



TRENDS-RESEARCH

# Stat: Where Clients Are Headed This Winter

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The American Society of Travel Agents (ASTA) has released a look at the most popular destinations for the upcoming winter travel season based on travel agent bookings as part of its 2014 Hot Spots for Winter survey. Here's a look at what agents should be keeping on their radar screens.

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Rank	City	% share of total responses	% share of top ten
1	<b>Orlando</b>	<b>41%</b>	50%
2	<b>Las Vegas</b>	<b>13%</b>	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%

## Orlando Tops Domestic Winter Destinations

**Orlando** is clearly the most popular domestic destination for the 2014-2015 winter season, according to the ASTA survey.

Orlando was chosen by 41 percent of the respondents, followed by **Las Vegas** (13%), **New York City** (6%), **Miami** (5%), **Honolulu** (3%), **San Francisco** (3%), **Fort Myers** (3%), **Los Angeles** (3%), **Maui** (3%) and **San Diego** (2%).

The top 10 domestic destination cities for winter are the same as the ASTA summer survey, with the exception of Fort Myers and Maui replacing **New Orleans** and **Washington, D.C.**

When asked about the top state destinations, **Florida**, led by Orlando, topped with a 58

percent share. Rounding out the top five state destinations for winter travel are **Hawaii** (20%), **California** (10%), **Nevada** (3%) and **New York** (2%). Florida and Hawaii have a much stronger share in the winter compared to summer, ASTA says.

Rank	City	% share of total responses	% share of top ten
1	<b>Cancun</b>	<b>21%</b>	29%
2	<b>Rome</b>	<b>16%</b>	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%

## Cancun Is the Hottest International Winter Destination

**Cancun** is the most popular international destination for the 2014-2015 winter season.

Cancun was chosen by 24 percent of respondents, up from only 5 percent in the summer version of the survey. Rounding out the top 10 destinations for winter are **Rome** (16%), **London** (11%), **Paris** (9%), **Sydney** (3%), **Barcelona** (3%), **Montego Bay** (3%), **Riviera Maya** (3%), **Punta Cana** (2%) and **Cape Town** (1%).

“Cancun came out as the clear winter vacation destination desired by our member’s clients for obvious reason,” said **Zane Kerby**, ASTA president and CEO. “Cancun is easily accessible from the U.S., has a plethora of all-inclusive resorts, a warm climate and beautiful beaches.”

The top 10 international destination cities in the winter survey are the same as the summer top 10 with the exception of Sydney and Cape Town replacing **Amsterdam** and **Madrid**. Sydney and Cape Town, as Southern Hemisphere cities, are deemed best visited during the Northern Hemisphere winter.

When asked about the top country/region destinations, **Mexico**, led by Cancun, topped with a 24 percent share. Rounding out the top five country/region destinations for winter travel are **Italy** (18%), the **Caribbean** (12%), **France** (7%) and **United Kingdom** (6%).

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