



# America's Road Trips: Market Insights

## Highlights

- California is the most popular state for road trips, followed by Florida and Texas.
- National parks are the most popular type of attraction for online road trip planners.
- Inter-state road trips are the more popular form of online travel planning.
- Nearly one third of online trip planners include food and drink stops in their road trip plans.

This market insight is powered by a database of over nine million best travel locations including national parks, hotels, diners, and museums, Roadtrippers, Inc. has provided the data for the study based on traveler planning behavior on [www.roadtrippers.com](http://www.roadtrippers.com) and its mobile app

# Key Findings

## Road Trip Origin States

California is the most popular state in the United States for planners to begin their trips, followed by Texas and Florida (Table 1).

**Table 1. Top 10 Road Trip Origin States**

Rank	States	Share
1	California	14.5%
2	Texas	7.4%
3	Florida	5.5%
4	Illinois	4.2%
5	Maryland	4.0%
6	Washington	4.0%
7	Colorado	3.2%
8	Missouri	2.9%
9	Minnesota	2.8%
10	Pennsylvania	2.8%

## Road Trip States Visited

California, Florida and Texas are the most popular destinations for road trip planners. California alone accounts for over 16% of all the road trip destinations (Table 2).

**Table 2. Top 10 Road Trip States Visited**

Rank	States	Share
1	California	16.5%
2	Florida	6.9%
3	Texas	5.9%
4	Colorado	4.1%
5	Washington	3.8%
6	Arizona	3.7%
7	Maryland	3.7%
8	Missouri	3.6%
9	Tennessee	3.4%
10	Massachusetts	2.7%

## Inter-state vs. Intra-state Road Trips

Road trips are taken around a common set of regions or start and end in the same states. Seven of the top ten states visited also appear in the top ten list of states where road trips begin. 76.1% of the road trips planned cover more than one state (i.e., inter-state trips). California is also the top state for this type of travel as the Pacific coast attracts the most road trip planners. The number one inter-state trip starts in Washington state and ends in California, followed by the reverse trip starting in California and ending in Washington state. Other top inter-state trips are California to Missouri, California to Nevada, and Texas to California (Table 3).

Table 3. Top 10 Inter-State Trips

Rank	Starting States	End States
1	Washington	California
2	California	Washington
3	California	Missouri
4	California	Nevada
5	Texas	California
6	Maryland	California
7	California	Arizona
8	North Dakota	California
9	Mississippi	California
10	Illinois	California

23.9% of the road trips start and end in the same state. These trips are either taken within a state or a round trip coming back to the state of origin. Of these trips, 24.3% start and end in California. These travelers may either take the trip within California or drive back to California from adjacent states such as Washington and Nevada. The second and third most popular states for this type of travel are Texas and Florida, accounting for 8.7% and 6.3% respectively of all the trips that begin and end in the same state (Table 4).

Table 4. Top 10 Intra-State Trips

Rank	States	Share
1	California	24.3%
2	Texas	8.7%
3	Florida	6.3%
4	Missouri	4.5%
5	Washington	3.6%
6	Colorado	3.6%

7	Maryland	3.4%
8	Arizona	3.0%
9	Illinois	2.6%
10	Nevada	2.5%

## Most Popular Points of Interest

National Parks dominate the list of the most popular attractions. Of the more than nine million points of interest listed on Roadtrippers, eight out of the top ten most popular road trip attractions are National Parks. The Grand Canyon National Park in Arizona attracted the most travel planners, followed by Yellowstone National Park in Wyoming. Eight of the top twenty road trip attractions are located in Arizona and Utah, along the routes surrounding canyon landscapes (Table 5).

Table 5. Most Popular Points of Interest

Rank	Attractions
1	The Grand Canyon National Park, Arizona
2	Yellowstone National Park, Wyoming
3	Mount Rushmore, South Dakota
4	Zion National Park, Utah
5	Cadillac Ranch, Texas
6	Yosemite National Park, California
7	Arches National Park, Utah
8	Badlands National Park, South Dakota
9	Bryce Canyon National Park, Utah
10	Redwood National and State Parks, California
11	Petrified Forest National Park, Arizona
12	Wigwam Village Motel No. 6, Arizona
13	Antelope Canyon, Arizona
14	Death Valley National Park, Nevada
15	Calico Ghost Town, California
16	The Hoover Dam, Arizona
17	Blue Whale of Catoosa, Oklahoma
18	Grand Teton National Park, Wyoming
19	Golden Gate Bridge, California
20	Meteor Crater, Arizona

## What Travelers Plan to Do?

This research also identified some interesting behavioral patterns of online road trip planners. While finding attractions and other places to visit along the way is a priority, finding places “on the road” to eat and drink is also important to many users of the website and app. For example, 27% of trips planned on Roadtrippers.com include food and drink stops. In addition to food and drink stops, the online planners also include camping locations and accommodation in their itineraries (Table 6).

Table 6. Trips with Specific Activity Categories

Category	Proportion of Trips
Attractions	49%
Food & Drink	27%
Accommodation	14%
Camping	7%

## Data Source

The results of this study were based on 1,048,576 planned trips. Planned trips include the beginning and ending places of the road trip by which the authors can identify the top destinations and starting regions via frequency analysis. Points of interest saved by the website or app users can also be traced.

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