

# **2013 Domestic Travel to California**

Trip and Travel Behavior and Stats

*Source: TNS TravelsAmerica, 2013*

### Trip

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

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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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>Panel: State of Origin</b>															
California	76.3%	68.8%	96.9%	78.6%	71.8%	97.8%	60.0%	51.1%	93.1%	87.0%	23.8%	77.7%	75.1%	76.3%	76.7%
Arizona	3.9%	5.2%	0.5%	3.7%	4.8%	0.4%	4.1%	4.8%	1.7%	3.4%	6.7%	3.5%	4.5%	4.2%	3.4%
Nevada	3.0%	3.9%	0.7%	2.9%	3.8%	0.4%	3.7%	4.4%	1.0%	3.2%	2.7%	2.9%	3.4%	2.8%	2.9%
Texas	1.4%	1.9%	0.0%	1.0%	1.3%	0.0%	3.0%	3.8%	0.0%	0.6%	5.5%	0.6%	1.6%	1.7%	1.5%
Washington	1.3%	1.7%	0.2%	1.3%	1.7%	0.2%	1.9%	2.4%	0.0%	0.7%	4.1%	1.2%	1.5%	1.1%	1.2%
Oregon	1.2%	1.6%	0.3%	1.3%	1.6%	0.3%	1.4%	1.6%	0.6%	1.0%	2.0%	1.0%	1.0%	1.7%	1.1%
Colorado	1.0%	1.2%	0.4%	0.8%	1.1%	0.1%	2.2%	2.6%	0.9%	0.5%	3.9%	0.9%	1.1%	1.1%	0.9%
New York	0.9%	1.2%	0.1%	0.8%	1.1%	0.0%	1.9%	2.1%	1.0%	0.3%	3.7%	0.8%	0.7%	0.7%	1.4%
Utah	0.9%	1.2%	0.0%	1.0%	1.4%	0.0%	0.6%	0.7%	0.0%	0.7%	1.9%	0.6%	1.0%	1.1%	0.8%
Illinois	0.8%	1.0%	0.3%	0.8%	1.1%	0.0%	1.0%	1.0%	1.1%	1.0%	3.9%	0.3%	1.1%	0.9%	0.9%
Florida	0.8%	1.0%	0.2%	0.6%	0.8%	0.2%	1.5%	1.9%	0.0%	0.2%	3.5%	0.6%	1.3%	0.6%	0.6%
North Carolina	0.7%	0.9%	0.0%	0.4%	0.6%	0.0%	1.7%	2.2%	0.0%	0.3%	2.5%	1.1%	0.8%	0.3%	0.6%
Virginia	0.5%	0.7%	0.1%	0.5%	0.7%	0.1%	0.7%	0.8%	0.0%	0.7%	2.9%	0.5%	0.2%	0.8%	0.6%
Pennsylvania	0.5%	0.7%	0.0%	0.4%	0.6%	0.0%	1.2%	1.6%	0.0%	0.1%	2.5%	0.4%	1.0%	0.3%	0.4%
Georgia	0.5%	0.7%	0.0%	0.3%	0.5%	0.0%	1.5%	1.9%	0.0%	0.2%	1.9%	0.4%	0.4%	0.5%	0.7%
Minnesota	0.4%	0.5%	0.1%	0.3%	0.4%	0.0%	1.5%	1.8%	0.6%	0.1%	2.1%	0.1%	0.7%	0.3%	0.5%
Massachusetts	0.4%	0.6%	0.0%	0.3%	0.5%	0.0%	0.9%	1.2%	0.0%	0.1%	1.8%	0.5%	0.4%	0.4%	0.3%
New Jersey	0.4%	0.5%	0.0%	0.2%	0.3%	0.0%	1.4%	1.8%	0.0%	0.0%	2.2%	0.3%	0.4%	0.5%	0.4%
Ohio	0.4%	0.5%	0.0%	0.3%	0.4%	0.0%	1.1%	1.4%	0.0%	0.0%	1.9%	0.4%	0.1%	0.5%	0.3%
Tennessee	0.3%	0.5%	0.0%	0.3%	0.5%	0.0%	0.7%	0.9%	0.0%	0.1%	1.6%	0.6%	0.3%	0.4%	0.1%
Michigan	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.9%	1.1%	0.0%	0.1%	1.8%	0.4%	0.2%	0.3%	0.4%
Wisconsin	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.0%	1.6%	0.8%	0.2%	0.1%	0.2%
Missouri	0.3%	0.3%	0.0%	0.3%	0.4%	0.0%	0.3%	0.2%	0.0%	0.1%	0.9%	0.1%	0.3%	0.2%	0.3%
Alabama	0.3%	0.4%	0.0%	0.2%	0.3%	0.0%	0.7%	0.9%	0.0%	0.1%	0.8%	0.2%	0.2%	0.2%	0.5%
Hawaii	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.1%	0.9%	0.1%	0.0%	0.4%	0.4%
Kansas	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.5%	0.6%	0.0%	0.1%	0.9%	0.6%	0.2%	0.1%	0.1%
New Mexico	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.4%	0.5%	0.0%	0.1%	1.1%	0.3%	0.0%	0.4%	0.1%
Maryland	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.4%	0.5%	0.0%	0.0%	1.2%	0.4%	0.3%	0.0%	0.2%
Iowa	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.7%	0.9%	0.0%	0.1%	0.6%	0.3%	0.3%	0.2%	0.0%
Indiana	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.6%	0.7%	0.0%	0.0%	0.9%	0.4%	0.1%	0.1%	0.2%
Louisiana	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.4%	0.5%	0.0%	0.0%	1.1%	0.0%	0.3%	0.0%	0.4%
Arkansas	0.2%	0.2%	0.1%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.1%	0.6%	0.4%	0.0%	0.2%	0.1%
Kentucky	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.3%	0.0%	0.0%	0.7%	0.2%	0.0%	0.1%	0.3%
Connecticut	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.4%	0.5%	0.0%	0.0%	0.8%	0.1%	0.1%	0.1%	0.3%
Oklahoma	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.4%	0.5%	0.0%	0.0%	0.6%	0.2%	0.1%	0.2%	0.1%
Washington D.C	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.1%	0.0%	0.1%	0.2%
Idaho	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.4%	0.0%	0.1%	0.0%
South Dakota	0.1%	0.1%	0.2%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%
South Carolina	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.1%
Nebraska	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.3%	0.0%	0.0%	0.4%	0.1%	0.1%	0.0%	0.2%
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%	0.2%	0.2%	0.0%
Mississippi	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.1%	0.1%
Alaska	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.2%	0.0%
Montana	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.1%	0.1%
Rhode Island	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%
Maine	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%
North Dakota	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
West Virginia	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%	0.1%	0.0%
Vermont	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%
Wyoming	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%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>Panel: Demographic Market Area</b>															
Los Angeles	32.0%	28.1%	42.5%	34.3%	30.4%	45.5%	23.6%	20.7%	34.5%	37.0%	8.2%	29.1%	32.9%	33.0%	32.5%
San Francisco-Oakland-San Jose	15.6%	14.7%	18.0%	16.2%	15.8%	17.3%	10.5%	9.1%	16.0%	17.3%	7.0%	16.9%	16.4%	15.2%	14.1%
Sacramento-Stockton-Modesto	11.5%	9.6%	16.6%	11.6%	9.6%	17.2%	9.6%	7.3%	18.2%	13.4%	2.3%	12.9%	8.9%	11.4%	13.2%
San Diego	5.7%	5.7%	5.7%	5.5%	5.6%	5.3%	6.6%	6.3%	7.5%	5.7%	4.8%	6.9%	6.2%	4.5%	5.3%
Fresno-Visalia	3.4%	3.2%	4.0%	3.4%	3.3%	3.8%	1.6%	1.5%	2.3%	4.0%	0.2%	3.0%	3.1%	3.7%	3.8%
Phoenix (Prescott)	3.2%	4.2%	0.2%	3.1%	4.1%	0.1%	3.2%	3.6%	1.7%	2.8%	4.9%	3.0%	3.7%	3.1%	2.7%
Las Vegas	2.1%	2.8%	0.3%	2.0%	2.7%	0.1%	3.5%	4.2%	1.0%	2.3%	1.9%	2.0%	2.6%	1.5%	2.5%
Santa Barbara-Santa Maria-San Luis Obispo	2.0%	1.9%	2.1%	1.9%	1.9%	2.1%	1.1%	0.8%	2.1%	2.4%	0.0%	2.0%	1.4%	2.8%	1.5%
Chico-Redding	1.6%	1.6%	1.9%	1.4%	1.4%	1.2%	1.6%	1.3%	2.6%	1.9%	0.1%	1.3%	1.6%	1.5%	2.1%
Monterey-Salinas	1.4%	1.5%	1.1%	1.3%	1.5%	0.9%	1.8%	1.7%	2.2%	1.5%	0.9%	1.7%	1.2%	1.5%	1.3%
Bakersfield	1.3%	0.9%	2.4%	1.2%	1.0%	1.9%	2.1%	1.1%	5.7%	1.6%	0.0%	1.5%	1.6%	1.4%	0.8%
Palm Springs	1.1%	1.1%	1.2%	1.0%	1.0%	0.9%	1.1%	1.0%	1.6%	1.3%	0.3%	1.4%	1.4%	0.9%	0.7%
New York	1.1%	1.5%	0.1%	0.9%	1.2%	0.0%	2.5%	2.9%	1.0%	0.3%	5.1%	1.0%	0.8%	0.7%	1.8%
Seattle-Tacoma	1.0%	1.3%	0.2%	1.0%	1.3%	0.2%	1.6%	2.0%	0.0%	0.6%	3.3%	0.8%	1.2%	0.9%	1.1%
Reno	1.0%	1.0%	0.8%	1.0%	1.1%	0.5%	0.2%	0.3%	0.0%	1.0%	0.8%	1.5%	0.8%	1.3%	0.4%
Salt Lake City	0.9%	1.2%	0.0%	1.0%	1.4%	0.0%	0.6%	0.7%	0.0%	0.7%	1.9%	0.6%	1.0%	1.1%	0.8%
Denver	0.8%	1.0%	0.1%	0.6%	0.9%	0.0%	2.0%	2.3%	0.9%	0.2%	3.6%	0.4%	1.0%	0.9%	0.8%
Chicago	0.8%	0.9%	0.3%	0.8%	1.0%	0.0%	1.0%	1.0%	1.1%	0.1%	3.7%	0.3%	0.9%	0.9%	0.9%
Portland, OR	0.7%	1.0%	0.1%	0.7%	0.9%	0.1%	1.2%	1.4%	0.6%	0.4%	1.8%	0.7%	0.4%	1.2%	0.6%
Tucson (Sierra Vista)	0.6%	0.9%	0.0%	0.5%	0.7%	0.0%	0.9%	1.1%	0.0%	0.4%	1.8%	0.5%	0.7%	0.7%	0.6%
Dallas-Ft. Worth	0.6%	0.8%	0.0%	0.3%	0.5%	0.0%	1.5%	1.9%	0.0%	0.2%	2.9%	0.2%	1.1%	0.7%	0.4%
Washington, DC (Hagerstown)	0.5%	0.7%	0.0%	0.5%	0.7%	0.0%	0.9%	1.1%	0.0%	0.0%	2.8%	0.4%	0.4%	0.6%	0.5%
Philadelphia	0.5%	0.7%	0.0%	0.3%	0.4%	0.0%	1.6%	2.1%	0.0%	0.1%	2.5%	0.3%	0.7%	0.3%	0.6%
Boston (Manchester)	0.5%	0.7%	0.0%	0.4%	0.6%	0.0%	1.1%	1.4%	0.0%	0.1%	2.3%	0.5%	0.6%	0.6%	0.3%
Atlanta	0.5%	0.6%	0.0%	0.3%	0.4%	0.0%	1.3%	1.7%	0.0%	0.2%	1.8%	0.4%	0.4%	0.5%	0.6%
Minneapolis-St. Paul	0.4%	0.6%	0.1%	0.3%	0.4%	0.0%	1.7%	2.0%	0.6%	0.2%	2.2%	0.2%	0.7%	0.3%	0.5%
Medford-Klamath Falls	0.4%	0.4%	0.5%	0.4%	0.3%	0.4%	0.5%	0.5%	0.5%	0.5%	0.1%	0.2%	0.5%	0.2%	0.7%
Yuma-El Centro	0.3%	0.2%	0.7%	0.3%	0.1%	0.9%	0.2%	0.3%	0.0%	0.4%	0.0%	0.2%	0.2%	0.4%	0.5%
Houston	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.7%	0.8%	0.0%	0.2%	0.9%	0.1%	0.3%	0.3%	0.5%
Eureka	0.3%	0.2%	0.6%	0.3%	0.1%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.1%	0.1%	0.6%
Eugene	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.3%	0.4%	0.3%	0.0%
Miami-Ft. Lauderdale	0.2%	0.3%	0.1%	0.2%	0.3%	0.2%	0.2%	0.3%	0.0%	0.1%	0.9%	0.2%	0.7%	0.1%	0.0%
Honolulu	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.1%	0.9%	0.1%	0.0%	0.4%	0.4%
Raleigh-Durham (Fayetteville)	0.2%	0.3%	0.0%	0.1%	0.1%	0.0%	0.7%	0.9%	0.0%	0.1%	0.8%	0.3%	0.2%	0.1%	0.3%
Detroit	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.2%	0.2%	0.0%	0.1%	1.1%	0.1%	0.2%	0.2%	0.3%
Charlotte	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.7%	0.8%	0.0%	0.1%	0.6%	0.0%	0.3%	0.1%	0.1%
Albuquerque-Santa Fe	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.4%	0.5%	0.0%	0.1%	0.9%	0.1%	0.0%	0.4%	0.1%
Orlando-Daytona Beach-Melbourne	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.1%	0.9%	0.0%	0.3%	0.1%	0.3%
St Louis	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%	0.1%	0.3%	0.1%	0.2%
Tampa-St. Petersburg (Sarasota)	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.9%	0.2%	0.2%	0.1%	0.2%
Kansas City	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.5%	0.6%	0.0%	0.1%	0.6%	0.4%	0.1%	0.0%	0.2%
Nashville	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.3%	0.1%
Spokane	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%	0.3%	0.4%	0.0%	0.1%	0.0%
Cincinnati	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.6%	0.8%	0.0%	0.0%	0.7%	0.1%	0.1%	0.1%	0.2%
Charlottesville	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%	0.5%	0.0%	0.0%	0.1%	0.4%
Des Moines-Ames	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	0.1%	0.3%	0.2%	0.2%	0.1%	0.0%
Columbus, OH	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.8%	0.1%	0.0%	0.2%	0.2%
Cleveland-Akron (Canton)	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.1%	0.1%	0.1%	0.1%
El Paso (Las Cruces)	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%	0.4%	0.4%	0.0%	0.1%	0.0%
Colorado Springs-Pueblo	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.3%	0.1%	0.0%	0.2%	0.1%
Little Rock-Pine Bluff	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.2%	0.0%	0.2%	0.1%
Louisville	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%
Oklahoma City	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.4%	0.5%	0.0%	0.0%	0.6%	0.2%	0.0%	0.1%	0.1%
Bend, OR	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%
Greensboro-High Point-Winston Salem	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.7%	0.2%	0.1%	0.0%	0.1%
Sioux Falls (Mitchell)	0.1%	0.1%	0.2%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
West Palm Beach-Ft Pierce	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	0.5%	0.1%	0.1%	0.2%	0.0%
Madison	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.7%	0.4%	0.0%	0.0%	0.0%
Mobile-Pensacola (Ft. Walton Beach)	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.3%
Wichita-Hutchinson Plus	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.2%	0.1%	0.0%
Austin	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.1%	0.2%
Baltimore	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.6%	0.3%	0.0%	0.0%	0.1%
Norfolk-Portsmouth-Newport News	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	0.2%	0.0%
Memphis	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.0%	0.4%	0.1%	0.1%	0.0%	0.1%
San Antonio	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.0%	0.4%	0.1%	0.2%	0.1%	0.0%
Indianapolis	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%	0.2%	0.0%	0.1%	0.1%
Milwaukee	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.4%	0.2%	0.0%	0.0%	0.1%
Waco-Temple-Bryan	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Lincoln & Hastings-Kearney	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.2%
Yakima-Pasco-Richland-Kennewick	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%
Traverse City-Cadillac	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%	0.5%	0.1%	0.0%	0.1%	0.1%
Rochester, NY	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.4%	0.1%	0.0%	0.1%	0.1%
Birmingham (Ann, Tusc)	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.4%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%	0.0%
Alexandria, LA	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.1%
Boise	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%
Pittsburgh	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%	0.1%	0.1%	0.1%	0.0%
Knoxville	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%
Providence-New Bedford	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%
Hartford & New Haven	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%	0.0%
Ft. Smith-Fayetteville-Springdale-Rogers	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Greenville-New Bern-Washington	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.1%	0.0%	0.0%
Lafayette, LA	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%
Charleston, SC	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
Green Bay-Appleton	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%
Lake Charles	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
Juneau	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.2%	0.0%
South Bend-Elkhart	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%
Davenport-Rock Island-Moline	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.1%
Buffalo	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%
Cedar Rapids-Waterloo-Iowa City & Dubuque	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
Johnstown-Altoona	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%	0.0%
Huntsville-Decatur (Florence)	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%
Wichita Falls & Lawton	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Bangor	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Joplin-Pittsburg	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
Tulsa	0.0%	0.1%	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%
Richmond-Petersburg	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.1%
Beaumont-Port Arthur	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Wilkes Barre-Scranton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
Columbia-Jefferson City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Montgomery - Selma	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Columbus-Tupelo-West Point	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%
Wilmington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Billings	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
Springfield, MO	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Syracuse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Meridian	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Lexington	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%
Panama City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%
Topeka	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Flint-Saginaw-Bay City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%
Albany-Schenectady-Troy	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Tri-Cities, TN-VA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
Columbus, GA	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%	0.1%
Omaha	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%
New Orleans	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Macon	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%	0.0%
Wausau-Rhineland	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%	0.1%	0.0%
Anchorage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Chattanooga	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Wheeling-Steubenville	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%	0.1%	0.0%
Grand Junction-Montrose	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Great Falls	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%	0.0%
Minot-Bismarck-Dickinson (Williston)	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%	0.1%	0.0%
Twin Falls	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%	0.1%	0.0%
Greenville-Spartanburg-Asheville-Anderson	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Jackson, TN	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%	0.0%
Savannah	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Binghamton	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%	0.1%	0.0%	0.0%
Hattiesburg-Laurel	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%	0.0%	0.1%
Roanoke-Lynchburg	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%	0.1%	0.0%
Augusta	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%	0.0%
Myrtle Beach- Florence	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%	0.0%	0.1%
Springfield-Holyoke	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%	0.0%	0.0%
LaCross-Eau Claire	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%	0.0%	0.0%
Fargo-Valley City	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%	0.0%	0.0%
Utica	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%	0.0%	0.0%	0.0%
Albany, GA	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%	0.1%
Champaign & Springfield-Decatur	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%	0.0%
Helena	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%	0.0%
Jacksonville	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%	0.0%	0.1%
Erie	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Lubbock	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%	0.0%
Tyler-Longview (LFKN & NCGD)	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%	0.0%
Portland-Auburn	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%	0.0%	0.0%
Harlingen-Weslaco-Brownsville-McAllen	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%	0.0%
Dayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Burlington-Plattsburgh	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%	0.0%
Toledo	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%	0.0%	0.0%
St. Joseph	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%	0.0%
Ft. Myers-Naples	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%	0.0%
Youngstown	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%	0.0%
Grand Rapids-Kalamazoo-Battle Creek	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%	0.0%
Salisbury	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%	0.0%
Corpus Christi	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%	0.0%
Rapid City	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%	0.0%
<b>Household Income</b>																
Under \$7,500	2.6%	2.6%	2.8%	2.3%	2.3%	2.5%	2.4%	2.5%	1.9%	2.2%	3.8%	1.9%	2.1%	2.6%	3.9%	
\$7,500-\$9,999	1.3%	1.2%	1.6%	1.1%	1.0%	1.3%	0.8%	1.0%	0.8%	1.4%	0.6%	0.9%	1.0%	1.2%	2.1%	
\$10,000-\$12,499	2.0%	2.0%	2.0%	2.1%	2.1%	2.1%	1.1%	1.1%	0.8%	1.8%	0.5%	2.0%	2.7%	2.1%	1.1%	
\$12,500-\$14,999	1.8%	1.9%	1.8%	1.7%	1.7%	1.7%	2.0%	2.0%	1.7%	1.7%	1.3%	1.8%	0.7%	2.0%	2.9%	
\$15,000-\$17,499	0.8%	0.7%	1.2%	0.8%	0.8%	1.0%	0.1%	0.8%	0.6%	0.9%	0.3%	1.4%	0.6%	0.6%	0.9%	
\$17,500-\$19,999	2.0%	2.0%	2.0%	2.3%	2.5%	1.7%	0.8%	0.6%	1.7%	2.3%	0.8%	2.3%	1.4%	2.1%	2.3%	
\$20,000-\$22,499	2.2%	2.1%	2.5%	2.1%	2.1%	2.1%	2.5%	1.3%	6.8%	2.1%	1.9%	2.7%	2.5%	1.8%	2.0%	
\$22,500-\$24,999	1.8%	1.7%	2.1%	2.1%	2.0%	2.3%	1.5%	1.0%	3.2%	2.1%	0.5%	1.9%	1.9%	2.0%	1.5%	
\$25,000-\$27,499	1.7%	1.5%	2.4%	1.8%	1.6%	2.2%	0.5%	0.3%	0.9%	1.8%	1.0%	1.4%	1.9%	1.8%	1.8%	
\$27,500-\$29,999	1.7%	1.6%	1.9%	1.8%	1.7%	2.0%	1.2%	1.4%	0.4%	1.9%	0.5%	2.2%	1.8%	1.4%	1.2%	
\$30,000-\$32,499	2.4%	1.8%	4.3%	2.6%	1.9%	4.4%	0.9%	0.9%	0.9%	2.6%	1.0%	2.1%	3.1%	1.7%	2.8%	
\$32,500-\$34,999	2.1%	2.2%	1.8%	2.0%	2.0%	2.0%	1.7%	1.7%	1.7%	2.2%	1.2%	2.0%	2.9%	2.3%	1.2%	
\$35,000-\$37,499	1.8%	1.6%	2.2%	1.7%	1.5%	2.1%	1.3%	1.4%	0.6%	1.9%	0.9%	2.1%	1.5%	1.8%	1.7%	

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
\$37,500-\$39,999	1.8%	1.7%	2.0%	1.9%	1.9%	2.1%	1.3%	1.5%	0.7%		1.8%	1.8%	1.6%	2.6%	1.5%	1.5%
\$40,000-\$42,499	2.6%	2.2%	3.6%	2.9%	2.3%	4.4%	1.1%	1.1%	0.9%	3.0%	1.4%	3.7%	2.2%	2.4%	2.2%	2.2%
\$42,500-\$44,999	1.5%	1.6%	0.9%	1.4%	1.7%	0.6%	0.8%	0.9%	0.4%	1.4%	2.1%	1.0%	1.1%	1.6%	1.6%	2.0%
\$45,000-\$47,499	1.4%	1.3%	1.7%	1.4%	1.2%	1.8%	1.1%	0.9%	1.9%	1.5%	0.9%	1.3%	1.4%	1.8%	1.8%	1.1%
\$47,500-\$49,999	1.9%	1.7%	2.6%	1.7%	1.5%	2.4%	2.4%	1.9%	4.4%	2.0%	1.1%	2.2%	1.6%	1.6%	1.6%	2.4%
\$50,000-\$54,999	5.0%	4.9%	5.0%	4.9%	4.9%	4.8%	4.6%	4.9%	3.3%	5.2%	3.2%	4.5%	3.9%	5.6%	5.6%	5.8%
\$55,000-\$59,999	2.7%	2.6%	2.8%	2.8%	2.8%	2.8%	2.7%	2.8%	2.2%	2.7%	2.7%	3.1%	2.9%	2.5%	2.5%	2.1%
\$60,000-\$64,999	3.3%	3.5%	2.7%	3.4%	3.6%	3.1%	2.3%	2.5%	1.6%	3.2%	4.4%	3.5%	3.5%	3.1%	3.1%	3.1%
\$65,000-\$69,999	3.3%	3.3%	3.2%	3.6%	3.5%	3.9%	2.0%	2.4%	0.2%	3.4%	2.8%	2.7%	2.6%	3.4%	3.4%	4.6%
\$70,000-\$74,999	4.4%	4.1%	5.3%	4.7%	4.6%	5.1%	3.0%	1.8%	7.6%	4.8%	3.6%	4.4%	4.7%	4.2%	4.2%	4.3%
\$75,000-\$79,999	3.8%	4.0%	3.4%	4.2%	4.3%	3.9%	2.7%	2.4%	3.7%	4.8%	4.2%	3.7%	5.1%	3.8%	3.3%	3.2%
\$80,000-\$84,999	2.7%	2.4%	3.7%	2.7%	2.3%	3.7%	4.1%	3.5%	6.3%	2.9%	2.2%	2.4%	2.2%	3.1%	3.1%	3.2%
\$85,000-\$89,999	1.9%	1.9%	1.8%	2.2%	2.3%	2.2%	1.1%	1.2%	0.9%	2.0%	2.0%	1.8%	1.7%	2.2%	2.2%	1.8%
\$90,000-\$94,999	3.8%	4.0%	3.3%	3.4%	3.6%	2.9%	4.4%	5.3%	0.7%	3.5%	5.2%	3.4%	3.8%	3.9%	3.9%	4.0%
\$95,000-\$99,999	4.9%	4.8%	5.1%	4.9%	5.0%	4.5%	4.8%	3.7%	8.9%	4.8%	5.0%	4.6%	4.7%	5.2%	5.2%	5.1%
\$100,000-\$124,999	13.4%	14.1%	11.8%	13.1%	13.6%	11.7%	18.0%	18.1%	17.8%	13.2%	16.7%	13.5%	14.0%	13.6%	13.6%	12.6%
\$125,000-\$149,999	6.9%	7.5%	5.4%	7.0%	7.4%	6.0%	8.5%	9.6%	4.6%	6.4%	10.1%	7.6%	7.9%	6.5%	6.5%	5.7%
\$150,000-\$174,999	4.0%	4.5%	2.8%	3.9%	4.0%	3.7%	6.8%	8.3%	1.1%	3.6%	6.4%	3.4%	3.9%	4.4%	4.4%	4.3%
\$175,000-\$199,999	2.7%	2.8%	2.3%	2.3%	2.6%	1.4%	5.2%	4.6%	7.6%	2.4%	3.4%	2.5%	2.2%	3.3%	3.3%	2.7%
\$200,000-\$249,999	1.6%	1.5%	2.0%	1.4%	1.4%	1.2%	2.7%	2.5%	3.5%	1.6%	2.6%	2.2%	2.0%	1.5%	1.5%	1.0%
\$250,000-\$299,999	0.8%	1.1%	0.2%	0.7%	0.8%	0.2%	2.0%	2.4%	0.5%	0.8%	1.5%	0.9%	1.0%	0.8%	0.8%	0.6%
\$300,000+	1.2%	1.6%	0.1%	1.2%	1.7%	0.1%	1.8%	2.3%		1.0%	2.3%	1.3%	1.2%	1.1%	1.1%	1.3%
<b>Household Size</b>																
1	21.4%	20.5%	23.8%	22.3%	21.5%	24.4%	19.7%	17.5%	28.0%	20.1%	23.9%	19.4%	20.1%	22.0%	22.0%	23.8%
2	35.1%	35.9%	33.1%	34.5%	35.4%	31.8%	35.0%	34.5%	36.6%	34.6%	37.5%	35.8%	34.6%	33.6%	33.6%	36.8%
3	17.7%	18.0%	16.8%	17.6%	18.1%	16.4%	18.5%	18.8%	17.1%	18.6%	16.3%	18.8%	19.0%	17.6%	17.6%	15.4%
4	16.3%	16.4%	16.1%	16.4%	16.2%	17.1%	17.2%	19.2%	10.2%	17.5%	11.9%	16.9%	15.6%	17.3%	17.3%	15.5%
5+	9.5%	9.2%	10.1%	9.2%	8.8%	10.4%	9.6%	10.0%	8.2%	9.2%	10.4%	9.1%	10.7%	9.5%	9.5%	8.4%
<b>Presence of Children</b>																
Net - Children Under 18	28.7%	28.6%	28.8%	28.9%	28.4%	30.5%	31.5%	34.1%	22.2%	29.5%	27.0%	29.0%	28.1%	31.5%	31.5%	26.0%
Children 0-5	11.9%	11.7%	12.5%	12.7%	12.2%	14.3%	10.3%	11.0%	8.1%	12.0%	11.5%	12.2%	11.0%	12.6%	12.6%	11.7%
(Subnet) Children 6 and Over	22.4%	22.0%	23.4%	22.2%	21.6%	24.1%	25.8%	27.4%	20.0%	23.3%	20.6%	23.0%	22.4%	24.3%	24.3%	19.7%
6-12	14.6%	14.6%	14.6%	14.4%	14.2%	14.8%	17.2%	18.9%	10.6%	14.8%	15.2%	16.2%	13.9%	15.4%	15.4%	13.1%
13-17	12.7%	12.3%	13.6%	12.3%	12.0%	13.3%	15.4%	16.0%	12.8%	13.6%	9.8%	11.8%	14.0%	13.7%	13.7%	11.0%
None Under 18	71.3%	71.4%	71.2%	71.1%	71.6%	69.5%	68.5%	65.9%	77.8%	70.5%	73.0%	71.0%	71.9%	68.5%	68.5%	74.0%
<b>Marital Status</b>																
Now married	55.8%	56.9%	52.7%	55.4%	55.8%	54.2%	60.3%	63.0%	50.5%	56.1%	60.2%	57.0%	56.3%	56.0%	56.0%	53.9%
Never married	23.4%	24.9%	19.2%	23.4%	25.2%	18.5%	22.9%	23.4%	20.9%	22.4%	25.7%	22.1%	23.6%	24.3%	24.3%	23.2%
Divorced, Widowed, Separated	20.9%	18.1%	28.1%	21.2%	19.0%	27.3%	16.8%	13.6%	28.5%	21.5%	14.1%	20.9%	20.1%	19.7%	19.7%	23.0%
No answer																
<b>Age (Numeric)</b>	47.3	46.3	50.1	47.1	46.4	49.1	46.1	44.8	50.9		47.3	46.2	47.6	47.3	46.7	47.7
<b>Age</b>																
18-20	2.3%	2.4%	2.0%	2.6%	2.6%	2.3%	0.6%	0.4%	1.0%	2.1%	3.4%	1.3%	2.0%	1.8%	1.8%	4.2%
21-24	5.5%	6.0%	4.2%	5.6%	5.9%	4.8%	4.1%	4.5%	2.6%	5.5%	4.3%	4.5%	6.5%	6.4%	6.4%	4.4%
25-34	19.9%	21.6%	15.4%	20.6%	21.9%	17.0%	21.6%	23.4%	15.1%	20.3%	19.9%	20.4%	20.3%	20.6%	20.6%	18.4%
35-44	17.7%	18.3%	16.0%	17.6%	18.0%	16.5%	22.3%	23.3%	18.2%	17.4%	21.3%	18.6%	16.3%	19.1%	19.1%	17.0%
45-54	17.8%	17.6%	18.5%	17.3%	17.1%	17.9%	21.2%	22.4%	16.8%	18.2%	18.2%	18.5%	18.4%	16.8%	16.8%	17.8%
55-64	18.7%	17.7%	21.3%	17.9%	17.1%	20.1%	18.3%	16.7%	24.3%	18.3%	18.3%	18.5%	18.5%	18.9%	18.9%	18.8%
65+	18.0%	16.3%	22.6%	18.4%	17.4%	21.4%	11.9%	9.2%	22.0%	18.2%	14.5%	18.3%	18.0%	16.4%	16.4%	19.4%
<b>Gender</b>																
Male	31.0%	30.5%	32.3%	30.1%	29.1%	33.2%	37.5%	39.8%	28.8%	30.6%	31.3%	30.1%	29.5%	29.9%	29.9%	34.7%
Female	69.0%	69.5%	67.7%	69.9%	70.9%	66.8%	62.5%	60.2%	71.2%	69.4%	68.7%	69.9%	70.5%	70.1%	70.1%	65.3%
<b>Head of Household Education</b>																
<b>Female</b>																
Grade School	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.4%	0.5%	0.0%	0.0%	0.5%	0.1%	0.0%	0.2%	0.2%	0.0%
Some High School	0.9%	0.6%	1.5%	0.6%	0.5%	0.9%	1.4%	1.2%	2.1%	0.9%	0.3%	1.2%	1.1%	0.3%	0.3%	0.8%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Graduated High School	9.2%	8.2%	11.9%	8.8%	8.1%	10.6%	8.2%	6.7%	13.9%	9.6%	6.0%	9.2%	8.4%	7.7%	11.8%
Some College - no degree	21.3%	20.4%	23.8%	20.7%	19.7%	23.6%	18.6%	18.3%	19.5%	22.2%	16.5%	21.5%	21.8%	21.1%	21.0%
Graduated College - Associate's degree (2 year)	10.0%	9.6%	11.4%	10.5%	9.8%	12.6%	7.8%	8.6%	5.1%	10.7%	7.2%	8.9%	11.1%	10.5%	9.4%
Graduated College - Bachelor's degree (4 year)	25.8%	27.7%	20.8%	27.3%	29.0%	22.5%	24.2%	24.5%	23.0%	25.5%	30.0%	27.0%	25.1%	29.2%	21.8%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS,	13.4%	14.1%	11.8%	12.9%	13.6%	10.8%	19.3%	19.9%	17.3%	12.1%	21.2%	13.6%	13.9%	12.2%	14.2%
No answer	18.8%	18.9%	18.5%	18.8%	18.8%	18.6%	19.8%	20.0%	19.1%	18.6%	17.7%	18.0%	18.4%	18.0%	20.9%
No Female Head Present	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%
<b>Male</b>															
Grade School	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%	0.5%	0.6%		0.2%	0.1%	0.2%	0.3%	0.1%	0.3%
Some High School	1.3%	1.1%	1.9%	1.0%	0.9%	1.2%	0.8%	0.9%	0.5%	1.5%	0.5%	1.7%	1.3%	1.2%	1.2%
Graduated High School	7.0%	7.2%	6.9%	6.9%	6.9%	7.0%	6.9%	7.6%	4.2%	6.2%	3.2%	6.2%	7.6%	6.3%	7.7%
Some College - no degree	17.2%	15.9%	20.8%	18.0%	16.4%	22.6%	11.7%	12.0%	10.5%	18.3%	10.6%	17.7%	18.2%	18.0%	14.9%
Graduated College - Associate's degree (2 year)	6.0%	5.4%	7.9%	6.0%	5.2%	8.2%	4.5%	3.9%	6.6%	6.3%	4.6%	7.0%	5.2%	6.3%	5.8%
Graduated College - Bachelor's degree (4 year)	21.0%	22.5%	17.3%	21.8%	23.1%	18.1%	23.2%	24.5%	18.3%	20.4%	26.6%	22.9%	19.6%	21.1%	20.8%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS,	13.4%	15.1%	8.7%	12.5%	14.1%	8.0%	21.6%	22.5%	18.3%	11.5%	23.9%	13.2%	16.1%	11.8%	12.4%
No answer	32.8%	31.7%	35.7%	32.6%	32.2%	33.7%	30.3%	27.3%	41.1%	33.1%	29.4%	30.4%	31.2%	33.4%	35.9%
No Male Head Present	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%
<b>States visited in the past 3 years</b>															
Alabama	3.1%	3.5%	2.2%	2.7%	2.9%	1.9%	5.2%	5.5%	4.0%	2.6%	5.8%	2.9%	3.8%	3.2%	2.6%
Alaska	5.1%	5.4%	4.2%	5.3%	5.6%	4.5%	5.3%	5.1%	5.9%	4.9%	5.0%	4.9%	5.4%	5.5%	4.5%
Arizona	24.1%	25.6%	20.0%	25.1%	26.8%	20.5%	24.4%	24.2%	25.2%	25.6%	19.9%	25.3%	25.8%	23.0%	22.5%
Arkansas	2.8%	2.9%	2.4%	2.5%	2.8%	1.5%	3.5%	3.2%	4.7%	2.4%	4.5%	2.3%	3.2%	2.4%	3.2%
California	76.8%	80.1%	67.9%	80.0%	83.2%	71.1%	68.7%	71.2%	59.5%	76.4%	80.2%	77.8%	76.5%	77.2%	75.6%
Colorado	11.7%	13.5%	6.9%	11.6%	13.2%	7.0%	15.5%	16.8%	10.8%	10.7%	17.8%	11.3%	13.7%	10.0%	11.9%
Connecticut	3.7%	4.6%	1.5%	3.6%	4.3%	1.5%	5.5%	6.6%	1.3%	2.5%	9.3%	3.9%	4.4%	2.9%	3.8%
Delaware	1.9%	2.2%	1.0%	1.7%	1.8%	1.3%	3.8%	4.7%	0.8%	1.1%	5.3%	2.0%	2.2%	1.7%	1.6%
Florida	16.9%	19.8%	9.3%	16.3%	18.6%	9.8%	25.9%	29.8%	11.4%	13.6%	32.8%	19.6%	18.9%	14.0%	15.6%
Georgia	5.6%	6.1%	4.1%	5.3%	5.9%	3.8%	7.6%	7.9%	6.5%	4.5%	10.2%	5.3%	6.8%	4.4%	5.9%
Hawaii	15.7%	17.3%	11.3%	15.6%	17.1%	11.3%	18.2%	19.2%	14.6%	15.6%	16.9%	17.5%	15.8%	14.7%	15.0%
Idaho	6.1%	6.1%	6.1%	6.6%	6.9%	5.9%	4.6%	4.3%	5.5%	6.4%	5.6%	6.1%	6.2%	5.9%	6.4%
Illinois	8.4%	9.7%	4.9%	8.0%	9.3%	4.1%	12.5%	13.0%	10.3%	6.9%	15.5%	9.9%	9.4%	7.0%	7.6%
Indiana	4.7%	5.5%	2.6%	4.6%	5.3%	2.8%	5.6%	6.8%	1.3%	3.7%	9.9%	4.6%	4.5%	3.8%	5.9%
Iowa	2.7%	3.2%	1.3%	2.6%	3.0%	1.2%	3.6%	4.2%	1.5%	2.3%	4.7%	3.3%	2.8%	2.0%	2.6%
Kansas	3.0%	3.2%	2.2%	2.9%	3.3%	2.0%	3.6%	3.7%	3.3%	3.0%	3.2%	2.6%	3.1%	3.1%	2.9%
Kentucky	2.9%	3.6%	0.9%	2.8%	3.4%	1.0%	4.2%	5.0%	1.1%	2.0%	7.2%	3.1%	3.1%	2.8%	2.5%
Louisiana	4.7%	5.0%	3.9%	4.5%	4.7%	3.9%	7.0%	7.4%	5.7%	4.1%	7.9%	4.5%	5.7%	3.6%	5.2%
Maine	2.9%	3.4%	1.3%	2.7%	3.1%	1.4%	4.6%	5.3%	2.0%	2.1%	6.4%	2.6%	4.1%	2.8%	1.8%
Maryland	4.5%	5.3%	2.1%	4.4%	5.3%	1.8%	5.6%	7.0%	0.8%	3.4%	9.8%	4.0%	4.3%	5.5%	3.9%
Massachusetts	7.2%	8.5%	3.8%	6.9%	7.9%	4.0%	11.1%	13.3%	2.8%	5.3%	15.6%	7.5%	7.7%	8.1%	5.3%
Michigan	4.0%	4.5%	2.8%	4.0%	4.3%	2.9%	5.4%	6.5%	1.4%	3.0%	8.5%	5.8%	3.5%	3.1%	4.1%
Minnesota	4.2%	4.4%	3.5%	3.9%	4.1%	3.4%	6.6%	6.9%	5.2%	3.4%	7.3%	4.4%	4.4%	3.0%	4.9%
Mississippi	2.4%	2.6%	1.9%	2.2%	2.4%	1.5%	2.5%	2.1%	4.0%	2.4%	2.7%	2.9%	3.0%	1.9%	1.9%
Missouri	4.7%	5.0%	4.0%	4.5%	5.0%	3.1%	6.1%	5.6%	8.1%	4.6%	5.6%	4.5%	4.9%	5.1%	4.2%
Montana	3.2%	3.2%	3.1%	3.4%	3.5%	3.4%	3.4%	3.5%	3.0%	3.1%	3.8%	2.9%	2.6%	3.5%	3.7%
Nebraska	2.5%	2.7%	1.8%	2.4%	2.6%	2.0%	3.2%	3.6%	1.7%	2.4%	2.8%	3.0%	2.7%	2.2%	2.1%
Nevada	33.9%	34.5%	32.4%	36.0%	36.8%	33.7%	25.6%	26.3%	23.0%	36.8%	23.3%	34.0%	35.5%	33.6%	32.4%
New Hampshire	2.4%	2.9%	1.0%	2.3%	2.7%	1.2%	3.4%	4.1%	0.8%	1.6%	5.8%	2.3%	3.0%	2.0%	2.2%
New Jersey	5.6%	7.0%	2.1%	5.4%	6.6%	2.2%	6.8%	8.4%	0.8%	4.2%	13.5%	6.2%	6.2%	5.3%	5.0%
New Mexico	6.2%	6.6%	5.3%	6.5%	6.8%	5.6%	6.0%	5.9%	6.3%	6.8%	4.0%	7.1%	7.8%	5.3%	4.8%
New York	13.6%	16.1%	6.9%	13.2%	15.3%	7.3%	19.4%	22.4%	8.3%	11.5%	24.9%	13.7%	15.8%	14.3%	10.6%
North Carolina	4.7%	5.7%	2.1%	4.4%	5.3%	2.0%	6.8%	7.7%	3.4%	3.4%	11.3%	5.4%	4.7%	4.4%	4.5%
North Dakota	1.3%	1.3%	1.1%	1.3%	1.2%	1.3%	1.7%	2.0%	0.9%	1.1%	1.5%	1.2%	1.0%	0.9%	1.9%
Ohio	5.0%	5.8%	2.7%	5.0%	5.7%	3.1%	7.3%	8.9%	1.5%	3.7%	11.4%	4.4%	5.9%	4.2%	5.5%
Oklahoma	3.1%	3.4%	2.1%	3.0%	3.4%	1.9%	3.6%	4.1%	1.5%	2.9%	3.7%	3.0%	3.6%	3.1%	2.6%
Oregon	15.2%	16.1%	12.8%	15.8%	17.2%	11.7%	15.1%	13.7%	20.2%	16.3%	11.1%	15.3%	15.8%	14.0%	15.9%
Pennsylvania	6.4%	7.9%	2.6%	6.1%	7.3%	2.8%	8.8%	10.9%	0.8%	4.6%	15.1%	7.0%	6.8%	6.3%	5.7%
Rhode Island	2.1%	2.5%	1.0%	2.1%	2.5%	1.0%	3.0%	3.7%	0.8%	1.7%	4.1%	1.7%	2.6%	1.7%	2.2%



	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
South Carolina	3.2%	3.8%	1.8%	3.0%	3.4%	2.0%	5.6%	6.3%	2.8%	2.4%	7.6%	4.3%	3.4%	2.3%	3.1%
South Dakota	2.0%	2.2%	1.5%	1.8%	2.0%	1.3%	3.1%	3.3%	2.0%	1.7%	3.1%	2.2%	1.6%	1.7%	2.6%
Tennessee	4.4%	5.3%	1.9%	4.2%	4.9%	2.3%	6.1%	7.4%	1.1%	3.3%	9.2%	5.8%	4.0%	4.4%	3.5%
Texas	11.6%	13.2%	7.5%	11.2%	12.3%	7.8%	16.3%	18.2%	9.1%	10.2%	19.7%	11.8%	12.5%	10.6%	11.6%
Utah	8.8%	10.0%	5.6%	9.1%	10.5%	5.3%	9.9%	10.7%	6.7%	9.1%	8.0%	9.5%	9.1%	8.0%	8.8%
Vermont	2.0%	2.5%	0.8%	1.8%	2.1%	0.9%	3.2%	3.8%	0.8%	1.4%	4.6%	1.6%	2.8%	2.1%	1.5%
Virginia	5.0%	5.9%	2.6%	5.2%	6.0%	3.0%	6.0%	7.0%	2.3%	3.8%	11.4%	4.7%	5.4%	5.0%	5.0%
Washington	12.4%	13.5%	9.5%	12.6%	13.9%	8.9%	13.9%	12.4%	19.3%	12.2%	14.0%	11.6%	14.1%	12.6%	11.2%
Washington D.C	8.5%	10.2%	4.1%	8.0%	9.1%	4.8%	15.1%	18.5%	2.7%	6.3%	19.4%	10.0%	9.1%	8.5%	6.7%
West Virginia	2.1%	2.6%	0.6%	1.9%	2.3%	0.6%	4.3%	5.1%	1.1%	1.6%	4.4%	2.6%	2.0%	1.4%	2.5%
Wisconsin	3.5%	3.9%	2.5%	3.7%	3.9%	2.9%	3.9%	4.6%	1.3%	3.0%	6.4%	3.5%	4.1%	2.8%	3.8%
Wyoming	3.8%	4.3%	2.3%	3.7%	4.2%	2.3%	4.5%	5.3%	1.5%	3.7%	3.9%	2.8%	3.9%	4.0%	4.2%
None	11.0%	8.7%	16.9%	9.2%	7.1%	14.9%	12.9%	11.1%	19.7%	11.6%	5.8%	9.6%	10.5%	11.1%	12.5%
<b>States visited in the past 12 months</b>															
Alabama	1.3%	1.3%	1.1%	1.1%	1.2%	0.9%	2.3%	2.6%	1.2%	0.9%	2.9%	1.7%	1.4%	1.0%	1.1%
Alaska	1.7%	2.0%	0.8%	1.9%	2.2%	1.1%	0.7%	0.8%	0.1%	1.7%	1.7%	1.3%	2.4%	1.8%	1.2%
Arizona	11.6%	13.1%	7.7%	11.9%	13.2%	8.4%	12.3%	13.7%	7.0%	12.3%	9.9%	12.2%	12.6%	11.4%	10.2%
Arkansas	1.4%	1.4%	1.3%	1.3%	1.4%	1.0%	1.5%	1.7%	0.9%	1.0%	2.9%	1.1%	1.5%	1.2%	1.8%
California	72.9%	76.3%	63.8%	76.5%	79.8%	67.3%	63.8%	66.7%	53.1%	72.7%	76.5%	73.3%	72.4%	73.3%	72.5%
Colorado	5.2%	6.0%	3.1%	5.1%	5.8%	3.1%	8.1%	8.9%	4.8%	4.4%	9.8%	4.3%	6.6%	4.5%	5.4%
Connecticut	1.9%	2.4%	0.6%	1.7%	2.1%	0.6%	3.7%	4.7%	0.6%	0.9%	6.6%	1.2%	2.8%	1.3%	2.2%
Delaware	0.8%	1.0%	0.2%	0.7%	0.8%	0.3%	2.2%	2.7%	0.5%	0.5%	2.6%	1.0%	1.1%	0.5%	0.8%
Florida	7.4%	8.9%	3.3%	6.8%	8.0%	3.4%	14.2%	16.5%	5.4%	5.0%	18.9%	7.5%	8.1%	7.2%	6.9%
Georgia	2.9%	3.3%	1.8%	2.7%	3.1%	1.4%	3.9%	4.3%	2.5%	3.9%	5.9%	3.0%	3.0%	2.4%	3.2%
Hawaii	6.2%	7.0%	4.1%	5.9%	6.9%	3.3%	7.3%	7.8%	5.4%	5.7%	8.8%	7.1%	6.7%	5.6%	5.6%
Idaho	2.8%	3.0%	2.1%	3.0%	3.3%	2.2%	2.3%	2.4%	2.0%	2.9%	3.2%	2.6%	3.3%	2.7%	2.4%
Illinois	4.1%	4.7%	2.4%	4.0%	4.7%	1.7%	5.3%	5.7%	3.8%	3.1%	8.9%	3.8%	4.8%	3.5%	4.1%
Indiana	2.5%	2.8%	1.5%	2.5%	2.9%	1.4%	2.5%	3.1%	0.4%	1.9%	5.9%	2.3%	2.4%	2.2%	3.0%
Iowa	1.1%	1.3%	0.5%	1.0%	1.2%	0.6%	1.9%	2.3%	0.6%	0.9%	2.3%	1.4%	1.4%	0.7%	1.0%
Kansas	1.3%	1.5%	0.7%	1.3%	1.7%	0.5%	1.1%	1.3%	0.4%	1.4%	1.2%	1.5%	1.3%	1.0%	1.6%
Kentucky	1.4%	1.7%	0.5%	1.3%	1.6%	0.6%	2.3%	2.8%	0.4%	0.8%	4.1%	0.6%	1.5%	1.8%	1.3%
Louisiana	2.3%	2.5%	1.9%	2.3%	2.5%	1.7%	3.6%	3.3%	4.9%	1.8%	4.5%	1.8%	3.3%	2.2%	1.8%
Maine	1.2%	1.4%	0.5%	1.1%	1.3%	0.7%	2.0%	2.6%	0.8%	0.8%	3.3%	0.7%	2.3%	1.0%	0.5%
Maryland	2.3%	2.8%	1.0%	2.0%	2.5%	0.4%	3.6%	4.6%	0.4%	1.4%	6.5%	1.6%	2.6%	2.4%	2.5%
Massachusetts	3.4%	4.2%	1.4%	3.2%	3.9%	1.3%	6.0%	7.4%	0.7%	2.2%	9.2%	3.4%	3.9%	3.2%	3.1%
Michigan	1.9%	2.0%	1.6%	1.8%	1.9%	1.4%	2.6%	3.3%	0.7%	1.4%	4.0%	2.6%	1.4%	1.7%	1.8%
Minnesota	2.1%	2.3%	1.5%	2.0%	2.1%	1.7%	4.1%	4.7%	1.7%	1.6%	4.4%	2.6%	2.6%	1.4%	2.0%
Mississippi	1.0%	1.0%	1.2%	0.9%	1.0%	0.6%	1.3%	0.8%	3.3%	1.0%	1.1%	1.3%	1.3%	0.7%	0.9%
Missouri	2.3%	2.4%	2.2%	2.4%	2.6%	1.9%	2.0%	1.9%	2.4%	2.3%	2.3%	2.0%	1.9%	3.0%	2.4%
Montana	1.3%	1.4%	1.1%	1.3%	1.4%	1.0%	1.8%	1.8%	1.9%	1.2%	2.0%	0.7%	1.1%	1.5%	1.9%
Nebraska	1.2%	1.4%	0.9%	1.3%	1.4%	1.1%	1.7%	2.0%	0.9%	1.2%	1.3%	1.5%	1.2%	1.0%	1.2%
Nevada	22.9%	24.0%	20.1%	24.7%	26.1%	20.8%	17.3%	17.5%	16.7%	24.6%	17.0%	23.4%	23.1%	23.0%	22.2%
New Hampshire	1.1%	1.4%	0.4%	1.1%	1.3%	0.5%	1.7%	2.2%	0.7%	1.7%	3.4%	1.1%	1.7%	1.0%	0.8%
New Jersey	3.4%	4.2%	1.3%	3.3%	3.9%	1.5%	4.7%	6.0%	0.7%	2.2%	9.9%	3.7%	4.2%	3.2%	2.7%
New Mexico	2.9%	3.1%	2.2%	3.0%	3.2%	2.3%	2.7%	3.1%	1.2%	3.0%	2.3%	3.4%	4.1%	2.7%	1.2%
New York	7.2%	8.8%	2.8%	6.6%	8.0%	2.7%	11.0%	13.8%	0.9%	4.9%	18.6%	7.0%	8.3%	7.5%	5.9%
North Carolina	2.5%	3.0%	1.1%	2.3%	2.7%	1.2%	3.6%	4.5%	0.5%	1.6%	7.0%	2.7%	2.6%	1.9%	3.0%
North Dakota	0.6%	0.6%	0.4%	0.6%	0.7%	0.6%	0.6%	0.8%	0.5%	0.5%	0.9%	0.5%	0.7%	0.2%	0.8%
Ohio	2.7%	3.3%	0.9%	2.7%	3.3%	0.9%	3.8%	4.8%	0.7%	1.7%	7.2%	2.0%	3.2%	2.2%	3.2%
Oklahoma	1.6%	1.7%	1.3%	1.7%	1.9%	1.2%	0.6%	0.7%	0.2%	1.6%	1.9%	1.5%	1.9%	1.7%	1.3%
Oregon	8.0%	9.0%	5.3%	8.0%	9.3%	4.4%	9.2%	9.2%	9.1%	8.2%	7.6%	8.9%	8.5%	7.1%	7.5%
Pennsylvania	3.5%	4.4%	1.1%	3.1%	3.9%	1.0%	6.2%	7.8%	0.7%	2.2%	10.1%	3.6%	4.5%	3.2%	2.8%
Rhode Island	0.9%	1.1%	0.5%	1.0%	1.1%	0.5%	1.0%	1.3%	0.5%	0.6%	2.6%	0.7%	1.3%	0.6%	1.1%
South Carolina	1.8%	2.1%	1.1%	1.6%	1.7%	1.2%	3.8%	4.5%	1.1%	1.2%	5.1%	2.7%	1.7%	1.1%	2.0%
South Dakota	0.9%	1.0%	0.6%	0.8%	0.9%	0.6%	1.7%	1.9%	1.1%	0.6%	2.1%	0.6%	1.1%	0.4%	1.3%
Tennessee	1.7%	2.2%	0.5%	1.6%	1.9%	0.7%	2.8%	3.5%	0.4%	2.8%	4.5%	2.1%	1.2%	2.1%	1.6%
Texas	5.9%	6.7%	3.8%	5.4%	5.9%	3.7%	8.9%	9.7%	5.6%	5.0%	11.0%	5.7%	7.0%	6.0%	4.7%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
Utah	4.9%	5.6%	3.0%	5.0%	5.8%	2.9%	5.7%	6.4%	3.2%		5.1%	5.5%	4.0%	6.1%	5.0%	4.3%
Vermont	0.7%	1.0%	0.1%	0.7%	0.9%	0.2%	1.4%	1.8%		0.4%	2.3%	0.3%	1.1%	0.8%	0.8%	
Virginia	2.8%	3.5%	1.1%	2.8%	3.4%	1.3%	4.0%	4.8%	0.9%	2.0%	6.8%	3.0%	2.8%	2.8%	2.8%	
Washington	6.7%	7.7%	4.2%	6.7%	7.7%	3.6%	7.8%	7.3%	9.9%	6.1%	9.8%	6.1%	8.3%	6.5%	5.8%	
Washington D.C	3.0%	3.6%	1.4%	2.6%	2.9%	1.5%	6.5%	7.9%	1.2%	1.9%	8.5%	4.1%	3.2%	2.6%	2.4%	
West Virginia	1.1%	1.4%	0.3%	1.0%	1.2%	0.2%	1.8%	2.2%	0.4%	0.9%	1.5%	1.0%	1.1%	0.8%	1.3%	
Wisconsin	1.8%	2.1%	1.1%	1.9%	2.1%	1.2%	2.4%	2.9%	0.6%	1.4%	4.4%	2.0%	2.3%	1.3%	1.7%	
Wyoming	1.7%	2.0%	0.9%	1.7%	2.0%	0.9%	2.1%	2.5%	0.6%	1.6%	2.4%	1.1%	1.8%	1.8%	2.1%	
None	15.1%	12.3%	22.6%	13.1%	10.7%	20.0%	16.3%	13.5%	26.6%	16.0%	8.2%	15.3%	14.5%	15.1%	15.4%	
Not asked																
<b>States planning to visit in the next 2 years</b>																
Alabama	1.5%	1.7%	1.1%	1.5%	1.6%	1.1%	2.5%	3.1%	0.4%	1.0%	3.8%	2.2%	1.8%	0.8%	1.4%	
Alaska	4.8%	5.5%	2.9%	5.2%	6.1%	2.7%	3.7%	3.7%	3.6%	4.7%	6.1%	5.1%	4.7%	5.0%	4.5%	
Arizona	15.5%	15.9%	14.7%	16.4%	16.7%	15.8%	13.2%	13.7%	11.4%	16.8%	11.9%	17.3%	16.0%	14.0%	15.3%	
Arkansas	1.3%	1.3%	1.6%	1.4%	1.3%	1.4%	1.3%	1.4%	0.9%	1.3%	1.5%	1.3%	1.3%	1.0%	1.8%	
California	49.2%	51.7%	42.5%	51.9%	54.7%	43.9%	40.9%	41.0%	40.3%	48.7%	53.7%	50.6%	53.1%	46.1%	47.3%	
Colorado	10.1%	10.5%	9.1%	10.0%	10.2%	9.4%	11.2%	11.2%	11.2%	9.4%	13.1%	11.1%	11.6%	9.7%	8.1%	
Connecticut	2.1%	2.5%	1.1%	2.2%	2.4%	1.4%	2.4%	2.9%	0.5%	1.2%	6.5%	1.8%	2.5%	2.2%	1.9%	
Delaware	0.6%	0.8%	0.2%	0.5%	0.6%	0.3%	1.7%	2.2%		0.3%	2.3%	0.5%	1.0%	0.7%	0.3%	
Florida	13.1%	15.0%	7.8%	13.5%	15.3%	8.3%	14.8%	17.5%	5.0%	11.2%	21.6%	13.7%	13.0%	12.1%	13.7%	
Georgia	3.9%	4.4%	2.6%	3.6%	4.0%	2.4%	5.0%	5.8%	2.3%	3.1%	7.4%	3.9%	4.4%	3.5%	4.0%	
Hawaii	19.3%	20.1%	17.4%	20.0%	20.5%	18.8%	17.9%	18.4%	16.0%	20.4%	15.8%	20.7%	20.5%	17.9%	18.4%	
Idaho	3.8%	3.7%	3.9%	3.9%	4.0%	3.8%	3.7%	3.5%	4.2%	3.8%	3.4%	3.6%	4.6%	3.6%	3.2%	
Illinois	5.4%	5.9%	4.2%	5.1%	5.7%	3.4%	7.7%	7.0%	10.1%	4.6%	8.9%	4.3%	6.3%	5.4%	5.6%	
Indiana	2.4%	2.6%	1.7%	2.7%	2.9%	2.0%	1.9%	2.4%		1.9%	4.7%	1.7%	2.4%	2.1%	3.1%	
Iowa	1.0%	1.0%	0.8%	0.9%	1.0%	0.7%	1.3%	1.6%	0.6%	0.9%	1.5%	0.4%	1.6%	0.8%	1.0%	
Kansas	1.2%	1.3%	1.2%	1.3%	1.3%	1.3%	1.0%	1.2%		1.1%	1.6%	1.2%	1.4%	1.0%	1.3%	
Kentucky	2.2%	2.1%	2.2%	2.1%	2.0%	2.3%	2.6%	2.2%	4.1%	1.6%	3.9%	2.6%	2.3%	1.7%	2.1%	
Louisiana	4.2%	4.6%	3.2%	4.3%	4.6%	3.5%	4.0%	4.8%	0.9%	3.9%	5.7%	4.6%	3.9%	4.2%	4.2%	
Maine	2.0%	2.3%	1.2%	1.8%	2.2%	0.9%	2.0%	2.5%		1.4%	5.2%	1.7%	2.5%	2.3%	1.4%	
Maryland	2.1%	2.4%	1.4%	2.1%	2.5%	1.0%	2.5%	3.2%		1.4%	5.7%	2.3%	2.7%	1.9%	1.8%	
Massachusetts	4.1%	5.0%	1.8%	3.9%	4.8%	1.4%	5.3%	5.6%	4.4%	3.1%	9.7%	3.4%	4.1%	4.5%	4.4%	
Michigan	2.9%	2.2%	1.2%	2.0%	2.2%	1.4%	2.3%	2.7%	0.6%	1.4%	4.4%	2.7%	2.2%	0.9%	2.1%	
Minnesota	2.4%	2.5%	2.3%	2.4%	2.4%	2.3%	3.8%	4.2%	2.5%	2.1%	4.1%	3.1%	2.8%	1.8%	2.2%	
Mississippi	1.1%	1.2%	0.9%	1.1%	1.0%	1.1%	1.0%	1.3%		0.8%	1.9%	1.4%	1.2%	1.0%	0.9%	
Missouri	2.6%	2.8%	2.1%	2.6%	2.8%	2.0%	2.9%	3.3%	1.4%	2.4%	3.5%	3.8%	2.5%	2.3%	2.1%	
Montana	3.1%	3.1%	3.1%	3.2%	3.2%	3.2%	3.0%	2.6%	4.3%	3.1%	3.4%	3.4%	3.1%	3.3%	2.6%	
Nebraska	1.4%	1.3%	1.5%	1.5%	1.4%	1.8%	1.4%	1.8%		1.4%	1.1%	1.6%	1.3%	1.7%	1.0%	
Nevada	23.4%	22.3%	26.2%	25.4%	24.5%	27.9%	14.0%	13.1%	17.1%	25.8%	13.4%	23.1%	25.2%	24.1%	21.0%	
New Hampshire	1.1%	1.4%	0.4%	1.2%	1.4%	0.5%	1.0%	1.3%		0.8%	3.0%	0.9%	1.8%	0.9%	0.9%	
New Jersey	3.1%	3.7%	1.5%	3.0%	3.5%	1.8%	2.3%	3.0%		2.5%	6.3%	4.0%	3.9%	2.2%	2.4%	
New Mexico	4.9%	5.4%	3.5%	4.8%	5.3%	3.6%	4.7%	5.3%	2.4%	4.8%	5.6%	6.2%	6.0%	4.0%	3.5%	
New York	14.3%	16.0%	9.6%	14.8%	16.6%	9.6%	14.0%	14.8%	10.7%	12.7%	22.6%	14.7%	15.7%	14.0%	12.8%	
North Carolina	3.9%	4.4%	2.6%	4.0%	4.4%	2.9%	4.1%	4.8%	1.8%	2.8%	8.8%	5.4%	3.1%	3.7%	3.8%	
North Dakota	1.1%	1.1%	0.9%	1.1%	1.2%	0.7%	1.0%	1.0%	0.9%	1.0%	0.9%	1.0%	1.0%	0.7%	1.6%	
Ohio	2.4%	2.6%	1.7%	2.4%	2.6%	1.7%	2.3%	2.7%	0.7%	2.0%	4.8%	1.9%	3.6%	2.3%	1.4%	
Oklahoma	1.4%	1.4%	1.6%	1.6%	1.6%	1.6%	1.0%	1.1%	0.5%	1.4%	1.3%	1.8%	1.6%	0.7%	1.7%	
Oregon	13.0%	12.6%	14.2%	13.8%	13.5%	14.5%	10.8%	9.8%	14.3%	14.3%	9.0%	14.1%	13.7%	11.9%	12.6%	
Pennsylvania	3.7%	4.3%	2.2%	3.4%	3.9%	2.3%	4.4%	5.4%	0.7%	3.0%	8.0%	3.9%	5.7%	2.1%	3.1%	
Rhode Island	1.1%	1.3%	0.6%	1.1%	1.2%	0.9%	1.2%	1.5%		0.9%	2.5%	1.2%	1.9%	0.6%	0.6%	
South Carolina	2.7%	3.1%	1.8%	2.7%	2.9%	2.2%	3.4%	4.1%	0.7%	2.0%	6.2%	4.2%	2.5%	2.2%	2.2%	
South Dakota	1.8%	2.0%	1.2%	1.6%	1.7%	1.1%	2.9%	3.3%	1.3%	1.5%	2.5%	2.2%	1.8%	1.5%	1.6%	
Tennessee	2.9%	3.0%	2.5%	2.6%	2.5%	3.1%	4.1%	5.1%	0.4%	2.2%	5.6%	4.0%	2.7%	2.3%	2.7%	
Texas	9.5%	10.1%	7.9%	9.6%	10.0%	8.3%	10.9%	11.3%	9.3%	9.2%	12.4%	10.2%	10.7%	8.3%	9.0%	
Utah	5.6%	6.1%	4.2%	5.7%	6.3%	3.8%	5.1%	5.5%	3.5%	5.7%	5.4%	5.3%	5.8%	6.4%	4.7%	
Vermont	1.4%	1.6%	1.0%	1.2%	1.4%	0.7%	1.8%	2.3%		1.0%	3.8%	1.1%	1.8%	2.1%	0.9%	
Virginia	3.5%	3.8%	2.8%	3.7%	3.8%	3.5%	3.9%	4.6%	1.4%	2.8%	6.5%	3.7%	3.7%	3.1%	3.6%	

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Washington	10.0%	9.9%	10.3%	10.1%	10.5%	9.0%	10.2%	7.9%	18.4%	10.3%	9.9%	10.1%	11.2%	9.3%	9.5%
Washington D.C	8.1%	9.3%	4.7%	7.8%	8.7%	5.2%	10.6%	12.2%	4.3%	7.0%	14.3%	7.9%	10.0%	7.3%	7.0%
West Virginia	0.7%	0.6%	0.7%	0.7%	0.7%	0.8%	0.5%	0.5%	0.4%	0.6%	1.1%	0.9%	0.7%	0.4%	0.7%
Wisconsin	2.1%	2.2%	2.0%	2.3%	2.3%	2.2%	1.8%	2.2%	0.6%	1.8%	4.2%	2.4%	2.5%	1.5%	2.3%
Wyoming	2.7%	2.9%	2.0%	2.7%	3.0%	1.8%	3.1%	3.7%	0.9%	2.6%	2.7%	3.5%	2.7%	2.5%	2.1%
None	18.2%	16.3%	23.3%	16.0%	13.9%	21.7%	23.5%	23.4%	23.6%	18.0%	16.4%	16.8%	16.1%	19.5%	20.5%
<b>Cities/metropolitan areas visited during the last 3 years</b>															
Northeast/New England (Net)	21.0%	25.0%	10.2%	21.0%	24.8%	10.2%	26.4%	30.8%	10.3%	17.1%	40.4%	21.4%	22.8%	22.3%	17.4%
Atlantic City	1.8%	2.3%	0.6%	1.6%	2.0%	0.6%	2.7%	3.4%		1.1%	5.7%	2.4%	2.2%	1.5%	1.4%
Baltimore	2.9%	3.6%	0.9%	2.8%	3.5%	0.7%	3.8%	4.9%		2.0%	7.4%	3.3%	2.9%	2.7%	2.6%
Boston Area	6.1%	7.3%	2.8%	5.8%	6.9%	2.7%	9.3%	11.2%	2.0%	4.5%	13.6%	6.6%	6.7%	6.8%	4.2%
New York City	11.5%	13.8%	5.2%	10.9%	12.9%	5.5%	17.4%	20.5%	5.8%	9.5%	22.5%	11.5%	13.6%	12.4%	8.1%
Philadelphia	3.7%	4.6%	1.4%	3.4%	4.0%	1.7%	6.1%	7.7%		2.6%	9.7%	3.8%	3.9%	3.6%	3.5%
None of the Above	4.0%	4.4%	3.0%	4.1%	4.6%	2.8%	3.4%	3.7%	2.5%	3.4%	6.2%	4.3%	3.7%	4.2%	3.9%
South (Net)	31.6%	35.5%	21.2%	31.2%	34.4%	22.2%	41.1%	46.1%	22.7%	27.3%	53.2%	34.4%	32.7%	28.2%	31.9%
Atlanta	3.9%	4.4%	2.6%	3.6%	4.1%	2.2%	5.5%	5.8%	4.7%	3.1%	8.0%	4.0%	4.8%	3.0%	4.0%
Charlotte	1.9%	2.3%	0.9%	1.7%	1.9%	0.9%	2.7%	3.2%	0.9%	1.3%	5.5%	2.6%	1.9%	1.4%	1.9%
Dallas/Ft. Worth	5.8%	6.4%	4.1%	5.6%	5.9%	4.6%	8.9%	9.5%	6.4%	4.9%	10.7%	6.2%	6.0%	4.4%	6.6%
Houston	3.6%	4.3%	1.8%	3.2%	3.8%	1.7%	6.2%	6.5%	5.3%	3.0%	7.3%	3.1%	5.4%	3.0%	2.9%
Jacksonville, FL	2.3%	2.8%	1.0%	2.1%	2.5%	1.1%	3.1%	3.7%	1.3%	1.7%	5.5%	2.1%	2.6%	2.0%	2.6%
Miami Area	6.4%	7.4%	3.7%	5.7%	6.7%	3.2%	11.1%	12.2%	7.2%	5.5%	11.6%	8.0%	7.2%	4.6%	6.3%
Nashville	2.6%	3.2%	1.1%	2.6%	3.0%	1.3%	3.3%	4.1%	0.4%	2.1%	5.2%	3.8%	2.2%	2.7%	2.0%
New Orleans	3.8%	4.2%	2.8%	3.7%	4.0%	2.6%	5.4%	5.7%	4.5%	3.3%	6.5%	3.0%	4.8%	2.9%	4.5%
Orlando Area	7.7%	9.1%	3.8%	7.6%	8.6%	4.7%	11.0%	13.3%	2.4%	6.0%	15.9%	8.1%	9.1%	6.8%	6.7%
Tampa	3.8%	4.4%	2.2%	3.5%	4.0%	2.2%	7.6%	8.5%	4.1%	3.2%	7.1%	4.1%	4.4%	2.7%	4.2%
San Antonio	3.9%	5.0%	1.0%	3.7%	4.7%	1.0%	5.6%	6.7%	1.2%	3.5%	6.7%	3.4%	4.8%	4.4%	2.9%
Washington, DC	4.6%	5.6%	2.0%	4.8%	5.8%	1.9%	4.8%	6.1%		3.5%	10.7%	4.3%	4.2%	5.3%	4.6%
None of the Above	5.4%	5.8%	4.2%	5.5%	5.8%	4.6%	4.3%	5.0%	1.9%	4.8%	7.1%	5.5%	5.3%	4.7%	5.9%
Midwest/Central (Net)	18.8%	20.8%	13.4%	18.6%	20.4%	13.4%	24.2%	26.1%	17.1%	16.3%	31.7%	19.9%	20.0%	17.2%	18.1%
Branson, MO	1.4%	1.3%	1.8%	1.4%	1.3%	1.4%	2.0%	1.3%	5.0%	1.3%	1.7%	1.6%	1.0%	1.7%	1.4%
Chicago	6.3%	7.5%	3.3%	6.3%	7.3%	3.3%	9.1%	10.1%	5.5%	5.0%	13.2%	7.6%	7.3%	5.2%	5.5%
Cincinnati	1.2%	1.6%	0.2%	1.2%	1.5%	0.4%	2.5%	3.1%		0.8%	3.5%	0.9%	1.1%	0.9%	2.1%
Cleveland	2.1%	2.4%	1.2%	2.1%	2.4%	1.2%	2.8%	3.3%	0.7%	1.5%	5.5%	2.3%	2.1%	1.7%	2.1%
Columbus	1.5%	1.8%	1.0%	1.6%	1.8%	1.0%	1.9%	2.4%		1.3%	3.1%	1.2%	1.8%	1.4%	1.7%
Detroit Area	1.8%	2.1%	0.8%	1.8%	2.2%	0.6%	2.0%	2.6%		1.5%	3.7%	2.4%	1.6%	1.6%	1.6%
Indianapolis	1.9%	2.3%	1.0%	1.8%	2.0%	1.2%	3.5%	4.4%		1.4%	4.8%	1.4%	2.0%	2.1%	2.2%
Kansas City, MO	1.8%	2.0%	1.0%	1.9%	2.1%	1.2%	1.8%	2.2%	0.1%	1.7%	2.1%	1.7%	1.6%	1.9%	1.8%
Minneapolis	3.2%	3.4%	2.6%	2.9%	3.1%	2.6%	5.4%	5.7%	4.5%	2.7%	5.8%	3.6%	3.3%	2.2%	3.7%
St. Louis	2.4%	2.5%	2.0%	2.2%	2.6%	1.1%	3.3%	2.7%	5.2%	2.3%	3.1%	2.1%	2.3%	2.5%	2.7%
None of the Above	3.4%	3.8%	2.3%	3.4%	3.7%	2.5%	3.6%	3.9%	2.2%	3.0%	5.0%	4.5%	3.4%	3.4%	2.6%
West/Pacific (Net)	85.4%	87.5%	79.5%	87.7%	90.0%	81.1%	79.8%	80.7%	76.3%	85.7%	85.6%	86.4%	85.8%	86.0%	83.2%
Anaheim/Orange County	36.8%	38.6%	32.1%	39.2%	40.7%	35.0%	29.1%	30.6%	23.3%	39.0%	29.9%	38.1%	35.8%	38.5%	35.1%
Denver Area	7.7%	9.0%	4.3%	7.7%	8.5%	5.1%	10.1%	11.4%	5.5%	6.9%	12.7%	7.2%	9.5%	6.2%	8.1%
Honolulu	9.1%	10.2%	6.2%	8.7%	9.8%	5.6%	10.4%	10.6%	9.9%	8.6%	11.2%	9.6%	9.0%	8.5%	9.4%
Las Vegas	25.2%	26.5%	21.6%	27.0%	28.5%	22.6%	19.5%	19.8%	18.2%	27.1%	19.0%	25.5%	27.2%	25.6%	22.2%
Los Angeles Area	44.0%	46.3%	37.8%	45.8%	47.6%	40.7%	41.2%	42.9%	34.9%	45.2%	41.0%	44.5%	43.2%	44.6%	43.8%
Phoenix Area	13.3%	14.8%	9.5%	13.7%	15.0%	10.1%	14.2%	14.4%	13.4%	13.8%	13.2%	14.5%	14.6%	12.9%	11.4%
Portland, OR	10.2%	11.4%	6.8%	10.5%	12.1%	6.1%	10.2%	9.7%	12.1%	10.6%	9.4%	9.5%	11.5%	10.3%	9.1%
Lake Tahoe/Reno	15.0%	15.7%	13.1%	16.0%	16.9%	13.4%	9.2%	9.4%	8.4%	16.6%	8.0%	15.5%	14.6%	15.0%	14.8%
Salt Lake City	4.7%	5.4%	2.7%	4.7%	5.4%	2.6%	5.7%	6.3%	3.4%	4.7%	4.5%	4.4%	5.1%	4.5%	4.7%
San Diego	37.0%	40.2%	28.4%	38.2%	41.3%	29.4%	37.2%	37.8%	35.0%	37.1%	38.6%	36.8%	36.4%	40.2%	34.3%
San Francisco	41.5%	44.5%	33.4%	43.0%	46.3%	33.5%	39.6%	40.7%	35.6%	41.3%	43.5%	42.0%	41.7%	43.3%	38.8%
Seattle Area	9.5%	10.5%	6.8%	9.6%	10.7%	6.4%	11.0%	10.2%	14.0%	9.1%	11.7%	8.7%	11.4%	9.8%	8.0%
None of the Above	7.3%	6.7%	8.9%	7.2%	6.9%	8.3%	5.3%	5.5%	4.7%	7.8%	4.6%	8.7%	6.9%	7.2%	6.8%
Not Asked															
<b>Cities visited in the past 12 months</b>															
Northeast/New England (Net)	21.0%	25.0%	10.2%	21.0%	24.8%	10.2%	26.4%	30.8%	10.3%	17.1%	40.4%	21.4%	22.8%	22.3%	17.4%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
Atlantic City	1.0%	1.4%	0.1%	0.7%	1.0%	0.1%	2.3%	2.9%			0.5%	3.6%	1.5%	1.2%	0.9%	0.7%
Baltimore	1.5%	1.9%	0.2%	1.4%	1.8%	0.2%	2.2%	2.8%			0.9%	4.3%	1.3%	2.0%	0.9%	1.7%
Boston Area	3.1%	3.9%	1.1%	2.9%	3.7%	0.8%	6.1%	7.3%	2.0%		2.0%	8.7%	3.1%	4.2%	2.7%	2.4%
New York City	6.8%	8.6%	1.9%	6.0%	7.4%	2.0%	12.3%	15.3%	0.9%		4.8%	16.9%	7.2%	8.1%	6.9%	5.0%
Philadelphia	1.9%	2.5%	0.3%	1.5%	1.9%	0.4%	3.9%	5.0%			1.3%	5.6%	2.6%	2.1%	1.7%	1.5%
None of the Above	10.6%	11.9%	7.2%	11.4%	12.8%	7.3%	9.0%	9.4%	7.4%		9.8%	14.3%	10.9%	10.6%	12.4%	8.6%
South (Net)	31.6%	35.5%	21.2%	31.2%	34.4%	22.2%	41.1%	46.1%	22.7%		27.3%	53.2%	34.4%	32.7%	28.2%	31.9%
Atlanta	2.4%	2.9%	1.0%	2.1%	2.7%	0.6%	1.8%	3.4%	1.5%		1.8%	5.4%	2.7%	2.4%	2.1%	2.2%
Charlotte	1.1%	1.4%	0.5%	0.9%	1.0%	0.5%	1.6%	2.0%	0.2%		0.7%	3.6%	1.6%	1.3%	0.6%	1.1%
Dallas/Ft. Worth	3.1%	3.6%	1.7%	2.8%	3.1%	2.1%	4.9%	6.1%	0.4%		2.4%	6.7%	3.7%	3.3%	2.8%	2.7%
Houston	2.0%	2.5%	0.9%	1.8%	2.2%	0.7%	3.5%	3.4%	4.0%		1.6%	4.4%	1.5%	3.3%	2.0%	1.2%
Jacksonville, FL	1.0%	1.3%	0.3%	1.0%	1.2%	0.4%	2.0%	2.6%			0.7%	2.8%	0.7%	0.8%	1.0%	1.6%
Miami Area	2.8%	3.4%	1.3%	2.6%	3.2%	1.1%	5.4%	6.1%	3.0%		2.3%	6.0%	3.6%	2.4%	2.2%	3.2%
Nashville	1.3%	1.5%	0.8%	1.3%	1.4%	0.9%	2.1%	2.5%	0.4%		0.9%	2.9%	1.3%	1.1%	1.6%	1.1%
New Orleans	2.1%	2.3%	1.5%	2.0%	2.2%	1.2%	3.7%	3.5%	4.5%		1.8%	3.8%	2.0%	2.6%	1.8%	2.0%
Orlando Area	3.8%	4.7%	1.5%	3.7%	4.3%	1.8%	7.0%	8.6%	1.1%		2.5%	10.4%	4.5%	4.6%	3.7%	2.6%
Tampa	1.6%	1.8%	0.9%	1.2%	1.4%	0.9%	4.2%	4.9%	1.3%		1.2%	3.5%	1.4%	1.7%	1.4%	1.7%
San Antonio	2.0%	2.6%	0.4%	2.0%	2.4%	0.6%	3.4%	4.3%			1.7%	3.7%	2.1%	2.1%	2.4%	1.5%
Washington, DC	2.3%	2.8%	1.0%	2.1%	2.6%	0.8%	3.5%	4.4%			1.5%	6.6%	2.5%	2.4%	2.3%	2.0%
None of the Above	15.4%	16.2%	13.0%	16.0%	16.7%	14.1%	13.2%	14.2%	9.6%		14.8%	17.2%	17.0%	15.3%	13.0%	16.6%
Midwest/Central (Net)	18.8%	20.8%	13.4%	18.6%	20.4%	13.4%	24.2%	26.1%	17.1%		16.3%	31.7%	19.9%	20.0%	17.2%	18.1%
Branson, MO	0.5%	0.6%	0.2%	0.5%	0.6%	0.3%	0.4%	0.6%			0.4%	1.0%	0.5%	0.2%	0.8%	0.5%
Chicago	3.5%	4.1%	1.8%	3.3%	3.8%	1.7%	5.6%	6.6%	2.0%		2.4%	9.0%	4.7%	3.8%	2.7%	2.9%
Cincinnati	0.6%	0.9%	0.6%	0.6%	0.8%		1.5%	1.9%			0.3%	2.2%	0.6%	0.4%	0.4%	1.2%
Cleveland	1.2%	1.4%	0.5%	1.3%	1.6%	0.3%	1.3%	1.5%	0.7%		0.8%	3.4%	1.2%	1.2%	0.8%	1.6%
Columbus	0.9%	1.0%	0.6%	0.9%	1.0%	0.5%	1.2%	1.5%			0.7%	1.9%	0.6%	1.2%	0.5%	1.1%
Detroit Area	1.1%	1.3%	0.7%	1.1%	1.3%	0.5%	1.5%	1.8%			1.0%	2.0%	1.7%	0.9%	1.1%	1.0%
Indianapolis	1.2%	1.4%	0.6%	1.0%	1.2%	0.6%	2.0%	2.6%			0.9%	3.0%	1.0%	0.9%	1.5%	1.3%
Kansas City, MO	0.9%	1.1%	0.3%	1.0%	1.2%	0.4%	0.9%	1.1%			0.9%	1.0%	1.0%	0.7%	1.1%	0.9%
Minneapolis	2.0%	2.2%	1.8%	1.8%	1.8%	1.9%	4.1%	4.7%	1.7%		1.6%	4.1%	2.2%	2.3%	1.4%	2.1%
St. Louis	1.5%	1.6%	1.3%	1.4%	1.6%	0.7%	1.9%	1.8%	2.4%		1.6%	1.7%	1.2%	1.4%	1.5%	2.0%
None of the Above	8.8%	9.5%	7.2%	9.2%	9.8%	7.4%	9.0%	8.6%	10.3%		8.4%	11.0%	10.0%	9.6%	8.1%	7.8%
West/Pacific (Net)	85.4%	87.5%	79.5%	87.7%	90.0%	81.1%	79.8%	80.7%	76.3%		85.7%	85.6%	86.4%	85.8%	86.0%	83.2%
Anaheim/Orange County	29.5%	30.9%	25.7%	31.4%	32.3%	28.8%	23.6%	25.3%	17.2%		31.0%	24.4%	30.3%	29.1%	30.5%	28.1%
Denver Area	4.1%	4.8%	2.2%	3.9%	4.4%	2.6%	6.7%	7.7%	3.3%		3.4%	8.4%	4.1%	5.2%	3.3%	4.0%
Honolulu	3.8%	4.2%	2.7%	3.6%	4.2%	1.9%	5.0%	5.0%	5.1%		3.3%	6.0%	4.2%	4.3%	3.3%	3.5%
Las Vegas	16.9%	18.5%	12.4%	17.9%	19.7%	12.9%	14.3%	15.0%	12.0%		17.8%	13.9%	17.0%	17.9%	16.8%	15.7%
Los Angeles Area	37.0%	39.3%	30.8%	38.6%	40.5%	33.3%	33.4%	35.1%	26.9%		37.9%	34.2%	37.4%	36.8%	37.5%	36.1%
Phoenix Area	7.5%	9.0%	3.7%	7.7%	9.0%	3.9%	8.3%	9.1%	5.3%		7.6%	8.5%	8.4%	8.3%	7.6%	5.9%
Portland, OR	5.2%	6.3%	2.3%	5.3%	6.5%	2.1%	5.8%	6.8%	2.0%		5.3%	6.1%	5.3%	5.8%	5.5%	4.3%
Lake Tahoe/Reno	10.0%	10.5%	8.6%	10.7%	11.5%	8.5%	4.9%	4.3%	7.2%		11.0%	5.4%	10.5%	9.8%	10.6%	9.0%
Salt Lake City	2.5%	2.9%	1.5%	2.6%	3.0%	1.3%	3.0%	3.0%	3.2%		2.5%	3.2%	2.0%	3.1%	2.8%	2.2%
San Diego	27.3%	30.1%	19.7%	27.9%	30.5%	20.6%	28.1%	30.0%	21.2%		27.1%	29.6%	25.6%	27.2%	29.5%	26.3%
San Francisco	30.1%	32.5%	23.8%	30.9%	33.6%	23.2%	28.7%	29.9%	24.5%		29.0%	34.2%	29.0%	31.1%	32.2%	27.8%
Seattle Area	5.1%	5.9%	3.0%	5.0%	5.9%	2.4%	7.3%	6.7%	9.5%		4.4%	8.3%	5.1%	5.9%	5.5%	3.9%
None of the Above	13.4%	12.1%	17.1%	13.5%	12.5%	16.2%	11.0%	10.2%	14.0%		14.4%	8.3%	14.9%	12.7%	13.2%	13.1%
Not Asked																
<b>Cities planned to visit in the next 2 years</b>																
Northeast/New England (Net)	19.8%	22.6%	12.3%	20.3%	23.2%	12.2%	19.7%	21.6%	12.8%		17.2%	33.4%	20.0%	21.5%	19.5%	18.1%
Atlantic City	1.1%	1.4%	0.4%	0.8%	0.9%	0.5%	1.2%	1.5%			0.8%	3.0%	2.1%	1.4%	0.8%	0.2%
Baltimore	1.4%	1.6%	1.0%	1.5%	1.8%	0.7%	1.5%	1.9%			1.0%	3.8%	1.4%	1.6%	1.6%	1.2%
Boston Area	3.8%	4.5%	1.8%	3.6%	4.4%	1.4%	4.7%	4.8%	4.4%		2.9%	8.7%	2.9%	3.7%	4.3%	4.0%
New York City	12.8%	14.5%	8.2%	13.1%	14.9%	8.1%	13.3%	14.0%	10.7%		11.3%	20.6%	13.5%	13.5%	12.8%	11.4%
Philadelphia	2.5%	2.9%	1.4%	2.3%	2.5%	1.7%	3.0%	3.8%			2.2%	4.7%	2.9%	3.7%	1.6%	2.0%
None of the Above	2.7%	3.1%	1.6%	3.1%	3.5%	1.8%	1.7%	2.1%			2.3%	4.6%	2.4%	3.5%	2.2%	2.7%
South (Net)	28.3%	31.1%	20.8%	28.5%	31.1%	21.0%	31.4%	34.7%	19.1%		25.7%	41.5%	29.4%	29.5%	26.4%	28.2%
Atlanta	3.2%	3.6%	2.1%	2.8%	3.2%	1.8%	4.5%	5.2%	2.3%		2.4%	5.8%	3.3%	3.6%	2.4%	3.5%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Charlotte	1.4%	1.5%	1.3%	1.4%	1.4%	1.5%	1.3%	1.4%	1.0%	1.0%	3.0%	2.4%	1.3%	1.0%	1.2%
Dallas/Ft. Worth	4.6%	4.7%	4.2%	4.4%	4.5%	4.2%	6.3%	6.3%	6.1%	4.2%	7.2%	5.4%	4.5%	3.8%	4.8%
Houston	2.9%	3.1%	2.5%	2.7%	2.8%	2.4%	3.8%	3.6%	4.3%	2.7%	4.2%	2.8%	3.6%	2.8%	2.5%
Jacksonville, FL	1.1%	1.2%	0.9%	1.1%	1.1%	1.1%	1.8%	2.3%	2.1%	0.8%	2.1%	1.2%	0.9%	0.8%	1.6%
Miami Area	4.6%	5.4%	2.4%	4.7%	5.5%	2.5%	5.8%	6.5%	3.5%	4.1%	6.4%	4.1%	5.0%	4.0%	5.2%
Nashville	1.9%	1.9%	1.8%	1.8%	1.7%	2.2%	2.2%	2.7%	0.4%	1.4%	3.9%	2.2%	1.8%	1.5%	2.1%
New Orleans	3.5%	3.8%	2.6%	3.5%	3.7%	3.0%	3.2%	4.0%	0.5%	3.2%	4.8%	3.8%	3.1%	3.5%	3.7%
Orlando Area	7.3%	8.5%	3.9%	7.5%	8.7%	4.2%	7.9%	9.0%	3.7%	5.9%	13.3%	8.4%	6.8%	6.8%	7.3%
Tampa	2.1%	2.5%	1.1%	2.1%	2.5%	1.2%	2.5%	2.9%	0.7%	1.8%	3.8%	2.3%	2.3%	1.8%	2.0%
San Antonio	2.7%	2.9%	1.9%	2.7%	2.9%	2.2%	2.7%	3.2%	0.7%	2.4%	3.9%	2.9%	2.7%	2.5%	2.7%
Washington, DC	3.1%	3.4%	2.3%	3.1%	3.4%	2.2%	3.5%	4.3%	0.6%	3.5%	5.9%	3.5%	3.4%	2.9%	2.6%
None of the Above	5.4%	5.9%	4.1%	5.6%	6.0%	4.6%	4.3%	4.9%	2.1%	5.0%	7.8%	5.2%	5.9%	5.2%	5.3%
Midwest/Central (Net)	13.1%	14.1%	10.5%	13.0%	13.8%	10.5%	16.3%	16.9%	14.3%	11.8%	19.8%	13.0%	14.6%	12.3%	12.3%
Branson, MO	1.0%	0.9%	1.1%	1.0%	1.0%	0.9%	0.6%	0.7%	0.5%	0.8%	1.2%	1.3%	1.2%	0.8%	0.6%
Chicago	4.5%	5.1%	2.8%	4.3%	5.0%	2.5%	6.4%	6.2%	7.2%	3.8%	8.1%	3.3%	5.4%	4.6%	4.4%
Cincinnati	0.5%	0.6%	0.3%	0.5%	0.6%	0.3%	0.7%	0.9%	0.4%	0.4%	1.0%	0.4%	0.6%	0.8%	0.2%
Cleveland	0.9%	1.0%	0.8%	0.8%	0.9%	0.6%	1.1%	1.2%	0.7%	0.7%	2.3%	0.7%	1.5%	0.9%	0.6%
Columbus	0.8%	0.9%	0.7%	0.8%	0.8%	0.6%	1.2%	1.5%	0.7%	0.7%	1.7%	1.0%	1.4%	0.6%	0.4%
Detroit Area	0.8%	1.0%	0.4%	0.8%	1.0%	0.4%	1.0%	1.2%	0.6%	0.6%	1.7%	1.1%	1.0%	0.5%	0.7%
Indianapolis	1.0%	1.2%	0.4%	1.0%	1.3%	0.2%	1.5%	1.9%	0.8%	0.8%	2.3%	0.9%	1.1%	1.3%	0.7%
Kansas City, MO	0.8%	0.8%	0.8%	0.8%	0.8%	0.9%	0.8%	1.0%	0.8%	0.8%	1.0%	1.2%	0.9%	0.7%	0.6%
Minneapolis	1.8%	2.0%	1.4%	1.8%	1.9%	1.4%	3.0%	3.4%	1.8%	1.5%	3.3%	2.3%	1.9%	1.4%	1.8%
St. Louis	1.3%	1.5%	0.8%	1.3%	1.5%	0.6%	1.6%	1.8%	0.9%	1.1%	2.2%	2.0%	1.2%	1.2%	0.9%
None of the Above	2.7%	2.6%	3.0%	2.8%	2.6%	3.3%	1.6%	1.4%	2.6%	1.1%	2.9%	2.7%	2.7%	2.1%	3.1%
West/Pacific (Net)	70.6%	71.4%	68.5%	73.2%	74.4%	69.9%	63.1%	61.0%	71.1%	71.9%	67.0%	72.3%	74.4%	67.7%	68.1%
Anaheim/Orange County	21.1%	21.5%	20.2%	22.9%	23.0%	22.4%	16.9%	15.9%	20.5%	22.3%	16.5%	23.5%	22.4%	19.6%	19.3%
Denver Area	6.6%	6.8%	6.1%	6.3%	6.1%	6.8%	8.6%	9.1%	6.6%	5.7%	10.8%	7.1%	7.8%	6.2%	5.5%
Honolulu	12.4%	13.2%	10.4%	12.8%	13.4%	10.9%	12.2%	12.3%	12.0%	12.8%	11.2%	12.9%	12.8%	11.2%	13.2%
Las Vegas	17.5%	17.0%	18.8%	18.8%	18.2%	20.4%	11.4%	10.8%	13.7%	19.0%	11.6%	17.9%	18.5%	17.4%	16.2%
Los Angeles Area	24.9%	25.9%	22.1%	26.7%	27.5%	24.6%	20.5%	20.9%	19.3%	24.9%	26.6%	24.7%	26.4%	23.8%	24.7%
Phoenix Area	9.1%	9.3%	8.4%	9.4%	9.6%	8.7%	8.9%	9.1%	8.5%	9.4%	8.9%	10.9%	8.9%	7.3%	9.6%
Portland, OR	8.2%	7.9%	9.0%	8.9%	8.7%	9.4%	6.5%	5.3%	10.9%	8.5%	7.7%	8.8%	8.4%	7.5%	8.5%
Lake Tahoe/Reno	10.7%	10.3%	11.9%	11.5%	11.5%	11.7%	5.1%	4.5%	7.6%	12.0%	4.9%	10.9%	11.2%	11.0%	9.7%
Salt Lake City	2.8%	3.2%	1.5%	2.8%	3.3%	1.4%	3.1%	3.4%	1.7%	2.7%	3.6%	2.2%	3.4%	3.1%	2.3%
San Diego	23.8%	25.0%	20.7%	24.6%	25.7%	21.6%	24.8%	24.9%	24.4%	24.0%	25.2%	24.9%	26.6%	21.6%	22.4%
San Francisco	25.2%	26.6%	21.4%	26.1%	27.7%	21.6%	21.5%	21.7%	20.9%	25.2%	25.8%	27.0%	26.8%	23.8%	23.4%
Seattle Area	7.2%	7.3%	6.8%	7.2%	7.8%	5.6%	7.4%	5.7%	13.9%	7.0%	8.5%	7.7%	7.8%	6.9%	6.3%
None of the Above	7.9%	7.2%	9.8%	7.9%	7.3%	9.6%	6.6%	5.4%	11.2%	8.6%	3.6%	9.0%	8.5%	8.3%	5.9%
<b>Foreign regions visited the past 3 years</b>															
Canada	11.5%	13.1%	7.5%	11.7%	13.4%	7.0%	13.5%	13.6%	13.1%	9.9%	18.1%	11.7%	14.3%	10.4%	9.7%
Caribbean/Bermuda	9.6%	11.0%	5.7%	8.9%	10.3%	5.1%	15.0%	16.2%	10.7%	7.9%	16.7%	11.5%	9.1%	8.2%	9.9%
Mexico	15.4%	16.9%	11.4%	15.8%	17.6%	10.7%	16.8%	16.6%	17.3%	14.8%	17.8%	18.2%	16.2%	13.3%	14.4%
Central America	3.2%	3.6%	1.9%	3.1%	3.6%	1.8%	4.8%	5.1%	3.6%	2.9%	4.1%	3.6%	4.0%	2.4%	2.8%
South America	3.2%	3.6%	1.9%	3.1%	3.5%	1.8%	4.8%	5.2%	3.6%	2.9%	4.3%	3.0%	3.8%	2.9%	2.9%
Western Europe	11.0%	12.6%	6.9%	10.9%	12.8%	5.5%	15.2%	16.1%	11.8%	9.1%	21.3%	13.9%	12.1%	9.0%	9.7%
Eastern Europe	3.9%	4.4%	2.3%	3.5%	3.9%	2.5%	6.5%	8.2%	3.4%	3.4%	6.5%	3.9%	4.7%	3.5%	3.3%
Middle East/Africa	2.8%	3.0%	2.2%	2.6%	2.9%	1.7%	3.8%	4.1%	2.7%	2.2%	5.4%	2.7%	4.1%	2.0%	2.3%
Asia	6.9%	7.9%	4.4%	7.3%	8.1%	4.9%	7.9%	8.7%	4.7%	6.1%	11.7%	6.5%	6.3%	6.6%	8.3%
Pacific	4.8%	5.0%	4.3%	4.6%	5.0%	3.5%	6.4%	6.0%	8.1%	4.8%	4.8%	6.1%	4.8%	3.7%	5.1%
Other (Specify):	1.7%	1.7%	1.6%	1.8%	1.9%	1.5%	0.5%	0.4%	0.8%	1.6%	2.1%	1.8%	1.2%	2.2%	1.6%
None	61.6%	57.4%	72.7%	61.1%	56.9%	73.3%	54.8%	52.1%	64.7%	64.9%	46.6%	55.0%	61.8%	66.4%	62.0%
<b>Canada - Provinces (Net)</b>															
Alberta	11.1%	10.6%	13.2%	10.9%	10.6%	13.0%	14.2%	13.1%	18.1%	11.5%	10.3%	11.0%	11.5%	10.0%	14.7%
British Columbia	53.0%	53.0%	52.6%	54.2%	55.4%	48.2%	47.0%	40.3%	72.8%	56.0%	42.4%	56.8%	49.3%	49.5%	58.6%
Niagara Falls, Ontario	22.3%	21.8%	24.3%	19.7%	19.9%	18.6%	29.7%	29.4%	31.1%	19.3%	32.5%	17.8%	16.7%	30.4%	26.2%
Nova Scotia	8.1%	7.9%	9.1%	6.4%	6.5%	5.7%	17.4%	15.4%	24.9%	7.8%	8.0%	12.7%	5.4%	10.0%	5.4%
Ontario	24.9%	24.5%	26.7%	23.1%	24.4%	15.7%	28.7%	28.0%	31.1%	23.5%	30.8%	19.4%	24.7%	26.4%	29.3%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Quebec	20.4%	20.9%	17.9%	18.7%	19.5%	14.3%	33.0%	32.6%	34.4%	17.3%	29.3%	20.9%	19.4%	24.1%	16.9%
Newfoundland and Labrador	5.2%	4.2%	9.8%	2.8%	2.7%	3.3%	13.2%	10.8%	22.1%	5.4%	4.7%	6.5%	3.8%	5.6%	5.6%
New Brunswick	6.9%	5.7%	12.7%	4.7%	4.3%	6.4%	13.2%	10.9%	22.1%	6.8%	6.9%	8.3%	5.1%	7.8%	7.1%
Prince Edward Island	7.9%	6.8%	13.1%	5.9%	5.7%	7.3%	13.9%	11.8%	22.1%	6.9%	9.7%	8.7%	4.1%	10.3%	10.0%
Other Canadian Provinces	11.6%	10.1%	18.2%	12.1%	10.2%	22.2%	6.8%	5.6%	11.5%	11.4%	7.4%	8.1%	11.2%	10.0%	17.5%
Canada - Cities (Net)	77.8%	78.2%	76.0%	79.3%	79.4%	78.4%	75.6%	75.6%	75.6%	78.4%	76.6%		100.0%	100.0%	100.0%
Calgary	9.0%	8.9%	9.2%	8.2%	8.3%	7.6%	14.6%	13.7%	18.1%	8.1%	12.6%	7.3%	9.5%	9.0%	9.9%
Montreal	19.4%	19.9%	16.8%	17.5%	18.4%	12.4%	27.3%	30.4%	15.4%	15.3%	31.2%	13.5%	24.3%	19.1%	18.3%
Toronto	25.4%	25.2%	25.9%	22.1%	22.2%	21.6%	32.6%	38.7%	9.0%	23.2%	33.6%	18.3%	24.7%	27.9%	30.9%
Vancouver	49.5%	50.3%	45.8%	47.6%	48.2%	44.1%	52.0%	52.3%	51.2%	49.6%	43.3%	51.1%	47.6%	45.9%	55.1%
Other Canadian Cities	43.3%	42.2%	48.5%	45.7%	45.6%	46.6%	35.0%	30.8%	51.1%	42.5%	43.3%	43.4%	44.7%	41.8%	42.8%
<b>Caribbean</b>															
Aruba	14.5%	14.8%	13.1%	12.8%	14.2%	5.0%	20.0%	18.8%	27.0%	13.0%	15.7%	15.7%	17.4%	12.3%	12.5%
Bahamas	37.3%	38.4%	31.9%	36.9%	37.9%	31.2%	42.0%	43.8%	31.9%	37.2%	37.6%	36.1%	40.2%	35.9%	37.1%
Barbados	12.4%	13.0%	9.3%	10.2%	11.3%	4.0%	11.6%	13.6%		10.3%	15.0%	15.5%	10.2%	9.7%	13.9%
Bermuda	10.8%	11.9%	5.4%	9.4%	10.0%	5.6%	10.9%	12.8%		7.8%	18.0%	13.9%	8.5%	8.5%	12.0%
Cayman Islands	27.2%	25.3%	37.0%	25.0%	23.1%	35.7%	35.4%	35.9%	32.8%	25.5%	28.8%	21.7%	25.3%	28.5%	33.7%
Dominican Republic	10.3%	10.7%	8.1%	9.7%	10.1%	7.6%	11.5%	12.1%	8.2%	10.0%	11.6%	8.7%	8.8%	15.4%	8.6%
Jamaica	22.3%	23.6%	15.5%	23.1%	23.6%	20.0%	17.7%	20.8%		22.8%	24.0%	18.4%	21.3%	22.3%	27.3%
Puerto Rico	21.2%	21.1%	21.5%	18.5%	20.1%	9.9%	29.2%	26.2%	45.9%	19.8%	21.1%	28.4%	14.9%	20.9%	20.1%
St. Martin/St. Maarten	26.3%	25.6%	30.1%	25.1%	26.0%	20.2%	22.5%	20.8%	32.3%	23.9%	27.7%	20.7%	26.8%	29.2%	38.7%
U.S. Virgin Islands	29.3%	30.0%	25.6%	27.9%	28.3%	25.6%	30.5%	31.9%	22.7%	26.5%	33.8%	33.2%	16.2%	35.3%	32.5%
Other Caribbean	34.4%	31.7%	48.3%	35.3%	34.0%	43.1%	30.4%	26.9%	50.4%	34.1%	30.6%	31.0%	30.8%	28.1%	47.0%
<b>Mexico</b>															
Acapulco	9.0%	8.4%	11.1%	7.4%	7.8%	5.1%	13.4%	12.4%	16.8%	9.6%	6.5%	10.6%	6.0%	10.0%	9.6%
Cancun	25.7%	25.6%	26.0%	23.2%	23.3%	23.1%	40.2%	39.2%	43.7%	26.2%	32.5%	30.4%	23.8%	25.1%	23.3%
Los Cabos	24.8%	25.5%	22.1%	24.8%	26.6%	16.2%	23.1%	22.2%	26.1%	26.0%	16.4%	26.9%	21.5%	22.2%	29.0%
Mexico City	5.9%	6.1%	5.2%	5.8%	5.7%	6.2%	5.2%	6.6%		5.6%	9.3%	7.6%	4.0%	8.4%	3.8%
Puerto Vallarta	29.2%	28.8%	30.8%	27.6%	28.8%	22.2%	29.1%	22.7%	52.1%	30.3%	21.3%	40.8%	20.8%	34.6%	20.8%
Other Mexico	52.0%	48.4%	66.5%	53.2%	49.6%	69.6%	46.3%	43.4%	56.4%	52.7%	46.0%	51.4%	50.0%	49.2%	57.8%
<b>Central America</b>															
Costa Rica	49.7%	50.7%	44.5%	47.3%	49.2%	36.5%	61.8%	56.8%	88.4%	45.2%	59.6%	46.3%	42.9%	55.8%	58.2%
Other Central America	65.2%	63.1%	75.8%	65.2%	62.9%	77.7%	62.5%	61.6%	67.5%	67.5%	59.1%	67.3%	73.6%	62.5%	53.0%
<b>South America</b>															
Argentina	37.4%	39.1%	28.8%	36.1%	37.9%	26.1%	44.8%	44.9%	44.4%	33.2%	53.4%	34.4%	40.4%	18.6%	56.8%
Brazil	35.8%	34.9%	40.8%	39.4%	37.2%	52.0%	19.1%	22.7%		37.4%	32.0%	31.3%	37.3%	40.0%	33.5%
Chile	29.0%	29.0%	29.0%	29.2%	31.2%	17.6%	22.9%	18.8%	44.4%	26.5%	39.3%	41.8%	34.3%	9.2%	31.6%
Venezuela	7.3%	6.1%	13.5%	4.6%	4.7%	4.3%	15.3%	7.7%	55.6%	5.8%	14.2%	9.0%	3.5%	10.7%	7.2%
Other South America	65.3%	66.2%	60.5%	69.6%	70.1%	66.6%	47.8%	48.5%	44.4%	64.3%	67.8%	72.1%	61.0%	74.4%	54.7%
<b>Western Europe</b>															
London, England	42.0%	39.9%	52.2%	36.2%	35.3%	41.8%	58.7%	60.8%	48.1%	40.7%	44.8%	40.3%	42.3%	38.9%	47.0%
English Countryside/Wales	18.9%	17.3%	27.0%	17.7%	17.4%	19.7%	16.9%	13.3%	35.2%	17.9%	20.2%	19.9%	13.4%	18.8%	25.1%
Paris, France	36.4%	37.6%	30.2%	35.0%	36.9%	22.4%	39.3%	41.6%	27.6%	34.8%	41.7%	36.5%	36.7%	36.0%	36.3%
Other France	20.7%	20.4%	22.3%	20.6%	21.5%	14.8%	21.2%	17.3%	41.3%	22.1%	18.1%	20.2%	22.4%	17.0%	23.1%
Milan, Italy	9.4%	11.3%	0.2%	10.3%	11.8%	0.4%	7.1%	8.5%		9.0%	11.5%	7.2%	8.3%	10.5%	12.6%
Rome, Italy	33.3%	34.2%	28.8%	32.3%	33.1%	26.9%	38.1%	40.6%	25.6%	31.7%	33.5%	29.5%	33.4%	34.6%	36.7%
Venice, Italy	21.8%	22.5%	18.3%	20.3%	21.3%	13.7%	25.8%	28.8%	10.7%	22.0%	28.7%	19.1%	15.8%	28.7%	26.2%
Other Italy	25.2%	27.0%	16.4%	27.0%	28.5%	17.7%	20.6%	21.3%	17.1%	24.5%	25.5%	19.2%	27.4%	21.9%	33.1%
Austria	10.5%	10.4%	11.1%	10.0%	9.3%	14.3%	14.0%	15.7%	5.2%	10.2%	10.6%	6.3%	15.9%	7.0%	12.4%
Belgium	8.3%	8.9%	5.3%	5.9%	5.7%	6.9%	16.6%	19.9%		7.3%	10.6%	7.1%	9.9%	7.9%	7.9%
Denmark	8.8%	9.5%	5.4%	7.5%	7.1%	9.5%	16.8%	20.1%		8.7%	10.1%	7.6%	7.0%	9.2%	12.4%
Finland	5.7%	6.5%	1.6%	4.8%	5.5%		8.8%	10.5%		5.5%	6.9%	4.2%	4.3%	9.5%	5.6%
Berlin, Germany	12.4%	13.1%	8.6%	12.3%	11.9%	15.0%	16.9%	20.2%		13.0%	12.9%	7.2%	10.8%	16.1%	17.2%
Bonn, Germany	2.2%	2.7%		1.6%	1.8%		4.4%	5.3%		1.6%	3.8%	0.5%	2.8%	1.9%	3.9%
Frankfort, Germany	12.6%	13.8%	6.6%	13.3%	13.6%	10.8%	10.4%	12.4%		12.2%	14.2%	7.0%	11.9%	12.6%	20.4%
Hamburg, Germany	5.4%	5.9%	2.7%	4.9%	4.9%	4.8%	7.8%	9.4%		5.1%	6.9%	3.6%	5.7%	6.4%	6.2%
Other Germany	21.5%	21.3%	22.6%	23.1%	21.8%	31.4%	16.6%	18.8%	5.2%	23.3%	16.6%	16.1%	15.0%	26.1%	32.5%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
Greece	11.8%	11.3%	14.6%	12.0%	11.3%	16.3%	12.1%	12.0%	12.7%		10.5%		6.5%	11.0%	16.1%	15.4%
Ireland	16.2%	14.9%	22.8%	11.8%	10.7%	18.9%	26.0%	26.8%	21.6%		13.5%	21.0%	15.1%	11.9%	22.4%	17.0%
Netherlands/Holland	15.0%	15.5%	12.8%	16.0%	15.6%	18.2%	14.8%	17.7%			16.7%	11.1%	9.1%	16.7%	17.9%	17.4%
Norway	5.8%	5.8%	5.8%	6.1%	5.7%	8.6%	5.7%	5.8%	5.2%		5.1%	6.1%	3.5%	3.8%	7.5%	9.9%
Portugal	8.1%	9.2%	2.7%	7.6%	8.3%	2.7%	12.8%	14.1%	6.3%		6.8%	11.2%	3.6%	3.8%	9.0%	9.5%
Edinburgh, Scotland	14.4%	13.1%	20.9%	13.1%	12.7%	15.4%	12.2%	8.7%	29.7%		13.9%	14.0%	13.7%	14.8%	13.7%	15.7%
Glasgow, Scotland	9.4%	7.7%	17.6%	7.3%	6.9%	9.7%	14.0%	10.9%	29.7%		9.9%	6.6%	7.6%	8.5%	10.3%	11.7%
Other Scotland	10.2%	8.4%	18.8%	9.8%	9.3%	12.8%	7.2%	2.8%	29.7%		11.5%	5.6%	7.9%	6.3%	13.5%	14.7%
Barcelona, Spain	17.6%	18.4%	13.3%	17.2%	17.8%	13.0%	21.9%	24.1%	10.7%		15.0%	23.4%	13.6%	22.7%	17.0%	16.3%
Madrid, Spain	8.8%	10.1%	2.5%	8.5%	9.2%	4.3%	11.1%	13.3%			7.6%	11.7%	6.0%	11.2%	12.4%	5.7%
Other Spain	9.9%	10.9%	5.1%	11.8%	13.0%	4.0%	4.0%	2.7%	10.7%		9.9%	10.7%	8.3%	11.8%	8.3%	11.2%
Sweden	9.6%	9.2%	11.5%	7.9%	7.6%	10.1%	14.3%	17.2%			9.0%	10.8%	13.4%	8.7%	9.1%	6.2%
Geneva, Switzerland	3.6%	4.3%	0.3%	4.0%	4.5%	0.6%	1.9%	2.2%			3.3%	4.9%	1.9%	4.5%	2.3%	6.1%
Zurich, Switzerland	7.3%	6.8%	9.7%	7.7%	7.6%	8.7%	6.1%	4.0%	16.9%		6.8%	7.6%	7.0%	8.0%	3.5%	10.4%
Other Switzerland	7.2%	7.2%	6.9%	7.5%	7.8%	5.4%	4.4%	4.0%	6.3%		6.5%	7.9%	6.8%	6.3%	3.1%	12.9%
Other Western Europe	16.9%	17.6%	13.6%	18.0%	18.0%	17.9%	15.5%	18.6%			15.5%	18.8%	13.0%	14.1%	16.3%	26.1%
Middle East/Africa																
Egypt	23.2%	22.1%	27.3%	23.0%	19.4%	39.7%	14.9%	17.5%			21.0%	28.5%	34.5%	15.7%	29.9%	18.8%
Israel	36.4%	34.7%	42.9%	37.4%	34.3%	52.6%	19.8%	13.6%	54.6%		38.4%	39.8%	38.4%	35.8%	44.8%	27.6%
South Africa	25.9%	25.2%	28.4%	24.0%	21.7%	35.1%	22.4%	26.5%			24.6%	33.8%	18.9%	33.1%	13.2%	31.7%
Other Middle East/Africa	62.1%	60.8%	66.9%	61.7%	62.1%	59.5%	59.6%	62.2%	45.4%		64.4%	53.3%	70.1%	56.7%	58.8%	67.1%
<b>Asia</b>																
Cambodia/Laos/Vietnam	20.6%	15.9%	42.7%	18.9%	14.6%	38.8%	20.5%	16.3%	48.8%		22.8%	16.1%	24.3%	17.5%	17.7%	23.0%
Hong Kong	25.9%	24.7%	31.5%	22.8%	23.0%	21.6%	30.6%	24.8%	69.9%		23.1%	27.7%	17.9%	29.0%	27.3%	27.7%
India	19.1%	18.5%	22.2%	19.8%	19.1%	23.0%	15.7%	18.0%			19.3%	21.3%	16.6%	17.0%	15.6%	25.8%
Tokyo, Japan	19.1%	20.3%	13.4%	14.7%	15.0%	13.2%	35.7%	39.8%	7.8%		18.0%	22.5%	19.8%	19.1%	14.6%	22.7%
Osaka, Japan	6.0%	6.5%	3.4%	5.1%	5.9%	1.6%	5.4%	6.2%			4.7%	8.9%	9.5%	7.4%	2.6%	5.4%
Other Japan	7.1%	6.7%	9.3%	6.1%	7.1%	1.6%	11.7%	6.2%	48.8%		5.2%	11.5%	8.4%	9.8%		10.4%
Beijing, PRC	24.3%	24.9%	21.4%	24.3%	26.7%	13.1%	23.9%	19.1%			24.8%	26.0%	16.4%	30.0%	21.7%	27.5%
Shanghai, PRC	22.4%	21.8%	25.1%	21.3%	22.1%	17.8%	26.5%	22.0%	56.6%		22.0%	23.1%	16.4%	26.9%	19.8%	25.4%
Other People's Republic of China	19.4%	18.5%	23.8%	19.0%	19.9%	14.5%	16.5%	8.2%	73.5%		21.3%	14.9%	8.0%	25.1%	20.7%	21.5%
Taiwan	13.0%	12.1%	17.5%	9.7%	10.8%	4.3%	24.8%	18.2%	69.8%		11.5%	17.6%	14.9%	11.6%	9.9%	15.5%
Thailand	24.8%	22.6%	35.6%	22.8%	21.5%	29.1%	20.4%	15.1%	56.6%		27.9%	18.0%	19.1%	18.8%	22.3%	35.9%
Other Asia	36.4%	33.4%	51.1%	36.1%	33.8%	46.8%	34.9%	31.7%	56.6%		41.1%	26.0%	27.1%	37.9%	28.6%	48.7%
<b>Pacific</b>																
Australia	30.0%	30.7%	27.5%	29.5%	31.8%	19.9%	27.1%	33.0%	10.9%		29.9%	27.8%	25.7%	31.9%	31.9%	31.0%
Fiji/Samoa/Guam	12.9%	13.2%	11.9%	15.8%	15.7%	16.6%	3.3%	4.5%			12.0%	11.9%	16.2%	7.9%	3.6%	21.6%
New Zealand	24.5%	22.6%	30.4%	23.7%	24.3%	21.3%	17.9%	18.8%	15.4%		24.4%	18.5%	31.2%	23.1%	22.5%	20.3%
Tahiti	16.3%	19.9%	5.3%	15.2%	17.9%	4.2%	25.0%	34.0%			11.9%	35.2%	11.0%	24.5%	14.3%	15.4%
Other Pacific	54.8%	51.6%	64.8%	55.8%	52.8%	68.0%	47.4%	33.8%	84.6%		53.8%	58.5%	54.3%	48.9%	62.2%	55.3%
<b>Foreign regions visited the past 12 months</b>																
Canada	11.7%	13.0%	6.5%	11.5%	12.9%	5.6%	14.6%	15.2%	11.8%		10.2%	14.3%	9.1%	15.7%	11.5%	10.5%
Caribbean/Bermuda	10.4%	11.0%	8.0%	8.7%	9.3%	5.8%	17.7%	18.2%	15.1%		8.5%	17.1%	10.8%	8.0%	11.2%	11.9%
Mexico	17.9%	17.5%	19.7%	17.7%	17.5%	18.4%	15.9%	15.1%	19.9%		19.1%	14.0%	18.2%	20.1%	16.5%	16.8%
Central America	3.6%	3.8%	2.3%	3.5%	3.6%	2.7%	4.8%	5.6%	1.2%		3.4%	4.5%	2.9%	4.5%	3.0%	3.8%
South America	2.6%	2.9%	1.3%	2.0%	2.1%	1.4%	5.3%	6.3%	0.0%		2.3%	3.3%	2.5%	2.9%	2.6%	2.3%
Western Europe	12.5%	13.4%	8.5%	11.4%	12.6%	6.1%	17.0%	16.9%	17.4%		9.6%	22.1%	14.4%	11.4%	14.0%	10.0%
Eastern Europe	4.2%	4.4%	3.1%	3.7%	3.6%	3.8%	6.3%	7.6%	0.0%		4.3%	4.5%	5.0%	2.2%	6.5%	3.2%
Middle East/Africa	2.8%	3.0%	2.1%	2.3%	2.4%	2.0%	5.3%	5.6%	3.5%		2.6%	3.4%	2.7%	4.9%	1.6%	2.0%
Asia	8.5%	9.0%	6.7%	8.9%	9.0%	8.6%	8.2%	9.8%	0.0%		7.3%	12.4%	7.9%	6.8%	9.7%	9.9%
Pacific	5.7%	5.3%	7.4%	5.2%	5.3%	5.0%	4.6%	3.6%	9.7%		6.3%	4.0%	7.3%	3.7%	6.7%	5.3%
Other	2.2%	2.0%	3.3%	2.1%	2.1%	2.4%	0.7%	0.8%	0.0%		2.4%	1.9%	2.3%	1.6%	3.1%	2.1%
None	42.5%	40.7%	49.7%	43.3%	41.9%	49.8%	39.9%	37.3%	52.6%		44.5%	35.5%	43.8%	41.5%	40.5%	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
<b>Areas traveled to while visiting ____ during the past 12 months</b>																
<b>Canada - Provinces (Net)</b>																
Canada	80.0%	80.5%	76.1%	79.1%	79.3%	76.8%	86.4%	84.2%	100.0%	76.9%	88.2%	0.0%	100.0%	100.0%	100.0%	
Alberta	10.0%	8.4%	23.4%	8.2%	7.3%	17.4%	20.1%	15.7%	48.1%	10.0%	8.8%	11.6%	14.0%	4.1%	8.6%	
British Columbia	46.2%	47.2%	37.8%	48.1%	49.3%	35.1%	40.9%	36.4%	69.8%	50.7%	32.9%	56.7%	39.1%	40.4%	53.9%	
Niagara Falls, Ontario	13.5%	12.1%	25.1%	14.6%	13.4%	27.0%	6.9%	8.0%	0.0%	10.7%	17.4%	6.1%	12.2%	19.3%	16.1%	
Nova Scotia	4.8%	4.8%	5.3%	3.8%	3.8%	4.4%	6.6%	7.6%	0.0%	4.7%	4.2%	13.1%	1.2%	5.5%	2.3%	
Ontario	20.4%	20.7%	18.4%	20.1%	21.0%	10.5%	22.2%	25.6%	0.0%	17.2%	27.5%	18.9%	18.9%	22.3%	22.1%	
Quebec	13.5%	14.0%	9.4%	13.2%	13.5%	10.5%	17.9%	20.7%	0.0%	10.7%	18.9%	12.1%	15.5%	14.5%	10.5%	
Newfoundland and Labrador	2.0%	2.3%	0.0%	0.8%	0.9%	0.0%	7.4%	8.5%	0.0%	1.9%	1.9%	6.0%	1.0%	2.2%	0.0%	
New Brunswick	2.2%	1.8%	5.3%	1.7%	1.4%	4.4%	2.1%	2.5%	0.0%	1.4%	3.8%	5.6%	0.0%	3.4%	1.4%	
Prince Edward Island	3.7%	3.5%	5.3%	2.9%	2.7%	4.4%	4.4%	5.1%	0.0%	1.5%	8.4%	5.6%	1.3%	5.2%	4.2%	
Other Canadian Provinces	17.8%	19.5%	3.3%	16.0%	17.0%	5.6%	20.4%	23.5%	0.0%	17.3%	18.4%	4.6%	29.5%	19.5%	9.4%	
<b>Canada - Cities (Net)</b>																
Canada	80.0%	80.5%	76.1%	79.1%	79.3%	76.8%	86.4%	84.2%	100.0%	76.9%	88.2%	0.0%	100.0%	100.0%	100.0%	
Calgary	8.9%	7.6%	19.9%	6.8%	6.3%	11.4%	19.7%	15.3%	48.1%	8.6%	9.7%	10.0%	15.2%	2.3%	5.0%	
Montreal	14.2%	14.8%	9.4%	14.4%	14.7%	10.5%	13.5%	15.5%	0.0%	9.8%	24.9%	13.8%	20.7%	8.3%	10.4%	
Toronto	14.5%	15.1%	9.0%	10.1%	11.1%	0.0%	27.5%	31.8%	0.0%	10.9%	22.9%	15.0%	13.6%	16.0%	13.7%	
Vancouver	44.3%	46.7%	25.0%	40.8%	42.5%	23.8%	51.9%	53.1%	44.5%	42.9%	42.9%	41.3%	47.5%	47.2%	39.1%	
Other Canadian Cities	46.4%	43.5%	71.2%	50.2%	48.9%	64.8%	32.2%	25.8%	73.4%	49.9%	32.4%	44.0%	41.8%	46.3%	56.2%	
<b>Caribbean/Bermuda</b>																
Aruba	7.7%	9.1%	0.0%	9.0%	10.2%	0.0%	4.4%	5.2%	0.0%	6.0%	9.7%	10.4%	6.3%	8.6%	5.4%	
Bahamas	31.7%	33.4%	21.7%	28.3%	30.6%	11.4%	45.6%	45.6%	45.7%	29.0%	35.9%	34.9%	32.8%	32.0%	27.5%	
Barbados	4.5%	5.3%	0.0%	3.4%	3.9%	0.0%	9.0%	10.5%	0.0%	1.4%	10.1%	5.8%	0.0%	8.8%	2.4%	
Bermuda	8.3%	9.8%	0.0%	7.9%	9.0%	0.0%	12.9%	15.1%	0.0%	6.3%	10.0%	12.0%	8.0%	7.6%	5.7%	
Cayman Islands	18.5%	19.6%	12.2%	16.9%	17.1%	15.8%	23.1%	26.9%	0.0%	15.0%	22.4%	15.8%	8.4%	21.3%	25.7%	
Dominican Republic	5.2%	5.9%	1.0%	4.1%	4.4%	2.0%	7.8%	9.1%	0.0%	5.7%	5.1%	5.1%	3.7%	7.9%	3.8%	
Jamaica	20.8%	23.1%	7.8%	25.4%	26.8%	15.5%	13.1%	15.3%	0.0%	20.7%	21.5%	12.5%	18.6%	17.7%	33.1%	
Puerto Rico	15.9%	13.9%	27.6%	14.6%	13.5%	23.1%	16.4%	11.6%	45.7%	16.9%	16.6%	22.2%	12.4%	15.9%	12.4%	
St. Martin/St. Maarten	24.0%	25.6%	15.2%	23.5%	23.3%	24.8%	19.4%	20.8%	10.6%	20.1%	30.7%	25.0%	14.1%	24.8%	29.4%	
U.S. Virgin Islands	23.6%	22.3%	31.4%	20.4%	19.0%	30.5%	24.8%	21.4%	45.7%	20.8%	28.9%	34.6%	9.4%	22.0%	24.6%	
Other Caribbean	34.1%	31.6%	48.4%	33.2%	29.5%	60.5%	40.7%	38.5%	54.3%	37.3%	31.9%	33.3%	24.7%	30.1%	45.2%	
<b>Mexico</b>																
Acapulco	4.1%	4.9%	1.1%	3.4%	3.8%	1.7%	9.7%	12.2%	0.0%	2.8%	10.0%	1.4%	5.4%	5.7%	3.8%	
Cancun	15.6%	16.1%	13.7%	13.7%	13.3%	15.1%	29.2%	29.2%	29.2%	13.1%	32.5%	20.8%	13.2%	13.7%	14.4%	
Los Cabos	23.9%	25.4%	18.1%	26.6%	28.4%	18.8%	20.7%	18.6%	28.8%	27.0%	10.5%	25.8%	27.8%	22.3%	18.2%	
Mexico City	5.4%	6.0%	3.3%	5.1%	5.9%	1.7%	6.4%	8.0%	0.0%	6.0%	5.0%	6.0%	0.4%	14.8%	2.1%	
Puerto Vallarta	20.3%	21.3%	16.7%	20.2%	20.3%	19.6%	12.4%	15.6%	0.0%	20.4%	15.6%	25.4%	19.4%	19.4%	16.4%	
Other Mexico	44.9%	43.3%	50.8%	47.0%	44.6%	57.2%	33.3%	35.8%	24.1%	44.9%	42.2%	48.5%	41.6%	41.0%	48.7%	
<b>Central America</b>																
Costa Rica	29.4%	31.2%	17.4%	36.3%	39.1%	19.2%	8.6%	8.9%	0.0%	24.9%	40.9%	3.3%	32.8%	42.9%	35.9%	
Other Central America	63.5%	60.7%	82.6%	52.7%	48.1%	80.8%	93.8%	93.6%	100.0%	72.7%	40.7%	100.0%	60.9%	56.5%	42.7%	
Argentina	39.1%	43.5%	31.6%	31.6%	36.0%	32.2%	53.7%	53.7%	34.2%	34.2%	57.3%	40.1%	46.1%	21.6%	48.3%	
Brazil	25.1%	25.3%	23.3%	30.5%	30.1%	33.2%	20.0%	20.0%	27.3%	27.3%	22.4%	27.5%	35.6%	13.3%	21.3%	
Chile	30.7%	30.8%	29.8%	33.1%	37.8%	23.8%	23.8%	23.8%	32.1%	32.1%	31.9%	41.2%	56.5%	18.2%		
Venezuela																
Other South America	54.6%	55.8%	43.1%	52.7%	57.5%	19.0%	50.1%	50.1%	57.5%	57.5%	50.6%	72.7%	52.8%	69.5%	19.3%	
<b>Western Europe</b>																
London, England	29.9%	25.6%	58.5%	25.6%	23.3%	47.5%	46.9%	42.7%	67.3%	30.3%	29.1%	25.2%	22.6%	37.1%	36.0%	
English Countryside/Wales	18.1%	13.8%	47.1%	13.2%	11.7%	27.7%	22.8%	13.7%	67.3%	18.8%	16.6%	20.0%	10.7%	14.2%	29.7%	
Paris, France	29.3%	30.5%	20.8%	30.5%	32.2%	14.7%	25.3%	26.3%	20.5%	31.0%	29.9%	28.2%	35.2%	35.3%	15.4%	
Other France	14.4%	13.3%	21.4%	15.4%	16.0%	9.3%	8.6%	3.7%	32.7%	19.7%	8.1%	12.3%	20.7%	9.5%	16.7%	
Milan, Italy	6.8%	7.9%	0.0%	6.2%	6.8%	0.0%	9.5%	11.5%	0.0%	6.8%	7.7%	5.9%	8.5%	10.1%	1.7%	
Rome, Italy	19.7%	21.1%	10.5%	19.6%	20.7%	9.3%	17.4%	20.9%	0.0%	20.4%	19.3%	21.7%	12.9%	26.5%	15.5%	
Venice, Italy	12.5%	12.0%	16.2%	10.5%	10.6%	9.3%	15.4%	14.4%	20.5%	14.7%	9.5%	11.8%	8.5%	20.4%	7.7%	
Other Italy	13.2%	13.7%	10.1%	13.4%	14.8%	0.0%	13.1%	9.1%	32.7%	11.0%	17.4%	12.3%	16.5%	12.5%	11.7%	
Austria	7.6%	8.3%	3.1%	7.4%	8.2%	0.0%	10.2%	12.2%	0.0%	7.0%	8.4%	5.5%	10.1%	3.9%	13.1%	
Belgium	3.7%	3.5%	5.0%	3.4%	2.7%	10.0%	6.1%	6.1%	0.0%	5.1%	2.9%	3.9%	4.1%	3.5%	3.1%	
Denmark	5.1%	5.9%	0.0%	5.2%	5.8%	0.0%	6.2%	7.5%	0.0%	5.9%	4.8%	6.7%	1.4%	2.9%	10.4%	



	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Finland	4.2%	4.8%	0.0%	3.6%	3.9%	0.0%	7.1%	8.5%	0.0%	3.4%	5.9%	5.0%	0.0%	4.6%	7.3%
Berlin, Germany	5.2%	6.0%	0.0%	4.9%	5.4%	0.0%	7.7%	9.3%	0.0%	6.2%	4.5%	3.3%	4.1%	5.6%	9.0%
Bonn, Germany	0.9%	1.0%	0.0%	1.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	1.3%	2.6%
Frankfort, Germany	6.4%	7.4%	0.0%	7.6%	8.5%	0.0%	0.0%	0.0%	0.0%	6.4%	7.4%	3.5%	2.6%	10.2%	10.3%
Hamburg, Germany	3.1%	3.5%	0.0%	3.2%	3.6%	0.0%	2.7%	3.2%	0.0%	3.6%	2.8%	1.9%	1.9%	1.3%	8.6%
Other Germany	15.9%	16.8%	10.2%	17.1%	17.4%	14.1%	13.5%	16.2%	0.0%	19.1%	11.0%	14.1%	15.2%	16.3%	19.0%
Greece	7.2%	7.5%	4.9%	8.2%	8.0%	9.9%	5.6%	6.7%	0.0%	5.3%	10.3%	3.8%	5.0%	13.1%	6.9%
Ireland	15.0%	11.5%	38.1%	11.5%	9.0%	34.9%	16.1%	12.6%	32.8%	14.1%	15.0%	14.0%	6.7%	25.1%	12.5%
Netherlands/Holland	8.1%	7.6%	10.8%	10.2%	9.7%	15.3%	3.2%	3.8%	0.0%	11.6%	1.7%	7.6%	5.3%	12.4%	6.1%
Norway	3.6%	3.4%	5.1%	4.9%	4.4%	10.3%	0.0%	0.0%	0.0%	1.9%	4.0%	1.7%	4.3%	3.5%	5.9%
Portugal	5.5%	5.1%	7.9%	6.4%	6.1%	9.3%	5.4%	4.0%	12.1%	1.9%	2.9%	2.5%	4.3%	11.2%	3.7%
Edinburgh, Scotland	12.7%	8.8%	38.9%	10.3%	8.3%	28.8%	9.7%	2.0%	47.1%	14.5%	9.9%	13.1%	7.3%	11.8%	20.1%
Glasgow, Scotland	5.3%	2.4%	24.2%	4.7%	2.8%	22.8%	9.7%	2.0%	47.1%	8.0%	1.0%	4.0%	3.3%	9.0%	4.6%
Other Scotland	7.8%	5.3%	24.9%	8.2%	6.6%	24.1%	9.7%	2.0%	47.1%	11.2%	2.3%	4.3%	6.9%	11.2%	9.8%
Barcelona, Spain	11.5%	11.5%	12.0%	12.9%	12.7%	14.7%	8.2%	9.9%	0.0%	11.4%	10.5%	14.8%	9.8%	12.1%	7.8%
Madrid, Spain	6.3%	6.2%	7.3%	7.1%	6.3%	14.7%	3.1%	3.8%	0.0%	8.6%	3.2%	5.0%	2.2%	16.1%	0.0%
Other Spain	5.4%	6.3%	0.0%	7.2%	7.9%	0.0%	1.5%	1.8%	0.0%	5.9%	5.6%	7.4%	2.6%	6.9%	4.0%
Sweden	5.0%	5.7%	0.0%	4.4%	4.8%	0.0%	9.4%	11.3%	0.0%	3.8%	7.3%	7.3%	2.9%	5.2%	3.7%
Geneva, Switzerland	0.7%	0.8%	0.0%	1.0%	1.1%	0.0%	0.3%	0.4%	0.0%	1.3%	0.0%	2.4%	0.0%	0.0%	0.0%
Zurich, Switzerland	5.2%	4.3%	10.7%	6.6%	6.0%	12.3%	2.4%	0.4%	12.1%	7.7%	2.3%	6.3%	6.0%	3.1%	5.3%
Other Switzerland	5.0%	5.0%	5.2%	4.7%	5.1%	1.3%	5.0%	3.6%	12.1%	5.9%	3.8%	5.8%	7.6%	0.6%	6.8%
Other Western Europe	16.2%	15.7%	19.1%	17.8%	16.0%	34.3%	14.5%	17.5%	0.0%	17.4%	14.2%	19.8%	12.3%	14.6%	17.4%
Middle East/Africa	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%
Egypt	5.9%	5.5%	8.4%	3.0%	1.2%	12.8%	10.2%	11.4%	0.0%	2.1%	10.8%	6.9%	2.9%	21.2%	0.0%
Israel	22.2%	24.6%	8.4%	17.7%	18.6%	12.8%	18.5%	20.8%	0.0%	20.4%	30.6%	12.3%	25.8%	32.0%	19.1%
South Africa	20.6%	18.7%	31.4%	17.1%	14.8%	29.6%	28.6%	32.2%	0.0%	17.3%	33.6%	0.0%	33.4%	20.8%	16.3%
Other Middle East/Africa	54.9%	51.9%	72.6%	63.2%	64.1%	58.4%	47.2%	40.6%	100.0%	64.3%	26.9%	87.7%	48.6%	41.0%	36.0%
<b>Asia</b>															
Cambodia/Laos/Vietnam	16.1%	10.8%	45.7%	18.6%	13.1%	44.7%	5.2%	5.2%	0.0%	18.3%	15.0%	26.4%	10.2%	25.9%	2.6%
Hong Kong	17.6%	18.0%	15.4%	13.4%	14.0%	10.7%	28.9%	14.0%	0.0%	12.5%	19.0%	16.0%	9.8%	24.5%	18.1%
India	18.4%	17.2%	25.5%	18.4%	17.7%	22.0%	21.5%	21.5%	0.0%	21.0%	17.2%	13.6%	16.9%	11.9%	29.9%
Tokyo, Japan	10.7%	12.2%	2.4%	5.6%	6.3%	2.7%	34.0%	34.0%	0.0%	7.2%	18.1%	19.2%	14.4%	6.1%	5.1%
Osaka, Japan	3.4%	4.0%	0.0%	2.4%	2.9%	0.0%	8.0%	8.0%	0.0%	1.7%	4.8%	10.8%	2.2%	0.0%	1.3%
Other Japan	4.0%	4.8%	0.0%	2.5%	3.0%	0.0%	11.5%	11.5%	0.0%	1.7%	6.4%	10.8%	2.2%	0.0%	3.5%
Beijing, PRC	12.8%	14.5%	3.2%	12.3%	14.2%	3.6%	19.4%	19.4%	0.0%	13.2%	14.6%	7.7%	20.8%	9.0%	14.8%
Shanghai, PRC	15.7%	12.6%	32.6%	15.3%	12.0%	30.8%	18.0%	18.0%	0.0%	20.2%	9.8%	12.4%	14.8%	21.0%	14.0%
Other People's Republic of China	9.9%	10.3%	7.8%	10.9%	11.4%	8.8%	7.4%	7.4%	0.0%	13.7%	4.8%	7.4%	20.7%	6.2%	7.7%
Taiwan	7.0%	8.2%	0.0%	7.0%	8.5%	0.0%	6.0%	6.0%	0.0%	4.7%	11.5%	14.0%	12.7%	1.4%	2.2%
Thailand	16.0%	14.0%	27.1%	15.7%	14.0%	23.8%	5.2%	5.2%	0.0%	18.8%	13.8%	15.9%	10.5%	25.3%	11.3%
Other Asia	28.0%	29.1%	22.1%	28.4%	30.5%	18.2%	27.1%	27.1%	0.0%	31.0%	22.2%	30.2%	26.1%	27.5%	28.1%
<b>Pacific</b>															
Australia	19.6%	20.2%	18.0%	19.4%	19.3%	19.8%	29.1%	44.7%	0.0%	17.9%	20.0%	19.9%	29.4%	20.3%	11.2%
Fiji/Samoa/Guam	7.5%	7.4%	7.8%	7.1%	7.5%	5.2%	0.0%	0.0%	0.0%	7.3%	9.0%	9.6%	0.0%	1.4%	17.5%
New Zealand	13.8%	9.3%	27.3%	10.7%	8.0%	24.0%	19.6%	30.2%	0.0%	13.5%	9.3%	20.2%	30.2%	7.2%	0.6%
Tahiti	12.0%	14.2%	5.4%	12.9%	15.6%	0.0%	13.8%	21.2%	0.0%	9.7%	16.3%	9.3%	25.7%	6.1%	12.9%
Other Pacific	55.5%	57.1%	50.9%	55.6%	57.8%	45.0%	49.0%	21.7%	100.0%	52.6%	64.6%	77.7%	60.1%	38.6%	41.1%
<b>Foreign regions planned to visit in the next 2 years</b>															
Canada	9.7%	10.5%	7.6%	9.4%	10.3%	6.7%	11.3%	12.0%	8.7%	8.7%	14.0%	9.8%	10.9%	9.5%	8.7%
Caribbean/Bermuda	9.6%	10.8%	6.4%	9.0%	10.1%	6.0%	12.7%	13.3%	10.3%	8.5%	15.2%	11.9%	9.6%	9.0%	8.2%
Mexico	12.1%	12.6%	10.7%	12.1%	12.6%	10.7%	12.7%	12.6%	13.2%	12.0%	12.1%	14.2%	10.5%	12.1%	11.7%
Central America	3.1%	3.5%	2.1%	2.8%	3.1%	2.2%	5.5%	6.6%	1.2%	2.4%	6.2%	2.8%	4.1%	2.6%	2.8%
South America	3.5%	3.8%	3.0%	3.3%	3.4%	3.3%	5.0%	6.2%	0.7%	3.3%	5.0%	3.9%	5.7%	2.0%	2.7%
Western Europe	13.8%	15.3%	9.6%	13.2%	15.0%	8.2%	19.7%	20.8%	15.5%	11.7%	24.1%	14.8%	14.7%	13.9%	11.8%
Eastern Europe	4.5%	4.9%	3.4%	4.4%	4.8%	3.1%	6.3%	6.7%	4.7%	4.1%	6.7%	4.8%	4.6%	5.1%	3.5%
Middle East/Africa	2.0%	2.2%	1.7%	1.9%	2.2%	1.0%	1.3%	1.6%	0.0%	1.8%	2.9%	3.2%	2.1%	1.9%	1.1%
Asia	7.0%	8.0%	4.2%	7.2%	8.4%	3.9%	7.8%	8.6%	4.9%	6.4%	9.8%	6.5%	6.4%	7.3%	7.8%
Pacific	4.3%	4.4%	4.2%	3.9%	4.1%	3.2%	6.1%	4.8%	10.9%	4.4%	3.7%	5.9%	3.7%	3.4%	4.6%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Other (Specify):	1.5%	1.6%	1.4%	1.4%	1.4%	1.6%	1.7%	1.8%	1.4%	1.5%	2.0%	1.3%	1.3%	1.7%	1.8%
None	58.6%	55.0%	68.4%	58.9%	55.0%	70.2%	51.8%	51.0%	54.7%	60.9%	47.5%	56.0%	59.8%	58.8%	59.4%
<b>Areas planning to travel to while visiting ____ in the next 2 years</b>															
<b>Canada - Provinces (Net)</b>	77.9%	78.4%	76.2%	79.4%	79.9%	77.2%	78.2%	83.1%	53.5%	77.1%	79.6%	0.0%	100.0%	100.0%	100.0%
Alberta	13.5%	11.9%	19.7%	13.1%	11.2%	21.3%	16.8%	18.4%	8.6%	14.7%	10.4%	17.3%	7.4%	12.8%	18.8%
British Columbia	50.2%	49.6%	52.3%	51.3%	52.1%	48.1%	47.4%	47.9%	44.8%	52.8%	45.0%	43.0%	47.6%	53.6%	56.6%
Niagara Falls, Ontario	19.4%	20.3%	16.3%	17.6%	17.9%	16.5%	16.3%	16.5%	15.1%	20.0%	18.2%	26.8%	20.5%	15.0%	16.0%
Nova Scotia	5.7%	5.3%	6.8%	6.1%	5.0%	11.0%	4.7%	5.6%	0.0%	5.2%	4.2%	6.7%	2.8%	9.1%	4.3%
Ontario	20.6%	21.1%	18.6%	19.7%	19.5%	20.6%	27.9%	29.0%	22.5%	19.0%	23.3%	27.6%	23.5%	14.6%	17.0%
Quebec	23.9%	23.4%	25.6%	23.5%	23.5%	23.1%	32.4%	28.3%	53.1%	21.2%	31.3%	26.2%	28.8%	22.1%	17.1%
Newfoundland and Labrador	3.5%	4.0%	1.4%	4.6%	5.1%	2.3%	0.6%	0.7%	0.0%	2.9%	4.8%	1.4%	3.7%	6.3%	1.8%
New Brunswick	2.5%	3.1%	0.4%	2.6%	3.0%	0.6%	2.6%	3.1%	0.0%	1.3%	6.5%	3.6%	3.1%	2.2%	1.1%
Prince Edward Island	10.4%	11.4%	6.6%	10.3%	10.2%	10.7%	12.2%	14.6%	0.0%	10.4%	9.3%	11.1%	14.3%	9.8%	5.3%
Other Canadian Provinces	10.0%	10.7%	7.4%	12.0%	12.0%	10.7%	3.8%	4.6%	0.0%	9.6%	7.6%	3.5%	8.6%	12.1%	15.7%
<b>Canada - Cities (Net)</b>	77.9%	78.4%	76.2%	79.4%	79.9%	77.2%	78.2%	83.1%	53.5%	77.1%	79.6%	0.0%	100.0%	100.0%	100.0%
Calgary	12.2%	10.8%	17.7%	12.5%	10.4%	22.0%	15.7%	14.2%	23.6%	12.2%	10.6%	17.7%	9.4%	9.8%	13.5%
Montreal	24.5%	23.7%	27.3%	24.0%	22.4%	30.9%	30.4%	31.2%	26.6%	22.1%	31.6%	29.8%	30.6%	20.2%	16.1%
Toronto	31.1%	30.8%	32.2%	30.6%	29.2%	36.6%	35.5%	37.1%	27.3%	27.0%	39.8%	37.8%	35.1%	28.1%	22.9%
Vancouver	56.7%	56.9%	56.1%	56.6%	56.8%	56.0%	57.2%	55.6%	65.1%	59.1%	52.9%	49.1%	51.6%	61.2%	65.8%
Other Canadian Cities	23.2%	23.8%	20.9%	25.0%	26.9%	16.9%	19.8%	19.0%	24.2%	24.4%	17.6%	18.9%	25.9%	18.2%	29.8%
<b>Caribbean/Bermuda</b>															
Aruba	12.3%	13.7%	6.0%	9.6%	11.0%	2.9%	19.6%	23.6%	0.0%	10.9%	17.1%	12.1%	12.3%	9.9%	15.4%
Bahamas	45.1%	48.2%	31.3%	43.6%	46.8%	28.6%	42.1%	43.8%	34.2%	46.5%	41.7%	49.7%	46.5%	46.0%	36.5%
Barbados	11.0%	12.3%	5.0%	11.8%	12.7%	7.5%	13.8%	16.6%	0.0%	9.8%	14.0%	11.3%	11.7%	8.5%	12.6%
Bermuda	10.7%	10.5%	11.9%	7.7%	7.1%	10.5%	8.9%	10.7%	0.0%	11.2%	10.3%	12.3%	7.7%	10.6%	12.7%
Cayman Islands	22.6%	22.7%	22.1%	22.2%	21.6%	25.2%	22.8%	24.8%	13.3%	19.9%	28.3%	24.8%	26.0%	21.2%	17.2%
Dominican Republic	10.3%	11.1%	7.2%	12.3%	13.1%	8.5%	6.2%	7.5%	0.0%	10.7%	11.8%	13.1%	8.0%	7.9%	12.7%
Jamaica	21.4%	20.5%	25.3%	21.8%	21.3%	24.1%	15.2%	12.9%	25.8%	20.7%	19.0%	18.1%	22.4%	23.9%	21.4%
Puerto Rico	20.8%	18.7%	30.1%	21.3%	20.0%	27.4%	21.1%	16.8%	41.7%	21.2%	16.7%	21.0%	23.3%	13.3%	26.3%
St. Martin/St. Maarten	23.1%	23.3%	22.5%	22.4%	23.2%	18.6%	25.5%	26.3%	21.9%	21.1%	24.2%	24.2%	27.2%	25.1%	25.1%
U.S. Virgin Islands	24.7%	23.6%	29.9%	28.4%	27.2%	33.9%	18.7%	16.4%	29.3%	23.7%	27.4%	20.2%	28.0%	24.9%	26.4%
Other Caribbean	18.1%	17.3%	22.0%	18.8%	17.8%	23.8%	18.6%	18.6%	18.5%	16.4%	21.3%	24.7%	14.3%	16.6%	16.2%
<b>Mexico</b>															
Acapulco	7.3%	8.1%	4.8%	6.7%	7.5%	3.9%	7.9%	10.1%	0.0%	6.7%	10.5%	8.7%	5.8%	7.6%	6.9%
Cancun	33.5%	35.5%	27.4%	33.2%	34.3%	29.7%	36.8%	44.5%	9.5%	34.4%	36.6%	41.8%	40.4%	31.1%	21.0%
Los Cabos	31.1%	31.4%	30.1%	33.5%	34.9%	28.6%	20.3%	15.2%	38.4%	31.7%	29.1%	25.5%	28.2%	35.6%	34.7%
Mexico City	6.3%	6.3%	6.3%	4.6%	4.2%	5.8%	12.1%	12.8%	9.8%	6.9%	5.3%	7.2%	4.3%	5.0%	8.8%
Puerto Vallarta	22.6%	21.3%	26.9%	23.2%	22.0%	27.0%	9.4%	4.7%	25.9%	20.9%	26.9%	25.6%	20.7%	19.7%	24.5%
Other Mexico	36.3%	33.7%	44.6%	35.8%	32.9%	45.5%	38.1%	36.9%	42.3%	37.6%	22.6%	35.7%	37.1%	36.0%	36.7%
<b>Central America</b>															
Costa Rica	63.0%	67.0%	45.3%	59.1%	62.7%	44.8%	74.7%	75.0%	67.8%	68.0%	64.6%	70.2%	62.5%	46.9%	73.7%
Other Central America	52.9%	48.3%	73.1%	59.2%	55.7%	73.2%	32.6%	32.6%	32.2%	50.4%	47.6%	57.6%	52.5%	62.4%	39.5%
<b>South America</b>															
Argentina	34.0%	34.0%	34.0%	32.9%	33.3%	31.8%	37.0%	38.2%	0.0%	31.1%	46.2%	29.1%	30.3%	42.9%	41.3%
Brazil	45.3%	46.6%	40.8%	44.8%	46.8%	39.2%	55.7%	54.4%	100.0%	44.1%	49.7%	35.9%	54.6%	52.4%	30.8%
Chile	24.3%	24.0%	25.5%	23.9%	22.9%	26.9%	27.2%	28.0%	0.0%	23.8%	23.0%	27.4%	22.6%	27.2%	21.9%
Venezuela	12.7%	14.4%	7.1%	12.7%	14.1%	9.0%	15.0%	15.5%	0.0%	11.1%	19.0%	8.6%	9.0%	22.2%	18.8%
Other South America	48.5%	44.1%	63.2%	52.7%	47.6%	67.1%	21.1%	21.7%	0.0%	52.6%	30.5%	56.9%	41.9%	60.1%	42.9%
<b>Western Europe</b>															
London, England	49.6%	49.8%	48.7%	48.3%	48.7%	46.2%	52.5%	56.6%	32.3%	49.3%	51.4%	49.6%	49.6%	56.2%	41.2%
English Countryside/Wales	22.0%	21.8%	22.8%	21.3%	20.7%	24.3%	19.2%	20.8%	11.0%	22.9%	22.2%	23.0%	18.0%	25.2%	21.9%
Paris, France	39.0%	38.7%	40.3%	36.3%	37.1%	32.2%	46.8%	45.0%	56.0%	38.4%	39.6%	41.7%	36.9%	45.1%	31.1%
Other France	16.6%	15.8%	17.8%	13.5%	16.7%	17.8%	13.5%	14.6%	8.0%	17.6%	12.6%	19.4%	14.4%	17.5%	15.3%
Milan, Italy	12.0%	11.4%	14.7%	11.9%	10.6%	18.5%	13.4%	13.7%	11.7%	13.0%	11.4%	13.4%	7.2%	17.9%	9.4%
Rome, Italy	29.1%	28.0%	33.9%	29.3%	30.0%	25.6%	29.6%	23.7%	58.7%	30.1%	27.1%	26.0%	27.8%	38.1%	22.8%
Venice, Italy	22.3%	21.8%	24.3%	22.9%	21.8%	28.2%	23.8%	22.8%	28.7%	22.9%	21.9%	21.1%	21.8%	30.7%	18.6%
Other Italy	22.8%	22.2%	25.6%	23.8%	22.7%	29.5%	22.6%	22.8%	21.4%	25.2%	16.9%	29.2%	19.3%	19.9%	24.0%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Austria	10.6%	10.2%	12.3%	11.7%	11.3%	13.8%	8.5%	8.2%	10.1%	10.4%	12.1%	10.8%	10.6%	15.7%	3.5%
Belgium	6.8%	6.0%	10.2%	8.3%	7.0%	14.9%	3.8%	4.6%	0.0%	6.8%	6.6%	9.6%	4.5%	9.6%	3.3%
Denmark	8.3%	6.9%	14.1%	10.0%	8.2%	19.4%	3.8%	3.8%	4.1%	8.5%	6.8%	8.2%	6.5%	9.6%	9.1%
Finland	4.0%	3.5%	6.0%	4.6%	4.1%	7.4%	2.0%	2.4%	0.0%	3.9%	2.9%	4.8%	3.5%	4.4%	3.2%
Berlin, Germany	15.3%	13.9%	21.4%	17.6%	15.8%	27.0%	9.9%	10.5%	6.9%	16.5%	13.1%	12.6%	14.8%	17.4%	16.2%
Bonn, Germany	1.7%	1.4%	3.1%	1.7%	1.4%	3.5%	0.8%	1.0%	0.0%	1.9%	1.5%	1.5%	1.1%	3.5%	0.4%
Frankfort, Germany	7.9%	7.2%	11.0%	9.0%	8.1%	13.4%	5.7%	5.5%	6.9%	9.5%	4.5%	12.2%	5.4%	10.1%	3.7%
Hamburg, Germany	5.0%	4.0%	9.5%	6.3%	5.0%	12.9%	1.6%	1.3%	3.4%	5.2%	5.5%	2.9%	3.1%	10.3%	3.1%
Other Germany	15.1%	14.1%	19.2%	17.0%	15.0%	27.4%	10.4%	11.3%	6.1%	17.3%	8.9%	15.4%	10.6%	15.0%	20.6%
Greece	12.7%	12.2%	15.1%	14.4%	13.1%	21.3%	7.1%	7.7%	4.1%	13.4%	12.3%	10.7%	16.7%	13.6%	8.5%
Ireland	23.7%	24.0%	22.1%	25.9%	25.2%	29.8%	14.1%	15.6%	6.9%	24.6%	22.2%	25.4%	24.4%	25.9%	17.8%
Netherlands/Holland	9.5%	8.2%	14.7%	9.6%	8.1%	17.4%	6.3%	7.6%	0.0%	9.5%	8.4%	9.5%	11.9%	8.0%	8.1%
Norway	4.8%	4.7%	5.2%	4.9%	4.4%	7.0%	6.1%	7.3%	0.0%	3.1%	6.6%	5.1%	6.7%	2.2%	5.0%
Portugal	7.1%	5.7%	13.1%	8.1%	6.1%	18.3%	5.3%	4.0%	12.2%	8.7%	4.4%	7.5%	8.2%	6.5%	6.1%
Edinburgh, Scotland	13.2%	13.4%	12.6%	13.5%	12.6%	18.5%	15.4%	16.8%	8.5%	14.5%	11.2%	8.6%	14.5%	16.6%	12.4%
Glasgow, Scotland	9.7%	9.7%	9.9%	9.5%	8.5%	15.0%	13.7%	15.4%	5.1%	10.3%	9.0%	5.5%	11.3%	13.9%	7.0%
Other Scotland	6.3%	5.9%	7.8%	7.2%	6.3%	11.7%	4.5%	4.5%	4.5%	6.1%	6.4%	6.4%	5.7%	6.6%	6.5%
Barcelona, Spain	17.9%	16.2%	25.0%	18.6%	15.7%	33.4%	16.1%	15.9%	17.0%	19.9%	13.8%	21.7%	20.2%	15.4%	13.7%
Madrid, Spain	13.4%	13.0%	15.6%	13.9%	12.3%	22.1%	11.9%	13.5%	4.1%	14.9%	10.2%	18.4%	13.0%	10.0%	12.9%
Other Spain	10.7%	10.4%	12.1%	11.8%	10.5%	18.8%	9.6%	10.6%	4.8%	11.8%	7.3%	14.8%	10.1%	8.2%	10.1%
Sweden	6.0%	5.2%	9.3%	6.9%	5.9%	12.5%	3.3%	4.0%	0.0%	6.0%	6.0%	3.8%	6.6%	7.3%	5.9%
Geneva, Switzerland	6.2%	6.1%	6.4%	6.5%	6.4%	7.0%	4.0%	3.9%	4.1%	6.6%	6.4%	5.3%	6.5%	8.0%	4.4%
Zurich, Switzerland	6.7%	6.5%	7.7%	7.4%	7.1%	8.7%	4.3%	4.4%	4.1%	7.9%	4.9%	3.8%	8.9%	7.6%	5.9%
Other Switzerland	4.8%	4.8%	5.0%	5.4%	4.9%	7.8%	3.1%	3.7%	0.0%	4.8%	2.5%	2.7%	5.6%	6.8%	3.5%
Other Western Europe	9.8%	10.4%	7.4%	10.6%	10.9%	9.2%	10.4%	11.1%	6.9%	10.2%	7.7%	11.0%	10.8%	8.8%	8.5%
<b>Middle East/Africa</b>									0.0%						
Egypt	11.1%	12.2%	7.1%	10.3%	9.2%	17.5%	29.1%	29.1%	0.0%	9.2%	16.9%	16.5%	5.6%	14.3%	1.9%
Israel	43.4%	41.3%	51.0%	36.1%	34.0%	49.3%	70.8%	70.8%	0.0%	42.4%	60.4%	35.7%	46.1%	55.8%	34.4%
South Africa	38.3%	47.3%	7.1%	40.5%	44.2%	17.5%	46.3%	46.3%	0.0%	38.9%	48.8%	44.7%	30.0%	32.5%	49.5%
Other Middle East/Africa	36.1%	32.4%	49.0%	38.7%	36.8%	50.7%	28.7%	28.7%	0.0%	35.6%	17.1%	35.5%	43.1%	25.3%	44.6%
<b>Asia</b>									0.0%						
Cambodia/Laos/Vietnam	17.8%	14.7%	33.7%	18.2%	13.9%	44.4%	14.9%	15.3%	12.0%	20.9%	9.5%	8.4%	13.2%	22.8%	23.7%
Hong Kong	24.4%	23.3%	30.3%	25.2%	23.8%	33.7%	23.1%	20.2%	42.2%	25.8%	15.9%	22.7%	18.2%	36.3%	19.0%
India	13.3%	12.5%	17.6%	13.3%	12.4%	19.0%	14.4%	14.9%	11.6%	13.8%	13.7%	14.6%	9.3%	9.4%	19.8%
Tokyo, Japan	31.5%	29.9%	39.6%	24.3%	22.7%	34.5%	53.8%	56.7%	34.6%	31.5%	32.1%	40.4%	32.0%	28.7%	27.3%
Osaka, Japan	9.8%	7.6%	20.9%	8.3%	6.0%	22.4%	13.3%	13.5%	12.2%	11.4%	5.6%	17.7%	7.0%	12.9%	3.4%
Other Japan	11.7%	10.8%	16.2%	11.1%	10.1%	17.1%	10.1%	9.8%	12.2%	11.3%	9.3%	20.0%	8.2%	13.9%	6.3%
Beijing, PRC	12.9%	13.4%	10.1%	12.0%	12.5%	8.9%	21.9%	21.3%	25.8%	12.0%	16.2%	15.2%	15.0%	10.4%	11.8%
Shanghai, PRC	12.4%	10.8%	20.6%	12.2%	11.4%	17.2%	13.5%	9.8%	38.0%	12.6%	11.7%	13.1%	13.4%	16.7%	6.6%
Other People's Republic of China	9.3%	8.2%	15.1%	8.7%	7.6%	15.3%	13.7%	10.9%	32.0%	8.8%	6.3%	10.0%	13.8%	11.1%	3.1%
Taiwan	14.2%	13.1%	20.1%	13.9%	13.0%	19.3%	16.8%	14.0%	34.6%	14.9%	15.9%	22.2%	9.2%	20.6%	6.2%
Thailand	25.0%	24.8%	26.1%	24.7%	23.9%	29.9%	26.4%	28.0%	15.6%	27.1%	21.8%	21.9%	23.5%	30.1%	23.4%
Other Asia	26.6%	25.7%	31.2%	27.9%	27.4%	30.8%	22.1%	22.3%	21.3%	29.9%	20.9%	24.3%	34.3%	19.5%	28.8%
<b>Pacific</b>															
Australia	48.8%	56.8%	26.8%	51.4%	53.3%	44.4%	40.5%	61.6%	5.8%	48.6%	67.7%	49.1%	57.6%	44.9%	44.3%
Fiji/Samoa/Guam	18.1%	19.8%	13.4%	20.5%	23.4%	9.8%	9.5%	15.2%		19.9%	17.0%	19.4%	18.3%	12.5%	20.9%
New Zealand	32.8%	33.6%	30.5%	37.8%	37.4%	39.2%	18.2%	23.6%	9.2%	34.6%	26.1%	33.9%	44.3%	28.9%	24.8%
Tahiti	27.7%	23.7%	38.8%	26.7%	26.5%	27.5%	31.0%	14.3%	58.6%	30.3%	23.0%	25.3%	33.6%	20.6%	31.3%
Other Pacific	26.2%	24.8%	30.3%	26.1%	25.7%	27.4%	35.5%	33.9%	38.0%	24.7%	16.9%	31.5%	23.0%	25.3%	23.7%
<b>Femail Head of Household employment status</b>															
Full time	30.5%	31.6%	27.5%	29.7%	30.7%	27.1%	41.6%	41.1%	43.4%	29.5%	38.6%	33.6%	30.4%	31.0%	27.2%
Part time	14.6%	14.6%	14.6%	14.6%	14.6%	14.9%	13.7%	13.4%	15.1%	14.9%	14.1%	12.9%	14.4%	17.2%	13.3%
Retired	14.1%	13.2%	16.6%	14.9%	14.4%	16.3%	7.0%	6.1%	10.4%	14.1%	11.6%	15.7%	13.8%	12.8%	14.6%
Not employed	19.6%	19.4%	20.0%	19.7%	19.5%	20.1%	15.9%	17.3%	10.3%	20.5%	15.3%	17.7%	20.7%	18.4%	21.3%
No answer	18.3%	18.3%	18.1%	18.3%	18.3%	18.4%	19.3%	19.3%	19.1%	18.1%	16.8%	17.7%	17.4%	17.6%	20.4%
No female	3.0%	2.9%	3.2%	2.7%	2.6%	3.1%	2.6%	2.8%	1.7%	2.9%	3.7%	2.5%	3.3%	2.9%	3.3%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>Male Head of household employment status</b>															
Full time	39.5%	42.1%	32.5%	39.9%	41.7%	34.7%	47.5%	50.1%	37.8%	38.1%	50.2%	40.8%	40.4%	39.8%	37.2%
Part time	5.6%	5.1%	6.8%	5.5%	4.7%	8.0%	5.8%	6.7%	2.4%	6.0%	3.4%	7.2%	6.1%	4.7%	4.4%
Retired	14.3%	13.9%	15.4%	14.7%	14.7%	14.6%	9.0%	7.8%	13.3%	14.5%	12.2%	14.9%	14.2%	13.4%	14.9%
Not employed	5.4%	4.9%	6.7%	5.1%	4.6%	6.5%	5.1%	5.8%	2.4%	5.9%	2.6%	5.3%	5.2%	5.7%	5.3%
No answer	32.3%	31.1%	35.4%	32.1%	31.6%	33.4%	29.5%	26.4%	41.1%	32.5%	28.9%	30.1%	30.7%	33.2%	34.9%
No male	3.0%	2.8%	3.3%	2.7%	2.7%	2.9%	3.1%	3.2%	3.0%	3.0%	2.7%	1.7%	3.4%	3.1%	3.4%
<b>Male else female head of household employment status</b>															
Net - Work Full/Part	45.1%	47.2%	39.3%	45.4%	46.4%	42.6%	53.3%	56.8%	40.2%	44.1%	53.6%	47.9%	46.5%	44.6%	41.6%
Full time	39.5%	42.1%	32.5%	39.9%	41.7%	34.7%	47.5%	50.1%	37.8%	38.1%	50.2%	40.8%	40.4%	39.8%	37.2%
Part time	5.6%	5.1%	6.8%	5.5%	4.7%	8.0%	5.8%	6.7%	2.4%	6.0%	3.4%	7.2%	6.1%	4.7%	4.4%
Net - Other	19.7%	18.8%	22.1%	19.8%	19.3%	21.1%	14.1%	13.6%	15.7%	20.4%	14.8%	20.2%	19.4%	19.1%	20.2%
Retired	14.3%	13.9%	15.4%	14.7%	14.7%	14.6%	9.0%	7.8%	13.3%	14.5%	12.2%	14.9%	14.2%	13.4%	14.9%
Not employed	5.4%	4.9%	6.7%	5.1%	4.6%	6.5%	5.1%	5.8%	2.4%	5.9%	2.6%	5.3%	5.2%	5.7%	5.3%
No answer	32.3%	31.1%	35.4%	32.1%	31.6%	33.4%	29.5%	26.4%	41.1%	32.5%	28.9%	30.1%	30.7%	33.2%	34.9%
<b>Male else female head of household education status</b>															
Grade School	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%	0.5%	0.6%		0.2%	0.1%	0.2%	0.3%	0.1%	0.3%
Some High School	1.3%	1.1%	1.9%	1.0%	0.9%	1.2%	0.8%	0.9%	0.5%	1.5%	0.5%	1.7%	1.3%	1.2%	1.2%
Graduated High School	7.0%	7.2%	6.5%	6.9%	6.9%	7.0%	6.9%	7.6%	4.2%	7.8%	3.2%	6.2%	7.6%	6.3%	7.7%
Some College - no degree	17.2%	15.9%	20.8%	18.0%	16.4%	22.6%	11.7%	12.0%	10.5%	18.3%	10.6%	17.7%	18.2%	18.0%	14.9%
Graduated College - Associate's degree (2 year)	6.0%	5.4%	7.9%	6.0%	5.2%	8.2%	4.5%	3.9%	6.6%	6.3%	4.6%	7.0%	5.2%	6.3%	5.8%
Graduated College - Bachelor's degree (4 year)	21.0%	22.5%	17.3%	21.8%	23.1%	18.1%	23.2%	24.5%	18.3%	20.4%	26.6%	22.9%	19.6%	21.1%	20.8%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, I	13.4%	15.1%	8.7%	12.5%	14.1%	8.0%	21.6%	22.5%	18.3%	11.5%	23.9%	13.2%	16.1%	11.8%	12.4%
No answer	32.8%	31.7%	35.7%	32.6%	32.2%	33.7%	30.3%	27.3%	41.1%	33.1%	29.4%	30.4%	31.2%	33.4%	35.9%
<b>Spanish origin</b>															
Yes	10.7%	10.3%	12.0%	11.0%	10.4%	12.5%	10.9%	10.5%	12.4%	11.5%	6.6%	9.8%	10.4%	11.2%	11.4%
No	85.0%	85.5%	83.5%	85.1%	85.9%	83.0%	85.8%	85.8%	85.8%	84.4%	89.6%	87.0%	84.6%	84.6%	84.1%
No answer	4.3%	4.2%	4.5%	3.9%	3.7%	4.5%	3.3%	3.6%	1.9%	4.0%	3.9%	3.2%	5.0%	4.2%	4.6%
<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%	100.0%
Leisure (Sub Net)	85.0%	87.4%	78.6%	100.0%	100.0%	100.0%	35.6%	41.3%	14.6%	87.8%	74.5%	81.7%	87.6%	86.3%	83.8%
Leisure (Net)															
Visit friends/relatives	52.0%	55.4%	42.7%	61.6%	64.5%	53.7%	23.0%	26.1%	11.2%	52.7%	52.6%	50.3%	53.7%	48.4%	55.5%
Outdoor recreation	21.7%	23.4%	16.9%	24.7%	25.5%	22.5%	13.5%	16.9%	1.2%	22.6%	15.9%	18.7%	24.2%	26.3%	16.5%
Entertainment/Sightseeing	30.2%	33.1%	22.3%	34.4%	36.4%	28.8%	17.1%	21.2%	1.9%	29.4%	31.1%	26.1%	30.7%	35.9%	27.0%
Other pleasure/personal	34.7%	37.3%	27.5%	39.4%	41.5%	33.7%	18.7%	22.4%	4.7%	35.5%	29.8%	32.0%	35.2%	37.6%	33.2%
Personal business	11.6%	10.6%	14.1%	4.6%	4.7%	4.4%	13.9%	15.1%	9.5%	11.5%	11.0%	12.2%	11.5%	10.8%	11.8%
Business (Sub Net)	16.7%	18.2%	12.8%	3.6%	4.0%	2.3%	100.0%	100.0%	100.0%	13.1%	33.3%	18.8%	16.0%	15.6%	16.7%
Business - General (Sub Sub Net)	14.4%	15.4%	11.9%	3.2%	3.5%	2.3%	85.4%	83.9%	91.2%	11.5%	27.6%	15.7%	14.0%	13.6%	14.6%
Employee Training/Seminar *	5.4%	6.2%	3.2%	2.0%	2.2%	1.6%	26.2%	28.9%	16.0%	4.4%	9.9%	5.1%	6.4%	5.4%	4.6%
Client or Customer Meeting/Service *	5.8%	6.2%	4.6%	1.8%	1.8%	1.7%	30.0%	31.0%	26.6%	4.4%	12.4%	6.3%	6.1%	5.5%	5.1%
Internal Business Meeting *	3.4%	4.1%	1.8%	1.6%	1.7%	1.3%	14.6%	17.3%	4.6%	2.8%	5.9%	3.5%	4.6%	3.0%	2.7%
Sales/Marketing *	3.8%	4.3%	2.5%	1.7%	1.8%	1.5%	16.1%	18.2%	8.4%	3.5%	5.1%	3.4%	4.6%	3.7%	3.5%
Business (Net)															
Incentive/Reward *	2.6%	3.0%	1.5%	1.6%	1.8%	1.2%	7.8%	9.4%	2.2%	2.4%	1.9%	2.0%	3.6%	2.8%	1.7%
Internal Operations/Equipment Repair or Service *	2.6%	3.0%	1.7%	1.5%	1.6%	1.4%	9.1%	10.7%	3.1%	2.4%	3.0%	1.9%	3.7%	3.1%	1.7%
Any Other General Business *	6.8%	7.0%	6.3%	2.1%	2.3%	1.7%	35.9%	33.5%	44.8%	5.9%	8.8%	6.3%	7.1%	6.7%	7.2%
Business - Convention/conference/seminar **															
Business-Convention/Conference/Tradeshow/Seminar (Sub Net)	5.5%	6.5%	2.9%	2.2%	2.5%	1.4%	26.3%	29.5%	14.2%	4.5%	9.9%	6.3%	6.2%	5.0%	4.6%
Business - Convention/Tradeshow ***	3.6%	4.2%	2.1%	1.9%	2.1%	1.4%	14.1%	16.2%	6.5%	3.2%	4.4%	3.9%	4.5%	3.6%	2.5%
Business - Conference/Seminar ***	4.3%	5.1%	2.2%	1.8%	2.0%	1.4%	19.4%	22.5%	7.9%	3.5%	7.8%	4.4%	5.0%	3.9%	3.8%
Combined Business/pleasure **	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	11.9%	11.5%	13.0%	3.8%	4.0%	3.1%	5.6%	6.6%	2.3%	11.7%	7.5%	11.8%	12.2%	13.1%	10.5%
Business-Convention/Conference/Tradeshow/Seminar (Net)															
No Answer	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%
None of the Above	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%
Business - General	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%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
<b>Primary Purpose</b>																
Leisure (Net)	73.6%	74.7%	70.9%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	77.2%	60.4%	69.9%	75.5%	74.2%	74.3%	
Visit friends/relatives	38.8%	40.8%	33.5%	52.7%	54.7%	47.3%	0.0%	0.0%	0.0%	39.9%	39.1%	39.1%	38.7%	34.2%	43.9%	
Outdoor recreation	7.2%	6.6%	8.8%	9.8%	8.9%	12.4%	0.0%	0.0%	0.0%	8.2%	2.2%	6.2%	8.8%	8.4%	5.1%	
Entertainment/Sightseeing	12.7%	12.4%	13.4%	17.3%	16.7%	19.0%	0.0%	0.0%	0.0%	12.8%	10.7%	11.4%	13.7%	14.5%	10.8%	
Other pleasure/personal	14.9%	14.8%	15.1%	20.2%	19.8%	21.3%	0.0%	0.0%	0.0%	16.2%	8.3%	13.3%	14.3%	17.1%	14.5%	
Combined Business/pleasure **	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%	
Personal business	5.1%	3.8%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	5.2%	5.8%	4.0%	4.6%	6.2%	
Business (Net)	13.2%	14.3%	10.3%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	9.7%	30.1%	15.8%	12.5%	12.1%	12.9%	
Business - General (Sub Net)	10.8%	11.4%	9.0%	0.0%	0.0%	0.0%	81.7%	80.1%	87.6%	8.0%	24.0%	12.2%	10.3%	9.9%	11.0%	
Employee Training/Seminar *	2.3%	2.7%	1.2%	0.0%	0.0%	0.0%	17.5%	19.0%	12.0%	1.7%	5.7%	2.3%	2.6%	2.3%	2.0%	
Client or Customer Meeting/Service *	2.7%	2.7%	2.5%	0.0%	0.0%	0.0%	20.1%	19.0%	24.3%	1.7%	8.2%	3.9%	2.3%	2.5%	2.1%	
Internal Business Meeting *	0.7%	0.9%	0.3%	0.0%	0.0%	0.0%	5.5%	6.3%	2.6%	0.4%	2.5%	0.8%	0.8%	0.4%	0.9%	
Sales/Marketing *	1.1%	1.3%	0.4%	0.0%	0.0%	0.0%	8.1%	9.1%	4.3%	0.9%	2.0%	1.2%	1.0%	1.1%	1.0%	
Incentive/Reward *	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%	1.4%	1.3%	1.4%	0.2%	0.1%	0.4%	0.2%	0.0%	0.1%	
Internal Operations/Equipment Repair or Service *	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	2.5%	2.4%	3.0%	0.3%	0.6%	0.3%	0.2%	0.6%	0.2%	
Any Other General Business *	3.5%	3.3%	4.1%	0.0%	0.0%	0.0%	26.6%	23.0%	40.1%	2.9%	4.8%	3.4%	3.1%	2.9%	4.7%	
Business - General	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%	
Business - Convention/conference/seminar **	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%	
Business - Convention/Conference/Tradeshow/Seminar (Su	2.4%	2.8%	1.3%	0.0%	0.0%	0.0%	18.3%	19.9%	12.4%	1.7%	6.2%	3.6%	2.1%	2.2%	1.9%	
Business - Convention/Tradeshow ***	0.9%	1.1%	0.6%	0.0%	0.0%	0.0%	7.1%	7.5%	5.6%	0.8%	1.7%	1.8%	0.8%	0.9%	0.4%	
Business - Conference/Seminar ***	1.5%	1.8%	0.7%	0.0%	0.0%	0.0%	11.2%	12.4%	6.8%	0.9%	4.5%	1.8%	1.4%	1.3%	1.6%	
Business - Convention/Conference/Tradeshow/Seminar (N	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	8.1%	7.2%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	8.5%	8.0%	9.1%	6.6%	
No Answer	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%	
<b>Did you extend your stay for leisure purposes?</b>																
Yes	18.2%	22.6%	1.9%	0.0%	0.0%	0.0%	18.2%	22.6%	1.9%	18.0%	20.4%	17.7%	14.3%	21.2%	19.6%	
No	81.8%	77.4%	98.1%	0.0%	0.0%	0.0%	81.8%	77.4%	98.1%	82.0%	79.6%	82.3%	85.7%	78.8%	80.4%	
Not Asked (Skip incorrect Wave 49)																
<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%	100.0%	
Own Auto/Truck	76.2%	71.0%	90.1%	79.5%	74.9%	92.5%	58.2%	52.4%	80.0%	93.3%	15.4%	77.2%	74.8%	76.6%	76.5%	
Rental Car	12.1%	15.3%	3.4%	9.6%	12.0%	2.8%	26.5%	30.9%	10.3%	8.1%	34.3%	11.1%	14.5%	12.6%	9.9%	
Camper/RV	2.8%	3.6%	0.8%	2.6%	3.2%	0.8%	3.9%	4.9%	0.0%	3.2%	1.2%	2.8%	3.3%	3.3%	1.9%	
Ship/Boat	2.5%	3.1%	1.0%	2.2%	2.6%	1.1%	4.0%	4.8%	1.2%	1.8%	2.4%	2.1%	3.1%	3.0%	1.8%	
Airplane	19.6%	26.1%	2.2%	16.3%	21.7%	1.2%	42.4%	51.6%	8.4%	3.7%	100.0%	19.0%	20.8%	20.2%	18.2%	
Bus	3.8%	4.3%	2.4%	3.3%	3.7%	2.3%	6.5%	7.8%	1.5%	2.0%	5.5%	3.9%	4.3%	4.5%	2.6%	
Train	4.3%	5.0%	2.4%	3.7%	4.3%	1.9%	7.2%	8.5%	2.4%	2.0%	5.8%	3.9%	4.1%	5.7%	3.4%	
Motorcoach/Group Tour	2.0%	2.3%	1.0%	1.5%	1.6%	1.1%	4.0%	5.0%	0.0%	1.6%	2.1%	2.1%	2.4%	2.3%	1.1%	
Motorcycle	2.2%	2.3%	1.8%	1.6%	1.5%	2.0%	4.8%	5.7%	1.7%	1.6%	1.4%	2.1%	2.4%	2.7%	1.6%	
Other	5.6%	5.3%	6.3%	4.4%	4.2%	4.9%	9.1%	9.2%	8.5%	1.7%	7.3%	4.6%	5.3%	6.4%	5.9%	
<b>Primary mode of transportation</b>																
Own Auto/Truck	72.0%	65.7%	88.9%	76.1%	70.5%	91.8%	50.2%	43.0%	77.0%	92.4%	0.0%	72.3%	71.2%	71.5%	73.2%	
Rental Car	5.1%	6.3%	2.0%	4.7%	5.7%	1.9%	7.0%	7.9%	3.9%	6.6%	0.0%	5.1%	6.2%	4.7%	4.5%	
Camper/RV	0.8%	1.1%	0.0%	1.0%	1.3%	0.0%	0.1%	0.2%	0.0%	1.0%	0.0%	0.9%	0.8%	0.8%	0.8%	
Ship/Boat	0.5%	0.7%	0.1%	0.6%	0.8%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.6%	0.5%	0.3%	0.8%	
Airplane	16.0%	21.7%	0.9%	13.1%	17.7%	0.1%	36.6%	44.4%	7.6%	0.0%	100.0%	16.3%	16.6%	16.4%	14.7%	
Bus	1.0%	0.9%	1.4%	0.9%	0.8%	1.4%	1.6%	1.6%	1.5%	0.0%	0.0%	0.8%	1.4%	0.9%	0.8%	
Train	1.5%	1.5%	1.5%	1.4%	1.6%	1.0%	0.8%	0.7%	1.5%	0.0%	0.0%	1.3%	0.8%	2.1%	1.7%	
Motorcoach/Group Tour	0.2%	0.1%	0.3%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%	0.2%	
Motorcycle	0.6%	0.4%	1.0%	0.6%	0.3%	1.2%	0.6%	0.3%	1.7%	0.0%	0.0%	0.3%	0.5%	0.9%	0.6%	
Other	2.2%	1.6%	3.8%	1.5%	1.2%	2.1%	2.9%	1.9%	6.8%	0.0%	0.0%	2.1%	1.9%	2.3%	2.7%	
<b>All travel party members under 18</b>																
0	75.5%	75.4%	75.7%	72.6%	72.6%	72.7%	88.4%	86.9%	93.9%	72.2%	86.6%	77.3%	74.3%	72.6%	78.2%	
1	10.6%	10.9%	9.8%	11.7%	12.0%	10.9%	6.1%	6.5%	4.8%	11.6%	7.8%	10.3%	10.7%	12.7%	8.4%	
2	9.5%	9.3%	9.3%	10.4%	10.6%	9.7%	4.7%	5.6%	1.3%	11.0%	4.3%	9.6%	9.3%	9.6%	9.5%	
3	3.0%	2.8%	3.4%	3.7%	3.3%	4.8%	0.5%	0.6%	0.0%	3.5%	0.9%	2.0%	3.6%	3.8%	2.2%	

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
4	0.7%	0.6%	0.7%	0.8%	0.7%	0.8%	0.0%	0.0%	0.0%	0.8%	0.2%	0.3%	0.8%	0.5%	1.0%
5+	0.8%	0.7%	1.1%	0.9%	0.8%	1.2%	0.3%	0.3%	0.0%	0.9%	0.2%	0.3%	1.3%	0.8%	0.8%
<b>Number of travel part members over 18</b>															
1	34.0%	34.5%	32.5%	29.0%	29.6%	27.2%	60.4%	59.8%	62.8%	29.6%	53.1%	39.0%	32.0%	32.1%	33.6%
2	49.5%	50.3%	47.1%	52.7%	53.8%	49.3%	31.0%	31.9%	27.6%	52.7%	38.6%	48.0%	49.1%	51.7%	48.6%
3	8.8%	7.6%	12.1%	9.7%	8.4%	13.3%	3.5%	2.8%	6.2%	9.9%	3.5%	7.0%	10.3%	7.7%	10.0%
4	4.5%	4.4%	4.5%	5.2%	4.9%	5.8%	2.7%	3.2%	0.8%	4.7%	2.8%	3.0%	4.8%	5.6%	4.1%
5+	3.3%	3.1%	3.9%	3.5%	3.2%	4.3%	2.4%	2.3%	2.6%	3.0%	2.0%	2.9%	3.8%	2.8%	3.8%
<b>All travel party members</b>															
1	29.3%	29.7%	28.0%	24.0%	24.7%	22.1%	56.2%	55.4%	58.9%	24.5%	49.6%	33.8%	27.1%	27.5%	29.5%
2	38.8%	39.4%	36.9%	40.3%	41.4%	37.5%	28.7%	27.9%	31.5%	40.4%	32.3%	39.4%	38.5%	38.5%	38.7%
3	11.1%	10.5%	12.8%	12.4%	11.4%	15.0%	5.4%	5.6%	4.8%	12.1%	8.1%	9.4%	11.8%	11.5%	11.4%
4	11.7%	11.8%	11.5%	13.0%	13.3%	12.2%	5.7%	7.1%	0.8%	13.1%	6.6%	10.0%	11.7%	13.1%	11.8%
5+	9.2%	8.5%	10.8%	10.3%	9.3%	13.2%	4.0%	4.0%	3.9%	9.9%	3.4%	7.4%	10.9%	9.4%	8.6%
<b>Number of travel party members under 18 - Live in HH</b>															
0	78.8%	78.5%	79.7%	76.2%	75.8%	77.2%	91.1%	89.6%	96.5%	75.9%	88.3%	80.3%	77.2%	76.8%	81.3%
1	10.2%	10.7%	9.0%	11.5%	12.0%	10.2%	5.0%	5.4%	3.5%	11.3%	6.8%	9.8%	11.2%	11.9%	7.8%
2	8.0%	8.0%	7.8%	8.7%	9.0%	8.0%	3.9%	4.9%	0.0%	9.3%	4.1%	8.1%	7.5%	8.0%	8.3%
3	2.3%	2.2%	2.5%	2.8%	2.5%	3.5%	0.0%	0.0%	0.0%	2.7%	0.7%	1.6%	2.8%	2.8%	1.7%
4	0.5%	0.4%	0.6%	0.5%	0.4%	0.8%	0.0%	0.0%	0.0%	0.6%	0.2%	0.2%	0.6%	0.3%	0.7%
5+	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.6%	0.2%	0.2%
<b>Number of travel party members over 18 - Live in HH</b>															
1	48.8%	48.2%	50.6%	44.2%	43.7%	45.6%	75.5%	72.4%	87.0%	44.2%	63.5%	53.9%	46.3%	47.0%	48.9%
2	44.3%	45.6%	40.7%	48.2%	49.6%	44.2%	21.5%	24.2%	11.5%	47.8%	34.1%	41.3%	45.9%	45.8%	43.6%
3	5.1%	4.5%	6.8%	5.6%	4.9%	7.6%	1.4%	1.4%	1.6%	6.0%	1.3%	4.1%	5.9%	5.3%	4.9%
4	1.5%	1.5%	1.5%	1.7%	1.6%	2.1%	1.0%	1.3%	0.0%	1.7%	1.0%	0.6%	1.5%	1.7%	2.0%
5+	0.3%	0.3%	0.4%	0.2%	0.2%	0.5%	0.6%	0.7%	0.0%	0.4%	0.0%	0.1%	0.3%	0.2%	0.6%
<b>All Travel Party Members in Household</b>															
1	43.4%	42.6%	45.6%	38.3%	37.7%	39.8%	71.7%	68.2%	84.4%	38.2%	60.3%	48.1%	40.7%	41.3%	44.4%
2	34.6%	35.9%	31.4%	37.0%	38.2%	33.5%	19.7%	21.2%	14.0%	36.5%	28.3%	34.0%	35.8%	34.7%	34.0%
3	9.4%	9.2%	9.9%	10.6%	10.0%	12.2%	4.1%	5.0%	0.6%	10.5%	6.1%	7.4%	9.9%	11.0%	8.8%
4	8.7%	8.9%	8.4%	9.7%	10.2%	8.5%	3.7%	4.4%	0.9%	10.2%	4.3%	8.1%	8.4%	8.9%	9.6%
5+	3.8%	3.5%	4.7%	4.4%	3.9%	5.9%	0.9%	1.1%		4.5%	0.9%	2.4%	5.2%	4.1%	3.2%
<b>Average number of nights spend on trip</b>															
<i>Mean</i>	2.7	3.8		2.8	3.8		2.9	3.7		2.2	5.3	2.6	2.8	2.9	2.6
<b>Total nights spent on trip</b>															
0	27.2%	0.0%	0.0%	26.2%	0.0%	100.0%	21.2%	0.0%	100.0%	31.7%	1.6%	28.3%	26.8%	25.5%	28.4%
1-3 (Net)	47.7%	65.6%	0.0%	49.1%	66.5%	0.0%	46.2%	58.6%	0.0%	50.3%	37.4%	50.8%	45.7%	47.1%	47.8%
1	16.7%	22.9%	0.0%	17.2%	23.3%	0.0%	13.2%	16.8%	0.0%	19.1%	5.2%	17.2%	15.0%	17.4%	17.2%
2	18.5%	25.4%	0.0%	19.6%	26.6%	0.0%	17.5%	22.2%	0.0%	19.6%	15.0%	22.1%	17.8%	16.5%	18.4%
3	12.6%	17.3%	0.0%	12.2%	16.6%	0.0%	15.5%	19.6%	0.0%	11.7%	17.2%	11.6%	13.0%	13.3%	12.2%
4-7 (Net)	18.3%	25.2%	0.0%	17.5%	23.8%	0.0%	27.1%	34.4%	0.0%	13.9%	43.5%	14.8%	20.2%	20.6%	17.1%
4	7.9%	10.9%	0.0%	7.2%	9.8%	0.0%	12.5%	15.9%	0.0%	6.4%	16.8%	7.2%	9.4%	8.5%	6.5%
5	4.8%	6.6%	0.0%	4.5%	6.1%	0.0%	9.0%	11.5%	0.0%	3.5%	12.0%	3.9%	5.3%	5.2%	4.7%
6	2.6%	3.5%	0.0%	2.6%	3.5%	0.0%	3.3%	4.2%	0.0%	2.0%	6.1%	1.5%	2.8%	3.1%	2.7%
7	3.0%	4.1%	0.0%	3.2%	4.3%	0.0%	2.2%	2.8%	0.0%	2.0%	8.7%	2.2%	2.7%	3.8%	3.2%
8-14 (Net)	4.8%	6.6%	0.0%	5.1%	6.9%	0.0%	4.6%	5.9%	0.0%	3.0%	13.3%	3.7%	5.5%	5.1%	4.7%
8	1.4%	2.0%	0.0%	1.5%	2.0%	0.0%	1.3%	1.7%	0.0%	1.0%	3.8%	0.8%	2.2%	1.2%	1.4%
9	0.8%	1.1%	0.0%	0.8%	1.1%	0.0%	0.6%	0.8%	0.0%	0.5%	2.2%	0.8%	0.8%	0.7%	0.9%
10	1.1%	1.6%	0.0%	1.2%	1.6%	0.0%	1.4%	1.8%	0.0%	0.7%	3.1%	1.0%	1.0%	1.4%	1.1%
11	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.1%	0.1%	0.0%	0.2%	0.5%	0.3%	0.2%	0.1%	0.3%
12	0.3%	0.4%	0.0%	0.4%	0.5%	0.0%	0.3%	0.4%	0.0%	0.2%	1.0%	0.4%	0.2%	0.6%	0.1%
13	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.4%	0.5%	0.0%	0.1%	0.5%	0.2%	0.1%	0.1%	0.3%
14	0.7%	0.9%	0.0%	0.7%	0.9%	0.0%	0.5%	0.7%	0.0%	0.4%	2.1%	0.3%	0.7%	1.0%	0.6%
15+	1.9%	2.7%	0.0%	2.1%	2.9%	0.0%	0.8%	1.1%	0.0%	1.1%	4.2%	2.3%	1.8%	1.7%	2.0%
<b>Number of states visited</b>	1.1	1.1	1.0	1.1	1.1	1.0	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.1	1.1

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>US state(s) or country(ies) visited on trip</b>															
(Net) Northeast	0.4%	0.4%	0.2%	0.2%	0.3%	0.0%	1.3%	1.7%	0.0%	0.0%	1.6%	0.4%	0.4%	0.3%	0.5%
(Subnet) New England	0.2%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.0%	0.6%	0.1%	0.2%	0.0%	0.4%
Connecticut	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%
Maine	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%
Massachusetts	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.0%	0.5%	0.1%	0.2%	0.0%	0.2%
New Hampshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rhode Island	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%
Vermont	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%
(Subnet) Middle Atlantic	0.3%	0.4%	0.0%	0.2%	0.3%	0.0%	1.1%	1.4%	0.0%	0.0%	1.4%	0.2%	0.4%	0.3%	0.3%
New Jersey	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.5%	0.7%	0.0%	0.0%	0.8%	0.1%	0.2%	0.1%	0.1%
New York	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.4%	0.6%	0.0%	0.0%	0.5%	0.1%	0.3%	0.0%	0.1%
Pennsylvania	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.0%	0.4%	0.0%	0.1%	0.1%	0.2%
(Net) North Central	0.5%	0.7%	0.1%	0.6%	0.8%	0.1%	0.7%	0.9%	0.0%	0.0%	1.2%	0.2%	0.8%	0.4%	0.7%
(Subnet) East North Central	0.3%	0.4%	0.1%	0.4%	0.5%	0.1%	0.4%	0.5%	0.0%	0.2%	0.9%	0.2%	0.6%	0.0%	0.6%
Illinois	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.2%	0.0%	0.2%
Indiana	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.1%	0.0%	0.4%
Michigan	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%
Ohio	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.3%	0.0%	0.0%	0.6%	0.0%	0.4%	0.0%	0.2%
Wisconsin	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%
(Subnet) West North Central	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.5%	0.6%	0.0%	0.3%	0.4%	0.1%	0.4%	0.4%	0.3%
Iowa	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%
Kansas	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%
Minnesota	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%
Missouri	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
Nebraska	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.2%	0.0%
North Dakota	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
South Dakota	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%
(Net) South	0.8%	1.1%	0.0%	0.6%	0.9%	0.0%	1.6%	2.1%	0.0%	0.6%	1.8%	0.7%	1.2%	0.5%	0.8%
(Subnet) South Atlantic	0.4%	0.6%	0.0%	0.3%	0.4%	0.0%	1.2%	1.5%	0.0%	0.2%	1.4%	0.4%	0.5%	0.4%	0.5%
Delaware	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%
Washington DC.	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%
Florida	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.4%	0.5%	0.0%	0.1%	0.5%	0.0%	0.2%	0.1%	0.3%
Georgia	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.3%	0.4%	0.0%	0.1%	0.6%	0.2%	0.2%	0.1%	0.2%
Maryland	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%
North Carolina	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.4%	0.5%	0.0%	0.1%	0.3%	0.1%	0.0%	0.1%	0.1%
South Carolina	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%
Virginia	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%	0.0%	0.0%
West Virginia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
(Subnet) East South Central	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.3%	0.4%	0.0%	0.0%	0.3%	0.1%	0.3%	0.1%	0.1%
Alabama	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Kentucky	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
Mississippi	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
Tennessee	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.4%	0.0%	0.1%	0.3%	0.0%	0.3%	0.1%	0.0%
(Subnet) West South Central	0.4%	0.5%	0.0%	0.4%	0.5%	0.0%	0.4%	0.5%	0.0%	0.4%	0.4%	0.3%	0.7%	0.2%	0.1%
Arkansas	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
Louisiana	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
Oklahoma	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%	0.1%	0.0%
Texas	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.4%	0.5%	0.0%	0.3%	0.4%	0.3%	0.6%	0.2%	0.1%
(Net) West	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%
(Subnet) Mountain	2.5%	3.2%	0.6%	2.6%	3.4%	0.6%	1.6%	1.8%	0.8%	2.3%	3.3%	1.7%	3.5%	3.1%	1.5%
Arizona	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.2%	0.3%	0.0%	0.4%	0.1%	0.1%	0.7%	0.3%	0.1%
Colorado	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.4%	0.5%	0.0%	0.0%	0.3%	0.2%	0.2%	0.1%	0.0%
Idaho	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.1%	0.1%	0.0%	0.3%	0.2%	0.1%	0.2%	0.7%	0.1%
Montana	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%
Nevada	2.1%	2.7%	0.6%	2.3%	2.9%	0.6%	1.1%	1.2%	0.8%	2.0%	2.8%	1.4%	3.1%	2.6%	1.3%
New Mexico	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.4%	0.1%	0.1%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Utah	0.4%	0.5%	0.0%	0.4%	0.6%	0.0%	0.1%	0.1%	0.0%	0.4%	0.5%	0.0%	0.5%	0.6%	0.3%
Wyoming	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.3%	0.3%	0.2%
(Subnet) Pacific	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%
Alaska	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
California	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%
Hawaii	0.3%	0.5%	0.0%	0.4%	0.5%	0.0%	0.1%	0.1%	0.0%	0.1%	0.8%	0.5%	0.4%	0.1%	0.5%
Oregon	1.5%	2.0%	0.1%	1.7%	2.3%	0.1%	0.8%	1.0%	0.0%	1.6%	1.2%	0.8%	1.4%	2.6%	1.0%
Washington	0.8%	1.1%	0.1%	0.9%	1.2%	0.1%	0.5%	0.7%	0.0%	0.7%	1.0%	0.5%	0.9%	1.2%	0.6%
(Net) Foreign Destination	0.7%	1.0%	0.0%	0.7%	1.0%	0.0%	1.1%	1.4%	0.0%	0.1%	2.2%	0.6%	0.9%	0.6%	0.9%
Alberta	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%
British Columbia	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%
Ontario	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%
Nova Scotia	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%
Quebec	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%
Caribbean/Bermuda	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%	0.0%
Mexico	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.1%	0.1%	0.0%	0.1%	0.3%	0.3%	0.3%	0.2%	0.4%
Central America	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
South America	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%
UK/England	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
Italy	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%
Austria	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%
Belgium	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%
Denmark	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%
Finland	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%
Germany	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%
Greece	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%
Ireland	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%
Netherlands/Holland	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%	0.1%	0.0%
Norway	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%
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%
Sweden	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%
Switzerland	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%
Russia	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Pacific	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.0%	0.2%
NET: Foreign Country	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.2%	0.1%	0.0%
NET: US Territory	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
<b>Number of states visited per trip</b>															
1	94.9%	93.4%	99.0%	94.8%	93.2%	99.2%	95.5%	94.5%	99.2%	96.0%	90.9%	96.1%	93.6%	94.2%	96.0%
2	3.4%	4.3%	1.0%	3.5%	4.4%	0.8%	2.7%	3.2%	0.8%	2.5%	6.9%	3.0%	4.4%	3.5%	2.7%
3	1.0%	1.4%	0.0%	1.1%	1.5%	0.0%	1.0%	1.3%	0.0%	0.9%	1.3%	0.5%	1.2%	1.5%	0.9%
4+	0.6%	0.9%	0.0%	0.7%	0.9%	0.0%	0.8%	1.0%	0.0%	0.6%	0.9%	0.4%	0.9%	0.8%	0.4%
<b>The destination where the most time was spent - for travelers who visited more than 3 US states (pick 3)</b>															
(Net) Northeast	9.4%	9.4%	0.0%	7.7%	7.7%	0.0%	20.5%	20.5%	0.0%	0.0%	43.8%	0.0%	17.6%	5.9%	9.2%
(Subnet) Middle Atlantic	9.4%	9.4%	0.0%	7.7%	7.7%	0.0%	20.5%	20.5%	0.0%	0.0%	43.8%	0.0%	17.6%	5.9%	9.2%
New Jersey	8.0%	8.0%	0.0%	7.7%	7.7%	0.0%	12.8%	12.8%	0.0%	0.0%	37.6%	0.0%	17.6%	5.9%	0.0%
New York	5.8%	5.8%	0.0%	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	27.2%	0.0%	17.6%	0.0%	0.0%
Pennsylvania	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	7.7%	7.7%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	9.2%
(Net) North Central	18.0%	18.0%	0.0%	19.5%	19.5%	0.0%	18.8%	18.8%	0.0%	21.6%	20.5%	22.4%	14.4%	10.0%	42.8%
(Subnet) East North Central	6.2%	6.2%	0.0%	8.2%	8.2%	0.0%	0.0%	0.0%	0.0%	4.5%	15.8%	0.0%	8.7%	0.0%	23.1%
Illinois	3.4%	3.4%	0.0%	4.5%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	23.1%
Indiana	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%
Michigan	2.9%	2.9%	0.0%	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	8.7%	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel	
Ohio	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%	0.0%
Wisconsin	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%	0.0%
(Subnet) West North Central	11.8%	11.8%	0.0%	11.3%	11.3%	0.0%	18.8%	18.8%	0.0%	17.1%	4.7%	22.4%	5.8%	10.0%	19.7%	
Iowa	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%	0.0%
Kansas	1.0%	1.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	3.1%	0.0%	0.0%	0.0%
Minnesota	3.3%	3.3%	0.0%	0.0%	0.0%	0.0%	18.8%	18.8%	0.0%	5.2%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%
Missouri	3.8%	3.8%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	2.7%	0.0%	19.7%	0.0%
Nebraska	2.9%	2.9%	0.0%	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%
North Dakota	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%	0.0%
South Dakota	3.8%	3.8%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%
(Net) South	29.5%	29.5%	0.0%	19.8%	19.8%	0.0%	58.9%	58.9%	0.0%	37.8%	26.3%	49.2%	26.2%	17.2%	49.3%	0.0%
(Subnet) South Atlantic	10.4%	10.4%	0.0%	2.4%	2.4%	0.0%	49.1%	49.1%	0.0%	8.1%	24.6%	22.4%	5.6%	13.9%	0.0%	0.0%
Delaware	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%	0.0%
Washington DC.	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%	0.0%
Florida	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%	12.8%	12.8%	0.0%	0.0%	10.4%	0.0%	0.0%	5.9%	0.0%	0.0%
Georgia	1.9%	1.9%	0.0%	2.4%	2.4%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%
Maryland	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%	0.0%
North Carolina	6.3%	6.3%	0.0%	0.0%	0.0%	0.0%	36.3%	36.3%	0.0%	5.2%	14.2%	22.4%	0.0%	8.0%	0.0%	0.0%
South Carolina	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%	0.0%
Virginia	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%	0.0%
West Virginia	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%	0.0%
(Subnet) East South Central	10.9%	10.9%	0.0%	5.7%	5.7%	0.0%	17.5%	17.5%	0.0%	12.4%	14.2%	24.2%	0.0%	8.0%	29.6%	0.0%
Alabama	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%	0.0%
Kentucky	4.3%	4.3%	0.0%	5.7%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.6%	0.0%
Mississippi	3.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	24.2%	0.0%	0.0%	0.0%	0.0%
Tennessee	3.0%	3.0%	0.0%	0.0%	0.0%	0.0%	17.5%	17.5%	0.0%	0.0%	14.2%	0.0%	0.0%	8.0%	0.0%	0.0%
(Subnet) West South Central	16.7%	16.7%	0.0%	14.1%	14.1%	0.0%	9.8%	9.8%	0.0%	25.8%	1.7%	26.8%	26.2%	3.3%	19.7%	0.0%
Arkansas	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%	0.0%
Louisiana	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%	0.0%
Oklahoma	6.2%	6.2%	0.0%	8.2%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%
Texas	11.8%	11.8%	0.0%	7.6%	7.6%	0.0%	9.8%	9.8%	0.0%	18.0%	1.7%	26.8%	11.3%	3.3%	19.7%	0.0%
(Net) West	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Subnet) Mountain	52.4%	52.4%	0.0%	54.5%	54.5%	0.0%	44.5%	44.5%	0.0%	68.0%	41.8%	50.8%	62.2%	40.8%	61.9%	0.0%
Arizona	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%	0.0%
Colorado	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%	0.0%
Idaho	13.0%	13.0%	0.0%	12.6%	12.6%	0.0%	7.0%	7.0%	0.0%	20.5%	0.0%	20.1%	2.4%	24.5%	0.0%	0.0%
Montana	2.5%	2.5%	0.0%	3.3%	3.3%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	2.4%	5.7%	0.6%	0.0%	0.0%
Nevada	24.4%	24.4%	0.0%	22.0%	22.0%	0.0%	37.5%	37.5%	0.0%	24.9%	38.3%	28.4%	28.7%	16.1%	32.3%	0.0%
New Mexico	2.1%	2.1%	0.0%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.7%	3.3%	0.0%	0.0%
Utah	15.5%	15.5%	0.0%	18.9%	18.9%	0.0%	7.0%	7.0%	0.0%	23.4%	3.5%	4.6%	27.1%	15.6%	0.0%	0.0%
Wyoming	11.8%	11.8%	0.0%	13.7%	13.7%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	8.7%	12.3%	29.6%	0.0%
(Subnet) Pacific	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Alaska	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%	0.0%
California	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Hawaii	3.0%	3.0%	0.0%	3.9%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	4.8%	0.0%	0.0%	15.6%	0.0%
Oregon	15.7%	15.7%	0.0%	17.6%	17.6%	0.0%	6.4%	6.4%	0.0%	11.8%	8.2%	20.1%	5.3%	29.1%	0.0%	0.0%
Washington	10.4%	10.4%	0.0%	12.3%	12.3%	0.0%	6.4%	6.4%	0.0%	15.2%	0.0%	0.0%	20.5%	9.5%	0.0%	0.0%
(Net) Foreign Destination	19.6%	19.6%	0.0%	21.3%	21.3%	0.0%	20.0%	20.0%	0.0%	1.8%	16.2%	23.9%	7.7%	28.7%	18.5%	0.0%
Alberta	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%	0.0%
British Columbia	9.0%	9.0%	0.0%	11.9%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	17.0%	0.0%	0.0%
Ontario	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%	0.0%
Nova Scotia	1.1%	1.1%	0.0%	1.5%	1.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Quebec	1.1%	1.1%	0.0%	1.5%	1.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Mexico	5.6%	5.6%	0.0%	7.4%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	15.6%	0.0%
South America	6.8%	6.8%	0.0%	4.3%	4.3%	0.0%	20.0%	20.0%	0.0%	0.0%	16.2%	23.9%	0.0%	8.7%	0.0%	0.0%
Asia	2.4%	2.4%	0.0%	3.1%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	2.9%	0.0%
Pacific	0.4%	0.4%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>Cities visited in the state</b>															
Anaheim/Orange County	10.7%	11.4%	9.0%	11.3%	11.8%	10.0%	9.0%	9.0%	9.0%	10.3%	12.6%	11.5%	10.4%	10.6%	10.4%
Fresno	2.8%	2.9%	2.3%	2.7%	3.0%	2.0%	2.5%	2.5%	2.2%	3.2%	0.6%	2.5%	3.5%	2.7%	2.3%
Lake Tahoe	3.4%	4.3%	0.9%	3.5%	4.4%	0.9%	2.8%	3.5%		3.5%	2.8%	4.7%	3.1%	3.8%	1.9%
Long Beach															
Los Angeles Area	18.8%	19.5%	16.9%	18.1%	18.7%	16.2%	21.2%	22.4%	16.6%	16.9%	28.0%	17.5%	19.6%	19.0%	18.9%
Monterey/Santa Cruz	3.6%	4.4%	1.4%	4.1%	4.9%	1.8%	1.9%	2.4%	0.0%	3.9%	2.9%	3.1%	4.3%	3.9%	2.9%
Sacramento	7.4%	7.3%	7.6%	6.4%	6.5%	6.4%	10.0%	10.8%	7.0%	7.2%	8.8%	7.9%	7.3%	6.5%	8.2%
San Diego Area	14.2%	15.9%	9.7%	14.3%	15.6%	10.4%	16.4%	17.7%	11.6%	13.1%	20.0%	13.4%	14.1%	14.9%	14.4%
San Francisco Area	13.4%	14.4%	10.4%	12.0%	12.8%	9.7%	21.6%	24.2%	12.0%	10.2%	26.8%	11.9%	13.4%	13.5%	14.4%
Oakland	2.6%	3.1%	1.4%	2.1%	2.4%	1.3%	5.5%	6.0%	3.5%	2.0%	5.3%	3.1%	2.7%	2.0%	2.9%
San Jose	4.6%	4.5%	4.8%	4.1%	4.1%	4.1%	7.2%	7.0%	7.8%	4.3%	5.6%	4.6%	4.2%	4.3%	5.3%
Santa Barbara	3.9%	4.0%	3.4%	4.1%	4.2%	3.5%	3.8%	3.4%	5.0%	4.1%	1.8%	3.2%	4.3%	4.3%	3.5%
Palm Springs	4.2%	4.8%	2.6%	4.6%	5.4%	2.6%	3.4%	3.4%	3.7%	4.1%	3.3%	5.6%	3.7%	3.6%	4.2%
Other (Specify)	28.9%	28.1%	31.0%	30.7%	30.1%	32.1%	18.1%	16.2%	24.8%	32.4%	14.7%	28.1%	30.2%	29.7%	27.4%
None	2.5%	2.1%	3.7%	2.2%	1.9%	3.0%	2.3%	1.8%	4.2%	2.7%	0.6%	1.9%	3.2%	2.4%	2.5%
<b>Stayed overnight/Did not stay overnight</b>															
Stayed overnight	68.7%	94.4%	0.0%	69.8%	94.6%	0.0%	75.6%	95.9%	0.0%	64.3%	95.2%	68.1%	68.3%	70.3%	67.9%
Did not stay overnight	31.3%	5.6%	100.0%	30.2%	5.4%	100.0%	24.4%	4.1%	100.0%	35.7%	4.8%	31.9%	31.7%	29.7%	32.1%
<b>Total trip expenditures</b>	<b>660.7</b>	<b>840.7</b>	<b>178.5</b>	<b>614.3</b>	<b>774.7</b>	<b>161.7</b>	<b>1003.9</b>	<b>1239.6</b>	<b>128.2</b>	<b>480.8</b>	<b>1487.3</b>	<b>578.1</b>	<b>667.5</b>	<b>749.6</b>	<b>629.6</b>
<b>Average expenditure in California, by household per trip</b>															
Lodging	156.3	214.6		139.1	188.4		282.6	358.7		112.0	374.9	130.8	178.4	169.4	141.2
Food/beverage/dining	111.8	141.2	33.2	110.4	137.9	32.8	146.1	178.0	27.6	91.1	223.1	103.7	120.9	120.6	99.9
Gasoline	31.2	34.9	21.2	31.4	36.0	18.3	27.2	29.4	19.2	34.4	22.4	34.4	22.4	64.8	54.8
Gambling	23.9	26.2	17.8	20.7	20.1	22.4	51.3	64.4	2.6	18.2	43.7	37.5	22.0	19.0	19.2
Groceries	24.8	31.1	7.7	26.3	33.5	6.2	17.8	21.1	5.2	23.9	32.1	22.9	29.9	24.1	21.8
Parking/Tolls	3.1	3.7	1.5	2.4	2.8	1.3	4.2	4.8	1.7	2.9	4.6	2.9	2.9	5.8	6.1
Shopping	40.4	50.7	12.8	43.2	53.1	15.4	31.9	39.0	5.8	35.0	69.9	42.1	43.1	39.9	36.4
Entertainment	60.9	70.3	35.7	57.0	71.2	16.9	69.9	87.6	4.3	49.5	120.5	57.4	58.1	83.5	42.1
Amenities	10.5	13.9	1.5	8.9	11.4	1.7	23.9	29.9	1.4	8.9	19.6	17.8	10.1	6.8	8.6
<b>Average number of nights spent</b>															
Hotel	1.0	1.4	0.0	0.9	1.2	0.0	2.0	2.6	0.0	0.8	2.3	1.0	1.1	1.1	0.9
Bed & Breakfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	1.0	1.4	0.0	1.2	1.6	0.0	0.5	0.6	0.0	0.8	2.3	1.0	1.0	1.0	1.2
Rental Condo	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0
Time Share	0.1	0.1	0.0	0.1	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
RV/Tent	0.1	0.2	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.2	0.2	0.1
Personal 2nd Home	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.1
Rental Home	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0
Other	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.1	0.1	0.1
Total nights spent	2.5	3.4	0.0	2.5	3.4	0.0	2.8	3.5	0.0	1.9	5.0	2.2	2.5	2.6	2.4
<b>While in California, what activities did you participate in?</b>															
Area where a TV show or movie was filmed *	0.7%	0.7%	0.8%	0.9%	0.8%	1.1%	0.3%	0.3%	0.0%	0.7%	0.9%	0.0%	0.0%	1.2%	1.6%
Art galleries	4.2%	5.0%	2.1%	4.1%	4.5%	2.7%	6.0%	7.4%	0.9%	3.7%	7.1%	3.8%	4.8%	4.1%	4.1%
Beach	20.5%	24.5%	9.6%	22.1%	25.7%	12.0%	16.3%	20.2%	1.7%	19.6%	27.9%	15.1%	24.1%	25.1%	16.4%
Biking	2.5%	3.0%	1.2%	2.6%	3.1%	1.1%	2.3%	2.9%	0.0%	2.6%	1.8%	1.5%	2.6%	4.0%	1.7%
Bird watching	2.9%	3.3%	1.7%	3.0%	3.3%	2.1%	3.5%	4.1%	1.2%	3.2%	1.7%	2.8%	3.3%	2.5%	2.8%
Camping	3.4%	4.4%	0.7%	3.8%	4.9%	0.8%	2.5%	2.9%	1.2%	4.0%	0.8%	2.1%	4.3%	4.0%	2.9%
Casino/gaming	6.6%	7.0%	5.5%	7.3%	7.4%	7.1%	4.0%	4.8%	1.2%	7.1%	3.9%	6.3%	5.6%	6.9%	7.6%
Caverns	0.5%	0.7%	0.0%	0.3%	0.4%	0.0%	1.2%	1.6%	0.0%	0.6%	0.1%	0.4%	0.7%	0.3%	0.5%
Craft breweries *	1.3%	1.5%	0.9%	1.3%	1.5%	0.7%	1.2%	1.5%	0.0%	1.0%	2.6%	0.0%	0.0%	3.0%	2.2%
Family reunion	3.5%	4.3%	1.5%	3.8%	4.5%	1.8%	3.1%	3.7%	0.8%	3.2%	4.6%	3.1%	2.8%	4.2%	3.9%
Fine dining	15.0%	18.2%	6.6%	15.9%	18.7%	7.8%	13.7%	16.6%	3.3%	13.6%	22.1%	13.1%	15.8%	15.9%	15.0%
Fishing (fresh or saltwater)	2.1%	2.4%	1.5%	2.2%	2.2%	2.0%	3.0%	3.8%	0.3%	2.4%	0.7%	1.3%	2.5%	2.1%	2.4%
Gardens	4.7%	6.0%	1.4%	4.9%	6.1%	1.4%	4.7%	5.8%	0.8%	3.7%	9.5%	4.0%	5.4%	4.8%	4.6%
Golf	1.8%	2.4%	0.4%	1.6%	2.1%	0.4%	3.7%	4.5%	0.8%	3.7%	1.9%	1.5%	1.4%	1.8%	2.6%
Hanggliding/skydiving	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.0%	0.3%	0.3%	0.1%	0.1%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
High School/College reunion	0.4%	0.5%	0.1%	0.3%	0.4%	0.1%	1.2%	1.6%	0.0%	0.4%	0.4%	0.5%	0.5%	0.2%	0.3%
Hiking/backpacking	5.5%	6.6%	2.5%	6.1%	7.3%	2.7%	4.0%	5.0%	0.4%	5.8%	4.1%	4.1%	6.6%	6.3%	4.5%
Historic sites/churches	7.3%	8.9%	2.8%	7.8%	9.4%	3.5%	5.4%	6.6%	0.9%	6.7%	10.5%	6.5%	8.3%	8.1%	5.9%
Horseback riding	0.4%	0.5%	0.1%	0.3%	0.4%	0.1%	1.2%	1.6%	0.0%	0.5%	0.1%	0.7%	0.4%	0.1%	0.5%
Hunting	0.4%	0.4%	0.5%	0.3%	0.2%	0.7%	0.9%	1.2%	0.0%	0.4%	0.2%	0.5%	0.3%	0.5%	0.5%
Major sports event	1.7%	1.6%	1.7%	1.8%	1.6%	2.3%	2.4%	3.0%	0.0%	1.4%	3.2%	1.0%	1.9%	2.3%	1.3%
Motor sports - NASCAR/Indy	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%	0.5%	0.7%	0.0%	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%
Motor boat/Jet ski	0.9%	1.0%	0.5%	0.9%	1.1%	0.5%	0.3%	0.4%	0.3%	0.9%	0.7%	0.1%	1.1%	1.9%	0.1%
Museums	7.7%	9.3%	3.7%	7.9%	9.3%	4.1%	8.7%	10.5%	1.8%	6.7%	12.6%	7.2%	8.7%	8.2%	6.7%
Musical theater	1.6%	1.9%	0.6%	1.5%	1.8%	0.6%	2.7%	3.5%	0.0%	1.4%	2.1%	2.2%	1.6%	1.1%	1.5%
Nature travel/ecotouring	3.9%	4.5%	2.1%	4.3%	4.9%	2.5%	2.2%	2.7%	0.4%	3.4%	4.0%	3.6%	4.4%	4.1%	3.3%
Nightclub/dancing	4.2%	5.5%	0.7%	3.8%	4.9%	0.9%	5.9%	7.4%	0.3%	3.7%	6.2%	4.0%	4.9%	4.2%	3.5%
Old homes/mansions	2.9%	3.7%	0.9%	3.1%	3.9%	1.1%	3.3%	4.0%	0.6%	3.0%	2.9%	2.9%	2.5%	2.6%	3.9%
Rock/mountain climbing	0.9%	1.1%	0.4%	0.9%	1.0%	0.4%	1.3%	1.4%	0.8%	1.0%	0.3%	1.1%	1.1%	0.8%	0.6%
Rural sightseeing	9.4%	11.3%	4.2%	10.5%	12.3%	5.1%	5.4%	6.4%	1.9%	9.1%	10.8%	8.1%	10.7%	10.0%	8.6%
Sailing	0.3%	0.4%	0.1%	0.3%	0.3%	0.2%	0.4%	0.5%	0.0%	0.3%	0.5%	0.1%	0.5%	0.4%	0.1%
Scuba diving/snorkeling	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.4%	0.5%	0.0%	0.2%	0.2%	0.2%	0.0%	0.4%	0.2%
Shopping	18.0%	21.2%	9.7%	18.9%	21.6%	11.3%	13.0%	15.4%	3.9%	16.3%	26.6%	16.5%	17.8%	19.0%	18.6%
Skiing/snowboarding (cross country or downhill)	0.7%	0.9%	0.1%	0.8%	1.0%	0.2%	0.2%	0.3%	0.0%	0.8%	0.3%	1.7%	0.4%	0.2%	0.5%
Snow sports other than skiing or snowmobiling	0.4%	0.4%	0.3%	0.4%	0.5%	0.3%	0.2%	0.2%	0.0%	0.5%	0.0%	1.3%	0.0%	0.1%	0.4%
Snowmobiling	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
Spa/health club	2.2%	2.9%	0.3%	2.2%	2.9%	0.5%	2.9%	3.7%	0.0%	2.0%	4.0%	1.8%	2.1%	2.1%	2.9%
Special events/Festivals (e.g., Mardi Gras, hot air balloon rac	2.6%	2.8%	2.1%	3.1%	3.2%	2.8%	1.4%	1.7%	0.4%	2.5%	3.4%	2.3%	2.6%	3.1%	2.5%
State/National Park	7.9%	9.6%	3.2%	8.6%	10.3%	3.6%	5.3%	6.4%	1.2%	7.6%	9.4%	6.7%	8.4%	9.3%	6.8%
Symphony/opera/concert	1.5%	1.8%	0.8%	1.7%	1.9%	1.0%	1.1%	1.2%	0.6%	1.3%	2.5%	1.3%	1.4%	1.8%	1.5%
Tennis	0.5%	0.6%	0.1%	0.5%	0.7%	0.0%	0.4%	0.6%	0.0%	0.3%	1.2%	0.5%	0.4%	0.5%	0.6%
Theater/drama	2.8%	3.6%	0.9%	2.8%	3.3%	1.2%	4.1%	5.0%	0.8%	2.9%	2.7%	2.4%	2.8%	2.9%	3.2%
Theme park	7.8%	9.2%	4.0%	8.9%	10.4%	4.7%	3.3%	3.9%	1.3%	7.6%	10.0%	7.8%	9.3%	7.9%	6.0%
Urban sightseeing	11.1%	13.5%	4.7%	11.4%	13.5%	5.6%	11.7%	14.5%	1.4%	8.5%	23.5%	10.3%	11.6%	12.5%	9.9%
Visiting friends	19.2%	22.9%	9.5%	21.2%	24.8%	11.2%	11.1%	13.4%	2.7%	18.8%	13.4%	18.0%	18.7%	19.1%	21.0%
Visiting relatives	28.9%	31.4%	22.4%	34.3%	36.2%	28.6%	8.8%	10.2%	3.6%	29.2%	31.7%	26.9%	30.4%	25.2%	33.4%
Water skiing	0.4%	0.6%	0.1%	0.4%	0.5%	0.2%	0.8%	1.0%	0.0%	0.3%	0.7%	0.2%	0.3%	1.1%	0.1%
Whitewater rafting/kayaking	0.6%	0.8%	0.2%	0.5%	0.6%	0.3%	1.1%	1.4%	0.0%	0.6%	0.7%	0.5%	0.9%	0.9%	0.2%
Wildlife viewing	6.0%	7.4%	2.5%	6.9%	8.1%	3.4%	4.2%	5.2%	0.4%	6.5%	4.9%	4.8%	6.8%	5.4%	7.1%
Wine tasting/winery tour	4.2%	5.4%	0.9%	4.6%	5.9%	1.1%	2.9%	3.3%	1.4%	3.9%	6.4%	3.1%	4.3%	4.8%	4.3%
Youth/amateur/collegiate sporting events	1.3%	1.4%	1.1%	1.3%	1.3%	1.3%	0.7%	0.9%	0.0%	1.3%	1.8%	2.2%	1.0%	1.3%	0.9%
Zoos	4.4%	5.5%	1.4%	4.5%	5.4%	1.9%	3.5%	4.4%	0.0%	4.3%	5.6%	4.0%	6.0%	4.6%	3.0%
None of the above	20.4%	15.0%	35.1%	11.4%	8.6%	19.6%	51.4%	42.2%	85.5%	19.3%	22.2%	25.0%	18.8%	17.1%	21.8%
<b>What sources did you use for planning your trip?</b>															
Offline Sources (Net)	53.8%	59.1%	39.6%	55.9%	60.3%	43.5%	51.2%	57.3%	28.6%	52.2%	61.4%	49.9%	54.8%	55.8%	53.9%
Corporate travel department (in person or by phone)	1.5%	1.9%	0.4%	0.2%	0.3%	0.0%	9.5%	11.1%	3.4%	0.7%	5.8%	1.7%	1.7%	0.7%	1.9%
Destination printed material	2.1%	2.4%	1.2%	2.3%	2.6%	1.3%	1.6%	2.0%	0.0%	2.2%	1.5%	1.9%	2.2%	2.3%	2.1%
Friends/relatives	22.9%	26.1%	14.4%	25.7%	28.8%	17.1%	11.7%	13.7%	4.4%	22.0%	27.0%	20.2%	23.9%	26.0%	21.1%
Magazine	1.4%	1.6%	0.8%	1.4%	1.7%	0.7%	1.4%	1.3%	1.6%	1.4%	1.1%	1.4%	1.1%	1.7%	1.3%
Newspaper	0.9%	1.0%	0.6%	0.8%	0.9%	0.5%	1.5%	2.0%	0.0%	0.9%	0.9%	1.1%	1.0%	0.7%	0.7%
Own experience	32.8%	35.5%	25.4%	35.0%	37.5%	27.9%	26.8%	28.3%	20.9%	33.5%	31.0%	32.2%	32.3%	33.2%	33.3%
Radio	0.4%	0.5%	0.1%	0.2%	0.3%	0.2%	1.3%	1.7%	0.0%	0.4%	0.3%	0.4%	0.2%	0.4%	0.4%
TV	0.9%	1.0%	0.5%	0.7%	0.8%	0.5%	2.1%	2.6%	0.0%	0.7%	1.3%	1.0%	1.0%	0.9%	0.5%
Travel agent	1.3%	1.6%	0.2%	0.9%	1.2%	0.0%	3.6%	4.3%	1.2%	0.5%	4.5%	1.1%	1.4%	1.2%	1.4%
Travel book	2.1%	2.8%	0.2%	2.3%	3.0%	0.2%	2.2%	2.6%	0.6%	1.9%	2.4%	2.2%	1.9%	2.5%	1.4%
Travel club (AAA)	3.2%	4.0%	1.0%	3.4%	4.4%	0.8%	2.9%	3.4%	1.1%	3.2%	3.3%	1.9%	3.8%	4.7%	2.1%
Travel provider (airline, hotel, rental car, cruise, etc.) either	3.7%	4.9%	0.5%	3.4%	4.4%	0.3%	5.8%	7.4%	0.0%	2.3%	10.5%	2.9%	3.0%	4.8%	4.0%
Other 'offline' planning sources(s)	1.4%	1.4%	1.4%	1.1%	1.0%	1.1%	1.4%	1.7%	0.3%	1.3%	1.2%	1.4%	1.7%	1.2%	1.2%
Online Sources (Excluding Social/Commercial Networking So	26.2%	32.3%	10.0%	26.1%	32.0%	9.7%	31.7%	38.4%	6.8%	20.5%	54.9%	26.1%	26.6%	28.7%	23.4%
Online Sources (Including Social/Commercial Networking So	29.2%	35.9%	11.5%	29.1%	35.5%	11.3%	34.7%	41.6%	8.8%	23.5%	57.0%	27.6%	29.7%	32.2%	27.0%
Corporate desktop travel tool/internet	0.9%	1.1%	0.3%	0.3%	0.4%	0.1%	4.5%	5.2%	1.6%	0.3%	3.5%	1.2%	0.7%	0.7%	0.9%
Destination website (official site of state or attraction)	10.1%	12.0%	4.9%	11.1%	13.0%	5.5%	6.4%	7.2%	3.4%	10.2%	10.8%	8.7%	10.0%	12.2%	9.0%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
Online full service travel website (Expedia, Travelocity, etc.)	8.1%	10.8%	1.0%	8.2%	10.7%	1.1%	11.0%	14.0%	0.0%	5.7%	21.4%	8.1%	8.6%	9.0%	6.6%
Traditional travel agency website (American Express, Carlsco	0.8%	1.0%	0.2%	0.4%	0.5%	0.2%	2.0%	2.6%	0.0%	0.5%	2.2%	1.0%	1.1%	0.6%	0.5%
Travel provider website (airline, hotel, rental car, cruise, tou	10.1%	13.3%	1.5%	9.7%	12.7%	1.3%	16.0%	20.1%	0.6%	5.6%	30.6%	10.1%	11.1%	10.8%	8.3%
Other online planning sources(s)	2.7%	2.6%	3.0%	2.8%	2.9%	2.6%	1.3%	1.2%	1.5%	2.6%	2.8%	2.7%	2.5%	3.2%	2.3%
Social/Commercial Networking Sources (Net) *	8.0%	9.9%	2.9%	7.8%	9.7%	2.5%	8.4%	9.6%	4.3%	7.4%	10.6%	5.3%	8.1%	9.4%	8.7%
MySpace	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.5%	0.6%	0.0%	0.1%	0.5%	0.3%	0.0%	0.1%	0.3%
Facebook	3.8%	4.3%	2.3%	3.4%	3.9%	2.1%	4.9%	5.8%	1.6%	3.8%	3.8%	2.4%	4.1%	4.2%	4.2%
LinkedIn	0.2%	0.2%	0.3%	0.1%	0.1%	0.2%	1.2%	0.9%	2.1%	0.2%	0.5%	0.2%	0.4%	0.1%	0.3%
Match.com	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%
Twitter.com	0.4%	0.6%	0.0%	0.3%	0.5%	0.0%	1.0%	1.3%	0.0%	0.4%	0.6%	0.4%	0.2%	0.3%	0.9%
Blogs	0.4%	0.5%	0.0%	0.3%	0.5%	0.0%	1.0%	1.2%	0.4%	0.4%	0.2%	0.8%	0.2%	0.3%	0.4%
TripAdvisor	3.4%	4.5%	0.2%	3.7%	4.8%	0.3%	2.7%	3.4%	0.0%	2.6%	6.7%	2.6%	3.4%	4.5%	2.7%
Yahoo Trip Planner	0.5%	0.5%	0.2%	0.4%	0.4%	0.3%	0.8%	0.9%	0.2%	0.5%	0.3%	0.2%	0.7%	0.3%	0.6%
VibeAgent	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%
Other social/commercial networking sources	0.6%	0.7%	0.1%	0.6%	0.7%	0.1%	0.4%	0.5%	0.0%	0.5%	0.6%	0.7%	0.5%	0.6%	0.6%
Mobile (Net) *	7.4%	8.3%	4.8%	6.4%	7.5%	3.5%	8.4%	9.3%	5.0%	7.6%	7.3%	5.6%	7.6%	7.2%	8.8%
iPhone	5.4%	6.2%	3.2%	4.8%	5.6%	2.8%	5.6%	7.1%	0.0%	5.5%	5.8%	4.3%	5.8%	4.9%	6.5%
Mobile Web Browsing	2.5%	2.8%	1.7%	2.0%	2.4%	1.0%	3.7%	3.9%	3.0%	2.5%	2.5%	2.0%	2.6%	3.0%	2.2%
Other mobile sites	0.3%	0.2%	0.4%	0.2%	0.2%	0.1%	0.4%	0.0%	2.0%	0.3%	0.2%	0.3%	0.2%	0.2%	0.5%
Someone else planned for me and I don't know the method	6.5%	7.0%	5.0%	5.7%	6.0%	4.8%	9.9%	11.5%	3.8%	5.8%	7.1%	5.6%	6.7%	6.6%	7.0%
No plans were made for this destination	29.7%	22.2%	50.0%	28.9%	22.6%	46.9%	25.0%	15.0%	62.0%	34.5%	15.0%	32.9%	28.7%	27.5%	30.4%
<b>How far in advance did you consider traveling to California?</b>															
Less than 2 weeks before the visit	36.1%	27.5%	59.0%	35.8%	26.9%	61.0%	35.1%	27.3%	64.1%	41.6%	12.3%	41.4%	36.3%	33.3%	34.1%
Within 2 weeks-4 weeks of visit	16.1%	16.2%	15.8%	16.4%	16.4%	16.2%	17.3%	17.1%	18.1%	17.3%	11.2%	17.3%	13.7%	17.1%	16.5%
At least 1 month, but less than 3 months before the visit	18.5%	21.2%	11.4%	18.9%	21.8%	10.7%	18.1%	21.1%	6.8%	16.7%	26.0%	17.2%	21.2%	16.3%	19.4%
At least 3 months, but less than 6 months before the visit	12.8%	15.8%	4.9%	12.6%	15.5%	4.4%	13.2%	15.8%	3.2%	10.6%	23.9%	10.7%	13.3%	14.3%	12.6%
At least 6 months, but less than 1 year before the visit	8.7%	10.5%	3.9%	8.8%	10.8%	3.3%	9.4%	10.5%	5.2%	6.9%	16.3%	5.8%	7.3%	10.3%	10.9%
More than a year before the visit	7.8%	8.8%	5.1%	7.4%	8.5%	4.4%	7.0%	8.2%	2.6%	7.0%	10.3%	7.6%	8.2%	8.6%	6.5%
<b>How far in advance did you decide to travel to California?</b>															
Less than 2 weeks before the visit	44.0%	35.2%	67.6%	44.1%	34.7%	70.6%	41.9%	34.7%	68.7%	49.8%	17.8%	49.2%	43.4%	42.4%	41.7%
Within 2 weeks-4 weeks of visit	16.7%	17.7%	14.0%	16.9%	17.9%	14.1%	18.3%	19.0%	15.9%	17.3%	13.9%	17.1%	16.4%	16.3%	17.0%
At least 1 month, but less than 3 months before the visit	17.5%	20.9%	8.2%	17.9%	21.7%	7.3%	16.9%	19.9%	6.0%	14.9%	29.9%	17.0%	18.0%	14.9%	20.2%
At least 3 months, but less than 6 months before the visit	10.9%	13.6%	3.9%	10.4%	12.9%	3.2%	12.3%	14.8%	2.9%	8.7%	21.6%	6.9%	11.3%	13.6%	11.2%
At least 6 months, but less than 1 year before the visit	6.5%	7.8%	3.1%	6.4%	7.7%	2.6%	6.7%	7.5%	3.9%	5.2%	11.7%	4.8%	6.6%	8.1%	6.2%
More than a year before the visit	4.4%	4.9%	3.3%	4.3%	5.0%	2.3%	3.8%	4.2%	2.6%	4.1%	5.0%	5.0%	4.2%	4.8%	3.8%
No answer															
<b>What sources did you use in booking your trip to california?</b>															
No bookings were made for this destination	51.9%	38.5%	87.7%	53.9%	41.5%	88.9%	32.0%	19.1%	80.0%	61.8%	6.5%	54.3%	50.1%	49.8%	54.0%
Offline booking (Net)	17.1%	21.6%	4.9%	15.5%	19.5%	4.0%	27.7%	32.5%	10.1%	14.1%	30.8%	16.0%	17.6%	17.2%	17.5%
Corporate travel department	2.5%	3.3%	0.5%	0.6%	0.8%	0.2%	13.3%	16.1%	2.7%	1.1%	9.7%	2.6%	2.2%	2.4%	3.0%
Directly with destination or attraction	5.3%	6.8%	1.5%	5.7%	7.2%	1.7%	4.5%	5.5%	0.7%	5.9%	3.7%	4.9%	5.7%	5.5%	5.2%
Directly with travel provider in person/phone	6.2%	8.0%	1.3%	6.1%	8.0%	0.9%	7.5%	8.4%	3.9%	4.3%	14.4%	6.5%	6.0%	6.0%	6.3%
Travel Agent	1.2%	1.6%	0.2%	1.0%	1.2%	0.4%	3.0%	3.8%	0.0%	0.8%	2.7%	1.2%	1.3%	0.8%	1.5%
Travel club (e.g. AAA)	2.2%	2.7%	0.8%	2.1%	2.6%	0.6%	2.6%	3.1%	1.0%	2.1%	2.1%	1.6%	2.6%	2.3%	2.2%
Some other offline booking method	0.9%	1.1%	0.6%	1.0%	1.2%	0.4%	0.6%	0.3%	1.8%	0.9%	0.8%	0.9%	1.3%	1.2%	0.3%
Online booking (Excluding Social/Commercial Networking)	25.9%	34.1%	4.0%	25.8%	33.6%	3.7%	33.4%	41.2%	4.8%	19.1%	60.7%	25.0%	27.5%	27.7%	23.3%
Online booking (Including Social/Commercial Networking)	27.4%	35.8%	4.7%	27.0%	34.9%	4.4%	35.7%	43.8%	5.9%	20.4%	62.7%	26.2%	28.9%	29.6%	24.4%
Corporate desktop travel tool/intranet	1.6%	2.0%	0.3%	0.7%	0.9%	0.0%	6.5%	7.7%	2.2%	0.8%	5.5%	1.7%	1.2%	1.9%	1.4%
Destination website	5.2%	6.4%	1.8%	5.6%	6.7%	2.2%	3.8%	4.8%	0.4%	5.2%	5.7%	3.6%	5.6%	5.2%	6.0%
Online full service travel website	8.6%	11.5%	0.8%	8.9%	11.8%	0.7%	9.6%	12.2%	0.0%	6.3%	21.8%	7.5%	9.4%	9.8%	7.5%
Traditional travel agency website	0.6%	0.8%	0.1%	0.3%	0.5%	0.0%	2.2%	2.5%	0.8%	0.4%	1.8%	0.8%	0.7%	0.6%	0.5%
Travel provider website	10.5%	14.3%	0.5%	10.4%	13.9%	0.5%	15.0%	18.6%	1.4%	6.3%	31.2%	12.1%	10.4%	11.3%	8.5%
Some other online booking method	2.2%	2.8%	0.5%	2.4%	3.1%	0.5%	1.4%	1.7%	0.1%	2.0%	2.6%	2.0%	2.7%	2.6%	1.5%
Not sure	1.4%	1.7%	0.8%	1.1%	1.3%	0.7%	2.3%	2.6%	1.1%	1.2%	2.0%	1.2%	1.5%	1.9%	1.1%
Someone else booked for me and I don't know the method	8.3%	10.1%	3.4%	7.6%	9.3%	2.9%	11.9%	13.8%	4.7%	7.5%	9.7%	7.4%	8.6%	8.3%	8.7%

	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	2013 Qtr 1 Target Travel	2013 Qtr 2 Target Travel	2013 Qtr 3 Target Travel	2013 Qtr 4 Target Travel
<b>On a scale of 1 to 5, please indicate your satisfaction with each destination via:</b>															
Top 2 Box (Net)	87.5%	89.0%	83.4%	89.3%	90.3%	86.5%	82.9%	85.2%	74.4%	87.4%	88.5%	88.7%	87.0%	85.4%	89.2%
Extremely Satisfied (5)	49.8%	50.3%	48.2%	53.3%	53.1%	54.0%	36.7%	38.0%	31.7%	51.6%	42.5%	50.7%	50.8%	47.1%	50.8%
Very Satisfied (4)	37.7%	38.6%	35.2%	36.0%	37.2%	32.5%	46.3%	47.2%	42.7%	35.8%	46.0%	38.0%	36.2%	38.3%	38.3%
Somewhat Satisfied (3)	11.3%	10.2%	14.4%	9.7%	8.9%	11.7%	16.5%	14.0%	25.6%	11.5%	10.4%	9.8%	11.7%	13.4%	10.1%
Bottom 2 Box (Net)	1.2%	0.8%	2.2%	1.0%	0.8%	1.8%	0.6%	0.8%		1.1%	1.1%	1.5%	1.3%	1.3%	0.8%
Not Very Satisfied (2)	0.8%	0.6%	1.4%	0.7%	0.6%	0.9%	0.5%	0.6%		0.8%	0.9%	1.0%	1.0%	1.0%	0.4%
Not At all Satisfied (1)	0.4%	0.2%	0.9%	0.4%	0.2%	0.9%	0.1%	0.2%		0.3%	0.2%	0.5%	0.4%	0.3%	0.4%