

# 2015 Domestic Travel to California (Primary Western Markets)

## Trip and Travel Behavior and Stats

Primary Western States include: Arizona, Colorado, Nevada, Oregon, Utah, Washington

### Trip Level Data

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

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### State Level Data

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

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Source: TNS TravelsAmerica, 2015

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	760	728	597	577	100	96	498	228
<b>Top Demographic Market Areas (DMAs) of Origin</b>								
Phoenix (Prescott)	25.8%	26.1%	28.5%	29.0%	13.5%	13.1%	30.4%	13.7%
Las Vegas	17.9%	17.9%	18.8%	18.5%	13.5%	13.9%	22.2%	7.7%
Seattle-Tacoma	11.9%	12.1%	10.4%	10.8%	17.7%	18.3%	7.8%	20.5%
Denver	9.7%	10.0%	7.1%	7.4%	25.5%	25.6%	3.0%	25.7%
Portland, OR	9.1%	9.1%	8.8%	8.9%	11.0%	10.5%	6.8%	13.9%
Reno	7.8%	6.6%	8.2%	7.1%	2.7%	2.0%	10.2%	2.8%
Salt Lake City	6.4%	6.5%	5.9%	5.9%	10.2%	10.5%	6.2%	7.0%
Tucson (Sierra Vista)	3.0%	3.1%	3.7%	3.8%	0.9%	0.9%	3.7%	1.8%
Eugene	2.2%	2.1%	2.6%	2.4%	0.8%	0.8%	2.6%	1.5%
Medford-Klamath Falls	2.2%	2.2%	2.2%	2.3%	0.9%	0.9%	3.2%	0.3%
<b>Household Income</b>								
Under \$10,000 (10)	1.6%	1.5%	1.6%	1.5%	0.7%	0.8%	2.0%	0.8%
\$10,000-\$14,999 (12.5)	1.8%	1.7%	1.3%	1.4%	2.6%	2.7%	2.0%	0.8%
\$15,000-\$19,999 (17.5)	1.9%	1.7%	2.0%	1.9%			2.2%	0.4%
\$20,000-\$24,999 (22.5)	3.1%	3.2%	3.7%	3.7%			2.6%	4.0%
\$25,000-\$29,999 (27.5)	4.5%	4.7%	4.7%	4.9%	1.6%	1.7%	4.8%	3.8%
\$30,000-\$34,999 (32.5)	5.4%	5.1%	5.4%	5.1%	5.3%	5.5%	6.3%	2.6%
\$35,000-\$39,999 (37.5)	3.3%	3.3%	3.4%	3.3%	2.5%	2.6%	3.5%	3.1%
\$40,000-\$49,999 (45)	9.5%	9.7%	11.0%	11.1%	5.0%	5.2%	10.2%	8.1%
\$50,000-\$59,999 (55)	6.5%	6.2%	6.4%	6.2%	7.8%	7.3%	6.6%	5.6%
\$60,000-\$74,999 (67.5)	8.6%	8.5%	9.3%	9.0%	5.9%	6.1%	9.0%	7.8%
\$75,000-\$99,999 (87.5)	15.4%	15.1%	14.5%	14.4%	14.6%	14.2%	17.0%	12.3%
\$100,000-\$124,999 (112.5)	19.4%	19.8%	19.4%	19.9%	21.9%	21.8%	19.8%	20.5%
\$125,000-\$149,999 (137.5)	7.9%	8.1%	6.7%	6.9%	14.7%	14.4%	5.7%	12.9%
\$150,000-\$199,999 (175)	7.2%	7.2%	6.1%	6.0%	14.1%	14.5%	4.6%	12.7%
\$200,000 + (225)	4.0%	4.2%	4.5%	4.6%	3.2%	3.3%	3.8%	4.7%
Mean	87.06	87.69	84.99	85.59	103.58	103.73	81.91	100.39
<b>Household Size</b>								
1	13.9%	13.7%	15.0%	14.9%	8.8%	9.1%	13.2%	14.3%
2	41.2%	41.5%	41.6%	42.1%	35.3%	35.7%	41.1%	41.0%
3	18.9%	19.1%	16.6%	16.6%	29.1%	29.1%	18.1%	22.2%
4	15.8%	16.1%	15.7%	15.9%	18.5%	18.3%	16.1%	15.9%
5+	10.2%	9.6%	11.1%	10.5%	8.3%	7.8%	11.5%	6.5%
<b>Presence of Children in Household</b>								
Net - Children Under 18	39.5%	39.5%	37.5%	37.6%	51.9%	51.1%	39.2%	40.7%
Children 0-5	20.0%	20.1%	18.9%	19.1%	28.4%	27.6%	20.0%	19.7%
6-12	20.4%	20.4%	20.2%	20.2%	23.4%	23.4%	20.1%	20.2%
13-17	13.9%	13.9%	13.8%	13.7%	17.3%	17.0%	13.6%	15.2%
None Under 18	60.5%	60.5%	62.5%	62.4%	48.1%	48.9%	60.8%	59.3%
<b>Marital Status</b>								
Now married	64.0%	63.7%	62.5%	62.5%	74.6%	73.7%	63.5%	68.5%
Never married	21.3%	21.6%	22.0%	22.3%	15.6%	16.1%	22.0%	18.0%
Divorced, Widowed, Separated	14.8%	14.6%	15.5%	15.2%	9.8%	10.1%	14.5%	13.5%
<b>Age</b>								
18-20	2.0%	2.1%	2.0%	2.1%	1.7%	1.8%	2.4%	1.1%
21-24	5.7%	5.8%	5.3%	5.3%	5.3%	5.5%	5.1%	6.9%
25-34	24.4%	24.6%	24.8%	25.1%	28.2%	26.7%	24.5%	24.0%
35-44	19.7%	19.8%	18.6%	18.7%	27.0%	27.8%	19.3%	20.7%
45-54	13.8%	13.5%	12.8%	12.3%	18.0%	17.8%	14.0%	13.8%
55-64	16.2%	16.1%	15.8%	15.6%	16.3%	16.9%	16.4%	14.5%
65+	18.1%	18.3%	20.7%	20.9%	3.5%	3.6%	18.5%	18.9%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	760	728	597	577	100	96	498	228
<b>Gender</b>								
Female	67.9%	67.9%	67.5%	67.8%	60.6%	60.1%	67.0%	70.7%
Male	32.1%	32.1%	32.5%	32.2%	39.4%	39.9%	33.0%	29.3%
<b>Employment</b>								
Full time	48.1%	48.4%	44.3%	44.5%	78.9%	79.0%	45.0%	56.9%
Part time	12.6%	12.6%	12.9%	12.9%	8.4%	7.9%	13.0%	10.9%
Net - Other	39.1%	38.7%	42.8%	42.5%	12.7%	13.1%	41.6%	32.2%
Retired	25.1%	25.0%	27.6%	27.5%	7.2%	7.4%	26.9%	22.2%
Not employed	13.9%	13.8%	15.2%	14.9%	5.6%	5.7%	14.8%	10.0%
No answer	0.2%	0.2%	0.1%	0.1%	0%	0%	0.4%	0%
<b>Education (Head of Household)</b>								
Grade School								
Some High School	0.8%	0.8%	0.7%	0.8%	0.8%	0.9%	0.5%	0.7%
Graduated High School	8.4%	8.1%	8.8%	8.7%	2.8%	2.9%	10.0%	4.4%
Some College - no degree	26.0%	26.3%	27.6%	27.7%	20.7%	21.4%	30.4%	17.3%
Graduated College - Associate's degree (2 year)	12.1%	12.3%	12.5%	12.7%	7.5%	7.0%	13.9%	8.4%
Graduated College - Bachelor's degree (4 year)	33.8%	33.5%	33.1%	32.6%	38.4%	38.9%	28.7%	44.3%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	18.8%	18.9%	17.2%	17.5%	29.7%	29.1%	16.5%	24.9%
No answer								
<b>Ethnicity</b>								
White	85.8%	85.8%	85.5%	85.5%	82.8%	83.9%	84.2%	90.7%
Black/African American	2.6%	2.6%	2.3%	2.2%	5.5%	5.7%	2.0%	1.7%
Asian or Pacific Islander	6.7%	6.6%	6.8%	7.0%	8.2%	6.7%	7.6%	5.3%
American Indian, Aleut Eskimo	1.9%	2.0%	2.1%	2.2%	2.0%	2.1%	2.1%	1.7%
Other	2.5%	2.5%	2.9%	2.8%	1.5%	1.5%	3.4%	0.6%
No answer	0.4%	0.5%	0.4%	0.4%	0%	0%	0.7%	0%
<b>Spanish Origin</b>								
Yes	9.3%	9.3%	9.5%	9.5%	10.0%	10.3%	10.6%	5.8%
No	89.9%	89.9%	89.8%	89.8%	88.5%	88.1%	88.5%	93.5%
No answer	0.8%	0.8%	0.7%	0.7%	1.6%	1.6%	0.8%	0.7%
<b>All Purpose of Trip</b>								
Leisure (Sub Net)	85.9%	86.5%	100.0%	100.0%	30.8%	31.7%	91.5%	74.6%
Visit friends/relatives	56.2%	56.9%	64.7%	65.1%	23.0%	23.7%	60.3%	48.3%
Outdoor recreation	24.1%	24.2%	26.4%	26.5%	12.6%	13.0%	25.9%	20.0%
Entertainment/Sightseeing	40.1%	40.9%	45.6%	46.3%	15.9%	16.4%	41.4%	37.8%
Other pleasure/personal	34.3%	35.0%	40.3%	40.9%	9.5%	9.8%	35.6%	31.6%
Personal business	10.7%	10.4%	5.2%	5.2%	7.4%	7.6%	10.5%	11.1%
Business (Sub Net)	18.8%	18.9%	5.8%	5.8%	100.0%	100.0%	12.5%	32.0%
Business - General (Sub Sub Net)	16.9%	17.2%	4.7%	4.7%	94.3%	94.2%	11.0%	29.7%
Employee Training/Seminar	6.7%	6.7%	3.1%	3.1%	28.1%	27.3%	5.1%	10.1%
Client or Customer Meeting/Service	6.8%	7.0%	2.4%	2.3%	31.5%	32.6%	4.4%	11.7%
Internal Business Meeting	4.0%	4.0%	2.0%	1.9%	13.5%	13.9%	2.8%	6.2%
Sales/Marketing	3.8%	3.9%	2.0%	2.0%	12.8%	13.2%	3.1%	5.0%
Incentive/Reward	2.8%	2.8%	2.0%	1.9%	5.1%	5.3%	2.6%	2.7%
Internal Operations/Equipment Repair or Service	3.9%	3.9%	2.3%	2.2%	12.0%	11.6%	3.5%	4.5%
Any Other General Business	6.3%	6.3%	3.3%	3.3%	22.4%	22.4%	4.9%	7.5%
Business-Convention/Conference/Tradeshaw/Seminar (Sub Sub Net)	6.1%	6.2%	3.6%	3.6%	18.5%	19.1%	5.7%	6.7%
Business - Convention/Tradeshaw	4.4%	4.5%	3.4%	3.4%	9.1%	9.4%	4.6%	3.7%
Business - Conference/Seminar	4.3%	4.3%	2.2%	2.1%	13.2%	13.6%	3.5%	5.4%
Other	6.7%	6.5%	3.7%	3.7%	1.8%	1.8%	6.3%	5.6%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	760	728	597	577	100	96	498	228
<b>Primary Purpose of Trip</b>								
Leisure (Net)	78.9%	79.2%	100.0%	100.0%	0%	0%	85.5%	65.2%
Visit friends/relatives	42.4%	42.8%	54.0%	54.0%	0%	0%	44.9%	39.0%
Outdoor recreation	6.7%	6.5%	8.5%	8.2%	0%	0%	8.8%	1.7%
Entertainment/Sightseeing	16.6%	16.5%	20.7%	20.8%	0%	0%	16.5%	15.8%
Other pleasure/personal	13.2%	13.4%	16.7%	16.9%	0%	0%	15.3%	8.7%
Personal business	5.0%	4.7%	0%	0%	0%	0%	5.0%	5.2%
Business (Net)	13.1%	13.3%	0%	0%	100.0%	100.0%	6.8%	27.3%
Business - General (Sub Net)	11.2%	11.3%	0%	0%	85.6%	85.1%	5.5%	23.8%
Employee Training/Seminar	2.1%	2.0%	0%	0%	16.0%	14.8%	0.9%	4.9%
Client or Customer Meeting/Service	3.3%	3.4%	0%	0%	25.2%	26.0%	1.2%	8.4%
Internal Business Meeting	1.0%	1.1%	0%	0%	7.9%	8.1%	0.4%	2.6%
Sales/Marketing	0.7%	0.8%	0%	0%	5.5%	5.7%	0.6%	1.0%
Incentive/Reward	0.4%	0.5%	0%	0%	3.3%	3.4%	0.3%	0.8%
Internal Operations/Equipment Repair or Service	1.1%	1.1%	0%	0%	8.6%	8.1%	0.6%	2.5%
Any Other General Business	2.5%	2.5%	0%	0%	19.0%	18.9%	1.5%	3.5%
Business - Convention/Conference/Tradeshaw/Seminar (Sub Net)	1.9%	2.0%	0%	0%	14.4%	14.9%	1.3%	3.5%
Business - Convention/Tradeshaw	0.7%	0.8%	0%	0%	5.6%	5.8%	0.7%	0.9%
Business - Conference/Seminar	1.2%	1.2%	0%	0%	8.8%	9.1%	0.6%	2.6%
Other	3.0%	2.8%	0%	0%	0%	0%	2.8%	2.2%
<b>Did you extend your stay for leisure purposes?</b>								
Yes	20.7%	21.4%	0%	0%	20.7%	21.4%	29.4%	17.1%
No	79.3%	78.6%	0%	0%	79.3%	78.6%	70.6%	82.9%
<b>All Modes of Transportation Used on Trip</b>								
Own Auto/Truck	65.2%	65.0%	70.9%	70.5%	33.4%	33.7%	91.2%	15.3%
Airplane	34.9%	35.7%	29.3%	29.9%	70.2%	70.8%	5.8%	100.0%
Rental Car	19.3%	19.9%	14.0%	14.4%	48.2%	49.0%	11.2%	38.5%
Bus	4.9%	5.0%	4.7%	4.7%	6.1%	6.3%	2.5%	6.2%
Other	4.7%	4.5%	4.0%	3.9%	7.7%	7.1%	1.6%	6.8%
Train	4.0%	3.9%	3.6%	3.6%	5.8%	6.0%	1.9%	7.3%
Camper/RV	3.5%	3.6%	3.6%	3.6%	4.2%	4.3%	4.1%	2.2%
Ship/Boat	2.9%	2.7%	2.7%	2.6%	3.4%	3.5%	1.7%	2.6%
Motorcycle	2.6%	2.5%	2.4%	2.1%	3.8%	3.9%	1.6%	2.2%
Motorcoach/Group Tour	2.0%	2.0%	1.8%	1.8%	3.4%	3.5%	1.4%	2.7%
<b>Primary Modes of Transportation Used on Trip</b>								
Own Auto/Truck	58.3%	57.9%	65.5%	64.9%	18.3%	18.9%	88.9%	0%
Airplane	30.0%	30.9%	24.9%	25.5%	62.7%	63.1%	0%	100.0%
Rental Car	6.0%	6.0%	4.2%	4.3%	15.6%	15.3%	9.1%	0%
Other	1.5%	1.3%	1.0%	0.9%	2.7%	2.0%	0%	0%
Camper/RV	1.3%	1.4%	1.7%	1.7%	0%	0%	2.0%	0%
Bus	0.9%	1.0%	0.8%	0.8%	0.7%	0.7%	0%	0%
Ship/Boat	0.9%	0.6%	0.8%	0.8%	0%	0%	0%	0%
Motorcycle	0.7%	0.6%	0.8%	0.6%	0%	0%	0%	0%
Train	0.2%	0.1%	0.2%	0.2%	0%	0%	0%	0%
Motorcoach/Group Tour	0.2%	0.2%	0.2%	0.2%	0%	0%	0%	0%
<b>Average Total Travel Party Size</b>	2.17	2.18	2.31	2.31	1.46	1.47	2.35	1.78
<b>All Travel Party Members Under 18</b>								
0	73.5%	73.1%	71.3%	71.0%	86.5%	86.1%	71.4%	77.5%
1	11.1%	11.4%	10.8%	11.1%	8.4%	8.6%	10.5%	13.1%
2	10.8%	11.1%	12.4%	12.5%	4.3%	4.4%	12.3%	7.6%
3	2.5%	2.4%	3.1%	2.9%	0%	0%	3.1%	1.0%
4	1.3%	1.4%	1.7%	1.7%	0%	0%	1.8%	0.4%
5+	0.7%	0.7%	0.7%	0.8%	0.8%	0.9%	0.9%	0.4%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	760	728	597	577	100	96	498	228
<b>Number of Travel Party Members Over 18</b>								
1	43.6%	43.4%	36.5%	36.4%	80.7%	80.1%	33.9%	61.7%
2	50.2%	50.5%	56.9%	57.2%	16.7%	17.2%	58.4%	35.8%
3	3.8%	3.7%	4.1%	3.9%	0.8%	0.8%	5.0%	1.7%
4	1.4%	1.4%	1.5%	1.5%	1.0%	1.1%	1.6%	0.3%
5+	1.0%	1.0%	1.0%	1.0%	0.8%	0.9%	1.1%	0.4%
<b>All Travel Party Members</b>								
1	38.1%	37.7%	31.5%	31.2%	77.3%	76.6%	29.3%	55.1%
2	36.0%	36.3%	39.7%	40.0%	11.6%	12.0%	40.5%	28.2%
4	10.2%	10.3%	12.0%	12.0%	3.1%	3.3%	11.6%	7.5%
3	9.6%	9.6%	9.9%	9.8%	6.1%	6.3%	11.1%	6.7%
5+	6.0%	6.0%	7.0%	6.9%	1.8%	1.9%	7.5%	2.5%
<b>Average Number of States Visited</b>								
	1.33	1.33	1.31	1.31	1.44	1.45	1.40	1.14
<b>Number of States Visited Per Trip</b>								
1	82.9%	83.2%	81.9%	82.2%	87.7%	88.1%	79.5%	93.1%
2	10.1%	9.9%	11.0%	11.0%	7.2%	6.6%	12.0%	4.7%
3	4.0%	3.8%	4.3%	4.0%	1.2%	1.2%	4.7%	1.2%
4+	2.9%	3.1%	2.7%	2.8%	4.0%	4.1%	3.8%	1.1%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>								
<b>Sample Size</b>	738	681	582	540	96	91	482	227
<b>Cities Visited in the State</b>								
Los Angeles Area	29.1%	29.8%	28.6%	29.1%	35.1%	36.3%	30.2%	25.8%
Anaheim/Orange County	21.6%	23.0%	23.5%	25.0%	12.8%	12.8%	23.8%	17.6%
San Diego Area	19.9%	20.3%	19.4%	19.4%	19.1%	20.3%	19.6%	21.5%
San Francisco Area	11.3%	10.8%	10.0%	9.5%	18.0%	19.2%	8.0%	17.4%
Sacramento	9.0%	8.9%	9.5%	9.5%	4.6%	4.0%	9.4%	8.0%
Palm Springs	7.3%	7.3%	8.2%	8.4%	3.5%	2.9%	9.7%	2.2%
Fresno	5.0%	5.0%	4.7%	4.6%	8.0%	8.5%	4.9%	5.3%
San Jose	4.7%	4.7%	4.2%	4.1%	9.1%	8.8%	3.1%	8.9%
Lake Tahoe	4.1%	3.6%	4.9%	4.2%	1.6%	1.7%	4.7%	3.3%
Santa Barbara	3.5%	2.9%	3.8%	3.2%	3.7%	2.9%	3.3%	3.6%
Oakland	2.8%	2.9%	2.3%	2.5%	4.4%	4.7%	2.3%	3.5%
Monterey/Santa Cruz	2.6%	2.7%	3.1%	3.2%	0%	0%	2.9%	1.9%
Other (Specify)	20.7%	19.9%	21.4%	20.8%	13.7%	13.7%	24.1%	12.8%
<b>Stayed overnight/Did not stay overnight</b>								
Stayed overnight	92.3%	100.0%	92.7%	100.0%	94.0%	100.0%	91.8%	95.1%
Did not stay overnight	7.1%	0%	6.9%	0%	4.1%	0%	7.7%	4.1%
<b>Average Trip Expenditures per Party</b>								
Lodging	\$307	\$331	\$302	\$324	\$352	\$374	\$279	\$387
Transportation to get to State	\$242	\$252	\$229	\$238	\$351	\$364	\$134	\$484
Food/Beverage/Dining	\$194	\$205	\$200	\$210	\$197	\$208	\$178	\$241
Entertainment	\$110	\$116	\$115	\$121	\$34	\$37	\$101	\$134
Shopping	\$87	\$92	\$84	\$88	\$36	\$38	\$73	\$94
Gasoline within State	\$52	\$54	\$55	\$57	\$39	\$41	\$59	\$40
Groceries	\$40	\$43	\$45	\$48	\$18	\$19	\$44	\$35
Gaming	\$24	\$25	\$25	\$27	\$7	\$7	\$21	\$24
Amenities	\$21	\$23	\$18	\$19	\$18	\$19	\$12	\$42
Other	\$15	\$15	\$16	\$16	\$8	\$8	\$15	\$16
Total Expenditure minus Transportation	\$923	\$982	\$930	\$984	\$816	\$863	\$826	\$1,150
<b>Average Spending per Visitor</b>	\$425	\$450	\$403	\$426	\$559	\$587	\$351	\$646
<b>Average Nights in California</b>	3.95	4.28	4.07	4.39	3.69	3.92	3.90	4.17
<b>Stayed Accommodations - Proportion</b>								
Hotel	61.5%	61.5%	56.5%	56.5%	85.4%	85.4%	58.8%	66.9%
Private Home	37.5%	37.5%	42.9%	42.9%	14.6%	14.6%	39.0%	34.3%
RV/Tent	4.1%	4.1%	4.5%	4.5%	1.9%	1.9%	5.4%	0.9%
Time Share	3.6%	3.6%	3.9%	3.9%	1.9%	1.9%	4.2%	2.3%
Rental Home	3.0%	3.0%	2.9%	2.9%	3.4%	3.4%	3.3%	2.2%
Other	2.8%	2.8%	2.0%	2.0%	4.5%	4.5%	2.9%	1.9%
Rental Condo	2.1%	2.1%	2.5%	2.5%	0.9%	0.9%	2.0%	1.7%
B&B	1.9%	1.9%	2.4%	2.4%	0%	0%	1.5%	2.3%
Personal Second Home/Condo	1.8%	1.8%	1.9%	1.9%	2.0%	2.0%	1.7%	1.6%
<b>Trip Activities</b>								
Visiting relatives	30.9%	32.3%	36.5%	38.1%	5.3%	5.6%	34.7%	25.6%
Beach	26.6%	27.8%	29.6%	30.9%	14.3%	14.1%	26.8%	28.3%
Shopping	24.7%	25.4%	26.8%	27.7%	16.2%	17.2%	24.1%	26.9%
Visiting friends	21.8%	22.5%	23.7%	24.5%	12.3%	13.1%	22.2%	22.2%

State Level Data	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>Sample Size</b>	738	681	582	540	96	91	482	227
<b>Trip Activities (continued)</b>								
Fine dining	19.2%	20.2%	19.4%	20.5%	18.6%	18.9%	16.4%	26.8%
Theme park/ Amusement park/ Water park	14.2%	15.2%	16.4%	17.5%	5.2%	5.5%	14.5%	14.6%
Theme park	14.2%	15.2%	16.4%	17.5%	5.2%	5.5%	14.5%	14.6%
Urban sightseeing	14.1%	14.4%	14.6%	14.8%	12.5%	13.2%	13.6%	16.1%
Rural sightseeing	9.8%	9.4%	11.0%	10.6%	4.6%	4.9%	11.2%	7.3%
Museums	8.9%	9.2%	9.6%	9.8%	8.7%	9.3%	8.7%	10.7%
Family reunion	8.0%	8.5%	9.6%	10.0%	0%	0%	9.3%	5.5%
Historic sites/churches	7.4%	7.4%	7.9%	7.7%	5.2%	5.6%	7.3%	7.8%
State park/Monuments/ Recreation areas	7.3%	7.4%	8.2%	8.2%	4.2%	4.5%	7.7%	7.2%
Zoos/ Aquariums/ Aviaries	6.4%	6.9%	7.4%	8.0%	2.6%	2.8%	7.1%	5.6%
Wine tasting/winery tour	6.1%	6.4%	7.1%	7.6%	2.6%	2.8%	6.4%	5.7%
Hiking/ Backpacking/ Canyoneering	5.8%	5.5%	6.1%	5.7%	4.2%	4.5%	6.5%	5.1%
National park/Monuments/ Recreation areas	5.7%	5.4%	6.7%	6.1%	1.6%	1.7%	6.2%	5.4%
Nightclub/dancing	5.7%	5.9%	6.1%	6.2%	5.8%	6.2%	5.7%	5.7%
Wildlife viewing	5.5%	5.3%	5.8%	5.4%	2.8%	3.0%	6.0%	5.1%
Musical performance/show	5.1%	5.2%	5.6%	5.6%	2.8%	3.0%	5.4%	5.0%
Gardens	4.7%	4.7%	4.8%	4.7%	6.7%	7.1%	3.0%	8.5%
Art galleries	4.5%	4.8%	4.2%	4.4%	5.1%	5.4%	4.5%	4.4%
Casino/gaming	4.2%	4.5%	4.6%	4.8%	3.7%	3.9%	5.0%	2.8%
Camping	3.8%	3.7%	4.5%	4.3%	0.9%	0.9%	5.4%	0.8%
Other nature (photography, rockhound, etc.)	3.4%	3.4%	3.7%	3.6%	1.7%	1.8%	3.7%	2.8%
Craft breweries	3.4%	3.5%	4.0%	4.1%	1.7%	1.8%	2.8%	5.1%
Theater/drama	3.1%	3.3%	3.4%	3.5%	2.6%	2.8%	2.6%	4.7%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2.9%	3.2%	2.9%	3.1%	2.8%	3.0%	3.1%	3.1%
Golf	2.9%	3.0%	3.7%	3.8%	0%	0%	3.1%	2.9%
Old homes/mansions	2.9%	2.7%	3.3%	3.0%	1.6%	1.7%	3.0%	2.7%
Nature travel/ecotouring	2.6%	2.4%	3.0%	2.7%	1.8%	2.0%	2.4%	3.1%
Spa/health club	2.4%	2.5%	2.5%	2.5%	1.8%	2.0%	1.8%	3.9%
Bird watching	2.3%	1.9%	2.7%	2.3%	0%	0%	2.4%	1.8%
Area where a TV show or movie was filmed	2.3%	2.3%	2.5%	2.6%	1.8%	2.0%	2.1%	3.0%
Biking /Road biking/ Cycling	2.2%	2.3%	2.4%	2.5%	0.9%	0.9%	2.5%	1.7%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1.9%	2.1%	1.9%	2.1%	3.1%	3.3%	2.3%	1.1%
Motor boat/Jet ski	1.8%	1.9%	1.9%	2.0%	1.7%	1.8%	1.4%	3.0%
Musical theater	1.8%	1.9%	1.8%	1.8%	0%	0%	1.3%	2.8%
Fishing	1.8%	1.8%	1.9%	2.0%	2.5%	1.8%	2.2%	1.2%
Symphony/opera/concert	1.8%	1.7%	1.6%	1.6%	2.1%	2.2%	1.3%	2.6%
Whitewater rafting/ Kayaking/ Canoeing/ Paddle boarding	1.7%	1.8%	1.6%	1.7%	3.2%	3.4%	1.5%	2.4%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1.7%	1.8%	1.3%	1.4%	2.4%	2.6%	1.4%	2.3%
Sports events - Major/ Professional	1.6%	1.7%	1.8%	1.8%	1.1%	1.2%	1.7%	1.4%
Local/folk arts/crafts	1.6%	1.6%	1.5%	1.4%	3.4%	3.6%	1.7%	1.8%
Mountain biking	1.3%	1.3%	1.3%	1.2%	0.8%	0.9%	1.2%	1.7%
Sailing	1.3%	1.4%	1.5%	1.6%	0%	0%	1.2%	1.6%
ATV/Four-wheeling	1.3%	1.2%	1.6%	1.5%	0%	0%	1.3%	0.7%
Water skiing	1.2%	1.3%	0.9%	1.0%	3.6%	3.9%	0.9%	1.9%
Horseback riding	1.1%	1.0%	1.4%	1.3%	0%	0%	1.1%	1.5%
Farms/ Ranches/ Agri-tours	1.1%	1.2%	1.3%	1.4%	0.9%	1.0%	1.0%	1.5%
Hunting	1.1%	1.2%	0.9%	0.9%	3.0%	3.2%	1.1%	0.7%
Native American ruins/Rock art	1.1%	1.1%	1.1%	1.1%	1.6%	1.7%	1.5%	0.3%
High School/College reunion	1.0%	1.1%	1.1%	1.2%	0.9%	0.9%	1.0%	1.3%
Tennis	0.9%	1.0%	1.1%	1.2%	0%	0%	0.9%	0.9%
Skiing/snowboarding	0.9%	0.9%	0.6%	0.6%	1.7%	1.8%	0.6%	1.5%
Motor sports - NASCAR/Indy	0.9%	0.9%	0.7%	0.8%	1.0%	1.1%	0.9%	0.9%
Rock/mountain climbing	0.8%	0.9%	0.9%	0.9%	0.9%	0.9%	1.0%	0.4%
Scuba diving/snorkeling	0.7%	0.7%	0.8%	0.7%	0.8%	0.9%	0.4%	1.4%
Caverns	0.7%	0.6%	0.5%	0.4%	1.9%	2.0%	0.7%	0.6%
Rodeo/State fair	0.6%	0.7%	0.6%	0.6%	1.3%	1.4%	0.8%	0.4%
Snow sports other than skiing or snowmobiling	0.6%	0.7%	0.5%	0.6%	1.8%	1.9%	0.6%	0.8%
Snowmobiling	0.5%	0.4%	0.3%	0.2%	0.9%	0.9%	0.8%	0%
Horseshoeing	0.5%	0.5%	0.6%	0.6%	0%	0%	0.5%	0.4%
Hang gliding/ Skydiving/ Base jumping	0.4%	0.4%	0.5%	0.5%	0%	0%	0.4%	0.4%
Distilleries	0.4%	0.4%	0.5%	0.5%	0%	0%	0.2%	0.8%
None of the above	15.0%	14.1%	8.3%	7.6%	43.8%	43.1%	11.7%	21.7%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>								
<b>Sample Size</b>	738	681	582	540	96	91	482	227
<b>Trip Planning Sources</b>								
Offline Sources (Net)	64.4%	65.0%	66.1%	66.6%	57.0%	57.7%	66.9%	58.8%
Corporate travel department (in person or by phone)	3.1%	3.3%	1.4%	1.5%	12.6%	2.7%	2.7%	4.2%
Destination printed material	3.3%	3.5%	3.2%	3.3%	3.7%	4.0%	3.8%	2.1%
Friends/relatives	27.8%	29.4%	31.3%	33.0%	11.4%	11.2%	30.6%	23.1%
Magazine	2.5%	2.5%	2.4%	2.5%	0.8%	0.9%	3.0%	1.9%
Newspaper	1.9%	1.9%	1.6%	1.6%	2.6%	2.7%	1.8%	1.8%
Own experience	40.4%	40.5%	41.9%	42.1%	34.9%	35.3%	42.8%	36.4%
Radio	1.3%	1.3%	1.5%	1.4%	0%	0%	1.7%	0.4%
TV	3.1%	3.1%	3.0%	3.1%	2.9%	3.1%	3.9%	1.7%
Travel agent	1.8%	1.9%	1.1%	1.2%	5.5%	5.8%	1.8%	1.6%
Travel book	4.1%	4.0%	4.7%	4.5%	1.7%	1.8%	4.9%	2.9%
Travel club (AAA)	5.7%	5.6%	6.0%	6.0%	2.8%	1.9%	7.1%	3.6%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5.1%	5.2%	4.7%	4.8%	4.6%	4.8%	5.0%	5.9%
Other 'offline' planning sources(s)	0.6%	0.5%	0.7%	0.5%	0%	0%	0.2%	1.3%
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	36.0%	37.3%	35.0%	35.9%	43.6%	46.4%	29.3%	53.3%
Online Sources (Including Social/Commercial Networking Sources) (Net)	48.4%	49.4%	48.0%	48.3%	52.5%	55.8%	43.1%	63.0%
Corporate desktop travel tool/internet	1.8%	1.9%	0.8%	0.8%	9.0%	9.6%	1.3%	3.0%
Destination website (official site of state or attraction)	10.7%	10.9%	12.4%	12.5%	3.7%	3.9%	11.5%	10.0%
Online full service travel website (Expedia, Travelocity, etc.)	13.0%	13.7%	12.6%	13.2%	17.0%	18.1%	10.7%	18.7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	0.6%	0.6%	0.7%	0.8%	0%	0%	0.5%	0.9%
Travel provider website (airline, hotel, rental car, cruise, tour)	19.4%	20.2%	17.5%	17.9%	28.8%	30.6%	11.6%	37.3%
Search engines (Google, Bing, Yahoo, etc.)	20.9%	21.4%	21.9%	22.1%	18.4%	19.6%	21.2%	22.0%
Other online planning sources(s)	1.6%	1.6%	1.9%	1.8%	0%	0%	1.5%	1.8%
Social/Commercial Networking Sources (Net)	15.5%	15.9%	15.8%	16.1%	12.2%	12.9%	15.6%	15.3%
MySpace	0.1%	0.1%	0.1%	0.1%	0%	0%	0.2%	0%
Pinterest	2.1%	2.1%	1.5%	1.6%	3.0%	3.2%	2.6%	1.2%
Facebook	7.1%	7.3%	7.5%	7.7%	4.1%	4.3%	7.6%	5.7%
LinkedIn	0.5%	0.6%	0.3%	0.4%	1.8%	2.0%	0.2%	1.3%
Twitter.com	1.3%	1.4%	0.8%	0.9%	1.9%	2.0%	1.8%	0%
Blogs	1.3%	1.4%	1.3%	1.4%	1.8%	1.9%	0.9%	1.9%
Travel review sites (TripAdvisor, Yelp, etc.)	7.7%	7.8%	7.1%	7.1%	7.7%	8.2%	7.2%	9.0%
Yahoo Trip Planner	0.2%	0.2%	0.3%	0.3%	0%	0%	0.4%	0%
VibeAgent	0.1%	0.1%	0%	0%	0.9%	0.9%	0.2%	0%
Other social/commercial networking sources	0.3%	0.3%	0.4%	0.4%	0%	0%	0.5%	0%
Online forums	1.1%	0.9%	0.8%	0.7%	1.1%	1.2%	1.0%	0.9%
Mobile (Net)	8.3%	8.4%	9.1%	9.1%	2.9%	3.0%	10.3%	4.2%
Mobile Web Browsing	8.1%	8.1%	8.8%	8.8%	2.9%	3.0%	9.9%	4.2%
Other mobile sites	0.2%	0.3%	0.3%	0.3%	0%	0%	0.4%	0%
Someone else planned for me and I don't know the method	2.5%	2.3%	1.7%	1.5%	4.3%	4.6%	1.5%	2.9%
No plans were made for this destination	15.9%	15.0%	16.3%	15.9%	13.3%	10.7%	19.2%	9.0%
<b>Advance Trip Consideration</b>								
Less than 2 weeks before the visit	17.2%	15.0%	15.4%	13.3%	22.9%	21.0%	20.0%	7.6%
Within 2 weeks-4 weeks of visit	17.1%	17.7%	16.8%	17.1%	24.2%	25.7%	17.0%	18.3%
At least 1 month, but less than 3 months before the visit	22.3%	23.2%	22.3%	23.1%	23.3%	24.8%	21.5%	24.8%
At least 3 months, but less than 6 months before the visit	18.3%	18.0%	18.4%	17.8%	16.6%	16.6%	17.1%	22.0%
At least 6 months, but less than 1 year before the visit	14.8%	15.0%	16.3%	17.1%	6.2%	4.6%	14.1%	15.9%
More than a year before the visit	10.4%	11.1%	10.9%	11.6%	6.8%	7.3%	10.3%	11.4%
<b>Advance Trip Decision</b>								
Less than 2 weeks before the visit	26.1%	24.0%	24.5%	22.6%	32.4%	30.1%	29.7%	14.9%
Within 2 weeks-4 weeks of visit	16.9%	17.3%	16.4%	16.4%	21.8%	23.2%	16.7%	18.3%
At least 1 month, but less than 3 months before the visit	23.3%	24.3%	22.5%	23.4%	30.2%	31.0%	21.0%	29.6%
At least 3 months, but less than 6 months before the visit	16.8%	16.5%	18.1%	17.8%	9.0%	8.6%	16.0%	19.4%
At least 6 months, but less than 1 year before the visit	11.4%	11.8%	12.7%	13.6%	2.9%	3.1%	11.3%	11.1%
More than a year before the visit	5.6%	6.1%	5.7%	6.2%	3.7%	4.0%	5.3%	6.6%
<b>Trip Booking Sources</b>								
Offline booking (Net)	27.2%	27.9%	25.6%	26.1%	36.9%	36.5%	24.2%	33.0%
Corporate travel department	4.5%	4.7%	3.0%	3.2%	14.5%	14.5%	4.4%	4.4%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	8.2%	8.9%	8.8%	9.5%	4.4%	4.6%	9.1%	6.5%
Directly with travel provider in person/phone	12.4%	12.5%	11.5%	11.6%	16.0%	16.2%	9.4%	18.6%
Travel Agent	1.8%	1.9%	1.7%	1.8%	3.4%	3.6%	1.3%	2.5%



	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
<b>State Level Data</b>								
<b>Sample Size</b>	738	681	582	540	96	91	482	227
<b>Trip Booking Sources (continued)</b>								
Travel club (e.g. AAA)	3.3%	3.1%	3.1%	3.0%	3.5%	2.6%	3.7%	2.8%
Some other offline booking method	1.2%	1.0%	1.1%	0.9%	0.8%	0.8%	0.8%	1.6%
Online booking (Excluding Social/Commercial Networking) (Net)	47.9%	49.7%	45.8%	47.1%	60.7%	61.8%	37.9%	71.0%
Online booking (Including Social/Commercial Networking) (Net)	48.8%	50.6%	46.9%	48.3%	60.7%	61.8%	38.7%	71.8%
Corporate desktop travel tool/intranet	5.1%	5.4%	3.4%	3.6%	19.0%	19.3%	4.3%	7.6%
Destination website	9.2%	9.4%	10.1%	10.3%	7.2%	6.7%	9.4%	9.1%
Online full service travel website (Expedia, Travelocity, etc.)	15.6%	16.5%	14.6%	15.2%	19.9%	21.2%	13.0%	20.8%
Traditional travel agency website	1.7%	1.8%	1.4%	1.5%	0.9%	1.0%	1.5%	1.8%
Travel provider website (airline, hotel, rental car, cruise, tour)	21.8%	22.6%	20.9%	21.4%	26.7%	27.5%	13.5%	41.6%
Some other online booking method	2.4%	2.5%	2.7%	2.7%	0.8%	0.8%	2.5%	2.3%
Unsure, I just used link from social/commercial networking or mobile source	0.9%	0.9%	1.1%	1.2%	0%	0%	0.8%	0.8%
Someone else booked for me and I don't know the method	3.7%	3.7%	2.6%	2.8%	5.3%	5.6%	3.6%	2.8%
<b>No bookings were made for this destination</b>								
<b>Trip Satisfaction (1-5)</b>								
Top 2 Box (Net)	87.4%	88.4%	89.0%	89.7%	81.1%	82.4%	87.5%	88.5%
Extremely Satisfied (5)	46.5%	47.3%	50.8%	51.5%	27.6%	26.4%	48.2%	43.3%
Very Satisfied (4)	40.9%	41.1%	38.2%	38.2%	53.5%	56.0%	39.2%	45.3%
Somewhat Satisfied (3)	11.4%	10.7%	9.5%	9.2%	18.9%	17.6%	11.0%	10.8%
Bottom 2 Box (Net)	1.2%	0.9%	1.5%	1.1%	0%	0%	1.6%	0.6%
Not Very Satisfied (2)	1.0%	0.7%	1.3%	0.9%	0%	0%	1.3%	0.6%
Not At all Satisfied (1)	0.2%	0.2%	0.2%	0.2%	0%	0%	0.3%	0%