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DHT TOURIST BUREAUS reported a healthy 7.9% increase in January visitors seeking services compared to January 1981.....and the 186,717 tourists stopping at the highway information facilities were more than double those served 10 years ago.....the *Capitol* bureau, not included in bureau totals because of fluctuations caused by Legislative activity, served another 22,000 tourists.....and the *Mail Services Section* of the *Travel & Information Division* answered 12,900 requests from callers, letter writers and in-person inquiries.

A LOOK BACK at 1981 shows that tourist bureau totals set records in seven of last year's 12 months.....and were near the previous record during each of the other months.....all of which added up to a record number of visitors served—16.3% more than in 1980.

THE 55-MINUTE VERSION of the new statewide travel film produced by the *Travel & Information Division* was previewed at a *North Texas Tourism Council* meeting in *Arlington, Feb. 10*.....*DHT Commission Chairman Robert Dedman* addressed the *NTTC*.

SINCE TRANSPORTATION is vital to tourism, another new *DHT* film may be of interest to the *Texas* tourism sector.....titled "*Keep Texas Moving*," the film focuses on urban traffic problems and their cures.....but its message is of interest to all *Texans*.....organizations interested in viewing the film should write *SDHPT, P.O. Box 5064, Austin 78763*. It is loaned without charge except for postage to return it.

TEXAS TOURISM veterans, both in the private and public sectors, were saddened to learn of the death of **Charles Hill** in late January. *Hill*, who retired as supervisor of the *Texarkana* bureau on May 15, 1978, began his travel counseling career as an information attendant in September 1947.

THE NATION'S TOURISM leaders agree with **Gene Phillips** about 1982.....*Phillips*, whose *Aquarena Springs* attraction begins its operating year Oct. 1, said, "*I think 1982 is going to be good—all indications from the first half of our year are that we're about 16% ahead of the year before.....and the year before was the best year in our history*".....*Aquarena Springs* will feature brand-new shows this year with the underwater productions also being presented with new costumes and sets.

A RECENT MEMBERSHIP SURVEY by the *Travel Industry Association of America* found that 1982 should be a "*busy and profitable*" year for U.S. tourism.....if the belief widely held by economists that the economy will improve during the second half comes true.....*TIAA* also reported that the number of U.S. households taking a vacation is expected to increase over last year by 6%.....and 78% of those households will be using their own vehicle for their longest trip.

SUPERVISOR BERNI TAYLOR reported that the three slide shows available to visitors at the *Valley* bureau were kept busy during January.....there were 1,025 showings.....which, at nine hours daily, totals 28½ days.....the slide shows there weren't all that were kept busy as the counselors assisted almost 14,000 tourists during the first 15 days of January.....and another 18,000 in the month's last half.

VISITORS at *Fort Davis National Historic Site* arrived in larger numbers in 1981—12% more than in 1980.....*Superintendent Douglas McChristian* said the 71,351 visitors' origination points reflected the change that has been occurring in recent years.....with nearby *Texas* population centers providing large numbers.....*McChristian* says it indicates more people are electing to travel within *Texas* vs. out-of-state vacations.

THE 17TH SEASON of the musical-drama *TEXAS* will open June 16.....and run through Aug. 21, according to **Raymond Raillard**.....the usual six-day-a-week schedule of 8:30 p.m. performances will include one Sunday show on July 4.

FINAL NOTICE

Article V, Section 66c, H.B., 558, 66th Legislature, 1979, requires state newsletters to notify recipients in three consecutive issues that they must formally request the publication to continue receiving it. **If you desire to continue receiving the *Texas Travel Log*, after signing where indicated, please clip this portion and return it to**

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STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

TRAVEL AND INFORMATION DIVISION • AUSTIN, TEXAS 78701

OFFICIALS at the *Texas State Railroad* are shooting for 50,000 passengers in 1982, compared to the 42,000 last year.....the 1982 season opens Mar. 20 when the turn-of-the century steam locomotives will make the 50-mile round trip on Saturdays and Sundays.....Thursday-through-Monday schedules will be in effect May 29 through Sept. 6.....ticket prices this year are \$6 for adults, \$4 for children. *Superintendent Curtis Pruett* strongly recommends reservations for an *TSRR* trip between *Rusk* and *Palestine*.

SOMETIME THIS YEAR Texans should know if they have a *Lone Star State* version of *Plymouth Rock*.....according to *Texas Almanac Editor Mike Kingston*, the artifact in question is half a ceramic tablet that was originally about a foot square.....discovered in the *Boca Chica* area at the mouth of the *Rio Grande*, the tablet is inscribed with the name of early *Spanish* explorer *Alvarez de Pineda*, the date 1519 and an apparent reference to 270 soldiers.....all of which fits historical facts.....but some geologists believe the tablet found by amateur archeologist *Ray Penrod* in 1974 may date from sometime after 1519.....and scientists at the *University of Texas in San Antonio* have agreed to see if it can be dated.....some authorities on the *Spanish* period in *Texas* feel that even though the artifact may not be from 1519, it may be that a monument was erected at *Boca Chica* in the 19th Century to commemorate the *Spanish* explorer's landing point.

THE NEW BRAUNFELS "Fun Trip" promotion has realized another increase in participation in 1981-82.....although final results won't be known until the program ends in late spring, reservations in December were 50% greater than in that 1980 month.....*Convention & Tourism Committee Chairman Ed Henkel* says the effort provides a significant boost to the area economy in what had been the slowest period of the year.

SKIP BIRKNER, supervisor of the *DHT* bureau at *Anthony*, has been elected vice president of the *Discover El Paso Association*.

DALLAS MAY BE the scene of the 1984 GOP convention.....*President Reagan* has informed the *Republican National Committee* that the city is his clear "first choice" as a site.....although the *RNC* also received "letters of interest" from *Detroit, Kansas City, St. Louis* and *Atlanta*, many political observers think it may not be much of a contest.

THE TEXAS TOURIST COUNCIL has agreed to support a plan to package tours to *Texas*.....the package tours would include air fares, car rentals, accommodations and "fun bucks" coupons for use in restaurants and selected businesses.....*TTC Board Chairman John Casey, Braniff* chief executive officer, said any funding should be considered "seed" money.....and *TTC* should expect to get the money back from the packager if the plan is successful and reuse it as seed money.....the tour package plan would begin this summer.

BOX SCORE—*DHT* bureaus started off the new year in exceptional fashion with *Gainesville, Orange, Laredo* and the *Valley* bureaus all registering double-digit increases over January 1981. Their totals along with the increase shown by the *Anthony* bureau easily overcame the smaller decreases in the other six bureaus.....the *Capitol* bureau, not included in comparisons due to Legislature-connected fluctuations, also reported a double-digit increase, 19.1% more visitors served than during last January when the Legislature met. Complete tabulations are shown below.

Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*
Amarillo	7,329	- 5.8%			Orange	32,148	+21.9%		
Anthony	18,729	+ 8.7%			Texarkana	19,761	- 3.4%		
Denison	10,395	- 5.6%			Valley**	32,856	+11.0%		
Gainesville	20,985	+38.5%			Waskom	17,790	- 7.4%		
Langtry	6,021	- 4.2%			Wichita Falls	9,123	-11.6%		
Laredo	11,580	+20.1%			Bureau Totals	186,717	+ 7.9%		
Capitol	22,389				Austin Office (mail, phone, walk-ins)	12,901	-20.7%		

*Compared to last year



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