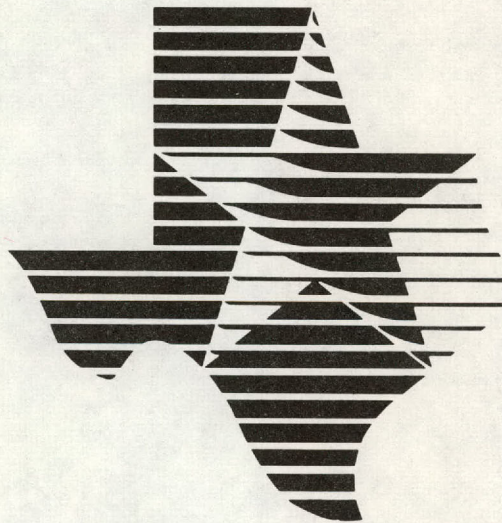


H1473.8
V824cs
1990
Winter

ANNUAL TEXAS AUTO VISITOR SURVEY

1990 WINTER REPORT



Government Publications
Texas State Documents

JAN 25 1991 *pe*

Depository
Dallas Public Library

Travel & Information Division
State Department of Highways and Public Transportation
36th & Jackson Austin, Texas 78731

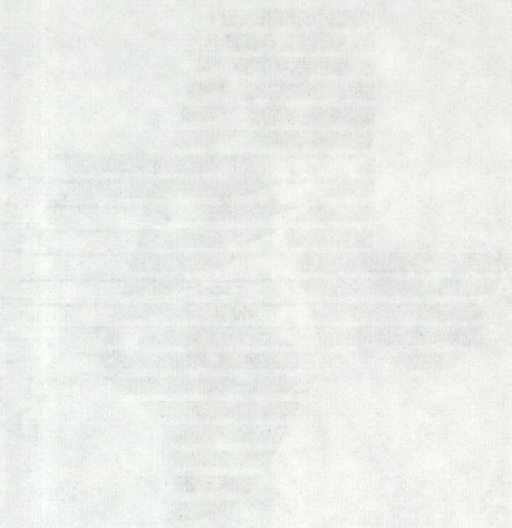
TEXAS AUTOMOBILE
SURVEY

1990 WINTER REPORT

Government Publications
Texas State Documents

JAN 2 1991

Depository
Dallas Public Library



State Department of Transportation

State Department of Transportation

State Department of Transportation

Annual Texas Auto Visitor Survey

Statistics reported in this survey were compiled from questionnaires returned by 12,103 out-of-state or foreign travel parties who visited one of the state's 12 Texas Travel Information Centers during the Winter quarter of 1990, or Fall, Summer, or Spring quarters of the 1989 travel season, March, 1989 through February, 1990. Winter quarter figures reflect travel from December, 1989 - February, 1990; Fall quarter from September - November, 1989; Summer quarter from June - August, 1989; and Spring quarter from March - May, 1989.

Short-Term visitors are those who stayed 30 days or less. Long-Term visitors stayed more than 30 days. Due to a very small statistical base, data are not reported in this report for the Foreign Long-Term visitor.

A revised questionnaire was distributed beginning December 1, 1989. Additional response categories pertaining to the exact number of days spent in Texas by Long-Term visitors were incorporated into the survey. These data are reported with an asterisk (*).

All calculations in the Annual column are based on actual survey counts and are not averages of previous quarters. 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 - March 20, 1990

ANNUAL TEXAS AUTO VISITOR SURVEY

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

1990 WINTER REPORT

(Dec. '89 - Feb. '90)

1. Where do you live?

| Annual | | State | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|----------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 11.5% | Oklahoma | 2 | 7.8% | 1 | 10.4% | 1 | 14.9% | 1 | 12.1% |
| 2 | 8.2% | California | 3 | 6.6% | 2 | 10.1% | 3 | 6.7% | 2 | 8.4% |
| 3 | 6.7% | Louisiana | 1 | 12.6% | 5 | 5.3% | 2 | 8.9% | 10 | 3.5% |
| 4 | 5.6% | Florida | 4 | 6.2% | 4 | 5.8% | 4 | 6.4% | 5 | 4.6% |
| 5 | 5.1% | Missouri | 9 | 3.0% | 3 | 5.9% | 5 | 5.7% | 4 | 5.2% |
| 6 | 5.0% | Illinois | 6 | 4.2% | 6 | 4.9% | 7 | 4.6% | 3 | 5.7% |
| 7 | 4.0% | Kansas | 7 | 3.6% | 9 | 3.1% | 8 | 4.4% | 6 | 4.5% |
| 8 | 3.8% | Arkansas | 12 | 2.6% | 8 | 3.6% | 6 | 5.0% | 8 | 3.9% |
| 9 | 3.6% | Arizona | 13 | 2.6% | 7 | 3.9% | 9 | 4.2% | 9 | 3.7% |
| 10 | 3.3% | Michigan | 5 | 4.5% | 13 | 2.6% | 24 | 1.4% | 7 | 4.1% |
| 11 | 2.6% | Ohio | 16 | 2.3% | 11 | 2.9% | 15 | 1.9% | 13 | 3.0% |
| 12 | 2.6% | Wisconsin | 10 | 2.9% | 19 | 1.9% | 18 | 1.7% | 11 | 3.4% |
| 13 | 2.6% | Colorado | 11 | 2.7% | 12 | 2.8% | 18 | 1.7% | 16 | 2.8% |
| 14 | 2.5% | Minnesota | 8 | 3.4% | 22 | 1.6% | 24 | 1.4% | 12 | 3.3% |
| 15 | 2.5% | New Mexico | 20 | 1.9% | 10 | 3.0% | 10 | 2.8% | 18 | 2.2% |
| 16 | 2.4% | Iowa | 14 | 2.5% | 14 | 2.4% | 22 | 1.6% | 14 | 2.9% |
| 17 | 2.4% | Indiana | 23 | 1.8% | 16 | 2.2% | 13 | 2.1% | 15 | 2.9% |
| 18 | 2.0% | New York | 19 | 2.0% | 14 | 2.4% | 16 | 1.8% | 20 | 1.9% |
| 18 | 2.0% | Tennessee | 21 | 1.9% | 17 | 2.2% | 14 | 2.0% | 19 | 2.0% |
| 20 | 1.8% | Pennsylvania | 25 | 1.7% | 20 | 1.7% | 23 | 1.5% | 17 | 2.2% |
| 21 | 1.7% | Georgia | 22 | 1.8% | 26 | 1.4% | 11 | 2.4% | 22 | 1.4% |
| 22 | 1.6% | Washington | 15 | 2.4% | 17 | 2.2% | 31 | 0.7% | 23 | 1.3% |
| 23 | 1.5% | Mississippi | 18 | 2.3% | 24 | 1.5% | 12 | 2.3% | 29 | 0.8% |
| 24 | 1.5% | Alabama | 16 | 2.3% | 20 | 1.7% | 21 | 1.7% | 27 | 0.9% |
| 25 | 1.5% | Virginia | 26 | 1.6% | 22 | 1.6% | 16 | 1.8% | 24 | 1.2% |
| 26 | 1.4% | North Carolina | 24 | 1.7% | 26 | 1.4% | 18 | 1.7% | 25 | 1.1% |
| 27 | 1.2% | Oregon | 28 | 0.9% | 25 | 1.4% | 30 | 0.7% | 21 | 1.5% |
| 28 | 0.9% | New Jersey | 32 | 0.7% | 28 | 1.2% | 29 | 0.8% | 30 | 0.8% |
| 29 | 0.9% | Maryland | 27 | 1.0% | 31 | 0.8% | 28 | 0.9% | 28 | 0.9% |
| 29 | 0.9% | South Carolina | 31 | 0.8% | 30 | 0.8% | 27 | 1.2% | 30 | 0.8% |
| 31 | 0.9% | Kentucky | 33 | 0.7% | 29 | 0.9% | 26 | 1.3% | 32 | 0.7% |
| 32 | 0.8% | Nebraska | 30 | 0.8% | 31 | 0.8% | 32 | 0.6% | 26 | 1.1% |
| 33 | 0.7% | Massachusetts | 28 | 0.9% | 33 | 0.7% | 32 | 0.6% | 34 | 0.6% |
| 34 | 0.5% | Nevada | 33 | 0.7% | 35 | 0.5% | 35 | 0.4% | 33 | 0.6% |
| 35 | 0.5% | Connecticut | 36 | 0.5% | 37 | 0.4% | 34 | 0.5% | 35 | 0.5% |
| 36 | 0.4% | South Dakota | 36 | 0.5% | 33 | 0.7% | 37 | 0.2% | 41 | 0.3% |
| 37 | 0.4% | Utah | 39 | 0.4% | 36 | 0.4% | 36 | 0.3% | 38 | 0.4% |
| 37 | 0.4% | Wyoming | 35 | 0.6% | 39 | 0.3% | 37 | 0.2% | 38 | 0.4% |
| 39 | 0.3% | Idaho | 39 | 0.4% | 46 | 0.2% | 44 | 0.1% | 37 | 0.4% |
| 40 | 0.3% | Maine | 36 | 0.5% | 48 | 0.1% | 49 | 0.0% | 36 | 0.5% |
| 41 | 0.3% | West Virginia | 45 | 0.2% | 39 | 0.3% | 40 | 0.1% | 40 | 0.4% |
| 42 | 0.3% | New Hampshire | 42 | 0.3% | 38 | 0.3% | 47 | 0.0% | 42 | 0.3% |
| 43 | 0.2% | North Dakota | 42 | 0.3% | 44 | 0.3% | 40 | 0.1% | 43 | 0.3% |
| 44 | 0.2% | Montana | 39 | 0.4% | 39 | 0.3% | 39 | 0.2% | 44 | 0.2% |
| 45 | 0.2% | Delaware | 44 | 0.3% | 39 | 0.3% | 44 | 0.1% | 46 | 0.1% |
| 46 | 0.2% | Alaska | 48 | 0.1% | 39 | 0.3% | 44 | 0.1% | 44 | 0.2% |
| 47 | 0.1% | Rhode Island | 45 | 0.2% | 44 | 0.3% | 40 | 0.1% | 48 | 0.0% |
| 48 | 0.1% | Vermont | 47 | 0.1% | 48 | 0.1% | 47 | 0.0% | 46 | 0.1% |
| 49 | 0.1% | Hawaii | 48 | 0.1% | 47 | 0.2% | 40 | 0.1% | 50 | 0.0% |
| 50 | 0.0% | District of Columbia | 50 | 0.0% | 50 | 0.1% | 49 | 0.0% | 48 | 0.0% |

2. Age of visitors:

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------|------------|----------|------------|------------|
| 9.8% | Under 18 | 7.1% | 3.7% | 21.8% | 7.2% |
| 2.8% | 18-24 | 3.8% | 1.7% | 3.3% | 2.7% |
| 6.3% | 25-34 | 7.5% | 5.1% | 7.8% | 5.7% |
| 10.7% | 35-44 | 10.5% | 7.0% | 16.8% | 9.2% |
| 13.7% | 45-54 | 14.6% | 14.0% | 14.4% | 12.5% |
| 28.4% | 55-64 | 29.7% | 33.0% | 19.5% | 30.7% |
| 28.2% | 65 Plus | 26.8% | 35.4% | 16.4% | 32.0% |

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

(Multiple answers)

| | | | | | |
|-------|----------------|-------|-------|-------|-------|
| 85.5% | Maps | 84.8% | 85.8% | 85.3% | 85.8% |
| 42.9% | Travel Break | 42.4% | 42.1% | 45.2% | 42.4% |
| 37.4% | Historic Sites | 33.2% | 37.2% | 34.5% | 41.2% |
| 36.2% | City/Towns | 32.2% | 33.5% | 37.6% | 39.1% |
| 24.1% | Routing | 26.2% | 24.8% | 24.3% | 22.5% |
| 18.8% | Museums | 15.9% | 15.6% | 19.9% | 21.8% |
| 17.9% | National Parks | 16.7% | 16.3% | 13.0% | 22.3% |
| 16.7% | Lodgings | 14.4% | 17.2% | 19.0% | 16.1% |
| 16.5% | Campgrounds | 15.3% | 17.1% | 10.6% | 19.9% |
| 16.1% | State Parks | 14.6% | 15.9% | 12.6% | 18.9% |
| 13.9% | RV Parks | 14.6% | 14.0% | 7.3% | 17.2% |
| 13.6% | Special Events | 11.0% | 12.7% | 14.9% | 14.8% |
| 9.9% | Restaurants | 9.0% | 9.4% | 10.7% | 10.1% |
| 4.4% | Theme Parks | 2.3% | 2.5% | 8.8% | 4.2% |

4. Purpose of this Texas trip:

(Multiple answers)

| | | | | | |
|-------|----------------------|-------|-------|-------|-------|
| 59.4% | Vacation/Leisure | 50.5% | 57.0% | 60.4% | 64.7% |
| 47.8% | Visit Family/Friends | 46.3% | 47.5% | 45.8% | 49.9% |
| 15.9% | Just Passing Through | 19.5% | 17.2% | 15.3% | 13.8% |
| 8.4% | Work/Business | 11.3% | 7.3% | 7.4% | 8.2% |
| 6.6% | Other | 6.4% | 7.1% | 7.0% | 6.2% |
| 5.4% | Convention | 2.2% | 7.2% | 6.2% | 5.3% |
| 2.6% | Day Trip Only | 3.3% | 2.1% | 3.5% | 2.3% |
| 2.5% | Moving to Texas | 2.9% | 2.6% | 3.0% | 1.9% |

5. What type accommodations used?

(Multiple answers)

| | | | | | |
|-------|-----------------|-------|-------|-------|-------|
| 56.9% | Motel | 53.1% | 55.3% | 62.8% | 56.7% |
| 26.1% | Private Home | 26.9% | 25.3% | 27.4% | 25.6% |
| 14.5% | Hotel | 12.8% | 14.9% | 17.4% | 13.5% |
| 10.5% | Motor Home | 11.0% | 11.0% | 5.9% | 12.5% |
| 8.0% | Travel Trailer | 8.8% | 8.1% | 4.6% | 9.4% |
| 4.1% | Apartment/Condo | 4.4% | 4.5% | 3.9% | 3.7% |
| 2.7% | Van Camper | 2.0% | 3.0% | 1.7% | 3.4% |
| 2.7% | Military Base | 2.9% | 2.7% | 2.7% | 2.7% |
| 2.1% | Tent Camping | 1.4% | 1.9% | 3.1% | 2.2% |
| 1.9% | Pickup Camper | 2.0% | 2.6% | 1.3% | 1.6% |
| 1.2% | Bed & Breakfast | 0.9% | 1.0% | 1.3% | 1.3% |
| 0.3% | Hostel | 0.3% | 0.2% | 0.3% | 0.2% |

6. Mode of transportation this trip:

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|--------------------|------------|----------|------------|------------|
| 64.3% | Private Auto | 62.1% | 62.9% | 70.9% | 62.8% |
| 10.3% | Motor Home | 10.2% | 11.0% | 5.6% | 12.3% |
| 9.9% | Van | 8.3% | 8.4% | 12.5% | 10.4% |
| 7.4% | Pickup | 9.7% | 8.0% | 5.2% | 7.2% |
| 5.3% | Airline | 6.7% | 5.4% | 4.7% | 4.8% |
| 4.4% | Rental Auto | 5.4% | 4.8% | 4.5% | 3.6% |
| 4.0% | Pickup/Camper | 4.4% | 4.8% | 3.0% | 4.0% |
| 1.5% | Tour Bus | 0.9% | 2.1% | 0.7% | 1.8% |
| 0.7% | Bus Line | 0.5% | 0.7% | 0.3% | 1.0% |
| 0.7% | Truck (heavy duty) | 1.0% | 0.7% | 0.6% | 0.6% |
| 0.4% | Motorcycle | 0.2% | 0.5% | 0.4% | 0.5% |
| 0.4% | Boat | 0.5% | 0.4% | 0.5% | 0.3% |
| 0.3% | Private Plane | 0.2% | 0.3% | 0.2% | 0.3% |
| 0.2% | Train | 0.2% | 0.3% | 0.3% | 0.2% |
| 0.2% | Rental RV | 0.1% | 0.3% | 0.1% | 0.1% |

7. Total miles in Texas this trip?

| | | | | | |
|-------|-------------|-------|-------|-------|-------|
| 1.7% | 100 or less | 2.5% | 1.6% | 2.0% | 1.2% |
| 12.0% | 101-300 | 13.1% | 12.2% | 14.9% | 9.9% |
| 13.8% | 301-500 | 14.4% | 13.0% | 16.2% | 12.8% |
| 17.7% | 501-800 | 17.1% | 18.4% | 20.2% | 16.0% |
| 15.8% | 801-1,000 | 15.9% | 17.8% | 14.9% | 14.9% |
| 19.8% | 1,001-1,500 | 18.2% | 19.3% | 17.9% | 22.1% |
| 11.4% | 1,501-2,000 | 11.4% | 10.5% | 8.4% | 13.6% |
| 7.8% | 2,001 plus | 7.5% | 7.2% | 5.6% | 9.6% |

8. How many nights in Texas this trip?

| | | | | | |
|-------|-------|-------|-------|-------|-------|
| 4.8% | 0 | 6.3% | 4.5% | 6.0% | 3.7% |
| 7.9% | 1 | 8.9% | 7.0% | 10.7% | 6.6% |
| 12.4% | 2 | 13.3% | 13.5% | 14.8% | 10.0% |
| 11.2% | 3 | 10.9% | 12.3% | 12.7% | 9.9% |
| 10.9% | 4 | 10.7% | 11.3% | 11.5% | 10.4% |
| 10.0% | 5 | 7.6% | 11.4% | 9.4% | 10.6% |
| 7.1% | 6 | 5.7% | 7.3% | 8.0% | 7.2% |
| 6.9% | 7 | 6.3% | 7.3% | 6.5% | 7.2% |
| 5.1% | 8 | 4.5% | 5.3% | 4.6% | 5.5% |
| 3.2% | 9 | 2.1% | 3.3% | 2.8% | 4.0% |
| 4.1% | 10 | 4.3% | 3.9% | 3.1% | 4.7% |
| 9.1% | 11-15 | 10.2% | 7.3% | 6.5% | 11.1% |
| 3.4% | 16-20 | 3.5% | 2.4% | 2.3% | 4.7% |
| 2.0% | 21-25 | 2.5% | 1.9% | 0.7% | 2.5% |
| 1.7% | 26-30 | 3.2% | 1.4% | 0.5% | 2.0% |

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

Approximate dollars spent in Texas on this trip?

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|----------|---------------------------|------------|----------|------------|------------|
| 25.6% | Food | 25.4% | 25.2% | 26.3% | 25.6% |
| 25.0% | Lodging | 24.1% | 25.5% | 26.3% | 24.5% |
| 18.7% | Shopping | 17.2% | 19.5% | 18.9% | 18.6% |
| 14.6% | Fuel/Auto Repairs | 16.5% | 14.3% | 12.8% | 14.8% |
| 7.1% | Entertainment | 7.1% | 6.1% | 9.4% | 6.8% |
| 5.0% | Other | 4.1% | 5.2% | 2.8% | 6.3% |
| 2.6% | Fares: Air/Taxi/Bus | 3.7% | 2.8% | 2.3% | 2.1% |
| 1.5% | Rental Car | 2.0% | 1.5% | 1.3% | 1.3% |
| 6.0 Days | Avg. Time Spent in Texas | 6.0 Days | 5.7 Days | 5.0 Days | 6.7 Days |
| 2.2 | Avg. No. People per Party | 2.1 | 2.1 | 2.6 | 2.2 |
| | Avg. Expenditures: | | | | |
| \$544 | Per Party Per Trip | \$512 | \$546 | \$513 | \$575 |
| \$ 91 | Per Day Per Party | \$ 86 | \$ 96 | \$102 | \$ 86 |
| \$ 41 | Per Person Per Day | \$ 41 | \$ 47 | \$ 39 | \$ 40 |

10. What influenced your decision to visit Texas?

(Multiple answers)

| | | | | | |
|-------|-------------------|-------|-------|-------|-------|
| 53.1% | Friends/Family | 52.3% | 51.9% | 51.0% | 55.4% |
| 29.1% | Previous Trip | 28.6% | 29.0% | 27.7% | 30.3% |
| 19.5% | Passing Through | 21.4% | 21.2% | 19.2% | 17.7% |
| 16.4% | None of the Above | 16.4% | 16.7% | 18.0% | 15.3% |
| 10.8% | Word of Mouth | 10.1% | 9.4% | 9.4% | 12.9% |
| 10.2% | Brochures | 7.6% | 9.7% | 10.6% | 11.6% |
| 3.4% | Magazine Ad | 2.8% | 3.5% | 3.1% | 3.8% |
| 1.9% | Newspaper Ad | 1.1% | 1.1% | 3.1% | 2.1% |
| 1.7% | TV Ad | 0.8% | 0.8% | 2.5% | 2.3% |
| 0.3% | Billboards | 0.7% | 0.3% | 0.4% | 0.2% |
| 0.2% | Radio Ad | 0.2% | 0.2% | 0.4% | 0.2% |

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

(Multiple answers)

If in advance: (ordered from)

| | | | | | |
|-------|------------------------|-------|-------|-------|-------|
| 61.1% | Auto Club/Travel Agent | 61.4% | 62.5% | 55.1% | 63.4% |
| 33.4% | State Tourist Office | 31.0% | 34.4% | 32.1% | 34.4% |
| 12.6% | Lodging | 11.1% | 11.4% | 16.8% | 11.7% |
| 9.4% | City/Town | 8.8% | 7.1% | 12.6% | 9.3% |
| 7.1% | Regional Chamber | 7.9% | 7.0% | 8.2% | 6.3% |
| 2.0% | Theme Park | 0.8% | 0.6% | 4.8% | 1.8% |

If after you left home:

| | | | | | |
|-------|---------------------|-------|-------|-------|-------|
| 93.7% | Highway Info Center | 91.2% | 93.7% | 95.3% | 94.0% |
| 14.7% | In City/Town | 14.7% | 13.5% | 15.0% | 15.5% |
| 11.4% | At Lodging | 10.4% | 11.5% | 12.8% | 11.1% |
| 2.2% | Travel Agent | 3.4% | 2.1% | 1.6% | 1.9% |
| 1.5% | At Theme Park | 0.8% | 1.0% | 2.8% | 1.5% |

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

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------------|------------|----------|------------|------------|
| 13.6% | 1 week or less | 17.9% | 12.6% | 13.5% | 12.2% |
| 16.1% | 2-3 weeks | 17.8% | 15.4% | 17.7% | 14.9% |
| 19.3% | 1 month | 18.9% | 19.8% | 18.4% | 19.6% |
| 27.7% | 2-3 months | 23.8% | 27.0% | 26.5% | 30.8% |
| 11.5% | 4-6 months | 10.1% | 12.2% | 11.8% | 11.6% |
| 11.8% | Over 6 months | 11.5% | 13.1% | 12.1% | 11.0% |

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

(Multiple answers)

| | | | | | |
|-------|------------------------------|-------|-------|-------|-------|
| 38.3% | Did Not Influence My Trip | 44.4% | 38.3% | 41.0% | 33.9% |
| 37.8% | Saw More Attractions | 30.3% | 37.7% | 36.7% | 42.0% |
| 33.0% | Saw More Cities/Areas | 30.3% | 34.9% | 28.7% | 35.4% |
| 14.1% | Longer Stay | 13.3% | 14.4% | 11.8% | 15.4% |
| 13.8% | More Recreation | 12.2% | 12.1% | 15.2% | 14.8% |
| 7.9% | Did More Shopping | 6.7% | 8.8% | 8.1% | 7.8% |
| 5.7% | Ate Out More | 5.4% | 6.1% | 5.4% | 5.7% |
| 5.1% | Stayed At More Hotels/Motels | 4.5% | 4.8% | 5.3% | 5.4% |
| 3.1% | Saw More Theme Parks | 1.9% | 3.3% | 4.1% | 3.1% |

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

(Multiple answers)

| | | | | | |
|-------|-----------------------|-------|-------|-------|-------|
| 58.7% | Shopping | 58.4% | 57.9% | 61.0% | 58.2% |
| 46.6% | Historical Tours | 40.2% | 47.4% | 42.2% | 51.3% |
| 42.3% | Museums - Historical | 36.5% | 39.8% | 42.8% | 46.4% |
| 34.0% | Photography | 29.7% | 32.9% | 32.6% | 37.3% |
| 20.8% | Camping | 19.6% | 21.9% | 13.8% | 24.3% |
| 16.3% | Museums - Art | 14.5% | 14.2% | 16.4% | 18.5% |
| 14.3% | Hiking | 15.7% | 13.8% | 9.6% | 16.6% |
| 13.5% | Bird-watching | 15.4% | 10.8% | 8.1% | 17.3% |
| 12.2% | Business | 15.1% | 11.6% | 12.3% | 11.1% |
| 11.3% | Swimming | 3.2% | 7.2% | 24.9% | 10.4% |
| 10.5% | Theme Park | 4.2% | 7.4% | 19.9% | 10.4% |
| 8.9% | Festival/Fair | 4.9% | 12.3% | 6.0% | 10.1% |
| 7.0% | Rocks | 6.4% | 6.5% | 6.4% | 8.1% |
| 7.0% | Theater - Movie | 7.3% | 5.7% | 9.2% | 6.5% |
| 6.7% | Golf/Tennis | 6.6% | 7.4% | 4.8% | 7.3% |
| 6.2% | Fishing | 5.0% | 6.6% | 5.8% | 6.6% |
| 6.1% | Boating | 4.9% | 5.3% | 7.0% | 6.8% |
| 5.7% | Convention | 2.3% | 7.7% | 6.1% | 5.8% |
| 5.2% | Sports Event | 5.4% | 5.1% | 7.8% | 3.7% |
| 3.4% | Military Event | 2.8% | 3.9% | 3.3% | 3.4% |
| 3.0% | School/Seminar | 2.5% | 3.0% | 3.6% | 3.0% |
| 2.6% | Theater - Live | 2.7% | 1.7% | 4.8% | 1.9% |
| 2.2% | Rodeo | 1.3% | 1.3% | 3.5% | 2.5% |
| 1.7% | Concert - Classical | 2.4% | 1.6% | 1.8% | 1.4% |
| 1.6% | Concert - Pop/Rock/CW | 1.5% | 1.8% | 1.9% | 1.5% |
| 1.5% | Medical Treatment | 2.0% | 1.3% | 1.1% | 1.5% |
| 1.3% | Livestock Show | 1.5% | 1.5% | 1.2% | 1.2% |
| 1.1% | Horse Riding | 1.2% | 1.0% | 1.2% | 1.1% |
| 0.6% | Hunting | 1.5% | 1.0% | 0.4% | 0.2% |
| 0.4% | Waterskiing | 0.3% | 0.5% | 0.7% | 0.2% |

15. What did you enjoy about Texas?

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|------------------------|------------|----------|------------|------------|
| 63.4% | Friendliness | 62.6% | 64.2% | 58.5% | 65.8% |
| 57.9% | Scenery | 52.6% | 57.5% | 54.7% | 62.4% |
| 57.9% | Good Highways | 56.3% | 59.1% | 54.7% | 59.5% |
| 50.4% | Food | 48.2% | 48.9% | 51.2% | 52.1% |
| 40.3% | Shopping | 39.5% | 40.0% | 41.5% | 40.3% |
| 35.8% | Museums - Historical | 29.6% | 33.9% | 36.4% | 39.6% |
| 29.3% | Small Towns | 29.1% | 29.5% | 25.6% | 31.2% |
| 27.6% | Wild Flowers | 7.6% | 17.1% | 26.8% | 44.4% |
| 25.2% | Historical Markers | 32.3% | 23.5% | 21.8% | 25.0% |
| 25.1% | Desert/Plains | 24.6% | 25.6% | 19.3% | 28.0% |
| 24.5% | Big Cities | 21.7% | 23.4% | 28.0% | 24.5% |
| 18.4% | Mountains | 17.7% | 19.3% | 14.6% | 20.2% |
| 17.5% | Camping | 16.9% | 18.2% | 11.5% | 20.6% |
| 16.3% | Beaches | 17.7% | 13.7% | 13.7% | 19.0% |
| 12.1% | Forests | 11.7% | 11.8% | 9.0% | 14.2% |
| 11.4% | Museums - Art | 9.3% | 10.4% | 12.2% | 12.6% |
| 8.2% | Theme Parks | 2.6% | 5.2% | 16.5% | 8.2% |
| 7.5% | Festivals | 5.1% | 9.1% | 5.3% | 8.7% |
| 7.0% | Swimming | 1.8% | 4.6% | 15.4% | 6.6% |
| 6.6% | Nightlife | 6.6% | 7.2% | 8.1% | 5.5% |
| 5.1% | Golf/Tennis | 4.7% | 5.8% | 3.5% | 5.7% |
| 5.1% | Fishing | 4.7% | 5.2% | 4.7% | 5.4% |
| 4.3% | Resorts | 3.9% | 4.4% | 3.9% | 4.7% |
| 3.9% | Boating | 3.1% | 3.5% | 4.3% | 4.4% |
| 3.1% | Sports - Professional | 2.3% | 2.5% | 5.9% | 2.4% |
| 2.3% | Theater | 1.9% | 2.2% | 4.2% | 1.6% |
| 2.3% | Sports - Amateur | 2.9% | 3.0% | 2.0% | 1.6% |
| 1.8% | Dude Ranches | 1.8% | 2.0% | 1.4% | 1.9% |
| 1.4% | Concerts - Rock/Pop/CW | 1.2% | 1.8% | 1.8% | 1.2% |
| 1.4% | Concerts - Classical | 1.8% | 1.5% | 1.4% | 1.2% |
| 0.4% | Sailing | 0.5% | 0.4% | 0.3% | 0.3% |
| 0.4% | Ballet | 0.6% | 0.4% | 0.4% | 0.2% |
| 0.4% | Waterskiing | 0.3% | 0.4% | 0.5% | 0.2% |

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

(Multiple answers)

(Top 30 cities/towns listed)

| Annual | | City/Town | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 33.8% | San Antonio | 1 | 29.0% | 1 | 34.4% | 2 | 30.6% | 1 | 37.4% |
| 2 | 27.5% | Dallas | 3 | 19.9% | 2 | 25.8% | 1 | 33.9% | 2 | 28.8% |
| 3 | 19.2% | Houston | 2 | 23.1% | 3 | 17.2% | 3 | 19.3% | 3 | 18.6% |
| 4 | 13.7% | Austin | 4 | 15.0% | 5 | 13.1% | 5 | 12.4% | 5 | 14.3% |
| 5 | 13.2% | El Paso | 5 | 13.8% | 4 | 14.2% | 6 | 10.3% | 6 | 13.8% |
| 6 | 12.9% | Fort Worth | 6 | 9.0% | 6 | 11.1% | 4 | 14.7% | 4 | 14.8% |
| 7 | 8.5% | Galveston | 7 | 7.6% | 8 | 7.6% | 9 | 7.4% | 8 | 10.0% |
| 8 | 8.0% | Corpus Christi | 8 | 7.4% | 9 | 7.2% | 10 | 5.3% | 7 | 10.2% |
| 9 | 7.2% | Amarillo | 20 | 3.3% | 7 | 8.9% | 7 | 10.2% | 11 | 6.2% |
| 10 | 5.2% | Del Rio | 9 | 5.8% | 13 | 4.2% | 13 | 3.5% | 9 | 6.5% |
| 11 | 4.9% | Fort Stockton | 12 | 4.6% | 10 | 5.0% | 12 | 3.7% | 12 | 5.5% |
| 12 | 4.8% | Fredericksburg | 17 | 3.8% | 11 | 4.6% | 16 | 2.8% | 10 | 6.5% |
| 13 | 4.4% | Waco | 21 | 3.0% | 11 | 4.6% | 11 | 4.7% | 15 | 4.8% |
| 14 | 4.2% | Arlington | 35 | 1.7% | 20 | 2.7% | 8 | 8.5% | 16 | 4.0% |
| 15 | 4.1% | Brownsville | 10 | 5.4% | 18 | 3.2% | 30 | 1.8% | 13 | 5.4% |
| 16 | 4.0% | Harlingen | 13 | 4.5% | 15 | 3.6% | 25 | 2.0% | 14 | 5.1% |
| 17 | 3.7% | Van Horn | 17 | 3.8% | 14 | 3.9% | 18 | 2.6% | 17 | 4.0% |
| 18 | 3.2% | Laredo | 19 | 3.7% | 17 | 3.3% | 22 | 2.4% | 18 | 3.4% |
| 19 | 3.0% | Abilene | 21 | 3.0% | 19 | 2.8% | 14 | 3.3% | 23 | 2.9% |
| 20 | 2.9% | Mc Allen | 11 | 4.7% | 25 | 2.4% | 39 | 1.2% | 20 | 3.3% |
| 21 | 2.8% | South Padre Island | 15 | 4.1% | 15 | 3.6% | 34 | 1.5% | 32 | 2.3% |
| 22 | 2.8% | Beaumont | 14 | 4.2% | 21 | 2.7% | 23 | 2.2% | 29 | 2.5% |
| 23 | 2.7% | New Braunfels | 23 | 2.2% | 21 | 2.7% | 14 | 3.3% | 26 | 2.6% |
| 24 | 2.7% | Tyler | 41 | 1.4% | 24 | 2.5% | 21 | 2.5% | 18 | 3.4% |
| 25 | 2.5% | Big Bend National Park | 16 | 4.0% | 32 | 2.0% | 56 | 0.8% | 22 | 3.1% |
| 26 | 2.5% | Johnson City | 26 | 2.0% | 23 | 2.6% | 41 | 1.2% | 20 | 3.3% |
| 27 | 2.4% | Wichita Falls | 38 | 1.6% | 28 | 2.2% | 17 | 2.8% | 25 | 2.6% |
| 28 | 2.3% | Texarkana | 33 | 1.7% | 27 | 2.3% | 28 | 1.9% | 24 | 2.8% |
| 29 | 2.2% | Denton | 28 | 2.0% | 30 | 2.0% | 19 | 2.6% | 30 | 2.4% |
| 30 | 2.2% | Kerrville | 24 | 2.1% | 26 | 2.4% | 34 | 1.5% | 27 | 2.5% |

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 | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|----------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 32.4% | Alamo | 1 | 31.4% | 1 | 37.0% | 1 | 30.0% | 1 | 31.4% |
| 2 | 22.6% | San Antonio River Walk | 2 | 20.2% | 2 | 26.6% | 2 | 21.0% | 2 | 22.0% |
| 3 | 11.5% | Big Bend National Park | 3 | 12.6% | 3 | 10.3% | 9 | 5.7% | 3 | 14.8% |
| 4 | 9.7% | LBJ Natl. Historical Pk. | 5 | 10.6% | 4 | 9.5% | 14 | 5.0% | 4 | 11.9% |
| 5 | 7.9% | Sea World | 14 | 3.7% | 7 | 6.6% | 4 | 10.9% | 6 | 8.5% |
| 6 | 7.8% | NASA | 7 | 7.7% | 8 | 6.0% | 6 | 8.4% | 6 | 8.5% |
| 7 | 7.6% | State Fair Park | 19 | 3.0% | 10 | 5.4% | 3 | 14.2% | 8 | 6.8% |
| 8 | 7.3% | Padre Is. Natl. Seashore | 6 | 8.0% | 11 | 5.4% | 12 | 5.4% | 5 | 9.1% |
| 9 | 7.0% | Capitol Complex | 4 | 11.6% | 6 | 7.4% | 10 | 5.7% | 11 | 6.1% |
| 10 | 6.7% | San Antonio Missions | 9 | 5.7% | 5 | 8.1% | 8 | 5.8% | 9 | 6.7% |
| 11 | 5.6% | JFK Memorials | 12 | 4.1% | 13 | 4.7% | 7 | 7.7% | 12 | 5.5% |
| 12 | 4.9% | South Padre Island | 11 | 4.4% | 17 | 3.3% | 16 | 3.7% | 10 | 6.6% |
| 13 | 4.9% | LBJ Library | 8 | 7.6% | 9 | 5.9% | 27 | 2.5% | 14 | 4.7% |
| 14 | 4.2% | Southfork Ranch | 14 | 3.7% | 20 | 2.4% | 11 | 5.5% | 14 | 4.7% |
| 15 | 4.0% | Six Flags Over Texas | 80 | 0.5% | 31 | 1.7% | 5 | 10.7% | 23 | 2.9% |
| 16 | 4.0% | Ft. Davis Natl. Hist. Site | 12 | 4.1% | 16 | 3.8% | 27 | 2.5% | 13 | 4.8% |
| 17 | 3.6% | Palo Duro Canyon St. Pk. | 46 | 1.2% | 14 | 3.9% | 13 | 5.2% | 19 | 3.3% |
| 18 | 3.5% | C. A. F. Flying Museum | 10 | 4.5% | 14 | 3.9% | 46 | 1.3% | 17 | 4.1% |
| 19 | 3.4% | Adm. Nimitz St. Hist. Site | 18 | 3.3% | 18 | 3.1% | 41 | 1.5% | 16 | 4.6% |
| 20 | 3.4% | Ft. Worth Stockyards | 39 | 1.5% | 22 | 2.4% | 15 | 4.8% | 18 | 3.8% |
| 21 | 3.3% | El Mercado (San Antonio) | 33 | 1.8% | 12 | 5.1% | 21 | 2.8% | 22 | 3.0% |
| 22 | 2.7% | Guad. Mnts. Natl. Pk. | 21 | 2.5% | 20 | 2.4% | 32 | 2.0% | 20 | 3.3% |
| 23 | 2.4% | Galveston Island Beach | 30 | 1.9% | 47 | 1.1% | 25 | 2.6% | 21 | 3.2% |
| 24 | 2.4% | Lone Star Brewery | 24 | 2.2% | 19 | 2.7% | 30 | 2.1% | 25 | 2.4% |
| 25 | 2.4% | Astrodomain | 33 | 1.8% | 26 | 2.0% | 19 | 3.2% | 27 | 2.3% |
| 26 | 2.3% | Dallas W. End Hist. Dist. | 44 | 1.3% | 24 | 2.3% | 18 | 3.4% | 30 | 2.1% |
| 27 | 2.2% | S. J. Battleground St. Pk. | 21 | 2.5% | 33 | 1.6% | 29 | 2.2% | 26 | 2.4% |
| 28 | 2.0% | Aransas N. W'lfe Ref. | 16 | 3.5% | 39 | 1.4% | 177 | 0.1% | 24 | 2.9% |
| 29 | 2.0% | U. T. At Austin | 17 | 3.4% | 22 | 2.4% | 36 | 1.8% | 43 | 1.5% |
| 30 | 1.9% | San Antonio Zoo | 28 | 2.0% | 27 | 1.9% | 25 | 2.6% | 45 | 1.4% |
| 31 | 1.8% | Amistad Reservoir | 33 | 1.8% | 28 | 1.9% | 60 | 0.9% | 27 | 2.3% |
| 32 | 1.8% | Tower Of The Americas | 28 | 2.0% | 36 | 1.5% | 33 | 1.9% | 36 | 1.8% |
| 33 | 1.8% | Tx. Ranger H. Fame Mus. | 39 | 1.5% | 33 | 1.6% | 30 | 2.1% | 36 | 1.8% |
| 34 | 1.7% | Ft. Worth Mus. Sci./Hist. | 49 | 1.1% | 53 | 1.0% | 22 | 2.7% | 34 | 1.8% |
| 35 | 1.7% | Las Colinas Complex | 49 | 1.1% | 37 | 1.4% | 34 | 1.9% | 31 | 2.0% |
| 36 | 1.7% | Mustang Island St. Pk. | 33 | 1.8% | 29 | 1.8% | 52 | 1.0% | 32 | 1.9% |
| 37 | 1.6% | San Antonio Bot. Gardens | 70 | 0.6% | 25 | 2.1% | 36 | 1.8% | 38 | 1.7% |
| 38 | 1.6% | Fort Stockton | 46 | 1.2% | 39 | 1.4% | 48 | 1.2% | 29 | 2.1% |
| 39 | 1.6% | Institute Texan Cultures | 21 | 2.5% | 37 | 1.4% | 52 | 1.0% | 40 | 1.6% |
| 40 | 1.5% | IMAX Theatre | 30 | 1.9% | 32 | 1.6% | 39 | 1.6% | 48 | 1.3% |
| 40 | 1.5% | Mc Donald Observatory | 26 | 2.1% | 29 | 1.8% | 68 | 0.7% | 40 | 1.6% |
| 42 | 1.4% | King Ranch | 20 | 2.7% | 57 | 0.9% | 135 | 0.3% | 34 | 1.8% |
| 43 | 1.4% | Natural Bridge Caverns | 39 | 1.5% | 47 | 1.1% | 34 | 1.9% | 53 | 1.2% |
| 44 | 1.3% | Texas Rangers | 270 | 0.0% | 47 | 1.1% | 19 | 3.2% | 61 | 0.9% |
| 45 | 1.3% | Caverns Of Sonora | 30 | 1.9% | 39 | 1.4% | 83 | 0.6% | 42 | 1.5% |
| 46 | 1.3% | Strand | 49 | 1.1% | 54 | 0.9% | 39 | 1.6% | 43 | 1.5% |
| 47 | 1.3% | AG Carter Mus. Of W. Art | 42 | 1.4% | 54 | 0.9% | 41 | 1.5% | 48 | 1.3% |
| 48 | 1.2% | Seminole Canyon St. Pk. | 46 | 1.2% | 57 | 0.9% | 63 | 0.8% | 38 | 1.7% |
| 49 | 1.1% | Ft. Worth Water Garden | 158 | 0.1% | 66 | 0.7% | 38 | 1.7% | 48 | 1.3% |
| 50 | 1.1% | Gladys Porter Zoo | 33 | 1.8% | 66 | 0.7% | 83 | 0.6% | 51 | 1.3% |

ANNUAL TEXAS AUTO VISITOR SURVEY

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

1990 WINTER REPORT

(Dec. '89 - Feb. '90)

1. Where do you live?

| Annual | | | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|------|----------------------|------------|------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | State | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 9.1% | Illinois | 1 | 8.0% | 2 | 10.3% | 8 | 2.9% | 2 | 10.0% |
| 2 | 8.7% | Minnesota | 2 | 7.5% | 4 | 6.8% | 17 | 0.0% | 1 | 11.3% |
| 3 | 7.3% | Michigan | 10 | 3.8% | 1 | 11.0% | 8 | 2.9% | 3 | 8.4% |
| 4 | 6.3% | Iowa | 6 | 5.2% | 6 | 5.5% | 17 | 0.0% | 4 | 8.1% |
| 5 | 5.8% | California | 19 | 1.9% | 3 | 9.6% | 1 | 20.0% | 6 | 5.2% |
| 6 | 5.4% | Missouri | 4 | 6.6% | 10 | 2.7% | 3 | 11.4% | 6 | 5.2% |
| 7 | 5.0% | Wisconsin | 6 | 5.2% | 8 | 4.1% | 8 | 2.9% | 5 | 5.5% |
| 8 | 4.7% | Indiana | 9 | 4.7% | 5 | 6.2% | 17 | 0.0% | 8 | 4.5% |
| 9 | 4.1% | Kansas | 5 | 6.1% | 9 | 3.4% | 17 | 0.0% | 10 | 3.6% |
| 10 | 3.8% | Ohio | 3 | 7.1% | 10 | 2.7% | 17 | 0.0% | 13 | 2.6% |
| 10 | 3.8% | Washington | 14 | 2.8% | 7 | 4.8% | 8 | 2.9% | 9 | 4.2% |
| 12 | 3.4% | New York | 6 | 5.2% | 10 | 2.7% | 8 | 2.9% | 13 | 2.6% |
| 13 | 3.0% | Colorado | 10 | 3.8% | 20 | 1.4% | 17 | 0.0% | 10 | 3.6% |
| 14 | 2.8% | Oregon | 17 | 2.4% | 10 | 2.7% | 17 | 0.0% | 10 | 3.6% |
| 15 | 2.4% | Oklahoma | 13 | 3.3% | 10 | 2.7% | 17 | 0.0% | 15 | 1.9% |
| 16 | 2.3% | Florida | 28 | 0.5% | 10 | 2.7% | 2 | 14.3% | 15 | 1.9% |
| 17 | 2.0% | Nebraska | 14 | 2.8% | 10 | 2.7% | 17 | 0.0% | 19 | 1.3% |
| 18 | 1.9% | Pennsylvania | 10 | 3.8% | 19 | 2.1% | 8 | 2.9% | 34 | 0.3% |
| 19 | 1.7% | Idaho | 20 | 0.9% | 10 | 2.7% | 4 | 8.6% | 21 | 1.0% |
| 20 | 1.6% | New Mexico | 14 | 2.8% | 20 | 1.4% | 8 | 2.9% | 26 | 0.6% |
| 21 | 1.3% | Arizona | 43 | 0.0% | 10 | 2.7% | 6 | 5.7% | 21 | 1.0% |
| 21 | 1.3% | Louisiana | 20 | 0.9% | 20 | 1.4% | 4 | 8.6% | 26 | 0.6% |
| 23 | 1.0% | Arkansas | 17 | 2.4% | 24 | 0.7% | 17 | 0.0% | 34 | 0.3% |
| 23 | 1.0% | Nevada | 28 | 0.5% | 24 | 0.7% | 17 | 0.0% | 17 | 1.6% |
| 25 | 0.9% | Montana | 20 | 0.9% | 20 | 1.4% | 17 | 0.0% | 26 | 0.6% |
| 25 | 0.9% | North Carolina | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 17 | 1.6% |
| 27 | 0.7% | Alabama | 20 | 0.9% | 33 | 0.0% | 6 | 5.7% | 34 | 0.3% |
| 27 | 0.7% | Maryland | 20 | 0.9% | 24 | 0.7% | 17 | 0.0% | 26 | 0.6% |
| 27 | 0.7% | Massachusetts | 20 | 0.9% | 33 | 0.0% | 17 | 0.0% | 21 | 1.0% |
| 27 | 0.7% | New Jersey | 20 | 0.9% | 24 | 0.7% | 17 | 0.0% | 26 | 0.6% |
| 27 | 0.7% | Tennessee | 28 | 0.5% | 24 | 0.7% | 17 | 0.0% | 21 | 1.0% |
| 27 | 0.7% | Utah | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 19 | 1.3% |
| 33 | 0.6% | Kentucky | 28 | 0.5% | 24 | 0.7% | 17 | 0.0% | 26 | 0.6% |
| 34 | 0.4% | Connecticut | 43 | 0.0% | 33 | 0.0% | 8 | 2.9% | 26 | 0.6% |
| 34 | 0.4% | Mississippi | 20 | 0.9% | 33 | 0.0% | 8 | 2.9% | 40 | 0.0% |
| 34 | 0.4% | South Dakota | 43 | 0.0% | 33 | 0.0% | 17 | 0.0% | 21 | 1.0% |
| 34 | 0.4% | Virginia | 28 | 0.5% | 24 | 0.7% | 17 | 0.0% | 34 | 0.3% |
| 38 | 0.3% | Georgia | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 34 | 0.3% |
| 38 | 0.3% | New Hampshire | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 34 | 0.3% |
| 38 | 0.3% | South Carolina | 43 | 0.0% | 33 | 0.0% | 17 | 0.0% | 26 | 0.6% |
| 38 | 0.3% | Wyoming | 28 | 0.5% | 24 | 0.7% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | Alaska | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | Delaware | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | Maine | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | North Dakota | 43 | 0.0% | 24 | 0.7% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | Rhode Island | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 42 | 0.1% | Vermont | 28 | 0.5% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 48 | 0.0% | District of Columbia | 43 | 0.0% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 48 | 0.0% | Hawaii | 43 | 0.0% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |
| 48 | 0.0% | West Virginia | 43 | 0.0% | 33 | 0.0% | 17 | 0.0% | 40 | 0.0% |

2. Age of visitors:

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------|------------|----------|------------|------------|
| 2.3% | Under 18 | 1.0% | 1.9% | 18.5% | 1.2% |
| 1.4% | 18-24 | 0.8% | 1.5% | 6.2% | 1.2% |
| 2.4% | 25-34 | 0.8% | 2.6% | 14.8% | 1.7% |
| 3.3% | 35-44 | 1.5% | 3.0% | 16.1% | 2.8% |
| 8.1% | 45-54 | 6.8% | 8.2% | 2.5% | 9.9% |
| 38.2% | 55-64 | 39.0% | 35.9% | 27.2% | 40.2% |
| 44.3% | 65 Plus | 50.3% | 47.0% | 14.8% | 43.1% |

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

(Multiple answers)

| | | | | | |
|-------|----------------|-------|-------|-------|-------|
| 84.3% | Maps | 82.5% | 84.1% | 70.3% | 87.4% |
| 46.9% | RV Parks | 47.9% | 45.5% | 18.9% | 50.2% |
| 42.6% | Historic Sites | 34.1% | 35.2% | 56.8% | 50.2% |
| 41.3% | Campgrounds | 39.3% | 39.3% | 32.4% | 44.7% |
| 35.9% | State Parks | 29.4% | 35.2% | 29.7% | 41.4% |
| 35.5% | City/Towns | 27.5% | 29.0% | 46.0% | 42.7% |
| 33.2% | Travel Break | 33.2% | 41.4% | 29.7% | 29.8% |
| 32.5% | National Parks | 24.6% | 26.9% | 27.0% | 41.1% |
| 23.6% | Special Events | 22.3% | 20.7% | 24.3% | 25.9% |
| 23.1% | Museums | 21.3% | 17.9% | 13.5% | 27.8% |
| 19.1% | Routing | 17.5% | 25.5% | 2.7% | 19.1% |
| 12.4% | Restaurants | 12.8% | 10.3% | 8.1% | 13.6% |
| 8.7% | Lodgings | 4.3% | 9.7% | 10.8% | 11.0% |
| 3.8% | Theme Parks | 0.0% | 4.1% | 5.4% | 6.2% |

4. Purpose of this Texas trip:

(Multiple answers)

| | | | | | |
|-------|----------------------|-------|-------|-------|-------|
| 75.5% | Vacation/Leisure | 83.3% | 67.8% | 37.8% | 78.3% |
| 26.1% | Visit Family/Friends | 23.9% | 25.2% | 27.0% | 27.9% |
| 15.9% | Other | 13.9% | 26.6% | 5.4% | 13.6% |
| 8.8% | Work/Business | 4.3% | 9.1% | 21.6% | 10.1% |
| 6.6% | Moving to Texas | 1.9% | 9.1% | 32.4% | 5.5% |
| 3.7% | Just Passing Through | 4.3% | 3.5% | 8.1% | 2.9% |
| 2.3% | Convention | 0.5% | 0.0% | 2.7% | 4.6% |
| 0.4% | Day Trip Only | 0.5% | 0.0% | 0.0% | 0.7% |

5. What type accommodations used?

(Multiple answers)

| | | | | | |
|-------|-----------------|-------|-------|-------|-------|
| 39.7% | Travel Trailer | 43.6% | 41.4% | 21.6% | 38.4% |
| 27.8% | Motor Home | 30.9% | 23.5% | 16.2% | 29.2% |
| 25.2% | Motel | 20.1% | 28.3% | 35.1% | 25.9% |
| 14.3% | Apartment/Condo | 15.7% | 10.3% | 24.3% | 14.1% |
| 11.4% | Private Home | 6.9% | 13.1% | 18.9% | 12.8% |
| 4.1% | Military Base | 3.9% | 4.8% | 8.1% | 3.3% |
| 2.7% | Hotel | 1.0% | 2.1% | 8.1% | 3.6% |
| 2.0% | Van Camper | 2.0% | 1.4% | 2.7% | 2.3% |
| 1.3% | Pickup Camper | 2.0% | 0.7% | 0.0% | 1.3% |
| 1.0% | Tent Camping | 0.5% | 2.1% | 2.7% | 0.7% |
| 0.9% | Bed & Breakfast | 0.0% | 1.4% | 2.7% | 1.0% |
| 0.4% | Hostel | 0.0% | 0.7% | 2.7% | 0.3% |

6. Mode of transportation this trip:

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|--------------------|------------|----------|------------|------------|
| 42.8% | Private Auto | 38.8% | 42.0% | 48.7% | 45.4% |
| 27.8% | Motor Home | 29.7% | 24.5% | 16.2% | 29.5% |
| 18.4% | Pickup | 19.6% | 16.8% | 13.5% | 18.9% |
| 11.1% | Van | 9.1% | 14.0% | 10.8% | 11.3% |
| 8.8% | Pickup/Camper | 11.5% | 8.4% | 2.7% | 8.0% |
| 2.6% | Airline | 1.4% | 2.1% | 16.2% | 2.0% |
| 1.9% | Rental Auto | 1.0% | 2.1% | 5.4% | 2.0% |
| 1.9% | Truck (heavy duty) | 1.9% | 2.8% | 5.4% | 1.0% |
| 1.2% | Motorcycle | 1.9% | 0.7% | 0.0% | 1.0% |
| 0.7% | Tour Bus | 0.5% | 1.4% | 0.0% | 0.7% |
| 0.6% | Bus Line | 1.0% | 0.0% | 5.4% | 0.0% |
| 0.4% | Boat | 0.5% | 0.7% | 0.0% | 0.3% |
| 0.4% | Private Plane | 0.5% | 0.0% | 0.0% | 0.7% |
| 0.4% | Rental RV | 1.0% | 0.0% | 0.0% | 0.3% |
| 0.0% | Train | 0.0% | 0.0% | 0.0% | 0.0% |

7. Total miles in Texas this trip?

| | | | | | |
|-------|-------------|-------|-------|-------|-------|
| 0.1% | 100 or less | 0.0% | 0.0% | 0.0% | 0.3% |
| 0.7% | 101-300 | 1.0% | 0.7% | 2.7% | 0.3% |
| 2.5% | 301-500 | 2.0% | 3.5% | 8.1% | 1.7% |
| 5.7% | 501-800 | 6.4% | 6.3% | 13.5% | 4.0% |
| 7.3% | 801-1,000 | 8.8% | 8.4% | 8.1% | 5.7% |
| 17.4% | 1,001-1,500 | 19.6% | 21.8% | 13.5% | 14.3% |
| 19.6% | 1,501-2,000 | 20.6% | 18.3% | 16.2% | 20.0% |
| 46.6% | 2,001 plus | 41.7% | 40.9% | 37.8% | 53.7% |

8. How many nights in Texas this trip?

| | | | | | |
|-------|----------|-------|---|---|---|
| 20.6% | *31-44 | 20.6% | - | - | - |
| 7.7% | *45-59 | 7.7% | - | - | - |
| 20.6% | *60-74 | 20.6% | - | - | - |
| 4.3% | *75-89 | 4.3% | - | - | - |
| 23.9% | *90-104 | 23.9% | - | - | - |
| 1.4% | *105-119 | 1.4% | - | - | - |
| 13.4% | *120-149 | 13.4% | - | - | - |
| 5.3% | *150-179 | 5.3% | - | - | - |
| 2.9% | *180-365 | 2.9% | - | - | - |

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

Approximate dollars spent in Texas on this trip?

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|-----------|----------------------------|------------|----------|------------|------------|
| 28.6% | Lodging | 35.3% | 26.7% | 22.9% | 25.8% |
| 25.4% | Food | 25.0% | 27.0% | 27.5% | 25.0% |
| 15.5% | Shopping | 15.5% | 18.6% | 13.4% | 14.7% |
| 13.7% | Fuel/Auto Repairs | 13.0% | 13.2% | 16.4% | 14.2% |
| 9.5% | Other | 3.9% | 6.7% | 3.0% | 13.7% |
| 5.8% | Entertainment | 6.2% | 6.9% | 7.2% | 5.2% |
| 1.3% | Fares: Air/Taxi/Bus | 0.9% | 0.4% | 7.9% | 1.3% |
| 0.3% | Rental Car | 0.2% | 0.6% | 1.9% | 0.1% |
| 78.1 Days | *Avg. Time Spent in Texas | 78.1 Days | - | - | - |
| 1.9 | *Avg. No. People per Party | 1.9 | 1.9 | 2.2 | 1.9 |
| | *Avg. Expenditures: | | | | |
| \$2,458 | *Per Party Per Trip | \$2,301 | \$2,382 | \$1,615 | \$2,678 |
| \$ 29 | *Per Day Per Party | \$ 29 | - | - | - |
| \$ 16 | *Per Person Per Day | \$ 16 | - | - | - |

10. What influenced your decision to visit Texas?

(Multiple answers)

| | | | | | |
|-------|-------------------|-------|-------|-------|-------|
| 58.4% | Previous Trip | 58.9% | 65.0% | 24.3% | 59.2% |
| 47.0% | Friends/Family | 44.5% | 43.1% | 40.5% | 51.3% |
| 26.2% | Word of Mouth | 28.2% | 16.8% | 8.1% | 31.3% |
| 11.8% | None of the Above | 9.1% | 10.2% | 40.5% | 10.9% |
| 10.8% | Brochures | 10.1% | 9.5% | 8.1% | 12.2% |
| 4.8% | Passing Through | 3.4% | 4.4% | 2.7% | 6.3% |
| 3.9% | Magazine Ad | 1.9% | 2.9% | 8.1% | 5.3% |
| 1.3% | TV Ad | 0.0% | 1.5% | 8.1% | 1.3% |
| 0.6% | Newspaper Ad | 0.5% | 0.0% | 2.7% | 0.7% |
| 0.1% | Billboards | 0.0% | 0.0% | 0.0% | 0.3% |
| 0.0% | Radio Ad | 0.0% | 0.0% | 0.0% | 0.0% |

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

(Multiple answers)

If in advance: (ordered from)

| | | | | | |
|-------|------------------------|-------|-------|-------|-------|
| 51.2% | Auto Club/Travel Agent | 46.6% | 50.9% | 45.0% | 55.1% |
| 39.0% | State Tourist Office | 39.8% | 34.0% | 30.0% | 40.9% |
| 15.3% | City/Town | 14.4% | 17.0% | 20.0% | 14.8% |
| 14.7% | Regional Chamber | 16.1% | 11.3% | 10.0% | 15.3% |
| 10.1% | Lodging | 14.4% | 9.4% | 5.0% | 8.0% |
| 2.5% | Theme Park | 1.7% | 7.6% | 0.0% | 1.7% |

If after you left home:

| | | | | | |
|-------|---------------------|-------|-------|-------|-------|
| 92.8% | Highway Info Center | 91.8% | 94.9% | 81.8% | 93.8% |
| 21.8% | In City/Town | 19.6% | 18.0% | 22.7% | 24.4% |
| 12.1% | At Lodging | 4.1% | 15.4% | 13.6% | 14.5% |
| 2.6% | At Theme Park | 1.0% | 5.1% | 4.6% | 2.1% |
| 1.0% | Travel Agent | 2.1% | 1.3% | 0.0% | 0.5% |

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

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------------|------------|----------|------------|------------|
| 4.2% | 1 week or less | 2.4% | 3.7% | 18.9% | 4.0% |
| 4.1% | 2-3 weeks | 1.5% | 5.1% | 16.2% | 4.0% |
| 10.5% | 1 month | 7.3% | 11.0% | 10.8% | 12.5% |
| 24.0% | 2-3 months | 24.3% | 18.3% | 24.3% | 26.4% |
| 19.6% | 4-6 months | 19.4% | 28.5% | 13.5% | 16.5% |
| 37.5% | Over 6 months | 45.2% | 33.6% | 16.2% | 36.6% |

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

(Multiple answers)

| | | | | | |
|-------|------------------------------|-------|-------|-------|-------|
| 48.6% | Saw More Attractions | 41.1% | 45.3% | 38.2% | 56.5% |
| 46.5% | Saw More Cities/Areas | 33.7% | 42.3% | 35.3% | 58.5% |
| 30.0% | More Recreation | 26.7% | 21.2% | 41.2% | 35.0% |
| 25.0% | Did Not Influence My Trip | 34.7% | 31.4% | 26.5% | 15.3% |
| 22.8% | Longer Stay | 14.9% | 19.7% | 35.3% | 28.2% |
| 12.4% | Did More Shopping | 11.9% | 13.1% | 20.6% | 11.6% |
| 11.8% | Ate Out More | 10.4% | 12.4% | 8.8% | 12.9% |
| 7.8% | Saw More Theme Parks | 6.4% | 6.6% | 2.9% | 9.9% |
| 2.8% | Stayed At More Hotels/Motels | 0.5% | 4.4% | 5.9% | 3.4% |

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

(Multiple answers)

| | | | | | |
|-------|-----------------------|-------|-------|-------|-------|
| 70.3% | Shopping | 71.1% | 67.7% | 64.9% | 71.5% |
| 58.3% | Camping | 60.7% | 52.9% | 43.2% | 61.0% |
| 51.3% | Historical Tours | 45.8% | 50.0% | 64.9% | 53.8% |
| 46.2% | Museums - Historical | 41.8% | 39.7% | 43.2% | 52.5% |
| 36.2% | Bird-watching | 33.3% | 36.0% | 27.0% | 39.3% |
| 35.6% | Photography | 28.9% | 36.0% | 54.1% | 37.7% |
| 29.2% | Fishing | 32.8% | 30.9% | 18.9% | 27.2% |
| 25.8% | Swimming | 22.4% | 26.5% | 37.8% | 26.2% |
| 24.4% | Hiking | 14.9% | 25.7% | 29.7% | 29.5% |
| 24.3% | Festival/Fair | 20.4% | 32.4% | 18.9% | 23.9% |
| 23.1% | Museums - Art | 20.4% | 25.0% | 27.0% | 23.6% |
| 21.5% | Golf/Tennis | 27.4% | 17.7% | 13.5% | 20.3% |
| 12.7% | Theater - Movie | 12.9% | 16.2% | 24.3% | 9.5% |
| 12.2% | Boating | 12.9% | 14.7% | 18.9% | 9.8% |
| 10.3% | Theme Park | 5.5% | 11.0% | 16.2% | 12.5% |
| 9.6% | Rocks | 7.0% | 13.2% | 8.1% | 9.8% |
| 9.4% | Business | 7.5% | 10.3% | 27.0% | 8.2% |
| 9.3% | Concert - Classical | 13.9% | 8.8% | 16.2% | 5.6% |
| 8.8% | Sports Event | 7.0% | 5.9% | 10.8% | 11.2% |
| 8.8% | Theater - Live | 11.0% | 7.4% | 10.8% | 7.9% |
| 8.4% | Medical Treatment | 6.5% | 11.0% | 8.1% | 8.5% |
| 8.0% | Rodeo | 6.5% | 6.6% | 10.8% | 9.2% |
| 7.2% | Military Event | 7.0% | 8.8% | 8.1% | 6.6% |
| 5.6% | Concert - Pop/Rock/CW | 8.0% | 3.7% | 8.1% | 4.6% |
| 5.6% | Livestock Show | 5.5% | 3.7% | 5.4% | 6.6% |
| 4.9% | Convention | 1.0% | 2.9% | 5.4% | 8.2% |
| 3.1% | School/Seminar | 2.0% | 4.4% | 10.8% | 2.3% |
| 1.3% | Horse Riding | 0.5% | 2.2% | 5.4% | 1.0% |
| 0.9% | Hunting | 1.0% | 2.2% | 0.0% | 0.3% |
| 0.4% | Waterskiing | 0.0% | 1.5% | 2.7% | 0.0% |

15. What did you enjoy about Texas?

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|------------------------|------------|----------|------------|------------|
| 72.6% | Friendliness | 65.2% | 72.5% | 69.4% | 78.0% |
| 66.2% | Good Highways | 56.5% | 68.8% | 58.3% | 72.5% |
| 60.3% | Food | 54.1% | 63.0% | 41.7% | 65.6% |
| 58.7% | Scenery | 51.7% | 58.0% | 61.1% | 63.6% |
| 55.1% | Camping | 55.1% | 52.9% | 44.4% | 57.4% |
| 52.0% | Shopping | 48.3% | 50.0% | 50.0% | 55.7% |
| 48.3% | Beaches | 44.0% | 42.8% | 22.2% | 56.7% |
| 44.5% | Small Towns | 34.8% | 43.5% | 47.2% | 51.2% |
| 41.5% | Wild Flowers | 23.2% | 37.7% | 33.3% | 56.7% |
| 37.3% | Museums - Historical | 32.9% | 34.8% | 47.2% | 40.3% |
| 27.4% | Desert/Plains | 22.2% | 26.1% | 25.0% | 31.8% |
| 26.5% | Historical Markers | 28.0% | 28.3% | 30.6% | 24.3% |
| 25.1% | Fishing | 27.1% | 26.1% | 22.2% | 23.6% |
| 22.7% | Mountains | 15.5% | 18.8% | 27.8% | 28.9% |
| 20.8% | Forests | 14.5% | 21.7% | 30.6% | 23.6% |
| 20.6% | Festivals | 14.5% | 26.1% | 19.4% | 22.3% |
| 18.5% | Swimming | 16.4% | 18.8% | 27.8% | 18.7% |
| 17.6% | Big Cities | 14.0% | 17.4% | 30.6% | 18.7% |
| 17.3% | Golf/Tennis | 19.8% | 15.9% | 11.1% | 17.1% |
| 15.3% | Resorts | 15.0% | 15.2% | 13.9% | 15.7% |
| 13.4% | Museums - Art | 12.6% | 14.5% | 16.7% | 13.1% |
| 10.2% | Boating | 12.1% | 12.3% | 16.7% | 7.2% |
| 8.0% | Theme Parks | 2.9% | 8.7% | 11.1% | 10.8% |
| 6.7% | Concerts - Classical | 9.2% | 5.1% | 13.9% | 4.9% |
| 5.8% | Theater | 4.8% | 5.1% | 13.9% | 5.9% |
| 5.5% | Nightlife | 3.9% | 5.1% | 16.7% | 5.6% |
| 4.1% | Concerts - Rock/Pop/CW | 5.8% | 2.9% | 11.1% | 2.6% |
| 3.8% | Sports - Professional | 2.9% | 2.2% | 8.3% | 4.6% |
| 2.8% | Ballet | 4.4% | 0.7% | 5.6% | 2.3% |
| 2.0% | Dude Ranches | 1.5% | 0.7% | 5.6% | 2.6% |
| 2.0% | Sports - Amateur | 1.5% | 0.7% | 2.8% | 3.0% |
| 1.7% | Sailing | 1.5% | 3.6% | 2.8% | 1.0% |
| 0.1% | Waterskiing | 0.0% | 0.7% | 0.0% | 0.0% |

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

(Multiple answers)

(Top 30 cities/towns listed)

| Annual | | City/Town | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 33.9% | San Antonio | 2 | 22.9% | 1 | 27.9% | 1 | 45.9% | 1 | 42.1% |
| 2 | 22.9% | Harlingen | 1 | 25.0% | 11 | 10.3% | 14 | 5.4% | 3 | 29.4% |
| 3 | 21.5% | Brownsville | 6 | 17.2% | 8 | 11.0% | 14 | 5.4% | 2 | 31.1% |
| 4 | 21.2% | Mc Allen | 3 | 20.8% | 2 | 22.1% | 74 | 0.0% | 4 | 23.7% |
| 5 | 17.6% | Houston | 7 | 13.0% | 6 | 13.2% | 3 | 29.7% | 5 | 21.1% |
| 6 | 17.5% | Corpus Christi | 5 | 18.8% | 5 | 14.0% | 9 | 10.8% | 6 | 19.1% |
| 7 | 16.3% | Mission | 4 | 19.8% | 3 | 16.9% | 74 | 0.0% | 7 | 15.7% |
| 8 | 15.4% | Austin | 8 | 12.0% | 4 | 14.7% | 2 | 43.2% | 10 | 14.4% |
| 9 | 14.0% | Dallas | 9 | 9.9% | 6 | 13.2% | 4 | 24.3% | 7 | 15.7% |
| 10 | 10.1% | Galveston | 12 | 7.8% | 25 | 2.9% | 11 | 8.1% | 9 | 15.1% |
| 11 | 9.3% | Pharr | 10 | 8.9% | 8 | 11.0% | 74 | 0.0% | 13 | 10.0% |
| 12 | 9.0% | El Paso | 15 | 6.3% | 14 | 5.9% | 7 | 16.2% | 11 | 11.4% |
| 13 | 8.4% | South Padre Island | 12 | 7.8% | 8 | 11.0% | 24 | 2.7% | 15 | 8.4% |
| 14 | 8.3% | Rockport | 10 | 8.9% | 19 | 4.4% | 24 | 2.7% | 12 | 10.4% |
| 15 | 7.5% | Fredericksburg | 21 | 4.7% | 19 | 4.4% | 7 | 16.2% | 14 | 9.7% |
| 16 | 7.4% | Del Rio | 12 | 7.8% | 12 | 7.4% | 24 | 2.7% | 17 | 7.7% |
| 16 | 7.4% | Fort Worth | 24 | 3.6% | 12 | 7.4% | 5 | 18.9% | 15 | 8.4% |
| 18 | 5.4% | Port Isabel | 15 | 6.3% | 36 | 2.2% | 24 | 2.7% | 18 | 6.7% |
| 19 | 5.3% | Donna | 18 | 5.2% | 18 | 5.1% | 74 | 0.0% | 20 | 6.0% |
| 20 | 4.8% | Waco | 18 | 5.2% | 14 | 5.9% | 11 | 8.1% | 30 | 3.7% |
| 21 | 4.5% | Fort Stockton | 24 | 3.6% | 23 | 3.7% | 9 | 10.8% | 25 | 4.7% |
| 22 | 4.2% | Weslaco | 22 | 4.2% | 39 | 1.5% | 74 | 0.0% | 20 | 6.0% |
| 23 | 4.1% | Bandera | 18 | 5.2% | 36 | 2.2% | 24 | 2.7% | 27 | 4.3% |
| 23 | 4.1% | Edinburg | 29 | 3.1% | 60 | 0.7% | 74 | 0.0% | 18 | 6.7% |
| 25 | 3.9% | Big Bend National Park | 24 | 3.6% | 14 | 5.9% | 74 | 0.0% | 30 | 3.7% |
| 25 | 3.9% | Kerrville | 22 | 4.2% | 23 | 3.7% | 24 | 2.7% | 29 | 4.0% |
| 25 | 3.9% | Port Aransas | 24 | 3.6% | 25 | 2.9% | 24 | 2.7% | 25 | 4.7% |
| 28 | 3.6% | Laredo | 33 | 2.1% | 25 | 2.9% | 74 | 0.0% | 22 | 5.4% |
| 28 | 3.6% | San Benito | 31 | 2.6% | 19 | 4.4% | 74 | 0.0% | 27 | 4.3% |
| 30 | 3.3% | Alamo | 31 | 2.6% | 60 | 0.7% | 24 | 2.7% | 24 | 5.0% |

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 | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|----------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 20.6% | Alamo | 2 | 17.3% | 2 | 16.9% | 1 | 25.0% | 1 | 22.7% |
| 2 | 18.3% | Padre Is. Natl. Seashore | 1 | 20.2% | 3 | 14.1% | 7 | 8.3% | 4 | 19.7% |
| 3 | 17.6% | Big Bend National Park | 6 | 6.7% | 1 | 21.1% | 12 | 4.2% | 1 | 22.7% |
| 4 | 15.3% | South Padre Island | 9 | 5.8% | 5 | 11.3% | 7 | 8.3% | 3 | 21.5% |
| 5 | 14.1% | C. A. F. Flying Museum | 3 | 14.4% | 7 | 9.9% | 60 | 0.0% | 5 | 16.7% |
| 6 | 11.6% | San Antonio River Walk | 9 | 5.8% | 7 | 9.9% | 2 | 20.8% | 7 | 13.7% |
| 7 | 10.9% | LBJ Natl. Historical Pk. | 9 | 5.8% | 10 | 5.6% | 4 | 12.5% | 6 | 14.6% |
| 8 | 10.6% | Bentsen R.G. Val. St. Pk. | 3 | 14.4% | 82 | 0.0% | 60 | 0.0% | 8 | 13.3% |
| 9 | 9.5% | Sea World | 5 | 7.7% | 7 | 9.9% | 4 | 12.5% | 10 | 9.9% |
| 10 | 8.6% | Gladys Porter Zoo | 6 | 6.7% | 5 | 11.3% | 7 | 8.3% | 12 | 8.6% |
| 11 | 7.6% | Santa Ana N. W'lfe Ref. | 9 | 5.8% | 13 | 2.8% | 12 | 4.2% | 9 | 10.3% |
| 12 | 5.8% | NASA | 21 | 2.9% | 10 | 5.6% | 12 | 4.2% | 13 | 7.3% |
| 13 | 5.6% | Adm. Nimitz St. Hist. Site | 14 | 4.8% | 13 | 2.8% | 12 | 4.2% | 14 | 6.9% |
| 13 | 5.6% | Ft. Davis Natl. Hist. Site | 21 | 2.9% | 82 | 0.0% | 60 | 0.0% | 11 | 9.0% |
| 15 | 5.1% | Aransas N. W'lfe Ref. | 19 | 3.8% | 13 | 2.8% | 60 | 0.0% | 14 | 6.9% |
| 16 | 4.9% | Goose Island St. Pk. | 9 | 5.8% | 13 | 2.8% | 60 | 0.0% | 17 | 5.6% |
| 16 | 4.9% | Mustang Island St. Pk. | 14 | 4.8% | 26 | 1.4% | 60 | 0.0% | 16 | 6.4% |
| 18 | 4.4% | San Antonio Missions | 28 | 1.9% | 4 | 12.7% | 12 | 4.2% | 25 | 3.0% |
| 19 | 4.2% | Amistad Reservoir | 6 | 6.7% | 26 | 1.4% | 60 | 0.0% | 20 | 4.3% |
| 19 | 4.2% | Falcon State Rec. Pk. | 14 | 4.8% | 13 | 2.8% | 60 | 0.0% | 19 | 4.7% |
| 21 | 3.7% | Capitol Complex | 14 | 4.8% | 13 | 2.8% | 3 | 16.7% | 34 | 2.1% |
| 22 | 3.5% | Lag. Atas. N. W'lfe Ref. | 43 | 1.0% | 26 | 1.4% | 60 | 0.0% | 17 | 5.6% |
| 23 | 3.2% | Iwo Jima War Mem. | 21 | 2.9% | 26 | 1.4% | 60 | 0.0% | 20 | 4.3% |
| 24 | 3.0% | Galveston Island Beach | 14 | 4.8% | 26 | 1.4% | 12 | 4.2% | 29 | 2.6% |
| 24 | 3.0% | King Ranch | 28 | 1.9% | 26 | 1.4% | 60 | 0.0% | 20 | 4.3% |
| 26 | 2.8% | LBJ Library | 21 | 2.9% | 26 | 1.4% | 12 | 4.2% | 25 | 3.0% |
| 27 | 2.5% | Guad. Mnts. Natl. Pk. | 21 | 2.9% | 26 | 1.4% | 60 | 0.0% | 25 | 3.0% |
| 28 | 2.3% | Corpus Christi Museum | 43 | 1.0% | 82 | 0.0% | 12 | 4.2% | 23 | 3.4% |
| 29 | 2.1% | Mc Allen Intl. Museum | 21 | 2.9% | 82 | 0.0% | 60 | 0.0% | 29 | 2.6% |
| 30 | 1.9% | Lady Bird Johnson Park | 85 | 0.0% | 82 | 0.0% | 60 | 0.0% | 23 | 3.4% |
| 30 | 1.9% | Lake Texoma | 85 | 0.0% | 26 | 1.4% | 7 | 8.3% | 34 | 2.1% |
| 30 | 1.9% | Lone Star Brewery | 28 | 1.9% | 82 | 0.0% | 60 | 0.0% | 29 | 2.6% |
| 30 | 1.9% | Seminole Canyon St. Pk. | 85 | 0.0% | 26 | 1.4% | 60 | 0.0% | 25 | 3.0% |
| 30 | 1.9% | Southfork Ranch | 28 | 1.9% | 82 | 0.0% | 60 | 0.0% | 29 | 2.6% |
| 35 | 1.6% | Caverns Of Sonora | 43 | 1.0% | 82 | 0.0% | 60 | 0.0% | 29 | 2.6% |
| 35 | 1.6% | Fort Stockton | 19 | 3.8% | 82 | 0.0% | 60 | 0.0% | 50 | 1.3% |
| 35 | 1.6% | Tx. Ranger H. Fame Mus. | 43 | 1.0% | 13 | 2.8% | 60 | 0.0% | 43 | 1.7% |
| 38 | 1.4% | Davis Mountains St. Pk. | 85 | 0.0% | 26 | 1.4% | 60 | 0.0% | 34 | 2.1% |
| 38 | 1.4% | Fort Hood | 85 | 0.0% | 82 | 0.0% | 12 | 4.2% | 34 | 2.1% |
| 38 | 1.4% | Goliad State Park | 21 | 2.9% | 26 | 1.4% | 60 | 0.0% | 58 | 0.9% |
| 38 | 1.4% | Lake Tawakoni | 85 | 0.0% | 26 | 1.4% | 60 | 0.0% | 34 | 2.1% |
| 38 | 1.4% | Lake Whitney | 85 | 0.0% | 26 | 1.4% | 12 | 4.2% | 43 | 1.7% |
| 38 | 1.4% | Palo Duro Canyon St. Pk. | 43 | 1.0% | 82 | 0.0% | 12 | 4.2% | 43 | 1.7% |
| 38 | 1.4% | Six Flags Over Texas | 85 | 0.0% | 26 | 1.4% | 4 | 12.5% | 58 | 0.9% |
| 45 | 1.2% | Aquarena Springs | 28 | 1.9% | 82 | 0.0% | 12 | 4.2% | 58 | 0.9% |
| 45 | 1.2% | Art Mus. Of S. Texas | 85 | 0.0% | 82 | 0.0% | 60 | 0.0% | 34 | 2.1% |
| 45 | 1.2% | Canyon Lake | 43 | 1.0% | 82 | 0.0% | 60 | 0.0% | 43 | 1.7% |
| 45 | 1.2% | Choke Canyon St. Pk. | 43 | 1.0% | 13 | 2.8% | 60 | 0.0% | 58 | 0.9% |
| 45 | 1.2% | Fort Bliss | 28 | 1.9% | 82 | 0.0% | 60 | 0.0% | 50 | 1.3% |
| 45 | 1.2% | Lake Corpus Christi | 85 | 0.0% | 82 | 0.0% | 60 | 0.0% | 34 | 2.1% |

ANNUAL TEXAS AUTO VISITOR SURVEY

Responses from Foreign Short-Term Visitors

1990 WINTER REPORT

(Dec. '89 - Feb. '90)

1. Where do you live?

| Annual | | Nation | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|--------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 48.4% | Canada | 1 | 59.5% | 1 | 44.3% | 1 | 26.9% | 1 | 55.9% |
| 2 | 13.6% | West Germany | 3 | 9.1% | 3 | 12.6% | 2 | 20.2% | 2 | 13.4% |
| 3 | 11.8% | England | 2 | 10.7% | 2 | 15.3% | 3 | 13.4% | 3 | 9.2% |
| 4 | 4.5% | Australia | 6 | 4.1% | 4 | 6.0% | 5 | 5.0% | 5 | 3.4% |
| 5 | 3.7% | Switzerland | 4 | 5.8% | 5 | 4.9% | 7 | 3.4% | 6 | 1.9% |
| 6 | 3.4% | Netherlands | 8 | 0.8% | 6 | 3.3% | 5 | 5.0% | 4 | 3.8% |
| 7 | 2.9% | France | 7 | 1.7% | 9 | 1.6% | 4 | 10.9% | 11 | 0.8% |
| 8 | 1.9% | New Zealand | 5 | 5.0% | 7 | 2.2% | 20 | 0.0% | 9 | 1.1% |
| 9 | 1.2% | Sweden | 13 | 0.0% | 12 | 0.5% | 9 | 1.7% | 6 | 1.9% |
| 10 | 0.9% | Belgium | 13 | 0.0% | 7 | 2.2% | 12 | 0.8% | 14 | 0.4% |
| 11 | 0.7% | Austria | 8 | 0.8% | 22 | 0.0% | 8 | 2.5% | 14 | 0.4% |
| 12 | 0.6% | Brazil | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 9 | 1.1% |
| 12 | 0.6% | Denmark | 13 | 0.0% | 10 | 1.1% | 20 | 0.0% | 11 | 0.8% |
| 12 | 0.6% | Italy | 13 | 0.0% | 10 | 1.1% | 9 | 1.7% | 24 | 0.0% |
| 12 | 0.6% | Turkey | 13 | 0.0% | 22 | 0.0% | 20 | 0.0% | 8 | 1.5% |
| 16 | 0.4% | Japan | 13 | 0.0% | 12 | 0.5% | 9 | 1.7% | 24 | 0.0% |
| 16 | 0.4% | Norway | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 11 | 0.8% |
| 16 | 0.4% | South Africa | 8 | 0.8% | 12 | 0.5% | 12 | 0.8% | 24 | 0.0% |
| 19 | 0.3% | Israel | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 14 | 0.4% |
| 19 | 0.3% | Malaysia | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 14 | 0.4% |
| 19 | 0.3% | Singapore | 8 | 0.8% | 12 | 0.5% | 20 | 0.0% | 24 | 0.0% |
| 19 | 0.3% | Spain | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 14 | 0.4% |
| 19 | 0.3% | Thailand | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 14 | 0.4% |
| 24 | 0.1% | Argentina | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 24 | 0.0% |
| 24 | 0.1% | China | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 24 | 0.0% |
| 24 | 0.1% | Finland | 8 | 0.8% | 22 | 0.0% | 20 | 0.0% | 24 | 0.0% |
| 24 | 0.1% | Iceland | 13 | 0.0% | 22 | 0.0% | 12 | 0.8% | 24 | 0.0% |
| 24 | 0.1% | India | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 24 | 0.0% |
| 24 | 0.1% | Indonesia | 13 | 0.0% | 22 | 0.0% | 20 | 0.0% | 14 | 0.4% |
| 24 | 0.1% | Ireland | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 24 | 0.0% |
| 24 | 0.1% | Panama | 13 | 0.0% | 22 | 0.0% | 20 | 0.0% | 14 | 0.4% |
| 24 | 0.1% | Philippines | 13 | 0.0% | 12 | 0.5% | 20 | 0.0% | 24 | 0.0% |
| 24 | 0.1% | Uruguay | 13 | 0.0% | 22 | 0.0% | 20 | 0.0% | 14 | 0.4% |

Mexico is not included.

2. Age of visitors:

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------|------------|----------|------------|------------|
| 6.8% | Under 18 | 6.4% | 4.9% | 13.7% | 4.8% |
| 10.3% | 18-24 | 10.2% | 14.0% | 16.6% | 4.7% |
| 14.5% | 25-34 | 12.8% | 13.8% | 11.3% | 17.7% |
| 12.5% | 35-44 | 14.4% | 11.6% | 19.7% | 8.4% |
| 19.2% | 45-54 | 14.4% | 18.6% | 22.9% | 20.4% |
| 23.5% | 55-64 | 27.2% | 25.3% | 10.2% | 26.9% |
| 13.2% | 65 Plus | 14.7% | 11.9% | 5.6% | 17.0% |

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

(Multiple answers)

| | | | | | |
|-------|----------------|-------|-------|-------|-------|
| 84.6% | Maps | 83.1% | 87.9% | 84.0% | 83.1% |
| 49.0% | Historic Sites | 49.2% | 46.2% | 51.3% | 49.8% |
| 47.6% | City/Towns | 43.2% | 45.6% | 55.5% | 47.5% |
| 34.4% | National Parks | 30.5% | 36.8% | 31.9% | 35.6% |
| 29.6% | State Parks | 24.6% | 32.4% | 19.3% | 34.5% |
| 26.3% | Campgrounds | 24.6% | 33.5% | 11.8% | 28.7% |
| 23.7% | Travel Break | 28.8% | 26.9% | 23.5% | 19.2% |
| 22.9% | Museums | 23.7% | 26.9% | 18.5% | 21.8% |
| 20.3% | RV Parks | 24.6% | 24.2% | 8.4% | 21.1% |
| 19.3% | Lodgings | 21.2% | 17.0% | 20.2% | 19.5% |
| 19.3% | Routing | 16.1% | 21.4% | 16.8% | 20.3% |
| 18.5% | Special Events | 14.4% | 19.8% | 21.0% | 18.4% |
| 9.4% | Restaurants | 11.9% | 11.5% | 8.4% | 7.3% |
| 5.0% | Theme Parks | 5.9% | 5.0% | 6.7% | 3.8% |

4. Purpose of this Texas trip:

(Multiple answers)

| | | | | | |
|-------|----------------------|-------|-------|-------|-------|
| 82.4% | Vacation/Leisure | 78.5% | 84.0% | 84.2% | 82.2% |
| 23.9% | Visit Family/Friends | 27.3% | 20.4% | 27.5% | 23.1% |
| 20.4% | Just Passing Through | 24.8% | 24.3% | 11.7% | 19.7% |
| 5.7% | Work/Business | 5.8% | 3.3% | 8.3% | 6.1% |
| 4.2% | Other | 4.1% | 6.1% | 3.3% | 3.4% |
| 3.8% | Convention | 1.7% | 3.3% | 5.8% | 4.2% |
| 2.5% | Day Trip Only | 2.5% | 3.3% | 0.0% | 3.0% |
| 1.7% | Moving to Texas | 0.0% | 0.6% | 4.2% | 2.3% |

5. What type accommodations used?

(Multiple answers)

| | | | | | |
|-------|-----------------|-------|-------|-------|-------|
| 53.6% | Motel | 49.6% | 47.5% | 67.0% | 53.5% |
| 21.0% | Hotel | 21.4% | 17.9% | 33.9% | 17.1% |
| 15.5% | Private Home | 15.4% | 11.7% | 25.4% | 13.6% |
| 15.2% | Motor Home | 15.4% | 20.7% | 5.1% | 15.9% |
| 8.3% | Travel Trailer | 15.4% | 5.0% | 3.4% | 9.7% |
| 7.7% | Tent Camping | 3.4% | 12.9% | 9.3% | 5.4% |
| 7.1% | Van Camper | 7.7% | 9.5% | 0.9% | 8.1% |
| 3.3% | Apartment/Condo | 5.1% | 3.9% | 0.9% | 3.1% |
| 2.1% | Hostel | 4.3% | 2.8% | 3.4% | 0.0% |
| 1.9% | Pickup Camper | 1.7% | 1.7% | 0.0% | 3.1% |
| 0.9% | Bed & Breakfast | 3.4% | 1.1% | 0.0% | 0.0% |
| 0.9% | Military Base | 0.0% | 1.1% | 0.9% | 1.2% |

6. Mode of transportation this trip:

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|--------------------|------------|----------|------------|------------|
| 39.4% | Private Auto | 39.8% | 35.5% | 47.9% | 37.9% |
| 27.9% | Rental Auto | 19.5% | 29.0% | 39.5% | 25.7% |
| 21.9% | Airline | 26.3% | 19.1% | 26.9% | 19.5% |
| 13.8% | Motor Home | 17.8% | 18.0% | 3.4% | 13.8% |
| 8.4% | Van | 9.3% | 8.2% | 5.0% | 9.6% |
| 4.8% | Pickup/Camper | 5.9% | 4.9% | 0.0% | 6.5% |
| 3.4% | Pickup | 5.9% | 2.7% | 0.8% | 3.8% |
| 2.3% | Rental RV | 0.9% | 3.3% | 1.7% | 2.7% |
| 2.2% | Tour Bus | 1.7% | 2.2% | 2.5% | 2.3% |
| 1.6% | Bus Line | 1.7% | 1.1% | 0.8% | 2.3% |
| 0.7% | Motorcycle | 0.9% | 0.0% | 1.7% | 0.8% |
| 0.7% | Truck (heavy duty) | 1.7% | 0.6% | 1.7% | 0.0% |
| 0.4% | Boat | 0.9% | 0.6% | 0.0% | 0.4% |
| 0.4% | Train | 0.0% | 1.1% | 0.8% | 0.0% |
| 0.3% | Private Plane | 0.0% | 0.0% | 0.8% | 0.4% |

7. Total miles in Texas this trip?

| | | | | | |
|-------|-------------|-------|-------|-------|-------|
| 1.2% | 100 or less | 0.9% | 1.7% | 0.9% | 1.2% |
| 4.0% | 101-300 | 5.1% | 4.0% | 0.9% | 5.0% |
| 7.8% | 301-500 | 8.5% | 6.8% | 7.0% | 8.5% |
| 14.5% | 501-800 | 12.7% | 13.0% | 20.0% | 13.9% |
| 15.5% | 801-1,000 | 16.1% | 16.4% | 19.1% | 13.1% |
| 24.9% | 1,001-1,500 | 24.6% | 27.7% | 18.3% | 26.2% |
| 15.5% | 1,501-2,000 | 16.1% | 15.3% | 12.2% | 16.9% |
| 16.6% | 2,001 plus | 16.1% | 15.3% | 21.7% | 15.4% |

8. How many nights in Texas this trip?

| | | | | | |
|-------|-------|-------|-------|-------|-------|
| 1.9% | 0 | 1.7% | 1.1% | 0.8% | 3.1% |
| 3.1% | 1 | 3.4% | 3.9% | 0.8% | 3.5% |
| 6.3% | 2 | 9.2% | 7.8% | 9.2% | 2.7% |
| 8.7% | 3 | 5.9% | 10.0% | 9.2% | 8.8% |
| 8.2% | 4 | 6.7% | 11.7% | 10.9% | 5.4% |
| 9.9% | 5 | 10.1% | 7.2% | 12.6% | 10.3% |
| 5.2% | 6 | 3.4% | 2.2% | 9.2% | 6.1% |
| 5.9% | 7 | 2.5% | 6.1% | 5.9% | 7.3% |
| 6.0% | 8 | 3.4% | 7.8% | 3.4% | 7.3% |
| 4.3% | 9 | 2.5% | 4.4% | 3.4% | 5.4% |
| 5.6% | 10 | 9.2% | 5.0% | 4.2% | 5.0% |
| 18.3% | 11-15 | 22.7% | 15.0% | 17.7% | 18.8% |
| 7.2% | 16-20 | 5.9% | 10.6% | 5.9% | 6.1% |
| 5.2% | 21-25 | 7.6% | 3.3% | 2.5% | 6.5% |
| 4.3% | 26-30 | 5.9% | 3.9% | 4.2% | 3.8% |

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

Approximate dollars spent in Texas on this trip?

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|----------|---------------------------|------------|----------|------------|------------|
| 26.0% | Lodging | 30.9% | 24.6% | 26.0% | 24.4% |
| 23.9% | Food | 23.9% | 26.2% | 21.3% | 23.8% |
| 17.7% | Shopping | 17.1% | 16.3% | 18.3% | 18.5% |
| 11.9% | Fuel/Auto Repairs | 16.7% | 13.1% | 8.8% | 10.4% |
| 8.8% | Rental Car | 3.3% | 10.3% | 12.7% | 8.8% |
| 5.0% | Entertainment | 3.2% | 4.8% | 5.5% | 5.8% |
| 4.4% | Fares: Air/Taxi/Bus | 3.1% | 2.5% | 4.7% | 6.0% |
| 2.3% | Other | 1.8% | 2.3% | 2.8% | 2.3% |
| 8.6 Days | Avg. Time Spent in Texas | 9.3 Days | 8.3 Days | 7.8 Days | 8.9 Days |
| 2.2 | Avg. No. People per Party | 2.5 | 2.0 | 2.3 | 2.1 |
| | Avg. Expenditures: | | | | |
| \$983 | Per Party Per Trip | \$1,109 | \$866 | \$1,082 | \$959 |
| \$114 | Per Day Per Party | \$ 120 | \$104 | \$ 140 | \$108 |
| \$ 52 | Per Person Per Day | \$ 48 | \$ 52 | \$ 60 | \$ 51 |

10. What influenced your decision to visit Texas?

(Multiple answers)

| | | | | | |
|-------|-------------------|-------|-------|-------|-------|
| 35.2% | Friends/Family | 36.1% | 32.6% | 39.5% | 34.6% |
| 28.5% | Passing Through | 30.3% | 37.7% | 19.3% | 25.8% |
| 21.2% | Word of Mouth | 21.9% | 22.3% | 10.9% | 25.0% |
| 21.1% | Previous Trip | 22.7% | 19.4% | 21.9% | 21.2% |
| 18.9% | None of the Above | 16.8% | 18.9% | 19.3% | 19.6% |
| 18.6% | Brochures | 10.9% | 13.1% | 21.9% | 24.2% |
| 5.8% | Magazine Ad | 5.9% | 4.0% | 10.1% | 5.0% |
| 3.0% | TV Ad | 0.8% | 2.9% | 5.9% | 2.7% |
| 1.2% | Newspaper Ad | 1.7% | 0.6% | 1.7% | 1.2% |
| 0.4% | Billboards | 0.0% | 1.1% | 0.0% | 0.4% |
| 0.1% | Radio Ad | 0.0% | 0.0% | 0.0% | 0.4% |

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

(Multiple answers)

If in advance: (ordered from)

| | | | | | |
|-------|------------------------|-------|-------|-------|-------|
| 71.9% | Auto Club/Travel Agent | 71.2% | 74.0% | 68.3% | 72.7% |
| 33.1% | State Tourist Office | 25.4% | 30.1% | 36.5% | 36.4% |
| 6.8% | City/Town | 11.9% | 6.9% | 4.8% | 5.6% |
| 5.0% | Lodging | 6.8% | 4.1% | 7.9% | 3.5% |
| 3.6% | Regional Chamber | 3.4% | 2.7% | 4.8% | 3.5% |
| 1.5% | Theme Park | 0.0% | 1.4% | 0.0% | 2.8% |

If after you left home:

| | | | | | |
|-------|---------------------|-------|-------|-------|-------|
| 88.0% | Highway Info Center | 87.8% | 92.1% | 85.0% | 86.2% |
| 26.1% | In City/Town | 23.2% | 22.1% | 23.8% | 31.5% |
| 15.5% | At Lodging | 15.9% | 10.7% | 18.8% | 17.7% |
| 5.8% | Travel Agent | 3.7% | 5.0% | 6.3% | 7.2% |
| 2.5% | At Theme Park | 1.2% | 2.1% | 2.5% | 3.3% |

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

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|----------------|------------|----------|------------|------------|
| 10.4% | 1 week or less | 10.2% | 14.7% | 14.3% | 5.7% |
| 8.6% | 2-3 weeks | 10.2% | 6.8% | 6.7% | 9.9% |
| 14.9% | 1 month | 17.0% | 18.1% | 16.8% | 11.1% |
| 26.0% | 2-3 months | 26.3% | 19.2% | 23.5% | 31.7% |
| 20.4% | 4-6 months | 12.7% | 19.8% | 21.0% | 24.1% |
| 19.7% | Over 6 months | 23.7% | 21.5% | 17.7% | 17.6% |

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

(Multiple answers)

| | | | | | |
|-------|------------------------------|-------|-------|-------|-------|
| 48.8% | Saw More Attractions | 51.3% | 45.2% | 37.6% | 55.3% |
| 42.6% | Saw More Cities/Areas | 47.9% | 45.2% | 39.3% | 39.9% |
| 27.6% | Longer Stay | 25.6% | 31.1% | 14.5% | 32.0% |
| 23.6% | Did Not Influence My Trip | 26.5% | 22.0% | 29.1% | 21.0% |
| 16.1% | More Recreation | 14.5% | 13.0% | 18.0% | 18.2% |
| 8.9% | Did More Shopping | 7.7% | 7.9% | 10.3% | 9.5% |
| 7.7% | Saw More Theme Parks | 7.7% | 7.3% | 12.0% | 5.9% |
| 5.4% | Stayed At More Hotels/Motels | 5.1% | 5.1% | 6.0% | 5.5% |
| 5.1% | Ate Out More | 4.3% | 4.5% | 3.4% | 6.7% |

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

(Multiple answers)

| | | | | | |
|-------|-----------------------|-------|-------|-------|-------|
| 64.2% | Shopping | 64.9% | 60.7% | 67.2% | 64.8% |
| 55.1% | Photography | 45.6% | 55.5% | 54.3% | 59.4% |
| 52.7% | Historical Tours | 52.6% | 53.2% | 51.7% | 52.7% |
| 50.8% | Museums - Historical | 50.0% | 46.2% | 55.2% | 52.3% |
| 32.9% | Camping | 35.1% | 39.3% | 16.4% | 35.2% |
| 22.8% | Bird-watching | 26.3% | 18.5% | 12.1% | 28.9% |
| 22.5% | Museums - Art | 25.4% | 23.1% | 23.3% | 20.3% |
| 21.7% | Swimming | 11.4% | 23.7% | 37.1% | 18.0% |
| 20.2% | Hiking | 22.8% | 21.4% | 13.8% | 21.1% |
| 13.7% | Theme Park | 11.4% | 11.6% | 15.5% | 15.2% |
| 9.3% | Festival/Fair | 7.0% | 15.0% | 7.8% | 7.0% |
| 9.3% | Rocks | 10.5% | 10.4% | 6.0% | 9.4% |
| 7.9% | Business | 7.9% | 5.8% | 11.2% | 7.8% |
| 7.7% | Rodeo | 6.1% | 5.2% | 11.2% | 8.6% |
| 7.6% | Theater - Movie | 10.5% | 8.1% | 6.0% | 6.6% |
| 6.5% | Boating | 4.4% | 9.3% | 5.2% | 6.3% |
| 6.1% | Golf/Tennis | 7.9% | 6.4% | 3.5% | 6.3% |
| 5.2% | Concert - Pop/Rock/CW | 0.9% | 4.1% | 14.7% | 3.5% |
| 4.9% | Theater - Live | 3.5% | 3.5% | 12.1% | 3.1% |
| 4.2% | Convention | 3.5% | 2.3% | 6.9% | 4.7% |
| 4.2% | Fishing | 2.6% | 5.8% | 3.5% | 4.3% |
| 3.6% | Sports Event | 5.3% | 4.1% | 2.6% | 3.1% |
| 3.2% | Concert - Classical | 4.4% | 1.7% | 4.3% | 3.1% |
| 2.9% | Livestock Show | 4.4% | 2.3% | 4.3% | 2.0% |
| 2.6% | Horse Riding | 0.0% | 2.9% | 7.8% | 1.2% |
| 2.6% | School/Seminar | 0.9% | 1.2% | 3.5% | 3.9% |
| 2.1% | Military Event | 1.8% | 1.2% | 0.9% | 3.5% |
| 0.9% | Medical Treatment | 0.9% | 1.2% | 1.7% | 0.4% |
| 0.6% | Waterskiing | 0.0% | 0.0% | 1.7% | 0.8% |
| 0.3% | Hunting | 0.0% | 0.0% | 0.9% | 0.4% |

15. What did you enjoy about Texas?

(Multiple answers)

| Annual | | Winter '90 | Fall '89 | Summer '89 | Spring '89 |
|--------|------------------------|------------|----------|------------|------------|
| 74.8% | Friendliness | 74.4% | 79.2% | 69.0% | 74.5% |
| 60.0% | Good Highways | 65.8% | 54.5% | 58.6% | 61.8% |
| 59.6% | Scenery | 54.7% | 59.6% | 53.5% | 64.5% |
| 49.0% | Food | 47.9% | 48.3% | 53.5% | 47.9% |
| 46.6% | Shopping | 42.7% | 43.8% | 50.0% | 48.7% |
| 41.5% | Desert/Plains | 36.8% | 44.4% | 39.7% | 42.5% |
| 40.1% | Museums - Historical | 35.9% | 38.2% | 44.0% | 41.7% |
| 38.8% | Small Towns | 40.2% | 37.1% | 39.7% | 39.0% |
| 34.2% | Big Cities | 29.1% | 33.2% | 47.4% | 31.3% |
| 31.0% | Mountains | 29.9% | 36.0% | 28.5% | 29.3% |
| 28.8% | Historical Markers | 41.0% | 22.5% | 29.3% | 27.4% |
| 28.7% | Camping | 30.8% | 34.8% | 10.3% | 31.7% |
| 27.3% | Beaches | 27.4% | 30.3% | 20.7% | 28.2% |
| 24.6% | Wild Flowers | 6.0% | 16.3% | 21.6% | 40.2% |
| 20.1% | Forests | 14.5% | 17.4% | 25.0% | 22.4% |
| 15.1% | Museums - Art | 15.4% | 16.3% | 16.4% | 13.5% |
| 13.1% | Swimming | 8.6% | 15.2% | 24.1% | 8.9% |
| 10.6% | Nightlife | 6.8% | 9.6% | 14.7% | 11.2% |
| 9.3% | Theme Parks | 6.0% | 6.2% | 12.9% | 11.2% |
| 7.0% | Resorts | 6.0% | 7.3% | 6.9% | 7.3% |
| 6.3% | Festivals | 1.7% | 9.6% | 6.0% | 6.2% |
| 5.8% | Golf/Tennis | 6.8% | 7.3% | 2.6% | 5.8% |
| 5.1% | Dude Ranches | 5.1% | 5.6% | 5.2% | 4.6% |
| 3.9% | Concerts - Rock/Pop/CW | 1.7% | 3.4% | 8.6% | 3.1% |
| 3.6% | Boating | 2.6% | 3.4% | 2.6% | 4.6% |
| 3.3% | Theater | 2.6% | 2.3% | 8.6% | 1.9% |
| 2.7% | Concerts - Classical | 2.6% | 1.1% | 5.2% | 2.7% |
| 2.4% | Fishing | 0.9% | 4.5% | 0.9% | 2.3% |
| 1.9% | Sports - Professional | 0.9% | 1.1% | 6.9% | 0.8% |
| 1.3% | Sports - Amateur | 1.7% | 1.7% | 2.6% | 0.4% |
| 1.2% | Ballet | 0.0% | 2.8% | 0.9% | 0.8% |
| 0.3% | Sailing | 0.0% | 0.6% | 0.9% | 0.0% |
| 0.3% | Waterskiing | 0.0% | 0.0% | 0.0% | 0.8% |

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

(Multiple answers)

(Top 30 cities/towns listed)

| Annual | | City/Town | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 57.4% | San Antonio | 1 | 60.9% | 1 | 54.9% | 1 | 66.9% | 1 | 53.3% |
| 2 | 39.0% | Houston | 2 | 36.5% | 2 | 46.2% | 3 | 40.7% | 2 | 34.5% |
| 3 | 30.4% | Dallas | 5 | 25.2% | 5 | 26.0% | 2 | 43.2% | 3 | 29.9% |
| 4 | 27.4% | El Paso | 3 | 31.3% | 4 | 27.7% | 6 | 21.2% | 4 | 28.4% |
| 5 | 23.5% | Austin | 4 | 26.1% | 6 | 23.1% | 4 | 28.0% | 5 | 20.7% |
| 6 | 19.9% | Galveston | 7 | 13.9% | 3 | 28.3% | 8 | 19.5% | 7 | 17.2% |
| 7 | 19.2% | Corpus Christi | 6 | 20.0% | 7 | 17.3% | 6 | 21.2% | 6 | 19.2% |
| 8 | 14.4% | Fort Worth | 8 | 13.0% | 10 | 12.1% | 5 | 22.9% | 8 | 12.6% |
| 9 | 10.9% | Del Rio | 13 | 5.2% | 9 | 12.7% | 10 | 14.4% | 9 | 10.7% |
| 9 | 10.5% | Laredo | 9 | 11.3% | 11 | 9.8% | 11 | 11.0% | 10 | 10.3% |
| 11 | 8.8% | Amarillo | 12 | 6.1% | 12 | 8.7% | 9 | 17.8% | 14 | 6.1% |
| 12 | 7.5% | Brownsville | 10 | 8.7% | 13 | 6.4% | 15 | 4.2% | 11 | 9.2% |
| 13 | 7.2% | Fort Stockton | 17 | 4.3% | 8 | 13.3% | 21 | 3.4% | 14 | 6.1% |
| 14 | 5.4% | Fredericksburg | 13 | 5.2% | 24 | 2.9% | 13 | 5.1% | 12 | 7.3% |
| 15 | 4.8% | Big Bend National Park | 17 | 4.3% | 15 | 4.6% | 15 | 4.2% | 18 | 5.4% |
| 16 | 4.6% | Harlingen | 33 | 1.7% | 21 | 3.5% | 21 | 3.4% | 12 | 7.3% |
| 16 | 4.6% | South Padre Island | 11 | 7.8% | 15 | 4.6% | 32 | 1.7% | 19 | 4.6% |
| 16 | 4.6% | Waco | 13 | 5.2% | 15 | 4.6% | 12 | 9.3% | 29 | 2.3% |
| 19 | 4.5% | Van Horn | 20 | 3.5% | 15 | 4.6% | 26 | 2.5% | 17 | 5.7% |
| 20 | 4.2% | Mc Allen | 13 | 5.2% | 28 | 2.3% | 32 | 1.7% | 14 | 6.1% |
| 21 | 3.9% | New Braunfels | 23 | 2.6% | 15 | 4.6% | 26 | 2.5% | 19 | 4.6% |
| 22 | 3.7% | Beaumont | 47 | 0.9% | 14 | 5.2% | 21 | 3.4% | 21 | 4.2% |
| 23 | 3.6% | Abilene | 17 | 4.3% | 15 | 4.6% | 13 | 5.1% | 32 | 1.9% |
| 24 | 3.3% | Wichita Falls | 33 | 1.7% | 24 | 2.9% | 21 | 3.4% | 21 | 4.2% |
| 25 | 2.8% | Texarkana | 47 | 0.9% | 47 | 1.2% | 15 | 4.2% | 21 | 4.2% |
| 26 | 2.5% | Alpine | 47 | 0.9% | 28 | 2.3% | 15 | 4.2% | 27 | 2.7% |
| 27 | 2.4% | Kerrville | 33 | 1.7% | 21 | 3.5% | 32 | 1.7% | 29 | 2.3% |
| 28 | 2.2% | Fort Davis | 33 | 1.7% | 34 | 1.7% | 32 | 1.7% | 25 | 3.1% |
| 28 | 2.2% | Mission | 23 | 2.6% | 68 | 0.6% | 91 | 0.0% | 21 | 4.2% |
| 28 | 2.2% | Orange | 33 | 1.7% | 28 | 2.3% | 44 | 0.8% | 25 | 3.1% |

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 | Winter '90 | | Fall '89 | | Summer '89 | | Spring '89 | |
|--------|-------|-----------------------------|------------|-------|----------|-------|------------|-------|------------|-------|
| Rank | Pct. | | Rank | Pct. | Rank | Pct. | Rank | Pct. | Rank | Pct. |
| 1 | 41.1% | Alamo | 1 | 42.5% | 1 | 44.7% | 1 | 40.8% | 1 | 38.7% |
| 2 | 21.0% | Big Bend National Park | 2 | 18.8% | 3 | 21.9% | 2 | 20.4% | 2 | 21.6% |
| 3 | 17.7% | NASA | 6 | 8.8% | 2 | 23.7% | 4 | 16.3% | 4 | 18.6% |
| 3 | 17.7% | San Antonio River Walk | 5 | 11.3% | 4 | 14.0% | 3 | 19.4% | 2 | 21.6% |
| 5 | 12.0% | San Antonio Missions | 3 | 13.8% | 6 | 10.5% | 5 | 14.3% | 6 | 11.1% |
| 6 | 11.2% | Capitol Complex | 4 | 12.5% | 8 | 7.9% | 5 | 14.3% | 6 | 11.1% |
| 7 | 9.6% | Padre Is. Natl. Seashore | 8 | 7.5% | 7 | 8.8% | 11 | 8.2% | 5 | 11.6% |
| 8 | 8.8% | Southfork Ranch | 12 | 6.3% | 5 | 11.4% | 8 | 10.2% | 10 | 7.5% |
| 9 | 7.7% | JFK Memorials | 6 | 8.8% | 9 | 6.1% | 8 | 10.2% | 12 | 7.0% |
| 10 | 7.3% | Ft. Worth Stockyards | 8 | 7.5% | 17 | 3.5% | 7 | 11.2% | 10 | 7.5% |
| 11 | 6.7% | Sea World | 12 | 6.3% | 12 | 4.4% | 14 | 5.1% | 9 | 9.0% |
| 12 | 6.3% | Guad. Mnts. Natl. Pk. | 8 | 7.5% | 9 | 6.1% | 20 | 4.1% | 12 | 7.0% |
| 13 | 5.7% | South Padre Island | 21 | 2.5% | 17 | 3.5% | 29 | 3.1% | 8 | 9.5% |
| 14 | 5.3% | Ft. Davis Natl. Hist. Site | 14 | 5.0% | 11 | 5.3% | 14 | 5.1% | 16 | 5.5% |
| 14 | 5.3% | LBJ Natl. Historical Pk. | 21 | 2.5% | 17 | 3.5% | 12 | 7.1% | 15 | 6.5% |
| 16 | 4.3% | Galveston Island Beach | 21 | 2.5% | 12 | 4.4% | 141 | 0.0% | 12 | 7.0% |
| 17 | 4.1% | Amistad Reservoir | 21 | 2.5% | 17 | 3.5% | 14 | 5.1% | 18 | 4.5% |
| 18 | 3.7% | Aransas N. W'lfe Ref. | 21 | 2.5% | 25 | 2.6% | 37 | 2.0% | 16 | 5.5% |
| 18 | 3.7% | Palo Duro Canyon St. Pk. | 21 | 2.5% | 25 | 2.6% | 8 | 10.2% | 46 | 1.5% |
| 18 | 3.7% | Tx. Ranger H. Fame Mus. | 14 | 5.0% | 17 | 3.5% | 20 | 4.1% | 24 | 3.0% |
| 21 | 3.3% | LBJ Library | 14 | 5.0% | 12 | 4.4% | 20 | 4.1% | 46 | 1.5% |
| 22 | 3.1% | El Mercado (San Antonio) | 75 | 0.0% | 33 | 1.8% | 20 | 4.1% | 18 | 4.5% |
| 22 | 3.1% | S. J. Battleground St. Pk. | 38 | 1.3% | 12 | 4.4% | 14 | 5.1% | 37 | 2.0% |
| 22 | 3.1% | Six Flags Over Texas | 38 | 1.3% | 25 | 2.6% | 12 | 7.1% | 37 | 2.0% |
| 25 | 2.9% | Fort Stockton | 38 | 1.3% | 17 | 3.5% | 29 | 3.1% | 24 | 3.0% |
| 25 | 2.9% | Institute Texan Cultures | 17 | 3.8% | 119 | 0.0% | 37 | 2.0% | 18 | 4.5% |
| 27 | 2.6% | Astrodomain | 21 | 2.5% | 17 | 3.5% | 20 | 4.1% | 46 | 1.5% |
| 27 | 2.6% | C. A. F. Flying Museum | 38 | 1.3% | 25 | 2.6% | 37 | 2.0% | 23 | 3.5% |
| 27 | 2.6% | Seminole Canyon St. Pk. | 21 | 2.5% | 17 | 3.5% | 54 | 1.0% | 24 | 3.0% |
| 30 | 2.4% | Tigua Indian Res. | 38 | 1.3% | 53 | 0.9% | 20 | 4.1% | 24 | 3.0% |
| 31 | 2.2% | Davis Mountains St. Pk. | 38 | 1.3% | 53 | 0.9% | 54 | 1.0% | 21 | 4.0% |
| 31 | 2.2% | San Antonio Zoo | 8 | 7.5% | 53 | 0.9% | 54 | 1.0% | 46 | 1.5% |
| 33 | 2.0% | Caverns Of Sonora | 38 | 1.3% | 12 | 4.4% | 37 | 2.0% | 62 | 1.0% |
| 33 | 2.0% | Mc Donald Observatory | 21 | 2.5% | 53 | 0.9% | 37 | 2.0% | 29 | 2.5% |
| 33 | 2.0% | State Fair Park | 75 | 0.0% | 25 | 2.6% | 20 | 4.1% | 46 | 1.5% |
| 36 | 1.8% | Lag. Atas. N. W'lfe Ref. | 75 | 0.0% | 53 | 0.9% | 141 | 0.0% | 21 | 4.0% |
| 36 | 1.8% | Natural Bridge Caverns | 21 | 2.5% | 53 | 0.9% | 37 | 2.0% | 37 | 2.0% |
| 36 | 1.8% | Strand | 38 | 1.3% | 53 | 0.9% | 29 | 3.1% | 37 | 2.0% |
| 39 | 1.6% | Adm. Nimitz St. Hist. Site | 21 | 2.5% | 33 | 1.8% | 54 | 1.0% | 46 | 1.5% |
| 39 | 1.6% | Bentsen R.G. Val. St. Pk. | 21 | 2.5% | 119 | 0.0% | 54 | 1.0% | 29 | 2.5% |
| 39 | 1.6% | Falcon State Rec. Pk. | 38 | 1.3% | 33 | 1.8% | 141 | 0.0% | 29 | 2.5% |
| 39 | 1.6% | Mustang Island St. Pk. | 75 | 0.0% | 33 | 1.8% | 141 | 0.0% | 24 | 3.0% |
| 39 | 1.6% | Panhandle Plains Hist. Mus. | 38 | 1.3% | 53 | 0.9% | 20 | 4.1% | 62 | 1.0% |
| 44 | 1.4% | Canyon Lake | 38 | 1.3% | 119 | 0.0% | 54 | 1.0% | 29 | 2.5% |
| 44 | 1.4% | Dallas W. End Hist. Dist. | 75 | 0.0% | 53 | 0.9% | 29 | 3.1% | 46 | 1.5% |
| 44 | 1.4% | Houston Mus. Of Fine Arts | 38 | 1.3% | 119 | 0.0% | 14 | 5.1% | 94 | 0.5% |
| 44 | 1.4% | La Villita | 75 | 0.0% | 119 | 0.0% | 37 | 2.0% | 29 | 2.5% |
| 44 | 1.4% | Las Colinas Complex | 38 | 1.3% | 33 | 1.8% | 141 | 0.0% | 37 | 2.0% |
| 44 | 1.4% | San Antonio Bot. Gardens | 21 | 2.5% | 53 | 0.9% | 141 | 0.0% | 37 | 2.0% |
| 44 | 1.4% | Spanish Governors Palace | 75 | 0.0% | 33 | 1.8% | 141 | 0.0% | 29 | 2.5% |