

# Regional Travel

# 2012

Circulation Region: Southern California

Circulation: 3,950,000 ♦ Audience: 9,085,000

- ♦ Californians themselves are the mainstay of Southern California's travel and tourism industry, comprising more than 80% of domestic travel.



## Areas visited in the last 12 months

Los Angeles	47.6%	Mammoth Mountain/Lakes Area	9.2%
San Diego	40.8%	Paso Robles	8.6%
Las Vegas, NV	38.6%	Catalina Island	6.9%
Orange County	35.4%	Lake Tahoe	6.7%
Anaheim	33.7%	Napa Valley	6.7%
Long Beach	31.2%	Monterey/Carmel	6.5%
Palm Springs Area	29.7%	New York City, NY	6.4%
Newport Beach	25.8%	Yosemite	6.2%
Santa Barbara County	24.2%	Colorado River	5.9%
San Francisco Bay Area	22.6%	Chicago, IL	5.8%
Temecula	18.9%	San Jose/Santa Clara	5.8%
San Bernardino/Riverside	17.8%	Sedona, AZ	4.9%
Ventura County	15.7%	Tucson, AZ	4.9%
Carlsbad	15.3%	Reno, NV	4.3%
San Luis Obispo County	14.3%	Death Valley	3.1%
Central California Coast	12.9%	Sequoia Kings Canyon	3.1%
Lake Arrowhead/Big Bear	12.9%	Santa Cruz	2.8%
Phoenix/Scottsdale, AZ	11.9%	Gold Country	1.9%
None of these	10.8%	Santa Fe, NM	1.7%
Laughlin, NV	9.8%	Sonoma	1.6%
Sacramento/Central Valley	9.8%		

Source: 2011 Westways Reader Profile Study, GfK MRI

*9 of the top 10 most popular reader vacation spots are within the state of California*

