



Expedia's Top Domestic Travel Destinations

Toto, I think we're still in Kansas.

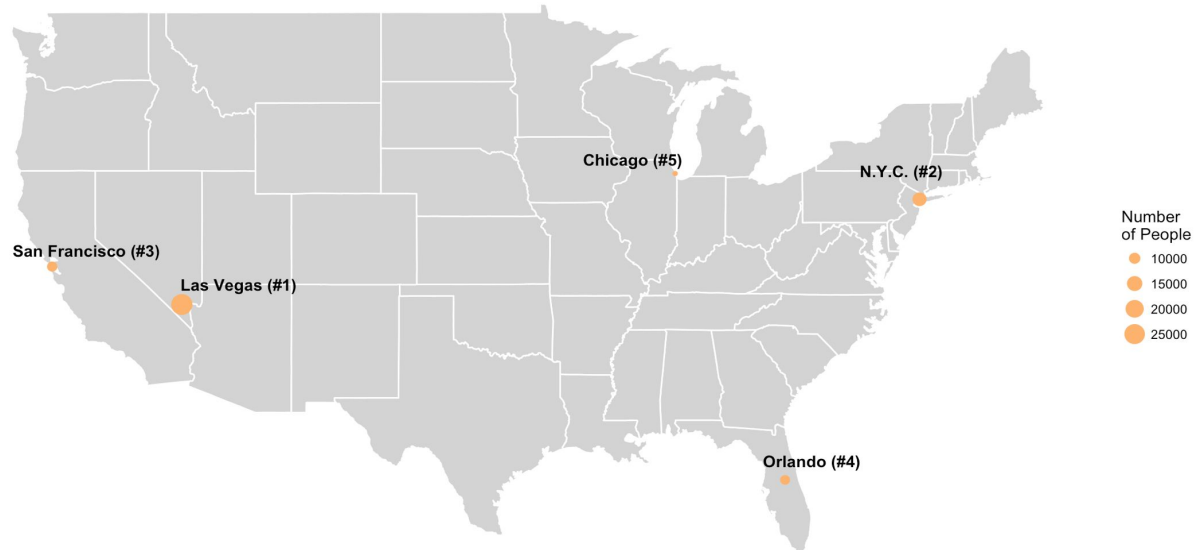
Team Mean and Slightly Deviant

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RESEARCH QUESTIONS

- ❑ Where are the most popular travel destinations in the U.S. (measured by hotel bookings)?
- ❑ How do these locations differ among those booking in different states?

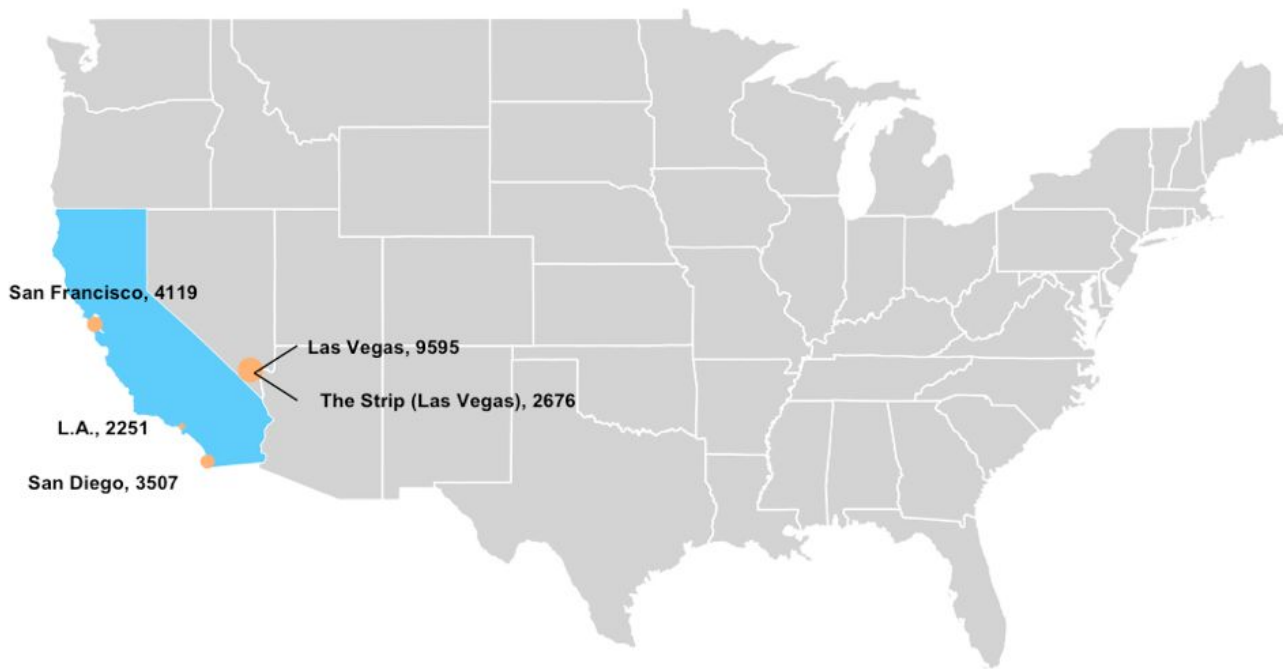
Top 5 Most Traveled Destinations in the U.S.



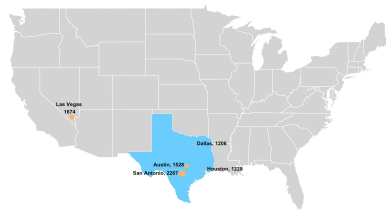
OUR FINDINGS

In regards to domestic travel (within the U.S.), the majority of travelers prefer to book hotels in the state in which they live... or Las Vegas.

Top 5 Destinations Traveled to from California



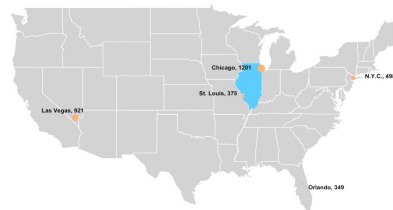
Top 5 Destinations Traveled to from Texas



Top 5 Destinations Traveled to from New York



Top 5 Destinations Traveled to from Illinois



POSSIBLE IMPLICATIONS

Business travel expenses

- Typically, companies make reservations for business travelers, not the individuals themselves



The United States has less vacation time than the rest of the developed world

- 1 - 2 weeks/year
- Much easier to vacation within your state

States with with geographic, climate, and recreational diversity

- E.g. Florida, South/North Carolina, Texas, Colorado, etc.