

2014 Domestic Travel to California (Longhaul States)

Trip and Travel Behavior and Stats

Longhaul States include all states except for Arizona, Colorado, Nevada, Oregon, Utah, and Washington

Trip Level Data

Trip level data are for trips to California that may include visits to other states

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State Level Data

State level data apply only to the portion of the trip that was in California

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Note: Sample Size for the Trip and State Level are at the beginning of their respective sections (1 and 5)

Source: TNS TravelsAmerica, 2014

	Total Trips	Trip Type- Overnight	Trip Type-Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	912	885	25	626	607	19	205	200	235	614
Top Longhaul States of Origin										
Texas	11.9%	11.9%	10.0%	11.9%	11.9%	13.4%	13.1%	13.5%	10.8%	12.5%
Illinois	8.3%	8.5%	0.0%	9.7%	10.0%	0.0%	4.4%	4.5%	6.2%	8.8%
New York	7.9%	8.1%	4.0%	6.4%	6.6%	0.0%	11.3%	11.6%	6.9%	7.8%
Florida	5.7%	5.9%	0.0%	5.5%	5.7%	0.0%	5.3%	5.4%	4.1%	5.7%
Georgia	4.7%	4.0%	29.1%	4.4%	4.2%	10.0%	6.3%	3.8%	7.4%	3.2%
New Jersey	4.5%	4.6%	0.0%	4.3%	4.4%	0.0%	6.9%	7.1%	5.9%	4.1%
Pennsylvania	4.3%	4.4%	0.0%	4.5%	4.7%	0.0%	5.3%	5.5%	2.2%	5.2%
Virginia	4.3%	4.5%	0.0%	5.2%	5.4%	0.0%	2.4%	2.5%	5.6%	4.3%
Tennessee	3.8%	3.5%	13.8%	3.6%	3.1%	18.5%	5.4%	5.5%	4.8%	3.0%
Ohio	3.5%	3.6%	0.0%	2.9%	2.9%	0.0%	3.8%	3.9%	3.0%	4.0%
Minnesota	2.9%	2.9%	0.0%	3.5%	3.6%	0.0%	1.1%	1.1%	1.8%	3.3%
Maryland	2.8%	2.8%	0.0%	3.2%	3.3%	0.0%	0.8%	0.8%	1.2%	3.4%
Massachusetts	2.8%	2.9%	0.0%	3.3%	3.4%	0.0%	2.0%	2.1%	1.9%	3.4%
Michigan	2.7%	2.4%	13.4%	2.6%	2.1%	18.0%	1.4%	1.5%	4.4%	2.2%
Hawaii	2.6%	2.2%	16.7%	2.6%	2.0%	22.5%	2.6%	2.7%	4.8%	1.7%
North Carolina	2.5%	2.6%	0.0%	2.5%	2.6%	0.0%	2.3%	2.4%	1.3%	2.9%
Alabama	2.3%	2.2%	0.0%	2.2%	2.3%	0.0%	3.0%	3.1%	0.6%	3.0%
Kansas	2.2%	2.2%	0.0%	2.2%	2.2%	0.0%	2.1%	2.2%	1.3%	2.4%
Missouri	2.0%	2.1%	0.0%	2.0%	2.1%	0.0%	2.9%	3.0%	2.8%	2.0%
Alaska	1.8%	1.9%	0.0%	1.7%	1.8%	0.0%	1.4%	1.4%	5.7%	0.5%
Indiana	1.5%	1.5%	0.0%	1.9%	2.0%	0.0%	0.9%	0.9%	0.6%	2.0%
Kentucky	1.4%	1.5%	0.0%	1.8%	1.8%	0.0%	0.9%	0.9%	2.2%	1.3%
Wisconsin	1.4%	1.4%	0.0%	0.9%	1.0%	0.0%	2.6%	2.6%	0.6%	1.2%
Connecticut	1.3%	1.4%	0.0%	1.0%	1.0%	0.0%	0.7%	0.7%	0.8%	1.2%
Idaho	1.2%	1.2%	0.0%	1.5%	1.5%	0.0%	0.5%	0.5%	4.2%	0.1%
South Carolina	1.2%	1.2%	0.0%	1.0%	1.0%	0.0%	1.2%	1.2%	0.8%	1.4%
Iowa	1.1%	1.1%	0.0%	0.5%	0.6%	0.0%	2.0%	2.1%	0.0%	1.6%
Arkansas	1.0%	1.0%	0.0%	1.4%	1.5%	0.0%	0.0%	0.0%	0.8%	0.8%
Top Demographic Market Areas (DMAs) of Origin										
New York	8.6%	8.8%	0.0%	8.0%	8.2%	0.0%	11.1%	11.4%	6.9%	8.3%
Chicago	7.5%	7.7%	0.0%	8.7%	9.0%	0.0%	4.3%	4.4%	6.0%	7.8%
Washington, DC (Hagerstown)	4.8%	4.9%	0.0%	5.0%	5.2%	0.0%	3.2%	3.3%	4.3%	5.2%
Atlanta	4.3%	3.6%	29.1%	3.7%	3.5%	10.0%	6.3%	3.8%	7.4%	2.6%
Dallas-Ft. Worth	4.1%	4.2%	0.0%	3.8%	3.9%	0.0%	5.3%	5.4%	2.7%	4.6%
Philadelphia	3.3%	3.4%	0.0%	2.9%	3.0%	0.0%	5.5%	5.6%	1.2%	4.0%
Houston	3.2%	3.2%	0.0%	3.0%	3.1%	0.0%	4.6%	4.7%	1.9%	3.5%
Boston (Manchester)	3.0%	3.1%	0.0%	3.3%	3.4%	0.0%	3.3%	3.4%	1.9%	3.7%
Minneapolis-St. Paul	2.9%	2.9%	0.0%	3.3%	3.4%	0.0%	1.6%	1.6%	1.5%	3.4%
Honolulu	2.6%	2.2%	16.7%	2.6%	2.0%	22.5%	2.6%	2.7%	4.8%	1.7%
Nashville	2.4%	2.1%	13.8%	2.7%	2.2%	18.5%	2.2%	2.3%	3.4%	2.0%
Kansas City	1.9%	1.9%	0.0%	2.1%	2.2%	0.0%	0.9%	0.9%	2.3%	1.7%
Austin	1.9%	2.0%	0.0%	2.2%	2.2%	0.0%	1.9%	1.9%	0.8%	2.5%
Detroit	1.8%	1.5%	13.4%	2.1%	1.6%	18.0%	0.0%	0.0%	2.6%	1.6%
Cincinnati	1.5%	1.6%	0.0%	0.6%	0.6%	0.0%	3.4%	3.5%	1.0%	1.8%
Buffalo	1.4%	1.3%	4.0%	1.1%	1.1%	0.0%	2.4%	2.5%	1.2%	1.6%
Miami-Ft. Lauderdale	1.4%	1.4%	0.0%	1.6%	1.6%	0.0%	1.3%	1.3%	1.6%	1.1%
West Palm Beach-Ft Pierce	1.3%	1.4%	0.0%	1.2%	1.2%	0.0%	0.5%	0.5%	0.0%	1.6%
St Louis	1.3%	1.3%	0.0%	1.3%	1.3%	0.0%	2.0%	2.0%	1.4%	1.4%
Orlando-Daytona Beach-Melbourne	1.2%	1.3%	0.0%	1.1%	1.1%	0.0%	1.0%	1.1%	0.2%	1.7%
Charlotte	1.1%	1.1%	0.0%	1.2%	1.3%	0.0%	1.1%	1.1%	0.3%	1.5%
Hartford & New Haven	1.1%	1.1%	0.0%	0.8%	0.9%	0.0%	0.0%	0.0%	0.8%	0.9%
Syracuse	1.1%	1.1%	0.0%	0.7%	0.7%	0.0%	2.5%	2.6%	1.4%	1.0%
Memphis	1.1%	1.1%	0.0%	0.8%	0.8%	0.0%	2.4%	2.5%	1.1%	0.8%
San Antonio	1.1%	0.9%	10.0%	1.2%	0.8%	13.4%	1.4%	1.4%	3.0%	0.5%
Baltimore	1.0%	1.0%	0.0%	1.5%	1.5%	0.0%	0.0%	0.0%	0.4%	1.3%

	Total Trips	Trip Type- Overnight	Trip Type-Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Household Income										
Under \$10,000	1.9%	1.9%	0.0%	2.2%	2.3%	0.0%	1.6%	1.7%	1.7%	2.1%
\$10,000-\$14,999	1.3%	1.3%	0.0%	1.1%	1.1%	0.0%	1.1%	1.2%	0.8%	1.5%
\$15,000-\$19,999	2.0%	2.0%	4.0%	2.6%	2.6%	0.0%	0.0%	0.0%	3.3%	1.7%
\$20,000-\$24,999	5.2%	5.4%	0.0%	5.3%	5.4%	0.0%	3.0%	3.1%	8.8%	4.1%
\$25,000-\$29,999	2.2%	2.1%	3.3%	2.1%	2.0%	4.5%	1.0%	1.0%	2.4%	2.0%
\$30,000-\$34,999	2.6%	2.7%	0.0%	3.0%	3.1%	0.0%	1.0%	1.0%	2.6%	2.7%
\$35,000-\$39,999	2.7%	2.8%	0.0%	2.9%	3.0%	0.0%	0.8%	0.8%	2.2%	2.6%
\$40,000-\$49,999	5.8%	5.6%	10.0%	6.3%	6.1%	13.4%	3.6%	3.7%	4.4%	6.5%
\$50,000-\$59,999	5.3%	5.4%	0.0%	5.0%	5.2%	0.0%	5.0%	5.1%	4.5%	5.4%
\$60,000-\$74,999	13.8%	13.2%	34.1%	14.8%	13.9%	45.9%	13.2%	13.5%	19.1%	12.7%
\$75,000-\$99,999	10.3%	10.6%	0.0%	11.5%	11.8%	0.0%	6.9%	7.1%	10.0%	9.7%
\$100,000-\$124,999	20.8%	20.2%	42.8%	19.7%	19.4%	28.5%	25.6%	23.6%	23.6%	20.0%
\$125,000-\$149,999	13.7%	13.9%	5.7%	11.0%	11.1%	7.7%	21.7%	22.3%	10.9%	14.0%
\$150,000-\$199,999	6.8%	7.0%	0.0%	6.6%	6.8%	0.0%	10.3%	10.6%	2.8%	8.5%
\$200,000 +	5.7%	5.8%	0.0%	6.0%	6.2%	0.0%	5.2%	5.4%	2.9%	6.5%
Household Size										
1	22.4%	22.8%	10.0%	21.9%	22.1%	13.5%	20.9%	21.5%	22.6%	23.2%
2	38.0%	37.9%	40.3%	40.5%	40.3%	48.7%	30.0%	30.8%	37.2%	37.2%
3	18.4%	17.9%	34.9%	17.9%	17.9%	17.9%	20.3%	18.1%	15.1%	19.3%
4	14.2%	14.2%	14.8%	13.1%	12.9%	19.9%	20.7%	21.3%	16.7%	14.1%
5+	7.0%	7.2%	0.0%	6.6%	6.8%	0.0%	8.2%	8.4%	8.4%	6.1%
Presence of Children in Household										
Net - Children Under 18	24.8%	24.9%	20.7%	23.2%	23.1%	27.8%	32.7%	33.6%	22.1%	26.2%
Children 0-5	7.2%	7.1%	13.3%	7.6%	7.2%	17.9%	7.7%	7.9%	5.6%	8.1%
6-12	14.9%	15.2%	7.4%	14.2%	14.4%	9.9%	20.1%	20.6%	15.9%	14.7%
13-17	10.4%	10.7%	0.0%	9.8%	10.1%	0.0%	11.4%	11.7%	10.4%	10.4%
None Under 18	75.2%	75.1%	79.3%	76.8%	76.9%	72.2%	67.3%	66.4%	77.9%	73.8%
Marital Status										
Now married	57.0%	56.6%	68.3%	56.4%	55.5%	86.5%	58.8%	60.4%	56.8%	57.6%
Never married	22.9%	23.0%	21.6%	24.0%	24.8%	0.0%	21.6%	19.5%	25.0%	21.4%
Divorced, Widowed, Separated	20.1%	20.4%	10.0%	19.6%	19.7%	13.5%	19.6%	20.1%	18.2%	21.0%
Age										
18-20	1.2%	1.3%	0.0%	1.1%	1.2%	0.0%	1.5%	1.6%	0.9%	1.5%
21-24	4.5%	4.7%	0.0%	6.0%	6.2%	0.0%	1.0%	1.0%	4.4%	4.6%
25-34	22.2%	21.9%	31.6%	24.7%	25.0%	13.4%	15.8%	13.5%	28.0%	19.4%
35-44	18.0%	17.7%	27.4%	14.4%	13.7%	36.9%	29.9%	30.8%	18.9%	18.1%
45-54	18.4%	18.7%	7.4%	16.3%	16.5%	10.0%	20.4%	20.9%	20.6%	18.4%
55-64	17.8%	18.2%	4.0%	17.9%	18.4%	0.0%	18.4%	18.9%	14.5%	18.9%
65+	17.9%	17.5%	29.5%	19.6%	18.9%	39.7%	12.9%	13.3%	12.8%	19.1%
Average Age	47.6	47.6	46.9	47.5	47.3	52.5	47.3	47.9	45.2	48.5
Gender										
Male	30.8%	30.0%	55.9%	28.9%	28.4%	46.1%	37.8%	36.1%	31.3%	29.6%
Female	69.2%	70.0%	44.1%	71.1%	71.6%	53.9%	62.2%	63.9%	68.7%	70.4%
Education (Head of Household)										
Female										
Grade School	0.2%	0.2%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%
Some High School	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Graduated High School	5.1%	5.3%	0.0%	5.3%	5.4%	0.0%	2.7%	2.8%	6.3%	4.1%
Some College - no degree	14.9%	14.9%	16.0%	17.2%	16.9%	27.2%	9.6%	10.1%	9.9%	17.8%
Graduated College - Associate's degree (2 year)	5.4%	5.6%	0.0%	6.3%	6.5%	0.0%	4.2%	4.4%	8.2%	5.1%
Graduated College - Bachelor's degree (4 year)	29.3%	29.8%	18.3%	26.7%	26.9%	20.1%	34.3%	35.9%	25.7%	32.7%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	24.8%	25.7%	0.0%	25.3%	26.2%	0.0%	27.1%	28.4%	24.7%	24.5%
No answer	20.0%	18.3%	65.7%	18.7%	17.6%	52.8%	22.2%	18.4%	25.3%	15.3%

	Total Trips	Trip Type- Overnight	Trip Type-Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Male										
Grade School										
Some High School	1.3%	1.4%	0.0%	2.0%	2.1%	0.0%	0.0%	0.0%	4.8%	0.1%
Graduated High School	7.0%	6.0%	34.6%	3.9%	4.0%	0.0%	13.9%	9.7%	5.8%	5.8%
Some College - no degree	11.6%	11.4%	15.6%	14.9%	14.9%	15.4%	5.4%	5.7%	10.5%	12.4%
Graduated College - Associate's degree (2 year)	2.9%	3.0%	0.0%	2.5%	2.6%	0.0%	1.5%	1.6%	1.5%	3.9%
Graduated College - Bachelor's degree (4 year)	20.2%	20.5%	11.8%	19.4%	19.4%	20.1%	26.2%	27.5%	16.9%	22.5%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	23.4%	23.5%	22.0%	22.7%	22.2%	37.3%	21.9%	23.0%	22.9%	22.8%
No answer	32.5%	33.1%	16.0%	33.0%	33.2%	27.2%	31.1%	32.6%	36.5%	31.4%
Female Employment Status (Head of Household)										
Full time	41.1%	42.0%	16.0%	40.2%	40.7%	27.2%	46.2%	48.4%	39.2%	44.5%
Part time	10.1%	10.5%	0.0	9.4%	9.7%	0.0	13.7%	14.4%	13.6%	9.5%
Retired	11.4%	11.6%	6.5%	13.3%	13.8%	0.0	5.4%	5.6%	5.9%	11.9%
Not employed	15.2%	15.3%	11.8%	15.2%	15.1%	20.1%	12.5%	13.2%	12.4%	16.8%
No answer	19.8%	18.1%	65.7%	18.4%	17.3%	52.8%	22.2%	18.4%	25.3%	15.0%
No female	2.5%	2.5%	0.0	3.4%	3.5%	0.0	0.0	0.0	3.6%	2.3%
Male Employment Status (Head of Household)										
Full time	45.9%	47.2%	11.8%	42.5%	43.2%	20.1%	55.1%	57.8%	42.5%	48.3%
Part time	2.6%	2.6%	0.0	2.5%	2.6%	0.0	2.5%	2.6%	1.6%	2.9%
Retired	10.8%	10.0%	31.1%	15.3%	14.0%	52.8%	0.7%	0.7%	10.1%	10.9%
Not employed	6.2%	4.9%	41.0%	4.7%	4.8%	0.0	10.5%	6.2%	8.3%	3.8%
No answer	31.6%	32.2%	16.0%	31.6%	31.8%	27.2%	31.1%	32.6%	33.5%	31.2%
No male	2.9%	3.0%	0.0	3.5%	3.6%	0.0	0.0	0.0	4.1%	2.9%
Ethnicity										
White	79.3%	78.9%	92.6%	80.3%	79.8%	95.5%	78.6%	78.0%	67.8%	83.3%
Black/African American	4.7%	4.8%	0.0	3.9%	4.1%	0.0	7.1%	7.3%	3.7%	5.1%
Asian or Pacific Islander	9.5%	9.7%	3.3%	10.0%	10.2%	4.5%	8.5%	8.7%	18.9%	6.1%
American Indian, Aleut Eskimo	1.4%	1.4%	0.0	1.1%	1.1%	0.0	1.4%	1.4%	3.6%	0.6%
Other	3.4%	3.4%	4.0%	2.8%	2.8%	0.0	4.4%	4.6%	4.3%	2.9%
No answer	1.7%	1.8%	0.0	1.9%	2.0%	0.0	0.0	0.0	1.7%	1.9%
Spanish Origin										
Yes	4.2%	3.8%	16.7%	4.1%	3.5%	22.5%	2.3%	2.4%	5.1%	3.6%
No	92.0%	92.3%	83.3%	92.2%	92.7%	77.5%	95.2%	95.1%	88.9%	93.5%
No answer	3.8%	3.9%	0.0	3.7%	3.8%	0.0	2.5%	2.5%	6.0%	2.9%
Primary Purpose of Trip										
Leisure Total	68.8%	68.6%	74.3%	100.0%	100.0%	100.0%	0.0%	0.0%	72.6%	68.7%
Visit friends/relatives	45.5%	46.1%	27.1%	66.3%	67.2%	36.4%	0.0%	0.0%	45.7%	48.7%
Other pleasure/personal	10.3%	10.2%	13.1%	14.9%	14.8%	17.6%	0.0%	0.0%	6.6%	10.7%
Entertainment/Sightseeing	9.8%	9.4%	21.2%	14.2%	13.8%	28.5%	0.0%	0.0%	13.8%	7.5%
Outdoor recreation	3.1%	2.9%	13.0%	4.6%	4.2%	17.5%	0.0%	0.0%	6.5%	1.8%
Combined Business/pleasure **	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Personal business	3.6%	3.6%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	2.8%
Business Total	22.5%	22.6%	21.6%	0.0%	0.0%	0.0%	100.0%	100.0%	16.9%	24.3%
Business - General (Sub Net)	17.8%	17.7%	21.6%	0.0%	0.0%	0.0%	79.1%	78.5%	14.8%	18.1%
Any Other General Business *	5.4%	5.2%	10.8%	0.0%	0.0%	0.0%	23.9%	23.2%	3.4%	6.0%
Business - Convention/Conference/Tradeshaw/Seminar (Sub Net)	4.7%	4.8%	0.0%	0.0%	0.0%	0.0%	20.9%	21.5%	2.1%	6.2%
Employee Training/Seminar *	4.3%	4.1%	10.8%	0.0%	0.0%	0.0%	19.1%	18.2%	5.3%	3.6%
Client or Customer Meeting/Service *	4.3%	4.5%	0.0%	0.0%	0.0%	0.0%	19.3%	19.8%	1.8%	5.2%
Business - Conference/Seminar ***	2.5%	2.6%	0.0%	0.0%	0.0%	0.0%	11.2%	11.5%	0.8%	3.4%
Business - Convention/Tradeshaw ***	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%	9.7%	10.0%	1.3%	2.8%
Internal Business Meeting *	1.8%	1.8%	0.0%	0.0%	0.0%	0.0%	7.8%	8.0%	0.5%	2.4%
Sales/Marketing *	1.6%	1.6%	0.0%	0.0%	0.0%	0.0%	7.1%	7.3%	3.4%	0.6%
Internal Operations/Equipment Repair or Service *	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.5%	0.1%
Incentive/Reward *	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.0%	0.2%
Business - Convention/conference/seminar **	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	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
All Purposes of Trip										
LeisureTotal	80.9%	80.5%	96.0%	100.0%	100.0%	100.0%	27.8%	25.8%	87.6%	78.8%
Visit friends/relatives	60.0%	60.1%	56.1%	77.0%	77.9%	46.4%	16.6%	14.4%	64.0%	59.8%
Entertainment/Sightseeing	36.2%	35.6%	55.8%	44.0%	44.0%	46.0%	14.8%	12.5%	39.0%	33.5%
Other pleasure/personal	34.6%	34.2%	47.7%	42.7%	42.9%	35.1%	10.9%	8.5%	33.4%	33.1%
Outdoor recreation	19.2%	18.6%	40.2%	22.6%	22.6%	25.0%	9.0%	6.5%	26.1%	14.7%
Personal business	10.9%	10.5%	25.7%	4.5%	4.6%	0.0%	12.8%	10.4%	14.6%	8.1%
Business Total	26.4%	26.6%	21.6%	4.5%	4.6%	0.0%	100.0%	100.0%	23.3%	26.3%
Business - General (Sub Net)	21.9%	21.9%	21.6%	3.6%	3.7%	0.0%	82.4%	81.9%	19.5%	21.0%
Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net)	10.0%	9.7%	21.6%	3.3%	3.4%	0.0%	31.4%	29.5%	8.6%	8.8%
Any Other General Business *	9.2%	8.8%	21.6%	2.1%	2.1%	0.0%	31.4%	29.5%	7.2%	8.3%
Client or Customer Meeting/Service *	8.8%	8.5%	21.6%	2.7%	2.8%	0.0%	28.2%	26.3%	7.2%	7.5%
Employee Training/Seminar *	8.3%	7.9%	21.6%	2.5%	2.5%	0.0%	25.9%	23.9%	8.9%	6.0%
Internal Business Meeting *	7.1%	6.6%	21.6%	2.6%	2.6%	0.0%	20.7%	18.6%	6.9%	5.3%
Business - Conference/Seminar ***	7.1%	6.7%	21.6%	2.7%	2.8%	0.0%	20.5%	18.3%	6.0%	5.8%
Business - Convention/Tradeshow ***	7.0%	6.6%	21.6%	3.1%	3.2%	0.0%	18.7%	16.5%	7.8%	4.6%
Sales/Marketing *	6.2%	5.8%	21.6%	2.1%	2.2%	0.0%	18.0%	15.7%	8.0%	3.9%
Incentive/Reward *	3.9%	3.4%	21.6%	2.4%	2.5%	0.0%	7.2%	4.6%	4.6%	1.6%
Internal Operations/Equipment Repair or Service *	3.8%	3.3%	21.6%	2.3%	2.4%	0.0%	7.3%	4.8%	5.5%	1.5%
Other	8.2%	8.2%	10.8%	3.3%	3.4%	0.0%	3.4%	2.1%	8.8%	6.7%
Did you extend your stay for leisure purposes?										
Yes	24.4%	22.4%	100.0%	0.0%	0.0%	0.0%	24.4%	22.4%	45.0%	15.3%
No	75.6%	77.6%	0.0%	0.0%	0.0%	0.0%	75.6%	77.6%	55.0%	84.7%
Primary Mode of Transportation Used on Trip										
Airplane	67.3%	69.2%	3.3%	67.3%	69.3%	4.5%	72.7%	74.7%	0.0%	100.0%
Own Auto/Truck	14.0%	12.5%	65.1%	17.3%	15.2%	82.1%	3.2%	3.3%	54.1%	0.0%
Rental Car	11.7%	11.4%	20.8%	10.0%	9.9%	13.4%	16.2%	15.2%	45.3%	0.0%
Other	2.5%	2.5%	0.0%	1.4%	1.5%	0.0%	3.9%	4.1%	0.0%	0.0%
Ship/Boat	1.8%	1.7%	0.0%	2.3%	2.4%	0.0%	0.5%	0.5%	0.0%	0.0%
Train	1.1%	1.2%	0.0%	1.0%	1.0%	0.0%	0.7%	0.7%	0.0%	0.0%
Bus	0.8%	0.8%	0.0%	0.1%	0.1%	0.0%	1.3%	1.4%	0.0%	0.0%
Motorcycle	0.6%	0.3%	10.8%	0.4%	0.4%	0.0%	1.3%	0.0%	0.0%	0.0%
Camper/RV	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Motorcoach/Group Tour	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%
All Modes of Transportation										
Airplane	79.0%	80.5%	25.0%	78.5%	80.8%	4.5%	84.0%	83.5%	31.8%	100.0%
Rental Car	39.1%	39.3%	31.6%	33.3%	34.0%	13.4%	56.3%	55.1%	47.1%	37.3%
Own Auto/Truck	25.0%	23.2%	86.7%	26.4%	24.7%	82.1%	16.7%	14.4%	57.0%	12.6%
Other	9.9%	9.3%	29.1%	8.2%	8.1%	10.0%	13.5%	11.1%	2.4%	8.0%
Bus	7.2%	6.7%	21.6%	6.4%	6.6%		7.0%	4.5%	3.7%	6.2%
Train	6.5%	6.1%	21.6%	5.2%	5.4%		8.4%	5.9%	3.7%	4.9%
Ship/Boat	4.8%	4.3%	21.6%	3.9%	4.0%		6.3%	3.8%	3.8%	1.1%
Motorcoach/Group Tour	3.9%	3.4%	21.6%	2.9%	3.0%		5.1%	2.5%	3.2%	1.7%
Motorcycle	2.9%	2.3%	21.6%	1.7%	1.7%		4.7%	2.1%	3.6%	0.6%
Camper/RV	2.6%	2.1%	21.6%	1.1%	1.1%		4.7%	2.1%	3.8%	0.6%
Average Total Travel Party Size	2.20	2.19	2.33	2.22	2.22	2.15	1.75	1.72	2.59	1.98
All Travel Party Members Under 18										
0	83.6%	83.6%	82.6%	81.0%	81.2%	76.6%	93.3%	93.1%	76.0%	86.0%
1	8.7%	8.4%	17.4%	9.8%	9.3%	23.4%	4.2%	4.3%	12.1%	8.0%
2	5.7%	5.9%	0.0%	7.4%	7.7%	0.0%	1.1%	1.1%	7.1%	5.2%
3	1.1%	1.1%	0.0%	0.9%	0.9%	0.0%	1.3%	1.3%	2.4%	0.4%
4	0.4%	0.4%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.1%	0.2%
5+	0.5%	0.6%	0.0%	0.4%	0.4%	0.0%	0.2%	0.2%	1.3%	0.2%
Number of Travel Party Members Over 18										
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	43.1%	44.0%	13.4%	38.5%	39.1%	18.0%	62.5%	64.2%	28.7%	51.0%
2	41.1%	40.6%	57.6%	46.8%	46.0%	72.1%	22.0%	22.6%	48.7%	38.4%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Number of Travel Party Members Over 18 (continued)										
3	9.7%	9.1%	29.1%	9.1%	9.1%	10.0%	10.6%	8.1%	16.1%	6.1%
4	3.7%	3.8%	0.0%	3.7%	3.8%	0.0%	2.5%	2.6%	3.6%	2.9%
5+	2.4%	2.4%	0.0%	1.9%	1.9%	0.0%	2.3%	2.4%	2.9%	1.7%
All Travel Party Members										
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	39.0%	39.7%	13.4%	33.4%	33.9%	18.0%	60.5%	62.2%	24.8%	46.5%
2	36.0%	35.6%	47.6%	40.4%	39.9%	58.6%	20.2%	20.8%	40.0%	34.3%
3	12.5%	12.0%	31.6%	12.5%	12.5%	13.4%	12.2%	9.8%	16.6%	9.6%
4	6.9%	6.9%	7.4%	8.4%	8.4%	10.0%	3.1%	3.2%	8.6%	6.3%
5+	5.6%	5.8%	0.0%	5.2%	5.4%	0.0%	4.0%	4.1%	10.0%	3.2%
Average Number of States Visited										
	1.43	1.44	1.21	1.36	1.37	1.28	1.28	1.29	2.00	1.14
Number of States Visited Per Trip										
1	84.0%	84.1%	78.9%	83.7%	84.0%	71.5%	88.6%	88.3%	71.0%	92.1%
2	9.2%	8.8%	21.1%	10.8%	10.2%	28.5%	5.7%	5.8%	13.7%	5.6%
3	1.8%	1.9%	0.0%	1.8%	1.9%	0.0%	1.0%	1.0%	3.0%	0.9%
4+	5.0%	5.2%	0.0%	3.8%	3.9%	0.0%	4.7%	4.8%	12.3%	1.4%

	Total Trips	Trip Type- Overnight	Trip Type-Day Trip	Leisure- Total	Leisure- Overnight	Leisure- Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
State Level Data										
Sample Size	1,143	1,109	31	781	757	24	241	236	340	684
Cities Visited in the State										
Los Angeles Area	33.6%	34.0%	19.9%	35.2%	36.1%	6.7%	28.8%	28.3%	35.4%	31.5%
San Francisco Area	26.1%	26.1%	27.9%	23.2%	23.2%	23.0%	35.2%	34.8%	26.5%	26.0%
San Diego Area	18.8%	19.3%	0.0%	20.6%	21.2%	0.0%	15.0%	15.4%	19.4%	18.6%
Anaheim/Orange County	14.5%	14.9%	0.0%	15.5%	16.0%	0.0%	12.3%	12.6%	16.0%	14.8%
San Jose	9.1%	9.1%	10.8%	8.2%	8.4%	0.0%	12.5%	11.5%	11.2%	8.5%
Sacramento	5.7%	5.7%	5.6%	5.9%	5.9%	7.5%	4.6%	4.8%	6.6%	4.7%
Oakland	4.7%	4.8%	0.0%	4.6%	4.7%	0.0%	3.6%	3.7%	6.5%	3.9%
Santa Barbara	4.3%	4.2%	5.0%	4.7%	4.6%	6.7%	4.2%	4.4%	7.1%	3.6%
Palm Springs	4.0%	4.1%	0.0%	4.5%	4.7%	0.0%	1.9%	2.0%	3.6%	4.2%
Monterey/Santa Cruz	3.8%	3.6%	10.8%	4.5%	4.7%	0.0%	1.9%	0.6%	8.5%	2.5%
Lake Tahoe	3.0%	3.1%	0.0%	3.6%	3.7%	0.0%	1.5%	1.5%	3.0%	2.1%
Fresno	2.5%	2.5%	0.0%	2.4%	2.4%	0.0%	3.0%	3.1%	2.2%	2.2%
Other	18.3%	18.2%	23.6%	20.2%	19.9%	31.7%	14.2%	14.6%	22.1%	17.8%
Stayed Overnight/Did Not Stay Overnight										
Stayed overnight	87.4%	90.1%	0.0%	88.5%	91.3%	0.0%	87.5%	89.6%	79.6%	95.2%
Did not stay overnight	12.6%	9.9%	100.0%	11.5%	8.7%	100.0%	12.5%	10.4%	20.4%	4.8%
Trip Expenditures										
Transportation to get to state	\$685	\$703	\$51	\$600	\$617	\$65	\$990	\$1,013	\$449	\$808
Lodging	\$396	\$408	\$0	\$350	\$361	\$0	\$535	\$548	\$311	\$463
Food/beverage/dining	\$243	\$249	\$49	\$227	\$233	\$62	\$336	\$344	\$198	\$270
Gasoline within state	\$101	\$104	\$14	\$99	\$102	\$17	\$118	\$121	\$90	\$113
Shopping	\$85	\$87	\$4	\$100	\$103	\$4	\$46	\$47	\$62	\$101
Entertainment	\$83	\$86	\$4	\$101	\$104	\$5	\$47	\$48	\$97	\$82
Gasoline within state	\$46	\$46	\$40	\$47	\$47	\$48	\$36	\$37	\$72	\$38
Other	\$42	\$43	\$0	\$41	\$42	\$0	\$29	\$30	\$14	\$34
Groceries	\$41	\$42	\$0	\$46	\$48	\$0	\$18	\$18	\$46	\$43
Amenities	\$24	\$25	\$2	\$25	\$26	\$2	\$31	\$32	\$29	\$21
Gambling	\$24	\$24	\$27	\$29	\$29	\$35	\$7	\$8	\$38	\$18
Parking/tolls	\$9	\$9	\$0	\$8	\$8	\$0	\$9	\$10	\$10	\$9
Total expenditure minus transportation to California	\$1,094	\$1,122	\$140	\$1,073	\$1,102	\$172	\$1,214	\$1,242	\$966	\$1,193
Expenditures per Party	\$1,779	\$1,826	\$191	\$1,673	\$1,719	\$237	\$2,204	\$2,255	\$1,415	\$2,001
Expenditures per Person	\$809	\$834	\$82	\$754	\$774	\$110	\$1,259	\$1,311	\$546	\$1,011
Expenditures per Person Per Day	\$175	\$175	\$0	\$152	\$151	\$0	\$313	\$318	\$136	\$191
Average Nights in California										
	4.63	4.77	0.0	4.96	5.12	0.0	4.02	4.12	4.03	5.28
Stayed at Accommodation - Proportion										
Hotel	60.7%	60.7%	0.0%	51.3%	51.3%	0.0%	89.8%	89.8%	59.7%	59.6%
Private Home	41.6%	41.6%	0.0%	51.6%	51.6%	0.0%	12.4%	12.4%	40.2%	43.7%
Other	4.2%	4.2%	0.0%	4.5%	4.5%	0.0%	3.5%	3.5%	2.8%	2.5%
Rental Condo	3.4%	3.4%	0.0%	2.9%	2.9%	0.0%	3.1%	3.1%	3.3%	2.7%
B&B	3.2%	3.2%	0.0%	4.0%	4.0%	0.0%	1.3%	1.3%	2.8%	2.8%
Rental Home *	2.5%	2.5%	0.0%	2.8%	2.8%	0.0%	0.1%	0.1%	3.4%	2.2%
Time Share	1.9%	1.9%	0.0%	2.1%	2.1%	0.0%	0.9%	0.9%	0.8%	2.1%
Personal Second Home/Condo *	1.2%	1.2%	0.0%	0.8%	0.8%	0.0%	1.3%	1.3%	0.6%	0.7%
RV/Tent	1.2%	1.2%	0.0%	1.1%	1.1%	0.0%	0.0%	0.0%	3.2%	0.2%
Trip Activities										
Visiting relatives	32.6%	33.5%	0.0%	41.2%	42.5%	0.0%	8.5%	8.7%	31.3%	37.7%
Beach	28.0%	28.4%	13.1%	31.6%	32.4%	5.3%	17.7%	16.9%	27.1%	28.8%
Shopping	27.6%	28.0%	13.5%	31.2%	32.0%	5.8%	18.4%	17.7%	27.8%	27.5%
Fine dining	26.3%	27.1%	0.0%	29.1%	30.0%	0.0%	22.0%	22.5%	20.8%	29.7%
Visiting friends	23.5%	23.4%	28.8%	29.5%	29.2%	36.6%	6.8%	7.0%	21.6%	26.7%
Urban sightseeing	22.2%	22.6%	4.6%	24.3%	24.9%	5.8%	16.1%	16.4%	16.3%	24.4%
Rural sightseeing	16.6%	16.5%	14.9%	21.0%	21.1%	18.9%	5.9%	6.1%	16.4%	16.0%
Museums	12.5%	12.7%	0.0%	15.6%	16.1%	0.0%	2.3%	2.4%	15.9%	10.7%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Trip Activities (continued)										
Historic sites/churches	11.6%	11.5%	10.7%	12.5%	12.5%	13.6%	7.1%	7.3%	14.6%	9.5%
Wine tasting/winery tour	9.4%	9.7%	0.0%	11.8%	12.2%	0.0%	4.4%	4.5%	8.8%	10.8%
Gardens	8.0%	8.3%	0.0%	9.7%	10.0%	0.0%	3.4%	3.4%	9.0%	7.5%
Zoos/ Aquariums/ Aviaries	7.4%	7.6%	0.0%	7.5%	7.7%	0.0%	3.5%	3.6%	8.8%	7.1%
Art galleries	6.9%	7.1%	0.0%	7.8%	8.0%	0.0%	4.8%	4.9%	9.5%	4.9%
Nightclub/dancing	6.8%	7.0%	0.0%	7.1%	7.3%	0.0%	5.1%	5.2%	4.0%	7.9%
Theme park/ Amusement park/ Water park	6.8%	7.0%	0.0%	8.3%	8.6%	0.0%	3.6%	3.7%	9.5%	6.3%
Wildlife viewing	6.1%	6.0%	10.7%	7.9%	7.8%	13.6%	1.5%	1.6%	10.4%	4.0%
Casino/gaming	5.1%	4.8%	15.7%	6.5%	6.1%	20.0%	0.4%	0.4%	8.2%	4.0%
Hiking/ Backpacking/ Canyoneering	4.9%	4.9%	6.1%	6.2%	6.1%	7.8%	0.4%	0.4%	8.5%	3.2%
Nature travel/ecotouring	4.9%	5.0%	0.0%	5.4%	5.6%	0.0%	4.6%	4.7%	6.5%	3.2%
Theater/drama	4.3%	4.4%	0.0%	3.9%	4.1%	0.0%	2.0%	2.1%	5.0%	3.3%
Old homes/mansions	4.2%	4.3%	0.0%	4.3%	4.4%	0.0%	2.6%	2.7%	4.1%	3.1%
Craft breweries	3.9%	4.1%	0.0%	4.3%	4.4%	0.0%	3.4%	3.5%	2.1%	4.9%
Family reunion	3.7%	3.8%	0.0%	3.8%	4.0%	0.0%	1.1%	1.1%	3.3%	3.3%
Area where a TV show or movie was filmed *	3.6%	3.7%	0.0%	4.1%	4.3%	0.0%	2.3%	2.3%	4.4%	3.5%
Golf	3.3%	3.2%	9.2%	2.4%	2.1%	11.7%	6.4%	6.6%	3.4%	2.9%
Spa/health club	3.1%	3.2%	0.0%	3.0%	3.1%	0.0%	4.6%	4.7%	4.3%	2.5%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2.8%	2.9%	0.0%	2.9%	3.0%	0.0%	1.3%	1.3%	4.1%	2.2%
Bird watching	2.6%	2.5%	6.1%	2.6%	2.5%	7.8%	3.4%	3.5%	5.3%	1.4%
Sailing	2.3%	2.3%	0.0%	2.5%	2.6%	0.0%	0.3%	0.3%	3.3%	1.1%
Musical theater	2.2%	2.2%	0.0%	2.1%	2.2%	0.0%	2.2%	2.2%	2.6%	2.1%
Sports events - Major/ Professional	2.2%	2.2%	0.0%	2.1%	2.2%	0.0%	2.6%	2.7%	1.8%	2.7%
Biking /Road biking/ Cycling	1.8%	1.8%	0.0%	1.9%	2.0%	0.0%	1.1%	1.2%	2.4%	1.7%
Fishing	1.5%	1.6%	0.0%	0.9%	0.9%	0.0%	3.2%	3.3%	3.9%	0.4%
Caverns	1.2%	1.3%	0.0%	0.9%	0.9%	0.0%	1.1%	1.1%	2.0%	0.5%
Scuba diving/snorkeling	1.2%	1.2%	0.0%	1.0%	1.0%	0.0%	1.2%	1.2%	0.9%	0.7%
Theme park	1.2%	1.2%	0.0%	1.7%	1.8%	0.0%	0.0%	0.0%	2.0%	1.0%
Motor sports - NASCAR/Indy	1.1%	1.2%	0.0%	1.6%	1.7%	0.0%	0.0%	0.0%	1.9%	1.0%
Symphony/opera/concert	1.1%	1.2%	0.0%	1.5%	1.5%	0.0%	0.0%	0.0%	0.4%	1.2%
High School/College reunion	1.0%	1.0%	0.0%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%	1.5%
Water skiing	1.0%	1.0%	0.0%	0.7%	0.7%	0.0%	0.1%	0.1%	1.2%	0.2%
Camping	0.9%	0.9%	0.0%	0.9%	0.9%	0.0%	0.8%	0.8%	1.3%	0.6%
Motor boat/Jet ski	0.9%	0.9%	0.0%	1.3%	1.3%	0.0%	0.1%	0.1%	1.3%	0.6%
Rock/mountain climbing	0.9%	0.8%	6.1%	1.1%	0.9%	7.8%	0.1%	0.1%	1.7%	0.4%
Skiing/snowboarding	0.7%	0.7%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.7%	0.4%
Horseback riding	0.6%	0.7%	0.0%	0.5%	0.5%	0.0%	0.1%	0.1%	0.9%	0.1%
Hunting	0.5%	0.5%	0.0%	0.5%	0.5%	0.0%	0.1%	0.1%	1.3%	0.0%
None of the above	18.3%	18.2%	22.3%	8.6%	8.1%	24.0%	46.1%	47.1%	16.3%	19.1%
Trip Planning Sources										
Offline Sources (Net)	63.4%	64.0%	35.6%	66.4%	68.0%	18.2%	54.5%	53.4%	62.4%	62.6%
Own experience	33.5%	33.5%	31.5%	36.4%	37.1%	13.0%	26.0%	24.3%	33.7%	34.2%
Friends/relatives	28.2%	29.0%	4.1%	34.2%	35.1%	5.2%	9.1%	9.3%	27.0%	29.8%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	8.5%	8.5%	0.0%	6.8%	7.1%	0.0%	11.6%	11.9%	6.5%	8.7%
Corporate travel department (in person or by phone)	4.4%	4.6%	0.0%	1.6%	1.6%	0.0%	13.8%	14.2%	3.7%	3.5%
Travel book	4.3%	4.5%	0.0%	5.1%	5.3%	0.0%	1.5%	1.6%	7.4%	2.1%
Travel club (AAA)	4.0%	4.1%	0.0%	4.9%	5.1%	0.0%	0.6%	0.6%	5.9%	2.3%
Destination printed material	3.4%	3.5%	0.0%	3.9%	4.1%	0.0%	0.9%	0.9%	4.6%	2.4%
Travel agent	3.4%	3.4%	0.0%	2.6%	2.6%	0.0%	3.7%	3.8%	2.3%	2.3%
TV	2.6%	2.7%	0.0%	2.4%	2.5%	0.0%	0.8%	0.9%	4.2%	0.7%
Magazine	2.5%	2.5%	0.0%	1.9%	2.0%	0.0%	3.2%	3.2%	2.7%	2.0%
Newspaper	1.3%	1.3%	0.0%	1.5%	1.5%	0.0%	1.2%	1.2%	1.4%	0.1%
Other 'offline' planning sources(s)	0.9%	0.9%	0.0%	1.2%	1.2%	0.0%	0.0%	0.0%	1.0%	0.8%
Online Sources (Net)	50.7%	51.8%	14.1%	51.5%	52.6%	17.9%	46.6%	47.7%	44.9%	54.1%
Travel provider website (airline, hotel, rental car, cruise, tour)	24.2%	25.0%	0.0%	25.9%	26.7%	0.0%	22.5%	23.0%	12.8%	29.7%
Online full service travel website (Expedia, Travelocity, etc.)	17.5%	17.9%	2.7%	18.3%	18.8%	3.5%	14.5%	14.8%	12.0%	20.6%
Destination website (official site of state or attraction)	11.9%	11.9%	11.4%	11.5%	11.4%	14.4%	10.6%	10.8%	10.4%	12.2%

	Total Trips	Trip Type-Overnight	Trip Type-Day Trip	Leisure-Total	Leisure-Overnight	Leisure-Day Trip	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
Trip Planning Sources (continued)										
Search engines (Google, Bing, Yahoo, etc.) (Added 3/14)	11.2%	11.5%	0.0%	10.4%	10.8%	0.0%	11.1%	11.4%	16.7%	9.7%
Other online planning sources(s)	2.3%	2.4%	0.0%	2.7%	2.7%	0.0%	0.4%	0.4%	3.2%	1.4%
Corporate desktop travel tool/internet	2.2%	2.3%	0.0%	1.2%	1.2%	0.0%	6.1%	6.2%	1.7%	2.1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1.5%	1.5%	0.0%	0.8%	0.8%	0.0%	2.5%	2.6%	1.1%	1.3%
Social/Commercial Networking Sources (Net) *	14.8%	15.2%	0.0%	14.2%	14.6%	0.0%	9.5%	9.7%	21.2%	10.2%
Travel review sites (TripAdvisor, Yelp, etc.) Text Change Wv 109	8.2%	8.5%	0.0%	7.9%	8.2%	0.0%	5.6%	5.7%	11.1%	6.9%
Facebook	4.2%	4.3%	0.0%	4.1%	4.2%	0.0%	1.2%	1.2%	5.5%	2.4%
LinkedIn	0.8%	0.9%	0.0%	0.3%	0.4%	0.0%	1.0%	1.1%	2.1%	0.1%
Yahoo Trip Planner	0.8%	0.9%	0.0%	0.6%	0.6%	0.0%	0.5%	0.5%	1.7%	0.3%
Blogs	0.7%	0.7%	0.0%	0.7%	0.7%	0.0%	1.2%	1.2%	0.8%	0.8%
Other social/commercial networking sources	0.7%	0.7%	0.0%	0.7%	0.8%	0.0%	0.3%	0.3%	1.3%	0.3%
VibeAgent	0.4%	0.5%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
MySpace	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Twitter.com	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Someone else planned for me and I don't know the method	11.1%	11.4%	0.0%	7.3%	7.6%	0.0%	21.8%	22.3%	7.5%	12.0%
No plans were made for this destination	12.1%	11.1%	50.3%	14.1%	12.5%	63.8%	7.1%	7.2%	19.2%	9.8%
Advance Trip Considerations										
Less than 2 weeks before the visit	12.3%	11.1%	56.5%	11.3%	9.4%	71.6%	12.2%	12.5%	16.8%	10.1%
Within 2 weeks-4 weeks of visit	11.0%	10.8%	17.5%	7.5%	7.2%	17.9%	21.9%	22.4%	12.4%	10.7%
At least 1 month, but less than 3 months before the visit	20.1%	20.7%	0.0%	18.2%	18.8%	0.0%	26.0%	26.6%	17.4%	22.2%
At least 3 months, but less than 6 months before the visit	22.7%	23.2%	8.2%	23.6%	24.0%	10.4%	19.8%	20.2%	22.5%	24.1%
At least 6 months, but less than 1 year before the visit	19.7%	20.0%	0.0%	23.4%	24.1%	0.0%	9.0%	9.2%	19.8%	19.1%
More than a year before the visit	14.1%	14.1%	17.9%	16.1%	16.6%	0.0%	11.2%	9.1%	11.2%	13.8%
Advance Trip Decision										
Less than 2 weeks before the visit	15.5%	14.4%	56.5%	13.5%	11.7%	71.6%	16.3%	16.7%	20.7%	12.9%
Within 2 weeks-4 weeks of visit	16.7%	16.7%	17.5%	14.3%	14.2%	17.9%	24.0%	24.6%	19.9%	16.1%
At least 1 month, but less than 3 months before the visit	22.1%	22.8%	0.0%	19.3%	19.9%	0.0%	30.6%	31.4%	21.2%	23.0%
At least 3 months, but less than 6 months before the visit	24.6%	25.1%	8.2%	28.7%	29.2%	10.4%	16.0%	16.3%	20.1%	28.4%
At least 6 months, but less than 1 year before the visit	13.8%	14.1%	0.0%	16.5%	17.1%	0.0%	5.6%	5.7%	12.2%	13.8%
More than a year before the visit	7.3%	7.0%	17.9%	7.7%	7.9%	0.0%	7.5%	5.3%	5.9%	6.0%
Trip Booking Sources										
No bookings were made for this destination	12.8%	11.3%	68.0%	14.2%	12.0%	82.1%	5.0%	5.1%	27.8%	6.0%
Offline booking (Net)	30.2%	30.8%	8.9%	26.3%	27.1%	0.0%	40.0%	39.7%	33.7%	25.2%
Corporate travel department	16.4%	16.9%	0.0%	15.8%	16.3%	0.0%	15.6%	16.0%	16.1%	14.8%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	7.1%	7.0%	8.9%	2.8%	2.9%	0.0%	21.0%	20.4%	7.8%	5.2%
Directly with travel provider in person/phone	4.9%	5.0%	0.0%	4.5%	4.6%	0.0%	4.8%	4.9%	7.4%	3.5%
Travel Agent	4.3%	4.3%	0.0%	4.0%	4.2%	0.0%	3.4%	3.5%	4.6%	2.9%
Travel club (e.g. AAA)	1.4%	1.4%	0.0%	1.6%	1.6%	0.0%	0.7%	0.7%	2.0%	1.0%
Some other offline booking method	0.9%	0.9%	0.0%	1.2%	1.3%	0.0%	0.0%	0.0%	1.9%	0.3%
Online booking (Net)	52.3%	52.8%	32.0%	55.2%	56.3%	17.9%	47.0%	45.7%	37.3%	60.0%
Travel provider website (airline, hotel, rental car, cruise, tour)	24.2%	24.8%	0.0%	26.8%	27.6%	0.0%	17.9%	18.3%	10.5%	31.1%
Online full service travel website (Expedia, Travelocity, etc.)	19.7%	20.0%	11.7%	21.8%	22.4%	3.5%	15.6%	14.8%	15.8%	22.7%
Destination website	6.3%	5.9%	20.3%	5.4%	5.1%	14.4%	5.7%	4.7%	7.9%	4.8%
Some other online booking method	3.7%	3.8%	0.0%	4.8%	4.9%	0.0%	0.4%	0.4%	4.5%	3.5%
Corporate desktop travel tool/intranet	3.6%	3.7%	0.0%	1.5%	1.5%	0.0%	10.3%	10.6%	3.0%	3.4%
Traditional travel agency website	1.1%	1.1%	0.0%	1.4%	1.4%	0.0%	0.0%	0.0%	1.5%	0.5%
Unsure, I just used link from social/commercial networking or mobile source *	1.0%	1.0%	0.0%	0.7%	0.8%	0.0%	2.3%	2.4%	0.6%	1.0%
Someone else booked for me and I don't know the method	13.2%	13.6%	0.0%	11.3%	11.6%	0.0%	18.8%	19.2%	12.1%	14.1%
Trip Satisfaction (1-5)										
Top 2 Box (Net)	84.6%	84.8%	78.2%	86.0%	86.3%	76.6%	81.3%	80.9%	82.7%	86.0%
Extremely Satisfied (5)	45.5%	45.2%	55.9%	48.5%	48.5%	48.3%	36.9%	35.5%	44.6%	45.5%
Very Satisfied (4)	39.1%	39.5%	22.3%	37.5%	37.8%	28.3%	44.4%	45.4%	38.0%	40.5%
Somewhat Satisfied (3)	12.2%	12.0%	21.8%	10.7%	10.3%	23.4%	16.9%	17.3%	13.4%	11.6%
Bottom 2 Box (Net)	3.2%	3.3%	0.0%	3.3%	3.4%	0.0%	1.8%	1.9%	3.9%	2.4%
Not Very Satisfied (2)	2.5%	2.6%	0.0%	2.6%	2.6%	0.0%	1.6%	1.7%	2.5%	2.4%
Not At all Satisfied (1)	0.7%	0.7%		0.8%	0.8%		0.2%	0.2%	1.4%	0.1%