

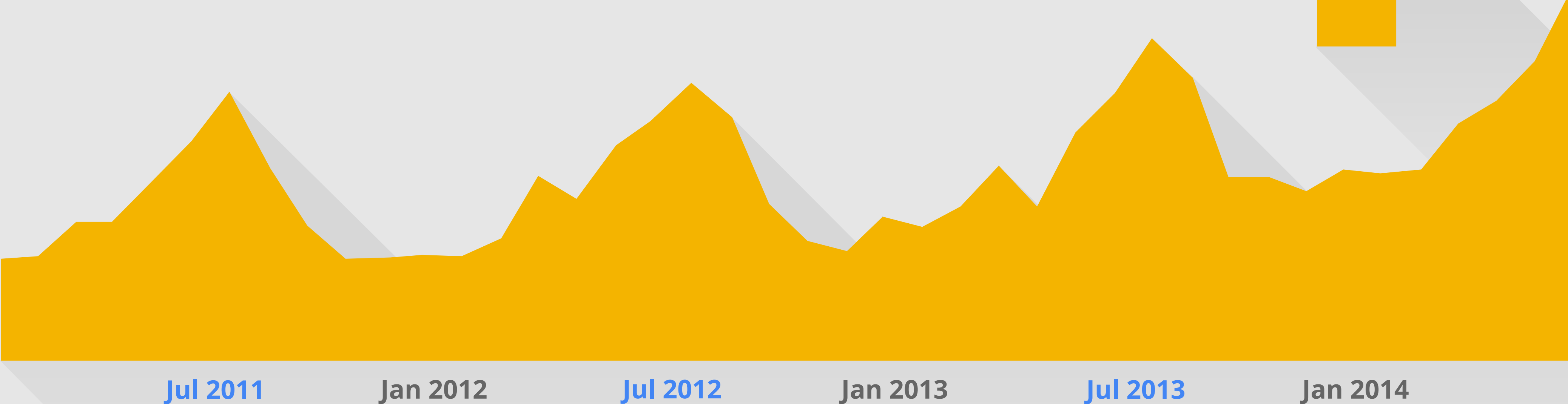
STAYCATIONS

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.

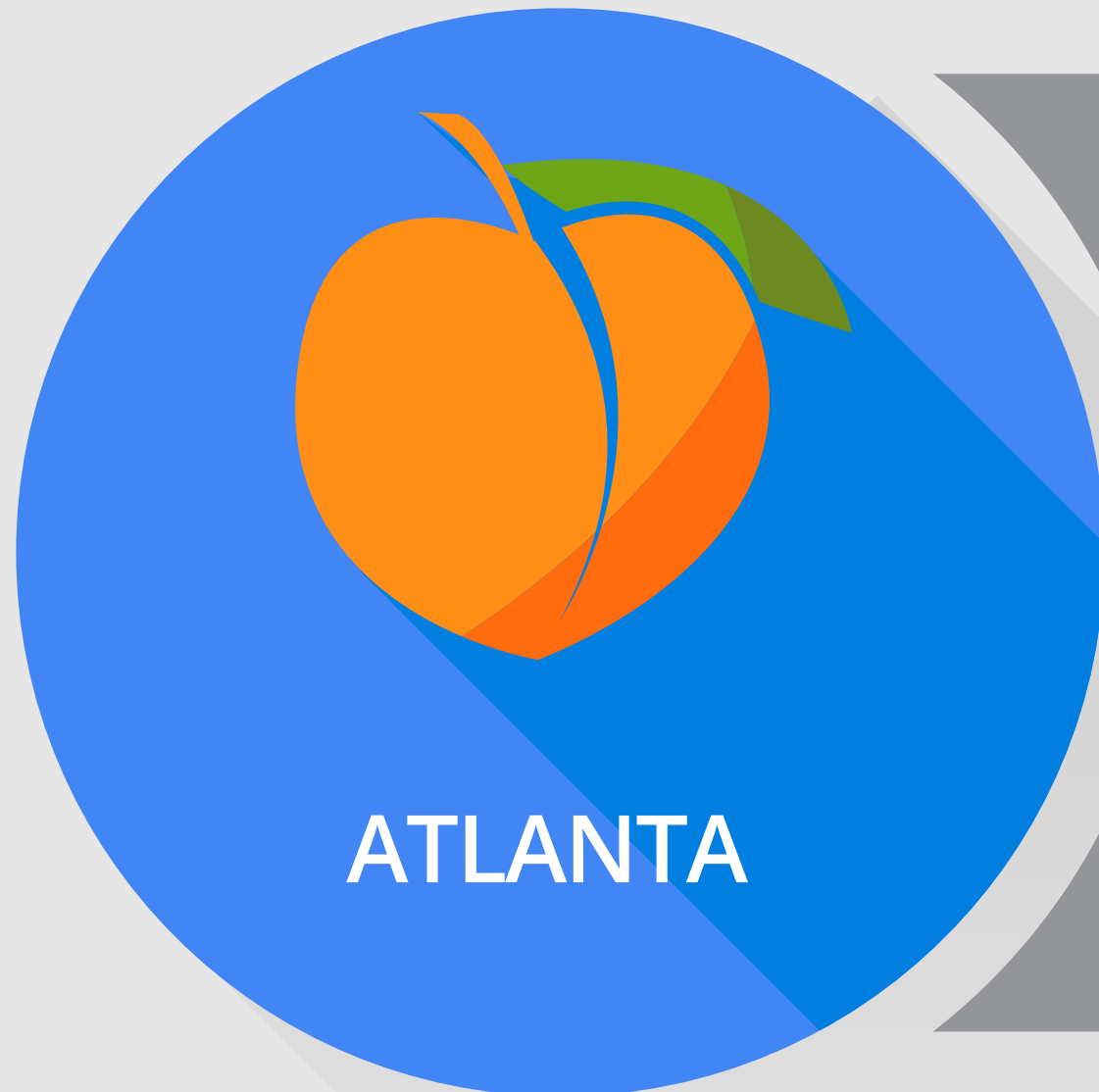


Washingtonians are searching for destinations within driving distance of home.

- 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

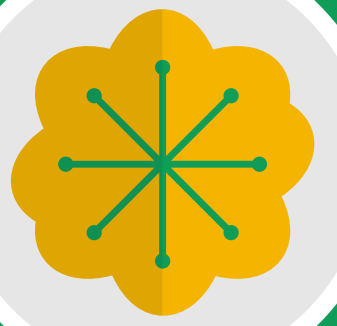


CHICAGO

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

Here are some unexpectedly popular U.S. destinations being searched this summer, according to top trending searches on Google.

SEATTLE, WA



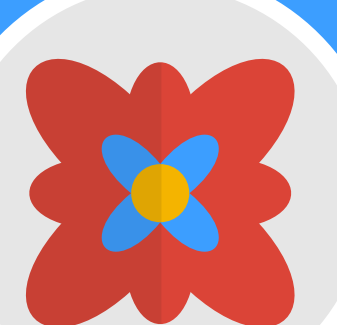
Seattle, WA
Searches for the "Chihuly Garden and Glass" are at an all-time high and up 16% from last year.

MINNEAPOLIS, MN



Minneapolis, MN
Searches for "iced coffee" in Minneapolis are on the rise, up 44% from last year and 52% higher than in the rest of the U.S.

BRECKENRIDGE, CO



Breckenridge, CO
Nature hikes are a popular attraction during the summer, and searches for "wildflowers" are up 72% over the past two years.

PITTSBURGH, PA



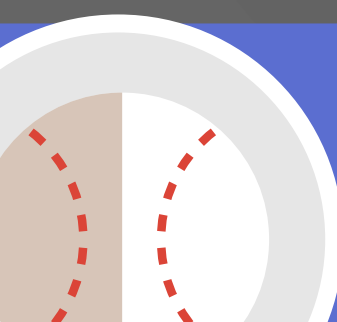
Pittsburgh, PA
Kennywood, a local amusement park, was the second-fastest rising search from April to June, after the World Cup.

COLUMBUS, OH



Columbus, OH
The Columbus Zoo is an increasingly popular attraction this summer. Searches in June are up 14% over last year, and more than 30% over 2012.

ASHEVILLE, NC

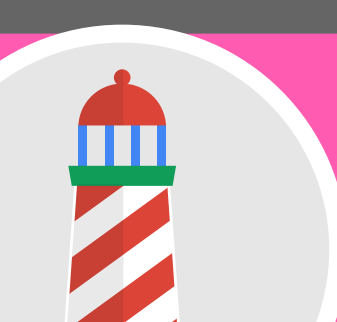


Asheville, NC
Searches in June for the Greenville Drive, a nearby minor-league baseball team, have reached new heights, surging more than 40% compared to the previous year.

TUCSON, AZ



Tucson, AZ
Searches for "spa" peak every summer.



Savannah, GA
Searches in Savannah for "hilton head restaurants" have doubled over the past two years.

SAN ANTONIO, TX



San Antonio, TX
Searches for the River Walk are up 28% over last year.



Sarasota, FL
Interest in gelato is on the rise in Sarasota. Since April, searches have grown 40% compared with the same period last year.

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