



2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

PRAIRIES & LAKES REGION

MSAs:

Dallas-Plano-Irving

Fort Worth-Arlington

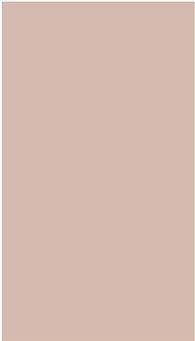
Sherman-Denison

College Station-Bryan

Killeen-Temple-Fort Hood

Waco





Year-End 2015 Texas Tourism
Regions and MSA Profile

PRAIRIES & LAKES REGION



Jeffrey Eslinger

Director, Account Services

D. K. Shifflet & Associates, Ltd.
1749 Old Meadow Rd, Suite 425
McLean, Virginia 22102
Tel.: +1.703.536.8500 www.dksa.com

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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

Prairies & Lakes Tourism Region Profile

Prairies & Lakes Tourism Region



Prairies & Lakes Region Executive Summary

Highlights of Visitors to the Prairies & Lakes Region

- Texans generated 55% of Person-Days to the Prairies & Lakes Region; Non-Texans 45%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Los Angeles, CA, Oklahoma City, OK, Tulsa, OK)
- Leisure travel represented 70.5% of Person-Days to the Prairies & Lakes Region; Vacation 14.4% and Non-Vacation 56.1%
- Business travel represented 29.5% of Person-Days to the Prairies & Lakes Region; Meetings 15.7% and Transient 13.8%
- Activity categories participated: Attractions 16.2%, Culture 21%, Family/Life Events 38.6%, Libation/Culinary 22.4%, Nature 7%, Outdoor Sports 6.4%, General 42.3%
- Average Party Size (Adults and Children) 1.70 persons
- Average Length of Stay was 2.07 days (overnight and days); 2.37 nights (overnight only).
- 76.9% traveled by Auto; 20.2% by Air
- Average distance traveled 463 miles
- Accommodation Type: Paid 57.9%; Non-Paid 41.4%; Other Overnight 0.7%
- Average Per Person Per Day Spending \$134.00
- Average Age 45.9 years
- Average Household Income \$90,623
- Employment: Employed 64.7%, Retired 16.6%, Not Employed 18.8%
- Marital Status: Married 65.9%, Never Married 22.5%, Divorced/Widowed 11.6%
- Children in Household: Yes 36.7%, No 63.3%

Prairies & Lakes Region Executive Summary

Volume/Share

The Prairies & Lakes Tourism Region contains the following MSAs: Dallas-Plano-Irving, Fort Worth-Arlington, Sherman-Denison, College Station-Bryan, Killeen-Temple-Fort Hood, and Waco.

The number of Person-Stays to the Prairies & Lakes Region was estimated at 77.34 million in 2015, and the volume of Person-Days was estimated at 159.23 million.

The Prairies & Lakes Region's share of total Person-Days to Texas ranked 1 out of the 7 Texas Tourism Regions.

Prairies & Lakes Volume (millions)

Person-Days	Total	Leisure	Business
2015	159.23	110.26	48.98
2014	154.34	106.79	47.54
2013	148.71	102.71	46.00
Person-Stays	Total	Leisure	Business
2015	77.34	53.61	23.73
2014	73.23	51.09	22.14
2013	70.11	49.38	20.73

Prairies & Lakes Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	28.9%	27.2%	34.4%
2014	29.0%	27.2%	34.1%
2013	29.2%	26.8%	35.0%

Prairies & Lakes Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	55.0%	Total Non-Texans (Interstate)	45.0%
Dallas-Fort Worth	20.0%	Los Angeles, CA	2.5%
Houston	10.6%	Oklahoma City, OK	2.2%
Austin	6.7%	Tulsa, OK	2.2%
San Antonio	4.1%	New York, NY	2.1%
Waco-Temple-Bryan	2.7%	Chicago, IL	1.5%
Tyler-Longview (Lufkin, Nacogdoches)	2.5%	San Diego, CA	1.3%
Amarillo	1.9%	Kansas City, MO	1.2%
El Paso	1.6%	Albuquerque-Santa Fe, NM	1.1%

Prairies & Lakes Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	70.5%	Total Business	29.5%
Vacation	14.4%	Meetings	15.7%
Getaway Weekend - overnight (2011+)	7.7%	Seminar/Training	7.5%
General Vacation - overnight (2011+)	5.0%	Convention	3.4%
Vacation/Getaway - day trip (2011+)	1.6%	Other Group Meeting	4.8%
Non-Vacation	56.1%	Transient	13.8%
Visit Friend/Relative	34.1%	Consulting/Client Service	4.2%
Special Event (celebration, reunion)	9.1%	Sales/Purchasing	2.7%
Convention/Show/Conference	3.2%	Construction/Repair	1.2%
Medical/Health Care	2.4%	Government/Military	1.1%
Seminar/Class/Training (personal)	0.8%	Inspection/Audit	0.9%
Other Leisure/Personal	6.6%	Other Business	3.7%

Prairies & Lakes Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	16.2%	Nature (Net)	7.0%
Nightlife (bar, nightclub etc.)	5.8%	Parks (national/state etc.)	4.6%
Amateur Sports (attend/participate)	3.2%	Camping	1.3%
Theme/Amusement/Water Parks	2.8%	Beach/Waterfront	1.3%
Culture (Net)	21.0%	Outdoor Sports (Net)	6.4%
Movies	7.4%	Fishing	2.4%
Museums/Art Exhibits etc.	5.1%	Biking	1.6%
Historic Sites	5.1%	Golfing	1.2%
Family/Life Events (Net)	38.6%	General (Net)	42.3%
Visit Friends/Relatives (general visit)	27.8%	Shopping	20.4%
Holiday Celebration (Thanksgiving, July 4th etc.)	6.0%	Business	13.9%
Personal Special Event (Anniversary, Birthday)	5.2%	Medical/Health/Doctor Visit	6.1%
Libation/Culinary (Net)	22.4%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.1%	Avg. Party Size (Adults and Children)	1.70 persons
Winery/Distillery/Brewery Tours	0.5%	One Male Only	30.1%
		One Female Only	24.8%
		One Male and One Female	25.8%
		Two Male or Two Females	5.5%
		Three or More Adults	4.2%
		Adult(s) with Children	9.7%

Prairies & Lakes Tourism Region

REGION			REGION		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	2.07	days	Paid Accommodations	57.9%	
Average Length (Overnight Only)	2.37	nights	Hotel/Motel	50.0%	
	Day –Trips	44.4%		High-End	18.3%
	1-3 Nights	46.7%		Mid-Level	23.2%
	4-7 Nights	7.6%		Economy	6.9%
	8+ Nights	1.3%	Other Hotel/Motel	1.6%	
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	7.9%	
	Air	20.2%	Non-Paid Accommodations	41.4%	
	Auto Travel (Net)	76.9%	Other Overnight	0.7%	
	Other Transportation (Net)	2.9%			
	Bus	2.2%			
	Train	0.6%			
	Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	463	miles			
	250 Miles or Less	52.9%			
	251-500 Miles	12.9%			
	500-1000 Miles	18.0%			
	1001 Miles or More	16.1%			

Prairies & Lakes Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	35.7%	Avg. Per Person Per Day Spending	\$134.00
Transportation - Excluding Airfare	22.2%	Transportation - Total	\$47.90
Transportation – Airfare (2012+)	13.6%	Transportation - Excluding Airfare (2012+)	\$29.70
Transportation - Rental Car (2012+)	5.3%	Transportation - Airfare (2012+)	\$92.00
Transportation - Other	16.9%	Transportation - Rental Car (2012+)	\$46.20
Food	22.2%	Transportation - Other (2012+)	\$22.60
Lodging - Total	19.3%	Food	\$29.80
Lodging - Room	17.2%	Lodging - Total	\$53.60
Lodging – Services (2012+)	2.1%	Lodging - Room	\$53.10
Shopping	12.8%	Lodging - Services (2012+)	\$8.70
Entertainment	7.1%	Shopping	\$17.10
Miscellaneous	2.9%	Entertainment	\$9.60
		Miscellaneous	\$3.90

Prairies & Lakes Tourism Region

		REGION			REGION
Demographic Profile (Person-Days)					
Average Age		45.9	Employment		
	18-34 Years	30.6%		Employed	64.7%
	35-49 Years	26.8%		Retired	16.6%
	50-64 Years	28.1%		Not Employed	18.8%
	65+ Years	14.5%			
Marital Status					
Average HH Income (in \$1,000)		\$90,623		Married	65.9%
	Under \$25,000	10.7%		Never Married	22.5%
	\$25,000-\$49,999	25.5%		Divorced/Widowed	11.6%
	\$50,000-\$74,999	15.4%			
	\$75,000-\$99,999	15.4%	Children in Household		
	\$100,0000+	33.0%		Yes	36.7%
				No	63.3%

Dallas-Plano-Irving, TX MSA

Dallas-Plano-Irving, TX MSA Executive Summary

Highlights of Visitors to the Dallas-Plano-Irving MSA

- Texans generated 45.1% of Person-Days to the Dallas-Plano-Irving, TX MSA; Non-Texans 54.9%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Oklahoma City, OK, Los Angeles, CA, New York, NY)
- Leisure travel represented 67% of Person-Days to the Dallas-Plano-Irving, TX MSA; Vacation 15.1% and Non-Vacation 51.9%
- Business travel represented 33% of Person-Days to the Dallas-Plano-Irving, TX MSA; Meetings 19.2% and Transient 13.7%
- Activity categories participated: Attractions 18.3%, Culture 23%, Family/Life Events 37%, Libation/Culinary 22.1%, Nature 6.1%, Outdoor Sports 6.9%, General 42.5%
- Average Party Size (Adults and Children) 1.66 persons
- Average Length of Stay was 2.24 days (overnight and days); 2.42 nights (overnight only).
- 69.4% traveled by Auto; 27.3% by Air
- Average distance traveled 530 miles
- Accommodation Type: Paid 61.6%; Non-Paid 38%; Other Overnight 0.4%
- Average Per Person Per Day Spending \$155.00
- Average Age 44.6 years
- Average Household Income \$92,632
- Employment: Employed 69.7%, Retired 12.7%, Not Employed 17.6%
- Marital Status: Married 64.4%, Never Married 24.7%, Divorced/Widowed 10.9%
- Children in Household: Yes 40.8%, No 59.2%

Dallas-Plano-Irving, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Dallas-Plano-Irving MSA was estimated at 38.27 million in 2015, and the volume of Person-Days was estimated at 87.83 million.

The Dallas-Plano-Irving MSA's share of total Person-Days to Texas ranked 2 out of 26 Texas MSAs.

Dallas-Plano-Irving, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	87.83	57.16	30.67
2014	83.70	54.27	29.44
2013	80.45	51.98	28.47
Person-Stays	Total	Leisure	Business
2015	38.27	25.11	13.16
2014	35.84	23.76	12.09
2013	34.16	22.85	11.30

Dallas-Plano-Irving, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	16.9%	15.1%	23.0%
2014	16.5%	14.8%	21.2%
2013	16.2%	14.1%	21.4%

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	45.1%	Total Non-Texans (Interstate)	54.9%
Dallas-Fort Worth	14.6%	Oklahoma City, OK	3.4%
Houston	8.8%	Los Angeles, CA	2.8%
Austin	6.0%	New York, NY	2.7%
San Antonio	3.8%	Tulsa, OK	2.1%
Tyler-Longview (Lufkin, Nacogdoches)	2.5%	Kansas City, MO	1.9%
Waco-Temple-Bryan	2.1%	Chicago, IL	1.6%
Amarillo	1.5%	Memphis, TN	1.5%
El Paso	1.2%	San Diego, CA	1.4%

Dallas-Plano-Irving, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	67.0%	Total Business	33.0%
Vacation	15.1%	Meetings	19.2%
Getaway Weekend-Overnight	8.2%	Seminar/Training	9.2%
General Vacation-Overnight	5.8%	Convention	4.1%
Day Trip Vacation/Getaway	1.1%	Other Group Meetings	6.0%
Non-Vacation	51.9%	Transient	13.7%
Visit Friend/Relative	30.6%	Consulting/Client Service	4.9%
Special Event (celebration, reunion)	9.3%	Sales/Purchasing	3.0%
Convention/Show/Conference	3.6%	Government/Military	1.1%
Medical/Health Care	2.4%	Inspection/Audit	0.9%
Seminar/Class/Training (personal)	0.8%	Construction/Repair	0.7%
Other Leisure/Personal	5.2%	Other Business	3.2%

Dallas-Plano-Irving, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	18.3%	Nature (Net)	6.1%
Nightlife (bar, nightclub etc.)	7.9%	Parks (national/state etc.)	4.6%
Show: Boat, Car, Home	3.0%	Camping	1.0%
Professional Sports Event	3.0%	Wildlife Viewing (birds, whales etc.)	1.0%
Culture (Net)	23.0%	Outdoor Sports (Net)	6.9%
Movies	9.3%	Biking	2.4%
Concerts/Theatre/Dance etc.	6.0%	Fishing	2.1%
Museums/Art Exhibits etc.	5.7%	Tennis	1.2%
Family/Life Events (Net)	37.0%	General (Net)	42.5%
Visit Friends/Relatives (general visit)	27.5%	Shopping	20.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.8%	Business	14.1%
Personal Special Event (Anniversary, Birthday)	4.7%	Medical/Health/Doctor Visit	7.2%
Libation/Culinary (Net)	22.1%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	21.9%	Avg. Party Size (Adults and Children)	1.66 persons
Winery/Distillery/Brewery Tours	0.6%	One Male Only	32.8%
		One Female Only	25.8%
		One Male and One Female	22.8%
		Two Male or Two Females	5.4%
		Three or More Adults	3.7%
		Adult(s) with Children	9.6%

Dallas-Plano-Irving, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	2.24	days	Paid Accommodations	61.6%
Average Length (Overnight Only)	2.42	nights	Hotel/Motel	54.6%
	Day –Trips	38.5%	High-End	22.7%
	1-3 Nights	51.1%	Mid-Level	25.1%
	4-7 Nights	9.2%	Economy	5.2%
	8+ Nights	1.2%	Other Hotel/Motel	1.7%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	7.1%
	Air Travel	27.3%	Non-Paid Accommodations	38.0%
	Auto Travel (Net)	69.4%	Other Overnight	0.4%
	Other Transportation (Net)	3.3%		
	Bus	2.4%		
	Train	0.9%		
	Other	0.0%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	530	miles		
	250 Miles or Less	43.8%		
	251-500 Miles	16.4%		
	500-1000 Miles	21.3%		
	1001 Miles or More	18.5%		

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	36.4%	Avg. Per Person Per Day Spending	\$155.00
Transportation - Excluding Airfare	19.9%	Transportation - Total	\$56.40
Transportation - Airfare	16.5%	Transportation - Excluding Airfare	\$30.90
Transportation - Rental Car	5.3%	Transportation - Airfare	\$99.10
Transportation - Other	14.6%	Transportation - Rental Car	\$43.70
Food	20.5%	Transportation - Other	\$22.60
Lodging - Total	20.4%	Food	\$31.80
Lodging - Room	18.1%	Lodging - Total	\$60.40
Lodging - Services	2.3%	Lodging - Room	\$59.60
Shopping	11.8%	Lodging - Services	\$10.40
Entertainment	7.6%	Shopping	\$18.30
Miscellaneous	3.2%	Entertainment	\$11.70
		Miscellaneous	\$5.00

Dallas-Plano-Irving, TX MSA

	MSA	MSA
Demographic Profile (Person-Days)		
Average Age	44.6	Employment
18-34 Years	33.1%	Employed 69.7%
35-49 Years	28.8%	Retired 12.7%
50-64 Years	25.2%	Not Employed 17.6%
65+ Years	12.9%	
		Marital Status
Average HH Income (in \$1,000)	\$92,632	Married 64.4%
Under \$25,000	11.1%	Never Married 24.7%
\$25,000-\$49,999	24.6%	Divorced/Widowed 10.9%
\$50,000-\$74,999	16.3%	
\$75,000-\$99,999	14.3%	Children in Household
\$100,0000+	33.7%	Yes 40.8%
		No 59.2%

Fort Worth-Arlington, TX MSA

Fort Worth-Arlington, TX MSA Executive Summary

Highlights of Visitors to the Fort Worth-Arlington MSA

- Texans generated 60.3% of Person-Days to the Fort Worth- Arlington, TX MSA; Non-Texans 39.7%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Tulsa, OK, Chicago, IL, Los Angeles, CA)
- Leisure travel represented 72.5% of Person-Days to the Fort Worth- Arlington, TX MSA; Vacation 11.8% and Non-Vacation 60.7%
- Business travel represented 27.5% of Person-Days to the Fort Worth- Arlington, TX MSA; Meetings 16.3% and Transient 11.3%
- Activity categories participated: Attractions 19.7%, Culture 21.2%, Family/Life Events 39.7%, Libation/Culinary 23.9%, Nature 6.4%, Outdoor Sports 4.0%, General 49.9%
- Average Party Size (Adults and Children) 1.74 persons
- Average Length of Stay was 2.06 days (overnight and days); 2.51 nights (overnight only).
- 80% traveled by Auto; 16.2% by Air
- Average distance traveled 400 miles
- Accommodation Type: Paid 54.7%; Non-Paid 44.8%; Other Overnight 0.5%
- Average Per Person Per Day Spending \$119.20
- Average Age 47.3 years
- Average Household Income \$88,656
- Employment: Employed 56.6%, Retired 21.4%, Not Employed 22%
- Marital Status: Married 63.4%, Never Married 20.4%, Divorced/Widowed 16.2%
- Children in Household: Yes 34.7%, No 65.3%

Fort Worth-Arlington, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Fort Worth-Arlington MSA was estimated at 13.91 million in 2015, and the volume of Person-Days was estimated at 29.34 million.

The Fort Worth-Arlington MSA's share of total Person-Days to Texas ranked 5 out of 26 Texas MSAs.

Fort Worth-Arlington, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	29.34	20.63	8.72
2014	28.60	20.09	8.51
2013	27.39	19.18	8.21
Person-Stays	Total	Leisure	Business
2015	13.91	9.36	4.54
2014	13.40	9.15	4.26
2013	12.76	8.78	3.98

Fort Worth-Arlington, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	5.1%	5.1%	5.3%
2014	5.5%	5.1%	6.4%
2013	5.7%	5.3%	6.6%

Fort Worth-Arlington, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	60.3%	Total Non-Texans (Interstate)	39.7%
Dallas-Fort Worth	28.3%	Tulsa, OK	4.6%
Houston	7.8%	Chicago, IL	2.6%
Austin	5.6%	Los Angeles, CA	2.1%
Amarillo	5.1%	Minneapolis-St. Paul, MN	1.7%
Tyler-Longview (Lufkin, Nacogdoches)	3.6%	Pittsburgh, PA	1.5%
Waco-Temple-Bryan	2.1%	San Diego, CA	1.5%
Abilene-Sweetwater	1.8%	Phoenix, AZ	1.2%
San Antonio	1.8%	Washington, DC (Hagerstown, MD)	1.2%

Fort Worth-Arlington, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	72.5%	Total Business	27.5%
Vacation	11.8%	Meetings	16.3%
Getaway Weekend-Overnight	5.0%	Seminar/Training	8.2%
General Vacation-Overnight	4.1%	Convention	4.5%
Day Trip Vacation/Getaway	2.7%	Other Group Meeting	3.6%
Non-Vacation	60.7%	Transient	11.3%
Visit Friend/Relative	38.0%	Sales/Purchasing	3.2%
Special Event (celebration, reunion)	10.8%	Consulting/Client Service	2.8%
Medical/Health Care	2.9%	Construction/Repair	0.9%
Convention/Show/Conference	2.7%	Inspection/Audit	0.7%
Seminar/Class/Training (personal)	0.4%	Government/Military	0.3%
Other Leisure/Personal	6.0%	Other Business	3.3%

Fort Worth-Arlington, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	19.7%	Nature (Net)	6.4%
Nightlife (bar, nightclub etc.)	6.6%	Parks (national/state etc.)	3.6%
Theme/Amusement/Water Parks	5.9%	Beach/Waterfront	2.0%
Zoo/Aquarium	2.6%	Wildlife Viewing (birds, whales etc.)	0.9%
Culture (Net)	21.2%	Outdoor Sports (Net)	4.0%
Movies	7.8%	Fishing	2.3%
Historic Sites	6.9%	Biking	1.1%
Museums/Art Exhibits etc.	5.9%	Tennis	0.9%
Family/Life Events (Net)	39.7%	General (Net)	49.9%
Visit Friends/Relatives (general visit)	25.0%	Shopping	22.3%
Personal Special Event (Anniversary, Birthday)	7.3%	Business	17.0%
Holiday Celebration (Thanksgiving, July 4th etc.)	6.1%	Medical/Health/Doctor Visit	5.6%
Libation/Culinary (Net)	23.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	23.7%	Avg. Party Size (Adults and Children)	1.74 persons
Winery/Distillery/Brewery Tours	0.5%	One Male Only	23.4%
		One Female Only	26.6%
		One Male and One Female	26.5%
		Two Male or Two Females	7.3%
		Three or More Adults	4.6%
		Adult(s) with Children	11.6%

Fort Worth-Arlington, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	2.06	days	Paid Accommodations	54.7%
Average Length (Overnight Only)	2.51	nights	Hotel/Motel	49.1%
	Day –Trips	47.8%	High-End	18.6%
	1-3 Nights	43.1%	Mid-Level	18.5%
	4-7 Nights	7.4%	Economy	9.3%
	8+ Nights	1.7%	Other Hotel/Motel	2.7%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	5.6%
	Air	16.2%	Non-Paid Accommodations	44.8%
	Auto Travel (Net)	80.0%	Other Overnight	0.5%
	Other Transportation (Net)	3.8%		
	Bus	3.4%		
	Train	0.3%		
	Other	0.1%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	400	miles		
	250 Miles or Less	59.1%		
	251-500 Miles	11.4%		
	500-1000 Miles	15.8%		
	1001 Miles or More	13.8%		

Fort Worth-Arlington, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	34.6%	Avg. Per Person Per Day Spending	\$119.20
Transportation - Excluding Airfare	23.5%	Transportation - Total	\$41.20
Transportation - Airfare	11.1%	Transportation - Excluding Airfare	\$28.00
Transportation - Rental Car	5.0%	Transportation - Airfare	\$68.70
Transportation - Other	18.5%	Transportation - Rental Car	\$45.50
Food	25.4%	Transportation - Other	\$22.10
Lodging - Total	18.0%	Food	\$30.30
Lodging - Room	15.1%	Lodging - Total	\$47.40
Lodging - Services	2.9%	Lodging - Room	\$46.90
Shopping	12.4%	Lodging - Services	\$12.40
Entertainment	6.6%	Shopping	\$14.70
Miscellaneous	3.0%	Entertainment	\$7.90
		Miscellaneous	\$3.60

Fort Worth-Arlington, TX MSA

	MSA	MSA
Demographic Profile (Person-Days)		
Average Age	47.3	Employment
18-34 Years	29.1%	Employed 56.6%
35-49 Years	23.1%	Retired 21.4%
50-64 Years	32.5%	Not Employed 22.0%
65+ Years	15.4%	
		Marital Status
Average HH Income (in \$1,000)	\$88,656	Married/Living with Partner 63.4%
Under \$25,000	9.4%	Never Married 20.4%
\$25,000-\$49,999	31.3%	Divorced/Widowed 16.2%
\$50,000-\$74,999	15.4%	
\$75,000-\$99,999	13.9%	Children in Household
\$100,0000+	30.0%	Yes 34.7%
		No 65.3%

Sherman-Denison, TX MSA

Sherman-Denison, TX MSA Executive Summary

Highlights of Visitors to the Sherman-Denison MSA

- Texans generated 82.9% of Person-Days to the Sherman- Denison, TX MSA; Non-Texans 17.1%
- Top 3 Texan origin DMAs (El Paso, Dallas-Fort Worth, Abilene-Sweetwater); Non-Texan DMAs (Sherman, TX-Ada, OK, Oklahoma City, OK, Champaign&Springfield-Decatur, IL)
- Leisure travel represented 69.8% of Person-Days to the Sherman- Denison, TX MSA; Vacation 8.8% and Non-Vacation 61%
- Business travel represented 30.2% of Person-Days to the Sherman-Denison, TX MSA; Meetings 4.8% and Transient 25.4%
- Activity categories participated: Attractions 9.7%, Culture 8.4%, Family/Life Events 39.9%, Libation/Culinary 27.7%, Nature 5%, Outdoor Sports 9%, General 72.9%
- Average Party Size (Adults and Children) 1.64 persons
- Average Length of Stay was 2.43 days (overnight and days); 4.23 nights (overnight only).
- 98.8% traveled by Auto; 1.2% by Air
- Average distance traveled 251 miles
- Accommodation Type: Paid 41.5%; Non-Paid 58.4%; Other Overnight 0.1%
- Average Per Person Per Day Spending \$81.90
- Average Age 47.9 years
- Average Household Income \$90,672
- Employment: Employed 46.8%, Retired 19.6%, Not Employed 33.7%
- Marital Status: Married 59.5%, Never Married 35.5%, Divorced/Widowed 5%
- Children in Household: Yes 1.7%, No 98.3%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Sherman-Denison MSA was estimated at 1.61 million in 2015, and the volume of Person-Days was estimated at 3.06 million.

The Sherman-Denison MSA's share of total Person-Days to Texas ranked 21 out of 26 Texas MSAs.

Sherman-Denison, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	3.06	2.51	0.55
2014	3.04	2.43	0.61
2013	2.58	2.14	0.44
Person-Stays	Total	Leisure	Business
2015	1.61	1.23	0.38
2014	1.51	1.16	0.35
2013	1.39	1.18	0.22

Sherman-Denison, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	0.3%	0.3%	0.3%
2014	0.9%	0.9%	1.2%
2013	0.2%	0.3%	0.0%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	82.9%	Total Non-Texans (Interstate)	17.1%
El Paso	31.6%	Sherman, TX-Ada, OK	11.6%
Dallas-Fort Worth	29.8%	Oklahoma City, OK	3.7%
Abilene-Sweetwater	10.8%	Champaign&Springfield-Decatur, IL	0.6%
Austin	3.5%	Jacksonville, FL	0.6%
Houston	3.0%	Indianapolis, IN	0.3%
Tyler-Longview (Lufkin, Nacogdoches)	2.1%	Lafayette, LA	0.2%
Lubbock	1.2%	Los Angeles, CA	0.1%
Sherman-Ada	0.8%	Minot-Bismarck-Dickinson(Williston), ND	0.0%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	69.8%	Total Business	30.2%
Vacation	8.8%	Meetings	4.8%
Getaway Weekend-Overnight	4.4%	Seminar/Training	3.0%
General Vacation-Overnight	4.4%	Convention	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meeting	1.8%
Non-Vacation	61.0%	Transient	25.4%
Visit Friend/Relative	41.3%	Construction/Repair	4.6%
Medical/Health Care	7.1%	Consulting/Client Service	1.9%
Special Event (celebration, reunion)	0.1%	Inspection/Audit	0.0%
Convention/Show/Conference	0.0%	Sales/Purchasing	0.0%
Seminar/Class/Training (personal)	0.0%	Government/Military	0.0%
Other Leisure/Personal	12.6%	Other Business	18.9%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	9.7%	Nature (Net)	5.0%
Gambling (slots, cards, horses, etc.)	9.7%	Beach/Waterfront	4.7%
Amateur Sports (attend/participate)	0.0%	Camping	3.9%
Nightlife (bar, nightclub etc.)	0.0%	Parks (national/state etc.)	0.1%
Culture (Net)	8.4%	Outdoor Sports (Net)	9.0%
Concerts/Theatre/Dance etc.	6.7%	Fishing	7.2%
Festival/Fairs (state, craft, etc.)	1.3%	Boating/Sailing	0.9%
Museums/Art Exhibits etc.	0.5%	Hiking	0.6%
Family/Life Events (Net)	39.9%	General (Net)	72.9%
Visit Friends/Relatives (general visit)	37.9%	Shopping	43.4%
Personal Special Event (Anniversary, Birthday)	1.2%	Business	24.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	0.8%	Service/Volunteerism/Charity	8.6%
Libation/Culinary (Net)	27.7%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	27.4%	Avg. Party Size (Adults and Children)	1.64 persons
Winery/Distillery/Brewery Tours	0.2%	One Male Only	10.4%
		One Female Only	53.3%
		One Male and One Female	22.4%
		Two Male or Two Females	5.3%
		Three or More Adults	6.6%
		Adult(s) with Children	1.9%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	2.43	days	Paid Accommodations	41.5%
Average Length (Overnight Only)	4.23	nights	Hotel/Motel	8.6%
	Day –Trips	60.2%	High-End	0.0%
	1-3 Nights	25.7%	Mid-Level	7.7%
	4-7 Nights	9.9%	Economy	0.9%
	8+ Nights	4.2%	Other Hotel/Motel	0.0%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	32.9%
	Air	1.2%	Non-Paid Accommodations	58.4%
	Auto Travel (Net)	98.8%	Other Overnight	0.1%
	Other Transportation (Net)	0.0%		
	Bus	0.0%		
	Train	0.0%		
	Other	0.0%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	251	miles		
	250 Miles or Less	61.6%		
	251-500 Miles	4.6%		
	500-1000 Miles	33.7%		
	1001 Miles or More	0.1%		

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.9%	Avg. Per Person Per Day Spending	\$81.90
Transportation - Excluding Airfare	31.5%	Transportation - Total	\$26.10
Transportation - Airfare	0.4%	Transportation - Excluding Airfare	\$25.80
Transportation - Rental Car	3.2%	Transportation - Airfare	\$35.00
Transportation - Other	28.3%	Transportation - Rental Car	\$121.00
Food	22.9%	Transportation - Other	\$23.20
Lodging - Total	3.4%	Food	\$18.80
Lodging - Room	3.1%	Lodging - Total	\$8.70
Lodging - Services	0.3%	Lodging - Room	\$8.00
Shopping	30.2%	Lodging - Services	\$1.10
Entertainment	10.0%	Shopping	\$24.80
Miscellaneous	1.7%	Entertainment	\$8.20
		Miscellaneous	\$1.40

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		47.9	Employment		
	18-34 Years	30.4%	Employed	46.8%	
	35-49 Years	16.8%	Retired	19.6%	
	50-64 Years	30.3%	Not Employed	33.7%	
	65+ Years	22.6%			
			Marital Status		
Average HH Income (in \$1,000)		\$90,672	Married/Living with Partner	59.5%	
	Under \$25,000	6.2%	Never Married	35.5%	
	\$25,000-\$49,999	8.5%	Divorced/Widowed	5.0%	
	\$50,000-\$74,999	17.0%			
	\$75,000-\$99,999	33.2%	Children in Household		
	\$100,0000+	35.2%	Yes	1.7%	
			No	98.3%	

Sherman-Denison MSA Small Sample – Use with caution

College Station-Bryan, TX MSA

College Station-Bryan, TX MSA Executive Summary

Highlights of Visitors to the College Station-Bryan MSA

- Texans generated 80.1% of Person-Days to the College Station-Bryan, TX MSA; Non-Texans 19.9%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, San Antonio); Non-Texan DMAs (Boston, MA (Manchester, NH), Los Angeles, CA, San Diego, CA)
- Leisure travel represented 80.4% of Person-Days to the College Station-Bryan, TX MSA; Vacation 4% and Non-Vacation 76.5%
- Business travel represented 19.6% of Person-Days to the College Station-Bryan, TX MSA; Meetings 9.9% and Transient 9.7%
- Activity categories participated: Attractions 18.7%, Culture 13.8%, Family/Life Events 37.4%, Libation/Culinary 31.6%, Nature 5.8%, Outdoor Sports 4.4%, General 48.4%
- Average Party Size (Adults and Children) 1.64 persons
- Average Length of Stay was 1.73 days (overnight and days); 1.80 nights (overnight only).
- 92.3% traveled by Auto; 5.2% by Air
- Average distance traveled 289 miles
- Accommodation Type: Paid 49%; Non-Paid 46.6%; Other Overnight 4.4%
- Average Per Person Per Day Spending \$106.60
- Average Age 45.7 years
- Average Household Income \$85,559
- Employment: Employed 79%, Retired 8.5%, Not Employed 12.5%
- Marital Status: Married 55.8%, Never Married 33.5%, Divorced/Widowed 10.7%
- Children in Household: Yes 28.6%, No 71.4%

College Station-Bryan, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the College Station-BryanMSA was estimated at 4.12 million in 2015, and the volume of Person-Days was estimated at 7.13 million.

The College Station-Bryan MSA's share of total Person-Days to Texas ranked 13 out of 26 Texas MSAs.

College Station-Bryan, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	7.13	5.53	1.60
2014	7.13	5.56	1.57
2013	7.02	5.45	1.57
Person-Stays	Total	Leisure	Business
2015	4.12	3.29	0.83
2014	4.04	3.25	0.79
2013	3.92	3.17	0.75

College Station-Bryan, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	1.2%	1.2%	1.0%
2014	1.2%	1.3%	0.9%
2013	1.5%	1.7%	1.2%

College Station-Bryan, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	80.1%	Total Non-Texans (Interstate)	19.9%
Houston	34.4%	Boston, MA (Manchester, NH)	2.8%
Dallas-Fort Worth	16.5%	Los Angeles, CA	2.5%
San Antonio	7.7%	San Diego, CA	2.0%
Waco-Temple-Bryan	7.0%	Chicago, IL	1.5%
Corpus Christi	4.8%	Tulsa, OK	1.4%
Austin	4.4%	Fort Myers-Naples, FL	1.2%
Tyler-Longview (Lufkin, Nacogdoches)	3.5%	Indianapolis, IN	1.2%
Laredo	1.2%	Baltimore, MD	1.0%

College Station-Bryan, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	80.4%	Total Business	19.6%
Vacation	4.0%	Meetings	9.9%
Getaway Weekend-Overnight	2.4%	Seminar/Training	3.7%
Day Trip Vacation/Getaway	1.4%	Convention	1.6%
General Vacation-Overnight	0.2%	Other Group Meeting	4.6%
Non-Vacation	76.5%	Transient	9.7%
Visit Friend/Relative	46.5%	Consulting/Client Service	5.1%
Special Event (celebration, reunion)	12.7%	Inspection/Audit	0.9%
Medical/Health Care	3.2%	Construction/Repair	0.2%
Seminar/Class/Training (personal)	0.6%	Sales/Purchasing	0.2%
Convention/Show/Conference	0.0%	Government/Military	0.0%
Other Leisure/Personal	13.4%	Other Business	3.2%

College Station-Bryan, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	18.7%	Nature (Net)	5.8%
Amateur Sports (attend/participate)	15.5%	Parks (national/state etc.)	5.7%
Professional Sports Event	2.5%	Beach/Waterfront	0.2%
Nightlife (bar, nightclub etc.)	1.5%	Camping	0.0%
Culture (Net)	13.8%	Outdoor Sports (Net)	4.4%
Movies	5.3%	Tennis	1.7%
Museums/Art Exhibits etc.	5.3%	Golfing	1.6%
Touring/Sightseeing	2.6%	Hiking	0.7%
Family/Life Events (Net)	37.4%	General (Net)	48.4%
Visit Friends/Relatives (general visit)	33.5%	Shopping	26.4%
Personal Special Event (Anniversary, Birthday)	2.3%	Business	13.8%
Holiday Celebration (Thanksgiving, July 4th etc.)	1.8%	Medical/Health/Doctor Visit	5.6%
Libation/Culinary (Net)	31.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	31.5%	Avg. Party Size (Adults and Children)	1.64 persons
Winery/Distillery/Brewery Tours	0.5%	One Male Only	30.5%
		One Female Only	24.8%
		One Male and One Female	26.8%
		Two Male or Two Females	5.9%
		Three or More Adults	2.8%
		Adult(s) with Children	9.2%

College Station-Bryan, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	1.73	days	Paid Accommodations	49.0%	
Average Length (Overnight Only)	1.80	nights	Hotel/Motel	43.9%	
	Day –Trips	45.3%		High-End	8.7%
	1-3 Nights	51.0%		Mid-Level	15.1%
	4-7 Nights	3.4%		Economy	20.1%
	8+ Nights	0.3%	Other Hotel/Motel	0.0%	
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	5.1%	
	Air	5.2%	Non-Paid Accommodations	46.6%	
	Auto Travel (Net)	92.3%	Other Overnight	4.4%	
	Other Transportation (Net)	2.5%			
	Bus	2.5%			
	Train	0.0%			
	Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	289	miles			
	250 Miles or Less	79.4%			
	251-500 Miles	3.5%			
	500-1000 Miles	6.6%			
	1001 Miles or More	10.4%			

College Station-Bryan, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	29.3%	Avg. Per Person Per Day Spending	\$106.60
Transportation - Excluding Airfare	24.0%	Transportation - Total	\$31.20
Transportation - Airfare	5.3%	Transportation - Excluding Airfare	\$25.50
Transportation - Rental Car	1.1%	Transportation - Airfare	\$99.10
Transportation - Other	22.9%	Transportation - Rental Car	\$36.80
Food	27.8%	Transportation - Other	\$24.40
Lodging - Total	16.7%	Food	\$29.70
Lodging - Room	16.7%	Lodging - Total	\$43.50
Lodging - Services	0.0%	Lodging - Room	\$44.50
Shopping	20.4%	Lodging - Services	\$0.10
Entertainment	4.6%	Shopping	\$21.70
Miscellaneous	1.0%	Entertainment	\$4.90
		Miscellaneous	\$1.10

College Station-Bryan, TX MSA

	MSA	MSA
Demographic Profile (Person-Days)		
Average Age	45.7	Employment
18-34 Years	24.4%	Employed 79.0%
35-49 Years	34.7%	Retired 8.5%
50-64 Years	33.2%	Not Employed 12.5%
65+ Years	7.7%	
		Marital Status
Average HH Income (in \$1,000)	\$85,559	Married 55.8%
Under \$25,000	9.6%	Never Married 33.5%
\$25,000-\$49,999	26.7%	Divorced/Widowed 10.7%
\$50,000-\$74,999	19.5%	
\$75,000-\$99,999	12.6%	Children in Household
\$100,0000+	31.6%	Yes 28.6%
		No 71.4%

Killeen-Temple-Fort Hood, TX MSA

Killeen-Temple-Fort Hood, TX MSA Executive Summary

Highlights of Visitors to the Killeen-Temple-Fort Hood MSA

- Texans generated 59.5% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Non-Texans 40.5%
- Top 3 Texan origin DMAs (Austin, Houston, Dallas-Fort Worth); Non-Texan DMAs (Nashville, TN, Los Angeles, CA, Albuquerque-Santa Fe, NM)
- Leisure travel represented 74.4% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Vacation 9.3% and Non-Vacation 65%
- Business travel represented 25.6% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Meetings 5.9% and Transient 19.7%
- Activity categories participated: Attractions 9.3%, Culture 14.1%, Family/Life Events 45.6%, Libation/Culinary 12.3%, Nature 12.2%, Outdoor Sports 8.4%, General 38.5%
- Average Party Size (Adults and Children) 1.74 persons
- Average Length of Stay was 1.92 days (overnight and days); 2.18 nights (overnight only).
- 90.9% traveled by Auto; 8% by Air
- Average distance traveled 481 miles
- Accommodation Type: Paid 41.8%; Non-Paid 57.2%; Other Overnight 1%
- Average Per Person Per Day Spending \$92.70
- Average Age 46.6 years
- Average Household Income \$80,085
- Employment: Employed 59.8%, Retired 18.6%, Not Employed 21.6%
- Marital Status: Married 78.8%, Never Married 8.2%, Divorced/Widowed 13.1%
- Children in Household: Yes 31.9%, No 68.1%

Killeen-Temple-Fort Hood, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Killeen-Temple-Fort Hood MSA was estimated at 4.15 million in 2015, and the volume of Person-Days was estimated at 8.42 million.

The Killeen-Temple-Fort Hood MSA's share of total Person-Days to Texas ranked 11 out of 26 Texas MSAs.

Killeen-Temple-Fort Hood, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	8.42	6.02	2.40
2014	7.90	5.68	2.22
2013	7.63	5.48	2.15
Person-Stays	Total	Leisure	Business
2015	4.15	2.82	1.33
2014	3.88	2.73	1.15
2013	3.69	2.61	1.09

Killeen-Temple-Fort Hood, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	1.6%	1.5%	1.9%
2014	1.6%	1.6%	1.4%
2013	1.4%	1.4%	1.6%

Killeen-Temple-Fort Hood, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	59.5%	Total Non-Texans (Interstate)	40.5%
Austin	21.2%	Nashville, TN	5.0%
Houston	17.0%	Los Angeles, CA	4.7%
Dallas-Fort Worth	12.2%	Albuquerque-Santa Fe, NM	4.0%
Waco-Temple-Bryan	5.8%	Davenport-Rock Island-Moline, IL	3.5%
Shreveport	1.8%	New York, NY	3.2%
San Antonio	0.7%	Washington, DC (Hagerstown, MD)	2.7%
Harlingen-Weslaco-Brownsville-McAllen	0.5%	Jackson, TN	2.5%
Beaumont-Port Arthur	0.4%	Philadelphia, PA	1.9%

Killeen-Temple-Fort Hood, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	74.4%	Total Business	25.6%
Vacation	9.3%	Meetings	5.9%
Getaway Weekend-Overnight	8.7%	Seminar/Training	4.7%
Day Trip Vacation/Getaway	0.4%	Convention	1.2%
General Vacation-Overnight	0.3%	Other Group Meeting	0.1%
Non-Vacation	65.0%	Transient	19.7%
Visit Friend/Relative	52.0%	Consulting/Client Service	4.6%
Special Event (celebration, reunion)	6.3%	Construction/Repair	4.5%
Convention/Show/Conference	3.2%	Government/Military	4.0%
Medical/Health Care	0.7%	Sales/Purchasing	3.9%
Seminar/Class/Training (personal)	0.0%	Inspection/Audit	0.5%
Other Leisure/Personal	2.8%	Other Business	2.1%

Killeen-Temple-Fort Hood, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	9.3%	Nature (Net)	12.2%
Amateur Sports (attend/participate)	4.5%	Parks (national/state etc.)	6.3%
Show: Boat, Car, Home	2.8%	Camping	5.0%
Nightlife (bar, nightclub etc.)	2.1%	Wildlife Viewing (birds, whales etc.)	2.2%
Culture (Net)	14.1%	Outdoor Sports (Net)	8.4%
Museums/Art Exhibits etc.	4.7%	Fishing	4.3%
Festival/Fairs (state, craft, etc.)	4.6%	Hunting	3.8%
Movies	4.4%	Hiking	1.8%
Family/Life Events (Net)	45.6%	General (Net)	38.5%
Visit Friends/Relatives (general visit)	33.4%	Shopping	16.3%
Personal Special Event (Anniversary, Birthday)	5.2%	Business	15.4%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.1%	Service/Volunteerism/Charity	14.4%
Libation/Culinary (Net)	12.3%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	12.2%	Avg. Party Size (Adults and Children)	1.74 persons
Winery/Distillery/Brewery Tours	0.2%	One Male Only	34.6%
		One Female Only	15.3%
		One Male and One Female	33.0%
		Two Male or Two Females	4.2%
		Three or More Adults	5.8%
		Adult(s) with Children	7.1%

Killeen-Temple-Fort Hood, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	1.92	days	Paid Accommodations	41.8%
Average Length (Overnight Only)	2.18	nights	Hotel/Motel	33.0%
Day –Trips	46.6%		High-End	6.4%
1-3 Nights	46.4%		Mid-Level	18.7%
4-7 Nights	6.7%		Economy	7.7%
8+ Nights	0.3%		Other Hotel/Motel	0.2%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	8.8%
Air	8.0%		Non-Paid Accommodations	57.2%
Auto Travel (Net)	90.9%		Other Overnight	1.0%
Other Transportation (Net)	1.1%			
Bus	0.8%			
Train	0.0%			
Other	0.3%			
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	481	miles		
250 Miles or Less	59.3%			
251-500 Miles	7.2%			
500-1000 Miles	15.2%			
1001 Miles or More	18.3%			

Killeen-Temple-Fort Hood, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	43.1%	Avg. Per Person Per Day Spending	\$92.70
Transportation - Excluding Airfare	33.6%	Transportation - Total	\$39.90
Transportation - Airfare	9.5%	Transportation - Excluding Airfare	\$31.10
Transportation - Rental Car	8.4%	Transportation - Airfare	\$104.60
Transportation - Other	25.2%	Transportation - Rental Car	\$62.20
Food	22.0%	Transportation - Other	\$23.40
Lodging - Total	17.3%	Food	\$20.40
Lodging - Room	17.3%	Lodging - Total	\$45.70
Lodging - Services	0.0%	Lodging - Room	\$45.80
Shopping	12.5%	Lodging - Services	\$0.00
Entertainment	4.6%	Shopping	\$11.50
Miscellaneous	0.6%	Entertainment	\$4.30
		Miscellaneous	\$0.60

Killeen-Temple-Fort Hood, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		46.6	Employment		
	18-34 Years	30.6%		Employed	59.8%
	35-49 Years	23.9%		Retired	18.6%
	50-64 Years	26.8%		Not Employed	21.6%
	65+ Years	18.7%			
Marital Status					
Average HH Income (in \$1,000)		\$80,085		Married	78.8%
	Under \$25,000	11.8%		Never Married	8.2%
	\$25,000-\$49,999	24.8%		Divorced/Widowed	13.1%
	\$50,000-\$74,999	14.2%			
	\$75,000-\$99,999	21.7%	Children in Household		
	\$100,0000+	27.5%		Yes	31.9%
				No	68.1%

Waco, TX MSA

Waco, TX MSA Executive Summary

Highlights of Visitors to the Waco MSA

- Texans generated 75.5% of Person-Days to the Waco, TX MSA; Non-Texans 24.5%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, San Antonio, Austin); Non-Texan DMAs (Charleston-Huntington, WV, Raleigh-Durham, NC, Des Moines-Ames, IA)
- Leisure travel represented 60% of Person-Days to the Waco, TX MSA; Vacation 7.7% and Non-Vacation 52.3%
- Business travel represented 40% of Person-Days to the Waco, TX MSA; Meetings 16% and Transient 24.1%
- Activity categories participated: Attractions 10.2%, Culture 13.3%, Family/Life Events 22.7%, Libation/Culinary 29.9%, Nature 1.3%, Outdoor Sports 1.1%, General 33.2%
- Average Party Size (Adults and Children) 1.74 persons
- Average Length of Stay was 1.51 days (overnight and days); 1.76 nights (overnight only).
- 93.2% traveled by Auto; 5.4% by Air
- Average distance traveled 375 miles
- Accommodation Type: Paid 61.1%; Non-Paid 35.8%; Other Overnight 3.1%
- Average Per Person Per Day Spending \$114.60
- Average Age 48.2 years
- Average Household Income \$89,884
- Employment: Employed 63.3%, Retired 23%, Not Employed 13.7%
- Marital Status: Married 68.4%, Never Married 21.6%, Divorced/Widowed 10%
- Children in Household: Yes 33.9%, No 66.1%

Waco, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Waco MSA was estimated at 4.17 million in 2015, and the volume of Person-Days was estimated at 6.68 million.

The Waco MSA's share of total Person-Days to Texas ranked 15 out of 26 Texas MSAs.

Waco, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	6.68	4.00	2.68
2014	6.38	3.80	2.58
2013	6.12	3.64	2.48
Person-Stays	Total	Leisure	Business
2015	4.17	2.46	1.71
2014	3.91	2.33	1.59
2013	3.75	2.26	1.50

Waco, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2015	1.2%	1.0%	2.0%
2014	1.3%	1.0%	2.1%
2013	1.3%	1.0%	2.2%

Waco, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	75.5%	Total Non-Texans (Interstate)	24.5%
Dallas-Fort Worth	34.2%	Charleston-Huntington, WV	3.2%
San Antonio	9.4%	Raleigh-Durham, NC	2.0%
Austin	7.8%	Des Moines-Ames, IA	2.0%
Waco-Temple-Bryan	7.5%	New York, NY	1.9%
El Paso	4.9%	Baltimore, MD	1.9%
Houston	4.9%	San Francisco-Oakland-San Jose, CA	1.8%
Tyler-Longview (Lufkin, Nacogdoches)	1.9%	Shreveport, LA	1.5%
Victoria	1.9%	Sioux City, IA	1.2%

Waco, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	60.0%	Total Business	40.0%
Vacation	7.7%	Meetings	16.0%
Getaway Weekend-Overnight	5.7%	Seminar/Training	5.4%
Day Trip Vacation/Getaway	1.7%	Convention	1.3%
General Vacation-Overnight	0.4%	Other Group Meeting	9.4%
Non-Vacation	52.3%	Transient	24.1%
Visit Friend/Relative	17.5%	Construction/Repair	5.2%
Seminar/Class/Training (personal)	6.8%	Consulting/Client Service	4.7%
Special Event (celebration, reunion)	6.0%	Inspection/Audit	3.1%
Convention/Show/Conference	3.9%	Sales/Purchasing	2.8%
Medical/Health Care	0.6%	Government/Military	0.8%
Other Leisure/Personal	17.5%	Other Business	7.5%

Waco, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	10.2%	Nature (Net)	1.3%
Amateur Sports (attend/participate)	4.6%	Parks (national/state etc.)	0.9%
Theme/Amusement/Water Parks	1.7%	Wildlife Viewing (birds, whales etc.)	0.2%
Show: Boat, Car, Home	1.5%	Camping	0.1%
Culture (Net)	13.3%	Outdoor Sports (Net)	1.1%
Museums/Art Exhibits etc.	5.0%	Boating/Sailing	0.6%
Movies	4.3%	Hiking	0.2%
Concerts/Theatre/Dance etc.	2.5%	Fishing	0.2%
Family/Life Events (Net)	22.7%	General (Net)	33.2%
Visit Friends/Relatives (general visit)	16.3%	Shopping	17.5%
Personal Special Event (Anniversary, Birthday)	2.9%	Business	12.7%
Funeral/Memorial	2.0%	Medical/Health/Doctor Visit	2.1%
Libation/Culinary (Net)	29.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	29.9%	Avg. Party Size (Adults and Children)	1.74 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	33.0%
		One Female Only	18.2%
		One Male and One Female	32.5%
		Two Male or Two Females	4.8%
		Three or More Adults	5.2%
		Adult(s) with Children	6.3%

Waco, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	1.51	days	Paid Accommodations	61.1%	
Average Length (Overnight Only)	1.76	nights	Hotel/Motel	60.9%	
Day –Trips	56.6%		High-End	15.0%	
1-3 Nights	39.2%		Mid-Level	30.8%	
4-7 Nights	3.6%		Economy	14.3%	
8+ Nights	0.5%		Other Hotel/Motel	0.8%	
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	0.2%	
Air	5.4%		Non-Paid Accommodations	35.8%	
Auto Travel (Net)	93.2%		Other Overnight	3.1%	
Other Transportation (Net)	1.4%				
Bus	1.0%				
Train	0.4%				
Other	0.0%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	375	miles			
250 Miles or Less	71.0%				
251-500 Miles	2.6%				
500-1000 Miles	15.2%				
1001 Miles or More	11.2%				

Waco, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	32.6%	Avg. Per Person Per Day Spending	\$114.60
Transportation - Excluding Airfare	29.2%	Transportation - Total	\$37.30
Transportation - Airfare	3.4%	Transportation - Excluding Airfare	\$33.40
Transportation - Rental Car	9.3%	Transportation - Airfare	\$77.00
Transportation - Other	19.9%	Transportation - Rental Car	\$68.40
Food	26.7%	Transportation - Other	\$22.80
Lodging - Total	19.9%	Food	\$30.60
Lodging - Room	19.7%	Lodging - Total	\$44.90
Lodging - Services	0.1%	Lodging - Room	\$46.40
Shopping	14.9%	Lodging - Services	\$0.50
Entertainment	4.7%	Shopping	\$17.00
Miscellaneous	1.2%	Entertainment	\$5.40
		Miscellaneous	\$1.40

Waco, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		48.2	Employment		
	18-34 Years	25.3%		Employed	63.3%
	35-49 Years	24.9%		Retired	23.0%
	50-64 Years	29.7%		Not Employed	13.7%
	65+ Years	20.1%			
Marital Status					
Average HH Income (in \$1,000)		\$89,884		Married	68.4%
	Under \$25,000	11.6%		Never Married	21.6%
	\$25,000-\$49,999	24.2%		Divorced/Widowed	10.0%
	\$50,000-\$74,999	10.2%			
	\$75,000-\$99,999	20.1%	Children in Household		
	\$100,0000+	33.9%		Yes	33.9%
				No	66.1%

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.

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%
Prairies and Lakes Region	2,386	0.3%	0.6%	0.9%	1.3%	1.7%
Dallas-Plano-Irving, TX MD	1,754	0.4%	0.7%	1.0%	1.5%	2.0%
Fort Worth-Arlington, TX MD	398	0.8%	1.5%	2.2%	3.1%	4.1%
Sherman-Denison, TX MSA	21	3.6%	6.6%	9.4%	13.6%	17.9%
College Station-Bryan, TX MSA	76	1.9%	3.5%	5.0%	7.1%	9.4%
Killeen-Temple-Fort Hood, TX MSA	84	1.8%	3.3%	4.7%	6.8%	8.9%
Waco, TX MSA	91	1.7%	3.2%	4.5%	6.5%	8.6%

Research Methodology

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

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

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

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

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

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

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

About DKSA

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