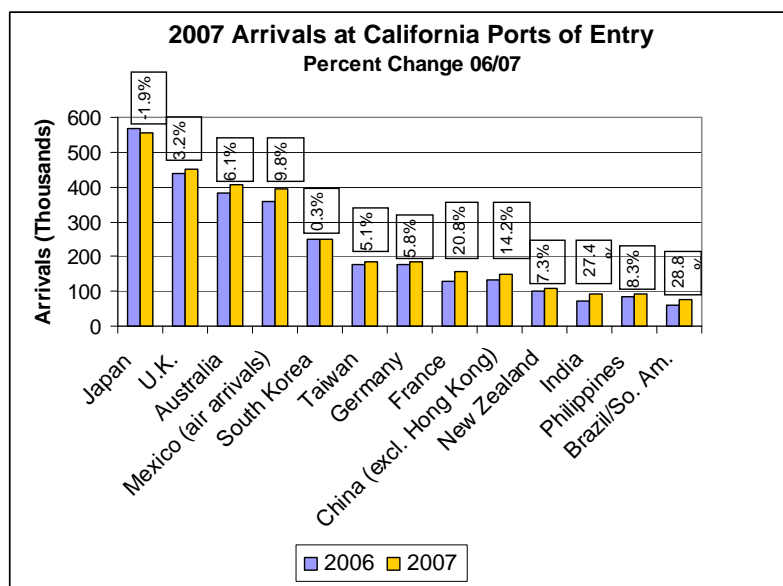
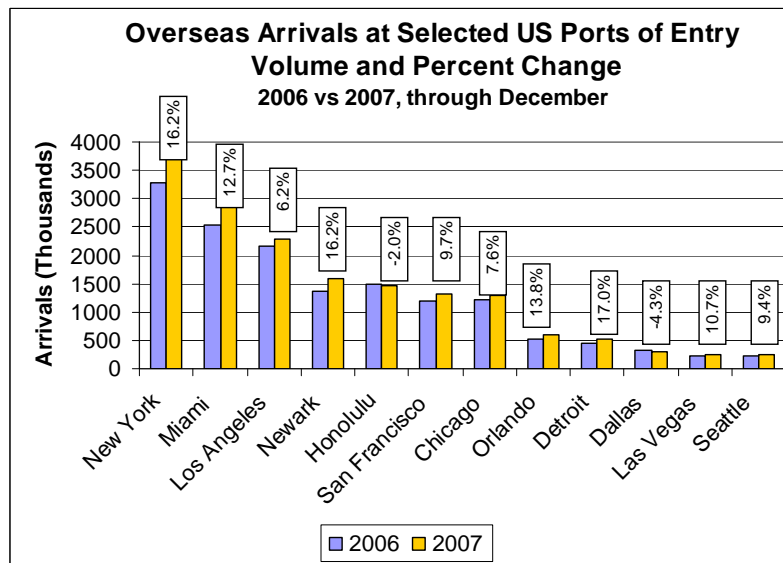


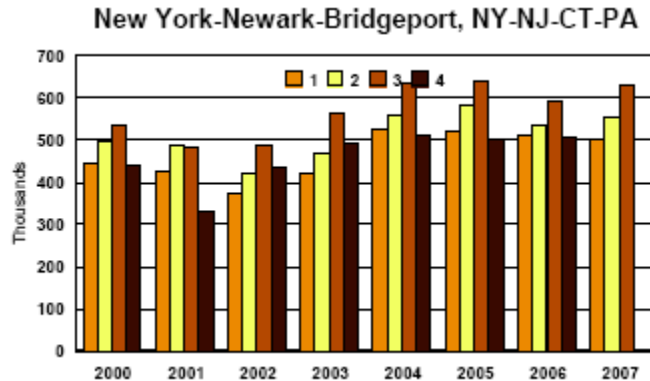
## California Travel Research Bulletin

February/March 2008

**International Arrivals at California and US Ports of Entry (through December 2007)** – 2007 overseas visitor arrivals at LAX and SFO surpasses 2006 by 6.2 percent and 9.7 percent respectively. New York, Newark and Detroit saw exceptional gains as Europeans seized on the weak dollar for shopping and quick getaway excursions. California arrivals, not necessarily reflecting the final destinations of visitors, showed further declines among Japanese travelers, So. Korea flat, and double-digit growth from China and India. Standing out among European markets was France, up 20.8% [Link to report at visitcalifornia.com](http://www.visitcalifornia.com).

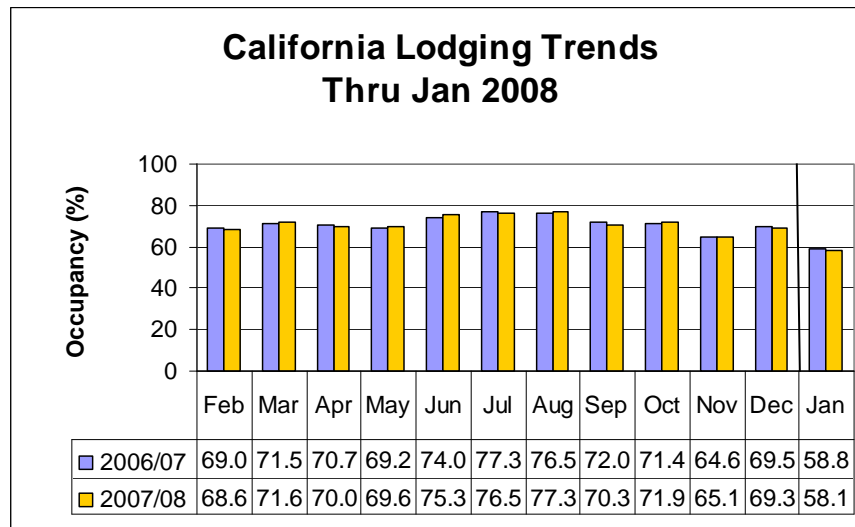


**Domestic Air Travel to California, Third Quarter 2007** - Quarterly tables and charts, such as the one shown below, are included in the 19-page *Air Destination and Origin Report*, covering in-state air passenger arrivals, and air travel to California from more than 30 metropolitan markets. [Link to report at visitcalifornia.com](http://visitcalifornia.com)



Source: Dept. of Transportation; Dean Runyan Associates, February 2008.

**California Hotel Occupancy and Room Rates (January 2008)** – California hotel occupancy in January was down 1.7 percent below the same month of 2007 with a statewide average of 59.9 percent versus 60.5 in 2006. Average room rates were up 6.2 percent for the month, with average RevPAR up 4.2%. [Link to report at visitcalifornia.com](http://visitcalifornia.com).



Source: Smith Travel Research, CA Lodging Industry Performance, February 2008.

**Trends to watch –**

- More than two-thirds of respondents to the most recent survey by Ypartnership, co-authored with the Travel Industry Association, said they had downsized their trips in some way because of personal financial concerns. In a survey by Access America, nearly half of U.S. families with children say they will scale back spring break plans and 63% of those said they'll just stay home. However, about 72% of respondents to an AIG Travel Guard survey said they wouldn't reduce the number of leisure trips they take in 2008, and 53% said they wouldn't cut back on the quality. March 6, 2008.
- Travel agents across the U.S. are finding that although the dollar is weak, international travel, including to euro-affiliated destinations, is as popular as ever, with sales fueled by the first wave of

baby boomer retirees and near-retirees who are not putting off their quest for lifetime experiences. [www.TravelTrade.com](http://www.TravelTrade.com), March 7, 2008.

- Consumer Confidence in the economy dropped to a new low in March, according to the RBC Cash Index, the worst since the index began in 2002 and surpassed the previous low reached in February, March 7, 2008.
- The World Travel & Tourism Council predicts that China this year will surpass Japan and Germany to become the world's second-largest tourism and travel economy, March 6, 2008.

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**Attractions invited to test new research project, receive visitor profile, at no cost** – DataPath Systems (who has done work for the CTTC), is beta testing an inexpensive method of gathering market research data especially aimed at small and medium-sized attractions. They are seeking participation by a few California attractions, which could include theme parks, museums, science centers, etc), as long as there is some contact with all visitors, such as ticket sales or donations, when they enter the attraction. Attraction involvement in handling forms and data entry will be needed, but there will be no cost to the attraction.

Contact: Donna Larsen. DataPath Systems, 867.660-4600, [donna@datapathsystems.net](mailto:donna@datapathsystems.net)

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