



# 2015 ASTA Hot Spots for Summer

March 2015



## Exhibit 1: Top Ten Domestic Hot Spots - Cities

Rank	City	% share of total responses	% share of top ten
1	Orlando	17%	33%
2	Las Vegas	13%	26%
3	San Francisco	4%	8%
4	New York City	3%	7%
5	Miami	3%	6%
6	Los Angeles	2%	5%
7	Anaheim	2%	4%
8	San Diego	2%	4%
9	New Orleans	2%	4%
10	Washington, DC	2%	4%

For the thirteenth year in a row, Orlando and Las Vegas remain the top two most popular summer destinations booked by ASTA travel agents. Orlando came out on top with a 17 percent share of responses and Las Vegas maintained the second spot with 13 percent of the votes. However, both cities have decreased market share between 2007 and 2015 (as you see in Exhibit 2).

## Exhibit 2: Trends for Top Ten Domestic Hot Spots - Cities

	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 15/07
Orlando	21%	17%	17%	18%	18%	19%	18%	17%	17%	-18%
Las Vegas	19%	15%	16%	16%	16%	17%	15%	14%	13%	-30%
San Francisco	5%	5%	5%	5%	4%	5%	6%	4%	4%	-14%
New York City	12%	2%	1%	3%	3%	2%	2%	2%	3%	-72%
Miami	2%	3%	3%	4%	3%	3%	3%	4%	3%	48%
Los Angeles	3%	4%	4%	3%	5%	3%	4%	3%	2%	-17%
San Diego	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
New Orleans	1%	1%	1%	1%	1%	1%	2%	2%	2%	179%
Washington DC	2%	2%	2%	2%	2%	2%	2%	2%	2%	-4%
Honolulu	9%	2%	2%	2%	2%	2%	2%	2%	1%	-87%

### Exhibit 3: Top Five Domestic Hot Spots – States

Rank	State	% share of total responses	% share of top five
1	Florida	26%	33%
2	California	15%	18%
3	New York	14%	18%
4	Nevada	14%	17%
5	Hawaii	11%	14%

Florida again tops the state destinations for the 2014 summer season, accounting for 26 percent of all responses with cities such as Orlando, Miami, Ft. Lauderdale and Tampa as draws. California displaced Nevada as the state with the second largest number of responses with a 15 percent share with cities such as Los Angeles, Anaheim, San Francisco and San Diego as draws.

### Exhibit 4: Trends for Five Domestic Hot Spots - States

	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 15/07
Florida	28%	24%	20%	24%	27%	27%	28%	23%	26%	-5%
California	16%	15%	13%	16%	17%	14%	16%	12%	15%	-9%
New York	12%	12%	11%	13%	10%	12%	12%	11%	14%	21%
Nevada	19%	16%	16%	16%	16%	17%	16%	13%	14%	-28%
Hawaii	10%	10%	9%	9%	9%	10%	11%	11%	11%	15%

### Exhibit 5: Top Ten International Hot Spots - Cities

Rank	City	% share of total responses	% share of top ten
1	London	7%	22%
2	Rome	7%	21%
3	Paris	6%	20%
4	Cancun	4%	13%
5	Punta Cana	3%	8%
6	Barcelona	1%	5%
7	Florence	1%	3%
8	Venice	1%	3%
9	Dublin	1%	3%
10	Rivera Maya	1%	2%

The top four international destination cities remained the same for the thirteenth year in a row. London received a 7 percent share of the vote followed by Rome with an 7 percent, Paris with an 6 percent, and Cancun with a 4 percent share of the vote.

Dublin and Venice are new to the top ten this year pushing out Amsterdam and Montego Bay.

The total share of the top ten cities has dropped from 37 percent of all responses in 2014 to 31 percent as agents reported much more varied summer hot spot cities for 2015.

## Exhibit 6: Top Five International Hot Spots – Countries/Regions

Rank	Country/ Region	% share of total responses	% share of top five
1	Italy	16%	66%
2	UK	9%	39%
3	France	9%	38%
4	Mexico	8%	32%
5	Caribbean	6%	27%

For regions and countries, Italy remained in the top location with 16 percent share of the votes and the UK moved to second with a 9 percent share of responses displacing Mexico. The same five countries/regions have remained in the top five for over ten years.

## Exhibit 7: Trends for Top Five International Hot Spots – Countries/Regions

	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 15/07
Italy	21%	19%	18%	15%	18%	18%	18%	19%	16%	-22%
UK	15%	13%	12%	11%	12%	13%	13%	11%	9%	-39%
France	9%	9%	10%	10%	10%	14%	11%	11%	9%	6%
Mexico	15%	16%	17%	15%	11%	10%	11%	11%	8%	-47%
Caribbean	12%	9%	4%	8%	8%	11%	11%	8%	6%	-44%
<b>Total All</b>	<b>71%</b>	<b>65%</b>	<b>61%</b>	<b>59%</b>	<b>59%</b>	<b>66%</b>	<b>64%</b>	<b>61%</b>	<b>49%</b>	<b>-31%</b>
<b>Total Europe</b>	<b>44%</b>	<b>40%</b>	<b>40%</b>	<b>36%</b>	<b>40%</b>	<b>45%</b>	<b>41%</b>	<b>41%</b>	<b>34%</b>	<b>-22%</b>

## Exhibit 8: Most Exciting Destinations

Rank	Destination	% share of total responses	% share of top five	Why
1	South Africa	5%	33%	The variety of activities- cosmopolitan cities, wine country, scenic beauty and the highlight -the wildlife safaris. An amazing experience to visit.
2	Italy	3%	18%	The history, culture, food, wine, music, and more.
3	New Zealand	3%	18%	Beautiful country, adventure tours and vibrant scenery
4	Dubai	3%	16%	Beauty of the city, different culture, food, safety of the city and friendliness of the people.
5	China	2%	15%	Amazing historic sights combined with marvelous modern vibe.

## Exhibit 9: Top Tips for a Better Cruise Experience

Rank	Top Tips for Cruising
1	Relax and enjoy! You can plan ahead for shore excursions, meals, performance, but don't get completely tied to a schedule!
2	Book a Balcony! Regardless of the cruise line, destination, time of year, customer satisfaction jumps noticeably for those with a balcony, however small.
3	Be prepared for extra costs! Gratuities, beverages and shore excursions can all add to the cost of cruising.
4	Choose your cruise line/ship wisely! Base your choice on your own tastes and personality, not by price or even by destination
5	Enjoy making new friends from around the world! Get out of your cabin and try everything and you will meet many wonderful fellow cruisers and cruise staff.
6	Use a Travel Agent! An expert travel consultant who is familiar with the destination, itinerary and differences between the cruise lines and ships can help you choose the right cruise product, the right stateroom, the right extras and help you fully understand the costs.

Citation:

The American Society of Travel Agents (ASTA), 2015. "2015 Hot Spots for Summer".  
Alexandria, VA: The American Society of Travel Agents

## Survey Background:

Survey data was collected through the 2015 ASTA Research Family. The ASTA Research Family is comprised of a representative sample of ASTA member travel agency owners and managers. The Research Family reflects ASTA members in key agency demographics including sales volume, leisure/business mix, number of part-time and full-time employees and geographic location. Members were recruited randomly and were contracted to complete a survey every four to five weeks from January 2015 through October 2015. The Family's size varies from survey to survey due to non-response, agency closings, mergers, and changes in membership status, but is designed to yield a response representative of all ASTA agency members.

The survey data was collected online via surveygizmo.com in January -February 2015. Of the 400 family members, 400 completed the survey. This reply level indicates a minimum of 95% confidence with an error rate +/-4% representing the total ASTA agency membership. This is considered to be a strong sample with reliable results.

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