

# 2014 Domestic Travel to California (Primary Western Markets)

## Trip and Travel Behavior and Stats

Primary Western States include: Arizona, Colorado, Nevada, Oregon, Utah, 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	Business- Day Trip	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	689	635	54	510	479	31	93	89	4	458	201
<b>Top States of Origin</b>											
Nevada	29.3%	25.7%	72.0%	29.9%	26.2%	87.6%	17.1%	14.7%	70.1%	39.1%	9.3%
Arizona	27.5%	28.5%	15.9%	28.9%	30.5%	4.5%	16.0%	16.7%	0.0%	32.0%	19.0%
Washington	13.7%	14.8%	0.0%	12.2%	13.0%	0.0%	25.8%	26.9%	0.0%	7.6%	24.0%
Oregon	12.9%	12.9%	12.2%	12.1%	12.4%	7.9%	18.5%	18.0%	29.9%	10.3%	17.2%
Utah	9.2%	10.0%	0.0%	10.2%	10.8%	0.0%	8.2%	8.6%	0.0%	9.0%	11.0%
Colorado	7.4%	8.0%	0.0%	6.7%	7.1%	0.0%	14.4%	15.1%	0.0%	2.0%	19.5%
<b>Top Demographic Market Areas (DMAs) of Origin</b>											
Phoenix (Prescott)	23.9%	24.5%	15.9%	24.9%	26.2%	4.5%	13.8%	14.4%	0.0%	28.2%	15.4%
Las Vegas	21.7%	18.6%	58.7%	24.4%	21.1%	74.4%	9.4%	6.6%	70.1%	28.6%	7.9%
Seattle-Tacoma	10.0%	10.8%	0.0%	9.7%	10.4%	0.0%	15.7%	16.4%	0.0%	4.8%	19.4%
Salt Lake City	9.2%	10.0%	0.0%	10.2%	10.8%	0.0%	8.2%	8.6%	0.0%	9.0%	11.0%
Portland, OR	8.7%	9.0%	4.2%	7.8%	7.9%	6.2%	16.3%	16.7%	9.2%	6.0%	12.1%
Reno	7.6%	7.1%	13.3%	5.6%	5.1%	13.2%	7.7%	8.1%	0.0%	10.5%	1.4%
Denver	6.9%	7.5%	0.0%	6.2%	6.6%	0.0%	14.4%	15.1%	0.0%	1.6%	18.9%
Eugene	3.4%	3.4%	4.3%	3.5%	3.7%	0.0%	3.1%	3.2%	0.0%	3.3%	3.5%
Tucson (Sierra Vista)	3.3%	3.6%	0.0%	3.6%	3.8%	0.0%	2.2%	2.3%	0.0%	3.2%	3.5%
Medford-Klamath Falls	1.8%	1.7%	3.6%	1.4%	1.4%	1.7%	3.5%	2.7%	20.7%	2.3%	0.4%
Spokane	1.1%	1.2%	0.0%	0.7%	0.7%	0.0%	3.3%	3.4%	0.0%	0.8%	2.0%
<b>Household Income</b>											
Under \$10,000	2.1%	2.2%	1.3%	1.7%	1.8%	0.0%	3.4%	3.5%	0.0%	1.0%	4.6%
\$10,000-\$14,999	2.2%	2.3%	0.0%	2.3%	2.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%
\$15,000-\$19,999	4.0%	3.6%	7.9%	4.0%	4.3%	0.0%	1.0%	1.0%	0.0%	4.8%	1.8%
\$20,000-\$24,999	5.7%	6.2%	0.0%	6.7%	7.1%	0.0%	5.0%	5.2%	0.0%	6.4%	4.4%
\$25,000-\$29,999	3.2%	3.4%	1.3%	3.0%	3.0%	2.3%	4.0%	4.2%	0.0%	3.0%	2.9%
\$30,000-\$34,999	2.6%	2.7%	2.2%	2.4%	2.5%	0.0%	1.9%	2.0%	0.0%	2.4%	2.1%
\$35,000-\$39,999	5.9%	6.4%	0.0%	5.4%	5.7%	0.0%	6.1%	6.4%	0.0%	6.8%	4.1%
\$40,000-\$49,999	7.3%	7.3%	6.4%	7.9%	8.2%	3.6%	4.1%	4.3%	0.0%	7.4%	7.5%
\$50,000-\$59,999	7.2%	7.1%	8.3%	7.9%	7.6%	11.7%	6.1%	5.5%	20.7%	8.2%	4.9%
\$60,000-\$74,999	14.4%	14.8%	9.6%	13.0%	13.0%	13.5%	24.3%	25.5%	0.0%	13.1%	16.2%
\$75,000-\$99,999	11.2%	11.9%	3.2%	10.7%	11.4%	0.0%	12.8%	13.0%	9.2%	10.3%	13.1%
\$100,000-\$124,999	20.0%	19.7%	23.5%	20.6%	20.9%	14.9%	20.0%	21.0%	0.0%	20.7%	20.5%
\$125,000-\$149,999	4.6%	4.0%	11.4%	4.3%	3.9%	10.7%	5.1%	2.1%	70.1%	3.8%	6.5%
\$150,000-\$199,999	7.0%	5.5%	24.8%	8.4%	6.1%	43.3%	1.2%	1.3%	0.0%	7.1%	7.2%
\$200,000 +	2.5%	2.8%	0.0%	1.8%	1.9%	0.0%	4.9%	5.1%	0.0%	1.9%	4.3%
<b>Household Size</b>											
1	16.1%	17.3%	1.6%	16.0%	17.1%	0.0%	21.9%	22.0%	20.7%	14.3%	19.0%
2	40.0%	39.5%	45.1%	40.3%	41.4%	23.8%	29.4%	30.3%	9.2%	39.2%	40.1%
3	15.3%	15.2%	15.8%	13.5%	13.1%	19.9%	23.3%	24.4%	0.0%	15.2%	15.5%
4	16.3%	16.8%	9.8%	16.6%	17.2%	7.9%	17.2%	14.8%	70.1%	16.7%	16.5%
5+	12.4%	11.1%	27.7%	13.5%	11.3%	48.4%	8.2%	8.5%	0.0%	14.7%	8.9%
<b>Presence of Children in Household</b>											
Net - Children Under 18	31.8%	32.5%	23.5%	30.4%	30.8%	24.2%	43.5%	42.2%	70.1%	34.1%	27.9%
Children 0-5	14.4%	15.2%	4.3%	13.2%	14.1%	0.00%	20.4%	21.3%	0.00%	17.6%	8.1%
6-12	20.3%	20.9%	13.5%	19.3%	19.6%	14.3%	29.7%	27.8%	70.1%	21.1%	18.8%
13-17	11.4%	11.5%	11.0%	10.8%	10.9%	9.9%	15.3%	12.8%	70.1%	12.8%	9.9%
None Under 18	68.2%	67.5%	76.5%	69.6%	69.2%	75.8%	56.5%	57.8%	29.9%	65.9%	72.1%
<b>Marital Status</b>											
Now married	61.9%	63.2%	45.5%	61.3%	63.5%	27.7%	66.9%	66.3%	79.3%	63.9%	59.0%
Never married	18.5%	16.3%	45.0%	19.8%	16.9%	65.1%	13.8%	13.4%	20.7%	19.1%	16.4%
Divorced, Widowed, Separated	19.6%	20.5%	9.5%	18.8%	19.6%	7.2%	19.4%	20.2%	0.00%	17.0%	24.6%

	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
<b>Age</b>											
18-20	2.6%	2.4%	4.5%	2.5%	2.1%	7.9%	0.7%	0.8%	0.00%	2.2%	3.8%
21-24	5.3%	3.0%	32.1%	5.2%	3.1%	37.8%	2.3%	2.5%	0.00%	7.3%	0.8%
25-34	22.4%	23.9%	5.0%	24.8%	25.8%	8.8%	22.9%	23.9%	0.00%	25.8%	15.3%
35-44	20.6%	20.9%	16.2%	19.3%	19.6%	14.6%	24.8%	25.0%	20.7%	19.3%	23.8%
45-54	15.2%	15.4%	13.1%	14.0%	14.5%	6.6%	21.3%	18.7%	79.3%	13.4%	18.6%
55-64	16.0%	16.2%	13.7%	15.7%	15.7%	14.9%	18.5%	19.3%	0.00%	14.6%	17.9%
65+	17.9%	18.1%	15.4%	18.6%	19.2%	9.5%	9.4%	9.9%	0.00%	17.5%	19.7%
<b>Average Age</b>	46.21	46.61	41.43	46.02	46.62	36.73	45.48	45.41	46.97	45.07	48.35
<b>Education (Head of Household)</b>											
<b>Female</b>											
Some High School	0.7%	0.7%	0.0%	0.8%	0.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Graduated High School	10.0%	10.5%	1.9%	9.2%	9.5%	0.0%	10.1%	9.5%	30.8%	10.8%	6.7%
Some College - no degree	24.8%	24.3%	32.5%	25.8%	25.1%	46.5%	14.4%	14.7%	0.0%	23.1%	27.0%
Graduated College - Associate's degree (2 year)	10.6%	11.3%	0.0%	12.0%	12.4%	0.0%	9.6%	9.8%	0.0%	11.9%	8.9%
Graduated College - Bachelor's degree (4 year)	26.3%	26.2%	28.7%	25.3%	25.5%	18.4%	29.6%	28.5%	69.2%	26.3%	27.4%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	12.1%	12.0%	15.0%	13.1%	12.3%	35.2%	16.9%	17.3%	0.0%	8.6%	22.1%
No answer	13.9%	13.4%	21.8%	11.8%	12.2%	0.0%	19.6%	20.1%	0.0%	15.8%	8.0%
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%
<b>Male</b>											
Some High School	2.5%	2.1%	9.1%	2.7%	2.8%	1.9%	0.0%	0.0%	0.0%	3.9%	0.0%
Graduated High School	7.9%	7.4%	16.7%	6.0%	6.2%	0.0%	13.3%	13.6%	0.0%	9.2%	2.7%
Some College - no degree	14.5%	15.0%	5.9%	16.0%	16.6%	0.0%	7.9%	7.3%	30.8%	15.8%	13.3%
Graduated College - Associate's degree (2 year)	8.0%	8.2%	4.4%	7.7%	7.7%	9.1%	9.3%	9.5%	0.0%	10.1%	3.6%
Graduated College - Bachelor's degree (4 year)	27.7%	27.7%	27.3%	29.7%	29.8%	27.0%	24.3%	24.9%	0.0%	29.0%	25.6%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	13.3%	13.2%	14.4%	10.0%	9.1%	33.7%	24.4%	25.0%	0.0%	10.4%	22.0%
No answer	25.6%	25.9%	22.3%	27.2%	27.2%	28.3%	20.9%	19.6%	69.2%	21.8%	31.2%
<b>Female Employment Status (Head of Household)</b>											
Full time	32.8%	33.5%	20.5%	34.8%	34.9%	33.7%	32.4%	30.7%	100.0%	32.6%	34.8%
Part time	11.4%	11.9%	3.1%	11.8%	12.0%	7.2%	17.7%	18.2%	0.0%	10.0%	15.7%
Retired	17.0%	16.2%	30.0%	15.2%	14.9%	24.0%	14.7%	15.1%	0.0%	16.5%	17.3%
Not employed	21.5%	21.4%	23.7%	22.2%	21.8%	35.1%	18.9%	19.4%	0.0%	20.8%	20.5%
No answer	11.9%	12.3%	6.1%	11.0%	11.4%	0.0%	16.3%	16.7%	0.0%	13.5%	8.0%
No female	5.4%	4.7%	16.7%	4.9%	5.1%	0.0%	0.0%	0.0%	0.0%	6.7%	3.7%
<b>Male Employment Status (Head of Household)</b>											
Full time	44.9%	46.3%	22.8%	44.9%	45.0%	42.4%	55.7%	56.3%	30.8%	43.6%	48.8%
Part time	3.0%	3.2%	0.0%	3.9%	4.1%	0.0%	1.1%	1.1%	0.0%	2.8%	4.0%
Retired	17.2%	16.0%	35.4%	16.6%	16.4%	22.6%	11.6%	11.9%	0.0%	21.9%	8.1%
Not employed	6.0%	6.4%	0.0%	5.8%	6.1%	0.0%	7.8%	8.0%	0.0%	6.0%	5.1%
No answer	25.5%	25.7%	22.3%	27.1%	27.1%	28.3%	20.9%	19.6%	69.2%	21.7%	30.8%
No male	3.5%	2.4%	19.6%	1.6%	1.5%	6.8%	3.0%	3.1%	0.0%	4.0%	3.1%
<b>Ethnicity</b>											
White	85.5%	85.4%	86.6%	86.9%	87.3%	80.6%	88.2%	87.6%	100.0%	82.9%	92.6%
Black/African American	2.6%	2.8%	0.0%	3.2%	3.4%	0.0%	2.1%	2.1%	0.0%	2.6%	1.8%
Asian or Pacific Islander	3.9%	3.2%	11.1%	4.9%	4.0%	19.4%	0.0%	0.0%	0.0%	4.8%	1.5%
American Indian, Aleut Eskimo	1.3%	1.4%	0.0%	0.6%	0.6%	0.0%	0.5%	0.5%	0.0%	1.8%	0.2%
Other	4.1%	4.4%	0.0%	3.7%	3.9%	0.0%	4.8%	5.0%	0.0%	5.5%	1.4%
No answer	2.7%	2.7%	2.2%	0.8%	0.8%	0.0%	4.5%	4.7%	0.0%	2.5%	2.5%
<b>Spanish Origin</b>											
Yes	6.3%	6.3%	6.1%	5.9%	6.2%	0.0%	3.2%	3.3%	0.0%	7.7%	4.1%
No	88.7%	90.2%	70.0%	89.0%	90.7%	62.2%	91.1%	90.7%	100.0%	86.2%	93.1%
No answer	5.0%	3.4%	23.9%	5.2%	3.1%	37.8%	5.7%	6.0%	0.0%	6.1%	2.8%

	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
<b>Primary Purpose of Trip</b>											
Visit friends/relatives	42.3%	44.4%	18.6%	57.2%	58.8%	32.4%	0.0%	0.0%	0.0%	41.7%	47.4%
Other pleasure/personal	14.9%	14.1%	24.3%	20.1%	18.7%	42.4%	0.0%	0.0%	0.0%	18.2%	8.3%
Entertainment/Sightseeing	12.4%	12.2%	14.4%	16.8%	16.2%	25.2%	0.0%	0.0%	0.0%	11.1%	15.7%
Personal business	5.8%	4.5%	20.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	3.5%
Outdoor recreation	4.4%	4.8%	0.0%	5.9%	6.3%	0.0%	0.0%	0.0%	0.0%	5.8%	1.9%
Business (Net)	13.5%	14.0%	7.6%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	9.1%	19.2%
Business - General (Sub Net)	11.0%	11.3%	7.6%	0.0%	0.0%	0.0%	81.5%	80.6%	100.0%	7.6%	15.5%
Client or Customer Meeting/Service *	3.5%	3.3%	5.3%	0.0%	0.0%	0.0%	25.9%	23.9%	70.1%	0.8%	9.5%
Employee Training/Seminar *	2.9%	3.0%	1.6%	0.0%	0.0%	0.0%	21.5%	21.5%	20.7%	3.5%	1.0%
Any Other General Business *	2.3%	2.5%	0.0%	0.0%	0.0%	0.0%	17.2%	18.0%	0.0%	1.2%	3.0%
Internal Business Meeting *	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	9.6%	10.0%	0.0%	0.8%	1.9%
Sales/Marketing *	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	5.2%	5.4%	0.0%	1.0%	0.1%
Incentive/Reward *	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	1.8%	1.9%	0.0%	0.4%	0.0%
Internal Operations/Equipment Repair or Service *	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.4%	0.0%	9.2%	0.1%	0.0%
Business - Convention/Conference/Tradeshaw/Seminar (Sub Net)	2.5%	2.7%	0.0%	0.0%	0.0%	0.0%	18.5%	19.4%	0.0%	1.5%	3.7%
Business - Conference/Seminar ***	1.6%	1.7%	0.0%	0.0%	0.0%	0.0%	11.9%	12.4%	0.0%	1.5%	2.1%
Business - Convention/Tradeshaw ***	0.9%	1.0%	0.0%	0.0%	0.0%	0.0%	6.7%	7.0%	0.0%	0.0%	1.5%
Other	6.7%	6.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	4.0%
<b>All Purposes of Trip</b>											
Leisure (Sub Net)	86.4%	88.5%	61.3%	100.0%	100.0%	100.0%	41.9%	43.4%	9.2%	88.2%	85.8%
Visit friends/relatives	58.2%	61.3%	22.1%	67.9%	70.1%	33.5%	26.1%	26.9%	9.2%	56.9%	62.2%
Other pleasure/personal	33.7%	33.8%	31.7%	36.8%	36.0%	48.4%	22.8%	23.4%	9.2%	34.4%	32.9%
Entertainment/Sightseeing	32.4%	33.0%	25.3%	35.7%	35.5%	37.9%	21.6%	22.2%	9.2%	32.0%	32.2%
Outdoor recreation	22.2%	23.7%	4.5%	22.1%	23.4%	1.7%	19.0%	19.4%	9.2%	26.5%	13.0%
Personal business	13.5%	12.7%	22.4%	5.6%	5.8%	1.9%	19.7%	20.2%	9.2%	13.6%	12.3%
Business (Sub Net)	17.6%	18.5%	7.6%	3.7%	4.0%	0.0%	100.0%	100.0%	100.0%	13.4%	23.6%
Business - General (Sub Sub Net)	15.8%	16.5%	7.6%	3.7%	3.9%	0.0%	86.5%	85.9%	100.0%	12.2%	19.9%
Client or Customer Meeting/Service *	8.6%	8.8%	6.0%	3.0%	3.2%	0.0%	41.6%	39.9%	79.3%	5.4%	14.1%
Any Other General Business *	7.0%	7.5%	0.7%	2.5%	2.6%	0.0%	29.2%	30.1%	9.2%	6.2%	6.5%
Employee Training/Seminar *	6.7%	7.1%	2.3%	2.7%	2.9%	0.0%	29.2%	29.2%	29.9%	6.8%	5.5%
Sales/Marketing *	5.5%	5.9%	0.7%	2.7%	2.9%	0.0%	20.7%	21.2%	9.2%	5.4%	4.0%
Internal Business Meeting *	5.0%	5.4%	0.7%	2.4%	2.6%	0.0%	19.0%	19.4%	9.2%	5.3%	4.5%
Incentive/Reward *	4.3%	4.6%	0.7%	2.6%	2.8%	0.0%	12.6%	12.8%	9.2%	4.8%	3.8%
Internal Operations/Equipment Repair or Service *	4.1%	4.4%	0.7%	2.7%	2.9%	0.0%	10.8%	10.9%	9.2%	4.8%	3.3%
Business-Convention/Conference/Tradeshaw/Seminar (Sub Sub Net)	6.6%	7.1%	0.7%	2.8%	2.9%	0.0%	25.9%	26.6%	9.2%	5.9%	7.6%
Business - Conference/Seminar ***	5.6%	6.0%	0.7%	2.7%	2.9%	0.0%	19.2%	19.7%	9.2%	5.8%	6.0%
Business - Convention/Tradeshaw ***	4.9%	5.2%	0.7%	2.8%	2.9%	0.0%	15.9%	16.2%	9.2%	4.3%	5.4%
Other	12.3%	11.8%	17.8%	4.4%	4.7%	0.3%	10.2%	10.2%	9.2%	13.3%	8.9%
<b>Did you extend your stay for leisure purposes?</b>											
Yes	29.8%	31.2%	0.0%	0.0%	0.0%	0.0%	29.8%	31.2%	0.0%	40.2%	14.2%
No	70.2%	68.8%	100.0%	0.0%	0.0%	0.0%	70.2%	68.8%	100.0%	59.8%	85.8%
<b>Primary Mode of Transportation Used on Trip</b>											
Own Auto/Truck	60.2%	59.0%	75.0%	64.6%	63.3%	84.9%	33.9%	35.0%	9.2%	90.5%	0.0%
Airplane	29.2%	31.0%	7.8%	28.9%	30.5%	4.3%	41.5%	40.2%	70.1%	0.0%	100.0%
Rental Car	5.4%	5.0%	10.5%	3.6%	3.2%	10.8%	11.1%	11.6%	0.0%	8.1%	0.0%
Camper/RV	0.9%	0.9%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Bus	0.5%	0.5%	0.0%	0.2%	0.2%	0.0%	2.5%	2.6%	0.0%	0.0%	0.0%
Train	0.4%	0.5%	0.0%	0.3%	0.3%	0.0%	1.4%	1.5%	0.0%	0.0%	0.0%
Ship/Boat	0.3%	0.3%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorcycle	0.3%	0.3%	0.0%	0.3%	0.4%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%
Motorcoach/Group Tour	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.7%	2.3%	6.7%	0.7%	0.7%	0.0%	9.0%	8.5%	20.7%	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
<b>All Modes of Transportation</b>											
Own Auto/Truck	66.2%	65.1%	79.3%	69.4%	68.3%	84.9%	45.5%	47.2%	9.2%	92.3%	15.3%
Airplane	33.1%	35.2%	8.5%	31.6%	33.4%	4.3%	49.9%	48.6%	79.3%	4.5%	100.0%
Rental Car	16.6%	16.8%	13.7%	13.7%	13.6%	15.1%	32.7%	33.7%	9.2%	9.2%	35.0%
Bus	3.8%	4.0%	0.7%	2.3%	2.5%	0.0%	12.3%	12.5%	9.2%	2.6%	5.3%
Camper/RV	3.5%	3.8%	0.7%	2.8%	2.9%	0.0%	3.6%	3.3%	9.2%	4.3%	2.4%
Train	3.2%	3.4%	0.7%	2.5%	2.7%	0.0%	7.7%	7.6%	9.2%	2.5%	3.6%
Ship/Boat	2.9%	3.0%	0.7%	2.4%	2.6%	0.0%	5.2%	5.0%	9.2%	2.5%	2.8%
Motorcoach/Group Tour	2.5%	2.7%	0.7%	2.0%	2.2%	0.0%	3.6%	3.3%	9.2%	1.7%	4.4%
Motorcycle	2.1%	2.2%	0.7%	1.7%	1.8%	0.0%	4.1%	3.8%	9.2%	1.7%	2.4%
Other	8.3%	7.9%	12.8%	5.6%	5.9%	0.0%	21.9%	18.4%	100.0%	3.1%	12.2%
<b>Average Total Travel Party Size</b>	2.57	2.60	2.24	2.70	2.71	2.56	1.97	2.00	1.30	2.64	2.43
<b>All Travel Party Members Under 18</b>											
0	70.2%	69.1%	83.3%	66.6%	66.1%	74.0%	85.4%	84.7%	100.0%	65.7%	78.2%
1	12.7%	13.6%	1.8%	14.2%	15.1%	0.0%	6.8%	7.1%	0.0%	12.9%	12.4%
2	8.7%	8.3%	13.8%	10.2%	9.3%	24.1%	6.2%	6.5%	0.0%	10.9%	4.8%
3	7.0%	7.5%	1.1%	8.0%	8.4%	1.9%	0.0%	0.0%	0.0%	8.8%	4.0%
4	0.6%	0.7%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%
5+	0.7%	0.7%	0.0%	0.6%	0.7%	0.0%	1.6%	1.7%	0.0%	1.0%	0.0%
<b>Number of Travel Party Members Over 18</b>											
1	35.8%	37.1%	20.3%	33.6%	35.0%	13.0%	54.6%	53.9%	70.1%	27.9%	53.0%
2	50.6%	48.8%	71.6%	52.6%	50.9%	78.7%	34.1%	34.3%	29.9%	58.6%	34.1%
3	7.3%	7.6%	4.3%	7.0%	7.3%	1.7%	5.5%	5.7%	0.0%	8.0%	6.0%
4	4.2%	4.2%	3.8%	4.4%	4.3%	6.6%	3.5%	3.6%	0.0%	4.2%	3.6%
5+	2.1%	2.3%	0.0%	2.4%	2.5%	0.0%	2.4%	2.5%	0.0%	1.3%	3.4%
<b>All Travel Party Members</b>											
1	27.6%	28.7%	15.3%	23.4%	24.6%	4.3%	51.8%	51.0%	70.1%	18.7%	46.0%
2	38.0%	35.9%	61.8%	40.0%	38.6%	61.5%	25.6%	25.4%	29.9%	42.3%	28.8%
3	14.4%	15.0%	7.5%	15.7%	16.0%	10.5%	9.2%	9.6%	0.0%	16.6%	10.7%
4	10.2%	9.8%	14.3%	10.7%	10.0%	21.9%	8.7%	9.1%	0.0%	11.0%	8.3%
5+	9.8%	10.5%	1.1%	10.2%	10.8%	1.9%	4.7%	4.9%	0.0%	11.4%	6.2%
<b>Average Number of States Visited</b>	1.16	1.17	1.09	1.14	1.15	1.06	1.33	1.32	1.58	1.17	1.07
<b>Number of States Visited Per Trip</b>											
1	89.7%	89.5%	92.9%	89.3%	89.0%	94.5%	86.8%	87.5%	70.1%	88.8%	94.1%
2	7.3%	7.3%	6.4%	8.0%	8.2%	5.5%	7.7%	7.1%	20.7%	7.7%	5.0%
3	1.9%	2.1%	0.0%	2.0%	2.2%	0.0%	1.5%	1.6%	0.0%	2.4%	0.8%
4+	1.1%	1.1%	0.7%	0.6%	0.7%	0.0%	4.0%	3.8%	9.2%	1.1%	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
<b>State Level Data</b>											
<b>Sample Size</b>	795	735	59	587	554	33	114	109	6	532	219
<b>Cities Visited in the State</b>											
Los Angeles Area	24.6%	24.5%	25.2%	23.5%	23.0%	29.9%	28.7%	30.0%	0.0%	22.2%	28.7%
San Diego Area	22.3%	23.3%	10.6%	24.3%	25.9%	0.3%	18.1%	15.6%	70.1%	22.0%	23.3%
Anaheim/Orange County	20.7%	21.7%	9.1%	22.1%	23.3%	3.9%	15.7%	16.1%	9.2%	20.3%	22.0%
San Francisco Area	10.6%	10.6%	9.8%	9.8%	9.7%	12.2%	15.8%	16.5%	0.0%	9.2%	13.3%
Sacramento	6.3%	6.3%	6.4%	4.5%	4.8%	0.0%	11.6%	12.1%	0.0%	8.3%	1.6%
Palm Springs	5.2%	5.5%	2.2%	5.4%	5.5%	3.9%	2.4%	2.6%	0.0%	6.2%	3.7%
Monterey/Santa Cruz	3.1%	3.4%	0.0%	2.1%	2.2%	0.0%	6.2%	6.5%	0.0%	4.1%	0.8%
San Jose	3.0%	3.2%	0.7%	3.1%	3.3%	0.0%	4.6%	4.3%	9.2%	1.3%	6.5%
Santa Barbara	2.9%	3.2%	0.0%	3.2%	3.4%	0.0%	1.6%	1.7%	0.0%	2.1%	4.5%
Oakland	2.3%	2.5%	0.0%	2.2%	2.4%	0.0%	3.1%	3.2%	0.0%	1.2%	4.0%
Lake Tahoe	2.2%	2.2%	2.5%	2.3%	2.2%	3.0%	2.5%	2.7%	0.0%	2.8%	1.0%
Fresno	1.8%	1.9%	0.0%	1.1%	1.2%	0.0%	6.9%	7.3%	0.0%	0.8%	3.3%
Other (Specify)	23.4%	22.9%	29.9%	24.5%	22.9%	49.5%	15.0%	14.7%	20.7%	26.7%	16.3%
<b>Stayed Overnight/Did Not Stay Overnight</b>											
Stayed overnight	86.8%	93.9%	0.0%	88.4%	93.7%	0.0%	88.9%	93.5%	0.0%	85.3%	94.4%
Did not stay overnight	13.2%	6.1%	100.0%	11.6%	6.3%	100.0%	11.1%	6.5%	100.0%	14.7%	5.6%
<b>Trip Expenditures</b>											
Transportation to get to state	\$252	\$262	\$117	\$244	\$254	\$65	\$354	\$347	\$490	\$140	\$513
Lodging	\$224	\$242	\$0	\$205	\$217	\$0	\$389	\$409	\$0	\$182	\$337
Food/beverage/dining	\$154	\$165	\$23	\$150	\$157	\$25	\$215	\$223	\$66	\$128	\$218
Entertainment	\$81	\$87	\$7	\$81	\$86	\$11	\$58	\$60	\$7	\$78	\$102
Gasoline within state	\$56	\$59	\$24	\$51	\$53	\$20	\$74	\$77	\$22	\$64	\$39
Shopping	\$54	\$58	\$1	\$53	\$57	\$2	\$52	\$55	\$0	\$48	\$74
Transportation within state	\$39	\$41	\$6	\$33	\$34	\$9	\$70	\$73	\$11	\$19	\$92
Groceries	\$38	\$40	\$6	\$37	\$38	\$9	\$39	\$41	\$13	\$39	\$39
Gambling	\$16	\$17	\$11	\$12	\$11	\$19	\$1	\$2	\$0	\$20	\$12
Other	\$13	\$14	\$6	\$11	\$12	\$0	\$28	\$29	\$13	\$15	\$9
Amenities	\$8	\$9	\$0	\$3	\$3	\$0	\$35	\$37	\$0	\$4	\$20
Parking/tolls	\$6	\$6	\$1	\$4	\$5	\$0	\$14	\$15	\$0	\$6	\$7
Total expenditures minus transportation to California	\$689	\$737	\$85	\$640	\$672	\$96	\$977	\$1,021	\$132	\$602	\$948
<b>Expenditures per Party</b>	\$940	\$1,000	\$203	\$884	\$927	\$160	\$1,331	\$1,368	\$622	\$741	\$1,461
<b>Expenditures per Person</b>	\$366	\$384	\$91	\$327	\$342	\$63	\$676	\$684	\$479	\$281	\$601
<b>Expenditures per Person per Day</b>	\$100	\$97	\$0	\$88	\$87	\$0	\$180	\$173	\$0	\$87	\$129
<b>Average Nights in California</b>	3.66	3.95	0.00	3.73	3.95	0.00	3.76	3.95	0.00	3.22	4.66
<b>Stayed at Accommodation - Proportion</b>											
Hotel	54.2%	54.2%	0.0%	48.5%	48.5%	0.0%	82.5%	82.5%	0.0%	51.8%	57.6%
Private Home	41.9%	41.9%	0.0%	45.5%	45.5%	0.0%	28.9%	28.9%	0.0%	41.7%	41.3%
Other	5.4%	5.4%	0.0%	5.1%	5.1%	0.0%	4.5%	4.5%	0.0%	5.0%	5.0%
RV/Tent	4.1%	4.1%	0.0%	4.5%	4.5%	0.0%	2.2%	2.2%	0.0%	6.2%	0.2%
Personal Second Home/Condo *	3.0%	3.0%	0.0%	1.9%	1.9%	0.0%	4.3%	4.3%	0.0%	4.4%	0.3%
Time Share	2.3%	2.3%	0.0%	2.3%	2.3%	0.0%	0.0%	0.0%	0.0%	2.7%	1.6%
Rental Condo	1.9%	1.9%	0.0%	2.1%	2.1%	0.0%	1.8%	1.8%	0.0%	2.0%	1.8%
Rental Home *	1.9%	1.9%	0.0%	2.1%	2.1%	0.0%	1.5%	1.5%	0.0%	2.1%	0.4%
B&B	0.9%	0.9%	0.0%	0.5%	0.5%	0.0%	1.5%	1.5%	0.0%	1.4%	0.0%
<b>Trip Activities</b>											
Visiting relatives	35.7%	37.5%	13.7%	40.7%	41.6%	24.8%	16.1%	16.9%	0.0%	36.5%	37.5%
Beach	26.6%	28.7%	0.0%	29.0%	30.7%	0.0%	14.2%	14.9%	0.0%	27.7%	25.9%
Shopping	22.3%	23.8%	4.0%	22.8%	24.2%	0.0%	23.5%	24.8%	0.0%	21.4%	25.0%

	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
<b>Trip Activities (continued)</b>											
Visiting friends	21.9%	23.2%	5.1%	22.1%	22.9%	9.3%	19.1%	20.1%	0.0%	21.8%	21.9%
Fine dining	14.7%	15.9%	0.6%	14.8%	15.7%	0.0%	18.3%	18.9%	6.6%	14.9%	15.2%
Urban sightseeing	14.3%	15.2%	2.9%	14.4%	14.9%	5.2%	16.2%	17.0%	0.0%	11.1%	19.9%
Rural sightseeing	10.4%	11.1%	1.6%	8.7%	9.2%	0.6%	12.6%	13.3%	0.0%	10.6%	9.3%
Museums	9.8%	10.6%	0.0%	9.7%	10.2%	0.0%	14.4%	15.2%	0.0%	7.2%	15.2%
Zoos/ Aquariums/ Aviaries	8.2%	8.9%	0.0%	9.4%	9.9%	0.0%	5.4%	5.6%	0.0%	8.4%	9.2%
Historic sites/churches	7.2%	7.8%	0.0%	7.1%	7.5%	0.0%	9.3%	9.8%	0.0%	5.0%	10.9%
Casino/gaming	6.2%	5.0%	20.3%	7.1%	5.4%	35.8%	1.7%	1.8%	0.0%	7.4%	3.8%
Wildlife viewing	4.7%	5.1%	0.0%	3.9%	4.1%	0.0%	5.3%	5.6%	0.0%	5.5%	3.1%
Art galleries	4.5%	4.8%	0.6%	3.8%	4.1%	0.0%	9.9%	10.1%	6.6%	4.3%	4.9%
Gardens	3.9%	4.1%	0.9%	3.5%	3.6%	1.6%	8.0%	8.4%	0.0%	2.6%	6.1%
Hiking/ Backpacking/ Canyoneering	3.7%	4.0%	0.0%	3.0%	3.1%	0.0%	5.1%	5.4%	0.0%	3.8%	4.0%
Family reunion	3.6%	3.7%	1.4%	4.5%	4.6%	2.5%	1.3%	1.4%	0.0%	3.3%	4.6%
Wine tasting/winery tour	3.6%	3.9%	0.0%	2.4%	2.6%	0.0%	9.0%	9.4%	0.0%	3.3%	4.6%
Camping	3.4%	3.7%	0.0%	3.4%	3.6%	0.0%	3.0%	3.2%	0.0%	4.4%	1.6%
Nightclub/dancing	3.4%	3.7%	0.0%	3.7%	3.9%	0.0%	3.4%	3.6%	0.0%	3.7%	3.1%
Theme park	3.4%	3.6%	0.0%	4.0%	4.3%	0.0%	1.7%	1.8%	0.0%	3.7%	2.9%
Nature travel/ecotouring	3.3%	3.6%	0.5%	2.9%	3.1%	0.0%	5.2%	5.5%	0.0%	4.2%	1.9%
Craft breweries	3.0%	3.2%	0.0%	2.9%	3.1%	0.0%	4.7%	4.9%	0.0%	3.1%	3.4%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3.0%	3.2%	0.0%	2.6%	2.7%	0.0%	4.7%	4.9%	0.0%	2.1%	5.7%
Old homes/mansions	2.9%	3.1%	0.5%	2.7%	2.9%	0.0%	2.2%	2.3%	0.0%	2.3%	4.5%
Golf	2.6%	2.8%	0.0%	2.3%	2.4%	0.0%	5.4%	5.7%	0.0%	2.1%	4.2%
Fishing	1.9%	2.0%	0.0%	1.6%	1.7%	0.0%	3.6%	3.7%	0.0%	1.9%	1.3%
Symphony/opera/concert	1.8%	2.0%	0.0%	2.3%	2.5%	0.0%	0.7%	0.8%	0.0%	0.7%	4.2%
Bird watching	1.7%	1.8%	0.0%	1.8%	1.9%	0.0%	0.5%	0.6%	0.0%	1.8%	1.1%
Theater/drama	1.7%	1.9%	0.0%	2.3%	2.4%	0.0%	0.6%	0.6%	0.0%	1.4%	2.9%
Biking /Road biking/ Cycling	1.6%	1.7%	0.0%	1.0%	1.1%	0.0%	3.0%	3.2%	0.0%	2.0%	0.9%
Spa/health club	1.3%	1.4%	0.0%	0.7%	0.7%	0.0%	5.4%	5.6%	0.0%	0.9%	2.5%
Motor sports - NASCAR/Indy	1.2%	1.3%	0.0%	1.4%	1.5%	0.0%	1.1%	1.2%	0.0%	1.3%	1.0%
Musical theater	1.2%	1.3%	0.6%	1.3%	1.4%	0.0%	1.8%	1.6%	6.6%	1.4%	1.1%
Horseback riding	1.1%	1.2%	0.0%	0.9%	0.9%	0.0%	3.0%	3.2%	0.0%	1.2%	0.9%
Area where a TV show or movie was filmed *	0.8%	0.9%	0.0%	0.6%	0.6%	0.0%	2.8%	3.0%	0.0%	1.1%	0.2%
Motor boat/Jet ski	0.8%	0.8%	0.0%	0.8%	0.8%	0.0%	1.3%	1.4%	0.0%	0.9%	0.7%
Scuba diving/snorkeling	0.8%	0.9%	0.0%	0.5%	0.5%	0.0%	3.0%	3.2%	0.0%	0.7%	1.3%
Sports events - Major/ Professional	0.8%	0.9%	0.0%	0.5%	0.5%	0.0%	2.8%	2.9%	0.0%	0.9%	0.9%
Sailing	0.7%	0.8%	0.0%	0.4%	0.4%	0.0%	3.0%	3.2%	0.0%	0.7%	0.9%
Tennis	0.7%	0.8%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.4%	1.6%
Caverns	0.6%	0.7%	0.0%	0.6%	0.6%	0.0%	1.3%	1.4%	0.0%	1.0%	0.0%
High School/College reunion	0.6%	0.6%	0.0%	0.6%	0.6%	0.0%	1.0%	1.1%	0.0%	0.4%	1.0%
Water skiing	0.6%	0.7%	0.0%	0.6%	0.7%	0.0%	1.3%	1.4%	0.0%	1.0%	0.0%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.6%	0.6%	0.0%	0.5%	0.5%	0.0%	1.6%	1.7%	0.0%	0.8%	0.0%
Snowmobiling	0.3%	0.3%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
None of the above	19.1%	16.2%	54.8%	11.9%	10.8%	29.9%	46.8%	44.3%	93.4%	17.1%	18.4%
<b>Trip Planning Sources</b>											
Offline Sources (Net)	54.8%	55.9%	41.4%	58.3%	59.8%	32.6%	46.3%	43.4%	100.0%	53.6%	61.8%
Own experience	34.0%	35.9%	10.1%	36.3%	37.9%	8.3%	26.3%	26.1%	29.8%	34.1%	38.1%
Friends/relatives	24.6%	24.7%	23.6%	28.8%	29.1%	22.6%	12.9%	13.6%	0.0%	25.1%	25.2%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5.1%	5.4%	1.9%	5.7%	6.1%	0.0%	5.0%	4.2%	19.8%	3.0%	10.9%
Travel club (AAA)	3.6%	3.5%	5.6%	3.1%	3.3%	0.0%	2.9%	3.1%	0.0%	3.6%	3.8%
Destination printed material	2.4%	2.6%	0.0%	2.1%	2.2%	0.0%	4.7%	4.9%	0.0%	1.1%	4.7%
Travel book	2.3%	2.5%	0.0%	2.3%	2.4%	0.0%	3.0%	3.2%	0.0%	2.3%	1.6%
Travel agent	1.2%	1.3%	0.0%	1.2%	1.2%	0.0%	2.1%	2.2%	0.0%	1.2%	1.4%
Corporate travel department (in person or by phone)	1.1%	0.6%	6.8%	0.1%	0.1%	0.0%	7.1%	3.8%	70.2%	0.6%	2.5%

	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
<b>Trip Planning Sources (continued)</b>											
Other 'offline' planning sources(s)	1.0%	1.0%	0.9%	0.8%	0.7%	1.6%	1.3%	1.4%	0.0%	1.1%	0.0%
Magazine	0.7%	0.8%	0.0%	0.1%	0.1%	0.0%	4.5%	4.7%	0.0%	0.5%	1.2%
Newspaper	0.6%	0.6%	0.0%	0.5%	0.5%	0.0%	1.7%	1.8%	0.0%	0.1%	2.0%
TV	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	1.7%	1.8%	0.0%	0.1%	0.9%
Radio	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	1.7%	1.8%	0.0%	0.0%	0.9%
Online Sources (Net)	40.8%	42.8%	15.8%	41.8%	43.3%	16.2%	51.4%	50.4%	70.2%	34.4%	58.6%
Travel provider website (airline, hotel, rental car, cruise, tour)	18.5%	19.7%	2.2%	20.3%	21.3%	4.1%	18.6%	19.5%	0.0%	11.4%	37.8%
Destination website (official site of state or attraction)	12.8%	13.9%	0.0%	12.5%	13.3%	0.0%	20.8%	21.9%	0.0%	11.4%	16.7%
Online full service travel website (Expedia, Travelocity, etc.)	12.1%	12.8%	2.9%	10.2%	10.4%	5.2%	25.1%	26.4%	0.0%	11.3%	15.7%
Search engines (Google, Bing, Yahoo, etc.)	8.4%	8.8%	3.8%	9.3%	9.4%	6.9%	9.4%	9.9%	0.0%	7.5%	12.2%
Other online planning sources(s)	2.1%	2.2%	0.0%	2.2%	2.3%	0.0%	0.9%	1.0%	0.0%	2.6%	1.0%
Corporate desktop travel tool/internet	1.6%	1.2%	6.8%	0.4%	0.4%	0.0%	9.1%	5.9%	70.2%	1.1%	2.4%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1.1%	1.2%	0.0%	0.6%	0.6%	0.0%	4.7%	4.9%	0.0%	0.6%	2.4%
Social/Commercial Networking Sources (Net) *	9.4%	10.1%	0.9%	10.0%	10.5%	1.6%	11.0%	11.6%	0.0%	9.0%	11.3%
Travel review sites (TripAdvisor, Yelp, etc.)	5.5%	5.9%	0.0%	5.4%	5.7%	0.0%	7.6%	8.0%	0.0%	3.9%	9.8%
Facebook	3.9%	4.2%	0.0%	3.8%	4.0%	0.0%	7.3%	7.7%	0.0%	4.0%	4.1%
Other social/commercial networking sources	0.9%	0.9%	0.9%	1.1%	1.0%	1.6%	0.8%	0.8%	0.0%	1.3%	0.2%
Twitter.com	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	4.7%	4.9%	0.0%	0.3%	1.8%
Blogs	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	4.7%	4.9%	0.0%	0.3%	1.8%
Yahoo Trip Planner	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	4.7%	4.9%	0.0%	0.3%	1.8%
LinkedIn	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	2.7%	2.8%	0.0%	0.0%	1.4%
MySpace	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.4%	0.0%	0.3%	0.0%
VibeAgent	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.4%	0.0%	0.3%	0.0%
Someone else planned for me and I don't know the method	7.5%	8.0%	1.0%	4.8%	5.0%	1.8%	14.4%	15.2%	0.0%	5.6%	6.6%
No plans were made for this destination	22.5%	19.9%	55.4%	21.3%	19.0%	61.6%	17.8%	18.7%	0.0%	28.0%	9.1%
<b>Advance Trip Consideration</b>											
Less than 2 weeks before the visit	19.6%	16.2%	63.3%	17.6%	15.0%	61.4%	21.5%	18.1%	85.1%	21.9%	14.6%
Within 2 weeks-4 weeks of visit	14.1%	14.8%	6.1%	15.1%	15.7%	5.4%	10.6%	10.3%	14.9%	15.0%	14.6%
At least 1 month, but less than 3 months before the visit	21.8%	22.7%	10.9%	21.4%	21.6%	19.6%	32.3%	34.0%	0.0%	21.2%	22.9%
At least 3 months, but less than 6 months before the visit	20.3%	21.5%	5.9%	19.8%	20.7%	5.2%	22.4%	23.5%	0.0%	16.4%	28.3%
At least 6 months, but less than 1 year before the visit	13.8%	13.8%	13.8%	14.6%	15.0%	8.3%	5.5%	5.8%	0.0%	13.7%	13.1%
More than a year before the visit	10.3%	11.1%	0.0%	11.5%	12.1%	0.0%	7.8%	8.2%	0.0%	12.0%	6.5%
<b>Advance Trip Decision</b>											
Less than 2 weeks before the visit	25.4%	21.5%	75.3%	23.4%	20.3%	76.7%	25.1%	21.2%	100.0%	28.7%	17.0%
Within 2 weeks-4 weeks of visit	17.2%	18.1%	6.0%	16.7%	17.2%	7.7%	21.7%	22.8%	0.0%	17.1%	17.0%
At least 1 month, but less than 3 months before the visit	24.3%	26.1%	2.1%	24.7%	26.0%	2.1%	28.1%	29.6%	0.0%	22.3%	31.5%
At least 3 months, but less than 6 months before the visit	16.9%	18.1%	2.9%	17.5%	18.3%	5.2%	14.0%	14.8%	0.0%	13.8%	24.4%
At least 6 months, but less than 1 year before the visit	12.2%	12.0%	13.8%	13.2%	13.5%	8.3%	7.0%	7.4%	0.0%	13.3%	8.3%
More than a year before the visit	3.9%	4.2%	0.0%	4.5%	4.7%	0.0%	4.1%	4.3%	0.0%	4.8%	1.8%
<b>Trip Booking Sources</b>											
No bookings were made for this destination	41.9%	38.0%	91.0%	42.9%	39.7%	95.9%	25.4%	25.2%	29.8%	56.1%	7.5%
Offline booking (Net)	12.6%	13.4%	1.9%	11.4%	12.1%	0.0%	19.4%	19.4%	19.8%	8.6%	22.3%
Corporate travel department	1.5%	1.5%	1.9%	0.1%	0.1%	0.0%	9.0%	8.4%	19.8%	1.0%	2.4%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phc	2.2%	2.4%	0.0%	2.2%	2.4%	0.0%	3.4%	3.6%	0.0%	2.7%	1.1%
Directly with travel provider in person/phone	6.1%	6.5%	1.3%	5.3%	5.7%	0.0%	7.9%	7.7%	13.2%	3.1%	13.2%
Travel Agent	1.8%	2.0%	0.0%	1.7%	1.8%	0.0%	3.7%	3.9%	0.0%	1.3%	3.3%
Travel club (e.g. AAA)	1.2%	1.3%	0.0%	1.1%	1.2%	0.0%	1.9%	2.0%	0.0%	1.1%	1.4%
Some other offline booking method	1.0%	1.1%	0.0%	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%
Online booking (Excluding Social/Commercial Networking) (Net)	37.9%	40.2%	9.0%	37.9%	39.9%	4.1%	47.9%	46.7%	70.2%	27.0%	65.9%
Online booking (Including Social/Commercial Networking) (Net)	39.4%	41.7%	9.0%	39.4%	41.5%	4.1%	49.2%	48.1%	70.2%	28.4%	67.7%
Corporate desktop travel tool/intranet	1.9%	1.6%	6.8%	0.7%	0.7%	0.0%	10.0%	6.8%	70.2%	0.9%	4.2%
Destination website	5.6%	6.1%	0.0%	6.3%	6.7%	0.0%	3.5%	3.7%	0.0%	5.6%	5.9%
Online full service travel website (Expedia, Travelocity, etc.)	12.9%	13.8%	2.2%	10.9%	11.3%	4.1%	26.8%	28.2%	0.0%	10.9%	19.4%



	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
<b>Trip Booking Sources (continued)</b>											
Traditional travel agency website	1.3%	1.5%	0.0%	1.5%	1.6%	0.0%	1.3%	1.4%	0.0%	1.0%	2.3%
Travel provider website (airline, hotel, rental car, cruise, tour)	19.2%	20.5%	2.2%	21.1%	22.2%	4.1%	18.7%	19.7%	0.0%	9.5%	42.9%
Some other online booking method	4.3%	4.6%	0.0%	4.3%	4.6%	0.0%	0.7%	0.7%	0.0%	4.5%	4.3%
Unsure, I just used link from social/commercial networking or mobile source *	1.4%	1.6%	0.0%	1.5%	1.6%	0.0%	1.3%	1.4%	0.0%	1.4%	1.9%
Someone else booked for me and I don't know the method	9.8%	10.6%	0.0%	8.5%	9.0%	0.0%	15.7%	16.6%	0.0%	9.0%	9.0%
<b>Trip Satisfaction (1-5)</b>											
Top 2 Box (Net)	85.6%	85.3%	89.2%	88.0%	87.6%	94.8%	78.8%	77.7%	100.0%	84.6%	92.0%
Extremely Satisfied (5)	49.4%	48.8%	57.1%	52.0%	51.4%	62.2%	35.8%	35.1%	49.6%	50.1%	51.6%
Very Satisfied (4)	36.2%	36.5%	32.1%	36.0%	36.2%	32.6%	43.0%	42.6%	50.4%	34.5%	40.4%
Somewhat Satisfied (3)	12.7%	13.0%	8.8%	10.6%	10.9%	5.2%	21.2%	22.3%	0.0%	13.5%	7.1%
Bottom 2 Box (Net)	1.7%	1.7%	2.0%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%	1.9%	0.9%
Not Very Satisfied (2)	1.6%	1.5%	2.0%	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	1.7%	0.9%
Not At all Satisfied (1)	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%