

California | 2007 DATA TABLES PUBLIC VERSION

Prepared for the California Travel and Tourism Commission

D.K. Shifflet & Associates, Ltd.
1750 Old Meadow Rd. Suite 620
McLean, VA 22102
www.dksa.com

April 2009 | Excellence in Travel Intelligence®



TABLE OF CONTENTS

Table

1	Unweighted Household Count
2	Age of Respondent - Person-Stays Based
3	Age of Respondent (3 years) - Stays Based
4	Age of Respondent (3 years) - Trip-Dollars Based
5	Age of Respondent (3 years) - Average Party per Trip Spending
6	Household Income - Person-Stays Based
7	Children in Household - Person-Stays Based
8	Generations - Person-Stays Based
9	Generations (3 years) - Stays Based
10	Generations (3 years) - Trip-Dollars Based
11	Generations (3 years) - Average Party per Trip Spending
12	Lifestage of Respondent - Person-Stays Based
13	Lifestage of Respondent (3 years) - Stays Based
14	Lifestage of Respondent (3 years) - Trip-Dollars Based
15	Lifestage of Respondent (3 years) - Average Party per Trip Spending
16	Employment of Respondent - Person-Stays Based
17	Education of Respondent - Person-Stays Based
18	Marital Status of Respondent - Person-Stays Based
19	Household Size - Person-Stays Based
20	Travel Club Membership - Person-Stays Based
21	Origin Census Division - Person-Stays Based
22	Top Origin States - Person-Stays Based
23	Top Origin DMAs - Person-Stays Based
24	Top Origin DMAs (2 years) - Person-Stays Based

Table #

25	Top Origin DMAs (3 years) - Person-Stays Based
26	Top Origin DMAs (3 years) - Stays Based
27	Top Origin DMAs (3 years) - Trip-Dollars Based
28	Top Origin DMAs (3 years) - Average Party per Trip Spending
29	Length of Trip - Stays Based
30	Total Number Trips in Past 3 Months - Person-Stays Based
31	Number Overnight Trips in Past 3 Months - Person-Stays Based
32	Number Day Trips in Past 3 Months - Person-Stays Based
33	Total Nights in Paid Accommodation (Past 12 Months) - Person-Stays Based
34	Business Nights in Paid Accommodation (Past 12 Months) - Person-Stays Based
35	Leisure Nights in Paid Accommodation (Past 12 Months) - Person-Stays Based
36	Purpose of Stay - Person-Stays Based
37	Purpose of Stay (3 years) - Stays Based
38	Purpose of Stay (3 years) - Trip-Dollars Based
39	Purpose of Stay (3 years) - Average Party per Trip Spending
40	Length of Stay - Stays Based
41	Length of Stay (3 years) - Stays Based
42	Length of Stay (3 years) - Trip-Dollars Based
43	Length of Stay (3 years) - Average Party per Trip Spending
44	Stay Length as Proportion of Trip Length - Stays Based
45	Number of Visits to Destination in Past 3 Years - Person-Stays Based
46	Traveling Party - Stays Based
47	Traveling Party (3 years) - Stays Based
48	Traveling Party (3 years) - Trip Dollars Based
49	Traveling Party (3 years) - Average Party per Trip Spending
50	Average Expenditures w/wo Transportation - Person-Days Based
51	Median Expenditures w/wo Transportation - Person-Days Based
52	Proportion of Total Expenditures w/Transportation - Person-Days Based
53	Trip Package Expenditures - Person-Stays Based

Table #

54	Primary Activities - Stays Based
55	Primary Activities Nets - Stays Based
56	Primary Activity Nets in Detail - Stays Based
57	Primary Activities (3 years) - Stays Based
58	Primary Activities (3 years) - Trip-Dollars Based
59	Primary Activities (3 years) - Average Party per Trip Spending
60	Primary Activities (by Activity Banner) - Stays Based
61	Primary Activity Participation Index - Stays Based
62	Number Times to Theme Parks in Last 12 Months - Person Stays Based
63	Destination Rating: Overall Satisfaction - Person-Stays Based
64	Destination Rating: Value-for-the-Money - Person-Stays Based
65	Month Trip Started - Person-Stays Based
66	Quarter Trip Started - Person-Stays Based
67	Quarter Trip Started (3 years) - Stays Based
68	Quarter Trip Started (3 years) - Trip-Dollars Based
69	Quarter Trip Started (3 years) - Average Party per Trip Spending
70	Season Trip Started - Person-Stays Based
71	Season Trip Started (3 years) - Stays Based
72	Season Trip Started (3 years) - Trip-Dollars Based
73	Season Trip Started (3 years) - Average Party per Trip Spending
74	Accommodation Type - Person-Stays Based
75	Accommodation Type (3 years) - Stays Based
76	Accommodation Type (3 years) - Trip-Dollars Based
77	Accommodation Type (3 years) - Average Party per Trip Spending
78	Accommodation Reservation Type - Person-Stays Based
79	Accommodation Payment Method - Person-Stays Based
80	Special Deal on Accommodation - Person-Stays Based
81	Hotel Rating (2 years): Overall Satisfaction - Person-Stays Based
82	Hotel Rating (2 years): Value-for-the-Money - Person-Stays Based

Table #

83	Hotel Rating (2 years): Service - Person-Stays Based
84	Main Mode of Transportation - Person-Stays Based
85	Transportation Reservation Type - Person-Stays Based
86	Transportation Payment Method - Person-Stays Based
87	Rental Car usage - Person-Stays Based
88	Share of U.S. Travel - Person-Stays Based
89	Share of U.S. Travel - Person-Days Based
90	Share of U.S. Travel - Stays Based
91	Share of U.S. Travel - Trip-Dollars Based
92	Intra vs. Inter Travel - Person-Stays Based
93	One-Way Distance Traveled - Person-Stays Based
94	Auto Travel Only - One-Way Distance Traveled - Person-Stays Based
95	Air Travel Only - One-Way Distance Traveled - Person-Stays Based

YEAR TRIP STARTED
Unweighted Household Count

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	#	#	#	#	#	#	#
2007 Travel	7799	2273	5991	5091	2708	4118	1873
2006 Travel	8047	2283	6235	5070	2977	4135	2100
2005 Travel	7746	2125	6035	4965	2781	4070	1965
2004 Travel	5886	1821	4387	3774	2112	2984	1403
2003 Travel	6422	1961	4785	4174	2248	3246	1539
2002 Travel	7202	2254	5330	4595	2607	3562	1768
2006-2007	15846	4556	12226	10161	5685	8253	3973
2005-2006	15793	4408	12270	10035	5758	8205	4065
2004-2005	13632	3946	10422	8739	4893	7054	3368
2003-2004	12308	3782	9172	7948	4360	6230	2942
2002-2003	13623	4215	10114	8768	4855	6807	3307
2005-2007	23592	6681	18261	15126	8466	12323	5938
2002-2004	19509	6036	14501	12542	6967	9791	4710

AGE OF RESPONDENT
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13627	3416	10211	9962	3665	7730	2481
Unweighted 2006 Stay Base	14126	3500	10626	10145	3981	7868	2758
Weighted 2007 Stay Base	33395	9112	24283	27723	5672	20386	3897
Weighted 2006 Stay Base	33922	9165	24757	28583	5339	21290	3467
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2007	47	48	46	48	44	46	44
2006	44	48	43	44	43	43	43
2005	46	49	44	46	42	45	43
2004	43	44	43	44	40	43	39
2003	43	44	42	43	42	42	41
<i>Average (years)</i>							
2007	47	48	47	48	46	47	46
2006	46	47	45	46	46	45	46
2005	47	48	47	47	45	47	46
2004	45	45	45	45	43	45	44
2003	45	46	44	45	44	44	44
	%	%	%	%	%	%	%
18-34 Years							
2007	27	21	29	26	30	29	31
2006	32	27	34	33	30	34	33
2005	28	25	30	27	34	29	33
2004	30	30	30	29	37	28	38
2003	30	25	31	29	33	31	35

AGE OF RESPONDENT
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
35-54 Years							
2007	40	48	36	40	40	37	36
2006	39	38	39	38	41	40	35
2005	40	42	39	40	39	39	37
2004	44	43	44	44	41	45	36
2003	47	51	45	47	42	46	39
55 Years and Older							
2007	33	31	34	34	29	34	33
2006	29	36	27	29	29	26	32
2005	32	34	31	33	27	32	30
2004	26	26	26	27	22	26	26
2003	24	25	23	24	25	23	26

AGE OF RESPONDENT
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	41066	10099	30967	29779	11287	23174	7793
Unweighted 2002-2004 Stay Base	33221	9324	23897	24148	9073	17927	5970
Weighted 2005-2007 Stay Base	46893	15854	31038	39232	7660	26448	4590
Weighted 2002-2004 Stay Base	44104	15967	28137	37021	7083	24205	3933
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2005-2007	48	50	47	49	45	47	46
2002-2004	44	45	44	44	43	44	43
<i>Average (years)</i>							
2005-2007	48	49	48	48	46	48	48
2002-2004	46	46	46	46	44	46	46
	%	%	%	%	%	%	%
18-34 Years							
2005-2007	26	21	28	26	28	28	29
2002-2004	28	26	30	28	32	29	33
35-54 Years							
2005-2007	38	43	36	38	41	36	35
2002-2004	44	49	42	44	43	43	37
55 Years and Older							
2005-2007	36	36	36	37	31	35	37
2002-2004	27	26	28	28	25	28	30

AGE OF RESPONDENT
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41066	10099	30967	29779	11287	23174	7793
Unweighted 2002-2004 Stay Base	33221	9324	23897	24148	9073	17927	5970
Weighted 2005-2007 Stay Base	26037556	8452850	17584694	16044741	9992947	11560331	6024495
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2005-2007	46	46	46	46	45	45	46
2002-2004	43	44	43	43	42	43	42
<i>Average (years)</i>							
2005-2007	47	46	47	47	46	46	47
2002-2004	45	44	45	45	44	45	45
	%	%	%	%	%	%	%
18-34 Years							
2005-2007	28	25	29	28	27	30	28
2002-2004	30	27	31	29	31	30	33
35-54 Years							
2005-2007	42	48	39	40	44	39	39
2002-2004	46	52	43	46	46	44	40
55 Years and Older							
2005-2007	31	28	32	32	29	31	34
2002-2004	24	21	26	26	22	26	27

AGE OF RESPONDENT - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	23784	6052	17732	16863	6921	12905	4827
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36194	12329	23866	30764	5431	20516	3349
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
18-34 Years							
2005-2007	\$618	\$604	\$623	\$470	\$1382	\$500	\$1337
2002-2004	\$506	\$479	\$518	\$352	\$1223	\$384	\$1261
35-54 Years							
2005-2007	\$625	\$565	\$662	\$451	\$1526	\$506	\$1655
2002-2004	\$500	\$486	\$509	\$350	\$1352	\$389	\$1385
55 Years and Older							
2005-2007	\$496	\$402	\$548	\$372	\$1340	\$415	\$1375
2002-2004	\$431	\$354	\$472	\$314	\$1163	\$351	\$1209

HOUSEHOLD INCOME
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
<i>Median Income (\$000)</i>							
2007	\$81.5	\$94.7	\$76.5	\$81.2	\$83.5	\$77.0	\$72.8
2006	\$70.7	\$74.6	\$69.4	\$69.6	\$76.7	\$69.1	\$71.0
2005	\$67.2	\$74.7	\$63.4	\$67.3	\$66.6	\$64.0	\$60.1
2004	\$67.0	\$68.8	\$66.1	\$66.5	\$70.3	\$66.8	\$60.3
2003	\$71.3	\$82.1	\$68.1	\$71.4	\$71.1	\$68.6	\$65.7
<i>Average Income (\$000)</i>							
2007	\$83.6	\$92.5	\$80.2	\$83.3	\$85.1	\$80.5	\$78.8
2006	\$74.3	\$75.5	\$73.9	\$73.8	\$77.1	\$73.9	\$73.5
2005	\$71.6	\$75.8	\$70.0	\$71.4	\$72.5	\$70.2	\$68.7
2004	\$73.0	\$75.7	\$71.9	\$72.6	\$75.0	\$72.3	\$70.1
2003	\$75.6	\$83.0	\$73.0	\$75.8	\$74.6	\$73.6	\$69.1
	%	%	%	%	%	%	%
<u>Under \$75,000</u>							
2007	46	36	49	46	45	49	51
2006	53	51	54	54	49	55	53
2005	56	51	58	56	56	58	60
2004	57	56	57	57	53	57	58
2003	53	45	56	53	54	56	60
<u>\$75,000 or More</u>							
2007	54	64	51	54	55	51	49
2006	47	49	46	46	51	45	47
2005	44	49	42	44	44	42	40
2004	43	44	43	43	47	43	42
2003	47	55	44	47	46	44	40

HOUSEHOLD INCOME
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Under \$50,000							
2007	28	21	31	28	30	30	35
2006	33	32	34	34	31	34	33
2005	36	32	37	36	36	37	38
2004	35	30	36	35	33	36	38
2003	33	29	34	33	31	34	34
\$50,000-\$74,999							
2007	18	16	18	18	15	18	16
2006	20	19	21	21	18	21	20
2005	20	19	21	20	20	21	22
2004	22	26	21	22	20	21	20
2003	20	16	22	20	24	21	26
\$75,000-\$99,999							
2007	17	18	17	18	15	18	15
2006	22	23	21	22	24	21	23
2005	21	21	22	22	20	22	20
2004	18	16	18	17	21	18	20
2003	19	20	19	19	22	19	21
\$100,000 or Higher							
2007	37	46	33	36	40	33	33
2006	25	26	24	24	28	24	24
2005	22	29	20	22	25	20	20
2004	26	28	25	26	26	25	22
2003	28	36	25	28	24	26	19

CHILDREN IN HOUSEHOLD
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
	%	%	%	%	%	%	%
<u>No Children</u>							
2007	64	66	63	64	61	64	62
2006	63	70	60	63	62	59	64
2005	64	71	61	65	55	62	52
2004	59	63	57	60	56	58	52
2003	59	65	58	60	58	58	56
<u>Have children</u>							
2007	36	34	37	36	39	36	38
2006	37	30	40	37	38	41	36
2005	36	29	39	35	45	38	48
2004	41	37	43	40	44	42	48
2003	41	35	42	40	42	42	44
<u>5 years old or younger</u>							
2007	17	14	18	17	20	18	20
2006	17	9	20	17	17	21	18
2005	17	11	19	15	26	18	27
2004	22	18	23	21	25	22	29
2003	22	17	23	22	22	23	24

CHILDREN IN HOUSEHOLD
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
6-9 years old							
2007	13	13	14	13	13	14	14
2006	14	12	15	14	14	15	17
2005	14	12	15	13	19	14	21
2004	14	12	15	14	15	14	19
2003	14	11	15	14	15	15	16
10-12 years old							
2007	9	10	8	9	8	8	9
2006	11	9	11	10	13	11	13
2005	10	8	11	9	12	10	12
2004	11	9	12	11	11	11	13
2003	10	10	11	10	11	11	11
13-17 years old							
2007	14	15	14	14	13	14	12
2006	14	14	15	14	13	15	12
2005	14	13	14	14	13	14	14
2004	16	16	16	16	14	17	14
2003	15	13	16	15	16	15	17

GENERATIONS
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13627	3416	10211	9962	3665	7730	2481
Unweighted 2006 Stay Base	14126	3500	10626	10145	3981	7868	2758
Weighted 2007 Stay Base	33395	9112	24283	27723	5672	20386	3897
Weighted 2006 Stay Base	33922	9165	24757	28583	5339	21290	3467
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2007	8	4	9	8	8	9	11
2006	8	10	8	9	6	8	4
2005	6	8	5	6	5	5	4
2004	4	6	3	4	4	3	3
2003	1	1	2	1	2	1	2
GenX (1965-1980)							
2007	32	30	33	31	38	33	35
2006	36	30	39	36	41	38	42
2005	34	28	36	32	42	35	42
2004	38	35	39	36	46	37	48
2003	37	31	39	36	41	38	43
Boomers (1946-1964)							
2007	39	50	35	40	36	36	33
2006	36	38	36	37	34	36	31
2005	37	40	36	37	33	36	31
2004	39	42	39	41	33	40	29
2003	43	48	41	44	38	42	34

GENERATIONS
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Silent (1930-1945)							
2007	17	12	19	18	16	19	20
2006	16	20	15	16	17	14	19
2005	20	22	20	21	18	20	21
2004	16	14	17	17	14	17	16
2003	16	17	15	15	17	15	17
GI (1929 or earlier)							
2007	3	4	3	3	2	3	2
2006	2	2	3	2	2	3	3
2005	3	2	4	4	2	4	2
2004	3	3	3	3	3	2	4
2003	3	3	4	4	3	4	3

GENERATIONS
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	41066	10099	30967	29779	11287	23174	7793
Unweighted 2002-2004 Stay Base	33221	9324	23897	24148	9073	17927	5970
Weighted 2005-2007 Stay Base	46893	15854	31038	39232	7660	26448	4590
Weighted 2002-2004 Stay Base	44104	15967	28137	37021	7083	24205	3933
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2005-2007	7	7	7	7	5	7	5
2002-2004	2	2	2	2	2	2	2
GenX (1965-1980)							
2005-2007	30	26	32	28	37	31	35
2002-2004	35	32	36	34	39	36	40
Boomers (1946-1964)							
2005-2007	40	47	37	41	37	37	33
2002-2004	42	48	39	43	39	40	33
Silent (1930-1945)							
2005-2007	20	18	21	20	19	20	24
2002-2004	18	16	18	18	17	18	20
GI (1929 or earlier)							
2005-2007	3	3	4	4	2	4	3
2002-2004	4	3	4	4	3	4	5

GENERATIONS
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41066	10099	30967	29779	11287	23174	7793
Unweighted 2002-2004 Stay Base	33221	9324	23897	24148	9073	17927	5970
Weighted 2005-2007 Stay Base	26037556	8452850	17584694	16044741	9992947	11560331	6024495
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2005-2007	6	5	7	7	5	8	5
2002-2004	2	1	2	1	2	2	2
GenX (1965-1980)							
2005-2007	35	34	35	33	37	34	36
2002-2004	38	36	39	36	40	38	40
Boomers (1946-1964)							
2005-2007	40	46	37	39	40	37	35
2002-2004	42	48	39	43	42	41	36
Silent (1930-1945)							
2005-2007	17	13	19	18	16	19	21
2002-2004	16	14	17	17	14	16	17
GI (1929 or earlier)							
2005-2007	2	2	2	2	2	2	2
2002-2004	3	1	3	3	3	3	4

GENERATIONS - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	23784	6052	17732	16863	6921	12905	4827
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36194	12329	23866	30764	5431	20516	3349
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
Millennials (1981-Present)							
2005-2007	\$491	\$367	\$553	\$403	\$1415	\$482	\$1193
2002-2004	\$425	\$308	\$468	\$265	\$1450	\$283	\$1758
GenX (1965-1980)							
2005-2007	\$691	\$731	\$676	\$514	\$1388	\$523	\$1444
2002-2004	\$525	\$512	\$530	\$365	\$1271	\$400	\$1275
Boomers (1946-1964)							
2005-2007	\$561	\$489	\$609	\$408	\$1550	\$469	\$1622
2002-2004	\$480	\$453	\$499	\$338	\$1334	\$381	\$1385
Silent (1930-1945)							
2005-2007	\$513	\$392	\$571	\$388	\$1301	\$433	\$1349
2002-2004	\$436	\$372	\$468	\$319	\$1099	\$346	\$1176
GI (1929 or earlier)							
2005-2007	\$341	\$263	\$377	\$250	\$1240	\$266	\$1222
2002-2004	\$366	\$224	\$425	\$270	\$1040	\$311	\$1040

LIFESTAGE OF RESPONDENT
Person-Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
Young & Free							
2007	13	11	14	13	13	14	13
2006	17	21	16	18	16	16	16
2005	14	17	13	14	13	13	10
2004	14	17	13	14	17	13	13
2003	15	14	15	15	15	15	15
Young Family							
2007	14	10	16	13	17	15	18
2006	14	6	18	15	13	18	17
2005	14	8	17	13	21	16	22
2004	16	14	17	15	20	15	24
2003	15	11	17	14	19	16	20
Maturing & Free							
2007	20	25	18	20	21	18	18
2006	18	17	19	18	19	19	17
2005	19	23	18	20	18	19	14
2004	21	24	20	21	18	21	14
2003	23	28	21	23	21	21	19

LIFESTAGE OF RESPONDENT
Person-Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Moderate Family							
2007	7	6	7	7	5	8	6
2006	10	10	10	10	11	10	9
2005	11	8	12	11	10	12	13
2004	11	9	12	11	10	12	10
2003	11	9	12	11	10	12	11
Affluent Family							
2007	13	17	11	12	13	11	11
2006	10	11	10	10	11	10	8
2005	10	11	9	9	11	9	10
2004	12	11	12	12	13	12	12
2003	13	14	12	13	11	13	9
Moderate Mature							
2007	10	8	11	11	8	11	11
2006	11	10	11	11	9	11	12
2005	11	9	12	11	9	12	11
2004	9	7	9	9	7	9	9
2003	8	6	9	9	7	9	8
Affluent Mature							
2007	20	22	20	21	18	20	19
2006	16	23	14	16	18	13	18
2005	20	23	18	20	16	19	18
2004	15	15	15	15	14	15	15
2003	14	16	13	14	16	13	15

LIFESTAGE OF RESPONDENT
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	46924	15866	31057	39260	7664	26464	4593
Weighted 2002-2004 Stay Base	44105	15967	28137	37021	7084	24205	3933
	%	%	%	%	%	%	%
Young & Free							
2005-2007	16	15	16	16	15	16	15
2002-2004	17	17	18	17	18	18	17
Young Family							
2005-2007	10	6	12	10	13	12	14
2002-2004	11	9	12	10	14	12	16
Maturing & Free							
2005-2007	22	23	21	22	22	21	20
2002-2004	25	26	24	25	24	24	22
Moderate Family							
2005-2007	7	6	7	7	7	7	7
2002-2004	8	8	8	8	8	8	8
Affluent Family							
2005-2007	9	13	8	9	11	8	8
2002-2004	12	14	10	12	12	10	7

LIFESTAGE OF RESPONDENT
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Moderate Mature							
2005-2007	12	9	14	13	9	14	13
2002-2004	10	7	12	10	8	12	12
Affluent Mature							
2005-2007	21	24	20	21	20	19	22
2002-2004	16	16	15	16	15	15	17

LIFESTAGE OF RESPONDENT
Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
Young & Free							
2005-2007	16	17	16	16	16	16	15
2002-2004	17	17	17	16	18	16	18
Young Family							
2005-2007	12	8	13	12	11	14	13
2002-2004	13	10	14	13	13	14	15
Maturing & Free							
2005-2007	21	25	20	21	23	21	19
2002-2004	24	29	21	25	23	23	18
Moderate Family							
2005-2007	7	7	7	7	6	7	7
2002-2004	8	6	9	8	8	9	9
Affluent Family							
2005-2007	13	16	12	12	15	11	13
2002-2004	14	16	13	13	16	12	13

LIFESTAGE OF RESPONDENT
 Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Moderate Mature							
2005-2007	8	6	9	9	7	9	10
2002-2004	7	5	8	8	6	8	9
Affluent Mature							
2005-2007	20	20	21	21	20	20	22
2002-2004	16	14	17	16	15	16	17

LIFESTAGE OF RESPONDENT - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
Young & Free							
2005-2007	\$578	\$540	\$596	\$432	\$1503	\$477	\$1397
2002-2004	\$466	\$454	\$472	\$312	\$1245	\$341	\$1358
Young Family							
2005-2007	\$677	\$764	\$658	\$533	\$1245	\$530	\$1288
2002-2004	\$571	\$529	\$587	\$417	\$1210	\$453	\$1184
Maturing & Free							
2005-2007	\$549	\$528	\$560	\$389	\$1429	\$437	\$1420
2002-2004	\$468	\$501	\$447	\$335	\$1229	\$354	\$1103
Moderate Family							
2005-2007	\$616	\$586	\$629	\$486	\$1233	\$496	\$1375
2002-2004	\$475	\$386	\$518	\$352	\$1226	\$403	\$1299
Affluent Family							
2005-2007	\$812	\$629	\$965	\$567	\$2033	\$703	\$2534
2002-2004	\$588	\$512	\$650	\$379	\$1702	\$459	\$2305

LIFESTAGE OF RESPONDENT - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Moderate Mature							
2005-2007	\$367	\$302	\$391	\$281	\$1136	\$291	\$1133
2002-2004	\$332	\$287	\$348	\$245	\$949	\$253	\$944
Affluent Mature							
2005-2007	\$560	\$426	\$650	\$422	\$1395	\$498	\$1505
2002-2004	\$487	\$379	\$554	\$350	\$1281	\$414	\$1398

EMPLOYMENT OF RESPONDENT
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13291	3314	9977	9718	3573	7551	2426
Unweighted 2006 Stay Base	13506	3328	10178	9702	3804	7541	2637
Weighted 2007 Stay Base	32402	8882	23520	26961	5441	19777	3743
Weighted 2006 Stay Base	31582	8199	23382	26605	4976	20154	3229
	%	%	%	%	%	%	%
Employed							
2007	74	87	69	73	75	69	68
2006	70	76	68	71	68	69	63
2005	69	74	67	68	72	67	65
2004	74	83	71	74	74	71	66
2003	76	84	73	76	78	73	73
Retired							
2007	14	9	16	14	13	16	17
2006	14	12	14	14	13	14	15
2005	15	13	16	15	13	16	17
2004	11	8	13	12	10	12	14
2003	11	9	11	11	9	11	12
Not Employed							
2007	12	4	15	13	12	16	15
2006	16	13	17	16	19	17	22
2005	16	13	18	17	15	18	18
2004	15	8	17	14	15	16	20
2003	13	7	16	13	13	16	15

EMPLOYMENT OF RESPONDENT
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Employed</u>							
Managerial/Professional							
2007	32	38	30	31	37	29	31
2006	30	37	28	30	30	28	25
2005	32	37	31	32	35	31	28
2004	35	42	33	35	38	33	31
2003	37	43	35	37	36	36	30
Technical/Sales/Admin. Support							
2007	15	15	15	15	14	15	15
2006	21	18	22	21	19	22	19
2005	18	16	18	17	21	18	21
2004	18	17	18	18	18	18	17
2003	21	17	22	21	20	22	22
Service							
2007	5	7	4	5	4	4	4
2006	6	7	6	6	6	6	6
2005	6	5	6	6	7	6	6
2004	6	4	7	6	4	7	3
2003	6	4	7	6	7	7	7
Other Occupation							
2007	22	27	20	22	21	20	18
2006	12	14	12	12	13	12	13
2005	13	17	11	13	9	11	11
2004	15	20	13	15	15	12	15
2003	12	20	9	11	15	8	13

EDUCATION OF RESPONDENT
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13312	3318	9994	9728	3584	7566	2428
Unweighted 2006 Stay Base	13503	3313	10190	9701	3802	7551	2639
Weighted 2007 Stay Base	32216	8874	23342	26765	5451	19608	3733
Weighted 2006 Stay Base	31444	8154	23291	26489	4956	20086	3205
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2007	13.6	14.0	13.4	13.5	13.8	13.4	13.5
2006	13.4	13.6	13.3	13.4	13.5	13.3	13.4
2005	13.4	13.6	13.3	13.4	13.4	13.4	13.2
2004	13.4	13.5	13.4	13.4	13.6	13.4	13.3
2003	13.4	13.6	13.3	13.4	13.7	13.3	13.3
<i>Average (years)</i>							
2007	15	15	15	15	15	15	15
2006	14	15	14	14	15	14	15
2005	14	15	14	14	14	14	14
2004	15	15	15	14	15	15	14
2003	14	15	14	14	15	14	14
	%	%	%	%	%	%	%
No College Education							
2007	23	20	24	23	22	25	23
2006	25	20	27	25	27	28	26
2005	28	30	27	28	28	27	28
2004	25	26	25	25	26	24	28
2003	25	22	26	25	25	25	30

EDUCATION OF RESPONDENT
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Attended College							
2007	35	30	36	35	31	36	35
2006	36	37	35	36	31	35	35
2005	32	25	34	32	33	34	36
2004	35	32	36	36	30	37	34
2003	35	35	36	37	29	37	31
<u>College Graduate (Net)</u>							
2007	42	49	39	41	46	39	42
2006	39	44	38	38	42	37	39
2005	40	45	39	41	40	39	36
2004	40	42	39	39	44	39	38
2003	40	44	38	38	46	38	40
College Degree							
2007	25	29	24	25	27	24	24
2006	24	25	23	24	24	23	23
2005	24	22	24	24	22	25	20
2004	24	24	24	23	27	24	24
2003	26	27	25	25	28	25	25
Post College Degree							
2007	17	21	16	17	20	15	18
2006	15	19	14	15	18	14	16
2005	17	23	14	17	17	14	16
2004	16	18	15	16	18	15	14
2003	14	16	13	13	18	13	15

MARITAL STATUS OF RESPONDENT
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	12981	3245	9736	9471	3510	7350	2386
Unweighted 2006 Stay Base	13649	3402	10247	9791	3858	7571	2676
Weighted 2007 Stay Base	31638	8579	23059	26333	5305	19395	3665
Weighted 2006 Stay Base	32522	8895	23627	27340	5181	20257	3370
	%	%	%	%	%	%	%
Married							
2007	72	73	72	71	77	71	76
2006	67	65	68	66	73	68	72
2005	68	66	69	67	75	68	77
2004	67	64	68	66	72	67	76
2003	67	65	67	66	71	67	69
Single							
2007	16	14	16	16	13	17	14
2006	18	22	16	19	15	17	14
2005	16	14	16	16	14	17	13
2004	19	21	19	20	16	20	13
2003	18	20	17	18	17	17	17
Divorced, Widowed, Separated							
2007	12	13	12	13	10	12	10
2006	15	13	15	15	13	15	15
2005	16	20	15	17	11	15	11
2004	14	15	13	14	12	13	11
2003	16	15	16	16	12	16	14

HOUSEHOLD SIZE
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2007	2.5	2.5	2.5	2.5	2.5	2.5	2.5
2006	2.5	2.4	2.6	2.6	2.5	2.6	2.4
2005	2.5	2.3	2.5	2.4	2.8	2.5	2.8
2004	2.6	2.6	2.6	2.6	2.6	2.6	2.8
2003	2.6	2.6	2.6	2.6	2.5	2.6	2.5
<i>Average (persons)</i>							
2007	2.9	2.9	2.9	2.9	2.8	2.9	2.8
2006	2.9	2.8	3.0	2.9	2.8	3.0	2.9
2005	2.9	2.8	2.9	2.9	3.0	2.9	3.0
2004	2.9	2.9	3.0	2.9	3.0	2.9	3.1
2003	2.9	2.9	3.0	2.9	2.9	3.0	2.9
	%	%	%	%	%	%	%
<i>One person</i>							
2007	11	13	11	11	11	11	11
2006	10	13	10	10	12	9	11
2005	11	13	10	11	9	11	8
2004	12	14	12	12	11	12	9
2003	13	14	13	14	12	13	12

HOUSEHOLD SIZE
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Two persons							
2007	40	37	41	40	38	41	39
2006	39	40	39	39	39	38	41
2005	41	44	40	42	35	40	37
2004	36	34	36	36	36	36	36
2003	35	34	35	34	39	35	39
Three persons							
2007	21	22	20	20	24	20	24
2006	19	20	18	19	19	18	18
2005	18	17	19	17	21	18	20
2004	19	21	18	19	20	18	19
2003	19	23	18	19	17	18	17
Four persons							
2007	15	16	15	15	14	15	14
2006	19	18	19	19	19	19	17
2005	18	15	19	17	21	18	22
2004	18	15	19	18	19	19	19
2003	18	17	18	18	18	19	17
Five or more persons							
2007	13	13	13	13	12	14	12
2006	13	10	15	14	11	15	13
2005	12	12	12	12	14	12	13
2004	15	15	15	15	14	14	17
2003	15	12	16	15	14	16	15

TRAVEL CLUB MEMBERSHIP
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
Yes							
2007	66	60	68	66	65	69	63
2006	61	62	61	60	66	61	62
2005	61	59	62	60	64	61	63
2004	59	53	61	58	62	61	59
2003	63	63	64	63	63	64	61
No							
2007	34	40	32	34	35	31	37
2006	39	38	39	40	34	39	38
2005	39	41	38	40	36	39	37
2004	41	47	39	42	38	39	41
2003	37	37	36	37	37	36	39

ORIGIN CENSUS DIVISION
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
	%	%	%	%	%	%	%
Pacific							
2007	84.9	83.1	85.6	100.0	10.7	100.0	10.0
2006	86.4	81.4	88.2	100.0	12.7	100.0	15.0
2005	86.1	83.3	87.1	100.0	11.3	100.0	12.2
2004	86.1	83.1	87.2	100.0	9.8	100.0	10.9
2003	86.8	83.6	87.9	100.0	11.9	100.0	13.5
Mountain							
2007	7.0	5.0	7.7	0	41.2	0	48.1
2006	5.8	6.7	5.4	0	36.9	0	38.9
2005	6.5	5.9	6.7	0	41.3	0	45.6
2004	6.1	4.0	6.9	0	39.6	0	48.1
2003	5.9	6.2	5.8	0	39.4	0	41.5
East North Central							
2007	2.1	2.8	1.8	0	12.3	0	11.3
2006	1.6	2.4	1.3	0	10.2	0	9.4
2005	1.8	3.4	1.2	0	11.5	0	8.2
2004	1.6	2.8	1.2	0	10.6	0	8.2
2003	1.3	1.5	1.2	0	8.7	0	8.8

ORIGIN CENSUS DIVISION
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
South Atlantic							
2007	1.8	3.2	1.3	0	10.6	0	8.0
2006	2.0	3.7	1.3	0	12.5	0	9.3
2005	1.3	1.7	1.1	0	8.1	0	7.5
2004	1.6	2.8	1.2	0	10.7	0	8.4
2003	1.7	2.7	1.4	0	11.5	0	9.9
West South Central							
2007	1.4	2.0	1.2	0	8.6	0	7.8
2006	1.5	1.6	1.5	0	9.6	0	10.6
2005	1.5	2.5	1.1	0	9.6	0	7.7
2004	1.7	3.0	1.3	0	11.3	0	9.0
2003	1.4	2.4	1.1	0	9.6	0	7.9
Middle Atlantic							
2007	1.2	1.5	1.1	0	7.0	0	6.7
2006	1.3	2.0	1.1	0	8.6	0	7.8
2005	1.2	1.2	1.2	0	7.8	0	8.3
2004	1.5	2.0	1.3	0	9.6	0	9.0
2003	1.4	1.6	1.3	0	9.4	0	9.6
West North Central							
2007	0.8	1.5	0.6	0	5.0	0	3.9
2006	0.6	0.9	0.5	0	3.6	0	3.2
2005	0.9	0.9	0.9	0	5.9	0	6.4
2004	0.6	0.9	0.5	0	3.8	0	3.2
2003	0.6	0.7	0.6	0	4.1	0	4.1

ORIGIN CENSUS DIVISION
 Person-Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
New England								
	2007	0.5	0.8	0.3	0	2.7	0	2.0
	2006	0.5	0.5	0.6	0	3.4	0	4.0
	2005	0.5	0.7	0.4	0	3.2	0	3.0
	2004	0.5	0.8	0.3	0	3.1	0	2.4
	2003	0.4	0.4	0.4	0	2.7	0	2.9
East South Central								
	2007	0.3	0.3	0.4	0	2.0	0	2.2
	2006	0.4	0.7	0.3	0	2.5	0	1.9
	2005	0.2	0.3	0.2	0	1.4	0	1.2
	2004	0.2	0.5	0.1	0	1.6	0	0.9
	2003	0.4	0.8	0.3	0	2.7	0	1.8

TOP ORIGIN STATES
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13618	3413	10205	9963	3655	7731	2474
Unweighted 2006 Stay Base	14127	3499	10628	10161	3966	7882	2746
Weighted 2007 Stay Base	33366	9093	24273	27729	5637	20391	3881
Weighted 2006 Stay Base	33972	9170	24802	28661	5311	21357	3446
	%	%	%	%	%	%	%
California							
2007	83.1	80.7	84.0	100.0	0	100.0	0
2006	84.4	79.7	86.1	100.0	0	100.0	0
2005	84.3	81.5	85.4	100.0	0	100.0	0
2004	84.6	81.7	85.6	100.0	0	100.0	0
2003	85.0	82.1	86.0	100.0	0	100.0	0
Nevada							
2007	2.6	1.3	3.2	0	15.6	0	19.7
2006	1.5	1.6	1.4	0	9.6	0	10.4
2005	2.2	2.7	2.0	0	14.1	0	13.8
2004	2.5	0.8	3.1	0	16.2	0	21.8
2003	2.2	2.0	2.3	0	14.6	0	16.3
Arizona							
2007	2.4	1.5	2.7	0	14.2	0	17.2
2006	2.8	4.1	2.3	0	17.7	0	16.3
2005	2.6	2.2	2.8	0	16.9	0	19.2
2004	2.1	1.4	2.3	0	13.3	0	16.0
2003	1.9	1.3	2.1	0	12.6	0	15.2
Texas							
2007	1.2	1.7	1.0	0	6.9	0	6.1
2006	1.2	1.2	1.2	0	7.6	0	8.5
2005	1.2	2.3	0.8	0	7.7	0	5.4
2004	1.5	2.7	1.1	0	9.7	0	7.3
2003	1.2	1.9	0.9	0	7.8	0	6.4

TOP ORIGIN STATES
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Washington							
2007	1.1	1.6	0.9	0	6.4	0	5.5
2006	0.9	1.1	0.9	0	5.9	0	6.2
2005	0.8	1.2	0.7	0	5.2	0	4.6
2004	0.6	0.5	0.7	0	4.0	0	4.6
2003	0.8	1.0	0.8	0	5.5	0	5.4
Utah							
2007	0.7	0.5	0.8	0	4.4	0	5.1
2006	0.5	0.5	0.6	0	3.5	0	4.1
2005	0.7	0.4	0.8	0	4.2	0	5.2
2004	0.3	0.4	0.2	0	1.7	0	1.6
2003	0.6	1.0	0.5	0	4.3	0	3.7
Oregon							
2007	0.7	0.8	0.7	0	4.3	0	4.4
2006	1.1	0.7	1.2	0	6.8	0	8.8
2005	1.0	0.5	1.1	0	6.1	0	7.6
2004	0.9	0.9	0.9	0	5.8	0	6.3
2003	1.0	0.5	1.1	0	6.4	0	8.1
Colorado							
2007	0.7	1.3	0.5	0	4.2	0	3.1
2006	0.4	0.3	0.4	0	2.2	0	2.7
2005	0.3	0.3	0.3	0	2.1	0	2.3
2004	0.4	0.7	0.3	0	2.8	0	2.2
2003	0.6	0.7	0.6	0	4.2	0	4.3

TOP ORIGIN STATES
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Illinois							
2007	0.6	0.8	0.6	0	3.7	0	3.5
2006	0.6	0.9	0.5	0	4.0	0	3.7
2005	0.7	1.4	0.5	0	4.6	0	3.3
2004	0.5	0.8	0.4	0	3.2	0	2.6
2003	0.5	0.6	0.5	0	3.6	0	3.9
Ohio							
2007	0.6	0.6	0.6	0	3.5	0	3.6
2006	0.3	0.6	0.2	0	2.0	0	1.5
2005	0.3	0.4	0.3	0	1.9	0	1.8
2004	0.4	0.7	0.2	0	2.3	0	1.5
2003	0.3	0.5	0.2	0	1.9	0	1.5
Florida							
2007	0.5	0.5	0.4	0	2.7	0	2.8
2006	0.4	0.3	0.5	0	2.7	0	3.4
2005	0.3	0.4	0.3	0	2.1	0	2.0
2004	0.5	0.6	0.5	0	3.3	0	3.4
2003	0.4	0.7	0.3	0	2.6	0	2.0
New York							
2007	0.5	0.5	0.4	0	2.7	0	2.7
2006	0.7	1.1	0.5	0	4.2	0	3.7
2005	0.6	0.4	0.7	0	3.7	0	4.5
2004	0.8	1.0	0.7	0	5.3	0	5.1
2003	0.6	0.5	0.6	0	4.1	0	4.6

TOP ORIGIN DMAs
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13611	3411	10200	9963	3648	7731	2469
Unweighted 2006 Stay Base	14115	3497	10618	10161	3954	7882	2736
Weighted 2007 Stay Base	33361	9092	24269	27729	5632	20391	3878
Weighted 2006 Stay Base	33966	9170	24796	28661	5305	21357	3440
	%	%	%	%	%	%	%
Los Angeles, CA							
2007	31.9	32.2	31.9	38.4	0	37.9	0
2006	30.9	26.6	32.5	36.6	0	37.7	0
2005	29.0	23.9	31.0	34.4	0	36.2	0
2004	35.2	33.3	35.9	41.5	0	41.8	0
2003	36.3	37.8	35.7	42.6	0	41.5	0
San Francisco-Oakland-San Jose, CA							
2007	15.7	13.0	16.8	18.9	0	20.0	0
2006	14.7	11.0	16.1	17.5	0	18.7	0
2005	17.3	13.1	18.8	20.4	0	22.0	0
2004	17.6	17.7	17.5	20.7	0	20.4	0
2003	18.7	15.1	20.0	22.0	0	23.2	0
Sacramento-Stockton-Modesto, CA							
2007	12.6	13.7	12.2	15.1	0	14.5	0
2006	14.6	19.1	12.9	17.3	0	15.0	0
2005	13.1	14.4	12.6	15.5	0	14.7	0
2004	11.8	11.3	11.9	13.9	0	13.9	0
2003	9.8	9.6	9.9	11.6	0	11.5	0
San Diego, CA							
2007	7.0	7.3	6.9	8.4	0	8.2	0
2006	6.7	6.4	6.9	8.0	0	8.0	0
2005	6.2	6.4	6.2	7.4	0	7.2	0
2004	6.3	7.4	5.9	7.4	0	6.9	0
2003	7.1	5.8	7.5	8.3	0	8.7	0

TOP ORIGIN DMAs
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Fresno-Visalia, CA							
2007	6.3	5.3	6.7	7.6	0	8.0	0
2006	7.4	7.4	7.4	8.7	0	8.5	0
2005	7.2	9.6	6.4	8.6	0	7.4	0
2004	5.4	4.3	5.9	6.4	0	6.8	0
2003	4.4	4.8	4.2	5.1	0	4.9	0
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2007	2.8	2.9	2.7	3.4	0	3.2	0
2006	3.1	3.0	3.1	3.6	0	3.6	0
2005	4.4	5.2	4.1	5.3	0	4.8	0
2004	2.2	1.8	2.4	2.6	0	2.7	0
2003	1.8	1.8	1.9	2.2	0	2.2	0
Bakersfield, CA							
2007	2.7	3.2	2.6	3.3	0	3.1	0
2006	1.9	1.8	1.9	2.2	0	2.2	0
2005	2.4	2.1	2.5	2.8	0	2.9	0
2004	1.9	2.2	1.7	2.2	0	2.0	0
2003	2.6	2.3	2.7	3.0	0	3.1	0
Phoenix, AZ							
2007	2.1	1.3	2.4	0	12.3	0	14.7
2006	2.1	3.2	1.7	0	13.3	0	12.0
2005	1.6	1.3	1.7	0	10.4	0	12.0
2004	1.6	1.3	1.8	0	10.8	0	12.7
2003	1.6	1.0	1.8	0	10.7	0	12.9

TOP ORIGIN DMAs
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Chico-Redding, CA							
2007	1.8	1.2	2.0	2.1	0	2.3	0
2006	1.6	1.7	1.6	1.9	0	1.9	0
2005	2.2	3.3	1.9	2.6	0	2.2	0
2004	1.5	1.7	1.5	1.8	0	1.7	0
2003	1.2	1.8	1.0	1.4	0	1.2	0
Las Vegas, NV							
2007	1.6	0.7	1.9	0	9.2	0	11.7
2006	1.0	1.2	1.0	0	6.7	0	7.2
2005	1.4	1.2	1.4	0	8.7	0	9.7
2004	1.5	0.6	1.9	0	10.1	0	13.4
2003	1.2	1.2	1.2	0	8.1	0	8.6
Reno, NV							
2007	1.2	0.7	1.4	0.1	6.4	0.1	8.0
2006	0.5	0.6	0.5	0.1	2.8	0.1	3.1
2005	0.9	1.6	0.7	0.1	5.3	0.1	4.2
2004	0.9	0.3	1.1	0.1	5.5	0.1	7.6
2003	1.2	1.2	1.1	0.3	6.0	0.2	7.2
Monterey-Salinas, CA							
2007	1.1	1.1	1.0	1.3	0	1.2	0
2006	2.2	1.6	2.4	2.6	0	2.8	0
2005	1.5	2.1	1.3	1.8	0	1.5	0
2004	1.7	0.7	2.1	2.0	0	2.4	0
2003	1.4	2.2	1.1	1.7	0	1.3	0

TOP ORIGIN DMAs (2 Years)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2006-2007 Stay Base	27726	6908	20818	20124	7602	15613	5205
Unweighted 2005-2006 Stay Base	27371	6663	20708	19833	7538	15458	5250
Weighted 2006-2007 Stay Base	67327	18261	49066	56390	10937	41748	7317
Weighted 2005-2006 Stay Base	66629	18043	48585	56266	10363	41713	6872
	%	%	%	%	%	%	%
Los Angeles, CA							
2006-2007	31.4	29.4	32.2	37.5	0	37.8	0
2005-2006	30.0	25.3	31.7	35.5	0	37.0	0
2004-2005	32.0	28.5	33.3	37.8	0	38.9	0
2003-2004	35.7	35.5	35.8	42.0	0	41.6	0
2002-2003	35.5	35.0	35.7	41.5	0	41.1	0
San Francisco-Oakland-San Jose, CA							
2006-2007	15.2	12.0	16.4	18.2	0	19.3	0
2005-2006	16.0	12.1	17.4	18.9	0	20.3	0
2004-2005	17.4	15.3	18.2	20.6	0	21.2	0
2003-2004	18.1	16.4	18.8	21.4	0	21.8	0
2002-2003	18.2	16.1	18.9	21.2	0	21.8	0
Sacramento-Stockton-Modesto, CA							
2006-2007	13.6	16.4	12.5	16.2	0	14.7	0
2005-2006	13.8	16.8	12.7	16.4	0	14.8	0
2004-2005	12.4	12.9	12.2	14.7	0	14.3	0
2003-2004	10.8	10.5	10.9	12.7	0	12.7	0
2002-2003	10.8	11.0	10.7	12.6	0	12.4	0
San Diego, CA							
2006-2007	6.9	6.9	6.9	8.2	0	8.1	0
2005-2006	6.5	6.4	6.5	7.7	0	7.6	0
2004-2005	6.3	6.9	6.0	7.4	0	7.0	0
2003-2004	6.7	6.6	6.7	7.9	0	7.8	0
2002-2003	7.6	6.9	7.8	8.8	0	9.0	0

TOP ORIGIN DMAs (2 Years)
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Fresno-Visalia, CA							
2006-2007	6.9	6.3	7.0	8.2	0	8.3	0
2005-2006	7.3	8.5	6.9	8.7	0	8.0	0
2004-2005	6.4	7.0	6.1	7.5	0	7.2	0
2003-2004	4.9	4.5	5.1	5.8	0	5.9	0
2002-2003	4.4	4.0	4.6	5.2	0	5.3	0
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2006-2007	2.9	3.0	2.9	3.5	0	3.4	0
2005-2006	3.7	4.1	3.6	4.4	0	4.2	0
2004-2005	3.4	3.6	3.3	4.0	0	3.8	0
2003-2004	2.0	1.8	2.1	2.4	0	2.5	0
2002-2003	2.2	2.3	2.1	2.5	0	2.4	0
Bakersfield, CA							
2006-2007	2.3	2.5	2.2	2.8	0	2.6	0
2005-2006	2.1	1.9	2.2	2.5	0	2.6	0
2004-2005	2.1	2.1	2.1	2.5	0	2.5	0
2003-2004	2.2	2.2	2.2	2.6	0	2.6	0
2002-2003	2.6	2.5	2.6	3.0	0	3.0	0
Phoenix, AZ							
2006-2007	2.1	2.3	2.0	0	12.8	0	13.4
2005-2006	1.8	2.2	1.7	0	11.8	0	12.0
2004-2005	1.6	1.3	1.8	0	10.6	0	12.3
2003-2004	1.6	1.2	1.8	0	10.8	0	12.8
2002-2003	1.4	0.9	1.6	0	9.6	0	11.9

TOP ORIGIN DMAs (2 Years)
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Chico-Redding, CA							
2006-2007	1.7	1.5	1.8	2.0	0	2.1	0
2005-2006	1.9	2.5	1.7	2.3	0	2.0	0
2004-2005	1.9	2.5	1.7	2.2	0	2.0	0
2003-2004	1.4	1.7	1.2	1.6	0	1.4	0
2002-2003	1.5	1.7	1.4	1.7	0	1.6	0
Monterey-Salinas, CA							
2006-2007	1.6	1.4	1.7	2.0	0	2.0	0
2005-2006	1.9	1.9	1.9	2.2	0	2.2	0
2004-2005	1.6	1.4	1.7	1.9	0	1.9	0
2003-2004	1.6	1.4	1.6	1.8	0	1.9	0
2002-2003	1.4	1.6	1.4	1.6	0	1.6	0
Las Vegas, NV							
2006-2007	1.3	1.0	1.4	0	8.0	0	9.6
2005-2006	1.2	1.2	1.2	0	7.7	0	8.5
2004-2005	1.4	0.9	1.6	0	9.4	0	11.5
2003-2004	1.4	0.9	1.5	0	9.1	0	11.0
2002-2003	1.0	1.0	1.0	0	7.2	0	7.9
Reno, NV							
2006-2007	0.9	0.7	0.9	0.1	4.6	0.1	5.7
2005-2006	0.7	1.1	0.6	0.1	4.1	0.1	3.7
2004-2005	0.9	0.9	0.9	0.1	5.4	0.1	5.8
2003-2004	1.0	0.7	1.1	0.2	5.8	0.1	7.4
2002-2003	1.1	1.2	1.1	0.2	6.6	0.2	7.5

TOP ORIGIN DMAs (3 Years)
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	40982	10074	30908	29796	11186	23189	7719
Unweighted 2002-2004 Stay Base	33079	9272	23807	24141	8938	17920	5887
Weighted 2005-2007 Stay Base	99989	27135	72854	83994	15995	62104	10750
Weighted 2002-2004 Stay Base	91055	24603	66452	77655	13400	57481	8971
	%	%	%	%	%	%	%
Los Angeles, CA							
2005-2007	30.6	27.6	31.8	36.5	0	37.3	0
2002-2004	35.4	34.4	35.8	41.5	0	41.3	0
San Francisco-Oakland-San Jose, CA							
2005-2007	15.9	12.4	17.2	18.9	0	20.2	0
2002-2004	18.0	16.6	18.5	21.1	0	21.3	0
Sacramento-Stockton-Modesto, CA							
2005-2007	13.4	15.8	12.5	16.0	0	14.7	0
2002-2004	11.1	11.1	11.1	13.0	0	12.9	0
Fresno-Visalia, CA							
2005-2007	7.0	7.4	6.8	8.3	0	8.0	0
2002-2004	4.8	4.1	5.0	5.6	0	5.8	0
San Diego, CA							
2005-2007	6.7	6.7	6.7	7.9	0	7.8	0
2002-2004	7.1	7.0	7.2	8.4	0	8.3	0
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2005-2007	3.4	3.7	3.3	4.1	0	3.9	0
2002-2004	2.2	2.1	2.2	2.6	0	2.5	0

TOP ORIGIN DMAs (3 Years)
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Bakersfield, CA							
2005-2007	2.3	2.4	2.3	2.8	0	2.7	0
2002-2004	2.3	2.4	2.3	2.8	0	2.7	0
Phoenix, AZ							
2005-2007	1.9	1.9	1.9	0	12.0	0	13.0
2002-2004	1.5	1.0	1.6	0	10.0	0	12.2
Chico-Redding, CA							
2005-2007	1.9	2.0	1.8	2.2	0	2.1	0
2002-2004	1.5	1.7	1.4	1.8	0	1.7	0
Monterey-Salinas, CA							
2005-2007	1.6	1.6	1.6	1.9	0	1.9	0
2002-2004	1.5	1.3	1.6	1.8	0	1.8	0
Las Vegas, NV							
2005-2007	1.3	1.0	1.4	0	8.2	0	9.6
2002-2004	1.2	0.9	1.3	0	8.2	0	9.8
Reno, NV							
2005-2007	0.9	1.0	0.9	0.1	4.9	0.1	5.2
2002-2004	1.1	0.8	1.1	0.2	6.2	0.1	7.6

TOP ORIGIN DMAs (3 Years)
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	40982	10074	30908	29796	11186	23189	7719
Unweighted 2002-2004 Stay Base	33079	9272	23807	24141	8938	17920	5887
Weighted 2005-2007 Stay Base	46829	15832	30997	39260	7569	26464	4533
Weighted 2002-2004 Stay Base	43969	15922	28046	37007	6962	24191	3856
	%	%	%	%	%	%	%
Los Angeles, CA							
2005-2007	30.5	28.7	31.4	36.3	0	36.7	0
2002-2004	35.2	34.4	35.6	41.8	0	41.3	0
San Francisco-Oakland-San Jose, CA							
2005-2007	16.2	12.9	17.8	19.3	0	20.9	0
2002-2004	18.3	17.1	18.9	21.7	0	21.9	0
Sacramento-Stockton-Modesto, CA							
2005-2007	13.3	14.2	12.8	15.8	0	15.0	0
2002-2004	10.6	10.3	10.8	12.6	0	12.5	0
San Diego, CA							
2005-2007	6.9	7.1	6.8	8.2	0	7.9	0
2002-2004	7.3	7.2	7.3	8.6	0	8.5	0
Fresno-Visalia, CA							
2005-2007	6.4	6.9	6.1	7.6	0	7.2	0
2002-2004	4.2	3.2	4.7	4.9	0	5.4	0
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2005-2007	3.8	3.7	3.8	4.5	0	4.4	0
2002-2004	2.2	1.7	2.4	2.6	0	2.8	0

TOP ORIGIN DMAs (3 Years)
 Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Bakersfield, CA							
2005-2007	2.1	2.1	2.1	2.5	0	2.5	0
2002-2004	2.2	2.5	2.0	2.6	0	2.3	0
Chico-Redding, CA							
2005-2007	2.0	2.4	1.9	2.4	0	2.2	0
2002-2004	1.5	1.6	1.4	1.8	0	1.6	0
Phoenix, AZ							
2005-2007	1.8	1.7	1.8	0	10.9	0	12.3
2002-2004	1.4	1.2	1.5	0	8.9	0	11.2
Monterey-Salinas, CA							
2005-2007	1.7	1.8	1.6	2.0	0	1.9	0
2002-2004	1.6	1.3	1.8	1.9	0	2.0	0
Las Vegas, NV							
2005-2007	1.2	1.0	1.4	0	7.6	0	9.4
2002-2004	1.0	0.8	1.1	0	6.4	0	8.2
Reno, NV							
2005-2007	0.9	0.9	0.9	0.1	4.7	0.1	5.4
2002-2004	1.1	0.9	1.2	0.2	6.1	0.1	8.1

TOP ORIGIN DMAs (3 Years)
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	40982	10074	30908	29796	11186	23189	7719
Unweighted 2002-2004 Stay Base	33079	9272	23807	24141	8938	17920	5887
Weighted 2005-2007 Stay Base	25969068	8415082	17553976	16048975	9920233	11563375	5990733
Weighted 2002-2004 Stay Base	19880712	6819238	13061442	11935969	7944683	8546815	4514605
	%	%	%	%	%	%	%
Los Angeles, CA							
2005-2007	22.0	18.0	23.9	35.6	0	36.3	0
2002-2004	24.3	22.2	25.4	40.4	0	38.8	0
San Francisco-Oakland-San Jose, CA							
2005-2007	12.5	8.5	14.3	20.2	0	21.8	0
2002-2004	13.1	9.5	15.0	21.9	0	23.0	0
Sacramento-Stockton-Modesto, CA							
2005-2007	10.0	10.7	9.6	16.1	0	14.6	0
2002-2004	7.6	6.5	8.2	12.7	0	12.6	0
San Diego, CA							
2005-2007	5.5	5.1	5.7	9.0	0	8.7	0
2002-2004	5.0	4.4	5.4	8.4	0	8.2	0
Fresno-Visalia, CA							
2005-2007	4.6	4.4	4.7	7.5	0	7.2	0
2002-2004	3.3	2.1	3.9	5.5	0	6.0	0
Phoenix, AZ							
2005-2007	3.0	3.0	3.0	0	7.9	0	8.8
2002-2004	2.8	2.4	3.1	0	7.1	0	8.9

TOP ORIGIN DMAs (3 Years)
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
New York, NY							
2005-2007	2.7	3.8	2.2	0	7.1	0	6.5
2002-2004	3.3	4.3	2.8	0	8.3	0	8.2
Las Vegas, NV							
2005-2007	2.1	2.0	2.2	0	5.5	0	6.3
2002-2004	1.9	1.2	2.3	0	4.8	0	6.6
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2005-2007	2.0	1.9	2.1	3.3	0	3.2	0
2002-2004	1.5	1.4	1.6	2.5	0	2.4	0
Chicago, IL							
2005-2007	1.7	2.7	1.3	0	4.5	0	3.7
2002-2004	1.4	1.8	1.3	0	3.6	0	3.6
Seattle-Tacoma, WA							
2005-2007	1.5	1.6	1.5	0	3.9	0	4.3
2002-2004	1.5	1.5	1.6	0	3.9	0	4.5
Chico-Redding, CA							
2005-2007	1.5	1.3	1.6	2.4	0	2.4	0
2002-2004	1.1	0.8	1.3	1.9	0	2.0	0

TOP ORIGIN DMAs - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	23736	6036	17700	16877	6859	12917	4783
Unweighted 2002-2004 Stay Base	27167	7477	19690	19772	7395	14818	4872
Weighted 2005-2007 Stay Base	36151	12309	23842	30789	5362	20531	3312
Weighted 2002-2004 Stay Base	38613	13763	24851	32718	5895	21531	3320
Los Angeles, CA							
2005-2007	\$416	\$315	\$465	\$416	0	\$465	0
2002-2004	\$331	\$283	\$357	\$331	0	\$357	0
San Francisco-Oakland-San Jose, CA							
2005-2007	\$443	\$311	\$492	\$443	0	\$492	0
2002-2004	\$336	\$225	\$393	\$336	0	\$393	0
Sacramento-Stockton-Modesto, CA							
2005-2007	\$432	\$389	\$459	\$432	0	\$459	0
2002-2004	\$346	\$294	\$372	\$346	0	\$372	0
San Diego, CA							
2005-2007	\$470	\$377	\$520	\$470	0	\$520	0
2002-2004	\$341	\$269	\$382	\$341	0	\$382	0
Fresno-Visalia, CA							
2005-2007	\$443	\$363	\$485	\$443	0	\$485	0
2002-2004	\$385	\$296	\$420	\$385	0	\$420	0
Santa Barbara-Santa Maria-San Luis Obispo, CA							
2005-2007	\$309	\$259	\$335	\$309	0	\$335	0
2002-2004	\$329	\$371	\$314	\$329	0	\$314	0

TOP ORIGIN DMAs - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Bakersfield, CA							
2005-2007	\$400	\$315	\$440	\$400	0	\$440	0
2002-2004	\$362	\$196	\$481	\$362	0	\$481	0
Chico-Redding, CA							
2005-2007	\$420	\$274	\$529	\$420	0	\$529	0
2002-2004	\$371	\$214	\$482	\$371	0	\$482	0
Phoenix, AZ							
2005-2007	\$1047	\$1036	\$1052	0	\$1047	0	\$1052
2002-2004	\$969	\$886	\$1003	0	\$969	0	\$1003
Monterey-Salinas, CA							
2005-2007	\$428	\$309	\$499	\$428	0	\$499	0
2002-2004	\$373	\$264	\$417	\$373	0	\$417	0
Las Vegas, NV							
2005-2007	\$1088	\$1189	\$1057	0	\$1088	0	\$1057
2002-2004	\$898	\$633	\$1005	0	\$898	0	\$1005
Reno, NV							
2005-2007	\$712	\$516	\$826	\$696	\$715	\$1094	\$805
2002-2004	\$367	\$445	\$338	\$357	\$368	\$266	\$347

LENGTH OF TRIP
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13585	3398	10187	9925	3660	7708	2479
Unweighted 2006 Stay Base	14074	3483	10591	10106	3968	7842	2749
Weighted 2007 Stay Base	15472	5315	10157	12795	2677	8502	1655
Weighted 2006 Stay Base	15915	5447	10468	13339	2576	8966	1502
	#	#	#	#	#	#	#
<i>Median Nights (0+/includes Day Trips)</i>							
2007	0.57	0	0.68	0	3.03	0	3.22
2006	0	0	0.53	0	3.46	0	4.17
2005	0	0	0	0	3.40	0	4.10
2004	0	0	0	0	3.30	0	3.90
2003	0	0	0	0	3.32	0	3.94
<i>Average Nights (0+/includes Day Trips)</i>							
2007	1.85	1.54	2.01	1.30	4.48	1.43	4.97
2006	1.69	1.36	1.86	1.09	4.79	1.21	5.76
2005	1.67	1.35	1.82	1.11	4.71	1.19	5.78
2004	1.69	1.49	1.81	1.12	4.65	1.20	5.45
2003	1.71	1.56	1.79	1.08	5.04	1.13	5.83
<i>Median Nights (1+/Overnight Only)</i>							
2007	2.26	2.24	2.27	1.97	3.73	2.01	4.26
2006	2.27	2.24	2.28	1.91	4.01	1.97	4.71
2005	2.34	2.41	2.32	2.01	4.12	1.99	4.83
2004	2.29	2.32	2.28	1.94	4.09	1.95	4.88
2003	2.33	2.50	2.25	1.98	3.85	1.90	4.67
<i>Average Nights (1+/Overnight Only)</i>							
2007	3.62	3.21	3.82	2.91	5.48	3.04	6.17
2006	3.47	3.01	3.69	2.63	5.59	2.75	6.43
2005	3.61	3.36	3.71	2.79	5.78	2.76	6.69
2004	3.61	3.31	3.76	2.77	5.73	2.81	6.72
2003	3.62	3.47	3.69	2.73	5.74	2.69	6.62

LENGTH OF TRIP
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Day Trip							
2007	49	52	47	55	18	53	19
2006	51	55	50	59	14	56	10
2005	54	60	51	60	18	57	14
2004	53	55	52	60	19	57	19
2003	53	55	51	60	12	58	12
<u>1-3 Nights (Net)</u>							
2007	36	34	37	35	38	37	34
2006	34	33	35	34	36	35	33
2005	32	27	34	32	33	35	31
2004	32	32	33	32	33	34	27
2003	32	30	34	31	40	34	34
1 night							
2007	15	14	15	15	10	16	9
2006	14	14	14	15	8	15	9
2005	13	10	14	14	8	15	8
2004	14	14	14	15	10	15	8
2003	14	12	15	15	12	16	8
2 nights							
2007	14	13	15	14	14	16	12
2006	13	12	14	13	14	14	13
2005	12	11	13	12	13	13	12
2004	12	10	13	12	12	13	10
2003	11	10	12	11	15	12	14

LENGTH OF TRIP
Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
3 nights								
	2007	7	7	7	6	14	6	12
	2006	7	7	7	5	14	6	11
	2005	7	6	7	6	12	6	11
	2004	6	7	6	5	11	5	9
	2003	7	8	6	6	13	5	12
4-7 nights								
	2007	11	11	11	7	29	8	28
	2006	10	10	11	6	33	7	34
	2005	10	10	10	6	31	7	32
	2004	11	10	11	7	30	7	31
	2003	10	12	9	7	29	6	29
8+ nights								
	2007	4	2	5	2	14	2	19
	2006	4	2	5	2	16	2	23
	2005	4	3	5	2	17	2	24
	2004	4	3	5	1	18	2	24
	2003	5	3	6	2	19	2	25

TOTAL NUMBER TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	12692	3102	9590	9107	3585	7155	2435
Unweighted 2006 Stay Base	13223	3218	10005	9334	3889	7301	2704
Weighted 2007 Stay Base	27100	6431	20670	21928	5172	17028	3641
Weighted 2006 Stay Base	28172	6703	21469	23459	4713	18198	3271
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2007	3.6	4.1	3.4	3.6	3.3	3.5	3.0
2006	3.7	4.6	3.4	3.9	2.8	3.6	2.4
2005	3.8	4.8	3.6	4.0	3.0	3.7	2.8
2004	3.9	4.6	3.7	4.0	3.5	3.8	3.3
2003	4.4	5.2	4.2	4.5	3.8	4.3	3.5
<i>Average (1+ trips)</i>							
2007	5.2	5.9	5.0	5.2	5.2	5.0	4.8
2006	5.5	7.4	4.9	5.6	4.9	5.2	3.7
2005	5.8	8.3	5.1	6.1	4.8	5.2	4.2
2004	6.3	8.8	5.5	6.3	6.3	5.5	5.3
2003	6.6	9.0	5.9	6.5	7.4	5.8	6.4
	%	%	%	%	%	%	%
1 trip							
2007	16	16	16	15	19	15	20
2006	16	12	17	14	24	15	28
2005	15	15	16	14	21	14	24
2004	15	16	15	15	17	14	17
2003	12	11	12	11	16	11	18

TOTAL NUMBER TRIPS IN PAST 3 MONTHS
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
2 trips							
2007	18	16	19	18	19	18	21
2006	17	14	17	16	22	16	24
2005	16	13	17	15	21	16	22
2004	17	13	18	16	21	18	23
2003	15	13	15	15	16	15	17
3-4 trips							
2007	25	22	27	25	26	27	26
2006	26	22	27	26	24	28	25
2005	26	20	28	26	25	29	23
2004	24	21	25	25	23	26	22
2003	24	19	26	24	25	26	25
5-6 trips							
2007	16	17	15	16	15	15	15
2006	15	15	15	15	12	15	11
2005	14	11	15	15	10	16	10
2004	14	10	16	15	12	17	12
2003	18	16	18	19	11	20	11
7+ trips							
2007	23	28	22	24	21	23	17
2006	25	35	22	27	17	24	12
2005	28	41	24	29	23	25	20
2004	29	41	26	30	28	25	26
2003	31	41	29	31	31	28	29

NUMBER OVERNIGHT TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	12692	3102	9590	9107	3585	7155	2435
Unweighted 2006 Stay Base	13223	3218	10005	9334	3889	7301	2704
Weighted 2007 Stay Base	27100	6431	20670	21928	5172	17028	3641
Weighted 2006 Stay Base	28172	6703	21469	23459	4713	18198	3271
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2007	2.3	2.9	2.2	2.3	2.5	2.2	2.3
2006	2.3	2.9	2.2	2.3	2.3	2.2	2.1
2005	2.4	2.7	2.4	2.5	2.3	2.4	2.3
2004	2.3	2.7	2.3	2.3	2.6	2.2	2.4
2003	2.4	2.6	2.3	2.3	2.6	2.3	2.5
<i>Average (0+ trips)</i>							
2007	3.0	3.9	2.7	2.8	3.8	2.6	3.3
2006	2.9	3.9	2.6	2.7	3.6	2.5	2.9
2005	3.0	3.7	2.8	2.9	3.6	2.7	3.2
2004	3.3	4.4	3.0	3.1	4.5	2.8	3.8
2003	3.4	4.6	3.0	3.1	4.9	2.8	4.4
<i>Average (1+ trips)</i>							
2007	3.5	4.4	3.2	3.3	4.0	3.1	3.4
2006	3.4	4.8	3.0	3.4	3.6	3.0	2.9
2005	3.6	4.6	3.3	3.6	3.6	3.4	3.3
2004	4.0	5.5	3.5	3.8	4.5	3.4	3.8
2003	4.0	5.4	3.6	3.8	4.9	3.4	4.5

NUMBER OVERNIGHT TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
None							
2007	14	11	14	16	3	17	4
2006	17	20	15	20	1	18	2
2005	17	20	16	20	1	19	1
2004	16	20	15	20	1	18	1
2003	15	14	15	18	1	17	2
<u>1+ Trips (Net)</u>							
2007	86	89	86	84	97	83	96
2006	83	80	85	80	99	82	98
2005	83	80	84	80	99	81	99
2004	84	80	85	80	99	82	99
2003	85	86	85	82	99	83	98
1 trip							
2007	25	22	26	26	25	26	28
2006	26	19	28	25	31	28	33
2005	23	20	24	22	29	22	31
2004	24	23	25	24	25	25	26
2003	24	22	25	24	24	25	25
2 trips							
2007	21	17	22	20	23	21	26
2006	19	15	21	19	24	20	26
2005	20	18	20	19	25	20	23
2004	21	15	22	20	24	22	26
2003	21	19	21	20	24	20	24

NUMBER OVERNIGHT TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

		California Travel						
		<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
		%	%	%	%	%	%	%
3-4 trips								
	2007	23	22	23	22	25	22	25
	2006	22	20	22	21	24	22	23
	2005	23	19	24	22	25	24	25
	2004	20	17	21	19	26	20	26
	2003	20	19	21	20	22	21	21
5+ trips								
	2007	17	27	14	16	24	14	18
	2006	16	26	13	15	21	13	15
	2005	17	23	16	17	20	15	19
	2004	19	25	16	17	25	16	21
	2003	20	26	18	18	29	16	29

NUMBER DAY TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	6318	1668	4650	4480	1838	3389	1261
Unweighted 2006 Stay Base	8210	2261	5949	5808	2402	4373	1576
Weighted 2007 Stay Base	20445	4725	15720	16951	3494	13128	2592
Weighted 2006 Stay Base	22093	5366	16727	19067	3026	14673	2054
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2007	2.8	2.9	2.8	2.9	2.3	2.9	2.3
2006	2.9	3.6	2.7	2.9	2.2	2.7	2.0
2005	2.8	4.1	2.6	2.9	2.0	2.7	1.8
2004	2.5	3.4	2.4	2.6	2.1	2.4	1.9
2003	2.9	3.5	2.7	2.9	2.3	2.8	2.2
<i>Average (0+ trips)</i>							
2007	2.8	2.8	2.9	3.0	2.0	3.0	2.1
2006	3.3	4.2	3.0	3.5	2.0	3.2	1.3
2005	3.2	5.3	2.5	3.5	1.5	2.8	1.2
2004	3.0	4.4	2.5	3.2	1.8	2.7	1.6
2003	3.2	4.3	2.9	3.4	2.6	3.0	2.0
<i>Average (1+ trips)</i>							
2007	4.1	4.4	4.0	4.1	3.9	4.0	3.9
2006	4.3	5.6	3.9	4.3	4.3	4.0	2.9
2005	4.5	7.5	3.6	4.6	3.3	3.7	2.7
2004	4.4	6.6	3.7	4.4	4.2	3.7	3.4
2003	4.5	6.1	4.0	4.3	5.7	3.9	4.5

NUMBER DAY TRIPS IN PAST 3 MONTHS
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
None							
2007	30	37	28	27	48	25	46
2006	24	25	24	20	53	20	56
2005	29	30	29	24	56	24	57
2004	32	33	32	27	56	27	55
2003	29	29	28	23	55	23	56
<u>1+ Trips (Net)</u>							
2007	70	63	72	73	52	75	54
2006	76	75	76	80	47	80	44
2005	71	70	71	76	44	76	43
2004	68	67	68	73	44	73	45
2003	71	71	72	77	45	77	44
1 trip							
2007	19	17	19	19	17	20	18
2006	17	16	17	16	17	17	17
2005	17	13	18	17	18	18	19
2004	20	18	20	20	16	21	19
2003	16	13	17	16	14	17	16
2 trips							
2007	13	12	13	13	12	14	11
2006	17	12	19	19	9	21	10
2005	15	11	16	16	9	17	11
2004	14	10	16	15	10	17	10
2003	16	13	17	17	10	18	9

NUMBER DAY TRIPS IN PAST 3 MONTHS
 Person-Stays Based (Base=Responding)

		California Travel						
		<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
		%	%	%	%	%	%	%
3-4 trips								
	2007	18	10	20	20	7	22	8
	2006	19	20	18	20	10	20	9
	2005	19	14	20	21	8	22	7
	2004	15	13	16	17	7	17	7
	2003	18	17	18	19	8	19	9
5+ trips								
	2007	20	24	19	21	16	20	17
	2006	23	28	21	25	11	23	8
	2005	20	32	16	22	9	18	7
	2004	19	26	17	21	10	18	10
	2003	22	29	20	24	12	22	11

TOTAL NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	10892	2982	7910	7676	3216	5816	2094
Unweighted 2006 Stay Base	11891	3184	8707	8351	3540	6350	2357
Weighted 2007 Stay Base	28295	7568	20727	23356	4939	17316	3411
Weighted 2006 Stay Base	28867	7632	21235	24091	4776	18212	3023
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2007	6.7	10.6	5.8	6.4	8.4	5.5	6.9
2006	6.5	8.5	6.1	6.3	7.5	6.2	5.5
2005	6.6	10.4	5.9	6.2	9.1	5.6	7.9
2004	7.4	10.3	6.6	6.8	11.1	6.3	9.1
2003	8.3	13.3	7.5	7.8	11.1	7.3	9.4
<i>Median (1+ nights)</i>							
2007	8.3	11.4	7.3	8.1	9.3	7.2	7.9
2006	7.8	10.4	7.1	7.7	8.2	7.3	6.2
2005	8.4	13.0	7.2	8.0	10.0	6.9	8.7
2004	9.7	12.0	8.9	9.1	12.7	8.3	10.8
2003	9.9	14.9	8.7	9.5	12.0	8.4	10.0
<i>Average (0+ nights)</i>							
2007	13.1	18.8	11.1	12.8	14.9	11.0	11.4
2006	12.6	16.8	11.1	12.0	15.7	11.1	11.5
2005	13.4	18.8	11.4	12.6	17.3	11.1	13.5
2004	14.1	20.2	12.0	13.2	18.6	11.7	13.6
2003	15.6	26.3	12.2	14.5	21.4	11.9	13.6
<i>Average (1+ nights)</i>							
2007	14.8	20.0	12.8	14.6	16.0	12.8	12.5
2006	14.1	19.0	12.3	13.5	16.7	12.3	12.4
2005	15.2	21.6	13.0	14.6	18.2	12.7	14.5
2004	16.3	22.1	14.2	15.4	20.9	13.9	15.9
2003	17.5	28.8	13.7	16.4	22.8	13.5	14.8

TOTAL NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
None							
2007	11	6	13	12	7	14	9
2006	10	12	10	11	6	10	7
2005	12	13	12	14	5	13	7
2004	14	9	16	15	11	16	15
2003	11	9	11	12	6	12	8
1+ nights (Net)							
2007	89	94	87	88	93	86	91
2006	90	88	90	89	94	90	93
2005	88	87	88	86	95	87	93
2004	86	91	84	85	89	84	85
2003	89	91	89	88	94	88	92
1-7 nights (Net)							
2007	41	35	44	42	40	44	44
2006	44	35	47	44	44	46	52
2005	41	30	45	42	38	46	41
2004	36	31	38	38	27	40	31
2003	36	27	39	37	32	39	36
1-3 nights							
2007	21	16	22	22	16	23	19
2006	22	16	25	23	20	25	24
2005	21	14	23	22	16	24	17
2004	16	14	17	17	9	18	11
2003	15	10	17	15	14	17	16

TOTAL NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
4-7 nights							
2007	21	18	22	20	24	21	25
2006	21	19	22	21	24	21	28
2005	21	16	22	20	23	22	24
2004	20	17	22	21	18	22	20
2003	21	17	22	22	17	22	20
8-14 nights							
2007	21	23	20	20	23	19	22
2006	20	18	20	19	22	21	20
2005	17	16	18	17	22	17	22
2004	20	21	20	20	22	19	22
2003	21	17	23	21	23	22	25
15-21 nights							
2007	10	11	10	10	10	10	10
2006	10	10	9	10	8	9	9
2005	12	15	11	12	13	11	13
2004	10	12	10	10	14	9	15
2003	12	12	12	12	12	12	12
22-28 nights							
2007	6	7	5	5	8	5	8
2006	4	5	4	4	5	4	4
2005	5	5	4	4	7	4	6
2004	6	6	6	5	9	6	8
2003	6	9	6	6	8	5	7

TOTAL NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

		California Travel						
		<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
		%	%	%	%	%	%	%
29+ nights								
	2007	11	19	8	10	13	8	8
	2006	12	20	9	12	15	10	9
	2005	12	20	10	12	15	9	11
	2004	13	21	10	12	17	10	10
	2003	14	26	10	13	20	10	12

BUSINESS NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	10892	2982	7910	7676	3216	5816	2094
Unweighted 2006 Stay Base	11891	3184	8707	8351	3540	6350	2357
Weighted 2007 Stay Base	28295	7568	20727	23356	4939	17316	3411
Weighted 2006 Stay Base	28867	7632	21235	24091	4776	18212	3023
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2007	0	4.4	0	0	0	0	0
2006	0	4.2	0	0	0	0	0
2005	0	3.9	0	0	0	0	0
2004	0	4.2	0	0	0	0	0
2003	0	5.2	0	0	0	0	0
<i>Median (1+ nights)</i>							
2007	5.2	6.1	4.3	4.9	6.8	4.2	4.5
2006	6.1	7.0	5.2	5.9	7.6	5.3	5.1
2005	6.1	7.2	5.0	5.8	7.2	4.9	5.5
2004	5.6	7.8	4.3	5.0	8.5	4.2	4.4
2003	6.7	9.6	5.3	6.3	9.7	5.2	5.5
<i>Average (0+ nights)</i>							
2007	4.3	11.7	1.5	3.7	6.9	1.5	1.9
2006	4.4	10.1	2.3	3.8	7.4	2.2	2.9
2005	4.6	11.9	2.0	3.9	8.1	1.9	2.7
2004	4.8	13.0	1.9	3.9	8.9	1.8	2.3
2003	6.5	18.1	2.7	5.5	11.8	2.7	2.8
<i>Average (1+ nights)</i>							
2007	11.6	14.6	7.4	10.5	15.8	7.1	8.7
2006	12.6	13.5	11.4	11.7	15.8	11.1	13.3
2005	13.3	16.2	9.7	12.0	18.3	9.2	12.4
2004	12.9	17.4	8.1	11.1	20.1	7.7	10.1
2003	16.9	23.8	10.4	15.0	24.6	10.4	10.8

BUSINESS NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
None							
2007	63	20	79	65	56	79	79
2006	65	25	80	68	53	80	78
2005	66	27	79	68	56	80	78
2004	63	25	76	65	56	76	77
2003	62	24	74	63	52	74	74
1+ nights (Net)							
2007	37	80	21	35	44	21	21
2006	35	75	20	32	47	20	22
2005	34	73	21	32	44	20	22
2004	37	75	24	35	44	24	23
2003	38	76	26	37	48	26	26
1-7 nights (Net)							
2007	23	45	15	23	24	15	15
2006	19	39	12	18	23	12	14
2005	20	38	13	19	23	13	13
2004	22	37	17	22	20	17	16
2003	20	34	16	20	21	16	15
1-3 nights							
2007	13	24	9	14	9	9	6
2006	11	22	7	11	11	7	7
2005	11	20	8	11	12	8	7
2004	12	20	10	13	8	10	8
2003	11	15	9	11	10	9	8

BUSINESS NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
4-7 nights							
2007	11	22	7	10	15	6	9
2006	9	17	5	8	12	5	7
2005	9	17	6	8	11	6	5
2004	9	16	7	9	12	7	8
2003	10	18	7	9	11	7	8
8-14 nights							
2007	6	13	3	5	7	3	2
2006	7	16	4	6	12	4	3
2005	6	13	4	6	9	4	5
2004	6	14	4	6	9	4	3
2003	7	11	5	7	7	6	5
15-21 nights							
2007	3	9	1	3	5	1	2
2006	3	9	1	3	3	1	1
2005	4	9	1	3	5	1	2
2004	3	7	1	3	4	1	1
2003	4	10	2	4	6	2	3
22-28 nights							
2007	1	3	*	1	1	*	1
2006	2	4	1	2	2	1	1
2005	1	4	1	1	1	1	*
2004	1	3	1	1	2	1	*
2003	1	4	1	1	2	1	1

BUSINESS NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
29+ nights							
2007	3	11	1	3	6	1	1
2006	3	7	2	3	6	2	3
2005	4	9	2	3	7	1	2
2004	4	13	1	3	9	1	2
2003	5	17	2	4	12	2	3

LEISURE NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	10892	2982	7910	7676	3216	5816	2094
Unweighted 2006 Stay Base	11891	3184	8707	8351	3540	6350	2357
Weighted 2007 Stay Base	28295	7568	20727	23356	4939	17316	3411
Weighted 2006 Stay Base	28867	7632	21235	24091	4776	18212	3023
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2007	4.4	2.9	4.7	4.3	4.9	4.4	6.0
2006	4.3	2.8	5.0	4.3	4.6	5.0	5.1
2005	4.7	3.5	5.1	4.6	5.3	4.8	6.7
2004	5.0	3.7	5.4	4.8	6.1	5.2	7.7
2003	5.4	4.4	5.8	5.3	6.3	5.5	7.1
<i>Median (1+ nights)</i>							
2007	6.7	7.6	6.4	6.7	6.7	6.3	6.8
2006	6.0	5.7	6.1	6.0	5.9	6.1	5.5
2005	6.4	6.6	6.4	6.4	6.9	6.2	7.6
2004	7.1	6.2	7.4	6.8	8.8	7.0	9.9
2003	7.2	7.5	7.2	7.1	8.0	7.0	8.2
<i>Average (0+ nights)</i>							
2007	8.9	7.1	9.5	9.1	8.0	9.5	9.5
2006	8.2	6.7	8.8	8.2	8.2	8.8	8.6
2005	8.8	6.9	9.4	8.7	9.2	9.2	10.7
2004	9.3	7.2	10.0	9.2	9.7	9.8	11.3
2003	9.1	8.2	9.4	9.0	9.7	9.2	10.8
<i>Average (1+ nights)</i>							
2007	11.3	10.9	11.4	11.5	10.4	11.5	10.8
2006	10.1	10.4	10.0	10.1	10.3	10.1	9.5
2005	10.9	10.2	11.1	10.8	11.0	10.9	11.8
2004	11.8	10.3	12.2	11.7	12.3	11.9	13.6
2003	11.1	11.3	11.0	11.0	11.5	10.8	12.1

LEISURE NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)

Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
None							
2007	21	35	16	21	23	17	12
2006	18	36	12	18	20	12	9
2005	19	32	15	20	17	16	9
2004	21	30	18	21	21	18	17
2003	18	27	14	18	16	15	11
1+ nights (Net)							
2007	79	65	84	79	77	83	88
2006	82	64	88	82	80	88	91
2005	81	68	85	80	83	84	91
2004	79	70	82	79	79	82	83
2003	82	73	86	82	84	85	89
1-7 nights (Net)							
2007	43	33	47	43	42	46	47
2006	47	38	51	47	47	50	55
2005	45	38	47	45	45	48	45
2004	41	39	42	42	35	44	32
2003	42	36	45	43	40	45	41
1-3 nights							
2007	22	18	24	23	19	24	21
2006	25	21	27	26	23	27	26
2005	23	18	25	23	21	26	20
2004	19	18	19	20	13	20	13
2003	19	15	20	19	19	20	20

LEISURE NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
4-7 nights							
2007	21	15	23	20	23	22	26
2006	22	17	23	21	25	23	29
2005	22	20	23	22	24	22	25
2004	23	21	23	23	22	24	19
2003	24	21	25	24	21	26	21
8-14 nights							
2007	18	18	19	19	18	18	20
2006	19	14	21	19	18	21	20
2005	17	14	18	17	19	18	22
2004	19	16	20	18	22	19	24
2003	21	21	21	21	23	21	25
15-21 nights							
2007	8	7	8	8	8	8	9
2006	7	4	7	7	6	7	7
2005	10	11	10	10	11	9	12
2004	9	8	9	8	12	8	14
2003	10	9	10	9	12	9	13
22-28 nights							
2007	3	3	4	3	5	3	6
2006	3	2	4	3	4	4	4
2005	3	2	4	3	4	4	5
2004	4	2	4	3	5	4	6
2003	3	2	3	3	3	3	3

LEISURE NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
29+ nights							
2007	6	5	6	7	4	7	5
2006	6	6	6	6	5	6	5
2005	5	3	6	6	5	6	6
2004	7	5	7	7	5	7	7
2003	6	4	7	6	6	7	8

PURPOSE OF STAY - NETS
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2007	27	100	0	26	31	0	0
2006	27	100	0	25	35	0	0
2005	27	100	0	26	32	0	0
2004	27	100	0	26	32	0	0
2003	26	100	0	25	31	0	0
<u>Group Meeting (Net)</u>							
2007	11	41	0	10	14	0	0
2006	10	38	0	10	14	0	0
2005	11	40	0	10	15	0	0
2004	11	40	0	10	13	0	0
2003	9	35	0	9	12	0	0
<u>Transient Business (Net)</u>							
2007	16	59	0	16	17	0	0
2006	17	62	0	16	21	0	0
2005	16	60	0	16	17	0	0
2004	17	60	0	16	19	0	0
2003	17	65	0	17	19	0	0

PURPOSE OF STAY - NETS
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Leisure (Net)</u>							
2007	73	0	100	74	69	100	100
2006	73	0	100	75	65	100	100
2005	73	0	100	74	68	100	100
2004	73	0	100	74	68	100	100
2003	74	0	100	75	69	100	100
<u>Vacation (Net)</u>							
2007	24	0	33	24	25	32	37
2006	22	0	30	22	23	29	35
2005	21	0	29	21	26	28	38
2004	23	0	31	22	25	30	37
2003	23	0	31	22	27	30	39
<u>Non-Vacation (Net)</u>							
2007	49	0	67	50	43	68	63
2006	51	0	70	53	42	71	65
2005	51	0	71	53	42	72	62
2004	50	0	69	51	43	70	63
2003	51	0	69	52	42	70	61

BUSINESS PURPOSE OF STAY
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2007	11	41	0	10	14	0	0
2006	10	38	0	10	14	0	0
2005	11	40	0	10	15	0	0
2004	11	40	0	10	13	0	0
2003	9	35	0	9	12	0	0
<u>Convention</u>							
2007	3	10	0	2	4	0	0
2006	3	12	0	3	5	0	0
2005	3	13	0	3	6	0	0
2004	3	11	0	3	5	0	0
2003	2	7	0	2	4	0	0
<u>Seminar/Training</u>							
2007	4	15	0	4	4	0	0
2006	4	14	0	4	4	0	0
2005	4	13	0	3	4	0	0
2004	3	13	0	3	5	0	0
2003	4	14	0	3	4	0	0
<u>Other Group Meeting</u>							
2007	4	16	0	4	6	0	0
2006	3	13	0	3	5	0	0
2005	4	14	0	4	5	0	0
2004	4	15	0	4	3	0	0
2003	4	14	0	4	4	0	0

BUSINESS PURPOSE OF STAY
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2007	16	59	0	16	17	0	0
2006	17	62	0	16	21	0	0
2005	16	60	0	16	17	0	0
2004	17	60	0	16	19	0	0
2003	17	65	0	17	19	0	0
<u>Client Services/Consulting</u>							
2007	3	13	0	3	5	0	0
2006	3	10	0	3	4	0	0
2005	3	9	0	2	4	0	0
2004	2	8	0	2	4	0	0
2003	3	12	0	3	3	0	0
<u>Inspect/Audit</u>							
2007	1	4	0	1	1	0	0
2006	1	2	0	1	1	0	0
2005	1	2	0	1	1	0	0
2004	1	2	0	1	1	0	0
2003	1	3	0	1	1	0	0
<u>Construction/Repair</u>							
2007	1	3	0	1	1	0	0
2006	1	3	0	1	1	0	0
2005	1	5	0	1	2	0	0
2004	2	7	0	2	1	0	0
2003	1	6	0	2	*	0	0

BUSINESS PURPOSE OF STAY
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Transient Business continued</u>							
Sales/Purchasing							
2007	2	8	0	2	1	0	0
2006	2	8	0	2	2	0	0
2005	2	8	0	3	1	0	0
2004	2	6	0	2	2	0	0
2003	3	11	0	3	1	0	0
Government/Military							
2007	1	5	0	1	1	0	0
2006	2	6	0	2	2	0	0
2005	1	3	0	1	1	0	0
2004	1	4	0	1	2	0	0
2003	1	4	0	1	2	0	0
Other Business							
2007	7	27	0	7	8	0	0
2006	9	32	0	8	11	0	0
2005	9	32	0	9	9	0	0
2004	9	33	0	9	10	0	0
2003	8	30	0	7	11	0	0

LEISURE PURPOSE OF STAY
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2007	24	0	33	24	25	32	37
2006	22	0	30	22	23	29	35
2005	21	0	29	21	26	28	38
2004	23	0	31	22	25	30	37
2003	23	0	31	22	27	30	39
<u>Getaway Weekend</u>							
2007	15	0	21	16	10	22	14
2006	13	0	18	14	7	19	10
2005	12	0	17	13	6	18	9
2004	13	0	18	14	9	19	13
2003	13	0	18	14	7	19	10
<u>General Vacation</u>							
2007	9	0	13	8	16	11	23
2006	9	0	12	8	16	10	24
2005	9	0	13	7	20	10	29
2004	10	0	13	8	16	11	24
2003	10	0	13	8	20	11	29

LEISURE PURPOSE OF STAY
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Non-Vacation (Net)</u>							
2007	49	0	67	50	43	68	63
2006	51	0	70	53	42	71	65
2005	51	0	71	53	42	72	62
2004	50	0	69	51	43	70	63
2003	51	0	69	52	42	70	61
<u>See Friend/Relative</u>							
2007	23	0	32	23	25	31	37
2006	23	0	32	22	27	30	42
2005	24	0	33	24	24	32	35
2004	24	0	32	23	25	32	37
2003	24	0	32	23	27	31	39
<u>Special Event</u>							
2007	12	0	16	12	10	17	15
2006	13	0	17	14	7	19	11
2005	14	0	19	14	11	19	16
2004	12	0	16	12	10	16	15
2003	12	0	16	13	9	17	13
<u>Other Personal</u>							
2007	13	0	18	14	8	19	11
2006	15	0	21	16	8	22	13
2005	14	0	19	15	7	21	10
2004	15	0	20	16	7	22	11
2003	15	0	20	16	6	22	8

PURPOSE OF STAY - NETS
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	46924	15866	31057	39260	7664	26464	4593
Weighted 2002-2004 Stay Base	44105	15967	28137	37021	7084	24205	3933
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2005-2007	34	100	0	33	40	0	0
2002-2004	36	100	0	35	44	0	0
<u>Group Meeting (Net)</u>							
2005-2007	13	38	0	12	17	0	0
2002-2004	13	36	0	12	18	0	0
<u>Transient Business (Net)</u>							
2005-2007	21	62	0	21	23	0	0
2002-2004	23	64	0	23	26	0	0
<u>Leisure (Net)</u>							
2005-2007	66	0	100	67	60	100	100
2002-2004	64	0	100	65	56	100	100
<u>Vacation (Net)</u>							
2005-2007	18	0	27	18	18	26	31
2002-2004	17	0	26	17	18	25	33
<u>Non-Vacation (Net)</u>							
2005-2007	48	0	73	50	42	74	69
2002-2004	47	0	74	49	37	75	67

BUSINESS PURPOSE OF STAY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2005-2007	13	38	0	12	17	0	0
2002-2004	13	36	0	12	18	0	0
Convention							
2005-2007	3	10	0	3	6	0	0
2002-2004	3	8	0	2	5	0	0
Seminar/Training							
2005-2007	5	15	0	5	6	0	0
2002-2004	5	15	0	5	7	0	0
Other Group Meeting							
2005-2007	4	13	0	4	5	0	0
2002-2004	5	13	0	4	6	0	0

BUSINESS PURPOSE OF STAY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2005-2007	21	62	0	21	23	0	0
2002-2004	23	64	0	23	26	0	0
Client Services/Consulting							
2005-2007	4	13	0	4	6	0	0
2002-2004	5	13	0	4	6	0	0
Inspect/Audit							
2005-2007	1	3	0	1	1	0	0
2002-2004	1	3	0	1	1	0	0
Construction/Repair							
2005-2007	1	3	0	1	1	0	0
2002-2004	2	6	0	2	1	0	0
Sales/Purchasing							
2005-2007	2	7	0	3	2	0	0
2002-2004	3	8	0	3	2	0	0
Government/Military							
2005-2007	2	6	0	2	2	0	0
2002-2004	1	4	0	1	3	0	0
Other Business							
2005-2007	10	30	0	10	11	0	0
2002-2004	11	30	0	11	13	0	0

LEISURE PURPOSE OF STAY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2005-2007	18	0	27	18	18	26	31
2002-2004	17	0	26	17	18	25	33
Getaway Weekend							
2005-2007	11	0	17	12	6	18	10
2002-2004	10	0	15	11	6	16	10
General Vacation							
2005-2007	7	0	10	6	12	8	21
2002-2004	7	0	11	6	13	9	23
<u>Non-Vacation (Net)</u>							
2005-2007	48	0	73	50	42	74	69
2002-2004	47	0	74	49	37	75	67
See Friend/Relative							
2005-2007	23	0	35	23	26	34	43
2002-2004	23	0	37	23	24	35	44
Special Event							
2005-2007	11	0	17	12	8	18	14
2002-2004	10	0	16	11	7	16	13
Other Personal							
2005-2007	13	0	20	15	7	22	12
2002-2004	13	0	21	15	6	23	11

PURPOSE OF STAY - NETS
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2005-2007	32	100	0	28	40	0	0
2002-2004	34	100	0	28	43	0	0
<u>Group Meeting (Net)</u>							
2005-2007	15	48	0	13	19	0	0
2002-2004	16	46	0	13	20	0	0
<u>Transient Business (Net)</u>							
2005-2007	17	52	0	15	21	0	0
2002-2004	19	54	0	16	23	0	0
<u>Leisure (Net)</u>							
2005-2007	68	0	100	72	60	100	100
2002-2004	66	0	100	72	57	100	100
<u>Vacation (Net)</u>							
2005-2007	28	0	42	31	24	43	40
2002-2004	29	0	44	31	26	44	45
<u>Non-Vacation (Net)</u>							
2005-2007	39	0	58	41	36	57	60
2002-2004	37	0	56	40	31	56	55

BUSINESS PURPOSE OF STAY
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2005-2007	15	48	0	13	19	0	0
2002-2004	16	46	0	13	20	0	0
<u>Convention</u>							
2005-2007	6	18	0	5	8	0	0
2002-2004	6	17	0	5	8	0	0
<u>Seminar/Training</u>							
2005-2007	6	18	0	5	7	0	0
2002-2004	5	16	0	4	7	0	0
<u>Other Group Meeting</u>							
2005-2007	4	12	0	3	5	0	0
2002-2004	4	13	0	4	5	0	0

BUSINESS PURPOSE OF STAY
Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2005-2007	17	52	0	15	21	0	0
2002-2004	19	54	0	16	23	0	0
<u>Client Services/Consulting</u>							
2005-2007	4	12	0	2	7	0	0
2002-2004	4	11	0	3	6	0	0
<u>Inspect/Audit</u>							
2005-2007	1	2	0	1	1	0	0
2002-2004	1	2	0	1	1	0	0
<u>Construction/Repair</u>							
2005-2007	1	4	0	1	1	0	0
2002-2004	1	4	0	2	1	0	0
<u>Sales/Purchasing</u>							
2005-2007	2	5	0	2	2	0	0
2002-2004	2	6	0	2	2	0	0
<u>Government/Military</u>							
2005-2007	2	5	0	1	2	0	0
2002-2004	2	5	0	1	3	0	0
<u>Other Business</u>							
2005-2007	8	23	0	7	8	0	0
2002-2004	9	26	0	8	11	0	0

LEISURE PURPOSE OF STAY
Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2005-2007	28	0	42	31	24	43	40
2002-2004	29	0	44	31	26	44	45
Getaway Weekend							
2005-2007	13	0	19	18	5	25	9
2002-2004	13	0	20	18	6	25	10
General Vacation							
2005-2007	16	0	23	14	19	19	31
2002-2004	16	0	24	14	20	19	35
<u>Non-Vacation (Net)</u>							
2005-2007	39	0	58	41	36	57	60
2002-2004	37	0	56	40	31	56	55
See Friend/Relative							
2005-2007	20	0	30	18	24	25	39
2002-2004	18	0	28	17	20	24	36
Special Event							
2005-2007	11	0	16	13	8	17	13
2002-2004	10	0	16	12	7	17	13
Other Personal							
2005-2007	8	0	12	10	5	14	8
2002-2004	8	0	12	11	3	16	6

PURPOSE OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
<u>Business (Net)</u>							
2005-2007	\$511	\$511	0	\$336	\$1377	0	0
2002-2004	\$450	\$450	0	\$269	\$1228	0	0
<u>Group Meeting (Net)</u>							
2005-2007	\$642	\$642	0	\$422	\$1593	0	0
2002-2004	\$585	\$585	0	\$345	\$1412	0	0
<u>Transient Meeting (Net)</u>							
2005-2007	\$434	\$434	0	\$286	\$1223	0	0
2002-2004	\$377	\$377	0	\$231	\$1096	0	0
<u>Leisure (Net)</u>							
2005-2007	\$611	0	\$611	\$472	\$1461	\$472	\$1461
2002-2004	\$502	0	\$502	\$378	\$1293	\$378	\$1293
<u>Vacation (Net)</u>							
2005-2007	\$1029	0	\$1029	\$833	\$2019	\$833	\$2019
2002-2004	\$890	0	\$890	\$693	\$1824	\$693	\$1824
<u>Non-Vacation (Net)</u>							
2005-2007	\$463	0	\$463	\$350	\$1213	\$350	\$1213
2002-2004	\$372	0	\$372	\$278	\$1041	\$278	\$1041

BUSINESS PURPOSE OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Group Meeting (Net)</u>							
2005-2007	\$642	\$642	0	\$422	\$1593	0	0
2002-2004	\$585	\$585	0	\$345	\$1412	0	0
<u>Convention</u>							
2005-2007	\$955	\$955	0	\$627	\$1845	0	0
2002-2004	\$991	\$991	0	\$600	\$1975	0	0
<u>Seminar/Training</u>							
2005-2007	\$583	\$583	0	\$392	\$1661	0	0
2002-2004	\$476	\$476	0	\$282	\$1162	0	0
<u>Other Group Meeting</u>							
2005-2007	\$481	\$481	0	\$326	\$1232	0	0
2002-2004	\$448	\$448	0	\$271	\$1205	0	0

BUSINESS PURPOSE OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Transient Business (Net)</u>							
2005-2007	\$434	\$434	0	\$286	\$1223	0	0
2002-2004	\$377	\$377	0	\$231	\$1096	0	0
Client Services/Consulting							
2005-2007	\$462	\$462	0	\$213	\$1496	0	0
2002-2004	\$387	\$387	0	\$207	\$1064	0	0
Inspect/Audit							
2005-2007	\$352	\$352	0	\$191	\$1731	0	0
2002-2004	\$322	\$322	0	\$178	\$1094	0	0
Construction/Repair							
2005-2007	\$617	\$617	0	\$598	\$701	0	0
2002-2004	\$262	\$262	0	\$209	\$1384	0	0
Sales/Purchasing							
2005-2007	\$429	\$429	0	\$341	\$867	0	0
2002-2004	\$325	\$325	0	\$249	\$934	0	0
Government/Military							
2005-2007	\$429	\$429	0	\$250	\$1774	0	0
2002-2004	\$572	\$572	0	\$284	\$1475	0	0
Other Business							
2005-2007	\$413	\$413	0	\$293	\$1087	0	0
2002-2004	\$390	\$390	0	\$239	\$1055	0	0

LEISURE PURPOSE OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Vacation (Net)</u>							
2005-2007	\$1029	0	\$1029	\$833	\$2019	\$833	\$2019
2002-2004	\$890	0	\$890	\$693	\$1824	\$693	\$1824
Getaway Weekend							
2005-2007	\$713	0	\$713	\$665	\$1215	\$665	\$1215
2002-2004	\$683	0	\$683	\$615	\$1327	\$615	\$1327
General Vacation							
2005-2007	\$1568	0	\$1568	\$1205	\$2420	\$1205	\$2420
2002-2004	\$1176	0	\$1176	\$828	\$2056	\$828	\$2056
<u>Non-Vacation (Net)</u>							
2005-2007	\$463	0	\$463	\$350	\$1213	\$350	\$1213
2002-2004	\$372	0	\$372	\$278	\$1041	\$278	\$1041
See Friend/Relative							
2005-2007	\$477	0	\$477	\$324	\$1215	\$324	\$1215
2002-2004	\$370	0	\$370	\$243	\$1033	\$243	\$1033
Special Event							
2005-2007	\$565	0	\$565	\$455	\$1385	\$455	\$1385
2002-2004	\$492	0	\$492	\$390	\$1319	\$390	\$1319
Other Personal							
2005-2007	\$349	0	\$349	\$300	\$963	\$300	\$963
2002-2004	\$287	0	\$287	\$255	\$735	\$255	\$735

LENGTH OF STAY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13586	3398	10188	9925	3661	7708	2480
Unweighted 2006 Stay Base	14074	3482	10592	10107	3967	7843	2749
Weighted 2007 Stay Base	15472	5315	10158	12795	2678	8502	1655
Weighted 2006 Stay Base	15916	5446	10470	13340	2576	8967	1502
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2007	0.75	0.75	1.32	0.75	3.05	0.75	2.90
2006	0.75	0.75	0.75	0.75	3.33	0.75	3.33
2005	0.75	0.75	0.75	0.75	3.21	0.75	3.31
2004	0.75	0.75	0.75	0.75	3.31	0.75	3.38
2003	0.75	0.75	0.75	0.75	3.20	0.75	3.30
<i>Average Days (0+/includes Day Trips)</i>							
2007	2.17	2.13	2.20	1.78	4.06	1.84	4.05
2006	2.09	1.95	2.16	1.69	4.15	1.78	4.45
2005	2.05	1.95	2.11	1.67	4.14	1.72	4.53
2004	2.11	2.09	2.11	1.69	4.25	1.72	4.47
2003	2.08	2.10	2.07	1.67	4.25	1.68	4.42
<i>Median Nights (1+/Overnight Only)</i>							
2007	2.05	2.11	2.02	1.84	2.96	1.87	2.88
2006	2.01	2.05	2.00	1.76	3.05	1.82	2.97
2005	2.07	2.27	1.99	1.82	3.18	1.78	3.10
2004	2.08	2.18	2.03	1.80	3.30	1.81	3.45
2003	2.06	2.32	1.96	1.82	2.93	1.72	3.04
<i>Average Nights (1+/Overnight Only)</i>							
2007	2.85	2.92	2.82	2.37	4.09	2.38	4.14
2006	2.81	2.73	2.85	2.33	4.00	2.39	4.15
2005	2.88	3.05	2.81	2.38	4.20	2.29	4.44
2004	2.96	3.06	2.91	2.41	4.32	2.35	4.61
2003	2.88	3.07	2.78	2.38	4.05	2.28	4.26

LENGTH OF STAY
 Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Day Trip							
2007	50	53	49	57	19	54	20
2006	52	56	50	60	15	57	11
2005	55	61	52	61	19	58	15
2004	54	56	53	61	19	59	19
2003	54	56	53	61	14	59	14
<u>1-3 nights (Net)</u>							
2007	38	36	40	37	48	39	47
2006	37	34	39	35	50	37	52
2005	35	28	38	33	45	36	48
2004	34	32	35	32	43	35	41
2003	35	31	37	32	51	35	50
1 night							
2007	17	16	17	17	17	17	19
2006	17	16	17	17	17	17	20
2005	16	11	18	16	15	18	18
2004	16	15	16	16	16	17	16
2003	17	14	18	16	20	18	18
2 nights							
2007	15	13	16	14	18	16	17
2006	14	11	15	13	17	15	18
2005	12	11	13	12	16	13	17
2004	12	10	13	12	14	13	13
2003	11	10	12	10	17	12	17

LENGTH OF STAY
Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
3 nights								
	2007	7	7	7	5	13	6	11
	2006	6	7	6	5	16	5	14
	2005	7	6	7	5	13	6	14
	2004	6	7	6	5	13	5	12
	2003	7	7	7	6	14	5	15
4-7 nights								
	2007	9	10	9	6	26	6	24
	2006	8	9	8	5	28	5	28
	2005	8	10	8	5	27	5	25
	2004	9	10	9	6	28	6	28
	2003	9	11	8	6	27	5	26
8+ nights								
	2007	2	2	2	1	8	1	9
	2006	2	2	3	1	8	1	10
	2005	2	2	3	1	9	1	12
	2004	2	2	2	1	10	1	12
	2003	2	2	2	1	9	1	10

LENGTH OF STAY
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	40920	10049	30871	29659	11261	23092	7779
Unweighted 2002-2004 Stay Base	33028	9270	23758	23985	9043	17809	5949
Weighted 2005-2007 Stay Base	46858	15857	31001	39207	7651	26418	4583
Weighted 2002-2004 Stay Base	44041	15952	28089	36965	7076	24161	3928
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2005-2007	0.75	0.75	0.75	0.75	3.19	0.75	3.16
2002-2004	0.75	0.75	0.75	0.75	3.29	0.75	3.46
<i>Average Days (0+/includes Day Trips)</i>							
2005-2007	2.11	2.01	2.16	1.71	4.12	1.78	4.33
2002-2004	2.08	2.06	2.08	1.66	4.24	1.69	4.51
<i>Median Nights (1+/Overnight Only)</i>							
2005-2007	2.04	2.14	2.00	1.81	3.06	1.82	2.98
2002-2004	2.09	2.22	2.02	1.84	3.11	1.79	3.31
<i>Average Nights (1+/Overnight Only)</i>							
2005-2007	2.85	2.89	2.83	2.36	4.10	2.35	4.24
2002-2004	2.92	3.00	2.88	2.41	4.11	2.34	4.46
	%	%	%	%	%	%	%
<i>Day Trip</i>							
2005-2007	52	57	50	59	18	56	16
2002-2004	55	56	54	62	15	60	16

LENGTH OF STAY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>1-3 nights (Net)</u>							
2005-2007	37	32	39	35	47	37	49
2002-2004	34	32	36	32	48	34	45
<u>1 night</u>							
2005-2007	16	14	17	16	16	17	19
2002-2004	16	14	17	15	18	17	17
<u>2 nights</u>							
2005-2007	14	12	15	13	17	14	17
2002-2004	12	11	13	11	16	12	15
<u>3 nights</u>							
2005-2007	7	6	7	5	14	6	13
2002-2004	6	7	6	5	13	5	13
<u>4-7 nights</u>							
2005-2007	9	9	8	5	27	5	25
2002-2004	9	10	8	5	28	5	28
<u>8+ nights</u>							
2005-2007	2	2	2	1	8	1	10
2002-2004	2	2	2	1	9	1	12

LENGTH OF STAY
Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	40920	10049	30871	29659	11261	23092	7779
Unweighted 2002-2004 Stay Base	33028	9270	23758	23985	9043	17809	5949
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2005-2007	3.16	3.40	3.07	2.43	4.85	2.46	5.07
2002-2004	3.26	3.72	3.05	2.39	5.05	2.33	5.23
<i>Average Days (0+/includes Day Trips)</i>							
2005-2007	4.28	4.42	4.22	3.09	6.19	3.09	6.37
2002-2004	4.26	4.64	4.06	3.00	6.13	2.89	6.27
<i>Median Nights (1+/Overnight Only)</i>							
2005-2007	3.15	3.40	3.03	2.37	4.31	2.35	4.56
2002-2004	3.26	3.53	3.10	2.42	4.43	2.34	4.68
<i>Average Nights (1+/Overnight Only)</i>							
2005-2007	4.43	4.59	4.35	3.31	5.79	3.27	5.93
2002-2004	4.41	4.67	4.26	3.28	5.61	3.13	5.78
	%	%	%	%	%	%	%
<i>Day Trip</i>							
2005-2007	20	20	20	29	6	28	5
2002-2004	20	17	22	31	4	32	5

LENGTH OF STAY
Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>1-3 nights (Net)</u>							
2005-2007	44	41	46	50	35	51	36
2002-2004	43	41	44	49	35	50	33
<u>1 night</u>							
2005-2007	13	12	14	17	8	17	9
2002-2004	12	10	13	16	8	16	8
<u>2 nights</u>							
2005-2007	18	16	19	21	12	22	12
2002-2004	17	16	18	20	12	21	11
<u>3 nights</u>							
2005-2007	13	13	13	12	15	12	15
2002-2004	14	15	13	13	15	12	14
<u>4-7 nights</u>							
2005-2007	26	30	24	16	41	16	39
2002-2004	27	32	24	16	43	15	42
<u>8+ nights</u>							
2005-2007	9	9	10	4	18	4	20
2002-2004	10	10	9	4	18	4	20

LENGTH OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
Day Trip							
2005-2007	\$216	\$180	\$238	\$203	\$469	\$226	\$502
2002-2004	\$170	\$124	\$197	\$164	\$299	\$191	\$333
<u>1-3 Nights (Net)</u>							
2005-2007	\$747	\$715	\$760	\$664	\$1066	\$693	\$1056
2002-2004	\$649	\$643	\$652	\$564	\$940	\$585	\$957
1 night							
2005-2007	\$499	\$465	\$513	\$468	\$672	\$489	\$649
2002-2004	\$401	\$356	\$421	\$366	\$564	\$386	\$648
2 nights							
2005-2007	\$825	\$802	\$834	\$769	\$1040	\$789	\$1042
2002-2004	\$735	\$722	\$741	\$667	\$977	\$700	\$936
3 nights							
2005-2007	\$1222	\$1158	\$1253	\$1054	\$1546	\$1096	\$1646
2002-2004	\$1098	\$1118	\$1087	\$953	\$1369	\$975	\$1340

LENGTH OF STAY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
4-7 nights							
2005-2007	\$1866	\$1783	\$1913	\$1501	\$2231	\$1572	\$2315
2002-2004	\$1542	\$1488	\$1579	\$1121	\$1928	\$1208	\$1972
8+ nights							
2005-2007	\$2570	\$3085	\$2408	\$1899	\$3031	\$1865	\$2779
2002-2004	\$2229	\$2516	\$2105	\$1519	\$2591	\$1559	\$2360

STAY LENGTH AS PROPORTION OF TRIP LENGTH
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13494	3382	10112	9859	3635	7656	2456
Unweighted 2006 Stay Base	13965	3455	10510	10024	3941	7781	2729
Weighted 2007 Stay Base	15296	5285	10012	12644	2653	8373	1638
Weighted 2006 Stay Base	15761	5377	10385	13203	2559	8890	1494
<i>Median (%)</i>							
2007	100	100	100	100	100	100	100
2006	100	100	100	100	100	100	100
2005	100	100	100	100	100	100	100
2004	100	100	100	100	100	100	100
2003	100	100	100	100	100	100	100
<i>Average (%)</i>							
2007	96	98	95	98	89	97	85
2006	96	98	95	98	87	98	82
2005	96	98	95	98	88	97	83
2004	97	98	96	98	90	98	85
2003	96	97	96	98	87	98	83
0-24%							
2007	1	*	2	1	5	1	8
2006	2	1	2	1	8	1	11
2005	2	*	3	1	7	1	10
2004	2	*	2	1	6	1	9
2003	2	1	3	1	7	1	11

STAY LENGTH AS PROPORTION OF TRIP LENGTH
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
25-49%							
2007	2	1	2	1	6	1	8
2006	2	1	2	1	5	1	7
2005	2	1	2	1	6	1	8
2004	1	1	2	1	4	1	6
2003	2	2	2	1	6	1	6
50-74%							
2007	2	2	2	1	6	2	7
2006	2	2	2	1	6	1	7
2005	2	2	2	2	5	2	6
2004	2	2	2	1	5	2	5
2003	2	2	2	2	6	1	7
75-99%							
2007	1	*	1	*	2	*	2
2006	1	1	1	*	3	*	3
2005	1	1	1	*	2	*	3
2004	1	1	1	*	2	*	2
2003	1	1	1	*	3	*	3
100%							
2007	94	96	92	96	81	96	75
2006	94	96	93	96	79	96	72
2005	94	96	92	96	80	95	73
2004	95	97	93	97	83	96	77
2003	94	95	93	96	79	96	73

NUMBER OF VISITS TO DESTINATION IN PAST 3 YEARS
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	2684	743	1941	1840	844	1382	559
Unweighted 2006 Stay Base	3653	1013	2640	2534	1119	1885	755
Weighted 2007 Stay Base	9096	1939	7156	7638	1458	6116	1040
Weighted 2006 Stay Base	10918	2492	8426	9378	1540	7377	1050
	#	#	#	#	#	#	#
Median (0+ visits)							
2007	3.7	3.4	3.9	4.2	2.5	4.4	2.4
2006	3.9	3.3	4.1	4.4	2.1	4.7	2.2
2005	3.6	4.1	3.4	4.7	1.6	4.4	1.7
2004	3.5	5.0	3.3	4.5	1.9	3.9	1.9
2003	3.4	5.0	3.2	4.1	2.0	3.7	1.8
Median (1+ visits)							
2007	3.9	3.5	4.1	4.4	2.6	4.7	2.5
2006	4.3	3.5	4.5	4.9	2.5	5.0	2.5
2005	4.2	4.5	4.0	5.2	2.0	4.9	2.0
2004	4.1	5.3	3.7	4.9	2.3	4.5	2.2
2003	3.7	5.3	3.4	4.4	2.3	4.0	2.1
Average (0+ visits)							
2007	11.2	7.9	12.1	12.4	5.2	13.5	4.0
2006	11.4	11.7	11.4	12.6	4.5	12.4	3.8
2005	11.0	14.6	9.7	12.4	4.3	10.9	3.8
2004	9.1	12.6	7.9	10.2	4.3	8.9	3.7
2003	9.8	14.0	8.3	11.0	5.0	9.4	3.6
Average (1+ visits)							
2007	11.5	8.2	12.4	12.7	5.4	13.8	4.2
2006	12.0	12.4	11.9	13.1	4.9	12.9	4.2
2005	11.6	15.3	10.3	13.0	4.8	11.5	4.3
2004	9.6	13.1	8.5	10.7	4.8	9.4	4.1
2003	10.3	14.6	8.7	11.3	5.5	9.7	4.0

NUMBER OF VISITS TO DESTINATION IN PAST 3 YEARS
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
No visits							
2007	3	3	2	2	3	2	3
2006	5	6	4	4	8	3	9
2005	5	4	6	4	10	5	11
2004	6	3	6	5	10	6	10
2003	4	4	4	3	9	3	10
1+ Visits (Net)							
2007	97	97	98	98	97	98	97
2006	95	94	96	96	92	97	91
2005	95	96	94	96	90	95	89
2004	94	97	94	95	90	94	90
2003	96	96	96	97	91	97	90
1 visit							
2007	21	22	20	18	34	18	34
2006	19	23	18	17	34	17	31
2005	22	23	21	18	38	18	36
2004	22	19	23	19	34	20	34
2003	22	19	23	19	33	20	34
2-3 visits							
2007	25	27	25	26	24	25	26
2006	24	24	24	24	24	24	26
2005	22	20	23	21	28	22	28
2004	22	21	23	22	25	22	28
2003	25	22	26	24	30	25	33

NUMBER OF VISITS TO DESTINATION IN PAST 3 YEARS
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
4-9 visits							
2007	20	23	20	20	22	19	24
2006	21	21	21	21	19	21	23
2005	19	19	19	19	16	19	18
2004	19	18	19	19	19	20	19
2003	20	18	21	21	15	22	16
10-19 visits							
2007	15	13	15	15	13	16	10
2006	14	8	16	15	11	17	9
2005	15	12	15	17	4	18	4
2004	16	16	16	18	7	18	6
2003	13	14	13	15	6	15	3
20+ visits							
2007	16	12	18	19	4	20	2
2006	17	18	16	19	3	18	1
2005	17	22	15	20	4	18	3
2004	15	22	12	17	5	14	3
2003	16	23	13	18	7	15	4

TRAVELING PARTY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	7434	1914	5520	5213	2221	3952	1568
Unweighted 2006 Stay Base	9361	2461	6900	6524	2837	4934	1966
Weighted 2007 Stay Base	11970	4129	7841	10040	1930	6599	1242
Weighted 2006 Stay Base	12952	4534	8418	10984	1968	7236	1183
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2007	1.83	1.00	2.07	1.84	1.72	2.08	2.02
2006	1.85	1.00	2.09	1.86	1.78	2.10	2.01
2005	1.82	1.00	2.01	1.82	1.78	1.99	2.15
2004	1.77	1.00	2.03	1.80	1.61	2.04	2.02
2003	1.71	1.00	2.02	1.73	1.63	2.00	2.08
<i>Average (persons)</i>							
2007	2.12	1.59	2.41	2.14	2.03	2.42	2.32
2006	2.14	1.62	2.41	2.15	2.06	2.43	2.32
2005	2.12	1.69	2.33	2.12	2.16	2.30	2.52
2004	2.10	1.58	2.37	2.12	1.99	2.37	2.39
2003	2.07	1.51	2.36	2.08	1.98	2.35	2.39
<i>Average #Persons from HH on Trip</i>							
2007	1.82	1.33	2.01	1.84	1.73	2.01	2.00
2006	2.06	1.96	2.11	2.14	1.71	2.14	1.98
2005	1.85	1.41	2.01	1.86	1.84	1.99	2.12
2004	1.87	1.41	2.06	1.85	1.94	2.03	2.20
2003	1.86	1.29	2.07	1.85	1.89	2.04	2.23

TRAVELING PARTY
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
One Adult							
2007	37	65	22	36	42	21	26
2006	36	61	22	35	39	22	27
2005	37	59	27	37	41	27	26
2004	40	64	27	39	46	27	27
2003	43	69	29	42	46	30	25
One Male and One Female							
2007	30	16	37	30	28	37	37
2006	29	18	34	29	26	35	32
2005	30	20	35	31	23	36	30
2004	25	16	30	26	24	30	32
2003	24	13	30	24	25	29	36
Two Males or Two Females							
2007	8	6	9	8	6	9	5
2006	8	9	8	8	9	8	9
2005	7	9	7	7	7	7	4
2004	8	9	8	9	5	9	5
2003	7	8	6	7	6	6	5
Three or More Adults							
2007	6	5	7	6	5	7	7
2006	6	5	6	6	5	6	5
2005	6	5	6	6	7	6	8
2004	6	5	6	6	5	7	5
2003	6	5	7	6	5	7	6

TRAVELING PARTY
 Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Children Present							
2007	20	8	26	20	19	26	26
2006	21	7	29	21	20	29	27
2005	19	8	25	19	22	24	32
2004	20	7	28	21	19	27	31
2003	20	6	28	21	18	28	29

TRAVELING PARTY
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	26585	6758	19827	18676	7909	14312	5515
Unweighted 2002-2004 Stay Base	30222	8295	21927	21807	8415	16349	5578
Weighted 2005-2007 Stay Base	38014	12894	25120	32113	5901	21495	3625
Weighted 2002-2004 Stay Base	40771	14552	26219	34202	6569	22546	3673
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2005-2007	1.83	1.00	2.06	1.84	1.76	2.06	2.05
2002-2004	1.73	1.00	2.05	1.75	1.57	2.05	2.04
<i>Average (persons)</i>							
2005-2007	2.13	1.63	2.38	2.14	2.08	2.38	2.39
2002-2004	2.08	1.52	2.40	2.11	1.94	2.40	2.35
<i>Average #Persons from HH on Trip</i>							
2005-2007	1.92	1.60	2.05	1.96	1.75	2.05	2.03
2002-2004	1.85	1.32	2.08	1.85	1.85	2.06	2.18
	%	%	%	%	%	%	%
<i>One Adult</i>							
2005-2007	37	62	24	36	41	23	26
2002-2004	42	69	27	41	48	27	27
<i>One Male and One Female</i>							
2005-2007	30	18	35	30	26	36	33
2002-2004	24	13	30	24	24	30	34
<i>Two Males or Two Females</i>							
2005-2007	8	8	8	8	8	8	6
2002-2004	7	8	7	8	6	8	5

TRAVELING PARTY
 Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Three or More Adults							
2005-2007	6	5	6	6	6	6	6
2002-2004	6	4	7	6	5	7	5
Children Present							
2005-2007	20	8	27	20	20	26	28
2002-2004	21	6	29	21	18	29	29

TRAVELING PARTY
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	26585	6758	19827	18676	7909	14312	5515
Unweighted 2002-2004 Stay Base	30222	8295	21927	21807	8415	16349	5578
Weighted 2005-2007 Stay Base	20904862	6310364	14594606	13139490	7765493	9695334	4899256
Weighted 2002-2004 Stay Base	18724582	6211901	12512638	11144692	7579823	8133228	4379390
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2005-2007	2.25	1.73	2.40	2.30	2.14	2.40	2.38
2002-2004	2.22	1.00	2.46	2.31	2.07	2.49	2.42
<i>Average (persons)</i>							
2005-2007	2.90	2.35	3.13	3.00	2.72	3.17	3.05
2002-2004	2.90	2.15	3.28	3.09	2.64	3.37	3.10
<i>Average #Persons from HH on Trip</i>							
2005-2007	2.09	1.60	2.29	2.22	1.91	2.32	2.24
2002-2004	2.11	1.46	2.38	2.18	2.02	2.36	2.42
	%	%	%	%	%	%	%
<i>One Adult</i>							
2005-2007	20	43	10	16	27	8	13
2002-2004	24	50	10	20	30	10	12
<i>One Male and One Female</i>							
2005-2007	32	21	36	34	27	37	34
2002-2004	27	18	32	28	27	31	34
<i>Two Males or Two Females</i>							
2005-2007	7	8	7	7	7	7	5
2002-2004	7	9	7	8	7	7	5

TRAVELING PARTY
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Three or More Adults							
2005-2007	11	13	11	12	11	11	10
2002-2004	12	13	12	12	11	12	10
Children Present							
2005-2007	30	15	37	32	28	37	38
2002-2004	30	10	39	32	25	40	39

TRAVELING PARTY - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
One Adult							
2005-2007	\$309	\$357	\$244	\$183	\$938	\$161	\$688
2002-2004	\$271	\$327	\$191	\$160	\$801	\$134	\$575
One Male and One Female							
2005-2007	\$624	\$604	\$630	\$486	\$1555	\$493	\$1570
2002-2004	\$547	\$606	\$533	\$391	\$1391	\$393	\$1305
Two Males or Two Females							
2005-2007	\$508	\$506	\$509	\$378	\$1297	\$411	\$1312
2002-2004	\$490	\$556	\$453	\$354	\$1531	\$371	\$1271
Three or More Adults							
2005-2007	\$1153	\$1393	\$1054	\$869	\$2859	\$841	\$2360
2002-2004	\$1018	\$1356	\$897	\$729	\$2829	\$701	\$2454
Children Present							
2005-2007	\$865	\$985	\$847	\$672	\$1918	\$657	\$1899
2002-2004	\$699	\$774	\$691	\$528	\$1792	\$524	\$1717

AVERAGE TRIP EXPENDITURES
(Per Person Per Day)
Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	12075	2977	9098	8872	3203	6911	2187
Unweighted 2006 Stay Base	12352	3029	9323	8903	3449	6930	2393
Weighted 2007 Stay Base	69176	17862	51314	47561	21615	35822	15492
Weighted 2006 Stay Base	67610	17042	50568	46308	21302	35888	14680
<i>Average (\$1+) including Transportation</i>							
2007	\$136.7	\$177.5	\$122.5	\$122.5	\$168.0	\$113.4	\$143.5
2006	\$132.2	\$169.1	\$119.7	\$118.1	\$162.8	\$111.6	\$139.5
2005	\$126.8	\$156.2	\$116.7	\$114.9	\$152.8	\$111.0	\$129.9
2004	\$131.5	\$158.9	\$121.2	\$115.9	\$165.1	\$112.9	\$141.2
2003	\$119.4	\$153.5	\$107.1	\$104.3	\$150.8	\$98.6	\$125.7
<i>Average excluding Transportation</i>							
2007	\$95.7	\$114.5	\$89.1	\$92.9	\$101.7	\$88.3	\$91.0
2006	\$93.1	\$108.1	\$88.0	\$90.3	\$99.1	\$87.8	\$88.4
2005	\$91.3	\$105.5	\$86.4	\$88.3	\$97.7	\$86.5	\$86.3
2004	\$96.9	\$108.0	\$92.6	\$92.5	\$106.3	\$91.9	\$94.4
2003	\$85.5	\$101.2	\$79.8	\$81.9	\$93.0	\$79.3	\$80.9
<i>Transportation (\$0+)</i>							
2007	\$41.1	\$63.1	\$33.4	\$29.6	\$66.4	\$25.1	\$52.5
2006	\$39.1	\$61.0	\$31.7	\$27.8	\$63.7	\$23.8	\$51.2
2005	\$35.5	\$50.8	\$30.3	\$26.6	\$55.1	\$24.6	\$43.7
2004	\$34.7	\$50.8	\$28.5	\$23.4	\$58.8	\$21.0	\$46.8
2003	\$33.9	\$52.3	\$27.3	\$22.4	\$57.8	\$19.3	\$44.9
<i>Food (\$0+)</i>							
2007	\$31.9	\$36.0	\$30.5	\$31.8	\$32.3	\$30.9	\$29.7
2006	\$29.7	\$33.4	\$28.5	\$29.4	\$30.5	\$28.6	\$28.2
2005	\$29.0	\$31.4	\$28.2	\$28.7	\$29.7	\$28.6	\$27.2
2004	\$30.3	\$31.6	\$29.7	\$29.8	\$31.3	\$30.2	\$28.7
2003	\$27.6	\$29.7	\$26.8	\$26.9	\$28.9	\$26.8	\$26.7

AVERAGE TRIP EXPENDITURES
(Per Person Per Day)
Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
<i>Room (\$0+)</i>							
2007	\$18.5	\$33.5	\$13.3	\$16.0	\$23.9	\$12.6	\$14.8
2006	\$17.8	\$32.1	\$13.0	\$15.1	\$23.8	\$12.4	\$14.5
2005	\$19.5	\$34.7	\$14.3	\$16.5	\$26.0	\$13.5	\$16.0
2004	\$20.4	\$37.0	\$14.1	\$16.2	\$29.4	\$12.9	\$16.9
2003	\$19.3	\$39.0	\$12.2	\$16.2	\$25.8	\$11.5	\$13.8
<i>Shopping (\$0+)</i>							
2007	\$20.4	\$19.8	\$20.7	\$21.4	\$18.3	\$21.3	\$19.2
2006	\$21.7	\$21.3	\$21.9	\$22.3	\$20.6	\$22.2	\$21.0
2005	\$20.7	\$19.0	\$21.3	\$21.7	\$18.5	\$22.3	\$19.0
2004	\$21.5	\$18.3	\$22.7	\$22.4	\$19.6	\$23.6	\$20.4
2003	\$18.0	\$14.8	\$19.1	\$18.3	\$17.2	\$19.7	\$17.8
<i>Entertainment (\$0+)</i>							
2007	\$17.2	\$15.5	\$17.8	\$16.7	\$18.3	\$17.2	\$19.1
2006	\$16.9	\$12.7	\$18.3	\$17.4	\$15.9	\$18.7	\$17.4
2005	\$15.9	\$13.2	\$16.8	\$15.6	\$16.6	\$16.6	\$17.3
2004	\$18.4	\$14.9	\$19.8	\$18.2	\$19.0	\$19.3	\$21.0
2003	\$15.2	\$11.0	\$16.7	\$15.0	\$15.5	\$16.4	\$17.3
<i>Miscellaneous (\$0+)</i>							
2007	\$7.6	\$9.7	\$6.8	\$7.0	\$8.8	\$6.2	\$8.2
2006	\$6.8	\$8.6	\$6.2	\$6.1	\$8.4	\$5.8	\$7.2
2005	\$6.2	\$7.2	\$5.8	\$5.8	\$7.0	\$5.4	\$6.8
2004	\$6.3	\$6.1	\$6.3	\$5.9	\$7.1	\$5.9	\$7.4
2003	\$5.5	\$6.6	\$5.1	\$5.5	\$5.5	\$5.0	\$5.2

MEDIAN TRIP EXPENDITURES
(Per Person Per Day)
Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	12075	2977	9098	8872	3203	6911	2187
Unweighted 2006 Stay Base	12352	3029	9323	8903	3449	6930	2393
Weighted 2007 Stay Base	69176	17862	51314	47561	21615	35822	15492
Weighted 2006 Stay Base	67610	17042	50568	46308	21302	35888	14680
<i>Median (\$1+) including Transportation</i>							
2007	\$106.0	\$147.7	\$93.6	\$94.9	\$141.7	\$87.3	\$112.8
2006	\$94.9	\$130.0	\$84.9	\$83.2	\$121.0	\$77.9	\$104.0
2005	\$96.7	\$117.3	\$89.7	\$88.0	\$115.9	\$84.4	\$97.4
2004	\$100.6	\$118.0	\$93.0	\$89.7	\$136.2	\$87.2	\$113.1
2003	\$88.0	\$118.2	\$79.3	\$77.3	\$116.4	\$73.8	\$96.9
<i>Median excluding Transportation</i>							
2007	\$71.3	\$93.2	\$65.7	\$67.8	\$79.5	\$64.9	\$67.3
2006	\$64.3	\$81.1	\$59.0	\$60.4	\$72.5	\$56.5	\$62.6
2005	\$68.4	\$82.5	\$63.3	\$64.8	\$73.4	\$63.5	\$62.4
2004	\$72.9	\$83.4	\$68.1	\$68.1	\$82.7	\$67.6	\$69.0
2003	\$62.7	\$81.4	\$56.1	\$56.0	\$74.6	\$52.9	\$63.2
<i>Transportation (\$0+)</i>							
2007	\$23.7	\$38.9	\$20.7	\$19.7	\$43.5	\$18.1	\$33.6
2006	\$21.2	\$37.7	\$19.2	\$17.6	\$39.5	\$16.1	\$32.8
2005	\$19.9	\$26.3	\$18.6	\$16.8	\$32.6	\$16.2	\$28.0
2004	\$18.0	\$26.7	\$16.1	\$15.3	\$35.4	\$14.4	\$27.8
2003	\$15.9	\$27.4	\$14.6	\$13.0	\$32.2	\$12.1	\$25.2
<i>Food (\$0+)</i>							
2007	\$26.2	\$32.8	\$23.7	\$25.9	\$27.2	\$24.1	\$22.9
2006	\$22.5	\$26.5	\$21.3	\$22.3	\$23.0	\$21.7	\$20.5
2005	\$23.3	\$26.5	\$22.2	\$23.1	\$23.8	\$23.0	\$21.4
2004	\$25.4	\$27.0	\$24.3	\$24.1	\$26.9	\$24.4	\$24.0
2003	\$21.7	\$25.6	\$20.3	\$20.5	\$23.5	\$20.2	\$20.8

MEDIAN TRIP EXPENDITURES
 (Per Person Per Day)
 Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
<i>Room (\$0+)</i>							
2007	0	\$21.6	0	0	\$10.0	0	0
2006	0	\$19.4	0	0	\$8.6	0	0
2005	0	\$19.4	0	0	\$10.9	0	0
2004	\$4.2	\$25.3	0	0	\$13.3	0	\$2.1
2003	0	\$21.6	0	0	\$7.3	0	0
<i>Shopping (\$0+)</i>							
2007	\$2.7	0	\$5.2	0	\$7.5	\$2.2	\$9.0
2006	\$3.3	0	\$5.2	0	\$6.6	\$3.1	\$8.0
2005	\$3.9	0	\$6.0	0	\$6.8	\$3.4	\$8.2
2004	\$4.0	0	\$7.3	0	\$7.1	\$4.8	\$10.0
2003	\$2.4	0	\$5.5	0	\$6.7	\$0.7	\$8.6
<i>Entertainment (\$0+)</i>							
2007	\$0.6	0	\$3.3	0	\$7.3	0	\$9.6
2006	0	0	\$2.6	0	\$4.9	0	\$7.3
2005	0	0	\$1.7	0	\$4.3	0	\$6.2
2004	0	0	\$4.3	0	\$6.5	0	\$9.6
2003	\$1.3	0	\$4.6	0	\$4.9	\$1.2	\$8.0
<i>Miscellaneous (\$0+)</i>							
2007	0	0	0	0	0	0	0
2006	0	0	0	0	0	0	0
2005	0	0	0	0	0	0	0
2004	0	0	0	0	0	0	0
2003	0	0	0	0	0	0	0

PROPORTION OF TOTAL TRIP EXPENDITURES
(Per Person Per Day)
Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	12075	2977	9098	8872	3203	6911	2187
Unweighted 2006 Stay Base	12352	3029	9323	8903	3449	6930	2393
Weighted 2007 Stay Base	69176	17862	51314	47561	21615	35822	15492
Weighted 2006 Stay Base	67610	17042	50568	46308	21302	35888	14680
	%	%	%	%	%	%	%
Transportation (0+)							
2007	30.0	35.5	27.3	24.1	39.5	22.1	36.6
2006	29.6	36.1	26.5	23.5	39.2	21.3	36.7
2005	28.0	32.5	26.0	23.1	36.0	22.1	33.7
2004	26.4	32.0	23.5	20.2	35.6	18.6	33.1
2003	28.4	34.1	25.5	21.5	38.3	19.6	35.7
Food (0+)							
2007	23.4	20.3	24.9	25.9	19.2	27.2	20.7
2006	22.5	19.7	23.8	24.9	18.7	25.7	20.2
2005	22.9	20.1	24.1	25.0	19.4	25.8	20.9
2004	23.0	19.9	24.6	25.7	19.0	26.7	20.3
2003	23.1	19.4	25.0	25.8	19.2	27.2	21.3
Room (0+)							
2007	13.5	18.8	10.8	13.1	14.2	11.1	10.3
2006	13.5	19.0	10.9	12.8	14.6	11.1	10.4
2005	15.4	22.2	12.2	14.4	17.0	12.2	12.3
2004	15.5	23.3	11.6	14.0	17.8	11.4	12.0
2003	16.2	25.4	11.4	15.5	17.1	11.6	11.0

PROPORTION OF TOTAL TRIP EXPENDITURES

(Per Person Per Day)

Person-Days Based (Base=\$1+ Total Expenditures)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Shopping (0+)							
2007	14.9	11.1	16.9	17.5	10.9	18.8	13.3
2006	16.4	12.6	18.3	18.9	12.6	19.9	15.0
2005	16.3	12.2	18.3	18.9	12.1	20.1	14.6
2004	16.3	11.5	18.7	19.3	11.9	21.0	14.5
2003	15.0	9.7	17.8	17.5	11.4	19.9	14.2
Entertainment (0+)							
2007	12.6	8.7	14.5	13.6	10.9	15.2	13.3
2006	12.8	7.5	15.3	14.7	9.7	16.8	12.5
2005	12.5	8.4	14.4	13.6	10.9	15.0	13.3
2004	14.0	9.4	16.3	15.7	11.5	17.1	14.9
2003	12.7	7.2	15.6	14.4	10.3	16.6	13.8
Miscellaneous (0+)							
2007	5.5	5.5	5.6	5.7	5.2	5.5	5.7
2006	5.2	5.1	5.2	5.2	5.2	5.2	5.2
2005	4.9	4.6	5.0	5.0	4.6	4.8	5.2
2004	4.8	3.9	5.2	5.1	4.3	5.3	5.2
2003	4.6	4.3	4.7	5.2	3.6	5.1	4.2

TRIP PACKAGE EXPENDITURES
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	2670	665	2005	1904	766	1480	525
Unweighted 2006 Stay Base	3341	926	2415	2339	1002	1754	661
Weighted 2007 Stay Base	9485	1979	7506	8076	1408	6422	1084
Weighted 2006 Stay Base	10018	2485	7534	8560	1458	6524	1010
<i>Median (\$1+)</i>							
2007	\$248.2	\$268.7	\$230.0	\$202.4	\$738.5	\$201.0	\$752.1
2006	\$174.5	\$206.5	\$153.4	\$149.7	\$704.3	\$150.2	\$706.0
2005	\$228.3	\$257.8	\$215.4	\$150.4	\$609.8	\$150.4	\$619.5
2004	\$201.5	\$282.2	\$175.7	\$131.0	\$588.8	\$121.5	\$500.4
2003	\$168.2	\$239.4	\$159.5	\$109.7	\$548.0	\$109.3	\$503.8
<i>Average (\$1+)</i>							
2007	\$563.3	\$528.8	\$572.8	\$399.6	\$1092.3	\$391.6	\$1153.8
2006	\$461.0	\$493.1	\$451.3	\$294.0	\$1070.9	\$299.2	\$1079.7
2005	\$543.4	\$514.3	\$549.7	\$349.4	\$1006.1	\$348.6	\$1060.5
2004	\$480.1	\$567.9	\$452.4	\$291.4	\$983.3	\$276.4	\$990.0
2003	\$459.1	\$538.1	\$440.1	\$262.4	\$954.2	\$257.2	\$958.2
	%	%	%	%	%	%	%
No Trip Package Used							
2007	69.6	68.5	69.9	72.7	51.6	73.2	50.4
2006	71.2	73.2	70.5	73.5	57.4	72.6	57.1
2005	72.2	76.4	71.1	76.5	51.3	75.6	46.3
2004	70.0	70.1	69.9	72.6	59.6	72.1	60.4
2003	73.4	76.9	72.3	76.9	56.8	75.6	55.5

TRIP PACKAGE EXPENDITURES
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Used Trip Package</u>							
2007	30.4	31.5	30.1	27.3	48.4	26.8	49.6
2006	28.8	26.8	29.5	26.5	42.6	27.4	42.9
2005	27.8	23.6	28.9	23.5	48.7	24.4	53.7
2004	30.0	29.9	30.1	27.4	40.4	27.9	39.6
2003	26.6	23.1	27.7	23.1	43.2	24.4	44.5
<u>\$100 or less</u>							
2007	8.3	6.2	8.8	8.7	5.4	9.1	6.7
2006	9.6	6.8	10.5	10.4	5.2	11.3	5.9
2005	8.3	7.8	8.4	8.9	4.9	9.1	4.4
2004	10.8	8.3	11.6	12.5	4.2	13.1	5.2
2003	10.1	8.1	10.7	11.4	4.2	11.9	4.2
<u>\$101-\$200</u>							
2007	5.8	5.4	5.9	6.2	3.5	6.5	2.6
2006	6.6	6.8	6.5	7.2	3.0	6.9	3.6
2005	5.3	2.8	5.9	5.8	2.5	6.4	3.2
2004	4.7	3.3	5.2	5.1	3.4	5.5	3.8
2003	5.0	3.2	5.5	5.1	4.2	5.7	4.3
<u>\$201-\$300</u>							
2007	3.4	5.0	2.9	3.2	4.3	2.7	4.2
2006	3.1	1.8	3.5	3.1	3.1	3.4	3.9
2005	3.3	2.3	3.6	3.1	4.8	3.3	5.2
2004	3.6	5.1	3.1	2.9	6.4	2.6	5.4
2003	2.5	2.4	2.5	2.0	5.0	1.9	5.7

TRIP PACKAGE EXPENDITURES

Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
\$301-\$500							
2007	4.5	4.7	4.4	3.8	8.3	3.9	7.5
2006	2.7	4.5	2.1	2.1	6.4	1.8	4.1
2005	3.1	2.8	3.2	1.8	9.7	1.6	12.1
2004	3.6	3.0	3.8	3.2	5.3	3.2	6.1
2003	3.2	2.7	3.3	2.1	8.0	2.3	8.4
\$501-\$1000							
2007	4.8	6.8	4.3	3.8	10.6	3.2	10.7
2006	3.6	3.7	3.6	2.2	11.8	2.2	12.5
2005	3.8	4.9	3.5	2.3	10.8	2.3	9.9
2004	3.5	5.5	2.9	2.3	8.4	2.0	6.9
2003	3.0	4.1	2.7	1.4	10.6	1.3	9.6
\$1001+							
2007	3.7	3.3	3.8	1.5	16.3	1.4	17.9
2006	3.3	3.2	3.3	1.6	13.1	1.8	12.9
2005	4.0	3.0	4.3	1.6	16.1	1.7	18.8
2004	3.8	4.6	3.5	1.5	12.8	1.5	12.3
2003	2.9	2.5	3.0	1.1	11.4	1.2	12.3

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
	%	%	%	%	%	%	%
Dining							
2007	37	35	38	36	42	37	43
2006	36	33	37	35	41	38	36
2005	37	38	37	35	46	36	40
2004	37	34	38	35	43	38	41
2003	33	35	32	32	40	31	39
Shopping							
2007	22	16	26	22	26	25	30
2006	25	18	29	24	30	29	32
2005	26	21	28	26	27	28	31
2004	25	17	30	26	23	30	30
2003	21	14	25	20	28	24	36
Entertainment							
2007	20	12	24	19	26	22	34
2006	21	13	25	20	26	24	30
2005	22	17	25	21	27	24	29
2004	23	16	27	23	25	27	30
2003	21	12	26	20	26	24	35
Touring/Sightseeing							
2007	16	12	19	15	22	17	26
2006	17	11	21	16	26	19	32
2005	20	14	22	18	27	21	32
2004	21	13	25	19	31	22	40
2003	22	11	27	20	30	25	42

PRIMARY ACTIVITIES

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Theme/Amusement Park							
2007	8	3	10	8	9	10	12
2006	8	4	11	8	11	11	11
2005	8	4	10	7	11	9	14
2004	8	3	10	7	11	9	15
2003	7	2	10	7	10	9	15
Beach/Waterfront							
2007	8	4	9	7	10	9	13
2006	8	4	10	7	14	8	17
2005	8	5	10	7	12	9	15
2004	8	5	10	8	9	10	12
2003	9	5	11	8	14	10	19
Night Life							
2007	6	4	6	6	6	6	7
2006	7	5	8	6	8	7	10
2005	7	7	7	7	9	7	7
2004	7	7	8	8	7	8	6
2003	6	4	7	5	9	6	10
Park: National, State							
2007	5	4	6	5	6	5	9
2006	5	2	6	4	7	5	10
2005	5	3	6	5	6	6	8
2004	5	4	6	5	6	6	9
2003	6	4	7	5	9	6	13

PRIMARY ACTIVITIES

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Museum, Art Exhibit							
2007	5	3	6	5	5	5	6
2006	4	2	5	3	6	5	8
2005	5	4	5	4	6	4	8
2004	4	3	5	4	5	5	7
2003	4	3	5	4	5	5	7
Gamble							
2007	5	3	5	5	3	5	4
2006	4	3	4	3	4	4	4
2005	5	3	6	5	4	6	4
2004	5	3	6	5	4	6	6
2003	4	1	5	4	4	5	6
Concert, Play, Dance							
2007	4	3	5	4	4	5	4
2006	6	4	6	6	4	7	5
2005	5	3	6	5	5	6	5
2004	5	3	6	5	4	6	5
2003	5	3	6	5	4	6	5
Attend Sports/Olympic Event							
2007	4	4	4	4	3	4	4
2006	4	3	5	4	5	5	5
2005	2	1	3	2	2	3	3
2004	4	3	5	5	3	5	3
2003	4	3	4	4	4	4	5

PRIMARY ACTIVITIES

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Hike, Bike							
2007	4	2	5	4	4	5	5
2006	4	1	5	4	2	5	2
2005	4	2	4	4	2	5	2
2004	3	1	4	3	3	4	3
2003	3	1	4	3	3	5	4
Nature/Culture: Observe and Conserve Eco-Travel							
2007	4	2	4	4	3	5	3
2006	3	3	3	3	3	3	3
2005	3	2	3	2	4	2	5
2004	3	2	4	4	3	4	4
2003	4	4	4	4	4	3	4
Festival, Craft Fair							
2007	3	2	4	3	3	4	4
2006	5	4	5	5	4	5	4
2005	4	4	4	4	4	4	3
2004	5	5	6	6	4	6	4
2003	4	3	5	4	2	5	3
Visit Historic Site							
2007	3	3	4	3	4	3	6
2006	4	2	5	3	8	4	10
2005	4	4	4	4	5	4	6
2004	5	4	5	4	7	5	8
2003	4	2	6	4	5	5	8

PRIMARY ACTIVITIES

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Group Tour							
2007	3	3	3	3	2	3	2
2006	2	1	3	2	2	3	2
2005	2	2	3	2	2	3	3
2004	4	3	4	4	2	4	2
2003	3	3	3	3	3	3	3
Look at Real Estate							
2007	2	2	3	2	3	2	3
2006	1	2	1	1	1	1	1
2005	2	2	1	2	1	1	1
2004	2	2	2	2	2	2	3
2003	2	2	2	2	2	2	2
Other Adventure Sports							
2007	2	1	3	2	2	3	2
2006	2	2	2	2	1	2	1
2005	1	*	2	1	1	2	1
2004	2	1	3	2	3	3	4
2003	2	2	2	2	2	2	2
Golf							
2007	2	1	2	2	2	2	3
2006	1	1	1	1	2	1	2
2005	2	2	2	2	2	2	2
2004	2	2	2	1	3	2	3
2003	3	4	3	3	4	3	5

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Camping							
2007	2	1	3	2	1	3	1
2006	2	1	2	2	1	2	1
2005	2	1	2	2	1	2	2
2004	2	1	2	2	2	2	2
2003	2	1	3	2	2	3	2
Show: Boat, Car, Auto							
2007	2	2	1	2	1	1	1
2006	1	1	1	1	1	1	1
2005	1	2	1	2	1	1	1
2004	1	2	1	1	2	1	1
2003	1	3	1	2	1	1	1
Boat/Sail							
2007	1	1	2	1	1	2	2
2006	1	1	2	1	2	2	1
2005	1	1	1	1	1	1	1
2004	1	1	1	1	1	1	1
2003	1	1	1	1	1	1	2
Hunt, Fish							
2007	1	1	1	1	1	1	2
2006	2	2	2	2	1	2	1
2005	1	*	1	1	1	1	1
2004	1	1	2	1	1	2	1
2003	1	1	1	1	*	1	*
Snow Ski, Snow Board							
2007	1	*	1	1	1	1	1
2006	1	1	2	1	*	2	*
2005	1	*	1	1	1	1	1
2004	1	*	2	1	1	2	1
2003	1	1	1	1	1	1	1

PRIMARY ACTIVITIES - NETS
Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
	%	%	%	%	%	%	%
Attractions (Net)							
2007	22	14	25	22	20	25	25
2006	21	13	26	21	25	26	28
2005	21	15	24	21	23	24	27
2004	22	15	26	22	22	26	27
2003	20	12	24	19	25	23	32
Touring/Sightseeing (Net)							
2007	18	14	20	17	23	19	28
2006	19	12	23	17	28	21	33
2005	21	16	24	20	28	22	34
2004	23	16	28	22	32	25	41
2003	23	13	29	22	31	27	43
Nature (Net)							
2007	17	10	21	17	18	21	24
2006	16	9	20	15	23	18	29
2005	16	11	18	15	21	17	26
2004	17	10	20	16	19	20	25
2003	19	12	22	17	26	21	33

PRIMARY ACTIVITIES - NETS
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Culture (Net)							
2007	14	10	16	14	14	15	17
2006	15	11	18	15	19	17	21
2005	16	13	17	15	17	16	20
2004	16	12	19	16	16	19	20
2003	15	9	18	15	14	18	20
Outdoor Sports (Net)							
2007	7	4	9	7	7	9	9
2006	7	6	7	7	6	8	5
2005	6	4	6	6	5	7	6
2004	7	4	8	7	8	8	9
2003	8	7	9	8	7	9	9
General (Net)							
2007	48	42	51	47	55	50	58
2006	48	41	52	47	53	52	51
2005	50	47	52	49	56	52	54
2004	49	43	53	49	52	53	52
2003	47	42	49	46	51	48	56
No Activity Mentioned							
2007	30	45	23	31	27	23	20
2006	31	45	23	31	29	23	26
2005	30	39	26	31	24	27	19
2004	29	43	21	30	26	21	20
2003	30	42	23	30	25	25	14

PRIMARY ACTIVITIES - ATTRACTIONS

Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Attractions (Net)</u>							
2007	22	14	25	22	20	25	25
2006	21	13	26	21	25	26	28
2005	21	15	24	21	23	24	27
2004	22	15	26	22	22	26	27
2003	20	12	24	19	25	23	32
<u>Attend Sports/Olympic Event</u>							
2007	4	4	4	4	3	4	4
2006	4	3	5	4	5	5	5
2005	2	1	3	2	2	3	3
2004	4	3	5	5	3	5	3
2003	4	3	4	4	4	4	5
<u>Gamble</u>							
2007	5	3	5	5	3	5	4
2006	4	3	4	3	4	4	4
2005	5	3	6	5	4	6	4
2004	5	3	6	5	4	6	6
2003	4	1	5	4	4	5	6

PRIMARY ACTIVITIES - ATTRACTIONS
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Night Life							
2007	6	4	6	6	6	6	7
2006	7	5	8	6	8	7	10
2005	7	7	7	7	9	7	7
2004	7	7	8	8	7	8	6
2003	6	4	7	5	9	6	10
Show: Boat, Car, Home							
2007	2	2	1	2	1	1	1
2006	1	1	1	1	1	1	1
2005	1	2	1	2	1	1	1
2004	1	2	1	1	2	1	1
2003	1	3	1	2	1	1	1
Theme/Amusement Park							
2007	8	3	10	8	9	10	12
2006	8	4	11	8	11	11	11
2005	8	4	10	7	11	9	14
2004	8	3	10	7	11	9	15
2003	7	2	10	7	10	9	15

PRIMARY ACTIVITIES - CULTURE
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Culture (Net)</u>							
2007	14	10	16	14	14	15	17
2006	15	11	18	15	19	17	21
2005	16	13	17	15	17	16	20
2004	16	12	19	16	16	19	20
2003	15	9	18	15	14	18	20
<u>Concert, Play, Dance</u>							
2007	4	3	5	4	4	5	4
2006	6	4	6	6	4	7	5
2005	5	3	6	5	5	6	5
2004	5	3	6	5	4	6	5
2003	5	3	6	5	4	6	5
<u>Festival, Craft Fair</u>							
2007	3	2	4	3	3	4	4
2006	5	4	5	5	4	5	4
2005	4	4	4	4	4	4	3
2004	5	5	6	6	4	6	4
2003	4	3	5	4	2	5	3
<u>Museum, Art Exhibit</u>							
2007	5	3	6	5	5	5	6
2006	4	2	5	3	6	5	8
2005	5	4	5	4	6	4	8
2004	4	3	5	4	5	5	7
2003	4	3	5	4	5	5	7
<u>Visit Historic Site</u>							
2007	3	3	4	3	4	3	6
2006	4	2	5	3	8	4	10
2005	4	4	4	4	5	4	6
2004	5	4	5	4	7	5	8
2003	4	2	6	4	5	5	8

PRIMARY ACTIVITIES - NATURE

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Nature (Net)</u>							
2007	17	10	21	17	18	21	24
2006	16	9	20	15	23	18	29
2005	16	11	18	15	21	17	26
2004	17	10	20	16	19	20	25
2003	19	12	22	17	26	21	33
<u>Beach/Waterfront</u>							
2007	8	4	9	7	10	9	13
2006	8	4	10	7	14	8	17
2005	8	5	10	7	12	9	15
2004	8	5	10	8	9	10	12
2003	9	5	11	8	14	10	19
<u>Camping</u>							
2007	2	1	3	2	1	3	1
2006	2	1	2	2	1	2	1
2005	2	1	2	2	1	2	2
2004	2	1	2	2	2	2	2
2003	2	1	3	2	2	3	2
<u>Hike, Bike</u>							
2007	4	2	5	4	4	5	5
2006	4	1	5	4	2	5	2
2005	4	2	4	4	2	5	2
2004	3	1	4	3	3	4	3
2003	3	1	4	3	3	5	4

PRIMARY ACTIVITIES - NATURE
 Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Nature/Culture: Observe and Conserve/Eco-Travel							
2007	4	2	4	4	3	5	3
2006	3	3	3	3	3	3	3
2005	3	2	3	2	4	2	5
2004	3	2	4	4	3	4	4
2003	4	4	4	4	4	3	4
Park: National, State							
2007	5	4	6	5	6	5	9
2006	5	2	6	4	7	5	10
2005	5	3	6	5	6	6	8
2004	5	4	6	5	6	6	9
2003	6	4	7	5	9	6	13

PRIMARY ACTIVITIES - OUTDOOR SPORTS

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Outdoor Sports (Net)</u>							
2007	7	4	9	7	7	9	9
2006	7	6	7	7	6	8	5
2005	6	4	6	6	5	7	6
2004	7	4	8	7	8	8	9
2003	8	7	9	8	7	9	9
<u>Boat/Sail</u>							
2007	1	1	2	1	1	2	2
2006	1	1	2	1	2	2	1
2005	1	1	1	1	1	1	1
2004	1	1	1	1	1	1	1
2003	1	1	1	1	1	1	2
<u>Golf</u>							
2007	2	1	2	2	2	2	3
2006	1	1	1	1	2	1	2
2005	2	2	2	2	2	2	2
2004	2	2	2	1	3	2	3
2003	3	4	3	3	4	3	5
<u>Hunt, Fish</u>							
2007	1	1	1	1	1	1	2
2006	2	2	2	2	1	2	1
2005	1	*	1	1	1	1	1
2004	1	1	2	1	1	2	1
2003	1	1	1	1	*	1	*

PRIMARY ACTIVITIES - OUTDOOR SPORTS

Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Other Adventure Sports							
2007	2	1	3	2	2	3	2
2006	2	2	2	2	1	2	1
2005	1	*	2	1	1	2	1
2004	2	1	3	2	3	3	4
2003	2	2	2	2	2	2	2
Snow Ski, Snow Board							
2007	1	*	1	1	1	1	1
2006	1	1	2	1	*	2	*
2005	1	*	1	1	1	1	1
2004	1	*	2	1	1	2	1
2003	1	1	1	1	1	1	1

PRIMARY ACTIVITIES - SIGHTSEEING
Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Touring/Sightseeing (Net)</u>							
2007	18	14	20	17	23	19	28
2006	19	12	23	17	28	21	33
2005	21	16	24	20	28	22	34
2004	23	16	28	22	32	25	41
2003	23	13	29	22	31	27	43
<u>Group Tour</u>							
2007	3	3	3	3	2	3	2
2006	2	1	3	2	2	3	2
2005	2	2	3	2	2	3	3
2004	4	3	4	4	2	4	2
2003	3	3	3	3	3	3	3
<u>Touring/Sightseeing</u>							
2007	16	12	19	15	22	17	26
2006	17	11	21	16	26	19	32
2005	20	14	22	18	27	21	32
2004	21	13	25	19	31	22	40
2003	22	11	27	20	30	25	42

PRIMARY ACTIVITIES - GENERAL
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>General (Net)</u>							
2007	48	42	51	47	55	50	58
2006	48	41	52	47	53	52	51
2005	50	47	52	49	56	52	54
2004	49	43	53	49	52	53	52
2003	47	42	49	46	51	48	56
<u>Dining (Expenditure Based)</u>							
2007	37	35	38	36	42	37	43
2006	36	33	37	35	41	38	36
2005	37	38	37	35	46	36	40
2004	37	34	38	35	43	38	41
2003	33	35	32	32	40	31	39
<u>Entertainment (Expenditure Based)</u>							
2007	20	12	24	19	26	22	34
2006	21	13	25	20	26	24	30
2005	22	17	25	21	27	24	29
2004	23	16	27	23	25	27	30
2003	21	12	26	20	26	24	35
<u>Shopping (Expenditure Based)</u>							
2007	22	16	26	22	26	25	30
2006	25	18	29	24	30	29	32
2005	26	21	28	26	27	28	31
2004	25	17	30	26	23	30	30
2003	21	14	25	20	28	24	36
<u>Look at Real Estate</u>							
2007	2	2	3	2	3	2	3
2006	1	2	1	1	1	1	1
2005	2	2	1	2	1	1	1
2004	2	2	2	2	2	2	3
2003	3	2	3	2	3	3	3

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	46924	15866	31057	39260	7664	26464	4593
Weighted 2002-2004 Stay Base	44105	15967	28137	37021	7084	24205	3933
	%	%	%	%	%	%	%
Dining							
2005-2007	37	35	37	35	43	37	40
2002-2004	34	33	35	33	40	34	39
Shopping							
2005-2007	25	19	28	24	28	27	31
2002-2004	23	15	28	23	25	27	34
Entertainment							
2005-2007	21	14	25	20	26	24	31
2002-2004	21	13	26	21	24	25	32
Touring/Sightseeing							
2005-2007	18	12	21	16	25	19	30
2002-2004	21	11	26	19	31	24	42
Theme/Amusement Park							
2005-2007	8	4	10	8	10	10	12
2002-2004	7	3	10	7	11	9	16
Beach/Waterfront							
2005-2007	8	5	10	7	12	9	15
2002-2004	9	4	11	8	11	10	16

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Night Life							
2005-2007	7	6	7	6	8	7	8
2002-2004	6	5	7	6	8	7	8
Concert, Play, Dance							
2005-2007	5	3	6	5	4	6	5
2002-2004	5	3	5	5	4	5	5
Park: National, State							
2005-2007	5	3	6	5	7	5	9
2002-2004	6	3	7	5	7	6	11
Gamble							
2005-2007	4	3	5	4	4	5	4
2002-2004	4	2	5	4	3	5	5
Museum, Art Exhibit							
2005-2007	4	3	5	4	6	5	7
2002-2004	4	3	5	4	5	5	7
Festival, Craft Fair							
2005-2007	4	3	5	4	4	5	4
2002-2004	5	4	5	5	3	5	4

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Visit Historic Site							
2005-2007	4	3	4	3	6	4	7
2002-2004	4	3	5	4	6	5	9
Hike, Bike							
2005-2007	4	2	5	4	3	5	3
2002-2004	3	1	4	3	3	4	4
Attend Sports/Olympic Event							
2005-2007	4	3	4	4	4	4	4
2002-2004	4	3	5	4	4	5	4
Nature/Culture: Observe and Conserve Eco-Travel							
2005-2007	3	2	3	3	3	3	4
2002-2004	4	3	4	4	3	4	4
Group Tour							
2005-2007	2	2	3	3	2	3	2
2002-2004	3	3	3	3	2	3	2
Other Adventure Sports							
2005-2007	2	1	2	2	1	2	1
2002-2004	2	2	3	2	2	3	2

PRIMARY ACTIVITIES

Stays Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Camping							
2005-2007	2	1	2	2	1	2	2
2002-2004	2	1	3	2	1	3	2
Look at Real Estate (Began 2003)							
2005-2007	2	2	2	2	2	2	2
2002-2004	0	0	0	0	0	0	0
Golf							
2005-2007	2	1	2	2	2	2	2
2002-2004	2	2	2	2	3	2	3
Show: Boat, Car, Auto							
2005-2007	1	2	1	1	1	1	1
2002-2004	1	2	1	1	1	1	1
Boat/Sail							
2005-2007	1	1	2	1	1	2	1
2002-2004	1	1	1	1	1	1	1
Hunt, Fish							
2005-2007	1	1	1	1	1	1	1
2002-2004	1	1	2	2	1	2	1
Snow Ski, Snow Board							
2005-2007	1	*	1	1	1	1	1
2002-2004	1	1	1	1	1	2	1

PRIMARY ACTIVITIES
Trip-Dollars Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
Dining							
2005-2007	57	56	58	57	58	59	57
2002-2004	59	56	60	59	59	60	59
Shopping							
2005-2007	42	31	47	43	40	47	48
2002-2004	43	29	51	45	41	50	53
Entertainment							
2005-2007	40	28	46	39	42	43	50
2002-2004	42	27	50	41	42	46	55
Touring/Sightseeing							
2005-2007	27	20	30	23	32	26	39
2002-2004	34	22	40	29	41	34	53
Theme/Amusement Park							
2005-2007	15	8	18	14	16	16	21
2002-2004	16	7	21	15	19	18	28
Beach/Waterfront							
2005-2007	14	9	16	12	18	13	23
2002-2004	15	8	18	13	16	15	23

PRIMARY ACTIVITIES
Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Night Life							
2005-2007	9	9	10	9	10	9	10
2002-2004	9	9	9	9	10	9	10
Museum, Art Exhibit							
2005-2007	7	6	8	7	8	7	9
2002-2004	7	5	8	6	7	7	10
Park: National, State							
2005-2007	7	5	8	7	8	7	11
2002-2004	8	4	10	7	10	9	14
Visit Historic Site							
2005-2007	6	5	7	5	8	5	10
2002-2004	8	5	9	7	9	8	11
Concert, Play, Dance							
2005-2007	6	5	6	6	5	6	6
2002-2004	5	4	6	6	4	7	5
Gamble							
2005-2007	5	4	6	5	4	6	5
2002-2004	5	2	6	5	4	6	6

PRIMARY ACTIVITIES
Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Festival, Craft Fair							
2005-2007	5	5	5	5	4	5	4
2002-2004	5	4	5	6	3	6	4
Attend Sports/Olympic Event							
2005-2007	4	4	5	4	5	4	5
2002-2004	5	5	5	5	5	5	6
Hike, Bike							
2005-2007	4	2	5	4	3	5	3
2002-2004	4	2	5	5	3	6	4
Nature/Culture: Observe and Conserve Eco-Travel							
2005-2007	3	3	4	4	3	4	4
2002-2004	4	3	4	4	4	4	5
Golf							
2005-2007	3	3	3	3	3	3	3
2002-2004	4	3	4	4	4	4	5
Group Tour							
2005-2007	3	3	3	3	2	3	2
2002-2004	4	5	4	4	4	4	3

PRIMARY ACTIVITIES
Trip-Dollars Based (Base=Total)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Look at Real Estate (Began 2003)							
2005-2007	3	3	3	3	3	3	3
2002-2004	0	0	0	0	0	0	0
Boat/Sail							
2005-2007	2	1	2	2	2	2	2
2002-2004	2	1	2	2	1	2	2
Camping							
2005-2007	2	1	2	2	1	3	1
2002-2004	2	1	2	3	1	3	1
Other Adventure Sports							
2005-2007	2	1	2	2	1	2	2
2002-2004	2	2	2	2	1	3	2
Snow Ski, Snow Board							
2005-2007	2	1	2	2	1	2	1
2002-2004	2	1	3	2	2	3	2
Show: Boat, Car, Auto							
2005-2007	1	2	1	2	1	1	1
2002-2004	1	2	1	2	1	1	1
Hunt, Fish							
2005-2007	1	1	1	2	1	2	1
2002-2004	1	1	2	2	1	2	1

PRIMARY ACTIVITIES - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
Dining							
2005-2007	\$874	\$787	\$917	\$670	\$1761	\$728	\$1900
2002-2004	\$778	\$729	\$803	\$571	\$1682	\$625	\$1762
Shopping							
2005-2007	\$971	\$873	\$1003	\$751	\$1974	\$784	\$2108
2002-2004	\$854	\$841	\$857	\$640	\$1857	\$660	\$1830
Entertainment							
2005-2007	\$1057	\$997	\$1075	\$797	\$2090	\$828	\$2149
2002-2004	\$896	\$886	\$899	\$645	\$2029	\$662	\$2042
Touring/Sightseeing							
2005-2007	\$910	\$897	\$913	\$622	\$1923	\$649	\$1877
2002-2004	\$795	\$883	\$774	\$530	\$1678	\$540	\$1611
Theme/Amusement Park							
2005-2007	\$1123	\$1377	\$1086	\$794	\$2484	\$793	\$2462
2002-2004	\$1063	\$1088	\$1059	\$727	\$2229	\$736	\$2245
Beach/Waterfront							
2005-2007	\$1112	\$1167	\$1099	\$744	\$2186	\$759	\$2159
2002-2004	\$827	\$864	\$819	\$567	\$1812	\$573	\$1809

PRIMARY ACTIVITIES - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Night Life							
2005-2007	\$816	\$915	\$780	\$605	\$1824	\$589	\$1749
2002-2004	\$700	\$795	\$662	\$489	\$1642	\$494	\$1528
Concert, Play, Dance							
2005-2007	\$692	\$799	\$662	\$551	\$1560	\$504	\$1834
2002-2004	\$556	\$519	\$569	\$442	\$1300	\$477	\$1178
Park: National, State							
2005-2007	\$1019	\$1209	\$980	\$723	\$1917	\$716	\$1765
2002-2004	\$750	\$603	\$788	\$498	\$1694	\$543	\$1668
Gamble							
2005-2007	\$681	\$608	\$697	\$527	\$1725	\$545	\$1889
2002-2004	\$642	\$559	\$659	\$487	\$1788	\$512	\$1756
Museum, Art Exhibit							
2005-2007	\$1021	\$1068	\$1006	\$753	\$2096	\$759	\$1933
2002-2004	\$764	\$852	\$741	\$526	\$1787	\$504	\$1744
Festival, Craft Fair							
2005-2007	\$656	\$757	\$625	\$536	\$1401	\$509	\$1337
2002-2004	\$521	\$547	\$511	\$434	\$1364	\$416	\$1432

PRIMARY ACTIVITIES - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Visit Historic Site							
2005-2007	\$1068	\$979	\$1103	\$717	\$1996	\$788	\$1913
2002-2004	\$856	\$932	\$835	\$595	\$1789	\$601	\$1723
Hike, Bike							
2005-2007	\$638	\$656	\$635	\$521	\$1494	\$539	\$1420
2002-2004	\$664	\$805	\$644	\$504	\$1697	\$510	\$1654
Attend Sports/Olympic Event							
2005-2007	\$715	\$825	\$684	\$490	\$1929	\$498	\$1807
2002-2004	\$604	\$766	\$556	\$413	\$1753	\$387	\$1846
Nature/Culture; Observe and Conserve Eco-Travel							
2005-2007	\$707	\$680	\$717	\$587	\$1184	\$571	\$1376
2002-2004	\$559	\$511	\$579	\$402	\$1410	\$402	\$1568
Group Tour							
2005-2007	\$826	\$1311	\$688	\$645	\$2232	\$548	\$1874
2002-2004	\$828	\$1032	\$738	\$580	\$2748	\$566	\$2578
Other Adventure Sports							
2005-2007	\$580	\$622	\$569	\$436	\$1778	\$418	\$1957
2002-2004	\$478	\$442	\$490	\$388	\$1019	\$412	\$1013

PRIMARY ACTIVITIES - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Camping							
2005-2007	\$970	\$898	\$977	\$896	\$1570	\$897	\$1626
2002-2004	\$731	\$449	\$782	\$708	\$883	\$739	\$1084
Look at Real Estate (Began 2003)							
2005-2007	\$958	\$912	\$982	\$682	\$2235	\$751	\$2272
2002-2004	0	0	0	0	0	0	0
Golf							
2005-2007	\$1071	\$898	\$1151	\$808	\$2175	\$914	\$2151
2002-2004	\$809	\$588	\$960	\$561	\$1909	\$686	\$2210
Show: Boat, Car, Home							
2005-2007	\$651	\$706	\$605	\$548	\$1370	\$502	\$1395
2002-2004	\$473	\$408	\$552	\$344	\$1211	\$390	\$1466
Boat/Sail							
2005-2007	\$925	\$679	\$1004	\$736	\$2095	\$838	\$1992
2002-2004	\$759	\$679	\$788	\$612	\$1460	\$651	\$1410
Hunt, Fish							
2005-2007	\$711	\$706	\$713	\$613	\$1339	\$603	\$1433
2002-2004	\$559	\$377	\$608	\$494	\$1354	\$535	\$1380
Snow Ski, Snow Board							
2005-2007	\$1159	\$1042	\$1188	\$987	\$2628	\$1054	\$2813
2002-2004	\$870	\$801	\$885	\$661	\$2211	\$691	\$2303

PRIMARY ACTIVITIES
Stays Based (Base=Total)

	California Travel																						
	Total	Atnd Sprt Evnt	Beach Water front	Boat Sail	Camp	Cnrt Play Dance	Fstvl Craft Fair	Gambl	Golf	Grp Tour	Hike Bike	Hunt Fish	Musem Art Exhbt	Natur Cultr	Nite Life	Othr Adv Sprt	Park	Show boat auto	Tour Sght -sec	Them Park	Vsit Hstc Site	Look Real Estat	Snow Ski/ Board
Unweighted 2005-2007 Stay Base	41088	1306	3817	595	1052	1844	1763	1904	805	1261	1702	577	2194	1424	2199	669	2343	527	7890	2919	2226	794	484
Unweighted 2002-2004 Stay Base	33222	1249	3410	473	1165	1658	1634	1423	823	1530	1494	539	1721	1305	2010	733	2275	411	8848	2812	1969	430	477
Weighted 2005-2007 Stay Base	46924	1686	3677	625	820	2338	1953	2068	783	1162	1706	577	2063	1449	3110	844	2289	646	8363	3740	1763	797	465
Weighted 2002-2004 Stay Base	44105	1706	3811	491	891	2020	2036	1640	1054	1303	1414	655	1905	1562	2831	976	2447	613	9232	3302	1953	540	506
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Dining																							
2005-2007	37	44	53	47	16	49	43	39	44	28	38	37	52	48	56	31	49	46	52	50	44	43	43
2002-2004	34	44	47	40	14	44	44	43	48	27	36	24	49	40	49	34	41	36	46	51	49	42	40
Shopping																							
2005-2007	25	27	42	41	10	32	47	27	25	19	28	30	40	31	44	19	38	38	40	47	35	30	26
2002-2004	23	32	36	32	9	32	43	25	24	22	24	16	46	27	40	22	35	37	38	48	41	26	23
Entertainment																							
2005-2007	21	36	39	34	11	45	33	42	47	14	23	29	45	27	47	27	31	32	35	47	32	23	31
2002-2004	21	40	39	39	11	48	35	53	43	21	26	27	44	28	47	29	33	38	36	54	39	31	40
Touring/Sightseeing																							
2005-2007	18	17	44	22	22	18	26	22	20	32	33	14	45	34	33	13	44	12	100	23	52	26	9
2002-2004	21	15	46	39	28	18	27	24	18	32	40	21	51	37	35	16	50	21	100	29	62	37	15
Theme/Amusement Park																							
2005-2007	8	6	16	8	4	7	9	6	4	7	6	3	11	5	11	4	8	5	10	100	9	5	2
2002-2004	7	6	14	2	2	6	7	2	3	11	2	1	7	6	9	3	6	7	10	100	6	5	1
Beach/Waterfront																							
2005-2007	8	9	100	24	19	11	13	8	17	7	19	12	19	20	17	10	18	12	19	15	18	13	4
2002-2004	9	12	100	34	18	9	10	7	11	9	21	19	17	16	14	15	25	11	19	16	21	6	1

PRIMARY ACTIVITIES
Stays Based (Base=Total)

California Travel

	Total	Atnd Sprt Evnt	Beach Water front	Boat Sail	Camp	Cnert Play Dance	Fstvl Craft Fair	Gambl	Golf	Grp Tour	Hike Bike	Hunt Fish	Musem Art Exhbt	Natur Cultr	Nite Life	Othr Adv Sprt	Park	Show boat auto	Tour Sght -see	Them Park	Vsit Hstc Site	Look Real Estat	Snow Ski/ Board
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Night Life																							
2005-2007	7	8	15	13	3	19	10	17	14	7	10	4	11	10	100	6	9	9	12	9	11	12	5
2002-2004	6	14	10	10	3	19	11	20	7	5	4	1	8	7	100	6	7	6	11	8	7	12	5
Concert, Play, Dance																							
2005-2007	5	6	7	6	6	100	11	5	4	9	4	1	10	6	14	4	4	10	5	4	7	5	1
2002-2004	5	7	5	3	4	100	10	7	4	7	4	3	7	4	13	6	4	5	4	4	5	6	2
Park: National, State																							
2005-2007	5	3	11	11	31	4	8	6	2	10	32	15	14	19	7	9	100	2	12	5	25	5	4
2002-2004	6	4	16	16	28	4	7	6	3	11	33	16	16	25	6	10	100	7	13	5	30	4	7
Gamble																							
2005-2007	4	5	4	8	2	5	8	100	8	10	4	5	2	8	11	2	5	3	6	3	4	9	9
2002-2004	4	2	3	4	3	6	4	100	8	7	3	2	2	2	12	3	4	2	4	1	4	6	5
Museum, Art Exhibit																							
2005-2007	4	6	11	5	5	8	8	2	3	12	7	2	100	8	7	1	13	6	11	6	25	5	2
2002-2004	4	7	8	7	3	7	8	2	6	10	5	2	100	6	6	3	13	9	11	4	25	3	1
Festival, Craft Fair																							
2005-2007	4	5	7	9	6	10	100	7	4	6	4	9	8	6	6	4	7	10	6	5	7	6	3
2002-2004	5	5	6	4	10	10	100	6	5	7	5	2	8	5	8	2	5	6	6	4	7	7	1

PRIMARY ACTIVITIES
Stays Based (Base=Total)

California Travel

	Total	Atnd Sprt Evnt	Beach Water front	Boat Sail	Camp	Cnert Play Dance	Fstvl Craft Fair	Gambl	Golf	Grp Tour	Hike Bike	Hunt Fish	Musem Art Exhbt	Natur Cultur	Nite Life	Othr Adv Sprt	Park	Show boat auto	Tour Sght -see	Them Park	Vsitt Hstc Site	Look Real Estat	Snow Ski/ Board
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Visit Historic Site																							
2005-2007	4	4	9	5	6	5	7	3	6	8	8	5	21	9	6	4	19	5	11	4	100	4	3
2002-2004	4	5	11	7	7	4	6	5	5	11	11	3	25	16	5	6	24	2	13	4	100	2	1
Hike, Bike																							
2005-2007	4	2	9	10	26	3	3	3	5	6	100	15	6	13	6	14	24	2	7	3	8	5	9
2002-2004	3	2	8	11	26	3	3	3	4	5	100	19	4	13	2	6	19	3	6	1	8	4	5
Attend Sports/Olympic Event																							
2005-2007	4	100	4	6	2	4	4	4	5	5	2	6	5	3	4	5	2	4	3	3	4	4	2
2002-2004	4	100	5	5	3	6	4	2	7	4	2	4	6	2	8	9	3	2	3	3	4	3	2
Nature/Culture: Observe and Conserve Eco-Travel																							
2005-2007	3	2	8	5	10	4	5	6	2	6	11	7	6	100	5	3	12	4	6	2	7	8	4
2002-2004	4	2	7	4	11	3	4	2	1	5	14	6	5	100	4	6	16	5	6	3	13	2	5
Group Tour																							
2005-2007	2	4	2	2	11	4	3	6	2	100	4	2	7	5	3	3	5	1	4	2	5	3	2
2002-2004	3	3	3	7	8	5	5	5	4	100	4	6	7	4	2	4	6	4	5	4	7	2	6
Other Adventure Sports																							
2005-2007	2	3	2	4	11	1	2	1	3	2	7	7	*	2	2	100	3	2	1	1	2	1	2
2002-2004	2	5	4	7	12	3	1	2	3	3	4	4	2	3	2	100	4	2	2	1	3	2	5

PRIMARY ACTIVITIES
Stays Based (Base=Total)

California Travel

	Total	Atnd Sprt Evtnt	Beach Water front	Boat Sail	Camp	Cncrt Play Dance	Fstvl Craft Fair	Gambl	Golf	Grp Tour	Hike Bike	Hunt Fish	Musem Art Exhbt	Natur Cultr	Nite Life	Othr Adv Sprt	Park	Show boat auto	Tour Sght -sec	Them Park	Vsit Hstc Site	Look Real Estat	Snow Ski/ Board
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Camping																							
2005-2007	2	1	4	5	100	2	3	1	3	8	12	18	2	6	1	11	11	3	2	1	3	1	2
2002-2004	2	2	4	9	100	2	4	2	3	6	16	20	1	6	1	11	10	1	3	1	3	3	1
Look at Real Estate (Began 2003)																							
2005-2007	2	2	3	2	1	2	2	4	4	2	2	2	2	5	3	1	2	1	3	1	2	100	2
2002-2004	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Golf																							
2005-2007	2	3	4	4	3	1	2	3	100	1	2	3	1	1	4	3	1	2	2	1	3	4	2
2002-2004	2	4	3	6	4	2	3	5	100	3	3	3	3	1	2	3	1	2	2	1	3	3	6
Show: Boat, Car, Auto																							
2005-2007	1	2	2	3	2	3	3	1	1	1	1	1	2	2	2	2	1	100	1	1	2	1	1
2002-2004	1	1	2	2	*	2	2	1	1	2	1	1	3	2	1	1	2	100	1	1	1	*	1
Boat/Sail																							
2005-2007	1	2	4	100	3	1	3	2	3	1	4	16	2	2	3	3	3	3	2	1	2	2	*
2002-2004	1	1	4	100	5	1	1	1	3	3	4	12	2	1	2	4	3	1	2	*	2	*	1
Hunt, Fish																							
2005-2007	1	2	2	15	13	*	3	1	2	1	5	100	1	3	1	4	4	1	1	*	2	2	3
2002-2004	1	2	3	16	15	1	1	1	2	3	9	100	1	3	*	2	4	2	2	*	1	2	2
Snow Ski, Snow Board																							
2005-2007	1	1	*	*	1	*	1	2	1	1	2	2	*	1	1	1	1	*	*	*	1	1	100
2002-2004	1	1	*	1	*	1	*	2	3	2	2	2	*	2	1	2	1	1	1	*	*	0	100

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
	#	#	#	#	#	#	#
Theme/Amusement Park							
2007	182	70	241	178	202	234	277
2006	188	84	243	178	244	240	256
2005	167	95	202	153	242	186	301
2004	157	71	205	144	225	187	306
2003	160	47	221	147	231	202	334
Beach/Waterfront							
2007	136	75	167	126	185	154	238
2006	148	77	184	126	261	160	326
2005	157	102	184	143	236	167	295
2004	137	76	171	134	153	166	201
2003	155	79	195	139	238	174	327
Hike, Bike							
2007	136	60	176	135	139	176	175
2006	134	53	176	143	91	191	91
2005	135	69	168	147	73	181	88
2004	108	51	139	111	93	141	123
2003	117	33	162	120	105	166	142
Look at Real Estate							
2007	123	89	141	112	178	134	177
2006	78	98	67	78	77	68	60
2005	92	121	78	94	81	77	86
2004	93	98	90	91	106	82	137
2003	123	107	132	115	165	129	148

[^]All California banner points are percentaged off of Total U.S. Travel

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
 Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	#	#	#	#	#	#	#
Group Tour							
2007	122	130	117	130	83	120	102
2006	88	61	103	91	73	104	92
2005	97	70	111	98	96	110	113
2004	127	110	136	135	87	146	81
2003	111	102	115	112	105	118	101
Camping							
2007	119	44	158	133	51	173	78
2006	109	43	143	117	64	151	92
2005	108	33	145	110	99	146	139
2004	100	44	131	103	85	130	136
2003	128	48	171	131	116	180	119
Museum, Art Exhibit							
2007	114	79	132	114	113	130	145
2006	93	40	120	83	143	108	189
2005	111	106	113	105	143	102	185
2004	106	65	128	102	122	122	163
2003	113	64	138	109	131	131	186
Nature/Culture: Observe and Conserve Eco-Travel							
2007	112	72	133	118	82	142	86
2006	108	101	112	106	118	110	119
2005	90	73	98	79	147	85	174
2004	108	68	130	110	95	130	126
2003	108	111	106	107	114	103	121

[^]All California banner points are percentaged off of Total U.S. Travel

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	#	#	#	#	#	#	#
Other Adventure Sports							
2007	112	68	135	114	102	143	97
2006	103	90	109	112	52	120	41
2005	82	29	108	86	60	111	87
2004	125	77	152	122	141	145	192
2003	114	108	117	117	96	122	87
Dining							
2007	111	105	113	107	127	110	131
2006	111	103	116	108	127	116	112
2005	114	116	112	109	140	111	124
2004	116	107	120	112	135	119	130
2003	108	112	105	104	128	102	126
Boat/Sail							
2007	110	76	128	112	103	125	143
2006	104	92	110	96	145	114	88
2005	86	51	103	87	82	103	105
2004	67	68	67	63	88	61	101
2003	85	74	90	86	79	87	111
Snow Ski, Snow Board							
2007	105	41	139	115	57	153	64
2006	148	73	186	170	34	211	43
2005	114	59	141	113	120	146	111
2004	150	22	221	155	125	227	181
2003	129	82	155	135	101	162	108

[^]All California banner points are percentaged off of Total U.S. Travel

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	#	#	#	#	#	#	#
Park: National, State							
2007	101	76	114	96	128	102	176
2006	101	46	129	90	158	113	223
2005	99	56	121	95	124	113	166
2004	95	64	112	91	113	104	158
2003	117	72	141	107	172	124	247
Entertainment							
2007	100	61	121	94	131	111	169
2006	110	69	130	105	134	126	157
2005	114	87	127	109	139	124	149
2004	118	81	138	116	125	136	151
2003	107	62	131	103	131	123	180
Golf							
2007	99	69	115	96	114	109	144
2006	78	71	81	69	123	73	129
2005	99	108	94	97	107	91	113
2004	83	81	85	72	141	78	126
2003	143	169	130	139	168	115	224
Touring/Sightseeing							
2007	96	68	110	89	127	102	154
2006	107	68	127	96	160	116	193
2005	112	82	127	105	151	118	184
2004	104	66	125	94	157	112	205
2003	106	54	134	98	149	122	207

[^]All California banner points are percentaged off of Total U.S. Travel

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	#	#	#	#	#	#	#
Show: Boat, Car, Auto							
2007	95	125	80	100	75	84	58
2006	75	75	75	75	74	80	43
2005	96	154	67	103	52	69	55
2004	77	105	61	68	121	55	96
2003	87	152	53	92	60	54	42
Shopping							
2007	94	68	108	91	109	104	128
2006	105	76	120	101	126	118	132
2005	109	89	119	108	111	117	130
2004	105	70	123	106	96	123	126
2003	92	60	109	87	118	102	153
Attend Sports/Olympic Event							
2007	93	94	93	97	76	92	95
2006	104	66	124	101	118	126	111
2005	58	30	71	58	57	72	69
2004	95	64	112	102	58	121	59
2003	89	64	102	86	102	101	106
Night Life							
2007	87	66	97	87	86	97	99
2006	100	74	113	96	120	107	147
2005	107	107	107	102	133	107	106
2004	93	90	95	95	84	98	73
2003	75	49	89	68	112	82	132

[^]All California banner points are percentaged off of Total U.S. Travel

PRIMARY ACTIVITIES - INDEXED AGAINST TOTAL U.S. TRAVEL[^]
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	#	#	#	#	#	#	#
Concert, Play, Dance							
2007	87	58	103	88	82	105	91
2006	134	101	151	140	104	158	107
2005	103	68	120	103	104	121	112
2004	102	63	123	105	85	127	104
2003	98	57	120	99	91	121	117
Festival, Craft Fair							
2007	83	56	96	83	81	95	103
2006	106	85	117	108	94	120	98
2005	96	93	97	97	89	100	77
2004	110	93	119	117	72	126	79
2003	84	59	98	91	51	103	69
Visit Historic Site							
2007	77	57	87	71	101	79	127
2006	87	44	109	69	177	89	228
2005	92	94	90	86	123	82	144
2004	101	81	112	93	141	100	182
2003	96	46	123	92	118	115	171
Gamble							
2007	75	55	86	80	53	90	69
2006	62	45	71	59	76	71	72
2005	87	58	101	89	78	108	62
2004	83	52	100	87	65	101	95
2003	62	20	84	61	63	81	103
Hunt, Fish							
2007	51	29	63	50	54	59	79
2006	51	53	50	55	30	53	30
2005	46	19	59	48	34	63	35
2004	55	24	72	61	25	77	40
2003	52	45	56	60	13	62	20

[^]All California banner points are percentaged off of Total U.S. Travel

NUMBER TIMES TO THEME PARKS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	5093	1357	3736	3717	1376	2815	921
Unweighted 2006 Stay Base	6474	1779	4695	4700	1774	3550	1145
Weighted 2007 Stay Base	19017	4895	14123	16254	2763	12111	2012
Weighted 2006 Stay Base	20775	5506	15269	18105	2670	13625	1643
	#	#	#	#	#	#	#
Average (0+ times)							
2007	1.4	1.5	1.4	1.5	1.0	1.5	1.1
2006	2.2	1.5	2.5	2.4	0.9	2.6	1.0
2005	1.4	1.2	1.5	1.5	1.0	1.6	0.9
2004	1.3	1.2	1.3	1.4	1.0	1.4	1.1
2003	1.4	0.9	1.6	1.5	1.0	1.7	1.2
Average (1+ times)							
2007	3.3	3.8	3.2	3.5	2.2	3.3	2.3
2006	4.5	4.0	4.7	4.8	2.2	4.9	2.4
2005	3.5	3.1	3.6	3.6	2.8	3.8	2.4
2004	3.0	3.4	2.9	3.1	2.4	3.0	2.5
2003	3.2	2.5	3.3	3.3	2.5	3.4	2.6
Median (1+ times)							
2007	1.7	1.7	1.7	1.8	1.0	1.8	1.0
2006	1.8	1.8	1.8	1.9	1.6	1.9	1.7
2005	1.9	2.0	1.9	1.9	1.9	1.9	1.8
2004	1.7	1.6	1.8	1.8	1.6	1.8	1.7
2003	1.8	1.7	1.8	1.9	1.0	1.9	1.0

NUMBER TIMES TO THEME PARKS (PAST 12 MONTHS)
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
No visits							
2007	56	60	55	56	57	56	53
2006	51	61	47	50	58	46	60
2005	59	60	58	58	64	58	60
2004	57	64	54	56	61	54	57
2003	54	66	51	53	60	50	55
1+ Times (Net)							
2007	44	40	45	44	43	44	47
2006	49	39	53	50	42	54	40
2005	41	40	42	42	36	42	40
2004	43	36	46	44	39	46	43
2003	46	34	49	47	40	50	45
1 time							
2007	20	19	21	19	23	20	25
2006	20	15	22	20	20	23	18
2005	17	14	18	18	14	18	17
2004	19	17	19	19	19	19	20
2003	19	15	20	19	21	20	23
2 times							
2007	8	8	8	8	6	8	6
2006	12	13	12	12	14	12	12
2005	9	12	8	8	10	7	11
2004	13	9	14	13	9	14	11
2003	12	9	13	12	9	13	10

NUMBER TIMES TO THEME PARKS (PAST 12 MONTHS)
 Person-Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
3-4 times								
	2007	10	7	11	10	9	11	10
	2006	6	3	8	7	4	8	6
	2005	7	6	7	6	10	6	10
	2004	7	5	8	7	7	8	8
	2003	8	6	8	8	5	8	7
5 or more times								
	2007	6	7	6	6	5	6	5
	2006	10	8	11	11	4	11	4
	2005	9	8	9	10	2	11	2
	2004	5	5	5	6	4	5	4
	2003	7	4	8	7	5	8	5

DESTINATION RATING: OVERALL SATISFACTION

Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	9740	2490	7250	7465	2275	5746	1504
Unweighted 2006 Stay Base	10927	2789	8138	8020	2907	6169	1969
Weighted 2007 Stay Base	26626	7323	19303	22553	4073	16472	2831
Weighted 2006 Stay Base	28258	7609	20649	24206	4052	18047	2602
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2007	8.1	7.6	8.2	8.1	8.1	8.2	8.2
2006	7.9	7.6	8.0	7.8	8.3	7.9	8.4
2005	7.9	7.4	8.1	7.9	8.0	8.1	8.2
2004	7.9	7.5	8.0	7.8	7.9	8.0	8.0
2003	7.9	7.5	8.0	7.9	8.0	8.0	8.1
<i>Average (10=Excellent, 1=Poor)</i>							
2007	7.7	7.3	7.9	7.7	7.7	7.9	7.8
2006	7.6	7.2	7.7	7.5	7.9	7.6	8.0
2005	7.6	6.9	7.8	7.6	7.6	7.8	7.8
2004	7.5	7.1	7.6	7.5	7.5	7.6	7.6
2003	7.5	7.1	7.7	7.5	7.5	7.7	7.6
	%	%	%	%	%	%	%
<i>8-10 Excellent</i>							
2007	62	52	66	62	62	66	64
2006	60	52	63	59	65	62	70
2005	60	48	64	59	61	64	62
2004	58	50	61	58	60	61	64
2003	60	50	63	59	61	63	63

DESTINATION RATING: OVERALL SATISFACTION
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2007	34	42	31	34	32	30	32
2006	36	43	34	37	31	35	27
2005	35	43	32	35	33	32	32
2004	36	41	34	36	33	35	30
2003	35	42	33	36	33	33	31
1-3 Poor							
2007	4	7	3	4	5	3	3
2006	4	6	3	4	3	3	3
2005	5	9	4	5	7	4	6
2004	6	9	5	6	7	5	6
2003	5	8	4	5	6	4	7

DESTINATION RATING: VALUE FOR THE MONEY
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	8813	2175	6638	6712	2101	5254	1384
Unweighted 2006 Stay Base	9880	2449	7431	7139	2741	5566	1865
Weighted 2007 Stay Base	20175	4682	15494	16720	3456	12987	2506
Weighted 2006 Stay Base	22301	5213	17088	18824	3477	14684	2404
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2007	7.7	7.1	7.8	7.8	7.2	7.9	7.3
2006	7.5	6.7	7.7	7.5	7.4	7.7	7.6
2005	7.5	6.5	7.7	7.5	7.1	7.7	7.4
2004	7.3	6.9	7.4	7.5	6.8	7.5	6.9
2003	7.4	7.0	7.5	7.5	7.0	7.5	7.1
<i>Average (10=Excellent, 1=Poor)</i>							
2007	7.4	6.9	7.6	7.5	7.0	7.6	7.1
2006	7.2	6.6	7.4	7.3	7.1	7.4	7.4
2005	7.1	6.3	7.4	7.2	6.9	7.4	7.2
2004	7.0	6.7	7.1	7.1	6.5	7.2	6.6
2003	7.1	6.7	7.2	7.1	6.7	7.2	6.8
	%	%	%	%	%	%	%
8-10 Excellent							
2007	55	45	59	57	46	61	47
2006	50	36	54	50	48	55	52
2005	50	35	54	51	43	55	48
2004	48	43	49	49	39	51	40
2003	48	41	50	49	42	51	44

DESTINATION RATING: VALUE FOR THE MONEY
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2007	39	47	37	37	49	35	49
2006	45	55	41	44	45	41	43
2005	43	53	40	42	49	39	46
2004	45	48	44	45	48	44	47
2003	45	51	43	45	48	43	45
1-3 Poor							
2007	5	8	4	5	5	4	4
2006	6	9	4	5	7	4	5
2005	7	12	6	7	8	6	6
2004	7	9	7	6	13	5	13
2003	7	7	7	6	10	6	10

MONTH TRIP STARTED
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
January							
2007	9	8	9	9	8	9	8
2006	9	10	8	9	8	8	7
2005	8	10	7	8	7	7	3
2004	8	9	8	9	7	8	6
2003	8	9	8	8	9	7	9
February							
2007	7	8	7	7	7	7	7
2006	7	7	7	7	9	7	7
2005	8	9	7	8	7	7	6
2004	8	11	7	8	8	7	7
2003	7	8	7	8	7	7	7
March							
2007	8	8	8	8	8	8	8
2006	9	10	9	9	10	8	11
2005	9	7	9	9	8	9	9
2004	8	8	8	8	9	8	8
2003	9	10	9	9	8	9	8
April							
2007	8	7	8	8	7	9	8
2006	8	11	8	8	9	8	8
2005	7	6	8	7	10	8	10
2004	9	11	8	9	8	8	8
2003	8	9	8	9	7	9	6

MONTH TRIP STARTED
 Person-Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
May								
	2007	8	10	7	8	8	7	8
	2006	7	7	8	7	8	7	9
	2005	8	10	8	8	9	8	8
	2004	7	7	7	7	6	7	6
	2003	8	9	8	8	8	8	7
June								
	2007	9	7	9	9	9	9	10
	2006	8	6	8	8	9	8	10
	2005	9	7	9	8	9	9	10
	2004	10	11	9	9	11	9	12
	2003	8	7	9	8	11	8	11
July								
	2007	9	10	9	9	11	9	11
	2006	9	8	10	9	10	9	12
	2005	9	10	9	9	11	9	13
	2004	8	7	9	8	9	9	9
	2003	10	9	10	9	11	10	11
August								
	2007	9	9	9	9	10	9	9
	2006	10	9	11	11	9	11	10
	2005	9	8	10	9	9	10	10
	2004	10	8	11	10	10	11	10
	2003	12	8	13	12	11	14	12

MONTH TRIP STARTED
Person-Stays Based (Base=Responding)

		California Travel						
		<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
		%	%	%	%	%	%	%
September								
	2007	9	8	9	9	7	9	7
	2006	7	9	7	7	7	7	6
	2005	8	9	8	8	9	7	10
	2004	9	7	10	9	10	10	12
	2003	7	9	7	7	9	7	9
October								
	2007	8	10	7	8	10	7	7
	2006	7	9	7	7	6	7	5
	2005	7	8	6	7	7	6	7
	2004	6	8	6	6	7	6	5
	2003	6	7	6	6	6	6	6
November								
	2007	9	8	9	9	8	9	8
	2006	8	8	8	8	7	8	7
	2005	9	9	9	9	7	9	7
	2004	8	9	8	8	9	8	8
	2003	8	10	7	8	6	8	5
December								
	2007	8	5	8	8	7	8	9
	2006	9	7	10	9	10	11	7
	2005	9	7	10	10	6	10	7
	2004	8	5	9	8	8	9	8
	2003	8	6	8	8	8	8	9

QUARTER TRIP STARTED
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2007	24	24	24	24	24	25	23
2006	25	27	24	25	27	24	25
2005	24	26	23	24	22	24	18
2004	24	27	23	24	23	24	21
2003	24	28	23	24	24	23	23
Second Quarter (Apr-Jun)							
2007	25	24	25	25	24	25	26
2006	24	24	24	24	25	23	27
2005	24	23	25	24	28	24	28
2004	26	29	24	26	25	24	26
2003	25	25	25	24	26	25	25
Third Quarter (Jul-Sep)							
2007	27	28	27	27	28	26	27
2006	27	25	28	27	26	28	27
2005	27	27	27	27	29	26	33
2004	28	22	30	28	28	29	31
2003	29	25	30	29	31	30	32
Fourth Quarter (Oct-Dec)							
2007	24	24	24	24	24	24	24
2006	24	23	25	25	22	25	20
2005	25	24	25	25	21	26	21
2004	23	22	23	22	23	23	22
2003	22	22	22	22	20	22	20

QUARTER TRIP STARTED
Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	46924	15866	31057	39260	7664	26464	4593
Weighted 2002-2004 Stay Base	44105	15967	28137	37021	7084	24205	3933
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2005-2007	26	27	25	26	25	25	23
2002-2004	25	27	25	25	25	25	24
Second Quarter (Apr-Jun)							
2005-2007	24	23	25	24	26	24	27
2002-2004	25	28	24	25	26	24	25
Third Quarter (Jul-Sep)							
2005-2007	26	25	26	25	26	25	27
2002-2004	27	23	29	27	27	28	31
Fourth Quarter (Oct-Dec)							
2005-2007	25	25	25	25	24	25	22
2002-2004	23	23	23	23	22	23	20

QUARTER TRIP STARTED
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2005-2007	23	25	22	23	23	22	21
2002-2004	23	24	22	23	23	22	21
Second Quarter (Apr-Jun)							
2005-2007	25	24	26	23	28	24	28
2002-2004	26	28	25	25	28	24	27
Third Quarter (Jul-Sep)							
2005-2007	29	28	29	29	28	29	30
2002-2004	28	23	31	28	28	30	32
Fourth Quarter (Oct-Dec)							
2005-2007	23	23	23	25	21	24	22
2002-2004	23	24	23	24	22	24	20

QUARTER TRIP STARTED - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
First Quarter (Jan-Mar)							
2005-2007	\$506	\$460	\$531	\$375	\$1293	\$417	\$1334
2002-2004	\$433	\$408	\$448	\$303	\$1183	\$339	\$1192
Second Quarter (Apr-Jun)							
2005-2007	\$612	\$575	\$629	\$424	\$1552	\$470	\$1477
2002-2004	\$494	\$453	\$520	\$338	\$1316	\$382	\$1348
Third Quarter (Jul-Sep)							
2005-2007	\$647	\$554	\$696	\$488	\$1545	\$545	\$1557
2002-2004	\$518	\$477	\$535	\$370	\$1267	\$398	\$1324
Fourth Quarter (Oct-Dec)							
2005-2007	\$549	\$468	\$590	\$423	\$1310	\$460	\$1458
2002-2004	\$489	\$470	\$500	\$351	\$1292	\$389	\$1293

SEASON TRIP STARTED
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2007	24	21	24	24	23	24	25
2006	25	25	26	25	26	26	21
2005	24	26	24	25	20	25	16
2004	24	24	24	24	22	24	22
2003	23	23	23	23	24	23	24
Spring (Mar-May)							
2007	24	25	24	25	23	24	24
2006	25	28	24	25	27	23	28
2005	24	22	25	24	28	25	27
2004	24	26	24	25	23	24	22
2003	25	28	25	26	23	25	21
Summer (Jun-Aug)							
2007	27	27	27	26	30	26	30
2006	28	23	29	27	28	29	32
2005	27	25	28	27	29	28	32
2004	28	26	29	28	29	28	31
2003	30	24	32	29	32	32	35
Fall (Sep-Nov)							
2007	25	27	25	25	24	25	22
2006	22	25	21	23	19	21	18
2005	24	26	23	24	23	23	24
2004	24	24	24	24	25	24	25
2003	22	25	20	22	21	20	20

SEASON TRIP STARTED
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	46924	15866	31057	39260	7664	26464	4593
Weighted 2002-2004 Stay Base	44105	15967	28137	37021	7084	24205	3933
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2005-2007	25	25	25	25	25	26	23
2002-2004	24	24	25	25	23	25	23
Spring (Mar-May)							
2005-2007	25	24	25	25	25	25	26
2002-2004	26	28	25	26	26	25	24
Summer (Jun-Aug)							
2005-2007	26	24	26	25	27	26	29
2002-2004	27	24	28	26	28	28	31
Fall (Sep-Nov)							
2005-2007	24	26	23	24	23	23	22
2002-2004	23	24	22	23	23	22	22

SEASON TRIP STARTED
Trip-Dollars Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	41088	10102	30986	29796	11292	23189	7797
Unweighted 2002-2004 Stay Base	33222	9324	23898	24148	9074	17927	5971
Weighted 2005-2007 Stay Base	26047662	8454057	17593590	16048975	9998819	11563375	6030349
Weighted 2002-2004 Stay Base	19969894	6864527	13105334	11939709	8030124	8550554	4554758
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2005-2007	23	24	22	23	23	23	22
2002-2004	22	22	22	23	21	23	20
Spring (Mar-May)							
2005-2007	24	23	25	24	26	25	25
2002-2004	25	28	24	25	26	24	24
Summer (Jun-Aug)							
2005-2007	30	28	31	29	31	30	32
2002-2004	30	26	32	29	31	31	36
Fall (Sep-Nov)							
2005-2007	23	25	22	24	21	23	21
2002-2004	23	24	22	23	22	23	20

SEASON TRIP STARTED - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	23803	6055	17748	16877	6926	12917	4831
Unweighted 2002-2004 Stay Base	27274	7514	19760	19777	7497	14823	4937
Weighted 2005-2007 Stay Base	36223	12341	23883	30789	5434	20531	3352
Weighted 2002-2004 Stay Base	38720	13793	24927	32728	5992	21540	3387
Winter (Dec-Feb)							
2005-2007	\$515	\$455	\$545	\$379	\$1328	\$423	\$1395
2002-2004	\$431	\$416	\$439	\$311	\$1147	\$341	\$1115
Spring (Mar-May)							
2005-2007	\$575	\$511	\$607	\$412	\$1441	\$465	\$1413
2002-2004	\$470	\$432	\$496	\$323	\$1301	\$372	\$1334
Summer (Jun-Aug)							
2005-2007	\$671	\$599	\$705	\$488	\$1634	\$541	\$1618
2002-2004	\$547	\$499	\$570	\$382	\$1348	\$412	\$1437
Fall (Sep-Nov)							
2005-2007	\$549	\$488	\$586	\$431	\$1281	\$462	\$1392
2002-2004	\$480	\$459	\$493	\$344	\$1234	\$383	\$1226

ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	8607	2361	6246	5233	3374	3987	2259
Unweighted 2006 Stay Base	9281	2426	6855	5598	3683	4318	2537
Weighted 2007 Stay Base	16729	4384	12345	12137	4592	9204	3141
Weighted 2006 Stay Base	16192	3916	12276	11765	4427	9200	3075
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2007	63	82	56	62	65	55	57
2006	63	82	58	64	63	59	55
2005	64	83	59	63	68	59	59
2004	65	82	59	64	66	60	56
2003	64	84	58	65	62	60	51
<u>Paid Hotel/Motel (Net)</u>							
2007	53	77	45	51	59	43	50
2006	54	76	47	53	57	47	48
2005	54	76	47	52	60	46	51
2004	52	73	45	50	57	45	45
2003	52	77	44	50	56	43	45
<u>Paid Non-Hotel/Motel (Net)</u>							
2007	10	6	11	11	6	12	7
2006	9	5	10	10	6	12	7
2005	11	7	12	11	8	13	8
2004	13	9	14	14	8	15	11
2003	12	7	14	15	6	17	6

ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Non-Paid Accommodations (Net)							
2007	35	14	43	36	33	43	42
2006	35	15	41	34	35	40	45
2005	34	14	39	35	31	39	39
2004	33	14	39	33	32	38	43
2003	34	13	41	33	36	38	48
Other Overnight							
2007	2	3	1	1	3	1	1
2006	2	4	1	2	1	2	1
2005	2	3	2	2	1	2	1
2004	3	4	2	3	3	2	2
2003	2	3	1	2	2	2	1

PAID ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2007	53	77	45	51	59	43	50
2006	54	76	47	53	57	47	48
2005	54	76	47	52	60	46	51
2004	52	73	45	50	57	45	45
2003	52	77	44	50	56	43	45
<u>High-End Hotel/Motel</u>							
2007	21	35	16	20	24	16	16
2006	21	37	16	20	24	16	16
2005	20	31	17	18	25	17	17
2004	21	35	16	19	26	16	16
2003	22	38	17	20	26	16	18
<u>Mid-Level Hotel/Motel</u>							
2007	18	24	16	18	21	15	20
2006	18	18	17	17	18	17	18
2005	18	26	16	18	20	15	19
2004	17	24	15	17	19	15	16
2003	16	24	14	16	17	14	14
<u>Economy Hotel/Motel</u>							
2007	11	13	11	12	10	10	12
2006	13	15	12	13	11	12	12
2005	13	15	13	14	12	13	12
2004	12	12	12	13	10	12	12
2003	12	12	12	13	10	12	11

PAID ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Other Hotel/Motel</u>							
2007	2	5	2	2	4	2	2
2006	3	6	2	2	4	2	2
2005	2	4	2	2	3	2	3
2004	1	2	1	1	2	1	1
2003	2	3	1	1	3	1	1
<u>Paid Non-Hotel/Motel</u>							
2007	10	6	11	11	6	12	7
2006	9	5	10	10	6	12	7
2005	11	7	12	11	8	13	8
2004	13	9	14	14	8	15	11
2003	12	7	14	15	6	17	6
<u>Apartment/Condo/Home</u>							
2007	1	*	2	1	1	2	1
2006	1	*	2	2	1	2	1
2005	1	1	1	1	1	1	1
2004	1	1	2	2	1	2	2
2003	1	1	2	1	1	2	1
<u>Bed & Breakfast</u>							
2007	1	*	1	1	1	1	1
2006	1	*	1	1	*	1	*
2005	1	*	1	1	1	1	*
2004	1	1	1	1	1	1	1
2003	1	1	1	1	1	1	*

PAID ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Camping/RV							
2007	5	2	6	6	2	7	2
2006	4	2	4	5	1	5	1
2005	5	2	6	6	2	7	3
2004	6	2	7	7	2	8	3
2003	7	3	8	9	2	10	2
Ship							
2007	*	*	*	*	1	*	1
2006	*	*	*	*	1	*	1
2005	1	*	1	*	1	*	2
2004	1	*	1	1	*	1	*
2003	*	*	*	*	*	*	*
Timeshare							
2007	1	*	1	1	1	1	2
2006	1	1	2	1	1	2	1
2005	1	*	1	1	1	1	1
2004	2	2	2	2	1	2	2
2003	1	1	1	1	1	1	1
Other Paid Non-Hotel/Motel							
2007	2	3	1	2	1	1	1
2006	2	2	2	2	2	2	2
2005	2	3	2	2	2	2	1
2004	2	3	2	2	2	2	2
2003	2	2	1	2	1	2	1

NON-PAID ACCOMMODATION TYPE
Person-Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2007	35	14	43	36	33	43	42
2006	35	15	41	34	35	40	45
2005	34	14	39	35	31	39	39
2004	33	14	39	33	32	38	43
2003	34	13	41	33	36	38	48
<u>Apartment/Condo/Home</u>							
2007	28	8	35	28	26	35	34
2006	28	9	34	28	28	32	37
2005	27	11	32	28	25	32	33
2004	25	9	31	25	24	30	33
2003	29	10	35	29	29	34	39
<u>Bed & Breakfast</u>							
2007	*	*	0	*	0	0	0
2006	*	*	*	*	*	*	*
2005	*	*	*	*	*	*	*
2004	*	0	*	*	0	*	0
2003	*	0	*	*	*	*	*
<u>Camping/RV</u>							
2007	1	*	1	1	*	1	*
2006	1	0	1	1	*	1	1
2005	*	*	*	*	*	*	*
2004	1	*	1	*	1	1	1
2003	1	*	1	1	2	1	2

NON-PAID ACCOMMODATION TYPE
 Person-Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Timeshare							
2007	*	*	*	*	*	1	*
2006	*	0	*	*	*	*	*
2005	*	*	1	1	*	1	*
2004	*	*	1	1	*	1	*
2003	*	*	*	*	*	*	*
Other Non-Paid Accommodations							
2007	6	6	5	6	5	5	6
2006	5	5	5	5	6	5	6
2005	4	2	5	4	4	5	4
2004	5	5	5	5	4	5	4
2003	3	3	3	3	4	2	5
Unspecified Non-Paid Accommodations							
2007	1	0	1	1	1	1	2
2006	1	0	1	1	*	1	1
2005	1	0	1	1	1	1	1
2004	2	*	2	2	3	2	4
2003	1	*	1	1	1	1	2

ACCOMMODATION TYPE
Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	26822	7036	19786	16378	10444	12617	7169
Unweighted 2002-2004 Stay Base	22295	6453	15842	13801	8494	10246	5596
Weighted 2005-2007 Stay Base	22305	6896	15409	16017	6287	11539	3869
Weighted 2002-2004 Stay Base	19988	6961	13026	13972	6015	9713	3314
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2005-2007	62	84	52	61	64	52	50
2002-2004	62	83	52	62	64	53	48
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	54	78	43	52	58	42	44
2002-2004	53	77	41	51	59	40	42
<u>Paid Non-Hotel/Motel (Net)</u>							
2005-2007	8	6	9	9	5	10	6
2002-2004	9	6	11	11	5	12	6
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	36	13	47	37	34	46	49
2002-2004	35	13	47	36	33	45	50
<u>Other Overnight</u>							
2005-2007	2	3	2	2	2	2	1
2002-2004	3	4	2	2	4	2	2

PAID ACCOMMODATION TYPE
Stays Based (Base=Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	54	78	43	52	58	42	44
2002-2004	53	77	41	51	59	40	42
High-End Hotel/Motel							
2005-2007	21	35	15	19	26	15	15
2002-2004	23	38	15	20	30	15	15
Mid-Level Hotel/Motel							
2005-2007	17	23	15	17	19	15	16
2002-2004	17	24	13	16	18	13	14
Economy Hotel/Motel							
2005-2007	12	15	11	13	10	11	11
2002-2004	12	12	12	13	9	12	12
Other Hotel/Motel							
2005-2007	3	5	2	2	4	2	2
2002-2004	2	3	1	1	2	1	1

PAID ACCOMMODATION TYPE
Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Paid Non-Hotel/Motel</u>							
2005-2007	8	6	9	9	5	10	6
2002-2004	9	6	11	11	5	12	6
<u>Apartment/Condo/Home</u>							
2005-2007	1	*	1	1	1	1	1
2002-2004	1	1	1	1	1	1	1
<u>Bed & Breakfast</u>							
2005-2007	1	*	1	1	*	1	1
2002-2004	1	*	1	1	1	1	1
<u>Camping/RV</u>							
2005-2007	3	1	4	4	1	5	1
2002-2004	4	2	5	5	1	6	2
<u>Ship</u>							
2005-2007	*	*	*	*	1	*	1
2002-2004	*	*	1	*	*	1	*
<u>Timeshare</u>							
2005-2007	1	*	1	1	1	1	1
2002-2004	1	1	1	1	1	1	1
<u>Other Paid Non-Hotel/Motel</u>							
2005-2007	2	3	1	2	2	1	1
2002-2004	2	3	1	2	1	2	1

NON-PAID ACCOMMODATION TYPE
Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	36	13	47	37	34	46	49
2002-2004	35	13	47	36	33	45	50
<u>Apartment/Condo/Home</u>							
2005-2007	30	9	39	30	28	38	42
2002-2004	29	10	40	30	27	39	41
<u>Bed & Breakfast</u>							
2005-2007	*	*	*	*	*	*	*
2002-2004	*	0	*	*	*	*	*
<u>Camping/RV</u>							
2005-2007	*	*	1	1	*	1	*
2002-2004	1	*	1	1	*	1	1
<u>Timeshare</u>							
2005-2007	*	*	*	*	*	1	*
2002-2004	*	*	*	*	*	*	*
<u>Other Non-Paid Accommodations</u>							
2005-2007	5	4	5	5	5	5	5
2002-2004	4	3	4	4	4	4	5
<u>Unspecified Non-Paid Accommodations</u>							
2005-2007	1	0	1	1	1	1	1
2002-2004	1	*	2	1	2	2	3

ACCOMMODATION TYPE
Trip-Dollars Based (Base=Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2005-2007 Stay Base	26822	7036	19786	16378	10444	12617	7169
Unweighted 2002-2004 Stay Base	22295	6453	15842	13801	8494	10246	5596
Weighted 2005-2007 Stay Base	20752818	6746605	14006332	11352204	9400769	8292676	5713656
Weighted 2002-2004 Stay Base	15889760	5714552	10175211	8180476	7709304	5830395	4344839
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2005-2007	74	90	67	75	74	70	62
2002-2004	77	92	69	78	76	74	62
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	68	87	59	67	70	61	57
2002-2004	69	88	59	68	71	61	56
<u>Paid Non-Hotel/Motel (Net)</u>							
2005-2007	6	3	7	8	4	9	5
2002-2004	8	4	10	11	4	12	6
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	26	10	33	25	26	30	38
2002-2004	23	8	31	22	24	26	38
<u>Other Overnight</u>							
2005-2007	*	*	*	*	*	*	*
2002-2004	*	*	*	*	*	*	*

PAID ACCOMMODATION TYPE
Trip-Dollars Based (Base=Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	68	87	59	67	70	61	57
2002-2004	69	88	59	68	71	61	56
 High-End Hotel/Motel							
2005-2007	36	51	29	32	40	29	28
2002-2004	39	55	30	35	43	30	29
 Mid-Level Hotel/Motel							
2005-2007	21	25	19	21	21	19	19
2002-2004	20	24	17	20	20	18	16
 Economy Hotel/Motel							
2005-2007	11	11	11	13	9	12	10
2002-2004	11	9	12	13	9	13	11
 Other Hotel/Motel							
2005-2007	0	0	0	0	0	0	0
2002-2004	0	0	0	0	0	0	0

PAID ACCOMMODATION TYPE
Trip-Dollars Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Paid Non-Hotel/Motel</u>							
2005-2007	6	3	7	8	4	9	5
2002-2004	8	4	10	11	4	12	6
<u>Apartment/Condo/Home</u>							
2005-2007	1	*	2	2	1	2	1
2002-2004	2	*	3	2	1	3	2
<u>Bed & Breakfast</u>							
2005-2007	1	*	1	1	1	2	1
2002-2004	1	1	2	2	1	2	1
<u>Camping/RV</u>							
2005-2007	2	1	2	3	1	3	1
2002-2004	2	1	3	3	*	4	1
<u>Ship</u>							
2005-2007	*	*	*	*	*	*	*
2002-2004	*	*	*	1	*	1	*
<u>Timeshare</u>							
2005-2007	*	*	1	1	*	1	*
2002-2004	1	1	1	1	*	1	*
<u>Other Paid Non-Hotel/Motel</u>							
2005-2007	1	2	1	2	1	1	1
2002-2004	1	1	2	2	1	2	1

NON-PAID ACCOMMODATION TYPE
Trip-Dollars Based (Base=Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	26	10	33	25	26	30	38
2002-2004	23	8	31	22	24	26	38
Apartment/Condo/Home							
2005-2007	22	7	29	21	23	25	34
2002-2004	20	6	28	19	21	23	34
Bed & Breakfast							
2005-2007	*	*	*	*	*	*	*
2002-2004	*	0	*	*	*	*	*
Camping/RV							
2005-2007	*	*	1	1	*	1	*
2002-2004	*	*	*	*	*	*	*
Timeshare							
2005-2007	*	*	*	*	*	*	*
2002-2004	*	*	*	*	*	*	*
Other Non-Paid Accommodations							
2005-2007	3	3	3	4	3	3	4
2002-2004	2	2	3	2	3	2	3
Unspecified Non-Paid Accommodations							
2005-2007	*	0	*	*	*	*	*
2002-2004	*	*	*	*	0	*	0

ACCOMMODATION TYPE - AVERAGE PARTY PER TRIP SPENDING

Stays Based (Base=Responding/Overnight Travel)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005-2007 Stay Base	16787	4337	12450	10238	6549	7884	4566
Unweighted 2002-2004 Stay Base	18098	5176	12922	11053	7045	8270	4652
Weighted 2005-2007 Stay Base	15927	4764	11163	11501	4426	8363	2800
Weighted 2002-2004 Stay Base	16655	5653	11002	11601	5055	8169	2833
<u>Paid Accommodations (Net)</u>							
2005-2007	\$1240	\$1090	\$1342	\$974	\$1914	\$1106	\$2084
2002-2004	\$1097	\$986	\$1192	\$839	\$1648	\$965	\$1889
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	\$1230	\$1092	\$1332	\$952	\$1913	\$1087	\$2067
2002-2004	\$1095	\$995	\$1188	\$822	\$1634	\$952	\$1862
<u>Paid Non-Hotel (Net)</u>							
2005-2007	\$1352	\$1050	\$1425	\$1206	\$1922	\$1248	\$2287
2002-2004	\$1117	\$799	\$1212	\$970	\$1928	\$1040	\$2197
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	\$672	\$690	\$670	\$497	\$1147	\$491	\$1174
2002-2004	\$554	\$499	\$562	\$369	\$1037	\$368	\$1085
<u>Other Overnight</u>							
2005-2007	\$1402	\$666	\$1639	\$1375	\$1733	\$1629	\$1733
2002-2004	\$890	\$404	\$960	\$975	\$600	\$954	\$995

ACCOMMODATION TYPE - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding/Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Paid Hotel/Motel (Net)</u>							
2005-2007	\$1230	\$1092	\$1332	\$952	\$1913	\$1087	\$2067
2002-2004	\$1095	\$995	\$1188	\$822	\$1634	\$952	\$1862
<u>High-End Hotel</u>							
2005-2007	\$1582	\$1333	\$1825	\$1195	\$2372	\$1461	\$3012
2002-2004	\$1369	\$1201	\$1589	\$1035	\$1883	\$1245	\$2542
<u>Mid-Level Hotel</u>							
2005-2007	\$1106	\$994	\$1178	\$895	\$1622	\$974	\$1730
2002-2004	\$947	\$836	\$1053	\$718	\$1426	\$859	\$1585
<u>Economy Hotel</u>							
2005-2007	\$825	\$690	\$899	\$681	\$1324	\$744	\$1379
2002-2004	\$775	\$654	\$834	\$623	\$1251	\$691	\$1273
<u>Other Hotel/Motel</u>							
2005-2007	0	0	0	0	0	0	0
2002-2004	0	0	0	0	0	0	0

ACCOMMODATION TYPE - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding/Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Paid Non-Hotel (Net)</u>							
2005-2007	\$1352	\$1050	\$1425	\$1206	\$1922	\$1248	\$2287
2002-2004	\$1117	\$799	\$1212	\$970	\$1928	\$1040	\$2197
Apartment/Condo/Home							
2005-2007	\$2537	\$1210	\$2766	\$2403	\$2940	\$2428	\$4339
2002-2004	\$2109	\$1361	\$2229	\$1686	\$3886	\$1781	\$4259
Bed & Breakfast							
2005-2007	\$1349	\$716	\$1449	\$1195	\$1996	\$1271	\$2389
2002-2004	\$1189	\$1374	\$1156	\$998	\$2055	\$987	\$2033
Camping/RV							
2005-2007	\$907	\$969	\$900	\$813	\$1925	\$798	\$1950
2002-2004	\$736	\$401	\$796	\$731	\$777	\$770	\$1034
Ship							
2005-2007	\$1681	\$475	\$2263	\$1192	\$2211	\$2302	\$2242
2002-2004	\$2736	\$3742	\$2676	\$2788	\$2532	\$2709	\$2546
Timeshare							
2005-2007	\$1837	\$1152	\$1972	\$1659	\$2327	\$1881	\$2226
2002-2004	\$1143	\$1056	\$1187	\$1054	\$1974	\$1054	\$1988
Other Paid Non-Hotel/Motel							
2005-2007	\$1203	\$1150	\$1244	\$1148	\$1306	\$1172	\$1404
2002-2004	\$950	\$640	\$1193	\$776	\$1716	\$948	\$2090

ACCOMMODATION TYPE - AVERAGE PARTY PER TRIP SPENDING
Stays Based (Base=Responding/Overnight Travel)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
<u>Non-Paid Accommodations (Net)</u>							
2005-2007	\$672	\$690	\$670	\$497	\$1147	\$491	\$1174
2002-2004	\$554	\$499	\$562	\$369	\$1037	\$368	\$1085
Apartment/Condo/Home							
2005-2007	\$665	\$681	\$664	\$476	\$1174	\$473	\$1180
2002-2004	\$550	\$512	\$555	\$360	\$1048	\$357	\$1098
Bed & Breakfast							
2005-2007	\$961	\$204	\$1041	\$968	\$833	\$1035	\$1179
2002-2004	\$796	0	\$796	\$336	\$1635	\$336	\$1635
Camping/RV							
2005-2007	\$1319	\$1910	\$1304	\$1410	\$970	\$1392	\$973
2002-2004	\$732	\$637	\$751	\$602	\$1144	\$589	\$1178
Timeshare							
2005-2007	\$1144	\$1790	\$1068	\$663	\$3536	\$639	\$3875
2002-2004	\$1153	0	\$1153	\$1266	\$718	\$1266	\$718
Other Non-Paid Accommodations							
2005-2007	\$647	\$689	\$636	\$542	\$920	\$508	\$1068
2002-2004	\$546	\$442	\$584	\$393	\$929	\$417	\$952
Unspecified Non-Paid Accommodations							
2005-2007	\$128	0	\$128	\$128	0	\$128	0
2002-2004	\$2494	0	\$2494	\$2494	0	\$2494	0

ACCOMMODATION RESERVATION TYPE
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	4952	1578	3374	3061	1891	2193	1181
Unweighted 2006 Stay Base	5832	1828	4004	3520	2312	2563	1441
Weighted 2007 Stay Base	10919	3069	7850	8126	2792	5909	1940
Weighted 2006 Stay Base	11004	2998	8006	8077	2927	6091	1915
	%	%	%	%	%	%	%
<u>No Reservation</u>							
2007	25	14	30	27	21	31	25
2006	26	14	31	26	26	30	34
2005	28	14	33	30	23	34	30
2004	30	17	35	32	23	36	30
2003	31	18	36	32	29	36	37
<u>Made Reservation (Net)</u>							
2007	75	86	70	73	79	69	75
2006	74	86	69	74	74	70	66
2005	72	86	67	70	77	66	70
2004	70	83	65	68	77	64	70
2003	69	82	64	68	71	64	63
<u>800 phone number</u>							
2007	10	13	9	11	8	9	8
2006	13	14	12	14	8	14	8
2005	15	15	15	16	11	16	10
2004	14	14	14	15	13	14	16
2003	13	16	13	15	9	14	9

ACCOMMODATION RESERVATION TYPE
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Direct to Location							
2007	19	19	19	20	15	20	15
2006	16	15	16	17	13	18	11
2005	16	19	15	17	13	16	12
2004	17	20	16	19	10	18	11
2003	16	15	16	17	14	17	14
Corporate Travel Department							
2007	7	22	1	6	9	1	1
2006	7	22	2	6	11	2	2
2005	6	19	1	3	11	1	2
2004	6	20	*	3	13	*	1
2003	6	20	*	3	12	*	1
Travel Agent							
2007	3	2	4	3	4	4	3
2006	3	3	2	1	6	1	5
2005	5	4	5	4	8	4	8
2004	3	3	3	2	7	2	6
2003	3	5	3	2	6	2	5
Hotel Website							
2007	13	16	12	13	16	11	15
2006	13	14	13	13	14	12	15
2005	9	7	10	8	12	9	14
2004	8	9	8	7	11	7	10
2003	9	8	9	8	9	9	9

ACCOMMODATION RESERVATION TYPE
 Person-Stays Based (Base=Responding)

		California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
		%	%	%	%	%	%	%
Other Website								
	2007	11	6	14	10	15	12	19
	2006	10	6	12	10	11	12	14
	2005	10	9	11	9	12	10	13
	2004	9	3	11	9	9	11	12
	2003	8	6	9	8	8	9	11
Other								
	2007	12	9	12	12	11	12	14
	2006	12	13	12	12	11	12	11
	2005	11	13	10	11	10	10	11
	2004	13	14	12	13	12	12	13
	2003	13	12	14	14	13	13	15

ACCOMMODATION PAYMENT METHOD
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	4943	1591	3352	3056	1887	2181	1171
Unweighted 2006 Stay Base	5859	1854	4005	3532	2327	2563	1442
Weighted 2007 Stay Base	10982	3131	7852	8174	2808	5905	1946
Weighted 2006 Stay Base	11071	3082	7990	8150	2921	6093	1897
	%	%	%	%	%	%	%
Cash/Check							
2007	15	13	17	17	10	18	12
2006	16	10	18	18	11	20	13
2005	17	14	18	20	10	20	11
2004	19	14	21	21	12	23	15
2003	20	13	23	24	12	26	14
Credit Card							
2007	59	66	57	57	66	55	63
2006	58	62	56	57	61	55	60
2005	59	63	57	56	67	55	66
2004	56	60	55	54	62	54	58
2003	54	63	51	53	58	50	55
Company Direct Bill							
2007	4	12	*	3	4	*	*
2006	5	16	1	5	7	1	1
2005	4	14	*	3	5	*	*
2004	4	14	*	3	6	*	*
2003	4	13	*	2	7	*	1

ACCOMMODATION PAYMENT METHOD
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Points/Miles							
2007	2	*	2	1	2	2	2
2006	1	1	1	1	2	1	2
2005	1	*	1	1	1	2	1
2004	1	*	1	1	1	1	2
2003	1	*	1	1	1	1	1
Other/Free							
2007	20	9	24	21	18	25	23
2006	20	12	23	20	19	23	23
2005	20	9	23	21	17	23	23
2004	21	13	23	21	19	23	25
2003	21	11	24	20	22	23	28

SPECIAL DEAL ON ACCOMMODATION
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	2332	801	1531	1439	893	995	536
Unweighted 2006 Stay Base	2823	951	1872	1712	1111	1195	677
Weighted 2007 Stay Base	5144	1498	3646	3890	1254	2809	836
Weighted 2006 Stay Base	5735	1626	4109	4172	1563	3095	1014
	%	%	%	%	%	%	%
Yes							
2007	53	57	51	52	56	49	58
2006	46	53	44	45	50	43	45
2005	44	52	41	41	53	39	50
2004	39	43	38	36	48	35	46
2003	44	51	41	43	46	39	44
No							
2007	47	43	49	48	44	51	42
2006	54	47	56	55	50	57	55
2005	56	48	59	59	47	61	50
2004	61	57	62	64	52	65	54
2003	56	49	59	57	54	61	56

HOTEL RATING: OVERALL SATISFACTION
Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2006-2007 Stay Base	9501	3690	5811	5486	4015	3629	2182
Unweighted 2005-2006 Stay Base	9713	3585	6128	5714	3999	3859	2269
Weighted 2006-2007 Stay Base	17148	6044	11104	12114	5034	8150	2954
Weighted 2005-2006 Stay Base	16263	5345	10918	11456	4807	8030	2888
<i>Median (10=Excellent, 1=Poor)</i>							
2006-2007	8.2	8.1	8.3	8.2	8.3	8.3	8.3
2005-2006	8.2	8.0	8.3	8.2	8.2	8.2	8.3
2004-2005	8.2	8.1	8.3	8.2	8.2	8.3	8.3
2003-2004	8.3	8.2	8.4	8.3	8.3	8.4	8.4
2002-2003	8.3	8.1	8.4	8.3	8.3	8.4	8.4
<i>Average (10=Excellent, 1=Poor)</i>							
2006-2007	8.0	7.8	8.0	7.9	8.0	8.0	8.0
2005-2006	7.8	7.7	7.9	7.8	7.9	7.9	7.9
2004-2005	7.8	7.7	7.9	7.8	7.9	7.9	7.9
2003-2004	7.9	7.8	7.9	7.9	7.9	7.9	7.9
2002-2003	7.9	7.8	7.9	7.9	7.9	8.0	7.9
	%	%	%	%	%	%	%
8-10 Excellent							
2006-2007	68	66	69	68	68	70	67
2005-2006	66	64	67	66	66	68	65
2004-2005	67	64	69	67	68	69	67
2003-2004	69	67	70	69	69	70	70
2002-2003	69	66	70	69	68	71	68

HOTEL RATING: OVERALL SATISFACTION
 Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
4-7 Fair/Good							
2006-2007	28	30	27	28	28	27	27
2005-2006	29	31	28	29	29	27	30
2004-2005	27	30	25	27	27	24	28
2003-2004	25	28	24	25	25	24	25
2002-2003	26	28	24	25	27	24	26
1-3 Poor							
2006-2007	4	4	4	4	4	3	5
2005-2006	5	5	5	6	4	5	5
2004-2005	6	6	6	7	5	7	5
2003-2004	6	5	6	6	6	6	6
2002-2003	6	6	5	6	5	5	6

HOTEL RATING: VALUE-FOR-THE-MONEY
 Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2006-2007 Stay Base	9415	3649	5766	5431	3984	3599	2167
Unweighted 2005-2006 Stay Base	9622	3535	6087	5662	3960	3834	2253
Weighted 2006-2007 Stay Base	17055	6013	11042	12031	5024	8089	2952
Weighted 2005-2006 Stay Base	16159	5283	10876	11392	4767	8009	2866
<i>Median (10=Excellent, 1=Poor)</i>							
2006-2007	8.0	7.7	8.1	8.1	7.9	8.2	8.1
2005-2006	7.9	7.7	8.1	8.0	7.9	8.1	8.0
2004-2005	8.0	7.8	8.1	8.0	7.9	8.1	8.2
2003-2004	8.1	7.9	8.2	8.1	8.0	8.1	8.2
2002-2003	8.0	7.8	8.2	8.1	7.9	8.2	8.1
<i>Average (10=Excellent, 1=Poor)</i>							
2006-2007	7.7	7.5	7.8	7.7	7.7	7.9	7.7
2005-2006	7.6	7.4	7.7	7.6	7.6	7.7	7.7
2004-2005	7.6	7.4	7.7	7.6	7.6	7.7	7.7
2003-2004	7.6	7.5	7.7	7.7	7.6	7.7	7.7
2002-2003	7.6	7.4	7.7	7.7	7.5	7.8	7.6
	%	%	%	%	%	%	%
8-10 Excellent							
2006-2007	61	55	65	62	60	66	62
2005-2006	60	54	63	60	60	63	62
2004-2005	61	57	63	61	60	63	65
2003-2004	63	58	65	64	61	65	65
2002-2003	62	57	65	63	59	65	63

HOTEL RATING: VALUE-FOR-THE-MONEY
 Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
4-7 Fair/Good							
2006-2007	34	40	31	33	36	30	33
2005-2006	35	40	32	34	36	32	33
2004-2005	33	37	31	32	35	31	30
2003-2004	31	36	28	30	32	28	28
2002-2003	32	36	30	31	34	29	31
1-3 Poor							
2006-2007	4	5	4	5	4	4	5
2005-2006	5	6	5	6	4	5	5
2004-2005	6	6	6	7	5	6	5
2003-2004	7	6	7	6	7	7	7
2002-2003	6	7	6	6	7	6	6

HOTEL RATING: SERVICE
Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2006-2007 Stay Base	9369	3646	5723	5392	3977	3561	2162
Unweighted 2005-2006 Stay Base	9553	3531	6022	5599	3954	3780	2242
Weighted 2006-2007 Stay Base	16929	5990	10939	11916	5012	7992	2946
Weighted 2005-2006 Stay Base	16003	5264	10738	11242	4761	7884	2854
<i>Median (10=Excellent, 1=Poor)</i>							
2006-2007	8.1	8.0	8.2	8.1	8.1	8.2	8.1
2005-2006	8.0	7.9	8.1	8.0	8.1	8.1	8.2
2004-2005	8.1	8.0	8.2	8.1	8.1	8.1	8.2
2003-2004	8.2	8.1	8.2	8.2	8.2	8.2	8.3
2002-2003	8.1	8.0	8.2	8.1	8.2	8.2	8.2
<i>Average (10=Excellent, 1=Poor)</i>							
2006-2007	7.8	7.7	7.8	7.7	7.8	7.8	7.7
2005-2006	7.6	7.5	7.7	7.6	7.8	7.7	7.7
2004-2005	7.6	7.5	7.7	7.6	7.7	7.7	7.8
2003-2004	7.7	7.6	7.7	7.7	7.7	7.7	7.7
2002-2003	7.7	7.6	7.7	7.7	7.7	7.7	7.7
	%	%	%	%	%	%	%
8-10 Excellent							
2006-2007	64	63	64	64	64	65	62
2005-2006	62	60	63	61	64	63	63
2004-2005	63	61	64	63	63	64	62
2003-2004	64	62	65	64	64	65	64
2002-2003	64	62	65	64	64	65	64

HOTEL RATING: SERVICE
Person-Stays Based (Base=Hotel/Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
4-7 Fair/Good							
2006-2007	31	32	31	31	32	30	32
2005-2006	32	33	31	32	32	31	32
2004-2005	30	31	29	30	31	28	32
2003-2004	29	30	28	28	29	28	29
2002-2003	29	31	28	29	29	28	27
1-3 Poor							
2006-2007	5	6	5	6	4	5	6
2005-2006	6	7	6	7	4	6	5
2004-2005	7	8	7	8	6	7	6
2003-2004	7	8	7	7	7	7	7
2002-2003	7	8	7	7	8	7	8

MAIN MODE OF TRANSPORTATION
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13005	3226	9779	9460	3545	7379	2400
Unweighted 2006 Stay Base	13519	3335	10184	9651	3868	7500	2684
Weighted 2007 Stay Base	31478	8390	23088	26239	5239	19471	3617
Weighted 2006 Stay Base	32859	8776	24083	27673	5186	20715	3367
	%	%	%	%	%	%	%
<u>Air Travel</u>							
2007	12	20	8	4	50	3	39
2006	11	16	9	3	50	3	45
2005	10	16	8	3	45	3	37
2004	11	19	8	3	49	2	39
2003	11	19	8	3	50	2	43
<u>Auto Travel (Net)</u>							
2007	79	69	83	86	43	88	55
2006	81	72	84	88	42	90	49
2005	81	73	83	88	44	88	55
2004	79	67	83	86	43	88	54
2003	80	71	83	87	42	88	49
<u>Car</u>							
2007	68	60	71	75	34	76	43
2006	69	60	72	76	34	78	39
2005	68	59	72	75	34	77	42
2004	69	59	73	76	34	78	42
2003	69	62	71	75	34	76	40
<u>Van/Small Truck</u>							
2007	11	9	12	11	10	12	12
2006	12	11	12	12	8	12	10
2005	12	14	12	13	10	12	13
2004	10	9	10	10	9	10	11
2003	11	10	12	12	8	12	9

MAIN MODE OF TRANSPORTATION
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Other Transportation (Net)</u>							
2007	9	11	9	10	7	9	6
2006	9	12	7	9	8	8	5
2005	9	11	9	9	11	9	8
2004	10	14	9	11	8	9	7
2003	10	10	9	10	8	9	8
<u>Camper/RV</u>							
2007	2	1	2	2	1	2	1
2006	1	2	1	1	2	1	1
2005	2	1	2	1	3	2	4
2004	2	1	2	1	3	2	3
2003	2	1	2	2	3	2	4
<u>Bus</u>							
2007	2	2	2	2	1	2	1
2006	2	2	2	2	*	2	*
2005	2	3	2	2	2	2	1
2004	2	2	2	2	1	2	1
2003	2	1	2	2	1	2	*
<u>Train</u>							
2007	2	2	1	2	1	1	2
2006	2	3	1	1	3	1	1
2005	1	1	1	1	*	1	1
2004	1	1	1	1	*	1	*
2003	1	2	1	1	1	1	1

MAIN MODE OF TRANSPORTATION
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
<u>Other Transportation continued</u>							
Large truck							
2007	2	4	1	2	2	2	1
2006	2	5	1	2	2	1	1
2005	3	5	2	3	2	2	1
2004	4	8	3	4	3	3	2
2003	3	4	3	3	2	3	1
Ship							
2007	*	*	*	*	*	*	1
2006	*	*	*	*	1	*	1
2005	*	*	*	*	1	*	1
2004	*	*	1	*	*	1	1
2003	*	*	*	*	1	*	1
Miscellaneous Other							
2007	1	1	1	1	1	1	*
2006	1	1	1	1	*	2	*
2005	1	1	1	1	2	1	1
2004	2	2	2	2	1	2	1
2003	1	2	1	2	1	1	1

TRANSPORTATION RESERVATION TYPE
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	3071	929	2142	1858	1213	1361	781
Unweighted 2006 Stay Base	3975	1124	2851	2447	1528	1802	1049
Weighted 2007 Stay Base	9354	2063	7291	7689	1665	6148	1144
Weighted 2006 Stay Base	11025	2557	8468	9044	1981	7072	1396
	%	%	%	%	%	%	%
No Reservation							
2007	55	26	63	62	21	70	23
2006	59	44	63	66	24	70	27
2005	56	43	61	63	28	67	33
2004	55	43	59	62	28	65	37
2003	57	48	60	64	29	66	34
<u>Made Reservation (Net)</u>							
2007	45	74	37	38	79	30	77
2006	41	56	37	34	76	30	73
2005	44	57	39	37	72	33	67
2004	45	57	41	38	72	35	63
2003	43	52	40	36	71	34	66
800 phone number							
2007	10	15	9	10	12	8	13
2006	11	15	10	11	11	9	12
2005	10	9	10	10	9	10	10
2004	12	11	12	12	13	11	17
2003	12	13	12	12	14	11	16

TRANSPORTATION RESERVATION TYPE
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
Corporate Travel Department							
2007	4	16	1	3	8	*	1
2006	3	10	*	1	8	*	1
2005	4	14	1	3	10	1	1
2004	4	15	1	3	9	1	1
2003	4	13	*	2	11	*	2
Travel Agent							
2007	3	4	2	2	5	2	5
2006	2	2	2	1	5	1	5
2005	3	2	3	2	7	2	8
2004	2	4	2	1	8	1	6
2003	3	5	3	2	9	2	7
Airline Company Website							
2007	7	11	6	3	27	2	27
2006	7	9	6	2	28	2	31
2005	5	5	5	2	21	2	22
2004	6	8	5	2	18	2	16
2003	5	7	4	2	15	1	17
Other Website							
2007	10	12	10	9	17	9	17
2006	10	11	10	9	16	9	20
2005	10	11	10	8	18	8	20
2004	9	6	10	7	15	8	16
2003	9	5	10	8	12	9	15

TRANSPORTATION RESERVATION TYPE
 Person-Stays Based (Base=Responding)

		California Travel						
		<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
		%	%	%	%	%	%	%
Other								
	2007	11	16	10	11	10	9	13
	2006	9	10	8	9	7	9	5
	2005	11	15	10	12	7	11	7
	2004	12	13	11	12	9	12	8
	2003	10	10	11	11	9	11	10

TRANSPORTATION PAYMENT METHOD
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	5902	1612	4290	3886	2016	2924	1366
Unweighted 2006 Stay Base	7687	2139	5548	5072	2615	3807	1741
Weighted 2007 Stay Base	18390	4195	14196	15049	3341	11740	2456
Weighted 2006 Stay Base	20490	4916	15574	17259	3231	13324	2249
	%	%	%	%	%	%	%
Cash/Check							
2007	33	26	35	36	20	38	22
2006	35	19	40	38	18	43	22
2005	37	38	37	42	19	40	20
2004	37	27	40	41	19	43	24
2003	39	23	44	43	22	47	25
Credit Card							
2007	48	50	47	43	69	43	69
2006	43	51	40	38	66	36	68
2005	44	43	45	39	67	40	69
2004	43	45	43	38	66	38	66
2003	43	53	40	39	63	36	65
Company Direct Bill							
2007	3	11	*	2	5	*	2
2006	2	9	*	2	6	*	*
2005	2	9	*	2	4	*	*
2004	2	9	*	1	6	*	1
2003	2	9	*	2	5	*	0

TRANSPORTATION PAYMENT METHOD
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
Points/Miles							
2007	1	1	1	1	1	1	1
2006	1	*	1	*	2	*	3
2005	1	1	1	1	1	1	2
2004	1	*	1	*	1	*	2
2003	1	*	1	*	2	*	2
Other/Free							
2007	16	14	17	18	5	19	6
2006	19	21	19	22	7	21	7
2005	15	9	17	17	8	19	9
2004	17	19	16	19	7	18	7
2003	15	14	15	17	8	17	9

RENTAL CAR USAGE
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	11027	2994	8033	7494	3533	5654	2379
Unweighted 2006 Stay Base	12285	3225	9060	8437	3848	6418	2642
Weighted 2007 Stay Base	31411	8676	22735	25830	5580	18897	3838
Weighted 2006 Stay Base	32392	8808	23584	27116	5276	20165	3419
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Rented Car (Net)</u>							
2007	10	17	7	5	30	3	23
2006	8	11	7	4	31	4	29
2005	8	12	7	4	29	3	26
2004	8	13	7	4	30	4	24
2003	8	12	7	4	28	3	25
<u>Rented Car and Flew</u>							
2007	6	12	4	2	26	1	19
2006	5	8	4	1	26	1	24
2005	5	8	3	1	22	1	17
2004	5	9	3	1	25	1	20
2003	5	9	3	1	24	1	20
<u>Rented Car, Did Not Fly</u>							
2007	3	5	3	3	4	2	4
2006	3	3	3	3	5	3	6
2005	4	4	3	3	7	2	9
2004	4	5	3	3	6	3	4
2003	3	3	3	3	4	3	5

RENTAL CAR USAGE
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Did Not Rent Car	%	%	%	%	%	%	%
2007	90	83	93	95	70	97	77
2006	92	89	93	96	69	96	71
2005	92	88	93	96	71	97	74
2004	92	87	93	96	70	96	76
2003	92	88	93	96	72	97	75

SHARE OF U.S. TRAVEL (row%[^])
 Person-Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
2007	11.09	3.03	8.07	9.21	1.89	6.77	1.30
2006	11.49	3.10	8.39	9.69	1.81	7.22	1.17
2005	11.08	3.01	8.07	9.34	1.74	6.89	1.18
2004	10.80	2.95	7.84	9.12	1.67	6.71	1.13
2003	10.66	2.78	7.89	9.06	1.61	6.78	1.11
2002	11.47	3.17	8.30	9.85	1.62	7.26	1.05
2006-2007	11.29	3.06	8.23	9.44	1.85	6.99	1.24
2005-2006	11.29	3.06	8.23	9.51	1.77	7.05	1.18
2004-2005	10.94	2.98	7.96	9.23	1.71	6.80	1.16
2003-2004	10.73	2.87	7.87	9.09	1.64	6.75	1.12
2002-2003	11.06	2.97	8.09	9.45	1.61	7.02	1.08
2005-2007	11.22	3.05	8.18	9.41	1.81	6.96	1.22
2002-2004	10.97	2.96	8.01	9.33	1.64	6.91	1.10

[^]All California banner points are percentaged off of Total U.S. Travel

SHARE OF U.S. TRAVEL (row%[^])
 Person-Days Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	79866	21404	58462	54581	25285	41099	17363
Weighted 2006 Stay Base	77389	20087	57302	53386	24003	40885	16417
	%	%	%	%	%	%	%
2007	10.60	2.84	7.76	7.25	3.36	5.46	2.30
2006	10.93	2.84	8.10	7.54	3.39	5.78	2.32
2005	10.60	2.66	7.93	7.30	3.30	5.55	2.38
2004	10.43	2.82	7.61	7.12	3.31	5.34	2.27
2003	10.08	2.62	7.46	6.90	3.18	5.23	2.22
2002	10.54	2.91	7.63	7.33	3.21	5.45	2.18
2006-2007	10.76	2.84	7.92	7.39	3.37	5.61	2.31
2005-2006	10.77	2.75	8.02	7.43	3.35	5.67	2.35
2004-2005	10.52	2.74	7.78	7.21	3.31	5.44	2.33
2003-2004	10.26	2.72	7.53	7.01	3.25	5.29	2.25
2002-2003	10.30	2.76	7.54	7.11	3.19	5.34	2.20
2005-2007	10.71	2.79	7.93	7.36	3.35	5.59	2.33
2002-2004	10.35	2.78	7.57	7.11	3.23	5.34	2.23

[^]All California banner points are percentaged off of Total U.S. Travel

SHARE OF U.S. TRAVEL (row%^)
Stays Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	15484	5318	10166	12805	2679	8510	1656
Weighted 2006 Stay Base	15954	5451	10503	13368	2586	8993	1510
	%	%	%	%	%	%	%
2007	11.37	3.90	7.46	9.40	1.97	6.25	1.22
2006	11.73	4.01	7.72	9.83	1.90	6.61	1.11
2005	11.34	3.73	7.60	9.58	1.76	6.56	1.04
2004	11.13	3.95	7.18	9.31	1.81	6.15	1.03
2003	11.09	3.85	7.24	9.34	1.76	6.23	1.01
2002	11.71	4.49	7.22	9.83	1.88	6.24	0.98
2006-2007	11.55	3.96	7.59	9.61	1.93	6.43	1.16
2005-2006	11.53	3.87	7.66	9.70	1.83	6.59	1.08
2004-2005	11.23	3.84	7.40	9.45	1.78	6.36	1.04
2003-2004	11.11	3.90	7.21	9.32	1.79	6.19	1.02
2002-2003	11.40	4.17	7.23	9.58	1.82	6.23	1.00
2005-2007	11.48	3.88	7.60	9.60	1.87	6.47	1.12
2002-2004	11.31	4.09	7.21	9.49	1.82	6.20	1.01

^All California banner points are percentaged off of Total U.S. Travel

SHARE OF U.S. TRAVEL (row%^)
 Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	9458532	3171061	6287457	5826492	3632020	4063912	2223531
Weighted 2006 Stay Base	8936198	2881698	6054487	5468493	3467680	4005896	2048570
	%	%	%	%	%	%	%
2007	11.76	3.94	7.82	7.25	4.52	5.05	2.77
2006	12.20	3.94	8.27	7.47	4.74	5.47	2.80
2005	11.72	3.68	8.04	7.28	4.44	5.35	2.69
2004	11.73	3.90	7.83	7.04	4.68	5.15	2.68
2003	11.01	3.75	7.25	6.50	4.51	4.60	2.65
2002	11.98	4.30	7.68	7.21	4.77	5.10	2.58
2006-2007	11.97	3.94	8.03	7.35	4.62	5.25	2.78
2005-2006	11.97	3.81	8.16	7.38	4.60	5.41	2.75
2004-2005	11.72	3.78	7.94	7.17	4.56	5.25	2.68
2003-2004	11.38	3.83	7.55	6.78	4.60	4.89	2.66
2002-2003	11.48	4.02	7.46	6.84	4.63	4.84	2.62
2005-2007	11.90	3.86	8.04	7.33	4.57	5.28	2.75
2002-2004	11.57	3.98	7.59	6.92	4.65	4.95	2.64

^All California banner points are percentaged off of Total U.S. Travel

INTRA VS. INTER TRAVEL
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	13631	3417	10214	9963	3668	7731	2483
Unweighted 2006 Stay Base	14143	3502	10641	10161	3982	7882	2759
Weighted 2007 Stay Base	33409	9116	24294	27729	5681	20391	3902
Weighted 2006 Stay Base	34008	9176	24832	28661	5347	21357	3476
	%	%	%	%	%	%	%
<u>State Travel</u>							
Intra-State							
2007	83	80	84	100	0	100	0
2006	84	80	86	100	0	100	0
2005	83	81	84	99	0	99	0
2004	84	82	86	100	0	100	0
2003	85	82	86	100	0	100	0
Inter-State							
2007	17	20	16	0	100	0	100
2006	16	20	14	0	100	0	100
2005	17	19	16	1	100	1	100
2004	16	18	14	0	100	0	100
2003	15	18	14	0	100	0	100
<u>Census Division Travel</u>							
Intra Census Division							
2007	85	83	86	100	11	100	10
2006	86	81	88	100	13	100	15
2005	85	83	86	99	11	99	12
2004	86	83	87	100	10	100	11
2003	87	83	88	100	12	100	13

INTRA VS. INTER TRAVEL
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
<u>Census Division Travel continued</u>							
Intra State/Intra Census Division							
2007	83	80	84	100	0	100	0
2006	84	80	86	100	0	100	0
2005	83	81	84	99	0	99	0
2004	84	82	86	100	0	100	0
2003	85	82	86	100	0	100	0
Inter State/Intra Census Division							
2007	2	2	2	0	11	0	10
2006	2	2	2	0	13	0	15
2005	2	2	2	0	11	0	12
2004	2	1	2	0	10	0	11
2003	2	2	2	0	12	0	13
Inter Census Division							
2007	15	17	14	0	89	0	90
2006	14	19	12	0	87	0	85
2005	15	17	14	1	89	1	88
2004	14	17	13	0	90	0	89
2003	13	17	12	0	88	0	87

ONE-WAY DISTANCE TRAVELED
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
Unweighted 2007 Stay Base	13611	3411	10200	9963	3648	7731	2469
Unweighted 2006 Stay Base	14115	3497	10618	10161	3954	7882	2736
Weighted 2007 Stay Base	33361	9092	24269	27729	5632	20391	3878
Weighted 2006 Stay Base	33966	9170	24796	28661	5305	21357	3440
	#	#	#	#	#	#	#
Median (miles)							
2007	176	179	174	148	1090	144	830
2006	162	175	154	136	1136	136	953
2005	168	168	168	136	1009	136	860
2004	170	151	172	140	1187	150	826
2003	168	171	162	136	1115	136	976
Average (miles)							
2007	353	429	325	174	1237	171	1135
2006	338	413	310	165	1271	165	1208
2005	328	374	310	167	1208	169	1154
2004	338	417	308	169	1276	171	1133
2003	331	381	313	164	1274	165	1224
	%	%	%	%	%	%	%
100 miles or less							
2007	24	22	24	28	1	28	2
2006	27	27	27	32	1	31	2
2005	27	25	27	32	*	32	*
2004	26	29	25	31	*	30	*
2003	28	28	28	33	*	32	*

ONE-WAY DISTANCE TRAVELED
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
101-300 miles							
2007	50	46	51	57	10	58	13
2006	47	42	49	54	9	55	8
2005	48	49	48	54	13	53	12
2004	48	42	50	55	13	56	16
2003	48	44	49	54	11	55	13
101-200 miles							
2007	36	32	38	43	1	45	2
2006	34	29	36	40	1	42	2
2005	35	35	35	41	2	40	1
2004	36	34	36	42	1	42	1
2003	35	33	36	41	1	42	1
201-300 miles							
2007	13	14	13	14	9	13	12
2006	13	13	13	14	7	14	7
2005	13	14	13	14	11	13	11
2004	12	8	14	13	12	14	15
2003	12	11	13	13	10	13	12
301-500 miles							
2007	13	14	13	12	18	11	21
2006	12	14	12	11	16	11	16
2005	12	11	13	12	16	12	20
2004	13	11	13	12	15	12	20
2003	11	11	11	11	14	10	17

ONE-WAY DISTANCE TRAVELED
Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
501+ miles							
2007	14	18	12	2	71	2	64
2006	13	17	12	2	74	2	74
2005	13	15	12	2	71	3	68
2004	13	18	11	2	72	2	64
2003	13	17	12	2	74	2	69
501-700 miles							
2007	3	3	3	2	8	2	8
2006	3	3	3	2	10	2	11
2005	3	3	3	2	9	2	9
2004	3	4	3	2	9	2	9
2003	3	4	3	2	10	2	9
701-1000 miles							
2007	2	3	2	*	11	*	10
2006	2	1	2	*	11	*	15
2005	2	1	2	*	12	*	14
2004	2	2	2	*	10	*	11
2003	2	2	2	*	11	*	11
1001+ miles							
2007	9	12	7	0	51	0	46
2006	8	12	7	0	52	0	49
2005	8	11	6	0	50	0	45
2004	8	13	6	0	53	0	45
2003	8	11	7	0	53	0	50

AUTO TRAVEL ONLY -- ONE-WAY DISTANCE TRAVELED
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	8916	1662	7254	7939	977	6393	861
Unweighted 2006 Stay Base	9266	1819	7447	8130	1136	6479	968
Weighted 2007 Stay Base	24931	5764	19167	22680	2252	17196	1971
Weighted 2006 Stay Base	26559	6278	20282	24389	2171	18637	1645
	#	#	#	#	#	#	#
Median (miles)							
2007	160	154	160	144	472	142	448
2006	147	136	150	136	458	136	570
2005	150	136	151	135	491	136	515
2004	150	132	153	137	404	148	392
2003	150	138	150	135	597	136	488
Average (miles)							
2007	232	217	237	167	891	167	842
2006	210	197	215	161	764	163	797
2005	219	186	230	164	804	166	820
2004	217	212	218	164	805	168	718
2003	215	194	221	159	877	163	870
	%	%	%	%	%	%	%
100 miles or less							
2007	26	28	26	29	*	29	*
2006	30	33	29	32	3	32	3
2005	29	30	29	32	*	32	*
2004	28	32	27	31	0	30	0
2003	31	34	30	33	1	32	1

AUTO TRAVEL ONLY -- ONE-WAY DISTANCE TRAVELED
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
101-300 miles							
2007	56	58	55	60	18	60	19
2006	52	51	53	56	16	56	14
2005	53	57	52	56	22	55	19
2004	54	54	54	57	24	57	26
2003	53	54	53	56	19	56	20
101-200 miles							
2007	42	42	42	46	2	46	3
2006	38	36	39	41	3	42	3
2005	38	42	37	42	3	41	1
2004	41	46	39	44	1	43	1
2003	40	42	39	43	1	43	1
201-300 miles							
2007	14	16	14	14	16	14	17
2006	14	15	14	14	13	14	11
2005	15	15	15	14	20	14	18
2004	14	9	15	13	23	14	25
2003	13	12	14	13	19	13	20
301-500 miles							
2007	11	9	12	9	32	10	33
2006	12	13	11	10	33	10	27
2005	12	10	12	10	29	10	31
2004	11	7	12	10	30	10	33
2003	10	7	11	9	28	10	29

AUTO TRAVEL ONLY -- ONE-WAY DISTANCE TRAVELED
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	%	%	%	%	%	%	%
501+ miles							
2007	6	5	7	2	49	2	47
2006	6	4	6	2	48	2	55
2005	6	3	7	2	49	3	50
2004	6	6	6	3	45	2	41
2003	6	5	6	2	52	2	50
501-700 miles							
2007	3	2	3	2	9	2	9
2006	3	2	3	2	13	2	15
2005	3	2	3	2	11	2	11
2004	3	3	3	2	10	2	10
2003	2	2	3	2	10	2	10
701-1000 miles							
2007	1	*	1	*	10	*	10
2006	1	*	2	*	14	*	17
2005	1	*	2	*	12	*	14
2004	1	*	1	*	10	*	10
2003	1	1	1	*	12	*	10
1001+ miles							
2007	3	2	3	0	30	0	28
2006	2	1	2	0	21	0	22
2005	2	1	2	0	25	0	25
2004	2	3	2	0	25	0	20
2003	2	2	3	0	31	0	30

AIR TRAVEL ONLY -- ONE-WAY DISTANCE TRAVELED
Person-Stays Based (Base=Responding)

	California Travel						
	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2007 Stay Base	3045	1305	1740	662	2383	337	1403
Unweighted 2006 Stay Base	3142	1253	1889	626	2516	339	1550
Weighted 2007 Stay Base	3630	1708	1921	1018	2612	507	1414
Weighted 2006 Stay Base	3472	1426	2046	895	2577	522	1524
	#	#	#	#	#	#	#
Median (miles)							
2007	1025	901	1242	339	1695	329	1738
2006	1301	1272	1335	340	1756	340	1760
2005	1246	1134	1333	345	1730	346	1778
2004	1303	1197	1368	345	1814	346	1828
2003	1257	886	1508	341	1746	340	1818
Average (miles)							
2007	1206	1149	1256	311	1554	307	1596
2006	1296	1280	1307	312	1638	312	1648
2005	1261	1224	1288	315	1615	309	1686
2004	1297	1244	1346	326	1673	329	1689
2003	1279	1149	1386	302	1652	280	1702
	%	%	%	%	%	%	%
300 miles or less							
2007	10	10	10	30	2	32	2
2006	9	9	8	28	2	28	1
2005	12	13	11	33	4	31	2
2004	9	10	8	25	3	22	3
2003	11	11	11	32	3	39	3

AIR TRAVEL ONLY -- ONE-WAY DISTANCE TRAVELED
 Person-Stays Based (Base=Responding)

	California Travel						
	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
	%	%	%	%	%	%	%
301-750 miles							
2007	32	35	30	70	17	68	16
2006	28	31	27	72	13	72	11
2005	27	27	28	67	13	69	12
2004	31	33	29	75	14	78	12
2003	28	34	22	68	12	61	11
751-1000 miles							
2007	8	9	6	0	11	0	9
2006	6	5	7	0	8	0	10
2005	6	5	7	0	8	0	9
2004	6	5	6	0	8	0	8
2003	7	6	7	0	9	0	9
1001+ miles							
2007	50	46	54	0	70	0	73
2006	57	55	58	0	76	0	77
2005	55	55	54	0	75	0	77
2004	55	51	58	0	76	0	77
2003	55	48	60	0	75	0	77