



2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

BIG BEND REGION

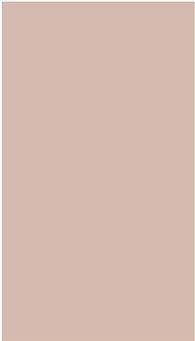
MSAs:

El Paso

Odessa

Midland





Year-End 2015 Texas Tourism
Regions and MSA Profile

BIG BEND REGION



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Objectives of this report...

The objective of this report is to provide comprehensive and reliable travel information for each of Texas' seven Tourism Regions and individual Metropolitan Statistical Areas (MSAs) within each Tourism Region. An MSA is a geographical region defined by the U.S. Office of Management and Budget (OMB) as one or more counties having a large central population area and being related to the central population area by economic, geographic, and other factors. Not every Texas county is in an MSA.

How to read this report

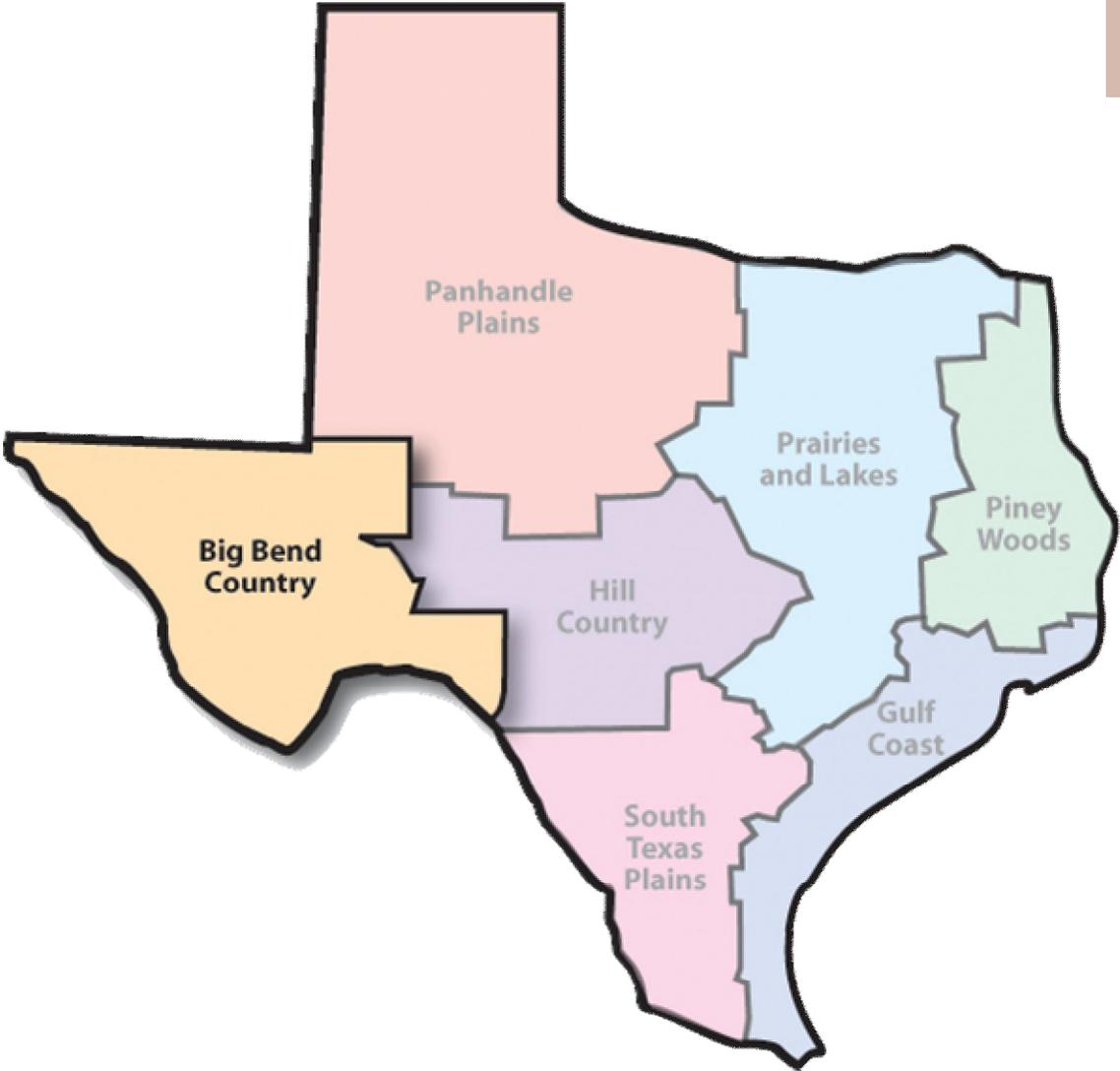
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

The data are made available by D.K. Shifflet and Associates, Ltd, through its *DIRECTIONS* syndicated traveler tracking system. It provides an accurate representation of domestic travel patterns to Texas' Tourism Regions and MSAs.

Data

Big Bend Tourism Region Profile

Big Bend Tourism Region



Big Bend Region Executive Summary

Highlights of Visitors to the Big Bend Region

- Texans generated 50% of Person-Days to the Big Bend Region; Non-Texans 50%
- Top 3 Texan origin DMAs (Odessa-Midland, El Paso, San Antonio); Non-Texan DMAs (Oklahoma City, OK, Phoenix, AZ, Colorado Springs-Pueblo, CO)
- Leisure travel represented 52.5% of Person-Days to the Big Bend Region; Vacation 9.0% and Non-Vacation 43.5%
- Business travel represented 47.5% of Person-Days to the Big Bend Region; Meetings 11.9% and Transient 35.7%
- Activity categories participated: Attractions 7.8%, Culture 13.5%, Family/Life Events 26.9%, Libation/Culinary 12.8%, Nature 8.0%, Outdoor Sports 5.5%, General 48.0%
- Average Party Size (Adults and Children) 1.57 persons
- Average Length of Stay was 2.49 days (overnight and days); 3.07 nights (overnight only).
- 77.6% traveled by Auto; 21.7% by Air
- Average distance traveled 558 miles
- Accommodation Type: Paid 65.2%; Non-Paid 34.6%; Other Overnight 0.2%
- Average Per Person Per Day Spending \$125.30
- Average Age 46.8 years
- Average Household Income \$91,929
- Employment: Employed 72.6%, Retired 14.6%, Not Employed 12.8%
- Marital Status: Married 71.3%, Never Married 18.7%, Divorced/Widowed 10%
- Children in Household: Yes 36.4%, No 63.6%

Big Bend Region Executive Summary

Volume/Share

The Big Bend Region contains the following MSAs:
El Paso, Odessa, Midland

The number of Person-Stays to the Big Bend Region was estimated at 7.76 million in 2015, and the volume of Person-Days was estimated at 18.49 million.

The Big Bend Region's share of total Person-Days to Texas ranked 7 out of the 7 Texas Tourism Regions.

Big Bend Volume (millions)

Person-Days	Total	Leisure	Business
2015	18.49	9.68	8.82
2014	18.12	9.37	8.75
2013	16.94	8.85	8.09
Person-Stays	Total	Leisure	Business
2014	7.76	4.13	3.63
2014	7.53	3.92	3.61
2013	7.00	3.71	3.28

Big Bend Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	3.1	2.3	5.5
2014	3.8	2.5	7.6
2013	3.0	1.7	6.2

Big Bend Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	50.2%	Total Non-Texans (Interstate)	49.8%
Odessa-Midland	10.8%	Oklahoma City, OK	8.1%
El Paso	9.6%	Phoenix, AZ	7.3%
San Antonio	7.1%	Colorado Springs-Pueblo, CO	4.4%
Houston	7.0%	Albuquerque-Santa Fe, NM	4.1%
Dallas-Fort Worth	6.3%	Wilkes Barre-Scranton, PA	2.8%
Harlingen-Weslaco-Brownsville-McAllen	3.1%	Washington, DC (Hagerstown, MD)	1.7%
Abilene-Sweetwater	1.9%	Knoxville, TN	1.6%
Lubbock	1.4%	New York, NY	1.4%

Big Bend Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	52.5%	Total Business	47.5%
Vacation	9.0%	Meetings	11.9%
General Vacation-Overnight	4.4%	Seminar/Training	4.6%
Getaway Weekend-Overnight	3.2%	Convention	0.6%
Day Trip Vacation/Getaway	1.4%	Other Group Meeting	6.7%
Non-Vacation	43.5%	Transient	35.7%
Visit Friend/Relative	23.8%	Inspection/Audit	5.4%
Medical/Health Care	5.8%	Construction/Repair	4.4%
Special Event (celebration, reunion)	5.5%	Consulting/Client Service	3.7%
Convention/Show/Conference	0.2%	Sales/Purchasing	3.6%
Seminar/Class/Training (personal)	0.0%	Government/Military	1.8%
Other Leisure/Personal	8.2%	Other Business	16.8%

Big Bend Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	7.8%	Nature (Net)	8.0%
Nightlife (bar, nightclub etc.)	2.5%	Parks (national/state etc.)	6.6%
Professional Sports Event	1.7%	Camping	1.9%
Gambling (slots, cards, horses etc.)	1.7%	Wildlife Viewing (birds, whales etc.)	1.8%
Culture (Net)	13.5%	Outdoor Sports (Net)	5.5%
Touring/Sightseeing	5.0%	Hiking	2.6%
Historic Sites	4.8%	Fishing	1.8%
Movies	3.4%	Golfing	1.2%
Family/Life Events (Net)	26.9%	General (Net)	48.0%
Visit Friends/Relatives (general visit)	18.6%	Shopping	17.8%
Personal Special Event (Anniversary, Birthday)	5.1%	Business	15.7%
Funeral/Memorial	3.9%	Medical/Health/Doctor Visit	10.1%
Libation/Culinary (Net)	12.8%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	12.7%	Avg. Party Size (Adults and Children)	1.57 persons
Winery/Distillery/Brewery Tours	0.1%	One Male Only	49.2%
		One Female Only	14.5%
		One Male and One Female	15.7%
		Two Male or Two Females	7.5%
		Three or More Adults	3.3%
		Adult(s) with Children	9.7%

Big Bend Tourism Region

REGION			REGION	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	2.49	days	Paid Accommodations	65.2%
Average Length (Overnight Only)	3.07	nights	Hotel/Motel	54.1%
	Day –Trips	43.4%	High-End	9.1%
	1-3 Nights	44.5%	Mid-Level	27.6%
	4-7 Nights	7.7%	Economy	9.1%
	8+ Nights	4.4%	Other Hotel/Motel	8.3%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	11.1%
	Air	21.7%	Non-Paid Accommodations	34.6%
	Auto Travel (Net)	77.6%	Other Overnight	0.2%
	Other Transportation (Net)	0.7%		
	Bus	0.7%		
	Train	0.0%		
	Other	0.0%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	558	miles		
	250 Miles or Less	31.8%		
	251-500 Miles	32.7%		
	500-1000 Miles	16.6%		
	1001 Miles or More	18.9%		

Big Bend Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	46.7%	Avg. Per Person Per Day Spending	\$125.30
Transportation - Excluding Airfare	23.7%	Transportation - Total	\$58.50
Transportation - Airfare	23.0%	Transportation - Excluding Airfare	\$29.70
Transportation - Rental Car	6.3%	Transportation - Airfare	\$124.30
Transportation - Other	17.4%	Transportation - Rental Car	\$47.50
Food	20.2%	Transportation - Other	\$21.90
Lodging - Total	17.4%	Food	\$25.30
Lodging - Room	17.2%	Lodging - Total	\$42.40
Lodging - Services	0.2%	Lodging - Room	\$44.10
Shopping	10.0%	Lodging - Services	\$0.70
Entertainment	4.4%	Shopping	\$12.50
Miscellaneous	1.3%	Entertainment	\$5.50
		Miscellaneous	\$1.70

Big Bend Tourism Region

	REGION	REGION
Demographic Profile (Person-Days)		
Average Age	46.8	Employment
18-34 Years	24.2%	Employed 72.6%
35-49 Years	34.1%	Retired 14.6%
50-64 Years	25.8%	Not Employed 12.8%
65+ Years	15.9%	
Marital Status		
Average HH Income (in \$1,000)	\$91,929	Married 71.3%
Under \$25,000	8.6%	Never Married 18.7%
\$25,000-\$49,999	18.7%	Divorced/Widowed 10.0%
\$50,000-\$74,999	23.4%	
\$75,000-\$99,999	12.6%	Children in Household
\$100,0000+	36.7%	Yes 36.4%
		No 63.6%

El Paso MSA

El Paso MSA Executive Summary

Highlights of Visitors to the El Paso MSA

- Texans generated 32% of Person-Days to the El Paso MSA; Non-Texans 68%
- Top 3 Texan origin DMAs (El Paso, Houston, Dallas-Fort Worth); Non-Texan DMAs (Phoenix, AZ, Albuquerque-Santa Fe, NM, Oklahoma City, OK)
- Leisure travel represented 45.7% of Person-Days to the El Paso MSA; Vacation 4.9% and Non-Vacation 40.8%
- Business travel represented 54.3% of Person-Days to the El Paso MSA; Meetings 22.1% and Transient 32.1%
- Activity categories participated: Attractions 15.3%, Culture 15.4%, Family/Life Events 33.5%, Libation/Culinary 15.2%, Nature 3.2%, Outdoor Sports 6.5%, General 44.3%
- Average Party Size (Adults and Children) 1.54 persons
- Average Length of Stay was 2.70 days (overnight and days); 2.88 nights (overnight only).
- 67.5% traveled by Auto; 31.6% by Air
- Average distance traveled 693 miles
- Accommodation Type: Paid 60.4%; Non-Paid 39.3%; Other Overnight 0.4%
- Average Per Person Per Day Spending \$154.80
- Average Age 45.6 years
- Average Household Income \$88,900
- Employment: Employed 70%, Retired 14.3%, Not Employed 15.7%
- Marital Status: Married 66.7%, Never Married 24.8%, Divorced/Widowed 8.5%
- Children in Household: Yes 41.9%, No 58.1%

El Paso MSA Executive Summary

Volume/Share

The number of Person-Stays to the El Paso MSA was estimated at 3.31 million in 2015, and the volume of Person-Days was estimated at 8.75 million.

The El Paso MSA's share of total Person-Days to Texas ranked 9 out of 26 Texas MSAs.

El Paso, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	8.75	4.01	4.74
2014	8.42	3.75	4.67
2013	8.06	3.61	4.45
Person-Stays	Total	Leisure	Business
2015	3.31	1.49	1.82
2014	3.12	1.41	1.71
2013	2.96	1.37	1.59

El Paso, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	1.5%	1.0%	3.1%
2014	1.6%	0.8%	3.5%
2013	1.7%	0.8%	3.8%

El Paso MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	32.0%	Total Non-Texans (Interstate)	68.0%
El Paso	9.6%	Phoenix, AZ	15.7%
Houston	9.2%	Albuquerque-Santa Fe, NM	7.8%
Dallas-Fort Worth	5.2%	Oklahoma City, OK	4.3%
Odessa-Midland	2.4%	Knoxville, TN	3.6%
Lubbock	1.8%	Tucson (Sierra Vista), AZ	2.5%
Harlingen-Weslaco-Brownsville-McAllen	1.2%	Paducah, KY-Cape Girardeau, MO-Harrisburg-Mt. Vernon, IL	2.2%
Austin	1.1%	Charlotte, NC	2.2%
Waco-Temple-Bryan	0.8%	New York, NY	2.1%

El Paso MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	45.7%	Total Business	54.3%
Vacation	4.9%	Meetings	22.1%
Getaway Weekend-Overnight	2.2%	Seminar/Training	9.4%
Day Trip Vacation/Getaway	1.6%	Convention	1.3%
General Vacation-Overnight	1.1%	Other Group Meeting	11.4%
Non-Vacation	40.8%	Transient	32.1%
Visit Friend/Relative	26.8%	Sales/Purchasing	6.6%
Special Event (celebration, reunion)	6.0%	Inspection/Audit	4.2%
Medical/Health Care	1.2%	Consulting/Client Service	2.9%
Convention/Show/Conference	0.3%	Construction/Repair	2.5%
Seminar/Class/Training (personal)	0.0%	Government/Military	1.8%
Other Leisure/Personal	6.5%	Other Business	14.1%

El Paso MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	15.3%	Nature (Net)	3.2%
Gambling (slots, cards, horses etc.)	4.0%	Parks (national/state etc.)	1.9%
Professional Sports Event	3.9%	Eco/Sustainable Travel	1.5%
Nightlife (bar, nightclub etc.)	3.5%	Camping	1.3%
Culture (Net)	15.4%	Outdoor Sports (Net)	6.5%
Movies	5.5%	Hiking	4.9%
Historic Sites	5.3%	Golfing	2.3%
Touring/Sightseeing	4.9%	Biking	1.7%
Family/Life Events (Net)	33.5%	General (Net)	44.3%
Visit Friends/Relatives (general visit)	24.7%	Business	26.6%
Personal Special Event (Anniversary, Birthday)	8.0%	Shopping	13.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	1.7%	Real Estate (buy/sell)	8.0%
Libation/Culinary (Net)	15.2%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	15.1%	Avg. Party Size (Adults and Children)	1.54 <i>persons</i>
Winery/Distillery/Brewery Tours	0.1%	One Male Only	52.2%
		One Female Only	14.1%
		One Male and One Female	13.9%
		Two Male or Two Females	6.7%
		Three or More Adults	2.6%
		Adult(s) with Children	10.6%

El Paso MSA

		MSA		MSA	
Length of Stay (Stays)		Accommodation Type (Person-Days)			
Average Length (Incl. Days)	2.70	days	Paid Accommodations		60.4%
Average Length (Overnight Only)	2.88	nights	Hotel/Motel		55.8%
	Day –Trips	32.3%		High-End	15.6%
	1-3 Nights	52.5%		Mid-Level	34.4%
	4-7 Nights	11.9%		Economy	3.8%
	8+ Nights	3.3%	Other Hotel/Motel		2.0%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		4.6%
	Air	31.6%	Non-Paid Accommodations		39.3%
	Auto Travel (Net)	67.5%	Other Overnight		0.4%
	Other Transportation (Net)	0.9%			
	Bus	0.8%			
	Train	0.0%			
	Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	693	miles			
	250 Miles or Less	20.5%			
	251-500 Miles	20.3%			
	500-1000 Miles	30.6%			
	1001 Miles or More	28.5%			

El Paso MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	50.5%	Avg. Per Person Per Day Spending	\$154.80
Transportation - Excluding Airfare	19.8%	Transportation - Total	\$78.10
Transportation - Airfare	30.7%	Transportation - Excluding Airfare	\$30.60
Transportation - Rental Car	7.1%	Transportation - Airfare	\$162.40
Transportation - Other	12.6%	Transportation - Rental Car	\$52.90
Food	18.8%	Transportation - Other	\$19.50
Lodging - Total	18.8%	Food	\$29.10
Lodging - Room	18.7%	Lodging - Total	\$53.90
Lodging - Services	0.1%	Lodging - Room	\$55.40
Shopping	6.6%	Lodging - Services	\$0.70
Entertainment	4.0%	Shopping	\$10.10
Miscellaneous	1.3%	Entertainment	\$6.20
		Miscellaneous	\$2.00

El Paso MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		45.6	Employment		
	18-34 Years	25.1%		Employed	70.0%
	35-49 Years	35.2%		Retired	14.3%
	50-64 Years	26.5%		Not Employed	15.7%
	65+ Years	13.2%			
Marital Status					
Average HH Income (in \$1,000)		\$88,900		Married	66.7%
	Under \$25,000	13.6%		Never Married	24.8%
	\$25,000-\$49,999	17.8%		Divorced/Widowed	8.5%
	\$50,000-\$74,999	20.0%			
	\$75,000-\$99,999	14.4%	Children in Household		
	\$100,0000+	34.2%		Yes	41.9%
				No	58.1%

Odessa, TX MSA

Odessa, TX MSA Executive Summary

Highlights of Visitors to the Odessa MSA

- Texans generated 95.1% of Person-Days to the Odessa MSA; Non-Texans 4.9%
- Top 3 Texan origin DMAs (Odessa-Midland, Harlingen-Weslaco-Brownsville-McAllen, Dallas-Fort Worth); Non-Texan DMAs (Seattle-Tacoma, WA, Sacramento-Stockton-Modesto, CA, Phoenix, AZ) –small sample, use with caution
- Leisure travel represented 65.2% of Person-Days to the Odessa MSA; Vacation 0.0% and Non-Vacation 65.2%
- Business travel represented 34.8% of Person-Days to the Odessa MSA; Meetings 9.3% and Transient 25.5%
- Activity categories participated: Attractions 3.1%, Culture 2.1%, Family/Life Events 13.8%, Libation/Culinary 8.9%, Nature 2.4%, Outdoor Sports 0.2%, General 74.6%
- Average Party Size (Adults and Children) 1.73 persons
- Average Length of Stay was 1.28 days (overnight and days); 2.87 nights (overnight only).
- 85.5% traveled by Auto; 10.9% by Air
- Average distance traveled 286miles
- Accommodation Type: Paid 63.6%; Non-Paid 36.4%; Other Overnight 0.0%
- Average Per Person Per Day Spending \$111.40
- Average Age 52.4 years
- Average Household Income \$96,945
- Employment: Employed 88.5%, Retired 3.7%, Not Employed 7.7%
- Marital Status: Married 80.9%, Never Married 18.3%, Divorced/Widowed 0.7%
- Children in Household: Yes 49.4%, No 50.6%

Odessa MSA Small Sample – Use with caution

Texas Destinations 2015 prepared for The Office of the Governor, Economic Development & Tourism Division.

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Odessa, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Odessa MSA was estimated at 1.10 million in 2015, and the volume of Person-Days was estimated at 1.75 million.

The Odessa MSA's share of total Person-Days to Texas ranked 26 out of 26 Texas MSAs.

Odessa, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	1.75	1.13	0.61
2014	1.58	1.03	0.55
2013	1.50	0.99	0.51
Person-Stays	Total	Leisure	Business
2015	1.10	0.68	0.42
2014	0.96	0.57	0.38
2013	0.86	0.53	0.33

Odessa, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	0.3%	0.3%	0.5%
2014	0.2%	0.2%	0.3%
2013	0.2%	0.1%	0.3%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	95.1%	Total Non-Texans (Interstate)	4.9%
Odessa-Midland	41.2%	Seattle-Tacoma, WA	1.4%
Harlingen-Weslaco-Brownsville-McAllen	25.2%	Sacramento-Stockton-Modesto, CA	0.8%
Dallas-Fort Worth	12.9%	Phoenix, AZ	0.6%
Shreveport	6.1%	Philadelphia, PA	0.6%
El Paso	3.6%	Oklahoma City, OK	0.3%
Wichita Falls & Lawton	3.2%	Chicago, IL	0.3%
Abilene-Sweetwater	1.9%	Louisville, KY	0.3%
Austin	0.5%	Odessa-Midland, TX	0.3%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	65.2%	Total Business	34.8%
Vacation	0.0%	Meetings	9.3%
Getaway Weekend-Overnight	0.0%	Seminar/Training	0.3%
General Vacation-Overnight	0.0%	Convention	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meeting	9.0%
Non-Vacation	65.2%	Transient	25.5%
Visit Friend/Relative	26.7%	Construction/Repair	16.5%
Medical/Health Care	17.1%	Consulting/Client Service	3.1%
Special Event (celebration, reunion)	5.4%	Sales/Purchasing	1.5%
Convention/Show/Conference	0.0%	Inspection/Audit	0.8%
Seminar/Class/Training (personal)	0.0%	Government/Military	0.0%
Other Leisure/Personal	16.0%	Other Business	3.6%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	3.1%	Nature (Net)	2.4%
Nightlife (bar, nightclub etc.)	2.3%	Parks (national/state etc.)	2.4%
Amateur Sports (attend/participate)	0.5%	Camping	0.0%
Theme/Amusement/Water Parks	0.3%	Eco/Sustainable Travel	0.0%
Culture (Net)	2.1%	Outdoor Sports (Net)	0.2%
Concerts/Theatre/Dance etc.	1.9%	Boating/Sailing	0.2%
Movies	1.9%	Fishing	0.2%
Festival/Fairs (state, craft, etc.)	1.6%	Extreme/Adventure Sports	0.0%
Family/Life Events (Net)	13.8%	General (Net)	74.6%
Visit Friends/Relatives (general visit)	12.9%	Shopping	44.7%
Personal Special Event (Anniversary, Birthday)	4.8%	Medical/Health/Doctor Visit	34.3%
Funeral/Memorial	0.3%	Business	5.5%
Libation/Culinary (Net)	8.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	8.9%	Avg. Party Size (Adults and Children)	1.73 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	40.5%
		One Female Only	4.3%
		One Male and One Female	35.3%
		Two Male or Two Females	15.9%
		Three or More Adults	0.4%
		Adult(s) with Children	3.6%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

		MSA		MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	1.28	days	Paid Accommodations	63.6%	
Average Length (Overnight Only)	2.87	nights	Hotel/Motel	63.6%	
	Day –Trips	81.7%		High-End	2.5%
	1-3 Nights	10.9%		Mid-Level	6.8%
	4-7 Nights	7.2%		Economy	54.2%
	8+ Nights	0.3%		Other Hotel/Motel	0.0%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel 0.0%		
	Air	10.9%	Non-Paid Accommodations		36.4%
	Auto Travel (Net)	85.5%	Other Overnight		0.0%
	Other Transportation (Net)	3.6%			
	Bus	3.6%			
	Train	0.0%			
	Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	286	miles			
	250 Miles or Less	50.0%			
	251-500 Miles	45.4%			
	500-1000 Miles	1.3%			
	1001 Miles or More	3.3%			

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	40.0%	Avg. Per Person Per Day Spending	\$111.40
Transportation - Excluding Airfare	34.7%	Transportation - Total	\$44.60
Transportation - Airfare	5.3%	Transportation - Excluding Airfare	\$38.70
Transportation - Rental Car	8.9%	Transportation - Airfare	\$54.10
Transportation - Other	25.8%	Transportation - Rental Car	\$57.00
Food	18.2%	Transportation - Other	\$28.80
Lodging - Total	7.8%	Food	\$20.30
Lodging - Room	7.7%	Lodging - Total	\$25.40
Lodging - Services	0.1%	Lodging - Room	\$24.90
Shopping	31.3%	Lodging - Services	\$0.50
Entertainment	2.4%	Shopping	\$34.80
Miscellaneous	0.4%	Entertainment	\$2.60
		Miscellaneous	\$0.40

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		52.4	Employment		
	18-34 Years	12.8%		Employed	88.5%
	35-49 Years	31.9%		Retired	3.7%
	50-64 Years	23.2%		Not Employed	7.7%
	65+ Years	32.2%			
Marital Status					
Average HH Income (in \$1,000)		\$96,945		Married	80.9%
	Under \$25,000	9.1%		Never Married	18.3%
	\$25,000-\$49,999	10.1%		Divorced/Widowed	0.7%
	\$50,000-\$74,999	32.3%			
	\$75,000-\$99,999	26.3%	Children in Household		
	\$100,0000+	22.3%		Yes	49.4%
				No	50.6%

Odessa MSA Small Sample – Use with caution

Midland, TX MSA

Midland, TX MSA Executive Summary

Highlights of Visitors to the Midland MSA

- Texans generated 72.1% of Person-Days to the Midland MSA; Non-Texans 27.9%
- Top 3 Texan origin DMAs (Odessa-Midland, Dallas-Fort Worth, El Paso); Non-Texan DMAs (Wilkes Barre-Scranton, PA, Albuquerque-Santa Fe, NM, Oklahoma City, OK)
- Leisure travel represented 74.3% of Person-Days to the Midland MSA; Vacation 3.1% and Non-Vacation 71.2%
- Business travel represented 25.7% of Person-Days to the Midland MSA; Meetings 7.5% and Transient 18.2%
- Activity categories participated: Attractions 3.7%, Culture 7.9%, Family/Life Events 29.2%, Libation/Culinary 19.5%, Nature 4.3%, Outdoor Sports 0.3%, General 59%
- Average Party Size (Adults and Children) 1.42 persons
- Average Length of Stay was 2.72 days (overnight and days); 4.15 nights (overnight only).
- 69.5% traveled by Auto; 30.5% by Air
- Average distance traveled 497 miles
- Accommodation Type: Paid 45.3%; Non-Paid 54.7%; Other Overnight 0.0%
- Average Per Person Per Day Spending \$100.90
- Average Age 53.5 years
- Average Household Income \$70,315
- Employment: Employed 61.4%, Retired 30.7%, Not Employed 8%
- Marital Status: Married 70.4%, Never Married 5.2%, Divorced/Widowed 24.4%
- Children in Household: Yes 39.5%, No 60.5%

Midland MSA Small Sample – Use with caution

Midland, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Midland MSA was estimated at 1.70 million in 2015, and the volume of Person-Days was estimated at 4.01 million.

The Midland MSA's share of total Person-Days to Texas ranked 18 out of 26 Texas MSAs.

Midland, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	4.01	2.17	1.84
2014	3.98	2.19	1.79
2013	3.84	2.03	1.81
Person-Stays	Total	Leisure	Business
2015	1.70	0.94	0.76
2014	1.61	0.93	0.68
2013	1.48	0.85	0.63

Midland, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	0.6%	0.6%	0.6%
2014	0.5%	0.6%	0.5%
2013	0.9%	0.6%	1.7%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	72.1%	Total Non-Texans (Interstate)	27.9%
Odessa-Midland	22.2%	Wilkes Barre-Scranton, PA	17.1%
Dallas-Fort Worth	13.6%	Albuquerque-Santa Fe, NM	4.1%
El Paso	10.5%	Oklahoma City, OK	1.9%
Houston	9.8%	Chattanooga, TN	1.3%
Abilene-Sweetwater	6.8%	Tulsa, OK	1.2%
Harlingen-Weslaco-Brownsville-McAllen	2.7%	Odessa-Midland, TX	0.8%
San Angelo	2.6%	San Francisco-Oakland-San Jose, CA	0.5%
Lubbock	2.3%	Bowling Green, KY	0.2%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	74.3%	Total Business	25.7%
Vacation	3.1%	Meetings	7.5%
Getaway Weekend-Overnight	2.7%	Seminar/Training	2.1%
Day Trip Vacation/Getaway	0.5%	Convention	0.0%
General Vacation-Overnight	0.0%	Other Group Meeting	5.4%
Non-Vacation	71.2%	Transient	18.2%
Visit Friend/Relative	32.0%	Construction/Repair	5.9%
Medical/Health Care	20.2%	Consulting/Client Service	2.8%
Special Event (celebration, reunion)	0.7%	Inspection/Audit	2.5%
Convention/Show/Conference	0.1%	Sales/Purchasing	1.4%
Seminar/Class/Training (personal)	0.0%	Government/Military	0.0%
Other Leisure/Personal	18.2%	Other Business	5.7%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	3.7%	Nature (Net)	4.3%
Nightlife (bar, nightclub etc.)	2.0%	Camping	2.2%
Theme/Amusement/Water Parks	1.2%	Parks (national/state etc.)	2.1%
Professional Sports Event	0.6%	Eco/Sustainable Travel	0.0%
Culture (Net)	7.9%	Outdoor Sports (Net)	0.3%
Movies	4.9%	Golfing	0.3%
Festival/Fairs (state, craft, etc.)	3.4%	Boating/Sailing	0.0%
Concerts/Theatre/Dance etc.	2.7%	Extreme/Adventure Sports	0.0%
Family/Life Events (Net)	29.2%	General (Net)	59.0%
Visit Friends/Relatives (general visit)	24.6%	Shopping	25.4%
Personal Special Event (Anniversary, Birthday)	2.6%	Medical/Health/Doctor Visit	15.6%
Reunion/Graduation	1.4%	Religious/Faith Based Conference	10.3%
Libation/Culinary (Net)	19.5%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	19.5%	Avg. Party Size (Adults and Children)	1.42 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	38.8%
		One Female Only	34.8%
		One Male and One Female	14.8%
		Two Male or Two Females	2.6%
		Three or More Adults	5.0%
		Adult(s) with Children	4.0%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	2.72	days	Paid Accommodations		45.3%
Average Length (Overnight Only)	4.15	nights	Hotel/Motel		24.0%
	Day –Trips	52.6%		High-End	6.9%
	1-3 Nights	33.4%		Mid-Level	9.2%
	4-7 Nights	8.7%		Economy	7.8%
	8+ Nights	5.3%	Other Hotel/Motel		0.2%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		21.2%
	Air	30.5%	Non-Paid Accommodations		54.7%
	Auto Travel (Net)	69.5%	Other Overnight		0.0%
	Other Transportation (Net)	0.0%			
	Bus	0.0%			
	Train	0.0%			
	Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	497	miles			
	250 Miles or Less	47.8%			
	251-500 Miles	30.1%			
	500-1000 Miles	2.0%			
	1001 Miles or More	20.1%			

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	40.1%	Avg. Per Person Per Day Spending	\$100.90
Transportation - Excluding Airfare	24.8%	Transportation - Total	\$40.40
Transportation - Airfare	15.3%	Transportation - Excluding Airfare	\$25.00
Transportation - Rental Car	2.4%	Transportation - Airfare	\$56.50
Transportation - Other	22.4%	Transportation - Rental Car	\$39.20
Food	20.5%	Transportation - Other	\$22.60
Lodging - Total	13.6%	Food	\$20.70
Lodging - Room	13.4%	Lodging - Total	\$45.90
Lodging - Services	0.2%	Lodging - Room	\$62.80
Shopping	19.1%	Lodging - Services	\$0.60
Entertainment	6.4%	Shopping	\$19.20
Miscellaneous	0.5%	Entertainment	\$6.40
		Miscellaneous	\$0.50

Midland MSA Small Sample – Use with caution

Midland, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		53.5	Employment		
	18-34 Years	24.2%		Employed	61.4%
	35-49 Years	20.0%		Retired	30.7%
	50-64 Years	29.0%		Not Employed	8.0%
	65+ Years	26.9%			
Marital Status					
Average HH Income (in \$1,000)		\$70,315		Married	70.4%
	Under \$25,000	6.1%		Never Married	5.2%
	\$25,000-\$49,999	43.5%		Divorced/Widowed	24.4%
	\$50,000-\$74,999	23.2%			
	\$75,000-\$99,999	11.7%	Children in Household		
	\$100,0000+	15.5%		Yes	39.5%
				No	60.5%

Midland MSA Small Sample – Use with caution

Appendix

Basic Units of Measure

The majority of data in the report is presented in travel person "days," also referred to as "Person-Days." The use of "days" accounts for the difference in party size and travel duration between travel parties. For example, each person does not spend the same amount of time at a travel destination. One person may stay for one day while another stays for eight days, each generating different revenue and economic impacts; therefore, "Person-Days" based data captures a fuller impact of a person's travel and represents a more comprehensive understanding of the competitive destinations market. "Person-Days" includes Day-Trips of over 50 miles one-way as well as overnight trips. Overnight trips are converted to "days" by adding to the number of nights a "day" factor.

"Person-Stays" represents the measure of the travel industry for which one person accounts for one trip regardless of trip length. "Person-Stays" is used to estimate travel volume. While "Person-Stays" does not capture the full impact of a person's travel, volume in "Person-Stays" is widely used in the industry. The estimated volume therefore allows comparison with other industry sources. "Person-Stays" includes Day-Trips of over 50 miles one-way and overnight trips.

"Trip-Days" represents the number of travel days spent in the market, regardless of the number of people in the travel party, and allows trips of longer length by any particular trip party type to have a greater weight than shorter trips. This measure is used to report trip party composition.

User's Guide

Volume/Share of Travel:

The volume of travel is estimated as the number of Person-Stays as well as the number of Person-Days at a specific destination. The share of travel is the percentage of total Person-Days to Texas accounted for by a specific destination. This information is helpful in assessing the relative volume of travel to specific destinations.

Designated Market Area (DMA):

A DMA is geographic area defined by Nielson Media Research, Inc. for what is commonly known as a television broadcast market. Every U.S. county is one and only one DMA. The data present a list of top Texas origin DMAs as well as Non-Texas origin DMAs. Some Texas DMAs are larger than 50 miles and include out-of-state counties. This information is very useful when evaluating advertising markets.

Purpose of Stay:

The primary reasons for visiting a destination are outlined. Business Person-Days are divided into Group Meetings (e.g., conventions/seminars) and Transient Business (e.g. sales/consulting). Leisure Person Days are segmented into Leisure Vacation (e.g., general vacation/getaway weekend) and Leisure Non-Vacation (e.g., visiting friends and relatives/special event). They are also segmented by activities that are grouped in various categories, such as: Attractions, Outdoor Sports, Nature, Culture, and Touring. Information on purpose of stay and activities is useful in understanding travel motivations and has direct implications for advertising messages.

Travel Party Composition/Length of Stay:

Trip Party Composition is defined as the makeup of people in the immediate travel party. Trip Party Compositions include the following segments: adults traveling with children (families), couples (one male/one female), one male alone, one female alone, or other adult combinations. The Length of Stay is distributed into Day-Trips, short trips (1-3 nights), medium trips (4-7 nights), and long trips (8+ nights). Information obtained from Trip Party Composition and Length of Stay helps profile the traveler. Both measures are strongly related to the purpose of stay. For instance, the Transient Business person (e.g., salesperson) generally travels alone and has a shorter trip length.

User's Guide

Expenditures:

Data on expenditures represent direct spending per person per day for six expenditure categories: transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures. Expenditure information is critical in assessing the direct economic impact of visitors.

Mode of Transportation/Distance Traveled:

The primary modes of transportation include air, car, bus, train, van/small truck, and camper/RV. The distance traveled (one-way) from home is categorized into short distances (less than 250 miles), medium distances (251 to 500 miles; 501 to 1,000 miles), and long distances (1,001 miles or more). This information is useful in deciding on advertising vehicles and communication reach.

Type of Accommodations:

The proportion of Day-Trips versus one or more nights travel is shown. Lodging types are distributed into paid accommodations (i.e., hotel/motel and non-hotel/motel) and non-paid accommodations. The strength of the hotel/motel market is compared to other paid and non-paid accommodations.

Demographic Profile:

Visitors' age, income, and employment status are key to determining the socioeconomic profile of visitors.

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2015	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Total Texas	5,686	0.2%	0.4%	0.6%	0.8%	1.1%
Big Bend Region	231	1.1%	2.0%	2.8%	4.1%	5.4%
El Paso, TX MSA	140	1.4%	2.5%	3.7%	5.3%	6.9%
Odessa, TX MSA	14	4.4%	8.1%	11.5%	16.7%	21.9%
Midland, TX MSA	44	2.5%	4.5%	6.5%	9.4%	12.4%

Research Methodology

DKSA's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and has, for the last 27 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.