

# *2016 Texas Tourism Region and MSA Visitor Profile*

## *Big Bend Region*

*MSAs:*

*El Paso*

*Odessa*

*Midland*

*INSIGHTS  
THAT TAKE  
YOU  
PLACES*

**DKSHIFFLET**

## **2016 Texas Tourism Region and MSA Visitor Profile**

*An Inside Look at the Travel Market in the  
Big Bend 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. A 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 a MSA.

### *How to read this report*

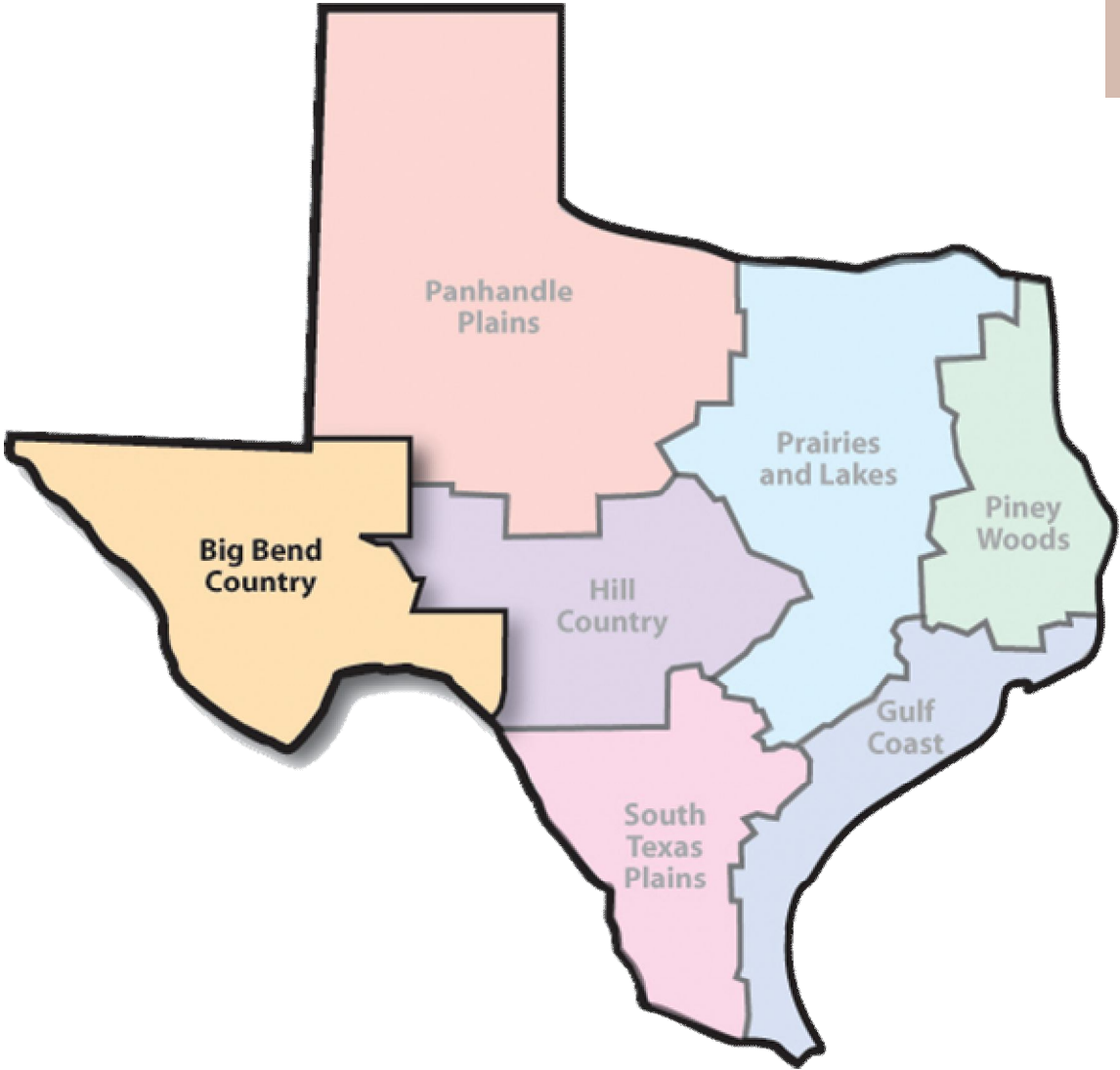
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

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**

Big Bend Tourism Region Profile

# Big Bend Tourism Region



# Big Bend Region Executive Summary

## Highlights of Visitors to the Big Bend Region

- Texans generated 51% of Person-Days to the Big Bend Region; Non-Texans 49%
- Top 3 Texan origin DMAs (Odessa-Midland, El Paso, Houston); Non-Texan DMAs (Albuquerque-Santa Fe, NM, Phoenix, AZ, Washington D.C. (Hagerstown, MD))
- Leisure travel represented 65.0% of Person-Days to the Big Bend Region; Vacation 12.6% and Non-Vacation 52.4%
- Business travel represented 35.0% of Person-Days to the Big Bend Region; Meetings 9.6% and Transient 25.4%
- Activity categories participated: Attractions 9.7%, Culture 17.9%, Family/Life Events 34.9%, Libation/Culinary 16.2%, Nature 9.5%, Outdoor Sports 5.1%, General 43.9%
- Average Party Size (Adults and Children): 1.65 persons
- Average Length of Stay was 1.96 days (overnight and days); 2.36 nights (overnight only).
- 76.3% traveled by Auto; 22.9% by Air
- Average distance traveled: 636 miles
- Accommodation Type: Paid 64.2%; Non-Paid 35.8%; Other Overnight 0%
- Average Per Person Per Day Spending: \$137.50
- Average Age: 48.2 years
- Average Household Income: \$99,848
- Employment: Employed 72.0%, Retired 14.4%, Not Employed 13.6%
- Marital Status: Married 74.4%, Never Married 18.1%, Divorced/Widowed 7.6%
- Children in Household: Yes 33.9%, No 66.1%

# Big Bend Region Executive Summary

## Volume/Share

The Big Bend Region contains the following MSAs:  
El Paso, Odessa, Midland

The number of Person-Stays to the Big Bend Region was estimated at 8.14 million in 2016 and the volume of Person-Days was estimated at 18.73 million.

The Big Bend Region's share of total Person-Days to Texas ranked 7 out of the 7 Texas Tourism Regions.

### Big Bend Volume (millions)

Person-Days	Total	Leisure	Business
2016	18.73	10.04	8.69
2015	18.49	9.68	8.82
2014	18.12	9.37	8.75
Person-Stays	Total	Leisure	Business
2016	8.14	4.51	3.63
2015	7.76	4.13	3.63
2014	7.53	3.92	3.61

### Big Bend Share of Texas Tourism

Person-Days	Total	Leisure	Business
2016	2.8	2.6	3.5
2015	3.1	2.3	5.5
2014	3.8	2.5	7.6



# Big Bend Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>50.6%</b>	<b>Total Non-Texans (Interstate)</b>	<b>49.4%</b>
Odessa-Midland	11.8%	Albuquerque-Santa Fe, NM	6.1%
El Paso	7.1%	Phoenix, AZ	6.0%
Houston	6.8%	Washington, DC (Hagerstown, MD)	3.3%
San Antonio	6.4%	Wichita-Hutchinson Plus, KS	2.2%
Dallas-Fort Worth	5.7%	Los Angeles, CA	1.9%
Harlingen-Weslaco-Brownsville-McAllen	3.0%	Seattle-Tacoma, WA	1.8%
Austin	2.8%	Atlanta, GA	1.8%
Lubbock	2.0%	New York, NY	1.8%

## Big Bend Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>65.0%</b>	<b>Total Business</b>	<b>35.0%</b>
<b>Vacation</b>	<b>12.6%</b>	<b>Meetings</b>	<b>9.6%</b>
General Vacation-Overnight	6.8%	Seminar/Training	4.9%
Getaway Weekend-Overnight	4.3%	Convention	0.9%
Day Trip Vacation/Getaway	1.6%	Other Group Meeting	3.7%
<b>Non-Vacation</b>	<b>52.4%</b>	<b>Transient</b>	<b>25.4%</b>
Visit Friend/Relative	28.3%	Construction/Repair	4.3%
Special Event (celebration, reunion)	12.5%	Sales/Purchasing	3.9%
Medical/Health Care	2.7%	Government/Military	3.8%
Seminar/Class/Training (personal)	0.6%	Consulting/Client Service	3.2%
Convention/Show/Conference	0.2%	Inspection/Audit	2.2%
Other Leisure/Personal	8.2%	Other Business	8.1%

## Big Bend Tourism Region

REGION		REGION	
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>9.7%</b>	<b>Nature (Net)</b>	<b>9.5%</b>
Nightlife (bar, nightclub, etc.)	3.3%	Parks (national/state, etc)	8.5%
Theme/Amusement/Water Parks	2.0%	Camping	1.9%
Amateur Sports (attend/participate)	1.8%	Beach/Waterfront	1.0%
<b>Culture (Net)</b>	<b>17.9%</b>	<b>Outdoor Sports (Net)</b>	<b>5.1%</b>
Historic Sites	5.9%	Hiking	2.3%
Museums/Art Exhibits etc.	5.4%	Golfing	1.0%
Touring/Sightseeing	5.2%	Water Sports	0.8%
<b>Family/Life Events (Net)</b>	<b>34.9%</b>	<b>General (Net)</b>	<b>43.9%</b>
Visit Friends/Relatives (general visit)	29.2%	Shopping	20.7%
Personal Special Event (Anniversary, Birthday)	4.3%	Business	9.5%
Reunion/Graduation	1.9%	Medical/Health/Doctor Visit	8.0%
<b>Libation and Culinary (Net)</b>	<b>16.2%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	15.2%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.65 persons</b>
Winery/Distillery/Brewery Tours	1.0%	One Male Only	40.9%
		One Female Only	16.2%
		One Male and One Female	21.1%
		Two Males or Two Females	9.4%
		Three or More Adults	4.0%
		Children Present	8.4%

# Big Bend Tourism Region

REGION			REGION		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.96</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>64.2%</b>	
<b>Average Length (Overnight Only)</b>	<b>2.36</b>	<b>nights</b>	Hotel/Motel	48.1%	
	Day –Trips	48.8%		High-End	5.2%
	1-3 Nights	42.4%		Mid-Level	21.0%
	4-7 Nights	8.1%		Economy	17.6%
	8+ Nights	0.7%	Other Hotel/Motel	4.3%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	16.1%	
	<b>Air</b>	<b>22.9%</b>	<b>Non-Paid Accommodations</b>	<b>35.8%</b>	
	<b>Auto Travel (Net)</b>	<b>76.3%</b>	<b>Other Overnight</b>	<b>0.0%</b>	
	<b>Other Transportation (Net)</b>	<b>0.9%</b>			
	Bus	0.3%			
	Train	0.5%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>636</b>	<b>miles</b>			
	250 Miles or Fewer	31.1%			
	251-500 Miles	24.1%			
	500-1000 Miles	21.6%			
	1001 Miles or More	23.2%			

# Big Bend Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
		<b>Avg. Per Person Per Day Spending</b>	<b>\$137.50</b>
<b>Transportation - Total</b>	<b>47.0%</b>	<b>Transportation - Total</b>	<b>\$64.60</b>
Transportation - Excluding Airfare	23.0%	Transportation - Excluding Airfare	\$31.60
Transportation - Airfare	24.0%	Transportation - Airfare	\$129.10
Transportation - Rental Car	7.2%	Transportation - Rental Car	\$52.30
Transportation - Other	15.8%	Transportation - Other	\$21.70
<b>Food</b>	<b>19.3%</b>	<b>Food</b>	<b>\$26.50</b>
<b>Lodging - Total</b>	<b>15.9%</b>	<b>Lodging - Total</b>	<b>\$41.90</b>
Lodging - Room	15.1%	Lodging - Room	\$43.50
Lodging - Services	0.8%	Lodging - Services	\$3.00
<b>Shopping</b>	<b>9.3%</b>	<b>Shopping</b>	<b>\$12.80</b>
<b>Entertainment</b>	<b>5.5%</b>	<b>Entertainment</b>	<b>\$7.50</b>
<b>Miscellaneous</b>	<b>3.0%</b>	<b>Miscellaneous</b>	<b>\$4.10</b>

## Big Bend Tourism Region

	REGION	REGION
<b>Demographic Profile (Person-Days)</b>		
<b>Average Age</b>	<b>48.2</b>	<b>Employment</b>
18-34 Years	21.3%	Employed 72.0%
35-49 Years	31.2%	Retired 14.4%
50-64 Years	31.8%	Not Employed 13.6%
65+ Years	15.7%	
		<b>Marital Status</b>
<b>Average HH Income (in \$1,000)</b>	<b>\$99,848</b>	Married 72.0%
Under \$25,000	6.1%	Never Married 14.4%
\$25,000-\$49,999	21.7%	Divorced/Widowed 13.6%
\$50,000-\$74,999	18.8%	
\$75,000-\$99,999	14.6%	<b>Children in Household</b>
\$100,0000+	38.8%	Yes 33.9%
		No 66.1%

## **El Paso MSA**

# El Paso MSA Executive Summary

## Highlights of Visitors to the El Paso MSA

- Texans generated 24% of Person-Days to the El Paso MSA; Non-Texans 76%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, El Paso); Non-Texan DMAs (Phoenix, AZ, Albuquerque-Santa Fe, NM, Washington D.C. (Hagerstown, MD))
- Leisure travel represented 54.6% of Person-Days to the El Paso MSA; Vacation 6.8% and Non-Vacation 47.8%
- Business travel represented 54.4% of Person-Days to the El Paso MSA; Meetings 15.8% and Transient 29.6%
- Activity categories participated: Attractions 15.6%, Culture 19.7%, Family/Life Events 32.1%, Libation/Culinary 18.6%, Nature 5.7%, Outdoor Sports 7.2%, General 34.8%
- Average Party Size (Adults and Children): 1.57 persons
- Average Length of Stay was 2.39 days (overnight and days); 2.54 nights (overnight only).
- 63.4% traveled by Auto; 36.2% by Air
- Average distance traveled: 825miles
- Accommodation Type: Paid 61.6%; Non-Paid 38.4%; Other Overnight 0%
- Average Per Person Per Day Spending: \$168.10
- Average Age: 47.3 years
- Average Household Income: \$104,916
- Employment: Employed 74.4%, Retired 14.7%, Not Employed 11.0%
- Marital Status: Married 67.7%, Never Married 22.8%, Divorced/Widowed 9.5%
- Children in Household: Yes 34.4%, No 65.6%



# El Paso MSA Executive Summary

## Volume/Share

The number of Person-Stays to the El Paso MSA was estimated at 3.50 million in 2016 and the volume of Person-Days was estimated at 8.99 million.

The El Paso MSA's share of total Person-Days to Texas ranked 9 out of 26 Texas MSAs.

### El Paso, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2016	8.99	4.30	4.69
2015	8.75	4.01	4.74
2014	8.42	3.75	4.67
Person-Stays	Total	Leisure	Business
2016	3.50	1.62	1.87
2015	3.31	1.49	1.82
2014	3.12	1.41	1.71

### El Paso, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2016	2.8%	7.1%	-0.9%
2015	1.5%	1.0%	3.1%
2014	1.6%	0.8%	3.5%

# El Paso MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>23.9%</b>	<b>Total Non-Texans (Interstate)</b>	<b>76.1%</b>
Houston	4.5%	Phoenix, AZ	10.9%
Dallas-Fort Worth	4.4%	Albuquerque-Santa Fe, NM	9.5%
El Paso	2.9%	Washington, DC (Hagerstown, MD)	4.3%
Odessa-Midland	2.8%	Los Angeles, CA	3.4%
Austin	2.4%	Atlanta, GA	3.3%
Waco-Temple-Bryan	1.8%	San Francisco-Oakland-San Jose, CA	2.9%
San Antonio	1.7%	Wichita-Hutchinson Plus, KS	2.5%
Lubbock	1.5%	Denver, CO	2.2%

## El Paso MSA

	MSA		MSA
<b>Purpose of Stay (Person-Days)</b>		<b>Purpose of Stay (Person-Days)</b>	
<b>Total Leisure</b>	<b>54.6%</b>	<b>Total Business</b>	<b>45.4%</b>
<b>Vacation</b>	<b>6.8%</b>	<b>Meetings</b>	<b>15.8%</b>
Getaway Weekend-Overnight	3.2%	Seminar/Training	8.3%
Day Trip Vacation/Getaway	2.1%	Convention	1.8%
General Vacation-Overnight	1.5%	Other Group Meeting	5.7%
<b>Non-Vacation</b>	<b>47.8%</b>	<b>Transient</b>	<b>29.6%</b>
Visit Friend/Relative	28.4%	Sales/Purchasing	6.5%
Special Event (celebration, reunion)	13.5%	Government/Military	5.4%
Medical/Health Care	1.0%	Consulting/Client Service	4.5%
Convention/Show/Conference	0.2%	Inspection/Audit	3.2%
Seminar/Class/Training (personal)	0.2%	Construction/Repair	1.9%
Other Leisure/Personal	4.4%	Other Business	8.1%

# El Paso MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>15.6%</b>	<b>Nature (Net)</b>	<b>5.7%</b>
Nightlife (bar, nightclub, etc.)	4.5%	Parks (national/state, etc.)	5.7%
Theme/Amusement/Water Parks	3.8%	Camping	1.9%
Gambling (slots, cards, horses, etc.)	2.3%	Beach/Waterfront	0.1%
<b>Culture (Net)</b>	<b>19.7%</b>	<b>Outdoor Sports (Net)</b>	<b>7.2%</b>
Museums/Art Exhibits etc.	6.0%	Hiking	3.8%
Movies	5.8%	Golfing	2.2%
Historic Sites	5.1%	Biking	0.5%
<b>Family/Life Events (Net)</b>	<b>32.1%</b>	<b>General (Net)</b>	<b>34.8%</b>
Visit Friends/Relatives (general visit)	23.2%	Business	14.9%
Personal Special Event (Anniversary, Birthday)	5.2%	Shopping	14.8%
Reunion/Graduation	3.2%	Real Estate (buy/sell)	6.1%
<b>Libation and Culinary (Net)</b>	<b>18.6%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	18.5%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.57 persons</b>
Winery/Distillery/Brewery Tours	0.2%	One Male Only	43.7%
		One Female Only	19.1%
		One Male and One Female	18.2%
		Two Males or Two Females	6.5%
		Three or More Adults	3.7%
		Adult(s) with Children	8.7%

# El Paso MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>2.39</b>	<b>days</b>	<b>Paid Accommodations</b>		<b>61.6%</b>
<b>Average Length (Overnight Only)</b>	<b>2.54</b>	<b>nights</b>	Hotel/Motel		49.0%
	Day –Trips	35.3%		High-End	6.7%
	1-3 Nights	52.0%		Mid-Level	23.5%
	4-7 Nights	11.6%		Economy	13.7%
	8+ Nights	1.1%	Other Hotel/Motel		5.3%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel		12.6%
	<b>Air</b>	<b>36.2%</b>	<b>Non-Paid Accommodations</b>		<b>38.4%</b>
	<b>Auto Travel (Net)</b>	<b>63.4%</b>	<b>Other Overnight</b>		<b>0%</b>
	<b>Other Transportation (Net)</b>	<b>0.3%</b>			
	Bus	0%			
	Train	0.3%			
	Other	0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>825</b>	<b>miles</b>			
	250 Miles or Fewer	15.3%			
	251-500 Miles	16.8%			
	500-1000 Miles	34.6%			
	1001 Miles or More	33.2%			

# El Paso MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
		<b>Avg. Per Person Per Day Spending</b>	<b>\$168.10</b>
<b>Transportation - Total</b>	<b>50.9%</b>	<b>Transportation - Total</b>	<b>\$85.50</b>
Transportation - Excluding Airfare	18.6%	Transportation - Excluding Airfare	\$31.30
Transportation - Airfare	32.2%	Transportation - Airfare	\$159.50
Transportation - Rental Car	7.3%	Transportation - Rental Car	\$57.20
Transportation - Other	11.4%	Transportation - Other	\$19.10
<b>Food</b>	<b>18.2%</b>	<b>Food</b>	<b>\$30.50</b>
<b>Lodging - Total</b>	<b>16.2%</b>	<b>Lodging - Total</b>	<b>\$52.10</b>
Lodging - Room	15.3%	Lodging - Room	\$53.10
Lodging - Services	0.9%	Lodging - Services	\$4.60
<b>Shopping</b>	<b>8.1%</b>	<b>Shopping</b>	<b>\$13.60</b>
<b>Entertainment</b>	<b>4.1%</b>	<b>Entertainment</b>	<b>\$6.90</b>
<b>Miscellaneous</b>	<b>2.5%</b>	<b>Miscellaneous</b>	<b>\$4.30</b>

# El Paso MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>47.3</b>	<b>Employment</b>		
	18-34 Years	24.4%		Employed	74.4%
	35-49 Years	30.8%		Retired	14.7%
	50-64 Years	27.9%		Not Employed	11.0%
	65+ Years	16.9%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$104,916</b>		Married	67.7%
	Under \$25,000	7.8%		Never Married	22.8%
	\$25,000-\$49,999	21.7%		Divorced/Widowed	9.5%
	\$50,000-\$74,999	14.9%			
	\$75,000-\$99,999	12.9%	<b>Children in Household</b>		
	\$100,0000+	42.7%		Yes	34.4%
				No	65.6%

## **Odessa, TX MSA**



# Odessa, TX MSA Executive Summary

## Highlights of Visitors to the Odessa MSA

- Texans generated 94.3% of Person-Days to the Odessa MSA; Non-Texans 5.7%
- Top 3 Texan origin DMAs (Odessa-Midland, Harlingen-Weslaco-Brownsville-McAllen, Dallas-Fort Worth); Non-Texan DMAs (Seattle-Tacoma, WA, New York, NY, Philadelphia, PA) –small sample, use with caution
- Leisure travel represented 73.1% of Person-Days to the Odessa MSA; Vacation 5.3% and Non-Vacation 67.8%
- Business travel represented 26.9% of Person-Days to the Odessa MSA; Meetings 0.8% and Transient 26.1%
- Activity categories participated: Attractions 6.6%, Culture 2.2%, Family/Life Events 24.2%, Libation/Culinary 7.6%, Nature 0.9%, Outdoor Sports 1.5%, General 46.4%
- Average Party Size (Adults and Children): 1.62 persons
- Average Length of Stay was 1.13 days (overnight and days); 4.61 nights (overnight only).
- 81.6% traveled by Auto; 14.4% by Air
- Average distance traveled: 288 miles
- Accommodation Type: Paid 62.4%; Non-Paid 37.6%; Other Overnight 0.0%
- Average Per Person Per Day Spending: \$81.70
- Average Age: 48.5 years
- Average Household Income: \$77,924
- Employment: Employed 88.5%, Retired 1.7%, Not Employed 9.8%
- Marital Status: Married 76.0%, Never Married 16.6%, Divorced/Widowed 7.4%
- Children in Household: Yes 54.7%, No 45.3%

Odessa MSA Small Sample – Use with caution

Texas Destinations 2016 prepared for The Office of the Governor, Economic Development & Tourism Division.

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# Odessa, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Odessa MSA was estimated at 1.05 million in 2016 and the volume of Person-Days was estimated at 1.65 million.

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

### Odessa, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2016	1.65	1.06	0.59
2015	1.75	1.13	0.61
2014	1.58	1.03	0.55
Person-Stays	Total	Leisure	Business
2016	1.05	0.64	0.42
2015	1.10	0.68	0.42
2014	0.96	0.57	0.38

### Odessa, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2016	-5.3%	-6.2%	-3.7%
2015	0.3%	0.3%	0.5%
2014	0.2%	0.2%	0.3%

Odessa MSA Small Sample – Use with caution

# Odessa, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
<b>Total Texans (Intrastate)</b>	<b>94.3%</b>	<b>Total Non-Texans (Interstate)</b>	<b>5.7%</b>
Odessa-Midland	46.7%	Seattle-Tacoma, WA	2.2%
Harlingen-Weslaco-Brownsville-McAllen	28.3%	New York, NY	1.8%
Dallas-Fort Worth	9.7%	Philadelphia, PA	0.7%
Lubbock	5.6%	Los Angeles, CA	0.4%
El Paso	4.0%	Oklahoma City, OK	0.4%
Abilene-Sweetwater	0%	Louisville, KY	0.3%
Amarillo	0%		
Austin	0%		

Odessa MSA Small Sample – Use with caution

## Odessa, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>73.1%</b>	<b>Total Business</b>	<b>26.9%</b>
<b>Vacation</b>	<b>5.3%</b>	<b>Meetings</b>	<b>0.8%</b>
Getaway Weekend-Overnight	5.3%	Seminar/Training	0.6%
General Vacation-Overnight	0%	Convention	0%
Day Trip Vacation/Getaway	0%	Other Group Meeting	0.2%
<b>Non-Vacation</b>	<b>67.8%</b>	<b>Transient</b>	<b>26.1%</b>
Visit Friend/Relative	22.4%	Construction/Repair	21.4%
Medical/Health Care	20.1%	Sales/Purchasing	0.7%
Special Event (celebration, reunion)	10.8%	Consulting/Client Service	0%
Convention/Show/Conference	5.1%	Inspection/Audit	0%
Seminar/Class/Training (personal)	0%	Government/Military	0%
Other Leisure/Personal	9.4%	Other Business	4.0%

Odessa MSA Small Sample – Use with caution

# Odessa, TX MSA

	MSA		MSA
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>6.6%</b>	<b>Nature (Net)</b>	<b>0.9%</b>
Amateur Sports (attend/participate)	6.4%	Parks (national/state, etc.)	0.7%
Gambling (slots, cards, horses, etc.)	0.2%	Wildlife Viewing (birds, whales etc.)	0.2%
Theme/Amusement/Water Parks	0.2%	Eco/Sustainable Travel	0%
<b>Culture (Net)</b>	<b>2.2%</b>	<b>Outdoor Sports (Net)</b>	<b>1.5%</b>
Movies	2.0%	Snow/Winter Sports	0.7%
Concerts/Theatre/Dance etc.	1.7%	Water Sports	0.6%
Festival/Fairs (state, craft, etc.)	1.5%	Boating/Sailing	0.2%
<b>Family/Life Events (Net)</b>	<b>24.2%</b>	<b>General (Net)</b>	<b>46.4%</b>
Visit Friends/Relatives (general visit)	23.4%	Medical/Health/Doctor Visit	32.4%
Personal Special Event (Anniversary, Birthday)	4.7%	Shopping	20.9%
Holiday Celebration (Thanksgiving, July 4 <sup>th</sup> , etc.)	0.2%	Business	5.2%
<b>Libation and Culinary (Net)</b>	<b>7.6%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	7.6%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.62 persons</b>
Winery/Distillery/Brewery Tours	0%	One Male Only	37.5%
		One Female Only	22.6%
		One Male and One Female	15.4%
		Two Males or Two Females	15.0%
		Three or More Adults	0.2%
		Adult(s) with Children	9.3%

Odessa MSA Small Sample – Use with caution

## Odessa, TX MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.13</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>62.4%</b>	
<b>Average Length (Overnight Only)</b>	<b>4.61</b>	<b>nights</b>	Hotel/Motel	62.4%	
	Day –Trips	91.7%		High-End	0%
	1-3 Nights	1.3%		Mid-Level	16.5%
	4-7 Nights	6.7%		Economy	45.9%
	8+ Nights	0.2%	Other Hotel/Motel	0%	
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	0%	
	<b>Air</b>	<b>14.4%</b>	<b>Non-Paid Accommodations</b>	<b>37.6%</b>	
	<b>Auto Travel (Net)</b>	<b>81.6%</b>	<b>Other Overnight</b>	<b>0%</b>	
	<b>Other Transportation (Net)</b>	<b>4.0%</b>			
	Bus	4.0%			
	Train	0%			
	Other	0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>288</b>	<b>miles</b>			
	250 Miles or Fewer	59.9%			
	251-500 Miles	34.4%			
	500-1000 Miles	0.7%			
	1001 Miles or More	5.0%			

Odessa MSA Small Sample – Use with caution

## Odessa, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
		<b>Avg. Per Person Per Day Spending</b>	<b>\$81.70</b>
<b>Transportation - Total</b>	<b>51.7%</b>	<b>Transportation - Total</b>	<b>\$42.20</b>
Transportation - Excluding Airfare	42.6%	Transportation - Excluding Airfare	\$34.80
Transportation - Airfare	9.1%	Transportation - Airfare	\$51.40
Transportation - Rental Car	13.7%	Transportation - Rental Car	\$49.40
Transportation - Other	28.9%	Transportation - Other	\$23.60
<b>Food</b>	<b>24.0%</b>	<b>Food</b>	<b>\$19.60</b>
<b>Lodging - Total</b>	<b>7.6%</b>	<b>Lodging - Total</b>	<b>\$21.50</b>
Lodging - Room	7.6%	Lodging - Room	\$21.50
Lodging - Services	0%	Lodging - Services	\$0.00
<b>Shopping</b>	<b>13.5%</b>	<b>Shopping</b>	<b>\$11.00</b>
<b>Entertainment</b>	<b>3.2%</b>	<b>Entertainment</b>	<b>\$2.60</b>
<b>Miscellaneous</b>	<b>0.1%</b>	<b>Miscellaneous</b>	<b>\$0.10</b>

Odessa MSA Small Sample – Use with caution

# Odessa, TX MSA

		MSA			MSA
<b>Demographic Profile (Person-Days)</b>					
<b>Average Age</b>		<b>48.5</b>	<b>Employment</b>		
	18-34 Years	13.6%		Employed	88.5%
	35-49 Years	49.6%		Retired	1.7%
	50-64 Years	7.7%		Not Employed	9.8%
	65+ Years	29.1%			
<b>Marital Status</b>					
<b>Average HH Income (in \$1,000)</b>		<b>\$77,924</b>		Married	76.0%
	Under \$25,000	10.1%		Never Married	16.6%
	\$25,000-\$49,999	7.6%		Divorced/Widowed	7.4%
	\$50,000-\$74,999	29.6%			
	\$75,000-\$99,999	31.0%	<b>Children in Household</b>		
	\$100,000+	21.7%		Yes	54.7%
				No	45.3%

Odessa MSA Small Sample – Use with caution



## **Midland, TX MSA**

# Midland, TX MSA Executive Summary

## Highlights of Visitors to the Midland MSA

- Texans generated 79.6% of Person-Days to the Midland MSA; Non-Texans 20.4%
- Top 3 Texan origin DMAs (Odessa-Midland, Dallas-Fort Worth, Houston); Non-Texan DMAs (Albuquerque-Santa Fe, NM, Wichita-Hutchinson Plus, KS, New York, NY)
- Leisure travel represented 82.7% of Person-Days to the Midland MSA; Vacation 6.3% and Non-Vacation 76.4%
- Business travel represented 17.3% of Person-Days to the Midland MSA; Meetings 5.6% and Transient 11.7%
- Activity categories participated: Attractions 3.1%, Culture 11.0%, Family/Life Events 58.1%, Libation/Culinary 13.2%, Nature 6.5%, Outdoor Sports 0.2%, General 64.6%
- Average Party Size (Adults and Children): 1.54 persons
- Average Length of Stay was 1.72 days (overnight and days); 2.27 nights (overnight only).
- 85.3% traveled by Auto; 14.7% by Air
- Average distance traveled: 331 miles
- Accommodation Type: Paid 47.8%; Non-Paid 52.2%; Other Overnight 0.0%
- Average Per Person Per Day Spending: \$107.10
- Average Age: 47.9 years
- Average Household Income: \$95,269
- Employment: Employed 65.4%, Retired 15.8%, Not Employed 18.7%
- Marital Status: Married 81.9%, Never Married 10.3%, Divorced/Widowed 7.8%
- Children in Household: Yes 45.8%, No 54.2%

Midland MSA Small Sample – Use with caution

# Midland, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Midland MSA was estimated at 1.80 million in 2016 and the volume of Person-Days was estimated at 3.86 million.

The Midland MSA's share of total Person-Days to Texas ranked 18 out of 26 Texas MSAs.

### Midland, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2016	3.86	2.08	1.78
2015	4.01	2.17	1.84
2014	3.98	2.19	1.79
Person-Stays	Total	Leisure	Business
2016	1.80	1.08	0.72
2015	1.70	0.94	0.76
2014	1.61	0.93	0.68

### Midland, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2016	-3.6%	-4.3%	-2.9%
2015	0.6%	0.6%	0.6%
2014	0.5%	0.6%	0.5%

Midland MSA Small Sample – Use with caution

## Midland, TX MSA

		MSA			MSA
Top Origin DMAs (Person-Days)			Top Origin DMAs (Person-Days)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			79.6%	Total Non-Texans (Interstate)	
			20.4%		
	Odessa-Midland	27.0%		Albuquerque-Santa Fe, NM	6.2%
	Dallas-Fort Worth	14.0%		Wichita-Hutchinson Plus, KS	5.2%
	Houston	13.8%		New York, NY	2.1%
	El Paso	11.1%		Chattanooga, TN	1.3%
	Lubbock	3.5%		Tulsa, OK	1.2%
	Abilene-Sweetwater	3.4%		Kansas City, MO	1.0%
	Harlingen-Weslaco-Brownsville-McAllen	2.7%		Pittsburgh, PA	0.6%
	San Angelo	2.1%		Flint-Saginaw-Bay City, MI	0.6%

Midland MSA Small Sample – Use with caution

## Midland, TX MSA

	MSA		MSA
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>82.7%</b>	<b>Total Business</b>	<b>17.3%</b>
<b>Vacation</b>	<b>6.3%</b>	<b>Meetings</b>	<b>5.6%</b>
General Vacation-Overnight	3.3%	Seminar/Training	1.8%
Getaway Weekend-Overnight	2.7%	Convention	0%
Day Trip Vacation/Getaway	0.3%	Other Group Meeting	3.8%
<b>Non-Vacation</b>	<b>76.4%</b>	<b>Transient</b>	<b>11.7%</b>
Visit Friend/Relative	33.0%	Construction/Repair	3.9%
Special Event (celebration, reunion)	16.6%	Consulting/Client Service	3.0%
Medical/Health Care	3.3%	Inspection/Audit	2.5%
Seminar/Class/Training (personal)	0.4%	Sales/Purchasing	0.9%
Convention/Show/Conference	0.1%	Government/Military	0%
Other Leisure/Personal	22.9%	Other Business	1.3%

Midland MSA Small Sample – Use with caution

## Midland, TX MSA

MSA		MSA	
<b>Activities Summary (Stays)</b>			
<b>Attractions (Net)</b>	<b>3.1%</b>	<b>Nature (Net)</b>	<b>6.5%</b>
Nightlife (bar, nightclub, etc.)	1.5%	Parks (national/state, etc.)	4.5%
Theme/Amusement/Water Parks	1.1%	Camping	1.9%
Professional Sports Event	0.5%	Eco/Sustainable Travel	0%
<b>Culture (Net)</b>	<b>11.0%</b>	<b>Outdoor Sports (Net)</b>	<b>0.2%</b>
Museums/Art Exhibits (etc.)	4.9%	Extreme/Adventure Sports	0.2%
Movies	3.2%	Boating/Sailing	0%
Concerts/Theatre/Dance etc.	2.7%	Biking	0%
<b>Family/Life Events (Net)</b>	<b>58.1%</b>	<b>General (Net)</b>	<b>64.6%</b>
Visit Friends/Relatives (general visit)	53.5%	Shopping	47.4%
Personal Special Event (Anniversary, Birthday)	5.3%	Medical/Health/Doctor Visit	8.9%
Wedding	1.8%	Business	6.8%
<b>Libation and Culinary (Net)</b>	<b>13.2%</b>	<b>Trip Party Composition (Trip-Days)</b>	
Culinary/Dining Experience	13.2%	<b>Avg. Party Size (Adults and Children)</b>	<b>1.54 persons</b>
Winery/Distillery/Brewery Tours	0%	One Male Only	42.8%
		One Female Only	19.3%
		One Male and One Female	20.7%
		Two Males or Two Females	9.5%
		Three or More Adults	3.7%
		Adult(s) with Children	4.1%

Midland MSA Small Sample – Use with caution

## Midland, TX MSA

MSA			MSA		
<b>Length of Stay (Stays)</b>			<b>Accommodation Type (Person-Days)</b>		
<b>Average Length (Incl. Days)</b>	<b>1.72</b>	<b>days</b>	<b>Paid Accommodations</b>		<b>47.8%</b>
<b>Average Length (Overnight Only)</b>	<b>2.27</b>	<b>nights</b>	Hotel/Motel		23.6%
	Day –Trips	57.4%		High-End	5.0%
	1-3 Nights	35.6%		Mid-Level	9.8%
	4-7 Nights	7.1%		Economy	8.3%
	8+ Nights	0%	Other Hotel/Motel		0.5%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel		24.2%
	<b>Air</b>	<b>14.7%</b>	<b>Non-Paid Accommodations</b>		<b>52.2%</b>
	<b>Auto Travel (Net)</b>	<b>85.3%</b>	<b>Other Overnight</b>		<b>0%</b>
	<b>Other Transportation (Net)</b>	<b>0%</b>			
	Bus	0%			
	Train	0%			
	Other	0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>331</b>	<b>miles</b>			
	250 Miles or Fewer	50.8%			
	251-500 Miles	40.0%			
	500-1000 Miles	2.9%			
	1001 Miles or More	6.3%			

Midland MSA Small Sample – Use with caution

## Midland, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
		<b>Avg. Per Person Per Day Spending</b>	<b>\$107.10</b>
<b>Transportation - Total</b>	<b>40.3%</b>	<b>Transportation - Total</b>	<b>\$43.20</b>
Transportation - Excluding Airfare	27.9%	Transportation - Excluding Airfare	\$29.90
Transportation - Airfare	12.4%	Transportation - Airfare	\$89.70
Transportation - Rental Car	2.4%	Transportation - Rental Car	\$44.80
Transportation - Other	25.5%	Transportation - Other	\$27.30
<b>Food</b>	<b>20.7%</b>	<b>Food</b>	<b>\$22.20</b>
<b>Lodging - Total</b>	<b>12.9%</b>	<b>Lodging - Total</b>	<b>\$43.90</b>
Lodging - Room	12.7%	Lodging - Room	\$59.90
Lodging - Services	0.2%	Lodging - Services	\$0.90
<b>Shopping</b>	<b>16.8%</b>	<b>Shopping</b>	<b>\$17.90</b>
<b>Entertainment</b>	<b>8.7%</b>	<b>Entertainment</b>	<b>\$9.30</b>
<b>Miscellaneous</b>	<b>0.6%</b>	<b>Miscellaneous</b>	<b>\$0.70</b>

Midland MSA Small Sample – Use with caution



## Midland, TX MSA

	MSA	MSA
<b>Demographic Profile (Person-Days)</b>		
<b>Average Age</b>	<b>47.9</b>	<b>Employment</b>
18-34 Years	27.5%	Employed 65.4%
35-49 Years	31.6%	Retired 15.8%
50-64 Years	28.9%	Not Employed 18.7%
65+ Years	12.0%	
		<b>Marital Status</b>
<b>Average HH Income (in \$1,000)</b>	<b>\$95,269</b>	Married 81.9%
Under \$25,000	3.1%	Never Married 10.3%
\$25,000-\$49,999	23.4%	Divorced/Widowed 7.8%
\$50,000-\$74,999	23.1%	
\$75,000-\$99,999	16.1%	<b>Children in Household</b>
\$100,0000+	34.4%	Yes 45.8%
		No 54.2%

Midland MSA Small Sample – Use with caution

## 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 2016	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	5,507	0.2%	0.4%	0.6%	0.8%	1.1%
Big Bend Region	211	1.1%	2.1%	3.0%	4.3%	5.6%
El Paso, TX MSA	146	1.4%	2.5%	3.6%	5.2%	6.8%
Odessa, TX MSA	14	4.4%	8.1%	11.5%	16.7%	21.9%
Midland, TX MSA	33	2.8%	5.2%	7.5%	10.8%	14.3%

## Research Methodology

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

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

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

### About DKSA

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

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

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

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

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