



California Marketing Intelligence Snapshot

- **California hosted 33.0 million domestic visitors in 2010**
- **California Residents traveling within the State grew 2.4% to 289.9 million in 2010**
- **Despite little change in visitation, California travel in and to continue to comprise the largest share of the U.S. domestic travel market (20%)**
- **On average, California visitors are 46.9 years of age**
- **California visitors averaged an annual household income of \$93,451.00**

- **Three-fourths of all California visitors are married**
- **Leisure remains the primary purpose of stay**
- **Out of those who visited the State for Leisure, the majority traveled to visit Friends/Relatives (23%), followed by Special Events (15%), Other Personal Reasons (15%), Getaway Weekends (13%), and General Vacation (10%)**
- **The average California travel party consists of 2.12 persons.**
- **The largest proportion of California travel parties were comprised of One Adult (42%), Couples (31%), and Families (27%)**
- **California travel parties average a length of 2.10 days**

- **California travel parties were Day-Trippers, particularly Residents traveling within the State**
- **Non-Residents averaged a length of 4.15 days as over half stayed between 1-3 nights and another quarter reporting a stay of 4-7 nights**
- **California travel parties enjoy several activities during their stay, especially Dining (32%), Entertainment (18%), Shopping (18%), Touring/Sightseeing (16%), Theme/Amusement Parks (8%), Beach/Waterfront (7%), and Concert, Play, Dance (5%)**
- **Eight out of ten visitors arrive by auto, followed by air (11%) and other transportation modes (9%)**

- **On average, visitors travel 321 miles each way regardless their mode of transportation, ranging from a low of 159 miles (Resident Leisure) to a high of 1,234 miles (Non-Resident)**
- **Hotels (54%) remained the accommodation of choice for California visitors staying overnight, especially High-End (23%) and Mid-Level (17%) properties. Private Homes represented over one-fourth of all overnight visitation – mirroring the proportion of visitors traveling to visit friends/Relatives.**
- **Fresno captures 1.1% of the CA Tour market which translates into 1.2 billion dollars in travel spending and 12,620 jobs**



Sources:

*California Travel and Tourism Commission
Annual Report and Strategic Plan*

*Dean Schifflet & Associates Marketing
Intelligence*