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TRAVEL COUNSELORS will start gathering for the *25th Texas Travel Counselors Conference* at 4 p.m. April 7 in the Flagship Hotel in Galveston. D-16's Travel Services director, *Willis Albarado*, reports that an interesting array of speakers has been asked to meet with the AAA and Travel and Information Division counselors. Division Director *Tom Taylor* says the counselors and tourist bureau supervisors will be meeting in the Flagship, headquarters for the 25th TTCC, except for a joint meeting with the *Discover Texas Association* in the Moody Center. DTA is holding its annual meeting coincidentally with the TTCC. The annual awards luncheon will be on Wednesday and counselors and supervisors will conclude the conference on Thursday. The three-day workshop will stress the theme "*Take more of a vacation and less of a trip in Texas.*"

THE OFFICIAL STATE TRAVEL magazine, *Texas Highways*, has been awarded the first "*Texas Award for Historic Preservation*" by the Texas Historical Commission. THC Exec Director *Truett Latimer* presented the award to DHT Commission Chairman *A. Sam Waldrop* in Austin. *Latimer* said *Texas Highways* is bringing Texas history into the homes of a growing number of the state's citizens....."*enlarging their horizons and fostering a respect for the state's past and a genuine interest in preserving the physical reminders of its history and its cultural heritage.*" Director *Taylor* introduced magazine staff members at the ceremony. *Texas Highways* has a readership of more than a half-million.

DURING 1979, three D-16 travel films were telecast 306 times across the U.S. with a viewing audience estimated at 5,209,700. The figures are from *Modern Talking Pictures* which distributes the films nationally. Media Services Director *Herman Kelly* said the audience estimate doesn't include the additional bookings made by the division's own film library. The three films are *Missions of Texas*, *Festival Time in Texas* and *Law West of the Pecos*. *Missions* and *Law West of the Pecos* were telecast 117 and 116 times respectively. *Festival Time* was telecast 73 times.

THE DISPUTE about the city of Brownsville tourist bureau was settled last month when city commissioners approved a \$30,000 payment to a plaintiff who had contended that the tourist center didn't fall within the intended use for which the land originally had been condemned. The building was almost complete when a lawsuit in November 1977 halted construction. Brownsville CofC Exec Director *Steve Bosio* estimates the information center will be ready for occupancy in late February. In addition to his CofC duties, *Bosio* also is the 1980 president of the *International Good Neighbor Council*.

SIX FLAGS OVER TEXAS plans on attracting more millions of Texans and out-of-staters whether there's a gasoline scare or not. The amusement complex has announced plans to install \$100,000 worth of gasoline pumps to make sure patrons will have fuel to start back home. General Sales Manager *Jim Pemberton* said details have not been worked out.....Six Flags will also install a special "*hotline*" for prospective visitors.....to tell them about the amount of fuel available at the park. *Pemberton* said the 1979 crunch hurt attendance but most of the loss was recaptured before the season ended.

CONSTRUCTION is proceeding on the DHT Rio Grande Valley tourist bureau with late summer or early fall still the "hoped for" completion date. *Richard Pierce*, D-16 tourist literature editor, is preparing material for audiovisual presentations for visitors to the bureau. Showings at the new bureau will be in Spanish and English.

BUSINESS ALONG Texas' Gulf Coast has been running less than last year.....mainly because winter weather hasn't been severe in the northern states, according to *Bob Conwell*, Corpus Christi Area Convention and Tourist Bureau exec.....the bureau's winter advertising campaign had a budget of \$180,000.....most of it to be spent to lure conventions. *Conwell* says, "*We're going to have to rely more on group business than individuals*".....and adds, "*I think the fuel problem is something we're just going to have to live with.....we're going to put more emphasis on Houston and San Angelo visitors—places within a 200-mile radius.*"

MAIL INQUIRIES for travel literature to the Travel and Information Division mail section were off in 1979 compared to 1978 but Section Supervisor *David Linzey* reports that January began with a "*whopping*" 27.6% increase over that 1979 month. The TTDA budget increase is reflected in the TTDA-generated requests 47% increase over January 1979.

NEW MT. PLEASANT CofC Manager *Robert Worley* reports that construction of a building to house the chamber has begun. *Worley* says one of the uses of the new building will be round-the-clock manning of various CB and amateur channels to provide tourist information and assistance.

THE CONFEDERATE AIR FORCE receives lavish treatment in the February issue of *Air Progress* magazine.....the five-page article by *Michael O'Leary* is accompanied by several color and black-and-white photos. It gives the reader an insight into the production of the annual AirSho with emphasis on the hours of work required and the devotion to safety exhibited.

STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

TRAVEL AND INFORMATION DIVISION • AUSTIN, TEXAS 78701



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TEXAS DROPPED from third to seventh in the ranking of states' spending to attract tourists....despite a healthy increase in the TTDA budget for this fiscal year over last. *New York, Florida, Pennsylvania, Michigan, North Carolina* and *Tennessee* will all spend more.

HAPPY SHAHAN has announced that the summer season for Alamo Village near Brackettville will open in a grand fashion on May 26.....with five live shows daily in addition to the other features of the attraction.

PERSONNEL CHANGES in Travel and Information Division bureaus include *Gina Haynes*, who started at the Waskom bureau Jan. 1, and *Sharon Jennings*, whose first day at the Capitol bureau was Feb. 1. *Gina* replaces *Linda Rodgers* on Supervisor *Ted Hays*' staff and *Sharon* has taken *Barbara Gray*'s position at Supervisor *Jim Garner*'s Capitol bureau.

THE ATTRACTIONS of Orange are now visually presented on InfoBords to travelers stopping in rest areas on I-10. The Orange Convention and Visitor Bureau bought the panels which were produced by D-16 and processed by the 3M Company. The InfoBords are installed in two rest areas—one between Orange and Beaumont, the other east of Houston. There are now 86 rest areas with InfoBords highlighting the points of interest and history of the nearby localities.

KOA HEADQUARTERS in Billings, MT, reported record revenues at its campgrounds in November and December.....with December revenues 15% greater than in that 1978 month. KOA Chairman *Darrell Booth* said that campers seem to have altered their travel habits to compensate for higher gasoline prices and its unavailability in some areas.....spending more time in the campgrounds and less time traveling. *Booth* predicts that 1980 will see a 5% to 10% increase in KOA business over 1979. KOA plans to place emphasis on attracting tenters and campers using small RVs in 1980.

AROUND THE BUREAUS—The popularity of the TV series "*Dallas*" is reflected by one of the most frequently asked questions of Gainesville bureau counselors. Supervisor *Dale Sowder* says motorists want to know how to get to *Southfork*, the ranch locale for the series. *Sowder* says the staff gives them directions and they leave happy. Not speculating that a new travel mode is making its appearance, Langtry bureau Supervisor *Jack Skiles* says that two groups of bicyclists have stopped recently. A group of four was biking from San Diego to Jacksonville....34 students from Calvin College in Grand Rapids stopped a day or two later en route from San Diego to St. Augustine, FL. The large group was receiving credit hours for the trek although one coed said she was just "*auditing*" the course. *Skiles* also reports that the following day a man in a horse-drawn wagon parked in front of the Judge Roy Bean Visitor Center.

BOX SCORE - Five of 10 tourist information bureaus and visitor centers recorded increases in a comparison of January 1980 with that 1979 month.....but the total was 5.1% less than last year.....the **Capitol** bureau also reported an increase although its figures were not included in the comparison because of the wide variations between legislative and non-legislative years. **Denison** and **Texarkana** reported the largest increases, 18.3% and 12.5% respectively. Other bureaus showing increases were **Amarillo**, **Gainesville** and **Laredo**.

Bureau	Month Total Visitors	Variation	Year Total Visitors	Variation	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation**
AMARILLO	6,828	+ 6.9%			ORANGE	28,170	- 6.4%		
ANTHONY	20,304	-15.5%			TEXARKANA	19,035	+12.5%		
DENISON	10,062	+18.3%			WASKOM	19,140	-20.6%		
GAINESVILLE	14,043	+ 5.4%			WICHITA FALLS	9,780	-11.3%		
LANGTRY	5,607	-15.8%			Bureau Totals	142,980	- 5.1%		
LAREDO	10,011	+ 4.9%			CAPITOL	14,370	+ 8.0%		
Austin Office (mail, phone, walk-ins)						20,652	+27.6%		