California Domestic Travel Report, 2005

From the *DESTINATION PERFORMANCE/Monitor*℠

Prepared by:

D.K. Shifflet & Associates Ltd.

Excellence in Travel Intelligence ®

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Marketing Intelligence Snapshot

- California hosted 335.4 million travelers in 2005, a 6.7% increase from visitor volume in 2004. Leisure travel to California positively affected total travel volume, growing 7.1% from 228 million leisure travelers in 2004 to 244.3 million in 2005. Business travel in California also increased for the second straight year, with an increase of 5.6% from 86.3 million leisure visitors in 2004 to 91.1 million in 2005.

- California resident travel within the State continued to grow in 2005, increasing from 265.7 million travelers in 2004 to 279.8 million in 2005. The rise in resident travel was led primarily by the leisure travel segment which increased 5.7% compared to a slightly smaller increase in resident business travel of 4.1%.

- Non-resident visitation increased in California in 2005, growing 14.3% to 55.5 million travelers over 2004.

- Total travel at the national level grew 4.1% reaching 3 billion visitors in 2005. Because of the growth of total travel at the national level and rise of travel volume in California, the State gained share of the U.S. travel market, increasing from 10.8% in 2004 to 11.1% in 2005. California maintained it's ranking as the top destination in the U.S. in terms of person-stays market share.

- Traveler spending in California dropped slightly from 2004 to 2005. Average per person daily spending in 2004 by the California traveler was $124 a day versus $121.10 a day in 2005. The drop was caused by a reduction in spending by both leisure and business travelers. Residents spent the same as in 2004, but non-residents spent about $10 less per day on average than they did in 2004.

- The primary demographics of travelers to California help to understand the profile of current and potential visitors. The median age of a traveler to California was 46 years with a median annual household income of $66,000. The large majority of visitors were married (68%) and employed in a managerial or professional occupation (33%).

- The primary purpose visitors came to California was for leisure (73%). Within the leisure travel segment, most visitors traveled to California to visit friends or relatives (24%).

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- The average party size of travelers to California in 2005 was 2.1 persons, which has remained stable over the past four years. In the leisure travel segment, the average party size was 2.3 persons in 2005, a slight decrease from 2004. The business travel segment had an average party size of 1.7 persons, a slight increase from 2004.

- The primary mode of transportation for visitors to California was the auto, 80%, a slight increase from 79% in 2004. There was a slight increase in Van/Small Truck travel to California, increasing from 10% in 2004 to 12% in 2005. Most visitors to the State, 4%, stayed in paid accommodations. Among the paid accommodations segment, 54% stayed in hotel/motels, a 2 percentage point increase over 2004.

- The average distance traveled by visitors to California was 328 miles one way in 2005, a slight decrease from 338 miles in 2004. The top origin state for travelers in California was the State itself with residents comprising 84% of California visitors. Arizona and Nevada followed with 2.7% and 2.2% of California visitors, respectively.

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Economy in Review – Year End 2005

Leading Economic Indicators:

In 2005, the U.S. economy grew by 3.5%. In the first two quarters of 2005, GDP growth was 3.3 and 3.8%, respectively. Real GDP grew at about 4.1 percent in the third quarter of 2005. However, by the fourth quarter the economy was slowing down with an annual increase of 1.7%. The slowdown in fourth-quarter GDP growth primarily reflected a deceleration in consumer spending. Personal disposable income per capita was also up in 2005, again a slight increase from 2004. The increase was still less than was enjoyed in the previous years.

The growth in GDP and disposable income was also accompanied by an improvement in the unemployment rate. Unemployment rate ranged from 4.9 to 5.1 percent during most of 2005, a significant change from the previous year of 5.9%. As might be expected, consumer confidence provided a mirror image to the unemployment rate. By the end of December 2005, consumer confidence stood at 103.6, up from 95.97 in December 2004. As of March 2005, the unemployment rate is at 4.7%; and consumer confidence index up from 102.7 in February, now stands at 107.2 indicating favorable signs for the overall economy.

See Table 1 for details of the 2005 economic indicators.

Travel Volume and Expenditures:

In 2005, the travel industry too enjoyed a continued growth from 2004. Domestic person stays and person day volume continued to grow moderately from 2004. Leisure travel continued to be strong with overnight leisure travel up by 2.9%. Business travel has increased at the rate of 6.8%, with the growth mainly in day stays up by 11.9%. Overnight business travel was up by only 0.6%.

The good economy brought about an increase in the lodging industry. There were about 950 million domestic room nights sold in the United States. This figure is an increase of 5.9% over the peak of 897 million room nights in 2000. Total travel spending continued to be growing rapidly and stood at $700 billion in 2005. The increase in travel spending can be attributed to spending on day business and overnight leisure travel.

The U.S. economy bounded ahead in the first quarter of 2006 fuelled largely by consumer spending. GDP grew at an annual rate of about 5%, the most in more than two years. Economists forecast spending will rise at an annual rate of 3 percent from April through June and the economy will expand at a 3.3 percent pace. Rising energy prices and a slowing housing market will cool growth, but growing business investments will sustain growth in the next 3 quarters.

See Table 2 for details of U.S. domestic travel statistics for 2005.

Table 1: Economy in Review - Other Economic Indicators

						%change			
	YE2005	YE 2004	YE 2003	YE 2002	YE 2001	05/04	04/03	03/02	02/01
Consumer Confidence Index (base:1985=100)	103.6	95.97	79.56	96.62	106.6	N/A	N/A	N/A	N/A
Real Gross Domestic Product (billions 2000 $)	$11,221	$10,756	$10,321	$10,049	$9,891	3.5%	4.2%	2.7%	1.6%
Per Capita Disposable Personal Income	$27,376	$27,232	$26,788	$26,356	$25,652	0.5%	1.7%	1.6%	2.7%
Per Capita Personal Consumption Expenditure	$26,487	$25,964	$25,302	$24,773	$24,196	2.0%	2.6%	2.1%	2.4%
Consumer Price Index (base: 1982-1984=100)	195.3	188.9	184	179.9	177.2	3.4%	2.7%	2.3%	1.5%
Travel Price Index	221.4	210.2	201.1	196.8	196.9	5.3%	4.5%	2.2%	-0.1%
Unemployment Rate	5.10%	5.50%	6.00%	5.70%	4.80%	N/A	N/A	N/A	N/A

Source:

Economic Indicators - Department of Commerce Bureau of Economic Analysis

Travel Price Index - Travel Industry Association of America (TIA)

Consume Confidence Index - Consumer Confidence Survey

Note: All dollar entries are annual total. Non Dollar entries are monthly amounts averaged over the relevant period.

Table 2: Economy in Review - U.S. Volume and Direct Spending

							%CHANGE				
	YE 2005	**YE 2004**	**YE 2003**	**YE 2002**	**YE 2001**	**YE 2000**	**05/04**	**04/03**	**03/02**	**02/01**	**01/00**
Hotel Room Night Volume (millions)											
Total	950.0	923.1	884	869.2	865.2	896.8	2.9%	4.4%	1.7%	0.5%	-3.5%
Business	456.5	460.9	454.1	461.2	484	498.3	-1.0%	1.5%	-1.6%	-4.7%	-2.9%
Leisure	493.5	462.2	429.9	408	381.3	398.5	6.8%	7.5%	5.4%	7.0%	-4.3%
Stays Volume (millions)											
Total	1383.9	1346.2	1301.8	1267.2	1267.9	1282.3	2.8%	3.4%	2.7%	-0.1%	-1.1%
Day	706.1	679.8	659.9	651.8	649.7	648.2	3.9%	3.0%	1.2%	0.3%	0.2%
Overnight	677.8	666.5	641.9	615.4	618.2	634.1	1.7%	3.8%	4.3%	-0.5%	-2.5%
Overnight Business	210.5	211.8	204.9	206.3	213.8	222.5	-0.6%	3.4%	-0.7%	-3.5%	-3.9%
Overnight Leisure	467.3	454.7	437	409.1	404.4	411.6	2.8%	4.1%	6.8%	1.2%	-1.8%
Person Stays Volume (millions)											
Total	3022.8	2903	2796.7	2684.5	2651.4	2649.4	4.1%	3.8%	4.2%	1.2%	0.1%
Day	1559.3	1474.1	1428.3	1385.9	1364.8	1334.3	5.8%	3.2%	3.1%	1.5%	2.3%
Overnight	1463.5	1428.9	1368.4	1298.5	1286.6	1315.1	2.4%	4.4%	5.4%	0.9%	-2.2%
Overnight Business	327.4	325.5	310.2	309.9	315.9	332.2	0.6%	4.9%	0.1%	-1.9%	-4.9%
Overnight Leisure	1136.1	1103.4	1058.2	988.6	970.7	982.9	3.0%	4.3%	7.0%	1.8%	-1.2%
Person Days Volume (millions)											
Total	6596.4	6430.6	6179.7	5903.7	5850.2	5943.7	2.6%	4.1%	4.7%	0.9%	-1.6%
Day	1169.5	1105.6	1071.2	1039.5	1023.6	1000.7	5.8%	3.2%	3.1%	1.5%	2.3%
Overnight	5426.9	5325	5108.5	4864.3	4826.6	4943	1.9%	4.2%	5.0%	0.8%	-2.4%
Overnight Business	1203.0	1199.6	1126.2	1127.1	1142.9	1211.4	0.3%	6.5%	-0.1%	-1.4%	-5.7%
Overnight Leisure	4223.8	4125.3	3982.3	3737.1	3683.7	3731.6	2.4%	3.6%	6.6%	1.5%	-1.3%
U.S. Travel Spending (millions)											
Total	$700,188	$679,003	$624,847	$587,485	$567,922	$600,523	3.1%	8.7%	6.4%	3.4%	-5.4%
Day	$124,119	$119,639	$105,611	$102,104	$91,798	$91,109	3.7%	13.3%	3.4%	11.2%	0.8%
Overnight	$576,069	$559,364	$519,236	$485,381	$476,124	$509,414	3.0%	7.7%	7.0%	1.9%	-6.5%
Overnight Business	$167,058	$165,476	$157,290	$157,768	$162,081	$172,198	1.0%	5.2%	-0.3%	-2.7%	-5.9%
Overnight Leisure	$409,011	$393,887	$361,946	$327,613	$314,043	$337,216	3.8%	8.8%	10.5%	4.3%	-6.9%

Source: DKS&Associates Directions

California Year End 2005 Data Table Banner Point Definitions

	California Travel						
Total US	Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res

Total U.S.	Total domestic travel with the U.S.
Total	Total domestic travel to and within California
Busns	Domestic business travel to and within California
Leisr	Domestic leisure travel to and within California
Rsdnt	Domestic travel within California by Califronia residents
Non-Rsdnt	Domestic travel to California by non-residents
Leisr Rsdnt	Domestic leisure travel within California by Califronia residents
Leisr N-Res	Domestic leisure travel to California by non-residents

"*" indicates the finding is less than 1%
"-" indicates data are not available - either there are no respondents for this variable or data are purposely not reported.

Effectve with the release of 2005 data, the title for the measurement previously described as "Person-Trips" has been renamed "Person-Stays." This is a title change only and has no effect on past or current data.

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U.S. Travel Volume
Person-Stays Based (in millions)

	2005	2004	2003	2002	% Change 05/04	04/03	03/02
Total	3,022.8	2,903.0	2,796.7	2,684.5	4.1%	3.8%	4.2%
Business	774.9	725.6	714.8	714.4	6.8%	1.5%	0.1%
Leisure	2,247.90	2,177.4	2,081.9	1,970.1	3.2%	4.6%	5.7%

California Travel Volume & Market Share
Person-Stays Based (in millions)

	2005		% Change	2004		2003		2002	
				Share of U.S. Segment					
	Volume	Share	05/04	Volume	Share	Volume	Share	Volume	Share
Total	335.4	11.08	6.7%	314.3	10.79%	299.9	10.66%	309.4	11.47%
Business	91.1	11.74	5.6%	86.3	11.67%	76.7	10.69%	85.4	11.79%
Leisure	244.3	10.85	7.1%	228.0	10.50%	223.3	10.64%	224.0	11.35%
				Share of Total U.S. Travel					
Resident	279.8	n/a*	5.3%	265.7	n/a*	254.6	9.05%	265.3	9.85%
Resident Leisure	206.2	n/a*	5.7%	195.0	n/a*	191.8	6.78%	195.4	7.26%
Non-Resident	55.5	n/a*	14.3%	48.6	n/a*	45.3	1.61%	44.1	1.62%
Non-Resident Leisure	38.1	n/a*	15.3%	33.0	n/a*	31.4	1.11%	28.6	1.05%

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, see Survey Methodology. 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.

DKS&A 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.

**n/a - data not purchased in 2005 or 2004*

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Table 8

CALIFORNIA SHARE OF U.S. TRAVEL

Person-Stays Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Unweighted 2005 Stay Base	130472	30320	100152
Unweighted 2004 Stay Base	99033	26296	72737
Unweighted 2003 Stay Base	112312	29979	82333
Unweighted 2002 Stay Base	127985	34745	93240
Weighted 2005 Stay Base	295531	75729	219803
Weighted 2004 Stay Base	286494	72395	214099
Weighted 2003 Stay Base	277559	72052	205506
Weighted 2002 Stay Base	268228	72070	196159
Base Volume	-	-	-
California			
2005	11.08	11.74	10.85
2004	10.80	11.68	10.50
2003	10.66	10.69	10.65
2002	11.47	11.79	11.35

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Table 3

TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	130304	13314	3183	10131	9327	3987	7285	2846
Unweighted 2004 Stay Base	99027	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112304	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127949	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295424	32750	8894	23856	27322	5428	20133	3723
Weighted 2004 Stay Base	286476	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277554	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268160	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
California								
2005	11.09	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2004	10.80	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2003	10.66	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2002	11.48	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Texas								
2005	6.71	-	-	-	-	-	-	-
2004	6.66	-	-	-	-	-	-	-
2003	6.75	-	-	-	-	-	-	-
2002	7.07	-	-	-	-	-	-	-
Florida								
2005	6.62	-	-	-	-	-	-	-
2004	6.64	-	-	-	-	-	-	-
2003	6.68	-	-	-	-	-	-	-
2002	6.45	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Pennsylvania								
2005	4.56	-	-	-	-	-	-	-
2004	4.54	-	-	-	-	-	-	-
2003	4.54	-	-	-	-	-	-	-
2002	4.48	-	-	-	-	-	-	-
New York								
2005	4.51	-	-	-	-	-	-	-
2004	4.58	-	-	-	-	-	-	-
2003	4.58	-	-	-	-	-	-	-
2002	4.52	-	-	-	-	-	-	-
Ohio								
2005	3.65	-	-	-	-	-	-	-
2004	3.71	-	-	-	-	-	-	-
2003	3.87	-	-	-	-	-	-	-
2002	3.45	-	-	-	-	-	-	-
Michigan								
2005	3.54	-	-	-	-	-	-	-
2004	3.31	-	-	-	-	-	-	-
2003	3.35	-	-	-	-	-	-	-
2002	3.47	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
North Carolina								
2005	3.17	-	-	-	-	-	-	-
2004	3.33	-	-	-	-	-	-	-
2003	3.40	-	-	-	-	-	-	-
2002	3.27	-	-	-	-	-	-	-
Illinois								
2005	3.00	-	-	-	-	-	-	-
2004	3.11	-	-	-	-	-	-	-
2003	3.07	-	-	-	-	-	-	-
2002	3.07	-	-	-	-	-	-	-
Virginia								
2005	2.78	-	-	-	-	-	-	-
2004	2.51	-	-	-	-	-	-	-
2003	2.47	-	-	-	-	-	-	-
2002	2.45	-	-	-	-	-	-	-
Missouri								
2005	2.74	-	-	-	-	-	-	-
2004	2.82	-	-	-	-	-	-	-
2003	2.70	-	-	-	-	-	-	-
2002	2.82	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Wisconsin								
2005	2.68	-	-	-	-	-	-	-
2004	2.52	-	-	-	-	-	-	-
2003	2.50	-	-	-	-	-	-	-
2002	2.55	-	-	-	-	-	-	-
Georgia								
2005	2.50	-	-	-	-	-	-	-
2004	2.33	-	-	-	-	-	-	-
2003	2.54	-	-	-	-	-	-	-
2002	2.45	-	-	-	-	-	-	-
Tennessee								
2005	2.46	-	-	-	-	-	-	-
2004	2.63	-	-	-	-	-	-	-
2003	2.30	-	-	-	-	-	-	-
2002	2.49	-	-	-	-	-	-	-
New Jersey								
2005	2.38	-	-	-	-	-	-	-
2004	2.38	-	-	-	-	-	-	-
2003	2.41	-	-	-	-	-	-	-
2002	2.15	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Indiana								
2005	2.10	-	-	-	-	-	-	-
2004	2.03	-	-	-	-	-	-	-
2003	2.19	-	-	-	-	-	-	-
2002	2.15	-	-	-	-	-	-	-
Nevada								
2005	2.07	-	-	-	-	-	-	-
2004	2.07	-	-	-	-	-	-	-
2003	2.09	-	-	-	-	-	-	-
2002	1.92	-	-	-	-	-	-	-
Minnesota								
2005	1.91	-	-	-	-	-	-	-
2004	1.87	-	-	-	-	-	-	-
2003	1.62	-	-	-	-	-	-	-
2002	1.76	-	-	-	-	-	-	-
Arizona								
2005	1.74	-	-	-	-	-	-	-
2004	1.69	-	-	-	-	-	-	-
2003	1.81	-	-	-	-	-	-	-
2002	1.87	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
South Carolina								
2005	1.71	-	-	-	-	-	-	-
2004	1.84	-	-	-	-	-	-	-
2003	1.71	-	-	-	-	-	-	-
2002	1.60	-	-	-	-	-	-	-
Washington								
2005	1.69	-	-	-	-	-	-	-
2004	1.63	-	-	-	-	-	-	-
2003	1.65	-	-	-	-	-	-	-
2002	1.63	-	-	-	-	-	-	-
Oklahoma								
2005	1.65	-	-	-	-	-	-	-
2004	1.50	-	-	-	-	-	-	-
2003	1.38	-	-	-	-	-	-	-
2002	1.31	-	-	-	-	-	-	-
Colorado								
2005	1.55	-	-	-	-	-	-	-
2004	1.61	-	-	-	-	-	-	-
2003	1.74	-	-	-	-	-	-	-
2002	1.76	-	-	-	-	-	-	-

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	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Louisiana								
2005	1.52	-	-	-	-	-	-	-
2004	1.45	-	-	-	-	-	-	-
2003	1.33	-	-	-	-	-	-	-
2002	1.42	-	-	-	-	-	-	-
Massachusetts								
2005	1.51	-	-	-	-	-	-	-
2004	1.67	-	-	-	-	-	-	-
2003	1.53	-	-	-	-	-	-	-
2002	1.74	-	-	-	-	-	-	-
Alabama								
2005	1.40	-	-	-	-	-	-	-
2004	1.35	-	-	-	-	-	-	-
2003	1.34	-	-	-	-	-	-	-
2002	1.32	-	-	-	-	-	-	-
Oregon								
2005	1.38	-	-	-	-	-	-	-
2004	1.53	-	-	-	-	-	-	-
2003	1.52	-	-	-	-	-	-	-
2002	1.39	-	-	-	-	-	-	-

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Table 3

TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Kentucky								
2005	1.29	-	-	-	-	-	-	-
2004	1.41	-	-	-	-	-	-	-
2003	1.47	-	-	-	-	-	-	-
2002	1.39	-	-	-	-	-	-	-
Iowa								
2005	1.25	-	-	-	-	-	-	-
2004	1.21	-	-	-	-	-	-	-
2003	1.35	-	-	-	-	-	-	-
2002	1.38	-	-	-	-	-	-	-
Kansas								
2005	1.24	-	-	-	-	-	-	-
2004	1.19	-	-	-	-	-	-	-
2003	1.23	-	-	-	-	-	-	-
2002	1.13	-	-	-	-	-	-	-
Maryland								
2005	1.15	-	-	-	-	-	-	-
2004	1.28	-	-	-	-	-	-	-
2003	1.27	-	-	-	-	-	-	-
2002	1.28	-	-	-	-	-	-	-

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TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Mississippi								
2005	1.05	-	-	-	-	-	-	-
2004	1.05	-	-	-	-	-	-	-
2003	1.09	-	-	-	-	-	-	-
2002	1.23	-	-	-	-	-	-	-
Utah								
2005	1.01	-	-	-	-	-	-	-
2004	1.19	-	-	-	-	-	-	-
2003	1.06	-	-	-	-	-	-	-
2002	1.10	-	-	-	-	-	-	-
Arkansas								
2005	1.00	-	-	-	-	-	-	-
2004	0.94	-	-	-	-	-	-	-
2003	1.10	-	-	-	-	-	-	-
2002	0.94	-	-	-	-	-	-	-
Nebraska								
2005	0.94	-	-	-	-	-	-	-
2004	0.87	-	-	-	-	-	-	-
2003	0.79	-	-	-	-	-	-	-
2002	0.84	-	-	-	-	-	-	-

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TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
West Virginia								
2005	0.94	-	-	-	-	-	-	-
2004	0.90	-	-	-	-	-	-	-
2003	0.86	-	-	-	-	-	-	-
2002	0.91	-	-	-	-	-	-	-
Connecticut								
2005	0.92	-	-	-	-	-	-	-
2004	0.97	-	-	-	-	-	-	-
2003	0.93	-	-	-	-	-	-	-
2002	0.94	-	-	-	-	-	-	-
New Mexico								
2005	0.88	-	-	-	-	-	-	-
2004	0.87	-	-	-	-	-	-	-
2003	0.88	-	-	-	-	-	-	-
2002	0.83	-	-	-	-	-	-	-
Idaho								
2005	0.85	-	-	-	-	-	-	-
2004	0.88	-	-	-	-	-	-	-
2003	0.80	-	-	-	-	-	-	-
2002	0.86	-	-	-	-	-	-	-

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TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Maine								
2005	0.70	-	-	-	-	-	-	-
2004	0.74	-	-	-	-	-	-	-
2003	0.81	-	-	-	-	-	-	-
2002	0.82	-	-	-	-	-	-	-
New Hampshire								
2005	0.61	-	-	-	-	-	-	-
2004	0.62	-	-	-	-	-	-	-
2003	0.69	-	-	-	-	-	-	-
2002	0.58	-	-	-	-	-	-	-
Montana								
2005	0.51	-	-	-	-	-	-	-
2004	0.56	-	-	-	-	-	-	-
2003	0.56	-	-	-	-	-	-	-
2002	0.50	-	-	-	-	-	-	-
South Dakota								
2005	0.51	-	-	-	-	-	-	-
2004	0.48	-	-	-	-	-	-	-
2003	0.55	-	-	-	-	-	-	-
2002	0.45	-	-	-	-	-	-	-

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TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
District of Columbia								
2005	0.49	-	-	-	-	-	-	-
2004	0.49	-	-	-	-	-	-	-
2003	0.53	-	-	-	-	-	-	-
2002	0.55	-	-	-	-	-	-	-
North Dakota								
2005	0.42	-	-	-	-	-	-	-
2004	0.40	-	-	-	-	-	-	-
2003	0.44	-	-	-	-	-	-	-
2002	0.43	-	-	-	-	-	-	-
Delaware								
2005	0.40	-	-	-	-	-	-	-
2004	0.48	-	-	-	-	-	-	-
2003	0.48	-	-	-	-	-	-	-
2002	0.41	-	-	-	-	-	-	-
Wyoming								
2005	0.34	-	-	-	-	-	-	-
2004	0.43	-	-	-	-	-	-	-
2003	0.45	-	-	-	-	-	-	-
2002	0.43	-	-	-	-	-	-	-

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TOP DESTINATION STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Vermont								
2005	0.34	-	-	-	-	-	-	-
2004	0.36	-	-	-	-	-	-	-
2003	0.34	-	-	-	-	-	-	-
2002	0.39	-	-	-	-	-	-	-
Rhode Island								
2005	0.26	-	-	-	-	-	-	-
2004	0.30	-	-	-	-	-	-	-
2003	0.30	-	-	-	-	-	-	-
2002	0.27	-	-	-	-	-	-	-
Hawaii								
2005	0.21	-	-	-	-	-	-	-
2004	0.18	-	-	-	-	-	-	-
2003	0.19	-	-	-	-	-	-	-
2002	0.16	-	-	-	-	-	-	-
Alaska								
2005	0.11	-	-	-	-	-	-	-
2004	0.12	-	-	-	-	-	-	-
2003	0.11	-	-	-	-	-	-	-
2002	0.12	-	-	-	-	-	-	-

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Table 7

CALIFORNIA DESTINATION MSAs

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	93285	11450	2822	8628	7925	3525	6152	2476
Unweighted 2004 Stay Base	74283	8953	2584	6369	6438	2515	4756	1613
Unweighted 2003 Stay Base	85522	10202	2843	7359	7433	2769	5516	1843
Unweighted 2002 Stay Base	96955	11302	3358	7944	8027	3275	5825	2119
Weighted 2005 Stay Base	219604	30001	8258	21743	24982	5018	18341	3402
Weighted 2004 Stay Base	212674	28519	7913	20605	24097	4422	17607	2999
Weighted 2003 Stay Base	208951	27425	7227	20198	23271	4154	17341	2857
Weighted 2002 Stay Base	203245	28333	8010	20324	24268	4065	17706	2618
Base Volume	-	-	-	-	-	-	-	-
Los Angeles-Long Beach-Glendale, CA MD								
2005	2.19	16.01	18.10	15.22	14.25	24.78	13.70	23.41
2004	2.29	17.05	22.24	15.05	16.02	22.67	14.36	19.14
2003	2.21	16.84	22.49	14.82	15.68	23.30	13.91	20.33
2002	2.40	17.21	22.05	15.29	16.03	24.22	14.41	21.31
San Diego-Carlsbad-San Marcos, CA MSA								
2005	1.82	13.34	13.24	13.38	11.72	21.41	12.35	18.90
2004	1.81	13.49	13.69	13.41	12.62	18.24	12.71	17.57
2003	1.73	13.19	13.61	13.04	12.01	19.81	12.11	18.69
2002	1.82	13.03	13.21	12.95	12.14	18.31	11.96	19.70
Riverside-San Bernardino-Ontario, CA MSA								
2005	1.32	9.66	7.73	10.39	10.26	6.66	10.89	7.68
2004	1.31	9.80	7.97	10.51	9.78	9.93	10.09	12.97
2003	1.27	9.70	7.39	10.53	10.29	6.39	10.99	7.72
2002	1.32	9.50	7.28	10.38	10.14	5.68	10.89	6.94

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Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Santa Ana-Anaheim-Irvine, CA MD								
2005	1.27	9.30	5.63	10.69	9.11	10.24	10.45	12.03
2004	1.20	8.98	5.45	10.33	8.82	9.85	10.09	11.77
2003	1.15	8.78	4.98	10.14	8.91	8.03	10.22	9.65
2002	1.26	9.05	5.82	10.33	9.20	8.18	10.25	10.83
San Francisco-San Mateo-Redwood City, CA MD								
2005	1.22	8.94	9.86	8.59	8.88	9.24	8.53	8.93
2004	1.16	8.65	9.86	8.18	7.84	13.04	7.64	11.41
2003	1.16	8.85	9.60	8.58	8.14	12.80	7.91	12.67
2002	1.28	9.15	10.20	8.74	8.49	13.09	8.42	10.89
Sacramento-Arden-Arcade-Roseville, CA MSA								
2005	1.13	8.27	8.96	8.01	8.69	6.18	8.50	5.37
2004	1.06	7.87	8.56	7.61	8.18	6.19	7.74	6.81
2003	1.07	8.12	8.01	8.16	8.31	7.06	8.21	7.88
2002	1.17	8.43	8.83	8.27	8.36	8.85	8.17	8.96
San Jose-Sunnyvale-Santa Clara, CA MSA								
2005	0.53	3.89	6.03	3.08	3.91	3.82	3.01	3.45
2004	0.48	3.60	4.55	3.23	3.44	4.48	3.19	3.51
2003	0.48	3.66	4.87	3.22	3.58	4.11	3.26	3.04
2002	0.49	3.54	4.67	3.09	3.37	4.56	3.06	3.29

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CALIFORNIA DESTINATION MSAs

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Oakland-Fremont-Hayward, CA MD								
2005	0.52	3.78	5.71	3.05	4.12	2.08	3.21	2.19
2004	0.51	3.81	5.55	3.15	4.19	1.75	3.43	1.49
2003	0.49	3.71	5.49	3.08	3.60	4.32	2.91	4.12
2002	0.51	3.69	5.41	3.01	3.61	4.13	3.05	2.69
Santa Barbara-Santa Maria-Goleta, CA MSA								
2005	0.45	3.31	4.28	2.94	3.82	0.77	3.29	1.03
2004	0.43	3.17	3.39	3.09	3.54	1.17	3.45	0.97
2003	0.46	3.47	3.92	3.31	3.84	1.37	3.60	1.56
2002	0.46	3.26	3.37	3.22	3.56	1.49	3.46	1.64
Salinas, CA MSA								
2005	0.36	2.63	1.60	3.02	2.69	2.35	2.98	3.26
2004	0.34	2.51	1.52	2.90	2.73	1.36	3.15	1.37
2003	0.34	2.60	1.93	2.85	2.74	1.82	2.98	2.02
2002	0.36	2.57	1.64	2.93	2.76	1.45	3.08	1.91
San Luis Obispo-Paso Robles, CA MSA								
2005	0.35	2.57	2.79	2.49	2.93	0.79	2.83	0.66
2004	0.34	2.51	2.62	2.46	2.80	0.89	2.66	1.31
2003	0.33	2.51	2.48	2.52	2.82	0.75	2.79	0.87
2002	0.34	2.45	2.39	2.48	2.71	0.90	2.75	0.65

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Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Bakersfield, CA MSA								
2005	0.32	2.34	3.97	1.72	2.43	1.90	1.61	2.36
2004	0.28	2.07	2.75	1.82	2.26	1.06	1.95	1.05
2003	0.29	2.22	3.40	1.80	2.34	1.60	1.90	1.21
2002	0.29	2.10	3.02	1.75	2.28	1.08	1.81	1.29
Santa Rosa-Petaluma, CA MSA								
2005	0.29	2.10	1.25	2.42	2.25	1.38	2.63	1.29
2004	0.31	2.35	2.00	2.48	2.61	0.92	2.80	0.65
2003	0.30	2.26	1.53	2.52	2.41	1.40	2.69	1.48
2002	0.32	2.26	1.91	2.40	2.44	1.18	2.54	1.49
Fresno, CA MSA								
2005	0.27	1.97	2.48	1.77	2.15	1.05	1.88	1.17
2004	0.24	1.79	2.16	1.65	2.01	0.60	1.87	0.37
2003	0.24	1.81	2.33	1.62	2.01	0.64	1.76	0.78
2002	0.24	1.74	2.26	1.53	1.91	0.72	1.70	0.43
Santa Cruz-Watsonville, CA MSA								
2005	0.22	1.65	0.69	2.01	1.93	0.22	2.32	0.33
2004	0.20	1.48	0.40	1.90	1.70	0.29	2.15	0.40
2003	0.20	1.52	0.46	1.90	1.72	0.39	2.15	0.37
2002	0.20	1.44	0.42	1.84	1.62	0.38	2.05	0.40

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Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Vallejo-Fairfield, CA MSA								
2005	0.22	1.58	1.06	1.78	1.77	0.63	1.96	0.79
2004	0.25	1.83	1.17	2.08	1.96	1.13	2.29	0.88
2003	0.27	2.09	0.91	2.51	2.27	1.08	2.66	1.58
2002	0.22	1.54	1.06	1.73	1.70	0.62	1.85	0.97
Stockton, CA MSA								
2005	0.16	1.19	0.79	1.35	1.23	0.99	1.34	1.37
2004	0.18	1.33	1.18	1.38	1.33	1.31	1.41	1.26
2003	0.17	1.31	1.27	1.33	1.45	0.55	1.45	0.60
2002	0.18	1.28	1.18	1.31	1.32	0.99	1.31	1.34
Oxnard-Thousand Oaks-Ventura, CA MSA								
2005	0.16	1.14	0.42	1.41	1.19	0.86	1.45	1.17
2004	0.15	1.10	0.32	1.40	1.13	0.90	1.41	1.29
2003	0.16	1.19	0.60	1.39	1.29	0.61	1.51	0.68
2002	0.17	1.21	0.51	1.49	1.34	0.46	1.64	0.53
Modesto, CA MSA								
2005	0.14	1.04	1.63	0.82	1.19	0.30	0.90	0.37
2004	0.14	1.06	1.76	0.79	1.21	0.25	0.88	0.32
2003	0.13	1.01	1.55	0.81	1.01	0.98	0.74	1.24
2002	0.13	0.94	1.40	0.76	1.04	0.37	0.79	0.55

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Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Napa, CA MSA								
2005	0.14	1.03	0.38	1.28	1.11	0.64	1.41	0.59
2004	0.16	1.23	0.40	1.54	1.34	0.63	1.66	0.88
2003	0.14	1.03	0.84	1.10	1.09	0.70	1.17	0.62
2002	0.21	1.52	0.65	1.86	1.61	0.96	1.96	1.17
Merced, CA MSA								
2005	0.14	1.02	0.57	1.18	1.16	0.32	1.33	0.42
2004	0.14	1.06	0.73	1.19	1.18	0.44	1.30	0.55
2003	0.13	1.01	0.48	1.20	1.12	0.36	1.33	0.36
2002	0.14	1.02	0.44	1.24	1.10	0.52	1.33	0.66
Visalia-Porterville, CA MSA								
2005	0.11	0.78	0.53	0.88	0.69	1.24	0.72	1.74
2004	0.10	0.73	0.23	0.92	0.68	0.95	0.86	1.22
2003	0.10	0.74	0.47	0.84	0.82	0.32	0.90	0.46
2002	0.10	0.75	0.51	0.85	0.82	0.35	0.90	0.48
Redding, CA MSA								
2005	0.10	0.74	0.54	0.81	0.71	0.86	0.77	1.04
2004	0.10	0.73	0.40	0.86	0.75	0.63	0.84	0.92
2003	0.09	0.71	0.51	0.78	0.72	0.65	0.77	0.81
2002	0.09	0.65	0.55	0.69	0.61	0.87	0.65	0.96

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Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Chico, CA MSA								
2005	0.09	0.62	0.33	0.74	0.73	0.11	0.85	0.11
2004	0.09	0.67	0.45	0.75	0.74	0.25	0.81	0.37
2003	0.11	0.81	0.60	0.88	0.87	0.43	0.93	0.54
2002	0.08	0.58	0.51	0.61	0.63	0.32	0.63	0.49
Madera, CA MSA								
2005	0.05	0.34	0.10	0.43	0.39	0.10	0.51	0.04
2004	0.04	0.29	0.01	0.39	0.32	0.11	0.43	0.17
2003	0.04	0.33	0.09	0.41	0.33	0.33	0.41	0.44
2002	0.05	0.32	0.13	0.40	0.36	0.13	0.43	0.19
Yuba City, CA MSA								
2005	0.04	0.32	0.27	0.34	0.34	0.18	0.36	0.23
2004	0.05	0.38	0.18	0.46	0.29	0.90	0.32	1.29
2003	0.01	0.08	-	0.10	0.07	0.09	0.10	0.14
2002	0.05	0.33	0.38	0.31	0.37	0.12	0.33	0.17
El Centro, CA MSA								
2005	0.03	0.23	0.65	0.06	0.09	0.90	0.07	0.06
2004	0.04	0.33	0.35	0.32	0.38	0.06	0.36	0.08
2003	0.05	0.38	0.13	0.46	0.45	-	0.54	-
2002	0.03	0.19	0.09	0.23	0.22	0.04	0.26	0.04
Hanford-Corcoran, CA MSA								
2005	0.03	0.20	0.38	0.13	0.24	0.01	0.15	0.01
2004	0.02	0.14	0.13	0.14	0.16	*	0.16	-
2003	0.01	0.09	0.04	0.11	0.09	0.11	0.11	0.16
2002	0.03	0.24	0.10	0.29	0.28	0.02	0.33	0.03

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Table 9

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Stays Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Unweighted 2005 Stay Base	130472	30320	100152
Unweighted 2004 Stay Base	99033	26296	72737
Unweighted 2003 Stay Base	112312	29979	82333
Unweighted 2002 Stay Base	127985	34745	93240
Weighted 2005 Stay Base	295531	75729	219803
Weighted 2004 Stay Base	286494	72395	214099
Weighted 2003 Stay Base	277559	72052	205506
Weighted 2002 Stay Base	268228	72070	196159
Base Volume	-	-	-
California			
2005	11.08	11.74	10.85
2004	10.80	11.68	10.50
2003	10.66	10.69	10.65
2002	11.47	11.79	11.35
Competitive Set (Net)			
2005	26.29	26.75	26.13
2004	26.05	25.88	26.11
2003	26.41	26.73	26.29
2002	26.31	26.30	26.32

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Table 9

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Stays Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Texas			
2005	6.70	7.73	6.35
2004	6.66	6.96	6.56
2003	6.75	7.58	6.45
2002	7.07	8.27	6.63
Florida			
2005	6.62	6.50	6.66
2004	6.63	6.53	6.67
2003	6.68	6.29	6.82
2002	6.45	5.59	6.76
New York			
2005	4.50	4.51	4.50
2004	4.58	4.58	4.58
2003	4.58	4.38	4.65
2002	4.52	4.25	4.61
Virginia			
2005	2.78	3.23	2.63
2004	2.51	2.82	2.41
2003	2.47	2.81	2.35
2002	2.45	2.84	2.31

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Table 9

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Stays Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Nevada			
2005	2.07	1.83	2.16
2004	2.07	2.00	2.09
2003	2.09	2.15	2.07
2002	1.92	1.62	2.03
Arizona			
2005	1.74	1.52	1.81
2004	1.69	1.59	1.73
2003	1.81	1.65	1.86
2002	1.87	1.94	1.85
Colorado			
2005	1.55	1.29	1.64
2004	1.61	1.29	1.72
2003	1.74	1.71	1.75
2002	1.76	1.59	1.82
Hawaii			
2005	0.21	0.09	0.26
2004	0.18	0.09	0.21
2003	0.19	0.12	0.21
2002	0.16	0.10	0.18
Alaska			
2005	0.11	0.05	0.13
2004	0.12	0.03	0.14
2003	0.11	0.04	0.13
2002	0.12	0.10	0.13

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Table 10

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Unweighted 2005 Stay Base	130472	30320	100152
Unweighted 2004 Stay Base	99033	26296	72737
Unweighted 2003 Stay Base	112312	29979	82333
Unweighted 2002 Stay Base	127985	34745	93240
Weighted 2005 Stay Base	217690	63134	154556
Weighted 2004 Stay Base	215175	64122	151053
Weighted 2003 Stay Base	209333	63479	145854
Weighted 2002 Stay Base	205258	64275	140980
Base Volume	-	-	-
California			
2005	10.16	10.42	10.06
2004	9.97	11.56	9.29
2003	10.03	11.09	9.57
2002	10.26	11.40	9.75
Competitive Set (Net)			
2005	32.80	29.68	34.08
2004	32.11	29.11	33.38
2003	31.58	29.48	32.50
2002	31.30	28.08	32.77

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Table 10

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Florida			
2005	10.01	7.71	10.95
2004	10.10	7.03	11.41
2003	10.00	7.34	11.15
2002	9.64	6.03	11.28
Texas			
2005	6.84	7.48	6.58
2004	6.46	7.38	6.07
2003	6.71	8.21	6.06
2002	6.26	8.12	5.41
New York			
2005	3.85	3.67	3.93
2004	3.86	4.01	3.80
2003	3.86	3.86	3.86
2002	4.06	3.91	4.13
Nevada			
2005	3.36	2.92	3.54
2004	3.37	3.50	3.32
2003	3.15	3.00	3.21
2002	3.00	2.38	3.28

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Table 10

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Virginia			
2005	2.70	3.10	2.54
2004	2.45	2.44	2.46
2003	2.25	2.45	2.16
2002	2.48	2.68	2.39
Arizona			
2005	2.47	2.10	2.62
2004	2.29	2.08	2.38
2003	2.12	1.90	2.22
2002	2.13	2.09	2.14
Colorado			
2005	2.22	2.22	2.23
2004	2.19	2.16	2.20
2003	2.18	2.10	2.21
2002	2.25	2.23	2.26
Hawaii			
2005	0.91	0.30	1.15
2004	0.87	0.25	1.14
2003	0.88	0.35	1.11
2002	0.93	0.34	1.20
Alaska			
2005	0.43	0.18	0.54
2004	0.50	0.25	0.61
2003	0.45	0.27	0.52
2002	0.55	0.29	0.67

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Table 11

PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Unweighted 2005 Stay Base	59032	18273	40759
Unweighted 2004 Stay Base	48101	16390	31711
Unweighted 2003 Stay Base	52124	17624	34500
Unweighted 2002 Stay Base	61042	20839	40203
Weighted 2005 Stay Base	123635	52148	71486
Weighted 2004 Stay Base	121187	52677	68510
Weighted 2003 Stay Base	115585	51435	64149
Weighted 2002 Stay Base	114617	53253	61364
Base Volume	-	-	-
California			
2005	10.06	10.40	9.82
2004	10.44	11.31	9.76
2003	10.30	11.24	9.54
2002	10.20	11.17	9.35
Competitive Set (Net)			
2005	33.83	29.58	36.93
2004	33.10	29.21	36.08
2003	32.98	29.01	36.16
2002	32.45	28.16	36.18

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Table 11

PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Florida			
2005	10.41	7.55	12.50
2004	10.29	6.94	12.87
2003	10.29	6.52	13.31
2002	9.70	6.23	12.72
Texas			
2005	6.38	7.91	5.26
2004	6.06	7.44	5.00
2003	6.43	8.21	5.00
2002	6.20	8.10	4.55
Nevada			
2005	5.06	3.31	6.34
2004	4.82	3.73	5.66
2003	4.67	3.39	5.71
2002	4.40	2.58	5.97
New York			
2005	3.46	3.59	3.36
2004	3.53	3.86	3.27
2003	3.38	3.73	3.10
2002	3.50	3.84	3.21

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Table 11

PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Virginia			
2005	2.56	3.03	2.23
2004	2.36	2.62	2.16
2003	2.41	2.59	2.26
2002	2.57	2.79	2.38
Arizona			
2005	2.17	1.68	2.53
2004	1.97	2.03	1.92
2003	1.99	1.98	1.99
2002	2.00	1.95	2.04
Colorado			
2005	2.13	2.07	2.17
2004	2.17	2.10	2.23
2003	2.06	2.12	2.01
2002	2.20	2.13	2.26
Hawaii			
2005	1.14	0.24	1.80
2004	1.22	0.25	1.96
2003	1.15	0.23	1.88
2002	1.25	0.35	2.02
Alaska			
2005	0.52	0.21	0.75
2004	0.68	0.26	1.00
2003	0.61	0.24	0.90
2002	0.64	0.19	1.03

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Table 12

HOTEL/MOTEL ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Unweighted 2005 Stay Base	50113	17132	32981
Unweighted 2004 Stay Base	40657	15412	25245
Unweighted 2003 Stay Base	44140	16501	27639
Unweighted 2002 Stay Base	51615	19491	32124
Weighted 2005 Stay Base	100003	48056	51947
Weighted 2004 Stay Base	96755	48820	47934
Weighted 2003 Stay Base	91902	47587	44315
Weighted 2002 Stay Base	91052	48797	42255
Base Volume	-	-	-
California			
2005	10.07	10.17	9.99
2004	10.05	10.75	9.34
2003	10.12	10.97	9.20
2002	10.03	10.80	9.15
Competitive Set (Net)			
2005	33.31	29.99	36.38
2004	33.04	29.38	36.77
2003	32.70	29.03	36.64
2002	32.51	28.12	37.58

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Table 12

HOTEL/MOTEL ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Florida			
2005	9.30	7.24	11.21
2004	9.23	6.87	11.62
2003	8.88	6.38	11.57
2002	8.81	6.14	11.88
Texas			
2005	6.68	8.24	5.23
2004	6.54	7.56	5.51
2003	6.82	8.20	5.34
2002	6.90	8.30	5.27
Nevada			
2005	5.91	3.43	8.20
2004	5.79	3.89	7.73
2003	5.55	3.50	7.74
2002	5.28	2.72	8.24
New York			
2005	3.50	3.75	3.27
2004	3.63	3.79	3.46
2003	3.61	3.79	3.42
2002	3.62	3.85	3.35

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Table 12

HOTEL/MOTEL ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES

Room-Nights Based

	U.S. Travel		
	Total	**Business**	**Leisure**
	(%)	**(%)**	**(%)**
Virginia			
2005	2.62	3.14	2.14
2004	2.50	2.75	2.23
2003	2.54	2.61	2.46
2002	2.54	2.57	2.50
Arizona			
2005	2.07	1.75	2.37
2004	2.05	2.05	2.04
2003	2.07	2.07	2.07
2002	2.03	2.02	2.05
Colorado			
2005	2.03	2.01	2.04
2004	2.16	2.14	2.18
2003	2.13	2.20	2.06
2002	2.13	2.02	2.25
Hawaii			
2005	0.95	0.22	1.64
2004	0.92	0.15	1.70
2003	0.91	0.19	1.69
2002	0.98	0.31	1.74
Alaska			
2005	0.24	0.20	0.28
2004	0.23	0.18	0.28
2003	0.19	0.09	0.29
2002	0.24	0.18	0.30

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AVERAGE EXPENDITURES

(Per Person Per Day)
Person-Days Based

Table 13

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	($)	($)	($)	($)	($)	($)	($)	($)
Unweighted 2005 Stay Base	117248	12073	2856	9217	8583	3490	6716	2501
Unweighted 2004 Stay Base	89548	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102435	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115917	11221	3269	7952	8104	3117	5928	2024
Weighted 2005 Stay Base	586499	63213	16175	47038	43272	19941	32665	14373
Weighted 2004 Stay Base	564869	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549692	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525186	56012	15402	40611	38893	17119	28973	11637
Base Volume	-	-	-	-	-	-	-	-
Average ($1+) including Transportation								
2005	111.4	121.1	148.5	111.6	108.7	147.9	105.7	125.2
2004	109.8	124.0	150.7	113.9	108.7	157.4	106.1	132.8
2003	103.8	113.4	146.9	101.4	97.7	147.4	92.2	122.5
2002	102.4	115.3	151.8	101.4	99.9	150.3	94.8	118.0
Average ($1+) excluding Transportation								
2005	80.8	87.1	100.2	82.6	83.6	94.8	82.3	83.4
2004	81.6	91.3	102.4	87.1	86.7	101.3	86.4	88.8
2003	77.0	81.2	96.8	75.6	76.7	90.9	74.2	78.8
2002	76.3	85.3	100.5	79.5	81.6	93.8	79.4	80.0
Transportation ($0+)								
2005	30.5	33.9	48.3	29.0	25.1	53.1	23.3	41.9
2004	28.2	32.7	48.2	26.8	22.0	56.0	19.7	44.0
2003	26.8	32.2	50.1	25.8	21.0	56.5	18.0	43.7
2002	26.1	30.0	51.4	21.9	18.3	56.6	15.4	38.1

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Table 13

AVERAGE EXPENDITURES

(Per Person Per Day)
Person-Days Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	($)	($)	($)	($)	($)	($)	($)	($)
Food ($0+)								
2005	24.9	27.7	29.9	27.0	27.2	28.8	27.3	26.3
2004	24.6	28.5	30.0	28.0	27.9	29.9	28.4	27.0
2003	23.5	26.2	28.4	25.4	25.2	28.3	25.1	26.0
2002	23.1	26.8	29.6	25.8	26.4	27.9	26.2	24.7
Room ($0+)								
2005	16.6	18.6	32.9	13.6	15.6	25.1	12.9	15.4
2004	16.6	19.2	35.1	13.2	15.2	28.0	12.1	15.9
2003	15.9	18.3	37.4	11.5	15.1	25.3	10.7	13.4
2002	16.3	18.3	36.7	11.3	14.8	26.3	10.6	13.1
Shopping ($0+)								
2005	18.9	19.8	18.1	20.4	20.6	18.1	21.3	18.4
2004	19.4	20.3	17.4	21.3	21.0	18.7	22.2	19.2
2003	18.3	17.0	14.2	18.1	17.1	16.8	18.4	17.3
2002	17.9	19.4	15.2	21.0	19.9	18.2	21.4	20.1
Entertainment ($0+)								
2005	14.6	15.2	12.5	16.1	14.7	16.1	15.8	16.7
2004	15.3	17.4	14.1	18.6	17.0	18.1	18.1	19.7
2003	14.1	14.4	10.6	15.8	14.1	15.2	15.3	16.9
2002	13.8	15.3	12.1	16.5	15.2	15.4	16.3	16.8
Miscellaneous ($0+)								
2005	5.8	5.9	6.9	5.6	5.5	6.8	5.1	6.6
2004	5.7	5.9	5.8	6.0	5.6	6.7	5.6	6.9
2003	5.2	5.2	6.3	4.8	5.1	5.4	4.7	5.1
2002	5.2	5.5	6.7	5.0	5.2	6.0	4.9	5.2

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Table 15

PROPORTION OF TOTAL EXPENDITURES

(Per Person Per Day)
Person-Days Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	117248	12073	2856	9217	8583	3490	6716	2501
Unweighted 2004 Stay Base	89548	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102435	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115917	11221	3269	7952	8104	3117	5928	2024
Weighted 2005 Stay Base	586499	63213	16175	47038	43272	19941	32665	14373
Weighted 2004 Stay Base	564869	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549692	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525186	56012	15402	40611	38893	17119	28973	11637
Base Volume	-	-	-	-	-	-	-	-
Transportation								
2005	27.4	28.0	32.5	26.0	23.1	35.9	22.1	33.5
2004	25.7	26.4	32.0	23.5	20.2	35.6	18.6	33.1
2003	25.8	28.4	34.1	25.5	21.5	38.3	19.6	35.7
2002	25.5	26.0	33.9	21.6	18.3	37.6	16.2	32.3
Food								
2005	22.4	22.9	20.1	24.1	25.0	19.5	25.8	21.0
2004	22.4	23.0	19.9	24.6	25.7	19.0	26.7	20.3
2003	22.7	23.1	19.4	25.0	25.8	19.2	27.2	21.3
2002	22.6	23.3	19.5	25.4	26.4	18.5	27.7	21.0
Room								
2005	14.9	15.4	22.2	12.2	14.4	16.9	12.2	12.3
2004	15.1	15.5	23.3	11.6	14.0	17.8	11.4	12.0
2003	15.3	16.2	25.4	11.4	15.5	17.1	11.6	11.0
2002	15.9	15.9	24.2	11.2	14.8	17.5	11.2	11.1

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Table 15

PROPORTION OF TOTAL EXPENDITURES

(Per Person Per Day)
Person-Days Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Shopping								
2005	17.0	16.3	12.2	18.3	18.9	12.2	20.1	14.7
2004	17.7	16.3	11.5	18.7	19.3	11.9	21.0	14.5
2003	17.6	15.0	9.7	17.8	17.5	11.4	19.9	14.2
2002	17.5	16.8	10.0	20.7	20.0	12.1	22.5	17.0
Entertainment								
2005	13.2	12.5	8.4	14.4	13.6	10.9	15.0	13.4
2004	13.9	14.0	9.4	16.3	15.7	11.5	17.1	14.9
2003	13.6	12.7	7.2	15.6	14.4	10.3	16.6	13.8
2002	13.5	13.2	8.0	16.2	15.2	10.3	17.2	14.3
Miscellaneous								
2005	5.2	4.9	4.6	5.0	5.0	4.6	4.8	5.3
2004	5.2	4.8	3.9	5.2	5.1	4.3	5.3	5.2
2003	5.0	4.6	4.3	4.7	5.2	3.6	5.1	4.2
2002	5.0	4.7	4.4	4.9	5.3	4.0	5.2	4.4

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Table 101

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

		California Travel						
	Total U.S.	**Total**	**Busns**	**Leisr**	**Rsdnt**	**Non-Rsdnt**	**Leisr Rsdnt**	**Leisr N-Res**
	($)	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**
Unweighted 2005 Stay Base	117248	12073	2856	9217	8583	3490	6716	2501
Unweighted 2004 Stay Base	89548	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102435	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115917	11221	3269	7952	8104	3117	5928	2024
Weighted 2005 Stay Base	586499	63213	16175	47038	43272	19941	32665	14373
Weighted 2004 Stay Base	564869	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549692	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525186	56012	15402	40611	38893	17119	28973	11637
Base Volume	-	-	-	-	-	-	-	-
Los Angeles								
2005	95.5	95.5	119.9	84.9	88.7	102.7	77.0	94.3
2004	97.1	97.1	107.3	91.6	89.4	108.2	92.0	91.0
2003	83.2	83.2	99.4	75.4	71.4	98.9	71.2	81.0
2002	88.2	88.2	101.5	80.6	82.4	95.5	81.8	78.9
San Diego								
2005	91.7	91.7	93.9	90.7	89.2	94.7	92.9	87.7
2004	107.9	107.9	122.4	101.2	105.0	111.8	98.2	105.8
2003	88.9	88.9	97.1	85.4	86.1	91.9	90.4	80.1
2002	86.7	86.7	96.7	82.3	76.8	99.5	76.1	90.2
Orange								
2005	103.5	103.5	131.0	98.6	101.5	107.4	99.5	96.7
2004	107.7	107.7	112.3	106.8	110.9	102.4	110.9	99.4
2003	87.6	87.6	106.6	83.8	82.5	97.6	80.4	91.4
2002	95.3	95.3	104.8	93.1	94.0	97.8	96.8	86.3

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Table 101

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

		California Travel						
	Total U.S.	**Total**	**Busns**	**Leisr**	**Rsdnt**	**Non-Rsdnt**	**Leisr Rsdnt**	**Leisr N-Res**
	($)	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**
San Francisco								
2005	129.3	129.3	146.9	120.3	125.4	136.3	123.0	115.4
2004	126.4	126.4	151.9	115.0	114.7	137.5	113.1	117.2
2003	114.9	114.9	123.9	109.7	111.9	118.5	113.9	104.8
2002	123.8	123.8	154.1	108.5	113.0	137.5	102.0	118.2
Riverside								
2005	97.5	97.5	89.5	99.9	97.7	97.0	103.9	87.5
2004	88.1	88.1	93.7	86.8	89.8	82.0	90.9	74.3
2003	93.6	93.6	112.3	89.0	92.9	95.9	90.9	82.2
2002	77.6	77.6	108.7	70.6	74.8	86.3	68.8	75.9
Sacramento								
2005	69.4	69.4	82.2	62.3	70.5	63.4	63.7	55.6
2004	73.7	73.7	87.9	64.4	74.5	71.1	71.7	46.5
2003	72.3	72.3	97.1	56.4	70.6	77.1	49.6	72.7
2002	77.7	77.7	96.1	67.2	79.7	71.9	72.6	52.5
Santa Clara								
2005	79.3	79.3	102.0	63.9	76.5	83.9	73.9	49.0
2004	75.4	75.4	92.9	65.2	72.4	82.5	63.5	72.0
2003	78.4	78.4	100.4	64.0	76.1	82.5	64.7	62.2
2002	83.2	83.2	104.0	69.9	77.0	93.7	74.7	60.7

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Table 101

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

		California Travel						
	Total U.S.	**Total**	**Busns**	**Leisr**	**Rsdnt**	**Non-Rsdnt**	**Leisr Rsdnt**	**Leisr N-Res**
	($)	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**
San Bernardino								
2005	69.0	69.0	75.3	67.9	64.2	82.9	66.5	72.5
2004	63.2	63.2	79.2	58.6	58.3	70.6	54.0	65.2
2003	64.4	64.4	87.2	58.1	57.8	85.8	52.6	73.6
2002	65.2	65.2	68.0	64.4	60.7	83.0	63.9	66.2
Santa Barbara								
2005	89.9	89.9	76.5	95.2	90.3	86.3	97.5	76.6
2004	97.6	97.6	104.1	95.2	97.4	99.3	96.3	85.3
2003	92.3	92.3	102.4	88.4	94.1	83.1	91.1	76.2
2002	88.0	88.0	87.5	88.3	89.7	81.9	96.8	56.7
Monterey								
2005	98.5	98.5	101.2	97.9	96.0	110.2	98.1	97.0
2004	123.6	123.6	157.5	115.4	119.9	146.9	113.7	129.3
2003	108.9	108.9	105.4	109.9	108.6	110.1	110.5	106.4
2002	129.1	129.1	162.0	119.2	129.1	129.1	119.0	119.8
San Luis Obispo								
2005	83.8	83.8	73.7	86.7	86.2	63.0	89.7	62.6
2004	90.3	90.3	78.5	93.8	93.7	53.5	98.8	53.5
2003	98.8	98.8	80.1	104.3	100.1	83.5	105.5	90.4
2002	102.7	102.7	92.4	105.0	101.7	116.1	105.6	96.1

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Table 101

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

		California Travel						
	Total U.S.	**Total**	**Busns**	**Leisr**	**Rsdnt**	**Non-Rsdnt**	**Leisr Rsdnt**	**Leisr N-Res**
	($)	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**
Kern								
2005	65.9	65.9	62.6	68.5	61.0	90.6	64.0	88.0
2004	71.9	71.9	75.6	68.7	65.8	104.0	68.8	68.1
2003	63.6	63.6	78.2	53.7	65.9	54.8	53.4	55.2
2002	66.4	66.4	90.0	49.9	69.8	53.0	55.4	33.9
Alameda								
2005	70.8	70.8	71.6	70.2	68.8	78.5	75.9	55.0
2004	70.6	70.6	73.2	68.4	76.2	56.0	73.6	54.2
2003	65.4	65.4	84.2	52.5	64.7	66.7	55.5	47.1
2002	67.2	67.2	71.7	63.7	63.9	73.2	60.9	70.1
Sonoma								
2005	74.7	74.7	75.0	74.7	69.0	105.1	68.5	121.6
2004	79.3	79.3	55.6	85.1	77.0	109.1	82.4	120.5
2003	59.6	59.6	64.0	58.4	48.2	99.2	48.4	98.2
2002	98.5	98.5	92.1	100.6	103.7	77.4	105.8	80.0
Fresno								
2005	61.6	61.6	80.7	54.1	60.7	65.0	57.3	43.5
2004	58.0	58.0	64.4	54.2	58.7	55.2	55.6	35.6
2003	58.7	58.7	70.1	54.2	58.7	59.6	54.0	55.6
2002	64.6	64.6	57.3	68.4	70.8	31.9	74.2	36.3

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Table 101

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

		California Travel						
	Total U.S.	**Total**	**Busns**	**Leisr**	**Rsdnt**	**Non-Rsdnt**	**Leisr Rsdnt**	**Leisr N-Res**
	($)	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**	**($)**
El Dorado								
2005	69.5	69.5	134.3	60.4	64.5	92.8	57.4	77.7
2004	104.1	104.1	75.1	105.7	81.0	154.6	80.9	158.3
2003	81.1	81.1	118.5	78.4	79.5	97.4	77.3	89.9
2002	105.0	105.0	143.9	101.7	110.2	59.4	106.5	59.1
Santa Cruz								
2005	70.1	70.1	67.8	70.4	70.7	59.4	71.5	56.0
2004	70.1	70.1	89.3	68.7	73.0	56.2	73.3	46.9
2003	57.0	57.0	96.5	53.3	57.4	51.8	53.2	55.4
2002	63.9	63.9	68.4	63.7	67.2	25.7	67.1	25.7
Solano								
2005	86.8	86.8	47.9	91.9	80.6	97.8	87.3	98.7
2004	95.5	95.5	77.3	99.4	106.0	65.6	107.1	65.0
2003	67.2	67.2	48.6	70.4	70.8	44.6	75.3	44.6
2002	86.7	86.7	126.8	78.7	94.2	39.4	86.4	39.4
Conta Costa								
2005	60.3	60.3	84.8	53.1	61.0	57.4	54.9	45.6
2004	53.2	53.2	59.3	50.8	43.2	136.5	36.1	140.0
2003	56.5	56.5	71.1	52.1	49.3	68.4	47.9	58.7
2002	58.5	58.5	108.9	41.0	70.5	36.5	48.7	22.9

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Table 22

AGE OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	130473	13313	3183	10130	9327	3986	7285	2845
Unweighted 2004 Stay Base	99032	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112314	11026	2989	8037	8098	2928	6071	1966
Unweighted 2002 Stay Base	127995	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295531	32750	8894	23855	27322	5427	20133	3723
Weighted 2004 Stay Base	286496	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277562	29598	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268234	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
Average (years)								
2005	44.5	46.9	47.6	46.6	47.3	44.6	46.8	45.5
2004	43.0	44.9	44.7	45.0	45.3	42.9	45.2	43.7
2003	43.0	44.6	45.8	44.1	44.6	44.1	44.2	43.9
2002	42.7	43.3	45.0	42.7	43.3	43.2	42.6	43.5
Median (years)								
2005	42.6	45.5	49.3	44.4	46.3	42.1	44.8	42.7
2004	40.4	42.9	43.9	42.6	43.5	39.5	43.0	39.2
2003	40.7	42.6	44.5	41.9	42.7	42.2	42.0	40.7
2002	40.5	41.0	44.2	39.6	40.9	41.2	39.5	40.9

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Table 22

AGE OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
25-34 years								
2005	28	23	18	25	22	29	24	29
2004	31	25	21	26	24	31	25	33
2003	30	26	22	27	25	29	26	30
2002	30	28	22	30	27	31	30	30
35-44 years								
2005	23	20	18	21	20	21	21	21
2004	23	24	21	24	24	22	25	20
2003	25	26	26	26	26	22	27	22
2002	25	25	24	26	26	22	26	20
45-54 years								
2005	20	20	24	18	20	18	19	16
2004	19	20	22	20	20	19	20	16
2003	19	21	25	19	21	20	20	17
2002	19	19	24	18	19	20	17	19
55+ years								
2005	25	32	34	31	33	27	32	30
2004	22	26	26	26	27	22	26	26
2003	21	24	25	23	24	25	23	26
2002	20	22	25	21	22	22	21	24

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Table 31

HOUSEHOLD INCOME OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	125869	12861	3099	9762	9327	3534	7285	2477
Unweighted 2004 Stay Base	98940	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112235	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127656	12259	3553	8706	8821	3438	6458	2248
Weighted 2005 Stay Base	291919	32371	8804	23567	27322	5049	20133	3434
Weighted 2004 Stay Base	286225	30900	8450	22450	26133	4767	19226	3223
Weighted 2003 Stay Base	277467	29582	7694	21889	25137	4445	18822	3067
Weighted 2002 Stay Base	267775	30731	8478	22253	26409	4322	19463	2790
Base Volume	-	-	-	-	-	-	-	-
Average ($000)								
2005	68.5	73.2	78.2	71.3	73.1	74.0	71.5	70.3
2004	67.0	74.8	77.6	73.8	74.4	77.1	74.2	71.5
2003	68.3	77.8	86.3	74.7	77.9	76.9	75.3	71.1
2002	67.3	77.5	82.5	75.6	77.1	79.5	75.6	75.5
Median ($000)								
2005	61.2	67.2	74.7	63.4	67.3	66.6	64.0	60.2
2004	58.4	67.0	68.8	66.1	66.5	70.3	66.8	60.3
2003	60.0	71.3	82.1	68.1	71.4	71.1	68.6	65.7
2002	59.0	73.5	78.9	70.9	73.9	71.5	71.8	66.1

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Table 31

HOUSEHOLD INCOME OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Under $50,000								
2005	39	36	32	37	36	36	37	38
2004	41	35	30	36	35	33	36	38
2003	40	33	29	34	33	31	34	34
2002	40	31	27	33	32	29	33	33
Under $25,000								
2005	13	13	17	11	13	12	11	12
2004	14	12	11	12	12	9	12	10
2003	14	11	9	12	11	11	12	12
2002	14	12	11	12	12	11	12	12
$25,000-$49,999								
2005	26	23	15	26	23	23	26	26
2004	27	23	19	24	23	24	24	27
2003	26	22	21	22	22	19	22	22
2002	27	19	16	21	20	18	21	21

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Table 31

HOUSEHOLD INCOME OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
$50,000 or More								
2005	61	64	68	63	64	64	63	62
2004	59	65	70	64	65	67	64	62
2003	60	67	71	66	67	69	66	66
2002	60	69	73	67	68	71	67	67
$50,000-$74,999								
2005	23	20	19	21	20	20	21	22
2004	24	22	26	21	22	20	21	20
2003	23	20	16	22	20	24	21	26
2002	24	20	20	20	20	24	20	25
$75,000 or more								
2005	38	44	49	42	44	44	42	40
2004	36	43	44	43	43	47	43	42
2003	38	47	55	44	47	46	44	40
2002	36	49	53	47	49	47	47	42

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Table 36

OCCUPATION OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	123060	12585	3012	9573	9124	3461	7139	2434
Unweighted 2004 Stay Base	97613	9744	2691	7053	7131	2613	5341	1712
Unweighted 2003 Stay Base	110580	10876	2934	7942	8009	2867	6011	1931
Unweighted 2002 Stay Base	125773	12100	3492	8608	8727	3373	6398	2210
Weighted 2005 Stay Base	284268	31406	8515	22890	26588	4818	19635	3256
Weighted 2004 Stay Base	280709	30179	8206	21973	25565	4614	18842	3132
Weighted 2003 Stay Base	271173	28902	7459	21443	24585	4317	18450	2992
Weighted 2002 Stay Base	262466	30125	8128	21997	25931	4194	19253	2744
Base Volume	-	-	-	-	-	-	-	-
Employed (Net)								
2005	73	69	74	67	68	72	67	65
2004	74	74	83	71	74	74	71	66
2003	74	76	84	73	76	78	73	73
2002	75	77	85	75	77	80	75	75
Managerial, Professional								
2005	32	33	37	31	32	35	31	28
2004	34	35	42	33	35	38	33	31
2003	34	37	43	35	37	36	36	30
2002	36	42	49	39	42	42	40	35
Technical, Sales, Administration Support								
2005	19	18	16	18	17	21	18	21
2004	19	18	17	18	18	18	18	17
2003	20	21	17	22	21	20	22	22
2002	19	19	18	19	19	19	19	21

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Table 36

OCCUPATION OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Service								
2005	7	6	5	6	6	7	6	6
2004	7	6	4	7	6	4	7	3
2003	7	6	4	7	6	7	7	7
2002	6	6	6	6	7	5	6	7
Other Occupation								
2005	15	13	17	11	13	9	11	11
2004	15	15	20	13	15	15	12	15
2003	14	12	20	9	11	15	8	13
2002	14	10	12	10	10	13	9	12
Retired								
2005	11	15	13	16	15	13	16	17
2004	10	11	8	13	12	10	12	14
2003	10	11	9	11	11	9	11	12
2002	9	10	8	10	10	9	10	11
Not Employed								
2005	16	16	13	17	17	14	17	18
2004	16	15	8	17	14	15	16	20
2003	16	13	7	16	13	13	16	15
2002	15	13	7	15	13	10	15	13

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Table 37

EDUCATION OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	120385	12328	2917	9411	8946	3382	7023	2388
Unweighted 2004 Stay Base	91964	9199	2500	6699	6728	2471	5057	1642
Unweighted 2003 Stay Base	100497	9709	2527	7182	7102	2607	5420	1762
Unweighted 2002 Stay Base	113158	10519	2918	7601	7502	3017	5574	2027
Weighted 2005 Stay Base	273823	30490	8144	22345	25770	4720	19111	3234
Weighted 2004 Stay Base	258278	27381	7372	20009	23141	4240	16988	3021
Weighted 2003 Stay Base	242295	24938	6125	18813	21143	3795	16197	2616
Weighted 2002 Stay Base	234219	25398	6457	18941	21820	3577	16547	2394
Base Volume	-	-	-	-	-	-	-	-
Average (years)								
2005	14.3	14.5	14.6	14.4	14.5	14.5	14.4	14.4
2004	14.3	14.5	14.6	14.5	14.5	14.7	14.5	14.4
2003	14.3	14.5	14.7	14.4	14.5	14.7	14.4	14.4
2002	14.5	14.9	15.2	14.8	14.9	15.0	14.8	14.8
Median (years)								
2005	13.6	13.9	14.1	13.8	13.9	13.9	13.9	13.7
2004	13.6	13.9	14.0	13.9	13.9	14.1	13.9	13.8
2003	13.6	13.9	14.1	13.8	13.9	14.2	13.8	13.8
2002	13.9	14.4	14.8	14.2	14.3	14.7	14.2	14.4

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Table 37

EDUCATION OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
No College								
2005	34	28	30	27	28	28	27	28
2004	33	25	26	25	25	26	24	28
2003	33	25	22	26	25	25	25	30
2002	30	20	15	21	19	22	21	24
Some College								
2005	29	32	25	34	32	33	34	36
2004	30	35	32	36	36	30	37	34
2003	30	35	35	36	37	29	37	31
2002	28	33	31	33	34	25	34	28
College Graduate (Net)								
2005	37	40	45	39	41	40	39	36
2004	36	40	42	39	39	44	39	38
2003	36	40	44	38	38	46	38	40
2002	42	48	54	46	47	53	45	48
College Graduate								
2005	22	24	22	24	24	22	25	20
2004	22	24	24	24	23	27	24	24
2003	22	26	27	25	25	28	25	25
2002	25	29	32	29	29	30	29	28
Post College Graduate								
2005	15	17	23	14	17	17	14	16
2004	15	16	18	15	16	18	15	14
2003	14	14	16	13	13	18	13	15
2002	17	18	23	17	18	23	16	20

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Table 38

MARITAL STATUS OF RESPONDENT

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	124569	12697	3045	9652	9223	3474	7214	2438
Unweighted 2004 Stay Base	97742	9755	2719	7036	7113	2642	5319	1717
Unweighted 2003 Stay Base	110673	10843	2951	7892	7952	2891	5952	1940
Unweighted 2002 Stay Base	125723	11982	3485	8497	8615	3367	6296	2201
Weighted 2005 Stay Base	288594	31916	8566	23350	27035	4880	19944	3406
Weighted 2004 Stay Base	282500	30381	8225	22156	25705	4676	18948	3208
Weighted 2003 Stay Base	273029	28769	7541	21228	24365	4404	18188	3040
Weighted 2002 Stay Base	264260	29831	8256	21576	25669	4162	18896	2680
Base Volume	-	-	-	-	-	-	-	-
Married								
2005	74	68	66	69	67	75	68	77
2004	71	67	64	68	66	72	67	76
2003	72	67	65	67	66	71	67	69
2002	74	67	63	69	66	70	68	71
Single (Never married)								
2005	14	16	14	16	16	14	17	13
2004	16	19	21	19	20	16	20	13
2003	15	18	20	17	18	17	17	17
2002	14	19	20	18	18	19	18	18
Divorced, Widowed, Separated								
2005	12	16	20	15	17	11	15	11
2004	12	14	15	13	14	12	13	11
2003	13	16	15	16	16	12	16	14
2002	12	15	18	13	15	11	14	10

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Table 49

MAIN PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	130474	13314	3183	10131	9327	3987	7285	2846
Unweighted 2004 Stay Base	99034	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112315	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127998	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295532	32750	8894	23856	27322	5428	20133	3723
Weighted 2004 Stay Base	286500	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277563	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268236	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
Business (Net)								
2005	26	27	100	-	26	31	-	-
2004	25	27	100	-	26	32	-	-
2003	26	26	100	-	25	31	-	-
2002	27	28	100	-	26	36	-	-
Group Meeting (Net)								
2005	10	11	40	-	10	14	-	-
2004	10	11	40	-	10	13	-	-
2003	9	9	35	-	9	12	-	-
2002	10	11	39	-	10	16	-	-
Transient Business (Net)								
2005	15	16	60	-	16	17	-	-
2004	16	17	60	-	16	19	-	-
2003	17	17	65	-	17	19	-	-
2002	17	17	61	-	16	19	-	-

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Table 49

MAIN PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Leisure (Net)								
2005	74	73	-	100	74	69	100	100
2004	75	73	-	100	74	68	100	100
2003	74	74	-	100	75	69	100	100
2002	73	72	-	100	74	64	100	100
Vacation (Net)								
2005	20	21	-	29	21	26	28	38
2004	21	23	-	31	22	25	30	37
2003	22	23	-	31	22	27	30	39
2002	21	22	-	31	22	26	29	40
Non-Vacation (Net)								
2005	54	51	-	71	53	43	72	62
2004	54	50	-	69	51	43	70	63
2003	52	51	-	69	52	42	70	61
2002	52	50	-	69	52	39	71	60

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Table 49

BUSINESS PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Group Meeting								
Convention								
2005	3	3	13	-	3	6	-	-
2004	3	3	11	-	3	5	-	-
2003	2	2	7	-	2	4	-	-
2002	3	2	8	-	2	5	-	-
Seminar/Training								
2005	4	4	13	-	3	4	-	-
2004	3	3	13	-	3	5	-	-
2003	3	4	14	-	3	4	-	-
2002	4	5	17	-	4	6	-	-
Other Group Meeting								
2005	4	4	14	-	4	5	-	-
2004	4	4	15	-	4	3	-	-
2003	3	4	14	-	4	4	-	-
2002	4	4	14	-	4	5	-	-

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Table 49

BUSINESS PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Transient								
Client Services/Consulting								
2005	2	3	9	-	2	4	-	-
2004	2	2	8	-	2	4	-	-
2003	3	3	12	-	3	3	-	-
2002	3	3	12	-	3	4	-	-
Inspect/Audit								
2005	1	1	2	-	1	1	-	-
2004	1	1	2	-	1	1	-	-
2003	1	1	3	-	1	1	-	-
2002	1	1	4	-	1	1	-	-
Construction/Repair								
2005	1	1	5	-	1	2	-	-
2004	1	2	7	-	2	1	-	-
2003	1	1	6	-	2	*	-	-
2002	1	1	4	-	1	1	-	-
Sales/Purchasing								
2005	3	2	8	-	2	1	-	-
2004	3	2	6	-	2	2	-	-
2003	3	3	11	-	3	1	-	-
2002	3	2	8	-	2	1	-	-

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Table 49

BUSINESS PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Transient								
Government/Military								
2005	1	1	3	-	1	1	-	-
2004	1	1	4	-	1	2	-	-
2003	1	1	4	-	1	2	-	-
2002	1	1	4	-	1	2	-	-
Other Business								
2005	7	9	32	-	9	8	-	-
2004	8	9	33	-	9	10	-	-
2003	7	8	30	-	7	11	-	-
2002	8	8	29	-	8	10	-	-

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Table 49

LEISURE PURPOSE OF STAY

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Vacation								
Getaway Weekend								
2005	11	12	-	17	13	7	18	10
2004	11	13	-	18	14	9	19	13
2003	12	13	-	18	14	7	19	10
2002	11	12	-	17	13	6	18	10
General Vacation								
2005	9	9	-	13	7	19	10	28
2004	10	10	-	13	8	16	11	24
2003	10	10	-	13	8	20	11	29
2002	10	10	-	14	9	19	12	30
Non-Vacation								
Visit Friends/Relatives								
2005	25	24	-	33	24	25	32	36
2004	25	24	-	32	23	25	32	37
2003	25	24	-	32	23	27	31	39
2002	24	23	-	31	22	25	30	39
Special Event								
2005	13	14	-	19	14	11	19	16
2004	12	12	-	16	12	10	16	15
2003	12	12	-	16	13	9	17	13
2002	12	12	-	17	13	8	18	13
Other Personal								
2005	16	14	-	19	15	7	21	10
2004	16	15	-	20	16	7	22	11
2003	15	15	-	20	16	6	22	8
2002	16	15	-	21	17	5	23	8

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Table 53

TRAVELING PARTY

Stay-Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	96462	9790	2383	7407	6873	2917	5367	2040
Unweighted 2004 Stay Base	90628	8992	2447	6545	6509	2483	4918	1627
Unweighted 2003 Stay Base	102632	10105	2665	7440	7384	2721	5601	1839
Unweighted 2002 Stay Base	116238	11125	3183	7942	7914	3211	5830	2112
Weighted 2005 Stay Base	115590	13092	4231	8861	11063	2029	7639	1222
Weighted 2004 Stay Base	123326	13698	4729	8969	11454	2243	7672	1297
Weighted 2003 Stay Base	119903	13345	4567	8778	11226	2119	7563	1215
Weighted 2002 Stay Base	116316	13728	5256	8472	11522	2206	7311	1161
Base Volume	-	-	-	-	-	-	-	-
Average (persons)								
2005	2.2	2.1	1.7	2.3	2.1	2.2	2.3	2.5
2004	2.2	2.1	1.6	2.4	2.1	2.0	2.4	2.4
2003	2.2	2.1	1.5	2.4	2.1	2.0	2.4	2.4
2002	2.1	2.1	1.5	2.5	2.1	1.8	2.5	2.3
Median (persons)								
2005	1.9	1.8	1.0	2.0	1.8	1.8	2.0	2.1
2004	1.8	1.8	1.0	2.0	1.8	1.6	2.0	2.0
2003	1.8	1.7	1.0	2.0	1.7	1.6	2.0	2.1
2002	1.8	1.7	1.0	2.1	1.7	1.0	2.1	2.0

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Table 53

TRAVELING PARTY

Stay-Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
One Adult								
2005	36	37	59	27	37	41	27	26
2004	38	40	64	27	39	46	27	27
2003	39	43	69	29	42	46	30	25
2002	40	44	74	25	42	51	24	28
Couples (Male/Female)								
2005	28	30	20	35	31	24	36	31
2004	26	25	16	30	26	24	30	32
2003	26	24	13	30	24	25	29	36
2002	25	23	11	31	23	23	30	34
Two Males or Two Females								
2005	7	7	9	7	7	7	7	4
2004	7	8	9	8	9	5	9	5
2003	7	7	8	6	7	6	6	5
2002	7	7	6	7	7	6	8	5
Three or More Adults								
2005	7	6	5	6	6	7	6	8
2004	6	6	5	6	6	5	7	5
2003	6	6	5	7	6	5	7	6
2002	6	5	4	6	5	5	6	6
Families								
2005	22	19	8	25	19	22	24	32
2004	23	20	7	28	21	19	27	31
2003	23	20	6	28	21	18	28	29
2002	22	21	5	31	22	15	31	27

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Table 57

LENGTH OF STAY

Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	129939	13260	3169	10091	9282	3978	7250	2841
Unweighted 2004 Stay Base	98495	9828	2743	7085	7160	2668	5355	1730
Unweighted 2003 Stay Base	111683	10977	2972	8005	8056	2921	6042	1963
Unweighted 2002 Stay Base	127219	12223	3555	8668	8769	3454	6412	2256
Weighted 2005 Stay Base	136469	15470	5096	10374	12942	2529	8845	1529
Weighted 2004 Stay Base	133158	14807	5252	9555	12390	2417	8179	1376
Weighted 2003 Stay Base	129603	14379	5000	9379	12100	2279	8069	1310
Weighted 2002 Stay Base	126772	14855	5699	9156	12475	2380	7914	1242
Base Volume	-	-	-	-	-	-	-	-
Average (days)								
2005	2.18	2.05	1.95	2.11	1.67	4.04	1.71	4.38
2004	2.19	2.11	2.09	2.11	1.69	4.25	1.72	4.47
2003	2.19	2.08	2.10	2.07	1.67	4.25	1.68	4.42
2002	2.18	2.04	2.00	2.07	1.62	4.23	1.66	4.67
Median (days)								
2005	0.75	0.75	0.75	0.75	0.75	3.10	0.75	3.16
2004	0.75	0.75	0.75	0.75	0.75	3.31	0.75	3.38
2004	0.75	0.75	0.75	0.75	0.75	3.20	0.75	3.30
2002	0.75	0.75	0.75	0.75	0.75	3.38	0.75	3.73

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Table 57

LENGTH OF STAY

Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Average #Nights (All)								
2005	1.43	1.30	1.20	1.36	0.92	3.29	0.96	3.63
2004	1.44	1.36	1.34	1.36	0.94	3.50	0.97	3.72
2003	1.44	1.33	1.35	1.32	0.92	3.50	0.93	3.67
2002	1.43	1.29	1.25	1.32	0.87	3.48	0.91	3.92
Median #Nights (All)								
2005	-	-	-	-	-	2.35	-	2.41
2004	-	-	-	-	-	2.56	-	2.63
2003	-	-	-	-	-	2.45	-	2.55
2002	-	-	-	-	-	2.63	-	2.98
Average #Nights (Overnight)								
2005	2.88	2.88	3.05	2.81	2.38	4.13	2.29	4.33
2004	2.90	2.96	3.06	2.91	2.41	4.32	2.35	4.61
2003	2.93	2.88	3.07	2.78	2.38	4.05	2.28	4.26
2002	2.95	2.92	2.88	2.94	2.43	3.96	2.38	4.52
Median #Nights (Overnight)								
2005	2.00	2.07	2.27	1.99	1.82	3.09	1.78	2.98
2004	2.04	2.08	2.18	2.03	1.80	3.30	1.81	3.45
2003	2.04	2.06	2.32	1.96	1.82	2.93	1.72	3.04
2002	2.06	2.12	2.18	2.09	1.89	3.10	1.84	3.51

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Table 57

LENGTH OF STAY

Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Day-Trip								
2005	50	55	61	52	61	20	58	16
2004	51	54	56	53	61	19	59	19
2003	51	54	56	53	61	14	59	14
2002	51	56	57	55	64	12	62	13
1-3 Nights								
2005	38	35	28	38	33	45	36	49
2004	38	34	32	35	32	43	35	41
2003	37	35	31	37	32	51	35	50
2002	37	33	32	34	30	49	33	43
4-7 Nights								
2005	9	8	10	8	5	26	5	24
2004	9	9	10	9	6	28	6	28
2003	9	9	11	8	6	27	5	26
2002	9	9	10	8	5	30	5	31
8+ Nights								
2005	2	2	2	3	1	9	1	11
2004	3	2	2	2	1	10	1	12
2003	3	2	2	2	1	9	1	10
2002	3	2	2	3	1	8	1	12

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Table 64

PRIMARY ACTIVITIES - NETS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	130474	13314	3183	10131	9327	3987	7285	2846
Unweighted 2004 Stay Base	99034	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112315	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127998	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295532	32750	8894	23856	27322	5428	20133	3723
Weighted 2004 Stay Base	286500	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277563	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268236	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
Attractions (Net)								
2005	23	26	20	28	25	29	27	31
2004	24	26	19	29	26	27	29	31
2003	24	25	16	28	24	31	26	37
2002	23	24	17	27	24	28	26	35
Sightseeing (Net)								
2005	22	24	22	25	23	32	23	35
2004	25	27	20	30	25	37	28	43
2003	26	28	17	31	26	37	29	44
2002	26	27	16	30	25	38	28	46
Nature (Net)								
2005	17	19	15	21	18	24	19	27
2004	19	21	12	24	20	23	23	28
2003	19	23	14	26	21	32	24	38
2002	18	21	12	25	21	23	24	30

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Table 64

PRIMARY ACTIVITIES - NETS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Culture (Net)								
2005	17	17	18	17	17	18	17	18
2004	17	18	14	19	18	18	19	20
2003	17	16	11	18	17	16	18	19
2002	17	18	14	19	18	18	19	22
Outdoor Sports (Net)								
2005	8	6	5	7	6	6	7	6
2004	9	9	7	9	9	9	9	10
2003	9	10	9	10	10	8	10	9
2002	9	9	8	10	10	7	10	9
General (Net) (Expenditure Based)								
2005	49	52	50	53	51	57	52	55
2004	48	52	45	54	51	54	54	54
2003	47	49	44	51	48	52	50	54
2002	46	50	41	53	50	52	53	56

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	130474	13314	3183	10131	9327	3987	7285	2846
Unweighted 2004 Stay Base	99034	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112315	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127998	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295532	32750	8894	23856	27322	5428	20133	3723
Weighted 2004 Stay Base	286500	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277563	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268236	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
Dining								
2005	34	38	39	38	37	44	37	40
2004	33	39	35	40	38	44	40	44
2003	32	35	35	35	34	41	34	39
2002	31	36	34	37	35	38	36	37
Shopping								
2005	27	29	26	30	28	31	29	33
2004	27	29	21	32	29	28	32	34
2003	26	24	18	27	23	32	25	36
2002	26	27	18	30	26	29	29	37
Entertainment								
2005	22	26	22	27	24	32	26	33
2004	23	27	20	30	27	31	29	36
2003	23	26	16	29	25	31	28	38
2002	22	25	15	29	25	28	28	35

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Sightseeing								
2005	20	23	20	24	21	30	22	33
2004	23	24	16	27	22	35	24	42
2003	23	25	15	29	23	35	26	43
2002	23	24	14	28	22	36	26	45
Theme/Amusement Park								
2005	7	12	7	14	12	17	13	20
2004	7	12	5	14	11	17	13	21
2003	7	12	4	14	11	17	13	22
2002	7	13	6	15	12	18	14	24
Beach/Waterfront								
2005	7	10	7	11	9	14	10	15
2004	8	11	6	13	11	12	12	15
2003	8	12	6	14	11	18	12	22
2002	8	11	5	13	10	14	12	18
Night Life								
2005	7	8	9	7	7	10	7	7
2004	8	7	9	7	7	6	7	5
2003	7	6	4	6	5	8	6	9
2002	7	6	6	6	6	7	6	7

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Parks (national/state)								
2005	7	6	5	7	6	7	6	9
2004	7	7	4	7	6	8	7	10
2003	7	7	4	9	7	11	8	14
2002	6	7	4	8	7	8	8	11
Museum, Art Exhibit								
2005	5	6	7	5	5	7	5	8
2004	5	5	4	6	5	6	6	7
2003	5	5	3	5	5	6	5	7
2002	4	5	4	6	5	7	5	9
Concert, Play, Dance								
2005	5	5	5	5	6	5	6	4
2004	5	5	4	6	5	5	6	5
2003	5	5	3	5	5	4	5	5
2002	5	5	4	5	5	4	5	4
Gamble								
2005	6	5	4	5	5	5	5	4
2004	6	5	3	6	5	4	6	5
2003	6	4	2	5	4	4	5	5
2002	5	2	1	3	2	2	3	3

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Visit Historic Site								
2005	5	5	6	4	5	6	4	6
2004	5	5	5	5	5	8	5	9
2003	5	5	3	6	5	6	6	8
2002	5	5	3	6	5	9	6	10
Festival, Craft Fair								
2005	5	4	6	4	4	3	4	2
2004	5	6	6	6	6	4	6	3
2003	5	5	4	5	5	3	5	3
2002	5	5	5	5	6	2	6	3
Hike, Bike								
2005	3	4	2	4	4	2	5	3
2004	3	3	2	4	3	3	4	4
2003	3	5	2	6	5	4	6	5
2002	3	4	2	5	5	3	6	4
Nature/Culture: Observe and Conserve Eco-Travel								
2005	3	3	3	3	3	4	3	5
2004	4	4	3	4	4	3	4	4
2003	4	3	3	4	3	4	3	5
2002	4	4	4	4	4	4	4	4

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Group Tour								
2005	3	3	3	3	3	4	3	4
2004	4	5	5	5	5	4	5	3
2003	4	4	4	4	4	3	4	3
2002	4	3	4	3	4	3	4	3
Attend Sports/Olympic Event								
2005	5	3	2	3	3	3	3	2
2004	5	5	4	5	5	3	5	3
2003	5	4	3	4	4	5	4	5
2002	5	4	3	4	4	4	4	5
Camping								
2005	2	2	1	3	2	2	3	2
2004	3	3	1	4	3	2	4	3
2003	3	4	1	4	4	3	5	3
2002	3	3	2	3	3	2	3	2
Golf								
2005	2	2	2	2	2	3	1	2
2004	2	2	2	2	2	3	2	3
2003	2	3	4	3	3	4	3	5
2002	2	2	2	2	2	2	2	3

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Table 65

CALIFORNIA ACTIVITY SHARE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Shows (boat/auto/antique)								
2005	2	2	3	1	2	1	1	1
2004	1	1	2	1	1	2	1	1
2003	2	2	4	1	2	1	1	1
2002	2	1	2	1	2	1	1	1
Boat/Sail								
2005	2	1	1	1	1	1	1	2
2004	2	1	2	1	1	2	1	2
2003	2	2	2	2	2	2	2	2
2002	2	2	1	2	2	1	2	2
Hunt, Fish								
2005	3	1	1	1	1	1	2	1
2004	3	2	1	2	2	1	2	2
2003	3	2	2	2	2	*	2	1
2002	3	2	2	3	3	1	3	1
Other Adventure Sports								
2005	2	1	*	2	1	1	2	1
2004	2	3	2	3	3	3	3	4
2003	2	2	3	2	3	2	2	1
2002	2	2	2	3	3	2	3	2
Snow Ski								
2005	1	1	1	1	1	1	1	1
2004	1	1	*	2	1	1	2	2
2003	1	2	1	2	2	1	2	1
2002	1	2	1	2	2	1	2	2

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Table 65

PRIMARY ACTIVITIES - SIGHTSEEING

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	130474	13314	3183	10131	9327	3987	7285	2846
Unweighted 2004 Stay Base	99034	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112315	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127998	12292	3567	8725	8824	3468	6459	2266
Weighted 2005 Stay Base	295532	32750	8894	23856	27322	5428	20133	3723
Weighted 2004 Stay Base	286500	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277563	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268236	30771	8498	22274	26421	4351	19469	2804
Base Volume	-	-	-	-	-	-	-	-
Sightseeing (Net)								
2005	22	24	22	25	23	32	23	35
2004	25	27	20	30	25	37	28	43
2003	26	28	17	31	26	37	29	44
2002	26	27	16	30	25	38	28	46
Group Tour								
2005	3	3	3	3	3	4	3	4
2004	4	5	5	5	5	4	5	3
2003	4	4	4	4	4	3	4	3
2002	4	3	4	3	4	3	4	3
Sightseeing								
2005	20	23	20	24	21	30	22	33
2004	23	24	16	27	22	35	24	42
2003	23	25	15	29	23	35	26	43
2002	23	24	14	28	22	36	26	45

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Table 65

PRIMARY ACTIVITIES - ATTRACTIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Attractions (Net)								
2005	23	26	20	28	25	29	27	31
2004	24	26	19	29	26	27	29	31
2003	24	25	16	28	24	31	26	37
2002	23	24	17	27	24	28	26	35
Attend Sports/Olympic Event								
2005	5	3	2	3	3	3	3	2
2004	5	5	4	5	5	3	5	3
2003	5	4	3	4	4	5	4	5
2002	5	4	3	4	4	4	4	5
Gamble								
2005	6	5	4	5	5	5	5	4
2004	6	5	3	6	5	4	6	5
2003	6	4	2	5	4	4	5	5
2002	5	2	1	3	2	2	3	3
Night Life								
2005	7	8	9	7	7	10	7	7
2004	8	7	9	7	7	6	7	5
2003	7	6	4	6	5	8	6	9
2002	7	6	6	6	6	7	6	7

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Table 65

PRIMARY ACTIVITIES - ATTRACTIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Shows (boat/auto/antique)								
2005	2	2	3	1	2	1	1	1
2004	1	1	2	1	1	2	1	1
2003	2	2	4	1	2	1	1	1
2002	2	1	2	1	2	1	1	1
Theme/Amusement Park								
2005	7	12	7	14	12	17	13	20
2004	7	12	5	14	11	17	13	21
2003	7	12	4	14	11	17	13	22
2002	7	13	6	15	12	18	14	24

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Table 65

PRIMARY ACTIVITIES - CULTURE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Culture (Net)								
2005	17	17	18	17	17	18	17	18
2004	17	18	14	19	18	18	19	20
2003	17	16	11	18	17	16	18	19
2002	17	18	14	19	18	18	19	22
Concert, Play, Dance								
2005	5	5	5	5	6	5	6	4
2004	5	5	4	6	5	5	6	5
2003	5	5	3	5	5	4	5	5
2002	5	5	4	5	5	4	5	4
Festival, Craft Fair								
2005	5	4	6	4	4	3	4	2
2004	5	6	6	6	6	4	6	3
2003	5	5	4	5	5	3	5	3
2002	5	5	5	5	6	2	6	3
Museum, Art Exhibit								
2005	5	6	7	5	5	7	5	8
2004	5	5	4	6	5	6	6	7
2003	5	5	3	5	5	6	5	7
2002	4	5	4	6	5	7	5	9
Visit Historic Site								
2005	5	5	6	4	5	6	4	6
2004	5	5	5	5	5	8	5	9
2003	5	5	3	6	5	6	6	8
2002	5	5	3	6	5	9	6	10

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Table 65

PRIMARY ACTIVITIES - NATURE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Nature (Net)								
2005	17	19	15	21	18	24	19	27
2004	19	21	12	24	20	23	23	28
2003	19	23	14	26	21	32	24	38
2002	18	21	12	25	21	23	24	30
Beach/Waterfront								
2005	7	10	7	11	9	14	10	15
2004	8	11	6	13	11	12	12	15
2003	8	12	6	14	11	18	12	22
2002	8	11	5	13	10	14	12	18
Camping								
2005	2	2	1	3	2	2	3	2
2004	3	3	1	4	3	2	4	3
2003	3	4	1	4	4	3	5	3
2002	3	3	2	3	3	2	3	2
Hike, Bike								
2005	3	4	2	4	4	2	5	3
2004	3	3	2	4	3	3	4	4
2003	3	5	2	6	5	4	6	5
2002	3	4	2	5	5	3	6	4

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Table 65

PRIMARY ACTIVITIES - NATURE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Nature/Culture: Observe and Conserve/Eco-Travel								
2005	3	3	3	3	3	4	3	5
2004	4	4	3	4	4	3	4	4
2003	4	3	3	4	3	4	3	5
2002	4	4	4	4	4	4	4	4
Parks (national/state)								
2005	7	6	5	7	6	7	6	9
2004	7	7	4	7	6	8	7	10
2003	7	7	4	9	7	11	8	14
2002	6	7	4	8	7	8	8	11

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Table 65

PRIMARY ACTIVITIES - OUTDOOR SPORTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outdoor Sports (Net)								
2005	8	6	5	7	6	6	7	6
2004	9	9	7	9	9	9	9	10
2003	9	10	9	10	10	8	10	9
2002	9	9	8	10	10	7	10	9
Boat/Sail								
2005	2	1	1	1	1	1	1	2
2004	2	1	2	1	1	2	1	2
2003	2	2	2	2	2	2	2	2
2002	2	2	1	2	2	1	2	2
Golf								
2005	2	2	2	2	2	3	1	2
2004	2	2	2	2	2	3	2	3
2003	2	3	4	3	3	4	3	5
2002	2	2	2	2	2	2	2	3
Hunt, Fish								
2005	3	1	1	1	1	1	2	1
2004	3	2	1	2	2	1	2	2
2003	3	2	2	2	2	*	2	1
2002	3	2	2	3	3	1	3	1

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Table 65

PRIMARY ACTIVITIES - OUTDOOR SPORTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Other Adventure Sports								
2005	2	1	*	2	1	1	2	1
2004	2	3	2	3	3	3	3	4
2003	2	2	3	2	3	2	2	1
2002	2	2	2	3	3	2	3	2
Snow Ski								
2005	1	1	1	1	1	1	1	1
2004	1	1	*	2	1	1	2	2
2003	1	2	1	2	2	1	2	1
2002	1	2	1	2	2	1	2	2

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Table 65

PRIMARY ACTIVITIES - GENERAL

(Expenditure Based Activities)
Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
General (Net) (Expenditure Based)								
2005	49	52	50	53	51	57	52	55
2004	48	52	45	54	51	54	54	54
2003	47	49	44	51	48	52	50	54
2002	46	50	41	53	50	52	53	56
Dining								
2005	34	38	39	38	37	44	37	40
2004	33	39	35	40	38	44	40	44
2003	32	35	35	35	34	41	34	39
2002	31	36	34	37	35	38	36	37
Entertainment								
2005	22	26	22	27	24	32	26	33
2004	23	27	20	30	27	31	29	36
2003	23	26	16	29	25	31	28	38
2002	22	25	15	29	25	28	28	35
Shopping								
2005	27	29	26	30	28	31	29	33
2004	27	29	21	32	29	28	32	34
2003	26	24	18	27	23	32	25	36
2002	26	27	18	30	26	29	29	37

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Table 70

MAIN TRANSPORTATION

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	125026	12744	3047	9697	8847	3897	6919	2778
Unweighted 2004 Stay Base	94348	9400	2607	6793	6792	2608	5101	1692
Unweighted 2003 Stay Base	107249	10526	2824	7702	7676	2850	5782	1920
Unweighted 2002 Stay Base	121568	11591	3395	8196	8247	3344	6013	2183
Weighted 2005 Stay Base	284292	31577	8485	23092	26259	5317	19443	3648
Weighted 2004 Stay Base	276160	29709	7882	21827	25103	4606	18673	3154
Weighted 2003 Stay Base	267215	28549	7312	21237	24205	4344	18239	2997
Weighted 2002 Stay Base	257599	29487	8173	21314	25299	4188	18604	2710
Base Volume	-	-	-	-	-	-	-	-
Air Travel								
2005	9	10	16	8	3	43	3	36
2004	9	11	19	8	3	49	2	39
2003	9	11	19	8	3	50	2	43
2002	9	10	18	7	3	53	2	43
Auto Travel (Net)								
2005	83	81	73	83	88	46	89	57
2004	83	79	67	83	86	43	88	54
2003	83	80	71	83	87	42	88	49
2002	83	82	75	85	89	40	90	50
Car								
2005	66	68	59	72	75	37	77	44
2004	67	69	59	73	76	34	78	42
2003	69	69	62	71	75	34	76	40
2002	70	74	68	76	81	33	81	41

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Table 70

MAIN TRANSPORTATION

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Van/Small Truck								
2005	17	12	14	12	13	10	12	12
2004	16	10	9	10	10	9	10	11
2003	14	11	10	12	12	8	12	9
2002	13	8	7	9	8	8	9	9
Other Transportation (Net)								
2005	8	9	11	9	9	10	9	8
2004	8	10	14	9	11	8	9	7
2003	8	10	10	9	10	8	9	8
2002	8	8	6	8	8	7	8	7
Camper/RV								
2005	1	2	1	2	1	3	2	4
2004	1	2	1	2	1	3	2	3
2003	1	2	1	2	2	3	2	4
2002	1	1	1	2	1	2	1	2
Bus/Train								
2005	3	4	4	3	4	3	4	1
2004	2	3	3	2	3	1	3	1
2003	2	2	3	2	3	1	3	1
2002	2	2	2	2	2	2	2	2
Miscellaneous								
2005	4	4	6	3	4	5	3	3
2004	5	6	10	5	7	4	5	3
2003	5	5	6	5	5	4	5	3
2002	4	4	4	4	4	4	4	2

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Table 77

ACCOMMODATION TYPE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	89769	8970	2259	6711	5369	3601	4152	2559
Unweighted 2004 Stay Base	70036	6671	1908	4763	4161	2510	3132	1631
Unweighted 2003 Stay Base	77176	7427	2081	5346	4666	2761	3486	1860
Unweighted 2002 Stay Base	89724	8313	2500	5813	5061	3252	3688	2125
Weighted 2005 Stay Base	143149	14802	3341	11461	10601	4201	8423	3038
Weighted 2004 Stay Base	140071	14122	3557	10564	10310	3811	7971	2593
Weighted 2003 Stay Base	134827	13418	3173	10245	9616	3802	7614	2630
Weighted 2002 Stay Base	128484	13197	3606	9591	9440	3757	7167	2424
Base Volume	-	-	-	-	-	-	-	-
Paid Accommodations (Net)								
2005	63	64	83	59	63	67	59	59
2004	63	65	82	59	64	66	60	56
2003	63	64	84	58	65	62	60	51
2002	63	64	81	58	64	64	59	56
Paid Hotel/Motel								
2005	54	54	76	47	52	60	46	51
2004	53	52	73	45	50	57	45	45
2003	53	52	77	44	50	56	43	45
2002	53	52	72	45	50	59	43	50
Paid Non-Hotel/Motel								
2005	9	11	7	12	12	8	13	8
2004	10	13	9	14	14	8	15	11
2003	10	12	7	14	15	6	17	6
2002	10	12	9	13	15	5	16	6

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Table 77

ACCOMMODATION TYPE

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Non-Paid Accommodations								
2005	35	34	14	39	34	31	39	40
2004	34	33	14	39	33	32	38	43
2003	35	34	13	41	33	36	38	48
2002	35	33	14	40	33	32	39	43
Other Overnight								
2005	2	2	3	2	2	1	2	1
2004	2	3	4	2	3	3	2	2
2003	2	2	3	1	2	2	2	1
2002	3	3	6	2	2	4	2	1

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Table 77

ACCOMMODATION TYPE - PAID HOTEL/MOTEL

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
High-End								
2005	15	20	31	17	18	25	17	17
2004	15	21	35	16	19	26	16	16
2003	16	22	37	17	20	26	17	18
2002	16	23	38	17	21	27	17	17
Mid-Level								
2005	20	18	26	16	18	19	15	19
2004	20	17	24	15	17	19	15	16
2003	19	16	25	14	16	17	14	14
2002	19	16	20	15	16	18	14	16
Economy								
2005	16	13	15	13	14	12	13	13
2004	16	12	12	12	13	10	12	12
2003	16	12	12	12	13	10	12	12
2002	16	12	10	13	11	13	12	15
Other Hotel/Motel								
2005	3	2	4	2	2	3	2	3
2004	2	1	2	1	1	2	1	1
2003	1	2	3	1	1	3	1	1
2002	2	2	3	1	2	1	1	1

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Table 77

ACCOMMODATION TYPE - PAID NON-HOTEL/MOTEL

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Apartment/Condo/Home								
2005	1	1	1	1	1	1	1	1
2004	2	1	1	2	2	1	2	2
2003	2	1	1	2	1	1	2	1
2002	2	2	1	2	2	*	2	*
Bed & Breakfast								
2005	1	1	*	1	1	1	1	*
2004	1	1	1	1	1	1	1	1
2003	1	1	1	1	1	1	1	*
2002	1	1	*	1	1	1	2	1
Ship								
2005	*	1	*	1	*	1	*	2
2004	1	1	*	1	1	*	1	*
2003	*	*	*	*	*	*	*	*
2002	*	1	*	1	1	1	1	1
Timeshare								
2005	1	1	*	1	1	1	1	1
2004	1	2	2	2	2	1	2	2
2003	1	1	1	1	1	1	1	1
2002	1	1	1	1	1	1	1	1
Other Paid Non-Hotel/Motel								
2005	6	7	5	8	8	4	9	4
2004	6	8	5	9	9	5	10	5
2003	6	8	5	10	10	3	12	3
2002	6	8	7	8	10	3	10	3

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Table 77

ACCOMMODATION TYPE - NON-PAID ACCOMMODATIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Apartment/Condo/Home								
2005	27	27	11	32	28	26	31	34
2004	27	25	9	31	25	24	30	33
2003	29	29	10	35	29	29	34	39
2002	28	27	11	34	27	28	32	37
Timeshare								
2005	*	*	*	1	1	*	1	*
2004	*	*	*	1	1	*	1	*
2003	*	*	*	*	*	*	*	*
2002	*	*	*	1	1	*	1	*
Other Non-Paid Accommodations								
2005	5	5	2	5	5	4	5	5
2004	5	5	5	5	6	4	5	5
2003	5	4	3	4	3	6	3	7
2002	5	4	3	5	5	3	5	4
Unspecified Non-Paid Accommodations								
2005	2	1	-	1	1	1	1	1
2004	2	2	*	2	2	3	2	4
2003	1	1	*	1	1	1	1	2
2002	1	1	-	1	1	1	1	2

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Table 100

SITE LOCATION OF ACCOMMODATIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	35013	3486	1031	2455	2143	1343	1585	870
Unweighted 2004 Stay Base	29351	2772	916	1856	1679	1093	1201	655
Unweighted 2003 Stay Base	32790	3072	980	2092	1929	1143	1355	737
Unweighted 2002 Stay Base	37659	3580	1164	2416	2173	1407	1529	887
Weighted 2005 Stay Base	59348	6186	1634	4552	4509	1677	3417	1135
Weighted 2004 Stay Base	60812	6223	1686	4537	4428	1795	3374	1163
Weighted 2003 Stay Base	58406	5648	1569	4078	4046	1602	2998	1081
Weighted 2002 Stay Base	54893	5664	1584	4080	4064	1600	3062	1018
Base Volume	-	-	-	-	-	-	-	-
Total Urban (Net)								
2005	47	50	65	44	46	60	41	55
2004	46	53	68	47	50	61	46	52
2003	46	52	65	47	46	69	40	67
2002	46	53	67	47	47	67	44	58
Total Rural (Net)								
2005	40	37	27	41	42	24	46	27
2004	41	32	24	35	35	25	36	31
2003	41	36	27	39	41	21	46	20
2002	41	35	23	39	41	20	44	25
Total Other (Net)								
2005	13	13	8	15	12	15	13	19
2004	14	15	8	18	16	14	18	17
2003	13	12	8	14	13	10	14	13
2002	13	12	10	13	12	14	12	17

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Table 100

SITE LOCATION OF ACCOMMODATIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Total Urban (Net)								
2005	47	50	65	44	46	60	41	55
2004	46	53	68	47	50	61	46	52
2003	46	52	65	47	46	69	40	67
2002	46	53	67	47	47	67	44	58
Downtown								
2005	22	25	37	21	23	32	19	28
2004	21	26	39	21	24	30	21	22
2003	21	23	38	17	21	28	15	24
2002	20	25	34	21	23	29	20	25
Suburban								
2005	22	21	22	21	20	24	21	22
2004	22	24	21	24	23	25	24	27
2003	22	26	21	28	22	35	23	40
2002	22	24	25	24	22	29	22	28
Airport								
2005	3	3	6	2	3	5	1	5
2004	3	3	7	2	2	6	2	3
2003	3	3	6	2	3	5	2	3
2002	3	4	7	2	2	9	2	5

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Table 100

SITE LOCATION OF ACCOMMODATIONS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Total Rural (Net)								
2005	40	37	27	41	42	24	46	27
2004	41	32	24	35	35	25	36	31
2003	41	36	27	39	41	21	46	20
2002	41	35	23	39	41	20	44	25
Highway								
2005	12	9	8	10	9	10	9	12
2004	12	8	8	8	8	8	7	10
2003	11	7	7	7	7	7	7	7
2002	11	6	7	6	6	6	6	7
Small Town								
2005	26	25	17	27	29	12	32	13
2004	27	21	14	24	24	14	26	18
2003	28	25	19	27	29	13	33	11
2002	28	26	14	30	31	13	35	17
Government Park								
2005	2	3	2	4	4	2	4	2
2004	2	3	2	3	3	3	3	3
2003	2	4	1	5	5	1	6	1
2002	2	3	2	3	4	1	4	1

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Table 93

ONE-WAY DISTANCE TRAVELED

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2005 Stay Base	124630	12812	3083	9729	9327	3485	7285	2444
Unweighted 2004 Stay Base	98342	9872	2756	7116	7226	2646	5397	1719
Unweighted 2003 Stay Base	112051	11007	2982	8025	8098	2909	6071	1954
Unweighted 2002 Stay Base	127664	12267	3560	8707	8824	3443	6459	2248
Weighted 2005 Stay Base	289740	32293	8786	23507	27322	4970	20133	3374
Weighted 2004 Stay Base	284803	30842	8444	22398	26133	4709	19226	3172
Weighted 2003 Stay Base	277134	29571	7691	21880	25137	4434	18822	3058
Weighted 2002 Stay Base	267868	30756	8496	22260	26421	4335	19469	2790
Base Volume	-	-	-	-	-	-	-	-
Average (miles)								
2005	305	328	374	310	167	1208	169	1154
2004	310	338	417	308	169	1276	171	1133
2003	308	331	381	313	164	1274	165	1224
2002	304	321	403	290	167	1264	167	1152
Median (miles)								
2005	145	168	168	168	136	1009	136	860
2004	149	170	151	172	140	1187	150	826
2003	145	168	171	162	136	1115	136	976
2002	147	162	174	155	136	1088	136	897

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Table 93

ONE-WAY DISTANCE TRAVELED

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
100 miles or Less								
2005	33.7	26.8	25.0	27.5	31.7	0.1	32.1	0.2
2004	32.4	26.3	28.7	25.4	31.0	*	29.6	*
2003	33.6	28.0	28.4	27.8	32.9	0.2	32.3	0.4
2002	32.9	27.0	26.1	27.3	31.3	0.9	31.2	0.7
101-150 miles								
2005	17.8	19.6	21.5	18.9	23.0	1.1	22.1	0.3
2004	18.2	19.4	20.6	19.0	22.8	0.4	22.0	0.6
2003	17.9	18.5	16.7	19.1	21.7	0.3	22.2	0.5
2002	17.9	20.1	18.5	20.7	23.3	0.4	23.5	0.6
151-250 miles								
2005	18.7	23.3	23.0	23.4	26.2	7.3	26.4	5.8
2004	19.2	24.4	18.3	26.7	27.4	7.7	29.4	9.8
2003	18.5	24.3	21.8	25.1	27.5	5.9	28.0	7.1
2002	19.0	23.7	22.5	24.2	26.5	6.9	26.5	7.8
251-500 miles								
2005	14.7	17.5	15.4	18.2	16.8	20.8	17.0	25.6
2004	14.4	16.9	14.1	17.9	16.4	19.4	16.7	25.3
2003	14.4	16.4	16.4	16.4	15.9	19.1	15.3	22.6
2002	14.7	16.4	16.2	16.5	16.4	16.7	16.1	19.5

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Table 93

ONE-WAY DISTANCE TRAVELED

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
501-750 miles								
2005	4.9	3.7	2.8	4.0	2.2	11.9	2.5	13.3
2004	5.1	3.7	4.1	3.5	2.2	11.6	2.2	11.7
2003	5.1	3.4	3.8	3.3	2.0	11.4	2.2	10.3
2002	5.3	3.8	3.4	4.0	2.5	11.7	2.7	13.0
751-1000 miles								
2005	3.2	1.4	1.2	1.5	0.1	8.7	*	9.9
2004	3.4	1.3	1.5	1.2	0.1	7.8	0.1	7.7
2003	3.3	1.5	2.1	1.3	*	10.3	*	9.5
2002	3.3	1.7	1.8	1.6	0.1	11.4	*	12.6
Over 1000 miles								
2005	7.2	7.7	11.1	6.4	-	50.1	-	44.8
2004	7.4	8.1	12.8	6.4	-	53.1	-	44.8
2003	7.2	7.9	10.7	6.9	-	52.7	-	49.6
2002	6.9	7.3	11.5	5.7	-	52.0	-	45.8

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Table 85

ORIGIN REGION

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	125869	12861	3099	9762	9327	3534	7285	2477
Unweighted 2004 Stay Base	98940	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112235	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127707	12267	3560	8707	8824	3443	6459	2248
Weighted 2005 Stay Base	291919	32371	8804	23567	27322	5049	20133	3434
Weighted 2004 Stay Base	286225	30900	8450	22450	26133	4767	19226	3223
Weighted 2003 Stay Base	277467	29582	7694	21889	25137	4445	18822	3067
Weighted 2002 Stay Base	267936	30756	8496	22260	26421	4335	19469	2790
Base Volume	-	-	-	-	-	-	-	-
Pacific								
2005	15.6	86.2	83.4	87.2	100.0	11.4	100.0	12.3
2004	15.4	86.1	83.1	87.2	100.0	9.8	100.0	10.9
2003	15.5	86.8	83.6	87.9	100.0	11.9	100.0	13.5
2002	15.9	87.9	84.1	89.4	100.0	14.3	100.0	15.4
Mountain								
2005	7.2	6.5	5.9	6.7	-	41.4	-	45.8
2004	7.3	6.1	4.0	6.9	-	39.6	-	48.1
2003	7.4	5.9	6.2	5.8	-	39.4	-	41.5
2002	7.2	5.2	4.5	5.5	-	36.9	-	43.7

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Table 85

ORIGIN REGION

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
East North Central								
2005	16.5	1.8	3.5	1.2	-	11.5	-	8.1
2004	16.4	1.6	2.8	1.2	-	10.6	-	8.2
2003	16.4	1.3	1.5	1.2	-	8.7	-	8.8
2002	16.4	1.4	2.3	1.1	-	10.2	-	8.8
West South Central								
2005	11.3	1.5	2.5	1.1	-	9.6	-	7.7
2004	11.1	1.7	3.0	1.3	-	11.3	-	9.0
2003	11.0	1.4	2.4	1.1	-	9.6	-	7.9
2002	11.6	1.4	2.5	1.0	-	9.9	-	7.7
South Atlantic								
2005	18.6	1.2	1.7	1.1	-	8.0	-	7.4
2004	18.1	1.6	2.8	1.2	-	10.7	-	8.4
2003	18.5	1.7	2.7	1.4	-	11.5	-	9.9
2002	18.1	1.8	3.0	1.3	-	12.4	-	10.3
Middle Atlantic								
2005	12.3	1.2	1.2	1.2	-	7.8	-	8.4
2004	12.2	1.5	2.0	1.3	-	9.6	-	9.0
2003	12.3	1.4	1.6	1.3	-	9.4	-	9.6
2002	12.0	1.0	1.6	0.7	-	6.9	-	6.0

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Table 85

ORIGIN REGION

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
West North Central								
2005	9.0	0.9	0.9	0.9	-	5.7	-	6.2
2004	8.8	0.6	0.9	0.5	-	3.8	-	3.2
2003	8.4	0.6	0.7	0.6	-	4.1	-	4.1
2002	8.4	0.6	0.7	0.5	-	4.0	-	4.1
New England								
2005	4.2	0.5	0.7	0.4	-	3.2	-	2.9
2004	4.8	0.5	0.8	0.3	-	3.1	-	2.4
2003	4.8	0.4	0.4	0.4	-	2.7	-	2.9
2002	4.5	0.5	0.9	0.4	-	3.7	-	2.9
East South Central								
2005	5.3	0.2	0.3	0.2	-	1.4	-	1.2
2004	5.8	0.2	0.5	0.1	-	1.6	-	0.9
2003	5.7	0.4	0.8	0.3	-	2.7	-	1.8
2002	6.0	0.2	0.5	0.1	-	1.6	-	1.0

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Table 86

TOP ORIGIN STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	125869	12861	3099	9762	9327	3534	7285	2477
Unweighted 2004 Stay Base	98940	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112235	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127707	12267	3560	8707	8824	3443	6459	2248
Weighted 2005 Stay Base	291919	32371	8804	23567	27322	5049	20133	3434
Weighted 2004 Stay Base	286225	30900	8450	22450	26133	4767	19226	3223
Weighted 2003 Stay Base	277467	29582	7694	21889	25137	4445	18822	3067
Weighted 2002 Stay Base	267936	30756	8496	22260	26421	4335	19469	2790
Base Volume	-	-	-	-	-	-	-	-
California								
2005	12.3	84.4	81.7	85.4	100.0	-	100.0	-
2004	12.0	84.6	81.7	85.6	100.0	-	100.0	-
2003	12.1	85.0	82.1	86.0	100.0	-	100.0	-
2002	12.8	85.9	81.8	87.5	100.0	-	100.0	-
Arizona								
2005	1.8	2.7	2.2	2.8	-	17.0	-	19.3
2004	1.6	2.1	1.4	2.3	-	13.3	-	16.0
2003	1.8	1.9	1.3	2.1	-	12.6	-	15.2
2002	1.5	1.6	1.0	1.7	-	11.0	-	13.9
Nevada								
2005	0.6	2.2	2.7	2.0	-	14.1	-	13.8
2004	0.7	2.5	0.8	3.1	-	16.2	-	21.8
2003	0.6	2.2	2.0	2.3	-	14.6	-	16.3
2002	0.6	2.0	2.0	2.0	-	13.9	-	15.6

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Table 86

TOP ORIGIN STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Texas								
2005	7.3	1.2	2.3	0.8	-	7.7	-	5.4
2004	7.4	1.5	2.7	1.1	-	9.7	-	7.3
2003	7.4	1.2	1.9	0.9	-	7.8	-	6.4
2002	7.8	1.1	2.1	0.8	-	8.1	-	6.3
Oregon								
2005	1.3	1.0	0.5	1.1	-	6.2	-	7.7
2004	1.4	0.9	0.9	0.9	-	5.8	-	6.3
2003	1.4	1.0	0.5	1.1	-	6.4	-	8.1
2002	1.2	0.9	1.0	0.9	-	6.7	-	7.2
Washington								
2005	2.0	0.8	1.2	0.7	-	5.2	-	4.5
2004	1.9	0.6	0.5	0.7	-	4.0	-	4.6
2003	2.0	0.8	1.0	0.8	-	5.5	-	5.4
2002	1.9	1.1	1.2	1.0	-	7.6	-	8.1
Illinois								
2005	3.9	0.7	1.4	0.5	-	4.6	-	3.3
2004	4.0	0.5	0.8	0.4	-	3.2	-	2.6
2003	4.0	0.5	0.6	0.5	-	3.6	-	3.9
2002	4.1	0.7	0.8	0.6	-	4.8	-	5.0

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Table 86

TOP ORIGIN STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Utah								
2005	1.0	0.7	0.4	0.8	-	4.3	-	5.3
2004	1.1	0.3	0.4	0.2	-	1.7	-	1.6
2003	1.0	0.6	1.0	0.5	-	4.3	-	3.7
2002	1.0	0.8	0.7	0.9	-	6.0	-	7.2
Michigan								
2005	3.9	0.6	1.5	0.3	-	3.8	-	1.9
2004	3.8	0.4	0.7	0.3	-	2.6	-	2.1
2003	3.8	0.2	0.3	0.2	-	1.6	-	1.5
2002	3.6	0.2	0.4	0.1	-	1.5	-	1.0
New York								
2005	5.3	0.6	0.4	0.7	-	3.7	-	4.5
2004	5.3	0.8	1.0	0.7	-	5.3	-	5.1
2003	5.3	0.6	0.5	0.6	-	4.1	-	4.6
2002	5.3	0.5	0.8	0.4	-	3.5	-	3.0
New Jersey								
2005	2.8	0.4	0.6	0.3	-	2.6	-	2.1
2004	2.9	0.4	0.6	0.3	-	2.3	-	1.8
2003	2.7	0.4	0.6	0.3	-	2.3	-	1.9
2002	2.7	0.2	0.4	0.1	-	1.5	-	1.0

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Table 86

TOP ORIGIN STATES

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
New Mexico								
2005	0.8	0.3	0.1	0.4	-	2.2	-	3.0
2004	0.8	0.5	0.3	0.5	-	3.1	-	3.8
2003	0.8	0.3	1.0	0.1	-	2.2	-	0.7
2002	0.8	0.2	0.1	0.2	-	1.5	-	1.9
Colorado								
2005	1.6	0.3	0.3	0.3	-	2.1	-	2.3
2004	1.5	0.4	0.7	0.3	-	2.8	-	2.2
2003	1.7	0.6	0.7	0.6	-	4.2	-	4.3
2002	1.7	0.4	0.4	0.4	-	2.9	-	3.2
Florida								
2005	5.3	0.3	0.4	0.3	-	2.1	-	2.0
2004	5.1	0.5	0.6	0.5	-	3.3	-	3.4
2003	5.2	0.4	0.7	0.3	-	2.6	-	2.0
2002	5.0	0.5	1.1	0.3	-	3.4	-	2.1
Ohio								
2005	4.1	0.3	0.4	0.3	-	1.9	-	1.8
2004	4.2	0.4	0.7	0.2	-	2.3	-	1.5
2003	4.0	0.3	0.5	0.2	-	1.9	-	1.5
2002	4.0	0.3	0.6	0.2	-	2.3	-	1.7

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Table 102

TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2005 Stay Base	100915	11852	2881	8971	8767	3085	6852	2119
Unweighted 2004 Stay Base	80310	9246	2580	6666	6876	2370	5145	1521
Unweighted 2003 Stay Base	90327	10323	2785	7538	7761	2562	5820	1718
Unweighted 2002 Stay Base	102576	11445	3329	8116	8445	3000	6176	1940
Weighted 2005 Stay Base	222812	30466	8292	22174	26003	4463	19205	2969
Weighted 2004 Stay Base	220759	29075	8011	21064	24936	4139	18313	2752
Weighted 2003 Stay Base	215425	28068	7294	20774	24160	3908	18050	2723
Weighted 2002 Stay Base	208455	28964	8080	20884	25343	3622	18589	2295
Base Volume	-	-	-	-	-	-	-	-
Phoenix-Mesa-Scottsdale, AZ MSA								
2005	1.4	1.4	1.2	1.5	-	9.9	-	11.5
2004	1.3	1.6	1.3	1.8	-	11.5	-	13.6
2003	1.3	1.4	1.0	1.5	-	9.8	-	11.3
2002	1.2	1.1	0.7	1.3	-	8.9	-	11.4
Las Vegas-Paradise, NV MSA								
2005	0.4	1.4	1.3	1.4	-	9.3	-	10.5
2004	0.5	1.4	0.6	1.7	-	9.8	-	13.1
2003	0.4	1.3	1.3	1.3	-	9.1	-	9.6
2002	0.4	0.9	0.9	0.9	-	7.5	-	8.6
Reno-Sparks, NV MSA								
2005	0.2	0.7	1.5	0.4	-	4.8	-	3.2
2004	0.1	0.7	0.2	0.9	-	5.2	-	7.0
2003	0.2	0.8	0.6	0.8	-	5.7	-	6.4
2002	0.1	0.5	0.5	0.4	-	3.6	-	4.0

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Table 102

TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yuma, AZ MSA								
2005	0.1	0.7	0.8	0.6	-	4.5	-	4.6
2004	0.1	0.2	0.1	0.2	-	1.3	-	1.7
2003	*	0.1	0.1	0.1	-	0.5	-	0.5
2002	*	*	*	*	-	0.3	-	0.4
Chicago-Naperville-Joliet, IL MD								
2005	2.5	0.5	1.1	0.3	-	3.6	-	2.3
2004	2.4	0.4	0.5	0.3	-	2.8	-	2.6
2003	2.7	0.4	0.4	0.5	-	3.2	-	3.6
2002	2.5	0.4	0.5	0.3	-	3.0	-	3.0
Detroit-Livonia-Dearborn, MI MD								
2005	0.6	0.4	1.3	0.1	-	3.1	-	1.1
2004	0.6	0.2	0.5	*	-	1.1	-	0.1
2003	0.7	*	*	*	-	0.1	-	0.1
2002	0.5	0.1	0.1	*	-	0.5	-	0.3
Portland-Vancouver-Beaverton, OR-WA MSA								
2005	0.7	0.4	0.6	0.4	-	2.9	-	2.8
2004	0.7	0.4	0.4	0.5	-	3.0	-	3.5
2003	0.8	0.5	0.5	0.5	-	3.8	-	4.1
2002	0.8	0.5	0.9	0.4	-	4.2	-	3.6

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Table 102

TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Tucson, AZ MSA								
2005	0.4	0.4	0.2	0.5	-	2.8	-	3.5
2004	0.4	0.3	0.1	0.3	-	1.8	-	2.4
2003	0.4	0.2	0.1	0.3	-	1.6	-	2.1
2002	0.4	0.3	0.3	0.4	-	2.8	-	3.5
Seattle-Bellevue-Everett, WA MD								
2005	0.6	0.4	0.7	0.3	-	2.7	-	2.1
2004	0.7	0.3	0.4	0.3	-	2.4	-	2.5
2003	0.7	0.5	0.6	0.5	-	3.6	-	3.5
2002	0.8	0.5	0.5	0.5	-	3.9	-	4.3
New York-Wayne-White Plains, NY-NJ MD								
2005	2.1	0.4	0.4	0.4	-	2.6	-	2.9
2004	2.6	0.6	0.8	0.6	-	4.4	-	4.4
2003	2.8	0.3	0.4	0.3	-	2.2	-	2.1
2002	2.4	0.3	0.7	0.2	-	2.6	-	1.8
Dallas-Plano-Irving, TX MD								
2005	1.1	0.3	0.5	0.2	-	1.7	-	1.3
2004	1.4	0.5	0.9	0.4	-	3.5	-	2.7
2003	1.7	0.2	0.3	0.2	-	1.5	-	1.2
2002	1.7	0.3	0.4	0.2	-	2.0	-	1.8

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Table 102

TOP ORIGIN MSAs - CALIFORNIA NON-RESIDENTS

Person-Stays Based

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
St. George, UT MSA								
2005	0.1	0.3	-	0.3	-	1.7	-	2.6
2004	*	*	*	0.1	-	0.3	-	0.4
2003	*	*	-	*	-	0.1	-	0.1
2002	*	*	*	*	-	0.3	-	0.5
Salem, OR MSA								
2005	0.2	0.2	*	0.3	-	1.7	-	2.5
2004	0.1	*	*	*	-	0.2	-	0.3
2003	0.2	0.1	-	0.1	-	0.5	-	0.7
2002	0.2	0.1	*	0.1	-	0.5	-	0.7
Corpus Christi, TX MSA								
2005	0.3	0.2	0.8	*	-	1.6	-	0.1
2004	0.2	*	-	*	-	0.1	-	0.1
2003	0.1	0.1	*	0.1	-	0.5	-	0.6
2002	0.3	*	*	*	-	*	-	*
Minneapolis-St. Paul-Bloomington, MN-WI MSA								
2005	1.3	0.2	0.2	0.2	-	1.4	-	1.5
2004	1.3	0.2	0.2	0.2	-	1.1	-	1.2
2003	1.3	0.1	0.2	0.1	-	0.9	-	0.8
2002	1.3	0.1	0.2	0.1	-	0.8	-	0.7

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Table 1

SAMPLE HOUSEHOLD BASE

	Total U.S.	California Travel						
		Total	Busns	Leisr	Rsdnt	Non-Rsdnt	Leisr Rsdnt	Leisr N-Res
2005	62757	7746	2125	6035	4793	2953	3917	2118
2004	47612	5886	1821	4387	3774	2112	2984	1403
2003	52988	6422	1961	4785	4174	2248	3246	1539
2002	60457	7202	2254	5330	4595	2607	3562	1768

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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 U.S. is 10%-using the chart below-we can say that the actual proportion of the population is 10% plus or minus 0.2 percentage point. DKS&A 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 2005	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%
U.S.	62,757	0.1%	0.1%	0.2%	0.2%	0.3%
California	7,746	0.2%	0.3%	0.5%	0.7%	0.9%
Resident	4,793	0.2%	0.4%	0.6%	0.9%	1.2%
Non-Residents	2,953	0.3%	0.6%	0.8%	1.1%	1.5%
Business	2,125	0.4%	0.7%	0.9%	1.4%	1.8%
Leisure	6,035	0.2%	0.4%	0.6%	0.8%	1.1%
Leisure Resident	3,917	0.3%	0.5%	0.7%	1.0%	1.3%
Leisure Non-Resident	2,118	0.4%	0.7%	0.9%	1.4%	1.8%

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*PERFORMANCE/Monitor*SM Methodology

- All of the information contained in this report is derived from D.K. Shifflet and Associates' ***DIRECTIONS***® tracking system. *Travel definition:* An overnight trip or any day-trip greater than 50 miles one-way from home

- To meet the need for quality information, DKS&A conducts the largest, ongoing, monthly survey of U.S. consumers' travel behavior—the ***PERFORMANCE/Monitor***SM.
  - Each mailing goes to an average of 45,000 households per month.
  - Each survey collects the previous 3 months of travel behavior.
  - DKS&A uses an overlapping monthly mail sequence that 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.
  - New in 2005 - added an average of 9,000 online sample mailout per month

- Our methodology provides superior quality control measures:
  - We use the Synovate, Inc (formerly Market Facts, Inc.) household panel—households who have agreed in advance to periodically participate in mail and phone 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 45,000 average monthly mailings are balanced to the U.S. population across six demographic variables (age, gender, income, education, number of adults, and state of residence). Returned questionnaires are re-balanced to these same variables. This re-balancing ensures findings reflective of the U.S. population and enables findings to be projectable 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 revised visitor volume methodology. The revisions reflect changes in the national-level model and the incorporation of a small-area estimation model. The national-level revisions were necessary 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.

- Data tables that show all the detailed data collected in this study are delivered to the client. Responses are shown for the total sample as well as key subgroups. The percentages of some questions may exceed 100% due to the rounding of numbers and/or multiple responses permitted for that particular question.

-Hard copy reports published prior to the implementation of the revised model contain estimates based on the “old” model, and are thus not comparable to recently published reports. Volume estimates for years prior to 2001 should be obtained using Directabs or directly from D.K. Shifflet & Associates.

DIRECTIONS® PERFORMANCE/Monitor℠ Survey Questions (3-17-05)

Sample Contacted Annually: 540,000 Households (45,000 Per Month - Every Month - Year After Year)
[unless otherwise identified, each measure generally available by month back to 1992]

1.	Age of Respondent	[Open End/Actual]
	Gender of Respondent	☐ Male ☐ Female
2.	List your frequent traveler programs and travel club memberships (name of airlines, hotels, rental cars, auto club: AAA, etc; AARP) (List up to 6)	[Open End/Coded]
3.	**Last 12 months**, number of nights you stayed in paid lodging (e.g. hotel, condo, ship, campground) for:	
	Business: Number of Nights	[Open End/Actual]
	Leisure: Number of Nights	[Open End/Actual]
	Theme Parks: Number of Times	[Open End/Actual] *Added 06/96*
4.	**Past 3 months** travel, both business and leisure, how many did you take of:	
4a.	Overnight Trips: A night away from home, local or distant.	
	Overnight Trips: Number of Times	[Open End/Actual] *("0" if none)*
4b.	Day Trips: out of your local area (50+ miles one way).	
	Day Trips: Number of Times	[Open End/Actual] *("0" if none)*

If "0" to both questions 4a and 4b, stop here. Otherwise continue with question

5.5.	Answer for all day and overnight trip(s) in the past 3 months. (up to 9 trips)	
5a.	**TRIP**	
	Trip Start: Month and Date	[Open End/Actual]
	Trip Length: Number of Nights	[Open End/Actual] *("0" if day trip)*
	Was the trip a group tour?	[Y/N]
5b.	**TRAVEL PARTY COMPOSITION**	
	Number of Men	[Open End/Actual]
	Number of Women	[Open End/Actual]
	Number of Kids Age 0-17	[Open End/Actual]
	Number from your Household	[Open End/Actual]

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DIRECTIONS® PERFORMANCE/Monitor℠ Survey Questions (3-17-05) (continued)

5c. **TRANSPORTATION**

Main Mode of Transportation:	1	Airline	6	Van/ SUV/ Small Truck
	2	Amtrak	7	Large Truck
	3	Car	8	Ship
	4	Bus	9	Other
	5	Camper/ RV		
Payment Method:	1	Cash/ Check	6	Diners' Club
	2	American Express	7	Other Card
	3	MasterCard	8	Company Direct Bill
	4	Visa	9	Points/ Miles
	5	Discover	10	Other/ Free
Reservation Type:	1	No Reservation	5	Airline Co. Website *Added 11/02*
	2	800 Phone #	6	Other Website *Added 11/02*
	3	Corp. Travel Dept.	7	Other
	4	Travel Agent		

<u>AIRLINE</u>

If used, name main airline:	[Open End/Coded]
Satisfaction Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
Value Rating: 1-10 Scale	(1= Poor, up to 10 = Excellent)

<u>RENTAL CAR</u>

If rented a Car/Truck, name the company	[Open End/Actual]
Satisfaction Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
Value Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)

Car Rental Payment Method:	1	Cash/Check	6	Diners' Club
	2	American Express	7	Other Card
	3	MasterCard	8	Company Direct Bill
	4	Visa	9	Points/ Miles
	5	Discover	10	Other/ Free

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DIRECTIONS® PERFORMANCE/Monitor℠ Survey Questions (3-17-05) (continued)

5d. **EXPENDITURES BY CATEGORY** *("0" if none for* **You Only***)*

Trip Package $ (Fly/Hotel, Cruise, Group Tour, etc.)	[Open End/Actual]
NOT IN PACKAGE	
Main Transportation $	[Open End/Actual] *Added 07/96*
Rental Car $	[Open End/Actual] *Added 07/96*
Food/Drink $	[Open End/Actual]
Entertainment/Recreation $	[Open End/Actual]
All Shopping $	[Open End/Actual]
All other except Accommodations	[Open End/Actual]

6. For all day and overnight trip(s) in the past 3 months, list each city visited.

6a. **WHERE and WHEN**

City (e.g. Miami): (If out of U.S., write city and country)	[Open End/Coded]
State (e.g. FL):	[Open End/Coded]
CITY RATINGS	
Overall Destination Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
Destination Value Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
Number of visits in the last 3 years:	[Open End/Actual] *Added 05/96,Changed 03/01*
TRIP TIMING	
Trip Start: Month and Day	[Open End/Actual]
Trip Length: Number of Nights	[Open End/Actual] *("0" if day trip)*

6b. **PURPOSE OF STAY**

	Company Business		*Leisure/Personal*		
"Group Meeting"	1	Convention	10	Getaway Weekend	"Leisure Vacation"
	2	Training/ Seminar	11	General Vacation	
	3	Other Group Meeting	12	Visit Friend/ Relatives	"Leisure Non-Vacation"
"Transient Business" *Changed 03/01*	4	Client Service, Consulting	13	Special Event	
	5	Inspection, Audit	14	Other Personal	
	6	Construction, Repair			
	7	Sales, Purchasing			
	8	Government/ Military			
	9	Other Company Business			

Both Leisure and Business? [Y/N] *Added 03/01*

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DIRECTIONS® PERFORMANCE/Monitor℠ Survey Questions (3-17-05) (continued)

ACTIVITIES
List primary activities for each visit (list up to 4) and circle activity if it was main reason for the trip:

1	Eco-Travel *Added 03/01*	11	Hunt, Fish, etc.
2	Parks: National, State, etc.	12	Snow Ski, Snow Board
3	Visit Historic Sites	13	Other Adventure Sports
4	Museum, Art Exhibit, etc. *Added 03/01*	14	Play Golf
5	Concert, Play, Dance, etc. *Added 03/01*	15	Beach/ Waterfront
6	Festival, Craft Fair, etc.	16	Boat/ Sail
7	Night Life	17	Show: Boat, Car, Home, etc.
8	Gamble	18	Theme/ Amusement Park
9	Watch Sports Event	19	Touring/ Sightseeing
10	Hike, Bike, etc.	20	Look at Real Estate *Added 06/03*

6c. **OVERNIGHT ACCOMMODATION**
ACCOMMODATION STAYED
Name of Hotel/ Motel, Shipline, etc. (use chain/ hotel, and extension names, e.g. Seasons Inn Express).
[Open End/Coded] *If friend/ relatives' home, use "Friend"*

ACCOMMODATION RATINGS

Overall Satisfaction: 1-10 Scale	(1=Poor, up to 10=Excellent)
Value Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
Service Rating: 1-10 Scale	(1=Poor, up to 10=Excellent)
How many stayed in your room:	[Open End/Actual]
Suite Room?	[Y/N]

Location of Accommodation:

1	Airport	5	Small Town
2	Downtown	6	Government Park
3	Suburban	7	Ship
4	Highway	8	Other

Type of Accommodation:

1	"All Suite" Hotel	7	Ship/ Cruise
2	Resort Hotel	8	My 2nd home/ apt/ condo
3	Hotel/ Motel	9	Home/ apt/ condo (not mine)
4	Timeshare	10	Corporate Apartment *Added 07/04*
5	Bed & Breakfast	11	Other
6	Camping/ RV		

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DIRECTIONS® PERFORMANCE/Monitor℠ Survey Questions (3-17-05) (continued)

Reservations for Accommodations:	1	No Reservation	5	Travel Agent
	2	Chain 800 phone #	6	Hotel Chain Website *Added 11/02*
	3	Direct to location	7	Other Website *Added 11/02*
	4	Corp. Travel Dept.	8	Other
How Paid for Accommodations:	1	Self/Friend/Relative	4	Per Diem
	2	Expense Account	5	Free
	3	Company Direct Bill		
Payment for Accommodations:	1	Cash/ Check	6	Diner's Club
	2	American Express	7	Other Card
	3	MasterCard	8	Company Direct Bill
	4	Visa	9	Points/ Miles
	5	Discover	10	Other/ Free

ACCOMMODATION EXPENDITURE

Dollars Per Night (Room Only)	[Open End/Actual]
Total Hotel/ Lodging Bill	[Open End/Actual]
Special Deal?	[Y/N]
If in area again, will stay here?	[Y/N] *Added 11/03*

DEMOGRAPHICS

Number of Persons in Household: [Actual]

Annual Household Income:

1	Less than $5,000	15	$40,000-$44,499
2	$5,000-$7,500	16	$45,000-$49,999
3	$7,500-$9,999	17	$50,000-$59,999
4	$10,000-$12,499	18	$60,000-$74,999
5	$12,500-$14,999	19	$75,000-$84,999
6	$15,000-$17,499	20	$85,000-$99,999
7	$17,500-$19,999	21	$100,000-$124,999
8	$20,000-$22,499	22	$125,000-$149,999
9	$22,500-$24,999	23	$150,000-$174,999
10	$25,000-$27,499	24	$175,000-$199,999
11	$27,500-$29,999	25	$200,000-$249,999
12	$30,000-$32,499	26	$250,000-$299,999
13	$32,500-$34,999	27	$300,000
14	$35,000-$39,999		

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*DIRECTIONS® PERFORMANCE/Monitor*SM Survey Questions (3-17-05) (continued)

Occupation of Adult Heads of Household:

1	Managerial/Professional	6	Operator, Laborer
2	Technical, Sales, Admin. Support	7	Student, Other
3	Service	8	Retired
4	Farming, Forestry, Fishing	9	Not Employed
5	Craftsman, Repairman		

Education of Adult Heads of Household: *Changed 10/02*

1	Attended Grade School	5	Attended College
2	Graduated Grade School	6	Graduated College
3	Attended High School	7	College Post Graduate
4	Graduated High School		

Marital Status of Head of Household:

1	Married	2	Never Married	3	Divorced/ Widowed/ Separated

Children in Household (Age and Gender): [Actual]

Location of Household: State, DMA, ZIP Code, MSA, County

PRIZM coded respondents to block level address
All can be linked to Claritas PRIZM/Clusters and other databases
Available to clients as special purchase.

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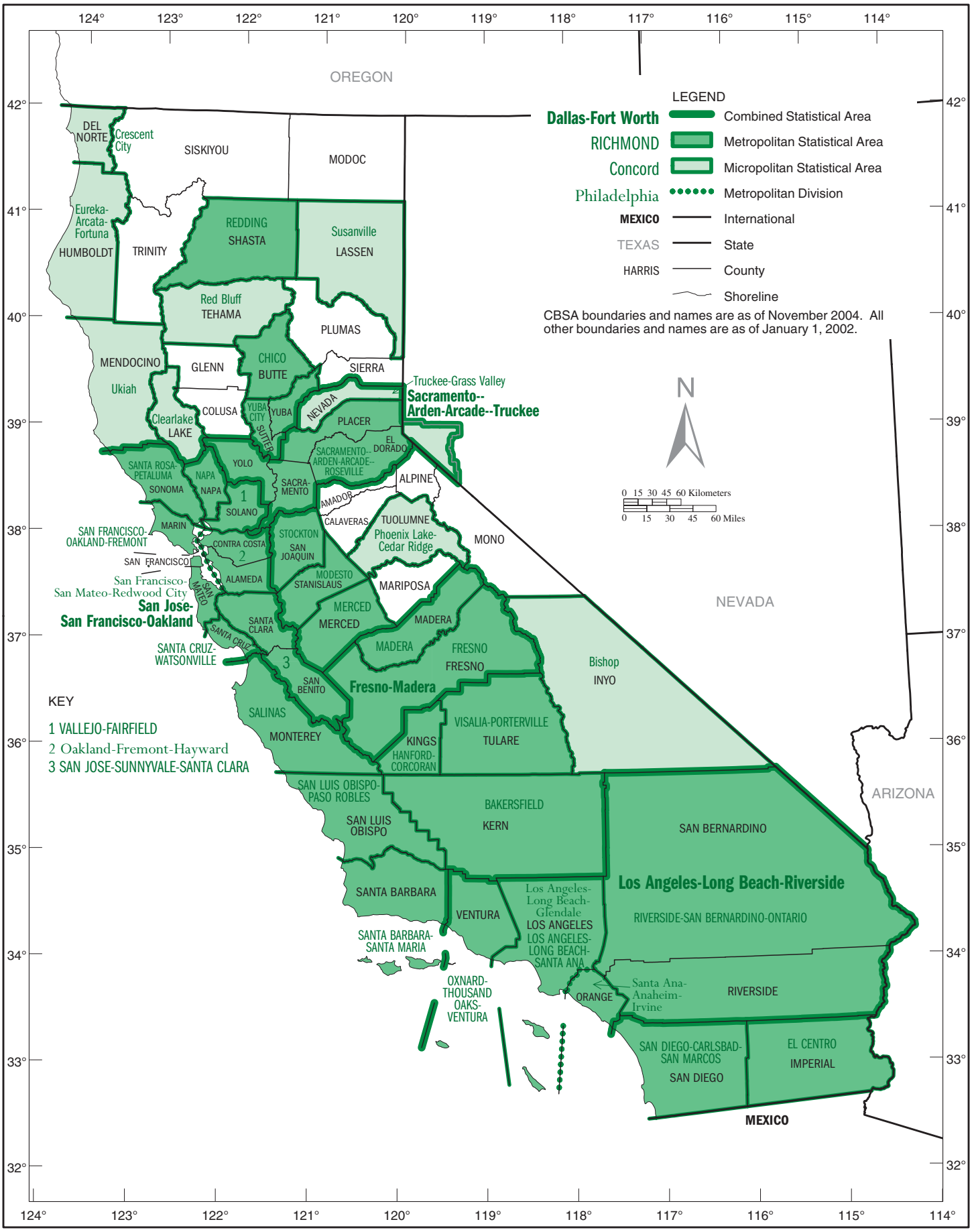
CALIFORNIA - Core Based Statistical Areas and Counties