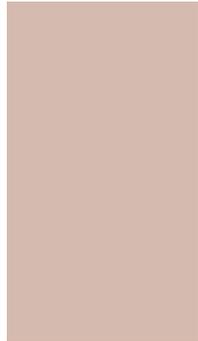




# **2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE PANHANDLE PLAINS REGION**

MSAs:  
Abilene  
Lubbock  
Amarillo  
San Angelo  
Wichita Falls





Year-End 2015 Texas Tourism  
Regions and MSA Profile

# PANHANDLE PLAINS 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*

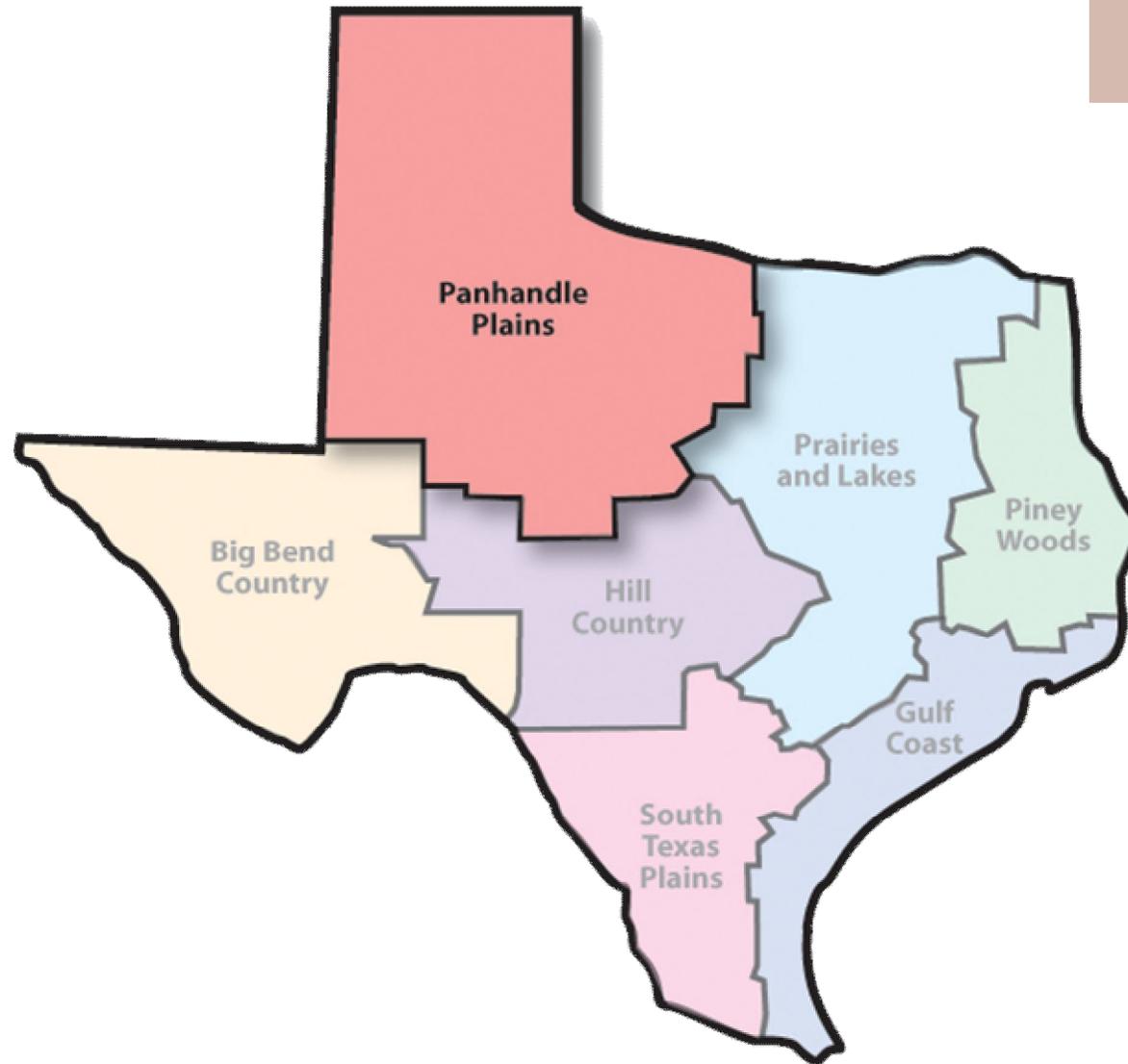
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

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

### Panhandle Plains Tourism Region Profile

## Panhandle Plains Tourism Region



# Panhandle Plains Region Executive Summary

## Highlights of Visitors to the Panhandle Plains Region

- Texans generated 66.4% of Person-Days to the Panhandle Plains Region; Non-Texans 33.6%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Amarillo, San Antonio); Non-Texan DMAs (Monroe, LA-EL Dorado, AR, Little Rock-Pine Bluff, AR, Oklahoma City, OK)
- Leisure travel represented 66.6% of Person-Days to the Panhandle Plains Region; Vacation 10.4% and Non-Vacation 56.2%
- Business travel represented 33.4% of Person-Days to the Panhandle Plains Region; Meetings 8% and Transient 25.4%
- Activity categories participated: Attractions 7.9%, Culture 12.7%, Family/Life Events 35.5%, Libation/Culinary 19.7%, Nature 5.4%, Outdoor Sports 6.1%, General 46.9%
- Average Party Size (Adults and Children) 1.59 persons
- Average Length of Stay was 1.91 days (overnight and days); 2.82 nights (overnight only).
- 92.3% traveled by Auto; 7.2% by Air
- Average distance traveled 356 miles
- Accommodation Type: Paid 56%; Non-Paid 43.5%; Other Overnight 0.5%
- Average Per Person Per Day Spending \$98.30
- Average Age 45.3 years
- Average Household Income \$85,441
- Employment: Employed 69.1%, Retired 14.4%, Not Employed 16.5%
- Marital Status: Married 65.4%, Never Married 21.9%, Divorced/Widowed 12.7%
- Children in Household: Yes 32.2%, No 67.8%

# Panhandle Plains Region Executive Summary

## Volume/Share

The Panhandle Plains Region contains the following MSAs:  
Abilene, Lubbock, Amarillo, San Angelo, and Wichita Falls

The number of Person-Stays to the Panhandle Plains Region was estimated at 23.31 million in 2015, and the volume of Person-Days was estimated at 43.42 million.

The Panhandle Plains Region's share of total Person-Days to Texas ranked 5 out of the 7 Texas Tourism Regions.

### Panhandle Plains Volume (millions)

Person-Days	Total	Leisure	Business
2015	43.42	31.50	11.92
2014	41.81	30.92	10.89
2013	41.01	30.59	10.42
Person-Stays	Total	Leisure	Business
2015	23.31	16.91	6.40
2014	22.66	16.70	5.96
2013	22.15	16.55	5.60

### Panhandle Plains Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	7.7%	6.4%	11.9%
2014	7.2%	6.9%	7.8%
2013	7.1%	7.6%	6.0%

# Panhandle Plains Tourism Region

REGION		REGION	
<b>Top Origin DMAs (Person-Days)</b>		<b>Top Origin DMAs (Person-Days)</b>	
<b>In State DMAs</b>		<b>Out-of-State DMAs</b>	
<b>Total Texans (Intrastate)</b>	<b>66.4%</b>	<b>Total Non-Texans (Interstate)</b>	<b>33.6%</b>
Dallas-Fort Worth	19.9%	Monroe, LA-El Dorado, AR	5.7%
Amarillo	17.0%	Little Rock-Pine Bluff, AR	3.6%
San Antonio	3.9%	Oklahoma City, OK	2.5%
Houston	3.8%	Denver, CO	1.6%
Austin	3.7%	Albuquerque-Santa Fe, NM	1.6%
Lubbock	3.7%	St. Louis, MO	1.3%
Odessa-Midland	3.6%	Phoenix, AZ	1.1%
Abilene-Sweetwater	3.1%	Lexington, KY	0.9%

## Panhandle Plains Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>66.6%</b>	<b>Total Business</b>	<b>33.4%</b>
<b>Vacation</b>	<b>10.4%</b>	<b>Meetings</b>	<b>8.0%</b>
General Vacation-Overnight	4.5%	Seminar/Training	3.8%
Getaway Weekend-Overnight	3.8%	Convention	0.6%
Day Trip Vacation/Getaway	2.1%	Other Group Meetings	3.6%
<b>Non-Vacation</b>	<b>56.2%</b>	<b>Transient</b>	<b>25.4%</b>
Visit Friend/Relative	36.7%	Construction/Repair	8.1%
Special Event (celebration, reunion)	5.2%	Sales/Purchasing	3.4%
Medical/Health Care	4.1%	Consulting/Client Service	2.7%
Convention/Show/Conference	1.9%	Inspection/Audit	1.0%
Seminar/Class/Training (personal)	0.8%	Government/Military	0.7%
Other Leisure/Personal	7.5%	Other Business	9.5%

# Panhandle Plains Tourism Region

REGION		REGION	
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>7.9%</b>	<b>Nature (Net)</b>	<b>5.4%</b>
Amateur Sports (attend/participate)	3.0%	Parks (national/state etc.)	2.8%
Nightlife (bar, nightclub etc.)	2.8%	Camping	2.2%
Zoo/Aquarium	1.3%	Wildlife Viewing (birds, whales etc.)	0.6%
<b>Culture (Net)</b>	<b>12.7%</b>	<b>Outdoor Sports (Net)</b>	<b>6.1%</b>
Concerts/Theatre/Dance etc.	5.0%	Fishing	2.2%
Movies	5.0%	Hiking	1.5%
Museums/Art Exhibits etc.	3.1%	Golfing	1.5%
<b>Family/Life Events (Net)</b>	<b>35.5%</b>	<b>General (Net)</b>	<b>46.9%</b>
Visit Friends/Relatives (general visit)	25.6%	Shopping	21.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	7.6%	Business	20.6%
Personal Special Event (Anniversary, Birthday)	3.4%	Medical/Health/Doctor Visit	6.9%
<b>Libation/Culinary (Net)</b>	<b>19.7%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	19.0%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.59 persons</b>
Winery/Distillery/Brewery Tours	0.8%	One Male Only	31.9%
		One Female Only	30.7%
		One Male and One Female	23.0%
		Two Male or Two Females	3.6%
		Three or More Adults	3.7%
		Adult(s) with Children	7.1%

# Panhandle Plains Tourism Region

REGION			REGION		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.91</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>56.0%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.82</b>	<b>nights</b>	Hotel/Motel	39.4%	
	Day –Trips	58.9%		High-End	6.5%
	1-3 Nights	33.1%		Mid-Level	21.2%
	4-7 Nights	5.7%		Economy	10.4%
	8+ Nights	2.3%	Other Hotel/Motel	1.3%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	16.6%	
	<b>Air</b>	<b>7.2%</b>	<b>Non-Paid Accommodations</b>	<b>43.5%</b>	
	<b>Auto Travel (Net)</b>	<b>92.3%</b>	<b>Other Overnight</b>	0.5%	
	<b>Other Transportation (Net)</b>	<b>0.5%</b>			
	Bus	0.5%			
	Train	0.0%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>356</b>	<b>miles</b>			
	250 Miles or Less	49.7%			
	251-500 Miles	24.9%			
	500-1000 Miles	18.5%			
	1001 Miles or More	7.0%			

## Panhandle Plains Tourism Region

REGION		REGION	
<b>Expenditure Summary (Person-Days)</b>		<b>Expenditure Summary (Person-Days)</b>	
<b>Transportation - Total</b>	<b>38.0%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$98.30</b>
Transportation - Excluding Airfare	29.7%	<b>Transportation - Total</b>	<b>\$37.40</b>
Transportation - Airfare	8.3%	Transportation - Excluding Airfare	\$29.20
Transportation - Rental Car	3.1%	Transportation - Airfare	\$123.60
Transportation - Other	26.7%	Transportation - Rental Car	\$39.00
<b>Food</b>	<b>26.3%</b>	Transportation - Other	\$26.20
<b>Lodging - Total</b>	<b>14.2%</b>	<b>Food</b>	<b>\$25.80</b>
Lodging - Room	14.0%	<b>Lodging - Total</b>	<b>\$34.80</b>
Lodging - Services	0.2%	Lodging - Room	\$36.20
<b>Shopping</b>	<b>15.3%</b>	Lodging - Services	\$0.70
<b>Entertainment</b>	<b>4.3%</b>	<b>Shopping</b>	<b>\$15.00</b>
<b>Miscellaneous</b>	<b>2.0%</b>	<b>Entertainment</b>	<b>\$4.20</b>
		<b>Miscellaneous</b>	<b>\$2.00</b>

## Panhandle Plains Tourism Region

		REGION			REGION
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>45.3</b>	<b>Employment</b>		
	18-34 Years	29.2%		Employed	69.1%
	35-49 Years	28.9%		Retired	14.4%
	50-64 Years	29.3%		Not Employed	16.5%
	65+ Years	12.5%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$85,441</b>		Married	65.4%
	Under \$25,000	9.4%		Never Married	21.9%
	\$25,000-\$49,999	20.7%		Divorced/Widowed	12.7%
	\$50,000-\$74,999	20.0%			
	\$75,000-\$99,999	19.5%	<b>Children in Household</b>		
	\$100,0000+	30.4%		Yes	32.2%
				No	67.8%

## **Abilene, TX MSA**

# Abilene, TX MSA Executive Summary

## Highlights of Visitors to the Abilene MSA

- Texans generated 65.4% of Person-Days to the Abilene, TX MSA; Non-Texans 34.6%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Abilene-Sweetwater, San Antonio); Non-Texan DMAs (Oklahoma City, OK, Lexington, KY, Rochester, NY)
- Leisure travel represented 73.2% of Person-Days to the Abilene, TX MSA; Vacation 14.6% and Non-Vacation 58.6%
- Business travel represented 26.8% of Person-Days to the Abilene, TX MSA; Meetings 19% and Transient 7.8%
- Activity categories participated: Attractions 13%, Culture 30.3%, Family/Life Events 34.4%, Libation/Culinary 19.9%, Nature 5.3%, Outdoor Sports 13.8%, General 37.8%
- Average Party Size (Adults and Children) 1.62 persons
- Average Length of Stay was 1.96 days (overnight and days); 2.29 nights (overnight only).
- 92.2% traveled by Auto; 7.8% by Air
- Average distance traveled 429 miles
- Accommodation Type: Paid 61.7%; Non-Paid 38.3%; Other Overnight 0.0%
- Average Per Person Per Day Spending \$107.90
- Average Age 45.4 years
- Average Household Income \$79,451
- Employment: Employed 70.6%, Retired 19%, Not Employed 10.4%
- Marital Status: Married 49.2%, Never Married 36.7%, Divorced/Widowed 14.1%
- Children in Household: Yes 25%, No 75%

Abilene MSA Small Sample – Use with caution

# Abilene, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Abilene MSA was estimated at 3.67 million in 2015, and the volume of Person-Days was estimated at 6.76 million.

The Abilene MSA's share of total Person-Days to Texas ranked 14 out of 26 Texas MSAs.

### Abilene, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	6.76	4.82	1.93
2014	6.57	4.64	1.93
2013	6.47	4.53	1.93
Person-Stays	Total	Leisure	Business
2015	3.67	2.56	1.11
2014	3.65	2.53	1.12
2013	3.50	2.47	1.03

### Abilene, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	1.1%	1.1%	1.1%
2014	1.1%	1.0%	1.3%
2013	1.1%	1.1%	1.1%

# Abilene, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>65.4%</b>	<b>Total Non-Texans (Interstate)</b>	<b>34.6%</b>
Dallas-Fort Worth	28.1%	Oklahoma City, OK	8.9%
Abilene-Sweetwater	9.5%	Lexington, KY	6.2%
San Antonio	8.8%	Rochester, NY	4.8%
Houston	5.6%	Dothan, AL	3.4%
Lubbock	3.1%	Greenville-New Bern-Washington, NC	2.9%
Odessa-Midland	2.9%	Portland-Auburn, ME	2.4%
Austin	2.7%	Savannah, GA	1.5%
El Paso	1.3%	Tucson (Sierra Vista), AZ	1.3%

## Abilene, TX MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>73.2%</b>	<b>Total Business</b>	<b>26.8%</b>
<b>Vacation</b>	<b>14.6%</b>	<b>Meetings</b>	<b>19.0%</b>
General Vacation-Overnight	9.5%	Seminar/Training	11.5%
Getaway Weekend-Overnight	3.6%	Convention	0.0%
Day Trip Vacation/Getaway	1.4%	Other Group Meetings	7.5%
<b>Non-Vacation</b>	<b>58.6%</b>	<b>Transient</b>	<b>7.8%</b>
Visit Friend/Relative	43.1%	Inspection/Audit	4.6%
Special Event (celebration, reunion)	5.4%	Consulting/Client Service	1.9%
Convention/Show/Conference	3.9%	Government/Military	0.0%
Medical/Health Care	0.0%	Sales/Purchasing	0.0%
Seminar/Class/Training (personal)	0.0%	Construction/Repair	0.0%
Other Leisure/Personal	6.2%	Other Business	1.3%

# Abilene, TX MSA

MSA		MSA	
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>13.0%</b>	<b>Nature (Net)</b>	<b>5.3%</b>
Nightlife (bar, nightclub etc.)	7.9%	Parks (national/state etc.)	2.8%
Zoo/Aquarium	3.3%	Wildlife Viewing (birds, whales etc.)	2.5%
Amateur Sports (attend/participate)	1.9%	Beach/Waterfront	0.1%
<b>Culture (Net)</b>	<b>30.3%</b>	<b>Outdoor Sports (Net)</b>	<b>13.8%</b>
Movies	17.5%	Fishing	8.3%
Concerts/Theatre/Dance etc.	9.5%	Golfing	2.7%
Museums/Art Exhibits etc.	8.7%	Hiking	2.6%
<b>Family/Life Events (Net)</b>	<b>34.4%</b>	<b>General (Net)</b>	<b>37.8%</b>
Visit Friends/Relatives (general visit)	24.0%	Shopping	17.0%
Funeral/Memorial	7.6%	Business	10.7%
Personal Special Event (Anniversary, Birthday)	3.4%	Spa	5.3%
<b>Libation/Culinary (Net)</b>	<b>19.9%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	19.9%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.62 persons</b>
Winery/Distillery/Brewery Tours	0.0%	One Male Only	29.9%
		One Female Only	22.4%
		One Male and One Female	30.7%
		Two Male or Two Females	4.4%
		Three or More Adults	4.5%
		Adult(s) with Children	8.1%

## Abilene, TX MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.96</b>	<b>Days</b>	<b>Paid Accommodations</b>	<b>61.7%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.29</b>	<b>nights</b>	Hotel/Motel	58.0%	
	Day –Trips	47.0%		High-End	16.6%
	1-3 Nights	45.5%		Mid-Level	23.2%
	4-7 Nights	7.4%		Economy	18.1%
	8+ Nights	0.1%	Other Hotel/Motel	0.0%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	3.7%	
	<b>Air</b>	<b>7.8%</b>	<b>Non-Paid Accommodations</b>	<b>38.3%</b>	
	<b>Auto Travel (Net)</b>	<b>92.2%</b>	<b>Other Overnight</b>	<b>0.0%</b>	
	<b>Other Transportation (Net)</b>	<b>0.0%</b>			
	Bus	0.0%			
	Train	0.0%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>429</b>	<b>miles</b>			
	250 Miles or Less	56.7%			
	251-500 Miles	17.7%			
	500-1000 Miles	13.1%			
	1001 Miles or More	12.4%			

# Abilene, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>41.6%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$107.90</b>
Transportation - Excluding Airfare	24.7%	<b>Transportation - Total</b>	<b>\$44.90</b>
Transportation - Airfare	16.9%	Transportation - Excluding Airfare	\$26.70
Transportation - Rental Car	2.9%	Transportation - Airfare	\$224.70
Transportation - Other	21.8%	Transportation - Rental Car	\$49.80
<b>Food</b>	<b>25.4%</b>	Transportation - Other	\$23.60
<b>Lodging - Total</b>	<b>21.0%</b>	<b>Food</b>	<b>\$27.40</b>
Lodging - Room	20.9%	<b>Lodging - Total</b>	<b>\$45.40</b>
Lodging - Services	0.1%	Lodging - Room	\$45.10
<b>Shopping</b>	<b>7.5%</b>	Lodging - Services	\$0.50
<b>Entertainment</b>	<b>3.5%</b>	<b>Shopping</b>	<b>\$8.10</b>
<b>Miscellaneous</b>	<b>1.0%</b>	<b>Entertainment</b>	<b>\$3.80</b>
		<b>Miscellaneous</b>	<b>\$1.10</b>

## Abilene, TX MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>45.4</b>	<b>Employment</b>		
	18-34 Years	24.7%		Employed	70.6%
	35-49 Years	37.6%		Retired	19.0%
	50-64 Years	21.4%		Not Employed	10.4%
	65+ Years	16.3%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$79,451</b>		Married	49.2%
	Under \$25,000	6.4%		Never Married	36.7%
	\$25,000-\$49,999	29.5%		Divorced/Widowed	14.1%
	\$50,000-\$74,999	14.1%			
	\$75,000-\$99,999	23.1%	<b>Children in Household</b>		
	\$100,0000+	26.9%		Yes	25.0%
				No	75.0%

## **Lubbock, TX MSA**

## Lubbock, TX MSA Executive Summary

### Highlights of Visitors to the Lubbock MSA

- Texans generated 66.9% of Person-Days to the Lubbock, TX MSA; Non-Texans 33.1%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Little Rock-Pine Bluff, AR, Albuquerque-Santa Fe, NM, Baton Rouge, LA)
- Leisure travel represented 77.4% of Person-Days to the Lubbock, TX MSA; Vacation 8.7% and Non-Vacation 68.7%
- Business travel represented 22.6% of Person-Days to the Lubbock, TX MSA; Meetings 9.6% and Transient 12.9%
- Activity categories participated: Attractions 11%, Culture 8.6%, Family/Life Events 43.8%, Libation/Culinary 25.9%, Nature 1.2%, Outdoor Sports 1.8%, General 39.9%
- Average Party Size (Adults and Children) 1.83 persons
- Average Length of Stay was 1.59 days (overnight and days); 2.30 nights (overnight only).
- 84.5% traveled by Auto; 13.7% by Air
- Average distance traveled 401 miles
- Accommodation Type: Paid 48.8%; Non-Paid 51%; Other Overnight 0.1%
- Average Per Person Per Day Spending \$111.10
- Average Age 49.4 years
- Average Household Income \$92,536
- Employment: Employed 61.4%, Retired 16.4%, Not Employed 22.2%
- Marital Status: Married 73%, Never Married 15.1%, Divorced/Widowed 11.9%
- Children in Household: Yes 39.8%, No 60.2%

# Lubbock, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Lubbock MSA was estimated at 5.81 million in 2015, and the volume of Person-Days was estimated at 10.03 million.

The Lubbock MSA's share of total Person-Days to Texas ranked 8 out of 26 Texas MSAs.

**Lubbock, TX MSA Volume (millions)**

Person-Days	Total	Leisure	Business
2015	10.03	7.49	2.54
2014	9.67	7.15	2.52
2013	9.25	6.83	2.43
Person-Stays	Total	Leisure	Business
2015	5.81	4.31	1.50
2014	5.71	4.25	1.46
2013	5.50	4.16	1.34

**Lubbock, TX MSA Share of Texas Travel**

Person-Days	Total	Leisure	Business
2015	1.8%	1.8%	1.7%
2014	2.0%	2.1%	1.7%
2013	1.8%	2.0%	1.2%

# Lubbock, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>66.9%</b>	<b>Total Non-Texans (Interstate)</b>	<b>33.1%</b>
Dallas-Fort Worth	20.8%	Little Rock-Pine Bluff, AR	14.4%
Houston	8.3%	Albuquerque-Santa Fe, NM	2.4%
Austin	8.2%	Baton Rouge, LA	2.1%
Amarillo	7.0%	Phoenix, AZ	2.1%
Odessa-Midland	6.8%	Seattle-Tacoma, WA	1.3%
Lubbock	5.4%	Wichita-Hutchinson Plus, KS	1.3%
El Paso	2.4%	Odessa-Midland, TX	1.2%
Tyler-Longview (Lufkin, Nacogdoches)	1.8%	Atlanta, GA	1.1%

## Lubbock, TX MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>77.4%</b>	<b>Total Business</b>	<b>22.6%</b>
<b>Vacation</b>	<b>8.7%</b>	<b>Meetings</b>	<b>9.6%</b>
Day Trip Vacation/Getaway	3.7%	Seminar/Training	5.0%
Getaway Weekend-Overnight	2.9%	Convention	1.1%
General Vacation-Overnight	2.1%	Other Group Meetings	3.5%
<b>Non-Vacation</b>	<b>68.7%</b>	<b>Transient</b>	<b>12.9%</b>
Visit Friend/Relative	47.3%	Sales/Purchasing	5.1%
Special Event (celebration, reunion)	7.7%	Consulting/Client Service	4.5%
Medical/Health Care	4.6%	Government/Military	1.4%
Seminar/Class/Training (personal)	2.2%	Construction/Repair	0.2%
Convention/Show/Conference	1.2%	Inspection/Audit	0.0%
Other Leisure/Personal	5.8%	Other Business	1.8%

# Lubbock, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>11.0%</b>	<b>Nature (Net)</b>	<b>1.2%</b>
Amateur Sports (attend/participate)	7.7%	Parks (national/state etc.)	1.1%
Nightlife (bar, nightclub etc.)	2.3%	Wildlife Viewing (birds, whales etc.)	0.1%
Show: Boat, Car, Home	0.6%	Eco/Sustainable Travel	0.0%
<b>Culture (Net)</b>	<b>8.6%</b>	<b>Outdoor Sports (Net)</b>	<b>1.8%</b>
Movies	5.1%	Hiking	1.0%
Concerts/Theatre/Dance etc.	5.0%	Biking	0.5%
Museums/Art Exhibits etc.	2.3%	Tennis	0.2%
<b>Family/Life Events (Net)</b>	<b>43.8%</b>	<b>General (Net)</b>	<b>39.9%</b>
Visit Friends/Relatives (general visit)	27.8%	Shopping	24.3%
Holiday Celebration (Thanksgiving, July 4th etc.)	11.1%	Medical/Health/Doctor Visit	6.5%
Personal Special Event (Anniversary, Birthday)	5.7%	Business	5.8%
<b>Libation/Culinary (Net)</b>	<b>25.9%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	25.9%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.83 persons</b>
Winery/Distillery/Brewery Tours	0.0%	One Male Only	27.5%
		One Female Only	26.0%
		One Male and One Female	26.3%
		Two Male or Two Females	5.2%
		Three or More Adults	3.2%
		Adult(s) with Children	11.8%

## Lubbock, TX MSA

MSA			MSA	
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>	
<b>Average Length (Incl. Days)</b>	<b>1.59</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>48.8%</b>
<b>Average Length (Overnight Only)</b>	<b>2.30</b>	<b>nights</b>	Hotel/Motel	41.2%
Day –Trips	63.5%		High-End	7.5%
1-3 Nights	30.5%		Mid-Level	26.1%
4-7 Nights	5.7%		Economy	7.6%
8+ Nights	0.3%		Other Hotel/Motel	0.0%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	7.6%
<b>Air</b>	<b>13.7%</b>		<b>Non-Paid Accommodations</b>	<b>51.0%</b>
<b>Auto Travel (Net)</b>	<b>84.5%</b>		<b>Other Overnight</b>	<b>0.1%</b>
<b>Other Transportation (Net)</b>	<b>1.8%</b>			
Bus	1.8%			
Train	0.0%			
Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>				
<b>Average Distance Traveled</b>	<b>401</b>	<b>miles</b>		
250 Miles or Less	29.0%			
251-500 Miles	42.7%			
500-1000 Miles	21.0%			
1001 Miles or More	7.2%			

## Lubbock, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>36.6%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$111.10</b>
Transportation - Excluding Airfare	26.3%	<b>Transportation - Total</b>	<b>\$40.70</b>
Transportation - Airfare	10.3%	Transportation - Excluding Airfare	\$29.20
Transportation - Rental Car	5.4%	Transportation - Airfare	\$106.80
Transportation - Other	20.9%	Transportation - Rental Car	\$43.10
<b>Food</b>	<b>25.3%</b>	Transportation - Other	\$23.20
<b>Lodging - Total</b>	<b>11.3%</b>	<b>Food</b>	<b>\$28.10</b>
Lodging - Room	11.0%	<b>Lodging - Total</b>	<b>\$38.30</b>
Lodging - Services	0.3%	Lodging - Room	\$44.10
<b>Shopping</b>	<b>21.3%</b>	Lodging - Services	\$1.40
<b>Entertainment</b>	<b>3.9%</b>	<b>Shopping</b>	<b>\$23.70</b>
<b>Miscellaneous</b>	<b>1.5%</b>	<b>Entertainment</b>	<b>\$4.40</b>
		<b>Miscellaneous</b>	<b>\$1.60</b>

# Lubbock, TX MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>49.4</b>	<b>Employment</b>		
	18-34 Years	14.7%		Employed	61.4%
	35-49 Years	33.5%		Retired	16.4%
	50-64 Years	38.3%		Not Employed	22.2%
	65+ Years	13.5%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$92,536</b>		Married	73.0%
	Under \$25,000	9.8%		Never Married	15.1%
	\$25,000-\$49,999	21.3%		Divorced/Widowed	11.9%
	\$50,000-\$74,999	16.9%			
	\$75,000-\$99,999	17.9%	<b>Children in Household</b>		
	\$100,000+	34.2%		Yes	39.8%
				No	60.2%

# Amarillo, TX MSA

## Amarillo, TX MSA Executive Summary

### Highlights of Visitors to the Amarillo MSA

- Texans generated 61.2% of Person-Days to the Amarillo, TX MSA; Non-Texans 38.8%
- Top 3 Texan origin DMAs (Amarillo, Dallas-Fort Worth, Lubbock); Non-Texan DMAs (St. Louis, MO, Denver, CO, Albuquerque-Santa Fe, NM)
- Leisure travel represented 77.4% of Person-Days to the Amarillo, TX MSA; Vacation 15.4% and Non-Vacation 62%
- Business travel represented 22.6% of Person-Days to the Amarillo, TX MSA; Meetings 7.7% and Transient 14.9%
- Activity categories participated: Attractions 9.1%, Culture 15.4%, Family/Life Events 32.8%, Libation/Culinary 20.8%, Nature 4.3%, Outdoor Sports 7.6%, General 57.3%
- Average Party Size (Adults and Children) 1.61 persons
- Average Length of Stay was 1.77 days (overnight and days); 2.00 nights (overnight only).
- 89.2% traveled by Auto; 10.6% by Air
- Average distance traveled 357 miles
- Accommodation Type: Paid 55.4%; Non-Paid 43.6%; Other Overnight 1.0%
- Average Per Person Per Day Spending \$111.30
- Average Age 48.1 years
- Average Household Income \$94,434
- Employment: Employed 62.1%, Retired 19.3%, Not Employed 18.6%
- Marital Status: Married 57.7%, Never Married 27.3%, Divorced/Widowed 15.1%
- Children in Household: Yes 14.7%, No 85.3%

# Amarillo, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Amarillo MSA was estimated at 4.82 million in 2015, and the volume of Person-Days was estimated at 8.75 million.

The Amarillo MSA's share of total Person-Days to Texas ranked 10 out of 26 Texas MSAs.

### Amarillo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	8.75	6.82	1.93
2014	8.37	6.59	1.79
2013	8.10	6.32	1.78
Person-Stays	Total	Leisure	Business
2015	4.82	3.65	1.17
2014	4.66	3.55	1.11
2013	4.51	3.44	1.06

### Amarillo, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	1.6%	1.6%	1.8%
2014	1.6%	1.7%	1.1%
2013	1.8%	2.0%	1.4%

# Amarillo, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>61.2%</b>	<b>Total Non-Texans (Interstate)</b>	<b>38.8%</b>
Amarillo	30.2%	St. Louis, MO	6.1%
Dallas-Fort Worth	14.9%	Denver, CO	5.9%
Lubbock	5.4%	Albuquerque-Santa Fe, NM	2.4%
Austin	3.3%	Las Vegas, NV	2.3%
Wichita Falls & Lawton	2.6%	Odessa-Midland, TX	2.0%
San Antonio	1.5%	Los Angeles, CA	1.6%
Houston	1.5%	Milwaukee, WI	1.6%
El Paso	1.0%	Kansas City, MO	1.5%

## Amarillo, TX MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>77.4%</b>	<b>Total Business</b>	<b>22.6%</b>
<b>Vacation</b>	<b>15.4%</b>	<b>Meetings</b>	<b>7.7%</b>
General Vacation-Overnight	7.1%	Convention	1.6%
Getaway Weekend-Overnight	5.6%	Seminar/Training	1.2%
Day Trip Vacation/Getaway	2.8%	Other Group Meetings	4.9%
<b>Non-Vacation</b>	<b>62.0%</b>	<b>Transient</b>	<b>14.9%</b>
Visit Friend/Relative	33.0%	Construction/Repair	8.5%
Medical/Health Care	8.2%	Sales/Purchasing	3.1%
Special Event (celebration, reunion)	3.4%	Consulting/Client Service	2.0%
Convention/Show/Conference	2.3%	Government/Military	0.2%
Seminar/Class/Training (personal)	1.2%	Inspection/Audit	0.1%
Other Leisure/Personal	13.9%	Other Business	1.0%

## Amarillo, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>9.1%</b>	<b>Nature (Net)</b>	<b>4.3%</b>
Theme/Amusement/Water Parks	4.3%	Parks (national/state etc.)	3.5%
Zoo/Aquarium	3.2%	Camping	1.2%
Amateur Sports (attend/participate)	2.3%	Wildlife Viewing (birds, whales etc.)	0.3%
<b>Culture (Net)</b>	<b>15.4%</b>	<b>Outdoor Sports (Net)</b>	<b>7.6%</b>
Concerts/Theatre/Dance etc.	6.8%	Golfing	4.1%
Historic Sites	6.2%	Hiking	1.9%
Museums/Art Exhibits etc.	3.4%	Fishing	1.7%
<b>Family/Life Events (Net)</b>	<b>32.8%</b>	<b>General (Net)</b>	<b>57.3%</b>
Visit Friends/Relatives (general visit)	24.6%	Shopping	37.4%
Personal Special Event (Anniversary, Birthday)	3.9%	Business	27.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	3.3%	Medical/Health/Doctor Visit	10.2%
<b>Libation/Culinary (Net)</b>	<b>20.8%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	17.9%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.61 persons</b>
Winery/Distillery/Brewery Tours	2.9%	One Male Only	15.1%
		One Female Only	41.6%
		One Male and One Female	29.4%
		Two Male or Two Females	3.5%
		Three or More Adults	8.1%
		Adult(s) with Children	2.3%

## Amarillo, TX MSA

		MSA		MSA	
<b>Length of Stay (Stays)</b>		<b>Accommodation Type (Person-Days)</b>			
<b>Average Length (Incl. Days)</b>	<b>1.77</b>	<b>days</b>	<b>Paid Accommodations</b>		<b>55.4%</b>
<b>Average Length (Overnight Only)</b>	<b>2.00</b>	<b>nights</b>	Hotel/Motel		47.1%
	Day –Trips	49.0%		High-End	6.3%
	1-3 Nights	46.6%		Mid-Level	21.9%
	4-7 Nights	3.8%		Economy	18.0%
	8+ Nights	0.6%	Other Hotel/Motel		0.9%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel		8.2%
	<b>Air</b>	<b>10.6%</b>	<b>Non-Paid Accommodations</b>		<b>43.6%</b>
	<b>Auto Travel (Net)</b>	<b>89.2%</b>	<b>Other Overnight</b>		<b>1.0%</b>
	<b>Other Transportation (Net)</b>	<b>0.2%</b>			
	Bus	0.2%			
	Train	0.0%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>357</b>	<b>miles</b>			
	250 Miles or Less	44.2%			
	251-500 Miles	30.4%			
	500-1000 Miles	19.2%			
	1001 Miles or More	6.2%			

## Amarillo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>33.8%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$111.30</b>
Transportation - Excluding Airfare	26.9%	<b>Transportation - Total</b>	<b>\$37.60</b>
Transportation - Airfare	6.9%	Transportation - Excluding Airfare	\$29.90
Transportation - Rental Car	1.7%	Transportation - Airfare	\$84.70
Transportation - Other	25.2%	Transportation - Rental Car	\$38.40
<b>Food</b>	<b>26.1%</b>	Transportation - Other	\$28.10
<b>Lodging - Total</b>	<b>9.8%</b>	<b>Food</b>	<b>\$29.10</b>
Lodging - Room	9.7%	<b>Lodging - Total</b>	<b>\$25.80</b>
Lodging - Services	0.1%	Lodging - Room	\$26.20
<b>Shopping</b>	<b>20.1%</b>	Lodging - Services	\$0.40
<b>Entertainment</b>	<b>6.9%</b>	<b>Shopping</b>	<b>\$22.40</b>
<b>Miscellaneous</b>	<b>3.3%</b>	<b>Entertainment</b>	<b>\$7.60</b>
		<b>Miscellaneous</b>	<b>\$3.70</b>

# Amarillo, TX MSA

	MSA	MSA
<b>Demographic Profile (Person-Days)</b>		
<b>Average Age</b>	<b>48.1</b>	<b>Employment</b>
18-34 Years	26.7%	Employed 62.1%
35-49 Years	22.9%	Retired 19.3%
50-64 Years	33.2%	Not Employed 18.6%
65+ Years	17.3%	
		<b>Marital Status</b>
<b>Average HH Income (in \$1,000)</b>	<b>\$94,434</b>	Married 57.7%
Under \$25,000	6.6%	Never Married 27.3%
\$25,000-\$49,999	21.6%	Divorced/Widowed 15.1%
\$50,000-\$74,999	12.9%	
\$75,000-\$99,999	17.3%	<b>Children in Household</b>
\$100,000+	41.6%	Yes 14.7%
		No 85.3%

## **San Angelo, TX MSA**

# San Angelo, TX MSA Executive Summary

## Highlights of Visitors to the San Angelo MSA

- Texans generated 83.5% of Person-Days to the San Angelo, TX MSA; Non-Texans 16.5%
- Top 3 Texan origin DMAs (Odessa-Midland, Wichita Falls & Lawton, Dallas-Fort Worth); Non-Texan DMAs (Bakersfield, CA, Los Angeles, CA, Omaha, NE)
- Leisure travel represented 62.2% of Person-Days to the San Angelo, TX MSA; Vacation 6.8% and Non-Vacation 55.4%
- Business travel represented 37.8% of Person-Days to the San Angelo, TX MSA; Meetings 7.4% and Transient 30.4%
- Activity categories participated: Attractions 4.8%, Culture 22.6%, Family/Life Events 47.3%, Libation/Culinary 24.1%, Nature 18.7%, Outdoor Sports 2.5%, General 61.3%
- Average Party Size (Adults and Children) 2.29 persons
- Average Length of Stay was 1.49 days (overnight and days); 2.02 nights (overnight only).
- 99.1% traveled by Auto; 0.9% by Air
- Average distance traveled 317 miles
- Accommodation Type: Paid 63.7%; Non-Paid 31.7%; Other Overnight 4.6%
- Average Per Person Per Day Spending \$126.20
- Average Age 48.1 years
- Average Household Income \$81,334
- Employment: Employed 69.6%, Retired 14.9%, Not Employed 15.5%
- Children in Household: Yes 32.8%, No 67.2%

San Angelo MSA Small Sample – Use with caution

# San Angelo, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the San Angelo MSA was estimated at 1.32 million in 2015, and the volume of Person-Days was estimated at 2.65 million.

The San Angelo MSA's share of total Person-Days to Texas ranked 23 out of 26 Texas MSAs.

### San Angelo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	2.65	1.77	0.88
2014	2.50	1.69	0.81
2013	2.56	1.77	0.79
Person-Stays	Total	Leisure	Business
2015	1.32	0.96	0.36
2014	1.23	0.88	0.35
2013	1.17	0.84	0.33

### San Angelo, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	0.4%	0.4%	0.7%
2014	0.2%	0.1%	0.2%
2013	0.7%	0.8%	0.4%

San Angelo MSA Small Sample – Use with caution

# San Angelo, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>83.5%</b>	<b>Total Non-Texans (Interstate)</b>	<b>16.5%</b>
Odessa-Midland	19.6%	Bakersfield, CA	4.5%
Wichita Falls & Lawton	17.5%	Los Angeles, CA	2.9%
Dallas-Fort Worth	16.0%	Omaha, NE	2.6%
San Antonio	10.1%	Philadelphia, PA	1.3%
Austin	6.6%	Seattle-Tacoma, WA	1.2%
Amarillo	5.8%	Albuquerque-Santa Fe, NM	1.1%
Abilene-Sweetwater	4.4%	Kansas City, MO	1.0%
Lubbock	1.9%	Las Vegas, NV	0.7%

San Angelo MSA Small Sample – Use with caution

## San Angelo, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>62.2%</b>	<b>Total Business</b>	<b>37.8%</b>
<b>Vacation</b>	<b>6.8%</b>	<b>Meetings</b>	<b>7.4%</b>
Day Trip Vacation/Getaway	3.5%	Seminar/Training	7.1%
Getaway Weekend-Overnight	2.1%	Convention	0.1%
General Vacation-Overnight	1.2%	Other Group Meeting	0.1%
<b>Non-Vacation</b>	<b>55.4%</b>	<b>Transient</b>	<b>30.4%</b>
Visit Friend/Relative	21.5%	Construction/Repair	17.5%
Medical/Health Care	14.5%	Government/Military	4.2%
Special Event (celebration, reunion)	10.3%	Inspection/Audit	1.4%
Convention/Show/Conference	0.6%	Sales/Purchasing	0.5%
Seminar/Class/Training (personal)	0.0%	Consulting/Client Service	0.0%
Other Leisure/Personal	8.5%	Other Business	6.9%

San Angelo MSA Small Sample – Use with caution

## San Angelo, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>4.8%</b>	<b>Nature (Net)</b>	<b>18.7%</b>
Amateur Sports (attend/participate)	1.9%	Parks (national/state etc)	17.5%
Zoo/Aquarium	1.8%	Beach/Waterfront	1.2%
Nightlife (bar, nightclub etc.)	1.0%	Wildlife Viewing (birds, whales etc.)	0.8%
<b>Culture (Net)</b>	<b>22.6%</b>	<b>Outdoor Sports (Net)</b>	<b>2.5%</b>
Festival/Fairs (state, craft etc.)	14.9%	Fishing	1.8%
Touring/Sightseeing	11.7%	Extreme/Adventure Sports	0.7%
Museums/Art Exhibits etc.	11.5%	Boating/Sailing	0.7%
<b>Family/Life Events (Net)</b>	<b>47.3%</b>	<b>General (Net)</b>	<b>61.3%</b>
Visit Friends/Relatives (general visit)	35.1%	Shopping	31.9%
Holiday Celebration (Thanksgiving, July 4th etc.)	8.6%	Medical/Health/Doctor Visit	25.7%
Wedding	7.9%	Business	3.6%
<b>Libation/Culinary (Net)</b>	<b>24.1%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	24.1%	<b>Avg. Party Size (Adults and Children)</b>	<b>2.29 persons</b>
Winery/Distillery/Brewery Tours	0.1%	One Male Only	33.0%
		One Female Only	12.7%
		One Male and One Female	34.1%
		Two Male or Two Females	2.2%
		Three or More Adults	8.0%
		Adult(s) with Children	10.0%

San Angelo MSA Small Sample – Use with caution

## San Angelo, TX MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.49</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>63.7%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.02</b>	<b>nights</b>	Hotel/Motel	37.7%	
	Day –Trips	63.5%		High-End	4.6%
	1-3 Nights	34.5%		Mid-Level	18.6%
	4-7 Nights	1.7%		Economy	7.3%
	8+ Nights	0.3%	Other Hotel/Motel	7.1%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	26.0%	
	<b>Air</b>	<b>0.9%</b>	<b>Non-Paid Accommodations</b>	<b>31.7%</b>	
	<b>Auto Travel (Net)</b>	<b>99.1%</b>	<b>Other Overnight</b>	<b>4.6%</b>	
	<b>Other Transportation (Net)</b>	<b>0.0%</b>			
	Bus	0.0%			
	Train	0.0%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>317</b>	<b>miles</b>			
	250 Miles or Less	66.5%			
	251-500 Miles	16.7%			
	500-1000 Miles	7.9%			
	1001 Miles or More	9.0%			

## San Angelo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>42.9%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$126.20</b>
Transportation - Excluding Airfare	41.3%	<b>Transportation - Total</b>	<b>\$54.10</b>
Transportation - Airfare	1.6%	Transportation - Excluding Airfare	\$52.10
Transportation - Rental Car	5.3%	Transportation - Airfare	\$64.20
Transportation - Other	35.9%	Transportation - Rental Car	\$32.00
<b>Food</b>	<b>27.8%</b>	Transportation - Other	\$45.30
<b>Lodging – Total</b>	<b>7.4%</b>	<b>Food</b>	<b>\$35.10</b>
Lodging – Room	7.2%	<b>Lodging - Total</b>	<b>\$18.90</b>
Lodging - Services	0.2%	Lodging - Room	\$20.10
<b>Shopping</b>	<b>19.3%</b>	Lodging - Services	\$1.20
<b>Entertainment</b>	<b>1.4%</b>	<b>Shopping</b>	<b>\$24.40</b>
<b>Miscellaneous</b>	<b>1.4%</b>	<b>Entertainment</b>	<b>\$1.80</b>
		<b>Miscellaneous</b>	<b>\$1.70</b>

San Angelo MSA Small Sample – Use with caution

# San Angelo, TX MSA

	MSA	MSA
<b>Demographic Profile (Person-Days)</b>		
<b>Average Age</b>	<b>48.1</b>	<b>Employment</b>
18-34 Years	36.2%	Employed 69.6%
35-49 Years	5.9%	Retired 14.9%
50-64 Years	46.4%	Not Employed 15.5%
65+ Years	11.5%	
		<b>Marital Status</b>
<b>Average HH Income (in \$1,000)</b>	<b>\$81,334</b>	Married 68.7%
Under \$25,000	22.8%	Never Married 13.4%
\$25,000-\$49,999	16.2%	Divorced/Widowed 17.9%
\$50,000-\$74,999	7.7%	
\$75,000-\$99,999	16.5%	<b>Children in Household</b>
\$100,000+	36.9%	Yes 32.8%
		No 67.2%

San Angelo MSA Small Sample – Use with caution

## **Wichita Falls, TX MSA**

# Wichita Falls, TX MSA Executive Summary

## Highlights of Visitors to the Wichita Falls MSA

- Texans generated 66.9% of Person-Days to the Wichita Falls, TX MSA; Non-Texans 33.1%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Amarillo, Wichita Falls & Lawton); Non-Texan DMAs (Oklahoma City, OK, Tulsa, OK, Washington, DC (Hagerstown, MD))
- Leisure travel represented 53.2% of Person-Days to the Wichita Falls, TX MSA; Vacation 4.8% and Non-Vacation 48.5%
- Business travel represented 46.8% of Person-Days to the Wichita Falls, TX MSA; Meetings 5.5% and Transient 41.3%
- Activity categories participated: Attractions 5.9%, Culture 7.4%, Family/Life Events 36.3%, Libation/Culinary 11.8%, Nature 6.3%, Outdoor Sports 6.8%, General 43.6%
- Average Party Size (Adults and Children) 1.52 persons
- Average Length of Stay was 1.4 days (overnight and days); 2.72 nights (overnight only).
- 99.6% traveled by Auto; 0.4% by Air
- Average distance traveled 281 miles
- Accommodation Type: Paid 81.8%; Non-Paid 16.8%; Other Overnight 1.4%
- Average Per Person Per Day Spending \$87.30
- Average Age 39.4 years
- Average Household Income \$52,415
- Employment: Employed 65.9%, Retired 10.2%, Not Employed 23.9%
- Marital Status: Married 47.4%, Never Married 45.7%, Divorced/Widowed 6.9%
- Children in Household: Yes 39.4%, No 60.6%

Wichita Falls MSA Small Sample – Use with caution

# Wichita Falls, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Wichita Falls MSA was estimated at 1.66 million in 2015, and the volume of Person-Days was estimated at 2.92 million.

The Wichita Falls MSA's share of total Person-Days to Texas ranked 22 out of 26 Texas MSAs.

### Wichita Falls, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	2.92	1.97	0.95
2014	2.56	1.87	0.69
2013	2.62	1.93	0.68
Person-Stays	Total	Leisure	Business
2015	1.66	1.14	0.51
2014	1.47	1.07	0.40
2013	1.50	1.13	0.37

### Wichita Falls, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	0.8%	0.4%	1.9%
2014	0.4%	0.4%	0.2%
2013	0.1%	0.1%	0.2%

Wichita Falls MSA Small Sample – Use with caution

# Wichita Falls, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>66.9%</b>	<b>Total Non-Texans (Interstate)</b>	<b>33.1%</b>
Dallas-Fort Worth	51.9%	Oklahoma City, OK	11.7%
Amarillo	4.0%	Tulsa, OK	6.0%
Wichita Falls & Lawton	3.3%	Washington, DC (Hagerstown, MD)	4.5%
Austin	1.9%	Pittsburgh, PA	2.7%
Odessa-Midland	1.7%	Wichita Falls, TX & Lawton, OK	2.4%
Houston	1.6%	Salt Lake City, UT	1.6%
El Paso	1.4%	Denver, CO	0.9%
Abilene-Sweetwater	1.2%	Boston, MA (Manchester, NH)	0.7%

## Wichita Falls, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>53.2%</b>	<b>Total Business</b>	<b>46.8%</b>
<b>Vacation</b>	<b>4.8%</b>	<b>Meetings</b>	<b>5.5%</b>
Getaway Weekend-Overnight	4.0%	Seminar/Training	2.8%
General Vacation-Overnight	0.7%	Convention	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meeting	2.7%
<b>Non-Vacation</b>	<b>48.5%</b>	<b>Transient</b>	<b>41.3%</b>
Visit Friend/Relative	30.1%	Sales/Purchasing	12.3%
Special Event (celebration, reunion)	8.7%	Construction/Repair	2.4%
Seminar/Class/Training (personal)	0.2%	Government/Military	1.1%
Medical/Health Care	0.2%	Consulting/Client Service	0.4%
Convention/Show/Conference	0.0%	Inspection/Audit	0.0%
Other Leisure/Personal	9.2%	Other Business	24.9%

## Wichita Falls, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>5.9%</b>	<b>Nature (Net)</b>	<b>6.3%</b>
Nightlife (bar, nightclub etc.)	4.3%	Camping	4.3%
Gambling (slots, cards, horses etc.)	1.3%	Parks (national/state etc.)	2.0%
Amateur Sports (attend/participate)	0.3%	Eco/Sustainable Travel	0.0%
<b>Culture (Net)</b>	<b>7.4%</b>	<b>Outdoor Sports (Net)</b>	<b>6.8%</b>
Concerts/Theatre/Dance etc.	4.4%	Hunting	4.3%
Movies	1.5%	Hiking	1.5%
Historic Sites	1.3%	Biking	1.2%
<b>Family/Life Events (Net)</b>	<b>36.3%</b>	<b>General (Net)</b>	<b>43.6%</b>
Visit Friends/Relatives (general visit)	31.6%	Business	33.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	21.6%	Shopping	7.5%
Funeral/Memorial	1.4%	Religious/Faith Based Conference	0.7%
<b>Libation/Culinary (Net)</b>	<b>11.8%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	10.9%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.52 persons</b>
Winery/Distillery/Brewery Tours	0.9%	One Male Only	54.1%
		One Female Only	14.0%
		One Male and One Female	18.0%
		Two Male or Two Females	1.1%
		Three or More Adults	2.5%
		Adult(s) with Children	10.3%

## Wichita Falls, TX MSA

MSA		MSA
<b>Length of Stay (Stays)</b>		<b>Accommodation Type (Person-Days)</b>
<b>Average Length (Incl. Days)</b>	<b>1.40 days</b>	<b>Paid Accommodations</b>
<b>Average Length (Overnight Only)</b>	<b>2.72 nights</b>	Hotel/Motel
Day –Trips	76.0%	High-End
1-3 Nights	16.9%	Mid-Level
4-7 Nights	7.1%	Economy
8+ Nights	0.0%	Other Hotel/Motel
<b>Primary Mode of Transportation (Person-Days)</b>		Non-Hotel/Motel
<b>Air</b>	<b>0.4%</b>	<b>Non-Paid Accommodations</b>
<b>Auto Travel (Net)</b>	<b>99.6%</b>	<b>Other Overnight</b>
<b>Other Transportation (Net)</b>	<b>0.1%</b>	
Bus	0.1%	
Train	0.0%	
Other	0.0%	
<b>Distance Traveled One-Way from Home (Person-Days)</b>		
<b>Average Distance Traveled</b>	<b>281 miles</b>	
250 Miles or Less	75.4%	
251-500 Miles	12.1%	
500-1000 Miles	3.7%	
1001 Miles or More	8.8%	

## Wichita Falls, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>31.9%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$87.30</b>
Transportation - Excluding Airfare	31.5%	<b>Transportation - Total</b>	<b>\$27.80</b>
Transportation - Airfare	0.4%	Transportation - Excluding Airfare	\$27.50
Transportation - Rental Car	1.3%	Transportation - Airfare	\$56.20
Transportation - Other	30.2%	Transportation - Rental Car	\$25.30
<b>Food</b>	<b>24.5%</b>	Transportation - Other	\$26.30
<b>Lodging - Total</b>	<b>25.3%</b>	<b>Food</b>	<b>\$21.40</b>
Lodging - Room	25.3%	<b>Lodging - Total</b>	<b>\$45.70</b>
Lodging - Services	0.0%	Lodging - Room	\$46.10
<b>Shopping</b>	<b>9.1%</b>	Lodging - Services	\$0.00
<b>Entertainment</b>	<b>5.3%</b>	<b>Shopping</b>	<b>\$7.90</b>
<b>Miscellaneous</b>	<b>4.1%</b>	<b>Entertainment</b>	<b>\$4.60</b>
		<b>Miscellaneous</b>	<b>\$3.60</b>

# Wichita Falls, TX MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>39.4</b>	<b>Employment</b>		
	18-34 Years	57.6%		Employed	65.9%
	35-49 Years	10.2%		Retired	10.2%
	50-64 Years	23.3%		Not Employed	23.9%
	65+ Years	8.9%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$52,415</b>		Married	47.4%
	Under \$25,000	25.6%		Never Married	45.7%
	\$25,000-\$49,999	43.8%		Divorced/Widowed	6.9%
	\$50,000-\$74,999	12.7%			
	\$75,000-\$99,999	4.1%	<b>Children in Household</b>		
	\$100,0000+	13.8%		Yes	39.4%
				No	60.6%

## Appendix

# User's Guide

## 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%
Panhandle Plains Region	304	0.9%	1.7%	2.5%	3.6%	4.7%
Abilene, TX MSA	38	2.6%	4.9%	7.0%	10.1%	13.3%
Lubbock, TX MSA	75	1.9%	3.5%	5.0%	7.2%	9.5%
Amarillo, TX MSA	85	1.8%	3.3%	4.7%	6.8%	8.9%
San Angelo, TX MSA	26	3.2%	5.9%	8.5%	12.2%	16.1%
Wichita Falls, TX MSA	35	2.8%	5.1%	7.3%	10.5%	13.9%

## Research Methodology

DKSA's TRAVEL PERFORMANCE/Monitor<sup>SM</sup> 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.