

QUARTERLY TRAVEL TRENDS REPORT – Q1 2016

Searches	Volume	Change YOY (%)	Global Share (%)	U.S. Share (%)	U.S. Sources		Int'l Sources	
					%	Change	%	Change
GLOBAL	11,894,023,814	17.98	100.00	--				
U.S.	5,981,575,960	(6.34)	50.29	100.00				
CALIFORNIA	1,040,371,729	33.30	8.75	17.39	90.07	3.98	9.93	(25.79)

U.S. MARKET SUMMARY (CHANGE YOY - %)

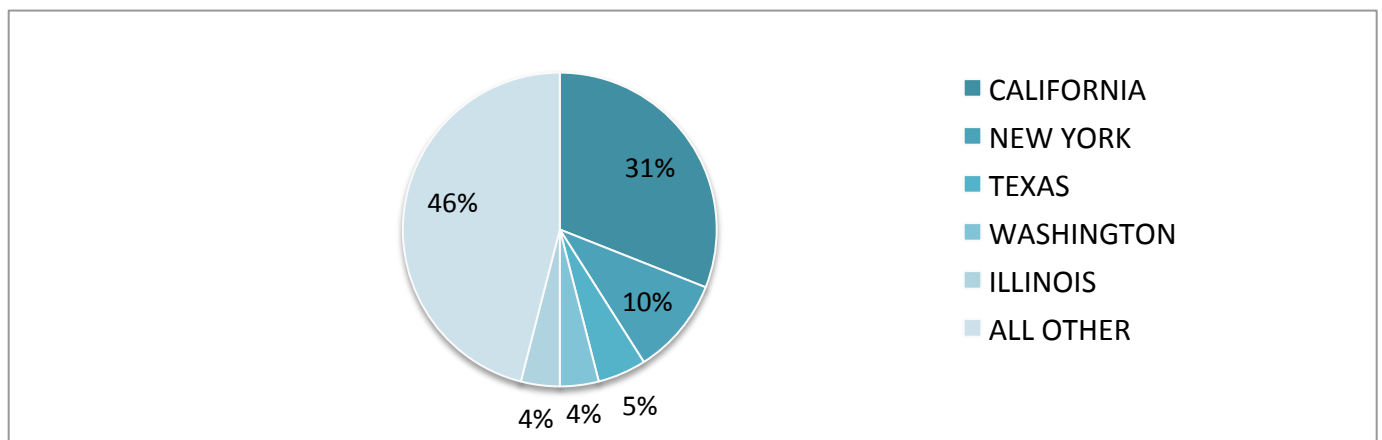
TOP STATES SEARCHED – U.S. SOURCE

State	Share of Search	Change YOY
FL	19.65	(16.75)
CA	17.82	4.55
NY	10.77	2.97
TX	5.18	1.24
IL	3.46	0.81
NV	3.37	0.12
NJ	3.11	1.22
VA	2.57	0.58
GA	2.54	0.67
AZ	2.21	0.62

TOP STATES SEARCHED – CA SOURCE

State	Share of Search	Change YOY
CA	37.60	0.19
NY	9.93	0.25
FL	7.68	(0.62)
NV	5.25	(0.04)
HI	3.81	0.08
TX	3.74	0.18
IL	2.84	0.28
NJ	2.77	0.54
AZ	2.25	0.36
WA	1.94	0.24

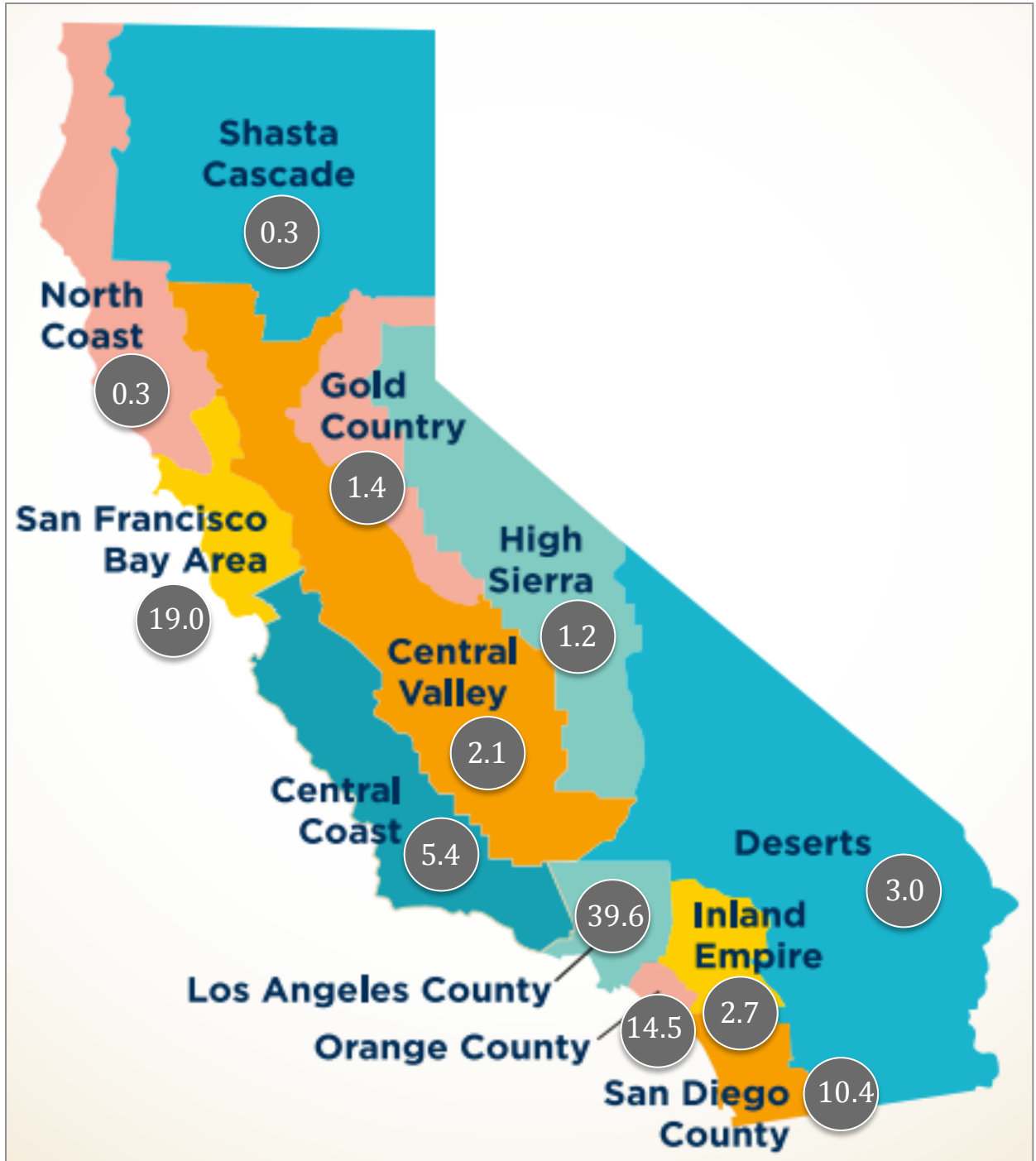
TOP 5 U.S. SOURCES FOR TRAVEL TO CALIFORNIA



TOP 5 U.S. SOURCES – STATES BY REGION (CHANGE YOY - %)

CENTRAL COAST State	Share of Search	Change YOY	Rank	CENTRAL VALLEY State	Share of Search	Change YOY
CA	48.52	(0.01)	1	CA	44.10	(0.03)
NY	5.89	0.11	2	WA	6.32	0.58
TX	4.16	0.07	3	NY	5.71	0.21
CO	3.16	0.17	4	TX	3.88	(0.11)
WA	3.14	0.11	5	PA	3.52	0.41
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CA	39.88	(0.00)	1	CA	41.49	0.08
NY	6.40	0.02	2	NY	5.09	(0.17)
WA	6.14	(0.00)	3	WA	4.48	0.23
TX	4.31	0.11	4	TX	4.37	(0.07)
OR	3.79	0.01	5	OR	2.95	0.09
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
CA	48.73	0.07	1	CA	41.67	0.09
NY	6.32	0.12	2	NY	6.13	(0.03)
GA	4.70	0.57	3	WA	5.97	(0.04)
PA	3.20	0.71	4	TX	4.19	0.09
TX	3.09	(0.24)	5	OR	3.73	(0.05)
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CA	27.65	(0.06)	1	CA	36.30	(0.24)
NY	10.99	0.00	2	NY	8.75	0.51
TX	5.56	0.17	3	TX	5.56	0.33
WA	4.42	0.05	4	OR	4.86	0.23
IL	4.34	0.07	5	PA	3.22	0.15
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CA	28.27	(0.04)	1	CA	43.92	(0.08)
NY	10.72	(0.00)	2	NY	6.82	0.25
TX	5.63	0.18	3	WA	4.40	(0.38)
WA	4.62	0.03	4	TX	4.26	0.18
IL	4.33	0.06	5	GA	4.12	2.45
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CA	29.59	0.03	1	CA	31.95	0.03
NY	8.11	(0.03)	2	NY	9.53	(0.10)
TX	5.64	0.15	3	TX	5.61	0.08
IL	4.31	0.09	4	WA	4.16	0.11
WA	3.95	(0.04)	5	IL	3.94	0.02

U.S. SOURCE – SHARE OF CALIFORNIA SEARCH (%) BY REGION



INTERNATIONAL MARKET SUMMARY (CHANGE YOY - %)

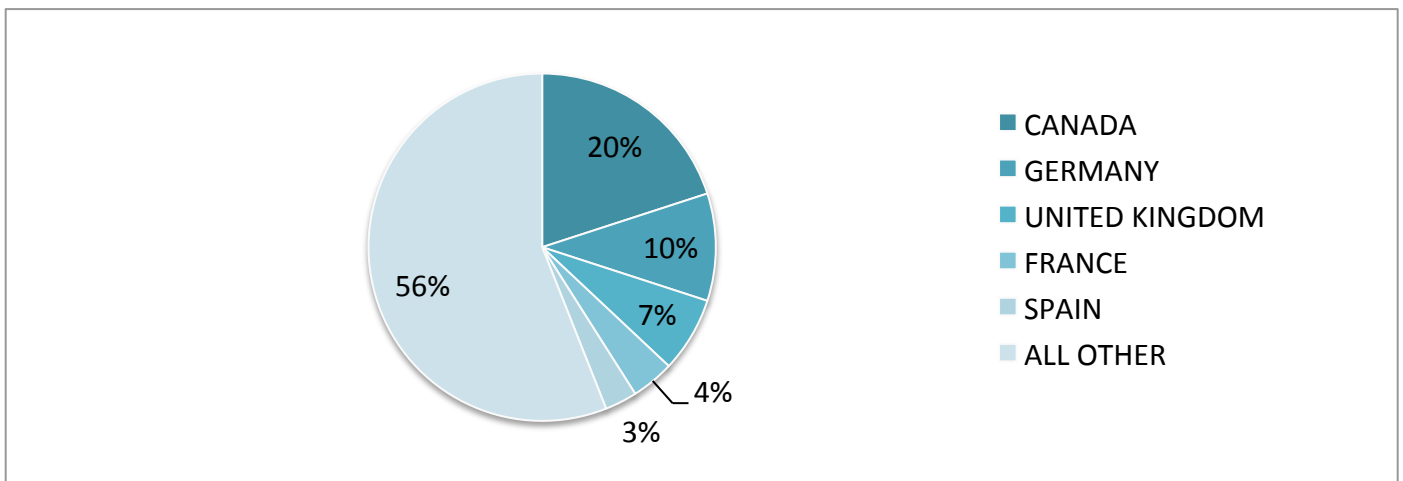
TOP COUNTRIES SEARCHED – U.S. SOURCE

Country	Share of Search	Change YOY
US	76.53	(1.83)
GB	2.51	0.44
MX	2.48	0.36
ES	2.38	0.78
FR	2.31	0.55
IT	1.80	(0.15)
CA	1.69	0.05
TH	0.75	0.20
DE	0.58	(0.03)
JP	0.54	0.10
AE	0.52	0.11

TOP COUNTRIES SEARCHED – CA SOURCE

Country	Share of Search	Change YOY
US	72.93	(0.03)
MX	2.96	0.14
FR	2.76	0.46
ES	2.73	0.48
GB	2.49	0.12
IT	2.08	0.03
CA	1.85	(0.03)
TH	1.26	0.34
JP	1.04	0.34
DE	0.77	0.20
ID	0.71	(0.03)

TOP 5 INTERNATIONAL SOURCES FOR TRAVEL TO CALIFORNIA



TOP 5 INTERNATIONAL SOURCES – STATES BY REGION (CHANGE YOY - %)

CENTRAL COAST State	Share of Search	Change YOY	Rank	CENTRAL VALLEY State	Share of Search	Change YOY
CANADA	17.14	0.01	1	GERMANY	29.99	0.13
GERMANY	14.77	0.00	2	CANADA	9.38	(0.31)
UNITED KINGDOM	12.66	0.77	3	SPAIN	8.21	4.62
FRANCE	3.56	0.00	4	UNITED KINGDOM	5.16	(0.07)
INDIA	3.11	(0.17)	5	INDIA	4.92	1.37
DESERTS State	Share of Search	Change YOY	Rank	GOLD COUNTY State	Share of Search	Change YOY
CANADA	58.17	(0.00)	1	CANADA	25.24	0.60
MEXICO	5.27	(0.35)	2	GERMANY	8.21	(0.29)
UNITED KINGDOM	4.13	0.16	3	UNITED KINGDOM	7.67	0.49
GERMANY	3.99	(0.33)	4	MEXICO	6.88	(0.14)
INDIA	2.11	0.47	5	SPAIN	2.77	(0.79)
HIGH SIERRA State	Share of Search	Change YOY	Rank	INLAND EMPIRE State	Share of Search	Change YOY
ITALY	22.74	0.00	1	CANADA	61.05	0.01
SPAIN	19.57	3.26	2	UNITED KINGDOM	3.61	(0.12)
FRANCE	10.94	6.15	3	GERMANY	3.37	(0.45)
UNITED KINGDOM	8.58	0.44	4	MEXICO	3.32	(0.23)
GERMANY	8.45	(0.72)	5	INDIA	2.02	0.62
LA COUNTY State	Share of Search	Change YOY	Rank	NORTH COAST State	Share of Search	Change YOY
CANADA	18.52	0.11	1	ARGENTINA	15.44	1.42
GERMANY	9.66	(0.42)	2	GERMANY	11.36	(0.30)
UNITED KINGDOM	7.02	0.38	3	UNITED KINGDOM	10.86	(0.09)
FRANCE	4.15	0.19	4	CANADA	9.87	(0.51)
CHINA	3.61	0.31	5	SPAIN	6.98	1.70
ORANGE COUNTY State	Share of Search	Change YOY	Rank	SHASTA CASCADE State	Share of Search	Change YOY
CANADA	20.85	0.07	1	ARGENTINA	11.88	2.87
GERMANY	9.15	(0.40)	2	UNITED KINGDOM	10.95	(0.07)
UNITED KINGDOM	6.80	0.38	3	GERMANY	9.09	(0.14)
CHINA	3.61	0.36	4	CANADA	8.89	(0.64)
FRANCE	3.51	0.20	5	SPAIN	5.50	(0.20)
SAN DIEGO COUNTY State	Share of Search	Change YOY	Rank	SF BAY AREA State	Share of Search	Change YOY
CANADA	25.25	(0.08)	1	CANADA	16.87	0.20
GERMANY	11.12	(0.22)	2	GERMANY	12.02	(0.16)
UNITED KINGDOM	9.95	0.53	3	UNITED KINGDOM	6.58	0.29
MEXICO	7.52	(0.10)	4	INDIA	4.85	0.19
FRANCE	2.83	0.56	5	FRANCE	3.83	0.04

INTERNATIONAL SOURCE – SHARE OF CALIFORNIA SEARCH (%) BY REGION

