2%
Washington D.C	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.3%	0.4%	0.0%	0.0%	0.8%	0.3%	0.1%	0.1%	0.2%
Maryland	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.9%	1.2%	0.0%	0.0%	1.2%	0.3%	0.1%	0.3%	0.2%
Nebraska	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.6%	0.8%	0.0%	0.0%	1.1%	0.1%	0.3%	0.1%	0.4%
Oklahoma	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.3%	0.4%	0.0%	0.1%	0.5%	0.2%	0.1%	0.2%	0.2%
Alabama	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	1.0%	0.0%	0.0%	0.7%	0.1%	0.1%	0.3%	0.1%
Arkansas	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.4%	0.0%	0.1%	0.0%
Kansas	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.6%	0.2%	0.1%	0.0%	0.2%
Kentucky	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.2%	0.2%	0.0%	0.1%	0.0%
Louisiana	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	0.0%	0.2%
Mississippi	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%
Montana	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
New Hampshire	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.5%	0.0%	0.1%	0.1%	0.1%
South Carolina	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.4%	0.1%	0.1%	0.0%	0.2%
West Virginia	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%	0.1%	0.1%	0.0%	0.0%
Wyoming	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%	0.1%	0.0%
Delaware	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Maine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
Rhode Island	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%
South Dakota	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%
Vermont	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%







Asian or Pacific Islander	8.6%	9.3%	6.8%	9.0%	9.5%	7.2%	6.9%	7.2%	5.6%	8.6%	7.2%	9.0%	9.2%	8.2%	8.2%
American Indian, Aleut Eskimo	0.5%	0.4%	0.8%	0.5%	0.4%	0.7%	0.4%	0.4%	0.0%	0.5%	0.4%	0.3%	0.7%	0.6%	0.4%
Other	5.0%	5.1%	4.8%	5.4%	5.5%	5.1%	3.4%	2.8%	6.0%	5.3%	3.0%	5.8%	4.5%	4.2%	6.0%
No answer	3.2%	3.0%	3.7%	3.1%	3.0%	3.5%	3.1%	2.8%	4.3%	3.5%	1.4%	2.5%	4.1%	2.8%	3.3%
<b>Head of Household Education</b>															
<b>Female</b>															
Grade School	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.0%	0.2%	0.3%	0.2%	0.2%	0.2%	0.4%
Some High School	1.7%	1.8%	1.6%	1.8%	1.7%	1.8%	1.0%	0.8%	1.5%	1.6%	1.6%	0.6%	3.4%	1.5%	1.2%
Graduated High School	9.1%	8.3%	11.6%	9.9%	9.0%	12.7%	5.2%	4.4%	8.2%	9.4%	6.2%	8.5%	8.5%	9.3%	10.1%
Some College - no degree	21.1%	20.4%	23.0%	21.5%	20.9%	23.4%	14.5%	14.4%	14.8%	22.5%	14.3%	18.9%	20.7%	21.8%	22.8%
Graduated College - Associate's degree	9.3%	9.4%	9.1%	9.7%	9.5%	10.0%	7.3%	8.4%	3.1%	10.3%	6.6%	7.4%	10.8%	10.0%	8.5%
Graduated College - Bachelor's degree	26.3%	26.6%	25.2%	26.3%	27.0%	24.2%	30.0%	28.8%	34.3%	25.8%	29.6%	28.6%	25.5%	26.9%	24.2%
Post Graduate Degree - MS, MA, MB/	13.8%	14.3%	12.3%	12.6%	13.0%	11.3%	21.8%	22.4%	19.4%	12.4%	21.2%	15.7%	10.8%	15.1%	13.8%
No answer	0.8%	0.8%	0.7%	0.7%	0.8%	0.3%	1.2%	1.0%	1.6%	0.8%	0.8%	0.3%	1.0%	0.7%	1.2%
No Female Head Present	17.6%	18.1%	16.4%	17.3%	17.7%	16.1%	18.8%	19.2%	17.0%	17.0%	19.4%	19.8%	19.1%	14.5%	17.9%
<b>Male</b>															
Grade School	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%
Some High School	1.3%	1.2%	1.5%	1.4%	1.3%	1.6%	0.3%	0.3%	0.3%	1.4%	0.5%	1.7%	0.7%	1.4%	1.4%
Graduated High School	7.6%	6.8%	10.0%	7.9%	6.9%	11.0%	4.8%	4.8%	4.8%	8.2%	4.2%	7.5%	8.5%	7.0%	7.5%
Some College - no degree	17.8%	16.5%	21.3%	18.3%	17.2%	21.8%	13.9%	12.1%	20.7%	19.3%	10.9%	15.5%	16.3%	21.1%	17.4%
Graduated College - Associate's degree	7.5%	7.0%	8.9%	7.7%	7.5%	8.6%	5.7%	5.0%	8.3%	7.6%	6.1%	6.7%	7.6%	7.1%	8.6%
Graduated College - Bachelor's degree	21.9%	23.9%	16.1%	21.6%	23.2%	16.8%	28.1%	31.3%	15.5%	21.1%	27.9%	24.4%	21.6%	20.3%	21.8%
Post Graduate Degree - MS, MA, MB/	14.0%	15.2%	10.4%	12.8%	13.8%	9.8%	20.7%	22.7%	13.1%	12.6%	21.4%	15.2%	14.1%	13.1%	13.6%
No answer	2.0%	2.1%	1.7%	1.9%	2.0%	1.6%	2.5%	2.9%	1.1%	2.1%	1.9%	1.7%	2.6%	2.1%	1.4%
No Male Head Present	27.9%	27.1%	30.0%	28.2%	28.0%	28.7%	23.8%	20.6%	36.1%	27.6%	26.9%	27.2%	28.5%	27.8%	27.8%





Massachusetts	2.9%	3.4%	1.4%	2.7%	3.1%	1.2%	4.7%	5.4%	2.1%	1.7%	8.5%	3.2%	2.8%	3.0%	2.6%
Michigan	1.9%	2.2%	1.0%	1.6%	1.9%	0.9%	3.4%	4.3%	0.0%	1.1%	5.1%	1.2%	2.1%	2.6%	1.4%
Minnesota	2.7%	2.7%	2.5%	2.3%	2.3%	2.3%	5.0%	5.5%	2.7%	2.2%	5.2%	3.4%	3.2%	2.0%	2.3%
Mississippi	1.1%	1.2%	0.7%	0.9%	0.9%	0.7%	2.4%	2.5%	1.8%	0.8%	2.4%	1.5%	1.2%	0.9%	1.0%
Missouri	2.2%	2.6%	1.0%	2.0%	2.3%	0.7%	4.0%	4.1%	3.3%	1.6%	4.6%	2.6%	2.2%	2.2%	1.8%
Montana	1.9%	2.1%	1.3%	1.9%	2.0%	1.7%	1.2%	1.4%	0.0%	1.9%	1.7%	1.7%	2.0%	1.7%	2.2%
Nebraska	1.2%	1.4%	0.6%	1.0%	1.2%	0.5%	2.5%	2.8%	1.2%	0.9%	2.7%	0.9%	1.6%	1.2%	1.2%
Nevada	23.0%	23.5%	21.4%	23.6%	24.4%	21.3%	20.3%	19.9%	22.2%	25.4%	14.0%	25.8%	24.5%	21.2%	20.9%
New Hampshire	1.1%	1.4%	0.2%	0.8%	1.0%	0.2%	2.5%	2.8%	1.1%	0.4%	3.9%	1.1%	0.9%	1.0%	1.4%
New Jersey	3.6%	4.1%	1.9%	2.9%	3.2%	1.8%	7.6%	9.0%	2.0%	1.9%	10.1%	4.4%	3.6%	3.0%	3.4%
New Mexico	3.7%	4.5%	1.4%	3.6%	4.3%	1.2%	3.9%	4.7%	0.9%	3.4%	4.6%	4.0%	2.2%	3.9%	4.8%
New York	7.8%	8.6%	5.6%	7.3%	7.8%	5.6%	11.3%	13.1%	4.1%	5.5%	17.8%	9.2%	7.1%	6.7%	8.8%
North Carolina	2.7%	3.3%	1.0%	2.0%	2.2%	1.2%	7.8%	9.6%	0.6%	1.4%	7.9%	3.0%	3.0%	2.5%	2.4%
North Dakota	0.8%	0.8%	0.7%	0.8%	0.7%	1.0%	1.0%	1.2%	0.0%	0.7%	1.0%	1.1%	1.1%	0.5%	0.4%
Ohio	2.7%	3.0%	1.8%	2.1%	2.3%	1.6%	6.5%	7.1%	4.4%	1.7%	6.7%	3.5%	2.1%	3.4%	1.7%
Oklahoma	1.9%	2.0%	1.5%	1.6%	1.7%	1.2%	3.1%	3.1%	3.0%	1.7%	2.7%	1.9%	1.8%	2.1%	1.6%
Oregon	8.4%	9.1%	6.3%	8.8%	9.6%	6.4%	6.7%	6.9%	6.0%	8.7%	7.5%	8.2%	6.7%	9.6%	9.1%
Pennsylvania	4.5%	4.9%	3.1%	3.6%	3.8%	3.1%	8.9%	11.0%	0.7%	2.9%	10.3%	5.5%	4.1%	4.4%	4.0%
Rhode Island	0.8%	1.0%	0.3%	0.6%	0.7%	0.3%	1.3%	1.7%	0.0%	0.3%	2.4%	1.2%	0.5%	0.6%	0.9%
South Carolina	1.8%	2.1%	1.0%	1.5%	1.7%	0.8%	3.3%	4.2%	0.0%	1.2%	4.8%	1.7%	1.3%	2.3%	2.1%
South Dakota	1.1%	1.3%	0.7%	1.2%	1.3%	0.9%	0.8%	0.9%	0.0%	1.1%	1.6%	0.7%	1.9%	1.0%	0.8%
Tennessee	2.5%	2.7%	1.9%	1.9%	1.8%	2.1%	5.9%	7.0%	1.8%	1.7%	5.5%	2.4%	1.9%	3.3%	2.2%
Texas	6.9%	7.5%	5.1%	6.5%	7.0%	4.7%	11.0%	11.3%	9.6%	6.4%	9.0%	7.4%	6.3%	6.9%	7.2%
Utah	5.9%	6.3%	4.6%	5.9%	6.3%	4.6%	6.2%	6.1%	6.4%	6.1%	4.6%	4.8%	7.4%	5.6%	5.6%
Vermont	0.8%	1.1%	0.2%	0.7%	0.8%	0.3%	1.4%	1.7%	0.0%	0.5%	2.4%	0.9%	1.1%	0.8%	0.6%
Virginia	3.5%	3.9%	2.3%	3.3%	3.5%	2.7%	5.3%	6.2%	1.6%	2.6%	7.0%	4.7%	2.3%	4.0%	3.1%
Washington	5.6%	6.2%	3.8%	5.6%	6.4%	3.1%	5.7%	5.3%	7.2%	5.4%	6.6%	5.7%	4.6%	6.6%	5.3%
Washington D.C	4.6%	5.3%	2.4%	3.7%	4.2%	2.2%	7.8%	9.2%	2.1%	3.0%	10.5%	5.8%	3.6%	4.1%	5.1%
West Virginia	1.0%	1.3%	0.4%	0.9%	1.1%	0.3%	1.9%	2.3%	0.7%	0.7%	2.3%	1.1%	0.5%	1.2%	1.3%
Wisconsin	2.2%	2.5%	1.3%	1.8%	2.0%	1.2%	4.3%	5.4%	0.0%	1.3%	5.3%	2.5%	2.8%	2.1%	1.5%
Wyoming	2.4%	2.6%	1.6%	2.4%	2.6%	1.7%	2.0%	2.5%	0.0%	2.2%	3.0%	2.0%	3.2%	2.1%	2.1%
None	6.7%	5.8%	9.4%	6.5%	5.8%	8.5%	6.6%	5.6%	10.8%	7.1%	4.6%	7.7%	7.6%	6.2%	5.3%

**States planning to visit in the next 2 years**

Alabama	1.3%	1.3%	1.2%	1.0%	1.1%	0.8%	2.8%	2.7%	3.4%	1.0%	2.7%	1.2%	1.8%	0.9%	1.2%
Alaska	5.0%	5.0%	5.0%	5.0%	5.3%	4.1%	4.9%	3.5%	10.4%	4.7%	6.2%	4.5%	5.5%	5.0%	4.9%
Arizona	14.0%	14.0%	14.1%	13.8%	13.9%	13.6%	15.6%	15.0%	14.8%	12.5%	14.6%	14.9%	13.3%	13.3%	13.3%
Arkansas	1.6%	1.7%	1.3%	1.7%	1.9%	1.0%	1.5%	1.1%	2.8%	1.8%	1.4%	2.4%	1.3%	1.1%	1.9%
California	47.8%	49.3%	43.5%	49.4%	51.0%	44.6%	41.2%	41.4%	40.3%	48.1%	46.2%	47.4%	48.8%	45.5%	49.7%
Colorado	8.6%	9.0%	7.5%	8.8%	9.1%	7.9%	8.9%	9.6%	6.2%	8.0%	11.9%	10.9%	8.9%	7.2%	7.9%
Connecticut	1.8%	2.0%	1.3%	1.8%	2.1%	1.1%	1.9%	1.9%	2.2%	1.5%	3.1%	1.9%	1.6%	2.1%	1.8%
Delaware	0.8%	0.8%	0.9%	0.8%	0.8%	0.8%	1.2%	0.9%	2.2%	0.6%	1.7%	0.8%	1.2%	0.6%	0.7%
Florida	14.3%	15.7%	10.1%	13.7%	15.1%	9.5%	19.1%	20.6%	13.6%	12.1%	25.4%	14.2%	14.0%	14.8%	14.1%
Georgia	3.9%	4.0%	3.5%	3.3%	3.5%	2.6%	5.8%	5.7%	6.1%	3.0%	7.2%	3.7%	4.1%	4.0%	3.5%
Hawaii	17.3%	18.3%	14.4%	17.4%	18.5%	14.1%	18.4%	18.3%	18.8%	17.5%	16.8%	16.7%	17.4%	17.2%	17.8%
Idaho	3.7%	3.5%	4.1%	3.6%	3.6%	3.6%	4.3%	3.2%	8.2%	4.1%	2.2%	3.8%	4.2%	2.8%	4.1%
Illinois	4.7%	5.2%	3.3%	4.5%	4.9%	3.2%	6.3%	7.2%	2.9%	3.7%	7.9%	6.2%	4.8%	4.5%	3.4%
Indiana	1.6%	1.6%	1.6%	1.4%	1.3%	1.8%	2.8%	3.3%	1.0%	1.4%	2.7%	1.6%	1.8%	1.8%	1.4%
Iowa	1.2%	1.4%	0.8%	1.3%	1.5%	0.7%	1.0%	1.3%	0.0%	1.1%	1.9%	1.6%	1.2%	1.0%	1.2%
Kansas	1.2%	1.1%	1.5%	1.1%	1.0%	1.4%	1.6%	1.5%	1.6%	1.1%	1.7%	1.7%	1.2%	1.0%	0.8%
Kentucky	1.2%	1.3%	0.9%	1.1%	1.1%	0.9%	2.0%	2.4%	0.7%	1.0%	2.4%	1.0%	0.9%	1.6%	1.1%
Louisiana	3.2%	3.2%	3.3%	3.1%	3.2%	3.0%	3.6%	3.6%	3.3%	3.0%	4.1%	3.4%	3.2%	3.4%	2.7%
Maine	2.3%	2.6%	1.4%	2.3%	2.4%	1.7%	3.3%	3.8%	1.4%	1.6%	5.7%	1.7%	2.3%	2.5%	2.5%
Maryland	2.5%	2.7%	2.0%	2.3%	2.5%	1.6%	3.9%	4.4%	1.9%	1.8%	5.9%	2.5%	3.2%	2.2%	2.1%
Massachusetts	4.7%	5.1%	3.6%	4.6%	5.2%	2.6%	5.4%	5.0%	7.2%	3.8%	9.4%	5.5%	4.5%	4.4%	4.4%
Michigan	2.8%	3.1%	1.8%	2.4%	2.7%	1.4%	4.6%	5.0%	3.1%	2.4%	4.3%	2.9%	3.1%	2.6%	2.3%
Minnesota	2.7%	2.3%	3.6%	2.6%	2.3%	3.4%	2.4%	1.8%	4.8%	2.6%	3.0%	3.8%	3.0%	2.1%	2.0%
Mississippi	1.1%	1.2%	0.8%	1.0%	1.1%	0.7%	1.7%	1.8%	1.3%	1.0%	1.5%	1.2%	1.7%	0.8%	0.8%
Missouri	2.4%	2.6%	1.9%	2.5%	2.7%	1.8%	2.3%	2.2%	2.6%	2.4%	2.9%	2.8%	2.1%	2.2%	2.7%
Montana	3.3%	3.4%	3.1%	3.6%	3.7%	3.1%	2.3%	2.1%	3.0%	3.5%	2.7%	3.9%	2.8%	3.0%	3.6%
Nebraska	0.8%	0.9%	0.6%	0.7%	0.8%	0.4%	1.5%	1.6%	1.1%	1.0%	1.4%	0.7%	0.9%	0.7%	0.6%
Nevada	21.9%	20.4%	26.1%	23.0%	21.9%	26.5%	18.0%	15.0%	29.3%	24.1%	14.3%	24.3%	23.7%	19.7%	20.2%
New Hampshire	1.4%	1.7%	0.5%	1.3%	1.5%	0.6%	2.5%	3.0%	0.9%	0.9%	4.0%	1.3%	1.3%	1.6%	1.3%
New Jersey	3.7%	3.9%	3.0%	3.1%	3.2%	2.8%	7.0%	8.2%	2.2%	2.9%	7.2%	4.7%	4.1%	2.6%	3.5%
New Mexico	4.4%	4.8%	3.2%	4.2%	4.7%	2.6%	5.4%	5.8%	3.8%	4.4%	4.7%	5.1%	4.4%	3.3%	5.0%
New York	14.7%	15.8%	11.6%	13.9%	14.9%	10.7%	20.9%	21.6%	18.4%	13.5%	21.4%	15.3%	15.0%	13.6%	15.3%
North Carolina	3.3%	3.5%	2.6%	2.7%	2.8%	2.6%	6.3%	7.7%	1.1%	2.5%	6.6%	4.4%	3.1%	2.9%	3.0%
North Dakota	0.8%	0.8%	0.6%	0.7%	0.7%	0.7%	1.0%	1.2%	0.3%	0.7%	1.2%	1.3%	0.7%	0.5%	0.7%
Ohio	3.0%	3.0%	2.8%	2.6%	2.6%	2.5%	5.4%	6.1%	3.1%	2.4%	5.6%	3.2%	2.9%	3.5%	2.1%
Oklahoma	1.8%	2.0%	1.2%	1.7%	1.9%	0.9%	2.2%	2.3%	1.8%	1.7%	1.9%	2.3%	2.0%	1.5%	1.3%
Oregon	12.1%	12.0%	12.4%	12.8%	12.7%	13.1%	9.2%	9.0%	10.0%	13.2%	8.4%	12.7%	12.5%	11.3%	12.0%
Pennsylvania	4.6%	4.7%	4.2%	4.3%	4.4%	3.9%	6.2%	6.8%	3.7%	3.3%	9.7%	6.3%	4.7%	3.9%	3.9%
Rhode Island	1.3%	1.6%	0.5%	1.3%	1.6%	0.2%	1.7%	1.7%	1.6%	1.0%	2.8%	1.5%	0.9%	1.9%	1.0%
South Carolina	2.4%	2.6%	1.8%	2.1%	2.4%	1.4%	3.7%	4.2%	1.9%	1.9%	5.2%	3.2%	2.4%	2.3%	2.0%
South Dakota	1.4%	1.5%	1.0%	1.4%	1.5%	1.0%	1.5%	1.6%	1.1%	1.3%	1.9%	1.8%	1.4%	1.2%	1.1%
Tennessee	2.6%	3.0%	1.4%	2.3%	2.6%	1.6%	4.8%	5.6%	1.7%	2.0%	5.4%	3.5%	1.8%	2.8%	2.4%
Texas	7.3%	7.8%	6.1%	7.6%	7.9%	6.6%	6.9%	7.9%	3.1%	7.1%	8.4%	7.6%	7.7%	7.0%	7.1%
Utah	6.2%	6.6%	5.0%	6.5%	7.0%	4.9%	6.4%	5.7%	8.8%	6.6%	4.8%	7.1%	6.2%	5.0%	6.7%

Vermont	1.4%	1.6%	0.7%	1.2%	1.4%	0.7%	2.7%	3.0%	1.7%	0.9%	3.8%	1.5%	1.3%	1.3%	1.3%
Virginia	4.0%	4.3%	3.2%	3.6%	4.0%	2.1%	5.2%	5.9%	2.6%	3.3%	7.3%	5.2%	4.1%	3.3%	3.6%
Washington	9.6%	9.4%	9.9%	10.2%	9.9%	11.0%	7.0%	7.6%	4.8%	10.3%	8.1%	9.9%	9.7%	9.1%	9.8%
Washington D.C	7.6%	8.0%	6.2%	6.7%	7.6%	3.8%	10.6%	10.0%	13.2%	6.9%	11.0%	9.7%	6.5%	7.5%	6.7%
West Virginia	1.3%	1.4%	1.0%	1.2%	1.3%	1.0%	1.8%	2.0%	1.0%	1.1%	2.0%	1.2%	1.5%	1.0%	1.4%
Wisconsin	2.1%	2.3%	1.7%	1.7%	1.8%	1.4%	3.6%	4.4%	0.9%	1.6%	4.4%	3.1%	2.3%	1.8%	1.4%
Wyoming	2.8%	3.0%	2.2%	2.9%	3.1%	2.3%	3.1%	3.2%	2.7%	2.9%	2.5%	3.2%	3.1%	2.3%	2.8%
None	17.4%	16.1%	21.3%	16.9%	15.4%	21.3%	17.0%	17.3%	16.0%	17.5%	13.9%	16.7%	17.2%	16.7%	19.3%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
<b>US Cities / Metropolitan Areas Visited</b>															
<b>During the last 3 years</b>															
Northeast/New England (Net)	22.9%	24.8%	17.1%	21.2%	22.5%	16.8%	33.9%	37.9%	18.2%	18.2%	42.7%	25.7%	20.4%	22.9%	22.9%
Atlantic City	1.9%	2.0%	1.5%	1.7%	1.9%	1.2%	3.0%	3.4%	1.6%	1.1%	4.7%	2.2%	1.9%	1.7%	1.7%
Baltimore	3.0%	3.4%	1.9%	2.7%	3.0%	1.5%	5.0%	5.7%	2.2%	2.0%	7.6%	4.2%	2.8%	3.0%	2.2%
Boston Area	5.8%	6.3%	4.3%	5.6%	6.0%	4.1%	7.4%	8.4%	3.7%	4.4%	11.7%	6.1%	5.5%	6.5%	4.8%
New York City	12.6%	14.1%	8.2%	12.3%	13.4%	9.0%	15.9%	18.9%	4.1%	9.8%	24.7%	14.8%	10.8%	12.2%	13.1%
Philadelphia	4.5%	4.8%	3.8%	3.9%	4.2%	3.2%	6.4%	7.4%	2.6%	3.2%	9.1%	5.0%	4.2%	4.6%	4.4%
None of the Above	4.7%	4.9%	4.1%	4.1%	4.1%	4.1%	9.0%	9.8%	5.9%	3.9%	7.6%	4.3%	4.4%	5.2%	5.0%
South (Net)	33.2%	35.8%	25.4%	31.0%	32.8%	25.2%	49.8%	54.7%	31.1%	27.8%	56.5%	35.7%	31.7%	32.1%	33.7%
Atlanta	4.4%	4.5%	4.0%	3.8%	4.0%	3.2%	7.2%	7.7%	3.2%	2.8%	9.6%	4.8%	5.4%	4.1%	3.2%
Charlotte	1.9%	2.0%	1.6%	1.7%	1.7%	1.7%	3.3%	4.2%	0.0%	1.2%	4.6%	2.0%	2.0%	2.1%	1.6%
Dallas/Ft. Worth	5.2%	5.6%	4.2%	4.9%	5.3%	3.8%	7.3%	7.7%	5.9%	4.8%	7.5%	6.6%	5.5%	5.0%	3.9%
Houston	3.0%	3.3%	2.1%	3.0%	3.3%	1.8%	3.3%	3.2%	3.9%	2.6%	4.7%	3.1%	2.7%	3.4%	2.7%
Jacksonville, FL	2.3%	2.3%	2.2%	2.0%	2.1%	1.6%	3.7%	3.5%	2.0%	4.1%	3.6%	4.2%	2.3%	2.2%	1.3%
Miami Area	5.4%	6.0%	3.6%	4.9%	5.5%	3.0%	8.4%	9.1%	5.3%	4.1%	10.9%	6.0%	5.8%	4.9%	4.9%
Nashville	2.6%	2.7%	2.4%	2.4%	2.4%	2.7%	4.1%	5.0%	0.6%	2.1%	4.2%	2.7%	2.0%	3.4%	2.1%
New Orleans	3.4%	3.5%	3.2%	3.3%	3.4%	2.9%	4.8%	4.6%	5.8%	3.2%	4.3%	3.9%	4.4%	3.3%	2.0%
Orlando Area	8.6%	9.5%	5.8%	7.6%	8.4%	4.9%	15.8%	16.7%	12.1%	6.4%	18.7%	8.3%	8.3%	8.5%	7.9%
Tampa	3.2%	3.7%	1.7%	3.1%	3.6%	1.5%	4.2%	4.5%	2.7%	2.6%	6.5%	3.8%	2.8%	3.2%	3.1%
San Antonio	3.9%	4.1%	3.1%	3.8%	4.0%	3.2%	4.7%	5.2%	2.8%	3.5%	5.8%	5.7%	3.5%	3.2%	3.4%
Washington, DC	6.0%	6.8%	3.5%	5.3%	6.0%	3.2%	8.7%	10.3%	2.5%	4.5%	11.8%	6.7%	4.5%	6.2%	6.6%
None of the Above	6.5%	7.0%	4.9%	6.1%	6.3%	5.3%	9.3%	10.7%	3.7%	5.7%	10.0%	5.6%	6.0%	6.4%	7.9%
Midwest/Central (Net)	19.8%	21.5%	15.1%	18.1%	19.3%	14.4%	32.0%	33.3%	26.9%	16.9%	31.7%	21.2%	20.8%	20.4%	16.8%
Branson, MO	1.1%	1.2%	0.9%	1.1%	1.2%	0.8%	0.6%	0.8%	0.0%	1.0%	1.0%	1.5%	1.0%	1.1%	0.6%
Chicago	6.4%	7.5%	3.3%	5.9%	6.7%	3.6%	10.2%	12.1%	2.5%	4.8%	12.3%	6.9%	6.7%	6.5%	5.4%
Cincinnati	1.1%	1.3%	0.3%	1.0%	1.2%	0.4%	1.9%	2.3%	0.0%	0.7%	2.5%	0.9%	1.1%	1.3%	0.8%
Cleveland	1.9%	2.2%	1.1%	1.7%	1.8%	1.1%	4.2%	4.7%	2.3%	1.7%	4.2%	1.8%	1.8%	2.3%	1.7%
Columbus	1.7%	2.0%	0.6%	1.6%	1.9%	0.8%	2.0%	2.5%	0.0%	1.2%	3.2%	2.8%	1.5%	1.4%	1.1%
Detroit Area	2.0%	2.3%	1.0%	2.0%	2.4%	1.0%	2.0%	2.3%	1.0%	1.6%	3.6%	1.2%	2.3%	2.2%	2.1%
Indianapolis	1.7%	2.0%	1.1%	1.3%	1.6%	0.5%	4.2%	4.1%	4.4%	1.3%	3.1%	1.9%	1.4%	2.3%	1.3%
Kansas City, MO	1.8%	1.8%	1.6%	1.6%	1.7%	1.3%	2.7%	2.4%	3.9%	1.5%	2.5%	2.2%	1.3%	2.0%	1.6%
Minneapolis	3.5%	3.5%	3.5%	3.1%	3.1%	3.0%	6.1%	5.7%	7.5%	3.2%	5.1%	4.2%	4.5%	2.8%	2.6%
St. Louis	2.6%	2.8%	1.9%	2.2%	2.4%	1.6%	5.1%	5.2%	2.0%	4.4%	5.1%	2.4%	2.3%	3.2%	2.3%
None of the Above	3.8%	4.0%	3.2%	3.4%	3.3%	3.5%	6.1%	6.7%	3.5%	3.3%	6.1%	2.2%	4.7%	4.5%	3.4%
West/Pacific (Net)	94.5%	93.8%	96.4%	95.4%	95.1%	96.4%	87.5%	85.4%	95.8%	96.0%	87.4%	93.7%	95.0%	94.1%	95.0%
Anaheim/Orange County	38.4%	37.7%	40.4%	39.7%	39.3%	40.8%	33.1%	30.2%	44.5%	41.7%	26.5%	40.0%	41.4%	36.4%	36.2%
Denver Area	7.6%	8.0%	6.4%	7.1%	7.0%	7.1%	11.7%	13.7%	3.5%	6.7%	11.8%	6.4%	8.0%	7.1%	8.9%
Honolulu	8.1%	8.6%	6.5%	7.5%	7.9%	6.3%	10.9%	12.4%	4.8%	7.3%	10.4%	9.1%	8.1%	7.1%	8.2%
Las Vegas	27.1%	26.7%	28.3%	27.7%	27.5%	28.3%	24.9%	24.2%	27.5%	29.7%	17.8%	31.9%	30.1%	24.2%	22.9%
Los Angeles Area	44.8%	45.1%	43.8%	45.9%	46.3%	44.7%	39.0%	37.4%	45.2%	37.2%	34.3%	44.3%	47.2%	43.3%	44.2%
Phoenix Area	14.4%	14.6%	13.7%	13.6%	13.9%	12.7%	17.5%	18.1%	15.1%	15.0%	13.8%	13.9%	14.4%	14.4%	14.5%
Portland, OR	9.6%	10.0%	8.3%	10.1%	10.6%	8.7%	7.4%	7.6%	6.7%	10.1%	8.6%	8.1%	9.5%	10.9%	9.4%
Lake Tahoe/Reno	15.5%	15.5%	15.6%	16.9%	16.9%	17.0%	9.6%	9.6%	9.6%	17.8%	6.5%	18.1%	16.7%	14.3%	13.2%
Salt Lake City	5.3%	5.3%	5.1%	5.3%	5.5%	5.0%	5.2%	5.2%	5.6%	7.4%	5.2%	5.4%	5.8%	4.5%	5.7%
San Diego	36.8%	37.1%	36.0%	38.0%	38.2%	37.4%	33.5%	33.2%	34.3%	39.1%	29.7%	38.9%	37.2%	35.2%	36.5%
San Francisco	39.5%	40.2%	37.4%	40.1%	40.7%	38.1%	35.0%	34.4%	37.4%	40.5%	34.9%	36.9%	40.1%	40.7%	39.7%
Seattle Area	8.6%	9.0%	7.4%	8.8%	9.5%	6.4%	7.5%	6.7%	10.5%	9.0%	7.8%	9.2%	7.8%	9.6%	7.8%
None of the Above	9.5%	8.7%	12.2%	9.1%	8.6%	10.8%	8.5%	7.4%	13.0%	9.9%	7.9%	9.1%	8.9%	10.0%	10.1%
<b>During the last 12 months</b>															
West/Pacific (Net)	93.5%	92.7%	96.0%	94.6%	94.2%	96.0%	85.3%	83.0%	95.2%	95.6%	84.5%	92.0%	94.5%	93.0%	94.4%
Los Angeles Area	40.5%	39.6%	43.1%	41.5%	40.9%	43.5%	32.9%	31.4%	39.3%	42.1%	32.5%	40.6%	41.8%	39.1%	40.5%
San Francisco	33.2%	33.8%	31.6%	33.7%	34.7%	30.5%	26.8%	25.2%	33.6%	34.2%	29.4%	29.5%	34.1%	34.5%	34.2%
Anaheim/Orange County	32.3%	31.5%	34.8%	33.8%	33.3%	35.3%	24.3%	22.8%	30.7%	35.1%	22.2%	33.6%	35.2%	30.6%	30.1%
San Diego	30.1%	29.6%	31.8%	30.9%	30.6%	31.9%	26.2%	25.0%	31.2%	32.4%	22.8%	32.2%	29.5%	29.7%	29.2%
South (Net)	29.4%	31.4%	23.3%	27.3%	28.8%	22.3%	43.8%	46.7%	31.4%	24.5%	49.4%	32.8%	28.2%	28.4%	28.7%
Las Vegas	20.2%	20.6%	19.0%	20.7%	21.4%	18.5%	17.9%	17.0%	21.3%	22.1%	14.1%	22.8%	21.9%	18.3%	18.2%
Northeast/New England (Net)	20.0%	21.7%	14.8%	18.7%	20.1%	14.3%	26.9%	29.9%	14.1%	15.8%	37.3%	23.3%	17.6%	19.6%	20.0%
Midwest/Central (Net)	17.7%	19.0%	13.6%	16.2%	17.4%	12.2%	28.0%	28.3%	26.8%	15.1%	27.2%	20.6%	17.7%	17.5%	14.9%
Lake Tahoe/Reno	12.6%	12.6%	12.5%	13.8%	13.9%	13.3%	7.4%	7.2%	8.3%	14.6%	5.2%	14.8%	13.8%	10.5%	11.6%
Phoenix Area	10.0%	10.4%	8.7%	9.4%	9.7%	8.1%	13.1%	13.5%	11.1%	10.5%	9.6%	7.3%	9.8%	11.5%	10.8%
New York City	9.4%	10.4%	6.4%	8.9%	9.6%	6.5%	12.9%	14.9%	4.8%	6.9%	20.0%	10.9%	8.3%	8.3%	10.5%
None of the Above	8.2%	8.4%	7.5%	8.0%	8.2%	7.3%	9.3%	9.6%	8.1%	7.7%	10.4%	9.5%	7.9%	7.6%	8.1%
None of the Above	7.4%	6.7%	9.6%	7.2%	6.4%	9.8%	8.6%	8.9%	7.4%	7.8%	6.0%	9.2%	6.0%	7.2%	7.6%
None of the Above	6.1%	6.2%	5.7%	5.8%	5.9%	5.6%	7.0%	7.0%	6.7%	5.9%	7.5%	7.1%	4.4%	6.8%	6.3%
Portland, OR	6.0%	6.8%	3.6%	6.2%	7.0%	3.5%	5.0%	5.6%	2.2%	6.0%	6.8%	4.4%	5.5%	7.3%	6.7%
Orlando Area	5.3%	5.9%	3.5%	4.7%	5.2%	3.0%	9.5%	10.5%	5.4%	3.6%	12.9%	5.8%	5.5%	5.2%	4.9%
None of the Above	5.3%	5.5%	4.5%	5.1%	5.4%	4.2%	6.9%	6.3%	9.2%	5.3%	5.2%	6.6%	4.6%	5.4%	4.5%
Seattle Area	5.2%	5.6%	3.9%	5.3%	6.0%	3.2%	4.6%	4.1%	6.5%	5.1%	5.9%	5.0%	4.4%	5.6%	5.8%
Denver Area	4.6%	5.0%	3.5%	4.1%	4.2%	3.9%	8.5%	9.8%	3.0%	3.8%	8.9%	4.2%	4.0%	4.2%	6.3%
Chicago	4.5%	5.2%	2.7%	4.3%	4.8%	2.7%	6.8%	7.8%	2.9%	3.2%	9.0%	4.4%	4.6%	4.8%	4.4%
Honolulu	4.2%	4.4%	3.5%	4.1%	4.3%	3.4%	4.5%	5.4%	0.6%	3.4%	7.1%	4.4%	4.2%	3.6%	4.6%
Boston Area	4.0%	4.6%	2.0%	3.7%	4.4%	1.5%	5.7%	6.5%	2.4%	2.4%	10.4%	4.0%	4.4%	4.0%	3.5%
Washington, DC	4.0%	4.6%	2.0%	3.6%	4.2%	1.9%	5.6%	6.6%	1.0%	2.7%	8.9%	5.1%	3.0%	4.1%	4.0%
Dallas/Ft. Worth	3.8%	4.0%	3.1%	3.5%	3.8%	2.8%	5.4%	5.3%	5.8%	3.4%	5.3%	3.9%	3.4%	4.4%	3.3%
Miami Area	3.6%	4.0%	2.7%	3.3%	3.5%	2.5%	6.1%	6.9%	2.6%	2.8%	7.2%	3.8%	4.0%	3.1%	3.7%

Salt Lake City	3.4%	3.6%	2.6%	3.3%	3.6%	2.4%	4.3%	4.1%	5.0%	3.4%	3.3%	3.3%	3.8%	3.2%	3.3%
Atlanta	3.1%	3.2%	2.7%	2.8%	2.9%	2.5%	4.5%	5.3%	0.9%	2.0%	7.1%	3.5%	3.1%	3.1%	2.6%
Philadelphia	3.0%	3.1%	2.7%	2.6%	2.6%	2.3%	5.0%	6.0%	0.8%	1.9%	6.9%	4.1%	3.0%	2.9%	2.3%
Minneapolis	2.8%	2.6%	3.5%	2.6%	2.4%	3.0%	4.6%	4.0%	7.5%	2.5%	4.5%	3.6%	3.8%	2.2%	1.8%
Tampa	2.3%	2.5%	1.7%	2.3%	2.6%	1.5%	2.7%	2.8%	1.8%	2.5%	4.9%	3.0%	1.7%	2.1%	2.7%
San Antonio	2.3%	2.6%	1.6%	2.3%	2.6%	1.6%	3.3%	3.5%	2.2%	2.2%	3.8%	3.4%	1.5%	1.8%	3.0%
New Orleans	2.2%	2.2%	2.1%	2.0%	2.1%	1.8%	3.5%	3.2%	4.8%	1.8%	3.4%	2.6%	2.8%	1.9%	1.4%
Baltimore	2.1%	2.3%	1.5%	1.9%	2.1%	1.4%	3.4%	4.2%	0.0%	1.1%	5.9%	3.2%	1.8%	1.9%	1.6%
Houston	1.9%	2.0%	1.4%	1.9%	2.1%	1.1%	2.6%	2.2%	4.4%	1.7%	3.2%	1.9%	1.8%	2.0%	1.8%
Nashville	1.7%	1.8%	1.5%	1.4%	1.4%	1.6%	3.7%	4.4%	0.7%	1.1%	3.4%	2.3%	0.9%	1.9%	1.9%
St. Louis	1.7%	2.0%	1.0%	1.5%	1.7%	0.7%	3.4%	3.6%	2.5%	1.2%	3.6%	1.3%	1.8%	2.2%	1.6%
Atlantic City	1.4%	1.6%	0.7%	1.3%	1.5%	0.6%	2.6%	3.1%	0.8%	0.7%	3.9%	1.6%	1.8%	1.1%	1.1%
Jacksonville, FL	1.4%	1.4%	1.4%	1.2%	1.3%	1.0%	2.3%	2.2%	2.5%	1.1%	2.7%	2.6%	1.3%	1.3%	0.4%
Detroit Area	1.3%	1.6%	0.7%	1.4%	1.6%	0.6%	1.4%	1.8%	0.0%	1.0%	2.7%	0.8%	1.0%	1.6%	2.0%
Indianapolis	1.3%	1.5%	0.8%	1.0%	1.2%	0.3%	3.1%	3.0%	3.5%	1.0%	2.7%	1.3%	1.1%	1.8%	0.9%
Columbus	1.2%	1.5%	0.1%	1.0%	1.3%	0.1%	2.1%	2.6%	0.7%	2.5%	2.3%	1.0%	0.8%	0.7%	0.9%
Kansas City, MO	1.2%	1.3%	0.9%	1.1%	1.2%	0.5%	2.1%	1.7%	3.8%	0.9%	2.2%	1.6%	1.1%	1.5%	0.7%
Charlotte	1.1%	1.4%	0.3%	0.9%	1.0%	0.4%	2.9%	3.6%	0.4%	3.8%	0.6%	0.6%	1.2%	1.1%	1.4%
Cleveland	1.1%	1.4%	0.5%	0.9%	0.9%	0.6%	3.1%	3.8%	0.0%	0.7%	2.9%	1.3%	0.9%	1.4%	0.9%
Cincinnati	0.8%	0.9%	0.4%	0.7%	0.8%	0.5%	1.5%	1.8%	0.0%	0.5%	1.8%	0.6%	0.7%	1.0%	0.9%
Branson, MO	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.3%	0.4%	0.0%	0.4%	0.7%	0.7%	0.5%	0.8%	0.3%
<b>During the next 2 years</b>															
West/Pacific (Net)	86.9%	85.9%	90.1%	88.1%	87.3%	90.7%	80.1%	77.7%	89.2%	88.8%	77.7%	85.5%	88.5%	85.7%	88.1%
South (Net)	32.4%	34.2%	26.9%	31.2%	32.6%	26.3%	41.9%	44.8%	30.6%	28.6%	48.8%	33.0%	30.9%	33.2%	32.6%
Los Angeles Area	28.6%	28.3%	29.6%	29.5%	29.0%	31.0%	26.1%	26.6%	24.5%	28.6%	26.4%	26.5%	30.3%	25.3%	33.1%
San Francisco	28.2%	28.7%	26.7%	28.4%	29.1%	26.3%	27.0%	26.3%	29.4%	28.4%	26.7%	27.7%	28.6%	24.8%	32.6%
San Diego	25.8%	26.4%	24.0%	26.5%	26.8%	25.4%	26.1%	27.6%	20.2%	26.8%	22.6%	26.3%	27.0%	22.5%	28.0%
Northeast/New England (Net)	25.7%	27.3%	20.8%	24.4%	25.8%	19.7%	35.4%	37.0%	29.0%	22.4%	39.8%	26.9%	26.7%	23.0%	26.9%
Anaheim/Orange County	24.9%	24.7%	25.5%	25.9%	25.7%	26.6%	21.8%	21.4%	23.4%	26.6%	17.7%	25.5%	26.2%	22.7%	25.7%
Las Vegas	20.5%	18.8%	25.6%	20.8%	19.5%	25.1%	20.1%	17.1%	31.8%	22.1%	14.8%	23.3%	22.0%	18.6%	18.3%
Midwest/Central (Net)	16.7%	16.7%	16.8%	15.6%	15.5%	16.0%	22.9%	23.7%	19.8%	25.0%	23.5%	20.2%	17.7%	15.9%	13.1%
New York City	16.2%	17.5%	12.4%	15.4%	16.5%	11.9%	22.0%	23.6%	15.9%	15.0%	21.9%	15.6%	16.0%	15.4%	18.2%
Honolulu	13.6%	14.3%	11.7%	13.6%	14.3%	11.6%	13.6%	14.0%	12.1%	12.1%	12.4%	12.1%	14.0%	13.8%	14.3%
None of the Above	11.8%	11.6%	12.2%	11.4%	11.7%	10.3%	10.6%	8.9%	17.0%	12.4%	9.4%	11.9%	10.3%	12.7%	12.1%
Lake Tahoe/Reno	11.3%	10.6%	13.5%	12.3%	11.8%	14.0%	7.5%	5.7%	14.4%	13.0%	5.3%	12.4%	12.6%	10.2%	10.1%
Phoenix Area	10.7%	10.4%	11.6%	10.2%	9.8%	11.4%	13.5%	13.4%	13.7%	11.0%	10.3%	9.3%	11.5%	11.2%	10.4%
Orlando Area	10.4%	11.7%	6.7%	9.7%	10.7%	6.4%	14.6%	16.8%	6.2%	8.8%	18.4%	10.4%	11.2%	10.2%	9.9%
Portland, OR	9.3%	9.5%	8.8%	9.9%	10.0%	9.5%	8.0%	8.0%	7.9%	10.0%	7.6%	9.0%	9.8%	8.7%	10.0%
Seattle Area	8.5%	8.6%	8.2%	9.0%	8.9%	9.5%	7.0%	7.7%	4.2%	9.0%	7.4%	9.3%	7.2%	8.1%	9.9%
Denver Area	6.2%	6.4%	5.8%	6.1%	6.1%	6.0%	6.8%	7.8%	3.1%	5.6%	9.3%	7.2%	6.3%	5.1%	6.7%
None of the Above	6.0%	5.8%	6.6%	5.8%	5.7%	6.1%	7.2%	6.7%	9.0%	5.4%	9.5%	5.9%	5.3%	7.8%	5.5%
Miami Area	5.5%	6.1%	3.8%	5.3%	5.8%	3.5%	6.9%	7.6%	4.3%	4.6%	9.2%	5.2%	5.5%	4.9%	6.5%
Boston Area	5.2%	5.5%	4.3%	5.1%	5.6%	3.4%	5.9%	5.8%	6.6%	4.3%	10.2%	6.2%	5.2%	4.6%	5.0%
None of the Above	4.9%	4.9%	4.9%	4.3%	4.2%	4.6%	8.7%	8.8%	8.7%	3.9%	9.1%	5.4%	5.8%	3.8%	4.8%
Chicago	4.9%	5.4%	3.5%	4.7%	5.0%	3.6%	6.6%	8.1%	1.0%	3.8%	8.4%	6.8%	4.7%	4.7%	3.7%
None of the Above	4.0%	3.7%	4.8%	3.6%	3.4%	4.2%	6.5%	5.7%	9.6%	3.8%	5.1%	4.5%	4.3%	4.5%	2.6%
Salt Lake City	3.9%	4.2%	3.0%	4.0%	4.2%	3.2%	5.3%	5.4%	4.6%	3.9%	3.8%	4.4%	4.2%	3.0%	4.3%
Dallas/Ft. Worth	3.8%	3.9%	3.5%	3.8%	3.9%	3.7%	4.2%	4.6%	2.8%	3.6%	4.7%	3.8%	4.4%	3.1%	4.0%
Tampa	3.6%	3.7%	3.2%	3.3%	3.6%	2.2%	4.9%	4.5%	6.4%	2.9%	6.6%	3.6%	3.2%	4.2%	3.2%
Atlanta	3.4%	3.5%	3.2%	3.1%	3.2%	2.9%	4.1%	4.2%	3.5%	2.6%	6.1%	3.2%	3.3%	3.7%	3.4%
New Orleans	3.3%	3.1%	3.7%	3.2%	3.1%	3.4%	3.7%	3.6%	4.2%	3.0%	4.0%	3.4%	3.3%	3.3%	3.0%
Philadelphia	3.1%	3.0%	3.5%	2.9%	2.7%	3.3%	3.4%	4.2%	2.3%	6.3%	4.3%	3.5%	2.6%	2.2%	2.3%
San Antonio	2.7%	3.0%	1.9%	2.9%	3.2%	2.0%	2.2%	2.5%	0.8%	2.6%	3.5%	3.6%	2.8%	2.0%	2.8%
Houston	2.6%	2.7%	2.2%	2.6%	2.6%	2.6%	2.5%	2.9%	2.2%	2.6%	3.5%	3.9%	1.9%	2.4%	2.5%
Minneapolis	2.6%	2.1%	3.9%	2.5%	2.1%	3.7%	2.3%	1.5%	5.0%	2.5%	2.9%	3.9%	3.1%	1.8%	1.8%
Washington, DC	2.4%	2.5%	2.0%	2.1%	2.3%	1.4%	3.6%	3.9%	2.4%	1.8%	4.8%	2.6%	2.8%	1.9%	2.2%
Baltimore	1.9%	1.9%	2.0%	1.8%	1.8%	1.5%	2.7%	2.8%	2.4%	1.6%	3.7%	2.5%	2.3%	1.2%	1.8%
Nashville	1.9%	2.3%	0.8%	1.8%	2.0%	0.8%	3.7%	4.2%	1.6%	1.5%	3.0%	3.0%	1.3%	1.9%	1.7%
Jacksonville, FL	1.8%	1.8%	1.5%	1.7%	1.8%	1.4%	1.4%	1.8%	0.0%	1.4%	3.4%	2.7%	1.2%	1.8%	1.5%
Charlotte	1.6%	1.8%	0.8%	1.3%	1.5%	0.7%	3.2%	3.9%	0.4%	1.1%	3.1%	1.7%	1.1%	1.3%	2.4%
Detroit Area	1.6%	1.8%	0.8%	1.5%	1.7%	0.6%	2.1%	2.6%	0.0%	1.4%	2.2%	1.4%	1.8%	1.5%	1.6%
St. Louis	1.4%	1.5%	1.1%	1.4%	1.5%	1.1%	1.6%	1.7%	1.5%	1.3%	1.8%	1.5%	0.8%	1.6%	1.7%
Atlantic City	1.2%	1.2%	1.1%	1.0%	1.0%	1.1%	2.3%	2.7%	0.8%	0.9%	2.8%	1.6%	1.4%	0.8%	1.0%
Cleveland	1.2%	1.4%	0.5%	1.0%	1.1%	0.7%	3.0%	3.7%	0.0%	0.8%	3.1%	1.3%	1.3%	1.3%	1.0%
Columbus	1.2%	1.4%	1.3%	1.2%	1.1%	1.4%	1.5%	1.7%	1.0%	1.6%	1.8%	1.8%	1.2%	1.0%	0.9%
Indianapolis	0.9%	0.9%	1.1%	0.8%	0.7%	1.1%	1.4%	1.5%	1.3%	0.8%	1.6%	0.7%	1.1%	1.0%	0.7%
Kansas City, MO	0.8%	0.9%	0.4%	0.8%	1.0%	0.3%	0.5%	0.4%	1.1%	0.7%	1.3%	1.0%	0.5%	0.9%	0.8%
Branson, MO	0.7%	0.7%	0.7%	0.7%	0.8%	0.5%	0.5%	0.3%	1.3%	0.6%	0.9%	0.5%	0.3%	0.8%	1.3%
Cincinnati	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	1.0%	1.3%	0.0%	0.4%	1.5%	0.4%	1.0%	0.7%	0.7%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	Target Travel Qtr- Q1 2011	Target Travel Qtr- Q2 2011	Target Travel Qtr- Q3 2011	Target Travel Qtr- Q4 2011
<b>Foreign regions visited in the past 3 years</b>															
Canada	11.4%	12.4%	8.4%	11.9%	12.8%	9.2%	11.4%	12.9%	6.0%	10.4%	16.2%	11.6%	11.5%	11.1%	11.3%
Caribbean/Bermuda	9.2%	10.5%	5.3%	8.9%	10.3%	4.8%	13.5%	14.6%	9.2%	7.4%	17.4%	8.1%	9.9%	9.4%	9.2%
Mexico	15.9%	17.4%	11.7%	16.2%	17.6%	11.9%	16.8%	17.4%	14.5%	15.9%	16.4%	16.8%	16.4%	15.0%	15.9%
Central America	3.1%	3.6%	1.8%	3.0%	3.5%	1.4%	4.3%	4.3%	4.7%	2.5%	5.1%	2.7%	3.4%	2.7%	3.8%
South America	2.8%	3.2%	1.7%	2.7%	3.0%	1.6%	4.0%	4.4%	2.4%	2.4%	4.6%	1.7%	2.4%	3.2%	3.9%
Western Europe	11.3%	12.0%	9.2%	10.7%	11.4%	8.7%	14.0%	15.2%	9.6%	10.2%	17.1%	12.7%	10.0%	10.5%	12.2%
Eastern Europe	3.3%	3.7%	1.8%	3.2%	3.6%	1.8%	4.1%	4.3%	3.5%	2.6%	6.6%	2.9%	3.3%	3.3%	3.4%
Middle East/Africa	2.8%	2.9%	2.4%	2.7%	2.7%	2.6%	3.2%	3.9%	0.8%	4.2%	2.6%	2.4%	3.1%	2.8%	2.5%
Asia	6.3%	6.8%	4.8%	6.2%	6.8%	4.5%	6.4%	7.1%	3.5%	5.9%	8.2%	7.1%	6.3%	6.2%	5.6%
Pacific	3.4%	3.6%	2.9%	3.3%	3.4%	2.8%	3.4%	4.0%	2.1%	3.2%	4.0%	2.7%	3.9%	2.8%	4.3%
Other (Specify):	1.7%	1.7%	1.9%	1.6%	1.7%	1.5%	3.0%	2.0%	6.8%	1.8%	1.7%	2.2%	2.0%	1.7%	1.0%
None	59.3%	56.3%	68.1%	59.0%	56.3%	67.3%	55.0%	52.4%	64.9%	61.6%	48.1%	58.7%	58.1%	60.2%	60.3%
<b>Areas traveled to while visiting ___ during the past three years</b>															
<b>CANADA</b>															
Alberta	14.1%	13.7%	15.2%	14.1%	13.5%	16.8%	11.2%	12.5%	0.0%	15.1%	11.3%	11.7%	15.8%	16.6%	11.0%
British Columbia	58.6%	56.7%	66.3%	58.7%	57.9%	62.3%	50.8%	47.4%	78.8%	64.1%	44.0%	60.2%	58.8%	59.5%	55.6%
Niagara Falls, Ontario	13.9%	14.8%	9.6%	12.9%	14.2%	7.1%	14.4%	16.2%	0.0%	10.5%	22.5%	13.1%	15.7%	12.9%	13.4%
Nova Scotia	8.6%	8.9%	6.6%	8.4%	9.0%	5.7%	7.4%	5.1%	26.9%	7.6%	11.0%	8.0%	7.5%	8.6%	10.1%
Ontario	22.9%	24.9%	14.2%	20.3%	22.4%	11.3%	37.3%	40.8%	8.6%	18.6%	35.7%	18.3%	26.1%	19.8%	27.3%
Quebec	18.2%	17.6%	20.8%	16.6%	15.5%	21.7%	25.4%	27.0%	12.6%	15.2%	26.9%	14.6%	19.4%	16.9%	22.0%
Newfoundland and Labrador	5.0%	5.1%	3.9%	4.8%	4.8%	4.8%	3.9%	4.4%	0.0%	4.0%	7.1%	4.3%	3.7%	3.9%	8.2%
New Brunswick	5.2%	5.3%	4.6%	4.9%	5.0%	4.6%	7.1%	6.4%	12.6%	3.6%	8.7%	8.3%	4.5%	4.4%	3.7%
Prince Edward Island	6.0%	6.3%	4.2%	4.7%	4.9%	3.9%	14.1%	14.3%	3.6%	12.5%	6.0%	7.7%	2.9%	2.9%	7.3%
Other Canadian Provinces	9.2%	7.9%	14.9%	10.1%	8.2%	18.5%	3.4%	3.8%	0.0%	10.3%	4.8%	7.6%	14.4%	9.5%	4.6%
Canada - Cities (Net)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Calgary	10.8%	10.6%	11.3%	10.4%	9.7%	13.3%	11.3%	12.7%	0.0%	11.5%	9.7%	10.9%	12.9%	10.2%	8.9%
Montreal	17.2%	18.3%	12.2%	16.0%	16.4%	14.4%	24.8%	26.7%	8.6%	12.5%	30.7%	15.0%	18.5%	18.0%	16.5%
Toronto	21.3%	24.2%	8.8%	19.2%	22.1%	6.8%	30.3%	32.9%	8.6%	16.6%	36.2%	16.9%	18.6%	20.4%	29.5%
Vancouver	57.0%	56.3%	59.7%	57.5%	57.8%	55.8%	49.9%	46.3%	78.8%	60.5%	45.7%	57.1%	58.3%	57.8%	54.0%
Other Canadian Cities	31.5%	29.3%	40.8%	33.8%	31.9%	42.1%	17.3%	17.9%	12.6%	33.0%	24.2%	25.0%	34.9%	35.2%	29.4%
<b>CARRIBEAN</b>															
Aruba	14.0%	13.2%	18.1%	12.8%	12.3%	16.0%	18.2%	16.0%	31.6%	10.5%	17.5%	15.1%	13.2%	13.3%	14.5%
Bahamas	37.3%	37.6%	35.2%	39.6%	39.0%	43.7%	29.2%	32.8%	7.7%	35.5%	42.6%	35.4%	44.4%	30.2%	38.8%
Barbados	11.3%	11.2%	11.7%	12.3%	12.1%	13.4%	9.5%	8.6%	14.6%	9.3%	12.0%	11.0%	7.9%	13.0%	13.4%
Bermuda	6.8%	6.9%	5.8%	6.0%	5.8%	7.6%	8.5%	9.3%	3.8%	5.0%	9.1%	12.8%	4.1%	3.1%	9.4%
Cayman Islands	22.5%	22.3%	22.6%	22.3%	22.7%	19.9%	23.5%	20.9%	39.8%	19.2%	29.4%	27.4%	18.6%	22.9%	22.3%
Dominican Republic	10.7%	11.3%	6.8%	10.9%	11.5%	6.9%	9.2%	8.9%	11.6%	11.0%	10.8%	6.6%	5.5%	12.3%	18.0%
Jamaica	19.3%	21.4%	7.3%	17.8%	17.3%	8.1%	25.0%	29.2%	0.0%	21.2%	20.6%	21.2%	22.9%	12.6%	21.8%
Puerto Rico	25.7%	25.4%	27.0%	26.0%	24.5%	36.0%	24.5%	28.6%	0.0%	24.6%	27.1%	25.9%	16.2%	29.9%	31.7%
St. Martin/St. Maarten	22.8%	21.8%	27.8%	21.9%	20.9%	27.9%	26.2%	25.8%	28.7%	23.8%	25.2%	25.2%	17.4%	28.4%	19.9%
U.S. Virgin Islands	28.5%	26.7%	38.1%	27.7%	25.8%	40.1%	27.5%	26.2%	35.5%	28.7%	25.2%	36.5%	23.6%	36.7%	17.1%
Other Carribean	27.8%	24.8%	45.4%	29.6%	28.0%	39.9%	21.0%	12.3%	73.6%	33.0%	18.2%	38.4%	27.1%	24.6%	24.1%
<b>MEXICO</b>															
Acapulco	11.8%	11.3%	13.7%	10.8%	11.2%	8.6%	18.3%	14.6%	35.5%	11.8%	8.1%	14.5%	14.1%	6.8%	12.1%
Cancun	24.2%	25.3%	19.1%	22.9%	23.8%	18.8%	32.6%	34.4%	24.4%	21.9%	35.2%	22.3%	19.4%	31.5%	22.8%
Los Cabos	28.7%	28.5%	29.2%	30.5%	30.0%	32.6%	21.9%	21.2%	24.8%	31.1%	19.6%	33.5%	29.2%	30.1%	21.3%
Mexico City	5.6%	6.1%	3.7%	4.9%	5.1%	3.8%	6.9%	8.3%	0.0%	4.3%	10.0%	3.4%	7.6%	5.9%	5.0%
Puerto Vallarta	33.5%	31.5%	41.9%	33.7%	32.1%	40.9%	34.4%	29.7%	55.6%	34.9%	28.2%	33.0%	36.1%	36.2%	27.6%
Other Mexico	48.2%	46.6%	55.2%	49.2%	48.4%	52.4%	37.3%	31.4%	64.2%	49.6%	39.7%	49.2%	49.0%	43.4%	52.0%
<b>CENTRAL AMERICA</b>															
Costa Rica	56.8%	55.8%	62.5%	52.5%	54.2%	38.8%	72.7%	68.0%	88.9%	53.1%	64.2%	57.6%	77.9%	43.7%	46.3%
Other Central America	56.0%	55.7%	57.8%	62.7%	59.6%	87.7%	27.3%	32.0%	11.1%	62.6%	42.1%	51.6%	39.4%	67.1%	66.2%
<b>SOUTH AMERICA</b>															
Argentina	30.4%	24.8%	58.1%	28.5%	25.1%	48.4%	22.8%	14.5%	80.4%	27.7%	35.9%	24.9%	33.0%	40.6%	19.5%
Brazil	40.4%	37.3%	55.8%	32.9%	30.8%	45.1%	58.6%	55.5%	80.4%	39.0%	39.4%	37.6%	35.8%	49.8%	34.7%
Chile	24.1%	19.4%	47.2%	18.2%	14.4%	40.4%	44.5%	39.3%	80.4%	29.7%	18.0%	31.1%	33.3%	20.4%	17.5%
Venezuela	16.4%	14.0%	27.1%	12.4%	12.1%	14.2%	22.3%	13.9%	80.4%	16.8%	13.0%	32.4%	15.0%	15.1%	11.0%
Other South America	51.4%	47.7%	72.6%	54.9%	53.5%	62.9%	36.2%	26.9%	100.0%	52.5%	47.8%	63.1%	54.4%	48.0%	48.5%
<b>WESTERN EUROPE</b>															
London, England	44.9%	45.6%	41.3%	44.8%	46.3%	38.7%	46.2%	45.5%	50.5%	45.2%	44.8%	45.3%	44.6%	44.2%	44.8%
English Countryside/Wales	15.8%	15.1%	18.4%	16.6%	15.9%	19.4%	11.2%	10.9%	12.8%	16.1%	14.9%	16.1%	16.3%	16.0%	12.8%
Paris, France	33.1%	35.6%	23.5%	32.2%	34.7%	22.1%	40.6%	42.7%	28.0%	31.9%	40.2%	31.9%	30.6%	37.0%	32.1%
Other France	17.1%	14.6%	26.3%	17.1%	15.6%	23.4%	17.6%	14.4%	36.3%	18.7%	13.9%	22.4%	8.8%	20.5%	15.9%
Milan, Italy	11.3%	11.5%	10.8%	11.5%	11.7%	10.8%	11.4%	9.9%	20.1%	10.2%	16.5%	14.5%	8.5%	13.2%	9.1%
Rome, Italy	27.9%	28.3%	26.7%	28.0%	28.9%	24.5%	26.8%	26.6%	27.7%	26.2%	37.5%	33.8%	19.6%	28.1%	29.8%
Venice, Italy	19.3%	19.2%	19.8%	19.8%	19.1%	22.9%	19.1%	19.1%	19.3%	18.8%	23.2%	25.8%	17.3%	20.9%	13.1%
Other Italy	24.3%	22.9%	29.7%	22.8%	22.0%	25.8%	33.4%	31.0%	47.8%	26.1%	22.8%	33.8%	14.3%	28.1%	20.4%
Austria	7.4%	7.1%	8.5%	8.0%	7.6%	9.4%	4.7%	4.0%	9.0%	7.9%	5.9%	6.1%	6.9%	9.3%	7.0%
Belgium	10.1%	11.0%	5.6%	10.8%	12.5%	3.7%	5.6%	6.5%	0.0%	9.1%	13.3%	5.7%	12.5%	11.6%	9.6%
Denmark	7.0%	6.0%	6.3%	8.0%	6.7%	13.5%	2.7%	3.1%	0.0%	5.9%	8.2%	5.3%	7.2%	5.0%	10.1%
Finland	4.7%	4.6%	4.5%	4.5%	4.0%	6.4%	5.7%	6.7%	0.0%	4.0%	6.0%	3.3%	4.4%	5.8%	4.7%
Berlin, Germany	10.0%	10.1%	9.3%	10.6%	10.6%	10.8%	8.2%	9.6%	0.0%	8.7%	12.1%	6.9%	15.3%	11.1%	6.5%
Bonn, Germany	2.2%	2.3%	1.1%	2.1%	2.6%	0.0%	0.0%	0.0%	0.0%	2.0%	2.7%	1.0%	3.7%	0.5%	3.2%
Frankfort, Germany	13.7%	14.2%	11.8%	13.6%	13.5%	14.1%	16.5%	19.2%	0.0%	13.0%	16.5%	15.6%	20.1%	13.0%	6.4%
Hamburg, Germany	2.9%	2.7%	3.2%	3.2%	3.1%	3.4%	0.0%	0.0%	0.0%	2.7%	3.7%	1.4%	2.0%	5.9%	1.7%

Other Germany	18.4%	17.2%	22.9%	19.1%	18.4%	21.7%	17.7%	15.7%	29.7%	18.9%	17.2%	19.8%	21.5%	20.7%	11.6%
Greece	11.7%	11.1%	13.9%	10.3%	10.7%	8.9%	16.3%	12.5%	39.5%	10.5%	16.2%	13.3%	8.0%	16.8%	8.1%
Ireland	14.1%	15.0%	10.9%	13.6%	15.2%	7.4%	17.1%	15.4%	27.6%	13.9%	16.6%	12.8%	13.0%	20.9%	9.2%
Netherlands/Holland	13.5%	14.1%	11.0%	14.3%	15.4%	9.9%	9.0%	8.5%	11.8%	13.0%	14.3%	10.4%	19.5%	10.9%	13.5%
Norway	6.8%	7.2%	5.0%	7.5%	7.5%	7.1%	4.1%	4.8%	0.0%	5.3%	8.2%	3.3%	9.0%	4.9%	9.8%
Portugal	5.6%	5.8%	4.6%	5.2%	4.9%	6.6%	8.0%	9.3%	0.0%	4.1%	10.4%	3.5%	8.8%	5.2%	4.8%
Edinburgh, Scotland	10.5%	9.5%	14.4%	10.2%	9.7%	12.3%	11.5%	8.7%	28.0%	10.4%	8.7%	15.4%	12.4%	10.5%	4.2%
Glasgow, Scotland	7.1%	6.3%	10.2%	6.8%	6.5%	7.6%	7.8%	5.7%	20.1%	8.1%	4.1%	9.6%	9.0%	6.6%	3.6%
Other Scotland	9.0%	7.3%	15.4%	8.8%	7.9%	12.5%	10.2%	7.2%	28.0%	10.1%	3.5%	14.9%	9.5%	8.0%	3.8%
Barcelona, Spain	14.1%	14.6%	12.1%	13.4%	14.4%	9.5%	16.7%	13.0%	39.5%	12.4%	19.6%	17.9%	11.0%	15.7%	11.4%
Madrid, Spain	10.5%	11.0%	8.8%	9.6%	10.4%	6.4%	12.0%	10.7%	20.1%	8.5%	17.1%	10.9%	11.5%	9.0%	10.8%
Other Spain	9.7%	10.3%	7.6%	9.7%	10.7%	6.1%	11.1%	9.6%	20.1%	10.1%	10.0%	15.2%	6.2%	8.0%	9.5%
Sweden	6.8%	6.5%	7.9%	7.9%	7.1%	11.3%	3.7%	4.4%	0.0%	6.5%	7.3%	5.0%	7.4%	5.2%	9.6%
Geneva, Switzerland	4.2%	4.3%	3.9%	3.8%	3.3%	5.6%	7.3%	8.5%	0.0%	2.7%	9.3%	2.1%	6.3%	4.4%	4.2%
Zurich, Switzerland	8.5%	8.4%	9.0%	8.3%	7.8%	10.4%	11.3%	10.6%	15.4%	7.4%	12.4%	15.6%	9.6%	5.2%	4.0%
Other Switzerland	8.1%	7.0%	12.2%	9.0%	7.6%	14.5%	6.0%	5.7%	7.9%	8.7%	7.5%	15.6%	4.7%	5.0%	7.3%
Other Western Europe	12.2%	11.0%	15.7%	11.4%	10.7%	14.4%	17.3%	14.9%	32.2%	12.3%	9.0%	13.9%	4.5%	19.3%	9.4%
<b>MIDDLE EAST / AFRICA</b>															
Egypt	28.3%	25.3%	37.2%	25.6%	21.7%	37.7%	30.6%	32.2%	0.0%	26.1%	36.3%	24.1%	30.5%	28.4%	27.7%
Israel	31.3%	28.1%	42.6%	35.4%	31.9%	46.4%	18.7%	19.7%	0.0%	35.9%	22.0%	50.4%	31.2%	30.6%	15.4%
South Africa	20.5%	23.3%	9.7%	17.8%	20.9%	8.2%	43.9%	41.0%	100.0%	14.1%	30.6%	11.4%	31.6%	19.1%	13.4%
Other Middle East/Africa	55.2%	50.5%	71.7%	55.7%	53.0%	64.5%	45.3%	42.5%	100.0%	58.7%	47.5%	64.1%	53.0%	57.8%	47.2%
<b>ASIA</b>															
Cambodia/Laos/Vietnam	10.4%	10.7%	8.9%	10.4%	9.9%	12.8%	7.2%	8.1%	0.0%	10.9%	9.6%	8.6%	10.0%	12.4%	9.9%
Hong Kong	25.9%	24.6%	30.6%	24.8%	23.3%	31.7%	28.8%	32.6%	0.0%	27.3%	18.4%	24.4%	27.0%	21.9%	31.5%
India	13.5%	13.7%	13.1%	14.2%	13.7%	16.2%	14.7%	13.5%	24.2%	11.6%	18.4%	15.7%	12.8%	15.8%	8.9%
Tokyo, Japan	19.9%	20.9%	16.3%	20.1%	20.5%	18.2%	23.9%	27.0%	0.0%	18.3%	25.4%	17.3%	26.8%	16.9%	18.5%
Osaka, Japan	11.2%	10.6%	14.0%	10.9%	10.5%	12.4%	13.4%	15.2%	0.0%	12.1%	9.1%	6.3%	17.8%	8.3%	13.0%
Other Japan	12.6%	12.9%	11.8%	13.4%	13.2%	14.2%	12.9%	14.5%	0.0%	13.5%	13.6%	11.6%	21.5%	10.8%	5.1%
Beijing, PRC	17.4%	18.5%	11.0%	15.8%	17.0%	10.7%	24.4%	27.6%	0.0%	16.6%	23.0%	12.2%	15.5%	20.9%	19.3%
Shanghai, PRC	20.0%	18.8%	22.7%	20.0%	19.3%	23.5%	15.3%	16.0%	10.0%	20.8%	20.1%	23.2%	20.8%	16.2%	18.0%
Other People's Republic of China	13.1%	13.6%	8.7%	13.6%	14.8%	8.1%	8.3%	8.0%	10.0%	13.8%	11.2%	11.2%	7.9%	18.0%	13.1%
Taiwan	11.5%	12.3%	8.3%	12.5%	13.4%	8.5%	8.9%	5.9%	32.2%	11.5%	11.1%	8.9%	9.3%	13.2%	15.4%
Thailand	18.1%	18.7%	15.4%	17.5%	17.7%	16.4%	22.3%	25.2%	0.0%	15.5%	24.9%	20.9%	10.8%	18.6%	23.2%
Other Asia	27.2%	25.0%	36.9%	27.2%	27.1%	27.6%	12.9%	10.2%	33.7%	28.9%	22.6%	24.5%	29.2%	26.2%	30.0%
<b>PACIFIC</b>															
Australia	32.1%	37.3%	12.6%	28.3%	34.0%	6.7%	45.3%	51.5%	0.0%	29.9%	34.6%	29.0%	28.8%	36.7%	32.9%
Fiji/Samoa/Guam	12.4%	14.6%	5.1%	12.2%	14.4%	3.9%	18.0%	20.5%	0.0%	10.9%	20.6%	12.6%	10.5%	15.6%	11.9%
New Zealand	21.4%	23.8%	11.7%	23.6%	26.3%	13.2%	15.0%	17.1%	0.0%	18.0%	29.6%	21.8%	11.5%	28.8%	24.6%
Tahiti	12.8%	13.8%	9.5%	14.5%	15.6%	10.0%	10.5%	11.9%	0.0%	14.2%	9.5%	13.3%	8.6%	10.2%	19.1%
Other Pacific	51.8%	44.3%	77.5%	52.9%	46.7%	76.1%	34.2%	25.3%	100.0%	54.1%	42.8%	53.9%	55.7%	54.0%	44.0%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
<b>Foreign areas visited last 12 months</b>															
Canada	12.3%	13.1%	9.5%	13.1%	13.5%	11.2%	11.0%	12.7%	2.4%	11.4%	15.8%	14.2%	11.1%	12.2%	12.2%
Caribbean/Bermuda	11.7%	12.7%	8.0%	11.4%	12.5%	6.8%	16.4%	16.7%	14.7%	10.1%	17.0%	11.1%	10.4%	12.2%	13.2%
Mexico	20.4%	20.7%	19.0%	20.5%	21.2%	17.7%	17.0%	16.3%	20.4%	21.4%	14.6%	22.1%	18.7%	19.7%	21.5%
Central America	3.1%	3.1%	3.1%	3.4%	3.5%	2.9%	1.5%	1.3%	2.4%	2.8%	3.1%	3.4%	3.6%	2.7%	2.9%
South America	2.7%	2.8%	2.4%	2.5%	2.5%	2.5%	3.5%	3.9%	1.3%	2.7%	3.0%	1.4%	2.1%	3.6%	3.6%
Western Europe	12.2%	12.8%	9.9%	11.5%	12.1%	9.4%	15.2%	15.5%	13.7%	11.0%	17.9%	12.8%	8.5%	14.1%	13.7%
Eastern Europe	3.1%	3.3%	2.3%	3.0%	3.1%	2.6%	3.8%	3.9%	3.2%	2.6%	4.7%	2.4%	2.5%	4.0%	3.3%
Middle East/Africa	3.1%	2.9%	3.7%	3.2%	3.1%	3.4%	1.8%	2.2%	0.0%	3.0%	4.0%	3.1%	2.2%	3.2%	3.9%
Asia	9.2%	9.2%	9.0%	8.9%	9.0%	8.5%	8.4%	8.8%	6.6%	8.7%	10.4%	11.6%	8.5%	8.5%	8.4%
Pacific	2.8%	2.9%	2.7%	2.8%	2.8%	2.8%	3.4%	4.1%	0.0%	2.8%	2.5%	2.2%	3.3%	2.8%	3.0%
Other	2.8%	2.9%	2.6%	2.7%	2.9%	2.3%	3.4%	2.6%	7.9%	2.9%	3.0%	2.8%	3.6%	2.5%	2.4%
None	36.3%	34.6%	43.1%	36.8%	34.7%	45.3%	37.2%	36.6%	40.3%	37.2%	31.7%	36.3%	40.6%	34.1%	34.0%
<b>Areas traveled to while visiting ___ during the past 12 months</b>															
<b>CANADA</b>															
Alberta	17.0%	17.3%	15.6%	16.5%	16.4%	17.5%	22.5%	23.3%	0.0%	19.1%	10.5%	11.8%	19.9%	23.9%	11.3%
British Columbia	48.7%	46.1%	49.6%	46.7%	46.7%	63.8%	38.3%	39.7%	0.0%	52.6%	36.3%	62.2%	38.3%	49.2%	43.4%
Niagara Falls, Ontario	12.9%	14.8%	3.2%	13.6%	16.3%	0.0%	6.0%	6.2%	0.0%	11.6%	15.7%	10.7%	13.2%	12.4%	16.0%
Nova Scotia	9.6%	8.7%	13.1%	10.1%	9.9%	11.4%	7.0%	3.5%	100.0%	9.3%	9.1%	6.6%	11.0%	7.8%	12.8%
Ontario	19.7%	20.7%	14.5%	19.0%	20.2%	12.7%	22.2%	23.0%	0.0%	16.1%	31.8%	14.9%	24.0%	16.2%	24.8%
Quebec	15.5%	16.4%	10.4%	13.3%	14.3%	8.1%	29.2%	30.3%	0.0%	11.7%	23.4%	7.8%	17.4%	15.3%	22.5%
Newfoundland and Labrador	7.1%	6.5%	10.8%	8.0%	7.2%	12.2%	3.4%	3.5%	0.0%	11.1%	11.1%	5.4%	7.3%	5.1%	11.5%
New Brunswick	5.2%	5.2%	5.2%	5.7%	5.7%	5.8%	3.4%	3.5%	0.0%	2.6%	11.7%	4.5%	8.2%	4.7%	3.3%
Prince Edward Island	5.7%	4.7%	9.7%	5.0%	4.5%	7.6%	9.9%	6.6%	100.0%	4.3%	8.2%	6.6%	9.1%	1.8%	4.8%
Other Canadian Provinces	6.6%	5.9%	10.5%	6.9%	5.9%	11.8%	2.9%	3.1%	0.0%	8.1%	1.4%	5.0%	13.7%	3.8%	4.4%
Calgary	11.2%	11.5%	11.1%	11.1%	11.1%	11.3%	12.7%	13.2%	0.0%	12.1%	8.4%	8.8%	18.1%	11.2%	6.5%
Montreal	15.7%	17.3%	7.2%	14.8%	16.1%	8.0%	23.0%	24.5%	0.0%	10.9%	25.5%	16.5%	11.7%	18.1%	16.3%
Toronto	19.9%	22.5%	5.8%	19.4%	21.9%	6.6%	24.7%	24.9%	0.0%	16.2%	25.3%	16.9%	19.0%	15.9%	29.5%
Vancouver	48.1%	47.1%	52.8%	48.7%	48.3%	50.5%	41.7%	39.6%	100.0%	52.7%	33.6%	55.3%	40.3%	50.0%	45.6%
Other Canadian Cities	29.1%	26.4%	43.9%	28.9%	26.6%	40.2%	21.8%	22.6%	0.0%	28.5%	27.4%	24.7%	34.4%	28.1%	29.7%
<b>CARRIBEAN</b>															
Aruba	14.2%	13.0%	21.7%	13.2%	12.4%	19.6%	20.1%	16.3%	42.6%	8.2%	19.8%	16.3%	12.8%	14.7%	13.2%
Bahamas	36.3%	36.2%	37.4%	39.4%	38.6%	45.6%	24.6%	26.4%	13.8%	33.8%	43.7%	36.2%	32.9%	28.8%	48.4%
Barbados	9.0%	7.5%	18.0%	9.8%	8.6%	19.3%	7.2%	4.0%	26.0%	7.0%	10.3%	11.2%	7.1%	10.0%	7.8%
Bermuda	7.2%	6.9%	9.1%	8.6%	8.2%	11.8%	2.7%	2.1%	6.8%	6.1%	8.7%	17.1%	0.0%	5.3%	7.9%
Cayman Islands	15.0%	16.0%	8.9%	16.2%	16.6%	13.7%	9.9%	11.6%	0.0%	9.9%	26.0%	17.1%	22.4%	12.6%	8.9%
Dominican Republic	7.5%	7.2%	9.5%	9.2%	8.5%	14.7%	2.3%	2.7%	0.0%	6.7%	9.4%	3.2%	3.3%	10.2%	12.1%
Jamaica	14.9%	15.5%	11.1%	13.4%	13.6%	11.3%	17.8%	20.8%	0.0%	13.3%	20.7%	22.1%	24.9%	8.2%	7.2%
Puerto Rico	15.7%	14.9%	20.6%	16.9%	16.0%	23.5%	9.8%	11.5%	0.0%	15.3%	15.0%	25.3%	6.6%	19.2%	12.2%
St. Martin/St. Maarten	22.6%	22.4%	24.4%	20.6%	19.0%	33.1%	32.8%	36.0%	13.8%	19.4%	28.5%	20.5%	12.9%	32.8%	22.0%
U.S. Virgin Islands	26.5%	22.3%	52.1%	25.8%	21.4%	59.1%	25.7%	23.0%	39.9%	25.9%	24.4%	28.6%	20.5%	36.6%	18.7%
Other Carribean	28.4%	26.3%	41.8%	27.8%	25.8%	43.5%	32.4%	28.8%	53.3%	31.2%	27.0%	40.5%	26.1%	26.7%	22.6%
<b>MEXICO</b>															
Acapulco	12.8%	12.6%	13.0%	12.9%	13.4%	10.5%	11.1%	9.3%	18.6%	12.5%	8.2%	16.5%	10.7%	13.2%	10.4%
Cancun	17.1%	18.9%	9.2%	16.2%	17.0%	11.9%	26.1%	30.8%	6.6%	15.0%	28.5%	12.8%	17.2%	24.1%	12.9%
Los Cabos	32.3%	31.3%	36.4%	34.4%	32.8%	42.1%	25.4%	27.0%	18.6%	33.8%	24.9%	33.4%	26.7%	40.8%	27.1%
Mexico City	5.5%	5.8%	4.3%	4.6%	4.7%	3.9%	11.8%	14.7%	0.0%	4.3%	9.8%	2.3%	8.0%	4.6%	7.0%
Puerto Vallarta	27.3%	25.5%	34.2%	27.8%	26.4%	34.6%	25.0%	19.3%	48.7%	30.9%	12.0%	19.8%	33.3%	28.5%	26.8%
Other Mexico	47.2%	46.6%	50.2%	49.2%	50.1%	44.9%	25.6%	19.4%	51.3%	47.5%	41.5%	48.1%	49.3%	38.7%	54.3%
<b>CENTRAL AMERICA</b>															
Costa Rica	58.5%	58.9%	57.2%	57.0%	60.3%	40.3%	74.1%	64.9%	100.0%	53.4%	69.4%	57.0%	79.3%	41.9%	48.8%
Other Central America	65.3%	59.4%	89.0%	66.0%	59.8%	97.2%	25.9%	35.1%	0.0%	77.7%	39.7%	51.4%	76.4%	74.2%	54.6%
<b>SOUTH AMERICA</b>															
Argentina	26.3%	19.7%	57.3%	30.1%	23.9%	55.3%	11.4%	12.2%	0.0%	25.9%	29.1%	0.0%	38.7%	21.4%	34.1%
Brazil	44.8%	45.2%	42.5%	44.0%	45.8%	37.0%	55.7%	58.4%	0.0%	44.2%	49.0%	36.3%	60.0%	55.3%	24.6%
Chile	26.9%	20.4%	57.3%	25.9%	18.7%	55.3%	25.7%	27.4%	0.0%	33.9%	6.3%	13.0%	59.8%	23.8%	13.6%
Venezuela	3.5%	4.3%	0.0%	2.1%	2.6%	0.0%	10.9%	11.6%	0.0%	0.0%	14.8%	0.0%	0.0%	4.0%	6.7%
Other South America	49.9%	46.1%	67.7%	49.9%	47.4%	60.2%	33.4%	29.0%	100.0%	53.8%	42.5%	50.8%	59.8%	41.9%	52.6%
<b>WESTERN EUROPE</b>															
London, England	37.3%	39.8%	22.7%	38.4%	40.7%	26.4%	36.9%	39.2%	23.8%	37.8%	38.1%	34.5%	49.8%	34.8%	32.4%
English Countryside/Wales	14.6%	15.8%	9.4%	16.9%	17.9%	11.1%	8.4%	8.3%	8.9%	19.5%	6.3%	10.6%	25.7%	15.4%	9.3%
Paris, France	23.0%	25.3%	8.6%	22.8%	24.9%	12.0%	27.5%	32.2%	0.0%	23.5%	23.0%	28.0%	20.4%	27.7%	12.6%
Other France	13.6%	12.3%	20.1%	16.6%	15.1%	24.5%	6.1%	5.1%	15.7%	17.3%	6.1%	20.1%	11.4%	13.0%	10.1%
Milan, Italy	4.8%	5.2%	2.9%	3.2%	3.0%	4.1%	10.0%	11.7%	0.0%	2.5%	10.0%	6.9%	0.0%	8.3%	1.9%
Rome, Italy	18.8%	17.7%	24.8%	17.5%	15.4%	28.5%	24.6%	28.8%	0.0%	15.6%	27.6%	14.7%	11.9%	22.0%	24.0%
Venice, Italy	13.2%	11.9%	20.1%	12.7%	10.8%	22.9%	18.2%	17.3%	23.5%	11.0%	18.0%	14.1%	10.2%	14.3%	13.5%
Other Italy	15.1%	12.4%	29.1%	13.3%	9.3%	34.5%	22.2%	26.0%	0.0%	14.9%	17.1%	15.1%	7.8%	19.5%	15.0%
Austria	3.7%	3.3%	5.7%	3.4%	3.3%	4.0%	6.3%	4.3%	17.9%	4.7%	2.0%	5.7%	2.8%	4.5%	1.5%
Belgium	8.1%	9.2%	0.0%	9.0%	10.7%	0.0%	5.0%	5.8%	0.0%	5.4%	13.2%	2.8%	5.8%	8.6%	12.3%
Denmark	5.0%	4.0%	9.9%	6.7%	5.4%	13.9%	0.0%	0.0%	0.0%	5.5%	2.2%	3.3%	1.8%	2.8%	11.8%
Finland	2.9%	3.3%	1.3%	3.0%	3.2%	1.8%	0.0%	0.0%	0.0%	3.0%	3.2%	4.0%	1.8%	3.2%	2.4%
Berlin, Germany	8.3%	7.8%	11.3%	9.6%	8.5%	15.8%	6.5%	7.6%	0.0%	7.1%	10.9%	10.6%	3.8%	9.0%	9.0%
Bonn, Germany	0.5%	0.3%	1.4%	0.6%	0.4%	1.9%	0.0%	0.0%	0.0%	0.7%	0.0%	2.0%	0.0%	0.0%	0.0%
Frankfort, Germany	8.9%	9.1%	7.9%	10.1%	10.0%	11.1%	7.5%	8.8%	0.0%	8.7%	10.4%	13.0%	7.5%	10.2%	4.7%
Hamburg, Germany	1.6%	1.4%	2.6%	2.1%	1.8%	3.7%	0.0%	0.0%	0.0%	1.0%	3.0%	0.0%	2.3%	3.5%	0.0%

Other Germany	12.6%	11.4%	19.3%	11.8%	12.0%	10.7%	18.5%	12.7%	52.8%	11.6%	14.8%	18.1%	10.1%	15.6%	5.9%
Greece	9.2%	8.5%	12.9%	7.6%	6.7%	12.0%	15.1%	17.6%	0.0%	6.6%	15.7%	7.3%	7.6%	13.7%	6.6%
Ireland	13.1%	14.5%	6.4%	15.0%	16.7%	5.7%	6.7%	5.3%	14.8%	15.8%	8.0%	6.9%	20.9%	16.1%	9.3%
Netherlands/Holland	11.1%	10.8%	13.0%	11.8%	12.1%	10.3%	8.5%	5.9%	23.5%	10.7%	10.8%	4.8%	13.8%	6.1%	21.8%
Norway	5.2%	4.9%	6.7%	5.5%	4.8%	9.4%	3.6%	4.3%	0.0%	4.3%	3.8%	7.9%	5.5%	3.4%	4.9%
Portugal	4.1%	4.0%	4.8%	4.6%	4.2%	6.7%	2.7%	3.2%	0.0%	5.2%	2.2%	2.1%	11.2%	4.1%	0.7%
Edinburgh, Scotland	6.9%	7.9%	2.2%	7.3%	8.2%	3.0%	7.9%	9.3%	0.0%	8.6%	4.2%	4.0%	17.6%	5.3%	3.8%
Glasgow, Scotland	4.8%	5.8%	0.0%	5.2%	6.2%	0.0%	5.2%	6.1%	0.0%	6.8%	1.3%	1.9%	12.0%	3.8%	3.8%
Other Scotland	5.5%	6.2%	2.2%	5.5%	5.9%	3.0%	7.9%	9.3%	0.0%	7.4%	2.1%	4.0%	12.0%	4.2%	3.8%
Barcelona, Spain	10.7%	10.7%	11.0%	11.6%	10.9%	15.4%	8.5%	10.0%	0.0%	10.3%	12.8%	14.1%	2.8%	15.1%	8.1%
Madrid, Spain	8.2%	8.2%	8.2%	8.5%	8.8%	7.4%	4.5%	5.2%	0.0%	6.8%	10.9%	6.0%	9.3%	8.8%	8.7%
Other Spain	8.7%	9.5%	5.2%	8.0%	8.5%	5.3%	11.6%	12.1%	8.9%	8.4%	9.3%	16.2%	8.1%	6.5%	5.4%
Sweden	5.9%	5.2%	9.9%	8.0%	6.8%	13.9%	0.0%	0.0%	0.0%	6.4%	3.2%	5.3%	1.8%	5.4%	10.3%
Geneva, Switzerland	3.0%	3.2%	2.1%	2.3%	2.2%	2.9%	7.2%	8.4%	0.0%	0.9%	7.8%	7.1%	0.0%	1.7%	3.1%
Zurich, Switzerland	6.5%	5.7%	10.7%	6.4%	5.5%	11.4%	9.5%	8.5%	15.7%	5.9%	7.0%	18.3%	0.0%	3.9%	3.9%
Other Switzerland	5.7%	4.8%	10.7%	6.1%	5.1%	11.4%	6.7%	5.2%	15.7%	7.0%	2.6%	13.7%	0.0%	3.5%	5.8%
Other Western Europe	14.1%	14.1%	11.6%	14.1%	13.7%	16.2%	14.9%	17.5%	0.0%	16.0%	7.7%	9.4%	0.0%	25.5%	12.9%
<b>MIDDLE EAST / AFRICA</b>															
Egypt	34.2%	28.1%	52.9%	31.9%	25.9%	54.4%	32.7%	32.7%	N/A	31.1%	43.0%	37.9%	4.8%	52.0%	32.9%
Israel	20.3%	20.1%	20.8%	17.1%	18.2%	13.1%	30.4%	30.4%	N/A	23.9%	11.4%	28.0%	17.7%	22.4%	14.0%
South Africa	17.8%	19.9%	11.4%	19.8%	20.8%	16.3%	19.4%	19.4%	N/A	23.6%	3.3%	18.9%	32.8%	15.7%	9.0%
Other Middle East/Africa	59.2%	52.6%	79.5%	60.0%	57.1%	70.7%	35.0%	35.0%	N/A	61.9%	51.1%	53.0%	49.5%	79.1%	50.0%
<b>ASIA</b>															
Cambodia/Laos/Vietnam	11.4%	13.1%	4.9%	11.5%	12.6%	6.9%	4.1%	4.7%	0.0%	11.1%	15.7%	9.5%	12.7%	13.6%	9.8%
Hong Kong	25.5%	23.9%	31.9%	26.9%	24.1%	39.1%	30.6%	28.0%	48.8%	29.0%	17.0%	19.1%	17.3%	29.9%	38.9%
India	14.9%	14.5%	16.5%	15.9%	14.2%	23.3%	13.3%	15.2%	0.0%	13.6%	17.0%	16.1%	16.1%	18.1%	7.6%
Tokyo, Japan	13.6%	15.8%	4.5%	14.2%	16.0%	6.4%	20.6%	23.6%	0.0%	9.3%	24.9%	12.7%	23.4%	6.3%	11.9%
Osaka, Japan	2.7%	3.4%	0.0%	2.9%	3.6%	0.0%	3.6%	4.1%	0.0%	2.9%	3.2%	1.7%	2.4%	6.3%	0.0%
Other Japan	8.0%	9.4%	2.4%	7.9%	8.9%	3.4%	15.0%	17.2%	0.0%	6.9%	13.4%	10.6%	13.8%	2.1%	4.7%
Beijing, PRC	13.9%	14.9%	9.7%	13.7%	14.4%	10.7%	14.7%	16.9%	0.0%	14.1%	17.3%	10.0%	10.7%	18.5%	17.2%
Shanghai, PRC	13.8%	13.1%	16.8%	14.3%	12.9%	20.6%	10.9%	12.4%	0.0%	14.7%	15.2%	16.2%	10.3%	10.3%	19.1%
Other People's Republic of China	10.9%	11.7%	7.4%	12.9%	13.5%	10.5%	2.9%	3.3%	0.0%	13.1%	7.6%	10.5%	5.4%	12.6%	15.8%
Taiwan	12.2%	12.3%	12.1%	13.5%	14.0%	11.2%	11.1%	5.6%	48.8%	13.0%	7.9%	12.2%	6.2%	16.8%	14.0%
Thailand	11.0%	11.3%	9.8%	10.9%	11.3%	9.1%	10.6%	12.2%	0.0%	8.5%	12.5%	7.7%	7.3%	8.6%	23.1%
Other Asia	26.3%	22.6%	41.4%	23.4%	22.3%	28.0%	15.4%	10.2%	51.2%	28.1%	21.5%	31.5%	24.3%	23.5%	25.1%
<b>PACIFIC</b>															
Australia	31.1%	36.7%	7.8%	21.5%	26.7%	0.0%	69.9%	69.9%	N/A	26.2%	46.4%	51.1%	0.0%	22.9%	66.6%
Fiji/Samoa/Guam	16.1%	20.0%	0.0%	18.1%	22.4%	0.0%	12.3%	12.3%	N/A	17.7%	18.3%	23.0%	19.4%	7.5%	17.0%
New Zealand	20.1%	21.9%	12.5%	21.9%	23.3%	16.1%	13.3%	13.3%	N/A	19.6%	31.9%	19.2%	15.2%	11.7%	36.6%
Tahiti	11.1%	11.7%	8.6%	14.4%	15.2%	11.1%	0.0%	0.0%	N/A	8.7%	12.3%	9.0%	7.5%	0.0%	30.3%
Other Pacific	47.8%	42.3%	71.1%	52.0%	47.0%	72.8%	27.2%	27.2%	N/A	51.6%	26.4%	39.4%	57.9%	68.9%	16.6%



	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	Target Travel Qtr- Q1 2011	Target Travel Qtr- Q2 2011	Target Travel Qtr- Q3 2011	Target Travel Qtr- Q4 2011
<b>Foreign areas planning on visiting in the next 2 years</b>															
Canada	11.1%	11.6%	9.5%	11.1%	11.5%	10.1%	13.8%	14.9%	9.6%	10.4%	14.6%	14.1%	11.4%	9.7%	9.6%
Caribbean/Bermuda	9.8%	11.3%	5.5%	9.3%	10.5%	5.3%	15.9%	17.8%	8.8%	8.2%	16.9%	9.8%	10.0%	9.8%	9.4%
Mexico	10.6%	11.3%	8.5%	11.1%	11.8%	9.1%	9.1%	9.3%	8.3%	10.7%	9.2%	9.6%	10.3%	9.7%	13.1%
Central America	2.6%	2.8%	2.6%	2.5%	2.6%	2.0%	3.7%	4.5%	0.8%	2.2%	3.9%	1.5%	2.0%	3.3%	2.7%
South America	3.1%	3.4%	2.2%	2.7%	3.1%	1.6%	5.5%	5.9%	4.0%	2.4%	5.6%	2.5%	2.6%	3.3%	4.0%
Western Europe	14.9%	15.7%	12.6%	14.2%	15.0%	11.8%	20.3%	20.3%	20.1%	13.8%	21.6%	15.9%	14.7%	14.9%	14.3%
Eastern Europe	3.8%	4.7%	1.0%	3.7%	4.6%	1.0%	5.4%	6.4%	1.5%	2.8%	7.9%	3.2%	4.3%	3.3%	4.4%
Middle East/Africa	2.1%	2.4%	1.2%	2.0%	2.2%	1.3%	3.0%	3.6%	0.8%	1.7%	3.3%	2.1%	2.1%	2.1%	2.2%
Asia	6.9%	7.4%	5.4%	6.7%	7.2%	5.2%	6.4%	7.2%	3.1%	6.7%	7.9%	8.2%	6.8%	6.7%	5.8%
Pacific	4.7%	4.9%	4.1%	4.8%	4.8%	4.9%	5.0%	5.9%	1.7%	4.8%	4.5%	4.3%	5.3%	3.8%	5.4%
Other (Specify):	2.4%	2.0%	3.2%	2.2%	2.1%	2.3%	3.4%	1.7%	10.0%	2.5%	1.6%	2.9%	1.8%	2.0%	2.8%
None	58.7%	56.4%	65.4%	58.9%	56.8%	65.2%	53.9%	52.1%	60.7%	60.6%	48.2%	55.9%	58.8%	59.7%	60.2%
<b>Areas planning ot travel to while visiting ___ during the next 2 years</b>															
<b>CANADA</b>															
Alberta	19.2%	17.5%	25.4%	20.3%	18.6%	26.0%	15.2%	12.4%	32.1%	22.2%	11.8%	20.6%	16.5%	15.5%	25.6%
British Columbia	59.6%	59.8%	58.8%	60.6%	63.1%	51.8%	48.9%	44.3%	76.0%	63.9%	48.6%	61.5%	60.0%	53.6%	63.9%
Niagara Falls, Ontario	19.5%	21.5%	12.3%	18.8%	21.7%	18.5%	18.7%	18.5%	19.8%	18.1%	24.2%	17.6%	18.0%	16.8%	27.4%
Nova Scotia	8.4%	9.8%	3.5%	8.5%	9.9%	3.3%	8.5%	10.0%	0.0%	7.5%	12.2%	9.3%	5.1%	6.9%	13.6%
Ontario	25.4%	24.9%	27.1%	22.0%	21.9%	22.3%	34.0%	35.4%	25.2%	21.8%	34.1%	21.2%	26.2%	23.1%	33.1%
Quebec	24.4%	25.2%	21.4%	23.0%	25.1%	15.5%	28.2%	25.0%	47.4%	21.8%	27.6%	22.7%	22.9%	21.5%	32.3%
Newfoundland and Labrador	5.9%	6.3%	4.3%	6.0%	6.4%	4.4%	5.8%	5.4%	7.9%	5.3%	5.6%	6.7%	3.8%	4.2%	9.5%
New Brunswick	7.2%	7.4%	6.5%	7.4%	7.4%	7.3%	8.7%	8.8%	7.9%	7.1%	6.8%	8.0%	7.8%	3.4%	10.1%
Prince Edward Island	9.4%	10.1%	7.2%	9.2%	10.3%	5.4%	11.9%	10.7%	19.5%	6.9%	18.7%	10.6%	7.3%	6.4%	14.4%
Other Canadian Provinces	13.7%	11.8%	20.2%	14.5%	12.7%	20.8%	10.5%	7.6%	27.7%	14.7%	8.4%	16.6%	10.6%	12.0%	16.0%
Calgary	16.3%	16.4%	15.8%	16.7%	16.3%	18.0%	16.3%	17.0%	11.9%	17.4%	13.9%	15.0%	17.0%	13.7%	20.2%
Montreal	27.2%	29.9%	17.8%	26.8%	30.1%	15.5%	30.9%	31.5%	27.6%	24.4%	33.4%	28.5%	26.1%	23.1%	32.0%
Toronto	29.8%	31.2%	25.0%	27.4%	29.6%	19.7%	35.3%	35.5%	33.8%	24.6%	41.2%	25.5%	27.4%	29.3%	39.7%
Vancouver	66.4%	65.4%	70.2%	68.3%	68.7%	66.7%	54.7%	51.2%	75.8%	71.5%	51.0%	64.6%	64.6%	63.5%	74.8%
Other Canadian Cities	28.4%	27.2%	32.6%	29.3%	28.3%	32.9%	22.7%	23.7%	17.1%	29.1%	27.9%	27.2%	34.3%	24.8%	26.6%
<b>CARRIBEAN</b>															
Aruba	17.3%	17.0%	19.1%	14.5%	14.6%	14.0%	23.6%	23.4%	25.0%	15.3%	18.9%	15.3%	15.8%	19.5%	18.1%
Bahamas	43.3%	42.4%	48.7%	46.3%	45.7%	50.3%	34.9%	35.5%	30.6%	44.4%	41.7%	40.9%	47.3%	40.8%	44.1%
Barbados	12.5%	11.6%	17.8%	12.4%	12.4%	12.2%	11.7%	9.4%	29.8%	13.1%	11.7%	17.7%	10.4%	9.5%	13.6%
Bermuda	11.0%	11.5%	7.8%	9.7%	11.0%	1.7%	13.9%	12.8%	21.9%	8.7%	12.6%	15.0%	7.1%	11.1%	11.7%
Cayman Islands	24.4%	26.2%	14.1%	25.0%	26.7%	14.5%	23.7%	25.6%	8.6%	22.9%	23.3%	25.6%	24.8%	21.7%	26.5%
Dominican Republic	11.3%	11.7%	9.2%	11.0%	11.5%	8.2%	7.6%	8.5%	0.0%	10.9%	9.7%	5.6%	11.5%	13.5%	13.8%
Jamaica	20.5%	21.4%	15.3%	20.9%	22.1%	13.1%	17.7%	18.0%	15.4%	19.7%	17.9%	15.6%	21.7%	16.4%	29.2%
Puerto Rico	24.5%	22.8%	34.2%	24.1%	23.3%	29.3%	25.1%	21.9%	50.1%	23.3%	24.9%	22.9%	24.4%	23.6%	27.2%
St. Martin/St. Maarten	23.8%	25.8%	12.0%	23.1%	24.9%	11.8%	28.1%	30.1%	12.9%	23.1%	23.6%	25.1%	21.0%	26.2%	22.9%
U.S. Virgin Islands	31.0%	30.5%	34.0%	29.7%	29.8%	28.9%	34.0%	33.4%	39.3%	30.0%	28.9%	36.5%	27.7%	32.6%	27.7%
Other Carribean	20.1%	18.2%	31.1%	19.1%	17.8%	26.5%	23.4%	20.3%	47.4%	19.5%	22.6%	16.8%	16.8%	22.9%	14.3%
<b>MEXICO</b>															
Acapulco	11.3%	12.2%	7.8%	10.7%	11.1%	8.7%	20.2%	22.8%	9.1%	11.2%	10.0%	10.6%	12.2%	6.6%	15.3%
Cancun	36.8%	38.1%	32.0%	34.9%	36.2%	29.7%	55.7%	52.8%	67.7%	35.5%	46.2%	33.3%	39.1%	37.5%	36.5%
Los Cabos	32.6%	33.8%	28.1%	34.6%	35.6%	30.6%	31.2%	30.4%	34.3%	33.6%	31.4%	33.6%	37.6%	35.1%	30.2%
Mexico City	8.1%	9.3%	3.4%	7.8%	9.3%	1.7%	11.5%	12.1%	9.1%	7.7%	9.4%	6.7%	11.5%	4.4%	9.4%
Puerto Vallarta	27.6%	26.4%	32.1%	29.2%	28.0%	34.0%	18.3%	17.3%	22.6%	28.1%	27.3%	25.1%	28.1%	26.5%	30.0%
Other Mexico	34.8%	33.0%	41.4%	35.6%	33.9%	42.8%	18.1%	19.1%	13.7%	34.0%	31.4%	39.7%	32.8%	34.2%	33.7%
<b>CENTRAL AMERICA</b>															
Costa Rica	55.6%	58.6%	43.9%	55.8%	59.4%	41.3%	60.2%	58.4%	100.0%	51.7%	62.2%	62.2%	40.6%	56.9%	66.0%
Other Central America	54.4%	51.1%	67.3%	54.3%	49.4%	73.4%	52.5%	54.8%	0.0%	58.5%	46.9%	52.6%	63.0%	58.7%	39.7%
<b>SOUTH AMERICA</b>															
Argentina	37.2%	40.0%	25.0%	32.8%	37.0%	7.6%	46.3%	46.0%	48.0%	33.1%	37.8%	43.6%	27.4%	35.3%	42.9%
Brazil	48.0%	42.3%	73.0%	46.5%	41.5%	76.5%	52.6%	46.4%	87.3%	52.9%	37.6%	43.0%	42.7%	57.9%	59.9%
Chile	34.5%	35.0%	32.5%	34.9%	38.6%	12.1%	36.1%	30.7%	66.9%	38.5%	29.7%	46.9%	45.2%	27.0%	27.1%
Venezuela	19.1%	17.2%	27.2%	18.8%	18.6%	20.1%	21.1%	16.3%	48.0%	20.6%	12.8%	28.5%	16.8%	22.7%	11.4%
Other South America	42.5%	42.0%	44.5%	41.6%	43.9%	27.9%	39.9%	36.2%	60.7%	42.2%	48.1%	55.2%	45.1%	35.7%	40.1%
<b>WESTERN EUROPE</b>															
London, England	50.7%	52.0%	46.1%	50.2%	51.5%	45.1%	52.5%	53.0%	50.6%	50.0%	49.7%	49.4%	53.1%	44.2%	57.9%
English Countryside/Wales	24.2%	22.5%	30.0%	24.3%	23.3%	28.2%	22.2%	18.2%	37.9%	25.0%	20.3%	23.0%	29.0%	23.9%	20.8%
Paris, France	40.2%	40.5%	39.0%	39.5%	40.2%	36.8%	42.1%	42.4%	41.1%	40.0%	37.5%	35.8%	37.1%	39.8%	48.8%
Other France	17.2%	17.2%	20.4%	17.5%	17.4%	17.8%	17.2%	18.1%	13.6%	19.0%	13.6%	19.6%	15.1%	19.0%	17.9%
Milan, Italy	15.2%	16.9%	8.8%	13.7%	14.9%	8.9%	20.9%	24.0%	8.9%	13.4%	15.0%	16.1%	14.1%	14.9%	15.7%
Rome, Italy	33.8%	36.2%	24.9%	34.2%	36.9%	23.5%	33.0%	33.2%	32.4%	32.2%	33.7%	28.7%	33.7%	35.3%	37.2%
Venice, Italy	28.4%	30.7%	20.3%	29.8%	32.2%	20.3%	24.8%	25.5%	22.3%	28.4%	25.6%	28.4%	26.4%	26.4%	28.4%
Other Italy	19.9%	21.0%	16.0%	21.8%	22.9%	17.4%	14.6%	17.3%	4.0%	19.0%	21.5%	14.7%	14.0%	24.1%	26.8%
Austria	7.9%	8.9%	4.4%	8.8%	9.8%	4.9%	6.2%	6.9%	3.8%	4.1%	4.5%	3.5%	4.0%	5.7%	9.5%
Belgium	7.7%	7.1%	9.8%	8.9%	8.6%	9.9%	2.6%	2.1%	4.2%	8.4%	6.6%	5.0%	9.5%	9.9%	5.5%
Denmark	8.0%	7.7%	9.1%	9.4%	8.9%	11.3%	4.0%	4.1%	3.8%	7.4%	7.8%	5.1%	8.2%	8.5%	10.4%
Finland	5.3%	5.0%	6.3%	5.8%	5.2%	8.2%	5.5%	6.0%	3.8%	5.0%	5.0%	4.7%	4.9%	5.6%	6.1%
Berlin, Germany	12.0%	11.9%	12.2%	12.6%	12.9%	11.4%	9.1%	7.8%	14.2%	11.7%	12.1%	6.3%	13.7%	14.5%	12.6%
Bonn, Germany	2.5%	2.7%	1.8%	2.8%	3.1%	1.6%	1.7%	2.1%	0.0%	1.7%	4.4%	1.4%	2.9%	1.2%	5.1%
Frankfort, Germany	7.7%	8.2%	5.9%	7.6%	7.9%	6.1%	5.6%	7.1%	0.0%	7.2%	7.8%	5.8%	10.3%	6.5%	8.0%

Hamburg, Germany	3.8%	4.0%	3.3%	4.5%	4.4%	4.8%	1.5%	1.9%	0.0%	3.8%	3.0%	0.7%	5.8%	2.8%	6.1%
Other Germany	12.5%	11.4%	16.4%	13.5%	12.2%	18.3%	8.9%	8.9%	8.7%	13.4%	11.2%	4.9%	19.7%	12.3%	12.1%
Greece	17.2%	18.3%	13.3%	18.0%	20.0%	10.3%	13.7%	12.8%	17.4%	18.0%	13.3%	17.6%	16.2%	17.8%	17.2%
Ireland	22.8%	21.8%	26.3%	23.1%	22.1%	27.0%	21.8%	19.0%	32.8%	22.9%	17.7%	20.8%	22.8%	24.1%	23.0%
Netherlands/Holland	9.8%	9.3%	11.4%	10.7%	10.8%	10.2%	4.0%	5.1%	0.0%	9.0%	8.9%	5.7%	12.6%	8.5%	12.3%
Norway	5.3%	6.0%	2.6%	6.3%	6.9%	3.7%	2.4%	3.0%	0.0%	5.0%	5.4%	2.8%	7.7%	6.0%	4.2%
Portugal	7.7%	8.0%	6.5%	7.7%	8.0%	6.3%	9.8%	9.0%	12.9%	8.0%	5.1%	5.7%	7.3%	9.2%	8.2%
Edinburgh, Scotland	14.7%	14.6%	15.0%	16.1%	16.0%	16.2%	11.8%	11.2%	14.1%	14.9%	13.2%	12.5%	13.2%	17.9%	14.7%
Glasgow, Scotland	9.9%	10.1%	8.9%	10.3%	10.4%	9.9%	8.1%	9.1%	4.0%	10.4%	6.1%	9.3%	10.7%	9.5%	10.0%
Other Scotland	11.6%	11.0%	13.6%	12.6%	11.5%	16.9%	8.5%	8.7%	7.5%	13.0%	6.3%	13.3%	10.5%	10.5%	12.5%
Barcelona, Spain	17.2%	19.2%	9.9%	18.2%	19.9%	11.3%	14.7%	15.3%	12.4%	17.1%	15.2%	14.4%	14.0%	20.3%	19.7%
Madrid, Spain	13.2%	14.5%	8.8%	13.8%	14.9%	9.8%	13.8%	14.1%	12.4%	12.5%	12.1%	12.1%	9.4%	16.3%	15.1%
Other Spain	10.5%	11.1%	8.3%	11.4%	12.2%	8.4%	10.9%	9.9%	14.8%	11.1%	9.0%	10.3%	5.8%	13.2%	12.8%
Sweden	7.0%	7.6%	5.2%	7.7%	8.1%	6.1%	3.3%	3.2%	3.8%	6.8%	5.7%	3.8%	7.5%	8.0%	8.7%
Geneva, Switzerland	9.1%	9.3%	8.2%	9.1%	9.1%	9.1%	8.4%	9.6%	3.8%	7.8%	10.1%	9.3%	5.8%	8.1%	14.1%
Zurich, Switzerland	10.4%	10.9%	8.2%	10.7%	11.1%	9.2%	10.9%	12.7%	3.8%	8.6%	13.1%	10.3%	6.8%	8.9%	16.4%
Other Switzerland	7.5%	8.1%	5.5%	8.4%	8.8%	6.9%	5.5%	6.9%	0.0%	7.6%	8.3%	8.5%	5.6%	5.9%	11.0%
Other Western Europe	9.6%	9.9%	8.5%	9.7%	9.2%	11.7%	11.9%	14.9%	0.0%	9.8%	8.8%	8.9%	9.4%	10.5%	9.5%
<b>MIDDLE EAST / AFRICA</b>															
Egypt	25.3%	26.5%	18.4%	22.5%	22.4%	23.5%	30.4%	32.0%	0.0%	24.8%	22.5%	16.7%	35.2%	27.0%	21.7%
Israel	41.4%	41.7%	39.6%	43.5%	42.2%	50.4%	44.1%	46.5%	0.0%	40.6%	39.2%	47.0%	38.9%	50.5%	28.2%
South Africa	41.0%	46.7%	8.5%	37.7%	42.7%	10.9%	65.1%	68.7%	0.0%	34.1%	51.7%	30.7%	51.6%	46.8%	33.3%
Other Middle East/Africa	46.3%	42.0%	70.3%	47.7%	45.0%	62.2%	36.5%	33.1%	100.0%	50.3%	34.7%	46.5%	54.5%	49.4%	34.7%
<b>ASIA</b>															
Cambodia/Laos/Vietnam	13.8%	13.2%	15.9%	14.9%	14.2%	17.7%	14.6%	13.4%	24.8%	13.7%	14.1%	10.2%	14.8%	21.6%	5.9%
Hong Kong	26.8%	26.9%	26.3%	26.5%	26.9%	25.2%	41.5%	38.0%	71.4%	25.2%	27.2%	26.1%	21.1%	23.9%	39.6%
India	14.5%	13.7%	17.8%	15.5%	15.1%	17.5%	8.8%	8.1%	14.9%	13.1%	16.4%	13.2%	13.3%	21.4%	8.2%
Tokyo, Japan	24.7%	28.1%	11.4%	22.3%	25.2%	9.6%	44.1%	40.7%	73.9%	21.2%	35.6%	16.6%	19.3%	26.8%	40.0%
Osaka, Japan	11.0%	12.6%	4.7%	7.2%	8.0%	3.5%	42.9%	43.7%	36.0%	6.9%	23.7%	10.1%	3.9%	10.4%	22.5%
Other Japan	11.2%	12.6%	5.6%	8.7%	9.7%	4.7%	30.0%	29.3%	36.0%	8.2%	19.8%	6.9%	8.1%	10.8%	21.7%
Beijing, PRC	18.5%	17.8%	21.3%	16.6%	16.7%	16.3%	31.0%	26.1%	73.9%	16.4%	24.6%	17.7%	13.3%	19.7%	25.0%
Shanghai, PRC	16.0%	16.7%	13.2%	13.3%	14.1%	9.8%	31.6%	28.2%	60.9%	12.3%	22.3%	16.5%	10.2%	15.0%	24.5%
Other People's Republic of China	10.9%	9.9%	15.2%	11.7%	10.6%	16.3%	13.9%	11.4%	36.0%	8.2%	12.8%	6.6%	3.6%	13.9%	22.4%
Taiwan	17.8%	18.2%	16.5%	15.9%	15.3%	18.4%	24.8%	23.5%	36.0%	17.6%	12.6%	20.5%	14.1%	22.1%	13.1%
Thailand	25.8%	26.6%	22.6%	27.3%	28.0%	24.4%	20.1%	19.6%	24.2%	26.7%	21.1%	22.5%	19.6%	32.3%	29.3%
Other Asia	27.4%	24.4%	39.5%	25.6%	23.4%	35.1%	22.3%	24.8%	0.0%	27.8%	27.2%	35.2%	31.8%	21.7%	19.4%
<b>PACIFIC</b>															
Australia	45.3%	47.8%	36.5%	46.6%	50.1%	35.7%	37.4%	35.1%	68.7%	45.9%	38.3%	34.7%	48.1%	42.4%	52.5%
Fiji/Samoa/Guam	22.2%	22.9%	19.8%	20.6%	21.0%	19.3%	31.5%	28.8%	68.7%	19.8%	32.2%	33.9%	19.8%	19.8%	18.2%
New Zealand	35.5%	35.5%	35.5%	35.2%	35.4%	34.5%	35.2%	32.8%	68.7%	33.0%	42.0%	42.6%	26.7%	34.2%	40.8%
Tahiti	31.6%	34.0%	23.5%	28.8%	30.9%	22.4%	46.9%	45.3%	68.7%	30.9%	32.3%	22.3%	28.8%	29.2%	44.1%
Other Pacific	34.1%	28.8%	52.5%	34.4%	29.6%	49.1%	26.7%	26.3%	31.3%	34.7%	26.1%	29.9%	42.5%	41.2%	21.8%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	Target Travel Qtr- Q1 2011	Target Travel Qtr- Q2 2011	Target Travel Qtr- Q3 2011	Target Travel Qtr- Q4 2011
<b>Female Head of Household Employment Status</b>															
Full time	32.8%	34.9%	26.9%	31.5%	33.5%	25.2%	42.5%	43.7%	37.9%		32.2%	33.4%	30.4%	33.8%	33.8%
Part time	14.1%	13.5%	15.8%	14.5%	13.9%	16.5%	12.1%	12.8%	9.4%	14.3%	13.0%	13.4%	13.7%	15.4%	13.6%
Retired	10.7%	9.9%	13.2%	11.5%	10.8%	13.7%	5.3%	4.9%	7.2%	10.7%	9.5%	9.5%	9.3%	11.7%	12.2%
Not employed	21.8%	21.0%	24.0%	22.4%	21.3%	25.8%	17.9%	17.3%	20.2%	22.8%	17.0%	21.5%	22.3%	23.0%	19.8%
No answer	3.0%	2.7%	3.7%	2.8%	2.8%	2.8%	3.4%	2.1%	8.3%	3.0%	2.6%	2.4%	5.2%	1.6%	2.6%
No female	17.6%	18.1%	16.4%	17.3%	17.7%	16.1%	18.8%	19.2%	17.0%	17.0%	19.4%	19.8%	19.1%	14.5%	17.9%
<b>Male Head of Household Employment Status</b>															
Full time	46.5%	48.8%	39.9%	45.3%	46.4%	41.6%	59.3%	64.7%	38.5%	45.8%	53.3%	44.9%	47.4%	46.4%	46.9%
Part time	5.1%	4.7%	6.5%	5.0%	4.7%	5.7%	4.5%	3.3%	9.1%	5.2%	3.8%	6.3%	4.3%	5.6%	4.5%
Retired	11.9%	11.2%	13.9%	12.7%	12.4%	13.8%	6.0%	5.5%	8.0%	12.3%	9.6%	12.4%	10.3%	11.8%	13.3%
Not employed	5.6%	5.6%	5.9%	5.9%	5.6%	6.5%	3.2%	3.2%	3.3%	5.8%	4.2%	6.1%	5.6%	5.4%	5.6%
No answer	3.0%	2.7%	3.9%	3.0%	2.8%	3.6%	3.2%	2.8%	5.0%	3.3%	2.1%	3.2%	3.8%	3.0%	1.9%
No male	27.9%	27.1%	30.0%	28.2%	28.0%	28.7%	23.8%	20.6%	36.1%	27.6%	26.9%	27.2%	28.5%	27.8%	27.8%
<b>Male, else Female, Head of Household Status</b>															
Net - Work Full/Part	68.4%	70.1%	63.3%	66.3%	67.5%	62.8%	83.4%	85.9%	73.7%	67.7%	74.3%	69.4%	69.4%	68.0%	66.6%
Full time	58.9%	61.6%	51.2%	56.9%	58.8%	51.2%	75.0%	79.0%	59.7%	57.7%	67.6%	59.1%	60.9%	57.2%	58.4%
Part time	9.5%	8.6%	12.2%	9.4%	8.7%	11.7%	8.4%	6.9%	14.0%	9.9%	6.7%	10.3%	8.5%	10.8%	8.2%
Net - Other	27.6%	26.3%	31.5%	29.6%	28.7%	32.4%	12.5%	11.3%	17.2%	28.0%	22.7%	26.6%	25.1%	28.4%	30.5%
Retired	16.0%	14.9%	19.2%	17.2%	16.6%	19.3%	7.1%	6.6%	8.8%	16.2%	13.9%	15.4%	14.1%	16.3%	18.4%
Not employed	11.6%	11.4%	12.3%	12.4%	12.1%	13.2%	5.5%	4.7%	8.4%	11.8%	8.9%	11.2%	11.1%	12.1%	12.1%
No answer	4.0%	3.6%	5.2%	4.0%	3.8%	4.7%	4.1%	2.8%	9.1%	4.3%	2.9%	4.0%	5.5%	3.5%	2.9%
<b>Male, else Female, Head of Household Education Status</b>															
Net - Some College or Less	37.9%	35.6%	44.7%	39.3%	37.1%	46.1%	25.0%	22.6%	34.2%	40.5%	23.3%	34.3%	37.6%	40.1%	39.1%
Grade School	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.5%	0.6%	0.0%	0.2%	0.3%	0.4%	0.2%	0.1%	0.3%
Some High School	1.7%	1.8%	1.7%	1.9%	1.9%	1.7%	0.3%	0.3%	0.3%	1.7%	1.0%	1.8%	1.3%	1.9%	1.9%
Graduated High School	10.6%	9.5%	14.0%	11.3%	10.0%	15.1%	5.8%	5.0%	8.9%	11.3%	5.9%	10.8%	12.0%	9.4%	10.6%
Some College - no degree	25.3%	24.1%	28.9%	26.0%	25.0%	29.1%	18.4%	16.7%	25.0%	27.2%	16.2%	21.3%	24.2%	28.7%	26.3%
Net - College Grad +	60.0%	62.2%	53.6%	58.7%	60.8%	52.3%	72.3%	74.5%	64.1%	57.3%	74.6%	63.9%	59.8%	57.6%	59.3%
Graduated College - Associate's degree	10.7%	10.2%	11.9%	11.0%	10.6%	12.0%	8.4%	8.2%	9.2%	11.0%	8.3%	9.2%	11.8%	10.0%	11.5%
Graduated College - Bachelor's degree	31.0%	32.5%	26.9%	30.9%	32.3%	26.6%	37.3%	38.0%	34.7%	30.2%	37.5%	34.6%	30.6%	29.5%	30.1%
Post Graduate Degree - MS, MA, MBA	18.3%	19.5%	14.8%	16.8%	17.9%	13.7%	26.6%	28.3%	20.2%	16.1%	28.8%	20.2%	17.4%	18.1%	17.7%
No answer	2.1%	2.2%	1.7%	2.0%	2.2%	1.6%	2.7%	2.9%	1.7%	2.2%	2.1%	1.8%	2.6%	2.3%	1.6%
<b>Of Spanish Origin</b>															
Yes	9.7%	9.8%	9.5%	10.0%	10.1%	9.8%	7.5%	7.6%	6.9%	10.3%	6.1%	9.1%	9.8%	9.6%	10.2%
No	86.3%	86.5%	85.6%	85.9%	86.0%	85.6%	88.9%	89.6%	86.3%	85.3%	92.0%	87.5%	84.7%	87.1%	85.8%
No answer	4.0%	3.7%	4.9%	4.1%	3.9%	4.6%	3.7%	2.8%	6.8%	4.4%	2.0%	3.4%	5.5%	3.2%	4.0%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	Target Travel Qtr- Q1 2011	Target Travel Qtr- Q2 2011	Target Travel Qtr- Q3 2011	Target Travel Qtr- Q4 2011	
<b>State visited within the past three years</b>																
Alabama	1.3%	1.7%	0.2%	1.0%	1.3%	0.1%	3.1%	3.7%	0.6%	0.8%	3.8%	1.6%	1.8%	1.2%	0.7%	
Alaska	1.2%	1.2%	1.0%	1.2%	1.2%	1.2%	1.2%	1.1%	1.5%	1.2%	1.3%	1.8%	1.1%	1.0%	0.8%	
Arizona	13.4%	14.1%	11.3%	13.1%	13.7%	11.1%	15.2%	16.0%	11.8%	14.4%	10.3%	12.4%	13.4%	13.9%	13.6%	
Arkansas	1.1%	1.2%	0.8%	0.9%	1.1%	0.6%	1.1%	1.2%	0.6%	1.0%	1.6%	1.5%	0.4%	1.0%	1.8%	
California	68.2%	68.8%	66.3%	70.6%	71.6%	67.5%	55.4%	53.5%	63.0%	69.2%	65.3%	67.2%	68.2%	69.1%	67.9%	
Colorado	5.6%	6.5%	3.4%	5.0%	5.5%	3.6%	10.1%	11.7%	3.9%	4.6%	10.7%	5.8%	5.7%	5.4%	5.8%	
Connecticut	1.2%	1.4%	0.7%	1.2%	1.3%	0.8%	1.5%	1.7%	0.9%	0.8%	3.1%	1.5%	1.2%	1.1%	1.2%	
Delaware	0.6%	0.7%	0.4%	0.6%	0.7%	0.4%	0.7%	0.5%	0.0%	0.3%	1.6%	0.7%	0.6%	0.7%	0.4%	
Florida	7.4%	8.5%	4.3%	6.4%	7.2%	3.7%	14.2%	15.6%	8.6%	5.2%	18.3%	7.5%	7.0%	7.8%	7.2%	
Georgia	3.0%	3.3%	2.1%	2.6%	2.9%	1.7%	5.5%	6.4%	2.2%	1.9%	8.3%	3.5%	3.1%	3.5%	1.7%	
Hawaii	5.2%	5.5%	4.3%	5.1%	5.3%	4.4%	7.1%	8.1%	3.3%	4.6%	8.5%	5.1%	4.8%	5.4%	5.5%	
Idaho	2.4%	2.6%	1.7%	2.3%	2.5%	1.7%	2.2%	2.3%	2.2%	2.3%	2.7%	2.6%	2.4%	1.8%	3.0%	
Illinois	3.7%	4.2%	2.3%	3.4%	3.7%	2.3%	6.3%	7.4%	2.4%	2.4%	8.6%	4.3%	3.1%	4.1%	3.3%	
Indiana	1.5%	1.8%	0.8%	1.3%	1.5%	0.6%	3.4%	3.7%	2.2%	1.1%	3.4%	1.3%	1.1%	2.3%	1.2%	
Iowa	1.5%	1.5%	1.5%	1.4%	1.4%	1.6%	2.3%	2.5%	1.7%	1.2%	2.7%	1.7%	1.3%	1.2%	1.9%	
Kansas	1.4%	1.6%	0.8%	1.2%	1.4%	0.5%	2.3%	2.4%	1.7%	1.1%	2.7%	2.1%	1.0%	1.3%	1.2%	
Kentucky	1.2%	1.5%	0.3%	0.9%	1.2%	0.1%	3.2%	3.9%	0.6%	0.7%	3.5%	1.6%	0.5%	1.6%	1.1%	
Louisiana	1.9%	2.2%	1.3%	1.7%	1.8%	1.3%	3.8%	4.2%	2.2%	1.5%	4.5%	2.8%	2.2%	1.6%	1.1%	
Maine	1.1%	1.3%	0.7%	1.0%	1.0%	0.8%	1.8%	2.1%	0.5%	0.8%	2.7%	0.7%	1.3%	1.1%	1.3%	
Maryland	2.2%	2.6%	1.3%	1.8%	2.0%	1.2%	4.6%	5.8%	0.0%	1.1%	7.5%	3.2%	2.0%	1.8%	2.2%	
Massachusetts	2.6%	3.1%	1.3%	2.4%	2.8%	1.1%	4.3%	4.9%	1.9%	1.5%	8.0%	2.9%	2.5%	2.8%	2.3%	
Michigan	1.7%	2.0%	0.9%	1.5%	1.7%	0.8%	3.1%	3.9%	0.0%	1.0%	4.8%	1.1%	1.9%	2.4%	1.3%	
Minnesota	2.4%	2.5%	2.2%	2.0%	2.1%	2.0%	4.5%	5.0%	2.4%	1.9%	4.8%	3.1%	2.8%	1.8%	2.1%	
Mississippi	1.0%	1.1%	0.7%	0.8%	0.9%	0.7%	2.1%	2.3%	1.6%	0.7%	2.2%	1.3%	1.0%	0.8%	0.9%	
Missouri	2.0%	2.3%	0.9%	1.8%	2.1%	0.7%	3.6%	3.7%	2.9%	1.5%	4.3%	2.4%	1.9%	2.0%	1.6%	
Montana	1.7%	1.9%	1.1%	1.7%	1.8%	1.5%	1.0%	1.3%	0.0%	1.7%	1.6%	1.6%	1.7%	1.5%	2.0%	
Nebraska	1.1%	1.3%	0.5%	0.9%	1.1%	0.4%	2.2%	2.6%	1.0%	0.8%	2.5%	0.8%	1.4%	1.1%	1.1%	
Nevada	20.7%	21.3%	18.8%	21.4%	22.2%	19.0%	18.3%	18.0%	19.4%	22.9%	13.1%	23.4%	21.9%	19.2%	18.7%	
New Hampshire	1.0%	1.2%	0.2%	0.7%	0.9%	0.2%	2.2%	2.6%	0.9%	0.4%	3.7%	1.0%	0.8%	0.9%	1.3%	
New Jersey	3.2%	3.8%	1.7%	2.6%	2.9%	1.6%	6.9%	8.2%	1.8%	1.7%	9.4%	4.0%	3.2%	2.7%	3.1%	
New Mexico	3.3%	4.1%	1.2%	3.2%	3.9%	1.0%	3.5%	4.2%	0.8%	3.0%	4.3%	3.6%	2.0%	3.6%	4.3%	
New York	7.1%	7.8%	4.9%	6.6%	7.1%	5.0%	10.1%	11.8%	3.6%	4.9%	16.6%	8.3%	6.3%	6.1%	7.9%	
North Carolina	2.4%	3.0%	0.9%	1.8%	2.0%	1.1%	7.0%	8.7%	0.5%	1.3%	7.4%	2.7%	2.7%	2.3%	2.1%	
North Dakota	0.7%	0.7%	0.6%	0.7%	0.7%	0.9%	0.9%	1.1%	0.0%	0.7%	0.9%	1.0%	0.5%	0.5%	0.4%	
Ohio	2.4%	2.7%	1.5%	1.9%	2.1%	1.4%	5.9%	6.4%	3.9%	1.5%	6.3%	3.2%	1.8%	3.1%	1.5%	
Oklahoma	1.7%	1.8%	1.4%	1.4%	1.5%	1.0%	2.8%	2.8%	2.7%	1.5%	2.6%	1.7%	1.6%	1.9%	1.4%	
Oregon	7.6%	8.3%	5.5%	8.0%	8.7%	5.7%	6.0%	6.2%	5.3%	7.8%	7.1%	7.4%	6.0%	8.7%	8.1%	
Pennsylvania	4.0%	4.5%	2.8%	3.3%	3.4%	2.7%	8.1%	10.0%	0.6%	2.6%	9.7%	5.0%	3.6%	4.0%	3.6%	
Rhode Island	0.7%	0.9%	0.2%	0.6%	0.7%	0.3%	1.2%	1.5%	0.0%	0.3%	2.3%	1.1%	0.5%	0.5%	0.8%	
South Carolina	1.7%	1.9%	0.9%	1.4%	1.6%	0.7%	3.0%	3.8%	0.0%	1.1%	4.4%	1.6%	1.1%	2.1%	1.8%	
South Dakota	1.0%	1.2%	0.6%	1.1%	1.2%	0.8%	0.7%	0.9%	0.0%	1.0%	1.5%	0.6%	1.7%	0.9%	0.8%	
Tennessee	2.2%	2.4%	1.7%	1.7%	1.7%	1.9%	5.3%	6.3%	1.6%	1.5%	5.2%	2.2%	1.7%	3.0%	2.0%	
Texas	6.2%	6.8%	4.5%	5.8%	6.4%	4.2%	9.9%	10.3%	8.4%	5.7%	8.4%	6.7%	5.7%	6.2%	6.4%	
Utah	5.3%	5.7%	4.1%	5.4%	5.8%	4.1%	5.6%	5.6%	5.6%	5.5%	4.3%	4.3%	6.6%	5.1%	5.0%	
Vermont	0.8%	1.0%	0.2%	0.6%	0.8%	0.2%	1.2%	1.5%	0.0%	0.4%	2.2%	0.8%	1.0%	0.7%	0.6%	
Virginia	3.2%	3.5%	2.0%	3.0%	3.1%	2.4%	4.8%	5.7%	1.4%	2.3%	6.6%	4.2%	2.1%	3.6%	2.8%	
Washington	5.0%	5.6%	3.4%	5.1%	5.8%	2.8%	5.1%	4.8%	6.3%	4.9%	6.1%	5.2%	4.1%	6.0%	4.7%	
Washington D.C	4.1%	4.8%	2.1%	3.4%	3.8%	1.9%	7.0%	8.3%	1.9%	2.7%	9.8%	5.2%	3.2%	3.7%	4.6%	
West Virginia	0.9%	1.1%	0.3%	0.8%	1.0%	0.3%	1.8%	2.0%	0.6%	0.6%	2.2%	1.0%	0.5%	1.1%	1.2%	
Wisconsin	2.0%	2.3%	1.1%	1.6%	1.8%	1.1%	3.9%	4.9%	0.0%	1.1%	5.0%	2.2%	2.5%	1.9%	1.3%	
Wyoming	2.1%	2.4%	1.4%	2.2%	2.4%	1.5%	1.8%	2.3%	0.0%	2.0%	2.8%	1.8%	2.9%	1.9%	1.9%	
None	6.0%	5.2%	8.2%	5.8%	5.3%	7.6%	6.0%	5.0%	9.4%	6.4%	4.3%	7.0%	6.8%	5.6%	4.8%	
Not asked	10.0%	9.4%	11.8%	9.5%	9.0%	11.0%	9.9%	9.3%	12.3%	10.1%	6.4%	9.5%	10.9%	9.2%	10.4%	
<b>US Cities / Metropolitan Areas visited for leisure within the past three years</b>																
Atlantic City	1.9%	2.0%	1.5%	1.7%	1.9%	1.2%	3.0%	3.4%	1.6%	1.1%	4.7%	2.2%	1.9%	1.7%	1.7%	
Baltimore	3.0%	3.4%	1.9%	2.7%	3.0%	1.5%	5.0%	5.7%	2.2%	2.0%	7.6%	4.2%	2.8%	3.0%	2.2%	
Boston Area	5.8%	6.3%	4.3%	5.6%	6.0%	4.1%	7.4%	8.4%	3.7%	4.4%	11.7%	6.1%	5.5%	6.5%	4.8%	
New York City	12.6%	14.1%	8.2%	12.3%	13.4%	9.0%	15.9%	18.9%	4.1%	9.8%	24.7%	14.8%	10.8%	12.2%	13.1%	
Philadelphia	4.5%	4.8%	3.8%	3.9%	4.2%	3.2%	6.4%	7.4%	2.6%	3.2%	9.1%	5.0%	4.2%	4.6%	4.4%	
None of the Above	4.7%	4.9%	4.1%	4.1%	4.1%	4.1%	9.0%	9.8%	5.9%	4.9%	7.6%	4.3%	5.4%	5.2%	5.0%	
Atlanta	4.4%	4.5%	4.0%	3.8%	4.0%	3.2%	7.2%	7.7%	5.2%	3.2%	9.6%	4.8%	5.4%	4.1%	3.2%	
Charlotte	1.9%	2.0%	1.6%	1.7%	1.7%	1.7%	3.3%	4.2%	0.0%	1.2%	4.6%	2.0%	2.0%	2.1%	1.6%	
Dallas/Ft. Worth	5.2%	5.6%	4.2%	4.9%	5.3%	3.8%	7.3%	7.7%	5.9%	4.8%	7.5%	6.6%	5.5%	5.0%	3.9%	
Houston	3.0%	3.3%	2.1%	3.0%	3.3%	1.8%	3.3%	3.2%	3.9%	2.6%	4.7%	3.1%	2.7%	3.4%	2.7%	
Jacksonville, FL	2.3%	2.3%	2.2%	2.0%	2.1%	1.6%	3.7%	3.5%	4.2%	2.0%	4.1%	3.6%	2.3%	2.2%	1.3%	
Miami Area	5.4%	6.0%	3.6%	4.9%	5.5%	3.0%	8.4%	9.1%	5.3%	4.1%	10.9%	6.0%	5.8%	4.9%	4.9%	
Nashville	2.6%	2.7%	2.4%	2.4%	2.4%	2.7%	4.1%	5.0%	0.6%	2.1%	4.2%	2.7%	2.0%	3.4%	2.1%	
New Orleans	3.4%	3.5%	3.2%	3.3%	3.4%	2.9%	4.8%	4.6%	5.8%	3.2%	4.3%	3.9%	4.4%	3.3%	2.0%	
Orlando Area	8.6%	9.5%	5.8%	7.6%	8.4%	4.9%	15.8%	16.7%	12.1%	6.4%	18.7%	9.7%	8.3%	8.5%	7.9%	
Tampa	3.2%	3.7%	1.7%	3.1%	3.6%	1.5%	4.2%	4.5%	2.7%	2.6%	6.5%	3.8%	2.8%	3.2%	3.1%	
San Antonio	3.9%	4.1%	3.1%	3.8%	4.0%	3.2%	4.7%	5.2%	2.8%	3.5%	5.8%	5.7%	3.5%	3.2%	3.4%	
Washington, DC	6.0%	6.8%	3.5%	5.3%	6.0%	3.2%	8.7%	10.3%	2.5%	4.5%	11.8%	6.7%	4.5%	6.2%	6.6%	
None of the Above	6.5%	7.0%	4.9%	6.1%	6.3%	5.3%	9.3%	10.7%	3.7%	5.7%	10.0%	5.6%	6.0%	6.4%	7.9%	

Branson, MO	1.1%	1.2%	0.9%	1.1%	1.2%	0.8%	0.6%	0.8%	0.0%	1.0%	1.0%	1.5%	1.0%	1.1%	0.6%
Chicago	6.4%	7.5%	3.3%	5.9%	6.7%	3.6%	10.2%	12.1%	2.5%	4.8%	12.3%	6.9%	6.7%	6.5%	5.4%
Cincinnati	1.1%	1.3%	0.3%	1.0%	1.2%	0.4%	1.9%	2.3%	0.0%	0.7%	-2.5%	0.9%	1.1%	1.3%	0.8%
Cleveland	1.9%	2.2%	1.1%	1.7%	1.8%	1.1%	4.2%	4.7%	2.3%	1.3%	4.2%	1.8%	1.8%	2.3%	1.7%
Columbus	1.7%	2.0%	0.6%	1.6%	1.9%	0.8%	2.0%	2.5%	0.0%	1.2%	3.2%	2.8%	1.5%	1.4%	1.1%
Detroit Area	2.0%	2.3%	1.0%	2.0%	2.4%	1.0%	2.0%	2.3%	1.0%	1.6%	3.6%	1.2%	2.3%	2.2%	2.1%
Indianapolis	1.7%	2.0%	1.1%	1.3%	1.6%	0.5%	4.2%	4.1%	4.4%	1.3%	3.1%	1.9%	1.4%	2.3%	1.3%
Kansas City, MO	1.8%	1.8%	1.6%	1.6%	1.7%	1.3%	2.7%	2.4%	3.9%	1.5%	2.5%	2.2%	1.3%	2.0%	1.6%
Minneapolis	3.5%	3.5%	3.5%	3.1%	3.1%	3.0%	6.1%	5.7%	7.5%	3.2%	5.1%	4.2%	4.5%	2.8%	2.6%
St. Louis	2.6%	2.8%	1.9%	2.2%	2.4%	1.6%	5.1%	5.2%	4.7%	2.0%	4.4%	2.4%	2.3%	3.2%	2.3%
None of the Above	3.8%	4.0%	3.2%	3.4%	3.3%	3.5%	6.1%	6.7%	3.5%	3.3%	6.1%	2.2%	4.7%	4.5%	3.4%
Anaheim/Orange County	38.4%	37.7%	40.4%	39.7%	39.3%	40.8%	33.1%	30.2%	44.5%	41.7%	26.5%	40.0%	41.4%	36.4%	36.2%
Denver Area	7.6%	8.0%	6.4%	7.1%	7.0%	7.1%	11.7%	13.7%	3.5%	6.7%	11.8%	6.4%	8.0%	7.1%	8.9%
Honolulu	8.1%	8.6%	6.5%	7.5%	7.9%	6.3%	10.9%	12.4%	4.8%	7.3%	10.4%	9.1%	8.1%	7.1%	8.2%
Las Vegas	27.1%	26.7%	28.3%	27.7%	27.5%	28.3%	24.9%	24.2%	27.5%	29.7%	17.8%	31.9%	30.1%	24.2%	22.9%
Los Angeles Area	44.8%	45.1%	43.8%	45.9%	46.3%	44.7%	39.0%	37.4%	45.2%	46.4%	37.2%	44.3%	47.2%	43.3%	44.2%
Phoenix Area	14.4%	14.6%	13.7%	13.6%	13.9%	12.7%	17.5%	18.1%	15.1%	15.0%	13.8%	13.9%	14.4%	14.4%	14.5%
Portland, OR	9.6%	10.0%	8.3%	10.1%	10.6%	8.7%	7.4%	7.6%	6.7%	10.1%	8.6%	8.1%	9.5%	10.9%	9.4%
Lake Tahoe/Reno	15.5%	15.5%	15.6%	16.9%	16.9%	17.0%	9.6%	9.6%	9.6%	17.8%	6.5%	18.1%	16.7%	14.3%	13.2%
Salt Lake City	5.3%	5.3%	5.1%	5.3%	5.5%	5.0%	5.6%	5.2%	7.4%	5.6%	4.2%	5.4%	5.8%	4.5%	5.7%
San Diego	36.8%	37.1%	36.0%	38.0%	38.2%	37.4%	33.5%	33.2%	34.3%	39.1%	29.7%	38.9%	37.2%	35.2%	36.5%
San Francisco	39.5%	40.2%	37.4%	40.1%	40.7%	38.1%	35.0%	34.4%	37.4%	40.5%	34.9%	36.9%	40.1%	40.7%	39.7%
Seattle Area	8.6%	9.0%	7.4%	8.8%	9.5%	6.4%	7.5%	6.7%	10.5%	9.0%	7.8%	9.2%	7.8%	9.6%	7.8%
None of the Above	9.5%	8.7%	12.2%	9.1%	8.6%	10.8%	8.5%	7.4%	13.0%	9.9%	7.9%	9.1%	8.9%	10.0%	10.1%
<b>US Cities / Metropolitan Areas visited within the past three years</b>															
Atlantic City	1.4%	1.6%	0.7%	1.3%	1.5%	0.6%	2.6%	3.1%	0.8%	0.7%	3.9%	1.6%	1.8%	1.1%	1.1%
Baltimore	2.1%	2.3%	1.5%	1.9%	2.1%	1.4%	3.4%	4.2%	0.9%	1.1%	5.9%	3.2%	1.9%	1.9%	1.6%
Boston Area	4.0%	4.6%	2.0%	3.7%	4.4%	1.5%	5.7%	6.5%	2.4%	2.4%	10.4%	4.0%	4.4%	4.0%	3.5%
New York City	9.4%	10.4%	6.4%	8.9%	9.6%	6.5%	12.9%	14.9%	4.8%	6.9%	20.0%	10.9%	8.3%	8.3%	10.5%
Philadelphia	3.0%	3.1%	2.7%	2.6%	2.6%	2.3%	5.0%	6.0%	0.8%	1.9%	6.9%	4.1%	3.0%	2.9%	2.3%
None of the Above	6.1%	6.2%	5.7%	5.8%	5.9%	5.6%	7.0%	7.0%	6.7%	5.9%	7.5%	7.1%	4.4%	6.8%	6.3%
Atlanta	3.1%	3.2%	2.7%	2.8%	2.9%	2.5%	4.5%	5.3%	0.9%	2.0%	7.1%	3.5%	3.1%	3.1%	2.6%
Charlotte	1.1%	1.4%	0.3%	0.9%	1.0%	0.4%	2.9%	3.6%	0.0%	0.4%	3.8%	0.6%	1.2%	1.1%	1.4%
Dallas/Ft. Worth	3.8%	4.0%	3.1%	3.5%	3.8%	2.8%	5.4%	5.3%	5.8%	3.4%	5.3%	3.9%	3.4%	4.4%	3.3%
Houston	1.9%	2.0%	1.4%	1.9%	2.1%	1.1%	2.6%	2.2%	4.4%	1.7%	3.2%	1.9%	1.8%	2.0%	1.8%
Jacksonville, FL	1.4%	1.4%	1.4%	1.2%	1.3%	1.0%	2.3%	2.2%	2.5%	1.1%	2.7%	1.3%	1.3%	1.3%	0.4%
Miami Area	3.6%	4.0%	2.7%	3.3%	3.5%	2.5%	6.1%	6.9%	2.8%	2.8%	7.2%	3.8%	4.0%	3.1%	3.7%
Nashville	1.7%	1.8%	1.5%	1.4%	1.4%	1.6%	3.7%	4.4%	0.7%	1.1%	3.4%	2.3%	1.9%	1.9%	1.9%
New Orleans	2.2%	2.2%	2.1%	2.0%	2.1%	1.8%	3.5%	3.2%	4.8%	1.8%	3.4%	2.6%	2.8%	1.9%	1.4%
Orlando Area	5.3%	5.9%	3.5%	4.7%	5.2%	3.0%	9.5%	10.5%	5.4%	3.6%	12.9%	5.8%	5.5%	5.2%	4.9%
Tampa	2.3%	2.5%	1.7%	2.3%	2.6%	1.5%	2.7%	2.8%	2.5%	1.8%	4.9%	3.0%	1.7%	2.1%	2.7%
San Antonio	2.3%	2.6%	1.6%	2.3%	2.6%	1.6%	3.3%	3.5%	2.2%	2.2%	3.8%	3.4%	1.5%	1.8%	3.0%
Washington, DC	4.0%	4.6%	2.0%	3.6%	4.2%	1.9%	5.6%	6.6%	1.0%	2.7%	8.9%	5.1%	3.0%	4.1%	4.0%
None of the Above	8.2%	8.4%	7.5%	8.0%	8.2%	7.3%	9.3%	9.6%	8.1%	7.7%	10.4%	9.5%	7.9%	7.6%	8.1%
Branson, MO	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.3%	0.4%	0.0%	0.4%	0.7%	0.7%	0.5%	0.8%	0.3%
Chicago	4.5%	5.2%	2.7%	4.3%	4.8%	2.7%	6.8%	7.8%	2.9%	3.2%	9.0%	4.4%	4.6%	4.8%	4.4%
Cincinnati	0.8%	0.9%	0.4%	0.7%	0.8%	0.5%	1.5%	1.8%	0.0%	0.5%	1.8%	0.6%	0.7%	1.0%	0.9%
Cleveland	1.1%	1.4%	0.5%	0.9%	0.9%	0.6%	3.1%	3.8%	0.0%	0.7%	2.9%	1.3%	0.9%	1.4%	0.9%
Columbus	1.2%	1.5%	0.1%	1.0%	1.3%	0.1%	2.1%	2.6%	0.0%	0.7%	2.5%	2.3%	1.0%	0.8%	0.7%
Detroit Area	1.3%	1.6%	0.7%	1.4%	1.6%	0.6%	1.4%	1.8%	0.0%	1.0%	2.7%	0.8%	1.0%	1.6%	2.0%
Indianapolis	1.3%	1.5%	0.8%	1.0%	1.2%	0.3%	3.1%	3.0%	3.5%	1.0%	2.7%	1.3%	1.1%	1.8%	0.9%
Kansas City, MO	1.2%	1.3%	0.9%	1.1%	1.2%	0.5%	2.1%	1.7%	3.8%	0.9%	2.2%	1.6%	1.1%	1.5%	0.7%
Minneapolis	2.8%	2.6%	3.5%	2.6%	2.4%	3.0%	4.6%	4.0%	7.5%	2.5%	4.5%	3.6%	3.8%	2.2%	1.8%
St. Louis	1.7%	2.0%	1.0%	1.5%	1.7%	0.7%	3.4%	3.6%	2.5%	1.2%	3.6%	1.3%	1.8%	2.2%	1.6%
None of the Above	5.3%	5.5%	4.5%	5.1%	5.4%	4.2%	6.9%	6.3%	9.2%	5.3%	5.2%	6.6%	4.6%	5.4%	4.5%
Anaheim/Orange County	32.3%	31.5%	34.8%	33.8%	33.3%	35.3%	24.3%	22.8%	30.7%	35.1%	22.2%	33.6%	35.2%	30.6%	30.1%
Denver Area	4.6%	5.0%	3.5%	4.1%	4.2%	3.9%	8.5%	9.8%	3.0%	3.8%	8.9%	4.2%	4.0%	4.2%	6.3%
Honolulu	4.2%	4.4%	3.5%	4.1%	4.3%	3.4%	4.5%	5.4%	0.6%	3.4%	7.1%	4.4%	4.2%	3.6%	4.6%
Las Vegas	20.2%	20.6%	19.0%	20.7%	21.4%	18.5%	17.9%	17.0%	21.3%	22.1%	14.1%	22.8%	21.9%	18.3%	18.2%
Los Angeles Area	40.5%	39.6%	43.1%	41.5%	40.9%	43.5%	32.9%	31.4%	39.3%	42.1%	32.5%	40.6%	41.8%	39.1%	40.5%
Phoenix Area	10.0%	10.4%	8.7%	9.4%	9.7%	8.1%	13.1%	13.5%	11.1%	10.5%	9.6%	7.3%	9.8%	11.5%	10.8%
Portland, OR	6.0%	6.8%	3.6%	6.2%	7.0%	3.5%	5.0%	5.6%	2.2%	6.0%	6.8%	4.4%	5.5%	7.3%	6.7%
Lake Tahoe/Reno	12.6%	12.6%	12.5%	13.8%	13.9%	13.3%	7.4%	7.2%	8.3%	14.6%	5.3%	14.8%	13.8%	10.5%	11.6%
Salt Lake City	3.4%	3.6%	2.6%	3.3%	3.6%	2.4%	4.3%	4.1%	5.0%	3.4%	3.3%	3.3%	3.8%	3.2%	3.3%
San Diego	30.1%	29.6%	31.8%	30.9%	30.6%	31.9%	26.2%	25.0%	31.2%	32.4%	22.8%	32.2%	29.5%	29.7%	29.2%
San Francisco	33.2%	33.8%	31.6%	33.7%	34.7%	30.5%	26.8%	25.2%	33.6%	34.2%	29.4%	33.6%	34.1%	34.5%	34.2%
Seattle Area	5.2%	5.6%	3.9%	5.3%	6.0%	3.2%	4.6%	4.1%	6.5%	5.1%	5.9%	5.0%	4.4%	5.6%	5.8%
None of the Above	7.4%	6.7%	9.6%	7.2%	6.4%	9.8%	8.6%	8.9%	7.4%	7.8%	6.0%	9.2%	6.0%	7.2%	7.6%
<b>Month of Travel Incidence</b>															
Dec-11	9.1%	9.4%	8.3%	10.2%	10.4%	9.6%	5.0%	5.2%	4.2%	9.0%	8.8%	0.0%	0.0%	0.0%	39.5%
Nov-11	12.5%	12.6%	12.4%	13.0%	13.2%	12.6%	9.5%	10.0%	7.6%	12.7%	11.6%	0.0%	0.0%	0.0%	54.3%
Oct-11	14.4%	14.6%	13.7%	14.1%	14.2%	14.1%	15.7%	16.8%	11.4%	14.2%	14.2%	0.0%	0.0%	0.0%	62.3%
Sep-11	18.9%	18.3%	20.5%	18.7%	18.1%	20.4%	20.1%	20.4%	19.0%	19.1%	16.9%	0.0%	0.0%	28.3%	46.5%
Aug-11	25.9%	25.6%	26.7%	26.0%	25.8%	26.4%	25.3%	25.4%	25.0%	26.4%	24.1%	0.0%	0.0%	53.4%	45.9%
Jul-11	30.3%	30.7%	29.1%	30.4%	30.6%	29.7%	30.7%	33.0%	22.1%	30.7%	29.9%	0.0%	0.0%	68.2%	46.3%
Jun-11	32.2%	32.1%	32.7%	32.2%	32.1%	32.5%	31.6%	32.3%	28.9%	33.5%	27.7%	0.0%	34.5%	47.3%	41.5%
May-11	34.0%	32.5%	38.3%	33.4%	31.7%	38.6%	36.7%	37.3%	34.7%	34.9%	31.3%	0.0%	47.1%	42.2%	41.0%

Apr-11	36.9%	35.0%	42.1%	35.9%	33.7%	42.5%	43.8%	44.8%	40.1%	38.1%	33.1%	0.0%	66.2%	37.3%	37.8%
Mar-11	37.6%	35.1%	44.7%	34.7%	32.0%	43.1%	49.9%	51.8%	42.8%	37.7%	36.9%	39.6%	42.8%	32.1%	36.4%
Feb-11	40.8%	37.9%	49.2%	37.8%	35.0%	46.4%	53.9%	53.4%	56.0%	41.6%	38.8%	54.8%	41.8%	32.1%	37.1%
Jan-11	41.8%	38.8%	50.5%	38.8%	35.7%	48.6%	54.6%	54.9%	53.4%	42.5%	39.6%	64.6%	41.0%	30.1%	35.9%
Dec-10	42.0%	39.5%	49.2%	39.4%	36.8%	47.7%	54.0%	54.7%	51.0%	42.9%	39.5%	59.0%	45.8%	40.1%	23.9%
Nov-10	34.3%	31.8%	41.3%	31.5%	28.8%	39.7%	47.4%	48.6%	42.9%	35.3%	32.3%	52.8%	41.3%	34.1%	9.0%
Oct-10	29.9%	27.7%	36.1%	27.1%	24.9%	34.1%	43.4%	44.9%	37.6%	29.9%	31.8%	44.6%	39.1%	34.2%	0.0%
Sep-10	27.3%	25.0%	33.9%	25.1%	23.0%	31.9%	37.0%	37.6%	35.0%	28.3%	26.6%	47.4%	38.8%	23.4%	0.0%
Aug-10	25.1%	23.4%	30.0%	22.8%	21.2%	27.6%	34.8%	35.4%	32.6%	25.4%	26.1%	48.9%	39.9%	13.6%	0.0%
Jul-10	21.3%	19.4%	26.7%	18.9%	17.2%	24.2%	32.0%	32.0%	32.1%	21.7%	21.8%	47.7%	41.3%	0.0%	0.0%
Jun-10	16.8%	15.5%	20.7%	14.4%	13.2%	18.0%	27.3%	27.6%	26.2%	16.6%	19.2%	45.5%	26.2%	0.0%	0.0%
May-10	12.6%	10.9%	17.5%	10.9%	9.4%	15.5%	20.4%	19.8%	22.5%	12.6%	13.5%	41.8%	13.3%	0.0%	0.0%
Apr-10	8.9%	8.0%	11.6%	7.8%	6.9%	10.5%	13.7%	14.0%	12.6%	8.7%	10.4%	40.8%	0.0%	0.0%	0.0%
Mar-10	5.7%	5.3%	6.7%	5.1%	4.6%	6.6%	9.2%	9.5%	8.1%	5.6%	6.3%	25.9%	0.0%	0.0%	0.0%
Feb-10	2.3%	2.2%	2.6%	2.0%	1.8%	2.8%	4.1%	4.4%	3.2%	2.1%	2.6%	10.4%	0.0%	0.0%	0.0%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
<b>All Purposes for Trip</b>															
All Purposes (Net)	#####	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Leisure (Net)	83.8%	85.6%	78.6%	100.0%	100.0%	100.0%	20.9%	23.4%	11.5%	87.7%	68.3%	79.0%	82.4%	86.3%	86.7%
Visit friends/relatives	48.8%	52.1%	39.5%	58.0%	60.8%	49.6%	12.9%	14.6%	6.5%	50.1%	47.5%	46.7%	48.5%	46.1%	54.6%
Outdoor recreation	15.3%	16.4%	12.1%	18.7%	19.5%	16.1%	3.2%	3.6%	1.6%	17.5%	6.4%	13.3%	15.6%	18.6%	12.5%
Entertainment/Sightseeing	22.7%	23.6%	20.2%	27.5%	27.7%	26.6%	5.7%	6.6%	2.4%	23.0%	20.4%	20.1%	22.8%	24.9%	22.2%
Other pleasure/personal	23.8%	24.7%	21.2%	28.0%	28.7%	25.6%	7.0%	7.2%	6.2%	24.6%	19.6%	22.0%	24.0%	26.3%	22.0%
Personal business	8.8%	6.8%	14.4%	1.7%	1.6%	2.1%	6.1%	6.3%	5.0%	9.3%	6.1%	9.8%	9.1%	8.1%	8.3%
Business (Net)	15.1%	16.4%	11.5%	2.4%	2.7%	1.4%	100.0%	100.0%	100.0%	9.9%	37.6%	19.1%	17.0%	12.6%	12.3%
Business - General	11.2%	11.5%	10.2%	1.7%	1.9%	1.2%	73.8%	70.1%	88.2%	7.7%	26.3%	13.1%	12.9%	9.6%	9.4%
Business-Convention/Conference/Trade Show	4.6%	5.7%	1.4%	0.8%	1.0%	0.3%	29.8%	34.5%	11.8%	2.6%	13.0%	6.5%	5.0%	3.7%	3.4%
Business - Convention/Trade Show ***	1.5%	1.9%	0.3%	0.4%	0.5%	0.1%	9.3%	11.0%	2.8%	0.8%	4.7%	2.6%	1.3%	1.2%	1.2%
Business - Conference/Seminar ***	3.4%	4.2%	1.1%	0.6%	0.7%	0.2%	22.6%	26.2%	8.9%	2.0%	9.6%	4.7%	3.8%	2.7%	2.7%
Other	3.4%	2.8%	5.2%	1.1%	1.0%	1.4%	1.4%	1.6%	0.8%	3.1%	2.1%	4.0%	3.2%	3.3%	3.4%
<b>Primary Purpose for Trip</b>															
Leisure (Net)	78.4%	80.0%	73.7%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	83.0%	60.5%	72.8%	76.7%	81.5%	81.7%
Visit friends/relatives	40.1%	42.1%	34.4%	51.1%	52.6%	46.6%	0.0%	0.0%	0.0%	41.4%	38.5%	39.2%	38.2%	37.2%	46.5%
Outdoor recreation	8.5%	8.5%	8.7%	10.9%	10.6%	11.8%	0.0%	0.0%	0.0%	10.2%	1.3%	7.9%	8.0%	10.9%	6.9%
Entertainment/Sightseeing	14.6%	14.2%	15.6%	18.6%	17.7%	21.2%	0.0%	0.0%	0.0%	14.9%	10.5%	12.6%	14.3%	16.4%	14.4%
Other pleasure/personal	15.2%	15.1%	15.1%	19.4%	19.0%	20.5%	0.0%	0.0%	0.0%	16.5%	10.1%	14.0%	15.2%	17.1%	14.0%
Personal business	6.4%	4.5%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	3.0%	7.6%	6.6%	6.0%	5.7%
Business (Net)	13.0%	14.0%	10.4%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	8.0%	35.3%	17.0%	14.7%	10.5%	10.5%
Business - General	9.3%	9.4%	9.2%	0.0%	0.0%	0.0%	71.7%	67.4%	88.2%	6.1%	24.1%	11.7%	10.5%	7.7%	7.9%
Business - Convention/Conference/Trade Show	3.7%	4.6%	1.2%	0.0%	0.0%	0.0%	28.3%	32.6%	11.8%	1.9%	11.2%	5.3%	4.2%	2.8%	2.7%
Business - Convention/Trade Show ***	1.0%	1.2%	0.3%	0.0%	0.0%	0.0%	7.5%	8.8%	2.8%	0.5%	3.2%	1.7%	0.9%	0.8%	0.7%
Business - Conference/Seminar ***	2.7%	3.3%	0.9%	0.0%	0.0%	0.0%	20.8%	23.9%	8.9%	1.4%	8.0%	3.6%	3.3%	2.0%	2.0%
Other	2.2%	1.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.2%	2.6%	2.0%	2.1%	2.1%
<b>Did you extend your stay for leisure purposes?</b>															
Yes	15.2%	17.9%	4.8%	N/A	N/A	N/A	15.2%	17.9%	4.8%	16.4%	14.6%	13.2%	16.6%	18.4%	12.1%
No	84.8%	82.1%	95.2%	N/A	N/A	N/A	84.8%	82.1%	95.2%	83.6%	85.4%	86.8%	83.4%	81.6%	87.9%
<b>All Modes of Transportation</b>															
All Modes (Net)	#####	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Own Auto/Truck	75.0%	69.5%	90.7%	78.9%	74.5%	92.5%	49.6%	40.9%	83.1%	93.3%	16.5%	73.4%	76.9%	75.4%	73.8%
Rental Car	11.5%	14.8%	2.1%	9.0%	11.3%	1.8%	29.9%	36.9%	3.2%	6.0%	39.4%	12.7%	11.1%	11.3%	11.1%
Camper/RV	1.7%	2.2%	0.2%	2.0%	2.6%	0.1%	0.9%	0.8%	1.2%	2.1%	0.5%	1.7%	1.9%	1.9%	1.1%
Ship/Boat	1.1%	1.3%	0.3%	1.2%	1.5%	0.4%	0.7%	0.8%	0.0%	0.4%	1.0%	0.9%	0.9%	1.5%	0.8%
Airplane	18.9%	25.0%	1.6%	15.0%	19.6%	0.7%	48.1%	58.5%	8.4%	2.1%	100.0%	20.6%	16.6%	19.5%	19.3%
Bus	2.9%	3.4%	1.6%	2.8%	3.1%	1.7%	4.3%	5.0%	1.3%	0.5%	6.0%	3.0%	2.7%	2.8%	3.3%
Train	2.9%	3.4%	1.3%	2.7%	3.2%	1.3%	4.1%	4.9%	1.3%	0.5%	5.2%	2.0%	2.9%	2.9%	3.8%
Motorcoach/Group Tour	0.6%	0.7%	0.3%	0.5%	0.6%	0.3%	0.7%	0.9%	0.0%	0.2%	1.0%	0.9%	0.4%	0.4%	0.6%
Motorcycle	0.9%	1.0%	0.8%	1.0%	1.0%	1.0%	0.7%	0.9%	0.0%	0.3%	0.3%	0.8%	0.9%	1.3%	0.5%
Other	5.4%	5.1%	6.1%	3.9%	3.8%	4.1%	10.9%	9.5%	16.3%	0.4%	9.3%	5.8%	4.7%	5.8%	5.0%
<b>Primary Mode of Transportation</b>															
Own Auto/Truck	71.1%	64.6%	89.7%	75.7%	70.4%	91.9%	40.3%	30.4%	78.2%	92.7%	0.0%	68.9%	73.2%	71.0%	70.9%
Rental Car	4.4%	5.4%	1.8%	4.1%	4.8%	1.7%	7.0%	8.2%	2.2%	5.8%	0.0%	4.4%	4.5%	4.4%	4.4%
Camper/RV	1.2%	1.6%	0.0%	1.5%	2.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.3%	1.5%	1.3%	0.5%
Ship/Boat	0.6%	0.7%	0.0%	0.6%	0.8%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.6%	0.4%	0.7%	0.5%
Airplane	16.8%	22.2%	1.4%	13.0%	17.0%	0.4%	45.5%	55.2%	8.4%	0.0%	100.0%	18.8%	14.8%	17.0%	17.1%
Bus	1.0%	1.1%	0.9%	1.2%	1.2%	1.2%	0.6%	0.8%	0.0%	0.0%	0.0%	0.8%	0.9%	1.0%	1.5%
Train	1.4%	1.5%	1.3%	1.5%	1.6%	1.3%	0.8%	0.8%	0.5%	0.0%	0.0%	1.2%	1.7%	1.1%	1.8%
Motorcoach/Group Tour	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.2%
Motorcycle	0.6%	0.6%	0.7%	0.7%	0.6%	0.9%	0.1%	0.2%	0.0%	0.0%	0.0%	0.6%	0.5%	1.0%	0.3%
Other	2.7%	2.1%	4.1%	1.5%	1.3%	2.4%	5.3%	3.8%	10.7%	0.0%	0.0%	2.9%	2.6%	2.3%	2.9%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane	Target Travel Qtr- Q1 2011	Target Travel Qtr- Q2 2011	Target Travel Qtr- Q3 2011	Target Travel Qtr- Q4 2011
<b>Travel Party Size</b>															
	2.7	2.7	2.6	2.9	2.9	2.9	1.7	1.8	1.4	2.7	1.9	2.5	2.8	2.7	2.6
<b>Household Size per Reporting Travel Member</b>															
	2.1	2.1	2.1	2.2	2.2	2.3	1.3	1.3	1.1	2.2	1.5	1.9	2.1	2.2	2.1
<b>All Travel Party Members</b>															
1	30.0%	30.5%	28.8%	22.3%	23.1%	19.9%	70.3%	68.9%	76.0%	23.4%	55.9%	37.0%	28.2%	26.6%	29.9%
2	36.8%	36.5%	37.6%	39.5%	39.5%	39.4%	18.9%	19.4%	17.1%	39.3%	27.3%	34.2%	36.4%	37.8%	38.6%
3	11.5%	11.0%	13.1%	12.6%	11.8%	15.0%	5.1%	5.4%	4.2%	12.6%	7.8%	10.9%	12.1%	12.4%	10.3%
4	11.9%	12.2%	11.2%	14.1%	14.2%	14.0%	2.3%	2.6%	0.9%	13.6%	5.6%	10.1%	13.1%	11.8%	12.4%
5+	9.7%	9.8%	9.2%	11.5%	11.4%	11.7%	3.4%	3.8%	1.8%	11.0%	3.4%	7.8%	10.2%	11.4%	8.8%
<b>Number of Travel Party Members</b>															
0	73.1%	72.7%	74.3%	68.4%	68.4%	68.6%	94.1%	93.0%	98.2%	68.8%	88.6%	77.3%	70.8%	71.2%	74.3%
1	10.5%	10.6%	10.1%	11.9%	11.9%	11.8%	3.4%	4.1%	0.6%	11.7%	5.6%	8.8%	11.3%	12.0%	9.3%
2	10.6%	10.9%	9.6%	12.6%	12.8%	12.0%	1.4%	1.7%	0.2%	12.4%	4.5%	9.5%	11.7%	10.2%	10.6%
3	3.7%	3.5%	4.5%	4.6%	4.2%	5.9%	0.2%	0.3%	0.0%	4.6%	1.0%	2.1%	4.3%	4.6%	3.6%
4	1.2%	1.2%	1.1%	1.3%	1.4%	1.3%	0.5%	0.4%	0.9%	1.4%	0.2%	1.4%	1.4%	1.1%	1.0%
5+	0.9%	1.1%	0.3%	1.1%	1.3%	0.4%	0.4%	0.5%	0.0%	1.0%	0.2%	0.8%	0.8%	0.9%	1.2%
<b>Number of Travel Party Members Under 18</b>															
1	34.8%	35.1%	34.2%	27.5%	28.0%	26.2%	72.2%	70.7%	77.8%	28.6%	58.6%	41.8%	34.2%	31.0%	33.8%
2	50.5%	50.7%	50.0%	56.1%	56.5%	54.9%	20.8%	20.7%	16.5%	55.8%	32.7%	45.7%	50.5%	52.7%	52.4%
3	7.5%	6.9%	9.3%	8.2%	7.4%	11.0%	3.5%	3.3%	4.0%	8.2%	5.0%	6.1%	7.7%	8.3%	7.6%
4	3.9%	3.5%	4.7%	4.4%	4.0%	5.6%	1.3%	1.4%	0.9%	4.3%	2.0%	3.1%	3.9%	4.4%	3.7%
5+	3.3%	3.8%	1.8%	3.7%	4.1%	2.3%	2.3%	2.6%	0.9%	3.1%	1.7%	3.3%	3.7%	3.5%	2.5%
<b>Number of travel party members ages under 18 - Live in HH</b>															
0	76.0%	75.7%	76.9%	71.7%	71.9%	71.4%	94.8%	93.5%	99.8%	71.9%	89.9%	79.8%	74.2%	74.0%	76.9%
1	10.4%	10.4%	10.2%	11.8%	11.6%	12.2%	3.5%	4.4%	0.2%	11.7%	5.5%	9.2%	11.5%	11.7%	8.6%
2	9.5%	9.8%	8.5%	11.3%	11.6%	10.5%	1.1%	1.5%	0.0%	11.2%	3.8%	8.0%	9.9%	9.6%	10.1%
3	3.1%	3.0%	3.6%	3.9%	3.6%	4.9%	0.2%	0.3%	0.0%	3.9%	0.8%	1.9%	3.5%	3.6%	3.4%
4	0.8%	0.7%	0.8%	0.9%	0.9%	1.0%	0.1%	0.2%	0.0%	1.0%	0.0%	0.8%	0.9%	0.7%	0.7%
5+	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.2%	0.2%	0.0%	0.4%	0.0%	0.4%	0.1%	0.4%	0.4%
<b>Number of travel party members ages 18+ - Live in Household</b>															
1	45.6%	45.7%	45.6%	38.4%	38.5%	38.2%	83.3%	82.6%	86.1%	38.5%	70.1%	53.9%	45.1%	41.7%	43.3%
2	48.4%	48.9%	47.1%	54.7%	55.4%	52.6%	15.8%	16.3%	13.9%	54.5%	27.7%	41.4%	49.0%	51.3%	50.5%
3	4.1%	3.6%	5.6%	4.6%	3.9%	6.9%	0.7%	0.8%	0.0%	4.8%	1.6%	3.1%	3.8%	5.2%	4.2%
4	1.3%	1.2%	1.3%	1.5%	1.5%	1.8%	0.2%	0.2%	0.0%	1.5%	0.3%	0.8%	1.4%	1.2%	1.7%
5+	0.6%	0.6%	0.4%	0.7%	0.7%	0.5%	0.1%	0.1%	0.0%	0.6%	0.3%	0.7%	0.7%	0.5%	0.4%
<b>All Travel Party Members in Household</b>															
1	40.3%	40.5%	39.8%	32.5%	32.9%	31.3%	81.6%	80.5%	85.9%	32.8%	67.1%	48.8%	38.9%	36.7%	38.5%
2	35.3%	35.3%	34.9%	38.7%	39.1%	37.4%	14.5%	14.6%	14.1%	38.4%	23.4%	31.0%	35.5%	36.3%	37.6%
3	9.6%	8.9%	11.7%	10.8%	9.9%	13.6%	2.1%	2.6%	0.0%	11.0%	4.6%	8.5%	9.9%	11.3%	8.3%
4	9.8%	10.3%	8.6%	11.9%	12.1%	11.0%	1.0%	1.3%	0.0%	11.6%	3.8%	7.9%	10.4%	10.1%	10.6%
5+	5.0%	5.0%	5.0%	6.1%	5.9%	6.6%	0.8%	1.0%	0.0%	6.1%	1.1%	3.8%	5.3%	5.5%	5.0%
The Average length of stay on the State level is the average length of stay of what was reported by the average overnight visitor to California on the Trip level															
<b>Average number of nights spent on Trip</b>	2.8	3.8	0	2.9	3.8	0	3.1	3.9	0	2.2	5.4	2.6	2.6	3.2	2.9
<b>Base - All Answering</b>															
0	25.9%	0.0%	100.0%	24.4%	0.0%	100.0%	20.7%	0.0%	100.0%	30.9%	2.1%	28.2%	27.7%	24.4%	23.8%
1-3 (Net)	47.7%	64.5%	0.0%	49.4%	65.3%	0.0%	46.8%	59.0%	0.0%	50.9%	35.7%	48.4%	48.3%	46.8%	47.7%
1	17.3%	23.3%	0.0%	18.0%	23.8%	0.0%	14.3%	18.0%	0.0%	19.9%	4.7%	18.4%	18.5%	15.1%	17.6%
2	18.0%	24.3%	0.0%	19.2%	25.4%	0.0%	15.5%	19.6%	0.0%	19.5%	12.5%	18.4%	16.6%	19.2%	17.6%
3	12.5%	16.9%	0.0%	12.1%	16.1%	0.0%	16.9%	21.4%	0.0%	11.5%	18.5%	11.7%	13.3%	12.5%	12.4%
4-7 (Net)	19.0%	25.7%	0.0%	18.7%	24.7%	0.0%	26.1%	32.9%	0.0%	13.5%	45.4%	18.0%	18.6%	19.4%	20.0%
4	7.9%	10.6%	0.0%	7.2%	9.5%	0.0%	14.0%	17.6%	0.0%	5.8%	18.4%	8.2%	7.5%	7.3%	8.8%
5	5.4%	7.3%	0.0%	5.4%	7.1%	0.0%	7.2%	9.1%	0.0%	3.7%	13.2%	4.7%	5.0%	5.9%	5.9%
6	2.5%	3.4%	0.0%	2.6%	3.4%	0.0%	2.6%	3.3%	0.0%	1.7%	6.3%	2.4%	3.2%	2.4%	2.1%
7	3.2%	4.3%	0.0%	3.5%	4.6%	0.0%	2.3%	2.9%	0.0%	2.3%	7.5%	2.8%	3.0%	3.7%	3.2%
8-14 (Net)	5.5%	7.4%	0.0%	5.9%	7.8%	0.0%	4.1%	5.2%	0.0%	3.8%	12.2%	3.8%	3.8%	7.0%	7.2%
8	1.6%	2.2%	0.0%	1.8%	2.4%	0.0%	1.0%	1.2%	0.0%	1.1%	3.7%	1.1%	1.5%	2.2%	1.4%
9	0.8%	1.1%	0.0%	1.0%	1.3%	0.0%	0.3%	0.4%	0.0%	0.6%	1.6%	0.4%	0.2%	1.6%	1.1%
10	1.3%	1.8%	0.0%	1.2%	1.6%	0.0%	1.5%	1.9%	0.0%	0.9%	3.1%	0.9%	0.9%	1.4%	1.9%
11	0.3%	0.4%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	0.2%	0.3%	0.6%
12	0.5%	0.7%	0.0%	0.5%	0.7%	0.0%	0.7%	0.8%	0.0%	0.4%	1.2%	0.3%	0.3%	0.5%	1.1%
13	0.3%	0.4%	0.0%	0.4%	0.5%	0.0%	0.3%	0.4%	0.0%	0.1%	0.9%	0.3%	0.1%	0.5%	0.4%
14	0.6%	0.8%	0.0%	0.6%	0.8%	0.0%	0.4%	0.5%	0.0%	0.4%	1.2%	0.6%	0.5%	0.5%	0.8%
15+	1.8%	2.4%	0.0%	1.7%	2.2%	0.0%	2.3%	2.9%	0.0%	0.9%	4.6%	1.7%	1.6%	2.4%	1.3%
<b>Average Number of States Visited</b>	1.2	1.2	1	1.2	1.2	1	1.2	1.2	1	1.2	1.2	1.2	1.2	1.2	1.1
<b>US State(s) or Country(ies) Visited on Trip</b>															
(Net) Northeast	0.6%	0.8%	0.1%	0.4%	0.5%	0.1%	1.8%	2.3%	0.0%	0.3%	1.7%	0.8%	0.3%	0.7%	0.6%
(Subnet) New England	0.3%	0.4%	0.1%	0.2%	0.2%	0.1%	1.0%	1.2%	0.0%	0.2%	1.0%	0.4%	0.2%	0.4%	0.3%
Connecticut	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.4%	0.5%	0.0%	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%
Maine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Massachusetts	0.2%	0.3%	0.0%	0.1%	0.1%	0.0%	0.7%	0.9%	0.0%	0.1%	0.7%	0.1%	0.1%	0.3%	0.3%
New Hampshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%





Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Netherlands/Holland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Portugal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Country in Western Europe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Country in Eastern Europe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middle East./ Africa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Asia	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Pacific	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
NET: Foreign Country	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.2%
NET: US Territory	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
<b>Number of US States Visited per Trip</b>															
1	92.6%	90.4%	99.0%	92.9%	90.9%	98.9%	90.9%	89.0%	97.9%	93.7%	89.8%	93.0%	93.2%	90.9%	94.0%
2	4.0%	5.0%	0.9%	3.9%	4.8%	0.9%	5.3%	6.2%	2.1%	3.2%	6.8%	3.8%	3.8%	4.6%	3.4%
3	1.4%	1.9%	0.0%	1.4%	1.8%	0.0%	1.7%	2.2%	0.0%	1.2%	2.1%	1.6%	0.8%	1.9%	1.2%
4+	2.0%	2.7%	0.1%	1.9%	2.5%	0.1%	2.1%	2.6%	0.0%	1.9%	1.3%	1.7%	2.3%	2.5%	1.4%
<b>The Destinations where the most time was spent - for those travelers who visited more than 3 US States (pick 3)</b>															
(Net) Northeast	11.7%	11.9%	0.0%	10.7%	10.9%	0.0%	19.9%	19.9%	N/A	9.2%	29.9%	16.6%	2.3%	14.0%	18.4%
(Subnet) New England	4.4%	4.4%	0.0%	3.3%	3.4%	0.0%	5.0%	5.0%	N/A	2.6%	6.1%	6.3%	2.3%	5.3%	3.8%
Connecticut	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	5.0%	5.0%	N/A	0.0%	6.1%	0.0%	2.3%	0.0%	0.0%
Massachusetts	1.9%	1.9%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	N/A	2.6%	0.0%	0.0%	0.0%	3.4%	3.8%
Rhode Island	1.8%	1.8%	0.0%	2.5%	2.5%	0.0%	0.0%	0.0%	N/A	0.0%	0.0%	6.3%	0.0%	1.9%	0.0%
(Subnet) Middle Atlantic	9.2%	9.4%	0.0%	8.2%	8.4%	0.0%	14.9%	14.9%	N/A	9.2%	23.8%	10.3%	0.0%	12.1%	18.4%
New Jersey	2.6%	2.6%	0.0%	1.8%	1.8%	0.0%	0.0%	0.0%	N/A	3.5%	0.0%	0.0%	0.0%	3.4%	8.0%
New York	3.6%	3.6%	0.0%	2.9%	3.0%	0.0%	10.7%	10.7%	N/A	2.1%	18.6%	5.2%	0.0%	3.9%	7.5%
Pennsylvania	3.1%	3.2%	0.0%	3.5%	3.6%	0.0%	4.2%	4.2%	N/A	3.5%	5.2%	5.1%	0.0%	4.8%	2.9%
(Net) North Central	18.3%	18.5%	0.0%	16.4%	16.6%	0.0%	20.2%	20.2%	N/A	19.9%	0.0%	22.5%	22.6%	17.9%	6.9%
(Subnet) East North Central	9.3%	9.4%	0.0%	8.7%	8.8%	0.0%	17.1%	17.1%	N/A	9.7%	0.0%	15.0%	7.5%	12.1%	0.0%
Illinois	2.6%	2.6%	0.0%	2.4%	2.4%	0.0%	6.3%	6.3%	N/A	2.6%	0.0%	3.8%	2.3%	3.6%	0.0%
Indiana	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	4.2%	4.2%	N/A	0.8%	0.0%	0.0%	0.0%	1.5%	0.0%
Michigan	3.3%	3.4%	0.0%	4.6%	4.6%	0.0%	0.0%	0.0%	N/A	4.6%	0.0%	7.6%	3.6%	2.5%	0.0%
Ohio	2.1%	2.1%	0.0%	1.6%	1.6%	0.0%	6.7%	6.7%	N/A	1.6%	0.0%	0.0%	0.0%	5.7%	0.0%
Wisconsin	1.8%	1.8%	0.0%	1.6%	1.6%	0.0%	0.0%	0.0%	N/A	1.6%	0.0%	3.5%	3.9%	0.0%	0.0%
(Subnet) West North Central	10.9%	11.0%	0.0%	10.2%	10.3%	0.0%	3.1%	3.1%	N/A	11.7%	0.0%	11.3%	19.1%	5.8%	6.9%
Iowa	2.9%	3.0%	0.0%	2.8%	2.8%	0.0%	0.0%	0.0%	N/A	3.1%	0.0%	11.3%	0.0%	2.5%	0.0%
Kansas	1.4%	1.4%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	N/A	1.9%	0.0%	0.0%	0.0%	3.8%	0.0%
Minnesota	2.4%	2.5%	0.0%	1.6%	1.6%	0.0%	0.0%	0.0%	N/A	1.6%	0.0%	0.0%	8.2%	0.0%	0.0%
Missouri	2.4%	2.4%	0.0%	3.3%	3.3%	0.0%	0.0%	0.0%	N/A	2.3%	0.0%	3.8%	3.4%	1.9%	0.0%
Nebraska	2.1%	2.2%	0.0%	2.4%	2.4%	0.0%	3.1%	3.1%	N/A	2.4%	0.0%	0.0%	3.4%	0.0%	6.9%
South Dakota	1.8%	1.8%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	N/A	2.5%	0.0%	0.0%	6.1%	0.0%	0.0%
(Net) South	34.8%	35.2%	0.0%	28.2%	28.6%	0.0%	70.7%	70.7%	N/A	29.9%	71.1%	44.8%	29.0%	31.6%	41.5%
(Subnet) South Atlantic	11.8%	12.0%	0.0%	10.7%	10.9%	0.0%	29.9%	29.9%	N/A	8.4%	44.1%	17.9%	17.0%	5.3%	10.3%
Washington DC.	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	9.8%	9.8%	N/A	0.7%	7.5%	4.6%	0.0%	1.3%	0.0%
Florida	4.5%	4.6%	0.0%	3.8%	3.9%	0.0%	13.2%	13.2%	N/A	3.8%	16.0%	10.9%	5.0%	0.0%	6.6%
Georgia	4.0%	4.0%	0.0%	3.9%	4.0%	0.0%	8.1%	8.1%	N/A	1.7%	25.0%	0.0%	8.1%	1.4%	6.6%
South Carolina	2.5%	2.5%	0.0%	2.2%	2.2%	0.0%	7.0%	7.0%	N/A	2.2%	0.0%	2.5%	3.9%	2.6%	0.0%
Virginia	1.8%	1.8%	0.0%	2.4%	2.4%	0.0%	0.0%	0.0%	N/A	0.0%	16.1%	0.0%	3.9%	0.0%	3.7%
(Subnet) East South Central	5.6%	5.7%	0.0%	1.5%	1.5%	0.0%	21.4%	21.4%	N/A	3.5%	4.1%	2.5%	0.0%	11.7%	5.8%
Alabama	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	14.2%	14.2%	N/A	0.7%	4.1%	2.5%	0.0%	8.7%	0.0%
Tennessee	2.0%	2.1%	0.0%	1.5%	1.5%	0.0%	7.2%	7.2%	N/A	2.8%	0.0%	0.0%	0.0%	3.0%	5.8%
(Subnet) West South Central	26.9%	27.2%	0.0%	23.5%	23.9%	0.0%	36.7%	36.7%	N/A	25.6%	27.0%	40.2%	18.9%	27.5%	25.4%
Arkansas	2.7%	2.7%	0.0%	3.1%	3.2%	0.0%	0.0%	0.0%	N/A	3.1%	3.8%	8.0%	4.2%	0.0%	0.0%
Louisiana	3.8%	3.9%	0.0%	5.2%	5.3%	0.0%	0.0%	0.0%	N/A	5.2%	0.0%	0.0%	0.0%	10.5%	0.0%
Oklahoma	3.7%	3.8%	0.0%	2.5%	2.5%	0.0%	8.6%	8.6%	N/A	3.0%	14.2%	5.7%	3.9%	2.1%	4.9%
Texas	20.4%	20.6%	0.0%	15.6%	15.9%	0.0%	36.7%	36.7%	N/A	17.2%	23.2%	34.5%	14.7%	17.9%	20.5%
(Net) West	97.3%	97.3%	100.0%	97.6%	97.5%	100.0%	93.0%	93.0%	N/A	98.5%	100.0%	96.2%	100.0%	94.4%	100.0%
(Subnet) Mountain	75.0%	74.7%	100.0%	74.6%	74.2%	100.0%	55.0%	55.0%	N/A	80.1%	46.9%	58.8%	78.2%	73.9%	89.7%
Arizona	19.0%	19.2%	0.0%	19.3%	19.6%	0.0%	11.0%	11.0%	N/A	19.6%	5.2%	25.3%	14.2%	16.3%	26.3%
Colorado	15.9%	14.9%	100.0%	16.8%	15.4%	100.0%	8.6%	8.6%	N/A	14.9%	24.2%	6.7%	21.0%	16.5%	15.3%
Idaho	6.1%	6.2%	0.0%	7.7%	7.8%	0.0%	3.9%	3.9%	N/A	6.3%	0.0%	2.4%	0.0%	12.9%	6.4%
Montana	4.9%	5.0%	0.0%	4.6%	4.6%	0.0%	0.0%	0.0%	N/A	6.8%	0.0%	8.3%	5.6%	2.4%	5.6%
Nevada	28.1%	27.3%	100.0%	29.7%	28.5%	100.0%	17.7%	17.7%	N/A	32.8%	16.0%	14.8%	39.8%	30.1%	17.6%
New Mexico	19.1%	19.3%	0.0%	18.7%	19.1%	0.0%	15.9%	15.9%	N/A	22.6%	0.0%	12.4%	18.7%	16.9%	31.8%
Utah	22.1%	22.3%	0.0%	27.0%	27.4%	0.0%	3.1%	3.1%	N/A	26.5%	18.5%	7.6%	29.7%	19.4%	29.9%
Wyoming	3.7%	3.7%	0.0%	5.0%	5.1%	0.0%	0.0%	0.0%	N/A	3.4%	0.0%	2.9%	6.8%	3.2%	0.0%
(Subnet) Pacific	72.6%	72.3%	100.0%	73.5%	73.0%	100.0%	80.6%	80.6%	N/A	71.1%	81.1%	86.1%	70.5%	66.0%	76.2%
California	67.3%	66.9%	100.0%	66.9%	66.4%	100.0%	80.6%	80.6%	N/A	64.2%	81.1%	77.5%	65.6%	62.1%	70.6%
Oregon	14.7%	14.9%	0.0%	16.7%	17.0%	0.0%	3.9%	3.9%	N/A	16.1%	0.0%	22.5%	12.7%	14.9%	9.0%
Washington	7.9%	8.0%	0.0%	9.9%	10.1%	0.0%	0.0%	0.0%	N/A	8.9%	5.2%	4.3%	7.7%	11.8%	3.4%
Alaska	0.9%	0.9%	0.0%	0.6%	0.6%	0.0%	3.8%	3.8%	N/A	0.7%	0.0%	0.0%	0.0%	2.6%	0.0%
Hawaii	1.6%	1.6%	0.0%	2.2%	2.2%	0.0%	0.0%	0.0%	N/A	0.0%	10.1%	0.0%	0.0%	1.3%	6.7%
(Net) Foreign Destination	1.6%	1.6%	0.0%	0.9%	1.0%	0.0%	6.7%	6.7%	N/A	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%
Ontario	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	6.7%	6.7%	N/A	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Nova Scotia	0.7%	0.7%	0.0%	0.9%	1.0%	0.0%	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%

Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011	
<b>Expenditure per person / day</b>	\$138	\$159	\$78	\$122	\$136	\$77	\$253	\$300	\$73	\$111	\$265	\$157	\$135	\$132	\$129
<b>Expenditure per person (trip level)</b>	\$415	\$533	\$78	\$354	\$443	\$77	\$862	\$1,069	\$73	\$257	\$1,128	\$443	\$400	\$445	\$367
<b>Total Expenditure at trip level</b>	\$687	\$884	\$125	\$656	\$825	\$132	\$1,062	\$1,319	\$78	\$496	\$1,576	\$682	\$660	\$772	\$616

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
<b>All modes of transportation used</b>															
Airplane	8.8%	12.1%	0.6%	7.1%	9.5%	0.4%	26.6%	35.4%	2.4%	0.0%	100.0%	10.2%	6.8%	9.2%	9.3%
Non-Airplane	91.2%	87.9%	99.4%	92.9%	90.5%	99.6%	73.4%	64.6%	97.6%	100.0%	0.0%	89.8%	93.2%	90.8%	90.7%
<b>Primary Mode of transportation used</b>															
Airplane	17.3%	22.7%	1.4%	13.2%	17.3%	0.4%	48.0%	57.4%	9.4%	0.0%	100.0%	19.3%	15.2%	17.4%	17.6%
Non-Airplane	82.7%	77.3%	98.6%	86.8%	82.7%	99.6%	52.0%	42.6%	90.6%	100.0%	0.0%	80.7%	84.8%	82.6%	82.4%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation	Trip Type-Private Home	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
Sample Size	7,393	5,183	3,086	1,920	2,210	5,795	4,156	1,639	967	725	242	5,671	1,249	1,621	1,945	2,118	1,709
<b>Cities Visited in the State</b>																	
Anaheim/Orange County	10.8%	11.9%	13.4%	9.8%	8.3%	11.2%	12.2%	8.7%	9.3%	10.0%	7.4%	10.4%	13.5%	12.8%	12.9%	8.1%	9.8%
Fresno	2.5%	3.0%	3.1%	2.8%	1.4%	2.2%	2.7%	0.8%	3.4%	3.5%	3.3%	2.6%	1.2%	2.7%	2.0%	2.7%	2.6%
Lake Tahoe	3.1%	3.8%	4.1%	3.3%	1.4%	3.4%	4.3%	1.3%	1.8%	1.1%	3.7%	3.4%	1.6%	2.6%	2.8%	3.7%	3.0%
Long Beach	3.8%	4.1%	4.6%	3.4%	3.2%	3.6%	4.0%	2.5%	4.5%	4.7%	4.1%	3.4%	4.9%	3.6%	3.6%	3.7%	4.2%
Los Angeles Area	18.0%	18.6%	17.7%	20.1%	16.6%	16.9%	17.4%	15.6%	24.1%	25.3%	20.5%	15.3%	28.7%	19.2%	19.7%	16.3%	17.2%
Monterey/Santa Cruz	3.4%	3.7%	4.4%	2.9%	2.5%	3.7%	4.1%	2.6%	2.0%	1.9%	2.3%	3.5%	2.9%	2.2%	4.0%	3.9%	3.1%
Sacramento	6.7%	6.5%	5.4%	8.3%	7.3%	6.3%	6.4%	6.2%	7.2%	5.9%	11.1%	6.9%	5.9%	6.6%	7.4%	6.8%	6.2%
San Diego Area	13.7%	14.9%	16.5%	12.1%	10.9%	13.5%	14.3%	11.3%	16.1%	18.8%	8.2%	12.8%	20.0%	14.7%	11.9%	14.5%	13.7%
San Francisco Area	11.2%	13.1%	15.1%	10.3%	6.8%	10.4%	11.8%	6.7%	14.9%	17.5%	7.0%	8.2%	24.1%	9.7%	9.7%	12.4%	12.8%
Oakland	2.1%	2.3%	2.2%	2.5%	1.8%	2.0%	2.1%	1.6%	3.0%	2.8%	3.5%	1.5%	3.7%	1.9%	2.5%	2.1%	2.1%
San Jose	3.7%	4.1%	3.7%	4.9%	2.9%	3.2%	3.5%	2.6%	5.6%	5.7%	3.3%	3.3%	5.1%	4.1%	4.1%	3.1%	3.6%
Santa Barbara	3.5%	3.9%	4.6%	2.8%	2.6%	3.5%	4.0%	2.4%	2.4%	2.3%	3.0%	3.6%	2.2%	3.2%	2.7%	3.9%	4.2%
Palm Springs	4.0%	4.5%	5.3%	3.4%	2.9%	4.5%	5.1%	3.0%	2.2%	2.4%	1.6%	4.3%	3.1%	3.8%	4.6%	3.3%	4.4%
Other (Specify)	30.3%	28.9%	26.8%	31.5%	33.5%	32.4%	31.1%	35.9%	18.7%	16.3%	26.1%	33.3%	17.8%	29.2%	27.4%	32.1%	32.2%
None	3.4%	2.4%	2.0%	2.9%	5.8%	3.3%	2.4%	5.6%	2.0%	1.0%	4.7%	3.6%	0.9%	2.5%	3.9%	4.3%	2.6%
<b>Top Destinations</b>																	
Anaheim/Orange County	10.8%	11.9%	13.4%	9.8%	8.3%	11.2%	12.2%	8.7%	9.3%	10.0%	7.4%	10.4%	13.5%	12.8%	12.9%	8.1%	9.8%
Fresno	2.5%	3.0%	3.1%	2.8%	1.4%	2.2%	2.7%	0.8%	3.4%	3.5%	3.3%	2.6%	1.2%	2.7%	2.0%	2.7%	2.6%
Lake Tahoe	3.1%	3.8%	4.1%	3.3%	1.4%	3.4%	4.3%	1.3%	1.8%	1.1%	3.7%	3.4%	1.6%	2.6%	2.8%	3.7%	3.0%
Long Beach	3.8%	4.1%	4.6%	3.4%	3.2%	3.6%	4.0%	2.5%	4.5%	4.7%	4.1%	3.4%	4.9%	3.6%	3.6%	3.7%	4.2%
Los Angeles Area	18.0%	18.6%	17.7%	20.1%	16.6%	16.9%	17.4%	15.6%	24.1%	25.3%	20.5%	15.3%	28.7%	19.2%	19.7%	16.3%	17.2%
Monterey/Santa Cruz	3.4%	3.7%	4.4%	2.9%	2.5%	3.7%	4.1%	2.6%	2.0%	1.9%	2.3%	3.5%	2.9%	2.2%	4.0%	3.9%	3.1%
Sacramento	6.7%	6.5%	5.4%	8.3%	7.3%	6.3%	6.4%	6.2%	7.2%	5.9%	11.1%	6.9%	5.9%	6.6%	7.4%	6.8%	6.2%
San Diego Area	13.7%	14.9%	16.5%	12.1%	10.9%	13.5%	14.3%	11.3%	16.1%	18.8%	8.2%	12.8%	20.0%	14.7%	11.9%	14.5%	13.7%
San Francisco Area	11.2%	13.1%	15.1%	10.3%	6.8%	10.4%	11.8%	6.7%	14.9%	17.5%	7.0%	8.2%	24.1%	9.7%	9.7%	12.4%	12.8%
Oakland	2.1%	2.3%	2.2%	2.5%	1.8%	2.0%	2.1%	1.6%	3.0%	2.8%	3.5%	1.5%	3.7%	1.9%	2.5%	2.1%	2.1%
San Jose	3.7%	4.1%	3.7%	4.9%	2.9%	3.2%	3.5%	2.6%	5.6%	5.7%	3.3%	3.3%	5.1%	4.1%	4.1%	3.1%	3.6%
Santa Barbara	3.5%	3.9%	4.6%	2.8%	2.6%	3.5%	4.0%	2.4%	2.4%	2.3%	3.0%	3.6%	2.2%	3.2%	2.7%	3.9%	4.2%
Palm Springs	4.0%	4.5%	5.3%	3.4%	2.9%	4.5%	5.1%	3.0%	2.2%	2.4%	1.6%	4.3%	3.1%	3.8%	4.6%	3.3%	4.4%
Other	30.3%	28.9%	26.8%	31.5%	33.5%	32.4%	31.1%	35.9%	18.7%	16.3%	26.1%	33.3%	17.8%	29.2%	27.4%	32.1%	32.2%
None	3.4%	2.4%	2.0%	2.9%	5.8%	3.3%	2.4%	5.6%	2.0%	1.0%	4.7%	3.6%	0.9%	2.5%	3.9%	4.3%	2.6%
<b>Stayed Overnight / Not Stayed Overnight</b>																	
Stayed overnight	70.1%	100.0%	100.0%	100.0%	0.0%	71.7%	100.0%	0.0%	75.0%	100.0%	0.0%	65.3%	94.6%	68.7%	69.3%	71.0%	71.2%
Did not stay overnight	29.9%	0.0%	0.0%	0.0%	100.0%	28.3%	0.0%	100.0%	25.0%	0.0%	100.0%	34.7%	5.4%	31.3%	30.7%	29.0%	28.8%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation	Trip Type-Private Home	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011	
<b>Average Expenditure in California, by Household per Trip</b>																		
Transportation	\$98	\$131	\$177	\$63	\$21	\$84	\$108	\$21	\$222	\$282	\$42		\$25	\$429	\$104	\$88	\$110	\$88
Other-Total dollar amount spent	\$8	\$11	\$14	\$5	\$3	\$9	\$11	\$3	\$4	\$5	\$2		\$4	\$22	\$14	\$6	\$9	\$5
Gasoline	\$74	\$86	\$92	\$78	\$46	\$77	\$89	\$46	\$49	\$51	\$45		\$84	\$37	\$65	\$75	\$79	\$75
Parking/Tolls-Total dollar amount spent	\$7	\$9	\$13	\$3	\$3	\$7	\$8	\$3	\$11	\$13	\$5		\$6	\$15	\$8	\$7	\$8	\$6
Lodging-Total dollar amount spent	\$154	\$219	\$350	\$20	\$0	\$126	\$176	\$0	\$364	\$486	\$0		\$102	\$422	\$134	\$166	\$170	\$138
Food/Beverage/Dining (excl groceries)	\$119	\$156	\$209	\$79	\$32	\$112	\$142	\$35	\$201	\$259	\$25		\$88	\$278	\$104	\$142	\$122	\$103
Groceries	\$24	\$31	\$29	\$34	\$8	\$26	\$34	\$6	\$10	\$11	\$8		\$24	\$27	\$18	\$21	\$30	\$26
Entertainment (excl gaming)/Admission	\$45	\$59	\$80	\$27	\$14	\$52	\$66	\$16	\$28	\$32	\$15		\$38	\$82	\$39	\$43	\$51	\$45
Gaming / Casino	\$21	\$23	\$34	\$7	\$16	\$25	\$27	\$19	\$3	\$3	\$2		\$18	\$29	\$15	\$17	\$24	\$24
Shopping/Gifts/Souvenirs	\$37	\$47	\$61	\$27	\$14	\$42	\$53	\$14	\$26	\$27	\$22		\$31	\$72	\$32	\$40	\$38	\$38
Amenities (golf fees,spa,health club,s)	\$9	\$11	\$16	\$5	\$2	\$10	\$13	\$2	\$4	\$4	\$4		\$8	\$13	\$17	\$6	\$7	\$7
Total Trip Expenditures	\$595	\$781	\$1,073	\$347	\$158	\$567	\$726	\$164	\$921	\$1,173	\$169		\$427	\$1,426	\$570	\$599	\$642	\$554
<b>Number of Nights Spent - Proportion Summary Table</b>																		
Hotel	50.3%	50.3%	84.5%	0.0%	N/A	43.7%	43.7%	N/A	87.0%	87.0%	N/A		45.6%	65.8%	53.6%	51.5%	51.1%	45.2%
B&B	1.5%	1.5%	2.6%	0.0%	N/A	1.6%	1.6%	N/A	1.6%	1.6%	N/A		1.5%	1.5%	1.5%	0.8%	1.9%	2.0%
Private Home	42.3%	42.3%	8.8%	100.0%	N/A	47.6%	47.6%	N/A	12.6%	12.6%	N/A		43.8%	37.6%	40.0%	40.9%	39.0%	49.8%
Condo	2.1%	2.1%	3.6%	0.0%	N/A	2.5%	2.5%	N/A	1.1%	1.1%	N/A		2.2%	1.7%	2.3%	1.7%	2.1%	2.6%
Time Share	2.3%	2.3%	3.9%	0.0%	N/A	2.8%	2.8%	N/A	0.3%	0.3%	N/A		2.5%	1.9%	2.1%	2.4%	3.0%	1.8%
RV/Tent	5.0%	5.0%	8.4%	0.0%	N/A	6.0%	6.0%	N/A	0.8%	0.8%	N/A		6.6%	0.4%	3.8%	5.8%	6.8%	3.0%
Other	4.1%	4.1%	1.0%	0.2%	N/A	4.0%	4.0%	N/A	2.9%	2.9%	N/A		4.0%	2.2%	4.5%	3.5%	4.8%	3.4%
<b>Total Activities Participated in</b>	2.4	2.7	2.9	2.6	1.4	2.6	3	1.5	1.6	1.7	1.3		2.2	3.1	2.2	2.3	2.5	2.4

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation	Trip Type-Private Home	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011
<b>While in California, what activities did you participate in?</b>																	
Art Galleries	3.6%	4.7%	5.2%	4.0%	1.2%	3.9%	5.1%	1.1%	2.6%	3.1%	1.3%	3.0%	5.9%	3.8%	3.5%	3.6%	3.7%
Historic sites/ Churches	5.8%	7.3%	8.6%	5.6%	2.2%	6.5%	8.1%	2.5%	3.3%	3.7%	1.9%	4.9%	9.8%	6.7%	4.9%	6.7%	5.0%
Museums	6.7%	8.3%	10.3%	6.3%	2.5%	7.6%	9.4%	3.0%	4.1%	5.3%	0.4%	5.6%	11.5%	5.6%	5.4%	8.0%	7.7%
Musical theater	1.5%	1.5%	1.8%	1.2%	1.2%	1.5%	1.8%	1.4%	1.2%	1.3%	1.3%	1.2%	1.9%	1.4%	1.2%	1.4%	1.4%
Old homes/ Mansions	2.4%	2.9%	3.4%	2.3%	1.1%	2.7%	3.3%	1.2%	0.9%	1.2%	0.9%	2.1%	2.9%	2.3%	2.6%	2.6%	2.5%
Theater/ Drama	2.3%	2.5%	2.5%	2.8%	1.8%	2.5%	2.7%	2.2%	1.5%	1.8%	0.4%	1.9%	4.0%	2.0%	2.3%	2.1%	2.9%
Symphony/ Opera/ Concert	1.3%	1.4%	1.5%	1.3%	1.0%	1.4%	1.5%	1.2%	0.5%	0.4%	0.9%	1.1%	1.5%	0.8%	1.7%	1.2%	1.5%
Hang gliding/ Skydiving	0.3%	0.3%	0.4%	0.2%	0.1%	0.3%	0.3%	0.1%	0.4%	0.3%	0.4%	0.1%	0.7%	0.3%	0.3%	0.3%	0.1%
Hiking/ Backpacking	4.9%	6.4%	7.2%	5.3%	1.3%	5.8%	7.4%	1.5%	1.5%	2.0%	0.0%	5.2%	4.2%	3.9%	4.2%	6.6%	4.4%
Rock/ Mountain climbing	0.7%	0.9%	1.2%	0.4%	0.3%	0.8%	1.0%	0.2%	0.4%	0.4%	0.6%	0.8%	0.4%	0.9%	0.7%	0.7%	0.6%
Scuba diving/ Snorkeling	0.4%	0.6%	0.8%	0.2%	0.1%	0.4%	0.6%	0.1%	0.6%	0.6%	0.6%	0.4%	0.4%	0.4%	0.5%	0.4%	0.4%
Skiing/snowboarding (cross country o	1.0%	1.0%	1.1%	0.8%	0.9%	1.2%	1.2%	1.1%	0.4%	0.2%	0.8%	1.0%	0.7%	2.8%	0.2%	0.1%	1.1%
Water skiing	0.5%	0.7%	0.6%	0.8%	0.0%	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.2%	0.2%	1.3%	0.1%
Whitewater rafting/ Kayaking/ Canoei	0.6%	0.8%	0.9%	0.7%	0.2%	0.7%	0.9%	0.2%	0.3%	0.5%	0.0%	0.6%	0.4%	0.3%	0.5%	1.0%	0.5%
Biking	2.1%	2.9%	2.3%	3.8%	0.4%	2.5%	3.3%	0.5%	0.8%	0.9%	0.4%	2.1%	2.1%	1.2%	2.2%	2.6%	2.3%
Fishing (fresh or saltwater)	2.1%	2.6%	2.6%	2.5%	1.1%	2.6%	3.1%	1.3%	0.6%	0.6%	0.8%	2.4%	1.0%	0.9%	2.0%	3.4%	1.8%
Golf	1.4%	2.0%	2.2%	1.7%	0.2%	1.7%	2.2%	0.3%	0.9%	1.2%	0.0%	1.4%	2.3%	1.5%	1.7%	1.6%	0.8%
Horseback riding	0.8%	1.1%	1.6%	0.4%	0.1%	0.8%	1.1%	0.1%	0.6%	0.8%	0.0%	0.8%	0.9%	1.0%	1.0%	0.7%	0.4%
Hunting	0.5%	0.5%	0.6%	0.4%	0.3%	0.6%	0.6%	0.4%	0.2%	0.2%	0.0%	0.4%	0.5%	0.3%	0.1%	0.2%	1.3%
Major sports event	1.3%	1.4%	1.9%	0.8%	1.0%	1.6%	1.7%	1.4%	0.4%	0.6%	0.0%	1.1%	2.3%	1.0%	0.9%	1.4%	1.9%
Motor sports-NASCAR/ Indy	0.4%	0.5%	0.7%	0.1%	0.1%	0.4%	0.5%	0.1%	0.2%	0.1%	0.4%	0.3%	0.2%	0.3%	0.4%	0.3%	0.4%
Motor boat/Jet ski	0.5%	0.7%	0.8%	0.5%	0.0%	0.6%	0.8%	0.0%	0.5%	0.6%	0.0%	0.4%	1.0%	0.3%	0.3%	1.0%	0.3%
Sailing	0.5%	0.7%	0.9%	0.3%	0.1%	0.6%	0.8%	0.1%	0.3%	0.5%	0.0%	0.3%	1.0%	0.5%	0.5%	0.5%	0.6%
Snowmobiling	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.2%	0.0%	0.6%	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%
Snow sports other than skiing or snow	0.5%	0.6%	0.7%	0.6%	0.2%	0.6%	0.8%	0.1%	0.2%	0.0%	0.8%	0.5%	0.3%	1.0%	0.2%	0.3%	0.7%
Tennis	0.6%	0.6%	0.8%	0.4%	0.4%	0.6%	0.6%	0.5%	0.6%	0.7%	0.0%	0.6%	0.6%	0.7%	0.5%	0.5%	0.6%
Youth/ amateur/collegiate sporting evr	1.5%	1.5%	1.7%	1.1%	1.4%	1.5%	1.4%	1.6%	1.3%	1.2%	1.2%	1.6%	1.0%	1.2%	2.1%	1.4%	1.4%
Beach	17.0%	21.3%	23.2%	18.8%	7.0%	19.2%	23.6%	8.2%	9.5%	11.1%	4.7%	16.3%	21.9%	13.1%	16.0%	22.6%	15.1%
Bird Watching	1.9%	2.4%	2.5%	2.4%	0.7%	2.1%	2.6%	0.7%	1.5%	1.4%	1.8%	1.7%	2.2%	1.7%	1.8%	2.3%	1.7%
Camping	3.2%	4.4%	6.5%	1.0%	0.5%	3.9%	5.2%	0.5%	0.7%	0.9%	0.0%	3.8%	0.8%	2.1%	3.5%	4.6%	2.3%
Caverns	0.5%	0.6%	0.9%	0.2%	0.3%	0.6%	0.7%	0.4%	0.5%	0.5%	0.6%	0.4%	0.4%	0.7%	0.5%	0.7%	0.1%
Nature travel/ Ecotouring	3.2%	3.9%	5.1%	2.2%	1.5%	3.6%	4.3%	1.8%	1.6%	1.8%	1.2%	3.1%	3.4%	3.0%	3.2%	3.5%	2.8%
Wildlife viewing	5.2%	6.2%	6.9%	5.1%	2.8%	6.0%	7.1%	3.2%	1.7%	1.7%	1.9%	5.4%	4.8%	5.0%	5.1%	6.2%	4.1%
Zoos	3.3%	4.2%	5.1%	2.9%	1.3%	3.9%	4.8%	1.6%	1.2%	1.3%	0.8%	3.0%	5.3%	3.5%	3.2%	4.0%	2.5%
Casino/ Gaming	5.9%	6.2%	7.5%	4.4%	5.1%	7.1%	7.4%	6.5%	1.0%	1.0%	0.7%	6.4%	4.3%	5.1%	6.6%	5.9%	5.9%
Fine dining	13.3%	16.2%	18.4%	13.6%	6.4%	14.3%	17.1%	7.2%	10.7%	12.9%	3.9%	11.4%	23.1%	13.2%	12.5%	13.5%	14.0%
Nightclubs/ Dancing	3.4%	4.4%	4.8%	3.9%	1.0%	3.7%	4.7%	1.1%	2.6%	2.7%	0.2%	3.4%	6.7%	3.0%	4.0%	2.9%	3.7%
Shopping	15.9%	19.6%	21.3%	17.8%	7.2%	17.4%	21.4%	7.4%	9.4%	10.9%	5.0%	14.5%	24.2%	15.1%	14.9%	16.8%	16.9%
Spa/health club	2.1%	2.9%	4.0%	1.4%	0.2%	2.3%	3.2%	0.0%	1.7%	2.1%	0.6%	1.6%	4.3%	2.1%	1.9%	2.0%	2.3%
Special events/Festival (e.g., Mardi G	2.5%	2.9%	3.4%	2.1%	1.6%	2.9%	3.2%	1.9%	0.8%	1.1%	0.0%	2.2%	3.7%	1.8%	2.8%	2.7%	2.5%
Theme park	8.2%	10.0%	13.6%	4.8%	4.0%	10.1%	12.0%	5.3%	1.5%	1.6%	1.2%	8.1%	9.9%	7.8%	9.3%	8.2%	7.5%
Wine tasting/ Winery tour	4.0%	5.2%	6.3%	3.7%	1.3%	4.6%	5.8%	1.6%	1.8%	2.2%	0.7%	3.3%	8.2%	3.9%	3.5%	5.2%	3.3%
Family reunion	3.2%	3.6%	3.1%	4.6%	2.0%	3.7%	4.3%	2.4%	1.2%	1.0%	1.9%	2.9%	4.4%	2.5%	2.1%	3.2%	4.8%
High School/ College reunion	0.7%	0.9%	1.0%	0.7%	0.2%	0.7%	1.0%	0.2%	0.4%	0.5%	0.0%	0.6%	1.2%	0.5%	0.8%	0.8%	0.5%
Visiting friends	17.1%	19.8%	13.6%	30.0%	10.8%	19.3%	22.1%	12.2%	5.6%	6.0%	4.5%	16.4%	19.1%	16.4%	16.5%	16.5%	19.3%
Visiting relatives	26.8%	29.8%	17.3%	51.1%	19.6%	32.0%	34.7%	25.2%	6.1%	7.1%	2.9%	26.7%	30.3%	24.2%	26.2%	25.6%	31.3%
Rural sightseeing	9.4%	11.1%	13.2%	8.2%	5.5%	10.7%	12.3%	6.7%	3.6%	4.3%	1.7%	9.2%	10.6%	8.2%	9.1%	11.6%	8.0%
Urban sightseeing	9.6%	12.0%	13.6%	10.2%	3.8%	10.4%	12.8%	4.4%	6.6%	8.2%	1.9%	7.7%	17.5%	9.5%	7.8%	10.4%	10.6%
Gardens	3.6%	4.5%	4.9%	3.9%	1.3%	4.1%	5.1%	1.5%	1.3%	1.5%	0.7%	3.3%	5.0%	3.3%	4.0%	3.7%	3.1%
State/ National park	6.4%	8.1%	11.0%	3.7%	2.3%	7.5%	9.3%	2.9%	2.7%	3.2%	1.1%	6.2%	8.4%	5.1%	6.3%	8.2%	5.5%
None of the above	24.8%	19.6%	22.0%	14.7%	37.0%	14.7%	11.4%	23.1%	63.5%	58.0%	80.2%	23.2%	29.6%	27.8%	27.3%	21.1%	23.8%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accommodation	Trip Type-Private Home	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Business-Day Trip	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane	Target Travel Qtr-Q1 2011	Target Travel Qtr-Q2 2011	Target Travel Qtr-Q3 2011	Target Travel Qtr-Q4 2011	
<b>How far in advance did you consider traveling to California?</b>																		
Less than 2 weeks before the visit	34.1%	24.7%	18.0%	34.9%	56.0%	33.4%	24.5%	56.0%	32.1%	22.1%	62.2%		39.0%	11.2%	37.1%	35.7%	31.4%	32.6%
Within 2 weeks-4 weeks of visit	14.2%	14.4%	14.2%	14.7%	13.7%	13.7%	13.3%	14.7%	16.2%	18.7%	8.9%		14.8%	12.1%	15.4%	13.8%	13.2%	14.6%
At least 1 month, but less than 3 months	20.0%	22.3%	24.2%	19.9%	14.4%	19.2%	21.5%	13.4%	23.6%	27.4%	12.3%		18.5%	26.8%	21.2%	19.3%	19.0%	20.8%
At least 3 months, but less than 6 months	12.7%	16.2%	18.4%	12.7%	7.0%	14.0%	16.7%	7.4%	13.4%	17.1%	7.1%		11.7%	15.5%	13.3%	12.3%	15.0%	12.9%
At least 6 months, but less than 1 year	9.6%	12.0%	14.5%	8.1%	4.1%	10.3%	12.9%	3.9%	7.3%	7.9%	5.3%		8.2%	16.2%	6.5%	8.9%	12.9%	9.3%
More than a year before the visit	8.8%	10.4%	10.6%	9.8%	4.9%	9.2%	11.1%	4.6%	7.3%	8.4%	4.1%		7.8%	12.1%	6.5%	9.9%	8.5%	9.8%
<b>How far in advance did you decide to travel to California?</b>																		
Less than 2 weeks before the visit	41.2%	31.4%	24.2%	42.2%	64.0%	40.7%	31.1%	65.1%	37.4%	27.9%	65.9%		46.8%	15.0%	44.5%	42.7%	39.0%	39.0%
Within 2 weeks-4 weeks of visit	16.2%	17.9%	18.1%	17.8%	12.4%	15.9%	17.3%	12.5%	18.1%	20.7%	10.4%		16.0%	17.2%	17.4%	15.6%	14.9%	17.5%
At least 1 month, but less than 3 months	18.6%	21.2%	23.3%	18.4%	12.3%	18.2%	20.8%	11.6%	21.9%	23.3%	10.6%		16.4%	29.4%	18.9%	18.3%	17.7%	19.7%
At least 3 months, but less than 6 months	11.5%	14.1%	16.7%	9.9%	5.6%	11.8%	14.2%	5.7%	12.3%	14.9%	4.7%		9.7%	20.0%	11.0%	10.4%	13.7%	10.7%
At least 6 months, but less than 1 year	7.4%	9.4%	11.5%	6.1%	2.8%	8.2%	10.4%	2.5%	4.9%	5.0%	4.9%		6.5%	12.4%	4.7%	7.1%	10.3%	6.8%
More than a year before the visit	5.1%	6.0%	6.0%	5.4%	2.9%	5.2%	6.2%	2.5%	5.3%	6.0%	3.5%		4.6%	6.1%	3.4%	6.0%	4.4%	6.4%
<b>Which sources did you use in planning your trip to California?</b>																		
Offline Sources (Net)	49.5%	55.0%	58.4%	50.4%	36.7%	52.4%	57.3%	40.0%	40.2%	45.7%	23.8%		48.7%	53.9%	49.0%	48.3%	50.2%	50.6%
Corporate travel department (in person)	1.6%	2.3%	3.5%	0.3%	0.1%	0.4%	0.5%	0.1%	9.4%	12.4%	0.3%		0.8%	5.2%	1.9%	1.5%	1.3%	2.0%
Destination printed material	2.1%	2.5%	0.6%	1.2%	2.2%	2.0%	2.6%	1.4%	2.0%	2.3%	1.0%		2.0%	2.8%	1.6%	2.9%	2.1%	2.1%
Friends/relatives	18.5%	21.4%	18.4%	26.5%	11.7%	21.8%	24.7%	14.2%	4.4%	5.1%	2.2%		17.7%	22.1%	16.5%	17.7%	19.4%	20.1%
Magazine	1.4%	1.8%	2.4%	0.7%	0.5%	1.5%	0.3%	2.0%	0.9%	1.2%	0.9%		1.2%	2.0%	1.4%	1.3%	1.6%	1.6%
Newspaper	0.6%	0.7%	1.0%	0.4%	0.4%	0.7%	0.7%	0.5%	0.6%	0.9%	0.0%		0.5%	0.7%	0.4%	0.7%	1.0%	1.0%
Own experience	29.1%	31.7%	32.9%	30.5%	23.1%	31.1%	33.9%	24.1%	19.7%	20.2%	18.5%		30.1%	25.8%	30.5%	28.2%	29.2%	28.8%
Radio	0.7%	0.7%	1.0%	0.1%	0.8%	0.8%	0.8%	0.8%	0.4%	0.1%	1.3%		0.8%	0.2%	0.8%	0.7%	0.7%	0.6%
TV	1.6%	1.8%	2.4%	0.9%	1.0%	1.7%	1.9%	1.1%	1.1%	1.5%	0.0%		1.6%	1.5%	1.7%	1.5%	1.6%	1.5%
Travel agent	1.0%	1.3%	2.1%	0.0%	0.3%	0.7%	0.9%	0.2%	3.1%	3.7%	1.3%		0.5%	3.3%	0.9%	0.6%	0.9%	1.5%
Travel book	2.0%	2.6%	3.9%	0.6%	0.6%	2.2%	2.9%	0.6%	1.4%	1.4%	1.4%		1.3%	3.6%	1.6%	1.7%	2.3%	2.2%
Travel club (AAA)	3.3%	4.0%	6.0%	1.2%	1.5%	3.6%	4.4%	1.7%	1.4%	1.9%	0.0%		3.4%	3.1%	3.0%	2.8%	4.1%	3.1%
Travel provider (airline, hotel, rental car)	2.2%	3.0%	4.1%	1.2%	0.4%	2.3%	3.0%	0.5%	2.7%	3.4%	0.4%		1.1%	6.7%	1.8%	1.6%	2.7%	2.6%
Other offline (planning sources(s))	1.3%	1.2%	1.7%	0.4%	1.6%	1.2%	1.1%	1.4%	1.7%	1.4%	2.7%		1.3%	1.9%	1.3%	1.5%	1.4%	1.1%
Online Sources (Excluding Social/Corporate desktop travel tool/internet)	25.2%	31.4%	42.4%	15.5%	10.8%	24.7%	30.2%	10.9%	33.3%	39.2%	15.5%		19.5%	51.8%	23.3%	27.1%	25.8%	25.8%
Destination website (official site of destination)	3.0%	1.8%	3.0%	0.1%	0.5%	0.4%	0.6%	0.2%	8.1%	9.7%	3.3%		4.7%	2.1%	4.7%	1.3%	1.0%	1.0%
Destination website (official site of state)	9.4%	11.0%	15.8%	4.1%	5.6%	10.5%	12.2%	6.1%	5.2%	5.3%	4.7%		9.1%	12.5%	8.4%	8.5%	11.9%	8.4%
Online full service travel website (Exp. Traditional travel agency website)	8.9%	12.0%	17.0%	4.5%	1.6%	9.0%	12.0%	1.4%	10.2%	12.2%	4.4%		6.5%	20.5%	8.3%	8.6%	10.0%	10.0%
Traditional travel agency website (Am. Travel provider website (airline, hotel, other online planning sources(s))	0.8%	1.0%	1.4%	0.4%	0.4%	0.8%	0.8%	0.5%	1.3%	1.7%	0.0%		0.5%	1.8%	0.8%	0.5%	1.2%	0.6%
Online Sources (Including Social/Corporate desktop travel tool/internet)	27.2%	33.6%	44.9%	17.4%	12.3%	26.9%	32.6%	12.6%	34.8%	40.5%	17.5%		21.5%	53.3%	25.6%	26.0%	29.1%	27.9%
Corporate desktop travel tool/internet	1.4%	1.8%	3.0%	0.1%	0.5%	0.4%	0.6%	0.2%	8.1%	9.7%	3.3%		0.7%	4.7%	2.1%	1.4%	1.3%	1.0%
Destination website (official site of state)	9.4%	11.0%	15.8%	4.1%	5.6%	10.5%	12.2%	6.1%	5.2%	5.3%	4.7%		9.1%	12.5%	8.4%	8.5%	11.9%	8.4%
Online full service travel website (Exp. Traditional travel agency website)	8.9%	12.0%	17.0%	4.5%	1.6%	9.0%	12.0%	1.4%	10.2%	12.2%	4.4%		6.5%	20.5%	8.3%	8.7%	10.0%	10.0%
Traditional travel agency website (Am. Travel provider website (airline, hotel, other online planning sources(s))	0.8%	1.0%	1.4%	0.4%	0.4%	0.8%	0.8%	0.5%	1.3%	1.7%	0.0%		0.5%	1.8%	0.8%	0.5%	1.2%	0.6%
Online planning sources(s)	9.1%	12.5%	16.2%	7.4%	1.1%	8.6%	11.6%	1.2%	13.2%	17.2%	1.3%		4.8%	28.8%	9.5%	8.9%	9.3%	8.7%
Other online planning sources(s)	2.7%	2.7%	3.2%	1.9%	2.5%	2.8%	2.8%	2.7%	1.7%	1.5%	2.2%		2.7%	1.7%	2.4%	2.5%	2.9%	3.3%
Social/Commercial Networking Sources	5.7%	6.7%	8.4%	4.2%	3.4%	6.2%	7.2%	3.5%	4.2%	4.4%	3.7%		5.4%	6.0%	5.7%	4.9%	6.1%	5.9%
MySpace	0.3%	0.4%	0.6%	0.2%	0.1%	0.4%	0.4%	0.2%	0.2%	0.3%	0.0%		0.4%	0.2%	0.8%	0.3%	0.2%	0.1%
Facebook	3.1%	3.6%	4.1%	3.9%	3.8%	3.3%	3.8%	2.0%	3.8%	2.8%	2.8%		2.9%	3.1%	3.2%	2.4%	3.0%	3.8%
LinkedIn	0.2%	0.2%	0.3%	0.1%	0.0%	0.1%	0.1%	0.0%	0.5%	0.6%	0.0%		0.1%	0.4%	0.1%	0.2%	0.1%	0.2%
Match.com	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Twitter.com	0.4%	0.5%	0.8%	0.1%	0.2%	0.4%	0.5%	0.2%	0.6%	0.6%	0.6%		0.5%	0.5%	1.1%	0.3%	0.3%	0.2%
Blogs	0.5%	0.7%	1.0%	0.2%	0.2%	0.6%	0.8%	0.1%	0.4%	0.2%	1.1%		0.5%	0.4%	0.7%	0.4%	0.6%	0.6%
TripAdvisor	1.7%	2.3%	3.2%	1.0%	0.4%	2.0%	2.7%	0.3%	0.3%	0.4%	0.4%		1.5%	2.8%	1.4%	1.3%	2.5%	1.4%
Yahoo Trip Planner	0.6%	0.7%	1.0%	0.4%	0.3%	0.6%	0.8%	0.2%	0.3%	0.2%	0.0%		0.8%	0.3%	0.8%	0.6%	0.6%	0.6%
VibeAgent	0.1%	0.1%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%		0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
Other social/commercial networking sites	0.4%	0.3%	0.5%	0.1%	0.6%	0.4%	0.3%	0.8%	0.1%	0.1%	0.0%		0.4%	0.2%	0.5%	0.4%	0.3%	0.5%
Mobile (Net) *	5.1%	6.0%	6.7%	5.0%	3.1%	5.3%	6.2%	3.1%	3.8%	3.8%	3.6%		5.1%	5.0%	4.5%	4.6%	7.0%	7.0%
iPhone	3.5%	4.1%	4.4%	3.6%	2.0%	3.6%	4.2%	2.2%	2.3%	2.5%	1.7%		3.4%	3.7%	3.1%	3.0%	4.9%	4.9%
Mobile Web Browsing	2.1%	2.5%	3.2%	1.7%	1.0%	2.1%	2.6%	0.8%	2.0%	1.9%	2.3%		2.1%	1.7%	1.9%	2.1%	1.8%	2.5%
Other mobile sites	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%		0.1%	0.0%	0.0%	0.2%	0.1%	0.1%
Someone else planned for me and I did	8.4%	9.2%	10.8%	6.6%	6.5%	7.3%	7.9%	5.8%	16.4%	16.7%	15.2%		6.6%	14.4%	8.9%	8.2%	9.6%	6.8%
No plans were made for this destination	30.6%	22.2%	12.3%	36.8%	50.4%	30.2%	23.3%	47.7%	23.1%	13.5%	51.7%		35.6%	8.6%	32.0%	31.8%	28.5%	30.6%
<b>What sources did you use in booking your trip to California?</b>																		
No bookings were made for this destination	37.9%	27.9%	15.7%	71.7%	85.2%	54.1%	41.9%	85.1%	27.8%	11.3%	77.1%		62.3%	6.5%	52.7%	51.5%	49.5%	55.2%
Offline booking (Net)	17.5%	22.4%	32.2%	7.3%	6.0%	16.8%	20.8%	6.8%	26.0%	33.3%	4.3%		15.6%	25.7%	17.3%	15.8%	18.7%	18.0%
Corporate travel department	2.8%	3.7%	6.0%	0.2%	0.7%	1.1%	1.3%	0.5%	14.1%	17.9%	2.7%		1.5%	8.2%	2.9%	2.7%	3.1%	3.1%
Directly with destination or attraction (including travel provider in person/Travel Agent)	6.1%	7.7%	11.7%	1.5%	2.2%	6.7%	8.4%	2.6%	4.0%	5.0%	1.0%		6.8%	4.0%	6.7%	5.4%	7.2%	4.9%
Travel Agent	4.7%	6.3%	8.6%	3.1%	1.1%	4.9%	6.3%	1.2%	4.4%	5.9%	0.0%		3.4%	10.7%	3.7%	4.7%	4.8%	5.8%
Travel club (e.g. AAA)	1.3%	1.6%	2.4%	0.5%	0.4%	1.2%	1.5%	0.6%	1.9%	2.5%	0.0%		0.8%	2.9%	1.2%	1.3%	1.6%	1.6%
Some other offline booking method	2.3%	2.8%	3.7%	1.5%	1.0%	2.6%	3.2%	1.1%	0.9%	1.3%	0.0%		2.3%	2.0%	2.5%	2.0%	2.4%	2.2%
Online booking (Excluding Social/Corporate desktop travel tool/internet)	1.4%	1.7%	2.2%	0.8%	0.6%	1.3%	1.7%	0.7%	2.2%	2.7%	0.6%		1.5%	0.8%	1.3%	1.3%	1.6%	1.3%
Corporate desktop travel tool/internet	25.3%	33.6%	45.5%	16.4%	5.7%	24.5%	32.0%	5.6%	35.1%	43.5%	10.1%		17.8%	59.9%	25.4%	26.5%	25.3%	23.7%
Destination website	1.9%	2.6%	4.1%	0.3%	0.4%	0.6%	0.7%	0.3%	11.0%	14.0%	2.0%		0.9%	6.8%	2.9%	2.0%	1.4%	1.6%
Online full service travel website (Exp. Traditional travel agency website)	6.1%	7.7%	11.9%	1.6%	2.2%	6.9%	8.5%	2.6%	3.1%	3.8%	1.2%		6.					



Extremely Satisfied (5)	48.2%	48.5%	42.6%	58.1%	47.5%	52.5%	52.7%	52.2%	28.2%	27.9%	29.2%	50.8%	38.3%	48.5%	47.4%	50.4%	46.2%
Very Satisfied (4)	39.0%	40.3%	44.5%	34.1%	35.9%	38.1%	38.9%	36.0%	45.7%	50.3%	32.2%	37.4%	46.9%	36.6%	39.7%	37.6%	42.3%
Somewhat Satisfied (3)	11.2%	10.0%	11.6%	6.8%	14.0%	8.4%	7.7%	10.2%	22.7%	19.6%	32.1%	10.3%	13.6%	12.9%	11.4%	10.8%	9.9%
Bottom 2 Box (Net)	1.6%	1.2%	1.3%	1.0%	2.6%	1.0%	0.7%	1.6%	3.3%	2.3%	6.4%	1.5%	1.2%	2.0%	1.6%	1.3%	1.6%
Not Very Satisfied (2)	1.1%	0.8%	0.9%	0.6%	1.7%	0.6%	0.5%	0.9%	2.8%	1.6%	6.4%	1.0%	1.0%	1.1%	1.3%	0.9%	0.9%
Not At all Satisfied (1)	0.5%	0.4%	0.4%	0.4%	0.9%	0.4%	0.2%	0.7%	0.5%	0.7%	0.0%	0.5%	0.1%	0.9%	0.3%	0.4%	0.7%