



2015 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

SOUTH TEXAS PLAINS REGION

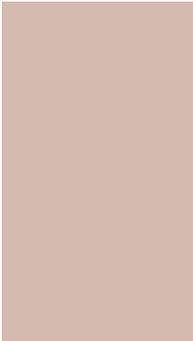
MSAs:

Laredo

McAllen-Edinburg-Pharr

San Antonio





Year-End 2015 Texas Tourism
Regions and MSA Profile

SOUTH TEXAS PLAINS REGION



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Objectives of this report...

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

How to read this report

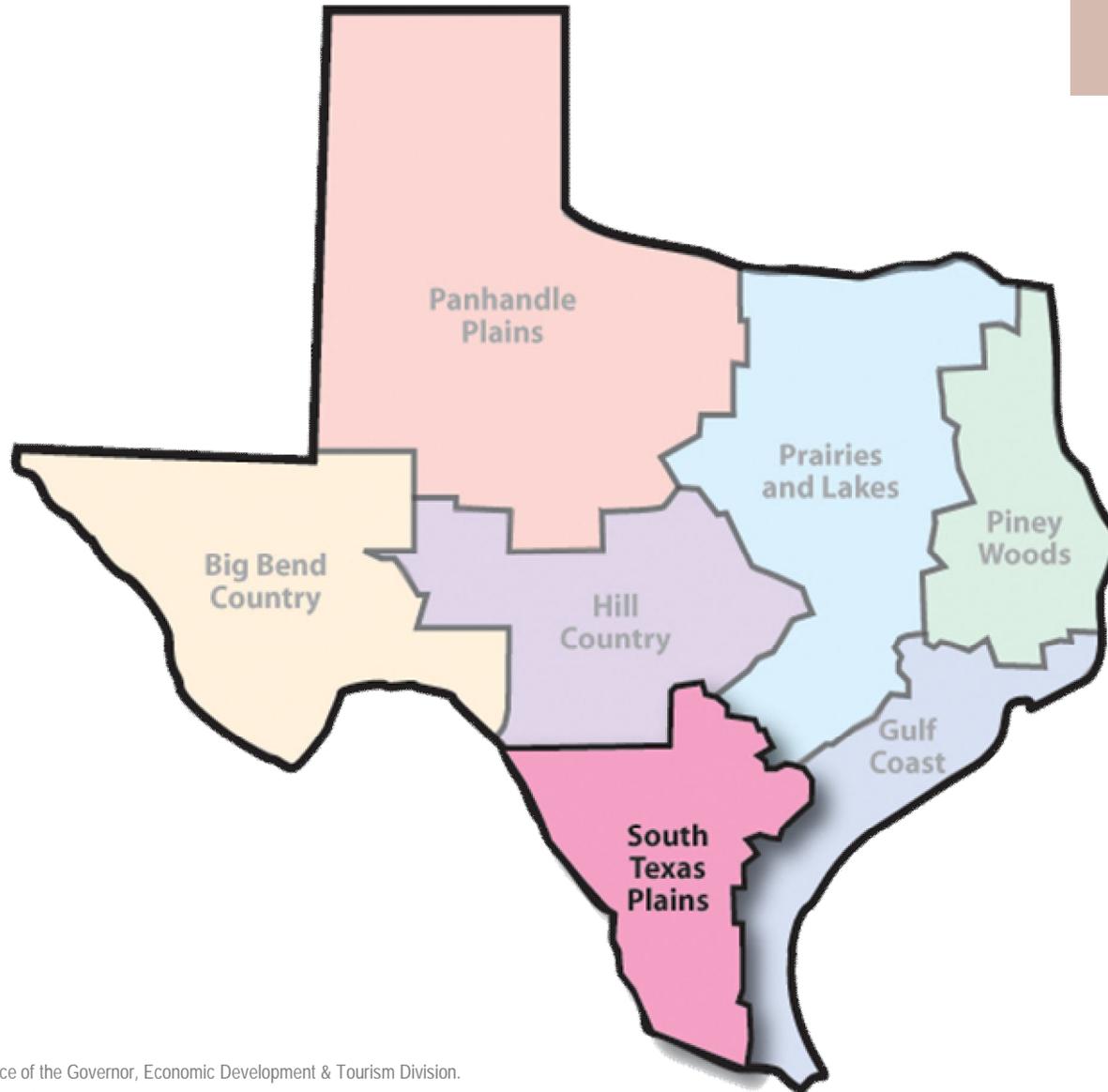
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

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

Data

South Texas Plains Tourism Region Profile

South Texas Plains Tourism Region



South Texas Plains Region Executive Summary

Highlights of Visitors to the South Texas Plains Region

- Texans generated 66.4% of Person-Days to the South Texas Plains Region; Non-Texans 33.6%
- Top 3 Texan origin DMAs (Houston, San Antonio, Dallas-Fort Worth); Non-Texan DMAs (Monroe, LA-EI Dorado, AR, San Diego, CA, New York, NY)
- Leisure travel represented 82.5% of Person-Days to the South Texas Plains Region; Vacation 34% and Non-Vacation 48.6%
- Business travel represented 17.5% of Person-Days to the South Texas Plains Region; Meetings 7.4% and Transient 10.1%
- Activity categories participated: Attractions 24.4%, Culture 31.9%, Family/Life Events 42.9%, Libation/Culinary 24%, Nature 13.5%, Outdoor Sports 8.1%, General 37.9%
- Average Party Size (Adults and Children) 1.91 persons
- Average Length of Stay was 2.26 days (overnight and days); 2.67 nights (overnight only)
- 85.1% traveled by Auto; 13.4% by Air
- Average distance traveled 454 miles
- Accommodation Type: Paid 61.9%; Non-Paid 36.7%; Other Overnight 1.4%
- Average Per Person Per Day Spending \$128.70
- Average Age 43.5 years
- Average Household Income \$85,402
- Employment: Employed 66.9%, Retired 13.9%, Not Employed 19.2%
- Marital Status: Married 64.3%, Never Married 26.2%, Divorced/Widowed 9.4%
- Children in Household: Yes 42.7% No 57.3%

South Texas Plains Region Executive Summary

Volume/Share

The South Texas Plains Tourism Region contains the following MSAs:
Laredo, McAllen-Edinburg-Pharr, San Antonio

The number of Person-Stays to the South Texas Plains Region was estimated at 41.19 million in 2015, and the volume of Person-Days was estimated at 91.22 million.

The South Texas Plains Region's share of total Person-Days to Texas ranked 3 out of the 7 Texas Tourism Regions.

South Texas Plains Volume (millions)

Person-Days	Total	Leisure	Business
2015	91.22	73.36	17.87
2014	87.46	69.97	17.50
2013	84.57	67.44	17.13
Person-Stays	Total	Leisure	Business
2015	41.19	32.27	8.92
2014	38.72	30.32	8.41
2013	37.16	29.17	7.99

South Texas Plains Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	17.4%	19.1%	11.6%
2014	16.8%	18.5%	12.4%
2013	18.1%	19.9%	13.7%

South Texas Plains Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	66.4%	Total Non-Texans (Interstate)	33.6%
Houston	13.9%	Monroe, LA-EI Dorado, AR	2.1%
San Antonio	11.1%	San Diego, CA	1.8%
Dallas-Fort Worth	9.6%	New York, NY	1.4%
Harlingen-Weslaco-Brownsville-McAllen	7.4%	Phoenix, AZ	1.2%
Austin	6.4%	Denver, CO	1.1%
Waco-Temple-Bryan	4.4%	Orlando-Daytona Beach-Melbourne, FL	1.1%
Laredo	3.5%	Chattanooga, TN	1.1%
Corpus Christi	3.5%	Oklahoma City, OK	0.9%

South Texas Plains Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	82.5%	Total Business	17.5%
Vacation	34.0%	Meetings	7.4%
Getaway Weekend-Overnight	16.8%	Seminar/Training	3.0%
General Vacation-Overnight	14.2%	Convention	2.6%
Day Trip Vacation/Getaway	3.0%	Other Group Meeting	1.8%
Non-Vacation	48.6%	Transient	10.1%
Visit Friend/Relative	31.8%	Consulting/Client Service	2.9%
Special Event (celebration, reunion)	8.9%	Sales/Purchasing	1.2%
Medical/Health Care	1.5%	Government/Military	0.9%
Convention/Show/Conference	1.2%	Construction/Repair	0.8%
Seminar/Class/Training (personal)	0.4%	Inspection/Audit	0.6%
Other Leisure/Personal	4.8%	Other Business	3.7%

South Texas Plains Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	24.4%	Nature (Net)	13.5%
Nightlife (bar, nightclub etc.)	9.0%	Parks (national/state etc.)	7.2%
Zoo/Aquarium	6.2%	Beach/Waterfront	4.3%
Theme/Amusement/Water Park	5.9%	Wildlife Viewing (birds, whales etc.)	2.1%
Culture (Net)	31.9%	Outdoor Sports (Net)	8.1%
Historic Sites	14.6%	Hiking	2.3%
Touring/Sightseeing	10.1%	Boating/Sailing	1.4%
Movies	7.4%	Biking	1.3%
Family/Life Events (Net)	42.9%	General (Net)	37.9%
Visit Friends/Relatives (general visit)	29.9%	Shopping	24.6%
Personal Special Event (Anniversary, Birthday)	6.6%	Business	7.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.2%	Medical/Health/Doctor Visit	4.1%
Libation/Culinary (Net)	24.0%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	23.1%	Avg. Party Size (Adults and Children)	1.91 persons
Winery/Distillery/Brewery Tours	1.6%	One Male Only	22.3%
		One Female Only	24.0%
		One Male and One Female	25.8%
		Two Male or Two Females	5.8%
		Three or More Adults	6.0%
		Adult(s) with Children	16.2%

South Texas Plains Tourism Region

REGION			REGION	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	2.26	days	Paid Accommodations	61.9%
Average Length (Overnight Only)	2.67	nights	Hotel/Motel	48.4%
	Day –Trips	43.5%	High-End	15.6%
	1-3 Nights	45.4%	Mid-Level	24.0%
	4-7 Nights	8.6%	Economy	6.0%
	8+ Nights	2.4%	Other Hotel/Motel	2.8%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	13.5%
	Air	13.4%	Non-Paid Accommodations	36.7%
	Auto Travel (Net)	85.1%	Other Overnight	1.4%
	Other Transportation (Net)	1.4%		
	Bus	1.2%		
	Train	0.2%		
	Other	0.1%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	454	miles		
	250 Miles or Less	54.9%		
	251-500 Miles	15.8%		
	500-1000 Miles	11.1%		
	1001 Miles or More	18.1%		

South Texas Plains Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.7%	Avg. Per Person Per Day Spending	\$128.70
Transportation - Excluding Airfare	22.9%	Transportation - Total	\$40.80
Transportation - Airfare	8.8%	Transportation - Excluding Airfare	\$29.50
Transportation - Rental Car	5.2%	Transportation - Airfare	\$74.30
Transportation - Other	17.7%	Transportation - Rental Car	\$44.40
Food	23.0%	Transportation - Other	\$22.80
Lodging - Total	16.6%	Food	\$29.60
Lodging - Room	15.4%	Lodging - Total	\$44.00
Lodging - Services	1.3%	Lodging - Room	\$44.30
Shopping	14.9%	Lodging - Services	\$5.00
Entertainment	11.1%	Shopping	\$19.20
Miscellaneous	2.7%	Entertainment	\$14.30
		Miscellaneous	\$3.50

South Texas Plains Tourism Region

REGION		REGION
Demographic Profile (Person-Days)		
Average Age	43.5	Employment
18-34 Years	36.8%	Employed 66.9%
35-49 Years	27.8%	Retired 13.9%
50-64 Years	21.8%	Not Employed 19.2%
65+ Years	13.6%	
		Marital Status
Average HH Income (in \$1,000)	\$85,402	Married 64.3%
Under \$25,000	12.0%	Never Married 26.2%
\$25,000-\$49,999	23.2%	Divorced/Widowed 9.4%
\$50,000-\$74,999	18.6%	
\$75,000-\$99,999	16.3%	Children in Household
\$100,000-\$149,999	17.4%	Yes 42.7%
\$150,000+	12.5%	No 57.3%

Laredo, TX MSA

Laredo, TX MSA Executive Summary

Highlights of Visitors to the Laredo MSA

- Texans generated 90.2% of Person-Days to the Laredo, TX MSA; Non-Texans 9.8%
- Top 3 Texan origin DMAs (Harlingen-Weslaco-Brownsville-McAllen, Houston, Laredo); Non-Texan DMAs (St. Louis, MO, Sacramento-Stockton-Modesto, CA, Cedar Rapids-Waterloo-Iowa City & Dubuque, IA)
- Leisure travel represented 94.6% of Person-Days to the Laredo, TX MSA; Vacation 11.9% and Non-Vacation 82.7%
- Business travel represented 5.4% of Person-Days to the Laredo, TX MSA; Meetings 2.3% and Transient 3.1%
- Activity categories participated: Attractions 13%, Culture 17.9%, Family/Life Events 65.1%, Libation/Culinary 10.2%, Nature 0.3%, Outdoor Sports 7.5%, General 42.8%
- Average Party Size (Adults and Children) 2.12 persons
- Average Length of Stay was 1.44 days (overnight and days); 2.04 nights (overnight only).
- 87.3% traveled by Auto; 12.7% by Air
- Average distance traveled 260 miles
- Accommodation Type: Paid 42.8%; Non-Paid 57.2%; Other Overnight 0%
- Average Per Person Per Day Spending \$114.80
- Average Age 40.3 years
- Average Household Income \$65,049
- Employment: Employed 54.7%, Retired 10.6%, Not Employed 34.7%
- Marital Status: Married 68.8%, Never Married 24.2%, Divorced/Widowed 7%
- Children in Household: Yes 49.4%, No 50.6%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Laredo MSA was estimated at 1.64 million in 2015, and the volume of Person-Days was estimated at 3.09 million.

The Laredo MSA's share of total Person-Days to Texas ranked 20 out of 26 Texas MSAs.

Laredo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	3.09	2.01	1.08
2014	2.55	1.46	1.09
2013	2.68	1.39	1.28
Person-Stays	Total	Leisure	Business
2015	1.64	0.97	0.68
2014	1.29	0.62	0.67
2013	1.21	0.56	0.65

Laredo, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	0.9%	1.1%	0.1%
2014	0.6%	0.8%	0.2%
2013	0.5%	0.2%	1.3%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	90.2%	Total Non-Texans (Interstate)	9.8%
Harlingen-Weslaco-Brownsville-McAllen	21.9%	St. Louis, MO	8.1%
Houston	21.6%	Sacramento-Stockton-Modesto, CA	0.8%
Laredo	14.7%	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	0.5%
San Antonio	14.3%	Phoenix, AZ	0.3%
Dallas-Fort Worth	12.7%	Tampa-St. Petersburg (Sarasota), FL	0.2%
Corpus Christi	3.8%	Los Angeles, CA	0.0%
Austin	1.0%	Amarillo, TX	0.0%
Waco-Temple-Bryan	0.2%	Anchorage, AK	0.0%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	94.6%	Total Business	5.4%
Vacation	11.9%	Meetings	2.3%
Getaway Weekend-Overnight	6.1%	Seminar/Training	2.2%
Day Trip Vacation/Getaway	3.1%	Convention	0.0%
General Vacation-Overnight	2.7%	Other Group Meeting	0.1%
Non-Vacation	82.7%	Transient	3.1%
Visit Friend/Relative	63.6%	Inspection/Audit	1.9%
Special Event (celebration, reunion)	13.1%	Consulting/Client Service	0.0%
Convention/Show/Conference	0.7%	Construction/Repair	0.0%
Seminar/Class/Training (personal)	0.5%	Sales/Purchasing	0.0%
Medical/Health Care	0.0%	Government/Military	0.0%
Other Leisure/Personal	4.8%	Other Business	1.2%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	13.0%	Nature (Net)	0.3%
Show: Boat, Car, Home	7.1%	Wildlife Viewing (birds, whales etc.)	0.3%
Nightlife (bar, nightclub etc.)	5.9%	Camping	0.2%
Zoo/Aquarium	5.1%	Eco/Sustainable Travel	0.0%
Culture (Net)	17.9%	Outdoor Sports (Net)	7.5%
Touring/Sightseeing	6.4%	Biking	5.1%
Concerts/Theatre/Dance etc.	6.4%	Fishing	2.1%
Movies	5.7%	Hunting	0.2%
Family/Life Events (Net)	65.1%	General (Net)	42.8%
Visit Friends/Relatives (general visit)	40.8%	Shopping	33.7%
Funeral/Memorial	19.6%	Religious/Faith Based Conference	6.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	7.3%	Business	3.7%
Libation/Culinary (Net)	10.2%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	10.2%	Avg. Party Size (Adults and Children)	2.12 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	10.4%
		One Female Only	27.2%
		One Male and One Female	31.0%
		Two Male or Two Females	1.0%
		Three or More Adults	9.5%
		Adult(s) with Children	20.8%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	1.44	days	Paid Accommodations		42.8%
Average Length (Overnight Only)	2.04	nights	Hotel/Motel		35.1%
Day –Trips	66.2%		High-End	2.5%	
1-3 Nights	32.0%		Mid-Level	21.9%	
4-7 Nights	1.8%		Economy	10.6%	
8+ Nights	0.0%		Other Hotel/Motel	0.0%	
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		7.7%
Air	12.7%		Non-Paid Accommodations		57.2%
Auto Travel (Net)	87.3%		Other Overnight		0.0%
Other Transportation (Net)			0.0%		
Bus	0.0%				
Train	0.0%				
Other	0.0%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	260	miles			
250 Miles or Less	54.6%				
251-500 Miles	35.3%				
500-1000 Miles	8.6%				
1001 Miles or More	1.5%				

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	43.6%	Avg. Per Person Per Day Spending	\$114.80
Transportation - Excluding Airfare	33.0%	Transportation - Total	\$50.00
Transportation - Airfare	10.6%	Transportation - Excluding Airfare	\$37.80
Transportation - Rental Car	12.7%	Transportation - Airfare	\$79.80
Transportation - Other	20.3%	Transportation - Rental Car	\$75.50
Food	18.5%	Transportation - Other	\$23.30
Lodging - Total	6.4%	Food	\$21.20
Lodging - Room	6.4%	Lodging - Total	\$21.50
Lodging - Services	0.0%	Lodging - Room	\$29.90
Shopping	23.9%	Lodging - Services	\$0.00
Entertainment	3.3%	Shopping	\$27.40
Miscellaneous	4.3%	Entertainment	\$3.80
		Miscellaneous	\$4.90

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		40.3	Employment		
	18-34 Years	51.1%		Employed	54.7%
	35-49 Years	13.2%		Retired	10.6%
	50-64 Years	22.2%		Not Employed	34.7%
	65+ Years	13.5%			
Marital Status					
Average HH Income (in \$1,000)		\$65,049		Married	68.8%
	Under \$25,000	14.7%		Never Married	24.2%
	\$25,000-\$49,999	50.0%		Divorced/Widowed	7.0%
	\$50,000-\$74,999	2.2%			
	\$75,000-\$99,999	10.7%	Children in Household		
	\$100,000-\$149,999	10.5%		Yes	49.4%
	\$150,000+	11.8%		No	50.6%

Laredo MSA Small Sample – Use with caution

McAllen-Edinburg-Pharr, TX MSA

McAllen-Edinburg-Pharr, TX MSA Executive Summary

Highlights of Visitors to the McAllen-Edinburg-Pharr MSA

- Texans generated 56% of Person-Days to the Corpus Christi, TX MSA; Non-Texans 44%
- Top 3 Texan origin DMAs (Austin, Harlingen-Weslaco-Brownsville-McAllen, Dallas-Fort Worth); Non-Texan DMAs (Knoxville, TN, Greenville-New Bern, NC, Orlando-Daytona Beach-Melbourne, FL)
- Leisure travel represented 87.7% of Person-Days to the McAllen-Edinburg-Pharr, TX MSA; Vacation 13.3% and Non-Vacation 74.4%
- Business travel represented 12.3% of Person-Days to the McAllen-Edinburg-Pharr, TX MSA; Meetings 1.1% and Transient 11.2%
- Activity categories participated: Attractions 5.7%, Culture 16.4%, Family/Life Events 42.7%, Libation/Culinary 21.4%, Nature 9.7%, Outdoor Sports 3.5%, General 37.1%
- Average Party Size (Adults and Children) 1.68 persons
- Average Length of Stay was 2.87 days (overnight and days); 3.28 nights (overnight only).
- 79.4% traveled by Auto; 20.4% by Air
- Average distance traveled 663 miles
- Accommodation Type: Paid 26.8%; Non-Paid 73.2%; Other Overnight 0%
- Average Per Person Per Day Spending \$98.50
- Average Age 37.8 years
- Average Household Income \$73,760
- Employment: Employed 62.2%, Retired 10.5%, Not Employed 27.3%
- Marital Status: Married 63.5%, Never Married 30%, Divorced/Widowed 6.5%
- Children in Household: Yes 34.9%, No 65.1%

McAllen-Edinburg-Pharr, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the McAllen-Edinburg-Pharr MSA was estimated at 3.19 million in 2015, and the volume of Person-Days was estimated at 7.70 million.

The McAllen-Edinburg-Pharr MSA's share of total Person-Days to Texas ranked 12 out of 26 Texas MSAs.

McAllen-Edinburg-Pharr, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	7.70	6.63	1.08
2014	7.19	6.12	1.08
2013	7.42	6.13	1.29
Person-Stays	Total	Leisure	Business
2015	3.19	2.54	0.65
2014	2.98	2.36	0.63
2013	2.92	2.29	0.63

McAllen-Edinburg-Pharr, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	1.5%	1.6%	1.0%
2014	1.0%	1.3%	0.3%
2013	1.5%	1.6%	1.0%

McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	56.0%	Total Non-Texans (Interstate)	44.0%
Austin	24.1%	Knoxville, TN	10.5%
Harlingen-Weslaco-Brownsville-McAllen	12.9%	Greenville-New Bern-Washington, NC	8.0%
Dallas-Fort Worth	7.8%	Orlando-Daytona Beach-Melbourne, FL	4.1%
Laredo	5.9%	Davenport-Rock Island-Moline, IL	3.9%
San Antonio	2.6%	Milwaukee, WI	2.1%
Houston	1.2%	Albany-Schenectady-Troy, NY	1.7%
Corpus Christi	1.1%	Dayton, OH	1.6%
El Paso	0.3%	Los Angeles, CA	1.5%

McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	87.7%	Total Business	12.3%
Vacation	13.3%	Meetings	1.1%
General Vacation-Overnight	7.2%	Seminar/Training	0.5%
Getaway Weekend-Overnight	6.0%	Convention	0.1%
Day Trip Vacation/Getaway	0.1%	Other Group Meeting	0.5%
Non-Vacation	74.4%	Transient	11.2%
Visit Friend/Relative	62.8%	Sales/Purchasing	2.4%
Special Event (celebration, reunion)	2.6%	Consulting/Client Service	1.9%
Medical/Health Care	0.8%	Inspection/Audit	1.2%
Seminar/Class/Training (personal)	0.8%	Construction/Repair	1.1%
Convention/Show/Conference	0.0%	Government/Military	0.3%
Other Leisure/Personal	7.3%	Other Business	4.4%

McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	5.7%	Nature (Net)	9.7%
Nightlife (bar, nightclub, etc.)	3.6%	Beach/Waterfront	7.3%
Zoo/Aquarium	2.1%	Parks (national/state etc.)	1.7%
Gambling (slots, cards, horses etc.)	1.2%	Wildlife Viewing (birds, whales etc.)	1.2%
Culture (Net)	16.4%	Outdoor Sports (Net)	3.5%
Historic Sites	4.8%	Biking	2.4%
Movies	4.6%	Hiking	0.7%
Touring/Sightseeing	4.1%	Snow/Winter Sports	0.4%
Family/Life Events (Net)	42.7%	General (Net)	37.1%
Visit Friends/Relatives (general visit)	37.4%	Shopping	17.0%
Holiday Celebration (Thanksgiving, July 4th etc.)	7.3%	Business	14.1%
Personal Special Event (Anniversary, Birthday)	3.6%	Religious/Faith Based Conference	2.5%
Libation/Culinary (Net)	21.4%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	21.4%	Avg. Party Size (Adults and Children)	1.68 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	28.7%
		One Female Only	24.6%
		One Male and One Female	30.1%
		Two Male or Two Females	2.6%
		Three or More Adults	3.1%
		Adult(s) with Children	10.9%

McAllen-Edinburg-Pharr, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	2.87	days	Paid Accommodations	26.8%	
Average Length (Overnight Only)	3.28	nights	Hotel/Motel	15.7%	
Day –Trips	35.3%		High-End	0.8%	
1-3 Nights	38.1%		Mid-Level	10.5%	
4-7 Nights	22.7%		Economy	4.4%	
8+ Nights	3.8%		Other Hotel/Motel	0.0%	
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	11.2%	
Air	20.4%		Non-Paid Accommodations	73.2%	
Auto Travel (Net)	79.4%		Other Overnight	0.0%	
Other Transportation (Net)	0.2%				
Bus	0.1%				
Train	0.0%				
Other	0.1%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	663	miles			
250 Miles or Less	21.4%				
251-500 Miles	33.6%				
500-1000 Miles	4.4%				
1001 Miles or More	40.6%				

McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	40.0%	Avg. Per Person Per Day Spending	\$98.50
Transportation - Excluding Airfare	22.1%	Transportation - Total	\$39.40
Transportation - Airfare	17.8%	Transportation - Excluding Airfare	\$21.80
Transportation - Rental Car	1.6%	Transportation - Airfare	\$77.10
Transportation - Other	20.5%	Transportation - Rental Car	\$17.00
Food	24.1%	Transportation - Other	\$20.20
Lodging - Total	4.4%	Food	\$23.70
Lodging - Room	4.3%	Lodging - Total	\$27.10
Lodging - Services	0.1%	Lodging - Room	\$29.30
Shopping	22.6%	Lodging - Services	\$0.70
Entertainment	5.6%	Shopping	\$22.20
Miscellaneous	3.4%	Entertainment	\$5.50
		Miscellaneous	\$3.40

McAllen-Edinburg-Pharr, TX MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		37.8	Employment		
	18-34 Years	45.7%		Employed	62.2%
	35-49 Years	33.3%		Retired	10.5%
	50-64 Years	15.0%		Not Employed	27.3%
	65+ Years	6.0%			
Marital Status					
Average HH Income (in \$1,000)		\$73,760		Married	63.5%
	Under \$25,000	5.0%		Never Married	30.0%
	\$25,000-\$49,999	24.7%		Divorced/Widowed	6.5%
	\$50,000-\$74,999	31.5%			
	\$75,000-\$99,999	24.2%	Children in Household		
	\$100,000-\$149,999	9.7%		Yes	34.9%
	\$150,000+	4.8%		No	65.1%

San Antonio, TX MSA

San Antonio, TX MSA Executive Summary

Highlights of Visitors to the San Antonio MSA

- Texans generated 64.2% of Person-Days to the San Antonio, TX MSA; Non-Texans 35.8%
- Top 3 Texan origin DMAs (Houston, San Antonio, Dallas-Fort Worth); Non-Texan DMAs (Monroe, LA-EI Dorado, AR, San Diego, CA, New York, NY)
- Leisure travel represented 82.8% of Person-Days to the San Antonio, TX MSA; Vacation 38.1% and Non-Vacation 44.7%
- Business travel represented 17.2% of Person-Days to the San Antonio, TX MSA; Meetings 8.5% and Transient 8.7%
- Activity categories participated: Attractions 27.8%, Culture 37%, Family/Life Events 41.1%, Libation/Culinary 26.6%, Nature 15.6%, Outdoor Sports 8.4%, General 38.9%
- Average Party Size (Adults and Children) 1.96 persons
- Average Length of Stay was 2.29 days (overnight and days); 2.6 nights (overnight only).
- 84.6% traveled by Auto; 13.7% by Air
- Average distance traveled 460 miles
- Accommodation Type: Paid 67.7%; Non-Paid 30.8%; Other Overnight 1.5%
- Average Per Person Per Day Spending \$135.90
- Average Age 44.1 years
- Average Household Income \$88,877
- Employment: Employed 68.1%, Retired 14.6%, Not Employed 17.2%
- Marital Status: Married 65.8%, Never Married 24.2%, Divorced/Widowed 10%
- Children in Household: Yes 43.8%, No 56.2%

San Antonio, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the San Antonio MSA was estimated at 34.45 million in 2015, and the volume of Person-Days was estimated at 71.50 million.

The San Antonio MSA's share of total Person-Days to Texas ranked 3 out of 26 Texas MSAs.

San Antonio, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2015	71.50	57.88	13.63
2014	72.43	58.40	14.04
2013	69.58	56.10	13.48
Person-Stays	Total	Leisure	Business
2015	34.45	28.11	6.33
2014	31.74	25.39	6.34
2013	30.60	24.57	6.03

San Antonio, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2015	14.0%	15.6%	9.1%
2014	13.8%	15.1%	10.3%
2013	13.8%	15.8%	8.8%

San Antonio, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	64.2%	Total Non-Texans (Interstate)	35.8%
Houston	14.1%	Monroe, LA-El Dorado, AR	2.5%
San Antonio	10.7%	San Diego, CA	2.1%
Dallas-Fort Worth	10.1%	New York, NY	1.8%
Waco-Temple-Bryan	5.3%	Phoenix, AZ	1.4%
Austin	5.0%	Denver, CO	1.4%
Harlingen-Weslaco-Brownsville-McAllen	4.9%	Chattanooga, TN	1.3%
Corpus Christi	3.8%	Shreveport, LA	1.1%
El Paso	3.1%	Minneapolis-St. Paul, MN	1.1%

San Antonio, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	82.8%	Total Business	17.2%
Vacation	38.1%	Meetings	8.5%
Getaway Weekend-Overnight	19.2%	Seminar/Training	3.4%
General Vacation-Overnight	15.8%	Convention	3.1%
Day Trip Vacation/Getaway	3.1%	Other Group Meeting	2.0%
Non-Vacation	44.7%	Transient	8.7%
Visit Friend/Relative	28.2%	Consulting/Client Service	2.1%
Special Event (celebration, reunion)	8.9%	Sales/Purchasing	1.2%
Medical/Health Care	1.6%	Government/Military	0.9%
Convention/Show/Conference	1.4%	Construction/Repair	0.5%
Seminar/Class/Training (personal)	0.4%	Inspection/Audit	0.1%
Other Leisure/Personal	4.2%	Other Business	3.9%

San Antonio, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	27.8%	Nature (Net)	15.6%
Nightlife (bar, nightclub etc.)	10.6%	Parks (national/state etc.)	9.1%
Theme/Amusement/Water Parks	7.4%	Beach/Waterfront	4.4%
Zoo/Aquarium	7.3%	Wildlife Viewing (birds, whales etc.)	2.4%
Culture (Net)	37.0%	Outdoor Sports (Net)	8.4%
Historic Sites	17.6%	Hiking	2.3%
Touring/Sightseeing	12.0%	Boating/Sailing	1.8%
Museums/Art Exhibits etc.	8.9%	Water Sports	1.7%
Family/Life Events (Net)	41.1%	General (Net)	38.9%
Visit Friends/Relatives (general visit)	27.8%	Shopping	26.3%
Personal Special Event (Anniversary, Birthday)	8.0%	Business	6.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	4.7%	Medical/Health/Doctor Visit	4.7%
Libation/Culinary (Net)	26.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	25.5%	Avg. Party Size (Adults and Children)	1.96 persons
Winery/Distillery/Brewery Tours	2.1%	One Male Only	23.2%
		One Female Only	21.4%
		One Male and One Female	26.1%
		Two Male or Two Females	5.4%
		Three or More Adults	6.4%
		Adult(s) with Children	17.5%

San Antonio, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	2.29	days	Paid Accommodations		67.7%
Average Length (Overnight Only)	2.60	nights	Hotel/Motel		53.7%
Day –Trips	40.8%		High-End		18.5%
1-3 Nights	48.4%		Mid-Level		26.3%
4-7 Nights	8.4%		Economy		5.8%
8+ Nights	2.4%		Other Hotel/Motel		3.1%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		14.0%
Air	13.7%		Non-Paid Accommodations		30.8%
Auto Travel (Net)	84.6%		Other Overnight		1.5%
Other Transportation (Net)	1.7%				
Bus	1.4%				
Train	0.2%				
Other	0.1%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	460	miles			
250 Miles or Less	55.8%				
251-500 Miles	13.8%				
500-1000 Miles	12.9%				
1001 Miles or More	17.5%				

San Antonio, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	29.9%	Avg. Per Person Per Day Spending	\$135.90
Transportation - Excluding Airfare	21.5%	Transportation - Total	\$40.70
Transportation - Airfare	8.4%	Transportation - Excluding Airfare	\$29.20
Transportation - Rental Car	5.1%	Transportation - Airfare	\$74.10
Transportation - Other	16.4%	Transportation - Rental Car	\$43.80
Food	23.2%	Transportation - Other	\$22.30
Lodging - Total	18.2%	Food	\$31.60
Lodging - Room	16.7%	Lodging - Total	\$45.30
Lodging - Services	1.4%	Lodging - Room	\$45.10
Shopping	14.2%	Lodging - Services	\$5.50
Entertainment	11.8%	Shopping	\$19.40
Miscellaneous	2.6%	Entertainment	\$16.10
		Miscellaneous	\$3.50

San Antonio, TX MSA

	MSA	MSA
Demographic Profile (Person-Days)		
Average Age	44.1	Employment
18-34 Years	36.1%	Employed 68.1%
35-49 Years	27.5%	Retired 14.6%
50-64 Years	21.7%	Not Employed 17.2%
65+ Years	14.8%	
		Marital Status
Average HH Income (in \$1,000)	\$88,877	Married 65.8%
Under \$25,000	11.6%	Never Married 24.2%
\$25,000-\$49,999	21.3%	Divorced/Widowed 10.0%
\$50,000-\$74,999	18.5%	
\$75,000-\$99,999	16.8%	Children in Household
\$100,000-\$149,999	18.5%	Yes 43.8%
\$150,000+	13.3%	No 56.2%

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%
South Texas Plains Region	1,009	0.5%	0.9%	1.4%	2.0%	2.6%
Laredo, TX MSA	22	3.5%	6.4%	9.2%	13.3%	17.5%
McAllen-Edinburg-Pharr, TX MSA	58	2.1%	4.0%	5.7%	8.2%	10.8%
San Antonio, TX MSA	912	0.5%	1.0%	1.4%	2.1%	2.7%

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.