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1990/fall

TEXAS AUTO VISITOR SURVEY

1990 FALL REPORT

with ANNUAL SUMMARY



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TEXAS AUTO VISITOR SURVEY

Statistics reported in this survey were compiled from questionnaires returned by 14,538 visitors to Texas during the months of December, 1989 through November, 1990. Survey data are reported with an annual summary, plus totals for travel during these quarters:

Fall quarter - September, 1990 to November, 1990

Summer quarter - June, 1990 to August, 1990

Spring quarter - March, 1990 to May, 1990

Winter quarter - December, 1989 to February, 1990

Since significant statistical differences exist between visitors to Texas staying varying amounts of time, and between out-of-state visitors and international visitors, the survey is divided into these sections:

U.S.A. Short-Term Visitors, who stayed in Texas 30 days or less and came from any of the 50 states in the United States, except Texas. (Visitors from United States territories and commonwealths are not included.)

U.S.A. Long-Term Visitors, who stayed in Texas from 30 days to up to one year and came from any of the 50 states in the United States, except Texas. (Visitors from United States territories and commonwealths are not included.)

International Short-Term Visitors, who stayed in Texas 30 days or less and came from any foreign country, except Mexico.

Due to a very small statistical base, data are not reported for the International Long-Term visitor.

Only travel parties who visited one of the state's 12 Texas Travel Information Centers and returned a questionnaire are included in the survey. The Texas Travel Information Centers are:

Texas Travel Information Center - Amarillo
Texas Travel Information Center - Anthony
Capitol Information Center - Austin
Texas Travel Information Center - Denison (temporarily closed)
Texas Travel Information Center - Gainesville
Judge Roy Bean Visitor Center - Langtry
Texas Travel Information Center - Laredo
Texas Travel Information Center - Orange
Texas Travel Information Center - Texarkana
Texas Travel Information Center - Valley
Texas Travel Information Center - Waskom
Texas Travel Information Center - Wichita Falls

All calculations are based on actual survey counts and are not averages of monthly or quarterly data. Percentages shown may not total 100% due to rounding. Statistics from past reports may vary when compared to this report. This variance is caused by the entry of late responders to the survey.

Release Date - December 20, 1990

TEXAS AUTO VISITOR SURVEY

Responses from U.S.A. Short-Term Visitors

1990 FALL REPORT

(Sep. '90 - Nov. '90)

TEXAS AUTO VISITOR SURVEY

Responses from 1964-Short-Term Visitors

1964-Short-Term Visitors

1964-Short-Term Visitors

1964-Short-Term Visitors

1. Where do you live?

Annual			Fall '90	Summer '90	Spring '90	Winter '90				
Rank	Pct.	State	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.				
1	14.1%	Louisiana	1	13.5%	1	20.5%	1	13.4%	1	10.4%
2	7.2%	Oklahoma	4	8.1%	3	7.7%	3	7.6%	2	6.1%
3	7.2%	Florida	3	9.3%	2	8.7%	4	7.6%	7	5.0%
4	7.0%	California	2	10.2%	4	6.2%	2	7.6%	3	5.9%
5	4.3%	Illinois	6	3.4%	9	3.2%	5	4.1%	4	5.5%
6	3.4%	Michigan	16	2.2%	19	1.5%	6	3.2%	5	5.4%
7	3.3%	Kansas	8	3.0%	8	3.3%	7	3.2%	10	3.4%
8	3.0%	Missouri	10	2.8%	16	2.2%	9	2.9%	8	3.7%
9	2.9%	Minnesota	26	1.1%	25	0.9%	11	2.7%	6	5.1%
10	2.8%	Mississippi	13	2.4%	6	3.7%	8	3.0%	20	1.9%
11	2.6%	Arizona	5	3.9%	11	2.9%	13	2.6%	17	2.1%
12	2.6%	Arkansas	6	3.4%	10	2.9%	16	2.4%	16	2.3%
13	2.6%	Georgia	11	2.7%	7	3.4%	10	2.7%	21	1.7%
14	2.4%	Alabama	18	2.0%	5	3.9%	18	2.2%	25	1.5%
15	2.3%	Iowa	30	0.8%	24	1.1%	17	2.2%	9	3.7%
16	2.3%	Wisconsin	26	1.1%	28	0.8%	14	2.6%	11	3.3%
17	2.2%	Colorado	21	1.7%	20	1.5%	12	2.6%	13	2.5%
18	2.2%	Ohio	13	2.4%	18	1.6%	20	2.1%	12	2.7%
19	2.1%	New York	22	1.5%	23	1.2%	14	2.6%	15	2.4%
19	2.1%	Pennsylvania	12	2.6%	17	2.2%	21	1.9%	18	2.1%
21	2.1%	New Mexico	9	2.9%	13	2.4%	19	2.1%	25	1.5%
22	1.9%	North Carolina	18	2.0%	12	2.7%	25	1.5%	22	1.6%
23	1.9%	Virginia	15	2.3%	14	2.4%	23	1.7%	23	1.5%
24	1.8%	Tennessee	20	1.9%	15	2.3%	22	1.7%	23	1.5%
25	1.7%	Indiana	17	2.1%	22	1.4%	24	1.6%	19	2.0%
26	1.5%	Washington	23	1.4%	26	0.9%	27	1.1%	14	2.4%
27	1.1%	Oregon	30	0.8%	31	0.6%	26	1.2%	27	1.4%
28	1.0%	South Carolina	25	1.2%	21	1.4%	29	0.9%	32	0.7%
29	1.0%	New Jersey	26	1.1%	29	0.8%	28	1.1%	30	0.9%
30	0.9%	Nebraska	32	0.5%	27	0.8%	32	0.7%	28	1.2%
31	0.8%	Maryland	29	1.0%	29	0.8%	31	0.9%	31	0.8%
32	0.8%	Massachusetts	36	0.3%	33	0.5%	30	0.9%	29	1.0%
33	0.7%	Kentucky	24	1.3%	31	0.6%	33	0.6%	32	0.7%
34	0.5%	Connecticut	33	0.5%	36	0.3%	34	0.6%	38	0.5%
35	0.5%	Utah	39	0.2%	34	0.4%	36	0.5%	36	0.5%
36	0.4%	Nevada	39	0.2%	35	0.4%	37	0.4%	35	0.5%
37	0.4%	Maine	39	0.2%	46	0.1%	35	0.6%	39	0.5%
37	0.4%	South Dakota	36	0.3%	40	0.2%	38	0.3%	34	0.6%
39	0.3%	North Dakota	39	0.2%	38	0.3%	39	0.3%	39	0.5%
40	0.3%	Idaho	39	0.2%	40	0.2%	40	0.3%	41	0.4%
41	0.3%	Wyoming	46	0.1%	44	0.1%	40	0.3%	36	0.5%
42	0.3%	Montana	36	0.3%	42	0.2%	45	0.2%	43	0.4%
43	0.3%	New Hampshire	39	0.2%	45	0.1%	40	0.3%	41	0.4%
44	0.2%	Delaware	34	0.4%	36	0.3%	46	0.1%	44	0.2%
44	0.2%	West Virginia	34	0.4%	38	0.3%	40	0.3%	47	0.1%
46	0.2%	Vermont	47	0.0%	50	0.0%	44	0.2%	46	0.2%
47	0.1%	Alaska	47	0.0%	46	0.1%	48	0.1%	44	0.2%
48	0.1%	Rhode Island	39	0.2%	46	0.1%	47	0.1%	48	0.1%
49	0.1%	Hawaii	47	0.0%	43	0.2%	48	0.1%	50	0.0%
50	0.0%	District of Columbia	47	0.0%	46	0.1%	50	0.0%	49	0.1%

2. Age of visitors:

Annual		Fall '90	Summer '90	Spring '90	Winter '90
9.7%	Under 18	4.8%	20.1%	6.7%	5.2%
3.3%	18-24	1.6%	4.3%	3.3%	2.9%
7.1%	25-34	7.0%	9.3%	6.9%	5.6%
10.5%	35-44	8.4%	16.2%	8.6%	8.3%
14.1%	45-54	15.6%	16.0%	12.8%	13.5%
27.9%	55-64	30.0%	18.1%	29.9%	33.9%
27.3%	65 Plus	32.6%	16.0%	31.9%	30.7%

3. Main reasons for stopping at a Texas Travel Information Center:

(Multiple answers)

85.1%	Maps	84.3%	84.9%	84.6%	86.2%
41.9%	Travel Break	39.0%	42.9%	42.0%	42.0%
35.2%	Historic Sites	33.9%	31.9%	36.0%	37.2%
35.0%	City/Towns	33.6%	36.9%	34.1%	35.0%
24.1%	Routing	25.5%	23.0%	24.0%	24.6%
17.8%	National Parks	18.1%	12.5%	18.9%	20.4%
17.4%	Museums	15.9%	16.6%	17.9%	17.8%
16.2%	State Parks	16.0%	12.0%	17.8%	17.7%
16.0%	Lodgings	16.5%	16.4%	15.5%	16.2%
15.8%	Campgrounds	13.6%	10.1%	17.0%	19.3%
13.9%	RV Parks	11.3%	6.7%	14.7%	19.2%
12.9%	Special Events	12.5%	13.4%	13.3%	12.2%
9.8%	Restaurants	10.5%	9.8%	9.3%	10.2%
4.3%	Theme Parks	2.7%	8.6%	3.5%	2.5%

4. Purpose of this Texas trip:

(Multiple answers)

56.0%	Vacation/Leisure	50.3%	54.4%	55.7%	59.1%
46.1%	Visit Family/Friends	41.6%	47.7%	46.5%	45.8%
18.1%	Just Passing Through	20.6%	17.4%	17.6%	18.4%
9.9%	Work/Business	9.1%	10.9%	9.4%	10.0%
6.2%	Other	6.5%	5.9%	6.4%	6.2%
4.3%	Convention	6.3%	5.4%	4.5%	2.8%
3.4%	Day Trip Only	3.8%	4.0%	3.6%	2.8%
2.4%	Moving to Texas	2.1%	2.6%	2.2%	2.4%

5. What type accommodations used?

(Multiple answers)

54.7%	Motel	60.6%	55.2%	54.4%	53.1%
25.3%	Private Home	21.4%	30.0%	24.7%	23.6%
14.3%	Hotel	16.1%	17.6%	14.3%	11.3%
10.9%	Motor Home	8.8%	5.0%	12.0%	14.4%
8.2%	Travel Trailer	6.8%	4.0%	8.4%	11.3%
4.6%	Apartment/Condo	3.9%	4.7%	4.1%	5.1%
2.5%	Military Base	2.3%	2.5%	2.5%	2.7%
2.4%	Van Camper	2.6%	2.0%	2.8%	2.2%
2.2%	Tent Camping	1.3%	3.6%	2.4%	1.4%
1.7%	Pickup Camper	1.4%	1.1%	1.9%	1.9%
1.1%	Bed & Breakfast	0.8%	1.2%	1.3%	1.0%
0.5%	Hostel	0.2%	0.6%	0.5%	0.3%

6. Mode of transportation this trip:
(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
63.6%	Private Auto	65.6%	68.7%	62.7%	60.5%
10.3%	Motor Home	8.5%	5.0%	11.3%	13.5%
10.0%	Van	8.6%	11.5%	10.0%	9.2%
7.6%	Pickup	7.0%	5.8%	7.7%	9.0%
5.9%	Airline	7.2%	6.7%	5.3%	5.6%
5.1%	Rental Auto	5.8%	6.1%	4.5%	4.8%
3.9%	Pickup/Camper	3.9%	2.5%	4.1%	4.8%
1.1%	Tour Bus	0.9%	0.6%	1.5%	1.0%
1.0%	Truck (heavy duty)	1.0%	0.8%	1.1%	1.1%
0.6%	Bus Line	0.7%	0.4%	0.8%	0.6%
0.6%	Motorcycle	0.5%	0.8%	0.6%	0.4%
0.5%	Boat	0.7%	0.3%	0.6%	0.4%
0.3%	Private Plane	0.7%	0.2%	0.2%	0.3%
0.2%	Rental RV	0.1%	0.0%	0.3%	0.2%
0.1%	Train	0.2%	0.1%	0.1%	0.2%

7. Total miles in Texas this trip?

2.1%	100 or less	3.1%	2.5%	1.8%	1.9%
12.5%	101-300	14.3%	16.5%	11.6%	9.9%
15.5%	301-500	16.0%	19.9%	15.9%	11.7%
18.4%	501-800	21.4%	21.0%	18.4%	15.6%
14.7%	801-1,000	15.5%	13.6%	15.0%	14.9%
17.4%	1,001-1,500	16.9%	14.4%	17.4%	19.7%
11.6%	1,501-2,000	7.4%	7.8%	11.6%	15.4%
7.9%	2,001 plus	5.4%	4.4%	8.2%	10.9%

8. How many nights in Texas this trip?

6.3%	0	7.5%	7.4%	6.5%	4.9%
10.0%	1	12.7%	12.7%	9.6%	7.7%
13.6%	2	17.9%	14.9%	13.2%	11.8%
11.8%	3	13.3%	13.6%	11.8%	9.9%
10.3%	4	9.9%	11.6%	10.4%	9.4%
8.6%	5	9.8%	8.8%	8.6%	7.9%
6.4%	6	4.4%	6.4%	7.3%	5.8%
6.3%	7	5.1%	6.9%	5.8%	6.7%
4.4%	8	3.6%	4.0%	4.4%	4.9%
2.6%	9	3.1%	2.0%	3.1%	2.4%
3.6%	10	3.1%	2.9%	3.3%	4.5%
8.3%	11-15	6.2%	5.6%	8.4%	10.8%
3.3%	16-20	2.0%	1.6%	3.8%	4.6%
2.3%	21-25	0.7%	0.9%	2.0%	4.2%
2.3%	26-30	0.6%	0.6%	1.8%	4.7%

9. Expenses and time spent in Texas on this trip?

Approximate dollars spent in Texas on this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
25.3%	Food	20.3%	26.3%	25.3%	26.0%
24.0%	Lodging	21.2%	27.3%	21.6%	25.1%
18.1%	Shopping	29.2%	17.6%	16.9%	16.8%
14.1%	Fuel/Auto Repairs	11.8%	12.1%	13.4%	16.9%
7.3%	Entertainment	10.8%	8.2%	6.7%	6.5%
6.8%	Other	2.1%	3.8%	11.9%	4.4%
2.8%	Fares: Air/Taxi/Bus	3.0%	2.9%	2.8%	2.8%
1.7%	Rental Car	1.6%	2.0%	1.5%	1.6%
6.8 Days	Avg. Time Spent in Texas	5.3 Days	5.3 Days	6.7 Days	8.6 Days
2.2	Avg. No. People per Party	2.0	2.5	2.2	2.1
	Avg. Expenditures:				
\$ 582	Per Party Per Trip	\$ 596	\$ 543	\$ 594	\$ 594
\$ 85	Per Day Per Party	\$ 112	\$ 102	\$ 89	\$ 69
\$ 39	Per Person Per Day	\$ 55	\$ 41	\$ 41	\$ 33

10. What influenced your decision to visit Texas?

(Multiple answers)

51.4%	Friends/Family	44.1%	51.7%	51.6%	52.9%
28.9%	Previous Trip	24.8%	26.2%	28.7%	32.3%
21.1%	Passing Through	23.8%	19.1%	21.1%	22.0%
16.1%	None of the Above	20.0%	17.9%	14.9%	15.0%
10.5%	Word of Mouth	9.6%	8.5%	10.3%	12.5%
10.3%	Brochures	10.0%	9.1%	11.5%	9.8%
3.6%	Magazine Ad	3.4%	2.6%	4.2%	3.8%
1.9%	TV Ad	1.9%	2.6%	2.3%	1.1%
1.5%	Newspaper Ad	1.8%	1.5%	1.4%	1.4%
0.5%	Billboards	0.5%	0.6%	0.4%	0.5%
0.5%	Radio Ad	0.4%	0.5%	0.5%	0.3%

11. Was information for this trip obtained in advance or after you left home?

(Multiple answers)

If in advance (ordered from):

59.4%	Auto Club/Travel Agent	63.2%	54.1%	59.5%	62.3%
34.7%	State Tourist Office	32.1%	35.1%	36.9%	32.4%
12.8%	Lodging	13.9%	16.3%	11.9%	11.1%
9.9%	City/Town	9.7%	10.8%	9.8%	9.3%
7.1%	Regional Chamber	6.9%	6.5%	6.6%	8.3%
1.9%	Theme Park	1.4%	4.0%	1.3%	1.2%

If after you left home:

92.9%	Highway Info Center	94.2%	92.6%	93.2%	92.4%
15.2%	In City/Town	15.8%	15.0%	13.9%	16.6%
11.7%	At Lodging	10.1%	11.6%	11.6%	12.2%
2.2%	Travel Agent	1.4%	1.4%	2.5%	2.7%
1.6%	At Theme Park	1.4%	2.7%	1.4%	1.1%

12. How many weeks or months in advance did you plan this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
14.6%	1 week or less	14.2%	15.0%	14.2%	14.8%
16.6%	2-3 weeks	15.8%	18.6%	16.3%	15.8%
18.6%	1 month	18.3%	18.0%	18.9%	18.8%
27.6%	2-3 months	25.7%	26.6%	29.2%	27.1%
11.2%	4-6 months	12.4%	10.9%	11.4%	11.0%
11.4%	Over 6 months	13.6%	10.9%	10.1%	12.6%

13. How did your stop at a Texas Travel Information Center influence this trip?

(Multiple answers)

40.2%	Did Not Influence My Trip	41.8%	43.0%	39.5%	38.5%
34.2%	Saw More Attractions	34.0%	32.3%	34.4%	35.6%
31.8%	Saw More Cities/Areas	29.3%	27.7%	31.9%	35.3%
13.7%	Longer Stay	13.1%	10.9%	13.4%	16.3%
13.4%	More Recreation	9.3%	14.1%	13.3%	14.1%
7.9%	Did More Shopping	8.8%	8.7%	7.9%	7.1%
5.9%	Ate Out More	6.3%	4.8%	6.6%	5.9%
4.7%	Stayed At More Hotels/Motels	6.2%	4.6%	4.3%	5.0%
3.0%	Saw More Theme Parks	2.1%	3.9%	3.4%	2.3%

14. In what type activities did you or your group participate on this trip in Texas?

(Multiple answers)

57.7%	Shopping	54.1%	60.0%	56.2%	58.7%
45.4%	Historical Tours	46.0%	41.6%	47.4%	45.7%
38.4%	Museums - Historical	35.2%	34.6%	39.3%	41.1%
31.8%	Photography	28.6%	32.8%	32.0%	31.6%
20.3%	Camping	15.1%	13.1%	22.1%	24.8%
15.1%	Bird-watching	10.3%	8.2%	17.5%	18.8%
14.7%	Museums - Art	13.5%	13.3%	15.0%	15.8%
14.0%	Hiking	9.7%	9.7%	14.8%	17.4%
13.0%	Business	13.5%	13.5%	12.3%	13.5%
10.7%	Swimming	9.2%	24.1%	7.7%	4.6%
9.4%	Theme Park	7.1%	18.6%	8.2%	4.7%
7.7%	Festival/Fair	10.3%	6.1%	9.1%	6.5%
7.3%	Theater - Movie	5.4%	9.2%	6.4%	7.3%
6.9%	Golf/Tennis	5.8%	5.9%	6.1%	8.9%
6.9%	Rocks	5.7%	6.7%	6.7%	7.7%
6.3%	Fishing	4.7%	5.6%	6.2%	7.3%
6.2%	Boating	4.8%	8.0%	6.4%	5.2%
5.1%	Sports Event	8.2%	7.6%	3.7%	4.2%
4.8%	Convention	7.4%	6.3%	4.7%	3.1%
3.4%	School/Seminar	3.0%	4.3%	3.8%	2.5%
3.4%	Military Event	4.5%	3.7%	3.5%	2.8%
3.2%	Theater - Live	2.0%	5.8%	2.4%	2.4%
2.3%	Rodeo	3.0%	2.1%	1.8%	2.8%
2.2%	Concert - Pop/Rock/CW	2.1%	2.6%	2.2%	1.9%
2.1%	Concert - Classical	1.5%	2.3%	1.7%	2.5%
2.0%	Livestock Show	2.3%	1.3%	1.4%	2.9%
1.6%	Medical Treatment	1.0%	1.8%	1.2%	2.2%
1.3%	Horse Riding	1.1%	2.0%	1.1%	1.0%
0.7%	Waterskiing	0.2%	2.0%	0.4%	0.2%
0.5%	Hunting	0.6%	0.5%	0.2%	0.8%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
62.0%	Friendliness	62.0%	59.9%	61.3%	64.5%
57.5%	Scenery	57.2%	53.6%	61.1%	56.3%
56.5%	Good Highways	53.7%	53.2%	56.6%	59.5%
49.3%	Food	49.8%	50.3%	48.4%	49.5%
39.2%	Shopping	38.1%	41.9%	37.4%	39.7%
35.4%	Historical Markers	36.3%	31.7%	36.2%	36.9%
31.6%	Museums - Historical	29.1%	28.2%	32.0%	34.1%
30.6%	Small Towns	29.2%	25.5%	32.0%	33.1%
30.1%	Wild Flowers	22.8%	24.6%	48.6%	15.1%
23.8%	Desert/Plains	23.9%	18.0%	24.5%	27.2%
22.5%	Big Cities	20.8%	25.2%	22.2%	21.3%
18.3%	Mountains	18.5%	13.9%	19.2%	20.4%
17.2%	Camping	14.1%	9.9%	19.0%	21.2%
16.0%	Beaches	12.0%	11.7%	14.2%	22.4%
12.7%	Forests	11.5%	10.4%	14.4%	12.7%
10.2%	Museums - Art	8.0%	9.3%	11.0%	10.4%
6.9%	Festivals	7.4%	5.5%	8.1%	6.4%
6.8%	Theme Parks	4.7%	14.1%	5.9%	3.2%
6.6%	Nightlife	7.2%	8.5%	6.0%	5.8%
6.5%	Swimming	6.2%	14.6%	4.7%	2.6%
5.3%	Golf/Tennis	4.9%	4.4%	4.6%	6.7%
5.1%	Fishing	4.3%	4.1%	5.1%	6.0%
4.2%	Resorts	4.1%	4.0%	3.9%	4.7%
4.0%	Boating	3.5%	5.5%	3.8%	3.4%
3.0%	Sports - Professional	2.9%	5.7%	2.0%	2.1%
2.6%	Theater	1.8%	4.6%	2.0%	2.0%
1.9%	Sports - Amateur	3.9%	1.9%	1.3%	2.1%
1.8%	Concerts - Rock/Pop/CW	1.7%	2.1%	2.0%	1.4%
1.6%	Dude Ranches	1.8%	1.4%	1.6%	1.9%
1.5%	Concerts - Classical	0.9%	1.7%	1.3%	1.8%
0.4%	Sailing	0.1%	0.8%	0.3%	0.4%
0.4%	Waterskiing	0.2%	1.0%	0.3%	0.3%
0.3%	Ballet	0.0%	0.3%	0.2%	0.4%

16. List Texas cities/towns in which you spent time:
(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
Rank	Pct.	Rank	Pct.	Rank	Pct.
1	31.1%	1	28.0%	1	32.3%
2	23.5%	2	26.1%	2	24.1%
3	20.4%	4	13.6%	3	20.5%
4	15.1%	3	15.3%	4	15.3%
5	12.9%	5	13.4%	7	9.1%
6	11.1%	6	12.8%	5	12.9%
7	7.9%	8	5.7%	9	6.4%
8	7.6%	9	5.4%	11	4.3%
9	6.4%	7	8.1%	6	9.4%
10	4.9%	11	4.7%	18	2.3%
11	4.8%	10	5.2%	17	2.3%
12	4.2%	15	3.3%	37	1.2%
13	4.2%	48	1.0%	39	1.1%
14	4.2%	19	2.9%	13	3.1%
15	3.9%	17	3.2%	10	4.4%
16	3.8%	13	3.7%	8	7.8%
17	3.6%	12	4.2%	12	3.7%
18	3.5%	18	3.1%	20	2.1%
19	3.5%	22	2.5%	63	0.5%
20	3.3%	20	2.8%	16	2.5%
21	3.2%	36	1.3%	97	0.3%
22	3.1%	14	3.5%	29	1.6%
23	2.9%	28	2.0%	31	1.4%
24	2.7%	24	2.4%	15	2.8%
25	2.6%	21	2.7%	21	2.1%
26	2.3%	29	1.9%	31	1.4%
27	2.3%	24	2.4%	14	3.0%
28	2.1%	36	1.3%	42	1.0%
29	2.0%	15	3.3%	30	1.5%
30	1.9%	29	1.9%	26	1.7%

17. List theme parks, museums, events, historic sites, state parks and points of interest visited in Texas:
(Multiple answers)

(Top 50 Attractions Listed)

Annual		Attraction	Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	31.6%	Alamo	1	31.6%	1	27.6%	1	32.8%	1	33.3%
2	20.8%	San Antonio River Walk	2	18.6%	2	20.8%	2	21.2%	2	21.1%
3	11.6%	Big Bend National Park	4	9.8%	9	5.5%	3	12.9%	3	15.2%
4	10.0%	Capitol Complex	3	10.7%	3	12.0%	5	9.7%	5	8.7%
5	9.7%	LBJ Natl. Historical Pk.	6	7.9%	10	5.3%	4	12.3%	4	10.8%
6	7.8%	NASA	15	3.2%	6	6.8%	6	9.2%	6	8.1%
7	6.3%	LBJ Library & Museum	5	8.8%	11	5.0%	7	6.4%	10	6.7%
8	5.6%	Sea World	21	2.6%	5	9.2%	8	5.7%	15	3.6%
9	5.1%	San Antonio Missions	9	4.3%	12	4.0%	9	5.4%	11	5.8%
10	4.9%	South Padre Island	17	3.0%	21	2.4%	10	5.0%	9	7.2%
11	4.2%	Six Flags Over Texas	11	3.9%	4	11.7%	22	2.4%	74	0.6%
12	4.1%	Palo Duro Canyon St. Pk.	7	6.6%	7	6.7%	11	4.2%	44	1.3%
13	3.9%	Padre Is. Natl. Seashore	32	1.9%	33	1.6%	17	2.7%	8	7.6%
14	3.8%	Ft. Davis Natl. Hist. Site	9	4.3%	26	2.0%	13	4.1%	12	4.7%
15	3.5%	C. A. F. Flying Museum	20	2.8%	112	0.3%	22	2.4%	7	7.7%
16	3.5%	JFK Memorials	13	3.6%	17	3.0%	14	3.9%	18	3.3%
17	3.3%	Southfork Ranch	17	3.0%	16	3.1%	15	3.5%	17	3.4%
18	3.2%	Adm. Nimitz St. Hist. Site	17	3.0%	38	1.4%	12	4.1%	16	3.5%
19	2.7%	Astrodomain	25	2.3%	14	3.8%	16	2.9%	35	1.8%
20	2.6%	Ft. Worth Stockyards	12	3.8%	13	3.8%	19	2.5%	41	1.5%
21	2.6%	S. J. Battleground St. Pk.	13	3.6%	22	2.3%	18	2.6%	22	2.5%
22	2.5%	King Ranch	22	2.4%	61	0.9%	24	2.3%	14	4.2%
23	2.3%	Guad. Mnts. Natl. Pk.	22	2.4%	31	1.7%	21	2.4%	20	2.7%
24	2.2%	Aransas N. W'lfe Ref.	73	0.6%	154	0.2%	26	2.2%	13	4.3%
25	2.2%	U. T. At Austin	26	2.1%	18	2.6%	34	1.6%	21	2.6%
26	2.1%	Lone Star Brewery	36	1.7%	42	1.3%	19	2.5%	25	2.3%
27	2.0%	El Mercado (San Antonio)	22	2.4%	19	2.6%	29	1.9%	38	1.7%
28	2.0%	Tx. Ranger H. Fame Mus.	26	2.1%	20	2.4%	32	1.7%	34	1.9%
29	1.8%	San Antonio Zoo	32	1.9%	23	2.1%	30	1.9%	42	1.4%
30	1.7%	Galveston Island Beach	53	0.8%	47	1.2%	25	2.2%	32	1.9%
31	1.6%	IMAX Theatre	43	1.1%	23	2.1%	38	1.5%	40	1.6%
32	1.6%	Amistad Reservoir	53	0.8%	51	1.0%	32	1.7%	27	2.3%
33	1.6%	Institute Texan Cultures	38	1.5%	42	1.3%	34	1.6%	35	1.8%
33	1.6%	Mustang Island St. Pk.	26	2.1%	81	0.5%	34	1.6%	25	2.3%
35	1.6%	Astroworld	125	0.2%	8	5.6%	103	0.4%	168	0.1%
36	1.6%	Bentsen R.G. Val. St. Pk.	93	0.4%	154	0.2%	41	1.4%	19	3.1%
36	1.6%	Mc Donald Observatory	43	1.1%	51	1.0%	31	1.7%	32	1.9%
38	1.5%	Seminole Canyon St. Pk.	32	1.9%	66	0.8%	41	1.4%	28	2.2%
38	1.5%	State Fair Park	8	6.2%	42	1.3%	67	0.8%	43	1.4%
40	1.5%	San Antonio Bot. Gardens	53	0.8%	54	0.9%	28	2.1%	44	1.3%
41	1.4%	Fort Stockton	26	2.1%	69	0.7%	45	1.3%	31	2.0%
42	1.4%	Tower Of The Americas	36	1.7%	54	0.9%	46	1.2%	37	1.7%
43	1.3%	Natural Bridge Caverns	125	0.2%	28	1.8%	38	1.5%	49	1.0%
44	1.3%	Santa Ana N. W'lfe Ref.	93	0.4%	154	0.2%	38	1.5%	28	2.2%
45	1.2%	Dallas W. End Hist. Dist.	32	1.9%	35	1.5%	56	1.0%	51	1.0%
46	1.1%	Ft. Worth Mus. Sci./Hist.	73	0.6%	38	1.4%	37	1.6%	74	0.6%
47	1.1%	Tyler Mun. Rose Garden	40	1.3%	66	0.8%	26	2.2%	168	0.1%
48	1.1%	Falcon State Rec. Pk.	93	0.4%	438	0.0%	62	0.9%	24	2.4%
48	1.1%	Las Colinas Complex	125	0.2%	33	1.6%	52	1.1%	49	1.0%
50	1.1%	Fort Bliss	38	1.5%	73	0.6%	65	0.8%	39	1.6%

TEXAS AUTO VISITOR SURVEY

Responses from U.S.A. Long-Term Visitors

1990 FALL REPORT

(Sep. '90 - Nov. '90)

1. Where do you live?

Annual			Fall '90	Summer '90	Spring '90	Winter '90
Rank	Pct.	State	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.
1	10.1%	Illinois	1 23.5%	4 6.3%	2 9.8%	1 10.1%
2	8.7%	Minnesota	2 11.8%	4 6.3%	6 4.9%	2 9.7%
3	7.9%	Michigan	4 5.9%	10 3.1%	1 10.3%	3 7.6%
4	6.3%	Wisconsin	4 5.9%	19 0.0%	6 4.9%	5 6.9%
5	5.9%	Iowa	13 0.0%	19 0.0%	14 2.2%	4 7.2%
6	5.2%	Ohio	13 0.0%	2 9.4%	3 8.7%	8 4.3%
7	4.8%	Missouri	13 0.0%	19 0.0%	5 5.4%	6 5.0%
8	4.2%	California	13 0.0%	2 9.4%	4 7.6%	10 3.3%
9	4.1%	Kansas	13 0.0%	10 3.1%	10 3.3%	7 4.5%
10	3.8%	Indiana	4 5.9%	19 0.0%	13 2.7%	9 4.2%
11	2.9%	Colorado	13 0.0%	19 0.0%	8 3.8%	12 2.9%
12	2.8%	Oregon	13 0.0%	19 0.0%	8 3.8%	14 2.7%
13	2.7%	Pennsylvania	4 5.9%	19 0.0%	14 2.2%	12 2.9%
13	2.7%	Washington	2 11.8%	19 0.0%	23 1.1%	11 3.0%
15	2.3%	New York	13 0.0%	10 3.1%	28 0.5%	14 2.7%
16	2.1%	Nebraska	4 5.9%	19 0.0%	19 1.6%	16 2.2%
17	1.8%	Oklahoma	13 0.0%	19 0.0%	19 1.6%	17 2.0%
18	1.5%	Louisiana	13 0.0%	19 0.0%	10 3.3%	21 1.2%
19	1.4%	Arkansas	13 0.0%	19 0.0%	28 0.5%	18 1.7%
19	1.4%	Florida	13 0.0%	4 6.3%	10 3.3%	26 0.8%
19	1.4%	South Dakota	13 0.0%	19 0.0%	19 1.6%	19 1.4%
22	1.3%	North Carolina	13 0.0%	19 0.0%	14 2.2%	21 1.2%
23	1.2%	New Mexico	13 0.0%	19 0.0%	23 1.1%	20 1.3%
24	1.1%	Arizona	13 0.0%	1 15.6%	14 2.2%	39 0.3%
24	1.1%	Nevada	13 0.0%	19 0.0%	14 2.2%	23 0.9%
26	0.9%	Maryland	13 0.0%	4 6.3%	38 0.0%	23 0.9%
27	0.8%	North Dakota	13 0.0%	10 3.1%	38 0.0%	23 0.9%
28	0.7%	Alabama	13 0.0%	4 6.3%	38 0.0%	28 0.7%
28	0.7%	Kentucky	4 5.9%	19 0.0%	38 0.0%	26 0.8%
28	0.7%	New Jersey	13 0.0%	10 3.1%	19 1.6%	35 0.4%
28	0.7%	Tennessee	13 0.0%	4 6.3%	23 1.1%	35 0.4%
32	0.6%	Georgia	4 5.9%	19 0.0%	28 0.5%	33 0.5%
32	0.6%	Massachusetts	13 0.0%	10 3.1%	38 0.0%	28 0.7%
32	0.6%	Montana	13 0.0%	19 0.0%	28 0.5%	28 0.7%
32	0.6%	Virginia	13 0.0%	19 0.0%	28 0.5%	28 0.7%
36	0.5%	Alaska	4 5.9%	10 3.1%	28 0.5%	39 0.3%
36	0.5%	Utah	13 0.0%	19 0.0%	38 0.0%	28 0.7%
38	0.4%	Connecticut	4 5.9%	19 0.0%	23 1.1%	44 0.1%
38	0.4%	Idaho	13 0.0%	19 0.0%	28 0.5%	35 0.4%
38	0.4%	Mississippi	13 0.0%	19 0.0%	28 0.5%	35 0.4%
38	0.4%	South Carolina	13 0.0%	10 3.1%	23 1.1%	44 0.1%
38	0.4%	Wyoming	13 0.0%	19 0.0%	38 0.0%	33 0.5%
43	0.2%	Delaware	13 0.0%	19 0.0%	38 0.0%	39 0.3%
43	0.2%	Maine	13 0.0%	19 0.0%	38 0.0%	39 0.3%
43	0.2%	New Hampshire	13 0.0%	19 0.0%	38 0.0%	39 0.3%
43	0.2%	Rhode Island	13 0.0%	19 0.0%	28 0.5%	44 0.1%
43	0.2%	West Virginia	13 0.0%	10 3.1%	28 0.5%	48 0.0%
48	0.1%	Vermont	13 0.0%	19 0.0%	38 0.0%	44 0.1%
49	0.0%	District of Columbia	13 0.0%	19 0.0%	38 0.0%	48 0.0%
49	0.0%	Hawaii	13 0.0%	19 0.0%	38 0.0%	48 0.0%

2. Age of visitors:

Annual		Fall '90	Summer '90	Spring '90	Winter '90
1.1%	Under 18	0.0%	11.1%	1.8%	0.6%
0.8%	18-24	0.0%	5.6%	1.2%	0.6%
1.8%	25-34	4.2%	18.5%	3.5%	0.7%
2.1%	35-44	4.2%	11.1%	5.0%	1.0%
6.5%	45-54	4.2%	9.3%	7.9%	6.1%
38.9%	55-64	33.3%	20.4%	36.1%	40.3%
49.0%	65 Plus	54.2%	24.1%	44.6%	50.8%

3. Main reasons for stopping at a Texas Travel Information Center:

(Multiple answers)

87.5%	Maps	76.5%	68.8%	84.6%	89.3%
45.0%	RV Parks	47.1%	12.5%	47.8%	45.6%
44.1%	Historic Sites	23.5%	46.9%	46.2%	43.9%
41.3%	Campgrounds	52.9%	18.8%	39.6%	42.5%
36.0%	City/Towns	35.3%	50.0%	39.0%	34.7%
35.5%	Travel Break	23.5%	37.5%	36.3%	35.5%
32.9%	State Parks	11.8%	18.8%	35.7%	33.3%
31.8%	National Parks	11.8%	28.1%	41.2%	30.1%
26.9%	Museums	17.7%	31.3%	26.9%	26.9%
25.3%	Special Events	11.8%	18.8%	28.0%	25.2%
23.1%	Routing	35.3%	18.8%	21.4%	23.5%
15.8%	Restaurants	17.7%	9.4%	15.4%	16.1%
9.7%	Lodgings	5.9%	9.4%	9.3%	9.8%
3.3%	Theme Parks	0.0%	6.3%	6.0%	2.6%

4. Purpose of this Texas trip:

(Multiple answers)

84.6%	Vacation/Leisure	68.8%	46.9%	72.0%	89.5%
25.8%	Visit Family/Friends	12.5%	37.5%	22.5%	26.4%
11.8%	Other	18.8%	3.1%	18.1%	10.5%
5.3%	Work/Business	18.8%	31.3%	9.3%	3.0%
3.8%	Just Passing Through	0.0%	6.3%	8.2%	2.8%
2.8%	Moving to Texas	12.5%	12.5%	4.4%	1.8%
0.7%	Convention	6.3%	3.1%	1.1%	0.4%
0.5%	Day Trip Only	0.0%	3.1%	1.1%	0.3%

5. What type accommodations used?

(Multiple answers)

39.1%	Travel Trailer	29.4%	12.5%	38.6%	40.6%
28.1%	Motor Home	29.4%	12.5%	30.2%	28.3%
25.6%	Motel	29.4%	43.8%	25.7%	24.7%
18.6%	Apartment/Condo	5.9%	28.1%	13.4%	19.8%
9.9%	Private Home	17.7%	28.1%	11.7%	8.5%
3.8%	Military Base	5.9%	9.4%	8.4%	2.4%
2.9%	Hotel	11.8%	21.9%	3.4%	1.7%
1.9%	Pickup Camper	11.8%	0.0%	2.8%	1.6%
1.3%	Van Camper	0.0%	0.0%	1.1%	1.5%
0.4%	Hostel	0.0%	3.1%	0.0%	0.4%
0.3%	Tent Camping	0.0%	3.1%	0.6%	0.1%
0.2%	Bed & Breakfast	0.0%	0.0%	0.6%	0.1%

6. Mode of transportation this trip:
(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
43.2%	Private Auto	25.0%	64.5%	39.7%	43.5%
28.0%	Motor Home	31.3%	9.7%	29.9%	28.2%
19.5%	Pickup	31.3%	35.5%	19.6%	18.6%
9.9%	Van	6.3%	6.5%	14.7%	8.9%
9.4%	Pickup/Camper	6.3%	0.0%	7.1%	10.4%
3.0%	Airline	18.8%	16.1%	3.8%	1.9%
1.5%	Truck (heavy duty)	0.0%	3.2%	0.5%	1.7%
1.4%	Tour Bus	0.0%	0.0%	3.8%	0.9%
1.3%	Rental Auto	6.3%	0.0%	0.5%	1.5%
1.1%	Motorcycle	0.0%	0.0%	1.6%	1.1%
0.7%	Bus Line	0.0%	0.0%	0.5%	0.8%
0.7%	Rental RV	0.0%	3.2%	1.6%	0.4%
0.4%	Boat	0.0%	0.0%	0.0%	0.5%
0.2%	Private Plane	0.0%	0.0%	0.0%	0.3%
0.2%	Train	0.0%	0.0%	0.5%	0.1%

7. Total miles in Texas this trip?

0.1%	100 or less	0.0%	3.2%	0.0%	0.0%
0.7%	101-300	0.0%	0.0%	2.2%	0.4%
1.4%	301-500	0.0%	6.5%	0.6%	1.4%
3.9%	501-800	5.9%	16.1%	3.4%	3.4%
5.9%	801-1,000	5.9%	16.1%	2.8%	6.3%
15.6%	1,001-1,500	17.7%	9.7%	13.4%	16.4%
19.9%	1,501-2,000	23.5%	3.2%	20.1%	20.4%
52.5%	2,001 plus	47.1%	45.2%	57.5%	51.8%

8. How many nights in Texas this trip?

27.0%	31-44	16.7%	36.4%	24.6%	27.4%
14.6%	45-59	16.7%	13.6%	11.9%	15.2%
18.8%	60-74	0.0%	13.6%	16.4%	19.9%
7.3%	75-89	0.0%	9.1%	8.2%	7.2%
14.4%	90-104	16.7%	4.6%	10.5%	15.7%
2.5%	105-119	0.0%	9.1%	3.0%	2.2%
9.1%	120-149	25.0%	0.0%	11.2%	8.7%
2.8%	150-179	0.0%	0.0%	7.5%	1.9%
2.1%	180-365	16.7%	4.6%	3.0%	1.5%

9. Expenses and time spent in Texas on this trip?

Approximate dollars spent in Texas on this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
29.5%	Lodging	18.0%	24.7%	24.7%	31.0%
27.2%	Food	23.5%	24.1%	25.5%	27.8%
14.2%	Shopping	19.9%	13.3%	16.7%	13.6%
13.9%	Fuel/Auto Repairs	22.8%	18.9%	17.1%	12.8%
8.0%	Other	4.6%	8.7%	8.8%	7.9%
6.0%	Entertainment	10.8%	7.6%	6.1%	5.8%
0.8%	Fares: Air/Taxi/Bus	0.0%	2.7%	0.9%	0.8%
0.3%	Rental Car	0.4%	0.0%	0.4%	0.3%
71.2 Days	Avg. Time Spent in Texas	92.3 Days	62.2 Days	77.3 Days	69.8 Days
1.9	Avg. No. People per Party	1.3	1.7	1.8	1.9
	Avg. Expenditures:				
\$ 2,405	Per Party Per Trip	\$ 2,531	\$ 2,637	\$ 2,377	\$ 2,401
\$ 34	Per Day Per Party	\$ 27	\$ 42	\$ 31	\$ 34
\$ 18	Per Person Per Day	\$ 21	\$ 25	\$ 17	\$ 18

10. What influenced your decision to visit Texas?

(Multiple answers)

61.4%	Previous Trip	52.9%	29.0%	56.2%	64.1%
47.1%	Friends/Family	41.2%	41.9%	46.1%	47.7%
25.2%	Word of Mouth	29.4%	9.7%	20.2%	26.9%
12.1%	Brochures	0.0%	9.7%	12.9%	12.3%
10.0%	None of the Above	23.5%	38.7%	14.6%	7.4%
6.4%	Passing Through	5.9%	9.7%	11.8%	5.0%
4.6%	Magazine Ad	0.0%	0.0%	6.7%	4.4%
0.8%	Newspaper Ad	0.0%	0.0%	1.1%	0.8%
0.5%	TV Ad	0.0%	0.0%	0.6%	0.5%
0.3%	Billboards	0.0%	0.0%	0.6%	0.3%
0.1%	Radio Ad	0.0%	0.0%	0.0%	0.1%

11. Was information for this trip obtained in advance or after you left home?

(Multiple answers)

If in advance (ordered from):

48.3%	Auto Club/Travel Agent	40.0%	58.3%	45.3%	48.8%
44.8%	State Tourist Office	80.0%	33.3%	51.6%	43.2%
14.2%	Lodging	0.0%	16.7%	14.7%	14.2%
12.8%	Regional Chamber	20.0%	0.0%	13.7%	12.9%
12.3%	City/Town	0.0%	16.7%	15.8%	11.5%
0.8%	Theme Park	0.0%	0.0%	1.1%	0.7%

If after you left home:

94.0%	Highway Info Center	100.0%	90.5%	92.4%	94.5%
26.9%	In City/Town	0.0%	23.8%	22.9%	28.5%
11.9%	At Lodging	0.0%	14.3%	11.9%	12.0%
1.9%	Travel Agent	0.0%	0.0%	3.4%	1.6%
1.4%	At Theme Park	0.0%	4.8%	1.7%	1.2%

12. How many weeks or months in advance did you plan this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
3.1%	1 week or less	12.5%	12.5%	2.8%	2.6%
5.1%	2-3 weeks	6.3%	18.8%	7.9%	3.8%
10.3%	1 month	12.5%	12.5%	15.3%	9.0%
20.9%	2-3 months	12.5%	31.3%	14.1%	22.2%
20.4%	4-6 months	12.5%	12.5%	20.9%	20.7%
40.3%	Over 6 months	43.8%	12.5%	39.0%	41.7%

13. How did your stop at a Texas Travel Information Center influence this trip?

(Multiple answers)

50.5%	Saw More Attractions	46.7%	45.2%	48.0%	51.4%
49.2%	Saw More Cities/Areas	53.3%	41.9%	51.4%	48.9%
30.7%	More Recreation	33.3%	16.1%	31.6%	31.1%
23.9%	Did Not Influence My Trip	33.3%	38.7%	22.6%	23.4%
20.8%	Longer Stay	13.3%	19.4%	32.2%	18.2%
12.5%	Did More Shopping	13.3%	9.7%	10.2%	13.2%
12.0%	Ate Out More	6.7%	6.5%	10.2%	12.7%
6.0%	Saw More Theme Parks	6.7%	3.2%	5.1%	6.3%
2.1%	Stayed At More Hotels/Motels	0.0%	6.5%	3.4%	1.6%

14. In what type activities did you or your group participate on this trip in Texas?

(Multiple answers)

74.8%	Shopping	66.7%	80.7%	72.2%	75.3%
57.2%	Camping	66.7%	29.0%	61.4%	57.2%
55.5%	Historical Tours	66.7%	61.3%	64.2%	53.0%
50.1%	Museums - Historical	60.0%	54.8%	49.4%	49.8%
41.6%	Bird-watching	33.3%	25.8%	40.3%	42.7%
37.7%	Photography	40.0%	51.6%	41.5%	36.2%
28.9%	Hiking	6.7%	25.8%	32.4%	28.6%
26.9%	Fishing	26.7%	16.1%	20.5%	28.9%
25.0%	Museums - Art	46.7%	38.7%	22.7%	24.6%
24.8%	Festival/Fair	26.7%	35.5%	29.6%	23.2%
23.2%	Golf/Tennis	13.3%	9.7%	16.5%	25.5%
22.6%	Swimming	26.7%	41.9%	22.2%	21.9%
16.5%	Theater - Movie	20.0%	38.7%	19.3%	14.9%
10.9%	Boating	13.3%	9.7%	10.2%	11.0%
10.2%	Concert - Classical	20.0%	6.5%	10.2%	10.2%
9.6%	Rocks	6.7%	9.7%	11.4%	9.3%
9.0%	Rodeo	13.3%	6.5%	11.4%	8.5%
8.4%	Military Event	13.3%	9.7%	8.0%	8.3%
8.2%	Medical Treatment	6.7%	3.2%	10.8%	7.8%
8.1%	Sports Event	6.7%	19.4%	6.8%	7.9%
8.1%	Theater - Live	13.3%	3.2%	8.5%	8.1%
7.9%	Theme Park	13.3%	29.0%	8.5%	6.7%
7.3%	Livestock Show	13.3%	0.0%	9.1%	7.1%
6.7%	Business	20.0%	32.3%	8.5%	5.0%
5.9%	Concert - Pop/Rock/CW	6.7%	3.2%	4.6%	6.3%
2.8%	School/Seminar	6.7%	9.7%	4.0%	2.2%
1.3%	Convention	0.0%	6.5%	1.7%	1.1%
1.3%	Horse Riding	0.0%	6.5%	1.1%	1.2%
0.5%	Hunting	0.0%	3.2%	0.6%	0.4%
0.2%	Waterskiing	0.0%	0.0%	1.1%	0.0%

15. What did you enjoy about Texas?
(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
74.2%	Friendliness	52.9%	71.0%	75.1%	74.6%
66.1%	Good Highways	58.8%	51.6%	68.9%	66.1%
63.6%	Scenery	58.8%	67.7%	67.8%	62.6%
63.1%	Food	58.8%	61.3%	63.8%	63.1%
57.4%	Shopping	52.9%	64.5%	60.5%	56.4%
53.0%	Camping	64.7%	29.0%	56.5%	52.9%
51.6%	Beaches	41.2%	29.0%	40.7%	55.4%
48.5%	Wild Flowers	58.8%	67.7%	68.9%	42.6%
48.3%	Small Towns	47.1%	54.8%	54.8%	46.5%
42.0%	Historical Markers	35.3%	41.9%	49.7%	40.4%
40.9%	Museums - Historical	47.1%	41.9%	42.9%	40.2%
32.1%	Desert/Plains	29.4%	29.0%	44.1%	29.5%
23.2%	Fishing	29.4%	16.1%	19.8%	24.2%
23.2%	Mountains	17.7%	19.4%	36.2%	20.5%
21.9%	Festivals	23.5%	35.5%	27.1%	20.1%
20.4%	Forests	23.5%	22.6%	29.4%	18.2%
18.9%	Golf/Tennis	17.7%	9.7%	16.4%	19.9%
17.1%	Swimming	11.8%	38.7%	17.0%	16.3%
16.1%	Big Cities	11.8%	41.9%	20.3%	14.1%
15.4%	Museums - Art	17.7%	29.0%	13.0%	15.4%
15.4%	Resorts	5.9%	6.5%	16.4%	15.8%
8.1%	Concerts - Classical	23.5%	6.5%	9.6%	7.4%
7.9%	Boating	5.9%	9.7%	6.8%	8.1%
5.4%	Theater	23.5%	6.5%	5.7%	4.9%
5.2%	Theme Parks	11.8%	19.4%	8.5%	3.7%
4.7%	Nightlife	11.8%	19.4%	4.0%	4.1%
4.2%	Concerts - Rock/Pop/CW	5.9%	3.2%	1.7%	4.8%
3.2%	Ballet	0.0%	0.0%	4.0%	3.2%
3.1%	Sports - Amateur	0.0%	3.2%	5.1%	2.7%
3.0%	Dude Ranches	5.9%	3.2%	5.1%	2.4%
2.5%	Sports - Professional	5.9%	12.9%	2.3%	2.0%
0.8%	Sailing	0.0%	6.5%	1.1%	0.5%
0.2%	Waterskiing	0.0%	0.0%	1.1%	0.0%

16. List Texas cities/towns in which you spent time:

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	35.4%	San Antonio	1	25.0%	1	41.9%	1	40.4%	1	34.1%
2	22.3%	Brownsville	6	12.5%	6	16.1%	2	22.2%	3	22.8%
3	20.8%	Corpus Christi	6	12.5%	8	9.7%	10	13.5%	2	23.3%
4	19.8%	Harlingen	12	6.3%	8	9.7%	4	16.4%	5	21.3%
5	19.6%	Mc Allen	12	6.3%	12	6.5%	8	14.0%	4	21.7%
6	17.0%	Mission	4	18.8%	77	0.0%	10	13.5%	6	18.5%
7	16.9%	South Padre Island	4	18.8%	8	9.7%	8	14.0%	7	17.8%
8	15.3%	Houston	1	25.0%	2	35.5%	4	16.4%	8	13.9%
9	13.4%	Austin	12	6.3%	3	32.3%	4	16.4%	9	12.0%
10	12.0%	Dallas	6	12.5%	3	32.3%	7	14.6%	12	10.4%
11	11.0%	Galveston	12	6.3%	27	3.2%	13	11.1%	11	11.4%
12	10.6%	El Paso	12	6.3%	5	19.4%	12	12.9%	13	9.7%
13	10.1%	Del Rio	6	12.5%	27	3.2%	3	17.0%	14	8.8%
14	10.0%	Rockport	12	6.3%	77	0.0%	24	5.3%	10	11.7%
15	7.2%	Pharr	38	0.0%	77	0.0%	31	3.5%	15	8.5%
16	6.9%	Fredericksburg	38	0.0%	12	6.5%	15	7.0%	16	7.1%
17	6.3%	Waco	6	12.5%	12	6.5%	22	5.8%	17	6.3%
18	5.8%	Port Isabel	6	12.5%	27	3.2%	15	7.0%	20	5.4%
19	5.7%	Donna	12	6.3%	77	0.0%	22	5.8%	18	5.8%
20	5.6%	Fort Worth	1	25.0%	6	16.1%	15	7.0%	25	4.3%
20	5.6%	Laredo	38	0.0%	27	3.2%	14	9.4%	21	4.9%
22	5.2%	Weslaco	38	0.0%	77	0.0%	25	4.1%	18	5.8%
23	5.1%	Fort Stockton	12	6.3%	27	3.2%	15	7.0%	23	4.7%
24	4.7%	New Braunfels	12	6.3%	27	3.2%	19	6.4%	25	4.3%
25	4.2%	Johnson City	38	0.0%	27	3.2%	19	6.4%	30	3.8%
25	4.2%	Kerrville	38	0.0%	77	0.0%	40	2.3%	21	4.9%
27	4.1%	Port Aransas	38	0.0%	27	3.2%	34	2.9%	24	4.5%
28	4.0%	Bandera	38	0.0%	27	3.2%	25	4.1%	29	4.0%
29	3.8%	Kingsville	12	6.3%	77	0.0%	34	2.9%	27	4.2%
30	3.6%	Big Bend National Park	38	0.0%	77	0.0%	40	2.3%	27	4.2%

17. List theme parks, museums, events, historic sites, state parks and points of interest visited in Texas:
(Multiple answers)

(Top 50 Attractions Listed)

Annual		Attraction	Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	23.5%	Alamo	14	0.0%	1	21.7%	1	27.5%	1	23.0%
2	17.0%	Bentsen R.G. Val. St. Pk.	14	0.0%	9	4.3%	5	11.7%	2	19.2%
3	16.3%	Big Bend National Park	1	25.0%	44	0.0%	1	27.5%	5	14.2%
4	15.6%	South Padre Island	1	25.0%	9	4.3%	3	20.0%	4	14.8%
5	15.2%	C. A. F. Flying Museum	14	0.0%	3	8.7%	8	9.2%	3	17.3%
6	13.2%	LBJ Natl. Historical Pk.	14	0.0%	9	4.3%	4	14.2%	6	13.6%
7	11.6%	San Antonio River Walk	14	0.0%	44	0.0%	5	11.7%	8	12.3%
8	11.0%	Padre Is. Natl. Seashore	14	0.0%	9	4.3%	18	4.2%	7	13.2%
9	8.7%	Santa Ana N. W'lfe Ref.	14	0.0%	44	0.0%	8	9.2%	9	9.2%
10	8.1%	Gladys Porter Zoo	14	0.0%	9	4.3%	8	9.2%	10	8.1%
11	7.5%	Falcon State Rec. Pk.	14	0.0%	44	0.0%	13	6.7%	10	8.1%
12	7.3%	Sea World	1	25.0%	9	4.3%	12	8.3%	14	6.9%
13	6.8%	Aransas N. W'lfe Ref.	14	0.0%	44	0.0%	18	4.2%	12	7.9%
14	6.7%	Goose Island St. Pk.	14	0.0%	44	0.0%	25	3.3%	12	7.9%
15	5.9%	King Ranch	14	0.0%	44	0.0%	18	4.2%	15	6.7%
16	5.4%	Adm. Nimitz St. Hist. Site	14	0.0%	44	0.0%	13	6.7%	17	5.4%
16	5.4%	Mustang Island St. Pk.	14	0.0%	44	0.0%	32	2.5%	16	6.5%
18	5.2%	San Antonio Missions	14	0.0%	9	4.3%	7	10.0%	21	4.2%
19	4.6%	Ft. Davis Natl. Hist. Site	14	0.0%	44	0.0%	8	9.2%	22	3.8%
19	4.6%	NASA	14	0.0%	3	8.7%	16	5.0%	20	4.4%
21	4.4%	Amistad Reservoir	14	0.0%	9	4.3%	25	3.3%	18	4.8%
22	4.1%	Iwo Jima War Mem.	14	0.0%	9	4.3%	32	2.5%	19	4.6%
23	3.8%	Capitol Complex	14	0.0%	2	13.0%	13	6.7%	27	2.7%
24	3.7%	LBJ Library & Museum	14	0.0%	44	0.0%	18	4.2%	22	3.8%
25	3.5%	Los Ebanos Ferry	14	0.0%	44	0.0%	16	5.0%	24	3.3%
26	3.2%	Goliad State Park	14	0.0%	44	0.0%	25	3.3%	24	3.3%
27	2.7%	Lag. Atas. N. W'lfe Ref.	14	0.0%	44	0.0%	25	3.3%	27	2.7%
28	2.5%	Choke Canyon St. Pk.	14	0.0%	44	0.0%	61	0.8%	26	3.1%
28	2.5%	Galveston Island Beach	14	0.0%	44	0.0%	32	2.5%	27	2.7%
30	2.4%	S. J. Battleground St. Pk.	14	0.0%	9	4.3%	32	2.5%	30	2.3%
31	2.1%	Canyon Lake	14	0.0%	3	8.7%	61	0.8%	32	2.1%
31	2.1%	Mc Donald Observatory	14	0.0%	44	0.0%	18	4.2%	41	1.7%
31	2.1%	Port Isabel Lighthouse	4	12.5%	44	0.0%	25	3.3%	41	1.7%
31	2.1%	Seminole Canyon St. Pk.	14	0.0%	9	4.3%	32	2.5%	35	1.9%
31	2.1%	Tx. Ranger H. Fame Mus.	14	0.0%	44	0.0%	25	3.3%	35	1.9%
36	1.9%	Davis Mountains St. Pk.	14	0.0%	44	0.0%	61	0.8%	30	2.3%
36	1.9%	Guad. Mnts. Natl. Pk.	14	0.0%	9	4.3%	32	2.5%	41	1.7%
36	1.9%	Hidalgo Cty. Hist. Mus.	14	0.0%	9	4.3%	32	2.5%	41	1.7%
39	1.7%	Fort Stockton	14	0.0%	44	0.0%	61	0.8%	32	2.1%
39	1.7%	La Lomita Chapel	14	0.0%	44	0.0%	46	1.7%	35	1.9%
39	1.7%	Lake Corpus Christi	14	0.0%	44	0.0%	61	0.8%	32	2.1%
42	1.6%	Enchanted Rock St. Pk.	14	0.0%	9	4.3%	32	2.5%	49	1.3%
42	1.6%	Lone Star Brewery	14	0.0%	44	0.0%	32	2.5%	46	1.5%
42	1.6%	San Antonio Zoo	14	0.0%	44	0.0%	32	2.5%	46	1.5%
45	1.4%	Balmorhea St. Rec. Pk.	14	0.0%	44	0.0%	32	2.5%	49	1.3%
45	1.4%	Fulton House St. Hist. Struc.	14	0.0%	44	0.0%	138	0.0%	35	1.9%
45	1.4%	Galveston Island St. Pk.	14	0.0%	44	0.0%	46	1.7%	46	1.5%
45	1.4%	Kerrville State Park	14	0.0%	44	0.0%	61	0.8%	41	1.7%
45	1.4%	Mc Allen Intl. Museum	14	0.0%	44	0.0%	138	0.0%	35	1.9%
45	1.4%	Southfork Ranch	14	0.0%	44	0.0%	138	0.0%	35	1.9%

TEXAS AUTO VISITOR SURVEY

Responses from International Short-Term Visitors

1990 FALL REPORT

(Sep. '90 - Nov. '90)

1. Where do you live?

Annual			Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.	Nation	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	43.7%	Canada	3	20.7%	3	14.9%	1	40.1%	1	68.5%
2	14.9%	England	1	24.4%	1	20.8%	3	14.4%	2	9.7%
3	13.8%	West Germany	2	23.2%	2	17.5%	2	16.4%	3	6.7%
4	5.2%	Switzerland	4	4.9%	6	5.2%	5	6.4%	4	4.0%
5	4.4%	Netherlands	4	4.9%	5	6.5%	4	7.4%	12	0.3%
6	4.1%	Australia	4	4.9%	4	7.8%	6	3.7%	5	2.3%
7	2.3%	France	4	4.9%	7	3.9%	7	1.7%	7	1.3%
8	1.3%	Denmark	16	0.0%	7	3.9%	8	1.3%	12	0.3%
9	1.2%	New Zealand	9	1.2%	16	0.6%	11	0.7%	6	2.0%
10	1.1%	Austria	16	0.0%	9	3.2%	11	0.7%	8	0.7%
10	1.1%	Sweden	16	0.0%	11	1.9%	8	1.3%	8	0.7%
12	1.0%	Belgium	9	1.2%	10	2.6%	10	1.0%	20	0.0%
13	0.8%	Ireland	8	3.7%	11	1.9%	17	0.3%	20	0.0%
14	0.6%	Finland	16	0.0%	16	0.6%	11	0.7%	8	0.7%
14	0.6%	Japan	9	1.2%	13	1.3%	11	0.7%	20	0.0%
16	0.5%	Italy	9	1.2%	13	1.3%	24	0.0%	12	0.3%
17	0.2%	China	16	0.0%	25	0.0%	11	0.7%	20	0.0%
17	0.2%	Indonesia	16	0.0%	25	0.0%	11	0.7%	20	0.0%
17	0.2%	Norway	16	0.0%	13	1.3%	24	0.0%	20	0.0%
17	0.2%	Philippines	16	0.0%	16	0.6%	24	0.0%	12	0.3%
17	0.2%	South Africa	16	0.0%	25	0.0%	24	0.0%	8	0.7%
17	0.2%	Taiwan	16	0.0%	16	0.6%	24	0.0%	12	0.3%
23	0.1%	Bahamas	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	Bermuda	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	Brazil	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	Chile	16	0.0%	25	0.0%	24	0.0%	12	0.3%
23	0.1%	Ecuador	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	Hong Kong	16	0.0%	16	0.6%	24	0.0%	20	0.0%
23	0.1%	Iceland	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	India	16	0.0%	16	0.6%	24	0.0%	20	0.0%
23	0.1%	Liechtenstein	9	1.2%	25	0.0%	24	0.0%	20	0.0%
23	0.1%	Netherlands Antilles	9	1.2%	25	0.0%	24	0.0%	20	0.0%
23	0.1%	Pakistan	16	0.0%	16	0.6%	24	0.0%	20	0.0%
23	0.1%	Panama	16	0.0%	16	0.6%	24	0.0%	20	0.0%
23	0.1%	Peru	16	0.0%	25	0.0%	24	0.0%	12	0.3%
23	0.1%	Singapore	16	0.0%	25	0.0%	24	0.0%	12	0.3%
23	0.1%	Spain	9	1.2%	25	0.0%	24	0.0%	20	0.0%
23	0.1%	Wales	16	0.0%	25	0.0%	17	0.3%	20	0.0%
23	0.1%	Zambia	16	0.0%	16	0.6%	24	0.0%	20	0.0%

Mexico is not included.

2. Age of visitors:

Annual		Fall '90	Summer '90	Spring '90	Winter '90
5.1%	Under 18	2.5%	10.2%	3.5%	4.6%
9.4%	18-24	11.8%	17.4%	5.9%	8.1%
16.0%	25-34	21.7%	24.9%	15.9%	10.1%
13.4%	35-44	13.7%	16.0%	13.3%	12.2%
17.9%	45-54	26.1%	19.3%	15.9%	17.1%
23.6%	55-64	13.7%	8.6%	28.1%	29.4%
14.6%	65 Plus	10.6%	3.6%	17.4%	18.6%

3. Main reasons for stopping at a Texas Travel Information Center:

(Multiple answers)

83.1%	Maps	81.7%	80.9%	84.5%	83.3%
48.5%	Historic Sites	52.4%	51.3%	46.3%	48.3%
47.7%	City/Towns	52.4%	61.8%	44.6%	42.2%
33.0%	National Parks	39.0%	32.2%	35.8%	28.9%
26.8%	State Parks	25.6%	22.4%	27.7%	28.6%
24.5%	Travel Break	13.4%	20.4%	25.7%	28.6%
24.0%	Museums	20.7%	26.3%	24.7%	23.1%
22.9%	Routing	19.5%	21.7%	26.7%	20.8%
22.3%	Lodgings	20.7%	23.0%	23.0%	21.8%
22.1%	Campgrounds	15.9%	13.2%	19.6%	31.0%
19.2%	Special Events	15.9%	25.7%	20.6%	15.3%
17.7%	RV Parks	7.3%	1.3%	17.6%	29.3%
9.6%	Restaurants	9.8%	8.6%	9.5%	10.2%
4.7%	Theme Parks	4.9%	4.0%	4.1%	5.8%

4. Purpose of this Texas trip:

(Multiple answers)

83.1%	Vacation/Leisure	85.2%	81.7%	83.2%	83.1%
26.7%	Visit Family/Friends	28.4%	40.5%	23.5%	22.3%
19.1%	Just Passing Through	14.8%	17.7%	15.8%	24.3%
5.8%	Work/Business	9.9%	6.5%	5.4%	4.7%
3.5%	Other	0.0%	3.9%	3.7%	4.1%
2.8%	Day Trip Only	1.2%	4.6%	2.4%	2.7%
2.5%	Convention	2.5%	2.0%	3.4%	2.0%
2.2%	Moving to Texas	4.9%	2.0%	3.0%	0.7%

5. What type accommodations used?

(Multiple answers)

56.6%	Motel	62.3%	54.1%	60.5%	52.3%
21.9%	Hotel	33.8%	21.0%	23.1%	17.9%
18.4%	Private Home	24.7%	33.8%	14.0%	13.3%
15.0%	Motor Home	11.7%	3.4%	16.3%	20.7%
7.0%	Travel Trailer	2.6%	1.4%	7.1%	10.9%
5.7%	Tent Camping	7.8%	14.9%	3.1%	3.2%
4.9%	Van Camper	1.3%	2.0%	4.1%	8.1%
3.2%	Apartment/Condo	6.5%	2.0%	3.1%	3.2%
2.5%	Hostel	2.6%	4.7%	1.7%	2.1%
2.4%	Bed & Breakfast	5.2%	2.7%	2.0%	1.8%
1.4%	Military Base	1.3%	2.0%	2.0%	0.4%
1.1%	Pickup Camper	0.0%	0.0%	1.4%	1.8%

6. Mode of transportation this trip:
(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
35.4%	Private Auto	26.6%	44.2%	30.3%	38.4%
32.9%	Rental Auto	54.4%	43.5%	36.7%	17.7%
27.4%	Airline	39.2%	35.7%	28.2%	19.1%
14.9%	Motor Home	7.6%	2.0%	16.7%	21.8%
7.6%	Van	2.5%	2.6%	7.8%	11.2%
4.1%	Tour Bus	6.3%	1.3%	4.8%	4.4%
3.5%	Pickup	1.3%	1.3%	4.1%	4.8%
3.3%	Pickup/Camper	0.0%	0.0%	3.7%	5.4%
2.4%	Bus Line	3.8%	6.5%	1.7%	0.7%
2.1%	Rental RV	2.5%	2.6%	2.4%	1.4%
0.9%	Boat	3.8%	0.7%	0.7%	0.3%
0.6%	Motorcycle	0.0%	1.3%	0.3%	0.7%
0.6%	Train	0.0%	2.6%	0.3%	0.0%
0.4%	Truck (heavy duty)	0.0%	0.0%	0.0%	1.0%
0.0%	Private Plane	0.0%	0.0%	0.0%	0.0%

7. Total miles in Texas this trip?

2.3%	100 or less	7.5%	2.0%	1.4%	1.8%
4.5%	101-300	6.3%	6.7%	2.1%	5.2%
7.3%	301-500	5.0%	10.1%	6.3%	7.3%
12.6%	501-800	15.0%	12.8%	12.3%	12.2%
18.6%	801-1,000	15.0%	22.8%	18.7%	17.5%
21.8%	1,001-1,500	20.0%	20.1%	23.2%	21.7%
15.6%	1,501-2,000	8.8%	12.8%	18.0%	16.8%
17.3%	2,001 plus	22.5%	12.8%	18.0%	17.5%

8. How many nights in Texas this trip?

2.4%	0	5.6%	3.1%	0.8%	2.8%
3.4%	1	1.4%	2.3%	4.3%	3.6%
6.9%	2	6.9%	7.7%	5.9%	7.6%
7.8%	3	9.7%	10.8%	9.4%	4.0%
7.9%	4	5.6%	10.8%	6.3%	8.8%
7.5%	5	8.3%	6.9%	6.3%	8.8%
5.4%	6	5.6%	5.4%	4.3%	6.4%
5.8%	7	4.2%	6.2%	6.3%	5.6%
5.2%	8	6.9%	6.2%	5.1%	4.4%
4.2%	9	2.8%	4.6%	5.5%	3.2%
5.9%	10	6.9%	5.4%	5.1%	6.8%
17.8%	11-15	23.6%	16.2%	17.7%	17.2%
7.4%	16-20	4.2%	7.7%	9.1%	6.4%
7.5%	21-25	5.6%	5.4%	8.7%	8.0%
4.7%	26-30	2.8%	1.5%	5.1%	6.4%

9. Expenses and time spent in Texas on this trip?

Approximate dollars spent in Texas on this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
25.3%	Lodging	25.7%	20.5%	23.8%	29.7%
22.2%	Food	18.7%	20.2%	22.5%	24.4%
19.2%	Shopping	20.0%	16.7%	22.1%	16.8%
10.8%	Fuel/Auto Repairs	7.2%	6.4%	9.7%	16.0%
10.0%	Rental Car	17.3%	13.3%	11.3%	3.8%
4.9%	Entertainment	4.6%	6.1%	4.4%	4.8%
4.6%	Fares: Air/Taxi/Bus	4.8%	11.0%	3.7%	2.0%
3.0%	Other	1.7%	5.8%	2.6%	2.6%
11.0 Days	Avg. Time Spent in Texas	10.3 Days	9.6 Days	11.4 Days	11.4 Days
2.2	Avg. No. People per Party	2.0	2.3	2.3	2.3
	Avg. Expenditures:				
\$ 1,000	Per Party Per Trip	\$ 1,221	\$ 948	\$ 1,058	\$ 905
\$ 91	Per Day Per Party	\$ 118	\$ 99	\$ 93	\$ 79
\$ 41	Per Person Per Day	\$ 59	\$ 44	\$ 41	\$ 35

10. What influenced your decision to visit Texas?

(Multiple answers)

39.1%	Friends/Family	40.0%	51.0%	36.4%	35.3%
25.1%	Passing Through	22.5%	22.9%	21.7%	30.5%
21.2%	Previous Trip	15.0%	15.7%	24.1%	22.8%
19.9%	Word of Mouth	13.8%	19.0%	17.8%	24.2%
17.8%	Brochures	18.8%	13.1%	25.2%	12.8%
16.5%	None of the Above	22.5%	13.7%	16.1%	16.6%
5.8%	Magazine Ad	6.3%	2.6%	7.7%	5.5%
2.5%	TV Ad	2.5%	3.9%	3.5%	0.7%
1.4%	Newspaper Ad	1.3%	2.0%	1.1%	1.4%
0.7%	Billboards	1.3%	0.7%	1.1%	0.4%
0.2%	Radio Ad	1.3%	0.0%	0.4%	0.0%

11. Was information for this trip obtained in advance or after you left home?

(Multiple answers)

If in advance (ordered from):

67.9%	Auto Club/Travel Agent	51.1%	69.5%	68.5%	71.8%
30.8%	State Tourist Office	42.2%	30.5%	28.8%	29.5%
8.8%	City/Town	8.9%	6.8%	11.0%	7.4%
6.8%	Lodging	4.4%	10.2%	8.2%	4.7%
6.3%	Regional Chamber	8.9%	5.1%	7.5%	4.7%
2.0%	Theme Park	6.7%	0.0%	2.1%	1.3%

If after you left home:

90.1%	Highway Info Center	80.8%	90.5%	89.9%	92.6%
27.3%	In City/Town	30.8%	27.6%	29.3%	24.3%
17.1%	At Lodging	19.2%	16.2%	17.2%	16.8%
5.0%	Travel Agent	5.8%	7.6%	4.6%	4.0%
1.8%	At Theme Park	0.0%	1.0%	2.5%	2.0%

12. How many weeks or months in advance did you plan this trip?

Annual		Fall '90	Summer '90	Spring '90	Winter '90
9.5%	1 week or less	7.5%	13.6%	8.1%	9.3%
10.0%	2-3 weeks	7.5%	11.0%	9.8%	10.3%
13.6%	1 month	20.0%	13.6%	9.8%	15.8%
26.4%	2-3 months	21.3%	31.2%	29.3%	22.3%
18.6%	4-6 months	22.5%	14.9%	20.5%	17.5%
22.0%	Over 6 months	21.3%	15.6%	22.6%	25.0%

13. How did your stop at a Texas Travel Information Center influence this trip?

(Multiple answers)

		Fall '90	Summer '90	Spring '90	Winter '90
49.4%	Saw More Attractions	49.4%	51.7%	51.1%	46.5%
45.1%	Saw More Cities/Areas	40.7%	43.5%	44.4%	47.9%
24.3%	Did Not Influence My Trip	22.2%	26.2%	24.1%	24.0%
23.4%	Longer Stay	12.4%	19.3%	24.1%	27.8%
16.3%	More Recreation	18.5%	15.9%	17.5%	14.6%
9.8%	Did More Shopping	8.6%	11.0%	10.1%	9.0%
8.1%	Saw More Theme Parks	9.9%	6.9%	10.1%	6.3%
6.0%	Stayed At More Hotels/Motels	7.4%	9.0%	5.9%	4.2%
5.0%	Ate Out More	2.5%	6.2%	6.3%	3.8%

14. In what type activities did you or your group participate on this trip in Texas?

(Multiple answers)

		Fall '90	Summer '90	Spring '90	Winter '90
64.6%	Shopping	62.5%	62.0%	66.9%	64.2%
55.9%	Historical Tours	62.5%	53.3%	57.8%	53.4%
53.1%	Museums - Historical	52.5%	49.3%	54.4%	54.1%
51.6%	Photography	55.0%	51.3%	55.8%	46.6%
27.0%	Camping	20.0%	17.3%	24.4%	36.9%
22.5%	Bird-watching	12.5%	12.7%	27.2%	25.8%
21.4%	Museums - Art	18.8%	20.7%	21.3%	22.6%
19.7%	Swimming	25.0%	40.7%	17.4%	9.3%
18.5%	Hiking	17.5%	13.3%	19.5%	20.4%
13.1%	Theme Park	20.0%	16.7%	12.5%	9.7%
10.7%	Rodeo	12.5%	13.3%	10.8%	8.6%
10.3%	Festival/Fair	15.0%	12.0%	10.5%	7.9%
8.7%	Rocks	10.0%	4.0%	10.8%	8.6%
7.8%	Theater - Movie	7.5%	9.3%	6.6%	8.2%
7.5%	Business	7.5%	10.0%	5.6%	8.2%
6.5%	Boating	7.5%	6.7%	8.4%	4.3%
4.9%	Livestock Show	7.5%	0.7%	3.8%	7.5%
4.8%	Golf/Tennis	1.3%	1.3%	6.3%	6.1%
4.6%	Concert - Pop/Rock/CW	7.5%	4.7%	5.9%	2.5%
4.5%	Sports Event	6.3%	8.0%	3.1%	3.6%
3.3%	Convention	2.5%	3.3%	3.5%	3.2%
3.3%	Fishing	5.0%	4.0%	2.8%	2.9%
2.8%	Concert - Classical	5.0%	1.3%	2.4%	3.2%
2.6%	Military Event	2.5%	3.3%	3.8%	1.1%
2.5%	Theater - Live	0.0%	4.0%	1.4%	3.6%
2.0%	Horse Riding	2.5%	2.7%	3.1%	0.4%
1.9%	School/Seminar	2.5%	4.0%	1.1%	1.4%
1.0%	Medical Treatment	0.0%	1.3%	1.4%	0.7%
0.8%	Waterskiing	1.3%	2.7%	0.4%	0.0%
0.6%	Hunting	0.0%	0.0%	1.1%	0.7%

15. What did you enjoy about Texas?
(Multiple answers)

Annual		Fall '90	Summer '90	Spring '90	Winter '90
75.0%	Friendliness	74.4%	74.5%	76.0%	74.4%
59.3%	Good Highways	58.5%	45.8%	61.5%	64.5%
56.9%	Scenery	58.5%	51.6%	59.5%	56.7%
49.0%	Food	48.8%	54.3%	49.1%	46.1%
45.9%	Shopping	48.8%	44.4%	49.8%	42.0%
44.6%	Historical Markers	50.0%	47.1%	45.0%	41.3%
40.7%	Small Towns	37.8%	35.3%	44.7%	40.3%
39.9%	Museums - Historical	42.7%	39.9%	41.2%	37.9%
39.2%	Desert/Plains	35.4%	28.8%	48.1%	36.9%
33.6%	Big Cities	30.5%	44.4%	38.5%	23.9%
31.6%	Mountains	31.7%	21.6%	37.8%	30.7%
29.1%	Wild Flowers	19.5%	18.3%	53.3%	13.3%
23.7%	Camping	13.4%	13.1%	24.1%	31.7%
22.8%	Beaches	19.5%	19.6%	20.3%	28.0%
19.0%	Forests	23.2%	19.6%	21.3%	15.4%
14.3%	Swimming	19.5%	31.4%	10.7%	7.5%
14.0%	Museums - Art	13.4%	15.7%	14.4%	13.0%
9.6%	Theme Parks	14.6%	13.7%	9.3%	6.5%
8.3%	Nightlife	13.4%	15.7%	6.5%	4.8%
7.9%	Festivals	7.3%	11.8%	8.6%	5.5%
6.6%	Resorts	7.3%	5.9%	6.9%	6.5%
5.7%	Dude Ranches	6.1%	3.9%	9.3%	3.1%
4.3%	Boating	7.3%	4.6%	3.8%	3.8%
3.8%	Concerts - Rock/Pop/CW	7.3%	5.2%	4.1%	1.7%
3.8%	Golf/Tennis	2.4%	2.0%	4.5%	4.4%
2.9%	Theater	1.2%	4.6%	2.4%	3.1%
2.8%	Fishing	3.7%	3.3%	3.4%	1.7%
2.2%	Sports - Professional	1.2%	4.6%	1.7%	1.7%
1.8%	Sports - Amateur	2.4%	3.3%	1.0%	1.7%
1.5%	Concerts - Classical	1.2%	0.7%	2.1%	1.4%
0.7%	Sailing	1.2%	0.7%	1.0%	0.3%
0.6%	Waterskiing	1.2%	1.3%	0.3%	0.3%
0.5%	Ballet	0.0%	0.0%	1.4%	0.0%

16. List Texas cities/towns in which you spent time:

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
City/Town									
1	59.0%	1	60.0%	1	55.9%	1	63.8%	1	55.5%
2	38.7%	4	38.8%	2	40.8%	2	41.8%	2	34.5%
3	32.7%	2	42.5%	3	39.5%	3	35.5%	4	23.5%
4	29.7%	3	41.3%	4	38.8%	4	27.7%	4	23.5%
5	26.5%	5	20.0%	5	21.1%	5	25.5%	3	32.4%
6	17.4%	9	12.5%	6	14.5%	6	16.7%	6	21.0%
7	15.0%	7	16.3%	9	9.2%	7	16.3%	7	16.4%
8	13.8%	6	18.8%	7	13.8%	9	13.8%	8	12.5%
9	11.7%	17	5.0%	8	11.2%	8	15.2%	10	10.3%
10	10.6%	7	16.3%	9	9.2%	10	11.3%	13	8.9%
11	7.2%	10	11.3%	12	7.2%	11	7.4%	15	5.7%
12	7.0%	12	10.0%	9	9.2%	11	7.4%	17	4.6%
13	6.9%	13	8.8%	18	2.6%	13	6.4%	12	9.3%
14	6.5%	82	0.0%	18	2.6%	16	5.3%	9	11.7%
15	5.7%	28	2.5%	23	2.0%	18	4.6%	11	9.6%
16	4.7%	17	5.0%	23	2.0%	13	6.4%	19	4.3%
17	4.2%	17	5.0%	23	2.0%	15	6.0%	27	3.2%
17	4.2%	22	3.8%	13	5.3%	20	3.9%	22	3.9%
17	4.2%	10	11.3%	18	2.6%	22	3.2%	22	3.9%
20	3.9%	41	1.3%	108	0.0%	19	4.3%	14	6.4%
21	3.8%	17	5.0%	108	0.0%	17	5.0%	19	4.3%
22	3.3%	14	7.5%	14	4.6%	26	2.5%	34	2.1%
23	3.1%	15	6.3%	16	3.3%	29	2.1%	27	3.2%
24	2.8%	22	3.8%	23	2.0%	24	2.8%	30	2.8%
24	2.8%	82	0.0%	23	2.0%	22	3.2%	24	3.6%
24	2.8%	28	2.5%	32	1.3%	24	2.8%	24	3.6%
27	2.6%	41	1.3%	108	0.0%	20	3.9%	27	3.2%
27	2.6%	82	0.0%	108	0.0%	29	2.1%	16	5.3%
29	2.4%	28	2.5%	23	2.0%	38	1.4%	24	3.6%
30	2.1%	15	6.3%	16	3.3%	29	2.1%	80	0.4%

17. List theme parks, museums, events, historic sites, state parks and points of interest visited in Texas:
(Multiple answers)

(Top 50 Attractions Listed)

Annual		Attraction	Fall '90		Summer '90		Spring '90		Winter '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	41.4%	Alamo	1	51.7%	1	38.3%	1	39.6%	1	42.1%
2	22.0%	Big Bend National Park	2	25.0%	6	11.7%	2	29.2%	2	19.5%
3	19.1%	Capitol Complex	3	21.7%	2	26.7%	3	19.3%	3	13.2%
4	16.5%	San Antonio River Walk	5	18.3%	3	20.0%	4	17.5%	4	12.6%
5	16.2%	NASA	3	21.7%	4	19.2%	5	16.0%	4	12.6%
6	7.9%	Southfork Ranch	7	8.3%	7	9.2%	8	7.5%	6	7.4%
7	7.2%	Guad. Mnts. Natl. Pk.	28	3.3%	20	2.5%	6	11.8%	9	6.3%
8	6.5%	Ft. Davis Natl. Hist. Site	6	11.7%	17	3.3%	10	6.6%	8	6.8%
9	6.2%	Sea World	19	5.0%	5	14.2%	20	3.8%	16	4.2%
10	5.8%	LBJ Natl. Historical Pk.	10	6.7%	17	3.3%	7	9.0%	18	3.7%
11	5.2%	JFK Memorials	10	6.7%	20	2.5%	16	4.2%	6	7.4%
11	5.2%	San Antonio Missions	28	3.3%	9	5.8%	16	4.2%	9	6.3%
11	5.2%	South Padre Island	109	0.0%	20	2.5%	9	7.1%	9	6.3%
14	4.8%	Padre Is. Natl. Seashore	109	0.0%	9	5.8%	16	4.2%	9	6.3%
15	4.6%	Astrodomain	19	5.0%	15	4.2%	10	6.6%	26	2.6%
16	4.3%	Palo Duro Canyon St. Pk.	19	5.0%	12	5.0%	13	4.7%	22	3.2%
17	4.0%	Ft. Worth Stockyards	10	6.7%	36	1.7%	20	3.8%	14	4.7%
17	4.0%	S. J. Battleground St. Pk.	7	8.3%	15	4.2%	13	4.7%	41	1.6%
17	4.0%	Seminole Canyon St. Pk.	19	5.0%	17	3.3%	13	4.7%	22	3.2%
20	3.8%	LBJ Library & Museum	10	6.7%	20	2.5%	27	2.4%	13	5.3%
21	3.4%	Amistad Reservoir	19	5.0%	134	0.0%	16	4.2%	16	4.2%
21	3.4%	IMAX Theatre	28	3.3%	9	5.8%	36	1.9%	18	3.7%
23	3.1%	King Ranch	109	0.0%	134	0.0%	12	5.2%	18	3.7%
23	3.1%	Natural Bridge Caverns	7	8.3%	54	0.8%	23	2.8%	22	3.2%
23	3.1%	Tx. Ranger H. Fame Mus.	10	6.7%	54	0.8%	36	1.9%	14	4.7%
23	3.1%	U. T. At Austin	28	3.3%	8	7.5%	27	2.4%	52	1.1%
27	2.4%	Mc Donald Observatory	109	0.0%	36	1.7%	22	3.3%	26	2.6%
27	2.4%	Six Flags Over Texas	28	3.3%	12	5.0%	27	2.4%	79	0.5%
29	2.2%	Mustang Island St. Pk.	42	1.7%	36	1.7%	27	2.4%	26	2.6%
30	2.1%	Falcon State Rec. Pk.	109	0.0%	134	0.0%	23	2.8%	22	3.2%
30	2.1%	Institute Texan Cultures	19	5.0%	20	2.5%	50	0.9%	34	2.1%
32	1.9%	Adm. Nimitz St. Hist. Site	28	3.3%	54	0.8%	36	1.9%	34	2.1%
32	1.9%	Aransas N. W'lfe Ref.	42	1.7%	134	0.0%	27	2.4%	26	2.6%
32	1.9%	Caverns Of Sonora	10	6.7%	54	0.8%	50	0.9%	34	2.1%
35	1.7%	Alamo Village	28	3.3%	54	0.8%	50	0.9%	26	2.6%
35	1.7%	C. A. F. Flying Museum	109	0.0%	134	0.0%	27	2.4%	26	2.6%
35	1.7%	Fort Stockton	42	1.7%	134	0.0%	23	2.8%	41	1.6%
35	1.7%	Galveston Island Beach	42	1.7%	20	2.5%	40	1.4%	41	1.6%
35	1.7%	Houston Mus. Of Fine Arts	28	3.3%	20	2.5%	83	0.5%	34	2.1%
35	1.7%	Lake Travis	28	3.3%	36	1.7%	27	2.4%	79	0.5%
35	1.7%	Lone Star Brewery	42	1.7%	134	0.0%	23	2.8%	41	1.6%
35	1.7%	Monahans Sandhills St. Pk.	10	6.7%	36	1.7%	50	0.9%	52	1.1%
35	1.7%	San Antonio Zoo	109	0.0%	54	0.8%	50	0.9%	18	3.7%
44	1.5%	Astroworld	42	1.7%	12	5.0%	50	0.9%	143	0.0%
44	1.5%	Davis Mountains St. Pk.	109	0.0%	36	1.7%	27	2.4%	52	1.1%
44	1.5%	Governors Mansion	19	5.0%	20	2.5%	83	0.5%	52	1.1%
47	1.4%	Bentsen R.G. Val. St. Pk.	109	0.0%	134	0.0%	40	1.4%	26	2.6%
47	1.4%	Enchanted Rock St. Pk.	42	1.7%	54	0.8%	36	1.9%	52	1.1%
47	1.4%	Tower Of The Americas	42	1.7%	54	0.8%	27	2.4%	79	0.5%
50	1.2%	Aquarena Springs	10	6.7%	54	0.8%	83	0.5%	79	0.5%