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