

THE STATE OF THE CALIFORNIA TRAVELER

Destination  Analysts

Special Edition 2015

Sponsored by Miles



California is one of the US' Top Destinations



36%
of US leisure travelers
are likely to visit
in the next
3 years

plus

31%
have visited
California
in the last
3 years

Demographics of the California Leisure Traveler

California Leisure Travelers are more likely to be (vs. overall US Travelers):

Younger

More Generation Y and X Travelers

More Ethnically Diverse

25% identify as non-Caucasian including:
11% African American, 7% Hispanic, 7% Asian American

More Affluent

11% higher average household income

Better Educated

62% have College Degrees

More Urban

85% live in a Large City or Suburban Area

PLUS 17% have Children in their Household
(similar to all US Travelers)



CALIFORNIA TRAVELERS are **optimistic** & **frequent travelers**

41%
plan to travel more
in the coming 12 months
(vs. 22% of all other US Travelers)

42%
plan to spend
more on travel
in the coming 12 months
(vs. 23% of all other US Travelers)

184%
more likely
to travel by air
on Vacation
(vs. all other US Travelers)

35%
more leisure trips
during the past 12 months
(vs. all other US Travelers)

Conducted by
Destination  Analysts

Destination Analysts, Inc. is a leading San Francisco based market research company specializing in actionable marketing intelligence for the travel industry. See Page 2 for more on this research.

Sponsored by
 miles
marketing destinations

Miles is one of the world's leading travel and tourism marketing and publishing companies. We work with 85+ Destinations and thousands of tourism businesses across and the US and around the world. Miles is an official agency partner of Visit California.

California Leisure Travelers the hyper-informed traveler

US travelers have never before in history used more sources of information and more media (both online and traditional) in their travel planning. California travelers are even more 'hyper informed' – using more online and print sources of information in planning their California vacation. **Californian Travelers use dozens of Digital and Print Sources, over an average 3-6 Week Trip Planning Process.**

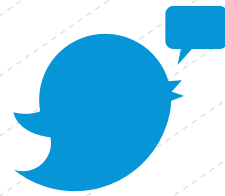
The decision to visit, stay or experience your business is likely to have been made using sources of information well before the point of booking.



57%

**Use Print Publications:
Visitor Guides,
Brochures, Magazines**

*vs. an Average of 41% for
All Other US Travelers*



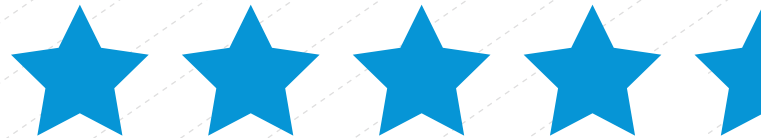
49%

**Use Social Media in
Trip Planning**

*vs. an Average of 31% for
All US Leisure Travelers*
Most travelers use social media
to see or share trip photos;
encourage your guests to
share their experience through
services like free Wi-Fi



*California travelers are
hyper-informed, using both
digital and print media*



52%

**Seek Out Reviews, Ratings and User-Generated Content
for Ideas and to Validate Their Selection**

vs. an Average of 31% for All Other US Travelers



23%

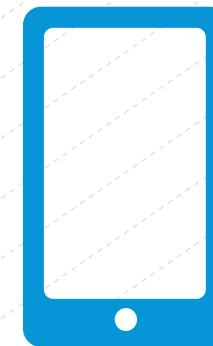
**Use Official Visitor Guides:
City, Regional or State
Vacation Publications**

*From a CVB or other DMO
vs. an Average of 18% for
All Other US Travelers*

39%

**Use Official Destination
Websites**

*From a CVB or other DMO
vs. an Average of 23% for
All Other US Travelers*



38%

**Use Tablets To Access
Travel Information**

*vs. an Average of 19% for
All Other US Travelers*



53%

**Use Smartphones To
Access Travel Information**

*vs. an Average of 29% for
All Other US Travelers*

5 Trends to Watch

MOBILE

Mobile is moving beyond the mainstream to become a central device invaluable to many travelers. Apps are hugely popular but dominated by big brands (airlines, OTAs, etc). Most travelers will simply visit your website, make sure yours is Mobile Friendly – specifically, responsive.

CONTENT MARKETING

"Content is King" has long been a buzzword in online marketing but is now a dominant form of advertising. Sponsored content (short editorial, suggested itineraries, sponsored video) can tell the story of your destination, property or activity in new and compelling ways.

DATA DRIVEN

Ever more detailed information on online behavior and consumers is being leveraged to analyze and predict the interest and needs of consumers. How well your organization can harness this data and analytics – and act on it – will be a major driver of marketing success in the future. Start by leveraging Google Analytics on your website and in your advertising.

TARGETING

Content and advertising can therefore be personalized and targeted in ever more precise ways for consumers. This means your creative (photos, call to action, etc) needs to be customized for each target audience and situation.

DIVERSE

The Baby Boomers and Generation Y (Millennials) form the two largest generations in US history at 80 million strong each. Each have different and specific needs. Younger Americans in particular are the most ethnically diverse in history.

About The State of the California Traveler Research

The State of the California Traveler is a special, custom report from The State of the American Traveler – a premier research report on US leisure travelers conducted by Destination Analysts, a leading tourism research company, every 6 months since 2006. The research for The State of the California Traveler was conducted in July 2014 and January 2015 and looked in detail at "California Travelers" – those US leisure travelers who had visited California in the past 2 years and/or are likely to visit the state for leisure in the next two years. This segment of respondents represented a sample size of 1,212 out of 2,498 total respondents.



To view the latest February 2015 edition of The State of the American Traveler, and for travel industry intelligence and insights visit www.DestinationAnalysts.com.

For additional research, white papers and practical tips on how to market your tourism business or organization visit Miles at www.MilesPartnership.com.

Psychographic Profile: California Leisure Travelers vs Other US Travelers

When it comes to their psychographic profile, California travelers show a stronger attraction to cultural, culinary, authentic and active travel experiences, and are more connected and less price sensitive than other travelers.

