



# MAKE IT A QUICKIE... GETAWAY, THAT IS!

Now more than ever, consumers crave quick, bite-sized experiences to keep up with their fast-paced lifestyles, and travel is no exception. According to a new survey by online travel site Hotwire, nearly all Americans (90%) prefer short trips to longer vacations. Millennials, in particular, are fueling the dramatic rise of this quick getaway trend with spontaneous, 2-3 night "quickies."

Hotwire wants to make it easy for anyone to take an unexpected trip, which is why the experts in last-minute travel ranked the country's best cities to make it a quickie... getaway, that is!

## METHODOLOGY

To find the best cities for a quickie, Hotwire analyzed and scored over 10,000 data points across 250 cities based on three categories, with three subcategories each:

**BEST BANG FOR YOUR BUCK - VALUE (20%):** *Hotels can be expensive, especially when you just need to make it a quickie, so Hotwire enables more travel with their opaque Hot Rate deals. Then head to the Quickie Index cities where you'll get even more bang for your buck.*

1. High hotel demand (total number of room nights booked on Hotwire between 2016-2018, based on travel within 7 days of arrival on a Friday or Saturday and 1-2 day stay)
2. Lowest average hotel daily rate (Hotwire Hot Rate and retail rates, between 2016-2018, based on travel within 7 days of arrival on a Friday or Saturday and 1-2 day stay)
3. Lowest average airfare ticket price (based on Expedia Group flight data between 2016-2018)

**EASE OF ARRIVAL - CONVENIENCE (20%):** *For a true quickie getaway, minimizing the time needed to actually get to that destination is paramount to maximizing the fun!*

1. Short flight time (number of flights from top 50 U.S. airports that are 3 hours or less)
2. Short drive time (number of top 50 U.S. metro areas within 250 miles)
3. Shortest distance from airport to city center / downtown

**THINGS TO DO - LEISURE (60%):** *Having a quickie is all about seizing the moment. Head to destinations offering a variety of entertainment options that cater to all traveler types to ensure a great time.*

1. Most number of bars and restaurants (based on TripAdvisor)
2. Most things to do (sites and attractions based on TripAdvisor)
3. Least number of rainy days

## SCORING

Each subcategory was ranked on a scale of 1-5, allowing each main category to receive a maximum of 15 points.

Leveraging the different rankings across all three categories, Hotwire created a weighted composite index to determine which cities had the highest ranking across all variables.

Each category score was weighted by the following:

**VALUE SCORE - 20% | CONVENIENCE SCORE - 20% | LEISURE SCORE - 60%**

### MAJOR METROPOLISES (600,000+)\*\*

Rank	Destination	Value	Convenience	Leisure	Total Score*
1	Las Vegas, NV	11	10	15	140.99
2	Los Angeles, CA	9	11	15	138.53
2	San Diego, CA	9	11	15	138.53
4	Houston, TX	12	9	14	134.87
5	Dallas, TX	12	11	13	132.85
6	Philadelphia, PA	10	13	13	132.53
7	New York, NY	9	12	13	128.09
8	San Francisco, CA	9	9	14	127.97
9	Washington, D.C.	11	8	13	124.14
10	Austin, TX	10	12	12	124.10

### MID-SIZE MUST-SEES (599,999 - 300,000)

Rank	Destination	Value	Convenience	Leisure	Total Score
1	Atlanta, GA	11	12	13	194.78
2	Miami, FL	10	11	12	179.15
3	Tampa, FL	12	13	10	170.21
4	St. Louis, MO	11	13	10	167.35
5	New Orleans, LA	9	7	11	155.35
6	Minneapolis, MN	12	9	9	149.28
7	Cincinnati, OH	12	12	8	147.39
8	Milwaukee, WI	11	11	8	141.81
9	Pittsburgh, PA	10	12	8	141.67
10	Albuquerque, NM	10	11	8	138.95

### SMALL TOWN FAVORITES (299,999 - 150,000)

Rank	Destination	Value	Convenience	Leisure	Total Score
1	Orlando, FL	12	12	11	208.99
2	Richmond, VA	9	12	7	148.82
3	Boise, ID	10	8	7	141.23
3	Salt Lake City, UT	10	8	7	141.23
5	Reno, NV	8	10	7	140.42
5	Chattanooga, TN	8	10	7	140.42
7	Madison, WI	12	10	6	139.97
8	Birmingham, AL	10	12	6	139.16
9	Springfield, MO	7	12	7	137.34
10	Spokane, WA	9	8	6	125.42

### ITTY BITTY CITIES (<150,000)

Rank	Destination	Value	Convenience	Leisure	Total Score
1	Newport Beach, CA	5	11	12	135.71
2	Branson, MO	12	6	8	108.60
3	Charleston, SC	5	10	9	107.62
4	Sarasota, FL	7	12	8	106.82
5	Savannah, GA	7	10	8	103.50
6	Asheville, NC	6	10	8	101.15
7	Palm Springs, CA	5	11	8	100.46
8	Santa Fe, NM	6	4	9	100.01
9	Wilmington, DE	8	14	6	94.86
10	Monterey, CA	6	10	7	92.34

\*Total score = weighted composite number x 10000

\*\*Based on city population. Major Metropolises = Large Cities, Mid-Size Must-Sees = Medium Cities, Small Town Favorites = Small Cities, Itty Bitty Cities = Micro Cities



## THE TOP DESTINATIONS

### MAJOR METROPOLISES — LAS VEGAS, NV

From entertainment, cuisine, and nightlife, Las Vegas is known as the ultimate playground (especially for adults). Home to nearly 150,000 hotel rooms, visitors can relax and soak in the sun by the pool, indulge in retail therapy, and get a taste of world-renowned culinary talent, which are all conveniently located on the famous Las Vegas Strip. For adrenaline seekers of another kind, head to Red Rock Canyon for hiking adventures, free fall from the 108th floor from the Big Shot! at the Stratosphere, or zip line across Fremont Street in Downtown Las Vegas at SlotZilla.

**FUN FACT:** The Strip uses 15,000 miles of neon tubing.



### MID-SIZE MUST-SEES — ATLANTA, GA

Known as a city for cultural aficionados and sports fanatics, Atlanta is in fact a city that has something for everyone. Use CityPASS to explore top attractions for discounted prices at places like Fernbank Museum of Natural History and World of Coca-Cola. Head to Eastside for eclectic boutiques and nightlife or Buckhead for high-end dining and luxury shopping. For hidden gem seekers, visit Summerhill, which houses 83 acres of mixed-use development with the newest restaurants in the city.

**FUN FACT:** Atlanta is known as the “city in the forest” because 48% of the city is covered in trees.



### SMALL TOWN FAVORITES — ORLANDO, FL

Home to seven of the world’s top theme parks and named the Theme Park Capital of the World®, Orlando combines all the fun of being a kid with grown-up thrills at its world-class attractions. With a thriving food scene and nightlife, travelers can taste, drink and play their way through the city. Outdoor adventure seekers can zip line over a gator breeding marsh at Gatorland, and budget-friendly travelers can enjoy attractions under \$25, including The Orlando StarFlyer at ICON Park, the “world’s tallest swing ride,” standing at 450 feet.

**FUN FACT:** Britney Spears, Christina Aguilera, Ryan Gosling and Justin Timberlake “earned their ears” on Disney Channel’s The New Mickey Mouse Club, filmed on location at Disney’s Hollywood Studios.



### ITTY BITTY CITIES — NEWPORT BEACH, CA

Newport Beach is home to miles of diverse water experiences and is a place where laid back relaxation meets luxury. With the largest recreational harbor on the West Coast, locals suggest renting Duffy electric boats by the hour and cruising the water to fully embody a true Newport Beach experience. If you’re looking for something off the beaten path, visit the Crystal Cove State Park, which features tidepools and fully restored, charming cottages from the 1930s and 1940s.

**FUN FACT:** The famous “Balboa Bar” and frozen banana treats were invented in Newport Beach.

