

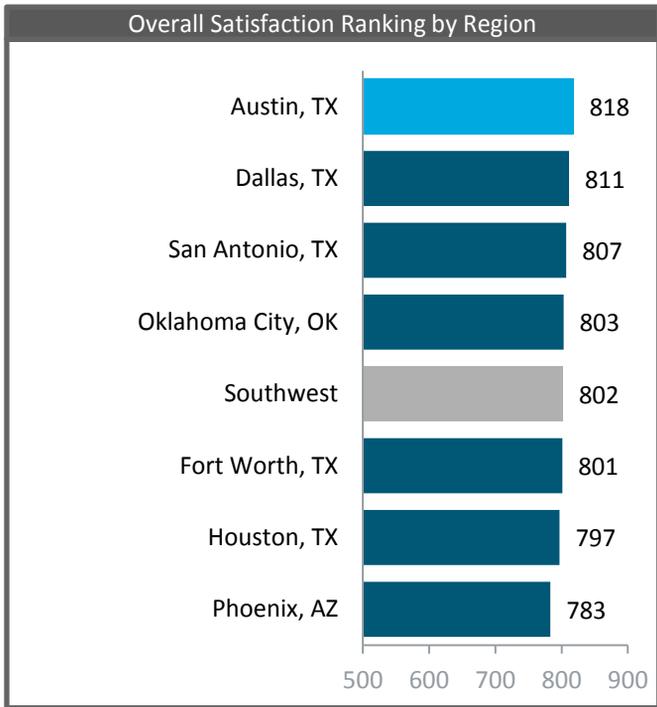
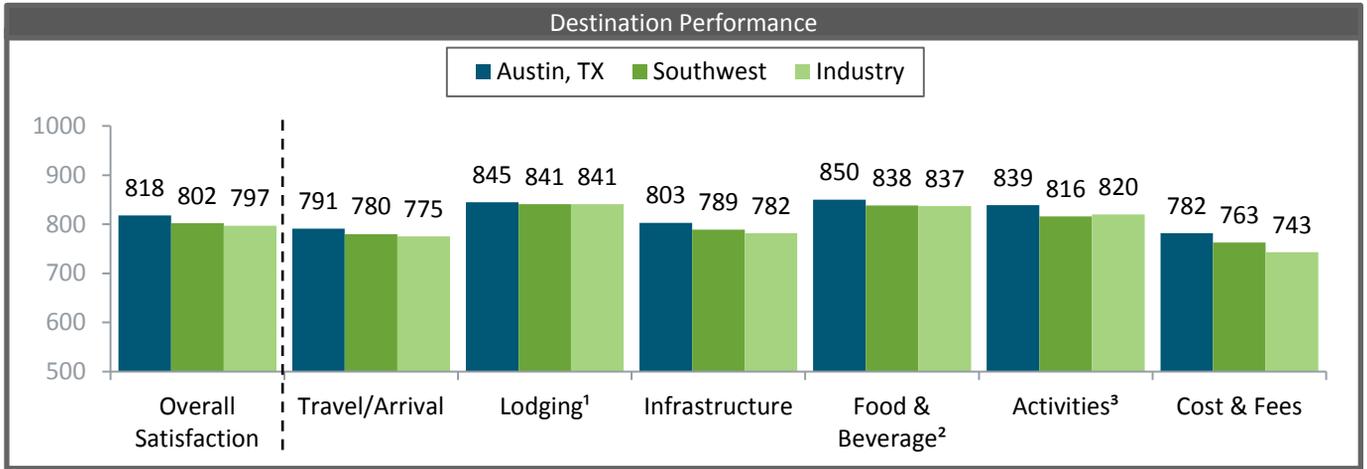


J.D. POWER

2016 Destination Experience Satisfaction StudySM

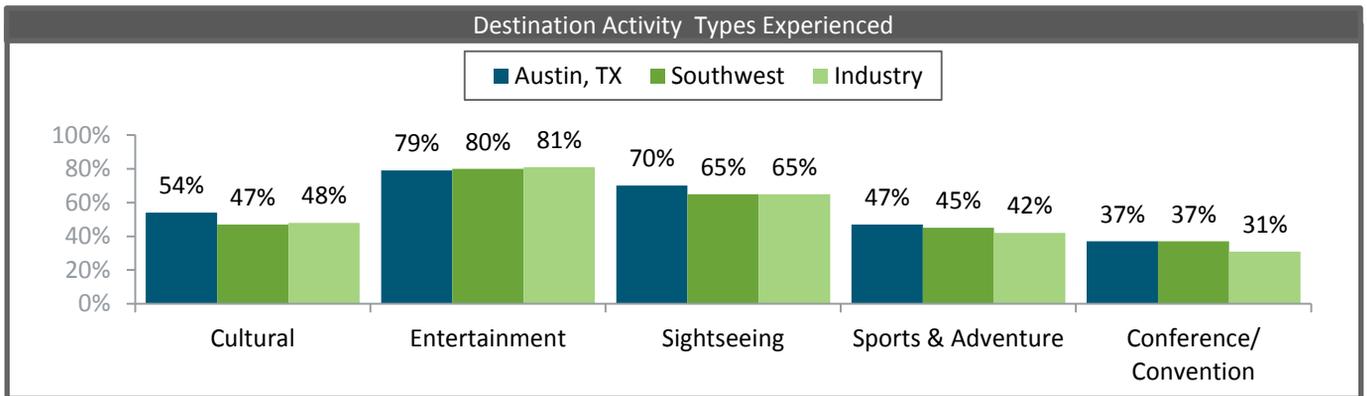
Austin, TX

Austin, TX



Key Diagnostics

	City	Region	Industry
Def. Will Return	74%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	62%	58%	63%
Def. Will Not Recommend	1%	2%	2%
High Attachment	50%	39%	39%
Medium Attachment	40%	42%	43%
Low Attachment	11%	19%	18%
Trip Type: Leisure	72%	74%	79%
Trip Type: Business	28%	26%	21%
Business Travelers that Extended Trip for Leisure	59%	50%	49%



(##%) = Contribution to index or measure, may not add to 100% due to rounding.
¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.
²Excluding those who only purchased food and/or beverage at a grocery store.
³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Austin, TX

Performance Details: Mean Scores

	Austin	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(9%) Travel/Arrival						
(34%) Ease of getting to destination	8.11	7.97	7.96	0.14	0.15	0.00
(11%) Convenience of airport location	8.41	8.15	8.08	0.26 ▲	0.33 ▲	0.00
(2%) Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%) Traffic condition at the destination	7.27	7.25	7.12	0.02	0.15	0.00
(29%) Clarity of signs/directions	8.20	8.01	7.97	0.19 ▲	0.23 ▲	0.00
Overall arrival/travel experience	8.13	8.08	8.01	0.05	0.12	0.00
(9%) Lodging¹						
(21%) Availability of lodging	8.39	8.43	8.42	(0.04)	(0.03)	0.00
(34%) Quality of lodging	8.52	8.43	8.41	0.09	0.11	0.00
(23%) Variety of lodging options	8.38	8.35	8.36	0.03	0.02	0.00
(23%) Convenience of lodging locations	8.51	8.46	8.48	0.05	0.03	0.00
Overall lodging experience	8.60	8.50	8.48	0.10	0.12	0.00
(12%) Infrastructure						
(21%) Availability of public transportation	7.88	7.80	7.91	0.08	(0.03)	0.00
(22%) Cleanliness of the metropolitan area	8.15	7.92	7.74	0.23 ▲	0.41 ▲	0.00
(19%) Safety/Security of the metropolitan area	8.14	7.90	7.80	0.24 ▲	0.34 ▲	0.00
(19%) Clarity of signage/directions	8.07	7.98	7.94	0.09	0.13	0.00
(19%) Availability of public facilities	7.93	7.84	7.71	0.09	0.22 ▲	0.00
Overall metropolitan area infrastructure	8.22	8.03	7.95	0.19 ▲	0.27 ▲	0.00
(14%) Food & Beverage²						
(25%) Variety of food and beverage choices	8.54	8.39	8.42	0.15 ▲	0.12	0.00
(27%) Quality/Taste of food and beverage	8.54	8.40	8.39	0.14	0.15 ▲	0.00
(23%) Convenience of location of F&B outlets	8.45	8.36	8.38	0.09	0.07	0.00
(26%) Courtesy of food and beverage staff	8.48	8.37	8.30	0.11	0.18 ▲	0.00
Overall food and beverage experience	8.56	8.45	8.44	0.11	0.12 ▲	0.00

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Austin, TX

Performance Details: Mean Scores

	Austin	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.44	8.33	8.36	0.11	0.08	0.00
(N/A) Quality of activities	8.47	8.41	8.41	0.06	0.06	0.00
(N/A) Friendliness of activities staff	8.58	8.41	8.37	0.17	0.21 ▲	0.00
(N/A) Convenience of location of activities	8.33	8.30	8.29	0.03	0.04	0.00
Overall cultural activities experience	8.59	8.47	8.44	0.12	0.15	0.00
Entertainment						
(N/A) Variety of activities available	8.40	8.26	8.35	0.14	0.05	0.00
(N/A) Quality of activities	8.53	8.31	8.37	0.22 ▲	0.16 ▲	0.00
(N/A) Friendliness of activities staff	8.44	8.34	8.32	0.10	0.12	0.00
(N/A) Convenience of location of activities	8.35	8.20	8.28	0.15	0.07	0.00
Overall entertainment activities experience	8.49	8.34	8.39	0.15	0.10	0.00
Sightseeing						
(N/A) Variety of activities available	8.45	8.24	8.30	0.21 ▲	0.15	0.00
(N/A) Quality of activities	8.54	8.34	8.35	0.20 ▲	0.19 ▲	0.00
(N/A) Friendliness of activities staff	8.50	8.34	8.29	0.16	0.21 ▲	0.00
(N/A) Convenience of location of activities	8.45	8.22	8.24	0.23 ▲	0.21 ▲	0.00
Overall sightseeing activities experience	8.59	8.35	8.37	0.24 ▲	0.22 ▲	0.00
Sports & Adventure						
(N/A) Variety of activities available	8.33	8.26	8.24	0.07	0.09	0.00
(N/A) Quality of activities	8.47	8.33	8.32	0.14	0.15	0.00
(N/A) Friendliness of activities staff	8.39	8.34	8.32	0.05	0.07	0.00
(N/A) Convenience of location of activities	8.39	8.27	8.24	0.12	0.15	0.00
Overall sports & activities experience	8.52	8.39	8.35	0.13	0.17	0.00
Conference/Convention						
(N/A) Ease of getting to/from location	8.34	8.39	8.28	(0.05)	0.06	0.00
(N/A) Friendliness of conference/convention staff	8.52	8.44	8.36	0.08	0.16	0.00
Overall convention/conference experience	8.65	8.53	8.40	0.12	0.25 ▲	0.00

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based on those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Austin, TX

Performance Details: Mean Scores

		Austin	Southwest	Industry	Difference From		
					Southwest	Industry	Best in Class
(23%) Cost & Fees							
(30%)	Price paid for lodging	7.85	7.74	7.56	0.11	0.29 ▲	0.00
(24%)	Price paid for transportation/parking	7.64	7.53	7.30	0.11	0.34 ▲	0.00
(23%)	Price paid for food and beverage	7.86	7.60	7.37	0.26 ▲	0.49 ▲	0.00
(23%)	Price paid for entertainment/activities	7.94	7.64	7.47	0.30 ▲	0.47 ▲	0.00
Overall cost & fees satisfaction		7.94	7.73	7.51	0.21 ▲	0.43 ▲	0.00

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

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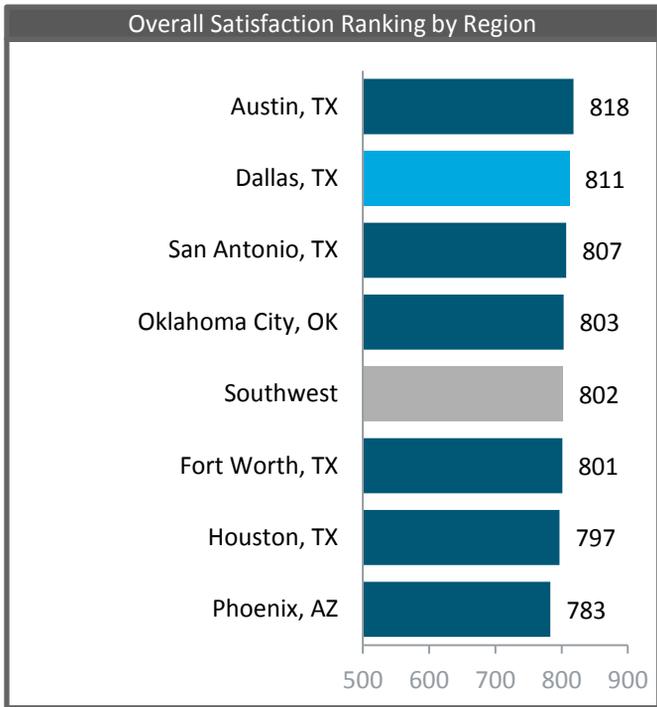
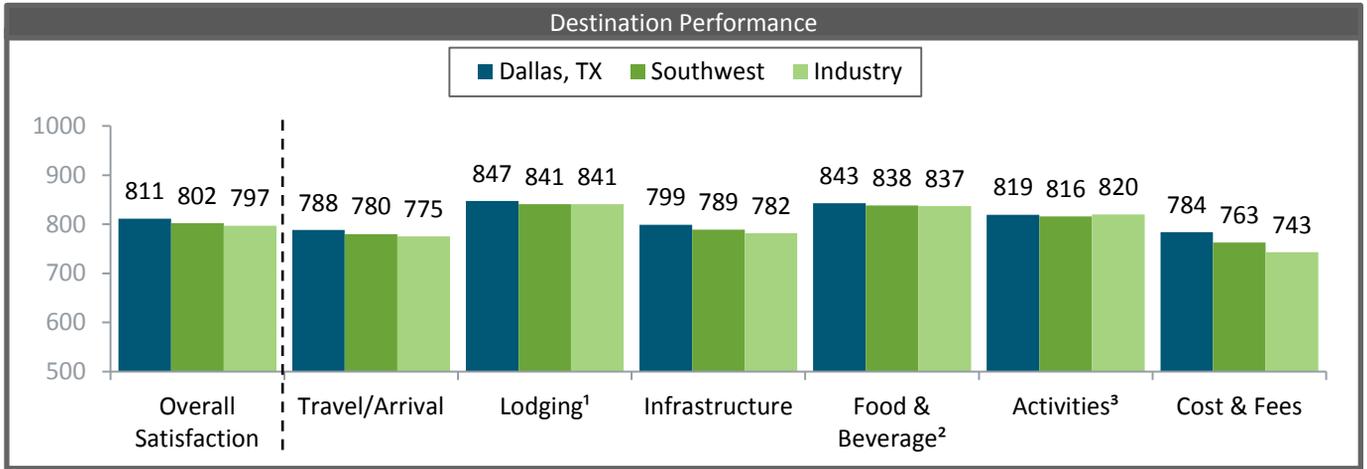


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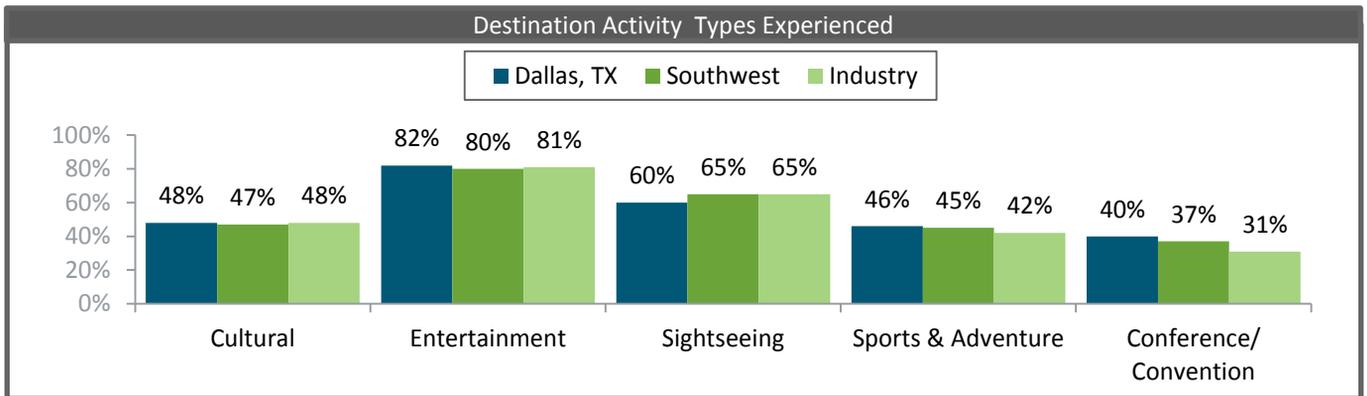
Dallas, TX

Dallas, TX



Key Diagnostics

	City	Region	Industry
Def. Will Return	73%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	60%	58%	63%
Def. Will Not Recommend	2%	2%	2%
High Attachment	43%	39%	39%
Medium Attachment	43%	42%	43%
Low Attachment	14%	19%	18%
Trip Type: Leisure	73%	74%	79%
Trip Type: Business	27%	26%	21%
Business Travelers that Extended Trip for Leisure	49%	50%	49%



(##%) = Contribution to index or measure, may not add to 100% due to rounding.
¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.
²Excluding those who only purchased food and/or beverage at a grocery store.
³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Dallas, TX

Performance Details: Mean Scores

	Dallas	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(9%) Travel/Arrival						
(34%) Ease of getting to destination	8.11	7.97	7.96	0.14	0.15 ▲	0.00
(11%) Convenience of airport location	8.16	8.15	8.08	0.01	0.08	(0.25)
(2%) Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%) Traffic condition at the destination	7.35	7.25	7.12	0.10	0.23 ▲	0.08
(29%) Clarity of signs/directions	8.04	8.01	7.97	0.03	0.07	(0.16)
Overall arrival/travel experience	8.14	8.08	8.01	0.06	0.13 ▲	0.01
(9%) Lodging¹						
(21%) Availability of lodging	8.47	8.43	8.42	0.04	0.05	0.08
(34%) Quality of lodging	8.53	8.43	8.41	0.10	0.12	0.01
(23%) Variety of lodging options	8.37	8.35	8.36	0.02	0.01	(0.01)
(23%) Convenience of lodging locations	8.49	8.46	8.48	0.03	0.01	(0.02)
Overall lodging experience	8.54	8.50	8.48	0.04	0.06	(0.06)
(12%) Infrastructure						
(21%) Availability of public transportation	7.94	7.80	7.91	0.14	0.03	0.06
(22%) Cleanliness of the metropolitan area	8.00	7.92	7.74	0.08	0.26 ▲	(0.15)
(19%) Safety/Security of the metropolitan area	7.99	7.90	7.80	0.09	0.19 ▲	(0.15)
(19%) Clarity of signage/directions	8.05	7.98	7.94	0.07	0.11	(0.02)
(19%) Availability of public facilities	7.98	7.84	7.71	0.14 ▲	0.27 ▲	0.05
Overall metropolitan area infrastructure	8.07	8.03	7.95	0.04	0.12 ▲	(0.15)
(14%) Food & Beverage²						
(25%) Variety of food and beverage choices	8.46	8.39	8.42	0.07	0.04	(0.08)
(27%) Quality/Taste of food and beverage	8.44	8.40	8.39	0.04	0.05	(0.10)
(23%) Convenience of location of F&B outlets	8.40	8.36	8.38	0.04	0.02	(0.05)
(26%) Courtesy of food and beverage staff	8.43	8.37	8.30	0.06	0.13 ▲	(0.05)
Overall food and beverage experience	8.51	8.45	8.44	0.06	0.07	(0.05)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Dallas, TX

Performance Details: Mean Scores

	Dallas	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.32	8.33	8.36	(0.01)	(0.04)	(0.12)
(N/A) Quality of activities	8.42	8.41	8.41	0.01	0.01	(0.05)
(N/A) Friendliness of activities staff	8.35	8.41	8.37	(0.06)	(0.02)	(0.23)
(N/A) Convenience of location of activities	8.33	8.30	8.29	0.03	0.04	0.00
Overall cultural activities experience	8.48	8.47	8.44	0.01	0.04	(0.11)
Entertainment						
(N/A) Variety of activities available	8.32	8.26	8.35	0.06	(0.03)	(0.08)
(N/A) Quality of activities	8.33	8.31	8.37	0.02	(0.04)	(0.20) ▼
(N/A) Friendliness of activities staff	8.41	8.34	8.32	0.07	0.09	(0.03)
(N/A) Convenience of location of activities	8.24	8.20	8.28	0.04	(0.04)	(0.11)
Overall entertainment activities experience	8.39	8.34	8.39	0.05	0.00	(0.10)
Sightseeing						
(N/A) Variety of activities available	8.23	8.24	8.30	(0.01)	(0.07)	(0.22)
(N/A) Quality of activities	8.35	8.34	8.35	0.01	0.00	(0.19)
(N/A) Friendliness of activities staff	8.43	8.34	8.29	0.09	0.14 ▲	(0.07)
(N/A) Convenience of location of activities	8.28	8.22	8.24	0.06	0.04	(0.17)
Overall sightseeing activities experience	8.40	8.35	8.37	0.05	0.03	(0.19)
Sports & Adventure						
(N/A) Variety of activities available	8.32	8.26	8.24	0.06	0.08	(0.01)
(N/A) Quality of activities	8.34	8.33	8.32	0.01	0.02	(0.13)
(N/A) Friendliness of activities staff	8.38	8.34	8.32	0.04	0.06	(0.01)
(N/A) Convenience of location of activities	8.35	8.27	8.24	0.08	0.11	(0.04)
Overall sports & activities experience	8.39	8.39	8.35	0.00	0.04	(0.13)
Conference/Convention						
(N/A) Ease of getting to/from location	8.46	8.39	8.28	0.07	0.18 ▲	0.12
(N/A) Friendliness of conference/convention staff	8.48	8.44	8.36	0.04	0.12	(0.04)
Overall convention/conference experience	8.56	8.53	8.40	0.03	0.16	(0.09)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based on those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Dallas, TX

Performance Details: Mean Scores

		Dallas	Southwest	Industry	Difference From		
					Southwest	Industry	Best in Class
(23%) Cost & Fees							
(30%)	Price paid for lodging	7.95	7.74	7.56	0.21 ▲	0.39 ▲	0.10
(24%)	Price paid for transportation/parking	7.79	7.53	7.30	0.26 ▲	0.49 ▲	0.15
(23%)	Price paid for food and beverage	7.82	7.60	7.37	0.22 ▲	0.45 ▲	(0.04)
(23%)	Price paid for entertainment/activities	7.80	7.64	7.47	0.16 ▲	0.33 ▲	(0.14)
	Overall cost & fees satisfaction	7.88	7.73	7.51	0.15 ▲	0.37 ▲	(0.06)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

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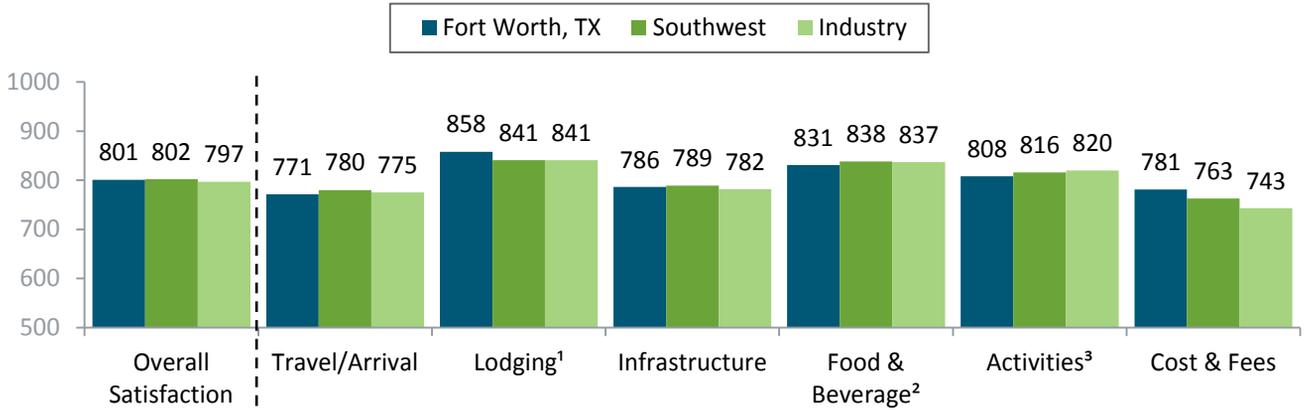
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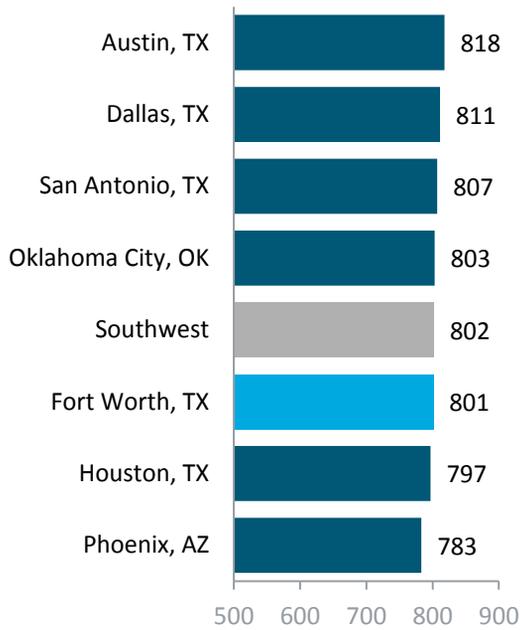
Fort Worth, TX

Fort Worth, TX

Destination Performance



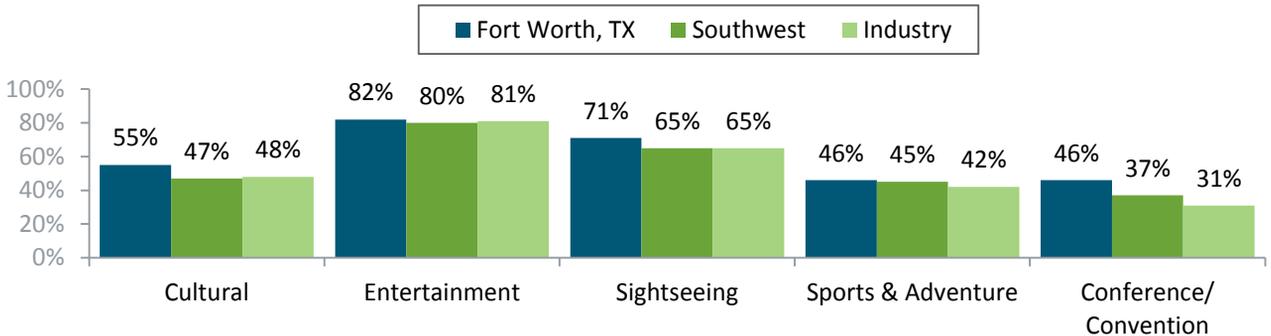
Overall Satisfaction Ranking by Region



Key Diagnostics

	City	Region	Industry
Def. Will Return	73%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	57%	58%	63%
Def. Will Not Recommend	1%	2%	2%
High Attachment	43%	39%	39%
Medium Attachment	37%	42%	43%
Low Attachment	20%	19%	18%
Trip Type: Leisure	73%	74%	79%
Trip Type: Business	27%	26%	21%
Business Travelers that Extended Trip for Leisure	53%	50%	49%

Destination Activity Types Experienced



(##%) = Contribution to index or measure, may not add to 100% due to rounding.

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²Excluding those who only purchased food and/or beverage at a grocery store.

³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Fort Worth, TX

Performance Details: Mean Scores

				Difference From			
				Southwest	Industry	Best in Class	
		Fort Worth	Southwest	Industry	Southwest	Industry	Best in Class
(9%) Travel/Arrival							
(34%)	Ease of getting to destination	7.88	7.97	7.96	(0.09)	(0.08)	(0.23) ▼
(11%)	Convenience of airport location	8.13	8.15	8.08	(0.02)	0.05	(0.28)
(2%)	Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%)	Traffic condition at the destination	7.17	7.25	7.12	(0.08)	0.05	(0.10)
(29%)	Clarity of signs/directions	7.91	8.01	7.97	(0.10)	(0.06)	(0.29) ▼
	Overall arrival/travel experience	8.05	8.08	8.01	(0.03)	0.04	(0.08)
(9%) Lodging¹							
(21%)	Availability of lodging	8.65	8.43	8.42	0.22 ▲	0.23 ▲	0.26 ▲
(34%)	Quality of lodging	8.61	8.43	8.41	0.18 ▲	0.20 ▲	0.09
(23%)	Variety of lodging options	8.51	8.35	8.36	0.16	0.15	0.13
(23%)	Convenience of lodging locations	8.55	8.46	8.48	0.09	0.07	0.04
	Overall lodging experience	8.64	8.50	8.48	0.14	0.16 ▲	0.04
(12%) Infrastructure							
(21%)	Availability of public transportation	7.71	7.80	7.91	(0.09)	(0.20) ▼	(0.17)
(22%)	Cleanliness of the metropolitan area	7.97	7.92	7.74	0.05	0.23 ▲	(0.18)
(19%)	Safety/Security of the metropolitan area	7.95	7.90	7.80	0.05	0.15	(0.19)
(19%)	Clarity of signage/directions	7.85	7.98	7.94	(0.13)	(0.09)	(0.22) ▼
(19%)	Availability of public facilities	7.80	7.84	7.71	(0.04)	0.09	(0.13)
	Overall metropolitan area infrastructure	8.02	8.03	7.95	(0.01)	0.07	(0.20) ▼
(14%) Food & Beverage²							
(25%)	Variety of food and beverage choices	8.28	8.39	8.42	(0.11)	(0.14)	(0.26) ▼
(27%)	Quality/Taste of food and beverage	8.37	8.40	8.39	(0.03)	(0.02)	(0.17)
(23%)	Convenience of location of F&B outlets	8.28	8.36	8.38	(0.08)	(0.10)	(0.17)
(26%)	Courtesy of food and beverage staff	8.30	8.37	8.30	(0.07)	0.00	(0.18)
	Overall food and beverage experience	8.41	8.45	8.44	(0.04)	(0.03)	(0.15)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

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Fort Worth, TX

Performance Details: Mean Scores

				Difference From		
				Southwest	Industry	Best in Class
	Fort Worth	Southwest	Industry	Southwest	Industry	Best in Class
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.22	8.33	8.36	(0.11)	(0.14)	(0.22)
(N/A) Quality of activities	8.31	8.41	8.41	(0.10)	(0.10)	(0.16)
(N/A) Friendliness of activities staff	8.34	8.41	8.37	(0.07)	(0.03)	(0.24)
(N/A) Convenience of location of activities	8.08	8.30	8.29	(0.22)	(0.21)	(0.25)
Overall cultural activities experience	8.31	8.47	8.44	(0.16)	(0.13)	(0.28) ▼
Entertainment						
(N/A) Variety of activities available	8.26	8.26	8.35	0.00	(0.09)	(0.14)
(N/A) Quality of activities	8.39	8.31	8.37	0.08	0.02	(0.14)
(N/A) Friendliness of activities staff	8.38	8.34	8.32	0.04	0.06	(0.06)
(N/A) Convenience of location of activities	8.14	8.20	8.28	(0.06)	(0.14)	(0.21)
Overall entertainment activities experience	8.38	8.34	8.39	0.04	(0.01)	(0.11)
Sightseeing						
(N/A) Variety of activities available	8.15	8.24	8.30	(0.09)	(0.15)	(0.30) ▼
(N/A) Quality of activities	8.21	8.34	8.35	(0.13)	(0.14)	(0.33) ▼
(N/A) Friendliness of activities staff	8.26	8.34	8.29	(0.08)	(0.03)	(0.24)
(N/A) Convenience of location of activities	8.12	8.22	8.24	(0.10)	(0.12)	(0.33) ▼
Overall sightseeing activities experience	8.21	8.35	8.37	(0.14)	(0.16)	(0.38) ▼
Sports & Adventure						
(N/A) Variety of activities available	8.39	8.26	8.24	0.13	0.15	0.06
(N/A) Quality of activities	8.44	8.33	8.32	0.11	0.12	(0.03)
(N/A) Friendliness of activities staff	8.36	8.34	8.32	0.02	0.04	(0.03)
(N/A) Convenience of location of activities	8.35	8.27	8.24	0.08	0.11	(0.04)
Overall sports & activities experience	8.48	8.39	8.35	0.09	0.13	(0.04)
Conference/Convention						
(N/A) Ease of getting to/from location	8.34	8.39	8.28	(0.05)	0.06	0.00
(N/A) Friendliness of conference/convention staff	8.30	8.44	8.36	(0.14)	(0.06)	(0.22)
Overall convention/conference experience	8.48	8.53	8.40	(0.05)	0.08	(0.17)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based on those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Fort Worth, TX

Performance Details: Mean Scores

	Fort Worth	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(23%) Cost & Fees						
(30%) Price paid for lodging	7.99	7.74	7.56	0.25 ▲	0.43 ▲	0.14
(24%) Price paid for transportation/parking	7.70	7.53	7.30	0.17	0.40 ▲	0.06
(23%) Price paid for food and beverage	7.72	7.60	7.37	0.12	0.35 ▲	(0.14)
(23%) Price paid for entertainment/activities	7.75	7.64	7.47	0.11	0.28 ▲	(0.19)
Overall cost & fees satisfaction	7.86	7.73	7.51	0.13	0.35 ▲	(0.08)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

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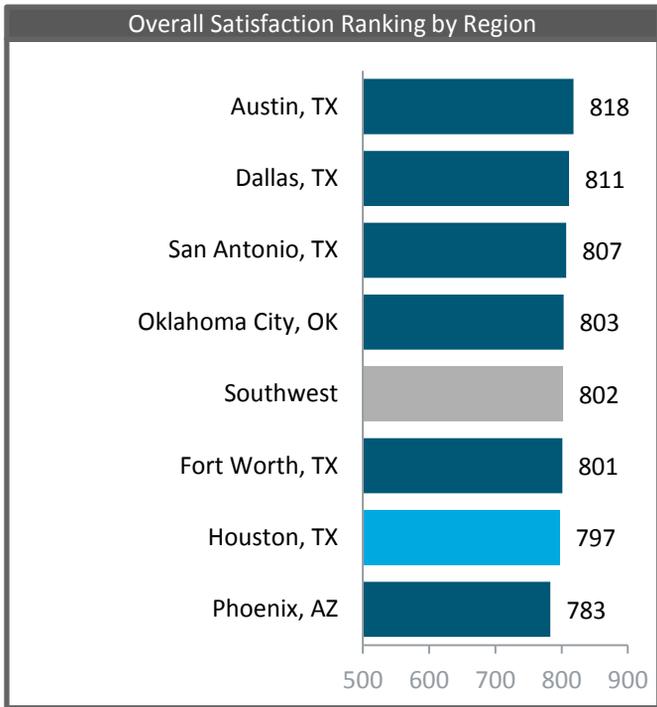
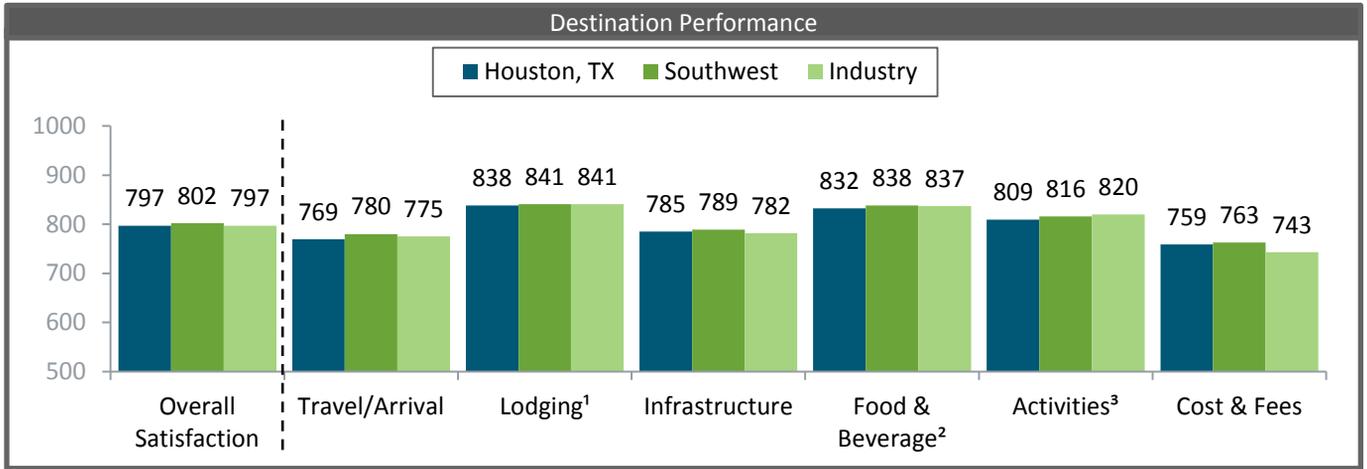


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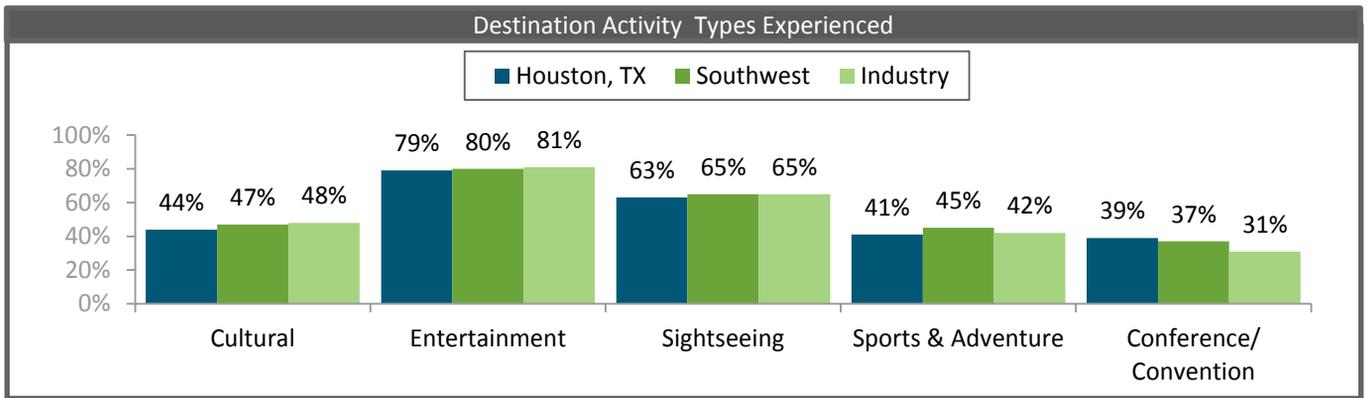
Houston, TX

Houston, TX



Key Diagnostics

	City	Region	Industry
Def. Will Return	70%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	55%	58%	63%
Def. Will Not Recommend	3%	2%	2%
High Attachment	36%	39%	39%
Medium Attachment	41%	42%	43%
Low Attachment	23%	19%	18%
Trip Type: Leisure	70%	74%	79%
Trip Type: Business	30%	26%	21%
Business Travelers that Extended Trip for Leisure	51%	50%	49%



(##%) = Contribution to index or measure, may not add to 100% due to rounding.
¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.
²Excluding those who only purchased food and/or beverage at a grocery store.
³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Houston, TX

Performance Details: Mean Scores

					Difference From		
					Southwest	Industry	Best in Class
					Southwest	Industry	Best in Class
		Houston	Southwest	Industry			
(9%) Travel/Arrival							
(34%)	Ease of getting to destination	7.86	7.97	7.96	(0.11)	(0.10)	(0.25) ▼
(11%)	Convenience of airport location	8.25	8.15	8.08	0.10	0.17	(0.16)
(2%)	Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%)	Traffic condition at the destination	7.05	7.25	7.12	(0.20) ▼	(0.07)	(0.22)
(29%)	Clarity of signs/directions	7.96	8.01	7.97	(0.05)	(0.01)	(0.24) ▼
	Overall arrival/travel experience	7.98	8.08	8.01	(0.10)	(0.03)	(0.15)
(9%) Lodging¹							
(21%)	Availability of lodging	8.39	8.43	8.42	(0.04)	(0.03)	0.00
(34%)	Quality of lodging	8.39	8.43	8.41	(0.04)	(0.02)	(0.13)
(23%)	Variety of lodging options	8.34	8.35	8.36	(0.01)	(0.02)	(0.04)
(23%)	Convenience of lodging locations	8.46	8.46	8.48	0.00	(0.02)	(0.05)
	Overall lodging experience	8.48	8.50	8.48	(0.02)	0.00	(0.12)
(12%) Infrastructure							
(21%)	Availability of public transportation	7.77	7.80	7.91	(0.03)	(0.14)	(0.11)
(22%)	Cleanliness of the metropolitan area	7.86	7.92	7.74	(0.06)	0.12	(0.29) ▼
(19%)	Safety/Security of the metropolitan area	7.81	7.90	7.80	(0.09)	0.01	(0.33) ▼
(19%)	Clarity of signage/directions	7.97	7.98	7.94	(0.01)	0.03	(0.10)
(19%)	Availability of public facilities	7.82	7.84	7.71	(0.02)	0.11	(0.11)
	Overall metropolitan area infrastructure	7.93	8.03	7.95	(0.10)	(0.02)	(0.29) ▼
(14%) Food & Beverage²							
(25%)	Variety of food and beverage choices	8.34	8.39	8.42	(0.05)	(0.08)	(0.20) ▼
(27%)	Quality/Taste of food and beverage	8.35	8.40	8.39	(0.05)	(0.04)	(0.19) ▼
(23%)	Convenience of location of F&B outlets	8.30	8.36	8.38	(0.06)	(0.08)	(0.15)
(26%)	Courtesy of food and beverage staff	8.30	8.37	8.30	(0.07)	0.00	(0.18)
	Overall food and beverage experience	8.39	8.45	8.44	(0.06)	(0.05)	(0.17) ▼

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Houston, TX

Performance Details: Mean Scores

				Difference From			
				Southwest	Industry	Best in Class	
		Houston	Southwest	Industry	Southwest	Industry	Best in Class
(32%) Activities³							
Culture							
(N/A)	Variety of activities available	8.38	8.33	8.36	0.05	0.02	(0.06)
(N/A)	Quality of activities	8.44	8.41	8.41	0.03	0.03	(0.03)
(N/A)	Friendliness of activities staff	8.41	8.41	8.37	0.00	0.04	(0.17)
(N/A)	Convenience of location of activities	8.33	8.30	8.29	0.03	0.04	0.00
	Overall cultural activities experience	8.47	8.47	8.44	0.00	0.03	(0.12)
Entertainment							
(N/A)	Variety of activities available	8.24	8.26	8.35	(0.02)	(0.11)	(0.16)
(N/A)	Quality of activities	8.24	8.31	8.37	(0.07)	(0.13) ▼	(0.29) ▼
(N/A)	Friendliness of activities staff	8.25	8.34	8.32	(0.09)	(0.07)	(0.19)
(N/A)	Convenience of location of activities	8.11	8.20	8.28	(0.09)	(0.17) ▼	(0.24) ▼
	Overall entertainment activities experience	8.22	8.34	8.39	(0.12)	(0.17) ▼	(0.27) ▼
Sightseeing							
(N/A)	Variety of activities available	8.18	8.24	8.30	(0.06)	(0.12)	(0.27) ▼
(N/A)	Quality of activities	8.26	8.34	8.35	(0.08)	(0.09)	(0.28) ▼
(N/A)	Friendliness of activities staff	8.24	8.34	8.29	(0.10)	(0.05)	(0.26) ▼
(N/A)	Convenience of location of activities	8.15	8.22	8.24	(0.07)	(0.09)	(0.30) ▼
	Overall sightseeing activities experience	8.23	8.35	8.37	(0.12)	(0.14)	(0.36) ▼
Sports & Adventure							
(N/A)	Variety of activities available	8.26	8.26	8.24	0.00	0.02	(0.07)
(N/A)	Quality of activities	8.38	8.33	8.32	0.05	0.06	(0.09)
(N/A)	Friendliness of activities staff	8.37	8.34	8.32	0.03	0.05	(0.02)
(N/A)	Convenience of location of activities	8.17	8.27	8.24	(0.10)	(0.07)	(0.22)
	Overall sports & activities experience	8.36	8.39	8.35	(0.03)	0.01	(0.16)
Conference/Convention							
(N/A)	Ease of getting to/from location	8.43	8.39	8.28	0.04	0.15	0.09
(N/A)	Friendliness of conference/convention staff	8.53	8.44	8.36	0.09	0.17	0.01
	Overall convention/conference experience	8.58	8.53	8.40	0.05	0.18 ▲	(0.07)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Houston, TX

Performance Details: Mean Scores

	Houston	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(23%) Cost & Fees						
(30%) Price paid for lodging	7.67	7.74	7.56	(0.07)	0.11	(0.18)
(24%) Price paid for transportation/parking	7.48	7.53	7.30	(0.05)	0.18 ▲	(0.16)
(23%) Price paid for food and beverage	7.59	7.60	7.37	(0.01)	0.22 ▲	(0.27) ▼
(23%) Price paid for entertainment/activities	7.60	7.64	7.47	(0.04)	0.13 ▲	(0.34) ▼
Overall cost & fees satisfaction	7.67	7.73	7.51	(0.06)	0.16 ▲	(0.27) ▼

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

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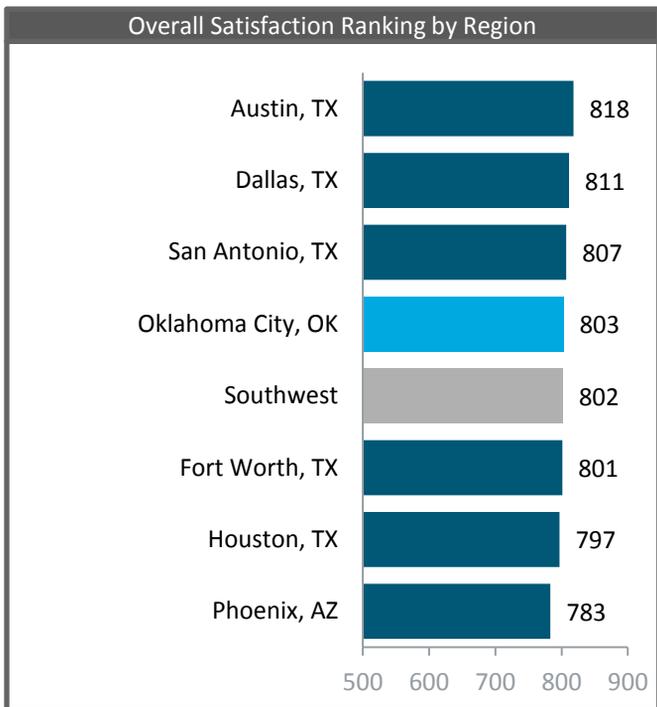
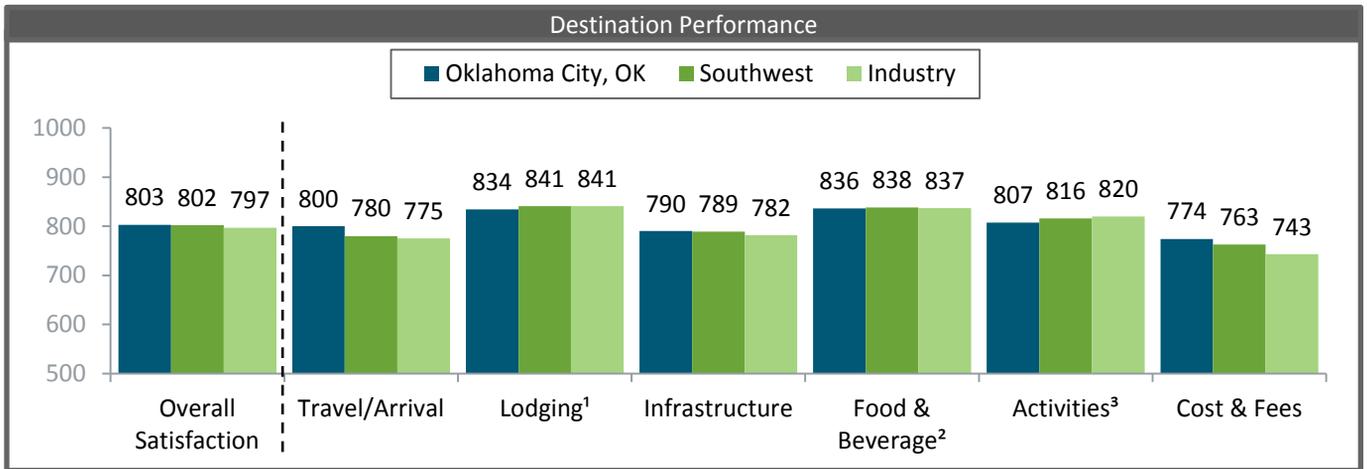


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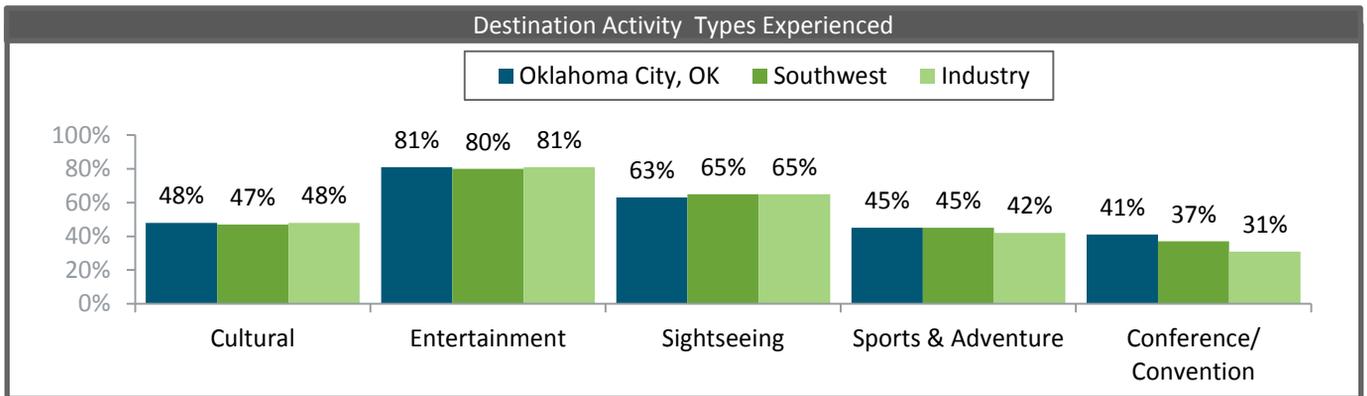
Oklahoma City, OK

Oklahoma City, OK



Key Diagnostics

	City	Region	Industry
Def. Will Return	63%	70%	70%
Def. Will Not Return	2%	1%	1%
Def. Will Recommend	50%	58%	63%
Def. Will Not Recommend	2%	2%	2%
High Attachment	32%	39%	39%
Medium Attachment	44%	42%	43%
Low Attachment	24%	19%	18%
Trip Type: Leisure	73%	74%	79%
Trip Type: Business	27%	26%	21%
Business Travelers that Extended Trip for Leisure	44%	50%	49%



(##%) = Contribution to index or measure, may not add to 100% due to rounding.

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Oklahoma City, OK

Performance Details: Mean Scores

				Difference From			
		Oklahoma City	Southwest	Industry	Southwest	Industry	Best in Class
(9%) Travel/Arrival							
(34%)	Ease of getting to destination	8.17	7.97	7.96	0.20 ▲	0.21 ▲	0.06
(11%)	Convenience of airport location	8.25	8.15	8.08	0.10	0.17	(0.16)
(2%)	Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%)	Traffic condition at the destination	7.60	7.25	7.12	0.35 ▲	0.48 ▲	0.33 ▲
(29%)	Clarity of signs/directions	8.13	8.01	7.97	0.12	0.16 ▲	(0.07)
	Overall arrival/travel experience	8.27	8.08	8.01	0.19 ▲	0.26 ▲	0.14
(9%) Lodging¹							
(21%)	Availability of lodging	8.42	8.43	8.42	(0.01)	0.00	0.03
(34%)	Quality of lodging	8.34	8.43	8.41	(0.09)	(0.07)	(0.18)
(23%)	Variety of lodging options	8.16	8.35	8.36	(0.19) ▼	(0.20) ▼	(0.22)
(23%)	Convenience of lodging locations	8.43	8.46	8.48	(0.03)	(0.05)	(0.08)
	Overall lodging experience	8.40	8.50	8.48	(0.10)	(0.08)	(0.20)
(12%) Infrastructure							
(21%)	Availability of public transportation	7.75	7.80	7.91	(0.05)	(0.16)	(0.13)
(22%)	Cleanliness of the metropolitan area	7.87	7.92	7.74	(0.05)	0.13	(0.28) ▼
(19%)	Safety/Security of the metropolitan area	8.03	7.90	7.80	0.13	0.23 ▲	(0.11)
(19%)	Clarity of signage/directions	8.05	7.98	7.94	0.07	0.11	(0.02)
(19%)	Availability of public facilities	7.85	7.84	7.71	0.01	0.14	(0.08)
	Overall metropolitan area infrastructure	8.10	8.03	7.95	0.07	0.15 ▲	(0.12)
(14%) Food & Beverage²							
(25%)	Variety of food and beverage choices	8.33	8.39	8.42	(0.06)	(0.09)	(0.21) ▼
(27%)	Quality/Taste of food and beverage	8.39	8.40	8.39	(0.01)	0.00	(0.15)
(23%)	Convenience of location of F&B outlets	8.30	8.36	8.38	(0.06)	(0.08)	(0.15)
(26%)	Courtesy of food and beverage staff	8.41	8.37	8.30	0.04	0.11	(0.07)
	Overall food and beverage experience	8.43	8.45	8.44	(0.02)	(0.01)	(0.13)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Oklahoma City, OK

Performance Details: Mean Scores

	Oklahoma City	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.11	8.33	8.36	(0.22)	(0.25) ▼	(0.33) ▼
(N/A) Quality of activities	8.34	8.41	8.41	(0.07)	(0.07)	(0.13)
(N/A) Friendliness of activities staff	8.31	8.41	8.37	(0.10)	(0.06)	(0.27)
(N/A) Convenience of location of activities	8.24	8.30	8.29	(0.06)	(0.05)	(0.09)
Overall cultural activities experience	8.32	8.47	8.44	(0.15)	(0.12)	(0.27) ▼
Entertainment						
(N/A) Variety of activities available	8.07	8.26	8.35	(0.19) ▼	(0.28) ▼	(0.33) ▼
(N/A) Quality of activities	8.19	8.31	8.37	(0.12)	(0.18) ▼	(0.34) ▼
(N/A) Friendliness of activities staff	8.23	8.34	8.32	(0.11)	(0.09)	(0.21)
(N/A) Convenience of location of activities	8.11	8.20	8.28	(0.09)	(0.17) ▼	(0.24) ▼
Overall entertainment activities experience	8.22	8.34	8.39	(0.12)	(0.17) ▼	(0.27) ▼
Sightseeing						
(N/A) Variety of activities available	8.18	8.24	8.30	(0.06)	(0.12)	(0.27) ▼
(N/A) Quality of activities	8.22	8.34	8.35	(0.12)	(0.13)	(0.32) ▼
(N/A) Friendliness of activities staff	8.27	8.34	8.29	(0.07)	(0.02)	(0.23)
(N/A) Convenience of location of activities	8.06	8.22	8.24	(0.16)	(0.18)	(0.39) ▼
Overall sightseeing activities experience	8.29	8.35	8.37	(0.06)	(0.08)	(0.30) ▼
Sports & Adventure						
(N/A) Variety of activities available	8.04	8.26	8.24	(0.22)	(0.20)	(0.29)
(N/A) Quality of activities	8.06	8.33	8.32	(0.27) ▼	(0.26) ▼	(0.41) ▼
(N/A) Friendliness of activities staff	8.21	8.34	8.32	(0.13)	(0.11)	(0.18)
(N/A) Convenience of location of activities	8.13	8.27	8.24	(0.14)	(0.11)	(0.26)
Overall sports & activities experience	8.35	8.39	8.35	(0.04)	0.00	(0.17)
Conference/Convention						
(N/A) Ease of getting to/from location	8.07	8.39	8.28	(0.32) ▼	(0.21)	(0.27)
(N/A) Friendliness of conference/convention staff	8.15	8.44	8.36	(0.29) ▼	(0.21)	(0.37) ▼
Overall convention/conference experience	8.27	8.53	8.40	(0.26) ▼	(0.13)	(0.38) ▼

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based on those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Oklahoma City, OK

Performance Details: Mean Scores

		Oklahoma City	Southwest	Industry	Difference From		
					Southwest	Industry	Best in Class
(23%) Cost & Fees							
(30%)	Price paid for lodging	7.74	7.74	7.56	0.00	0.18	(0.11)
(24%)	Price paid for transportation/parking	7.73	7.53	7.30	0.20 ▲	0.43 ▲	0.09
(23%)	Price paid for food and beverage	7.69	7.60	7.37	0.09	0.32 ▲	(0.17)
(23%)	Price paid for entertainment/activities	7.82	7.64	7.47	0.18 ▲	0.35 ▲	(0.12)
Overall cost & fees satisfaction		7.88	7.73	7.51	0.15 ▲	0.37 ▲	(0.06)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

*CAUTION: Small sample size (n=30-99).

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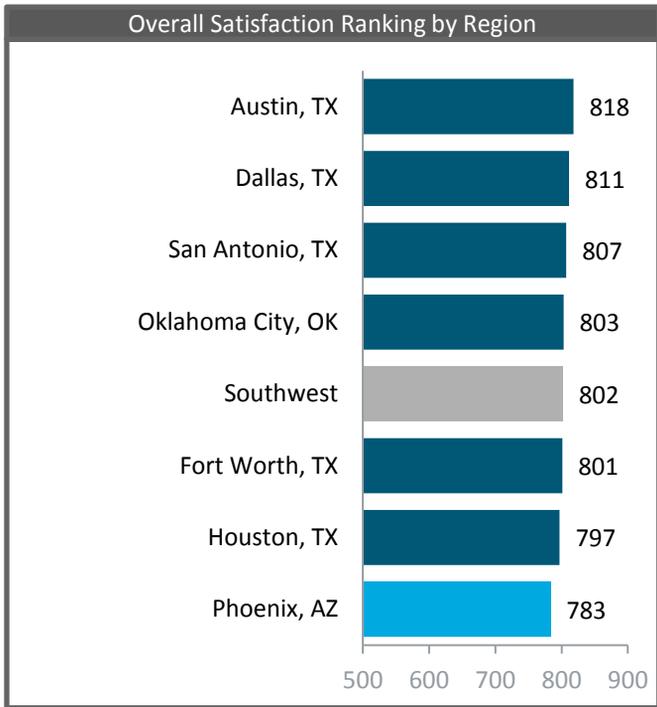
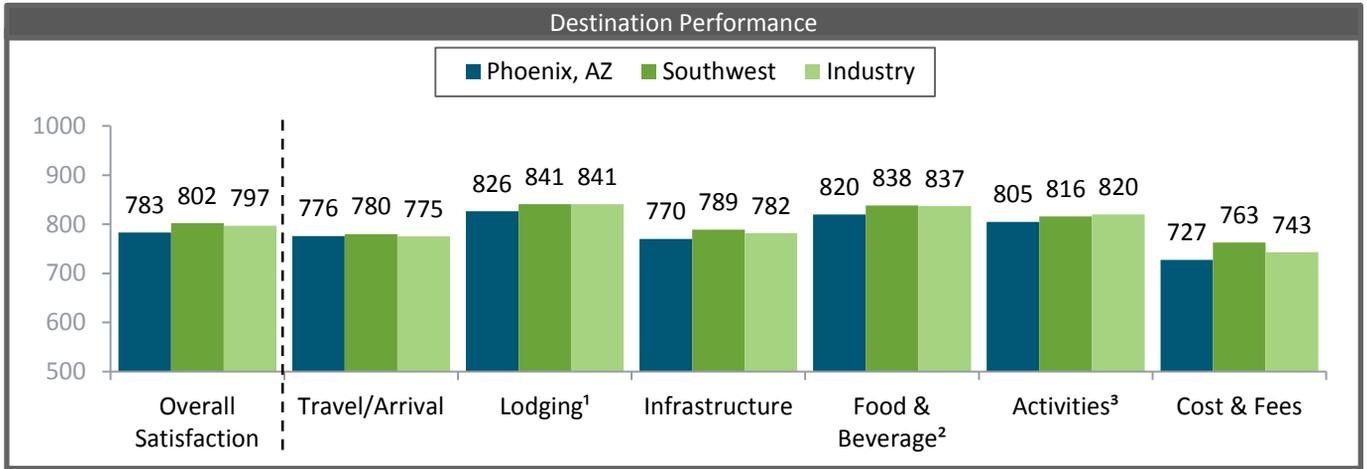


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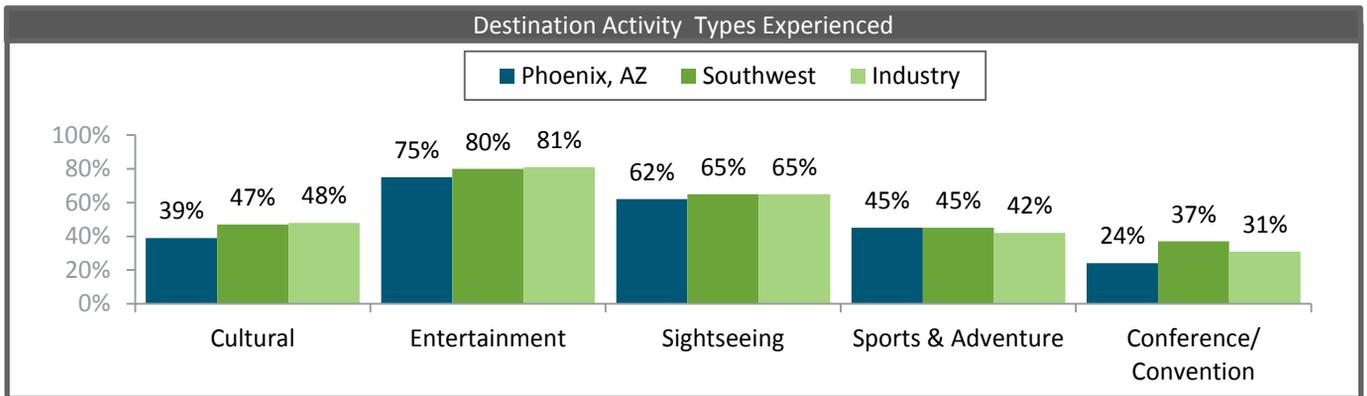
Phoenix, AZ

Phoenix, AZ



Key Diagnostics

	City	Region	Industry
Def. Will Return	66%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	54%	58%	63%
Def. Will Not Recommend	2%	2%	2%
High Attachment	33%	39%	39%
Medium Attachment	45%	42%	43%
Low Attachment	22%	19%	18%
Trip Type: Leisure	83%	74%	79%
Trip Type: Business	17%	26%	21%
Business Travelers that Extended Trip for Leisure	41%	50%	49%



(##%) = Contribution to index or measure, may not add to 100% due to rounding.
¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.
²Excluding those who only purchased food and/or beverage at a grocery store.
³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

Phoenix, AZ

Performance Details: Mean Scores

				Difference From			
				Southwest	Industry	Best in Class	
		Phoenix	Southwest	Industry	Southwest	Industry	Best in Class
(9%) Travel/Arrival							
(34%)	Ease of getting to destination	7.86	7.97	7.96	(0.11)	(0.10)	(0.25) ▼
(11%)	Convenience of airport location	8.02	8.15	8.08	(0.13)	(0.06)	(0.39) ▼
(2%)	Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%)	Traffic condition at the destination	7.30	7.25	7.12	0.05	0.18 ▲	0.03
(29%)	Clarity of signs/directions	7.98	8.01	7.97	(0.03)	0.01	(0.22) ▼
	Overall arrival/travel experience	8.06	8.08	8.01	(0.02)	0.05	(0.07)
(9%) Lodging¹							
(21%)	Availability of lodging	8.24	8.43	8.42	(0.19) ▼	(0.18) ▼	(0.15)
(34%)	Quality of lodging	8.27	8.43	8.41	(0.16) ▼	(0.14) ▼	(0.25) ▼
(23%)	Variety of lodging options	8.25	8.35	8.36	(0.10)	(0.11)	(0.13)
(23%)	Convenience of lodging locations	8.30	8.46	8.48	(0.16) ▼	(0.18) ▼	(0.21)
	Overall lodging experience	8.36	8.50	8.48	(0.14)	(0.12)	(0.24) ▼
(12%) Infrastructure							
(21%)	Availability of public transportation	7.54	7.80	7.91	(0.26) ▼	(0.37) ▼	(0.34) ▼
(22%)	Cleanliness of the metropolitan area	7.76	7.92	7.74	(0.16) ▼	0.02	(0.39) ▼
(19%)	Safety/Security of the metropolitan area	7.67	7.90	7.80	(0.23) ▼	(0.13) ▼	(0.47) ▼
(19%)	Clarity of signage/directions	7.86	7.98	7.94	(0.12)	(0.08)	(0.21) ▼
(19%)	Availability of public facilities	7.65	7.84	7.71	(0.19) ▼	(0.06)	(0.28) ▼
	Overall metropolitan area infrastructure	7.92	8.03	7.95	(0.11)	(0.03)	(0.30) ▼
(14%) Food & Beverage²							
(25%)	Variety of food and beverage choices	8.19	8.39	8.42	(0.20) ▼	(0.23) ▼	(0.35) ▼
(27%)	Quality/Taste of food and beverage	8.23	8.40	8.39	(0.17) ▼	(0.16) ▼	(0.31) ▼
(23%)	Convenience of location of F&B outlets	8.21	8.36	8.38	(0.15) ▼	(0.17) ▼	(0.24) ▼
(26%)	Courtesy of food and beverage staff	8.18	8.37	8.30	(0.19) ▼	(0.12) ▼	(0.30) ▼
	Overall food and beverage experience	8.26	8.45	8.44	(0.19) ▼	(0.18) ▼	(0.30) ▼

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

Phoenix, AZ

Performance Details: Mean Scores

	Phoenix	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.33	8.33	8.36	0.00	(0.03)	(0.11)
(N/A) Quality of activities	8.33	8.41	8.41	(0.08)	(0.08)	(0.14)
(N/A) Friendliness of activities staff	8.43	8.41	8.37	0.02	0.06	(0.15)
(N/A) Convenience of location of activities	8.25	8.30	8.29	(0.05)	(0.04)	(0.08)
Overall cultural activities experience	8.41	8.47	8.44	(0.06)	(0.03)	(0.18)
Entertainment						
(N/A) Variety of activities available	8.05	8.26	8.35	(0.21) ▼	(0.30) ▼	(0.35) ▼
(N/A) Quality of activities	8.12	8.31	8.37	(0.19) ▼	(0.25) ▼	(0.41) ▼
(N/A) Friendliness of activities staff	8.19	8.34	8.32	(0.15) ▼	(0.13) ▼	(0.25) ▼
(N/A) Convenience of location of activities	8.07	8.20	8.28	(0.13)	(0.21) ▼	(0.28) ▼
Overall entertainment activities experience	8.20	8.34	8.39	(0.14) ▼	(0.19) ▼	(0.29) ▼
Sightseeing						
(N/A) Variety of activities available	8.15	8.24	8.30	(0.09)	(0.15) ▼	(0.30) ▼
(N/A) Quality of activities	8.28	8.34	8.35	(0.06)	(0.07)	(0.26) ▼
(N/A) Friendliness of activities staff	8.25	8.34	8.29	(0.09)	(0.04)	(0.25) ▼
(N/A) Convenience of location of activities	8.04	8.22	8.24	(0.18) ▼	(0.20) ▼	(0.41) ▼
Overall sightseeing activities experience	8.24	8.35	8.37	(0.11)	(0.13)	(0.35) ▼
Sports & Adventure						
(N/A) Variety of activities available	8.25	8.26	8.24	(0.01)	0.01	(0.08)
(N/A) Quality of activities	8.32	8.33	8.32	(0.01)	0.00	(0.15)
(N/A) Friendliness of activities staff	8.24	8.34	8.32	(0.10)	(0.08)	(0.15)
(N/A) Convenience of location of activities	8.22	8.27	8.24	(0.05)	(0.02)	(0.17)
Overall sports & activities experience	8.36	8.39	8.35	(0.03)	0.01	(0.16)
Conference/Convention						
(N/A) Ease of getting to/from location	8.30	8.39	8.28	(0.09)	0.02	(0.04)
(N/A) Friendliness of conference/convention staff	8.43	8.44	8.36	(0.01)	0.07	(0.09)
Overall convention/conference experience	8.40	8.53	8.40	(0.13)	0.00	(0.25)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based on those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

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Phoenix, AZ

Performance Details: Mean Scores

				Difference From			
				Southwest	Industry	Best in Class	
		Phoenix	Southwest	Industry			
(23%) Cost & Fees							
(30%)	Price paid for lodging	7.40	7.74	7.56	(0.34) ▼	(0.16)	(0.45) ▼
(24%)	Price paid for transportation/parking	7.19	7.53	7.30	(0.34) ▼	(0.11)	(0.45) ▼
(23%)	Price paid for food and beverage	7.18	7.60	7.37	(0.42) ▼	(0.19) ▼	(0.68) ▼
(23%)	Price paid for entertainment/activities	7.28	7.64	7.47	(0.36) ▼	(0.19) ▼	(0.66) ▼
Overall cost & fees satisfaction		7.40	7.73	7.51	(0.33) ▼	(0.11)	(0.54) ▼

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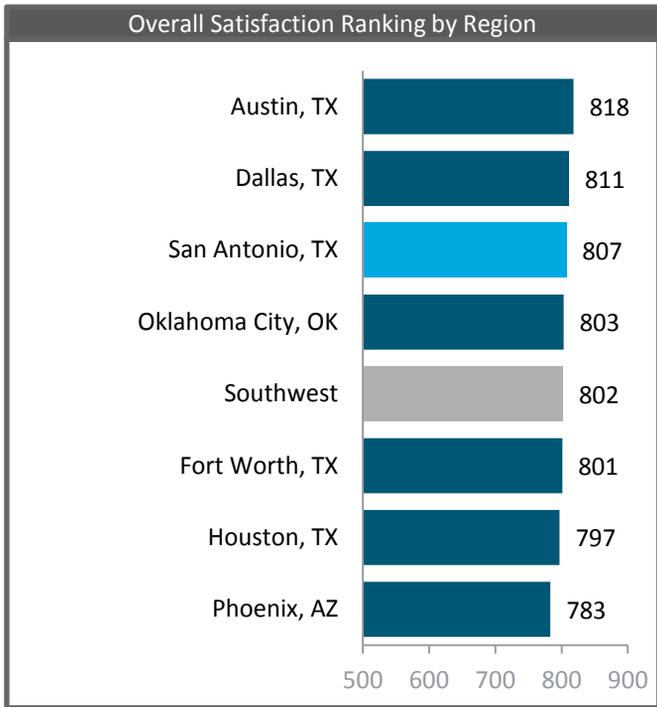
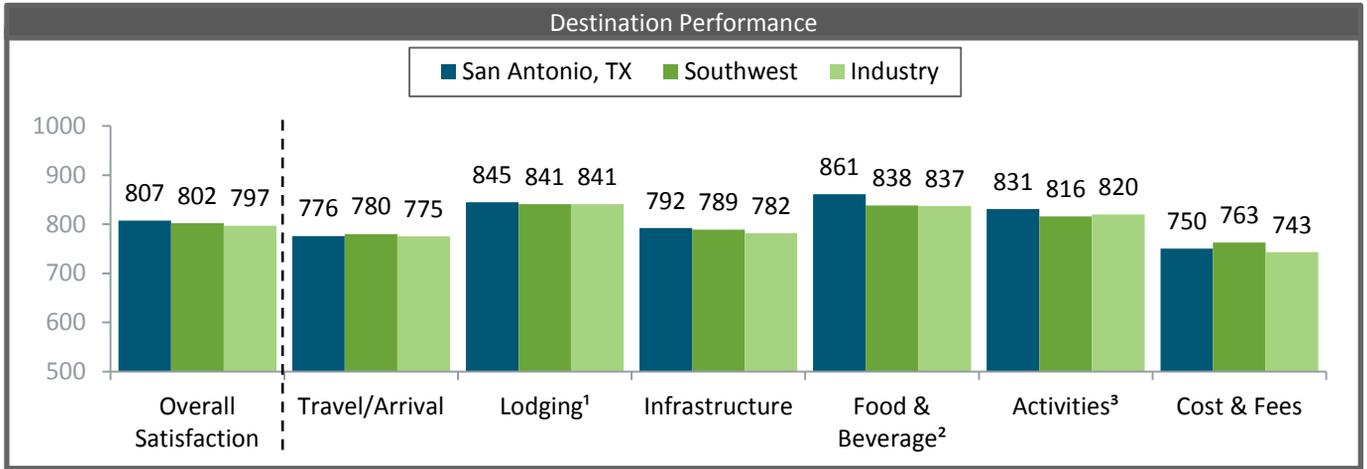


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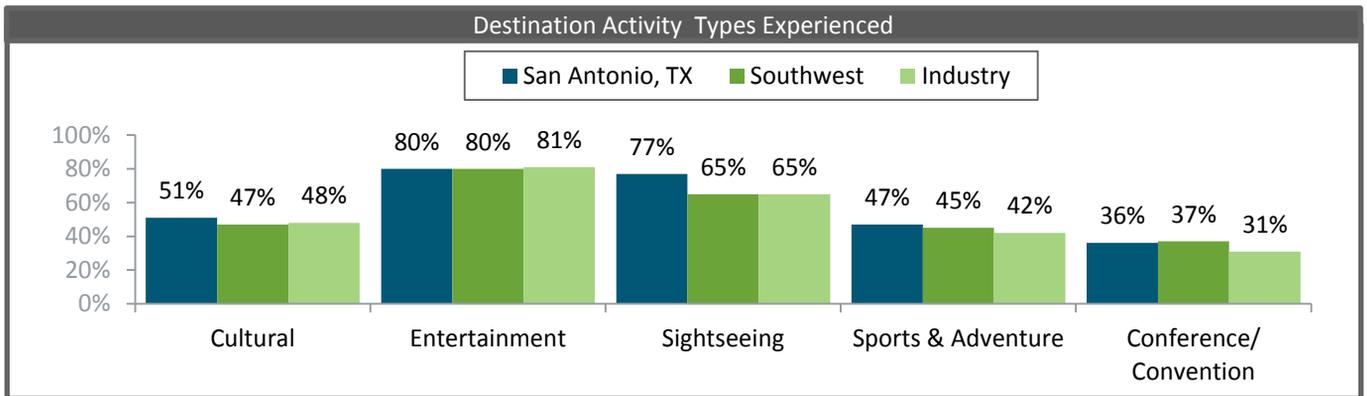
San Antonio, TX

San Antonio, TX



Key Diagnostics

	City	Region	Industry
Def. Will Return	70%	70%	70%
Def. Will Not Return	1%	1%	1%
Def. Will Recommend	67%	58%	63%
Def. Will Not Recommend	1%	2%	2%
High Attachment	40%	39%	39%
Medium Attachment	43%	42%	43%
Low Attachment	17%	19%	18%
Trip Type: Leisure	77%	74%	79%
Trip Type: Business	23%	26%	21%
Business Travelers that Extended Trip for Leisure	49%	50%	49%



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¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

San Antonio, TX

Performance Details: Mean Scores

					Difference From		
					Southwest	Industry	Best in Class
					Southwest	Industry	Best in Class
					Southwest	Industry	Best in Class
(9%) Travel/Arrival							
(34%)	Ease of getting to destination	7.92	7.97	7.96	(0.05)	(0.04)	(0.19)
(11%)	Convenience of airport location	7.94	8.15	8.08	(0.21)	(0.14)	(0.47) ▼
(2%)	Convenience of train/bus station location	#	7.98	7.99	#	#	#
(24%)	Traffic condition at the destination	7.23	7.25	7.12	(0.02)	0.11	(0.04)
(29%)	Clarity of signs/directions	7.98	8.01	7.97	(0.03)	0.01	(0.22) ▼
	Overall arrival/travel experience	8.09	8.08	8.01	0.01	0.08	(0.04)
(9%) Lodging¹							
(21%)	Availability of lodging	8.54	8.43	8.42	0.11	0.12	0.15
(34%)	Quality of lodging	8.37	8.43	8.41	(0.06)	(0.04)	(0.15)
(23%)	Variety of lodging options	8.43	8.35	8.36	0.08	0.07	0.05
(23%)	Convenience of lodging locations	8.53	8.46	8.48	0.07	0.05	0.02
	Overall lodging experience	8.53	8.50	8.48	0.03	0.05	(0.07)
(12%) Infrastructure							
(21%)	Availability of public transportation	7.93	7.80	7.91	0.13	0.02	0.05
(22%)	Cleanliness of the metropolitan area	7.92	7.92	7.74	0.00	0.18 ▲	(0.23) ▼
(19%)	Safety/Security of the metropolitan area	7.89	7.90	7.80	(0.01)	0.09	(0.25) ▼
(19%)	Clarity of signage/directions	7.99	7.98	7.94	0.01	0.05	(0.08)
(19%)	Availability of public facilities	7.85	7.84	7.71	0.01	0.14 ▲	(0.08)
	Overall metropolitan area infrastructure	8.08	8.03	7.95	0.05	0.13 ▲	(0.14)
(14%) Food & Beverage²							
(25%)	Variety of food and beverage choices	8.64	8.39	8.42	0.25 ▲	0.22 ▲	0.10
(27%)	Quality/Taste of food and beverage	8.62	8.40	8.39	0.22 ▲	0.23 ▲	0.08
(23%)	Convenience of location of F&B outlets	8.63	8.36	8.38	0.27 ▲	0.25 ▲	0.18
(26%)	Courtesy of food and beverage staff	8.57	8.37	8.30	0.20 ▲	0.27 ▲	0.09
	Overall food and beverage experience	8.69	8.45	8.44	0.24 ▲	0.25 ▲	0.13

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

¹Excluding those who have a personal residence or stayed with friend(s)/relative(s) at the destination.

²Excluding those who only purchased food and/or beverage at a grocery store.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

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▼ = Significantly Lower

San Antonio, TX

Performance Details: Mean Scores

				Difference From		
				Southwest	Industry	Best in Class
	San Antonio	Southwest	Industry			
(32%) Activities³						
Culture						
(N/A) Variety of activities available	8.39	8.33	8.36	0.06	0.03	(0.05)
(N/A) Quality of activities	8.48	8.41	8.41	0.07	0.07	0.01
(N/A) Friendliness of activities staff	8.44	8.41	8.37	0.03	0.07	(0.14)
(N/A) Convenience of location of activities	8.42	8.30	8.29	0.12	0.13	0.09
Overall cultural activities experience	8.59	8.47	8.44	0.12	0.15 ▲	0.00
Entertainment						
(N/A) Variety of activities available	8.46	8.26	8.35	0.20 ▲	0.11	0.06
(N/A) Quality of activities	8.47	8.31	8.37	0.16 ▲	0.10	(0.06)
(N/A) Friendliness of activities staff	8.52	8.34	8.32	0.18 ▲	0.20 ▲	0.08
(N/A) Convenience of location of activities	8.42	8.20	8.28	0.22 ▲	0.14 ▲	0.07
Overall entertainment activities experience	8.56	8.34	8.39	0.22 ▲	0.17 ▲	0.07
Sightseeing						
(N/A) Variety of activities available	8.35	8.24	8.30	0.11	0.05	(0.10)
(N/A) Quality of activities	8.50	8.34	8.35	0.16 ▲	0.15 ▲	(0.04)
(N/A) Friendliness of activities staff	8.43	8.34	8.29	0.09	0.14 ▲	(0.07)
(N/A) Convenience of location of activities	8.37	8.22	8.24	0.15 ▲	0.13	(0.08)
Overall sightseeing activities experience	8.51	8.35	8.37	0.16 ▲	0.14 ▲	(0.08)
Sports & Adventure						
(N/A) Variety of activities available	8.15	8.26	8.24	(0.11)	(0.09)	(0.18)
(N/A) Quality of activities	8.20	8.33	8.32	(0.13)	(0.12)	(0.27)
(N/A) Friendliness of activities staff	8.33	8.34	8.32	(0.01)	0.01	(0.06)
(N/A) Convenience of location of activities	8.24	8.27	8.24	(0.03)	0.00	(0.15)
Overall sports & activities experience	8.38	8.39	8.35	(0.01)	0.03	(0.14)
Conference/Convention						
(N/A) Ease of getting to/from location	8.51	8.39	8.28	0.12	0.23 ▲	0.17
(N/A) Friendliness of conference/convention staff	8.45	8.44	8.36	0.01	0.09	(0.07)
Overall convention/conference experience	8.57	8.53	8.40	0.04	0.17	(0.08)

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

³Based to those who had a cultural, entertainment, sightseeing, sports and adventure, and/or convention/conference experience.

*CAUTION: Small sample size (n=30-99).

#EXTREME CAUTION: Insufficient sample size (n<30)

▲ = Significantly Higher

▼ = Significantly Lower

San Antonio, TX

Performance Details: Mean Scores

	San Antonio	Southwest	Industry	Difference From		
				Southwest	Industry	Best in Class
(23%) Cost & Fees						
(30%) Price paid for lodging	7.68	7.74	7.56	(0.06)	0.12	(0.17)
(24%) Price paid for transportation/parking	7.32	7.53	7.30	(0.21) ▼	0.02	(0.32) ▼
(23%) Price paid for food and beverage	7.48	7.60	7.37	(0.12)	0.11	(0.38) ▼
(23%) Price paid for entertainment/activities	7.48	7.64	7.47	(0.16) ▼	0.01	(0.46) ▼
Overall cost & fees satisfaction	7.66	7.73	7.51	(0.07)	0.15 ▲	(0.28) ▼

(##%) = Contribution to index or measure, may not add to 100% due to rounding

Best in class = the region's highest scoring destination

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