



International and Domestic Lodging Searches for the United States

1. Overview

JANUARY 2019	Global Searches	Domestic U.S. Searches
Total nSight Volume	3,200,423,276	1,695,452,100
U.S. Share	50.9%	100.0%
U.S. Share (12 mo. Change)	1.1%	

Source: nSight at www.nSightforTravel.com

Top Countries Searched (International)		
	Country	Share of Search
1	Spain	12.3%
2	United States	11.1%
3	United Kingdom	8.8%
4	France	7.5%
5	Germany	5.8%
6	Mexico	3.9%
7	Italy	3.0%
8	Thailand	2.6%
9	Netherlands	2.4%
10	Canada	1.9%
11	Arab Emirates	1.8%

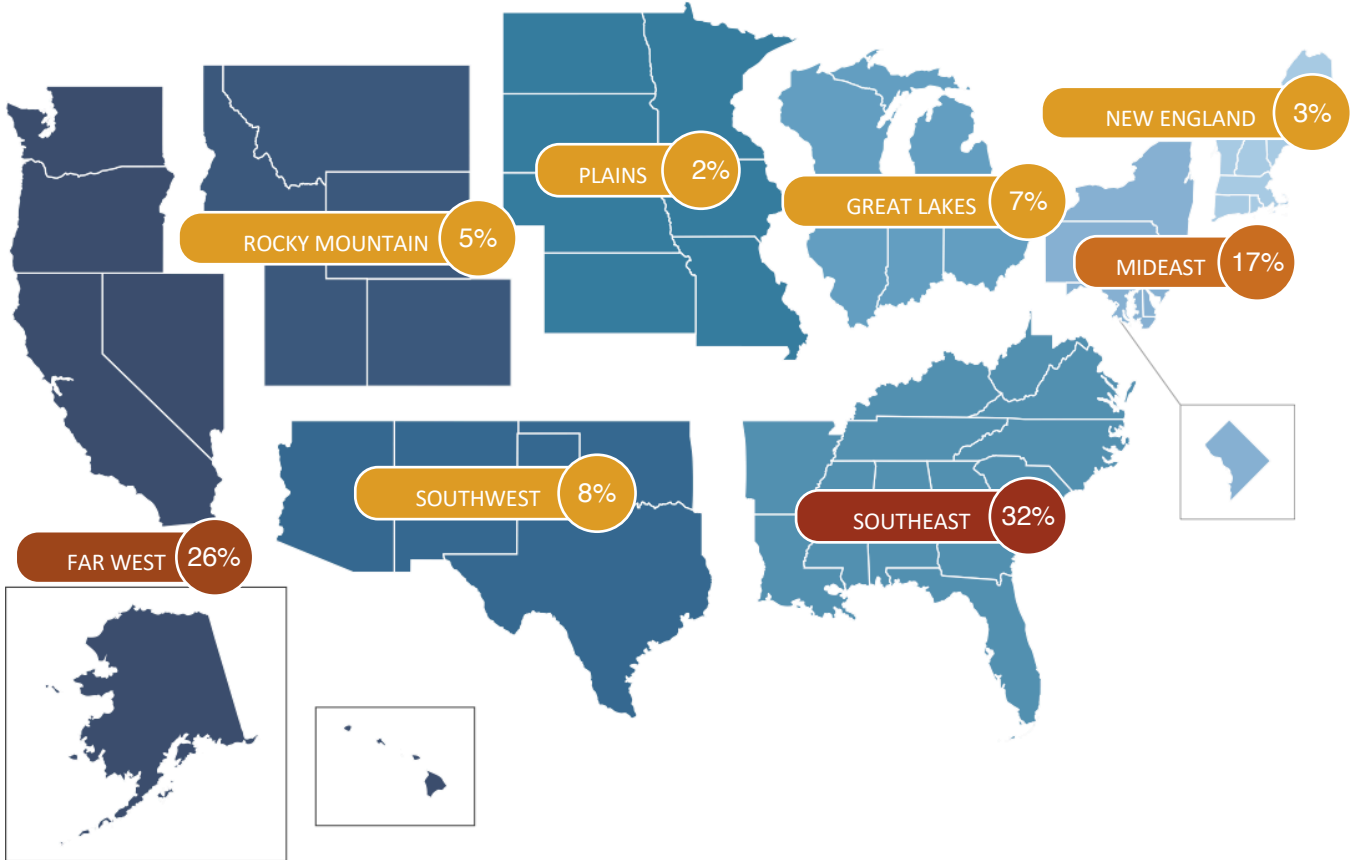
Source: nSight at www.nSightforTravel.com

Top Countries Searched (U.S. Residents)		
	Country	Share of Search
1	United States	81.1%
2	United Kingdom	2.9%
3	Mexico	2.8%
4	Spain	2.1%
5	Italy	1.9%
6	France	1.6%
7	Canada	1.5%
8	Germany	1.2%
9	Thailand	0.7%
10	Australia	0.5%
11	Arab Emirates	0.4%

Source: nSight at www.nSightforTravel.com

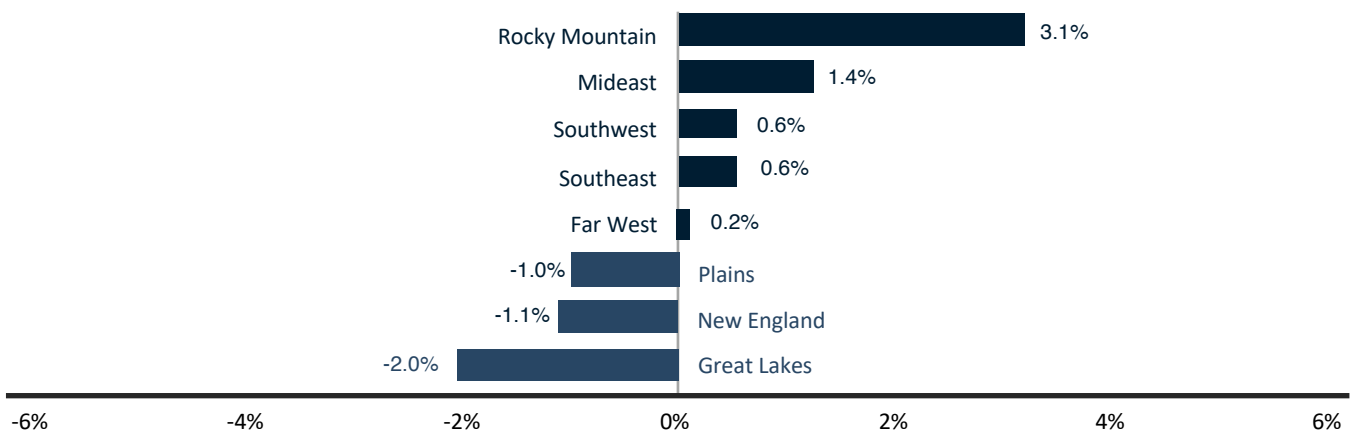
2. U.S. Regional Analysis (Domestic)

Share of Domestic Search by U.S. Region, January 2019



Source: nSight at www.nightfortravel.com

Share of Domestic Search by U.S. Region, January 2019 (12-Month Change)



Source: nSight at www.nightfortravel.com

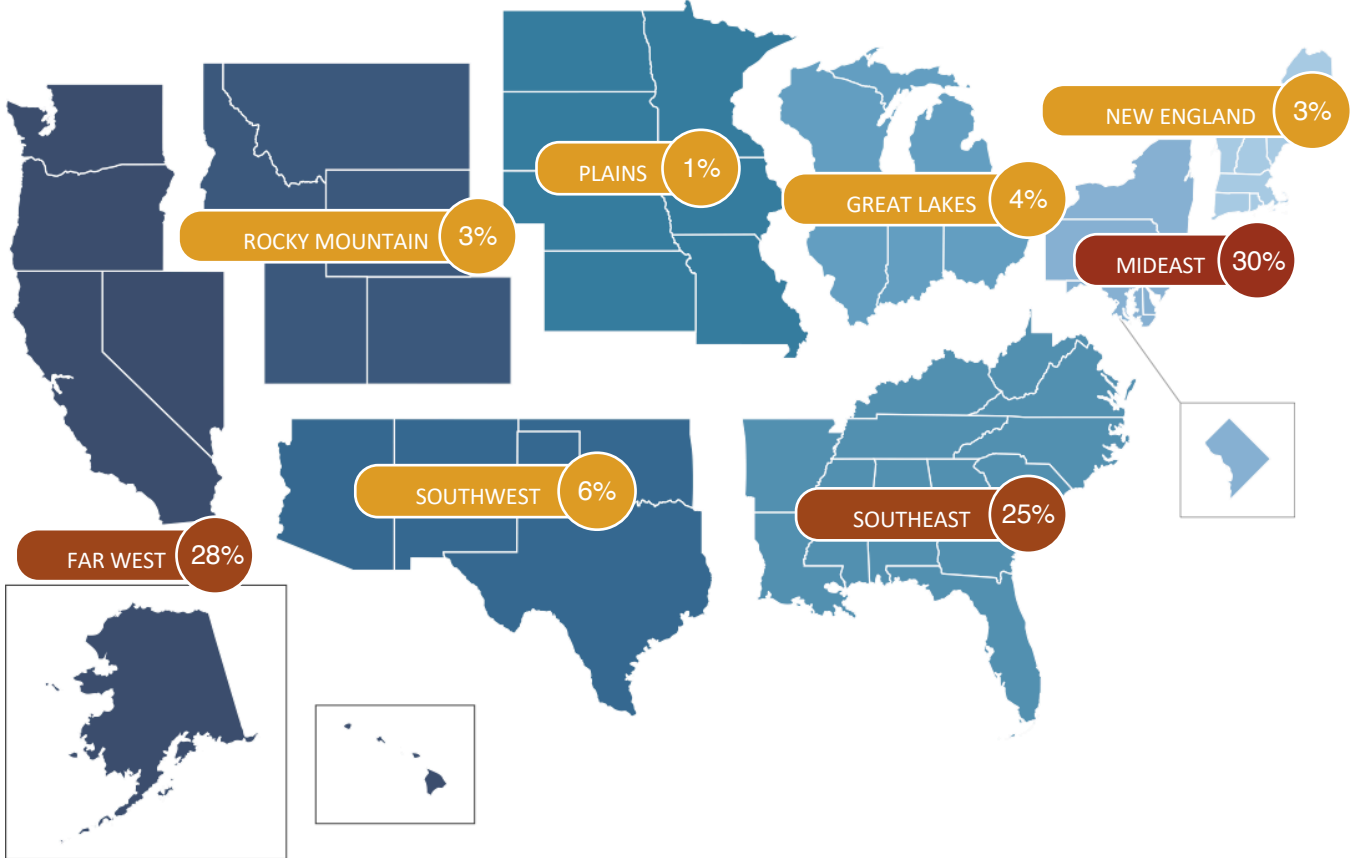
Domestic Searches to U.S. Regions – Top Source States, January 2019

Rank	U.S. Region							
	New England	Mideast	Great Lakes	Plains	Southeast	Southwest	Rocky Mountain	Far West
1	MA	NY	IL	MO	NY	TX	CA	CA
2	NY	CA	MI	MN	FL	CA	CO	NY
3	CT	FL	OH	NY	CA	AZ	NY	WA
4	FL	PA	NY	TX	GA	IL	TX	TX
5	DC	TX	IN	CA	DC	NY	UT	IL
Top Five	50.9%	53.6%	53.1%	42.9%	47.4%	48.3%	46.3%	54.6%

Source: nSight at www.nsfightfortravel.com

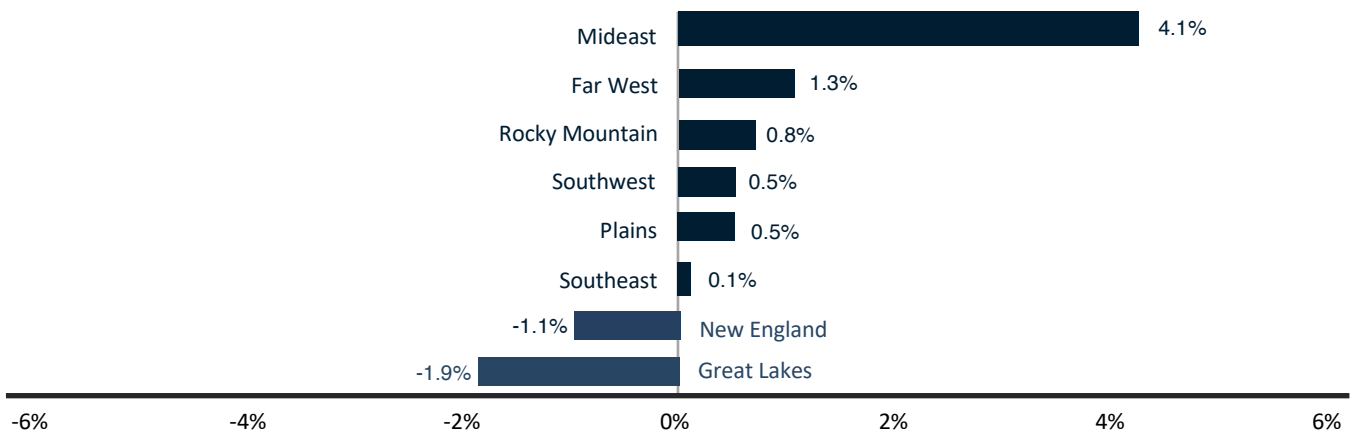
3. U.S. Regional Analysis (International)

Share of International Search by U.S. Region, January 2019



Source: nSight at www.nightfortravel.com

Share of International Search by U.S. Region, January 2019 (12-Month Change)



Source: nSight at www.nightfortravel.com

International Searches to U.S. Regions – Top Source States, January 2019

Rank	U.S. Region							
	New England	Mideast	Great Lakes	Plains	Southeast	Southwest	Rocky Mountain	Far West
1	Canada	United Kingdom	Canada	Canada	Canada	Canada	Germany	Canada
2	United Kingdom	Germany	Germany	Germany	Germany	Germany	Canada	Germany
3	France	Spain	United Kingdom	United Kingdom	United Kingdom	Mexico	United Kingdom	United Kingdom
4	Germany	France	France	Mexico	France	United Kingdom	France	Australia
5	Spain	Canada	Mexico	India	Spain	India	Mexico	Mexico
Top Five	58.4%	55.9%	41.0%	45.7%	56.3%	53.6%	55.5%	53.7%

Source: nSight at www.nsfightfortravel.com

Appendix:

Description/Methodology: monthly online third-party search and booking from 30 billion searches from more than 5,000 global consumer travel websites.

Note: nSight data represents approximately 58% of all global search and conversions.

nSight's Intelligence Collection, Management and Presentation: In 2015, nSight aggregated more than 40 billion search and booking transactions from 5,000+ consumer travel websites into its custom travel business intelligence application. Through advanced analytics, data is appended with consumer psychographic and demographic insights and search behavior from the industry's top data management platform (DMP) companies. This provides a collective view of the consumers behind the search and booking activity, benchmarked into ten unique persona categories. Daily collection of 80+ million transactions ensures the data is current and an algorithm enables personas to evolve as the market reveals new shopping and booking patterns. Data is indexed to protect data sources and individual shopper information is never exposed or shared. The result is a comprehensive collective view of active consumers on the fragmented third-party travel site channel.

Definitions:

International: Search/conversions outside of one's origin country

Domestic: Search/conversions within the United States of United States residents

U.S. Regions: Bureau Economic Analysis defines regions for comparisons of economic data:

<https://www.bea.gov/regional/docs/regions.cfm>

- New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- Mideast: Delaware, District of Columbia, Maryland, New Jersey, New York, and Pennsylvania
- Great Lakes: Illinois, Indiana, Michigan, Ohio, and Wisconsin
- Plains: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota
- Southeast: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia
- Southwest: Arizona, New Mexico, Oklahoma, and Texas
- Rocky Mountain: Colorado, Idaho, Montana, Utah, and Wyoming
- Far West: Alaska, California, Hawaii, Nevada, Oregon, and Washington

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