

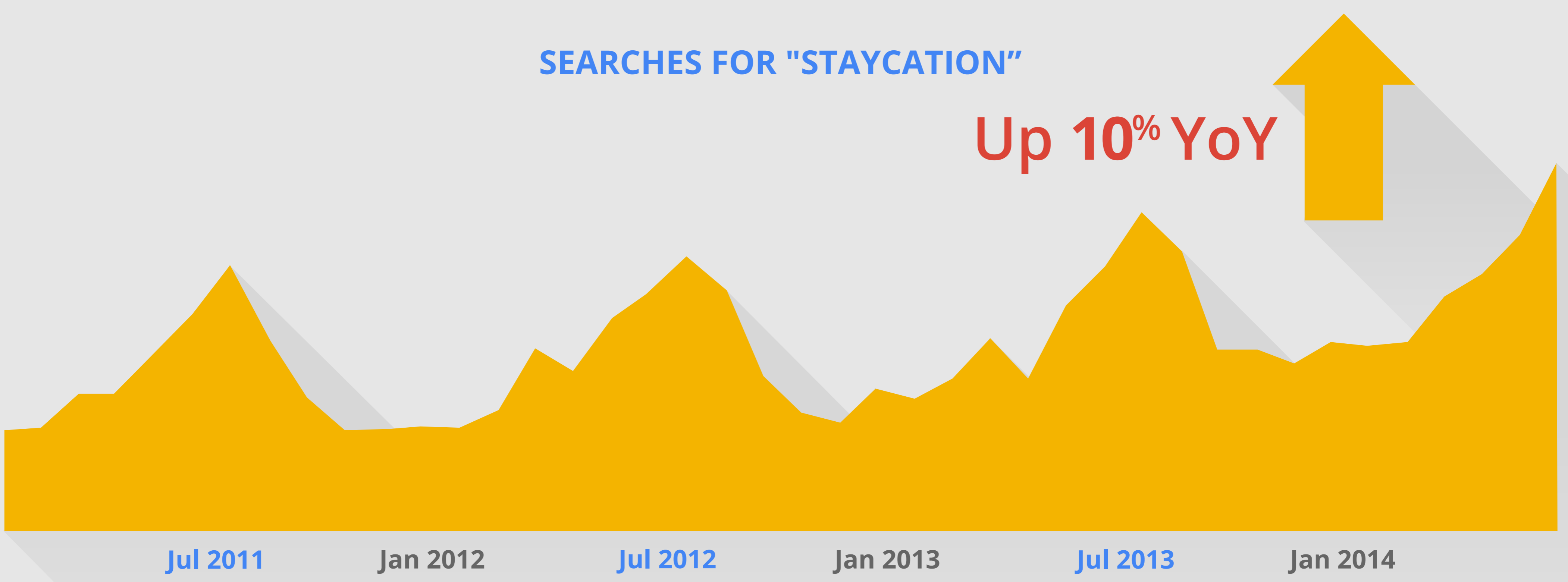
# STAYCATIONS

This summer's most popular destination is in your backyard

The summer is "staycation" season, with searches peaking each July. And this year, **the "staycation" looks to be more popular than ever.** Searches are up 10% year over year as more and more people seek vacation opportunities in their own backyards.

## SEARCHES FOR "STAYCATION"

Up 10% YoY



Source: Google Trends (google.com/trends), January 2011–June 2014, United States.



Where are people across the U.S. looking to stay this summer? Hint: It's closer to home than you think. **The most popular hotel destinations are often the ones just down your street.**

## TOP U.S. HOTEL DESTINATIONS FROM KEY METRO AREAS IN THE U.S.



NEW YORK

- 1 New York, NY
- 2 Atlantic City, NJ
- 3 Las Vegas, NV
- 4 Miami, FL
- 5 Boston, MA



New York City is the most-searched destination for New Yorkers.



Washingtonians are searching for destinations within driving distance of home.

- 1 Washington, D.C.
- 2 New York, NY
- 3 Ocean City, MD
- 4 Las Vegas, NV
- 5 Virginia Beach, VA



WASHINGTON, D.C.



ATLANTA

- 1 Atlanta, GA
- 2 Savannah, GA
- 3 Las Vegas, NV
- 4 Charleston, SC
- 5 New Orleans, LA



Atlantans search near and not-so-far for hotels this summer.



Las Vegas was the top-searched destination for Angelenos.

- 1 Las Vegas, NV
- 2 San Diego, CA
- 3 Los Angeles, CA
- 4 Palm Springs, CA
- 5 San Francisco, CA



LOS ANGELES



SAN FRANCISCO

- 1 San Francisco, CA
- 2 Las Vegas, NV
- 3 San Diego, CA
- 4 Anaheim, CA
- 5 New York, NY



Northern Californians are searching for hotels in San Francisco more than anywhere else.



Chicagoans are searching locally first for hotel destinations this summer.

- 1 Chicago, IL
- 2 Las Vegas, NV
- 3 New York, NY
- 4 Indianapolis, IN
- 5 Nashville, TN



CHICAGO

Source: Google Search Data, March–May 2014, United States.