

JUN 17 1981

AUGUST

THE NUMBER OF VISITORS seeking assistance at DHT bureaus in July was greater than in that 1979 month....and a year-to-date comparison showed that 1980 services are nearing 1979 levels despite the decline registered in the early months of 1980 as gasoline prices soared. The *Orange* bureau had a whopping 25% increase and set a record -- see *Around the Bureaus*. Additional details are given in the *Box Score* item preceding the tabulations.

THE CEREMONIES at the opening of the new *Valley* bureau near Harlingen Sept. 9 will draw dignitaries from over the state....and among them, according to *Travel & Info Director Tom Taylor*, may be three former DHT chief executive officers. *Taylor* says, "*Barring unforeseen circumstances, the present Engineer-Director Mark Goode will be joined by recently*

retired Luther DeBerry, his immediate predecessor J.C. Dingwall and possibly Commissioner Dewitt Greer." *Greer* headed the department for 27 years before his retirement in 1967 and subsequent appointment as commissioner. Principal speaker at the ceremonies will be DHT *Commission Chairman A. Sam Waldrop*.

OFFICIALS AT THE STATE'S three major outdoor dramas say that 1980 has been a good year -- with still a month of the season to go....from *Canyon*, *Raymond Raillard* says, "*Despite the heat wave, attendance at "TEXAS" is running almost as good as last year....and the slight difference in ticket sales is more than made up in the soft drink sales.*" *Raillard* adds, "*A recent survey showed that 34% of our audiences lived within 120 miles and 43% lived more than 500 miles away.*" After "*TEXAS*" closes, the production "*Stars in Palo Duro Canyon*" will run from Aug. 29 through Sept. 14. *Raillard* called it "*a whale of a show this year.*" In the East Texas forests, associate producer *Sharon Miller* says "*Beyond the Sundown*" is up substantially from 1979, adding, "*But the heat is affecting attendance somewhat.*" And in Galveston, *Runita Goode* reports that attendance at "*Lone Star*" and "*Annie*" is, "*definitely up from last year even though the 1979 presentations began four weeks earlier than in 1980.*" *Goode* says, "*The heat hasn't hurt us badly because we don't suffer extreme heat on the Island.*"

AND OTHER GALVESTON ATTRACTIONS are reporting good news: *Administrator Judy Schiebel* says the *Ashton Villa* visitation figures are 36% higher for the year -- up 41% in a comparison of June 1980 with that 1979 month....and *Ralph McPheeters, Sea-Arama*, says June 1980 was 34% better than June 1979, and with a week to go in July that month was already 24% better than July 1979.

THE DALLAS MORNING NEWS announced "*TOURISM'S HEALTHY*" and editorially commented on various area attractions and their reports of business being better than in 1979..."*So far, area tourist attractions haven't seen a downturn in their business...and in these shaky economic times, that's good news.*"

DAVID ZAWORA has been named director of marketing for the *Discover Texas Association*, according to DTA *Prexy Jim Battersby*....*Zawora* is a 1971 grad of Southwest Texas State University and has spent nine years in advertising with *Texaco, Colgate-Palmolive* and *WOAI Radio*.

THE 1980 TOURIST DEVELOPMENT CONFERENCE will be in Austin at the *Hilton Hotel* on Sept. 25-26....preregistration fees (\$40) may be sent to *TTDA, Box 12008, Capitol Station, Austin 78711*....or paid at the door (\$50)....hotel reservations should be made directly with the *Hilton, 6000 Middle Fiskville Rd., Austin 78752*.

THE TELEVISION and radio commercial "*I Love New York*" has been proclaimed the official state song by *Gov. Hugh Carey*....the jingle, commissioned to promote tourism in the state, was written by *Steven Karman*....whose other hits include "*Weekends were made for Michelob*" and "*When you say Budweiser, you've said it all.*"

MAJOR TOURISM legislation is expected to be passed by Congress before the session ends in mid-October....still to be resolved by House and Senate conferees is the final version....since the Senate is proposing sweeping changes which would abolish USTS and replace it with a quasi-private corporation funded by the government....the House has taken a less radical approach -- proposing a \$450,000 fund for an industry board which is to come up with a reorganization plan within a year....the group's proposal would then have to be enacted....the Office of Management and Budget opposes the Senate version....contending it would create a special interest lobby financed by the government.

GOV. BILL CLEMENTS received a distinctive Texana bolo tie from the Indian princess who made it....*Leona Sylestine*, of the *Alabama-Coushatta* tribe, presented the beaded tie upon hearing of the governor's interest....*Clements* had admired the tie worn by DHT *Travel Counselor Alice Zarate* at the *Capitol bureau*.

DEL RIO CoC MANAGER Garry Kyle says that although the economic situation has slowed much out-of-state traffic to area attractions, *Del Rio* is holding its own compared to many communities....*Kyle* said tourists coming from within the Lone Star State and Mexico have kept the actual numbers comparable to more favorable economic times.

STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

TRAVEL AND INFORMATION DIVISION • AUSTIN, TEXAS 78701

H 1473.6
T 697
80/8

Dallas Public Library



BULK RATE
U. S. POSTAGE PAID
AUSTIN, TEXAS
PERMIT NO. 2209

THE SOON-TO-BE-RELEASED "Texas" book from Rand McNally borrowed photos that initially enhanced the pages of *Texas Highways*.....the "coffee table" book, with words, pictures and maps tells the story of the Lone Star State today.....with brief historical background paragraphs to explain the state to readers who've never visited Texas. No date has been given for the book's official appearance but picture editor *Shirley Fout Miller* says it "is now on the press."

"EVERYONE WHO SERVED under Fleet Admiral Chester Nimitz in the Pacific has a piece of the action at the Admiral Nimitz Center in Fredericksburg," stated Exec Director *Douglass Hubbard*.....*Hubbard* said the admiral okayed the use of his name if the center was dedicated to the men and women under his command at WWII's end.....the museum, open daily except for Christmas and Thanksgiving, has four units: the museum of the Pacific War housed in the restored Nimitz Steamboat Hotel, the Garden of Peace -- a gift from the people of Japan, the History Walk of the Pacific War and the Nimitz Gallery of combat art. The History Walk is a trail lined with relics ranging from a Val dive bomber, the type that attacked Pearl Harbor, to the Fat Man bomb case, such as housed the atomic bomb dropped on Nagasaki. Donations toward the project are welcomed, according to *Hubbard*, as are relics and mementoes of the war in the Pacific.

THE SEPTEMBER issue of *Texas Highways* offers readers the delights, visual and in prose, of the Davis Mountains, the Japanese Art Museum in Corpus Christi, Seminole Canyon State Park and the community affair at the Central Texas village of Oatmeal. *Jack Lewis'* outstanding photos go with the words of Associate Editor *Tommie Pinkard* to capture the flavor and scenery of the Davis Mountains. Assistant Editor *Bob Parvin* authored the article on Seminole Canyon State Park, and *Eva Jolene Boyd* wrote the story about the Japanese Art Museum in Corpus Christi.

OUR VISITORS COMMENT -- Visitor survey cards handed out by counselors are returned in a steady stream -- and most contain only matter-of-fact comments. Culled from some that didn't: "Wish we could visit San Antonio & Galveston longer.....our thanks to the Jane Fonda-lookalike* at the El Paso info desk," from California visitors. "One would think Texas is a very poor state based on the scarcity and nudity of rest stops along I-10....," Florida. "Texas is one of the best states in States but I can't understand the people well because they speak confused," from Brazil.....and from North Carolina, "Coming back as soon as possible! Want to settle and go on welfare."
*Counselor *Patty Davis*.

AROUND THE BUREAUS -- The saying "Once a Texan, always a Texan" must be true -- Supervisor *Milton Meharg* reports that a recent visitor to the **Waskom** bureau responded to a query as to his home with, "We're from Texas but we live in California now." To the question of, "How long?" came, "Since 1946!" The **Orange** bureau set a new single day record July 4 when they helped 1,941 visitors. The previous high was 1,917 set on July 15, 1978. Supervisor *Bill Naivar* said, "Not even the record-breaking Texas heat wave is stopping the tourists." From the **Denison** bureau, Supervisor *Eddie Mathews* says his staff is seeing quite a few tourists on motorcycles.....but only one pulling a boat. *Mathews* said the scene made oncoming and passing motorists alike do a double-take as the cyclist maintained a steady 35 mph with the 12-foot boat in tow -- the counselors and supervisor also looked twice at the sight.

BOX SCORE -- The number of 1980 visitors seeking assistance at DHT bureaus closed the gap slightly in a comparison of year-to-date periods with 1979.....and showed a resurgence from April when 1980 visitors were 12.7% less than the year earlier period. In addition to the 25% increase at **Orange**, in a comparison of Julys, **Gainesville, Langtry, Amarillo, Denison, Wichita Falls** and **Laredo** had moderate increases. No comparison is made of visitors at the **Capitol** bureau because of wide variations between legislative and nonlegislative years.....although figures for this "off-year" show a 27.0% increase over 1979 -- a year that saw the 66th Legislature meet.

Bureau	Month Total Visitors	Variation	Year Total Visitors	Variation	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation**
AMARILLO	13,938	+ 4.6%	72,537	+ 5.8%	ORANGE	34,947	+25.0%	191,745	- 4.6%
ANTHONY	14,607	-12.4%	116,922	-16.5%	TEXARKANA	25,362	- 0.3%	159,525	+ 6.8%
DENISON	14,340	+ 4.0%	85,173	+ 7.9%	WASKOM	24,789	-11.1%	145,974	-16.7%
GAINESVILLE	16,812	+ 5.8%	104,157	- 8.1%	WICHITA FALLS	15,462	+ 2.5%	87,672	- 5.0%
LANGTRY	7,308	+ 5.3%	53,085	- 9.2%	Bureau Totals	177,711	+ 2.7%	1,091,049	- 5.3%
LAREDO	10,146	+ 0.1%	74,259	- 0.7%	CAPITOL	26,346		138,570	
Austin Office (mail, phone, walk-ins)						12,921	+27.7%	194,801	+17.2%