

2014 ASTA Hot Spots for Winter

August 2014



Exhibit 1: Top Ten Domestic Hot Spots - Cities

| Rank | City | % share of total responses | % share of top ten |
|------|------------------|----------------------------|--------------------|
| 1 | Orlando | 41% | 50% |
| 2 | Las Vegas | 13% | 16% |
| 3 | New York City | 6% | 7% |
| 4 | Miami | 5% | 6% |
| 5 | Honolulu | 3% | 4% |
| 6 | San Francisco | 3% | 4% |
| 7 | Fort Myers | 3% | 3% |
| 8 | Los Angeles | 3% | 3% |
| 9 | Maui | 3% | 3% |
| 10 | San Diego | 2% | 3% |

As with Summer, this Winter's hottest domestic cities are Orlando and Las Vegas. The largest difference is the percent of totals for Orlando jumped from 17% to 41%, while Vegas remained about the same.

The top ten domestic destination cities for Winter are the same as the Summer top ten with the exception of Fort Myers and Maui replacing New Orleans and Washington DC.

Exhibit 2: Top Five Domestic Hot Spots – States

| Rank | State | % share of total responses | % share of top five |
|------|----------------|----------------------------|---------------------|
| 1 | Florida | 58% | 62% |
| 2 | Hawaii | 20% | 22% |
| 3 | California | 10% | 11% |
| 4 | Nevada | 3% | 3% |
| 5 | New York | 2% | 2% |

The same five states were the top states for the Summer Hotspots, but Florida and Hawaii's shares are much larger for winter.

Exhibit 3: Top Ten International Hot Spots - Cities

| Rank | City | % share of total responses | % share of top ten |
|------|---------------|----------------------------|--------------------|
| 1 | Cancun | 21% | 29% |
| 2 | Rome | 16% | 22% |
| 3 | London | 11% | 16% |
| 4 | Paris | 9% | 12% |
| 5 | Sydney | 3% | 5% |
| 6 | Barcelona | 3% | 4% |
| 7 | Montego Bay | 3% | 4% |
| 8 | Riviera Maya | 3% | 4% |
| 9 | Punta Cana | 2% | 2% |
| 10 | Cape Town | 1% | 2% |

Compared to Summer, Winter's hottest international cities shifted with Cancun moving to the first spot compared to fourth in the Summer.

The top ten international destination cities for winter are the same as the Summer top ten with the exception of Sydney and Cape Town replacing Amsterdam and Madrid

Exhibit 4: Top Five International Hot Spots – Countries/Regions

| Rank | Country/ Region | % share of total responses | % share of top five |
|------|-----------------|----------------------------|---------------------|
| 1 | Mexico | 24% | 40% |
| 2 | Italy | 18% | 31% |
| 3 | Caribbean | 12% | 21% |
| 4 | France | 7% | 12% |
| 5 | UK | 6% | 10% |

The same five states were the top states for the Summer Hotspots, but Mexico and the Caribbean's shares are much larger for winter.

Citation:

The American Society of Travel Agents (ASTA), 2014. "2014 Hot Spots for Winter". Alexandria, VA: The American Society of Travel Agents

Survey Background:

Survey data was collected through the 2014 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 2014 through October 2014. 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 July-August 2014. Of the 449 family members, 301 completed the survey. This reply level indicates a minimum of 95% confidence with an error rate +/-5% representing the total ASTA agency membership. This is considered to be a good sample with reliable results.

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