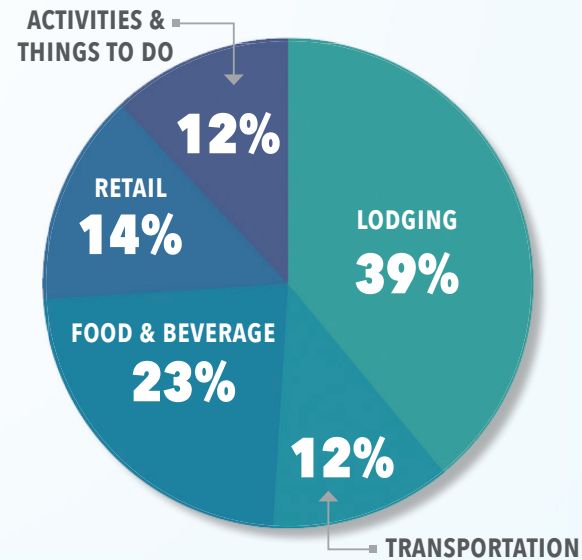


ADDITIONAL WESTERN ROAD TRIPS INSIGHTS

SPECIAL ACTIVITIES & INTERESTS FOR WESTERN ROAD TRIPS

Historic places, sites and landmarks	58%
Cultural activities & attraction	31%
Exceptional culinary experience	16%
Winery tours & wine tasting	11%
Family Reunion	11%
Eco-Tourism	11%
Brewery Tours and Beer Tasting	11%
Agritourism	7%
Traveling with grandchildren	7%
Medical Tourism	5%
Religious Travel	5%
Wedding	5%

SHARE OF \$6 BILLION ROAD TRIPS SPENDING ANNUALLY



MARKETING TIPS | 4 IDEAS TO HELP MARKET WESTERN ROAD TRIPS

- 1 WORK WITH OTHER WESTERN STATES**
Road Trip travelers have many choices on where to travel and usually want to visit multiple States. How can Western States collaborate to develop and market great Western Road Trip touring routes, itineraries & experiences?
- 2 START WITH NEIGHBORS**
The most important source markets for Western Road Trips are locals and neighbors eg: Denver, Los Angeles, Phoenix & Portland are the top 4 source cities/DMA's. Target these drive markets first in your marketing.
- 3 DEVELOP TRAVEL OPTIONS FOR LONGER HAUL VISITORS**
With shorter vacation breaks; convenience, ease of travel and access is more important than ever. Develop Road Trip product with airlines and rental car companies (eg: one way Car or RV rentals) for easier road trip experiences for those flying in.
- 4 ENHANCE YOUR OWN WEBSITES**
Road Trip travelers turn to Destination websites as their most important source of information. Highlight Road Trips on your websites with rich content incl. itineraries, maps, images/video & content submitted by travelers.



WESTERN ROAD TRIPS RESEARCH SUMMARY

Research & Insights on Road Trips Travel to the Western US States of Arizona, Colorado, New Mexico, Oregon, Utah & Wyoming.



WESTERN ROAD TRIPS RESEARCH SUMMARY

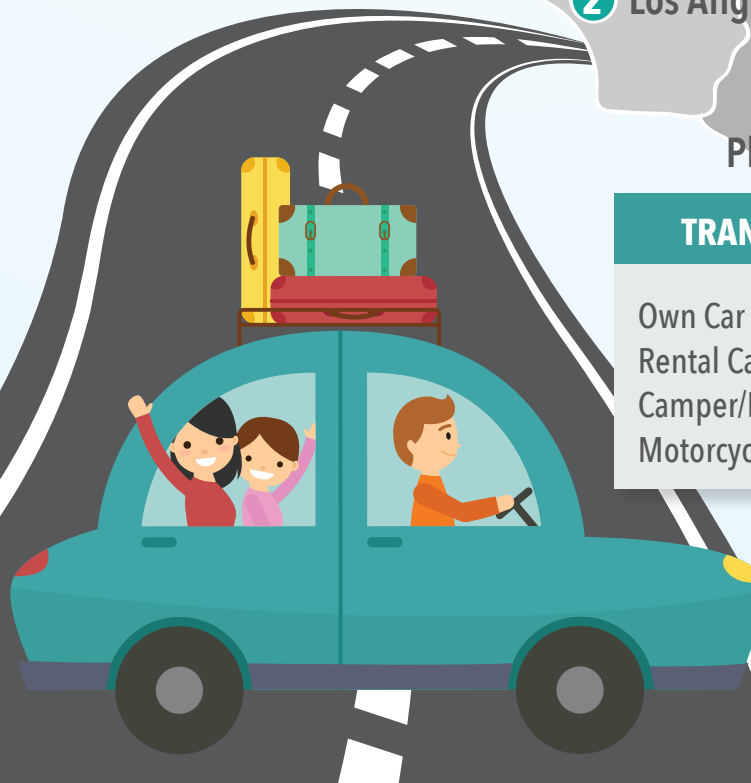
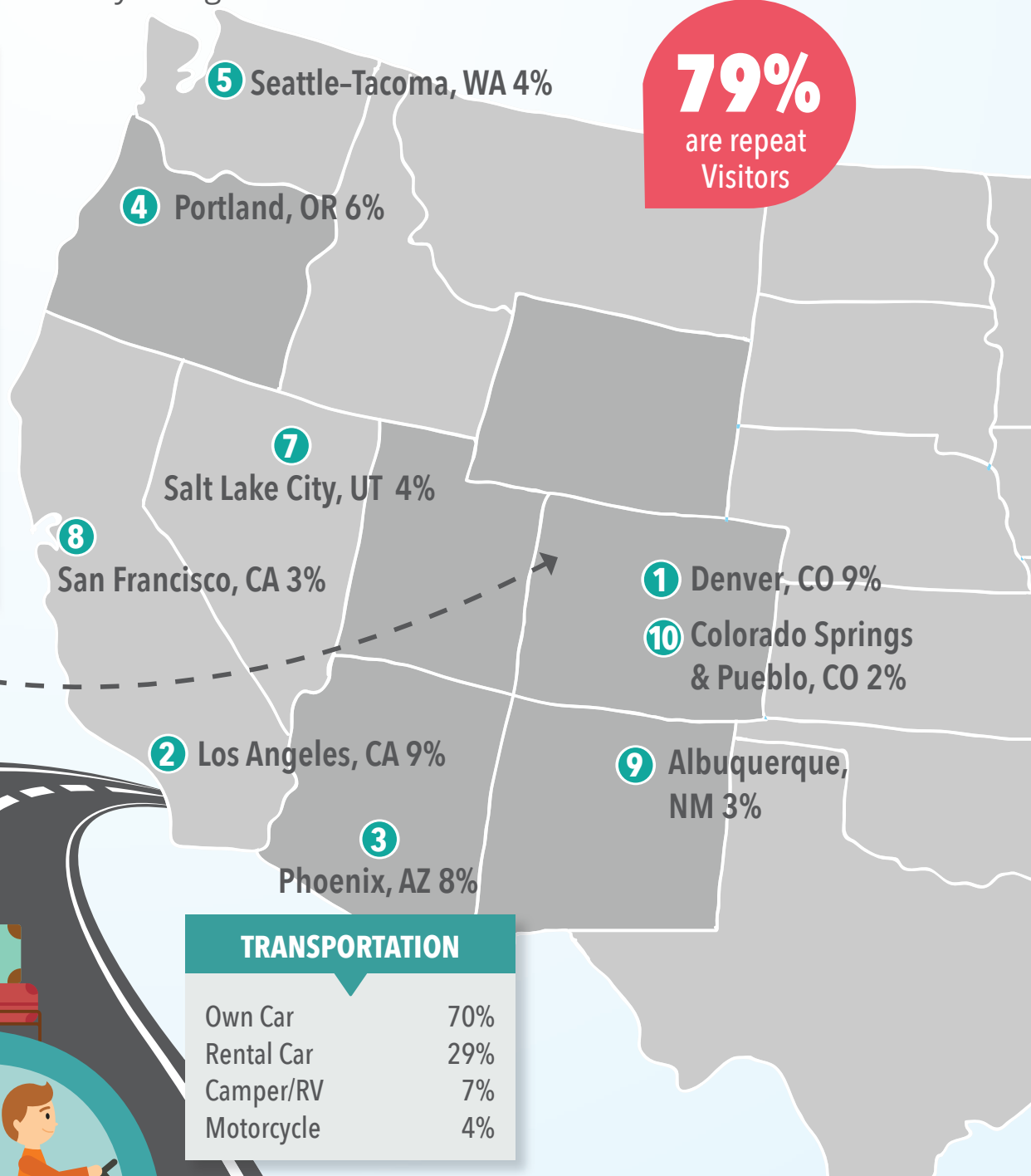
Research & Insights on Road Trips Travel to the Western US States of Arizona, Colorado, New Mexico, Oregon, Utah & Wyoming.



TOP 10 US SOURCE MARKETS

California	15%
Colorado	12%
Arizona	10%
Oregon	9%
Texas	6%
Washington	5%
Florida	4%
New York	4%
Utah	4%
New Mexico	3%
All other US States	28%

Top 10 DMA/City Source Markets for Western Road Trips



TRANSPORTATION

Own Car	70%
Rental Car	29%
Camper/RV	7%
Motorcycle	4%

LENGTH OF TRIP

AVERAGE LENGTH OF ROAD TRIP
5 NIGHTS

% OF ROAD TRIPS > 1 WEEK+ **21%**

VISITOR PROFILE

GENDER 53% MALE	ETHNICITY WHITE 89%
FAMILIES 39% TRAVELING WITH KIDS	AFRICAN AMERICAN 3%
EDUCATION 69% COLLEGE DEGREE	OTHER 8%
	HISPANIC BACKGROUND 9%
	HOUSEHOLD INCOME UNDER \$50,000 33.1%
	\$50,000 - \$100,000 44.6%
	OVER \$100,000 22.3%

SOURCES OF INFORMATION

Destination Websites (City, State)	25%
Online Travel Agencies eg: Expedia	24%
Hotel or Resort information/advice	20%
Advice from relatives or friends	19%
AAA - Auto Club	16%
Travel guide books	16%
Social Media eg: Facebook	13%
Airline	12%
Travel Company Website	12%
Visitor Bureau/Govt Agency	11%
Travel Agency &/or Tour Company	9%
Magazines	8%

CALENDAR TIME OF YEAR

TRIPS BY QUARTERS

FIRST (JAN-MARCH)	SECOND (APR-JUNE)
21%	27%
THIRD (JULY-SEPT.)	FOURTH (OCT.-DEC.)
34%	18%

THE BOTTOM LINE

21.4 MILLION ROAD TRIPS ANNUALLY TO THE 6 WESTERN STATES

16.3 MILLION ADULTS • **5.1 MILLION** CHILDREN

\$6 BILLION IN ANNUAL VISITOR SPENDING ON ROAD TRIPS TO THE 6 WESTERN STATES

1 SOURCE OF INFORMATION
DESTINATION WEBSITES

6 New York, NY, NJ, CT 4%

ACTIVITIES & INTERESTS

National/state park	44%
Landmark/historic site	39%
Shopping	36%
Hiking/backpacking	30%
Museum	23%
Fine dining	21%
Swimming	15%
Beach/waterfront	14%
Brewery	12%
Art gallery	12%

See 'Special Activities of Interest' box on back page.

40% Use online reviews in travel planning

67% Use a smartphone during travel to plan or book