

# California Travel Report

## 7/1/2016 - 9/30/2016



Searches	Volume	YOY Growth	Global Share	US Share	US Sources		Intl Sources	
GLOBAL	44,927,327,127	521.19	100.00	--				
US	28,345,643,271	21.47	63.09	100.00				
CALIFORNIA	3,178,995,852	(25.59)	7.08	11.22	88.67	1.41	11.33	(9.83)

### Top Countries Searched - CA Source

Country	Share of Search	YOY Change
US	76.67	0.01
MX	3.53	0.57
CA	3.00	0.76
GB	1.70	(0.16)
FR	1.31	(0.43)
IT	1.25	(0.39)
ES	1.21	(0.46)
JP	0.75	0.19
CN	0.71	0.05
AU	0.60	(0.19)
TH	0.56	(0.49)

### Top Countries Searched - US Source

Country	Share of Search	YOY Change
US	81.42	2.36
CA	2.49	0.75
MX	2.17	0.32
GB	1.57	(0.46)
FR	1.07	(1.04)
IT	1.07	(0.75)
ES	0.96	(0.87)
DE	0.48	(0.16)
CN	0.38	(0.03)
BR	0.37	0.24
AU	0.37	(0.15)

### Top States Searched - CA Source

State	Share of Search	YOY Change
CA	24.15	(0.31)
AZ	15.78	0.09
FL	5.51	(0.21)
TX	5.11	0.67
NY	5.04	(0.38)
HI	2.57	(0.08)
VA	2.42	0.77
IL	2.17	(0.11)
NV	2.02	(0.47)
WA	1.91	0.27

### Top States Searched - US Source

State	Share of Search	YOY Change
AZ	17.01	2.50
FL	12.21	(3.44)
CA	11.39	(3.56)
TX	6.26	2.00
NY	4.90	(5.01)
VA	2.82	0.41
IL	2.27	(1.02)
PA	2.26	0.61
GA	2.25	0.11
NC	1.99	0.89

### Share of CA Searches by Region from US Source

Region	Share of Search	YOY Change
LA County	28.72	(0.24)
SF Bay Area	18.53	(0.14)
SD County	11.69	0.05
Orange County	11.44	(0.22)
Central Coast	7.29	0.64
Central Valley	5.67	1.79
Deserts	4.70	0.85
Inland Empire	4.56	0.58
Gold Coast	3.34	1.15
High Sierra	1.98	1.07
Shasta Cascade	1.27	2.76
North Coast	0.82	1.36

### Share of CA Searches by Region from International Source

Region	Share of Search	YOY Change
LA County	38.61	(0.22)
SF Bay Area	21.38	(0.05)
Orange County	15.79	(0.06)
SD County	8.16	0.37
Central Valley	4.34	3.53
Deserts	2.77	1.13
Central Coast	2.75	1.30
Inland Empire	2.66	1.14
High Sierra	1.62	2.45
Gold Coast	1.34	1.70
Shasta Cascade	0.45	25.35
North Coast	0.15	--

### Top 5 Source US States - CA

Region	State	Share of Search	YOY Change
California	CA	29.15	(0.22)
California	NY	9.19	(0.01)
California	TX	5.26	0.11
California	WA	4.41	0.14
California	FL	3.82	0.33

### Top 5 Source Intl Countries - CA

Region	Country	Share of Search	YOY Change
California	CANADA	19.38	(0.01)
California	GERMANY	12.68	0.25
California	UNITED	6.33	(0.18)
California	FRANCE	4.46	0.27
California	AUSTRIA	3.89	0.20

### Top 5 Source US States Per Region

Region	State	Share of Search	YOY Change
Central Coast	CA	42.60	(0.23)
Central Coast	NY	6.13	0.12
Central Coast	TX	4.48	0.49
Central Coast	WA	3.66	0.29
Central Coast	AZ	3.02	(0.10)
Central Valley	CA	39.88	(0.08)
Central Valley	NY	5.73	0.12
Central Valley	WA	4.89	0.34
Central Valley	TX	4.87	(0.15)
Central Valley	CO	3.92	0.11

### Top 5 Source Intl Countries Per Region

Region	Country	Share of Search	YOY Change
Central Coast	CANADA	22.76	(0.13)
Central Coast	GERMANY	12.70	(0.08)
Central Coast	UNITED	11.31	(0.42)
Central Coast	FRANCE	8.25	1.30
Central Coast	SPAIN	3.28	(0.13)
Central Valley	GERMANY	42.15	3.04
Central Valley	ITALY	21.96	8.73
Central Valley	CANADA	8.23	(0.51)
Central Valley	MEXICO	3.20	(0.13)
Central Valley	SPAIN	2.56	(0.64)

Deserts	CA	31.75	(0.29)
Deserts	NY	6.56	0.01
Deserts	WA	5.77	0.14
Deserts	TX	4.82	0.20
Deserts	IL	3.96	0.28
Gold County	CA	30.33	(0.28)
Gold County	NY	5.94	(0.06)
Gold County	TX	5.23	0.38
Gold County	FL	4.22	0.70
Gold County	WA	3.49	(0.19)
High Sierra	CA	37.36	(0.24)
High Sierra	NY	10.84	1.08
High Sierra	GA	6.00	0.29
High Sierra	TX	4.02	(0.18)
High Sierra	DC	3.86	0.31
Inland Empire	CA	31.44	(0.32)
Inland Empire	NY	6.82	0.09
Inland Empire	WA	5.83	0.16
Inland Empire	TX	4.63	0.15
Inland Empire	IL	4.05	0.38
LA County	CA	25.45	(0.28)
LA County	NY	10.77	0.05
LA County	TX	5.62	0.20
LA County	WA	4.73	0.22
LA County	FL	4.27	0.38
North Coast	CA	33.72	(0.25)
North Coast	NY	9.06	1.11
North Coast	WA	8.71	(0.11)
North Coast	GA	6.84	6.81
North Coast	TX	3.85	0.05
Orange County	CA	24.30	(0.30)
Orange County	NY	10.84	0.08
Orange County	TX	5.69	0.19
Orange County	WA	4.69	0.17
Orange County	FL	4.37	0.42
Shasta Cascade	CA	43.71	0.20
Shasta Cascade	CO	6.82	2.23
Shasta Cascade	OR	5.56	(0.31)
Shasta Cascade	NV	5.18	3.13
Shasta Cascade	NY	5.05	(0.64)

Deserts	CANADA	56.40	0.07
Deserts	GERMANY	8.69	0.27
Deserts	UNITED	5.63	(0.18)
Deserts	MEXICO	5.13	(0.15)
Deserts	FRANCE	2.52	0.17
Gold County	CANADA	27.13	(0.07)
Gold County	GERMANY	15.88	0.36
Gold County	MEXICO	6.72	0.11
Gold County	UNITED	4.78	(0.50)
Gold County	AUSTRIA	3.17	0.54
High Sierra	GERMANY	20.67	1.12
High Sierra	ITALY	15.47	3.63
High Sierra	ARGENTINA	11.87	716.23
High Sierra	CANADA	9.71	(0.27)
High Sierra	FRANCE	9.00	4.55
Inland Empire	CANADA	58.71	0.03
Inland Empire	GERMANY	7.40	0.17
Inland Empire	UNITED	5.74	(0.10)
Inland Empire	MEXICO	3.26	(0.28)
Inland Empire	FRANCE	2.55	0.19
LA County	CANADA	16.84	(0.02)
LA County	GERMANY	10.72	0.04
LA County	UNITED	5.80	(0.23)
LA County	FRANCE	4.78	0.27
LA County	AUSTRIA	4.46	0.26
North Coast	CANADA	30.93	--
North Coast	GERMANY	20.33	--
North Coast	MEXICO	7.32	--
North Coast	FRANCE	5.42	--
North Coast	NEW ZEALAND	5.02	--
Orange County	CANADA	16.95	(0.14)
Orange County	GERMANY	10.57	0.10
Orange County	UNITED	5.63	(0.19)
Orange County	FRANCE	4.66	0.41
Orange County	AUSTRIA	4.59	0.43
Shasta Cascade	CANADA	51.28	(0.73)
Shasta Cascade	UNITED	6.60	(0.98)
Shasta Cascade	MEXICO	5.93	(0.96)
Shasta Cascade	SWITZERLAND	3.28	(0.90)
Shasta Cascade	GERMANY	3.21	(0.98)

SD County	CA	22.39	(0.40)
SD County	NY	9.24	0.19
SD County	TX	5.63	0.25
SD County	IL	4.44	0.19
SD County	FL	4.03	0.67
SF Bay Area	CA	30.05	(0.13)
SF Bay Area	NY	9.89	(0.03)
SF Bay Area	TX	5.21	(0.05)
SF Bay Area	WA	3.91	0.07
SF Bay Area	MA	3.87	0.00

SD County	CANADA	25.70	(0.03)
SD County	GERMANY	13.99	0.25
SD County	UNITED	7.21	(0.33)
SD County	MEXICO	5.13	(0.37)
SD County	AUSTRIA	3.42	0.22
SF Bay Area	CANADA	15.00	(0.15)
SF Bay Area	GERMANY	11.81	0.20
SF Bay Area	UNITED	8.18	0.18
SF Bay Area	FRANCE	4.53	0.34
SF Bay Area	AUSTRIA	4.38	0.46