

# 2015 Domestic Travel to California

## Trip and Travel Behavior and Stats

### Trip Level Data

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

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

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Source: TNS TravelsAmerica, 2015

	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
<b>Sample Size</b>	6,667	5,378	1,285	5,253	4,291	962	830	713	5,082	1,150
<b>Top States of Origin</b>										
California	70.8%	64.5%	97.1%	72.7%	67.2%	97.2%	56.1%	49.4%	81.4%	25.5%
Arizona	3.3%	4.0%	0.4%	3.7%	4.5%	0.3%	1.8%	2.0%	3.4%	3.1%
Nevada	2.9%	3.3%	1.3%	3.1%	3.4%	1.4%	1.9%	2.2%	3.2%	2.1%
Texas	2.5%	3.0%		2.0%	2.5%		4.9%	5.7%	1.4%	6.6%
New York	1.9%	2.4%		1.8%	2.2%		3.4%	4.0%	0.9%	5.4%
Washington	1.7%	2.1%	0.1%	1.6%	1.9%	0.1%	2.4%	2.8%	1.0%	5.0%
Oregon	1.5%	1.7%	0.3%	1.5%	1.8%	0.2%	1.4%	1.5%	1.2%	2.7%
Illinois	1.4%	1.7%		1.3%	1.5%		2.3%	2.7%	0.6%	4.5%
Florida	1.3%	1.6%		1.2%	1.5%		1.6%	1.9%	0.7%	3.7%
Colorado	1.2%	1.5%	0.1%	0.9%	1.1%		3.1%	3.6%	0.3%	5.5%
Utah	0.7%	0.9%	0.1%	0.7%	0.8%	0.1%	1.2%	1.4%	0.6%	1.4%
Virginia	0.7%	0.8%	0.1%	0.6%	0.7%	0.1%	1.1%	1.3%	0.4%	2.0%
<b>Top Demographic Market Areas (DMAs) of Origin</b>										
Los Angeles	30.3%	27.8%	40.9%	31.2%	28.9%	41.9%	26.0%	22.3%	34.5%	11.0%
San Francisco-Oakland-San Jose	14.1%	13.3%	17.5%	14.4%	13.8%	17.1%	11.8%	10.4%	15.9%	7.5%
Sacramento-Stockton-Modesto	9.6%	8.7%	13.3%	10.1%	9.2%	14.4%	5.6%	4.9%	11.3%	2.7%
San Diego	5.7%	5.0%	8.8%	6.2%	5.4%	9.6%	4.3%	3.7%	6.3%	3.6%
Fresno-Visalia	3.8%	3.7%	4.1%	3.7%	3.8%	3.4%	2.7%	3.1%	4.6%	0.4%
Phoenix (Prescott)	2.9%	3.5%	0.4%	3.2%	3.9%	0.3%	1.6%	1.8%	3.0%	2.7%
Las Vegas	2.0%	2.4%	0.5%	2.1%	2.5%	0.6%	1.6%	1.9%	2.2%	1.5%
New York	2.0%	2.5%		1.9%	2.4%		3.5%	4.0%	0.9%	5.8%
Bakersfield	2.0%	1.6%	3.6%	2.0%	1.7%	3.2%	1.2%	1.1%	2.3%	0.1%
Chico-Redding	1.9%	1.6%	3.1%	1.7%	1.6%	2.1%	1.7%	1.4%	2.4%	0.2%
Santa Barbara-Santa Maria-San Luis Obispo	1.6%	1.5%	2.1%	1.7%	1.6%	1.9%	1.3%	1.1%	2.0%	
Seattle-Tacoma	1.4%	1.6%	0.1%	1.2%	1.4%		2.1%	2.5%	0.8%	4.1%
Chicago	1.2%	1.5%		1.0%	1.3%		2.2%	2.6%	0.5%	4.0%
Monterey-Salinas	1.2%	0.9%	2.2%	1.1%	0.9%	2.3%	1.1%	1.1%	1.5%	0.1%
Denver	1.1%	1.4%	0.1%	0.8%	1.0%		3.1%	3.5%	0.3%	5.1%
Portland, OR	1.0%	1.2%	0.1%	1.0%	1.2%	0.1%	1.3%	1.4%	0.7%	2.8%
<b>Household Income</b>										
Under \$10,000 (10)	3.1%	2.8%	4.6%	3.1%	2.9%	3.8%	1.2%	1.2%	3.0%	1.4%
\$10,000-\$14,999 (12.5)	2.2%	1.7%	4.6%	2.1%	1.6%	4.3%	1.2%	1.2%	2.3%	1.0%
\$15,000-\$19,999 (17.5)	2.4%	2.3%	2.6%	2.4%	2.3%	2.5%	1.6%	1.4%	2.3%	0.9%
\$20,000-\$24,999 (22.5)	3.9%	3.7%	4.8%	4.0%	3.8%	4.8%	2.2%	1.9%	4.0%	2.5%
\$25,000-\$29,999 (27.5)	4.1%	3.6%	5.9%	4.2%	3.7%	6.4%	2.5%	2.4%	4.3%	2.6%
\$30,000-\$34,999 (32.5)	4.3%	4.0%	5.8%	4.2%	4.0%	5.1%	4.5%	4.2%	4.5%	3.1%
\$35,000-\$39,999 (37.5)	4.3%	4.2%	4.9%	4.5%	4.4%	4.9%	2.1%	2.2%	4.6%	3.6%
\$40,000-\$49,999 (45)	7.7%	7.6%	8.3%	8.2%	8.1%	8.7%	5.8%	5.5%	8.5%	5.6%
\$50,000-\$59,999 (55)	8.1%	7.9%	8.8%	8.5%	8.2%	9.8%	6.1%	6.7%	8.6%	6.7%
<b>Household Income (continued)</b>										
\$60,000-\$74,999 (67.5)	8.9%	8.6%	10.5%	9.0%	8.7%	10.4%	8.0%	7.2%	9.2%	7.8%
\$75,000-\$99,999 (87.5)	13.6%	14.1%	11.8%	13.3%	13.8%	11.1%	15.9%	15.5%	13.6%	13.9%
\$100,000-\$124,999 (112.5)	15.9%	17.1%	11.2%	16.1%	17.1%	11.7%	18.3%	18.9%	15.6%	19.1%
\$125,000-\$149,999 (137.5)	7.8%	8.1%	6.5%	7.8%	8.1%	6.8%	8.2%	8.8%	7.3%	10.8%
\$150,000-\$199,999 (175)	7.8%	7.8%	7.5%	7.5%	7.4%	8.2%	10.9%	11.0%	7.5%	9.6%
\$200,000 + (225)	5.7%	6.6%	2.1%	5.1%	5.9%	1.7%	11.4%	11.9%	4.6%	11.5%
<b>Household Size</b>										
1	16.3%	15.7%	19.1%	16.2%	15.9%	17.2%	17.1%	15.4%	15.6%	17.6%
2	36.5%	36.4%	36.9%	37.2%	37.4%	36.5%	31.0%	31.0%	36.9%	38.2%
3	18.6%	18.4%	19.2%	18.0%	17.6%	19.8%	21.8%	22.8%	18.6%	18.8%
4	16.9%	17.5%	14.5%	16.7%	17.0%	15.5%	20.3%	21.0%	17.0%	16.0%
5+	11.7%	12.0%	10.3%	11.9%	12.1%	11.0%	9.8%	10.6%	11.8%	9.4%

	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
<b>Sample Size</b>	6,667	5,378	1,285	5,253	4,291	962	830	713	5,082	1,150
<b>Presence of Children in Household</b>										
Net - Children Under 18	38.7%	39.8%	34.2%	38.6%	39.1%	36.3%	42.2%	44.6%	38.6%	37.3%
Children 0-5	18.4%	19.0%	16.0%	18.7%	19.0%	17.5%	19.5%	20.5%	18.5%	17.8%
6-12	19.6%	20.5%	15.8%	19.7%	20.2%	17.4%	21.9%	23.5%	19.1%	19.5%
13-17	15.6%	16.5%	11.9%	15.3%	16.1%	12.2%	17.8%	19.3%	15.1%	16.9%
None Under 18	61.3%	60.2%	65.8%	61.4%	60.9%	63.7%	57.8%	55.4%	61.4%	62.7%
<b>Marital Status</b>										
Now married	56.8%	57.5%	53.8%	56.7%	57.1%	54.8%	59.6%	61.0%	56.9%	61.3%
Never married	28.6%	29.3%	25.5%	28.6%	29.5%	24.4%	27.7%	27.1%	28.4%	25.5%
Divorced, Widowed, Separated	14.7%	13.2%	20.7%	14.7%	13.4%	20.8%	12.8%	11.9%	14.7%	13.2%
<b>Age</b>										
18-20	3.2%	3.6%	1.9%	3.2%	3.5%	1.9%	2.3%	2.4%	3.3%	3.1%
21-24	6.1%	6.2%	5.9%	6.2%	6.3%	5.5%	4.9%	4.5%	6.0%	5.4%
25-34	25.9%	27.7%	18.3%	26.2%	27.4%	20.6%	29.1%	32.3%	25.3%	28.3%
35-44	16.4%	17.1%	13.4%	16.4%	17.0%	13.8%	18.3%	19.2%	16.4%	15.9%
45-54	16.0%	15.5%	18.2%	15.1%	14.9%	16.1%	17.6%	16.7%	16.6%	13.4%
55-64	18.6%	17.3%	23.8%	18.5%	17.2%	24.1%	20.3%	19.2%	18.9%	19.7%
65+	13.8%	12.6%	18.4%	14.5%	13.7%	18.0%	7.6%	5.8%	13.6%	14.3%
<b>Average Age</b>	44.72	43.83	48.47	44.83	44.08	48.15	43.31	42.19	44.90	44.84
<b>Gender</b>										
Male	34.7%	35.4%	31.6%	33.9%	34.7%	30.4%	40.6%	40.6%	33.9%	34.8%
Female	65.3%	64.6%	68.4%	66.1%	65.3%	69.6%	59.4%	59.4%	66.1%	65.2%
<b>Education (male else female HOH)</b>										
Grade School	0.1%	0.1%	0.1%	0.0%	0.1%		0.1%	0.1%	0.0%	0.1%
Some High School	0.9%	0.8%	1.3%	0.8%	0.7%	1.4%	0.1%	0.1%	0.8%	0.6%
Graduated High School	8.8%	8.2%	11.4%	8.8%	8.2%	11.4%	5.6%	5.0%	9.1%	4.5%
Some College - no degree	25.3%	23.5%	33.2%	25.9%	24.2%	33.4%	19.5%	18.0%	27.7%	15.0%
Graduated College - Associate's degree (2 year)	10.1%	10.2%	9.9%	10.5%	10.3%	11.1%	8.1%	8.8%	10.6%	8.7%
Graduated College - Bachelor's degree (4 year)	35.3%	36.8%	29.1%	35.3%	36.9%	28.3%	37.9%	38.1%	34.0%	42.3%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	19.3%	20.4%	14.9%	18.4%	19.3%	14.4%	28.6%	29.7%	17.6%	28.7%
No answer	0.1%	0.1%	0.1%	0.1%	0.2%		0.1%	0.1%	0.1%	0.1%
<b>Employment (male else female HOH)</b>										
Full time	49.1%	52.5%	35.2%	47.2%	50.1%	34.1%	70.8%	72.7%	47.0%	60.0%
Part time	14.7%	14.4%	16.1%	14.9%	14.3%	17.8%	13.1%	13.0%	14.9%	12.8%
Net - Other	35.3%	32.3%	47.6%	36.9%	34.7%	46.8%	15.9%	14.1%	37.2%	26.7%
Retired	18.7%	17.2%	25.0%	20.0%	19.0%	24.6%	6.2%	4.7%	19.3%	15.9%
Not employed	16.5%	15.1%	22.6%	16.9%	15.6%	22.2%	9.7%	9.4%	17.9%	10.7%
No answer	0.9%	0.9%	1.1%	1.0%	0.9%	1.3%	0.2%	0.2%	1.0%	0.5%
<b>Ethnicity</b>										
White	77.0%	77.0%	76.9%	76.9%	76.7%	77.6%	76.8%	77.8%	76.5%	82.6%
Black/African American	4.9%	4.9%	4.8%	4.5%	4.7%	3.7%	6.1%	5.5%	4.2%	4.7%
Asian or Pacific Islander	11.2%	11.3%	10.9%	11.5%	11.6%	10.8%	12.0%	11.4%	11.5%	9.4%
American Indian, Aleut Eskimo	1.2%	1.1%	1.5%	1.1%	1.1%	1.4%	0.9%	0.9%	1.3%	0.6%
Other	4.9%	4.8%	5.3%	5.1%	5.0%	5.7%	3.7%	3.7%	5.6%	2.3%
No answer	0.8%	0.9%	0.6%	0.9%	0.9%	0.8%	0.6%	0.7%	0.9%	0.4%
<b>Spanish Origin</b>										
Yes	14.6%	15.1%	12.1%	14.5%	14.9%	12.8%	15.3%	16.4%	15.4%	10.1%
No	84.4%	83.8%	86.9%	84.3%	83.9%	86.0%	83.5%	82.4%	83.4%	89.3%
No answer	1.1%	1.1%	1.0%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	0.6%

	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
<b>Sample Size</b>	6,667	5,378	1,285	5,253	4,291	962	830	713	5,082	1,150
<b>Primary Purpose of Trip</b>										
Leisure (Net)	78.8%	79.8%	74.8%	100.0%	100.0%	100.0%			82.3%	66.8%
Visit friends/relatives	40.8%	42.1%	35.7%	51.8%	52.8%	47.7%			41.7%	41.8%
Other pleasure/personal	14.9%	14.5%	16.6%	18.9%	18.2%	22.2%			16.0%	9.9%
Entertainment/Sightseeing	13.3%	13.3%	13.0%	16.8%	16.7%	17.4%			13.4%	11.4%
Business (Net)	12.5%	13.3%	9.1%				100.0%	100.0%	9.0%	26.8%
Business - General (Sub Net)	10.2%	10.7%	8.2%				81.8%	80.5%	7.5%	21.7%
Outdoor recreation	9.8%	9.9%	9.5%	12.5%	12.4%	12.7%			11.1%	3.7%
Personal business	5.5%	4.3%	10.9%						5.7%	4.3%
Other	3.2%	2.7%	5.2%						3.0%	2.0%
Client or Customer Meeting/Service	2.7%	2.8%	2.7%				22.1%	20.8%	1.9%	6.5%
Any Other General Business	2.7%	2.6%	3.4%				22.0%	19.4%	2.4%	3.9%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	2.3%	2.6%	0.9%				18.2%	19.5%	1.5%	5.1%
Employee Training/Seminar	1.9%	2.1%	0.7%				14.9%	16.0%	1.3%	4.3%
Business - Conference/Seminar	1.4%	1.6%	0.5%				11.3%	12.2%	1.0%	3.4%
Internal Business Meeting	1.1%	1.3%	0.1%				8.5%	9.7%	0.4%	3.7%
Sales/Marketing	1.0%	1.1%	0.6%				8.2%	8.5%	0.9%	1.7%
Business - Convention/Tradeshow	0.9%	1.0%	0.4%				6.9%	7.3%	0.5%	1.7%
Internal Operations/Equipment Repair or Service	0.5%	0.5%	0.6%				3.9%	3.5%	0.4%	0.9%
Incentive/Reward	0.3%	0.3%	0.1%				2.2%	2.5%	0.2%	0.6%
<b>All Purposes of Trip</b>										
Leisure (Sub Net)	85.9%	87.6%	78.7%	100.0%	100.0%	100.0%	33.6%	36.9%	88.3%	77.2%
Visit friends/relatives	53.7%	56.7%	41.3%	62.1%	64.3%	52.1%	22.2%	24.5%	53.3%	56.8%
Entertainment/Sightseeing	33.4%	35.9%	23.1%	37.7%	39.7%	29.0%	18.8%	21.1%	31.8%	37.6%
Other pleasure/personal	33.1%	34.4%	27.9%	37.7%	38.4%	34.6%	16.1%	18.0%	32.8%	32.9%
Outdoor recreation	25.1%	26.9%	17.5%	28.3%	29.8%	21.6%	14.8%	16.4%	25.6%	20.9%
Business (Sub Net)	19.4%	21.3%	11.5%	7.8%	8.9%	2.6%	100.0%	100.0%	15.1%	34.3%
Business - General (Sub Sub Net)	17.3%	18.9%	10.5%	7.3%	8.4%	2.6%	86.4%	85.7%	13.5%	30.1%
Personal business	12.4%	12.1%	13.7%	6.2%	7.0%	2.6%	12.6%	14.0%	11.6%	13.0%
Any Other General Business	7.8%	8.4%	5.2%	4.1%	4.6%	1.7%	32.7%	31.6%	6.6%	10.6%
Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net)	7.6%	9.0%	2.0%	4.5%	5.3%	0.8%	28.5%	31.3%	5.8%	12.0%
Client or Customer Meeting/Service	7.6%	8.5%	3.7%	4.0%	4.7%	0.8%	32.2%	32.1%	5.9%	12.6%
Other	6.9%	6.9%	6.8%	3.6%	4.0%	1.7%	4.8%	5.4%	6.3%	6.2%
Employee Training/Seminar	6.4%	7.6%	1.6%	3.8%	4.4%	1.0%	24.4%	27.1%	4.9%	10.4%
Business - Conference/Seminar	5.8%	6.8%	1.3%	3.5%	4.1%	0.8%	20.7%	23.0%	4.5%	9.4%
Business - Convention/Tradeshow	5.6%	6.5%	1.4%	4.0%	4.7%	0.8%	15.9%	17.5%	4.4%	7.5%
Internal Business Meeting	5.4%	6.5%	0.7%	3.6%	4.2%	0.7%	17.6%	20.2%	3.9%	9.8%
Sales/Marketing	5.4%	6.3%	1.5%	3.6%	4.2%	0.8%	18.1%	19.6%	4.5%	7.5%
Internal Operations/Equipment Repair or Service	4.8%	5.6%	1.4%	3.6%	4.2%	0.9%	13.7%	14.7%	3.9%	6.4%
Incentive/Reward	4.4%	5.3%	0.8%	3.5%	4.1%	0.9%	10.6%	12.2%	3.5%	5.7%
<b>Did you extend your stay for leisure purposes?</b>										
No	70.8%	67.0%	94.5%				70.9%	67.0%	72.9%	71.5%
Yes	29.2%	33.0%	5.5%				29.1%	33.0%	27.1%	28.5%
<b>Primary Mode of Transportation Used on Trip</b>										
Own Auto/Truck	68.5%	63.3%	90.3%	72.3%	67.8%	92.3%	43.9%	36.9%	89.8%	
Airplane	17.3%	21.2%	0.6%	14.6%	17.8%	0.3%	37.2%	42.5%		100.0%
Rental Car	6.8%	7.9%	2.3%	6.3%	7.3%	1.8%	10.6%	12.2%	8.9%	
Other	2.0%	1.7%	3.1%	1.3%	1.1%	2.4%	2.2%	2.4%		
Train	1.2%	1.3%	0.6%	1.3%	1.4%	0.6%	1.0%	1.0%		
Bus	1.2%	1.1%	1.6%	1.1%	1.0%	1.4%	1.6%	1.4%		
Motorcycle	1.2%	1.2%	0.8%	1.0%	1.2%	0.4%	1.9%	1.8%		
Camper/RV	0.9%	1.1%	0.2%	1.0%	1.2%	0.2%	0.5%	0.5%	1.2%	
Ship/Boat	0.7%	0.8%	0.2%	0.7%	0.8%	0.2%	0.9%	1.1%		
Motorcoach/Group Tour	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%	0.2%	0.2%		

	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
<b>Sample Size</b>	6,667	5,378	1,285	5,253	4,291	962	830	713	5,082	1,150
<b>All Modes of Transportation</b>										
Own Auto/Truck	73.6%	69.4%	91.2%	76.9%	73.2%	93.4%	53.3%	47.7%	91.3%	14.6%
Airplane	22.5%	27.7%	0.7%	19.4%	23.7%	0.5%	46.2%	53.0%	5.4%	100.0%
Rental Car	15.9%	19.0%	2.7%	14.1%	16.8%	2.0%	29.7%	33.8%	11.3%	36.4%
Bus	5.7%	6.6%	2.0%	5.3%	6.0%	1.8%	9.6%	10.6%	2.9%	8.3%
Train	5.2%	6.2%	1.0%	4.6%	5.4%	1.0%	9.4%	10.6%	2.5%	8.0%
Other	4.6%	4.9%	3.7%	3.5%	3.7%	2.9%	8.1%	8.9%	1.6%	6.4%
Motorcycle	3.8%	4.4%	1.0%	3.4%	4.0%	0.6%	7.0%	7.5%	2.2%	3.3%
Camper/RV	3.8%	4.6%	0.4%	3.5%	4.1%	0.5%	6.3%	7.2%	3.4%	3.2%
Ship/Boat	3.8%	4.5%	0.5%	3.5%	4.1%	0.5%	6.0%	6.9%	2.4%	4.3%
Motorcoach/Group Tour	2.7%	3.2%	0.6%	2.3%	2.7%	0.7%	5.7%	6.5%	1.7%	3.9%
<b>Average Total Travel Party Size</b>	2.17	2.19	2.07	2.27	2.28	2.22	1.66	1.71	2.23	1.85
<b>All Travel Party Members Under 18</b>										
0	70.0%	69.2%	73.3%	67.6%	67.3%	69.1%	80.9%	79.0%	69.1%	76.6%
1	12.9%	13.1%	11.9%	13.5%	13.5%	13.3%	9.2%	10.0%	13.1%	12.0%
2	11.2%	11.7%	9.2%	12.3%	12.6%	10.8%	7.6%	8.4%	11.8%	8.2%
3	3.5%	3.4%	4.2%	3.9%	3.7%	5.0%	1.3%	1.5%	3.7%	1.7%
4	1.3%	1.3%	1.0%	1.5%	1.5%	1.3%	0.3%	0.4%	1.4%	0.5%
5+	1.1%	1.3%	0.5%	1.2%	1.4%	0.5%	0.8%	0.8%	0.9%	1.1%
<b>Number of Travel Party Members Over 18</b>										
1	32.5%	32.9%	31.1%	27.6%	28.3%	24.7%	61.1%	59.4%	28.4%	47.9%
2	51.3%	51.5%	50.0%	55.1%	55.3%	54.1%	28.8%	29.9%	55.0%	39.8%
3	8.4%	7.8%	11.2%	8.8%	8.0%	12.2%	4.9%	4.8%	9.0%	5.9%
4	4.4%	4.4%	4.5%	5.0%	4.9%	5.3%	1.6%	1.9%	4.7%	3.2%
5+	3.4%	3.5%	3.3%	3.5%	3.4%	3.7%	3.6%	4.0%	2.9%	3.2%
<b>All Travel Party Members</b>										
1	26.3%	26.4%	25.8%	21.4%	21.9%	19.5%	55.3%	53.1%	22.5%	42.2%
2	37.8%	37.7%	38.3%	39.7%	39.8%	38.9%	23.2%	23.5%	40.1%	31.5%
3	13.2%	12.9%	14.9%	14.0%	13.4%	16.5%	8.3%	8.2%	14.1%	9.8%
4	12.8%	13.2%	11.1%	14.2%	14.4%	13.2%	7.6%	8.7%	13.5%	9.3%
5+	9.8%	9.8%	9.9%	10.7%	10.4%	11.8%	5.7%	6.5%	9.8%	7.1%
<b>Average Number of States Visited</b>	1.28	1.35	1.02	1.25	1.31	1.02	1.42	1.48	1.24	1.26
<b>Number of States Visited Per Trip</b>										
1	88.9%	86.7%	98.7%	89.2%	87.0%	98.8%	87.0%	85.2%	90.4%	86.6%
2	5.8%	6.9%	1.1%	5.9%	7.0%	0.9%	6.0%	6.7%	5.0%	8.7%
3	2.2%	2.6%	0.2%	2.1%	2.5%	0.3%	3.0%	3.5%	1.9%	2.0%
4+	3.1%	3.8%		2.8%	3.4%		4.0%	4.6%	2.7%	2.7%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Leisure Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>										
<b>Sample Size</b>	6,444	4,886	1,526	5,088	3,919	1,149	800	642	4,914	1,129
<b>Cities Visited in the State</b>										
Los Angeles Area	22.7%	24.2%	17.7%	21.7%	23.1%	17.0%	29.6%	30.0%	20.3%	31.2%
San Diego Area	15.4%	16.0%	13.8%	15.3%	15.8%	14.0%	16.2%	16.7%	14.4%	19.8%
Anaheim/Orange County	14.9%	15.7%	12.4%	15.6%	16.5%	12.8%	12.5%	11.9%	14.0%	17.4%
San Francisco Area	14.6%	15.9%	10.6%	13.3%	14.3%	9.9%	23.6%	25.7%	11.6%	25.8%
Sacramento	8.2%	8.2%	8.4%	7.9%	7.8%	8.2%	8.2%	8.0%	8.4%	6.8%
Palm Springs	6.2%	6.8%	4.3%	6.3%	7.0%	3.6%	6.8%	6.5%	6.5%	4.6%
Lake Tahoe	6.0%	6.6%	3.7%	6.4%	7.1%	4.2%	5.2%	5.7%	6.2%	4.7%
San Jose	5.2%	5.6%	4.0%	5.0%	5.4%	3.8%	6.6%	6.5%	4.6%	8.2%
Fresno	5.1%	5.5%	3.8%	5.2%	5.6%	3.5%	5.2%	6.0%	5.1%	3.8%
Monterey/Santa Cruz	5.0%	5.3%	4.2%	5.1%	5.3%	4.4%	4.9%	5.1%	5.2%	3.9%
Santa Barbara	4.7%	4.9%	3.9%	4.9%	5.2%	3.9%	4.4%	4.3%	4.7%	4.4%
Oakland	4.4%	4.6%	3.7%	4.0%	4.2%	3.4%	6.3%	6.2%	4.1%	5.1%
Other (Specify)	25.6%	23.9%	31.7%	26.9%	25.4%	32.5%	14.8%	14.2%	28.3%	14.5%
<b>Stayed Overnight/Did Not Stay Overnight</b>										
Stayed overnight	75.8%	100.0%		77.0%	100.0%		80.2%	100.0%	71.9%	94.8%
Did not stay overnight	23.7%		100.0%	22.6%		100.0%	18.8%		27.8%	4.0%
<b>Trip Expenditures</b>										
Lodging	\$194	\$254		\$183	\$236		\$316	\$391	\$148	\$399
Transportation to get to State	\$164	\$205	\$30	\$151	\$186	\$30	\$290	\$344	\$73	\$553
Food/Beverage/Dining	\$137	\$166	\$41	\$137	\$163	\$43	\$169	\$201	\$112	\$250
Entertainment	\$67	\$81	\$20	\$70	\$84	\$22	\$62	\$74	\$53	\$118
Shopping	\$62	\$72	\$28	\$65	\$75	\$31	\$53	\$61	\$53	\$95
Gasoline within State	\$57	\$64	\$35	\$58	\$65	\$35	\$56	\$61	\$62	\$42
Groceries	\$35	\$43	\$10	\$38	\$46	\$10	\$29	\$33	\$33	\$46
Gaming	\$26	\$28	\$19	\$28	\$30	\$23	\$16	\$18	\$27	\$18
Other	\$19	\$19	\$19	\$11	\$13	\$6	\$21	\$23	\$16	\$25
Amenities	\$19	\$24	\$4	\$19	\$23	\$3	\$28	\$32	\$15	\$34
Total Expenditure minus Transportation	\$672	\$820	\$194	\$660	\$797	\$187	\$857	\$1,012	\$555	\$1,172
<b>Average Spending per Visitor</b>	<b>\$310</b>	<b>\$375</b>	<b>\$94</b>	<b>\$291</b>	<b>\$350</b>	<b>\$84</b>	<b>\$516</b>	<b>\$592</b>	<b>\$249</b>	<b>\$633</b>
<b>Average Nights in California</b>	2.91	3.84		2.92	3.79		3.18	3.97	2.41	5.01
<b>Stayed at Accommodation - Proportion</b>										
Hotel	57.7%	57.7%		52.9%	52.9%		87.6%	87.6%	54.1%	67.0%
Private Home	35.3%	35.3%		38.7%	38.7%		15.0%	15.0%	35.3%	35.7%
RV/Tent	4.8%	4.8%		5.1%	5.1%		2.8%	2.8%	5.6%	1.4%
Personal Second Home/Condo	4.7%	4.7%		4.6%	4.6%		4.0%	4.0%	4.9%	2.1%
B&B	4.3%	4.3%		4.3%	4.3%		5.8%	5.8%	4.1%	2.8%
Other	4.3%	4.3%		4.2%	4.2%		3.7%	3.7%	3.9%	2.7%
Rental Home	4.0%	4.0%		4.1%	4.1%		3.0%	3.0%	3.6%	3.8%
Time Share	3.5%	3.5%		3.7%	3.7%		2.6%	2.6%	3.6%	2.1%
Rental Condo	2.8%	2.8%		2.9%	2.9%		2.5%	2.5%	2.6%	1.8%
<b>Trip Activities</b>										
Visiting relatives	23.3%	25.4%	16.7%	26.8%	28.7%	20.3%	5.7%	6.6%	23.1%	28.2%
Shopping	21.1%	23.9%	12.1%	22.5%	25.3%	12.7%	15.8%	18.1%	19.4%	28.6%
Beach	19.0%	21.7%	10.1%	20.7%	23.3%	11.8%	13.4%	14.5%	17.8%	25.9%
Visiting friends	17.4%	19.1%	11.9%	18.8%	20.4%	13.5%	10.1%	10.9%	16.6%	21.4%
Fine dining	16.6%	18.9%	8.8%	17.1%	19.2%	9.9%	18.3%	21.3%	14.6%	26.2%
None of the above	15.4%	12.3%	25.5%	9.1%	7.4%	14.7%	40.1%	35.4%	15.5%	14.7%
Urban sightseeing	11.2%	13.3%	4.6%	11.7%	13.7%	4.9%	10.1%	11.9%	9.1%	19.4%
Museums	10.8%	12.4%	5.4%	11.5%	13.1%	5.7%	9.5%	10.4%	9.3%	15.7%
Rural sightseeing	9.8%	10.9%	5.8%	10.9%	12.0%	6.7%	7.2%	8.0%	9.7%	10.4%
Theme park/ Amusement park/ Water park	8.4%	9.2%	6.1%	9.6%	10.2%	7.3%	4.2%	4.4%	7.8%	12.1%
Theme park	8.4%	9.2%	6.1%	9.6%	10.2%	7.3%	4.2%	4.4%	7.8%	12.1%
Historic sites/churches	8.3%	9.2%	5.4%	8.8%	9.5%	6.1%	7.6%	8.5%	7.6%	9.8%
Art galleries	7.9%	9.4%	3.2%	8.1%	9.5%	3.4%	8.5%	9.7%	6.8%	9.9%
State park/Monuments/ Recreation areas	7.8%	8.9%	4.2%	8.7%	9.8%	4.9%	4.9%	5.5%	7.2%	11.3%
Casino/gaming	6.4%	6.6%	6.0%	7.0%	7.0%	7.0%	4.0%	4.5%	6.6%	5.4%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Leisure Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>										
<b>Sample Size</b>	6,444	4,886	1,526	5,088	3,919	1,149	800	642	4,914	1,129
<b>Trip Activities (continued)</b>										
Wine tasting/winery tour	6.3%	7.4%	3.0%	7.0%	8.0%	3.6%	4.7%	5.5%	5.6%	9.7%
Hiking/ Backpacking/ Canyoneering	6.1%	7.1%	2.8%	6.9%	8.0%	3.5%	3.0%	3.6%	6.2%	6.6%
Family reunion	5.5%	6.4%	2.6%	6.4%	7.3%	3.4%	1.5%	1.9%	5.4%	6.4%
Wildlife viewing	5.4%	6.1%	3.2%	5.9%	6.5%	3.7%	3.8%	3.9%	5.6%	4.9%
Nightclub/dancing	5.1%	6.1%	1.9%	5.4%	6.5%	1.9%	4.5%	5.2%	4.5%	6.9%
Zoos/ Aquariums/ Aviaries	5.0%	5.6%	2.7%	5.5%	6.2%	3.1%	3.4%	3.6%	4.5%	6.9%
National park/Monuments/ Recreation areas	4.8%	5.7%	2.2%	5.3%	6.2%	2.5%	2.9%	3.0%	4.4%	7.3%
Gardens	4.8%	5.6%	2.2%	5.0%	5.8%	2.4%	4.9%	5.7%	4.1%	8.2%
Other nature (photography, rockhound, etc)	4.1%	4.3%	3.5%	4.5%	4.6%	4.0%	1.6%	1.8%	4.3%	2.8%
Camping	4.0%	4.9%	1.3%	4.5%	5.4%	1.5%	2.2%	2.5%	4.5%	2.4%
Musical performance/show	3.9%	4.4%	2.4%	4.2%	4.7%	2.5%	3.2%	2.9%	3.6%	5.0%
Old homes/mansions	3.5%	3.8%	2.7%	3.5%	3.8%	2.6%	4.7%	4.7%	3.3%	4.0%
Theater/drama	3.4%	3.9%	1.9%	3.5%	3.9%	1.9%	3.0%	2.9%	2.8%	5.9%
Nature travel/ecotouring	3.2%	3.6%	2.0%	3.6%	4.0%	2.3%	2.2%	2.2%	2.9%	4.7%
Craft breweries	3.2%	3.8%	1.6%	3.2%	3.6%	1.7%	3.9%	4.5%	2.7%	5.1%
Spa/health club	3.0%	3.6%	1.1%	3.0%	3.5%	1.1%	4.0%	4.7%	2.6%	4.5%
Musical theater	3.0%	3.5%	1.5%	3.1%	3.5%	1.5%	3.3%	3.7%	2.5%	3.9%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3.0%	3.5%	1.7%	3.2%	3.6%	2.1%	2.9%	3.5%	2.8%	3.2%
Bird watching	2.5%	2.8%	1.4%	2.6%	2.9%	1.6%	1.8%	1.9%	2.4%	2.6%
Local/folk arts/crafts	2.5%	2.7%	2.0%	2.5%	2.6%	2.0%	3.4%	3.1%	2.4%	2.6%
Fishing	2.3%	2.7%	1.3%	2.6%	2.9%	1.3%	1.8%	1.6%	2.4%	2.2%
Golf	2.3%	2.8%	0.5%	2.4%	2.9%	0.6%	2.4%	2.8%	2.2%	2.9%
Biking /Road biking/ Cycling	2.2%	2.5%	1.4%	2.5%	2.7%	1.8%	1.6%	2.0%	2.1%	2.3%
Sports events - Major/ Professional	2.2%	2.4%	1.4%	2.4%	2.6%	1.6%	1.5%	1.7%	1.9%	3.2%
Area where a TV show or movie was filmed	2.1%	2.5%	0.6%	2.2%	2.7%	0.6%	1.6%	1.8%	1.6%	4.3%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1.9%	2.0%	1.4%	1.9%	2.1%	1.5%	1.7%	1.6%	1.8%	2.2%
Sailing	1.8%	2.3%	0.4%	1.8%	2.2%	0.5%	1.6%	2.0%	1.6%	1.7%
Native American ruins/Rock art	1.7%	1.8%	1.4%	1.7%	1.8%	1.3%	2.4%	2.2%	1.7%	1.2%
Mountain biking	1.7%	2.0%	0.7%	1.5%	1.7%	0.8%	2.9%	3.4%	1.3%	2.4%
Symphony/opera/concert	1.4%	1.5%	1.0%	1.4%	1.5%	1.1%	1.8%	1.9%	1.3%	1.7%
Horseback riding	1.4%	1.7%	0.7%	1.4%	1.7%	0.5%	1.6%	1.3%	1.3%	1.6%
Farms/ Ranches/ Agri-tours	1.4%	1.5%	1.3%	1.5%	1.6%	1.4%	1.5%	1.4%	1.4%	1.5%
Hunting	1.4%	1.7%	0.5%	1.2%	1.5%	0.4%	2.1%	2.4%	1.2%	1.7%
Rock/mountain climbing	1.3%	1.5%	0.6%	1.3%	1.5%	0.6%	1.9%	2.1%	1.2%	1.3%
ATV/Four-wheeling	1.3%	1.4%	0.9%	1.3%	1.5%	0.9%	1.2%	1.2%	1.1%	1.1%
Motor boat/Jet ski	1.2%	1.5%	0.5%	1.2%	1.5%	0.2%	1.7%	1.4%	1.0%	1.7%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1.2%	1.2%	1.2%	1.2%	1.1%	1.5%	1.3%	1.5%	1.3%	1.1%
Skiing/snowboarding	1.2%	1.4%	0.5%	1.2%	1.4%	0.6%	1.3%	1.5%	1.2%	1.1%
Water skiing	1.1%	1.3%	0.5%	1.1%	1.4%	0.4%	1.4%	1.5%	1.0%	1.5%
Horseracing	1.1%	1.2%	0.6%	1.1%	1.3%	0.5%	1.2%	0.9%	0.8%	1.2%
Motor sports - NASCAR/Indy	1.0%	1.1%	0.6%	0.9%	1.0%	0.4%	1.9%	1.7%	0.8%	1.3%
High School/College reunion	1.0%	1.0%	0.7%	0.9%	1.0%	0.9%	1.0%	1.2%	0.8%	0.9%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.9%	1.1%	0.3%	1.0%	1.2%	0.3%	0.7%	0.7%	0.8%	1.3%
Tennis	0.9%	1.1%	0.3%	1.0%	1.2%	0.4%	0.5%	0.7%	0.9%	0.9%
Scuba diving/snorkeling	0.8%	0.9%	0.6%	0.9%	0.9%	0.6%	0.7%	0.7%	0.6%	1.2%
Caverns	0.7%	0.9%	0.2%	0.7%	0.9%	0.1%	1.2%	1.3%	0.6%	0.6%
Snowmobiling	0.7%	0.8%	0.4%	0.6%	0.7%	0.4%	1.4%	1.6%	0.5%	0.8%
Hang gliding/ Skydiving/ Base jumping	0.7%	0.8%	0.4%	0.7%	0.8%	0.3%	0.9%	0.8%	0.6%	0.8%
Rodeo/State fair	0.7%	0.7%	0.5%	0.7%	0.7%	0.6%	0.7%	0.7%	0.7%	0.5%
Snow sports other than skiing or snowmobiling	0.7%	0.7%	0.5%	0.6%	0.7%	0.3%	0.7%	0.6%	0.5%	0.6%
Distilleries	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.4%	0.4%	0.2%	0.4%
<b>Trip Planning Sources</b>										
Offline Sources (Net)	61.7%	65.5%	49.2%	63.7%	66.6%	53.8%	56.2%	60.1%	59.9%	67.9%
Corporate travel department (in person or by phone)	2.4%	2.9%	0.9%	1.4%	1.6%	0.7%	9.2%	10.6%	1.5%	5.6%
Destination printed material	3.7%	4.1%	2.6%	3.8%	4.0%	2.7%	4.0%	4.7%	3.3%	3.5%
Friends/relatives	24.2%	26.5%	16.9%	26.9%	29.0%	19.8%	12.0%	12.7%	23.0%	30.9%

	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Leisure Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>										
<b>Sample Size</b>	6,444	4,886	1,526	5,088	3,919	1,149	800	642	4,914	1,129
<b>Trip Planning Sources (continued)</b>										
Magazine	3.4%	4.0%	1.5%	3.4%	3.9%	1.6%	3.8%	4.4%	2.9%	4.1%
Newspaper	2.3%	2.4%	1.8%	2.2%	2.2%	2.1%	3.0%	3.4%	2.1%	2.2%
Own experience	33.9%	35.2%	29.8%	35.6%	36.4%	32.9%	27.0%	28.3%	34.6%	33.3%
Radio	2.1%	2.2%	1.8%	2.1%	2.1%	2.1%	2.1%	2.4%	1.9%	2.0%
TV	4.8%	5.3%	3.1%	4.7%	5.3%	2.9%	5.9%	6.3%	4.3%	5.5%
Travel agent	2.5%	2.7%	1.6%	2.0%	2.2%	1.4%	6.2%	6.2%	1.6%	5.0%
Travel book	3.5%	4.0%	1.7%	3.5%	4.1%	1.8%	3.7%	3.9%	3.1%	3.9%
Travel club (AAA)	6.0%	7.0%	2.8%	5.8%	6.8%	2.5%	7.5%	8.0%	5.8%	6.4%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5.1%	6.1%	1.9%	4.8%	5.6%	1.8%	7.5%	8.8%	3.4%	10.7%
Online Sources (Including Social/Commercial Networking Sources) (Net)	40.0%	45.2%	23.0%	39.9%	44.5%	23.6%	47.2%	52.0%	34.4%	63.8%
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	27.3%	32.4%	10.7%	27.1%	31.5%	11.8%	34.1%	39.3%	21.7%	52.3%
Corporate desktop travel tool/internet	1.5%	1.9%	0.3%	0.9%	1.0%	0.2%	6.2%	7.1%	0.8%	4.4%
Destination website (official site of state or attraction)	9.2%	10.3%	5.5%	9.9%	11.0%	6.3%	7.3%	7.8%	9.0%	11.0%
Online full service travel website (Expedia, Travelocity, etc.)	10.1%	12.6%	1.9%	10.3%	12.6%	1.9%	11.1%	13.2%	8.0%	19.7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1.1%	1.3%	0.4%	1.1%	1.3%	0.3%	1.7%	1.7%	0.7%	2.3%
Travel provider website (airline, hotel, rental car, cruise, tour)	11.0%	13.4%	2.9%	10.7%	12.9%	3.1%	14.5%	16.6%	6.6%	28.7%
Search engines (Google, Bing, Yahoo, etc.)	17.1%	18.6%	12.2%	17.6%	19.3%	12.0%	16.9%	17.4%	16.1%	22.0%
Other online planning sources(s)	2.1%	2.2%	1.7%	2.3%	2.4%	2.0%	0.9%	1.1%	2.1%	2.1%
Social/Commercial Networking Sources (Net)	14.9%	16.8%	9.0%	15.1%	16.7%	9.4%	16.7%	18.0%	13.4%	18.6%
MySpace	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%	0.0%	0.1%
Pinterest	1.6%	1.7%	1.0%	1.4%	1.5%	1.0%	2.2%	2.4%	1.5%	1.8%
Facebook	7.5%	8.4%	4.8%	7.6%	8.3%	5.1%	8.6%	9.0%	6.9%	8.2%
LinkedIn	0.8%	1.0%	0.3%	0.7%	0.8%	0.4%	1.3%	1.6%	0.6%	1.8%
Match.com										
Twitter.com	2.2%	2.4%	1.4%	2.0%	2.2%	1.4%	2.8%	2.5%	1.8%	2.8%
Blogs	1.4%	1.6%	1.0%	1.5%	1.6%	1.1%	1.2%	1.1%	1.2%	2.1%
Travel review sites (TripAdvisor, Yelp, etc.)	5.2%	6.2%	2.0%	5.2%	6.0%	2.2%	6.7%	7.7%	4.4%	8.6%
Yahoo Trip Planner	1.0%	1.1%	0.8%	0.8%	0.8%	0.8%	2.3%	2.4%	0.8%	1.7%
VibeAgent	0.4%	0.5%	0.2%	0.4%	0.4%	0.3%	0.9%	1.1%	0.3%	0.4%
Other social/commercial networking sources	0.6%	0.5%	0.9%	0.6%	0.5%	0.6%	0.3%	0.2%	0.5%	0.3%
Online forums	1.2%	1.2%	1.1%	1.1%	1.1%	0.9%	2.3%	2.1%	0.8%	2.1%
Mobile (Net)	8.1%	8.6%	6.4%	8.1%	8.5%	6.4%	9.1%	9.6%	8.2%	7.7%
iPhone										
Mobile Web Browsing	7.7%	8.3%	5.6%	7.6%	8.2%	5.6%	8.9%	9.4%	7.7%	7.4%
Other mobile sites	0.5%	0.3%	0.9%	0.5%	0.4%	0.8%	0.4%	0.1%	0.5%	0.3%
Someone else planned for me and I don't know the method	2.4%	2.3%	3.0%	1.9%	1.7%	2.4%	4.0%	4.5%	2.1%	2.8%
No plans were made for this destination	23.0%	18.1%	39.1%	22.1%	18.3%	35.5%	21.2%	15.7%	26.8%	8.2%
<b>Advance Trip Considerations</b>										
Less than 2 weeks before the visit	28.7%	21.6%	52.1%	28.0%	21.1%	52.0%	28.4%	22.4%	33.5%	8.6%
Within 2 weeks-4 weeks of visit	17.2%	17.1%	17.4%	17.1%	16.8%	17.9%	18.8%	19.2%	18.0%	14.0%
At least 1 month, but less than 3 months before the visit	19.0%	20.7%	13.6%	19.0%	20.6%	13.6%	20.3%	22.7%	18.8%	20.7%
At least 3 months, but less than 6 months before the visit	14.5%	16.9%	6.5%	14.4%	16.7%	6.6%	14.8%	16.8%	12.4%	23.6%
At least 6 months, but less than 1 year before the visit	11.6%	13.3%	5.9%	12.1%	13.8%	5.9%	11.2%	11.9%	9.1%	21.2%
More than a year before the visit	9.0%	10.4%	4.5%	9.5%	11.0%	4.1%	6.4%	7.0%	8.2%	11.8%
<b>Advance Trip Decision</b>										
Less than 2 weeks before the visit	37.5%	30.5%	60.5%	37.3%	30.4%	61.2%	36.1%	30.0%	42.9%	14.7%
Within 2 weeks-4 weeks of visit	17.4%	17.6%	16.7%	17.0%	17.1%	16.6%	19.3%	19.6%	18.0%	15.6%
At least 1 month, but less than 3 months before the visit	18.9%	21.3%	11.3%	18.6%	20.8%	11.1%	23.3%	26.7%	17.2%	27.0%
At least 3 months, but less than 6 months before the visit	12.1%	14.4%	4.6%	12.3%	14.6%	4.5%	10.0%	11.4%	9.9%	22.2%
At least 6 months, but less than 1 year before the visit	8.8%	10.1%	4.1%	9.2%	10.6%	4.1%	8.4%	9.2%	7.1%	14.3%
More than a year before the visit	5.2%	6.0%	2.8%	5.6%	6.5%	2.6%	2.8%	3.1%	4.9%	6.3%
<b>Trip Booking Sources</b>										
Offline booking (Net)	29.1%	34.1%	12.8%	27.4%	31.8%	12.2%	42.3%	47.8%	25.6%	39.2%
Corporate travel department	5.8%	7.0%	2.3%	4.2%	4.9%	1.8%	16.3%	19.2%	4.6%	9.3%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	10.0%	11.4%	5.4%	10.2%	11.5%	5.9%	10.5%	11.5%	10.0%	8.2%
Directly with travel provider in person/phone	10.5%	12.7%	3.3%	10.0%	12.0%	3.2%	14.8%	16.7%	7.8%	19.8%



	Total Trips	Trip Type- Overnight	Trip Type- Day Trip	Leisure- Leisure Total	Leisure- Overnight	Leisure-Day Trip	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>										
<b>Sample Size</b>	6,444	4,886	1,526	5,088	3,919	1,149	800	642	4,914	1,129
<b>Trip Booking Sources (continued)</b>										
Travel Agent	2.9%	3.3%	1.6%	2.7%	3.0%	1.5%	5.0%	5.3%	2.1%	5.1%
Travel club (e.g. AAA)	4.4%	5.1%	2.2%	4.5%	5.3%	1.8%	4.4%	4.5%	4.5%	3.6%
Some other offline booking method	1.4%	1.6%	0.9%	1.5%	1.6%	0.8%	0.8%	0.9%	1.4%	1.3%
Online booking (Excluding Social/Commercial Networking) (Net)	35.5%	43.2%	10.3%	35.0%	42.1%	10.0%	45.2%	51.9%	28.1%	66.5%
Online booking (Including Social/Commercial Networking) (Net)	36.2%	44.0%	10.6%	35.8%	43.1%	10.4%	45.7%	52.4%	28.8%	67.3%
Corporate desktop travel tool/intranet	3.7%	4.3%	1.4%	2.5%	2.8%	1.2%	12.2%	13.9%	2.6%	7.7%
Destination website	8.1%	9.4%	3.9%	8.2%	9.5%	3.7%	8.2%	9.2%	7.7%	8.7%
Online full service travel website (Expedia, Travelocity, etc.)	13.2%	16.2%	3.1%	13.3%	16.2%	2.9%	14.8%	17.1%	10.6%	24.2%
Traditional travel agency website	2.2%	2.6%	1.0%	2.1%	2.6%	0.8%	3.4%	3.5%	1.7%	4.1%
Travel provider website (airline, hotel, rental car, cruise, tour)	12.2%	15.0%	2.9%	12.0%	14.6%	3.1%	15.2%	17.6%	7.2%	33.5%
Some other online booking method	2.7%	3.4%	0.7%	3.0%	3.7%	0.9%	1.3%	1.5%	2.9%	2.4%
Unsure, I just used link from social/commercial networking or mobile source	0.8%	0.9%	0.4%	0.8%	0.9%	0.4%	0.5%	0.5%	0.8%	0.8%
Someone else booked for me and I don't know the method	4.3%	5.0%	2.4%	3.7%	4.2%	2.1%	6.3%	7.5%	3.8%	5.3%
No bookings were made for this destination	41.0%	29.6%	78.2%	43.0%	32.7%	78.6%	22.1%	10.6%	50.4%	4.8%
<b>Trip Satisfaction (1-5)</b>										
Top 2 Box (Net)	88.5%	90.0%	83.5%	90.1%	91.2%	86.0%	83.3%	83.6%	88.7%	89.2%
Extremely Satisfied (5)	51.2%	52.6%	46.6%	53.4%	54.8%	48.5%	40.4%	39.1%	51.2%	50.2%
Very Satisfied (4)	37.3%	37.4%	36.9%	36.7%	36.4%	37.5%	42.8%	44.5%	37.5%	39.0%
Somewhat Satisfied (3)	10.0%	8.7%	14.4%	8.6%	7.5%	12.6%	15.4%	15.4%	9.8%	10.4%
Bottom 2 Box (Net)	1.5%	1.3%	2.1%	1.3%	1.3%	1.4%	1.3%	0.9%	1.5%	0.5%
Not Very Satisfied (2)	1.0%	0.8%	1.6%	0.8%	0.7%	1.0%	1.3%	0.9%	1.0%	0.4%
Not At all Satisfied (1)	0.4%	0.5%	0.4%	0.5%	0.5%	0.4%			0.5%	0.1%