



# 2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

# PINEY WOODS REGION

MSAs:

Longview

Texarkana, TX-Texarkana, AR

Tyler





Year-End 2015 Texas Tourism  
Regions and MSA Profile

## PINEY WOODS 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*

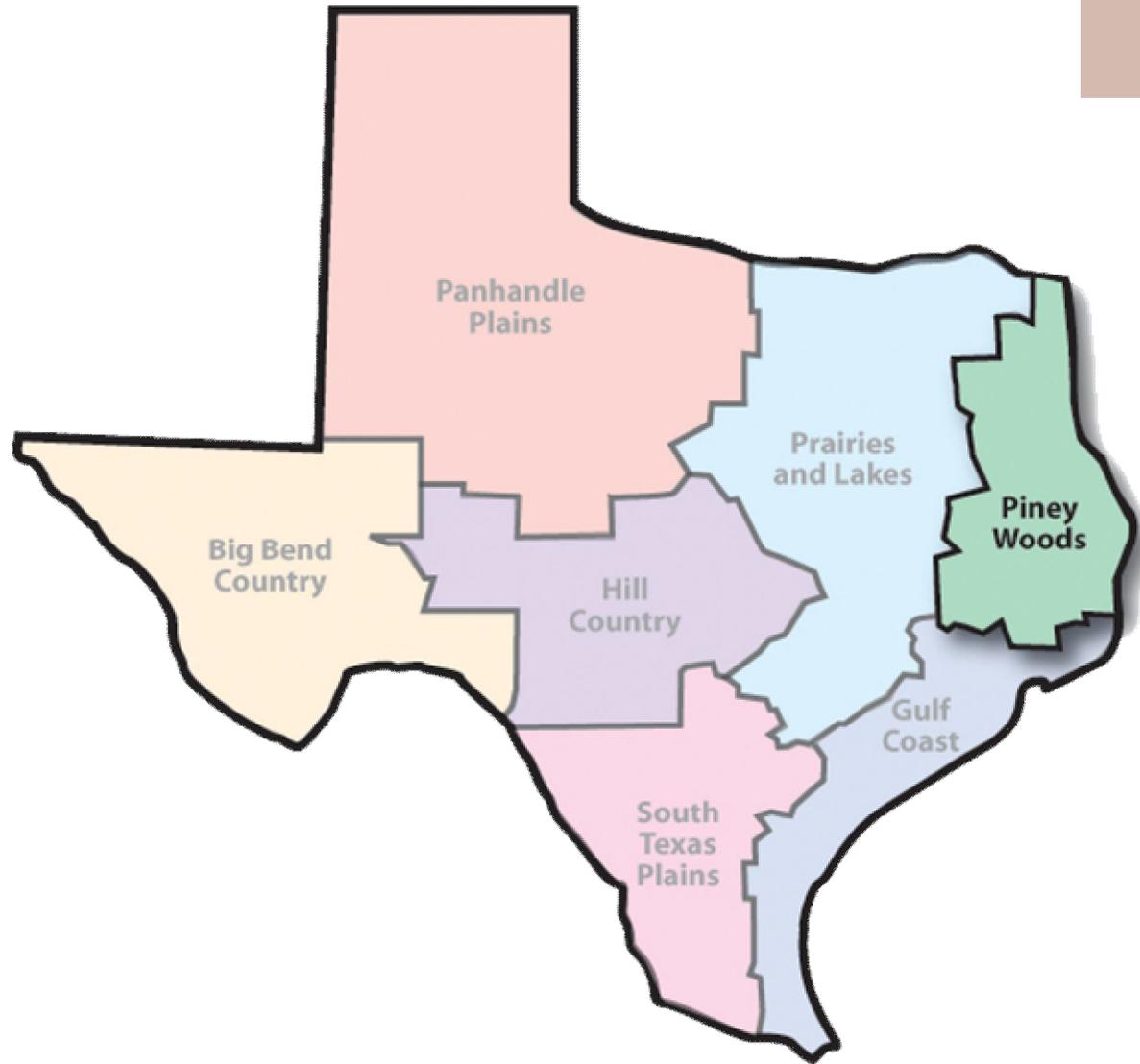
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

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

### Piney Woods Tourism Region Profile

## Piney Woods Tourism Region



# Piney Woods Region Executive Summary

## Highlights of Visitors to the Piney Woods Region

- Texans generated 67.6% of Person-Days to the Piney Woods Region; Non-Texans 32.4%
- Top 3 Texan origin DMAs (Dallas- Fort Worth, Houston, Tyler-Longview (Lufkin, Nacogdoches); Non-Texan DMAs (Shreveport, LA, Phoenix, AZ, Oklahoma City, OK)
- Leisure travel represented 81.1% of Person-Days to the Piney Woods Region; Vacation 17.5% and Non-Vacation 63.6%
- Business travel represented 18.9% of Person-Days to the Piney Woods Region; Meetings 5.7% and Transient 13.1%
- Activity categories participated: Attractions 5.5%, Culture 17.5%, Family/Life Events 40.7%, Libation/Culinary 21.0%, Nature 10.7%, Outdoor Sports 11.1%, General 35.8%
- Average Party Size (Adults and Children) 1.83 persons
- Average Length of Stay was 1.73 days (overnight and days); 2.07 nights (overnight only).
- 93.2% traveled by Auto; 5.8% by Air
- Average distance traveled 282 miles
- Accommodation Type: Paid 57.5%; Non-Paid 40.6%; Other Overnight 1.9%
- Average Per Person Per Day Spending \$89.10
- Average Age 50.1 years
- Average Household Income \$92,066
- Employment: Employed 65.3%, Retired 21.4%, Not Employed 13.3%
- Marital Status: Married 70%, Never Married 16.3%, Divorced/Widowed 13.7%
- Children in Household: Yes 33.4%, No 66.6%

# Piney Woods Region Executive Summary

## Volume/Share

The Piney Woods Tourism Region contains the following MSAs: Longview, Texarkana TX-Texarkana AR, Tyler

The number of Person-Stays to the Piney Woods Region was estimated at 14.46 million in 2015, and the volume of Person-Days was estimated at 25.44 million.

The Piney Woods Region's share of total Person-Days to Texas ranked 6 out of the 7 Texas Tourism Regions.

### Piney Woods Volume (millions)

Person-Days	Total	Leisure	Business
2015	25.44	19.89	5.55
2014	25.27	19.92	5.35
2013	24.74	19.44	5.30
Person-Stays	Total	Leisure	Business
2015	14.46	10.97	3.49
2014	13.95	10.81	3.14
2013	13.69	10.63	3.07

### Piney Woods Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	3.5%	3.6%	3.3%
2014	4.4%	5.0%	2.6%
2013	4.8%	5.0%	4.1%

# Piney Woods Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>67.6%</b>	<b>Total Non-Texans (Interstate)</b>	<b>32.4%</b>
Dallas-Fort Worth	26.2%	Shreveport, LA	4.9%
Houston	16.2%	Phoenix, AZ	2.4%
Tyler-Longview (Lufkin, Nacogdoches)	9.5%	Oklahoma City, OK	2.3%
Austin	4.5%	Pittsburgh, PA	1.9%
Waco-Temple-Bryan	3.8%	San Francisco-Oakland-San Jose, CA	1.7%
Shreveport	3.0%	Lafayette, LA	1.7%
San Antonio	1.0%	Tulsa, OK	1.4%
Beaumont-Port Arthur	1.0%	Chicago, IL	1.2%

## Piney Woods Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>81.1%</b>	<b>Total Business</b>	<b>18.9%</b>
<b>Vacation</b>	<b>17.5%</b>	<b>Meetings</b>	<b>5.7%</b>
Getaway Weekend-Overnight	13.0%	Seminar/Training	2.2%
General Vacation-Overnight	3.1%	Convention	0.7%
Day Trip Vacation/Getaway	1.4%	Other Group Meeting	2.9%
<b>Non-Vacation</b>	<b>63.6%</b>	<b>Transient</b>	<b>13.1%</b>
See Friend/Relative	37.2%	Consulting/Client Service	6.0%
Special Event	10.0%	Sales/Purchasing	1.5%
Medical/Health Care	1.9%	Inspection/Audit	1.1%
Convention/Show/Conference	1.7%	Construction/Repair	1.0%
Seminar, Class, Training (Personal)	0.2%	Government/Military	0.6%
Other Personal	12.6%	Other Business	2.8%

# Piney Woods Tourism Region

REGION		REGION	
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>5.5%</b>	<b>Nature (Net)</b>	<b>10.7%</b>
Amateur Sports (attend/participate)	1.5%	Parks (national/state etc.)	4.7%
Show: Boat, Car, Home	1.1%	Camping	4.2%
Zoo/Aquarium	1.1%	Wildlife Viewing (birds, whales etc.)	3.2%
<b>Culture (Net)</b>	<b>17.5%</b>	<b>Outdoor Sports (Net)</b>	<b>11.1%</b>
Historic Sites	6.3%	Fishing	4.6%
Movies	4.7%	Hunting	2.9%
Touring/Sightseeing	3.7%	Hiking	2.3%
<b>Family/Life Events (Net)</b>	<b>40.7%</b>	<b>General (Net)</b>	<b>35.8%</b>
Visit Friends/Relatives (general visit)	32.1%	Shopping	19.1%
Personal Special Event (Anniversary, Birthday)	3.7%	Religious/Faith Based Conference	5.9%
Reunion/Graduation	3.2%	Business	4.5%
<b>Libation/Culinary (Net)</b>	<b>21.0%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	20.9%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.83 persons</b>
Winery/Distillery/Brewery Tours	2.1%	One Male Only	18.2%
		One Female Only	21.8%
		One Male and One Female	39.5%
		Two Male or Two Females	6.3%
		Three or More Adults	1.7%
		Adult(s) with Children	12.6%

# Piney Woods Tourism Region

REGION			REGION		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.73</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>57.5%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.07</b>	<b>nights</b>	Hotel/Motel	38.5%	
Day –Trips	52.5%		High-End	3.8%	
1-3 Nights	42.9%		Mid-Level	26.9%	
4-7 Nights	3.7%		Economy	6.6%	
8+ Nights	0.9%		Other Hotel/Motel	1.3%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	19.0%	
<b>Air</b>	<b>5.8%</b>		<b>Non-Paid Accommodations</b>	<b>40.6%</b>	
<b>Auto Travel (Net)</b>	<b>93.2%</b>		<b>Other Overnight</b>	<b>1.9%</b>	
<b>Other Transportation (Net)</b>	<b>1.0%</b>				
Bus	0.0%				
Train	1.0%				
Other	0.0%				
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>282</b>	<b>miles</b>			
250 Miles or Less	73.8%				
251-500 Miles	10.7%				
500-1000 Miles	6.2%				
1001 Miles or More	9.2%				

# Piney Woods Tourism Region

REGION		REGION	
<b>Expenditure Summary (Person-Days)</b>		<b>Expenditure Summary (Person-Days)</b>	
<b>Transportation - Total</b>	<b>40.1%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$89.10</b>
Transportation - Excluding Airfare	31.1%	<b>Transportation - Total</b>	<b>\$35.70</b>
Transportation - Airfare	8.9%	Transportation - Excluding Airfare	\$27.80
Transportation - Rental Car	5.4%	Transportation - Airfare	\$101.70
Transportation - Other	25.7%	Transportation - Rental Car	\$47.80
<b>Food</b>	<b>23.2%</b>	Transportation - Other	\$22.90
<b>Lodging - Total</b>	<b>17.7%</b>	<b>Food</b>	<b>\$20.60</b>
Lodging - Room	16.9%	<b>Lodging - Total</b>	<b>\$39.30</b>
Lodging - Services	0.8%	Lodging - Room	\$40.90
<b>Shopping</b>	<b>12.5%</b>	Lodging - Services	\$2.20
<b>Entertainment</b>	<b>3.4%</b>	<b>Shopping</b>	<b>\$11.10</b>
<b>Miscellaneous</b>	<b>3.2%</b>	<b>Entertainment</b>	<b>\$3.00</b>
		<b>Miscellaneous</b>	<b>\$2.80</b>

# Piney Woods Tourism Region

		REGION			REGION
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>50.1</b>	<b>Employment</b>		
	18-34 Years	22.7%		Employed	65.3%
	35-49 Years	22.5%		Retired	21.4%
	50-64 Years	34.2%		Not Employed	13.3%
	65+ Years	20.6%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$92,066</b>		Married	70.0%
	Under \$25,000	10.5%		Never Married	16.3%
	\$25,000-\$49,999	21.2%		Divorced/Widowed	13.7%
	\$50,000-\$74,999	19.4%			
	\$75,000-\$99,999	17.6%	<b>Children in Household</b>		
	\$100,0000+	31.3%		Yes	33.4%
				No	66.6%

## **Longview, TX MSA**

# Longview, TX MSA Executive Summary

## Highlights of Visitors to the Longview MSA

- Texans generated 58.7% of Person-Days to the Longview, TX MSA; Non-Texans 41.3%
- Top 3 Texan origin DMAs (Tyler-Longview, Dallas-Fort Worth, Austin); Non-Texan DMAs (Baton rouge, LA, Indianapolis, IN, Fort Smith-Fayetteville-Springdale-Rogers, AR)
- Leisure travel represented 72.5% of Person-Days to the Longview, TX MSA; Vacation 12.9% and Non-Vacation 59.6%
- Business travel represented 27.5% of Person-Days to the Longview, TX MSA; Meetings 12.4% and Transient 15.1%
- Activity categories participated: Attractions 3.2%, Culture 12.4%, Family/Life Events 31.4%, Libation/Culinary 22.6%, Nature 3.7%, Outdoor Sports 6.7%, General 46.6%
- Average Party Size (Adults and Children) 1.59 persons
- Average Length of Stay was 1.71 days (overnight and days); 2.02 nights (overnight only).
- 84.7% traveled by Auto; 15.3% by Air
- Average distance traveled 261 miles
- Accommodation Type: Paid 49.5%; Non-Paid 48%; Other Overnight 2.5%
- Average Per Person Per Day Spending \$105.80
- Average Age 48.5 years
- Average Household Income \$96,145
- Employment: Employed 67.8%, Retired 18.3%, Not Employed 13.9%
- Marital Status: Married 66%, Never Married 24.3%, Divorced/Widowed 9.7%
- Children in Household: Yes 38.6%, No 61.4%

Longview MSA Small Sample – Use with caution

# Longview, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Longview MSA was estimated at 2.07 million in 2015, and the volume of Person-Days was estimated at 3.50 million.

The Longview MSA's share of total Person-Days to Texas ranked 19 out of 26 Texas MSAs.

### Longview, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	3.50	2.43	1.07
2014	3.48	2.45	1.02
2013	3.35	2.31	1.04
Person-Stays	Total	Leisure	Business
2015	2.07	1.41	0.66
2014	2.01	1.40	0.61
2013	1.91	1.30	0.62

### Longview, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	0.5%	0.5%	0.8%
2014	0.7%	0.8%	0.6%
2013	0.5%	0.5%	0.5%

Longview MSA Small Sample – Use with caution

# Longview, 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>58.7%</b>	<b>Total Non-Texans (Interstate)</b>	<b>41.3%</b>
Tyler-Longview (Lufkin, Nacogdoches)	20.6%	Baton Rouge, LA	6.1%
Dallas-Fort Worth	18.8%	Indianapolis, IN	6.0%
Austin	6.5%	Fort Smith-Fayetteville-Springdale-Rogers, AR	5.0%
Houston	6.2%	Norfolk-Portsmouth-Newport News, VA	4.9%
Shreveport	4.6%	Jackson, MS	4.7%
Waco-Temple-Bryan	1.8%	Tri-Cities, TN-VA	3.4%
Beaumont-Port Arthur	0.1%	Denver, CO	2.0%
San Antonio	0.1%	Mobile, AL-Pensacola (Fort Walton Beach), FL	1.8%

Longview MSA Small Sample – Use with caution

## Longview, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>72.5%</b>	<b>Total Business</b>	<b>27.5%</b>
<b>Vacation</b>	<b>12.9%</b>	<b>Meetings</b>	<b>12.4%</b>
Getaway Weekend-Overnight	11.5%	Seminar/Training	7.8%
Day Trip Vacation/Getaway	1.3%	Convention	0.0%
General Vacation-Overnight	0.2%	Other Group Meeting	4.7%
<b>Non-Vacation</b>	<b>59.6%</b>	<b>Transient</b>	<b>15.1%</b>
Visit Friend/Relative	31.7%	Consulting/Client Service	8.7%
Special Event (celebration, reunion)	11.8%	Sales/Purchasing	4.5%
Medical/Health Care	1.7%	Inspection/Audit	1.1%
Convention/Show/Conference	0.0%	Construction/Repair	0.0%
Seminar/Class/Training (personal)	0.0%	Government/Military	0.0%
Other Leisure/Personal	14.4%	Other Business	0.8%

Longview MSA Small Sample – Use with caution

# Longview, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>3.2%</b>	<b>Nature (Net)</b>	<b>3.7%</b>
Gambling (slots, cards, horses, etc.)	1.6%	Parks (national/state etc.)	1.9%
Amateur Sports (attend/participate)	1.2%	Camping	1.3%
Professional Sports Event	0.4%	Eco/Sustainable Travel	1.1%
<b>Culture (Net)</b>	<b>12.4%</b>	<b>Outdoor Sports (Net)</b>	<b>6.7%</b>
Movies	7.8%	Fishing	5.0%
Concerts/Theatre/Dance etc.	2.4%	Boating/Sailing	1.2%
Historic Sites	1.7%	Tennis	0.4%
<b>Family/Life Events (Net)</b>	<b>31.4%</b>	<b>General (Net)</b>	<b>46.6%</b>
Visit Friends/Relatives (general visit)	23.9%	Shopping	31.3%
Funeral/Memorial	5.8%	Medical/Health/Doctor Visit	6.0%
Personal Special Event (Anniversary, Birthday)	3.2%	Religious/Faith Based Conference	4.5%
<b>Libation/Culinary (Net)</b>	<b>22.6%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	22.6%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.59 persons</b>
Winery/Distillery/Brewery Tours	0.0%	One Male Only	24.5%
		One Female Only	37.0%
		One Male and One Female	18.2%
		Two Male or Two Females	9.8%
		Three or More Adults	1.7%
		Adult(s) with Children	8.8%

Longview MSA Small Sample – Use with caution

# Longview, TX MSA

		MSA		MSA	
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.71</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>49.5%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.02</b>	<b>nights</b>	Hotel/Motel	44.9%	
Day –Trips	52.4%		High-End	1.2%	
1-3 Nights	41.9%		Mid-Level	35.7%	
4-7 Nights	5.7%		Economy	8.0%	
8+ Nights	0.0%		Other Hotel/Motel	0.0%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	4.7%	
<b>Air</b>	<b>15.3%</b>		<b>Non-Paid Accommodations</b>	<b>48.0%</b>	
<b>Auto Travel (Net)</b>	<b>84.7%</b>		<b>Other Overnight</b>	<b>2.5%</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>261</b>	<b>miles</b>			
250 Miles or Less	69.5%				
251-500 Miles	14.4%				
500-1000 Miles	10.2%				
1001 Miles or More	5.8%				

Longview MSA Small Sample – Use with caution

# Longview, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>46.4%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$105.80</b>
Transportation - Excluding Airfare	24.2%	<b>Transportation - Total</b>	<b>\$49.10</b>
Transportation - Airfare	22.2%	Transportation - Excluding Airfare	\$25.60
Transportation - Rental Car	6.0%	Transportation - Airfare	\$150.70
Transportation - Other	18.1%	Transportation - Rental Car	\$37.80
<b>Food</b>	<b>18.4%</b>	Transportation - Other	\$19.20
<b>Lodging - Total</b>	<b>15.8%</b>	<b>Food</b>	<b>\$19.50</b>
Lodging - Room	15.3%	<b>Lodging - Total</b>	<b>\$43.10</b>
Lodging - Services	0.5%	Lodging - Room	\$45.00
<b>Shopping</b>	<b>13.4%</b>	Lodging - Services	\$1.70
<b>Entertainment</b>	<b>2.7%</b>	<b>Shopping</b>	<b>\$14.20</b>
<b>Miscellaneous</b>	<b>3.3%</b>	<b>Entertainment</b>	<b>\$2.90</b>
		<b>Miscellaneous</b>	<b>\$3.50</b>

Longview MSA Small Sample – Use with caution

# Longview, TX MSA

	MSA	MSA
<b>Demographic Profile (Person-Days)</b>		
<b>Average Age</b>	<b>48.5</b>	<b>Employment</b>
18-34 Years	27.3%	Employed 67.8%
35-49 Years	24.4%	Retired 18.3%
50-64 Years	33.1%	Not Employed 13.9%
65+ Years	15.1%	
		<b>Marital Status</b>
<b>Average HH Income (in \$1,000)</b>	<b>\$96,145</b>	Married 66.0%
Under \$25,000	16.3%	Never Married 24.3%
\$25,000-\$49,999	12.4%	Divorced/Widowed 9.7%
\$50,000-\$74,999	27.7%	
\$75,000-\$99,999	12.1%	<b>Children in Household</b>
\$100,0000+	31.5%	Yes 38.6%
		No 61.4%

Longview MSA Small Sample – Use with caution

# Texarkana, TX-Texarkana, AR MSA

# Texarkana, TX-Texarkana, AR MSA Executive Summary

## Highlights of Visitors to the Texarkana MSA

- Texans generated 72.5% of Person-Days to the Texarkana MSA; Non-Texans 27.5%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Waco-Temple-Bryan, Austin); Non-Texan DMAs (Shreveport, LA, Little Rock-Pine Bluff, AR, Memphis, TN)
- Leisure travel represented 75% of Person-Days to the Texarkana, TX-Texarkana, AR MSA; Vacation 27% and Non-Vacation 47.9%
- Business travel represented 25% of Person-Days to the Texarkana, TX-Texarkana, AR MSA; Meetings 7% and Transient 18%
- Activity categories participated: Attractions 1%, Culture 8%, Family/Life Events 19.4%, Libation/Culinary 18.8%, Nature 5.6%, Outdoor Sports 0.1%, General 45.9%
- Average Party Size (Adults and Children) 1.74 persons
- Average Length of Stay was 1.72 days (overnight and days); 1.75 nights (overnight only).
- 85.1% traveled by Auto; 2.1% by Air
- Average distance traveled 167 miles
- Accommodation Type: Paid 75%; Non-Paid 25%; Other Overnight 0%
- Average Per Person Per Day Spending \$111.30
- Average Age 55 years
- Average Household Income \$114,629
- Employment: Employed 86.6%, Retired 7.3%, Not Employed 6.1%
- Marital Status: Married 82.3%, Never Married 4.2%, Divorced/Widowed 13.5%
- Children in Household: Yes 30.2%, No 69.8%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

# Texarkana, TX-Texarkana, AR MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Texarkana MSA was estimated at 1.56 million in 2015, and the volume of Person-Days was estimated at 2.59 million.

The Texarkana MSA's share of total Person-Days to Texas ranked 24 out of 26 Texas MSAs.

**Texarkana, TX-Texarkana, AR MSA Volume (millions)**

Person-Days	Total	Leisure	Business
2015	2.59	1.72	0.88
2014	2.53	1.69	0.84
2013	2.50	1.66	0.84
Person-Stays	Total	Leisure	Business
2015	1.56	1.08	0.48
2014	1.55	1.10	0.45
2013	1.54	1.07	0.47

**Texarkana, TX-Texarkana, AR MSA Share of Texas Tourism**

Person-Days	Total	Leisure	Business
2015	0.4%	0.3%	0.4%
2014	0.2%	0.2%	0.2%
2013	0.3%	0.2%	0.6%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

## Texarkana, TX-Texarkana, AR 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>72.5%</b>	<b>Total Non-Texans (Interstate)</b>	<b>27.5%</b>
Dallas-Fort Worth	55.4%	Shreveport, LA	18.0%
Waco-Temple-Bryan	6.0%	Little Rock-Pine Bluff, AR	4.3%
Austin	5.3%	Memphis, TN	1.9%
Shreveport	4.7%	Cincinnati, OH	1.5%
Houston	0.7%	Philadelphia, PA	0.7%
Tyler-Longview (Lufkin, Nacogdoches)	0.2%	New York, NY	0.4%
Amarillo	0.1%	Fort Myers-Naples, FL	0.3%
Harlingen-Weslaco-Brownsville-McAllen	0.0%	Tulsa, OK	0.3%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

## Texarkana, TX-Texarkana, AR MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>75.0%</b>	<b>Total Business</b>	<b>25.0%</b>
<b>Vacation</b>	<b>27.0%</b>	<b>Meetings</b>	<b>7.0%</b>
Getaway Weekend-Overnight	14.0%	Seminar/Training	6.7%
General Vacation-Overnight	13.0%	Convention	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meeting	0.3%
<b>Non-Vacation</b>	<b>47.9%</b>	<b>Transient</b>	<b>18.0%</b>
Visit Friend/Relative	21.2%	Consulting/Client Service	9.4%
Special Event (celebration, reunion)	4.1%	Construction/Repair	3.6%
Convention/Show/Conference	0.1%	Inspection/Audit	3.3%
Medical/Health Care	0.0%	Government/Military	0.6%
Seminar/Class/Training (personal)	0.0%	Sales/Purchasing	0.0%
Other Leisure/Personal	22.5%	Other Business	1.2%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

## Texarkana, TX-Texarkana, AR MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>1.0%</b>	<b>Nature (Net)</b>	<b>5.6%</b>
Nightlife (bar, nightclub etc.)	0.9%	Parks (national/state etc.)	5.6%
Show: Boat, Car, Home	0.1%	Camping	0.0%
Amateur Sports (attend/participate)	0.0%	Eco/Sustainable Travel	0.0%
<b>Culture (Net)</b>	<b>8.0%</b>	<b>Outdoor Sports (Net)</b>	<b>0.1%</b>
Touring/Sightseeing	4.0%	Biking	0.1%
Movies	3.3%	Boating/Sailing	0.0%
Historic Sites	2.1%	Extreme/Adventure Sports	0.0%
<b>Family/Life Events (Net)</b>	<b>19.4%</b>	<b>General (Net)</b>	<b>45.9%</b>
Visit Friends/Relatives (general visit)	18.7%	Shopping	44.2%
Funeral/Memorial	2.5%	Religious/Faith Based Conference	4.0%
Reunion/Graduation	0.7%	Business	1.1%
<b>Libation/Culinary (Net)</b>	<b>18.8%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	18.8%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.74 persons</b>
Winery/Distillery/Brewery Tours	0.0%	One Male Only	25.5%
		One Female Only	12.5%
		One Male and One Female	38.6%
		Two Male or Two Females	7.6%
		Three or More Adults	0.3%
		Adult(s) with Children	15.5%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

## Texarkana, TX- Texarkana, AR MSA

MSA			MSA	
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>	
<b>Average Length (Incl. Days)</b>	<b>1.72</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>75.0%</b>
<b>Average Length (Overnight Only)</b>	<b>1.75</b>	<b>nights</b>	Hotel/Motel	75.0%
Day –Trips	44.5%		High-End	2.2%
1-3 Nights	51.7%		Mid-Level	63.2%
4-7 Nights	1.9%		Economy	1.9%
8+ Nights	1.9%		Other Hotel/Motel	7.7%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	0.0%
<b>Air</b>	<b>2.1%</b>		<b>Non-Paid Accommodations</b>	<b>25.0%</b>
<b>Auto Travel (Net)</b>	<b>85.1%</b>		<b>Other Overnight</b>	<b>0.0%</b>
<b>Other Transportation (Net)</b>	<b>12.8%</b>			
Bus	0.0%			
Train	12.8%			
Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>				
<b>Average Distance Traveled</b>	<b>167</b>	<b>miles</b>		
250 Miles or Less	88.8%			
251-500 Miles	8.1%			
500-1000 Miles	2.0%			
1001 Miles or More	1.1%			

Texarkana, TX-  
Texarkana, AR MSA Small Sample – Use with caution

## Texarkana, TX-Texarkana, AR MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>32.5%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$111.30</b>
Transportation - Excluding Airfare	30.8%	<b>Transportation - Total</b>	<b>\$36.20</b>
Transportation - Airfare	1.7%	Transportation - Excluding Airfare	\$34.30
Transportation - Rental Car	7.3%	Transportation - Airfare	\$84.30
Transportation - Other	23.5%	Transportation - Rental Car	\$50.00
<b>Food</b>	<b>19.5%</b>	Transportation - Other	\$26.20
<b>Lodging - Total</b>	<b>20.3%</b>	<b>Food</b>	<b>\$21.70</b>
Lodging - Room	20.3%	<b>Lodging - Total</b>	<b>\$40.20</b>
Lodging - Services	0.0%	Lodging - Room	\$40.20
<b>Shopping</b>	<b>24.4%</b>	Lodging - Services	0
<b>Entertainment</b>	<b>1.0%</b>	<b>Shopping</b>	<b>\$27.10</b>
<b>Miscellaneous</b>	<b>2.0%</b>	<b>Entertainment</b>	<b>\$1.10</b>
		<b>Miscellaneous</b>	<b>\$2.20</b>

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

# Texarkana, TX- Texarkana, AR MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>55</b>	<b>Employment</b>		
	18-34 Years	6.0%		Employed	86.6%
	35-49 Years	12.7%		Retired	7.3%
	50-64 Years	77.6%		Not Employed	6.1%
	65+ Years	3.7%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$114,629</b>		Married	82.3%
	Under \$25,000	5.0%		Never Married	4.2%
	\$25,000-\$49,999	17.0%		Divorced/Widowed	13.5%
	\$50,000-\$74,999	19.9%			
	\$75,000-\$99,999	8.3%	<b>Children in Household</b>		
	\$100,0000+	49.8%		Yes	30.2%
				No	69.8%

Texarkana, TX-  
Texarkana, AR MSA Small Sample – Use with caution

## **Tyler, TX MSA**

## Tyler, TX MSA Executive Summary

### Highlights of Visitors to the Tyler MSA

- Texans generated 74.2% of Person-Days to the Tyler MSA; Non-Texans 25.8%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Tyler-Longview); Non-Texan DMAs (Tulsa, OK, Little Rock-Pine Bluff, AR, San Francisco-Oakland-San Jose, CA)
- Leisure travel represented 83.6% of Person-Days to the Tyler MSA; Vacation 14.4% and Non-Vacation 69.2%
- Business travel represented 16.4% of Person-Days to the Tyler MSA; Meetings 6% and Transient 10.4%
- Activity categories participated: Attractions 12.4%, Culture 23%, Family/Life Events 47.4%, Libation/Culinary 29.3%, Nature 5.3%, Outdoor Sports 5%, General 32.1%
- Average Party Size (Adults and Children) 1.91 persons
- Average Length of Stay was 1.53 days (overnight and days); 1.92 nights (overnight only).
- 96.4% traveled by Auto; 3.6% by Air
- Average distance traveled 242 miles
- Accommodation Type: Paid 59.5%; Non-Paid 35%; Other Overnight 5.5%
- Average Per Person Per Day Spending \$84.30
- Average Age 49.1 years
- Average Household Income \$82,261
- Employment: Employed 57.7%, Retired 16.5%, Not Employed 25.8%
- Marital Status: Married 66.2%, Never Married 15.5%, Divorced/Widowed 18.3%
- Children in Household: Yes 42.6%, No 57.4%

# Tyler, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Tyler MSA was estimated at 3.02 million in 2015, and the volume of Person-Days was estimated at 5.22 million.

The Tyler MSA's share of total Person-Days to Texas ranked 17 out of 26 Texas MSAs.

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

Person-Days	Total	Leisure	Business
2015	5.22	4.12	1.11
2014	5.10	4.00	1.10
2013	4.89	3.84	1.06
Person-Stays	Total	Leisure	Business
2015	3.02	2.25	0.77
2014	2.92	2.21	0.71
2013	2.75	2.10	0.65

**Tyler, TX MSA Share of Texas Tourism**

Person-Days	Total	Leisure	Business
2015	0.7%	0.8%	0.5%
2014	0.9%	1.0%	0.6%
2013	1.3%	1.4%	0.8%

# Tyler, 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>74.2%</b>	<b>Total Non-Texans (Interstate)</b>	<b>25.8%</b>
Dallas-Fort Worth	31.8%	Tulsa, OK	6.3%
Houston	16.8%	Little Rock-Pine Bluff, AR	2.9%
Tyler-Longview (Lufkin, Nacogdoches)	10.5%	San Francisco-Oakland-San Jose, CA	2.3%
Austin	5.9%	Charleston-Huntington, WV	1.9%
Waco-Temple-Bryan	5.3%	Savannah, GA	1.5%
Shreveport	1.7%	Shreveport, LA	1.5%
Lubbock	1.0%	Oklahoma City, OK	1.5%
Wichita Falls & Lawton	0.5%	Birmingham (Anniston, Tuscaloosa), AL	1.2%

## Tyler, TX MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>83.6%</b>	<b>Total Business</b>	<b>16.4%</b>
<b>Vacation</b>	<b>14.4%</b>	<b>Meetings</b>	<b>6.0%</b>
Getaway Weekend-Overnight	11.1%	Convention	2.1%
Day Trip Vacation/Getaway	1.8%	Seminar/Training	0.7%
General Vacation-Overnight	1.5%	Other Group Meeting	3.2%
<b>Non-Vacation</b>	<b>69.2%</b>	<b>Transient</b>	<b>10.4%</b>
Visit Friend/Relative	43.1%	Consulting/Client Service	3.2%
Special Event (celebration, reunion)	8.1%	Construction/Repair	1.7%
Convention/Show/Conference	5.1%	Government/Military	1.6%
Medical/Health Care	3.1%	Sales/Purchasing	1.4%
Seminar/Class/Training (personal)	0.1%	Inspection/Audit	0.9%
Other Leisure/Personal	9.8%	Other Business	1.5%

# Tyler, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>12.4%</b>	<b>Nature (Net)</b>	5.3%
Amateur Sports (attend/participate)	4.4%	Parks (national/state etc.)	4.2%
Show: Boat, Car, Home	3.6%	Camping	1.3%
Zoo/Aquarium	3.2%	Wildlife Viewing (birds, whales etc.)	1.1%
<b>Culture (Net)</b>	<b>23.0%</b>	<b>Outdoor Sports (Net)</b>	5.0%
Movies	9.4%	Hiking	2.3%
Festival/Fairs (state, craft, etc.)	6.5%	Water Sports	1.9%
Historic Sites	4.2%	Boating/Sailing	1.8%
<b>Family/Life Events (Net)</b>	<b>47.4%</b>	<b>General (Net)</b>	32.1%
Visit Friends/Relatives (general visit)	37.3%	Shopping	17.4%
Reunion/Graduation	7.1%	Medical/Health/Doctor Visit	6.7%
Personal Special Event (Anniversary, Birthday)	4.9%	Business	5.4%
<b>Libation/Culinary (Net)</b>	<b>29.3%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	29.3%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.91 persons</b>
Winery/Distillery/Brewery Tours	0.2%	One Male Only	21.2%
		One Female Only	16.9%
		One Male and One Female	42.3%
		Two Male or Two Females	2.3%
		Three or More Adults	0.4%
		Adult(s) with Children	17.0%

## Tyler, TX MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.53</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>59.5%</b>	
<b>Average Length (Overnight Only)</b>	<b>1.92</b>	<b>nights</b>	Hotel/Motel	44.7%	
	Day –Trips	59.4%		High-End	7.9%
	1-3 Nights	37.8%		Mid-Level	26.7%
	4-7 Nights	2.8%		Economy	9.0%
	8+ Nights	0.0%	Other Hotel/Motel	1.1%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	14.8%	
	<b>Air</b>	<b>3.6%</b>	<b>Non-Paid Accommodations</b>	<b>35.0%</b>	
	<b>Auto Travel (Net)</b>	<b>96.4%</b>	<b>Other Overnight</b>	<b>5.5%</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>242</b>	<b>miles</b>			
	250 Miles or Less	75.5%			
	251-500 Miles	12.4%			
	500-1000 Miles	7.6%			
	1001 Miles or More	4.5%			

## Tyler, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>36.8%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$84.30</b>
Transportation - Excluding Airfare	32.9%	<b>Transportation - Total</b>	<b>\$31.00</b>
Transportation - Airfare	3.8%	Transportation - Excluding Airfare	\$27.80
Transportation - Rental Car	6.5%	Transportation - Airfare	\$45.30
Transportation - Other	26.4%	Transportation - Rental Car	\$89.30
<b>Food</b>	<b>25.9%</b>	Transportation - Other	\$22.30
<b>Lodging - Total</b>	<b>18.6%</b>	<b>Food</b>	<b>\$21.90</b>
Lodging - Room	17.3%	<b>Lodging - Total</b>	<b>\$35.00</b>
Lodging - Services	1.2%	Lodging - Room	\$35.80
<b>Shopping</b>	<b>12.2%</b>	Lodging - Services	\$2.60
<b>Entertainment</b>	<b>4.3%</b>	<b>Shopping</b>	<b>\$10.30</b>
<b>Miscellaneous</b>	<b>2.1%</b>	<b>Entertainment</b>	<b>\$3.60</b>
		<b>Miscellaneous</b>	<b>\$1.80</b>

# Tyler, TX MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>49.1</b>	<b>Employment</b>		
	18-34 Years	18.1%		Employed	57.7%
	35-49 Years	36.6%		Retired	16.5%
	50-64 Years	27.8%		Not Employed	25.8%
	65+ Years	17.4%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$82,261</b>		Married	66.2%
	Under \$25,000	10.4%		Never Married	15.5%
	\$25,000-\$49,999	21.5%		Divorced/Widowed	18.3%
	\$50,000-\$74,999	24.7%			
	\$75,000-\$99,999	17.9%	<b>Children in Household</b>		
	\$100,0000+	25.5%		Yes	42.6%
				No	57.4%

## 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%
Piney Woods Region	275	1.0%	1.8%	2.6%	3.8%	4.9%
Longview, TX MSA	41	2.5%	4.7%	6.7%	9.7%	12.8%
Texarkana, TX- Texarkana, AR MSA	22	3.5%	6.4%	9.2%	13.3%	17.5%
Tyler, TX MSA	75	1.9%	3.5%	5.0%	7.2%	9.5%

## 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.

"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, Virginia 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.