

2016 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 have included visits to other states

CONTENT	Page
Panel: State of Origin, DMA Household Income Household Size Presence of Children Marital Status	1
Age Gender Education Employment Ethnicity Spanish Origin	2
Purpose of Trip Extension of trip for Leisure Purposes Modes of Transportation	3
Travel Party Size Number of States Visited	4

State Level Data

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

CONTENT	Page
Cities Visited Stayed Overnight Average Expenditure in California Number of Night Spent, proportional	5
Trip Activities	6
Trip Planning/Booking Characteristics	7
Trip Booking Characteristics Trip Satisfaction	8

Source: TNS TravelsAmerica, 2016

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	741	719	614	599	76	74	491	209
Top States of Origin								
Arizona	28.4%	28.7%	29.9%	30.3%	35.0%	12.8%	17.4%	17.9%
Nevada	24.8%	23.8%	24.9%	24.1%	32.0%	8.7%	14.3%	12.1%
Washington	19.1%	19.6%	18.6%	19.0%	11.4%	36.9%	27.0%	27.7%
Oregon	12.0%	12.3%	11.7%	12.0%	10.4%	16.8%	15.8%	16.2%
Colorado	8.6%	8.5%	7.5%	7.3%	4.9%	17.8%	20.1%	20.6%
Utah	7.1%	7.1%	7.4%	7.3%	6.3%	7.0%	5.4%	5.6%
DMA - Panel								
Phoenix (Prescott)	23.5%	24.0%	25.6%	26.2%	11.5%	11.8%	29.4%	9.9%
Las Vegas	19.4%	19.2%	18.7%	18.7%	14.3%	12.1%	25.1%	6.8%
Seattle-Tacoma	14.7%	15.1%	14.3%	14.6%	21.4%	22.0%	8.3%	29.2%
Portland, OR	10.4%	10.7%	10.3%	10.6%	14.5%	14.9%	6.5%	19.6%
Denver	7.8%	7.7%	7.1%	6.8%	17.2%	17.7%	4.6%	15.5%
Salt Lake City	7.1%	7.1%	7.4%	7.3%	5.4%	5.6%	6.3%	7.0%
Reno	5.5%	4.6%	6.2%	5.4%			6.8%	1.9%
Tucson (Sierra Vista)	3.4%	3.5%	3.6%	3.7%	4.5%	4.6%	3.9%	2.8%
Medford-Klamath Falls	2.0%	2.0%	2.1%	2.1%	0.3%	0.4%	2.9%	0.4%
Spokane	1.8%	1.8%	1.3%	1.3%	4.4%	4.5%	2.0%	1.7%
Household Income								
Under \$10,000 (10)	2.2%	2.2%	2.2%	2.2%			2.2%	1.1%
\$10,000-\$14,999 (12.5)	0.9%	0.9%	1.1%	1.1%			1.0%	0.9%
\$15,000-\$19,999 (17.5)	1.1%	1.0%	0.8%	0.8%	3.2%	2.0%	1.2%	0.2%
\$20,000-\$24,999 (22.5)	3.8%	3.6%	4.2%	3.9%	0.8%	0.8%	4.5%	1.6%
\$25,000-\$29,999 (27.5)	4.9%	4.9%	5.4%	5.6%	1.1%	1.2%	5.3%	3.6%
\$30,000-\$34,999 (32.5)	4.1%	4.1%	4.5%	4.6%	0.5%	0.5%	5.1%	2.1%
\$35,000-\$39,999 (37.5)	5.2%	5.3%	4.8%	4.8%	5.3%	5.5%	6.5%	1.4%
\$40,000-\$49,999 (45)	6.2%	6.1%	6.2%	6.1%	5.4%	5.5%	8.1%	2.5%
\$50,000-\$59,999 (55)	11.4%	11.3%	11.3%	11.4%	4.2%	4.4%	11.9%	11.3%
\$60,000-\$74,999 (67.5)	9.7%	9.8%	8.9%	8.8%	16.6%	17.0%	12.3%	5.3%
\$75,000-\$99,999 (87.5)	15.4%	15.5%	14.8%	14.7%	21.1%	21.6%	15.1%	15.9%
\$100,000-\$124,999 (112.5)	14.4%	14.5%	15.7%	15.7%	10.9%	11.2%	11.5%	20.6%
\$125,000-\$149,999 (137.5)	7.7%	7.7%	6.5%	6.6%	20.8%	20.1%	5.1%	14.1%
\$150,000-\$199,999 (175)	8.2%	8.1%	9.0%	8.8%	3.5%	3.6%	6.5%	11.1%
\$200,000 + (225)	4.9%	5.1%	4.7%	4.8%	6.4%	6.6%	3.6%	8.4%
Mean	87.29	87.58	87.04	87.09	99.13	99.70	78.35	108.45
Household Size								
1	11.1%	11.1%	11.1%	11.0%	7.9%	8.1%	9.9%	13.4%
2	41.0%	41.1%	41.7%	41.8%	37.9%	37.6%	39.2%	43.2%
3	17.2%	17.2%	17.4%	17.4%	13.3%	12.3%	17.9%	13.7%
4	17.9%	17.9%	18.0%	17.9%	18.0%	18.5%	19.0%	17.7%
5+	12.8%	12.8%	11.8%	11.8%	22.9%	23.5%	14.0%	12.0%
Presence of Children								
Net - Children Under 18	43.3%	43.5%	43.0%	42.9%	50.8%	52.1%	46.0%	38.8%
Children 0-5	18.9%	18.9%	20.3%	20.1%	14.5%	14.8%	21.1%	14.9%
6-12	20.8%	20.7%	20.0%	19.7%	31.1%	31.9%	22.1%	19.1%
13-17	18.8%	19.1%	17.2%	17.3%	29.6%	30.4%	20.6%	15.7%
None Under 18	56.7%	56.5%	57.0%	57.1%	49.2%	47.9%	54.0%	61.2%
Marital Status								
Now married	62.0%	63.1%	63.2%	64.2%	57.0%	58.5%	61.1%	65.5%
Never married	25.4%	24.7%	26.2%	25.6%	17.4%	16.6%	26.2%	22.8%
Divorced, Widowed, Separated	12.6%	12.2%	10.7%	10.3%	25.6%	25.0%	12.7%	11.7%

* note: small sample size

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	741	719	614	599	76	74	491	209
Age								
18-20	3.6%	3.5%	3.0%	2.7%	3.6%	3.7%	3.9%	3.0%
21-24	7.9%	7.8%	8.5%	8.6%	5.3%	5.5%	9.0%	6.1%
25-34	24.7%	24.7%	25.6%	25.5%	24.1%	24.7%	25.0%	25.0%
35-44	16.7%	17.0%	17.1%	17.5%	17.9%	17.1%	16.9%	16.7%
45-54	16.1%	15.9%	13.2%	12.8%	33.3%	34.1%	15.8%	16.8%
55-64	16.0%	16.3%	16.2%	16.6%	11.9%	12.2%	13.9%	19.9%
65+	14.9%	14.8%	16.4%	16.3%	3.9%	2.7%	15.5%	12.5%
Average Age	44.29	44.35	44.30	44.34	42.99	42.80	43.64	44.94
Gender								
Female	67.3%	67.3%	66.1%	66.0%	76.4%	78.4%	65.5%	71.7%
Male	32.7%	32.7%	33.9%	34.0%	23.6%	21.6%	34.5%	28.3%
Education (Head of Household)								
Some High School	0.7%	0.7%	0.6%	0.6%	0.9%	0.9%	1.0%	0.2%
Graduated High School	10.5%	10.5%	10.7%	10.6%	6.2%	6.3%	10.4%	10.7%
Some College - no degree	29.6%	29.3%	29.5%	29.1%	25.9%	25.3%	33.8%	21.1%
Graduated College - Associate's degree (2 year)	13.1%	13.2%	12.0%	12.2%	19.5%	20.0%	15.2%	8.9%
Graduated College - Bachelor's degree (4 year)	31.8%	31.8%	33.2%	33.3%	26.7%	26.1%	28.2%	38.2%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	14.0%	14.2%	13.9%	14.0%	20.1%	20.7%	11.1%	20.9%
No answer	0.2%	0.2%	0.2%	0.2%	0.6%	0.6%	0.2%	
Employment								
Full time	49.1%	49.3%	48.9%	49.1%	60.6%	60.9%	46.6%	55.5%
Part time	13.3%	13.1%	12.2%	11.8%	21.1%	21.7%	13.7%	12.8%
Net - Other	37.3%	37.3%	38.7%	38.7%	17.7%	16.8%	39.4%	31.7%
Retired	20.4%	20.5%	21.2%	21.3%	7.7%	7.9%	21.8%	16.8%
Not employed	16.9%	16.8%	17.4%	17.5%	10.0%	8.9%	17.6%	15.0%
No answer	0.3%	0.3%	0.3%	0.3%	0.6%	0.6%	0.4%	
Ethnicity								
White	85.1%	84.9%	84.9%	84.5%	89.5%	90.4%	84.4%	87.7%
Asian or Pacific Islander	6.5%	6.5%	6.8%	6.9%	3.5%	2.4%	5.9%	8.5%
Black/African American	2.3%	2.3%	2.4%	2.4%	1.2%	1.2%	2.8%	0.7%
American Indian, Aleut Eskimo	1.3%	1.3%	1.3%	1.3%	1.8%	1.8%	1.6%	0.6%
Other	4.3%	4.4%	4.1%	4.2%	4.0%	4.1%	5.2%	1.6%
No answer	0.5%	0.5%	0.6%	0.6%				0.8%
Spanish Origin								
No	88.4%	88.1%	88.1%	87.8%	88.5%	89.5%	87.0%	91.5%
Yes	11.0%	11.2%	11.1%	11.4%	11.5%	10.5%	12.8%	7.7%
No answer	0.6%	0.6%	0.7%	0.8%			0.2%	0.8%
All purpose of Trip								
Leisure (Sub Net)	88.9%	88.8%	100.0%	100.0%	30.2%	28.5%	92.1%	81.6%
Visit friends/relatives	57.2%	57.6%	64.0%	64.4%	19.6%	17.5%	59.1%	55.8%
Outdoor recreation	21.8%	22.1%	24.1%	24.4%	12.3%	11.4%	26.7%	11.1%
Entertainment/Sightseeing	38.5%	38.8%	43.1%	43.4%	13.5%	12.5%	39.0%	31.9%
Other pleasure/personal	30.2%	30.0%	33.2%	33.0%	14.4%	13.5%	30.2%	28.6%
Personal business	9.8%	9.6%	4.2%	4.3%	6.5%	5.4%	10.8%	7.1%
Business (Sub Net)	14.8%	14.9%	4.6%	4.7%	100.0%	100.0%	12.6%	20.3%
Business - General (Sub Sub Net)	11.2%	11.4%	4.0%	4.1%	69.5%	69.9%	9.5%	15.2%
Employee Training/Seminar	4.7%	4.7%	2.1%	2.2%	24.4%	23.8%	3.8%	6.8%
Client or Customer Meeting/Service	5.1%	5.2%	2.4%	2.5%	25.2%	24.5%	4.6%	6.3%
Internal Business Meeting	3.7%	3.7%	2.3%	2.4%	13.4%	12.4%	3.7%	3.3%
Sales/Marketing	3.1%	3.0%	2.3%	2.3%	7.0%	5.9%	3.6%	1.6%
Incentive/Reward	3.0%	2.9%	2.1%	2.2%	8.2%	7.1%	3.7%	0.9%
Internal Operations/Equipment Repair or Service	2.9%	2.9%	1.9%	1.9%	9.3%	8.3%	3.3%	1.5%
Any Other General Business	4.9%	4.9%	2.5%	2.6%	22.2%	21.5%	5.0%	3.6%
Business-Convention/Conference/Tradeshaw/Seminar (Sub Sub Net)	7.3%	7.2%	2.9%	2.9%	43.6%	42.2%	6.7%	8.6%
Business - Convention/Tradeshaw	3.8%	3.7%	2.6%	2.6%	11.6%	10.6%	3.9%	3.1%
Business - Conference/Seminar	6.2%	6.1%	2.5%	2.6%	37.2%	35.6%	5.9%	6.4%
Other	4.1%	3.9%	2.5%	2.5%	5.6%	4.4%	4.7%	2.6%

* note: small sample size

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	741	719	614	599	76	74	491	209
Primary purpose for trip								
Leisure (Net)	83.1%	83.3%	100.0%	100.0%			85.7%	77.0%
Visit friends/relatives	43.2%	43.6%	52.1%	52.4%			44.9%	43.4%
Outdoor recreation	7.1%	7.3%	8.6%	8.8%			9.5%	2.5%
Entertainment/Sightseeing	20.1%	20.0%	24.0%	24.0%			19.0%	17.7%
Other pleasure/personal	12.7%	12.3%	15.3%	14.8%			12.3%	13.4%
Personal business	5.5%	5.3%					5.7%	4.7%
Business (Net)	10.2%	10.3%			100.0%	100.0%	7.4%	17.3%
Business - General (Sub Net)	6.8%	6.9%			66.8%	67.2%	4.4%	12.8%
Employee Training/Seminar	2.1%	2.2%			20.5%	21.1%	0.7%	5.8%
Client or Customer Meeting/Service	1.8%	1.9%			18.1%	18.5%	1.2%	3.7%
Internal Business Meeting	0.5%	0.5%			5.0%	5.1%	0.3%	0.8%
Sales/Marketing	0.1%	0.1%			0.9%	0.9%	0.1%	0.2%
Incentive/Reward	0.3%	0.1%			2.5%	1.3%	0.4%	
Internal Operations/Equipment Repair or Service	0.4%	0.4%			4.1%	4.2%	0.4%	0.5%
Any Other General Business	1.6%	1.7%			15.7%	16.1%	1.3%	1.8%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	3.4%	3.4%			33.2%	32.8%	3.0%	4.5%
Business - Convention/Tradeshow	0.6%	0.7%			6.3%	6.5%	0.4%	1.5%
Business - Conference/Seminar	2.7%	2.7%			26.9%	26.3%	2.7%	3.0%
Other	1.2%	1.1%					1.2%	1.0%
Did you extend your stay for leisure purposes?								
No	65.9%	65.1%	33.7%	33.7%	68.3%	67.5%	50.4%	83.0%
Yes	34.1%	34.9%	66.3%	66.3%	31.7%	32.5%	49.6%	17.0%
Primary Modes of Transportation Used on Trip								
Own Auto/Truck	54.5%	53.5%	57.4%	56.4%	31.3%	29.6%	82.2%	
Airplane	28.3%	28.9%	26.2%	26.7%	47.7%	48.9%		100.0%
Rental Car	9.6%	9.8%	8.6%	8.8%	16.0%	16.4%	14.4%	
Camper/RV	2.2%	2.3%	2.5%	2.6%	1.1%	1.1%	3.3%	
Ship/Boat	1.5%	1.5%	1.8%	1.8%				
Other	1.2%	1.2%	1.2%	1.2%	1.6%	1.7%		
Bus	0.9%	1.0%	0.4%	0.5%	2.3%	2.3%		
Motorcoach/Group Tour	0.6%	0.7%	0.6%	0.6%				
Motorcycle	0.6%	0.6%	0.7%	0.7%				
Train	0.5%	0.5%	0.5%	0.5%				
All modes of transportation used on trip								
Own Auto/Truck	60.3%	59.2%	63.6%	62.7%	32.8%	31.1%	83.7%	11.8%
Airplane	35.3%	36.1%	33.5%	34.2%	51.0%	52.3%	8.2%	100.0%
Rental Car	21.0%	21.5%	18.5%	19.0%	42.0%	43.0%	17.1%	33.8%
Other	5.1%	5.2%	4.6%	4.7%	4.1%	4.2%	2.4%	7.4%
Bus	4.8%	4.8%	3.3%	3.4%	9.2%	9.4%	1.9%	6.1%
Camper/RV	4.4%	4.5%	4.5%	4.6%	2.6%	2.7%	6.0%	0.6%
Ship/Boat	4.2%	4.2%	3.8%	3.9%	3.4%	3.5%	2.8%	1.8%
Train	3.9%	3.8%	2.4%	2.5%	8.0%	8.2%	2.5%	5.0%
Motorcoach/Group Tour	2.7%	2.8%	2.3%	2.4%	3.6%	3.7%	2.1%	1.6%
Motorcycle	2.4%	2.5%	2.2%	2.3%	1.5%	1.5%	2.6%	

* note: small sample size

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	741	719	614	599	76	74	491	209
Average Total Travel Party Size	2.73	2.73	2.88	2.88	1.94	1.94	2.86	2.40
Average Total Travel Party Size in HH	2.20	2.20	2.30	2.30	1.63	1.65	2.38	1.82
All Travel Party Members Under 18								
1	16.3%	16.7%	17.5%	17.8%	7.0%	7.2%	17.9%	12.7%
2	10.5%	10.3%	11.2%	10.8%	6.5%	6.7%	12.8%	5.9%
3	3.7%	3.8%	4.3%	4.4%	0.9%	0.9%	3.9%	3.5%
4	1.1%	1.2%	1.2%	1.2%	1.5%	1.6%	1.3%	0.9%
5+	1.2%	1.2%	1.4%	1.5%			1.5%	0.8%
Number of Travel Party Members Over 18								
1	28.9%	29.2%	24.0%	24.1%	57.2%	57.4%	23.0%	44.4%
2	53.2%	53.0%	56.8%	56.6%	31.7%	32.5%	59.0%	39.3%
3	7.9%	7.9%	8.6%	8.6%	6.1%	5.0%	9.0%	6.2%
4	5.3%	5.1%	5.6%	5.6%	1.1%	1.2%	4.8%	4.9%
5+	4.7%	4.7%	5.0%	5.1%	3.9%	4.0%	4.3%	5.1%
All Travel Party Members								
1	22.7%	22.9%	17.9%	17.9%	54.3%	54.4%	17.5%	35.9%
2	39.3%	39.3%	40.6%	40.6%	26.4%	27.1%	39.8%	38.4%
3	14.1%	14.2%	15.9%	16.1%	5.6%	4.5%	16.6%	8.0%
4	12.3%	12.0%	12.9%	12.5%	6.1%	6.2%	12.8%	10.2%
5+	11.5%	11.6%	12.8%	12.9%	7.6%	7.8%	13.4%	7.5%
Average Number of States Visited								
	1.28	1.28	1.30	1.30	1.13	1.13	1.34	1.11
Number of States Visited Per Trip								
1	84.2%	84.2%	83.6%	83.6%	91.2%	91.0%	81.5%	91.5%
2	9.4%	9.5%	9.5%	9.5%	4.7%	4.8%	10.6%	7.1%
3	3.7%	3.6%	3.7%	3.6%	4.1%	4.2%	4.5%	0.9%
4+	2.7%	2.7%	3.2%	3.3%			3.4%	0.5%

* note: small sample size

State level	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	923	777	772	651	85	77	624	232
Cities Visited in the State								
Los Angeles Area	26.3%	27.0%	27.4%	28.0%	22.2%	23.4%	23.6%	29.3%
Anaheim/Orange County	23.9%	25.2%	25.0%	26.5%	23.6%	23.5%	22.6%	26.6%
San Diego Area	19.0%	20.0%	19.8%	20.6%	20.6%	21.7%	22.6%	12.3%
San Francisco Area	13.5%	13.5%	13.7%	13.7%	12.6%	13.2%	10.5%	19.2%
Palm Springs	6.3%	6.6%	7.1%	7.3%	3.0%	3.2%	6.8%	4.7%
Sacramento	5.6%	5.8%	5.9%	6.2%	4.1%	4.3%	6.1%	5.0%
Oakland	5.2%	5.5%	4.5%	4.7%	7.5%	7.9%	4.4%	6.6%
San Jose	4.3%	4.5%	3.3%	3.4%	12.7%	13.4%	3.0%	7.2%
Lake Tahoe	3.7%	3.4%	3.7%	3.2%	5.7%	6.0%	4.1%	2.8%
Fresno	3.6%	3.5%	3.1%	3.2%	5.0%	3.9%	4.5%	1.8%
Monterey/Santa Cruz	3.2%	3.4%	2.9%	3.1%	4.2%	4.4%	3.3%	2.2%
Santa Barbara	2.4%	2.3%	2.7%	2.6%	1.4%	1.5%	2.0%	2.6%
Other (Specify)	23.5%	22.0%	22.3%	20.8%	24.7%	23.9%	27.4%	15.4%
Stayed overnight/Did not stay overnight								
Stayed overnight	84.6%	100.0%	84.3%	100.0%	90.2%	100.0%	83.7%	92.4%
Did not stay overnight	15.4%		15.7%		9.8%		16.3%	7.6%
Stayed Accommodations - Proportion								
Hotel	63.4%	63.4%	60.8%	60.8%	94.2%	94.2%	62.0%	63.9%
Private Home	31.6%	31.6%	32.0%	32.0%	20.4%	20.4%	32.1%	31.1%
Other	6.5%	6.5%	6.5%	6.5%	4.9%	4.9%	6.1%	5.1%
RV/Tent	6.4%	6.4%	6.8%	6.8%	5.5%	5.5%	8.9%	0.8%
Shared Economy Property (AirBnB, VRBO, etc)	4.4%	4.4%	4.5%	4.5%	4.4%	4.4%	3.7%	4.9%
Time Share	3.1%	3.1%	3.2%	3.2%	4.4%	4.4%	3.2%	3.3%
B&B	2.5%	2.5%	2.4%	2.4%	5.5%	5.5%	1.9%	2.6%
Personal Second Home/Condo *	2.0%	2.0%	1.8%	1.8%	2.9%	2.9%	1.7%	0.9%
Rental Condo	1.8%	1.8%	1.6%	1.6%	5.1%	5.1%	1.7%	1.1%
Rental Home *	1.8%	1.8%	1.6%	1.6%	4.0%	4.0%	1.8%	1.3%
Average Trip Expenditures per Party								
Lodging	\$249	\$294	\$257	\$305	\$276	\$306	\$222	\$347
Transportation to get to State	\$230	\$230	\$230	\$227	\$310	\$330	\$133	\$481
Food/Beverage/Dining	\$175	\$195	\$186	\$208	\$127	\$138	\$161	\$231
Entertainment	\$117	\$133	\$133	\$152	\$41	\$45	\$109	\$153
Shopping/Gifts/Souvenirs	\$67	\$75	\$73	\$81	\$40	\$45	\$63	\$88
Gasoline within State	\$60	\$49	\$63	\$49	\$51	\$52	\$53	\$90
Transportation within State	\$39	\$43	\$39	\$43	\$61	\$67	\$28	\$76
Groceries	\$35	\$38	\$36	\$39	\$26	\$28	\$33	\$44
Gaming	\$20	\$18	\$18	\$18	\$50	\$28	\$23	\$8
Amenities	\$18	\$18	\$17	\$16	\$27	\$30	\$14	\$30
Parking/Tolls within State	\$11	\$12	\$11	\$12	\$16	\$17	\$11	\$11
Other	\$16	\$16	\$15	\$15	\$17	\$18	\$17	\$11
Total	\$1,036	\$1,121	\$1,078	\$1,163	\$1,041	\$1,104	\$866	\$1,568
Total Expenditure minus Transportation to State	\$806	\$891	\$848	\$937	\$731	\$774	\$733	\$1,087
Average Spending per Visitor in HH (minus transportation to state)								
	\$366	\$405	\$369	\$407	\$448	\$469	\$308	\$597
Average Nights in California								
	3.72	4.42	3.77	4.47	3.78	4.19	3.58	4.40
Trip Activities								
Visiting relatives	27.8%	30.5%	29.0%	31.6%	18.0%	18.8%	29.1%	30.0%
Shopping	24.1%	25.4%	26.5%	28.1%	10.3%	11.4%	23.8%	24.9%
Beach	18.7%	20.7%	20.2%	22.4%	14.1%	15.6%	19.4%	18.9%
Visiting friends	16.7%	18.0%	17.5%	19.1%	7.4%	7.0%	16.3%	19.5%
Theme park/ Amusement park/ Water park	16.6%	19.1%	18.3%	21.1%	7.9%	8.8%	15.9%	19.5%
Theme park	16.6%	19.1%	18.3%	21.1%	7.9%	8.8%	15.9%	19.5%
None of the above	15.3%	11.8%	11.3%	7.6%	44.6%	41.2%	16.0%	13.2%
Fine dining	15.2%	16.2%	14.8%	15.7%	18.9%	21.0%	14.3%	20.0%
Urban sightseeing	12.6%	12.6%	13.6%	13.9%	5.6%	6.2%	12.0%	11.3%
Rural sightseeing	8.9%	8.8%	10.3%	10.4%			9.7%	7.3%
Historic sites/churches	8.3%	8.4%	8.9%	9.3%	4.0%	4.4%	8.1%	7.1%

* note: small sample size

State level	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	923	777	772	651	85	77	624	232
Trip Activities (Continued)								
Museums	7.7%	8.0%	7.4%	8.0%	5.0%	5.6%	6.9%	8.1%
State park/Monuments/ Recreation areas	7.1%	7.3%	7.7%	7.9%	6.2%	6.9%	7.5%	5.8%
Casino/gaming	5.9%	6.2%	6.3%	6.6%	5.6%	4.8%	7.2%	3.6%
National park/Monuments/ Recreation areas	5.5%	5.4%	6.3%	6.2%	0.8%	0.9%	6.4%	2.5%
Family reunion	5.0%	5.7%	5.8%	6.6%			5.6%	5.1%
Art galleries	4.9%	5.2%	5.0%	5.3%	4.2%	4.6%	3.7%	6.4%
Wine tasting/winery tour	4.7%	5.1%	5.2%	5.7%	2.8%	3.1%	3.6%	7.6%
Camping	4.1%	4.8%	4.8%	5.6%			5.5%	1.4%
Zoos/ Aquariums/ Aviaries	4.1%	4.6%	4.1%	4.7%	4.4%	4.9%	4.7%	3.1%
Nightclub/dancing	4.0%	4.5%	3.8%	4.5%	4.7%	5.2%	4.4%	3.3%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3.9%	4.2%	4.5%	5.0%	0.3%	0.3%	3.7%	2.1%
Craft breweries	3.8%	4.2%	3.8%	4.5%	4.4%	4.8%	3.5%	4.7%
Hiking/ Backpacking/ Canyoneering	3.8%	4.0%	4.3%	4.7%			3.7%	3.5%
Gardens	3.5%	3.9%	4.0%	4.6%	1.1%	1.2%	3.6%	3.6%
Wildlife viewing	3.5%	3.6%	3.9%	4.1%	2.1%	2.4%	4.1%	2.7%
Other nature (photography, rockhound, etc)	3.3%	3.2%	3.6%	3.5%	2.2%	2.4%	3.9%	1.6%
Old homes/mansions	3.0%	3.3%	3.5%	3.7%			3.4%	2.1%
Musical performance/show	3.0%	3.3%	3.1%	3.5%	1.9%	2.1%	2.3%	4.6%
Spa/health club	2.9%	3.3%	2.8%	3.1%	3.9%	4.3%	3.1%	2.1%
Sports events - Major/ Professional	2.8%	3.3%	3.0%	3.5%	2.1%	2.3%	2.4%	2.3%
Bird watching	2.7%	2.9%	2.6%	2.8%	4.3%	4.7%	2.9%	1.9%
Theater/drama	2.4%	2.5%	2.8%	2.8%	1.1%	1.2%	1.5%	5.2%
Nature travel/ecotouring	2.3%	1.9%	2.3%	1.9%	2.0%	2.3%	3.2%	0.4%
Local/folk arts/crafts	2.0%	1.9%	2.0%	2.0%			1.9%	2.0%
Fishing	1.9%	1.8%	1.9%	1.9%	2.0%	2.2%	2.2%	1.4%
Golf	1.8%	2.0%	1.9%	2.1%	1.1%	1.2%	1.9%	2.0%
Area where a TV show or movie was filmed	1.7%	2.0%	1.8%	2.1%	0.6%	0.6%	2.0%	1.0%
Horseback riding	1.6%	1.6%	0.9%	0.7%	9.4%	10.4%	2.1%	
Symphony/opera/concert	1.4%	1.1%	1.7%	1.3%			1.1%	1.3%
Motor boat/Jet ski	1.3%	1.6%	1.1%	1.3%	3.4%	3.8%	1.6%	1.0%
Sailing	1.3%	1.4%	1.4%	1.5%	1.0%	1.1%	1.7%	
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1.2%	1.5%	1.2%	1.4%	1.1%	1.2%	1.3%	1.3%
Caverns	1.2%	1.4%	1.2%	1.4%			1.8%	
Hunting	1.2%	1.2%	1.3%	1.2%	1.3%	1.5%	1.3%	0.5%
Musical theater	1.0%	1.1%	1.1%	1.2%	1.3%	1.5%	1.2%	0.3%
ATV/Four-wheeling	1.0%	1.2%	1.1%	1.3%	1.0%	1.1%	1.3%	0.5%
Motor sports - NASCAR/Indy	1.0%	1.2%	0.8%	1.0%	2.3%	2.5%	1.1%	0.3%
Native American ruins/Rock art	1.0%	1.1%	0.9%	1.0%	1.0%	1.1%	1.0%	0.3%
Rock/mountain climbing	1.0%	0.9%	1.0%	0.9%			1.2%	0.5%
High School/College reunion	0.9%	1.1%	0.9%	1.0%	1.1%	1.2%	0.4%	2.0%
Rodeo/State fair	0.9%	0.9%	0.8%	0.8%	2.1%	2.3%	0.9%	0.2%
Water skiing	0.8%	0.8%	0.8%	0.9%			0.9%	0.3%
Horseracing	0.8%	0.7%	0.8%	0.7%	1.3%	1.5%	0.6%	0.4%
Scuba diving/snorkeling	0.8%	0.7%	0.8%	0.7%	1.0%	1.1%	0.7%	0.3%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	0.7%	0.9%	0.5%	0.7%	0.4%	0.5%	0.8%	0.7%
Biking /Road biking/ Cycling	0.6%	0.7%	0.5%	0.6%	1.4%	1.5%	0.6%	0.5%
Mountain biking	0.5%	0.4%	0.4%	0.3%	1.1%	1.2%	0.3%	0.4%
Distilleries	0.5%	0.5%	0.5%	0.6%			0.3%	0.7%
Farms/ Ranches/ Agri-tours	0.4%	0.5%	0.4%	0.5%	1.0%	1.2%	0.2%	0.8%
Hang gliding/ Skydiving/ Base jumping	0.4%	0.4%	0.5%	0.5%			0.3%	0.3%
Snowmobiling	0.3%	0.2%	0.4%	0.3%			0.1%	0.5%
Snow sports other than skiing or snowmobiling	0.2%	0.3%	0.3%	0.3%			0.2%	
Tennis	0.2%	0.1%	0.3%	0.1%			0.1%	0.2%
Skiing/snowboarding	0.1%	0.2%	0.2%	0.2%			0.2%	
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.1%	0.1%	0.1%	0.1%			0.2%	

* note: small sample size

State level	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	923	777	772	651	85	77	624	232
Trip Planning Sources								
Offline Sources (Net)	67.8%	69.7%	70.0%	71.9%	58.1%	58.0%	68.6%	64.8%
Corporate travel department (in person or by phone)	2.7%	3.0%	1.6%	1.6%	13.8%	15.3%	1.9%	5.7%
Destination printed material	3.7%	3.6%	4.1%	4.0%	2.1%	2.4%	3.0%	3.0%
Friends/relatives	27.5%	29.3%	30.7%	32.9%	9.0%	8.8%	25.1%	34.1%
Magazine	3.7%	3.5%	3.7%	3.5%	4.7%	5.2%	2.8%	3.5%
Own experience	42.7%	44.1%	43.4%	45.3%	34.0%	31.3%	46.5%	35.6%
TV	2.8%	2.7%	3.0%	2.7%	2.6%	2.9%	2.7%	2.5%
Travel Agent (in person or by phone)	4.4%	4.1%	4.6%	4.1%	5.6%	6.2%	3.3%	3.9%
Travel club (AAA)	5.0%	5.2%	5.7%	5.9%	2.3%	2.6%	5.1%	4.1%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	6.1%	6.5%	6.4%	6.8%	5.8%	6.5%	3.7%	10.6%
Other 'offline' planning sources(s)	0.9%	1.0%	0.9%	0.9%	0.8%	0.9%	0.9%	1.0%
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	34.8%	36.9%	34.5%	36.9%	37.4%	41.5%	26.3%	54.3%
Online Sources (Including Social/Commercial Networking Sources) (Net)	47.4%	50.0%	47.5%	50.1%	49.9%	55.3%	40.1%	65.1%
Corporate desktop travel tool/Intranet	1.9%	2.0%	1.4%	1.3%	7.1%	7.8%	0.7%	4.5%
Destination website (official site of state, city or attraction)	9.8%	10.2%	10.7%	11.7%	3.0%	3.4%	9.3%	10.7%
Online full service travel website (Expedia, Travelocity, etc.)	12.7%	14.3%	13.3%	14.8%	11.5%	12.8%	10.7%	19.3%
Travel provider website (airline, hotel, rental car, cruise, tour)	16.7%	17.5%	16.7%	17.5%	15.2%	16.9%	9.2%	34.4%
Search engines (Google, Bing, Yahoo, etc.)	17.9%	19.0%	18.4%	19.9%	13.7%	15.2%	15.4%	25.6%
Other online planning sources(s)	2.3%	2.5%	2.4%	2.6%	1.0%	1.1%	1.9%	2.5%
Social/Commercial Networking Sources (Net)	15.9%	15.9%	16.3%	16.8%	11.2%	12.4%	14.8%	17.1%
Pinterest	2.6%	2.4%	2.7%	2.9%			1.5%	4.6%
Facebook	8.5%	8.9%	9.1%	9.7%	5.5%	6.1%	8.5%	9.7%
Instagram	3.7%	3.4%	4.1%	3.8%	2.5%	2.7%	1.9%	7.4%
Twitter	2.9%	2.4%	3.0%	2.4%	3.8%	4.2%	2.3%	3.7%
Blogs	2.7%	2.6%	2.9%	3.1%			1.4%	5.9%
Travel review sites (TripAdvisor, Yelp, etc.)	6.3%	6.3%	5.9%	6.3%	6.2%	6.8%	5.3%	6.4%
Other social/commercial networking sources	0.3%	0.3%	0.2%	0.2%	0.4%	0.5%	0.3%	0.2%
Someone else planned for me and I don't know the method	2.1%	2.1%	2.0%	2.0%	4.9%	4.2%	2.4%	2.2%
No plans were made for this destination	16.6%	14.2%	16.6%	14.2%	12.1%	10.2%	19.2%	10.6%
Advance Trip Consideration								
Less than 2 weeks before the visit	17.3%	14.7%	15.9%	13.2%	22.3%	19.6%	18.9%	12.5%
Within 2 weeks-4 weeks of visit	14.9%	14.8%	13.6%	13.1%	24.6%	26.2%	15.9%	15.4%
At least 1 month, but less than 3 months before the visit	20.4%	21.6%	20.5%	21.6%	23.7%	24.9%	19.3%	25.5%
At least 3 months, but less than 6 months before the visit	17.1%	18.9%	18.0%	20.0%	12.1%	12.8%	15.4%	20.1%
At least 6 months, but less than 1 year before the visit	16.6%	17.3%	18.2%	18.8%	7.7%	8.5%	16.7%	14.4%
More than a year before the visit	13.7%	12.6%	13.8%	13.3%	9.5%	7.8%	13.8%	12.0%
Advance Trip Decision								
Less than 2 weeks before the visit	25.1%	22.2%	23.4%	20.3%	30.3%	28.5%	28.5%	16.7%
At least 1 month, but less than 3 months before the visit	20.6%	22.2%	21.2%	22.6%	22.2%	24.0%	17.9%	29.3%
Within 2 weeks-4 weeks of visit	18.0%	18.9%	17.5%	18.2%	27.4%	28.0%	18.4%	20.7%
At least 6 months, but less than 1 year before the visit	15.8%	15.3%	16.9%	16.7%	5.6%	6.2%	15.4%	12.0%
At least 3 months, but less than 6 months before the visit	14.4%	15.9%	15.0%	16.5%	7.7%	8.5%	13.0%	16.6%
More than a year before the visit	6.2%	5.4%	6.1%	5.7%	6.8%	4.8%	6.8%	4.7%

* note: small sample size

State level	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total *	Business- Overnight *	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	923	777	772	651	85	77	624	232
Trip Booking Sources								
No bookings were made for this destination	31.0%	26.2%	31.2%	26.8%	23.6%	16.4%	41.5%	6.1%
Offline booking (Net)	29.3%	29.4%	28.8%	28.4%	36.5%	39.4%	27.5%	29.9%
Corporate travel department	5.6%	6.0%	4.2%	4.2%	22.0%	23.8%	4.1%	7.9%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	10.8%	10.6%	11.5%	11.2%	7.8%	8.7%	11.7%	8.3%
Directly with travel provider in person/phone	10.3%	10.9%	10.1%	10.7%	10.2%	10.8%	9.6%	10.1%
Travel Agent	4.1%	3.8%	4.2%	3.6%	5.4%	6.0%	3.2%	3.4%
Travel club (e.g. AAA)	3.0%	2.7%	3.5%	3.3%			3.4%	2.6%
Other 'offline' booking method	1.2%	1.0%	1.2%	0.8%			1.5%	0.2%
Online booking (Excluding Social/Commercial Networking) (Net)	47.0%	51.3%	46.9%	51.2%	49.1%	54.5%	36.6%	72.8%
Online booking (Including Social/Commercial Networking) (Net)	47.0%	51.3%	46.9%	51.2%	49.1%	54.5%	36.6%	72.8%
Corporate desktop travel tool/intranet	2.6%	2.9%	1.4%	1.5%	14.3%	15.9%	1.7%	5.3%
Destination website	9.3%	10.3%	10.0%	10.9%	7.8%	8.7%	9.1%	9.7%
Online travel agency (Expedia, Travelocity, etc.)	15.8%	17.6%	15.6%	17.4%	16.4%	18.2%	13.0%	23.8%
Travel provider website (airline, hotel, rental car, cruise, tour)	21.2%	22.7%	21.9%	23.7%	14.4%	15.9%	12.7%	39.9%
Some other online booking method	3.3%	3.3%	3.8%	3.8%	1.0%	1.1%	3.4%	2.1%
Someone else booked for me and I don't know the method	4.1%	4.5%	4.0%	4.4%	3.4%	3.8%	4.1%	4.3%
Trip Satisfaction (1-5)								
Top 2 Box (Net)	88.6%	89.9%	89.6%	91.0%	85.0%	87.0%	88.5%	92.2%
Extremely Satisfied (5)	45.6%	46.7%	48.6%	49.9%	32.2%	31.8%	48.4%	42.7%
Very Satisfied (4)	43.0%	43.3%	41.0%	41.1%	52.8%	55.2%	40.2%	49.4%
Somewhat Satisfied (3)	9.8%	9.0%	9.2%	8.2%	13.7%	13.0%	9.7%	7.2%
Bottom 2 Box (Net)	1.6%	1.1%	1.2%	0.8%	1.2%		1.7%	0.7%
Not Very Satisfied (2)	0.9%	0.6%	0.6%	0.5%	1.2%		0.9%	0.5%
Not At all Satisfied (1)	0.7%	0.5%	0.6%	0.3%			0.8%	0.2%

* note: small sample size