2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

MSA:
Austin-Round Rock

HILL COUNTRY REGION

DKS&A
DIRECTIONS®

Year-End 2015 Texas Tourism Regions and MSA Profile

HILL COUNTRY REGION

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Table of Contents

4 **Objectives**

5 **Hill Country Region**

7-8 Hill Country Region Executive Summary

9-12 Hill Country Region Data Tables

13 **Austin-Round Rock, TX MSA**

14-15 Austin-Round Rock, TX MSA Executive Summary

16-19 Austin-Round Rock, TX MSA Data Tables

20 **Appendix**

21-23 User's Guide

24 Statistical References

25 Research Methodology

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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.

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Data

Hill Country Tourism Region Profile

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Hill Country Tourism Region

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Hill Country Region Executive Summary

Highlights of Visitors to the Hill Country Region

- Texans generated 69.4% of Person-Days to the Hill Country Region; Non-Texans 30.6%
- Top 3 Texan origin DMAs (Houston, San Antonio, Dallas-Fort Worth); Non-Texan DMAs (New York, San Francisco-Oakland-San Jose, Los Angeles)
- Leisure travel represented 73.5% of Person-Days to the Hill Country Region; Vacation 25.2% and Non-Vacation 48.3%
- Business travel represented 26.5% of Person-Days to the Hill Country Region; Meetings 13.1% and Transient 13.4%
- Activity categories participated: Attractions 17.2%, Culture 28.8%, Family/Life Events 34.5%, Libation/Culinary 27.6%, Nature 15.6%, Outdoor Sports 9.9%, General 39.8%
- Average Party Size (Adults and Children) 1.77 persons
- Average Length of Stay was 1.96 days (overnight and days); 2.47 nights (overnight only).
- 82.8% traveled by Auto; 15.6% by Air
- Average distance traveled 434 miles
- Accommodation Type: Paid 65.3%; Non-Paid 34.4%; Other Overnight 0.3%
- Average Per Person Per Day Spending $127.40
- Average Age 45.9 years
- Average Household Income $99,801
- Employment: Employed 68.9%, Retired 14.8%, Not Employed 16.3%
- Marital Status: Married 62.8%, Never Married 27.1%, Divorced/Widowed 10.1%
- Children in Household: Yes 35.6%, No 64.4%

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Hill Country Region Executive Summary

Volume/Share

The Hill Country Tourism Region contains the following MSAs:
Austin-Round Rock

The number of Person-Stays to the Hill Country Region was estimated at 30.11 million in 2015, and the volume of Person-Days was estimated at 59.62 million.

The Hill Country Region's share of total Person-Days to Texas ranked 4 out of the 7 Texas Tourism Regions.

Hill Country Volume (millions)

Person-Days	Total	Leisure	Business
2015	59.62	42.78	16.84
2014	57.16	40.83	16.34
2013	55.24	39.19	16.05
Person-Stays	**Total**	**Leisure**	**Business**
2015	30.11	20.73	9.38
2014	28.40	19.62	8.77
2013	27.16	18.85	8.31

Hill Country Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	11.5%	11.4%	11.9%
2014	10.7%	10.3%	11.8%
2013	10.5%	10.2%	11.3%

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Hill Country Tourism Region

Top Origin DMAs (Person-Days)	REGION	Top Origin DMAs (Person-Days)	REGION
In State DMAs		**Out-of-State DMAs**	
Total Texans (Intrastate)	**69.4%**	**Total Non-Texans (Interstate)**	**30.6%**
Houston	14.6%	New York, NY	2.4%
San Antonio	12.6%	San Francisco-Oakland-San Jose, CA	2.0%
Dallas-Fort Worth	12.5%	Los Angeles, CA	1.6%
Austin	11.7%	Chicago, IL	1.4%
Waco-Temple-Bryan	3.8%	Portland, OR	1.1%
Harlingen-Weslaco-Brownsville-McAllen	2.8%	Atlanta, GA	1.0%
Tyler-Longview (Lufkin, Nacogdoches)	1.8%	New Orleans, LA	0.9%
San Angelo	1.5%	Oklahoma City, OK	0.8%

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Hill Country Tourism Region

Purpose of Stay (Person-Days)	REGION	Purpose of Stay (Person-Days)	REGION
Total Leisure	73.5%	**Total Business**	26.5%
Vacation	25.2%	**Meetings**	13.1%
Getaway Weekend-Overnight	15.7%	Convention	5.3%
General Vacation-Overnight	6.6%	Seminar/Training	4.9%
Day Trip Vacation/Getaway	2.9%	Other Group Meetings	2.9%
Non-Vacation	48.3%	**Transient**	13.4%
Visit Friend/Relative	25.6%	Client Service	2.8%
Special Event (celebration, reunion)	11.0%	Sales/Purchasing	2.7%
Convention/Show/Conference	2.2%	Construction/Repair	1.0%
Medical/Health Care	1.7%	Government/Military	0.4%
Seminar/Class/Training (personal)	1.0%	Inspection/Audit	0.4%
Other Leisure/Personal	6.9%	Other Business	6.2%

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Hill Country Tourism Region

	REGION		REGION	
Activities Summary (Stays)				
Attractions (Net)	17.2%	**Nature (Net)**	15.6%	
Nightlife (bar, nightclub etc.)	11.2%	Parks (national/state, etc.)	11.4%	
Amateur Sports (attend/participate)	3.7%	Beach/Waterfront	2.8%	
Show: Boat, Car, Home	2.3%	Camping	2.1%	
Culture (Net)	28.8%	**Outdoor Sports (Net)**	9.9%	
Concerts/Theatre/Dance etc.	9.3%	Hiking	3.1%	
Touring/Sightseeing	9.1%	Fishing	2.4%	
Historic Sites	8.6%	Golfing	1.9%	
Family/Life Events (Net)	34.5%	**General (Net)**	39.8%	
Visit Friends/Relatives (general visit)	24.2%	Shopping	23.2%	
Personal Special Event (Anniversary, Birthday)	5.1%	Business	13.2%	
Holiday Celebration (Thanksgiving, July 4th etc.)	4.1%	Medical/Health/Doctor Visit	3.0%	
Libation/Culinary (Net)	27.6%	**Trip Party Composition (Trip-Days)**		
Culinary/Dining Experience	26.4%	***Avg. Party Size (Adults and Children)***	**1.77**	***persons***
Winery/Distillery/Brewery Tours	2.9%	One Male Only	27.3%	
		One Female Only	22.6%	
		One Male and One Female	29.7%	
		Two Male or Two Females	5.8%	
		Three or More Adults	5.1%	
		Adult(s) with Children	9.6%	

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Hill Country Tourism Region

	REGION			REGION
Length of Stay (Stays)			**Accommodation Type (Person-Days)**	
Average Length (Incl. Days)	**1.96**	***days***	**Paid Accommodations**	65.3%
Average Length (Overnight Only)	**2.47**	***nights***	Hotel/Motel	50.9%
Day –Trips	51.1%		High-End	16.8%
1-3 Nights	41.0%		Mid-Level	21.5%
4-7 Nights	6.8%		Economy	9.2%
8+ Nights	1.2%		Other Hotel/Motel	3.4%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	14.3%
Air	15.6%		**Non-Paid Accommodations**	34.4%
Auto Travel (Net)	82.8%		**Other Overnight**	0.3%
Other Transportation (Net)	1.6%			
Bus	1.1%			
Train	0.2%			
Other	0.2%			
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	434	***miles***		
250 Miles or Less	61.3%			
251-500 Miles	10.8%			
500-1000 Miles	9.8%			
1001 Miles or More	18.0%			

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Hill Country Tourism Region

Expenditure Summary (Person-Days)	REGION
Transportation - Total	33.0%
Transportation - Excluding Airfare	22.2%
Transportation - Airfare	10.8%
Transportation - Rental Car	4.1%
Transportation - Other	18.1%
Food	24.8%
Lodging - Total	19.5%
Lodging - Room	18.7%
Lodging - Services	0.8%
Shopping	12.6%
Entertainment	7.7%
Miscellaneous	2.4%

Expenditure Summary (Person-Days)	REGION
Avg. Per Person Per Day Spending	$127.40
Transportation - Total	$42.00
Transportation - Excluding Airfare	$28.30
Transportation - Airfare	$84.20
Transportation - Rental Car	$38.30
Transportation - Other	$23.00
Food	$31.60
Lodging - Total	$47.90
Lodging - Room	$48.70
Lodging - Services	$3.10
Shopping	$16.10
Entertainment	$9.80
Miscellaneous	$3.10

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Hill Country Tourism Region

	REGION		REGION
Demographic Profile (Person-Days)			
Average Age	**45.9**	**Employment**	
18-34 Years	29.7%	Employed	68.9%
35-49 Years	26.8%	Retired	14.8%
50-64 Years	30.2%	Not Employed	16.3%
65+ Years	13.3%		
		Marital Status	
Average HH Income (in $1,000)	$99,801	Married	62.8%
Under $25,000	11.4%	Never Married	27.1%
$25,000-$49,999	16.5%	Divorced/Widowed	10.1%
$50,000-$74,999	15.7%		
$75,000-$99,999	16.0%	**Children in Household**	
$100,0000+	40.4%	Yes	35.6%
		No	64.4%

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Austin-Round Rock, TX MSA

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Austin-Round Rock, TX MSA Executive Summary

Highlights of Visitors to the Austin-Round Rock MSA

- Texans generated 65.9% of Person-Days to the Austin-Round Rock MSA; Non-Texans 34.1%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, San Antonio); Non-Texan DMAs (New York, San Francisco-Oakland-San Jose, Los Angeles)
- Leisure travel represented 69.8% of Person-Days to the Austin-Round Rock MSA; Vacation 21.8% and Non-Vacation 48%
- Business travel represented 30.2% of Person-Days to the Austin-Round Rock MSA; Meetings 15.6% and Transient 14.6%
- Activity categories participated: Attractions 18.7%, Culture 28.1%, Family/Life Events 33.6%, Libation/Culinary 26.5%, Nature 14.1%, Outdoor Sports 9.6%, General 39.5%
- Average Party Size (Adults and Children) 1.72 persons
- Average Length of Stay was 1.95 days (overnight and days); 2.45 nights (overnight only).
- 79.4% traveled by Auto; 19% by Air
- Average distance traveled 470 miles
- Accommodation Type: Paid 61.7%; Non-Paid 38.1%; Other Overnight 0.2%
- Average Per Person Per Day Spending $132.00
- Average Age 44.8 years
- Average Household Income $98,082
- Employment: Employed 70.4%, Retired 13.2%, Not Employed 16.5%
- Marital Status: Married 60.0%, Never Married 31.1%, Divorced/Widowed 8.9%
- Children in Household: Yes 34.9%, No 65.1%

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Austin-Round Rock, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Austin-Round Rock MSA was estimated at 24.11 million in 2015, and the volume of Person-Days was estimated at 48.18 million.

The Austin-Round Rock MSA's share of total Person-Days to Texas ranked 4 out of 26 Texas MSAs.

Austin-Round Rock, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	48.18	32.58	15.59
2014	45.55	30.54	15.01
2013	43.69	29.17	14.53
Person-Stays	**Total**	**Leisure**	**Business**
2015	24.11	15.58	8.53
2014	22.62	14.70	7.92
2013	21.54	14.09	7.45

Austin-Round Rock, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	9.3%	8.7%	11.3%
2014	8.9%	8.2%	10.8%
2013	8.7%	8.0%	10.5%

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Austin-Round Rock MSA

Top Origin DMAs (Person-Days)	MSA	Top Origin DMAs (Person-Days)	MSA
In State DMAs		**Out-of-State DMAs**	
Total Texans (Intrastate)	65.9%	**Total Non-Texans (Interstate)**	34.1%
Houston	15.4%	New York, NY	2.9%
Dallas-Fort Worth	12.9%	San Francisco-Oakland-San Jose, CA	2.4%
San Antonio	10.2%	Los Angeles, CA	2.0%
Austin	9.6%	Portland, OR	1.4%
Waco-Temple-Bryan	4.2%	Atlanta, GA	1.2%
Harlingen-Weslaco-Brownsville-McAllen	3.5%	New Orleans, LA	1.1%
Tyler-Longview (Lufkin, Nacogdoches)	1.8%	Chicago, IL	1.0%
El Paso	1.3%	Salt Lake City, UT	0.9%

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Austin-Round Rock MSA

Purpose of Stay (Person-Days)	MSA	Purpose of Stay (Person-Days)	MSA
Total Leisure	69.8%	**Total Business**	30.2%
Vacation	21.8%	**Meetings**	15.6%
Getaway Weekend-Overnight	13.2%	Convention	6.4%
General Vacation-Overnight	6.5%	Seminar/Training	6.0%
Day Trip Vacation/Getaway	2.2%	Other Group Meetings	3.2%
Non-Vacation	48.0%	**Transient**	14.6%
Visit Friend/Relative	28.1%	Sales/Purchasing	3.2%
Special Event (celebration, reunion)	8.3%	Consulting/Client Service	2.9%
Medical/Health Care	2.0%	Construction/Repair	1.0%
Convention/Show/Conference	1.8%	Government/Military	0.4%
Seminar/Class/Training (personal)	1.2%	Inspection/Audit	0.3%
Other Leisure/Personal	6.5%	Other Business	6.8%

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Austin-Round Rock MSA

	MSA		MSA	
Activities Summary (Stays)				
Attractions (Net)	18.7%	**Nature (Net)**	14.1%	
Nightlife (bar, nightclub etc.)	12.3%	Parks (national/state, etc.)	10.7%	
Amateur Sports (attend/participate)	4.2%	Beach/Waterfront	2.3%	
Show: Boat, Car, Home	2.1%	Wildlife Viewing (birds, whales etc.)	1.6%	
Culture (Net)	28.1%	**Outdoor Sports (Net)**	9.6%	
Concerts/Theatre/Dance etc.	10.3%	Hiking	2.5%	
Touring/Sightseeing	8.2%	Fishing	2.4%	
Historic Sites	7.7%	Golfing	2.2%	
Family/Life Events (Net)	33.6%	**General (Net)**	39.5%	
Visit Friends/Relatives (general visit)	25.7%	Shopping	22.4%	
Personal Special Event (Anniversary, Birthday)	4.7%	Business	14.5%	
Holiday Celebration (Thanksgiving, July 4th etc.)	2.3%	Medical/Health/Doctor Visit	3.1%	
Libation/Culinary (Net)	26.5%	**Trip Party Composition (Trip-Days)**		
Culinary/Dining Experience	25.9%	***Avg. Party Size (Adults and Children)***	**1.72**	***persons***
Winery/Distillery/Brewery Tours	1.5%	One Male Only	28.5%	
		One Female Only	22.6%	
		One Male and One Female	29.5%	
		Two Male or Two Females	5.8%	
		Three or More Adults	4.9%	
		Adults with Children	8.7%	

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Austin-Round Rock MSA

	MSA				MSA
Length of Stay (Stays)			**Accommodation Type (Person-Days)**		
Average Length (Incl. Days)	1.95	***days***	**Paid Accommodations**		61.7%
Average Length (Overnight Only)	2.45	***nights***	Hotel/Motel		51.4%
Day –Trips	51.0%			High-End	19.4%
1-3 Nights	41.1%			Mid-Level	20.5%
4-7 Nights	6.7%			Economy	7.6%
8+ Nights	1.1%		Other Hotel/Motel		3.9%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		10.4%
Air	19.0%		**Non-Paid Accommodations**		38.1%
Auto Travel (Net)	79.4%		**Other Overnight**		0.2%
Other Transportation (Net)	1.6%				
Bus	1.1%				
Train	0.3%				
Other	0.3%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	470	***miles***			
250 Miles or Less	57.9%				
251-500 Miles	11.2%				
500-1000 Miles	10.7%				
1001 Miles or More	20.2%				

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Austin-Round Rock MSA

Expenditure Summary (Person-Days)	MSA
Transportation - Total	34.3%
Transportation - Excluding Airfare	22.2%
Transportation - Airfare	12.1%
Transportation - Rental Car	4.4%
Transportation - Other	17.8%
Food	24.3%
Lodging - Total	19.1%
Lodging - Room	18.2%
Lodging - Services	0.8%
Shopping	12.2%
Entertainment	7.7%
Miscellaneous	2.4%

Expenditure Summary (Person-Days)	MSA
Avg. Per Person Per Day Spending	$132.00
Transportation - Total	$45.30
Transportation - Excluding Airfare	$29.30
Transportation - Airfare	$87.60
Transportation - Rental Car	$40.40
Transportation - Other	$23.40
Food	$32.00
Lodging - Total	$51.50
Lodging - Room	$52.20
Lodging - Services	$3.60
Shopping	$16.10
Entertainment	$10.20
Miscellaneous	$3.20

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Austin-Round Rock MSA

	MSA		MSA
Demographic Profile (Person-Days)			
Average Age	44.8	**Employment**	
18-34 Years	32.2%	Employed	70.4%
35-49 Years	27.0%	Retired	13.2%
50-64 Years	29.3%	Not Employed	16.5%
65+ Years	11.4%		
		Marital Status	
Average HH Income (in $1,000)	$98,082	Married	60.0%
Under $25,000	12.4%	Never Married	31.1%
$25,000-$49,999	17.0%	Divorced/Widowed	8.9%
$50,000-$74,999	15.0%		
$75,000-$99,999	15.8%	**Children in Household**	
$100,0000+	39.8%	Yes	34.9%
		No	65.1%

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Appendix

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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.

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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.

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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.

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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%
Hill Country Region	1,191	0.5%	0.9%	1.3%	1.8%	2.4%
Austin-Round Rock, TX MSA	1,043	0.5%	0.9%	1.3%	1.9%	2.5%

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Research Methodology

DKSA's **TRAVEL *PERFORMANCE/Monitor*SM** 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.

"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.

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.

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