

# California | 2009 DATA TABLES PUBLIC VERSION

*Prepared for the California Travel and Tourism Commission*

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## 2009 California Marketing Intelligence Snapshot

- California hosted 322.0 million domestic stay-visitors in 2009, decreasing 4.7% over 2008 with both Leisure (-4.4%) and Business (-5.6%) contributing to the decline. Of those who visited California in 2009, 243.9 million traveled for Leisure while 78.1 million traveled for Business. California Residents traveling within the State declined 4.7% to 276.2 million in 2009. Similarly, Non-Resident visitation declined 4.8% over 2008, reaching a low of 45.8 million in 2009.
- California travel in and to continue to comprise the largest share of the U.S. domestic travel market - decreasing from 11.27% in 2008 to 11.20% in 2009. California reports the largest shifts among its competing destinations with Leisure declining 0.26 percentage points to 11.09%, while Business increased 0.6 percentage points 11.62%.
- California hosted 182.8 million domestic trip-visitors in 2009, decreasing 5.4% over 2008 with the larger Leisure travel segment decreasing only 1.1% but the smaller Business segment losing 16.7% in share. Of those trip-visitors who visited California in 2009, 138.5 million traveled for Leisure while 44.24 million traveled for Business. California Residents traveling within the State declined 5.7% to 144.7 million in 2009. Similarly, Non-Resident visitation declined 4.1% over 2008, reaching a reported low of 38.1 million in 2009. The growth of 2.4% in Leisure Non-Resident travelers was not sufficient to offset the decline in Business Non-Resident travelers.
- After last year's decline, average daily visitor spending increased across all California travel segments in 2009, ranging from -0.3% for Leisure Resident to 5.0% for the Leisure Non-Resident segment. Overall, the average daily spending by a California visitor grew 1.8% to \$125.1 in 2009. As expected, Business travelers spent the most per day (\$171.0) while in-state Leisure travelers spent the least per day (\$101.9).
- The largest proportion of California daily visitor spending in 2009 was Transportation (28.5%), followed by Food (23.4%), Room expenses (16.6%), Shopping (13.1%), Entertainment (12.9%) and Miscellaneous expenses (5.4%).
- On average, California visitors were 44 years of age in 2009, a drop of 3 years after years of relative stability. Among California visitors, Business travelers were the oldest (46 years) while all other travel segments were younger (each 44 years).
- Despite the weakened economy, California visitors averaged an annual household income of \$94,513 in 2009, increasing from \$93,451 in 2008. The largest proportion of visitors held Managerial/Professional occupations. Seven out of ten California visitors were married.

- Leisure remained the primary purpose of stay in 2009, accounting for over three-fourths of all California travel. Out of those who visited the State for Leisure, the majority traveled to Visit Friends/Relatives (31%), followed by Special Events (19%), Other Personal Reasons (21%), General Vacation (13%) and Getaway Weekends (16%).
- The typical California travel party consisted of 2.15 persons in 2009, a slight increase over 2008. Among those, Business travel parties were the smallest (1.46 persons) while Leisure Resident parties were the largest (2.49 persons). The largest proportion of California travel parties were comprised of One Adult (40%), followed by Couples (26%) and Families (21%).
- California travel parties averaged a stay length of 2.13 days in 2009; compared to 2.10 days in 2008- as half of all California travel parties were Day-Trippers, particularly Residents traveling within the State. Conversely, Non-Residents averaged a stay length of 4.01 days as half stayed between 1-3 nights and another quarter reporting a stay of 4-7 nights.
- California travel parties enjoyed several activities during their stay in 2009, especially Dining (36%), Shopping (21%), Entertainment (20%), Touring/Sightseeing (13%), Theme/Amusement Park (7%), Beach/Waterfront (6%) and Night Life, Festival/Craft Fair, Attend Sports Event, and Museum/Art Exhibit (each 4%).
- Eight out of ten visitors arrived by auto in 2009, followed by air (10%) and other transportation modes (8%). On average, visitors traveled 332 miles each way regardless their mode of transportation, ranging from a low of 162 miles (Residents and Resident Leisure) to a high of 1,243 miles (Non-Resident).
- Hotels (52%) remained the accommodation of choice for California visitors staying overnight, especially High-End (20%) and Mid-Level (19%) properties. Private Homes represented over one-third of all overnight visitation - mirroring the proportion of visitors traveling to visit Friends/Relatives.
- The Pacific and Mountain divisions continued to generate the largest proportion of California visitors in 2009. On a micro level the majority of California visitors were from within the State itself (84.3%), followed by Arizona (2.6%), Nevada (1.9%), Texas (1.4%) and Washington (1.1%).
- In terms of Non-Resident visitation, half of all California visitors arrived from MSAs such as Phoenix-Mesa-Scottsdale, AZ (11.5%), Las Vegas-Paradise, NV (8.2%), Reno-Sparks, NV (3.5%), Chicago-Naperville-Joliet, IL (3.3%), New York-Wayne-White Plains NY-NJ (2.7%), Atlanta-Sandy Springs-Marietta, GA (2.7%), Seattle-Bellevue-Everett, WA (2.5%), Denver-Aurora, CO (2.5%), Portland-Vancouver-Beaverton, OR-WA (2.4%), Salt Lake City, UT (2.4%), Yuma, AZ (2.3%), Tucson, AZ (2.0%), Tacoma, WA (1.9%), Dallas-Plano-Irving, TX (1.8%), Houston-Baytown-Sugar Land, TX (1.6%), and Washington-Arlington-Alexandria, DC-VA (1.6%).

## 2009 U.S. Economy in Review

- The U.S. economy retracted at an annualized rate of 2.4% in 2009, the worst performance since 1946. However, the worst recession since the Great Depression finally came to an end in the second half of the year, as the economy expanded 2.2% and 5.9% in the third and fourth quarters respectively.
- Disposable Personal Income remained flat and stood at \$32,519 in 2009, basically unchanged over 2008.
- As expected, Personal Consumption Expenditures declined 1.5% to a four year low of \$30,034 in 2009.
- Unemployment peaked at 10.1% in October, the worst monthly reading in 26 years. Overall, 2009 averaged an unemployment rate of 9.3% as companies, particularly in the financial and manufacturing sectors shed thousands of jobs.
- The Consumer Confidence Index bottomed out at 25.3 in February, the worst reading since the index began in 1967 - finishing 2009 at 45.2.
- Despite the economic collapse, crude oil prices remained below \$80 a barrel, ranging from a low of \$38 in January to a high of \$74 in December. Gas prices followed a similar trend, remaining below \$2.65 per gallon throughout 2009.
- The Consumer Price Index stood at 214.5, relatively flat in 2009 over 2008. However, the Travel Price Index, which measures the cost of travel, decreased from 257.7 in 2008 to 241.5 in 2009 due to deep travel discounts.



## Key Economic Indicators

	<i>Annual Totals</i>				<i>% Change</i>		
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>07/06</b>	<b>08/07</b>	<b>09/08</b>
Real GDP (billions 000 \$)*	\$12,976	\$13,254	\$13,312	\$12,987	2.1%	0.4%	-2.4%
Per Capita Disposable Personal Income*	\$32,271	\$32,648	\$32,514	\$32,519	1.2%	-0.4%	0.0%
Per Capita Personal Consumption Expenditures*	\$30,341	\$30,838	\$30,479	\$30,034	1.6%	-1.2%	-1.5%
Consumer Confidence Index	105.9	103.4	58.0	45.2	-2.4%	-43.9%	-22.0%
Consumer Price Index	201.6	207.3	215.3	214.5	2.8%	3.9%	-0.4%
Travel Price Index	233.5	244.0	257.7	241.5	4.5%	5.6%	-6.3%
Unemployment Rate	4.6%	4.6%	5.8%	9.3%	N/A	N/A	N/A

Sources: *Economic Indicators - Department of Commerce Bureau of Economic Analysis*

*Travel Price Index – Tourism Industry Association (US Travel)*

*Consumer Confidence Index – Conference Board Consumer Confidence Survey*

*\*Based on Chained (2005) Dollars*

## California Travel Volume &amp; Market Share of the U.S. Travel Segment

	2009		% Change	2008		2007		2006	
	Volume	Share	09/08	Volume	Share	Volume	Share	Volume	Share
<b>Person-Stays Based (in millions)</b>									
<b>Total</b>	322.03	11.20%	-4.7%	338.02	11.27%	341.32	11.09%	352.33	11.49%
<b>Business</b>	78.15	11.62%	-5.6%	82.82	11.02%	93.38	11.79%	95.89	11.95%
<b>Leisure</b>	243.88	11.09%	-4.4%	255.20	11.35%	247.94	10.85%	256.44	11.33%
<b>Resident</b>	276.20	n/a*	-4.7%	289.89	n/a*	283.10	n/a*	299.00	n/a*
<b>Non-Resident</b>	65.37	n/a*	-4.8%	48.13	n/a*	58.23	n/a*	53.33	n/a*
<b>Leisure Resident</b>	210.83	n/a*	-4.7%	221.13	n/a*	207.93	n/a*	222.03	n/a*
<b>Leisure Non-Resident</b>	33.05	n/a*	-3.0%	34.06	n/a*	40.02	n/a*	34.41	n/a*
<b>Person-Trips Based (in millions)</b>									
<b>Total</b>	182.78	10.89%	-5.4%	193.22	11.34%	197.38	11.00	200.75	12.30
<b>Business</b>	44.24	11.71%	-16.7%	53.12	11.49%	56.22	11.82	58.29	15.39
<b>Leisure</b>	138.54	10.68%	-1.1%	140.10	11.30%	141.16	10.73	142.47	11.30
<b>Resident</b>	144.68	n/a*	-5.7%	153.49	n/a*	155.56	n/a*	159.07	n/a*
<b>Non-Resident</b>	38.10	n/a*	-4.1%	39.49	n/a*	41.82	n/a*	41.68	n/a*
<b>Leisure Resident</b>	111.45	n/a*	-1.9%	113.63	n/a*	113.23	n/a*	115.13	n/a*
<b>Leisure Non-Resident</b>	27.10	n/a*	2.4%	26.47	n/a*	27.94	n/a*	27.34	n/a*

Please note, market share estimates may differ slightly from calculating directly from the volume estimates in some instances. Travel volume is estimated using the Small Area Estimation Model. Due to the modeling process, it is not recommended to calculate market share from the volume estimates. Instead, market share is derived directly from the survey responses and is provided in the report under the Market Share column. Any differences are within range of statistical error.

DKSA is committed to using the best available data sources at the time of publishing. As a result, historical numbers may change due to improved methodologies and additional data input. \*Data not purchased.

## 2009 California Data Table Banner Point Definitions

### California Travel

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	<u>Total</u>	<u>Bus</u>	<u>Leis</u>	<u>Resdnt</u>	<u>N-Res</u>	<u>Lei Res</u>	<u>Lei N-Res</u>
<b>Total</b>	Total domestic travel to and within California						
<b>Bus</b>	Domestic business travel to and within California						
<b>Leis</b>	Domestic leisure travel to and within California						
<b>Resdnt</b>	Domestic travel within California by California residents						
<b>N-Res</b>	Domestic travel to California by non-residents						
<b>Lei Res</b>	Domestic leisure travel within California by California residents						
<b>Lei N-Res</b>	Domestic leisure travel to California by non-residents						

"\*" indicates the finding is less than 1%

## Weight Explanations

- **Stays Weight** - Represent the number of individuals that travel (so-called travel groups or parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group and if they originated from the same household or not . It is the most basic travel weight and broadest unit used for measuring a travel experience. To arrive at the Stays weight, the respondent weight is adjusted based on variables in order to ensure that there are a certain number of trips that fit standards. These adjustments are based on length of stay, length of trip, mode of transportation, purpose of trip, and special adjustments for particular mailing months and destinations.

*Example: Mr. & Mrs. Smith's 5-day trip to State A, where they visited Anytown A and Anytown B = 2 Stays*

- **Person-Stays Weight** - The total number of people that traveled, regardless of the length of their stay. This measure equates to the number of visitors and can be influenced by changes in the number of travel parties or the number of people in the travel party.

*Example: Mr. & Mrs. Smith's 5-day vacation in Anytown, USA = 2 Person-Stays or 2 visitors.*

- **Person-Days Weight** - This is simply the total number of days that visitors contributed to a destination. This measure can be influenced by changes in number of visitors, changes in length of stay of these visitors, changes in party composition shares, and/or changes in the day/overnight mix.

*Example: Mr. & Mrs. Smith's 5-day vacation in Anytown, USA = 10 Person-Days (2 Person-Stays x 5 days).*

### Confidence Level

The confidence interval table indicates how well the data - based on a sample - reflects the entire population of travelers. The smaller the interval, the more accurate the data and the greater confidence we have that the sample number represents the population. For example, if the air travel finding for the California is 10% - using the chart below-we can say that the actual proportion of the population is 10% plus or minus 0.8 percentage point. DKSA uses a 90% confidence level because it reflects a good balance between accepting a difference in findings as real when it in fact is not, and rejecting a difference as not real, when it actually is (in statistical terms, the tradeoff between making a “Type I” and “Type II” error).

	Sample Size for 2009	Percentage Finding in Report or Data Table				
		0 to 2% or 98% to 100%	2% to 5% or 95% to 98%	5% to 10% or 90% to 95%	10% to 25% or 75% to 90%	25% to 75%
California	6,770	0.2%	0.4%	0.5%	0.8%	1.0%
Business	1,459	0.4%	0.8%	1.1%	1.6%	2.1%
Leisure	5,695	0.2%	0.4%	0.6%	0.8%	1.1%
Resident	4,163	0.3%	0.5%	0.7%	1.0%	1.3%
Non-Resident	2,607	0.3%	0.6%	0.8%	1.2%	1.6%
Leisure Resident	3,661	0.3%	0.5%	0.7%	1.0%	1.4%
Leisure Non-Resident	2,034	0.4%	0.7%	1.0%	1.4%	1.8%

**YEAR TRIP STARTED**  
Unweighted Household Counts

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
2009 Travel	6770	1459	5695	4163	2607	3661	2034
2008 Travel	8580	2393	6683	5369	3211	4454	2229
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
2008-2009	15350	3852	12378	9532	5818	8115	4263
2007-2008	16379	4666	12674	10460	5919	8572	4102
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
2007-2009	23149	6125	18369	14623	8526	12233	6136
2004-2006	21679	6229	16657	13809	7870	11189	5468

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12138	2256	9882	8390	3748	6980	2902
Unweighted 2008 Stay Base	14966	3667	11299	10623	4343	8379	2920
Weighted 2009 Stay Base	31039	6873	24166	26127	4913	20507	3659
Weighted 2008 Stay Base	36938	8802	28137	31376	5562	24167	3970
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2009	43	47	42	43	42	42	43
2008	45	48	44	45	44	44	43
2007	47	48	46	48	44	46	44
2006	44	48	43	44	43	43	43
2005	46	49	44	46	42	45	43
<i>Average (years)</i>							
2009	44	46	44	44	44	44	44
2008	47	49	46	47	46	46	46
2007	47	48	47	48	46	47	46
2006	46	47	45	46	46	45	46
2005	47	48	47	47	45	47	46
	%	%	%	%	%	%	%
18-24 Years							
2009	5	3	6	5	7	6	7
2008	3	3	3	3	2	3	2
2007	5	2	6	4	6	5	8
2006	6	8	6	7	5	6	3
2005	6	7	5	6	5	5	4

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
25-34 Years							
2009	28	24	29	28	31	29	31
2008	24	16	26	23	28	25	32
2007	22	19	24	22	24	24	23
2006	26	19	28	26	25	28	30
2005	23	18	25	22	29	24	29
35-44 Years							
2009	20	19	20	20	17	21	15
2008	22	22	22	22	22	22	19
2007	19	19	18	18	22	18	22
2006	19	17	20	18	24	20	20
2005	20	18	21	20	21	21	21
45-54 Years							
2009	21	25	20	21	18	20	17
2008	22	27	20	22	18	21	15
2007	21	29	18	22	18	19	14
2006	20	20	19	20	17	20	15
2005	20	24	18	20	18	19	16
55 Years and Older							
2009	26	29	25	26	27	24	30
2008	31	33	30	31	30	29	32
2007	33	31	34	34	29	34	33
2006	29	36	27	29	29	26	32
2005	32	34	31	33	27	32	30



**AGE OF RESPONDENT**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40731	9339	31392	28975	11756	23089	8303
Unweighted 2004-2006 Stay Base	37342	9451	27891	27043	10299	20841	7050
Weighted 2007-2009 Stay Base	47121	15019	32102	39188	7933	27151	4951
Weighted 2004-2006 Stay Base	46251	15801	30450	38849	7402	26137	4313
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2007-2009	48	48	47	48	44	47	45
2004-2006	47	49	46	47	44	46	45
<i>Average (years)</i>							
2007-2009	48	49	47	48	46	47	47
2004-2006	47	48	47	47	46	47	47
	%	%	%	%	%	%	%
18-24 Years							
2007-2009	4	2	5	4	4	5	5
2004-2006	6	7	5	6	5	5	4
25-34 Years							
2007-2009	22	17	24	21	26	23	27
2004-2006	22	17	24	21	25	24	28
35-44 Years							
2007-2009	18	19	18	17	21	18	16
2004-2006	19	18	19	18	21	19	18

**AGE OF RESPONDENT**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
45-54 Years							
2007-2009	23	29	20	23	19	20	16
2004-2006	21	24	19	21	20	20	17
55 Years and Older							
2007-2009	34	33	34	35	30	34	36
2004-2006	33	34	33	34	29	33	34

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40731	9339	31392	28975	11756	23089	8303
Unweighted 2004-2006 Stay Base	37342	9451	27891	27043	10299	20841	7050
Weighted 2007-2009 Stay Base	26306472	8152737	18153640	15976947	10329418	11619210	6534406
Weighted 2004-2006 Stay Base	23852294	7698498	16153781	14586086	9266180	10690803	5463011
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2007-2009	47	47	47	47	46	47	47
2004-2006	45	45	44	45	44	45	44
<i>Average (years)</i>							
2007-2009	47	47	48	48	47	48	48
2004-2006	46	45	46	46	45	46	46
	%	%	%	%	%	%	%
18-24 Years							
2007-2009	4	2	4	4	3	5	4
2004-2006	4	4	4	5	3	5	3
25-34 Years							
2007-2009	22	20	22	21	23	22	24
2004-2006	24	22	25	23	26	24	27
35-44 Years							
2007-2009	20	23	18	20	20	19	18
2004-2006	21	24	20	20	24	20	21

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
45-54 Years							
2007-2009	23	28	20	23	23	21	19
2004-2006	21	24	20	21	21	21	17
55 Years and Older							
2007-2009	32	27	35	33	31	34	36
2004-2006	29	26	30	31	26	30	31

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40731	9339	31392	28975	11756	23089	8303
Unweighted 2004-2006 Stay Base	37342	9451	27891	27043	10299	20841	7050
Weighted 2007-2009 Stay Base	47121	15019	32102	39188	7933	27151	4951
Weighted 2004-2006 Stay Base	46251	15801	30450	38849	7402	26137	4313
18-24 Years							
2007-2009	\$352	\$239	\$376	\$296	\$636	\$326	\$636
2004-2006	\$330	\$196	\$428	\$272	\$694	\$356	\$1049
25-34 Years							
2007-2009	\$415	\$400	\$420	\$311	\$829	\$322	\$874
2004-2006	\$514	\$528	\$509	\$371	\$1135	\$387	\$1130
35-44 Years							
2007-2009	\$478	\$459	\$488	\$366	\$939	\$373	\$1173
2004-2006	\$515	\$533	\$506	\$364	\$1186	\$383	\$1320
45-54 Years							
2007-2009	\$435	\$384	\$471	\$316	\$1140	\$366	\$1215
2004-2006	\$458	\$415	\$486	\$337	\$1123	\$394	\$1138
55 Years and Older							
2007-2009	\$406	\$330	\$440	\$308	\$959	\$334	\$994
2004-2006	\$375	\$310	\$411	\$284	\$946	\$317	\$951

**HOUSEHOLD INCOME**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12114	2245	9869	8391	3723	6981	2888
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Weighted 2009 Stay Base	30991	6855	24137	26129	4862	20509	3628
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
<i>Median Income</i>							
2009	\$81065	\$93511	\$77937	\$80918	\$81868	\$78456	\$75116
2008	\$80393	\$86489	\$78263	\$79478	\$85802	\$78410	\$77410
2007	\$81025	\$94255	\$75989	\$80690	\$83006	\$76538	\$72262
2006	\$70235	\$74113	\$68888	\$69130	\$76220	\$68617	\$70516
2005	\$66710	\$74243	\$62920	\$66808	\$66093	\$63506	\$59606
<i>Average Income</i>							
2009	\$94513	\$105055	\$91519	\$94182	\$96291	\$91592	\$91102
2008	\$93452	\$101991	\$90780	\$92438	\$99177	\$90836	\$90440
2007	\$91566	\$99281	\$88676	\$90200	\$98283	\$88127	\$91558
2006	\$80132	\$80911	\$79844	\$79206	\$85131	\$79808	\$80065
2005	\$76236	\$82888	\$73756	\$76123	\$76839	\$73971	\$72498
	%	%	%	%	%	%	%
<u>Under \$75,000</u>							
2009	46	39	48	46	45	48	50
2008	46	41	48	47	43	48	48
2007	46	36	49	46	45	49	51
2006	53	51	54	54	49	55	53
2005	56	51	58	56	56	58	60
<u>\$75,000 or More</u>							
2009	54	61	52	54	55	52	50
2008	54	59	52	53	57	52	52
2007	54	64	51	54	55	51	49
2006	47	49	46	46	51	45	47
2005	44	49	42	44	44	42	40

**HOUSEHOLD INCOME**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Under \$50,000							
2009	26	19	28	26	27	28	29
2008	25	20	27	26	24	27	28
2007	28	21	31	28	30	30	35
2006	33	32	34	34	31	34	33
2005	36	32	37	36	36	37	38
\$50,000-\$74,999							
2009	20	19	20	20	18	20	21
2008	21	21	21	21	19	21	20
2007	18	16	18	18	15	18	16
2006	20	19	21	21	18	21	20
2005	20	19	21	20	20	21	22
\$75,000-\$99,999							
2009	17	15	17	17	17	17	18
2008	18	19	17	18	17	17	18
2007	17	18	17	18	15	18	15
2006	22	23	21	22	24	21	23
2005	21	21	22	22	20	22	20
\$100,000 or Higher							
2009	37	46	35	37	38	35	32
2008	36	40	35	35	40	35	34
2007	37	46	33	36	40	33	33
2006	25	26	24	24	28	24	24
2005	22	29	20	22	25	20	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12114	2245	9869	8391	3723	6981	2888
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Weighted 2009 Stay Base	30991	6855	24137	26129	4862	20509	3628
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
	%	%	%	%	%	%	%
<u>No Children</u>							
2009	57	57	56	56	61	55	63
2008	58	63	56	58	58	56	56
2007	64	66	63	64	61	64	62
2006	63	70	60	63	62	59	64
2005	64	71	61	65	55	62	52
<u>Have children</u>							
2009	43	43	44	44	39	45	37
2008	42	37	44	42	42	44	44
2007	36	34	37	36	39	36	38
2006	37	30	40	37	38	41	36
2005	36	29	39	35	45	38	48
<u>5 years old or younger</u>							
2009	20	22	19	20	19	19	17
2008	18	18	18	17	20	17	22
2007	17	14	18	17	20	18	20
2006	17	9	20	17	17	21	18
2005	17	11	19	15	26	18	27



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
6-9 years old							
2009	17	13	18	17	16	18	15
2008	16	15	16	15	20	15	22
2007	13	12	13	13	13	13	14
2006	14	12	15	14	14	15	17
2005	14	12	15	13	19	14	21
10-12 years old							
2009	12	9	12	12	8	13	8
2008	11	12	11	11	12	10	13
2007	9	10	8	9	8	8	8
2006	11	9	11	10	13	11	13
2005	10	8	11	9	12	10	12
13-17 years old							
2009	17	17	17	18	13	18	13
2008	17	15	17	17	13	18	12
2007	14	15	13	14	13	14	12
2006	14	14	15	14	13	15	12
2005	14	13	14	14	13	14	14

**GENERATIONS**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12138	2256	9882	8390	3748	6980	2902
Unweighted 2008 Stay Base	14966	3667	11299	10623	4343	8379	2920
Weighted 2009 Stay Base	31039	6873	24166	26127	4913	20507	3659
Weighted 2008 Stay Base	36938	8802	28137	31376	5562	24167	3970
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2009	16	14	17	16	17	17	19
2008	7	4	8	7	8	8	10
2007	8	4	9	8	8	9	11
2006	8	10	8	9	6	8	4
2005	6	8	5	6	5	5	4
GenX (1965-1980)							
2009	37	33	39	37	38	39	35
2008	38	33	40	38	42	40	42
2007	32	30	33	31	38	33	35
2006	36	30	39	36	41	38	42
2005	34	28	36	32	42	35	42
Boomers (1946-1964)							
2009	34	40	32	34	32	32	31
2008	37	45	35	38	34	36	29
2007	39	50	35	40	36	36	33
2006	36	38	36	37	34	36	31
2005	37	40	36	37	33	36	31

**GENERATIONS**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Silent (1930-1945)							
2009	12	13	12	12	13	11	14
2008	15	16	15	15	16	14	18
2007	17	12	19	18	16	19	20
2006	16	20	15	16	17	14	19
2005	20	22	20	21	18	20	21
GI (1929 or earlier)							
2009	1	1	1	1	1	1	1
2008	2	1	2	2	1	2	1
2007	3	4	3	3	2	3	2
2006	2	2	3	2	2	3	3
2005	3	2	4	4	2	4	2

**GENERATIONS**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40731	9339	31392	28975	11756	23089	8303
Unweighted 2004-2006 Stay Base	37342	9451	27891	27043	10299	20841	7050
Weighted 2007-2009 Stay Base	47121	15019	32102	39188	7933	27151	4951
Weighted 2004-2006 Stay Base	46251	15801	30450	38849	7402	26137	4313
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2007-2009	9	6	11	9	9	11	11
2004-2006	6	7	5	6	4	6	4
GenX (1965-1980)							
2007-2009	32	30	33	31	39	33	34
2004-2006	32	28	34	30	39	33	39
Boomers (1946-1964)							
2007-2009	40	48	36	41	35	37	32
2004-2006	39	44	37	40	36	38	32
Silent (1930-1945)							
2007-2009	17	14	18	17	16	17	20
2004-2006	20	19	20	20	18	20	22
GI (1929 or earlier)							
2007-2009	2	2	2	2	1	2	2
2004-2006	3	3	4	3	2	4	3

**GENERATIONS**  
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40731	9339	31392	28975	11756	23089	8303
Unweighted 2004-2006 Stay Base	37342	9451	27891	27043	10299	20841	7050
Weighted 2007-2009 Stay Base	26306472	8152737	18153640	15976947	10329418	11619210	6534406
Weighted 2004-2006 Stay Base	23852294	7698498	16153781	14586086	9266180	10690803	5463011
	%	%	%	%	%	%	%
Millennials (1981-Present)							
2007-2009	8	5	9	9	7	9	8
2004-2006	5	5	5	6	4	6	4
GenX (1965-1980)							
2007-2009	35	36	34	33	37	34	34
2004-2006	36	35	37	34	40	35	40
Boomers (1946-1964)							
2007-2009	40	46	37	40	40	37	37
2004-2006	39	45	37	40	38	39	33
Silent (1930-1945)							
2007-2009	16	11	18	17	15	18	20
2004-2006	17	14	19	18	16	18	19
GI (1929 or earlier)							
2007-2009	2	2	2	2	1	2	1
2004-2006	2	1	3	2	2	2	3

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22214	5217	16997	15166	7048	11929	5068
Unweighted 2004-2006 Stay Base	25183	6540	18643	18021	7162	13789	4854
Weighted 2007-2009 Stay Base	35326	11105	24222	29782	5544	20646	3576
Weighted 2004-2006 Stay Base	37805	12884	24921	32108	5697	21564	3357
Millennials (1981-Present)							
2007-2009	\$492	\$517	\$487	\$392	\$1072	\$387	\$1057
2004-2006	\$436	\$306	\$519	\$329	\$1628	\$420	\$1485
GenX (1965-1980)							
2007-2009	\$602	\$614	\$598	\$447	\$1262	\$459	\$1343
2004-2006	\$630	\$657	\$619	\$451	\$1358	\$470	\$1382
Boomers (1946-1964)							
2007-2009	\$566	\$483	\$619	\$408	\$1556	\$466	\$1631
2004-2006	\$542	\$502	\$567	\$397	\$1457	\$450	\$1492
Silent (1930-1945)							
2007-2009	\$558	\$436	\$603	\$431	\$1275	\$461	\$1315
2004-2006	\$478	\$363	\$539	\$358	\$1282	\$408	\$1366
GI (1929 or earlier)							
2007-2009	\$425	\$373	\$451	\$361	\$1105	\$380	\$1027
2004-2006	\$351	\$251	\$395	\$238	\$1296	\$254	\$1300

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
Young & Free							
2009	16	14	17	16	18	17	20
2008	12	10	12	12	11	13	11
2007	13	11	14	13	13	14	13
2006	17	21	16	18	16	16	16
2005	14	17	13	14	13	13	10
Young Family							
2009	17	14	18	17	19	18	18
2008	15	9	16	14	19	15	23
2007	14	10	16	13	17	15	18
2006	14	6	18	15	13	18	17
2005	14	8	17	13	21	16	22
Maturing & Free							
2009	18	21	17	18	18	17	16
2008	19	24	17	19	20	17	15
2007	20	25	18	20	21	18	18
2006	18	17	19	18	19	19	17
2005	19	23	18	20	18	19	14

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Moderate Family							
2009	8	6	9	9	5	10	5
2008	10	9	10	10	8	10	9
2007	7	6	7	7	5	8	6
2006	10	10	10	10	11	10	9
2005	11	8	12	11	10	12	13
Affluent Family							
2009	14	16	14	15	12	14	11
2008	14	15	14	15	12	15	9
2007	13	17	11	12	13	11	11
2006	10	11	10	10	11	10	8
2005	10	11	9	9	11	9	10
Moderate Mature							
2009	6	6	6	6	7	6	9
2008	8	9	8	9	8	8	9
2007	10	8	11	11	8	11	11
2006	11	10	11	11	9	11	12
2005	11	9	12	11	9	12	11
Affluent Mature							
2009	16	16	16	16	16	16	17
2008	19	20	18	19	20	18	20
2007	20	22	20	21	18	20	19
2006	16	23	14	16	18	13	18
2005	20	23	18	20	16	19	18



**LIFESTAGE OF RESPONDENT**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	47125	15020	32105	39190	7935	27153	4952
Weighted 2004-2006 Stay Base	46279	15812	30467	38875	7404	26152	4315
	%	%	%	%	%	%	%
Young & Free							
2007-2009	14	10	15	14	14	15	15
2004-2006	17	17	17	17	17	17	16
Young Family							
2007-2009	12	9	13	11	16	12	17
2004-2006	10	7	12	10	12	12	15
Maturing & Free							
2007-2009	21	24	20	21	23	20	19
2004-2006	22	23	22	23	21	23	18
Moderate Family							
2007-2009	7	6	7	7	5	7	5
2004-2006	8	7	8	8	9	8	8
Affluent Family							
2007-2009	12	17	10	12	12	10	8
2004-2006	9	12	8	9	11	8	8

**LIFESTAGE OF RESPONDENT**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Moderate Mature							
2007-2009	10	8	11	10	8	10	12
2004-2006	12	9	13	12	9	13	13
Affluent Mature							
2007-2009	21	21	21	21	19	21	22
2004-2006	19	22	18	19	19	18	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	%	%	%	%	%	%	%
Young & Free							
2007-2009	14	13	14	14	14	14	14
2004-2006	17	18	16	17	17	16	16
Young Family							
2007-2009	11	9	13	11	12	12	13
2004-2006	12	7	14	12	12	13	14
Maturing & Free							
2007-2009	22	27	20	22	23	21	18
2004-2006	21	25	20	21	22	21	18
Moderate Family							
2007-2009	6	4	6	6	5	7	5
2004-2006	8	8	8	8	8	9	8
Affluent Family							
2007-2009	15	20	12	14	15	12	13
2004-2006	13	15	12	12	15	12	13

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Moderate Mature							
2007-2009	7	5	8	7	7	8	9
2004-2006	8	6	9	9	6	9	9
Affluent Mature							
2007-2009	22	20	23	23	21	23	24
2004-2006	19	18	19	19	18	19	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
<b>Young &amp; Free</b>							
2007-2009	\$561	\$633	\$540	\$409	\$1409	\$415	\$1316
2004-2006	\$533	\$502	\$549	\$379	\$1396	\$420	\$1369
<b>Young Family</b>							
2007-2009	\$545	\$484	\$562	\$421	\$1003	\$444	\$1019
2004-2006	\$626	\$614	\$629	\$473	\$1274	\$488	\$1305
<b>Maturing &amp; Free</b>							
2007-2009	\$578	\$560	\$588	\$429	\$1308	\$467	\$1366
2004-2006	\$511	\$549	\$491	\$360	\$1413	\$389	\$1340
<b>Moderate Family</b>							
2007-2009	\$475	\$406	\$500	\$365	\$1312	\$389	\$1575
2004-2006	\$572	\$521	\$595	\$446	\$1138	\$476	\$1253
<b>Affluent Family</b>							
2007-2009	\$703	\$585	\$794	\$494	\$1920	\$570	\$2373
2004-2006	\$793	\$659	\$892	\$551	\$1874	\$669	\$2380

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Moderate Mature							
2007-2009	\$408	\$319	\$438	\$308	\$1069	\$318	\$1091
2004-2006	\$347	\$289	\$369	\$266	\$1081	\$277	\$1059
Affluent Mature							
2007-2009	\$604	\$494	\$656	\$458	\$1439	\$497	\$1518
2004-2006	\$542	\$406	\$633	\$402	\$1401	\$482	\$1559

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11862	2191	9671	8215	3647	6841	2830
Unweighted 2008 Stay Base	14635	3564	11071	10393	4242	8211	2860
Weighted 2009 Stay Base	30159	6696	23463	25416	4743	19912	3551
Weighted 2008 Stay Base	36100	8511	27589	30685	5415	23705	3884
	%	%	%	%	%	%	%
Employed							
2009	71	82	68	71	70	69	64
2008	73	79	71	73	74	72	68
2007	74	87	69	73	75	69	68
2006	70	76	68	71	68	69	63
2005	69	74	67	68	72	67	65
Retired							
2009	8	5	9	8	7	9	9
2008	11	7	12	11	12	12	15
2007	14	9	16	14	13	16	17
2006	14	12	14	14	13	14	15
2005	15	13	16	15	13	16	17
Not Employed							
2009	20	13	22	20	22	22	26
2008	16	14	17	16	14	16	18
2007	12	4	15	13	12	16	15
2006	16	13	17	16	19	17	22
2005	16	13	18	17	15	18	18

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Employed</u>							
Managerial/Professional							
2009	38	51	34	38	36	34	31
2008	32	39	29	31	36	29	32
2007	32	38	30	31	37	29	31
2006	30	37	28	30	30	28	25
2005	32	37	31	32	35	31	28
Technical/Sales/Admin. Support							
2009	13	10	14	13	12	14	12
2008	13	8	14	13	11	15	11
2007	15	15	15	15	14	15	15
2006	21	18	22	21	19	22	19
2005	18	16	18	17	21	18	21
Service							
2009	3	4	3	3	2	3	2
2008	6	5	6	6	4	6	4
2007	5	7	4	5	4	4	4
2006	6	7	6	6	6	6	6
2005	6	5	6	6	7	6	6
Other Occupation							
2009	17	18	17	17	20	17	20
2008	23	27	22	23	23	22	21
2007	22	27	20	22	21	20	18
2006	12	14	12	12	13	12	13
2005	13	17	11	13	9	11	11



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11054	2065	8989	7685	3369	6374	2615
Unweighted 2008 Stay Base	14608	3566	11042	10374	4234	8192	2850
Weighted 2009 Stay Base	28673	6375	22298	24432	4242	19101	3197
Weighted 2008 Stay Base	36075	8508	27567	30670	5405	23691	3876
	#	#	#	#	#	#	#
<i>Median (years)</i>							
2009	13.6	14.1	13.5	13.6	13.6	13.5	13.5
2008	13.7	14.2	13.5	13.6	14.0	13.5	13.8
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
<i>Average (years)</i>							
2009	15	15	15	15	15	15	14
2008	15	15	15	15	15	15	15
2007	15	15	15	15	15	15	15
2006	14	15	14	14	15	14	15
2005	14	15	14	14	14	14	14
	%	%	%	%	%	%	%
No College Education							
2009	23	19	24	22	28	24	28
2008	21	15	23	20	26	22	28
2007	23	20	24	23	22	25	23
2006	25	20	27	25	27	28	26
2005	28	30	27	28	28	27	28

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Attended College</u>							
2009	33	30	34	34	27	34	29
2008	35	33	35	36	24	37	25
2007	35	30	36	35	31	36	35
2006	36	37	35	36	31	35	35
2005	32	25	34	32	33	34	36
<u>College Graduate (Net)</u>							
2009	44	51	42	44	45	42	42
2008	44	52	42	44	49	41	47
2007	42	49	39	41	46	39	42
2006	39	44	38	38	42	37	39
2005	40	45	39	41	40	39	36
<u>College Degree</u>							
2009	28	31	27	27	30	26	29
2008	26	25	26	26	27	26	27
2007	25	29	24	25	27	24	24
2006	24	25	23	24	24	23	23
2005	24	22	24	24	22	25	20
<u>Post College Degree</u>							
2009	16	20	15	16	15	15	13
2008	18	27	16	18	23	15	20
2007	17	21	16	17	20	15	18
2006	15	19	14	15	18	14	16
2005	17	23	14	17	17	14	16

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11703	2186	9517	8099	3604	6726	2791
Unweighted 2008 Stay Base	14340	3491	10849	10125	4215	8015	2834
Weighted 2009 Stay Base	30316	6699	23617	25602	4714	20089	3529
Weighted 2008 Stay Base	35551	8326	27225	30114	5437	23334	3891
	%	%	%	%	%	%	%
Married							
2009	69	75	67	68	73	67	70
2008	73	72	74	72	78	73	78
2007	72	73	72	71	77	71	76
2006	67	65	68	66	73	68	72
2005	68	66	69	67	75	68	77
Single							
2009	19	14	21	20	18	21	19
2008	15	16	15	15	12	15	12
2007	16	14	16	16	13	17	14
2006	18	22	16	19	15	17	14
2005	16	14	16	16	14	17	13
Divorced, Widowed, Separated							
2009	12	11	12	12	9	12	10
2008	12	12	12	12	10	12	10
2007	12	13	12	13	10	12	10
2006	15	13	15	15	13	15	15
2005	16	20	15	17	11	15	11

**HOUSEHOLD SIZE**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12114	2245	9869	8391	3723	6981	2888
Unweighted 2008 Stay Base	14520	3599	10921	10332	4188	8130	2791
Weighted 2009 Stay Base	30991	6855	24137	26129	4862	20509	3628
Weighted 2008 Stay Base	36764	8761	28003	31254	5510	24073	3929
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2009	2.9	3.0	2.9	2.9	2.6	2.9	2.5
2008	2.7	2.7	2.7	2.7	2.7	2.7	2.7
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
<i>Average (persons)</i>							
2009	3.2	3.3	3.1	3.2	3.0	3.2	2.9
2008	3.0	3.0	3.0	3.0	3.0	3.0	3.1
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
	%	%	%	%	%	%	%
<i>One person</i>							
2009	10	9	10	10	9	10	10
2008	10	12	10	10	9	10	9
2007	11	13	11	11	11	11	11
2006	10	13	10	10	12	9	11
2005	11	13	10	11	9	11	8

**HOUSEHOLD SIZE**  
 Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>Two persons</b>							
2009	31	30	32	30	39	31	39
2008	36	36	36	36	37	36	37
2007	40	37	41	40	38	41	39
2006	39	40	39	39	39	38	41
2005	41	44	40	42	35	40	37
<b>Three persons</b>							
2009	22	23	22	23	20	23	19
2008	20	17	21	20	20	21	20
2007	21	22	20	20	24	20	24
2006	19	20	18	19	19	18	18
2005	18	17	19	17	21	18	20
<b>Four persons</b>							
2009	20	18	20	20	19	21	17
2008	20	20	20	20	18	20	19
2007	15	16	15	15	14	15	14
2006	19	18	19	19	19	19	17
2005	18	15	19	17	21	18	22
<b>Five or more persons</b>							
2009	17	19	16	17	14	16	14
2008	15	16	14	14	16	14	16
2007	13	13	13	13	12	14	12
2006	13	10	15	14	11	15	13
2005	12	12	12	12	14	12	13

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
Yes							
2009	69	77	67	70	64	67	63
2008	70	72	70	70	71	70	67
2007	66	60	68	66	65	69	63
2006	61	62	61	60	66	61	62
2005	61	59	62	60	64	61	63
No							
2009	31	23	33	30	36	33	37
2008	30	28	30	30	29	30	33
2007	34	40	32	34	35	31	37
2006	39	38	39	40	34	39	38
2005	39	41	38	40	36	39	37

**ORIGIN CENSUS DIVISION**  
Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12111	2245	9866	8391	3720	6981	2885
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Weighted 2009 Stay Base	30988	6855	24133	26129	4859	20509	3624
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
	%	%	%	%	%	%	%
<b>Pacific</b>							
2009	86.2	83.4	86.9	100.0	11.7	100.0	13.0
2008	87.0	84.4	87.8	100.0	13.3	100.0	13.3
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
<b>Mountain</b>							
2009	6.3	5.8	6.4	0	40.2	0	42.9
2008	5.8	4.3	6.3	0	38.5	0	44.4
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
<b>South Atlantic</b>							
2009	1.8	2.0	1.7	0	11.3	0	11.3
2008	1.6	2.5	1.3	0	10.7	0	9.5
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

**ORIGIN CENSUS DIVISION**  
Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>West South Central</b>							
2009	1.5	2.9	1.1	0	9.7	0	7.5
2008	1.6	2.1	1.4	0	10.4	0	9.8
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
<b>East North Central</b>							
2009	1.3	1.3	1.3	0	8.3	0	8.8
2008	1.4	2.4	1.1	0	9.3	0	7.7
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
<b>Middle Atlantic</b>							
2009	1.3	1.9	1.1	0	8.0	0	7.2
2008	1.3	2.2	1.0	0	8.5	0	7.1
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
<b>West North Central</b>							
2009	0.8	1.1	0.7	0	5.2	0	4.7
2008	0.8	1.0	0.8	0	5.6	0	5.7
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



**ORIGIN CENSUS DIVISION**  
 Person-Stays Based

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
New England								
	2009	0.5	1.0	0.4	0	3.4	0	2.7
	2008	0.3	0.6	0.2	0	2.1	0	1.7
	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
East South Central								
	2009	0.4	0.5	0.3	0	2.3	0	2.1
	2008	0.2	0.6	0.1	0	1.5	0	0.8
	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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12111	2245	9866	8391	3720	6981	2885
Unweighted 2008 Stay Base	14952	3663	11289	10623	4329	8379	2910
Weighted 2009 Stay Base	30988	6855	24133	26129	4859	20509	3624
Weighted 2008 Stay Base	36925	8798	28128	31376	5549	24167	3960
	%	%	%	%	%	%	%
California							
2009	84.3	82.0	85.0	100.0	0	100.0	0
2008	85.0	81.9	85.9	100.0	0	100.0	0
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
Arizona							
2009	2.6	3.2	2.4	0	16.4	0	16.0
2008	2.1	1.7	2.3	0	14.1	0	16.1
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
Nevada							
2009	1.9	0.6	2.2	0	11.9	0	14.7
2008	2.1	1.1	2.4	0	13.9	0	16.9
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
Texas							
2009	1.4	2.7	1.0	0	8.9	0	6.8
2008	1.3	1.9	1.1	0	8.6	0	8.0
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Washington							
2009	1.1	0.7	1.2	0	6.9	0	7.9
2008	1.2	1.7	1.1	0	8.1	0	7.6
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
Oregon							
2009	0.7	0.7	0.7	0	4.6	0	4.9
2008	0.8	0.7	0.8	0	5.2	0	5.7
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
New York							
2009	0.7	0.8	0.7	0	4.5	0	4.5
2008	0.6	1.1	0.4	0	3.9	0	3.1
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
Florida							
2009	0.6	0.8	0.6	0	4.1	0	4.1
2008	0.5	0.7	0.5	0	3.4	0	3.3
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Illinois							
2009	0.6	0.6	0.6	0	3.7	0	3.9
2008	0.6	1.4	0.4	0	4.2	0	2.9
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
Colorado							
2009	0.5	0.5	0.6	0	3.5	0	3.7
2008	0.4	0.5	0.4	0	2.9	0	3.0
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
New Mexico							
2009	0.4	1.0	0.3	0	2.9	0	1.9
2008	0.2	0.4	0.2	0	1.5	0	1.2
2007	0.2	0.2	0.2	0	1.1	0	1.3
2006	0.2	0.1	0.2	0	1.2	0	1.5
2005	0.3	0.1	0.4	0	2.1	0	3.0
Georgia							
2009	0.4	0.1	0.5	0	2.8	0	3.5
2008	0.3	0.2	0.3	0	1.9	0	2.2
2007	0.3	0.4	0.3	0	2.0	0	2.0
2006	0.3	0.5	0.2	0	1.9	0	1.5
2005	0.2	0.1	0.3	0	1.5	0	2.0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12108	2245	9863	8391	3717	6981	2882
Unweighted 2008 Stay Base	14941	3656	11285	10623	4318	8379	2906
Weighted 2009 Stay Base	30987	6855	24133	26129	4858	20509	3624
Weighted 2008 Stay Base	36901	8792	28110	31376	5526	24167	3942
	%	%	%	%	%	%	%
Los Angeles, CA							
2009	33.5	32.3	33.8	39.7	0	39.8	0
2008	33.5	31.5	34.2	39.5	0	39.8	0
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
San Francisco-Oakland-San Jose, CA							
2009	16.8	14.7	17.4	19.9	0	20.4	0
2008	16.7	14.7	17.3	19.6	0	20.1	0
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
Sacramento-Stockton-Modesto, CA							
2009	11.7	10.9	12.0	13.9	0	14.1	0
2008	13.8	18.0	12.5	16.2	0	14.5	0
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
San Diego, CA							
2009	7.4	7.6	7.3	8.7	0	8.6	0
2008	7.0	7.3	6.8	8.2	0	8.0	0
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>Fresno-Visalia, CA</b>							
2009	5.3	6.7	4.9	6.3	0	5.8	0
2008	5.6	3.0	6.4	6.6	0	7.4	0
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
<b>Chico-Redding, CA</b>							
2009	2.7	1.1	3.2	3.2	0	3.7	0
2008	1.2	1.3	1.2	1.4	0	1.4	0
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
<b>Santa Barbara-Santa Maria -San Luis Obispo, CA</b>							
2009	2.3	3.6	2.0	2.8	0	2.4	0
2008	2.6	2.5	2.6	3.0	0	3.1	0
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
<b>Phoenix, AZ</b>							
2009	1.9	2.0	1.9	0	12.4	0	12.9
2008	1.8	1.3	1.9	0	11.7	0	13.4
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>Monterey-Salinas, CA</b>							
2009	1.6	0.7	1.9	1.9	0	2.2	0
2008	1.1	0.7	1.2	1.3	0	1.4	0
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
<b>Bakersfield, CA</b>							
2009	1.3	1.3	1.3	1.5	0	1.5	0
2008	2.1	1.5	2.2	2.4	0	2.6	0
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
<b>Las Vegas, NV</b>							
2009	1.1	0.3	1.4	0	7.2	0	9.1
2008	1.1	0.5	1.3	0	7.5	0	9.4
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
<b>Eureka, CA</b>							
2009	1.0	1.8	0.7	1.2	0	0.9	0
2008	0.7	1.0	0.7	0.9	0	0.8	0
2007	0.6	0.5	0.6	0.7	0	0.7	0
2006	0.6	0.5	0.6	0.7	0	0.7	0
2005	0.5	0.9	0.4	0.6	0	0.5	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2008-2009 Stay Base	27049	5901	21148	19014	8035	15360	5788
Unweighted 2007-2008 Base	28552	7067	21485	20586	7966	16110	5375
Weighted 2008-2009 Stay Base	67889	15647	52242	57505	10384	44676	7566
Weighted 2007-2008 Base	70262	17884	52378	59104	11158	44559	7820
	%	%	%	%	%	%	%
Los Angeles, CA							
2008-2009	33.5	31.8	34.0	39.6	0	39.8	0
2007-2008	32.8	31.8	33.1	39.0	0	38.9	0
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
San Francisco-Oakland-San Jose, CA							
2008-2009	16.7	14.7	17.3	19.7	0	20.3	0
2007-2008	16.2	13.8	17.1	19.3	0	20.0	0
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
Sacramento-Stockton-Modesto, CA							
2008-2009	12.8	14.9	12.2	15.2	0	14.3	0
2007-2008	13.2	15.8	12.3	15.7	0	14.5	0
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
San Diego, CA							
2008-2009	7.1	7.4	7.0	8.4	0	8.2	0
2007-2008	7.0	7.3	6.9	8.3	0	8.1	0
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



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Fresno-Visalia, CA							
2008-2009	5.5	4.6	5.7	6.4	0	6.7	0
2007-2008	5.9	4.1	6.5	7.1	0	7.7	0
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
Santa Barbara-Santa Maria -San Luis Obispo, CA							
2008-2009	2.5	2.9	2.3	2.9	0	2.7	0
2007-2008	2.7	2.7	2.7	3.2	0	3.1	0
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
Chico-Redding, CA							
2008-2009	1.9	1.2	2.1	2.2	0	2.5	0
2007-2008	1.5	1.3	1.5	1.8	0	1.8	0
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
Phoenix, AZ							
2008-2009	1.8	1.6	1.9	0	12.0	0	13.2
2007-2008	1.9	1.3	2.1	0	12.0	0	14.1
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>Bakersfield, CA</b>							
2008-2009	1.7	1.4	1.8	2.0	0	2.1	0
2007-2008	2.4	2.4	2.4	2.8	0	2.8	0
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
<b>Monterey-Salinas, CA</b>							
2008-2009	1.3	0.7	1.5	1.6	0	1.8	0
2007-2008	1.1	0.9	1.1	1.3	0	1.3	0
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
<b>Las Vegas, NV</b>							
2008-2009	1.1	0.4	1.3	0	7.4	0	9.2
2007-2008	1.3	0.6	1.6	0	8.4	0	10.5
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
<b>Reno, NV</b>							
2008-2009	0.9	0.5	1.0	0.1	5.5	0.1	6.5
2007-2008	1.1	0.6	1.2	0.1	6.3	0.1	7.8
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40660	9312	31348	28977	11683	23091	8257
Unweighted 2004-2006 Stay Base	37229	9410	27819	27059	10170	20855	6964
Weighted 2007-2009 Stay Base	101250	24738	76511	85233	16016	65067	11444
Weighted 2004-2006 Stay Base	97448	26475	70972	82400	15048	60939	10033
	%	%	%	%	%	%	%
Los Angeles, CA							
2007-2009	33.0	32.0	33.3	39.2	0	39.2	0
2004-2006	31.6	27.8	33.0	37.4	0	38.5	0
San Francisco-Oakland-San Jose, CA							
2007-2009	16.4	14.1	17.2	19.5	0	20.2	0
2004-2006	16.5	13.9	17.5	19.5	0	20.3	0
Sacramento-Stockton-Modesto, CA							
2007-2009	12.8	14.4	12.2	15.2	0	14.4	0
2004-2006	13.2	15.0	12.5	15.6	0	14.5	0
San Diego, CA							
2007-2009	7.1	7.4	7.0	8.4	0	8.2	0
2004-2006	6.4	6.7	6.3	7.6	0	7.4	0
Fresno-Visalia, CA							
2007-2009	5.7	4.9	6.0	6.8	0	7.1	0
2004-2006	6.7	7.1	6.6	7.9	0	7.6	0
Santa Barbara-Santa Maria -San Luis Obispo, CA							
2007-2009	2.6	2.9	2.5	3.1	0	2.9	0
2004-2006	3.3	3.4	3.2	3.8	0	3.7	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Bakersfield, CA							
2007-2009	2.0	2.1	2.0	2.4	0	2.4	0
2004-2006	2.0	2.0	2.1	2.4	0	2.4	0
Phoenix, AZ							
2007-2009	1.9	1.5	2.0	0	12.1	0	13.7
2004-2006	1.8	1.9	1.7	0	11.5	0	12.2
Chico-Redding, CA							
2007-2009	1.9	1.2	2.1	2.2	0	2.4	0
2004-2006	1.8	2.2	1.7	2.1	0	1.9	0
Las Vegas, NV							
2007-2009	1.3	0.5	1.5	0	8.0	0	10.1
2004-2006	1.3	1.0	1.4	0	8.4	0	10.0
Monterey-Salinas, CA							
2007-2009	1.3	0.9	1.4	1.5	0	1.6	0
2004-2006	1.8	1.5	1.9	2.1	0	2.2	0
Reno, NV							
2007-2009	1.0	0.6	1.1	0.1	5.8	0.1	7.0
2004-2006	0.8	0.8	0.8	0.1	4.5	0.1	4.9

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40660	9312	31348	28977	11683	23091	8257
Unweighted 2004-2006 Stay Base	37229	9410	27819	27059	10170	20855	6964
Weighted 2007-2009 Stay Base	47063	14988	32075	39190	7873	27153	4922
Weighted 2004-2006 Stay Base	46152	15783	30369	38875	7277	26152	4217
	%	%	%	%	%	%	%
Los Angeles, CA							
2007-2009	32.3	31.0	32.9	38.8	0	38.9	0
2004-2006	31.6	29.5	32.7	37.5	0	38.0	0
San Francisco-Oakland-San Jose, CA							
2007-2009	17.0	14.1	18.4	20.4	0	21.7	0
2004-2006	16.6	14.2	17.9	19.7	0	20.8	0
Sacramento-Stockton-Modesto, CA							
2007-2009	12.6	13.4	12.3	15.2	0	14.5	0
2004-2006	12.8	13.2	12.5	15.2	0	14.5	0
San Diego, CA							
2007-2009	7.4	8.9	6.7	8.9	0	7.9	0
2004-2006	6.7	6.8	6.7	8.0	0	7.8	0
Fresno-Visalia, CA							
2007-2009	5.1	4.5	5.3	6.1	0	6.3	0
2004-2006	6.1	6.6	5.9	7.3	0	6.9	0
Santa Barbara-Santa Maria -San Luis Obispo, CA							
2007-2009	2.7	2.8	2.6	3.2	0	3.1	0
2004-2006	3.5	3.1	3.6	4.1	0	4.2	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Phoenix, AZ							
2007-2009	1.9	1.5	2.1	0	11.1	0	13.4
2004-2006	1.7	1.8	1.6	0	10.7	0	11.6
Bakersfield, CA							
2007-2009	1.7	1.7	1.8	2.1	0	2.1	0
2004-2006	2.0	2.0	2.0	2.3	0	2.3	0
Chico-Redding, CA							
2007-2009	1.7	1.3	1.9	2.0	0	2.2	0
2004-2006	2.0	2.4	1.7	2.3	0	2.0	0
Monterey-Salinas, CA							
2007-2009	1.3	1.0	1.4	1.5	0	1.6	0
2004-2006	1.8	1.6	1.9	2.1	0	2.2	0
Las Vegas, NV							
2007-2009	1.2	0.5	1.5	0	7.2	0	10.0
2004-2006	1.1	0.8	1.2	0	6.9	0	8.8
Reno, NV							
2007-2009	1.0	0.6	1.2	0.1	5.5	0.1	7.2
2004-2006	0.8	0.8	0.8	0.1	4.3	0.1	4.9

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40660	9312	31348	28977	11683	23091	8257
Unweighted 2004-2006 Stay Base	37229	9410	27819	27059	10170	20855	6964
Weighted 2007-2009 Stay Base	26282834	8142023	18140710	15976947	10305775	11619210	6521480
Weighted 2004-2006 Stay Base	23745006	7639702	16105293	14590320	9154656	10693847	5411474
	%	%	%	%	%	%	%
Los Angeles, CA							
2007-2009	23.2	21.2	24.0	38.1	0	37.5	0
2004-2006	22.2	17.5	24.5	36.2	0	36.9	0
San Francisco-Oakland-San Jose, CA							
2007-2009	13.4	10.1	14.9	22.0	0	23.2	0
2004-2006	12.4	8.5	14.3	20.2	0	21.5	0
Sacramento-Stockton-Modesto, CA							
2007-2009	9.0	8.9	9.1	14.9	0	14.2	0
2004-2006	9.6	9.5	9.6	15.6	0	14.5	0
San Diego, CA							
2007-2009	5.2	4.8	5.5	8.6	0	8.5	0
2004-2006	5.0	4.4	5.3	8.2	0	8.0	0
Fresno-Visalia, CA							
2007-2009	3.7	3.2	3.9	6.0	0	6.1	0
2004-2006	4.6	4.2	4.8	7.5	0	7.3	0
Phoenix, AZ							
2007-2009	3.1	2.1	3.5	0	7.9	0	9.8
2004-2006	2.9	3.4	2.7	0	7.6	0	8.0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
New York, NY							
2007-2009	2.7	4.1	2.1	0	6.9	0	5.7
2004-2006	3.2	4.1	2.8	0	8.4	0	8.4
Seattle-Tacoma, WA							
2007-2009	2.0	2.4	1.9	0	5.2	0	5.2
2004-2006	1.4	1.6	1.3	0	3.5	0	3.7
Las Vegas, NV							
2007-2009	1.8	1.1	2.2	0	4.7	0	6.1
2004-2006	2.1	1.7	2.3	0	5.5	0	6.9
Chicago, IL							
2007-2009	1.7	2.1	1.5	0	4.2	0	4.1
2004-2006	1.8	2.7	1.3	0	4.6	0	3.9
Dallas-Fort Worth, TX							
2007-2009	1.5	2.6	1.1	0	3.9	0	3.0
2004-2006	1.2	1.9	0.8	0	3.0	0	2.3
Santa Barbara-Santa Maria -San Luis Obispo, CA							
2007-2009	1.5	1.4	1.5	2.5	0	2.4	0
2004-2006	2.1	2.1	2.2	3.5	0	3.3	0



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22174	5199	16975	15166	7008	11929	5046
Unweighted 2004-2006 Stay Base	25105	6510	18595	18035	7070	13801	4794
Weighted 2007-2009 Stay Base	35288	11078	24210	29782	5505	20646	3564
Weighted 2004-2006 Stay Base	37728	12874	24854	32134	5594	21578	3275
Los Angeles, CA							
2007-2009	\$412	\$360	\$435	\$412	0	\$435	0
2004-2006	\$382	\$293	\$423	\$382	0	\$423	0
San Francisco-Oakland-San Jose, CA							
2007-2009	\$448	\$357	\$481	\$448	0	\$481	0
2004-2006	\$401	\$274	\$453	\$401	0	\$453	0
Sacramento-Stockton-Modesto, CA							
2007-2009	\$414	\$355	\$444	\$414	0	\$444	0
2004-2006	\$406	\$350	\$437	\$406	0	\$437	0
San Diego, CA							
2007-2009	\$421	\$291	\$504	\$421	0	\$504	0
2004-2006	\$396	\$291	\$455	\$396	0	\$455	0
Fresno-Visalia, CA							
2007-2009	\$433	\$417	\$438	\$433	0	\$438	0
2004-2006	\$430	\$323	\$490	\$430	0	\$490	0
Santa Barbara-Santa Maria -San Luis Obispo, CA							
2007-2009	\$288	\$256	\$306	\$288	0	\$306	0
2004-2006	\$338	\$332	\$340	\$338	0	\$340	0

**TOP ORIGIN DMAs - AVERAGE PARTY PER TRIP SPENDING**

Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Phoenix, AZ							
2007-2009	\$952	\$734	\$1027	0	\$952	0	\$1027
2004-2006	\$954	\$951	\$955	0	\$954	0	\$955
Bakersfield, CA							
2007-2009	\$485	\$240	\$565	\$485	0	\$565	0
2004-2006	\$449	\$334	\$515	\$449	0	\$515	0
Chico-Redding, CA							
2007-2009	\$487	\$429	\$507	\$487	0	\$507	0
2004-2006	\$382	\$244	\$497	\$382	0	\$497	0
Monterey-Salinas, CA							
2007-2009	\$418	\$383	\$433	\$418	0	\$433	0
2004-2006	\$427	\$288	\$483	\$427	0	\$483	0
Las Vegas, NV							
2007-2009	\$938	\$1222	\$898	0	\$938	0	\$898
2004-2006	\$1092	\$1002	\$1117	0	\$1092	0	\$1117
Reno, NV							
2007-2009	\$567	\$432	\$603	\$425	\$582	\$453	\$614
2004-2006	\$558	\$553	\$561	\$745	\$533	\$769	\$537

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11170	2037	9133	7969	3201	6653	2480
Unweighted 2008 Stay Base	13906	3393	10513	10151	3755	8009	2504
Weighted 2009 Stay Base	29128	6291	22836	24924	4203	19676	3161
Weighted 2008 Stay Base	34914	8260	26654	30205	4709	23348	3306
	%	%	%	%	%	%	%
Phoenix-Mesa-Scottsdale, AZ MSA							
2009	1.66	1.60	1.68	0	11.53	0	12.14
2008	1.66	1.31	1.77	0	12.32	0	14.28
2007	1.99	1.39	2.22	0	12.64	0	14.81
2006	1.61	2.32	1.35	0	11.83	0	11.04
2005	1.45	1.17	1.56	0	9.84	0	11.56
Las Vegas-Paradise, NV MSA							
2009	1.18	0.28	1.42	0	8.15	0	10.27
2008	0.94	0.42	1.10	0	6.96	0	8.87
2007	1.46	0.72	1.73	0	9.25	0	11.57
2006	1.10	1.28	1.03	0	8.07	0	8.44
2005	1.37	1.24	1.42	0	9.28	0	10.52
Reno-Sparks, NV MSA							
2009	0.51	0.21	0.59	0	3.53	0	4.27
2008	0.59	0.59	0.59	0	4.37	0	4.76
2007	0.93	0.53	1.08	0	5.91	0	7.22
2006	0.25	0.32	0.23	0	1.86	0	1.88
2005	0.72	1.50	0.44	0	4.91	0	3.23
Chicago-Naperville-Joliet, IL MD							
2009	0.47	0.49	0.46	0	3.25	0	3.36
2008	0.54	1.15	0.35	0	3.98	0	2.81
2007	0.36	0.48	0.31	0	2.26	0	2.06
2006	0.48	0.75	0.38	0	3.51	0	3.10
2005	0.53	1.14	0.31	0	3.62	0	2.28

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
 Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Atlanta-Sandy Springs-Marietta, GA MSA							
2009	0.39	0.10	0.47	0	2.71	0	3.41
2008	0.26	0.19	0.28	0	1.93	0	2.29
2007	0.30	0.38	0.27	0	1.92	0	1.83
2006	0.28	0.51	0.19	0	2.03	0	1.55
2005	0.18	0.10	0.21	0	1.24	0	1.59
New York-Wayne-White Plains, NY-NJ MD							
2009	0.38	0.55	0.34	0	2.67	0	2.45
2008	0.33	0.39	0.31	0	2.46	0	2.53
2007	0.21	0.32	0.17	0	1.32	0	1.10
2006	0.26	0.48	0.19	0	1.94	0	1.51
2005	0.37	0.35	0.38	0	2.54	0	2.86
Denver-Aurora, CO MSA							
2009	0.36	0.47	0.33	0	2.51	0	2.39
2008	0.22	0.27	0.20	0	1.60	0	1.59
2007	0.42	0.96	0.22	0	2.67	0	1.47
2006	0.15	0.09	0.17	0	1.08	0	1.37
2005	0.13	0.18	0.11	0	0.90	0	0.85
Seattle-Bellevue-Everett, WA MD							
2009	0.36	0.09	0.43	0	2.50	0	3.14
2008	0.49	0.70	0.43	0	3.65	0	3.45
2007	0.40	0.56	0.34	0	2.52	0	2.24
2006	0.43	0.63	0.36	0	3.15	0	2.91
2005	0.40	0.71	0.29	0	2.72	0	2.12

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Portland-Vancouver-Beaverton, OR-WA MSA							
2009	0.35	0.14	0.40	0	2.41	0	2.92
2008	0.39	0.43	0.38	0	2.89	0	3.03
2007	0.43	0.76	0.31	0	2.76	0	2.08
2006	0.33	0.27	0.34	0	2.39	0	2.81
2005	0.42	0.57	0.37	0	2.86	0	2.74
Yuma, AZ MSA							
2009	0.34	1.30	0.07	0	2.33	0	0.50
2008	0.14	0.14	0.14	0	1.01	0	1.09
2007	0.06	0.02	0.08	0	0.39	0	0.51
2006	0.06	0.02	0.08	0	0.47	0	0.65
2005	0.65	0.76	0.61	0	4.40	0	4.51
Tucson, AZ MSA							
2009	0.29	0.03	0.36	0	1.98	0	2.58
2008	0.17	0.15	0.17	0	1.23	0	1.36
2007	0.26	0.10	0.32	0	1.64	0	2.11
2006	0.58	0.96	0.44	0	4.24	0	3.58
2005	0.40	0.24	0.46	0	2.72	0	3.41
Tacoma, WA MD							
2009	0.28	0.51	0.22	0	1.93	0	1.56
2008	0.24	0.12	0.28	0	1.81	0	2.28
2007	0.17	0.11	0.19	0	1.09	0	1.30
2006	0.14	0.20	0.12	0	1.04	0	1.00
2005	0.06	0.04	0.06	0	0.39	0	0.48

**TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS**  
 Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	
	%	%	%	%	%	%	%
<b>Dallas-Plano-Irving, TX MD</b>							
2009	0.26	0.47	0.20	0	1.81	0	1.47
2008	0.24	0.60	0.12	0	1.76	0	1.01
2007	0.39	0.95	0.18	0	2.49	0	1.21
2006	0.24	0.60	0.11	0	1.78	0	0.93
2005	0.25	0.48	0.17	0	1.72	0	1.26
<b>Houston-Baytown-Sugar Land, TX MSA</b>							
2009	0.23	0.58	0.14	0	1.62	0	1.00
2008	0.48	0.45	0.49	0	3.54	0	3.91
2007	0.27	0.28	0.26	0	1.70	0	1.76
2006	0.19	0.20	0.18	0	1.38	0	1.50
2005	0.20	0.39	0.13	0	1.34	0	0.95
<b>Washington-Arlington-Alexandria, DC-VA-MD-WV MD</b>							
2009	0.23	0.54	0.14	0	1.58	0	1.01
2008	0.26	0.64	0.14	0	1.93	0	1.14
2007	0.22	0.39	0.15	0	1.39	0	1.03
2006	0.17	0.33	0.11	0	1.24	0	0.90
2005	0.16	0.37	0.09	0	1.10	0	0.64
<b>Minneapolis-St. Paul-Bloomington, MN-WI MSA</b>							
2009	0.22	0.21	0.23	0	1.53	0	1.63
2008	0.18	0.28	0.14	0	1.31	0	1.16
2007	0.14	0.20	0.11	0	0.86	0	0.76
2006	0.08	0.12	0.06	0	0.56	0	0.48
2005	0.22	0.23	0.21	0	1.46	0	1.56

**LENGTH OF TRIP**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12071	2244	9827	8339	3732	6938	2889
Unweighted 2008 Stay Base	14891	3635	11256	10570	4321	8339	2917
Weighted 2009 Stay Base	14542	4329	10213	11964	2579	8533	1680
Weighted 2008 Stay Base	16992	5327	11665	14350	2642	10053	1613
	#	#	#	#	#	#	#
<i>Median Nights (0+/includes Day Trips)</i>							
2009	0.65	0	0.77	0	3.39	0	3.84
2008	0	0	0	0	3.41	0	3.96
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
<i>Average Nights (0+/includes Day Trips)</i>							
2009	1.84	1.48	1.99	1.28	4.42	1.38	5.11
2008	1.72	1.54	1.80	1.19	4.64	1.25	5.28
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
<i>Median Nights (1+/Overnight Only)</i>							
2009	2.26	2.26	2.26	1.90	3.97	1.92	4.31
2008	2.31	2.32	2.31	1.99	3.81	2.03	4.54
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
<i>Average Nights (1+/Overnight Only)</i>							
2009	3.51	3.10	3.66	2.83	5.17	2.90	5.73
2008	3.51	3.14	3.68	2.85	5.17	2.93	5.90
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

**LENGTH OF TRIP**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Day Trip							
2009	48	52	46	55	14	52	11
2008	51	51	51	58	10	57	10
2007	49	52	47	55	18	53	19
2006	51	55	50	59	14	56	10
2005	54	60	51	60	18	57	14
<u>1-3 Nights (Net)</u>							
2009	37	34	38	37	37	39	35
2008	34	35	33	32	41	33	35
2007	36	34	37	35	38	37	34
2006	34	33	35	34	36	35	33
2005	32	27	34	32	33	35	31
1 night							
2009	16	16	17	17	11	18	10
2008	14	15	13	15	8	14	6
2007	15	14	15	15	10	16	9
2006	14	14	14	15	8	15	9
2005	13	10	14	14	8	15	8
2 nights							
2009	13	11	14	13	13	14	13
2008	13	12	14	13	18	14	18
2007	14	13	15	14	14	16	12
2006	13	12	14	13	14	14	13
2005	12	11	13	12	13	13	12



**LENGTH OF TRIP**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
3 nights							
2009	7	7	8	6	13	7	12
2008	7	8	6	5	15	5	11
2007	7	7	7	6	14	6	12
2006	7	7	7	5	14	6	11
2005	7	6	7	6	12	6	11
4-7 nights							
2009	12	12	12	7	34	7	34
2008	11	12	11	7	33	8	33
2007	11	11	11	7	29	8	28
2006	10	10	11	6	33	7	34
2005	10	10	10	6	31	7	32
8+ nights							
2009	4	2	4	1	15	1	20
2008	4	3	5	2	15	2	21
2007	4	2	5	2	14	2	19
2006	4	2	5	2	16	2	23
2005	4	3	5	2	17	2	24

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11790	2202	9588	8070	3720	6710	2878
Unweighted 2008 Stay Base	14756	3623	11133	10433	4323	8223	2910
Weighted 2009 Stay Base	30544	6736	23808	25651	4893	20165	3643
Weighted 2008 Stay Base	36781	8738	28042	31223	5558	24075	3967
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2009	3.9	5.1	3.6	4.0	3.4	3.7	3.1
2008	3.8	4.5	3.7	3.9	3.4	3.8	3.1
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
<i>Average (1+ trips)</i>							
2009	5.8	8.7	5.0	5.7	6.5	5.0	5.1
2008	5.7	7.3	5.2	5.8	5.4	5.3	4.7
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
	%	%	%	%	%	%	%
<i>1 trip</i>							
2009	12	10	13	12	15	12	18
2008	14	11	15	14	17	15	20
2007	16	16	16	15	19	15	20
2006	16	12	17	14	24	15	28
2005	15	15	16	14	21	14	24

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
2 trips							
2009	18	11	20	17	19	19	22
2008	17	16	17	16	20	16	22
2007	18	16	19	18	19	18	21
2006	17	14	17	16	22	16	24
2005	16	13	17	15	21	16	22
3-4 trips							
2009	28	24	29	28	29	29	27
2008	26	22	27	26	27	27	27
2007	25	22	27	25	26	27	26
2006	26	22	27	26	24	28	25
2005	26	20	28	26	25	29	23
5-6 trips							
2009	13	11	14	14	12	15	12
2008	14	14	14	14	13	15	12
2007	16	17	15	16	15	15	15
2006	15	15	15	15	12	15	11
2005	14	11	15	15	10	16	10
7+ trips							
2009	27	42	23	28	25	23	20
2008	28	36	25	29	23	26	19
2007	23	28	22	24	21	23	17
2006	25	35	22	27	17	24	12
2005	28	41	24	29	23	25	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11790	2202	9588	8070	3720	6710	2878
Unweighted 2008 Stay Base	14756	3623	11133	10433	4323	8223	2910
Weighted 2009 Stay Base	30544	6736	23808	25651	4893	20165	3643
Weighted 2008 Stay Base	36781	8738	28042	31223	5558	24075	3967
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2009	2.4	3.1	2.3	2.4	2.6	2.3	2.4
2008	2.3	2.8	2.2	2.3	2.6	2.2	2.3
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
<i>Average (0+ trips)</i>							
2009	2.9	4.0	2.6	2.6	4.3	2.4	3.6
2008	2.8	3.5	2.5	2.6	3.9	2.4	3.3
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
<i>Average (1+ trips)</i>							
2009	3.6	4.8	3.3	3.4	4.6	3.1	3.8
2008	3.6	4.6	3.3	3.5	4.0	3.2	3.5
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
None							
2009	20	18	21	23	5	24	4
2008	23	24	22	26	4	25	4
2007	14	11	14	16	3	17	4
2006	17	20	15	20	1	18	2
2005	17	20	16	20	1	19	1
<u>1+ Trips (Net)</u>							
2009	80	82	79	77	95	76	96
2008	77	76	78	74	96	75	96
2007	86	89	86	84	97	83	96
2006	83	80	85	80	99	82	98
2005	83	80	84	80	99	81	99
1 trip							
2009	21	14	23	20	25	21	29
2008	23	17	24	22	24	24	26
2007	25	22	26	26	25	26	28
2006	26	19	28	25	31	28	33
2005	23	20	24	22	29	22	31
2 trips							
2009	21	19	22	21	21	22	21
2008	19	17	20	19	22	19	25
2007	21	17	22	20	23	21	26
2006	19	15	21	19	24	20	26
2005	20	18	20	19	25	20	23

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
3-4 trips								
	2009	21	22	20	20	25	19	25
	2008	20	20	20	19	26	19	25
	2007	23	22	23	22	25	22	25
	2006	22	20	22	21	24	22	23
	2005	23	19	24	22	25	24	25
5+ trips								
	2009	17	28	15	16	24	13	21
	2008	15	22	13	14	24	12	19
	2007	17	27	14	16	24	14	18
	2006	16	26	13	15	21	13	15
	2005	17	23	16	17	20	15	19

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	5993	1348	4645	4088	1905	3275	1370
Unweighted 2008 Stay Base	9623	2521	7102	6782	2841	5250	1852
Weighted 2009 Stay Base	23692	5120	18571	20541	3150	16256	2315
Weighted 2008 Stay Base	31686	7117	24569	27480	4206	21486	3083
	#	#	#	#	#	#	#
<i>Median (1+ trips)</i>							
2009	2.7	3.9	2.4	2.7	2.5	2.5	2.1
2008	2.7	3.3	2.6	2.8	2.1	2.7	2.0
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
<i>Average (0+ trips)</i>							
2009	3.7	6.0	3.1	3.7	3.3	3.2	2.3
2008	3.4	4.5	3.1	3.6	2.0	3.2	1.8
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
<i>Average (1+ trips)</i>							
2009	4.3	7.0	3.6	4.2	5.2	3.6	3.5
2008	4.2	5.7	3.8	4.3	3.5	3.9	3.1
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
None							
2009	15	15	15	12	36	12	36
2008	20	21	20	16	43	16	43
2007	30	37	28	27	48	25	46
2006	24	25	24	20	53	20	56
2005	29	30	29	24	56	24	57
<u>1+ Trips (Net)</u>							
2009	85	85	85	88	64	88	64
2008	80	79	80	84	57	84	57
2007	70	63	72	73	52	75	54
2006	76	75	76	80	47	80	44
2005	71	70	71	76	44	76	43
1 trip							
2009	20	15	22	21	17	22	21
2008	20	18	21	20	20	21	21
2007	19	17	19	19	17	20	18
2006	17	16	17	16	17	17	17
2005	17	13	18	17	18	18	19
2 trips							
2009	20	12	22	21	15	23	17
2008	18	16	18	18	15	19	15
2007	13	12	13	13	12	14	11
2006	17	12	19	19	9	21	10
2005	15	11	16	16	9	17	11



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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
3-4 trips								
	2009	21	23	20	22	16	21	15
	2008	20	15	21	21	13	22	15
	2007	18	10	20	20	7	22	8
	2006	19	20	18	20	10	20	9
	2005	19	14	20	21	8	22	7
5+ trips								
	2009	24	36	21	25	16	22	11
	2008	22	31	20	24	9	22	7
	2007	20	24	19	21	16	20	17
	2006	23	28	21	25	11	23	8
	2005	20	32	16	22	9	18	7

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10958	2137	8821	7437	3521	6127	2694
Unweighted 2008 Stay Base	9439	2493	6946	6655	2784	5148	1798
Weighted 2009 Stay Base	29256	6618	22638	24578	4678	19194	3444
Weighted 2008 Stay Base	30808	6922	23886	26712	4096	20875	3012
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2009	7.6	15.3	6.8	7.2	10.3	6.6	9.0
2008	7.5	10.1	7.0	7.1	11.3	6.7	9.8
2007	8.2	12.5	6.8	7.8	11.1	6.6	8.3
2006	7.5	9.9	7.0	7.3	9.8	7.0	7.3
2005	7.1	11.3	6.2	6.6	10.7	5.9	9.0
<i>Median (1+ nights)</i>							
2009	9.3	16.5	8.0	8.8	11.5	7.7	9.8
2008	9.8	12.3	9.0	9.3	12.0	8.6	10.8
2007	10.4	13.8	9.6	10.2	13.0	9.4	10.3
2006	9.4	12.4	8.2	9.0	10.7	8.2	8.8
2005	9.6	14.6	7.9	9.2	11.8	7.4	10.0
<i>Average (0+ nights)</i>							
2009	13.7	21.4	11.5	12.4	20.7	10.7	15.6
2008	13.7	21.0	11.6	12.7	20.2	11.2	14.4
2007	14.8	21.8	12.3	14.2	18.0	12.1	13.0
2006	13.9	18.4	12.2	13.0	19.1	12.0	14.1
2005	14.0	19.9	11.9	13.1	18.9	11.5	14.6
<i>Average (1+ nights)</i>							
2009	15.4	23.6	13.0	14.1	21.9	12.3	16.8
2008	16.1	23.8	13.7	15.1	22.0	13.4	16.0
2007	17.1	23.5	14.6	16.5	20.0	14.6	14.7
2006	15.8	21.4	13.8	14.9	20.9	13.6	15.7
2005	16.2	23.3	13.7	15.4	20.2	13.3	16.0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
None							
2009	11	9	12	12	6	12	7
2008	15	12	16	16	8	16	10
2007	14	7	16	14	10	17	12
2006	12	14	12	13	8	12	10
2005	13	14	13	15	6	14	8
1+ nights (Net)							
2009	89	91	88	88	94	88	93
2008	85	88	84	84	92	84	90
2007	86	93	84	86	90	83	88
2006	88	86	88	87	92	88	90
2005	87	86	87	85	94	86	92
<u>1-7 nights (Net)</u>							
2009	39	27	42	40	34	43	37
2008	35	28	37	36	29	38	33
2007	34	26	37	35	30	37	35
2006	38	30	40	38	35	40	40
2005	38	27	42	39	33	44	35
1-3 nights							
2009	17	10	19	18	13	19	15
2008	17	14	18	18	13	18	15
2007	16	12	17	16	11	17	14
2006	19	13	21	19	15	21	16
2005	19	12	21	20	13	22	14

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 nights							
2009	22	17	24	22	22	24	23
2008	18	14	19	18	15	19	18
2007	18	14	20	18	19	19	22
2006	19	17	20	19	20	19	24
2005	19	14	21	19	20	21	21
8-14 nights							
2009	18	13	20	18	21	19	23
2008	22	24	21	21	26	20	27
2007	21	23	21	21	21	21	22
2006	20	16	21	20	21	22	20
2005	18	16	18	17	22	17	23
15-21 nights							
2009	14	23	12	14	15	12	14
2008	12	14	11	12	14	11	13
2007	11	13	11	11	12	11	12
2006	11	11	11	11	10	11	12
2005	13	15	12	12	14	11	14
22-28 nights							
2009	6	7	6	7	6	6	5
2008	5	5	5	5	6	5	6
2007	7	9	6	6	10	6	9
2006	5	6	5	5	7	5	5
2005	5	6	5	4	8	4	7

**TOTAL NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)**

Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
29+ nights							
2009	11	21	8	10	18	7	13
2008	12	17	10	11	18	10	11
2007	13	23	10	12	18	9	11
2006	14	23	11	13	20	11	12
2005	13	22	10	13	17	10	13

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10958	2137	8821	7437	3521	6127	2694
Unweighted 2008 Stay Base	9439	2493	6946	6655	2784	5148	1798
Weighted 2009 Stay Base	29256	6618	22638	24578	4678	19194	3444
Weighted 2008 Stay Base	30808	6922	23886	26712	4096	20875	3012
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2009	0	5.6	0	0	0	0	0
2008	0	3.9	0	0	0	0	0
2007	0	4.6	0	0	0	0	0
2006	0	4.2	0	0	0	0	0
2005	0	4.0	0	0	0	0	0
<i>Median (1+ nights)</i>							
2009	6.3	8.0	5.4	6.1	9.7	5.2	6.9
2008	6.0	8.0	5.2	5.7	9.6	5.1	5.5
2007	5.8	7.4	4.6	5.5	7.9	4.5	4.9
2006	6.7	8.2	5.7	6.3	9.6	5.6	5.9
2005	6.5	8.0	5.2	6.1	7.9	5.0	5.8
<i>Average (0+ nights)</i>							
2009	4.8	13.0	2.4	3.8	9.8	2.1	4.1
2008	5.0	14.1	2.4	4.2	10.3	2.3	3.5
2007	4.7	13.2	1.7	4.1	8.2	1.6	2.2
2006	4.8	10.8	2.6	4.1	9.0	2.5	3.9
2005	4.8	12.5	2.1	4.1	8.9	2.0	3.1
<i>Average (1+ nights)</i>							
2009	13.4	17.1	9.9	11.0	24.4	8.6	16.7
2008	14.6	20.7	9.7	12.9	22.6	9.3	12.2
2007	13.1	17.2	7.9	11.6	20.4	7.6	9.6
2006	13.7	15.0	12.2	12.6	18.6	11.7	15.6
2005	13.9	17.4	9.9	12.5	20.0	9.4	13.0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
None							
2009	64	24	76	65	60	76	75
2008	65	32	75	67	54	76	71
2007	64	23	78	65	60	79	77
2006	65	28	79	67	51	79	75
2005	66	28	79	67	55	79	76
1+ nights (Net)							
2009	36	76	24	35	40	24	25
2008	35	68	25	33	46	24	29
2007	36	77	22	35	40	21	23
2006	35	72	21	33	49	21	25
2005	34	72	21	33	45	21	24
<u>1-7 nights (Net)</u>							
2009	20	34	16	21	17	17	13
2008	20	33	16	20	20	16	17
2007	21	39	15	22	20	15	16
2006	18	34	12	17	21	12	14
2005	19	35	13	19	22	14	13
1-3 nights							
2009	10	17	8	10	8	8	7
2008	10	16	9	10	11	9	9
2007	11	20	9	12	6	9	5
2006	10	19	7	10	11	7	8
2005	10	18	8	10	11	8	8

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
4-7 nights								
	2009	11	17	9	11	9	9	6
	2008	9	17	7	10	9	7	8
	2007	10	19	7	9	13	6	10
	2006	8	15	6	8	10	5	6
	2005	9	17	6	8	11	6	6
8-14 nights								
	2009	8	20	4	8	7	4	5
	2008	7	16	5	7	10	4	7
	2007	6	12	3	6	5	3	2
	2006	7	16	4	6	13	4	4
	2005	7	13	4	6	9	4	5
15-21 nights								
	2009	3	7	2	2	6	1	3
	2008	3	6	2	2	4	2	2
	2007	4	10	2	3	6	1	3
	2006	4	10	1	4	4	1	1
	2005	4	10	2	3	5	1	2
22-28 nights								
	2009	1	5	*	1	2	*	*
	2008	1	2	1	1	2	*	1
	2007	1	3	1	1	2	*	1
	2006	2	5	1	2	2	1	1
	2005	1	4	1	2	1	1	*



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
29+ nights							
2009	3	10	1	2	8	1	4
2008	4	12	2	3	9	2	2
2007	4	13	1	3	9	1	1
2006	4	8	2	3	8	2	5
2005	4	10	2	3	8	1	3

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10958	2137	8821	7437	3521	6127	2694
Unweighted 2008 Stay Base	9439	2493	6946	6655	2784	5148	1798
Weighted 2009 Stay Base	29256	6618	22638	24578	4678	19194	3444
Weighted 2008 Stay Base	30808	6922	23886	26712	4096	20875	3012
	#	#	#	#	#	#	#
<i>Median (0+ nights)</i>							
2009	5.6	5.0	5.8	5.4	7.0	5.5	7.4
2008	4.9	3.4	5.4	4.7	6.1	5.2	6.7
2007	5.5	5.3	5.6	5.3	6.3	5.2	6.8
2006	5.0	3.4	5.7	4.9	5.6	5.7	6.0
2005	5.0	4.2	5.4	4.8	6.0	5.0	7.5
<i>Median (1+ nights)</i>							
2009	7.0	7.2	6.9	6.8	8.1	6.7	8.3
2008	7.1	5.6	7.4	6.9	7.6	7.3	8.3
2007	7.9	8.6	7.7	7.8	8.1	7.5	9.2
2006	6.8	6.0	7.0	6.7	7.4	7.0	7.4
2005	6.9	6.9	6.9	6.7	7.5	6.6	8.4
<i>Average (0+ nights)</i>							
2009	9.0	8.4	9.1	8.6	10.9	8.7	11.5
2008	8.6	6.9	9.1	8.5	9.8	8.9	10.9
2007	10.0	8.6	10.6	10.1	9.9	10.5	10.8
2006	9.1	7.6	9.6	8.9	10.1	9.5	10.2
2005	9.2	7.4	9.8	9.0	10.0	9.5	11.6
<i>Average (1+ nights)</i>							
2009	10.6	10.7	10.5	10.2	12.3	10.2	12.5
2008	10.9	9.9	11.1	10.7	11.8	10.9	12.5
2007	12.5	11.4	12.9	12.6	11.9	12.9	12.5
2006	11.0	10.8	11.0	10.8	12.0	11.0	11.5
2005	11.4	10.5	11.6	11.3	11.8	11.4	12.8

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
None							
2009	15	22	13	16	11	14	8
2008	20	30	18	21	17	18	13
2007	20	25	18	20	17	19	13
2006	17	29	13	18	16	13	11
2005	19	29	16	20	15	16	10
1+ nights (Net)							
2009	85	78	87	84	89	86	92
2008	80	70	82	79	83	82	87
2007	80	75	82	80	83	81	87
2006	83	71	87	82	84	87	89
2005	81	71	84	80	85	84	90
<u>1-7 nights (Net)</u>							
2009	45	41	47	46	42	47	43
2008	41	40	42	41	41	41	42
2007	39	35	41	39	40	41	40
2006	44	41	45	44	42	45	45
2005	43	39	45	43	43	45	40
1-3 nights							
2009	20	20	21	21	17	21	17
2008	21	21	21	22	19	22	20
2007	19	19	19	20	16	20	15
2006	23	22	23	24	19	24	18
2005	22	18	23	22	20	24	17

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 nights							
2009	25	21	26	25	25	26	26
2008	20	18	20	19	23	20	22
2007	20	16	22	20	24	21	24
2006	21	19	22	21	24	21	27
2005	22	21	22	21	23	21	24
8-14 nights							
2009	21	22	21	21	24	21	24
2008	21	19	21	21	23	21	25
2007	20	22	20	20	20	20	21
2006	21	15	22	21	20	22	22
2005	18	15	19	17	20	18	23
15-21 nights							
2009	10	9	10	9	12	9	13
2008	8	5	9	8	10	9	11
2007	9	8	10	9	11	9	12
2006	8	5	8	7	8	8	9
2005	11	12	10	11	12	10	13
22-28 nights							
2009	3	2	4	3	3	4	4
2008	3	2	4	3	4	4	4
2007	4	4	4	4	6	4	7
2006	4	3	4	4	5	4	5
2005	3	2	4	3	5	4	6

**LEISURE NIGHTS IN PAID ACCOMMODATIONS (PAST 12 MONTHS)**

Person-Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
29+ nights							
2009	5	5	5	5	8	5	9
2008	6	4	6	6	6	6	7
2007	7	6	8	8	6	8	7
2006	7	7	7	7	7	7	7
2005	6	4	7	6	6	7	7

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2009	22	100	0	22	26	0	0
2008	24	100	0	23	29	0	0
2007	27	100	0	26	31	0	0
2006	27	100	0	25	35	0	0
2005	27	100	0	26	32	0	0
<u>Group Meeting (Net)</u>							
2009	9	40	0	8	11	0	0
2008	10	44	0	10	13	0	0
2007	11	41	0	10	14	0	0
2006	10	38	0	10	14	0	0
2005	11	40	0	10	15	0	0
<u>Transient Business (Net)</u>							
2009	13	60	0	13	15	0	0
2008	13	56	0	13	16	0	0
2007	16	59	0	16	17	0	0
2006	17	62	0	16	21	0	0
2005	16	60	0	16	17	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Leisure (Net)</u>							
2009	78	0	100	78	74	100	100
2008	76	0	100	77	71	100	100
2007	73	0	100	74	69	100	100
2006	73	0	100	75	65	100	100
2005	73	0	100	74	68	100	100
<u>Vacation (Net)</u>							
2009	23	0	29	22	27	28	36
2008	23	0	30	22	28	29	39
2007	24	0	33	24	25	32	37
2006	22	0	30	22	23	29	35
2005	21	0	29	21	26	28	38
<u>Non-Vacation (Net)</u>							
2009	55	0	71	57	48	72	64
2008	53	0	70	55	43	71	61
2007	49	0	67	50	43	68	63
2006	51	0	70	53	42	71	65
2005	51	0	71	53	42	72	62

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2009	9	40	0	8	11	0	0
2008	10	44	0	10	13	0	0
2007	11	41	0	10	14	0	0
2006	10	38	0	10	14	0	0
2005	11	40	0	10	15	0	0
<u>Convention</u>							
2009	2	10	0	2	4	0	0
2008	3	11	0	2	4	0	0
2007	3	10	0	2	4	0	0
2006	3	12	0	3	5	0	0
2005	3	13	0	3	6	0	0
<u>Seminar/Training</u>							
2009	3	15	0	3	3	0	0
2008	4	17	0	4	5	0	0
2007	4	15	0	4	4	0	0
2006	4	14	0	4	4	0	0
2005	4	13	0	3	4	0	0
<u>Other Group Meeting</u>							
2009	3	15	0	3	4	0	0
2008	4	16	0	4	4	0	0
2007	4	16	0	4	6	0	0
2006	3	13	0	3	5	0	0
2005	4	14	0	4	5	0	0



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2009	13	60	0	13	15	0	0
2008	13	56	0	13	16	0	0
2007	16	59	0	16	17	0	0
2006	17	62	0	16	21	0	0
2005	16	60	0	16	17	0	0
<u>Client Services/Consulting</u>							
2009	3	12	0	3	3	0	0
2008	2	10	0	2	3	0	0
2007	3	13	0	3	5	0	0
2006	3	10	0	3	4	0	0
2005	3	9	0	2	4	0	0
<u>Inspect/Audit</u>							
2009	1	4	0	1	2	0	0
2008	1	2	0	1	1	0	0
2007	1	4	0	1	1	0	0
2006	1	2	0	1	1	0	0
2005	1	2	0	1	1	0	0
<u>Construction/Repair</u>							
2009	1	5	0	1	3	0	0
2008	1	5	0	1	*	0	0
2007	1	3	0	1	1	0	0
2006	1	3	0	1	1	0	0
2005	1	5	0	1	2	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Transient Business continued</u>							
Sales/Purchasing							
2009	3	11	0	3	1	0	0
2008	1	6	0	1	1	0	0
2007	2	8	0	2	1	0	0
2006	2	8	0	2	2	0	0
2005	2	8	0	3	1	0	0
Government/Military							
2009	1	3	0	1	1	0	0
2008	1	6	0	1	2	0	0
2007	1	5	0	1	1	0	0
2006	2	6	0	2	2	0	0
2005	1	3	0	1	1	0	0
Other Business							
2009	5	24	0	5	5	0	0
2008	7	27	0	6	8	0	0
2007	7	27	0	7	8	0	0
2006	9	32	0	8	11	0	0
2005	9	32	0	9	9	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2009	23	0	29	22	27	28	36
2008	23	0	30	22	28	29	39
2007	24	0	33	24	25	32	37
2006	22	0	30	22	23	29	35
2005	21	0	29	21	26	28	38
<u>Getaway Weekend</u>							
2009	12	0	16	13	9	17	13
2008	13	0	16	13	8	17	12
2007	15	0	21	16	10	22	14
2006	13	0	18	14	7	19	10
2005	12	0	17	13	6	18	9
<u>General Vacation</u>							
2009	10	0	13	9	17	11	23
2008	10	0	14	9	20	11	27
2007	9	0	13	8	16	11	23
2006	9	0	12	8	16	10	24
2005	9	0	13	7	20	10	29

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Non-Vacation (Net)</u>							
2009	55	0	71	57	48	72	64
2008	53	0	70	55	43	71	61
2007	49	0	67	50	43	68	63
2006	51	0	70	53	42	71	65
2005	51	0	71	53	42	72	62
See Friend/Relative							
2009	24	0	31	23	29	29	39
2008	23	0	30	22	27	28	37
2007	23	0	32	23	25	31	37
2006	23	0	32	22	27	30	42
2005	24	0	33	24	24	32	35
Special Event							
2009	15	0	19	16	10	20	13
2008	15	0	20	16	8	21	12
2007	12	0	16	12	10	17	15
2006	13	0	17	14	7	19	11
2005	14	0	19	14	11	19	16
Other Personal							
2009	17	0	21	18	9	23	12
2008	15	0	20	17	8	22	12
2007	13	0	18	14	8	19	11
2006	15	0	21	16	8	22	13
2005	14	0	19	15	7	21	10

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	47125	15020	32105	39190	7935	27153	4952
Weighted 2004-2006 Stay Base	46279	15812	30467	38875	7404	26152	4315
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2007-2009	32	100	0	31	38	0	0
2004-2006	34	100	0	33	42	0	0
<u>Group Meeting (Net)</u>							
2007-2009	12	39	0	12	16	0	0
2004-2006	13	37	0	12	17	0	0
<u>Transient Business (Net)</u>							
2007-2009	19	61	0	19	22	0	0
2004-2006	21	63	0	21	24	0	0
<u>Leisure (Net)</u>							
2007-2009	68	0	100	69	62	100	100
2004-2006	66	0	100	67	58	100	100
<u>Vacation (Net)</u>							
2007-2009	19	0	27	18	21	26	33
2004-2006	17	0	26	17	18	25	31
<u>Non-Vacation (Net)</u>							
2007-2009	49	0	73	51	42	74	67
2004-2006	49	0	74	50	40	75	69

**BUSINESS PURPOSE OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2007-2009	12	39	0	12	16	0	0
2004-2006	13	37	0	12	17	0	0
<u>Convention</u>							
2007-2009	3	9	0	3	5	0	0
2004-2006	4	10	0	3	6	0	0
<u>Seminar/Training</u>							
2007-2009	5	15	0	5	5	0	0
2004-2006	5	15	0	5	6	0	0
<u>Other Group Meeting</u>							
2007-2009	5	14	0	4	5	0	0
2004-2006	4	12	0	4	5	0	0

**BUSINESS PURPOSE OF STAY**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2007-2009	19	61	0	19	22	0	0
2004-2006	21	63	0	21	24	0	0
<u>Client Services/Consulting</u>							
2007-2009	4	13	0	4	5	0	0
2004-2006	4	11	0	3	6	0	0
<u>Inspect/Audit</u>							
2007-2009	1	4	0	1	2	0	0
2004-2006	1	2	0	1	1	0	0
<u>Construction/Repair</u>							
2007-2009	2	5	0	1	2	0	0
2004-2006	2	5	0	2	1	0	0
<u>Sales/Purchasing</u>							
2007-2009	2	7	0	2	2	0	0
2004-2006	2	7	0	2	2	0	0
<u>Government/Military</u>							
2007-2009	2	5	0	2	2	0	0
2004-2006	2	5	0	2	2	0	0
<u>Other Business</u>							
2007-2009	8	26	0	8	10	0	0
2004-2006	11	32	0	11	12	0	0

**LEISURE PURPOSE OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2007-2009	19	0	27	18	21	26	33
2004-2006	17	0	26	17	18	25	31
Getaway Weekend							
2007-2009	11	0	17	12	8	17	12
2004-2006	10	0	16	11	5	17	9
General Vacation							
2007-2009	7	0	11	6	13	9	21
2004-2006	7	0	10	6	13	8	22
<u>Non-Vacation (Net)</u>							
2007-2009	49	0	73	51	42	74	67
2004-2006	49	0	74	50	40	75	69
See Friend/Relative							
2007-2009	23	0	33	22	26	32	42
2004-2006	24	0	36	24	25	35	44
Special Event							
2007-2009	12	0	18	13	8	19	13
2004-2006	11	0	17	12	8	18	13
Other Personal							
2007-2009	14	0	21	16	8	22	12
2004-2006	14	0	21	15	7	22	12



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	%	%	%	%	%	%	%
<u>Business (Net)</u>							
2007-2009	31	100	0	27	37	0	0
2004-2006	32	100	0	27	41	0	0
<u>Group Meeting (Net)</u>							
2007-2009	15	48	0	14	17	0	0
2004-2006	15	47	0	12	20	0	0
<u>Transient Business (Net)</u>							
2007-2009	16	52	0	14	19	0	0
2004-2006	17	53	0	14	21	0	0
<u>Leisure (Net)</u>							
2007-2009	69	0	100	73	63	100	100
2004-2006	68	0	100	73	59	100	100
<u>Vacation (Net)</u>							
2007-2009	30	0	43	32	27	44	43
2004-2006	29	0	42	31	24	43	41
<u>Non-Vacation (Net)</u>							
2007-2009	39	0	57	41	36	56	57
2004-2006	39	0	58	42	34	57	59

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Group Meeting (Net)</u>							
2007-2009	15	48	0	14	17	0	0
2004-2006	15	47	0	12	20	0	0
<u>Convention</u>							
2007-2009	6	18	0	5	7	0	0
2004-2006	6	18	0	5	8	0	0
<u>Seminar/Training</u>							
2007-2009	5	17	0	5	6	0	0
2004-2006	6	17	0	5	7	0	0
<u>Other Group Meeting</u>							
2007-2009	4	13	0	4	5	0	0
2004-2006	4	12	0	3	5	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Transient Business (Net)</u>							
2007-2009	16	52	0	14	19	0	0
2004-2006	17	53	0	14	21	0	0
<u>Client Services/Consulting</u>							
2007-2009	4	12	0	3	5	0	0
2004-2006	4	12	0	2	6	0	0
<u>Inspect/Audit</u>							
2007-2009	1	3	0	1	1	0	0
2004-2006	1	2	0	1	1	0	0
<u>Construction/Repair</u>							
2007-2009	1	4	0	2	1	0	0
2004-2006	1	4	0	1	1	0	0
<u>Sales/Purchasing</u>							
2007-2009	1	5	0	1	1	0	0
2004-2006	2	5	0	2	2	0	0
<u>Government/Military</u>							
2007-2009	2	5	0	1	2	0	0
2004-2006	2	5	0	1	3	0	0
<u>Other Business</u>							
2007-2009	7	23	0	6	8	0	0
2004-2006	8	24	0	7	9	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Vacation (Net)</u>							
2007-2009	30	0	43	32	27	44	43
2004-2006	29	0	42	31	24	43	41
Getaway Weekend							
2007-2009	13	0	19	18	6	25	10
2004-2006	13	0	19	17	5	24	9
General Vacation							
2007-2009	17	0	24	14	21	19	33
2004-2006	16	0	23	14	19	19	32
<u>Non-Vacation (Net)</u>							
2007-2009	39	0	57	41	36	56	57
2004-2006	39	0	58	42	34	57	59
See Friend/Relative							
2007-2009	20	0	28	18	23	24	36
2004-2006	19	0	29	17	23	24	38
Special Event							
2007-2009	11	0	17	13	9	18	13
2004-2006	11	0	16	13	7	18	13
Other Personal							
2007-2009	8	0	12	10	5	14	8
2004-2006	9	0	13	12	4	16	8

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
<u>Business (Net)</u>							
2007-2009	\$513	\$513	0	\$350	\$1271	0	0
2004-2006	\$495	\$495	0	\$305	\$1352	0	0
<u>Group Meeting (Net)</u>							
2007-2009	\$648	\$648	0	\$458	\$1536	0	0
2004-2006	\$627	\$627	0	\$384	\$1568	0	0
<u>Transient Meeting (Net)</u>							
2007-2009	\$432	\$432	0	\$285	\$1112	0	0
2004-2006	\$416	\$416	0	\$260	\$1194	0	0
<u>Leisure (Net)</u>							
2007-2009	\$592	0	\$592	\$453	\$1395	\$453	\$1395
2004-2006	\$571	0	\$571	\$440	\$1414	\$440	\$1414
<u>Vacation (Net)</u>							
2007-2009	\$1020	0	\$1020	\$820	\$1868	\$820	\$1868
2004-2006	\$1007	0	\$1007	\$801	\$2073	\$801	\$2073
<u>Non-Vacation (Net)</u>							
2007-2009	\$440	0	\$440	\$331	\$1153	\$331	\$1153
2004-2006	\$427	0	\$427	\$326	\$1134	\$326	\$1134

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Group Meeting (Net)</u>							
2007-2009	\$648	\$648	0	\$458	\$1536	0	0
2004-2006	\$627	\$627	0	\$384	\$1568	0	0
<u>Convention</u>							
2007-2009	\$1049	\$1049	0	\$739	\$1918	0	0
2004-2006	\$899	\$899	0	\$564	\$1806	0	0
<u>Seminar/Training</u>							
2007-2009	\$581	\$581	0	\$427	\$1420	0	0
2004-2006	\$554	\$554	0	\$333	\$1601	0	0
<u>Other Group Meeting</u>							
2007-2009	\$470	\$470	0	\$340	\$1238	0	0
2004-2006	\$486	\$486	0	\$309	\$1242	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Transient Business (Net)</u>							
2007-2009	\$432	\$432	0	\$285	\$1112	0	0
2004-2006	\$416	\$416	0	\$260	\$1194	0	0
<u>Client Services/Consulting</u>							
2007-2009	\$411	\$411	0	\$207	\$1427	0	0
2004-2006	\$540	\$540	0	\$257	\$1408	0	0
<u>Inspect/Audit</u>							
2007-2009	\$296	\$296	0	\$200	\$650	0	0
2004-2006	\$477	\$477	0	\$264	\$1666	0	0
<u>Construction/Repair</u>							
2007-2009	\$496	\$496	0	\$496	\$493	0	0
2004-2006	\$377	\$377	0	\$311	\$909	0	0
<u>Sales/Purchasing</u>							
2007-2009	\$339	\$339	0	\$236	\$906	0	0
2004-2006	\$437	\$437	0	\$337	\$907	0	0
<u>Government/Military</u>							
2007-2009	\$543	\$543	0	\$268	\$2149	0	0
2004-2006	\$441	\$441	0	\$220	\$1451	0	0
<u>Other Business</u>							
2007-2009	\$455	\$455	0	\$314	\$1088	0	0
2004-2006	\$367	\$367	0	\$246	\$1076	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Vacation (Net)</u>							
2007-2009	\$1020	0	\$1020	\$820	\$1868	\$820	\$1868
2004-2006	\$1007	0	\$1007	\$801	\$2073	\$801	\$2073
Getaway Weekend							
2007-2009	\$740	0	\$740	\$701	\$1011	\$701	\$1011
2004-2006	\$717	0	\$717	\$655	\$1400	\$655	\$1400
General Vacation							
2007-2009	\$1450	0	\$1450	\$1046	\$2428	\$1046	\$2428
2004-2006	\$1456	0	\$1456	\$1090	\$2374	\$1090	\$2374
<u>Non-Vacation (Net)</u>							
2007-2009	\$440	0	\$440	\$331	\$1153	\$331	\$1153
2004-2006	\$427	0	\$427	\$326	\$1134	\$326	\$1134
See Friend/Relative							
2007-2009	\$470	0	\$470	\$317	\$1164	\$317	\$1164
2004-2006	\$425	0	\$425	\$283	\$1160	\$283	\$1160
Special Event							
2007-2009	\$534	0	\$534	\$430	\$1404	\$430	\$1404
2004-2006	\$536	0	\$536	\$440	\$1329	\$440	\$1329
Other Personal							
2007-2009	\$311	0	\$311	\$265	\$828	\$265	\$828
2004-2006	\$339	0	\$339	\$301	\$801	\$301	\$801



**LENGTH OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12073	2246	9827	8343	3730	6940	2887
Unweighted 2008 Stay Base	14891	3635	11256	10570	4321	8339	2917
Weighted 2009 Stay Base	14560	4338	10221	11981	2579	8541	1680
Weighted 2008 Stay Base	16992	5327	11665	14350	2642	10053	1613
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2009	1.26	0.75	1.35	0.75	3.19	0.75	3.24
2008	0.75	0.75	0.75	0.75	3.31	0.75	3.23
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
<i>Average Days (0+/includes Day Trips)</i>							
2009	2.13	2.01	2.19	1.73	4.01	1.78	4.24
2008	2.10	2.04	2.13	1.72	4.15	1.78	4.32
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
<i>Median Nights (1+/Overnight Only)</i>							
2009	2.01	2.09	1.98	1.75	3.02	1.76	2.95
2008	2.10	2.17	2.07	1.86	3.01	1.89	3.04
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
<i>Average Nights (1+/Overnight Only)</i>							
2009	2.76	2.74	2.76	2.29	3.87	2.30	3.99
2008	2.89	2.84	2.91	2.46	3.95	2.48	4.21
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

**LENGTH OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Day Trip							
2009	50	54	48	57	16	55	12
2008	53	54	53	60	14	59	15
2007	50	53	49	57	19	54	20
2006	52	56	50	60	15	57	11
2005	55	61	52	61	19	58	15
<u>1-3 nights (Net)</u>							
2009	39	33	41	36	48	39	51
2008	35	34	36	32	51	34	49
2007	38	36	40	37	48	39	47
2006	37	34	39	35	50	37	52
2005	35	28	38	33	45	36	48
1 night							
2009	19	17	19	18	20	19	21
2008	16	15	16	15	16	16	17
2007	17	16	17	17	17	17	19
2006	17	16	17	17	17	17	20
2005	16	11	18	16	15	18	18
2 nights							
2009	13	11	14	12	16	13	17
2008	13	11	14	12	19	13	19
2007	15	13	16	14	18	16	17
2006	14	11	15	13	17	15	18
2005	12	11	13	12	16	13	17

**LENGTH OF STAY**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
3 nights							
2009	7	6	8	6	13	6	13
2008	6	7	6	5	16	5	13
2007	7	7	7	5	13	6	11
2006	6	7	6	5	16	5	14
2005	7	6	7	5	13	6	14
4-7 nights							
2009	10	11	9	6	28	5	27
2008	10	10	9	6	28	6	27
2007	9	10	9	6	26	6	24
2006	8	9	8	5	28	5	28
2005	8	10	8	5	27	5	25
8+ nights							
2009	2	1	2	1	8	1	9
2008	2	2	2	1	7	1	9
2007	2	2	2	1	8	1	9
2006	2	2	3	1	8	1	10
2005	2	2	3	1	9	1	12

**LENGTH OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40550	9279	31271	28838	11712	22987	8284
Unweighted 2004-2006 Stay Base	37162	9394	27768	26894	10268	20739	7029
Weighted 2007-2009 Stay Base	47024	14980	32044	39125	7899	27096	4948
Weighted 2004-2006 Stay Base	46193	15794	30398	38803	7390	26095	4304
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2007-2009	0.75	0.75	1.25	0.75	3.18	0.75	3.12
2004-2006	0.75	0.75	0.75	0.75	3.28	0.75	3.34
<i>Average Days (0+/includes Day Trips)</i>							
2007-2009	2.13	2.06	2.17	1.74	4.08	1.80	4.20
2004-2006	2.08	1.99	2.13	1.68	4.18	1.74	4.48
<i>Median Nights (1+/Overnight Only)</i>							
2007-2009	2.05	2.12	2.02	1.82	3.00	1.84	2.96
2004-2006	2.05	2.16	2.00	1.79	3.16	1.80	3.15
<i>Average Nights (1+/Overnight Only)</i>							
2007-2009	2.84	2.84	2.83	2.38	3.97	2.39	4.11
2004-2006	2.88	2.94	2.85	2.37	4.17	2.34	4.39
	%	%	%	%	%	%	%
Day Trip							
2007-2009	51	54	50	58	16	56	16
2004-2006	54	58	52	61	18	58	15

**LENGTH OF STAY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>1-3 nights (Net)</u>							
2007-2009	37	34	39	35	49	37	49
2004-2006	35	31	37	33	46	36	47
<u>1 night</u>							
2007-2009	17	16	17	17	17	17	19
2004-2006	16	14	17	16	16	17	18
<u>2 nights</u>							
2007-2009	14	12	15	13	17	14	17
2004-2006	13	11	14	12	16	13	16
<u>3 nights</u>							
2007-2009	7	7	7	5	14	6	13
2004-2006	6	6	6	5	14	5	13
<u>4-7 nights</u>							
2007-2009	9	10	9	6	27	6	26
2004-2006	9	9	8	5	28	5	27
<u>8+ nights</u>							
2007-2009	2	2	2	1	8	1	9
2004-2006	2	2	3	1	9	1	11

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40550	9279	31271	28838	11712	22987	8284
Unweighted 2004-2006 Stay Base	37162	9394	27768	26894	10268	20739	7029
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	#	#	#	#	#	#	#
<i>Median Days (0+/includes Day Trips)</i>							
2007-2009	3.28	3.52	3.19	2.53	4.84	2.53	5.07
2004-2006	3.16	3.50	3.04	2.39	4.91	2.40	5.16
<i>Average Days (0+/includes Day Trips)</i>							
2007-2009	4.41	4.43	4.40	3.31	6.12	3.34	6.29
2004-2006	4.26	4.42	4.18	3.04	6.16	3.00	6.48
<i>Median Nights (1+/Overnight Only)</i>							
2007-2009	3.16	3.28	3.09	2.40	4.19	2.39	4.45
2004-2006	3.21	3.47	3.06	2.37	4.38	2.33	4.66
<i>Average Nights (1+/Overnight Only)</i>							
2007-2009	4.41	4.32	4.45	3.46	5.52	3.51	5.72
2004-2006	4.46	4.62	4.38	3.31	5.79	3.21	6.07
	%	%	%	%	%	%	%
Day Trip							
2007-2009	17	15	18	26	3	26	3
2004-2006	21	21	22	31	7	30	6

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>1-3 nights (Net)</u>							
2007-2009	46	46	46	51	38	52	37
2004-2006	43	40	44	49	34	50	33
<u>1 night</u>							
2007-2009	14	14	15	18	9	18	10
2004-2006	13	11	13	16	7	17	7
<u>2 nights</u>							
2007-2009	18	17	18	21	14	22	13
2004-2006	18	15	19	21	12	22	12
<u>3 nights</u>							
2007-2009	14	14	13	12	15	13	15
2004-2006	13	14	12	12	15	11	14
<u>4-7 nights</u>							
2007-2009	27	31	26	18	42	18	40
2004-2006	26	30	24	16	42	16	40
<u>8+ nights</u>							
2007-2009	9	8	10	4	17	4	20
2004-2006	10	9	10	4	18	4	21

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
<b>Day Trip</b>							
2007-2009	\$183	\$137	\$206	\$181	\$210	\$203	\$260
2004-2006	\$206	\$167	\$228	\$192	\$471	\$217	\$492
<b>1-3 Nights (Net)</b>							
2007-2009	\$742	\$741	\$742	\$659	\$1045	\$673	\$1030
2004-2006	\$710	\$697	\$715	\$626	\$1038	\$653	\$1015
<b>1 night</b>							
2007-2009	\$502	\$481	\$511	\$468	\$675	\$480	\$669
2004-2006	\$449	\$411	\$465	\$422	\$612	\$445	\$594
<b>2 nights</b>							
2007-2009	\$801	\$820	\$794	\$737	\$1026	\$742	\$1014
2004-2006	\$828	\$806	\$836	\$766	\$1065	\$790	\$1059
<b>3 nights</b>							
2007-2009	\$1235	\$1212	\$1245	\$1081	\$1551	\$1101	\$1617
2004-2006	\$1151	\$1173	\$1140	\$989	\$1440	\$1001	\$1467



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
4-7 nights							
2007-2009	\$1793	\$1710	\$1838	\$1442	\$2187	\$1472	\$2300
2004-2006	\$1758	\$1671	\$1809	\$1375	\$2114	\$1487	\$2175
8+ nights							
2007-2009	\$2609	\$3134	\$2477	\$1976	\$2986	\$1913	\$2794
2004-2006	\$2486	\$2816	\$2365	\$1836	\$2869	\$1846	\$2665

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11999	2232	9767	8278	3721	6887	2880
Unweighted 2008 Stay Base	14773	3610	11163	10483	4290	8272	2891
Weighted 2009 Stay Base	14229	4255	9974	11684	2545	8322	1652
Weighted 2008 Stay Base	16601	5135	11466	14054	2547	9930	1535
<i>Median (%)</i>							
2009	100	100	100	100	100	100	100
2008	100	100	100	100	100	100	100
2007	100	100	100	100	100	100	100
2006	100	100	100	100	100	100	100
2005	100	100	100	100	100	100	100
<i>Average (%)</i>							
2009	95	97	95	97	87	97	83
2008	96	97	96	98	88	98	84
2007	96	98	95	98	89	97	85
2006	96	98	95	98	87	98	82
2005	96	98	95	98	88	97	83
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
0-24%							
2009	2	1	2	1	6	1	9
2008	2	1	2	1	6	1	9
2007	1	*	2	1	5	1	8
2006	2	1	2	1	8	1	11
2005	2	*	3	1	7	1	10

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
25-49%								
	2009	2	1	3	1	6	1	8
	2008	2	1	2	1	6	1	7
	2007	2	1	2	1	6	1	8
	2006	2	1	2	1	5	1	7
	2005	2	1	2	1	6	1	8
50-74%								
	2009	3	3	3	2	6	2	6
	2008	2	2	2	1	7	2	7
	2007	2	2	2	1	6	2	7
	2006	2	2	2	1	6	1	7
	2005	2	2	2	2	5	2	6
75-99%								
	2009	1	1	1	*	3	*	3
	2008	1	1	1	*	3	*	3
	2007	1	*	1	*	2	*	2
	2006	1	1	1	*	3	*	3
	2005	1	1	1	*	2	*	3
100%								
	2009	92	94	91	95	79	95	74
	2008	94	95	93	96	79	96	73
	2007	94	96	92	96	81	96	75
	2006	94	96	93	96	79	96	72
	2005	94	96	92	96	80	95	73

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	2935	638	2297	1918	1017	1570	727
Unweighted 2008 Stay Base	4182	1159	3023	2883	1299	2192	831
Weighted 2009 Stay Base	13032	2647	10385	10948	2084	8909	1475
Weighted 2008 Stay Base	15124	3556	11568	12953	2171	9987	1580
	#	#	#	#	#	#	#
Median (0+ visits)							
2009	4.0	5.4	3.8	4.3	2.3	4.2	2.1
2008	4.1	4.4	4.1	4.7	2.3	4.7	2.1
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
Median (1+ visits)							
2009	4.4	7.6	4.2	4.8	2.7	4.6	2.3
2008	4.4	4.7	4.3	5.1	2.4	5.1	2.3
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
Average (0+ visits)							
2009	12.7	18.9	11.1	13.6	7.8	12.0	5.7
2008	13.5	12.7	13.7	14.6	6.7	15.0	5.5
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
Average (1+ visits)							
2009	13.4	20.2	11.7	14.3	8.5	12.6	6.1
2008	14.0	13.1	14.2	15.1	7.1	15.5	5.9
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>No visits</b>							
2009	5	7	5	5	9	5	7
2008	4	3	4	3	5	3	6
2007	3	3	2	2	3	2	3
2006	5	6	4	4	8	3	9
2005	5	4	6	4	10	5	11
<b>1+ Visits (Net)</b>							
2009	95	93	95	95	91	95	93
2008	96	97	96	97	95	97	94
2007	97	97	98	98	97	98	97
2006	95	94	96	96	92	97	91
2005	95	96	94	96	90	95	89
<b>1 visit</b>							
2009	19	18	20	17	30	18	34
2008	17	16	18	15	30	16	32
2007	21	22	20	18	34	18	34
2006	19	23	18	17	34	17	31
2005	22	23	21	18	38	18	36
<b>2-3 visits</b>							
2009	22	18	23	22	21	23	25
2008	25	27	25	25	31	24	30
2007	25	27	25	26	24	25	26
2006	24	24	24	24	24	24	26
2005	22	20	23	21	28	22	28

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
4-9 visits								
	2009	21	14	22	21	19	23	22
	2008	22	20	23	23	19	23	21
	2007	20	23	20	20	22	19	24
	2006	21	21	21	21	19	21	23
	2005	19	19	19	19	16	19	18
10-19 visits								
	2009	14	17	13	15	11	14	9
	2008	13	19	11	13	9	11	7
	2007	15	13	15	15	13	16	10
	2006	14	8	16	15	11	17	9
	2005	15	12	15	17	4	18	4
20+ visits								
	2009	18	27	16	20	10	18	4
	2008	19	15	20	21	6	23	4
	2007	16	12	18	19	4	20	2
	2006	17	18	16	19	3	18	1
	2005	17	22	15	20	4	18	3

**TRAVELING PARTY**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	7724	1489	6235	5014	2710	4134	2101
Unweighted 2008 Stay Base	9665	2415	7250	6582	3083	5163	2087
Weighted 2009 Stay Base	11173	3287	7886	9197	1976	6576	1310
Weighted 2008 Stay Base	14106	4340	9765	11935	2170	8445	1320
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2009	1.80	1.00	2.09	1.85	1.56	2.13	1.93
2008	1.81	1.00	2.08	1.85	1.59	2.08	2.06
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
<i>Average (persons)</i>							
2009	2.15	1.46	2.44	2.21	1.91	2.49	2.18
2008	2.12	1.49	2.40	2.15	2.00	2.40	2.42
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
<i>Average #Persons from HH on Trip</i>							
2009	1.85	1.34	2.07	1.88	1.74	2.09	1.94
2008	1.84	1.34	2.05	1.85	1.79	2.03	2.17
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

**TRAVELING PARTY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>One Adult</b>							
2009	40	75	25	38	48	24	31
2008	38	70	25	37	47	24	27
2007	37	65	22	36	42	21	26
2006	36	61	22	35	39	22	27
2005	37	59	27	37	41	27	26
<b>One Male and One Female</b>							
2009	26	9	32	26	26	32	36
2008	27	16	32	28	21	32	29
2007	30	16	37	30	28	37	37
2006	29	18	34	29	26	35	32
2005	30	20	35	31	23	36	30
<b>Two Males or Two Females</b>							
2009	6	4	7	7	5	7	7
2008	6	4	7	7	4	8	3
2007	8	6	9	8	6	9	5
2006	8	9	8	8	9	8	9
2005	7	9	7	7	7	7	4
<b>Three or More Adults</b>							
2009	8	5	8	8	7	8	8
2008	6	4	6	6	5	6	6
2007	6	5	7	6	5	7	7
2006	6	5	6	6	5	6	5
2005	6	5	6	6	7	6	8



**TRAVELING PARTY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Children Present							
2009	21	6	27	22	14	28	19
2008	23	6	30	23	22	30	34
2007	20	8	26	20	19	26	26
2006	21	7	29	21	20	29	27
2005	19	8	25	19	22	24	32

**TRAVELING PARTY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	24823	5818	19005	16809	8014	13249	5756
Unweighted 2004-2006 Stay Base	28143	7291	20852	19972	8171	15278	5574
Weighted 2007-2009 Stay Base	37249	11757	25492	31173	6076	21621	3871
Weighted 2004-2006 Stay Base	39742	13494	26248	33527	6215	22568	3680
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2007-2009	1.81	1.00	2.08	1.85	1.63	2.09	2.00
2004-2006	1.81	1.00	2.05	1.83	1.72	2.04	2.05
<i>Average (persons)</i>							
2007-2009	2.13	1.52	2.41	2.16	1.98	2.43	2.31
2004-2006	2.12	1.63	2.37	2.13	2.07	2.37	2.41
<i>Average #Persons from HH on Trip</i>							
2007-2009	1.84	1.34	2.04	1.86	1.75	2.04	2.03
2004-2006	1.94	1.65	2.06	1.97	1.81	2.06	2.09
	%	%	%	%	%	%	%
<i>One Adult</i>							
2007-2009	38	70	24	37	46	23	28
2004-2006	38	62	26	37	42	26	27
<i>One Male and One Female</i>							
2007-2009	27	14	34	28	25	34	34
2004-2006	28	18	33	29	25	34	31
<i>Two Males or Two Females</i>							
2007-2009	7	5	8	7	5	8	5
2004-2006	8	9	8	8	7	8	6

**TRAVELING PARTY**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Three or More Adults							
2007-2009	6	5	7	6	6	7	7
2004-2006	6	5	6	6	6	6	6
Children Present							
2007-2009	21	7	28	22	18	28	26
2004-2006	20	7	27	20	20	27	30

**TRAVELING PARTY**  
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	24823	5818	19005	16809	8014	13249	5756
Unweighted 2004-2006 Stay Base	28143	7291	20852	19972	8171	15278	5574
Weighted 2007-2009 Stay Base	20043456	5701617	14341877	12550345	7493167	9350385	4991491
Weighted 2004-2006 Stay Base	20634786	6385401	14249405	12721283	7913490	9499463	4749945
	#	#	#	#	#	#	#
<i>Median (persons)</i>							
2007-2009	2.21	1.00	2.40	2.28	2.07	2.41	2.38
2004-2006	2.25	1.70	2.42	2.31	2.15	2.43	2.41
<i>Average (persons)</i>							
2007-2009	2.87	2.06	3.19	3.00	2.63	3.25	3.07
2004-2006	2.94	2.37	3.19	3.04	2.77	3.22	3.12
<i>Average #Persons from HH on Trip</i>							
2007-2009	1.98	1.36	2.23	2.04	1.88	2.23	2.21
2004-2006	2.15	1.64	2.35	2.29	1.95	2.38	2.30
	%	%	%	%	%	%	%
<i>One Adult</i>							
2007-2009	23	53	11	18	30	10	13
2004-2006	20	44	10	16	27	9	12
<i>One Male and One Female</i>							
2007-2009	30	18	35	33	26	36	33
2004-2006	30	21	34	32	27	34	34
<i>Two Males or Two Females</i>							
2007-2009	6	7	6	6	6	6	6
2004-2006	7	8	7	8	7	8	5

**TRAVELING PARTY**  
 Trip-Dollars Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Three or More Adults							
2007-2009	12	12	12	12	12	12	13
2004-2006	12	14	11	12	11	11	10
Children Present							
2007-2009	29	11	36	31	26	36	36
2004-2006	31	14	38	32	28	38	39

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
<b>One Adult</b>							
2007-2009	\$335	\$388	\$265	\$207	\$891	\$190	\$622
2004-2006	\$291	\$353	\$216	\$173	\$879	\$147	\$642
<b>One Male and One Female</b>							
2007-2009	\$633	\$693	\$622	\$499	\$1426	\$488	\$1395
2004-2006	\$587	\$574	\$591	\$442	\$1565	\$453	\$1566
<b>Two Males or Two Females</b>							
2007-2009	\$509	\$683	\$456	\$362	\$1667	\$332	\$1621
2004-2006	\$494	\$463	\$511	\$372	\$1270	\$433	\$1188
<b>Three or More Adults</b>							
2007-2009	\$1117	\$1311	\$1058	\$836	\$2768	\$799	\$2606
2004-2006	\$1109	\$1389	\$993	\$810	\$2867	\$793	\$2400
<b>Children Present</b>							
2007-2009	\$762	\$800	\$758	\$587	\$1877	\$577	\$1869
2004-2006	\$830	\$974	\$811	\$637	\$1879	\$631	\$1801

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10758	1987	8771	7472	3286	6209	2562
Unweighted 2008 Stay Base	13165	3200	9965	9328	3837	7400	2565
Weighted 2009 Stay Base	57299	11766	45533	39640	17659	31658	13876
Weighted 2008 Stay Base	78797	18215	60582	54531	24266	42606	17976
<i>Average (\$1+) including Transportation</i>							
2009	\$125.1	\$171.0	\$113.3	\$109.4	\$160.4	\$101.9	\$139.2
2008	\$122.9	\$163.0	\$110.8	\$106.6	\$159.4	\$101.6	\$132.6
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
<i>Average excluding Transportation</i>							
2009	\$89.4	\$112.9	\$83.4	\$83.1	\$103.7	\$79.7	\$91.7
2008	\$84.1	\$98.6	\$79.7	\$79.3	\$94.8	\$78.2	\$83.3
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
<i>Transportation (\$0+)</i>							
2009	\$35.7	\$58.1	\$29.9	\$26.3	\$56.7	\$22.2	\$47.5
2008	\$38.8	\$64.5	\$31.0	\$27.3	\$64.6	\$23.4	\$49.3
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
<i>Food (\$0+)</i>							
2009	\$29.3	\$31.9	\$28.6	\$28.7	\$30.6	\$28.5	\$28.8
2008	\$29.1	\$32.2	\$28.2	\$28.2	\$31.2	\$28.1	\$28.3
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<i>Room (\$0+)</i>							
2009	\$20.8	\$44.3	\$14.8	\$16.6	\$30.2	\$13.1	\$18.5
2008	\$18.3	\$35.0	\$13.2	\$15.0	\$25.5	\$12.4	\$15.1
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
<i>Shopping (\$0+)</i>							
2009	\$16.4	\$15.7	\$16.6	\$15.6	\$18.1	\$15.4	\$19.2
2008	\$16.5	\$13.9	\$17.3	\$16.9	\$15.7	\$17.4	\$17.1
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
<i>Entertainment (\$0+)</i>							
2009	\$16.2	\$11.8	\$17.3	\$15.8	\$16.9	\$17.0	\$17.9
2008	\$15.2	\$10.6	\$16.5	\$14.6	\$16.4	\$16.1	\$17.7
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
<i>Miscellaneous (\$0+)</i>							
2009	\$6.8	\$9.3	\$6.1	\$6.3	\$7.8	\$5.6	\$7.2
2008	\$5.0	\$6.8	\$4.5	\$4.6	\$6.1	\$4.2	\$5.2
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



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10758	1987	8771	7472	3286	6209	2562
Unweighted 2008 Stay Base	13165	3200	9965	9328	3837	7400	2565
Weighted 2009 Stay Base	57299	11766	45533	39640	17659	31658	13876
Weighted 2008 Stay Base	78797	18215	60582	54531	24266	42606	17976
<i>Median (\$1+) including Transportation</i>							
2009	\$88.6	\$123.3	\$81.1	\$77.2	\$112.7	\$73.5	\$95.5
2008	\$91.0	\$135.4	\$82.9	\$79.6	\$129.1	\$75.8	\$104.3
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
<i>Median excluding Transportation</i>							
2009	\$59.8	\$85.6	\$54.9	\$55.6	\$69.1	\$54.0	\$58.4
2008	\$61.2	\$77.9	\$56.7	\$55.0	\$74.6	\$52.8	\$65.9
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
<i>Transportation (\$0+)</i>							
2009	\$18.5	\$34.6	\$17.3	\$15.3	\$35.5	\$13.8	\$30.9
2008	\$21.0	\$40.3	\$18.8	\$17.6	\$38.1	\$16.3	\$31.3
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
<i>Food (\$0+)</i>							
2009	\$20.9	\$25.7	\$19.9	\$20.5	\$22.0	\$20.0	\$19.6
2008	\$23.5	\$29.7	\$22.1	\$22.3	\$26.3	\$21.5	\$22.9
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<i>Room (\$0+)</i>							
2009	0	\$26.5	0	0	\$12.0	0	0
2008	\$3.2	\$22.6	0	0	\$10.3	0	\$2.3
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
<i>Shopping (\$0+)</i>							
2009	0	0	\$2.6	0	\$5.2	0	\$6.7
2008	\$1.0	0	\$4.2	0	\$5.4	0	\$7.5
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
<i>Entertainment (\$0+)</i>							
2009	0	0	\$2.2	0	\$4.7	0	\$6.7
2008	0	0	\$0.9	0	\$4.5	0	\$6.8
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
<i>Miscellaneous (\$0+)</i>							
2009	0	0	0	0	0	0	0
2008	0	0	0	0	0	0	0
2007	0	0	0	0	0	0	0
2006	0	0	0	0	0	0	0
2005	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	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	10758	1987	8771	7472	3286	6209	2562
Unweighted 2008 Stay Base	13165	3200	9965	9328	3837	7400	2565
Weighted 2009 Stay Base	57299	11766	45533	39640	17659	31658	13876
Weighted 2008 Stay Base	78797	18215	60582	54531	24266	42606	17976
	%	%	%	%	%	%	%
Transportation (0+)							
2009	28.5	34.0	26.4	24.1	35.3	21.8	34.1
2008	31.6	39.5	28.0	25.6	40.5	23.0	37.2
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
Food (0+)							
2009	23.4	18.6	25.3	26.2	19.1	28.0	20.7
2008	23.7	19.7	25.4	26.4	19.6	27.7	21.3
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
Room (0+)							
2009	16.6	25.9	13.0	15.2	18.9	12.9	13.3
2008	14.9	21.5	11.9	14.1	16.0	12.2	11.4
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Shopping (0+)							
2009	13.1	9.2	14.7	14.3	11.3	15.2	13.8
2008	13.5	8.5	15.6	15.9	9.8	17.1	12.9
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
Entertainment (0+)							
2009	12.9	6.9	15.3	14.4	10.6	16.7	12.9
2008	12.3	6.5	14.9	13.7	10.3	15.8	13.3
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
Miscellaneous (0+)							
2009	5.4	5.4	5.4	5.8	4.8	5.5	5.2
2008	4.1	4.2	4.1	4.3	3.8	4.1	3.9
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	2889	655	2234	1943	946	1549	685
Unweighted 2008 Stay Base	4030	1057	2973	2747	1283	2149	824
Weighted 2009 Stay Base	13006	2866	10140	11265	1741	8846	1293
Weighted 2008 Stay Base	14527	3342	11185	12628	1899	9766	1420
<i>Median (\$1+)</i>							
2009	\$150.0	\$150.5	\$150.0	\$112.2	\$503.9	\$112.9	\$444.7
2008	\$200.4	\$253.0	\$199.0	\$151.4	\$598.7	\$156.6	\$497.1
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
<i>Average (\$1+)</i>							
2009	\$390.9	\$381.7	\$394.2	\$274.1	\$868.2	\$270.6	\$837.4
2008	\$458.6	\$484.7	\$450.8	\$333.4	\$975.6	\$327.2	\$922.9
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
<i>No Trip Package Used</i>							
	%	%	%	%	%	%	%
2009	70.9	64.8	72.7	73.0	57.3	75.5	53.3
2008	71.4	71.5	71.4	73.5	57.4	74.0	53.3
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Used Trip Package</u>							
2009	29.1	35.2	27.3	27.0	42.7	24.5	46.7
2008	28.6	28.5	28.6	26.5	42.6	26.0	46.7
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
\$100 or less							
2009	12.6	15.3	11.8	13.2	8.7	11.8	11.5
2008	9.8	11.9	9.2	10.3	6.5	9.3	8.3
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
\$101-\$200							
2009	5.3	8.4	4.4	5.5	4.2	4.4	4.7
2008	5.2	1.6	6.3	5.2	5.1	6.3	6.4
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
\$201-\$300							
2009	2.5	1.8	2.7	2.5	2.2	2.7	2.4
2008	3.1	1.7	3.5	3.2	2.4	3.6	3.0
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
\$301-\$500							
2009	3.0	2.7	3.1	2.5	6.5	2.5	7.4
2008	3.7	4.8	3.3	3.3	6.2	2.8	6.9
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
\$501-\$1000							
2009	2.9	3.3	2.8	2.0	8.9	2.0	7.9
2008	3.8	5.2	3.4	2.9	9.6	2.6	9.0
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
\$1001+							
2009	2.8	3.7	2.5	1.3	12.2	1.0	12.9
2008	3.0	3.2	2.9	1.5	12.8	1.4	13.3
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

**PRIMARY ACTIVITIES**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	14599	4341	10258	12017	2582	8576	1682
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
	%	%	%	%	%	%	%
Dining							
2009	36	35	36	36	34	36	35
2008	32	27	34	31	39	34	37
2007	37	35	38	36	42	37	43
2006	36	33	37	35	41	38	36
2005	37	38	37	35	46	36	40
Shopping							
2009	21	15	23	20	23	22	29
2008	18	12	21	18	21	20	26
2007	22	16	26	22	26	25	30
2006	25	18	29	24	30	29	32
2005	26	21	28	26	27	28	31
Entertainment							
2009	20	10	24	19	23	23	29
2008	18	10	22	18	21	22	26
2007	20	12	24	19	26	22	34
2006	21	13	25	20	26	24	30
2005	22	17	25	21	27	24	29
Touring/Sightseeing							
2009	13	5	17	12	19	15	25
2008	16	9	19	16	18	19	25
2007	16	12	19	15	22	17	26
2006	17	11	21	16	26	19	32
2005	20	14	22	18	27	21	32



**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Theme/Amusement Park							
2009	7	1	10	7	7	9	10
2008	8	2	11	8	9	10	14
2007	8	3	10	8	9	10	12
2006	8	4	11	8	11	11	11
2005	8	4	10	7	11	9	14
Beach/Waterfront							
2009	6	1	8	6	8	8	12
2008	7	2	9	6	11	8	15
2007	8	4	9	7	10	9	13
2006	8	4	10	7	14	8	17
2005	8	5	10	7	12	9	15
Night Life							
2009	4	3	5	4	5	4	6
2008	5	4	5	4	5	5	5
2007	6	4	6	6	6	6	7
2006	7	5	8	6	8	7	10
2005	7	7	7	7	9	7	7
Festival, Craft Fair							
2009	4	5	3	4	3	4	2
2008	5	6	4	5	3	5	3
2007	3	2	4	3	3	4	4
2006	5	4	5	5	4	5	4
2005	4	4	4	4	4	4	3

**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Attend Sports/Olympic Event							
2009	4	1	5	4	2	5	3
2008	4	1	5	4	3	5	4
2007	4	4	4	4	3	4	4
2006	4	3	5	4	5	5	5
2005	2	1	3	2	2	3	3
Museum, Art Exhibit							
2009	4	2	5	4	4	5	5
2008	4	3	4	4	4	4	6
2007	5	3	6	5	5	5	6
2006	4	2	5	3	6	5	8
2005	5	4	5	4	6	4	8
Visit Historic Site							
2009	4	2	4	3	4	4	5
2008	3	2	4	3	4	4	6
2007	3	3	4	3	4	3	6
2006	4	2	5	3	8	4	10
2005	4	4	4	4	5	4	6
Park: National, State							
2009	3	1	5	3	5	4	6
2008	5	3	6	4	7	5	10
2007	5	4	6	5	6	5	9
2006	5	2	6	4	7	5	10
2005	5	3	6	5	6	6	8

**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Concert, Play, Dance							
2009	3	1	4	3	3	4	4
2008	5	2	7	5	3	7	5
2007	4	3	5	4	4	5	4
2006	6	4	6	6	4	7	5
2005	5	3	6	5	5	6	5
Hike, Bike							
2009	3	1	4	3	3	4	3
2008	3	1	4	3	2	4	3
2007	4	2	5	4	4	5	5
2006	4	1	5	4	2	5	2
2005	4	2	4	4	2	5	2
Gamble							
2009	3	1	4	3	2	4	2
2008	4	1	5	4	3	5	4
2007	5	3	5	5	3	5	4
2006	4	3	4	3	4	4	4
2005	5	3	6	5	4	6	4
Group Tour							
2009	2	2	2	3	2	3	2
2008	4	3	4	4	2	4	2
2007	3	3	3	3	2	3	2
2006	2	1	3	2	2	3	2
2005	2	2	3	2	2	3	3

**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Camping							
2009	2	*	2	2	1	3	1
2008	2	1	3	2	2	3	2
2007	2	1	3	2	1	3	1
2006	2	1	2	2	1	2	1
2005	2	1	2	2	1	2	2
Nature/Culture: Observe and Conserve Eco-Travel							
2009	2	1	2	2	2	2	2
2008	3	3	3	3	3	3	5
2007	4	2	4	4	3	5	3
2006	3	3	3	3	3	3	3
2005	3	2	3	2	4	2	5
Look at Real Estate							
2009	2	2	1	2	1	1	2
2008	2	2	2	2	2	2	2
2007	2	2	3	2	3	2	3
2006	1	2	1	1	1	1	1
2005	2	2	1	2	1	1	1
Hunt, Fish							
2009	1	1	2	1	1	2	1
2008	1	1	2	1	1	2	1
2007	1	1	1	1	1	1	2
2006	2	2	2	2	1	2	1
2005	1	*	1	1	1	1	1

**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Other Adventure Sports							
2009	1	1	1	1	2	1	2
2008	2	2	2	2	1	2	1
2007	2	1	3	2	2	3	2
2006	2	2	2	2	1	2	1
2005	1	*	2	1	1	2	1
Snow Ski, Snow Board							
2009	1	*	1	1	1	2	1
2008	1	*	1	1	1	1	1
2007	1	*	1	1	1	1	1
2006	1	1	2	1	*	2	*
2005	1	*	1	1	1	1	1
Golf							
2009	1	*	1	1	1	1	2
2008	2	1	2	1	3	1	5
2007	2	1	2	2	2	2	3
2006	1	1	1	1	2	1	2
2005	2	2	2	2	2	2	2
Show: Boat, Car, Home							
2009	1	1	1	1	1	1	*
2008	1	1	1	1	1	1	*
2007	2	2	1	2	1	1	1
2006	1	1	1	1	1	1	1
2005	1	2	1	2	1	1	1
Boat/Sail							
2009	1	*	1	1	1	1	2
2008	1	1	1	1	1	1	1
2007	1	1	2	1	1	2	2
2006	1	1	2	1	2	2	1
2005	1	1	1	1	1	1	1

**PRIMARY ACTIVITIES - NETS**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	14599	4341	10258	12017	2582	8576	1682
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
	%	%	%	%	%	%	%
Attractions (Net)							
2009	17	6	22	18	15	23	19
2008	20	9	25	20	19	25	25
2007	22	14	25	22	20	25	25
2006	21	13	26	21	25	26	28
2005	21	15	24	21	23	24	27
Touring/Sightseeing (Net)							
2009	15	7	19	14	20	17	26
2008	18	11	22	18	20	21	26
2007	18	14	20	17	23	19	28
2006	19	12	23	17	28	21	33
2005	21	16	24	20	28	22	34
Nature (Net)							
2009	13	5	17	13	16	16	20
2008	15	8	18	14	20	17	28
2007	17	10	21	17	18	21	24
2006	16	9	20	15	23	18	29
2005	16	11	18	15	21	17	26

**PRIMARY ACTIVITIES - NETS**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Culture (Net)							
2009	13	9	14	13	12	14	13
2008	15	12	17	16	12	17	16
2007	14	10	16	14	14	15	17
2006	15	11	18	15	19	17	21
2005	16	13	17	15	17	16	20
Outdoor Sports (Net)							
2009	5	3	6	5	5	6	6
2008	6	4	7	6	6	6	8
2007	7	4	9	7	7	9	9
2006	7	6	7	7	6	8	5
2005	6	4	6	6	5	7	6
General (Net)							
2009	48	43	50	48	46	50	50
2008	44	36	47	43	49	47	49
2007	48	42	51	47	55	50	58
2006	48	41	52	47	53	52	51
2005	50	47	52	49	56	52	54
No Activity Mentioned							
2009	31	46	25	31	34	25	26
2008	32	48	24	32	30	24	25
2007	30	45	23	31	27	23	20
2006	31	45	23	31	29	23	26
2005	30	39	26	31	24	27	19

**PRIMARY ACTIVITIES - ATTRACTIONS**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	14599	4341	10258	12017	2582	8576	1682
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
	%	%	%	%	%	%	%
<u>Attractions (Net)</u>							
2009	17	6	22	18	15	23	19
2008	20	9	25	20	19	25	25
2007	22	14	25	22	20	25	25
2006	21	13	26	21	25	26	28
2005	21	15	24	21	23	24	27
<u>Attend Sports/Olympic Event</u>							
2009	4	1	5	4	2	5	3
2008	4	1	5	4	3	5	4
2007	4	4	4	4	3	4	4
2006	4	3	5	4	5	5	5
2005	2	1	3	2	2	3	3
<u>Gamble</u>							
2009	3	1	4	3	2	4	2
2008	4	1	5	4	3	5	4
2007	5	3	5	5	3	5	4
2006	4	3	4	3	4	4	4
2005	5	3	6	5	4	6	4



**PRIMARY ACTIVITIES - ATTRACTIONS**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Night Life							
2009	4	3	5	4	5	4	6
2008	5	4	5	4	5	5	5
2007	6	4	6	6	6	6	7
2006	7	5	8	6	8	7	10
2005	7	7	7	7	9	7	7
Show: Boat, Car, Home							
2009	1	1	1	1	1	1	*
2008	1	1	1	1	1	1	*
2007	2	2	1	2	1	1	1
2006	1	1	1	1	1	1	1
2005	1	2	1	2	1	1	1
Theme/Amusement Park							
2009	7	1	10	7	7	9	10
2008	8	2	11	8	9	10	14
2007	8	3	10	8	9	10	12
2006	8	4	11	8	11	11	11
2005	8	4	10	7	11	9	14

**PRIMARY ACTIVITIES - CULTURE**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Culture (Net)</u>							
2009	13	9	14	13	12	14	13
2008	15	12	17	16	12	17	16
2007	14	10	16	14	14	15	17
2006	15	11	18	15	19	17	21
2005	16	13	17	15	17	16	20
Concert, Play, Dance							
2009	3	1	4	3	3	4	4
2008	5	2	7	5	3	7	5
2007	4	3	5	4	4	5	4
2006	6	4	6	6	4	7	5
2005	5	3	6	5	5	6	5
Festival, Craft Fair							
2009	4	5	3	4	3	4	2
2008	5	6	4	5	3	5	3
2007	3	2	4	3	3	4	4
2006	5	4	5	5	4	5	4
2005	4	4	4	4	4	4	3
Museum, Art Exhibit							
2009	4	2	5	4	4	5	5
2008	4	3	4	4	4	4	6
2007	5	3	6	5	5	5	6
2006	4	2	5	3	6	5	8
2005	5	4	5	4	6	4	8
Visit Historic Site							
2009	4	2	4	3	4	4	5
2008	3	2	4	3	4	4	6
2007	3	3	4	3	4	3	6
2006	4	2	5	3	8	4	10
2005	4	4	4	4	5	4	6

**PRIMARY ACTIVITIES - NATURE**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Nature (Net)</u>							
2009	13	5	17	13	16	16	20
2008	15	8	18	14	20	17	28
2007	17	10	21	17	18	21	24
2006	16	9	20	15	23	18	29
2005	16	11	18	15	21	17	26
<u>Beach/Waterfront</u>							
2009	6	1	8	6	8	8	12
2008	7	2	9	6	11	8	15
2007	8	4	9	7	10	9	13
2006	8	4	10	7	14	8	17
2005	8	5	10	7	12	9	15
<u>Camping</u>							
2009	2	*	2	2	1	3	1
2008	2	1	3	2	2	3	2
2007	2	1	3	2	1	3	1
2006	2	1	2	2	1	2	1
2005	2	1	2	2	1	2	2
<u>Hike, Bike</u>							
2009	3	1	4	3	3	4	3
2008	3	1	4	3	2	4	3
2007	4	2	5	4	4	5	5
2006	4	1	5	4	2	5	2
2005	4	2	4	4	2	5	2

**PRIMARY ACTIVITIES - NATURE**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Nature/Culture: Observe and Conserve/Eco-Travel							
2009	2	1	2	2	2	2	2
2008	3	3	3	3	3	3	5
2007	4	2	4	4	3	5	3
2006	3	3	3	3	3	3	3
2005	3	2	3	2	4	2	5
Park: National, State							
2009	3	1	5	3	5	4	6
2008	5	3	6	4	7	5	10
2007	5	4	6	5	6	5	9
2006	5	2	6	4	7	5	10
2005	5	3	6	5	6	6	8

**PRIMARY ACTIVITIES - OUTDOOR SPORTS**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Outdoor Sports (Net)</u>							
2009	5	3	6	5	5	6	6
2008	6	4	7	6	6	6	8
2007	7	4	9	7	7	9	9
2006	7	6	7	7	6	8	5
2005	6	4	6	6	5	7	6
<u>Boat/Sail</u>							
2009	1	*	1	1	1	1	2
2008	1	1	1	1	1	1	1
2007	1	1	2	1	1	2	2
2006	1	1	2	1	2	2	1
2005	1	1	1	1	1	1	1
<u>Golf</u>							
2009	1	*	1	1	1	1	2
2008	2	1	2	1	3	1	5
2007	2	1	2	2	2	2	3
2006	1	1	1	1	2	1	2
2005	2	2	2	2	2	2	2
<u>Hunt, Fish</u>							
2009	1	1	2	1	1	2	1
2008	1	1	2	1	1	2	1
2007	1	1	1	1	1	1	2
2006	2	2	2	2	1	2	1
2005	1	*	1	1	1	1	1

**PRIMARY ACTIVITIES - OUTDOOR SPORTS**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Other Adventure Sports							
2009	1	1	1	1	2	1	2
2008	2	2	2	2	1	2	1
2007	2	1	3	2	2	3	2
2006	2	2	2	2	1	2	1
2005	1	*	2	1	1	2	1
Snow Ski, Snow Board							
2009	1	*	1	1	1	2	1
2008	1	*	1	1	1	1	1
2007	1	*	1	1	1	1	1
2006	1	1	2	1	*	2	*
2005	1	*	1	1	1	1	1

**PRIMARY ACTIVITIES - SIGHTSEEING**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Touring/Sightseeing (Net)</u>							
2009	15	7	19	14	20	17	26
2008	18	11	22	18	20	21	26
2007	18	14	20	17	23	19	28
2006	19	12	23	17	28	21	33
2005	21	16	24	20	28	22	34
<u>Group Tour</u>							
2009	2	2	2	3	2	3	2
2008	4	3	4	4	2	4	2
2007	3	3	3	3	2	3	2
2006	2	1	3	2	2	3	2
2005	2	2	3	2	2	3	3
<u>Touring/Sightseeing</u>							
2009	13	5	17	12	19	15	25
2008	16	9	19	16	18	19	25
2007	16	12	19	15	22	17	26
2006	17	11	21	16	26	19	32
2005	20	14	22	18	27	21	32

**PRIMARY ACTIVITIES - GENERAL**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>General (Net)</u>							
2009	48	43	50	48	46	50	50
2008	44	36	47	43	49	47	49
2007	48	42	51	47	55	50	58
2006	48	41	52	47	53	52	51
2005	50	47	52	49	56	52	54
Dining (Expenditure Based)							
2009	36	35	36	36	34	36	35
2008	32	27	34	31	39	34	37
2007	37	35	38	36	42	37	43
2006	36	33	37	35	41	38	36
2005	37	38	37	35	46	36	40
Entertainment (Expenditure Based)							
2009	20	10	24	19	23	23	29
2008	18	10	22	18	21	22	26
2007	20	12	24	19	26	22	34
2006	21	13	25	20	26	24	30
2005	22	17	25	21	27	24	29
Shopping (Expenditure Based)							
2009	21	15	23	20	23	22	29
2008	18	12	21	18	21	20	26
2007	22	16	26	22	26	25	30
2006	25	18	29	24	30	29	32
2005	26	21	28	26	27	28	31
Look at Real Estate							
2009	2	2	1	2	1	1	2
2008	2	2	2	2	2	2	2
2007	2	2	3	2	3	2	3
2006	1	2	1	1	1	1	1
2005	2	2	1	2	1	1	1



**PRIMARY ACTIVITIES**

Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	47125	15020	32105	39190	7935	27153	4952
Weighted 2004-2006 Stay Base	46279	15812	30467	38875	7404	26152	4315
	%	%	%	%	%	%	%
Dining							
2007-2009	35	32	36	34	39	35	38
2004-2006	37	35	37	35	43	37	39
Shopping							
2007-2009	20	14	23	20	23	22	28
2004-2006	26	19	29	25	27	29	31
Entertainment							
2007-2009	19	11	23	19	23	22	30
2004-2006	22	15	26	22	26	25	30
Touring/Sightseeing							
2007-2009	15	9	18	14	20	17	25
2004-2006	19	13	23	18	28	21	35
Theme/Amusement Park							
2007-2009	8	2	10	7	8	10	12
2004-2006	8	4	10	7	11	10	13
Beach/Waterfront							
2007-2009	7	2	9	6	10	8	13
2004-2006	8	5	10	7	12	9	15

**PRIMARY ACTIVITIES**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Night Life							
2007-2009	5	4	5	5	5	5	6
2004-2006	7	7	8	7	8	7	8
Park: National, State							
2007-2009	4	3	5	4	6	5	8
2004-2006	5	3	6	5	7	6	9
Museum, Art Exhibit							
2007-2009	4	3	5	4	4	5	5
2004-2006	4	3	5	4	6	5	7
Festival, Craft Fair							
2007-2009	4	5	4	4	3	4	3
2004-2006	5	4	5	5	4	5	4
Concert, Play, Dance							
2007-2009	4	2	5	4	3	5	4
2004-2006	5	4	6	5	5	6	5
Attend Sports/Olympic Event							
2007-2009	4	2	5	4	3	5	4
2004-2006	4	2	4	4	3	5	3

**PRIMARY ACTIVITIES**

Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Gamble							
2007-2009	4	2	5	4	3	5	3
2004-2006	5	3	5	5	4	6	5
Visit Historic Site							
2007-2009	3	2	4	3	4	4	5
2004-2006	4	3	5	4	7	4	8
Hike, Bike							
2007-2009	3	1	4	3	3	4	4
2004-2006	3	2	4	4	2	5	3
Group Tour							
2007-2009	3	3	3	3	2	3	2
2004-2006	3	2	3	3	2	3	2
Nature/Culture: Observe and Conserve Eco-Travel							
2007-2009	3	2	3	3	3	3	3
2004-2006	3	2	3	3	4	3	4
Camping							
2007-2009	2	1	3	2	1	3	2
2004-2006	2	1	2	2	1	2	2

**PRIMARY ACTIVITIES**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Look at Real Estate							
2007-2009	2	2	2	2	2	2	2
2004-2006	2	2	1	2	2	1	2
Other Adventure Sports							
2007-2009	2	1	2	2	2	2	2
2004-2006	2	1	2	2	1	2	2
Golf							
2007-2009	2	1	2	1	2	2	3
2004-2006	2	2	2	1	2	1	2
Hunt, Fish							
2007-2009	1	1	2	1	1	2	1
2004-2006	1	1	2	1	1	2	1
Show: Boat, Car, Home							
2007-2009	1	1	1	1	1	1	1
2004-2006	1	2	1	1	1	1	1
Boat/Sail							
2007-2009	1	1	1	1	1	1	1
2004-2006	1	1	1	1	1	1	1
Snow Ski, Snow Board							
2007-2009	1	*	1	1	1	1	1
2004-2006	1	*	1	1	1	1	1

**PRIMARY ACTIVITIES**  
 Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	%	%	%	%	%	%	%
Dining							
2007-2009	55	53	56	55	56	56	56
2004-2006	59	58	60	59	59	61	57
Entertainment							
2007-2009	38	24	44	36	41	41	50
2004-2006	41	29	47	41	42	45	51
Shopping							
2007-2009	37	24	43	37	37	41	46
2004-2006	44	32	49	46	41	49	49
Touring/Sightseeing							
2007-2009	23	14	26	20	27	22	34
2004-2006	30	21	33	25	36	28	44
Theme/Amusement Park							
2007-2009	13	5	17	12	14	15	20
2004-2006	16	8	20	15	18	18	24
Beach/Waterfront							
2007-2009	12	6	15	10	15	12	20
2004-2006	15	10	17	12	18	14	23

**PRIMARY ACTIVITIES**  
Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Night Life							
2007-2009	8	8	8	8	8	8	9
2004-2006	9	10	9	9	9	9	9
Park: National, State							
2007-2009	7	4	9	6	9	7	12
2004-2006	7	5	9	7	9	7	11
Museum, Art Exhibit							
2007-2009	6	5	7	6	7	7	8
2004-2006	7	5	8	7	8	7	10
Visit Historic Site							
2007-2009	6	4	7	5	8	6	9
2004-2006	7	5	7	5	9	6	11
Concert, Play, Dance							
2007-2009	5	3	5	5	4	6	4
2004-2006	6	5	7	7	5	7	7
Festival, Craft Fair							
2007-2009	4	5	4	5	3	5	4
2004-2006	5	5	5	6	4	5	4

**PRIMARY ACTIVITIES**  
Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Attend Sports/Olympic Event							
2007-2009	4	3	5	4	4	4	5
2004-2006	5	4	5	5	4	5	4
Hike, Bike							
2007-2009	4	2	5	4	3	5	4
2004-2006	4	2	4	4	3	5	3
Gamble							
2007-2009	4	2	5	5	3	5	3
2004-2006	5	4	6	6	5	6	6
Nature/Culture: Observe and Conserve Eco-Travel							
2007-2009	3	3	4	4	3	4	4
2004-2006	3	3	4	4	3	3	4
Golf							
2007-2009	3	2	4	3	3	4	4
2004-2006	3	3	3	3	3	3	3
Group Tour							
2007-2009	3	3	3	4	3	3	3
2004-2006	3	4	3	4	3	3	3

**PRIMARY ACTIVITIES**  
 Trip-Dollars Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Look at Real Estate							
2007-2009	3	3	3	3	3	3	3
2004-2006	3	3	2	3	2	2	2
Camping							
2007-2009	2	1	3	3	1	4	1
2004-2006	2	*	2	2	1	3	1
Other Adventure Sports							
2007-2009	2	1	2	2	1	2	2
2004-2006	2	1	2	2	1	2	2
Boat/Sail							
2007-2009	2	1	2	2	1	2	2
2004-2006	2	1	2	2	2	2	1
Hunt, Fish							
2007-2009	2	1	2	2	1	2	1
2004-2006	1	1	2	2	1	2	1
Snow Ski, Snow Board							
2007-2009	1	1	2	2	1	2	1
2004-2006	2	1	2	2	1	3	2
Show: Boat, Car, Home							
2007-2009	1	2	1	1	1	1	1
2004-2006	1	2	1	1	1	1	1



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
<b>Dining</b>							
2007-2009	\$891	\$843	\$911	\$678	\$1832	\$710	\$1933
2004-2006	\$836	\$776	\$865	\$632	\$1733	\$687	\$1889
<b>Shopping</b>							
2007-2009	\$1042	\$909	\$1080	\$796	\$2092	\$830	\$2174
2004-2006	\$900	\$830	\$922	\$688	\$1993	\$723	\$2045
<b>Entertainment</b>							
2007-2009	\$1102	\$1108	\$1101	\$814	\$2261	\$822	\$2264
2004-2006	\$974	\$909	\$994	\$719	\$2104	\$753	\$2236
<b>Touring/Sightseeing</b>							
2007-2009	\$907	\$961	\$897	\$617	\$1934	\$613	\$1912
2004-2006	\$861	\$850	\$865	\$583	\$1839	\$612	\$1810
<b>Theme/Amusement Park</b>							
2007-2009	\$1019	\$1360	\$992	\$712	\$2458	\$694	\$2420
2004-2006	\$1142	\$1202	\$1133	\$811	\$2401	\$829	\$2467
<b>Beach/Waterfront</b>							
2007-2009	\$1167	\$1407	\$1135	\$786	\$2279	\$768	\$2238
2004-2006	\$996	\$1077	\$977	\$667	\$2095	\$680	\$2064

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Night Life							
2007-2009	\$1012	\$1217	\$954	\$737	\$2209	\$711	\$2110
2004-2006	\$684	\$738	\$663	\$508	\$1629	\$510	\$1608
Park: National, State							
2007-2009	\$1059	\$1011	\$1070	\$694	\$2144	\$706	\$2051
2004-2006	\$901	\$913	\$899	\$627	\$1834	\$654	\$1741
Museum, Art Exhibit							
2007-2009	\$964	\$939	\$971	\$693	\$2237	\$704	\$2134
2004-2006	\$913	\$914	\$913	\$641	\$2003	\$672	\$1876
Festival, Craft Fair							
2007-2009	\$635	\$543	\$688	\$516	\$1509	\$543	\$1621
2004-2006	\$542	\$630	\$511	\$439	\$1349	\$413	\$1346
Concert, Play, Dance							
2007-2009	\$664	\$1120	\$602	\$526	\$1532	\$477	\$1462
2004-2006	\$666	\$767	\$637	\$527	\$1603	\$494	\$1780
Attend Sports/Olympic Event							
2007-2009	\$639	\$807	\$610	\$444	\$1890	\$418	\$1990
2004-2006	\$672	\$949	\$608	\$489	\$1866	\$476	\$1700

**PRIMARY ACTIVITIES - AVERAGE PARTY PER TRIP SPENDING**

Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Gamble							
2007-2009	\$674	\$710	\$668	\$544	\$1660	\$545	\$1648
2004-2006	\$633	\$564	\$650	\$461	\$1881	\$487	\$2026
Visit Historic Site							
2007-2009	\$1140	\$1058	\$1164	\$738	\$2468	\$796	\$2379
2004-2006	\$933	\$831	\$975	\$612	\$1891	\$677	\$1859
Hike, Bike							
2007-2009	\$825	\$856	\$821	\$686	\$1482	\$688	\$1478
2004-2006	\$630	\$590	\$638	\$499	\$1724	\$533	\$1718
Group Tour							
2007-2009	\$821	\$776	\$839	\$636	\$2065	\$606	\$2543
2004-2006	\$840	\$1362	\$679	\$616	\$2720	\$534	\$2331
Nature/Culture: Observe and Conserve Eco-Travel							
2007-2009	\$838	\$644	\$900	\$678	\$1500	\$727	\$1604
2004-2006	\$657	\$668	\$652	\$514	\$1225	\$482	\$1368
Camping							
2007-2009	\$994	\$1231	\$972	\$906	\$1897	\$884	\$1908
2004-2006	\$934	\$526	\$967	\$892	\$1259	\$924	\$1288

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Look at Real Estate							
2007-2009	\$812	\$715	\$855	\$582	\$1923	\$634	\$2062
2004-2006	\$905	\$821	\$964	\$684	\$1994	\$784	\$1776
Other Adventure Sports							
2007-2009	\$695	\$563	\$722	\$549	\$1491	\$552	\$1771
2004-2006	\$528	\$593	\$509	\$413	\$1220	\$392	\$1288
Golf							
2007-2009	\$1218	\$1106	\$1246	\$1035	\$1748	\$1096	\$1640
2004-2006	\$1090	\$899	\$1203	\$793	\$2119	\$906	\$2530
Hunt, Fish							
2007-2009	\$785	\$1347	\$711	\$683	\$1473	\$616	\$1369
2004-2006	\$575	\$456	\$616	\$490	\$1404	\$529	\$1659
Show: Boat, Car, Home							
2007-2009	\$624	\$829	\$511	\$477	\$1782	\$403	\$1702
2004-2006	\$528	\$468	\$580	\$376	\$1212	\$371	\$1805
Boat/Sail							
2007-2009	\$1117	\$754	\$1206	\$903	\$2030	\$995	\$2056
2004-2006	\$851	\$762	\$886	\$681	\$1764	\$767	\$1527
Snow Ski, Snow Board							
2007-2009	\$964	\$893	\$974	\$775	\$2339	\$798	\$2510
2004-2006	\$1076	\$1077	\$1076	\$871	\$2570	\$879	\$2879

**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 2007-2009 Stay Base	40737	1324	3957	557	1140	1555	1649	1812	718	1224	1679	504	2024	1353	2028	580	2157	443	6857	2768	2097	807	395
Unweighted 2004-2006 Stay Base	37360	1279	3418	528	1045	1854	1758	1741	758	1370	1546	568	2054	1240	2125	687	2305	480	8222	2861	2131	763	483
Weighted 2007-2009 Stay Base	47125	1825	3212	482	942	1951	1955	1753	727	1393	1544	598	1968	1310	2266	803	2097	586	7203	3557	1613	924	442
Weighted 2004-2006 Stay Base	46279	1686	3732	540	786	2411	2213	2120	726	1263	1553	601	1970	1406	3318	851	2280	585	8909	3684	1935	729	487
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Dining																							
2007-2009	35	40	47	39	15	39	43	39	45	24	35	34	49	45	54	27	44	42	50	46	46	39	35
2004-2006	37	47	54	41	18	52	44	41	49	28	39	30	50	49	52	33	46	43	50	54	46	41	44
Shopping																							
2007-2009	20	17	33	27	8	26	38	22	27	20	20	16	37	32	35	22	30	25	36	35	35	21	21
2004-2006	26	34	44	40	11	34	47	28	25	21	29	22	41	31	43	20	37	40	41	54	36	32	30
Entertainment																							
2007-2009	19	29	31	34	9	38	32	39	37	17	21	26	42	27	45	22	34	28	31	41	35	16	27
2004-2006	22	44	43	32	12	49	33	50	44	19	23	30	43	32	47	28	34	34	38	54	34	27	36
Touring/Sightseeing																							
2007-2009	15	9	36	21	16	14	20	18	17	28	33	15	35	29	29	12	40	12	100	16	49	21	10
2004-2006	19	18	46	29	25	21	27	23	23	30	34	12	47	36	33	15	44	18	100	26	55	33	9
Theme/Amusement Park																							
2007-2009	8	3	12	4	2	5	5	1	3	9	2	3	7	3	7	3	6	4	8	100	6	4	1
2004-2006	8	8	16	8	3	8	9	5	4	9	7	1	9	6	12	3	8	8	11	100	8	5	1
Beach/Waterfront																							
2007-2009	7	6	100	27	19	9	10	5	16	5	18	9	16	13	13	11	17	8	16	11	16	12	5
2004-2006	8	10	100	22	18	11	12	8	15	10	19	17	19	21	18	11	22	9	19	17	19	10	1

**PRIMARY ACTIVITIES**  
Stays Based (Base=Total)

		California Travel																					
Total	Atn Spr Evt	Beach Water front	Boat Sail	Camp	Cnrt Play Dance	Fstvl Crafr 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																							
2007-2009	5	7	9	11	2	13	7	17	8	5	6	6	8	7	100	5	6	4	9	5	8	9	6
2004-2006	7	15	16	12	2	20	11	18	13	7	10	2	10	8	100	7	8	9	12	11	11	13	2
Park: National, State																							
2007-2009	4	2	11	10	27	3	5	6	3	8	28	13	12	15	6	8	100	5	12	3	20	5	6
2004-2006	5	2	14	14	29	4	7	4	2	12	31	14	14	16	5	13	100	2	11	5	26	5	5
Museum, Art Exhibit																							
2007-2009	4	3	10	6	3	6	7	3	3	11	6	2	100	7	7	2	11	8	10	4	22	4	4
2004-2006	4	7	10	6	5	9	7	1	4	11	8	1	100	8	6	1	12	2	10	5	25	4	1
Festival, Craft Fair																							
2007-2009	4	3	6	5	5	10	100	5	3	5	2	6	7	12	6	3	5	9	5	3	6	4	5
2004-2006	5	5	7	8	7	11	100	7	6	7	5	4	8	6	7	3	7	14	7	6	7	8	1
Concert, Play, Dance																							
2007-2009	4	3	5	4	3	100	10	5	4	9	3	2	6	3	11	3	3	8	4	3	6	6	1
2004-2006	5	7	7	5	5	100	12	5	6	8	4	1	11	6	15	5	4	6	6	5	7	5	1
Attend Sports/Olympic Event																							
2007-2009	4	100	3	3	2	3	3	4	6	4	2	3	3	3	6	7	2	3	2	1	2	4	1
2004-2006	4	100	5	6	2	5	4	3	4	4	3	5	6	3	8	5	1	4	3	4	5	3	1

**PRIMARY ACTIVITIES**  
Stays Based (Base=Total)

California Travel

	Total	Atn Spr Evt	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 -see	Them Park	Vsit Hstc Site	Look Real Estat	Snow Ski/ Board
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gamble																							
2007-2009	4	4	3	4	2	4	4	100	5	9	3	4	3	7	13	2	5	2	4	1	4	7	8
2004-2006	5	4	4	9	2	5	7	100	11	10	5	4	2	5	11	2	4	4	6	3	5	5	5
Visit Historic Site																							
2007-2009	3	2	8	7	5	5	5	4	5	6	8	3	18	8	6	5	15	4	11	3	100	7	2
2004-2006	4	6	10	6	7	6	6	4	8	12	9	4	25	14	6	4	22	4	12	4	100	3	2
Hike, Bike																							
2007-2009	3	2	9	13	25	2	2	3	5	5	100	17	5	12	4	11	20	1	7	1	8	6	9
2004-2006	3	2	8	10	24	2	4	3	5	5	100	15	6	13	5	11	21	2	6	3	7	6	6
Group Tour																							
2007-2009	3	3	2	4	9	6	4	7	2	100	4	5	8	5	3	4	5	3	5	3	5	3	4
2004-2006	3	3	4	5	9	4	4	6	4	100	4	4	7	5	3	4	7	2	4	3	8	1	2
Nature/Culture: Observe and Conserve Eco-Travel																							
2007-2009	3	2	5	7	7	2	8	5	3	5	10	3	4	100	4	3	9	3	5	1	6	8	3
2004-2006	3	3	8	3	8	4	4	3	2	5	12	5	6	100	4	3	10	5	6	2	10	3	4
Camping																							
2007-2009	2	1	6	8	100	2	2	1	2	6	15	21	1	5	1	11	12	2	2	1	3	1	1
2004-2006	2	1	4	6	100	2	2	1	3	6	12	19	2	5	*	10	10	2	2	1	3	1	1

**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	Oth Adv Sprt	Park	Show boat auto	Tour Sght -see	Them Park	Vsit Hstc Site	Look Real Estat	Snow Ski/ Board
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Look at Real Estate																							
2007-2009	2	2	3	3	1	3	2	4	3	2	4	2	2	6	4	*	2	1	3	1	4	100	1
2004-2006	2	1	2	2	1	2	2	2	3	1	3	2	2	2	3	1	2	1	3	1	1	100	2
Other Adventure Sports																							
2007-2009	2	3	3	6	9	1	1	1	2	3	6	2	1	2	2	100	3	2	1	1	2	*	4
2004-2006	2	2	3	4	10	2	1	1	2	3	6	7	1	2	2	100	5	2	1	1	2	1	2
Golf																							
2007-2009	2	2	4	3	2	1	1	2	100	1	2	3	1	1	2	2	1	1	2	1	2	3	3
2004-2006	2	2	3	4	2	2	2	4	100	2	2	2	2	1	3	2	1	*	2	1	3	3	3
Hunt, Fish																							
2007-2009	1	1	2	13	13	*	2	1	2	2	7	100	*	2	1	1	4	1	1	*	1	1	2
2004-2006	1	2	3	17	14	*	1	1	1	2	6	100	*	2	*	5	4	1	1	*	1	2	2
Show: Boat, Car, Home																							
2007-2009	1	1	2	2	1	3	3	1	1	1	1	1	2	1	1	2	1	100	1	1	2	1	*
2004-2006	1	1	1	2	1	2	4	1	*	1	1	1	1	2	2	1	1	100	1	1	1	1	*
Boat/Sail																							
2007-2009	1	1	4	100	4	1	1	1	2	1	4	11	1	3	2	3	2	2	1	1	2	1	*
2004-2006	1	2	3	100	4	1	2	2	3	2	3	15	2	1	2	3	3	2	2	1	2	1	*
Snow Ski, Snow Board																							
2007-2009	1	*	1	*	1	*	1	2	2	1	3	1	1	1	2	1	*	1	*	*	1	100	
2004-2006	1	*	*	*	1	*	*	1	2	1	2	2	*	1	*	1	1	*	1	*	1	1	100



**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
 Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	14599	4341	10258	12017	2582	8576	1682
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
	#	#	#	#	#	#	#
Theme/Amusement Park							
2009	186	23	255	187	179	255	256
2008	190	47	256	185	215	243	333
2007	182	70	241	178	202	234	277
2006	188	84	243	178	244	240	256
2005	167	95	202	153	242	186	301
Snow Ski, Snow Board							
2009	160	30	215	168	122	233	127
2008	137	64	170	144	100	176	133
2007	105	41	139	115	57	153	64
2006	148	73	186	170	34	211	43
2005	114	59	141	113	120	146	111
Beach/Waterfront							
2009	142	29	190	132	192	175	267
2008	135	36	181	120	219	159	317
2007	136	75	167	126	185	154	238
2006	148	77	184	126	261	160	326
2005	157	102	184	143	236	167	295
Dining							
2009	125	123	126	126	120	126	123
2008	109	94	116	105	134	115	126
2007	111	105	113	107	127	110	131
2006	111	103	116	108	127	116	112
2005	114	116	112	109	140	111	124

^All California travel banner points are indexed off of Total U.S. travel

**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
Look at Real Estate							
2009	123	171	103	127	105	101	115
2008	97	114	89	99	86	89	85
2007	123	89	141	112	178	134	177
2006	78	98	67	78	77	68	60
2005	92	121	78	94	81	77	86
Entertainment							
2009	117	61	140	113	134	135	168
2008	113	59	138	111	128	134	162
2007	100	61	121	94	131	111	169
2006	110	69	130	105	134	126	157
2005	114	87	127	109	139	124	149
Hike, Bike							
2009	117	39	149	117	116	152	135
2008	110	45	140	115	83	144	114
2007	136	60	176	135	139	176	175
2006	134	53	176	143	91	191	91
2005	135	69	168	147	73	181	88
Camping							
2009	117	26	155	129	59	172	65
2008	121	52	153	123	110	156	135
2007	119	44	158	133	51	173	78
2006	109	43	143	117	64	151	92
2005	108	33	145	110	99	146	139

^All California travel banner points are indexed off of Total U.S. travel

**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
<b>Festival, Craft Fair</b>							
2009	114	149	99	121	80	105	67
2008	129	160	115	141	70	120	85
2007	83	56	96	83	81	95	103
2006	106	85	117	108	94	120	98
2005	96	93	97	97	89	100	77
<b>Touring/Sightseeing</b>							
2009	112	44	141	101	162	128	208
2008	109	58	132	106	124	126	167
2007	96	68	110	89	127	102	154
2006	107	68	127	96	160	116	193
2005	112	82	127	105	151	118	184
<b>Museum, Art Exhibit</b>							
2009	110	49	135	110	108	136	134
2008	115	95	124	114	121	118	164
2007	114	79	132	114	113	130	145
2006	93	40	120	83	143	108	189
2005	111	106	113	105	143	102	185
<b>Shopping</b>							
2009	105	77	117	103	114	111	146
2008	96	61	112	94	109	108	136
2007	94	68	108	91	109	104	128
2006	105	76	120	101	126	118	132
2005	109	89	119	108	111	117	130

^All California travel banner points are indexed off of Total U.S. travel

**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
Visit Historic Site							
2009	104	71	118	100	123	115	133
2008	85	59	98	81	110	91	141
2007	77	57	87	71	101	79	127
2006	87	44	109	69	177	89	228
2005	92	94	90	86	123	82	144
Other Adventure Sports							
2009	103	88	110	96	136	105	135
2008	118	125	115	128	66	120	84
2007	112	68	135	114	102	143	97
2006	103	90	109	112	52	120	41
2005	82	29	108	86	60	111	87
Group Tour							
2009	97	93	99	102	76	101	86
2008	107	97	111	113	70	119	60
2007	122	130	117	130	83	120	102
2006	88	61	103	91	73	104	92
2005	97	70	111	98	96	110	113
Golf							
2009	95	36	120	87	132	107	185
2008	122	89	138	100	245	106	340
2007	99	69	115	96	114	109	144
2006	78	71	81	69	123	73	129
2005	99	108	94	97	107	91	113

^All California travel banner points are indexed off of Total U.S. travel

**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
Attend Sports/Olympic Event							
2009	94	33	120	101	61	129	71
2008	93	35	119	94	84	124	91
2007	93	94	93	97	76	92	95
2006	104	66	124	101	118	126	111
2005	58	30	71	58	57	72	69
Park: National, State							
2009	94	26	122	88	122	114	167
2008	104	63	122	95	151	107	216
2007	101	76	114	96	128	102	176
2006	101	46	129	90	158	113	223
2005	99	56	121	95	124	113	166
Boat/Sail							
2009	90	14	123	82	132	114	171
2008	79	52	91	81	64	90	93
2007	110	76	128	112	103	125	143
2006	104	92	110	96	145	114	88
2005	86	51	103	87	82	103	105
Night Life							
2009	89	64	99	83	116	94	124
2008	87	70	94	85	95	94	96
2007	87	66	97	87	86	97	99
2006	100	74	113	96	120	107	147
2005	107	107	107	102	133	107	106

^All California travel banner points are indexed off of Total U.S. travel

**PRIMARY ACTIVITIES - INDEXED AGAINST U.S. TRAVEL**  
Stays Based (Base=Total)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	#	#	#	#	#	#	#
Concert, Play, Dance							
2009	87	27	112	88	82	112	113
2008	128	47	165	136	85	171	122
2007	87	58	103	88	82	105	91
2006	134	101	151	140	104	158	107
2005	103	68	120	103	104	121	112
Show: Boat, Car, Auto							
2009	86	87	85	86	84	94	43
2008	99	93	102	108	47	113	33
2007	95	125	80	100	75	84	58
2006	75	75	75	75	74	80	43
2005	96	154	67	103	52	69	55
Hunt, Fish							
2009	77	49	89	84	48	96	56
2008	60	27	76	66	28	83	33
2007	51	29	63	50	54	59	79
2006	51	53	50	55	30	53	30
2005	46	19	59	48	34	63	35
Nature/Culture: Observe and Conserve Eco-Travel							
2009	68	51	76	63	93	73	91
2008	89	84	91	86	105	84	140
2007	112	72	133	118	82	142	86
2006	108	101	112	106	118	110	119
2005	90	73	98	79	147	85	174
Gamble							
2009	59	23	74	63	38	79	47
2008	66	22	86	69	46	89	63
2007	75	55	86	80	53	90	69
2006	62	45	71	59	76	71	72
2005	87	58	101	89	78	108	62

^All California travel banner points are indexed off of Total U.S. travel

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	5355	1183	4172	3680	1675	2975	1197
Unweighted 2008 Stay Base	7977	2037	5940	5642	2335	4418	1522
Weighted 2009 Stay Base	21999	4656	17344	19161	2838	15283	2060
Weighted 2008 Stay Base	27202	5748	21454	23617	3586	18786	2669
	#	#	#	#	#	#	#
Average (0+ times)							
2009	1.6	2.1	1.4	1.6	1.3	1.4	1.6
2008	1.6	0.8	1.8	1.7	0.8	1.9	0.9
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
Average (1+ times)							
2009	3.8	6.8	3.2	3.8	3.8	3.1	4.1
2008	3.8	2.8	3.9	4.0	2.2	4.1	2.3
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
Median (1+ times)							
2009	1.9	2.8	1.8	1.9	1.8	1.8	1.8
2008	1.8	1.0	1.9	1.8	1.0	1.9	1.0
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>No visits</b>							
2009	58	69	55	57	65	54	59
2008	58	71	55	57	63	54	59
2007	56	60	55	56	57	56	53
2006	51	61	47	50	58	46	60
2005	59	60	58	58	64	58	60
<b>1+ Times (Net)</b>							
2009	42	31	45	43	35	46	41
2008	42	29	45	43	37	46	41
2007	44	40	45	44	43	44	47
2006	49	39	53	50	42	54	40
2005	41	40	42	42	36	42	40
<b>1 time</b>							
2009	17	10	19	17	15	19	18
2008	18	16	19	18	19	19	21
2007	20	19	21	19	23	20	25
2006	20	15	22	20	20	23	18
2005	17	14	18	18	14	18	17
<b>2 times</b>							
2009	10	4	11	10	9	11	10
2008	9	7	10	10	8	10	8
2007	8	8	8	8	6	8	6
2006	12	13	12	12	14	12	12
2005	9	12	8	8	10	7	11



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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
3-4 times								
	2009	5	5	6	6	3	6	4
	2008	7	2	8	6	8	7	9
	2007	10	7	11	10	9	11	10
	2006	6	3	8	7	4	8	6
	2005	7	6	7	6	10	6	10
5 or more times								
	2009	10	12	10	10	7	10	9
	2008	8	3	9	9	3	10	4
	2007	6	7	6	6	5	6	5
	2006	10	8	11	11	4	11	4
	2005	9	8	9	10	2	11	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	8864	1646	7218	6346	2518	5308	1910
Unweighted 2008 Stay Base	11184	2809	8375	8184	3000	6411	1964
Weighted 2009 Stay Base	25223	5519	19704	21718	3505	17108	2596
Weighted 2008 Stay Base	30653	7356	23297	26593	4060	20374	2923
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2009	8.1	7.6	8.2	8.1	8.3	8.2	8.5
2008	8.0	7.7	8.1	8.0	8.0	8.1	8.1
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
<i>Average (10=Excellent, 1=Poor)</i>							
2009	7.7	7.1	7.9	7.7	7.8	7.8	8.1
2008	7.7	7.3	7.8	7.7	7.7	7.8	7.9
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
	%	%	%	%	%	%	%
8-10 Excellent							
2009	63	52	67	63	69	66	73
2008	62	54	64	62	63	64	66
2007	62	52	66	62	62	66	64
2006	60	52	63	59	65	62	70
2005	60	48	64	59	61	64	62

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
4-7 Fair/Good								
	2009	32	39	30	33	24	31	24
	2008	34	40	33	34	35	33	32
	2007	34	42	31	34	32	30	32
	2006	36	43	34	37	31	35	27
	2005	35	43	32	35	33	32	32
1-3 Poor								
	2009	4	8	3	4	7	3	3
	2008	4	6	3	4	3	3	2
	2007	4	7	3	4	5	3	3
	2006	4	6	3	4	3	3	3
	2005	5	9	4	5	7	4	6

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	8668	1624	7044	6215	2453	5187	1857
Unweighted 2008 Stay Base	10822	2716	8106	7920	2902	6221	1885
Weighted 2009 Stay Base	24490	5386	19104	21101	3388	16564	2540
Weighted 2008 Stay Base	29396	7063	22333	25445	3951	19513	2820
	#	#	#	#	#	#	#
<i>Median (10=Excellent, 1=Poor)</i>							
2009	7.7	7.3	7.7	7.6	7.8	7.7	7.9
2008	7.6	7.2	7.7	7.7	7.3	7.8	7.5
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
<i>Average (10=Excellent, 1=Poor)</i>							
2009	7.3	7.0	7.4	7.3	7.3	7.4	7.5
2008	7.3	7.0	7.4	7.4	7.0	7.5	7.2
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
	%	%	%	%	%	%	%
8-10 Excellent							
2009	53	47	55	53	55	55	58
2008	53	46	55	54	47	56	51
2007	55	45	59	57	46	61	47
2006	50	36	54	50	48	55	52
2005	50	35	54	51	43	55	48

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2009	41	46	39	41	37	40	36
2008	42	47	40	41	46	40	42
2007	39	47	37	37	49	35	49
2006	45	55	41	44	45	41	43
2005	43	53	40	42	49	39	46
1-3 Poor							
2009	6	7	5	6	7	5	5
2008	5	7	5	5	7	4	7
2007	5	8	4	5	5	4	4
2006	6	9	4	5	7	4	5
2005	7	12	6	7	8	6	6

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
January							
2009	8	9	7	8	8	8	4
2008	7	7	7	7	6	7	5
2007	9	8	9	9	8	9	8
2006	9	10	8	9	8	8	7
2005	8	10	7	8	7	7	3
February							
2009	7	8	7	7	6	7	6
2008	8	10	7	8	7	8	7
2007	7	8	7	7	7	7	7
2006	7	7	7	7	9	7	7
2005	8	9	7	8	7	7	6
March							
2009	9	11	8	9	8	8	8
2008	9	11	9	9	10	9	10
2007	8	8	8	8	8	8	8
2006	9	10	9	9	10	8	11
2005	9	7	9	9	8	9	9
April							
2009	7	9	7	8	6	7	6
2008	8	9	8	8	9	8	9
2007	8	7	8	8	7	9	8
2006	8	11	8	8	9	8	8
2005	7	6	8	7	10	8	10

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

		California Travel						
		Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
		%	%	%	%	%	%	%
<b>May</b>								
	2009	8	7	8	8	9	8	9
	2008	9	10	9	9	9	9	10
	2007	8	10	7	8	8	7	8
	2006	7	7	8	7	8	7	9
	2005	8	10	8	8	9	8	8
<b>June</b>								
	2009	8	7	8	8	9	8	9
	2008	9	8	9	8	11	8	11
	2007	9	7	9	9	9	9	10
	2006	8	6	8	8	9	8	10
	2005	9	7	9	8	9	9	10
<b>July</b>								
	2009	9	8	9	9	10	9	11
	2008	11	10	11	11	10	11	10
	2007	9	10	9	9	11	9	11
	2006	9	8	10	9	10	9	12
	2005	9	10	9	9	11	9	13
<b>August</b>								
	2009	10	8	11	10	12	10	12
	2008	9	9	9	8	11	9	11
	2007	9	9	9	9	10	9	9
	2006	10	9	11	11	9	11	10
	2005	9	8	10	9	9	10	10

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
September							
2009	8	8	8	8	8	8	8
2008	6	7	6	6	6	6	6
2007	9	8	9	9	7	9	7
2006	7	9	7	7	7	7	6
2005	8	9	8	8	9	7	10
October							
2009	8	11	7	9	6	7	7
2008	7	8	7	7	8	7	8
2007	8	10	7	8	10	7	7
2006	7	9	7	7	6	7	5
2005	7	8	6	7	7	6	7
November							
2009	8	8	8	8	7	8	8
2008	7	6	8	7	6	8	6
2007	9	8	9	9	8	9	8
2006	8	8	8	8	7	8	7
2005	9	9	9	9	7	9	7
December							
2009	10	5	11	10	10	11	12
2008	9	6	10	10	7	11	8
2007	8	5	8	8	7	8	9
2006	9	7	10	9	10	11	7
2005	9	7	10	10	6	10	7



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2009	24	28	23	24	23	23	18
2008	24	27	23	24	24	24	21
2007	24	24	24	24	24	25	23
2006	25	27	24	25	27	24	25
2005	24	26	23	24	22	24	18
Second Quarter (Apr-Jun)							
2009	23	23	23	23	24	23	24
2008	26	27	26	26	29	25	30
2007	25	24	25	25	24	25	26
2006	24	24	24	24	25	23	27
2005	24	23	25	24	28	24	28
Third Quarter (Jul-Sep)							
2009	27	25	28	27	29	27	31
2008	26	26	26	26	27	26	27
2007	27	28	27	27	28	26	27
2006	27	25	28	27	26	28	27
2005	27	27	27	27	29	26	33
Fourth Quarter (Oct-Dec)							
2009	26	24	26	26	24	26	27
2008	24	20	25	24	20	25	22
2007	24	24	24	24	24	24	24
2006	24	23	25	25	22	25	20
2005	25	24	25	25	21	26	21

**QUARTER TRIP STARTED**  
 Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	47125	15020	32105	39190	7935	27153	4952
Weighted 2004-2006 Stay Base	46279	15812	30467	38875	7404	26152	4315
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2007-2009	26	28	24	26	25	25	22
2004-2006	25	27	25	26	25	25	22
Second Quarter (Apr-Jun)							
2007-2009	25	25	25	25	25	25	27
2004-2006	24	24	24	24	26	24	27
Third Quarter (Jul-Sep)							
2007-2009	25	25	25	25	28	25	28
2004-2006	26	24	27	26	26	27	29
Fourth Quarter (Oct-Dec)							
2007-2009	24	22	25	24	22	25	23
2004-2006	24	25	24	25	23	25	22

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	%	%	%	%	%	%	%
First Quarter (Jan-Mar)							
2007-2009	23	25	21	23	22	22	19
2004-2006	23	26	22	23	23	23	21
Second Quarter (Apr-Jun)							
2007-2009	25	24	26	25	26	24	28
2004-2006	25	26	25	24	28	24	29
Third Quarter (Jul-Sep)							
2007-2009	29	28	29	29	29	29	30
2004-2006	29	26	30	29	27	29	30
Fourth Quarter (Oct-Dec)							
2007-2009	23	23	24	24	22	24	23
2004-2006	23	23	23	24	21	24	21

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
First Quarter (Jan-Mar)							
2007-2009	\$500	\$443	\$531	\$373	\$1214	\$416	\$1339
2004-2006	\$492	\$454	\$514	\$358	\$1306	\$404	\$1348
Second Quarter (Apr-Jun)							
2007-2009	\$561	\$514	\$583	\$407	\$1398	\$428	\$1397
2004-2006	\$584	\$554	\$599	\$400	\$1479	\$440	\$1476
Third Quarter (Jul-Sep)							
2007-2009	\$648	\$566	\$685	\$490	\$1415	\$538	\$1430
2004-2006	\$596	\$529	\$626	\$439	\$1472	\$483	\$1472
Fourth Quarter (Oct-Dec)							
2007-2009	\$558	\$542	\$565	\$417	\$1364	\$430	\$1399
2004-2006	\$513	\$453	\$545	\$387	\$1279	\$433	\$1332

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2009	25	23	25	25	25	26	23
2008	24	23	25	25	20	25	19
2007	24	21	24	24	23	24	25
2006	25	25	26	25	26	26	21
2005	24	26	24	25	20	25	16
Spring (Mar-May)							
2009	24	26	23	24	23	23	23
2008	27	30	26	27	29	26	29
2007	24	25	24	25	23	24	24
2006	25	28	24	25	27	23	28
2005	24	22	25	24	28	25	27
Summer (Jun-Aug)							
2009	27	24	28	26	31	28	31
2008	28	27	29	28	32	28	32
2007	27	27	27	26	30	26	30
2006	28	23	29	27	28	29	32
2005	27	25	28	27	29	28	32
Fall (Sep-Nov)							
2009	24	27	23	25	21	23	23
2008	20	20	20	20	19	20	20
2007	25	27	25	25	24	25	22
2006	22	25	21	23	19	21	18
2005	24	26	23	24	23	23	24

**SEASON TRIP STARTED**  
Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	47125	15020	32105	39190	7935	27153	4952
Weighted 2004-2006 Stay Base	46279	15812	30467	38875	7404	26152	4315
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2007-2009	25	23	26	25	23	26	23
2004-2006	25	26	25	25	24	25	22
Spring (Mar-May)							
2007-2009	26	28	25	26	24	25	25
2004-2006	25	25	25	25	26	25	26
Summer (Jun-Aug)							
2007-2009	26	25	26	25	30	26	30
2004-2006	26	24	27	25	27	26	29
Fall (Sep-Nov)							
2007-2009	23	24	23	23	22	23	21
2004-2006	24	26	23	24	23	23	23

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	40737	9340	31397	28977	11760	23091	8306
Unweighted 2004-2006 Stay Base	37360	9453	27907	27059	10301	20855	7052
Weighted 2007-2009 Stay Base	26310220	8152756	18157376	15976947	10333166	11619210	6538136
Weighted 2004-2006 Stay Base	23859146	7699686	16159449	14590320	9268802	10693847	5465633
	%	%	%	%	%	%	%
Winter (Dec-Feb)							
2007-2009	22	21	22	22	21	22	21
2004-2006	23	24	23	23	23	24	21
Spring (Mar-May)							
2007-2009	25	25	25	25	25	24	26
2004-2006	25	24	25	24	26	24	26
Summer (Jun-Aug)							
2007-2009	29	27	30	28	31	29	32
2004-2006	30	28	31	30	31	30	34
Fall (Sep-Nov)							
2007-2009	24	26	23	25	23	24	22
2004-2006	22	23	21	23	20	22	19

**SEASON TRIP STARTED - AVERAGE PARTY PER TRIP SPENDING**

Stays Based (Base=Responding)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	22218	5218	17000	15166	7052	11929	5071
Unweighted 2004-2006 Stay Base	25199	6542	18657	18035	7164	13801	4856
Weighted 2007-2009 Stay Base	35328	11105	24223	29782	5546	20646	3577
Weighted 2004-2006 Stay Base	37833	12895	24937	32134	5699	21578	3359
Winter (Dec-Feb)							
2007-2009	\$492	\$443	\$513	\$364	\$1242	\$394	\$1324
2004-2006	\$497	\$450	\$522	\$366	\$1302	\$412	\$1353
Spring (Mar-May)							
2007-2009	\$545	\$463	\$587	\$397	\$1402	\$436	\$1443
2004-2006	\$544	\$509	\$562	\$382	\$1395	\$427	\$1388
Summer (Jun-Aug)							
2007-2009	\$642	\$577	\$669	\$477	\$1375	\$516	\$1393
2004-2006	\$638	\$597	\$657	\$457	\$1586	\$491	\$1638
Fall (Sep-Nov)							
2007-2009	\$590	\$576	\$596	\$451	\$1375	\$467	\$1415
2004-2006	\$501	\$439	\$538	\$380	\$1235	\$428	\$1225



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	8352	1687	6665	4890	3462	3992	2673
Unweighted 2008 Stay Base	10367	2793	7574	6269	4098	4832	2742
Weighted 2009 Stay Base	14830	3063	11767	10658	4171	8568	3199
Weighted 2008 Stay Base	17714	4186	13528	12806	4908	10043	3485
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2009	61	80	56	61	60	57	53
2008	65	83	59	64	67	60	57
2007	63	82	56	62	65	55	57
2006	63	82	58	64	63	59	55
2005	64	83	59	63	68	59	59
<u>Paid Hotel/Motel (Net)</u>							
2009	52	74	47	51	56	46	48
2008	54	76	47	52	60	47	49
2007	53	77	45	51	59	43	50
2006	54	76	47	53	57	47	48
2005	54	76	47	52	60	46	51
<u>Paid Non-Hotel/Motel (Net)</u>							
2009	9	6	10	11	5	11	5
2008	11	6	12	12	7	13	8
2007	10	6	11	11	6	12	7
2006	9	5	10	10	6	12	7
2005	11	7	12	11	8	13	8

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Non-Paid Accommodations (Net)							
2009	36	15	42	36	37	40	45
2008	33	13	39	33	32	38	42
2007	35	14	43	36	33	43	42
2006	35	15	41	34	35	40	45
2005	34	14	39	35	31	39	39
Other Overnight							
2009	3	5	2	3	2	2	2
2008	2	4	2	3	2	2	1
2007	2	3	1	1	3	1	1
2006	2	4	1	2	1	2	1
2005	2	3	2	2	1	2	1

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2009	52	74	47	51	56	46	48
2008	54	76	47	52	60	47	49
2007	53	77	45	51	59	43	50
2006	54	76	47	53	57	47	48
2005	54	76	47	52	60	46	51
<u>High-End Hotel/Motel</u>							
2009	20	35	16	18	24	16	16
2008	23	39	18	21	27	18	18
2007	21	35	16	20	24	16	16
2006	21	37	16	20	24	16	16
2005	20	31	17	18	25	17	17
<u>Mid-Level Hotel/Motel</u>							
2009	19	25	17	19	18	17	17
2008	17	22	16	16	19	15	17
2007	18	24	16	18	21	15	20
2006	18	18	17	17	18	17	18
2005	18	26	16	18	20	15	19
<u>Economy Hotel/Motel</u>							
2009	12	12	12	12	11	11	12
2008	12	11	13	12	12	12	13
2007	11	13	11	12	10	10	12
2006	13	15	12	13	11	12	12
2005	13	15	13	14	12	13	12

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Other Hotel/Motel</u>							
2009	2	2	2	1	3	1	2
2008	2	3	1	2	2	1	2
2007	2	5	2	2	4	2	2
2006	3	6	2	2	4	2	2
2005	2	4	2	2	3	2	3
<u>Paid Non-Hotel/Motel</u>							
2009	9	6	10	11	5	11	5
2008	11	6	12	12	7	13	8
2007	10	6	11	11	6	12	7
2006	9	5	10	10	6	12	7
2005	11	7	12	11	8	13	8
<u>Apartment/Condo/Home</u>							
2009	1	*	2	2	1	2	1
2008	1	*	2	1	1	2	2
2007	1	*	2	1	1	2	1
2006	1	*	2	2	1	2	1
2005	1	1	1	1	1	1	1
<u>Bed &amp; Breakfast</u>							
2009	1	3	1	2	1	1	1
2008	1	*	1	1	1	1	1
2007	1	*	1	1	1	1	1
2006	1	*	1	1	*	1	*
2005	1	*	1	1	1	1	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Camping/RV							
2009	4	2	4	5	1	6	1
2008	5	3	5	6	2	7	2
2007	5	2	6	6	2	7	2
2006	4	2	4	5	1	5	1
2005	5	2	6	6	2	7	3
Ship							
2009	*	*	*	*	*	*	1
2008	*	1	*	*	1	*	1
2007	*	*	*	*	1	*	1
2006	*	*	*	*	1	*	1
2005	1	*	1	*	1	*	2
Timeshare							
2009	1	*	1	1	1	1	1
2008	2	*	2	2	1	3	1
2007	1	*	1	1	1	1	2
2006	1	1	2	1	1	2	1
2005	1	*	1	1	1	1	1
Other Paid Non-Hotel/Motel							
2009	1	1	1	1	1	1	1
2008	2	2	1	2	1	2	1
2007	2	3	1	2	1	1	1
2006	2	2	2	2	2	2	2
2005	2	3	2	2	2	2	1

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2009	36	15	42	36	37	40	45
2008	33	13	39	33	32	38	42
2007	35	14	43	36	33	43	42
2006	35	15	41	34	35	40	45
2005	34	14	39	35	31	39	39
<u>Apartment/Condo/Home</u>							
2009	30	11	35	29	31	34	38
2008	26	10	31	26	25	30	33
2007	28	8	35	28	26	35	34
2006	28	9	34	28	28	32	37
2005	27	11	32	28	25	32	33
<u>Bed &amp; Breakfast</u>							
2009	*	0	*	*	*	*	*
2008	*	0	*	*	*	*	*
2007	*	*	0	*	0	0	0
2006	*	*	*	*	*	*	*
2005	*	*	*	*	*	*	*
<u>Camping/RV</u>							
2009	1	*	2	2	*	2	*
2008	1	*	1	1	*	1	1
2007	1	*	1	1	*	1	*
2006	1	0	1	1	*	1	1
2005	*	*	*	*	*	*	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Timeshare							
2009	*	0	*	*	*	*	*
2008	*	*	*	*	*	*	1
2007	*	*	*	*	*	1	*
2006	*	0	*	*	*	*	*
2005	*	*	1	1	*	1	*
Other Non-Paid Accommodations							
2009	4	4	4	4	4	4	4
2008	5	3	5	5	5	5	6
2007	6	6	5	6	5	5	6
2006	5	5	5	5	6	5	6
2005	4	2	5	4	4	5	4
Unspecified Non-Paid Accommodations							
2009	1	*	1	*	2	1	2
2008	1	*	1	1	1	1	1
2007	1	0	1	1	1	1	2
2006	1	0	1	1	*	1	1
2005	1	0	1	1	1	1	1

**ACCOMMODATION TYPE**  
Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	27326	6841	20485	16392	10934	12811	7674
Unweighted 2004-2006 Stay Base	24853	6573	18280	15281	9572	11746	6534
Weighted 2007-2009 Stay Base	22965	6924	16041	16351	6614	11886	4155
Weighted 2004-2006 Stay Base	21365	6689	14676	15288	6077	11015	3661
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2007-2009	62	84	52	61	64	53	50
2004-2006	62	83	52	61	65	53	50
 Paid Hotel/Motel (Net)							
2007-2009	54	79	43	52	59	43	45
2004-2006	54	78	43	52	59	43	43
 Paid Non-Hotel/Motel (Net)							
2007-2009	8	5	9	9	5	10	5
2004-2006	8	6	9	9	6	10	7
 Non-Paid Accommodations (Net)							
2007-2009	36	12	46	37	33	45	49
2004-2006	36	13	46	37	33	45	48
 Other Overnight							
2007-2009	2	4	2	2	3	2	1
2004-2006	2	3	2	2	2	2	1



**PAID ACCOMMODATION TYPE**  
 Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2007-2009	54	79	43	52	59	43	45
2004-2006	54	78	43	52	59	43	43
High-End Hotel/Motel							
2007-2009	22	38	16	20	27	16	16
2004-2006	21	35	15	19	27	15	15
Mid-Level Hotel/Motel							
2007-2009	18	24	15	17	19	15	16
2004-2006	18	24	15	17	19	14	16
Economy Hotel/Motel							
2007-2009	12	13	11	12	10	11	11
2004-2006	13	15	12	14	10	12	11
Other Hotel/Motel							
2007-2009	2	4	1	2	3	1	2
2004-2006	2	4	2	2	3	2	2

**PAID ACCOMMODATION TYPE**  
Stays Based (Base=Overnight Travel)

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Paid Non-Hotel/Motel</u>							
2007-2009	8	5	9	9	5	10	5
2004-2006	8	6	9	9	6	10	7
Apartment/Condo/Home							
2007-2009	1	*	1	1	1	1	1
2004-2006	1	*	1	1	1	1	1
Bed & Breakfast							
2007-2009	1	*	1	1	1	1	1
2004-2006	1	*	1	1	1	1	1
Camping/RV							
2007-2009	3	1	4	4	1	5	1
2004-2006	3	1	4	4	1	5	2
Ship							
2007-2009	*	*	*	*	1	*	1
2004-2006	1	*	1	*	1	1	1
Timeshare							
2007-2009	1	*	1	1	1	1	1
2004-2006	1	1	1	1	1	1	1
Other Paid Non-Hotel/Motel							
2007-2009	1	2	1	2	1	1	1
2004-2006	2	3	2	2	2	2	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2007-2009	36	12	46	37	33	45	49
2004-2006	36	13	46	37	33	45	48
Apartment/Condo/Home							
2007-2009	29	9	38	30	28	37	41
2004-2006	29	9	38	30	27	37	40
Bed & Breakfast							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	*	*	*	*	*	*
Camping/RV							
2007-2009	1	*	1	1	*	1	*
2004-2006	*	*	1	*	*	1	1
Timeshare							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	*	*	*	*	*	*
Other Non-Paid Accommodations							
2007-2009	5	3	5	5	4	5	5
2004-2006	5	4	5	5	5	5	6
Unspecified Non-Paid Accommodations							
2007-2009	1	*	1	1	1	1	1
2004-2006	1	*	2	1	1	2	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	27326	6841	20485	16392	10934	12811	7674
Unweighted 2004-2006 Stay Base	24853	6573	18280	15281	9572	11746	6534
Weighted 2007-2009 Stay Base	21836238	6948784	14887399	11798177	10038056	8551731	6335702
Weighted 2004-2006 Stay Base	18765840	6120554	12645374	10102300	8663629	7488327	5157064
	%	%	%	%	%	%	%
<u>Paid Accommodations (Net)</u>							
2007-2009	75	91	67	75	75	70	64
2004-2006	76	91	68	76	75	72	63
 Paid Hotel/Motel (Net)							
2007-2009	68	88	59	66	70	59	58
2004-2006	68	87	59	67	70	62	56
 Paid Non-Hotel/Motel (Net)							
2007-2009	7	3	9	9	5	11	6
2004-2006	7	4	9	9	5	10	6
 Non-Paid Accommodations (Net)							
2007-2009	25	9	32	25	25	30	35
2004-2006	24	9	32	24	25	28	37
 Other Overnight							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	*	*	*	*	*	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Paid Hotel/Motel (Net)</u>							
2007-2009	68	88	59	66	70	59	58
2004-2006	68	87	59	67	70	62	56
High-End Hotel/Motel							
2007-2009	35	53	27	31	40	27	28
2004-2006	36	52	29	32	41	29	28
Mid-Level Hotel/Motel							
2007-2009	22	27	20	23	22	21	20
2004-2006	20	24	18	21	20	19	18
Economy Hotel/Motel							
2007-2009	10	8	11	11	9	11	11
2004-2006	12	11	12	14	9	13	10
Other Hotel/Motel							
2007-2009	0	0	0	0	0	0	0
2004-2006	0	0	0	0	0	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Paid Non-Hotel/Motel</u>							
2007-2009	7	3	9	9	5	11	6
2004-2006	7	4	9	9	5	10	6
Apartment/Condo/Home							
2007-2009	2	*	2	2	1	3	2
2004-2006	2	*	2	2	1	2	2
Bed & Breakfast							
2007-2009	1	1	1	1	1	1	1
2004-2006	1	1	2	2	1	2	1
Camping/RV							
2007-2009	2	1	2	3	1	3	1
2004-2006	2	*	2	3	1	3	1
Ship							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	*	*	*	*	*	*
Timeshare							
2007-2009	1	*	1	2	*	2	1
2004-2006	1	1	1	1	*	1	*
Other Paid Non-Hotel/Motel							
2007-2009	1	1	1	1	1	1	1
2004-2006	2	2	2	2	2	2	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Non-Paid Accommodations (Net)</u>							
2007-2009	25	9	32	25	25	30	35
2004-2006	24	9	32	24	25	28	37
<u>Apartment/Condo/Home</u>							
2007-2009	21	6	28	20	22	25	31
2004-2006	21	6	28	20	22	24	33
<u>Bed &amp; Breakfast</u>							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	*	*	*	*	*	*
<u>Camping/RV</u>							
2007-2009	1	*	1	1	*	1	*
2004-2006	*	*	1	1	*	1	*
<u>Timeshare</u>							
2007-2009	*	*	*	*	*	*	1
2004-2006	*	*	*	*	*	*	*
<u>Other Non-Paid Accommodations</u>							
2007-2009	3	3	3	4	3	3	3
2004-2006	3	3	3	3	3	3	4
<u>Unspecified Non-Paid Accommodations</u>							
2007-2009	*	*	*	*	*	*	*
2004-2006	*	0	*	*	*	*	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2007-2009 Stay Base	16779	4084	12695	10005	6774	7832	4863
Unweighted 2004-2006 Stay Base	17408	4620	12788	10660	6748	8206	4582
Weighted 2007-2009 Stay Base	16127	4609	11517	11566	4561	8528	2990
Weighted 2004-2006 Stay Base	16369	5036	11333	11740	4629	8542	2791
<u>Paid Accommodations (Net)</u>							
2007-2009	\$1234	\$1098	\$1320	\$980	\$1857	\$1065	\$2092
2004-2006	\$1200	\$1073	\$1290	\$926	\$1851	\$1060	\$2032
<u>Paid Hotel/Motel (Net)</u>							
2007-2009	\$1209	\$1089	\$1292	\$943	\$1828	\$1027	\$2049
2004-2006	\$1188	\$1073	\$1277	\$904	\$1839	\$1044	\$1998
<u>Paid Non-Hotel (Net)</u>							
2007-2009	\$1508	\$1370	\$1531	\$1318	\$2393	\$1323	\$2606
2004-2006	\$1317	\$1067	\$1379	\$1129	\$2036	\$1166	\$2384
<u>Non-Paid Accommodations (Net)</u>							
2007-2009	\$638	\$647	\$637	\$474	\$1080	\$469	\$1078
2004-2006	\$621	\$591	\$625	\$453	\$1099	\$446	\$1140
<u>Other Overnight</u>							
2007-2009	\$649	\$1049	\$620	\$610	\$1010	\$610	\$919
2004-2006	\$860	\$750	\$899	\$748	\$1941	\$747	\$1941



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Paid Hotel/Motel (Net)</u>							
2007-2009	\$1209	\$1089	\$1292	\$943	\$1828	\$1027	\$2049
2004-2006	\$1188	\$1073	\$1277	\$904	\$1839	\$1044	\$1998
High-End Hotel							
2007-2009	\$1467	\$1289	\$1634	\$1103	\$2214	\$1260	\$2814
2004-2006	\$1549	\$1360	\$1745	\$1167	\$2215	\$1402	\$2826
Mid-Level Hotel							
2007-2009	\$1172	\$1051	\$1248	\$973	\$1643	\$1039	\$1790
2004-2006	\$1020	\$895	\$1109	\$806	\$1521	\$914	\$1660
Economy Hotel							
2007-2009	\$808	\$619	\$894	\$650	\$1268	\$694	\$1467
2004-2006	\$833	\$682	\$913	\$681	\$1400	\$767	\$1404
Other Hotel/Motel							
2007-2009	0	0	0	0	0	0	0
2004-2006	0	0	0	0	0	0	0

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Paid Non-Hotel (Net)</u>							
2007-2009	\$1508	\$1370	\$1531	\$1318	\$2393	\$1323	\$2606
2004-2006	\$1317	\$1067	\$1379	\$1129	\$2036	\$1166	\$2384
Apartment/Condo/Home							
2007-2009	\$2183	\$1778	\$2194	\$1831	\$4079	\$1860	\$4038
2004-2006	\$2347	\$1257	\$2530	\$1976	\$3322	\$1962	\$4700
Bed & Breakfast							
2007-2009	\$1401	\$930	\$1474	\$1266	\$1826	\$1357	\$1804
2004-2006	\$1390	\$1433	\$1383	\$1207	\$2142	\$1196	\$2408
Camping/RV							
2007-2009	\$992	\$1291	\$958	\$857	\$2324	\$817	\$2417
2004-2006	\$886	\$568	\$906	\$837	\$1346	\$855	\$1351
Ship							
2007-2009	\$1566	\$1264	\$1808	\$1642	\$1503	\$1642	\$2567
2004-2006	\$2116	\$530	\$2820	\$1992	\$2290	\$3372	\$2330
Timeshare							
2007-2009	\$2242	\$3614	\$2173	\$2203	\$2463	\$2119	\$2463
2004-2006	\$1353	\$991	\$1590	\$1185	\$2487	\$1429	\$2398
Other Paid Non-Hotel/Motel							
2007-2009	\$1550	\$1359	\$1661	\$1286	\$2281	\$1285	\$2574
2004-2006	\$1225	\$1097	\$1313	\$1018	\$1607	\$1042	\$1909

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
<u>Non-Paid Accommodations (Net)</u>							
2007-2009	\$638	\$647	\$637	\$474	\$1080	\$469	\$1078
2004-2006	\$621	\$591	\$625	\$453	\$1099	\$446	\$1140
Apartment/Condo/Home							
2007-2009	\$625	\$601	\$627	\$446	\$1097	\$445	\$1096
2004-2006	\$620	\$629	\$619	\$440	\$1125	\$431	\$1145
Bed & Breakfast							
2007-2009	\$337	\$242	\$370	\$181	\$496	\$116	\$496
2004-2006	\$882	\$0	\$894	\$884	\$833	\$884	\$1179
Camping/RV							
2007-2009	\$1007	\$997	\$1007	\$1025	\$798	\$1033	\$706
2004-2006	\$1259	\$497	\$1297	\$1316	\$1023	\$1367	\$1023
Timeshare							
2007-2009	\$993	\$1651	\$953	\$476	\$2848	\$451	\$2877
2004-2006	\$1520	\$3062	\$1468	\$1495	\$1716	\$1495	\$1161
Other Non-Paid Accommodations							
2007-2009	\$640	\$790	\$607	\$535	\$912	\$487	\$892
2004-2006	\$573	\$479	\$601	\$443	\$935	\$446	\$1111
Unspecified Non-Paid Accommodations							
2007-2009	\$118	\$90	\$146	\$129	\$112	\$200	\$112
2004-2006	\$128	0	\$128	\$128	0	\$128	0

**SITE LOCATION OF ACCOMMODATIONS**  
Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	3077	709	2368	1758	1319	1415	953
Unweighted 2008 Stay Base	4119	1304	2815	2481	1638	1818	997
Weighted 2009 Stay Base	5991	1341	4650	4213	1778	3339	1310
Weighted 2008 Stay Base	7630	1974	5656	5408	2222	4096	1560
	%	%	%	%	%	%	%
Total Urban (Net)							
2009	54	71	50	51	62	47	56
2008	49	60	46	46	58	43	53
2007	53	69	47	50	62	45	54
2006	55	66	52	52	65	49	60
2005	50	65	44	46	60	41	54
Total Rural (Net)							
2009	30	20	34	33	25	35	29
2008	34	27	36	35	30	37	33
2007	32	22	36	34	27	37	33
2006	31	26	33	36	18	38	18
2005	37	27	41	42	24	46	27
Total Other (Net)							
2009	15	10	17	16	13	17	15
2008	17	13	19	19	12	20	14
2007	15	9	17	16	11	19	13
2006	13	8	15	12	17	13	22
2005	13	8	15	12	16	13	19

**SITE LOCATION OF ACCOMMODATIONS**  
 Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Total Urban (Net)</u>							
2009	54	71	50	51	62	47	56
2008	49	60	46	46	58	43	53
2007	53	69	47	50	62	45	54
2006	55	66	52	52	65	49	60
2005	50	65	44	46	60	41	54
<u>Downtown</u>							
2009	26	38	22	25	27	21	25
2008	23	35	19	24	23	20	17
2007	27	38	23	27	27	22	24
2006	26	37	23	25	29	22	25
2005	25	37	21	23	31	19	27
<u>Suburban</u>							
2009	24	26	24	22	29	23	26
2008	22	18	24	19	30	20	33
2007	22	23	22	20	28	21	26
2006	26	23	27	25	29	26	31
2005	21	22	21	20	24	21	22
<u>Airport</u>							
2009	4	7	4	4	6	3	5
2008	4	8	2	3	5	2	3
2007	4	8	2	3	7	1	5
2006	3	6	2	2	7	1	4
2005	3	6	2	3	5	1	5

**SITE LOCATION OF ACCOMMODATIONS**  
 Person-Stays Based

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Total Rural (Net)</u>							
2009	30	20	34	33	25	35	29
2008	34	27	36	35	30	37	33
2007	32	22	36	34	27	37	33
2006	31	26	33	36	18	38	18
2005	37	27	41	42	24	46	27
<u>Highway</u>							
2009	7	7	7	6	9	6	9
2008	8	8	7	7	8	7	8
2007	8	8	8	8	10	7	12
2006	8	10	7	8	7	8	5
2005	9	8	10	9	10	9	12
<u>Small Town</u>							
2009	22	11	25	24	16	27	19
2008	23	17	25	24	19	26	23
2007	21	12	25	23	16	27	18
2006	19	14	22	23	11	25	12
2005	25	17	27	29	12	32	13
<u>Government Park</u>							
2009	2	1	2	3	*	3	1
2008	3	1	4	4	2	4	2
2007	3	2	3	3	1	3	2
2006	4	3	4	5	1	5	1
2005	3	2	4	4	2	4	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	4625	1149	3476	2700	1925	2100	1376
Unweighted 2008 Stay Base	6888	2115	4773	4217	2671	3158	1615
Weighted 2009 Stay Base	9543	2226	7318	7078	2466	5493	1824
Weighted 2008 Stay Base	12905	3085	9820	9491	3414	7452	2368
	%	%	%	%	%	%	%
No Reservation							
2009	27	17	30	27	27	29	32
2008	24	15	27	24	25	26	32
2007	25	14	30	27	21	31	25
2006	26	14	31	26	26	30	34
2005	28	14	33	30	23	34	30
<u>Made Reservation (Net)</u>							
2009	73	83	70	73	73	71	68
2008	76	85	73	76	75	74	68
2007	75	86	70	73	79	69	75
2006	74	86	69	74	74	70	66
2005	72	86	67	70	77	66	70
800 phone number							
2009	10	9	10	11	6	12	6
2008	11	11	11	11	10	11	9
2007	10	13	9	11	8	9	8
2006	13	14	12	14	8	14	8
2005	15	15	15	16	11	16	10

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Direct to Location							
2009	18	20	18	21	11	20	11
2008	17	17	17	19	12	19	12
2007	19	19	19	20	15	20	15
2006	16	15	16	17	13	18	11
2005	16	19	15	17	13	16	12
Corporate Travel Department							
2009	4	14	1	2	9	*	2
2008	6	21	1	4	10	1	1
2007	7	22	1	6	9	1	1
2006	7	22	2	6	11	2	2
2005	6	19	1	3	11	1	2
Travel Agent							
2009	2	3	1	2	3	1	3
2008	3	3	2	2	4	2	4
2007	3	2	4	3	4	4	3
2006	3	3	2	1	6	1	5
2005	5	4	5	4	8	4	8
Hotel Website							
2009	16	17	16	15	19	15	18
2008	15	16	15	15	17	16	15
2007	13	16	12	13	16	11	15
2006	13	14	13	13	14	12	15
2005	9	7	10	8	12	9	14



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Other Website							
2009	13	7	14	12	15	13	18
2008	11	7	13	10	15	11	18
2007	11	6	14	10	15	12	19
2006	10	6	12	10	11	12	14
2005	10	9	11	9	12	10	13
Other							
2009	10	13	10	11	9	9	10
2008	13	11	14	15	8	15	9
2007	12	9	12	12	11	12	14
2006	12	13	12	12	11	12	11
2005	11	13	10	11	10	10	11

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	4547	1142	3405	2649	1898	2052	1353
Unweighted 2008 Stay Base	6861	2147	4714	4198	2663	3120	1594
Weighted 2009 Stay Base	9322	2194	7127	6938	2383	5370	1757
Weighted 2008 Stay Base	12800	3149	9651	9385	3415	7295	2356
	%	%	%	%	%	%	%
Cash/Check							
2009	16	17	16	18	10	18	10
2008	15	13	15	16	11	16	13
2007	15	13	17	17	10	18	12
2006	16	10	18	18	11	20	13
2005	17	14	18	20	10	20	11
Credit Card							
2009	59	63	58	58	64	57	62
2008	59	62	57	56	66	56	62
2007	59	66	57	57	66	55	63
2006	58	62	56	57	61	55	60
2005	59	63	57	56	67	55	66
Company Direct Bill							
2009	2	10	*	2	4	*	*
2008	4	13	1	3	4	1	1
2007	4	12	*	3	4	*	*
2006	5	16	1	5	7	1	1
2005	4	14	*	3	5	*	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Points/Miles							
2009	1	*	2	1	2	2	2
2008	2	1	2	2	1	2	1
2007	2	*	2	1	2	2	2
2006	1	1	1	1	2	1	2
2005	1	*	1	1	1	2	1
Other/Free							
2009	21	10	24	21	20	24	25
2008	21	10	25	22	18	25	23
2007	20	9	24	21	18	25	23
2006	20	12	23	20	19	23	23
2005	20	9	23	21	17	23	23

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	1987	493	1494	1113	874	872	622
Unweighted 2008 Stay Base	3277	1095	2182	1978	1299	1413	769
Weighted 2009 Stay Base	3386	846	2540	2369	1016	1813	727
Weighted 2008 Stay Base	6170	1721	4449	4382	1788	3225	1224
	%	%	%	%	%	%	%
Yes							
2009	53	58	51	52	55	49	57
2008	48	55	45	48	47	45	45
2007	53	57	51	52	56	49	58
2006	46	53	44	45	50	43	45
2005	44	52	41	41	53	39	50
No							
2009	47	42	49	48	45	51	43
2008	52	45	55	52	53	55	55
2007	47	43	49	48	44	51	42
2006	54	47	56	55	50	57	55
2005	56	48	59	59	47	61	50

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2008-2009 Stay Base	10014	3496	6518	5657	4357	3939	2579
Unweighted 2007-2008 Stay Base	10335	4044	6291	5927	4408	3942	2349
Weighted 2008-2009 Stay Base	16897	5285	11612	11794	5103	8460	3151
Weighted 2007-2008 Stay Base	17893	6248	11646	12482	5411	8475	3171
<i>Median (10=Excellent, 1=Poor)</i>							
2008-2009	8.5	8.3	8.6	8.5	8.4	8.6	8.5
2007-2008	8.4	8.2	8.5	8.4	8.3	8.5	8.4
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
<i>Average (10=Excellent, 1=Poor)</i>							
2008-2009	8.2	8.0	8.2	8.2	8.1	8.3	8.1
2007-2008	8.1	7.9	8.2	8.1	8.0	8.2	8.1
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
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
8-10 Excellent							
2008-2009	73	71	74	74	71	76	71
2007-2008	71	68	73	71	70	73	70
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2008-2009	23	25	23	22	26	22	26
2007-2008	25	28	24	25	26	23	25
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
1-3 Poor							
2008-2009	3	4	3	3	3	3	3
2007-2008	4	3	4	4	3	3	4
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2008-2009 Stay Base	9934	3457	6477	5621	4313	3924	2553
Unweighted 2007-2008 Stay Base	10244	3993	6251	5873	4371	3921	2330
Weighted 2008-2009 Stay Base	16806	5238	11568	11738	5068	8438	3130
Weighted 2007-2008 Stay Base	17771	6195	11575	12387	5384	8417	3158
<i>Median (10=Excellent, 1=Poor)</i>							
2008-2009	8.2	7.9	8.3	8.2	8.1	8.3	8.2
2007-2008	8.1	7.9	8.2	8.2	7.9	8.3	8.1
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
<i>Average (10=Excellent, 1=Poor)</i>							
2008-2009	7.9	7.6	8.0	7.9	7.8	8.0	7.9
2007-2008	7.8	7.6	7.9	7.9	7.7	8.0	7.8
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
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
8-10 Excellent							
2008-2009	66	61	69	67	63	70	64
2007-2008	64	59	67	66	60	69	61
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2008-2009	30	34	28	28	33	26	32
2007-2008	32	37	29	30	36	27	35
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
1-3 Poor							
2008-2009	4	5	4	4	4	3	4
2007-2008	4	4	4	4	4	4	4
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



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2008-2009 Stay Base	9877	3447	6430	5576	4301	3896	2534
Unweighted 2007-2008 Stay Base	10198	3987	6211	5836	4362	3892	2319
Weighted 2008-2009 Stay Base	16687	5224	11463	11642	5045	8359	3103
Weighted 2007-2008 Stay Base	17643	6171	11473	12277	5366	8329	3144
<i>Median (10=Excellent, 1=Poor)</i>							
2008-2009	8.4	8.2	8.5	8.4	8.3	8.5	8.3
2007-2008	8.3	8.1	8.3	8.3	8.1	8.4	8.1
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
<i>Average (10=Excellent, 1=Poor)</i>							
2008-2009	8.0	7.8	8.1	8.0	7.9	8.1	7.9
2007-2008	7.9	7.8	8.0	7.9	7.8	8.0	7.8
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
	%	%	%	%	%	%	%
8-10 Excellent							
2008-2009	69	67	71	70	67	72	67
2007-2008	67	65	68	68	65	69	64
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
4-7 Fair/Good							
2008-2009	26	28	26	25	29	25	29
2007-2008	29	30	28	28	31	26	31
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
1-3 Poor							
2008-2009	4	5	4	4	4	4	4
2007-2008	5	5	4	5	4	4	5
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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	11748	2179	9569	8084	3664	6729	2840
Unweighted 2008 Stay Base	14230	3466	10764	10003	4227	7913	2851
Weighted 2009 Stay Base	29617	6523	23094	24843	4774	19541	3554
Weighted 2008 Stay Base	35129	8273	26857	29771	5359	23021	3836
	%	%	%	%	%	%	%
<b>Air Travel</b>							
2009	10	17	9	3	47	2	43
2008	11	20	8	4	51	2	41
2007	12	20	8	4	50	3	39
2006	11	16	9	3	50	3	45
2005	10	16	8	3	45	3	37
<b>Auto Travel (Net)</b>							
2009	82	74	84	89	47	90	51
2008	80	66	85	87	43	90	54
2007	79	69	83	86	43	88	55
2006	81	72	84	88	42	90	49
2005	81	73	83	88	44	88	55
<b>Car</b>							
2009	69	62	71	75	38	77	41
2008	69	53	73	74	37	78	46
2007	68	60	71	75	34	76	43
2006	69	60	72	76	34	78	39
2005	68	59	72	75	34	77	42
<b>Van/Small Truck</b>							
2009	13	12	13	13	10	13	10
2008	12	13	11	13	7	12	8
2007	11	9	12	11	10	12	12
2006	12	11	12	12	8	12	10
2005	12	14	12	13	10	12	13

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Other Transportation (Net)</u>							
2009	8	9	7	8	6	8	6
2008	9	14	8	10	6	8	5
2007	9	11	9	10	7	9	6
2006	9	12	7	9	8	8	5
2005	9	11	9	9	11	9	8
<u>Camper/RV</u>							
2009	1	1	2	1	1	2	1
2008	2	1	2	2	1	2	1
2007	2	1	2	2	1	2	1
2006	1	2	1	1	2	1	1
2005	2	1	2	1	3	2	4
<u>Bus</u>							
2009	1	1	1	1	1	1	1
2008	2	3	2	3	1	2	1
2007	2	2	2	2	1	2	1
2006	2	2	2	2	*	2	*
2005	2	3	2	2	2	2	1
<u>Train</u>							
2009	1	1	1	1	1	1	1
2008	1	2	1	1	1	1	1
2007	2	2	1	2	1	1	2
2006	2	3	1	1	3	1	1
2005	1	1	1	1	*	1	1

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Other Transportation continued</u>							
Large truck							
2009	3	6	3	4	3	3	3
2008	2	5	1	2	2	2	1
2007	2	4	1	2	2	2	1
2006	2	5	1	2	2	1	1
2005	3	5	2	3	2	2	1
Ship							
2009	*	*	*	*	*	*	*
2008	*	1	*	*	*	*	*
2007	*	*	*	*	*	*	1
2006	*	*	*	*	1	*	1
2005	*	*	*	*	1	*	1
Miscellaneous Other							
2009	1	*	1	1	*	1	*
2008	1	2	1	1	*	1	*
2007	1	1	1	1	1	1	*
2006	1	1	1	1	*	2	*
2005	1	1	1	1	2	1	1

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	3469	774	2695	1910	1559	1548	1147
Unweighted 2008 Stay Base	4503	1323	3180	2828	1675	2114	1066
Weighted 2009 Stay Base	11915	2497	9418	9491	2424	7711	1707
Weighted 2008 Stay Base	14552	3760	10792	12020	2532	8957	1836
	%	%	%	%	%	%	%
No Reservation							
2009	66	51	69	73	36	77	37
2008	59	49	62	66	25	69	29
2007	55	26	63	62	21	70	23
2006	59	44	63	66	24	70	27
2005	56	43	61	63	28	67	33
<u>Made Reservation (Net)</u>							
2009	34	49	31	27	64	23	63
2008	41	51	38	34	75	31	71
2007	45	74	37	38	79	30	77
2006	41	56	37	34	76	30	73
2005	44	57	39	37	72	33	67
800 phone number							
2009	6	6	6	5	8	5	8
2008	8	8	8	8	7	8	6
2007	10	15	9	10	12	8	13
2006	11	15	10	11	11	9	12
2005	10	9	10	10	9	10	10

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Corporate Travel Department							
2009	2	10	*	1	6	*	*
2008	3	10	1	2	8	1	1
2007	4	16	1	3	8	*	1
2006	3	10	*	1	8	*	1
2005	4	14	1	3	10	1	1
Travel Agent							
2009	1	2	1	1	4	1	4
2008	2	3	2	1	5	1	5
2007	3	4	2	2	5	2	5
2006	2	2	2	1	5	1	5
2005	3	2	3	2	7	2	8
Airline Company Website							
2009	7	8	7	3	24	2	26
2008	6	9	5	2	23	2	20
2007	7	11	6	3	27	2	27
2006	7	9	6	2	28	2	31
2005	5	5	5	2	21	2	22
Other Website							
2009	9	9	10	8	16	8	17
2008	12	10	12	10	21	9	25
2007	10	12	10	9	17	9	17
2006	10	11	10	9	16	9	20
2005	10	11	10	8	18	8	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Other							
2009	9	14	7	10	5	8	7
2008	11	11	11	11	11	11	14
2007	11	16	10	11	10	9	13
2006	9	10	8	9	7	9	5
2005	11	15	10	12	7	11	7



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	5886	1358	4528	3640	2246	2877	1651
Unweighted 2008 Stay Base	8776	2388	6388	5831	2945	4486	1902
Weighted 2009 Stay Base	21330	4776	16554	18011	3319	14109	2445
Weighted 2008 Stay Base	28296	6408	21888	24097	4199	18836	3052
	%	%	%	%	%	%	%
Cash/Check							
2009	29	20	32	32	18	35	17
2008	34	27	36	36	22	37	27
2007	33	26	35	36	20	38	22
2006	35	19	40	38	18	43	22
2005	37	38	37	42	19	40	20
Credit Card							
2009	52	59	50	49	65	47	67
2008	46	46	46	43	65	43	63
2007	48	50	47	43	69	43	69
2006	43	51	40	38	66	36	68
2005	44	43	45	39	67	40	69
Company Direct Bill							
2009	1	4	*	1	3	*	*
2008	2	9	*	2	3	*	*
2007	3	11	*	2	5	*	2
2006	2	9	*	2	6	*	*
2005	2	9	*	2	4	*	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Points/Miles							
2009	1	*	1	*	2	*	2
2008	1	1	1	1	2	*	3
2007	1	1	1	1	1	1	1
2006	1	*	1	*	2	*	3
2005	1	1	1	1	1	1	2
Other/Free							
2009	17	17	17	18	12	18	14
2008	17	17	17	19	7	19	7
2007	16	14	17	18	5	19	6
2006	19	21	19	22	7	21	7
2005	15	9	17	17	8	19	9

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	9972	1973	7999	6443	3529	5290	2709
Unweighted 2008 Stay Base	12922	3326	9596	8698	4224	6774	2822
Weighted 2009 Stay Base	27134	5833	21302	22503	4631	17890	3412
Weighted 2008 Stay Base	35156	8115	27041	29656	5499	23116	3925
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<u>Rented Car (Net)</u>							
2009	9	17	6	5	28	3	25
2008	8	15	6	4	30	3	25
2007	10	17	7	5	30	3	23
2006	8	11	7	4	31	4	29
2005	8	12	7	4	29	3	26
<u>Rented Car and Flew</u>							
2009	5	11	4	2	23	1	19
2008	5	11	3	2	25	1	19
2007	6	12	4	2	26	1	19
2006	5	8	4	1	26	1	24
2005	5	8	3	1	22	1	17
<u>Rented Car, Did Not Fly</u>							
2009	3	6	2	3	5	2	6
2008	3	4	3	2	5	2	6
2007	3	5	3	3	4	2	4
2006	3	3	3	3	5	3	6
2005	4	4	3	3	7	2	9

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
Did Not Rent Car							
2009	91	83	94	95	72	97	75
2008	92	85	94	96	70	97	75
2007	90	83	93	95	70	97	77
2006	92	89	93	96	69	96	71
2005	92	88	93	96	71	97	74

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
2009	11.20	2.48	8.72	9.43	1.77	7.40	1.32
2008	11.27	2.69	8.59	9.57	1.70	7.37	1.21
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
2008-2009	11.24	2.59	8.65	9.51	1.73	7.39	1.26
2007-2008	11.19	2.85	8.34	9.40	1.79	7.09	1.25
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
2007-2009	11.19	2.74	8.46	9.41	1.78	7.18	1.27
2004-2006	11.13	3.02	8.11	9.39	1.74	6.94	1.16

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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	64927	13472	51455	44553	20374	35704	15751
Weighted 2008 Stay Base	91531	21758	69773	64085	27446	49625	20148
	%	%	%	%	%	%	%
2009	10.46	2.17	8.29	7.18	3.28	5.75	2.54
2008	10.59	2.52	8.07	7.41	3.17	5.74	2.33
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
2008-2009	10.53	2.37	8.16	7.31	3.22	5.74	2.42
2007-2008	10.59	2.67	7.93	7.33	3.26	5.61	2.32
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
2007-2009	10.56	2.53	8.03	7.29	3.27	5.65	2.38
2004-2006	10.66	2.78	7.89	7.33	3.34	5.56	2.33

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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	14599	4341	10258	12017	2582	8576	1682
Weighted 2008 Stay Base	17042	5361	11681	14368	2674	10067	1614
	%	%	%	%	%	%	%
2009	11.08	3.30	7.79	9.12	1.96	6.51	1.28
2008	11.42	3.59	7.83	9.63	1.79	6.75	1.08
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
2008-2009	11.26	3.45	7.81	9.39	1.87	6.64	1.17
2007-2008	11.40	3.74	7.65	9.52	1.88	6.51	1.15
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
2007-2009	11.30	3.60	7.70	9.39	1.90	6.51	1.19
2004-2006	11.40	3.89	7.50	9.58	1.82	6.44	1.06

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

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	7169388	2011907	5157480	4337008	2832381	3226333	1931150
Weighted 2008 Stay Base	9682262	2969783	6712460	5813482	3868775	4329008	2383459
	%	%	%	%	%	%	%
2009	12.50	3.51	9.00	7.56	4.94	5.63	3.37
2008	11.77	3.61	8.16	7.07	4.70	5.26	2.90
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
2008-2009	12.07	3.57	8.51	7.27	4.80	5.41	3.09
2007-2008	11.77	3.78	7.99	7.16	4.61	5.16	2.83
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
2007-2009	11.96	3.71	8.26	7.26	4.70	5.28	2.97
2004-2006	11.90	3.84	8.06	7.28	4.62	5.33	2.73

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



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12139	2256	9883	8391	3748	6981	2902
Unweighted 2008 Stay Base	14967	3667	11300	10623	4344	8379	2921
Weighted 2009 Stay Base	31042	6873	24168	26129	4913	20509	3659
Weighted 2008 Stay Base	36939	8802	28138	31376	5563	24167	3970
	%	%	%	%	%	%	%
<u>State Travel</u>							
Intra-State							
2009	84	82	85	100	0	100	0
2008	85	82	86	100	0	100	0
2007	83	80	84	100	0	100	0
2006	84	80	86	100	0	100	0
2005	83	81	84	99	0	99	0
Inter-State							
2009	16	18	15	0	100	0	100
2008	15	18	14	0	100	0	100
2007	17	20	16	0	100	0	100
2006	16	20	14	0	100	0	100
2005	17	19	16	1	100	1	100
<u>Census Division Travel</u>							
Intra Census Division							
2009	86	83	87	100	12	100	13
2008	87	84	88	100	13	100	13
2007	85	83	86	100	11	100	10
2006	86	81	88	100	13	100	15
2005	85	83	86	99	11	99	12

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<u>Census Division Travel continued</u>							
Intra State/Intra Census Division							
2009	84	82	85	100	0	100	0
2008	85	82	86	100	0	100	0
2007	83	80	84	100	0	100	0
2006	84	80	86	100	0	100	0
2005	83	81	84	99	0	99	0
Inter State/Intra Census Division							
2009	2	1	2	0	12	0	13
2008	2	2	2	0	13	0	13
2007	2	2	2	0	11	0	10
2006	2	2	2	0	13	0	15
2005	2	2	2	0	11	0	12
Inter Census Division							
2009	14	17	13	0	88	0	87
2008	13	16	12	0	87	0	87
2007	15	17	14	0	89	0	90
2006	14	19	12	0	87	0	85
2005	15	17	14	1	89	1	88

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	12108	2245	9863	8391	3717	6981	2882
Unweighted 2008 Stay Base	14941	3656	11285	10623	4318	8379	2906
Weighted 2009 Stay Base	30987	6855	24133	26129	4858	20509	3624
Weighted 2008 Stay Base	36901	8792	28110	31376	5526	24167	3942
	#	#	#	#	#	#	#
Median (miles)							
2009	151	168	151	132	1068	132	937
2008	155	174	151	132	1058	132	852
2007	176	179	174	148	1090	144	830
2006	162	175	154	136	1136	136	953
2005	168	168	168	136	1009	136	860
Average (miles)							
2009	332	381	318	162	1243	162	1203
2008	321	399	297	160	1234	159	1143
2007	353	429	325	174	1237	171	1135
2006	338	413	310	165	1271	165	1208
2005	328	374	310	167	1208	169	1154
	%	%	%	%	%	%	%
100 miles or less							
2009	28	27	28	33	1	33	1
2008	28	26	29	33	1	33	2
2007	24	22	24	28	1	28	2
2006	27	27	27	32	1	31	2
2005	27	25	27	32	*	32	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
101-300 miles							
2009	47	44	48	54	10	54	11
2008	49	46	49	55	11	55	12
2007	50	46	51	57	10	58	13
2006	47	42	49	54	9	55	8
2005	48	49	48	54	13	53	12
101-200 miles							
2009	35	33	36	41	2	42	1
2008	36	35	36	42	2	42	2
2007	36	32	38	43	1	45	2
2006	34	29	36	40	1	42	2
2005	35	35	35	41	2	40	1
201-300 miles							
2009	12	11	12	13	8	13	9
2008	12	12	13	13	9	13	11
2007	13	14	13	14	9	13	12
2006	13	13	13	14	7	14	7
2005	13	14	13	14	11	13	11
301-500 miles							
2009	12	13	11	11	16	10	17
2008	11	11	11	10	15	10	17
2007	13	14	13	12	18	11	21
2006	12	14	12	11	16	11	16
2005	12	11	13	12	16	12	20

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>501+ miles</b>							
2009	14	16	13	3	73	3	71
2008	13	17	11	2	73	2	69
2007	14	18	12	2	71	2	64
2006	13	17	12	2	74	2	74
2005	13	15	12	2	71	3	68
<b>501-700 miles</b>							
2009	4	3	4	3	10	3	11
2008	3	4	3	2	11	2	11
2007	3	3	3	2	8	2	8
2006	3	3	3	2	10	2	11
2005	3	3	3	2	9	2	9
<b>701-1000 miles</b>							
2009	2	2	2	*	12	*	12
2008	2	2	2	*	11	*	12
2007	2	3	2	*	11	*	10
2006	2	1	2	*	11	*	15
2005	2	1	2	*	12	*	14
<b>1001+ miles</b>							
2009	8	11	7	0	51	0	48
2008	8	12	6	0	51	0	45
2007	9	12	7	0	51	0	46
2006	8	12	7	0	52	0	49
2005	8	11	6	0	50	0	45

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	8201	1181	7020	6886	1315	5847	1173
Unweighted 2008 Stay Base	9436	1684	7752	8275	1161	6734	1018
Weighted 2009 Stay Base	24210	4829	19381	21992	2218	17587	1794
Weighted 2008 Stay Base	28160	5456	22705	25844	2317	20647	2058
	#	#	#	#	#	#	#
Median (miles)							
2009	146	138	150	132	573	132	582
2008	150	147	150	136	510	136	480
2007	160	154	160	144	472	142	448
2006	147	136	150	136	458	136	570
2005	150	136	151	135	491	136	515
Average (miles)							
2009	221	199	227	156	863	157	906
2008	212	196	216	158	823	159	789
2007	232	217	237	167	891	167	842
2006	210	197	215	161	764	163	797
2005	219	186	230	164	804	166	820
	%	%	%	%	%	%	%
100 miles or less							
2009	30	31	30	33	1	33	1
2008	29	29	29	32	3	32	3
2007	26	28	26	29	*	29	*
2006	30	33	29	32	3	32	3
2005	29	30	29	32	*	32	*

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
<b>101-300 miles</b>							
2009	52	52	52	56	17	56	15
2008	55	60	54	59	20	58	20
2007	56	58	55	60	18	60	19
2006	52	51	53	56	16	56	14
2005	53	57	52	56	22	55	19
<b>101-200 miles</b>							
2009	40	42	39	43	4	43	1
2008	41	46	40	45	3	44	3
2007	42	42	42	46	2	46	3
2006	38	36	39	41	3	42	3
2005	38	42	37	42	3	41	1
<b>201-300 miles</b>							
2009	12	9	13	12	13	13	15
2008	14	14	14	14	17	14	17
2007	14	16	14	14	16	14	17
2006	14	15	14	14	13	14	11
2005	15	15	15	14	20	14	18
<b>301-500 miles</b>							
2009	11	11	11	9	27	9	27
2008	10	7	10	8	27	9	28
2007	11	9	12	9	32	10	33
2006	12	13	11	10	33	10	27
2005	12	10	12	10	29	10	31

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
501+ miles							
2009	7	6	7	2	55	2	57
2008	6	4	6	2	50	2	49
2007	6	5	7	2	49	2	47
2006	6	4	6	2	48	2	55
2005	6	3	7	2	49	3	50
501-700 miles							
2009	3	3	3	2	14	2	15
2008	3	2	3	2	11	2	12
2007	3	2	3	2	9	2	9
2006	3	2	3	2	13	2	15
2005	3	2	3	2	11	2	11
701-1000 miles							
2009	1	1	1	*	12	*	12
2008	1	*	1	*	13	*	13
2007	1	*	1	*	10	*	10
2006	1	*	2	*	14	*	17
2005	1	*	2	*	12	*	14
1001+ miles							
2009	3	2	3	0	28	0	30
2008	2	2	2	0	26	0	24
2007	3	2	3	0	30	0	28
2006	2	1	2	0	21	0	22
2005	2	1	2	0	25	0	25



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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
Unweighted 2009 Stay Base	2614	835	1779	493	2121	291	1488
Unweighted 2008 Stay Base	3609	1526	2083	786	2823	412	1671
Weighted 2009 Stay Base	3065	1093	1972	836	2229	462	1510
Weighted 2008 Stay Base	3745	1662	2083	1046	2699	522	1561
	#	#	#	#	#	#	#
Median (miles)							
2009	1318	1248	1427	345	1743	339	1756
2008	1195	925	1353	341	1701	341	1701
2007	1025	901	1242	339	1695	329	1738
2006	1301	1272	1335	340	1756	340	1760
2005	1246	1134	1333	345	1730	346	1778
Average (miles)							
2009	1311	1268	1335	327	1680	301	1651
2008	1240	1177	1291	304	1603	288	1626
2007	1206	1149	1256	311	1554	307	1596
2006	1296	1280	1307	312	1638	312	1648
2005	1261	1224	1288	315	1615	309	1686
	%	%	%	%	%	%	%
300 miles or less							
2009	9	9	9	28	2	32	2
2008	10	10	10	31	2	35	1
2007	10	10	10	30	2	32	2
2006	9	9	8	28	2	28	1
2005	12	13	11	33	4	31	2

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

	California Travel						
	Total	Bus	Leis	Resdnt	N-Res	Lei Res	Lei N-Res
	%	%	%	%	%	%	%
301-750 miles							
2009	28	31	26	72	11	68	13
2008	31	36	27	69	16	65	14
2007	32	35	30	70	17	68	16
2006	28	31	27	72	13	72	11
2005	27	27	28	67	13	69	12
751-1000 miles							
2009	7	4	9	0	10	0	12
2008	7	6	8	0	9	0	10
2007	8	9	6	0	11	0	9
2006	6	5	7	0	8	0	10
2005	6	5	7	0	8	0	9
1001+ miles							
2009	56	56	56	0	77	0	74
2008	52	48	56	0	72	0	74
2007	50	46	54	0	70	0	73
2006	57	55	58	0	76	0	77
2005	55	55	54	0	75	0	77

### ***PERFORMANCE/Monitor*<sup>SM</sup> Methodology**

- Founded in 1982, D.K. Shifflet & Associates, Ltd. specializes in syndicated and custom market research in the travel and tourism industry.
  - Syndicated - Monitor U.S. Travel behavior: *PERFORMANCE/Monitor*<sup>SM</sup> - largest, ongoing travel tracking study in the industry
  - Custom - Segmentation and positioning studies to assist clients in strategic marketing efforts
  - Clients - include destinations, theme parks, credit cards, auto clubs, hotels chains among others
  
- To meet the need for quality information, DKSA conducts an ongoing, monthly survey of U.S. consumers' travel behavior—the *PERFORMANCE/Monitor*<sup>SM</sup>.
  - Surveys approximately 40,000 households per month via mail and online panels
  - Each survey collects the previous 3 months of travel behavior
  - DKSA uses an overlapping monthly mail sequence which reduces sample bias for maximum accuracy
  - More than 75,000 traveling households respond to the survey each year. This results in more than 154,000 Stays at destinations throughout the U.S.
  
- DKSA's methodology provides superior quality control measures:
  - We use nationally representative panels of households who have agreed in advance to periodically participate in mail and online surveys. Extensive information about the household and its members is obtained at the time of household recruitment. Thus, a key advantage of the household panel is knowing to whom surveys are sent and from whom surveys are received. Another key advantage of the panel method is higher response rates to surveys—typically 2 to 3 times higher.
  - The 40,000 average monthly contacts as well as returned questionnaires are balanced to the U.S. population across six demographic variables (age, gender, income, education, number of adults, and state of residence). This rebalancing ensures findings are reflective of the U.S. population and enables findings to be projected to the entire U.S. population.
  - Returned questionnaires go through an extensive set of manual (visual) and automatic (computer program) processing checks to improve data quality. Questionnaires containing anomalies are discarded or corrected based on insights developed from more than a decade of processing experience.
  
- All volume estimates in this report are based on a visitor volume methodology incorporating a small-area estimation model employed following the dramatic changes to travel behavior following September 11, 2001. The small-area estimation component adds enhanced reliability to quarterly and annual estimates by using other data sources (such as hotel room demand and government transportation statistics) as data “anchors” or “reality checks.” Data reported reflect the influence of the revised volume model and the influence of revised population estimates resulting from the 2000 Census.

**Information Collected in the *PERFORMANCE/Monitor*<sup>SM</sup> Survey**

<b>Timing</b>	<b>Accommodation Information</b>	<b>Expenses [OPEN END]</b>	<b>Party Composition</b>	<b>Respondent Demographics</b>
Year Trip Started Month Trip Started Quarter Trip Started Season Trip Started Recall Month Day Trip Started/ Ended	A Day Trip? Paid/Non-Paid Accommodation Accommodation Type Site Location	Total Expenses Total Non-Room Expenses Room Expenses Transportation Expenses Food Expenses Entertainment Expenses Shopping Expenses Misc. Expenses Trip Package Expenses	Trip Composition Total Number on Trip # from Household # of Adults on Trip # of Kids on Trip Room Composition # in Room # of Adults in Room # of Kids in Room	Education of Respondent Occupation of Respondent Employment of Respondent Age of Respondent Gender of Respondent Race of Respondent Generation
<b>Stay Location [OPEN END]</b>	<b>Hotel Brand [OPEN END]</b>	<b>Purpose</b>	<b>Rental Car</b>	<b>Household Demographics</b>
Destination Divisions [4] Destination Divisions [9] Destination State Destination Top 200 Cities Destination DMA Destination [1999] Destination MSA [2003] Destination Counties	Hotel Brand Hotel Level [3 Segments] Hotel Level [6 Segments] High End Chains Mid-Level Chains Economy Chains STR Segments	Business/Leisure Stay Purpose Detailed Stay Purpose Stopover in Route Business/Leisure Trip Purpose Activities [Multi-Response] Visited a Theme Park Main Reason for Trip Both Business and Leisure Stay	Rented a Car? Rental Car Brand Satisfaction Ratings (1-10) Value Ratings (1-10) How Paid	Household Size Household Income Marital Status Type of Residence Children Present in Household Age of Oldest Child in Household # of Children in Household Lifestage Hispanic Origin Home Internet Access Work Internet Access Database appends available: PRIZM, Cohorts, AAA Microvision, etc.
<b>Ratings (1=poor / 10=excellent)</b>	<b>Stay Payment</b>	<b>Transportation</b>	<b>Household Location</b>	
Destination Satisfaction Destination Value Accommodation Satisfaction Accommodation Service Accommodation Value	Room Rate [OPENEND] How Paid Who Paid for Room Special Deal [Y/N] Total Lodging Bill	Used Travel Agent? Type of Transportation Amtrak Train How Paid Reservation Type	Origin State Origin Region Origin DMA Origin MSA [2003]	
<b>Destination Information</b>	<b>Stay Information</b>	<b>Airlines</b>	<b>Past Travel</b>	<b>Travel Clubs [OPEN END]</b>
Travel Home or Abroad Destination County Visited Destination Ever Before? Visited Destination Last 3 years? # of visits in past 3 years Inter/Intra Travel Trip Distance [100 miles intervals]	Reservation Information Resort [Y/N] All Suite Hotel [Y/N] Stayed before [Y/N] Type of Hotel/Motel Suite Room Will definitely use chain again	Airline Brand Satisfaction Ratings (1-10) Value Ratings (1-10) How Paid	Travel Frequency Past 3 months Travel Past 12 months Travel # of Stays per Trip # of Times to Theme Park	Airline Clubs Hotel Clubs Rental Car Clubs Other Clubs AAA Member? Number of Travel Clubs