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# TEXAS AUTO VISITOR SURVEY

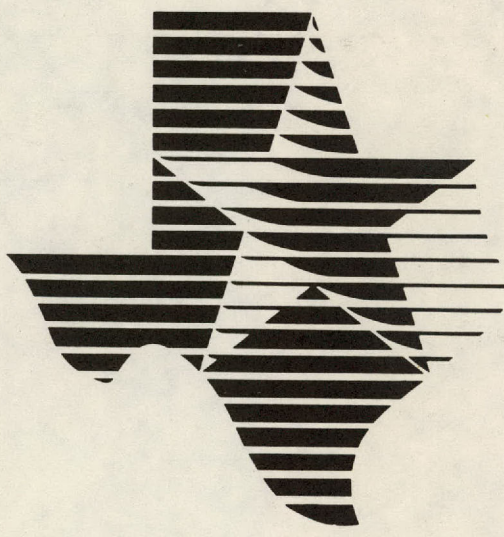
## 1990 SUMMER REPORT

with ANNUAL SUMMARY

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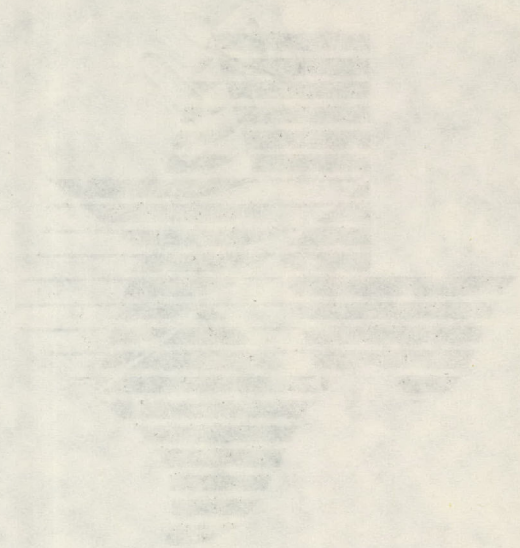
# TEXAS A&T YEARBOOK SURVEY

## 1990 SEPTIMBER REPORT ANNUAL SUMMARY

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State Department of Highways and Public Transportation  
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Austin, Texas 78701

# TEXAS AUTO VISITOR SURVEY

Statistics reported in this survey were compiled from questionnaires returned by 13,855 visitors to Texas during the months of September, 1989 through August, 1990. Survey data are reported with an annual summary, plus totals for travel during these quarters:

**Summer quarter** - June, 1990 to August, 1990

**Spring quarter** - March, 1990 to May, 1990

**Winter quarter** - December, 1989 to February, 1990

**Fall quarter** - September, 1989 to November, 1989

Since significant statistical differences exist between visitors to Texas staying varying amounts of time, and between out-of-state visitors and foreign 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.) A revised questionnaire distributed beginning December 1, 1989 provided additional response categories pertaining to the exact number of days spent in Texas by Long-Term visitors. These data are reported with an asterisk (\*).

**Foreign 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 Foreign 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 - September 20, 1990



# **TEXAS AUTO VISITOR SURVEY**

**Responses from U.S.A. Short-Term Visitors**  
**1990 SUMMER REPORT**  
**(June '90 - Aug. '90)**



1. Where do you live?

Annual			Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.	State	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	11.6%	Louisiana	1	21.1%	1	13.5%	1	10.5%	5	5.3%
2	7.6%	Oklahoma	3	7.5%	4	7.2%	2	6.1%	1	10.4%
3	7.3%	California	4	6.0%	2	7.4%	3	6.0%	2	10.1%
4	6.4%	Florida	2	8.4%	3	7.3%	7	5.0%	3	5.9%
5	4.7%	Illinois	10	3.1%	5	4.3%	4	5.5%	6	4.9%
6	3.7%	Missouri	16	1.9%	10	2.8%	8	3.7%	3	5.9%
7	3.7%	Michigan	18	1.6%	6	3.3%	5	5.4%	13	2.6%
8	3.3%	Kansas	8	3.3%	7	3.2%	10	3.5%	9	3.1%
9	3.1%	Minnesota	29	0.8%	10	2.8%	6	5.1%	22	1.7%
10	2.8%	Arizona	10	3.1%	12	2.7%	17	2.1%	7	3.9%
11	2.8%	Arkansas	9	3.1%	15	2.6%	16	2.3%	8	3.6%
12	2.7%	Iowa	24	1.1%	16	2.4%	8	3.7%	14	2.3%
13	2.5%	Colorado	18	1.6%	14	2.6%	13	2.5%	12	2.8%
14	2.5%	Mississippi	5	4.1%	7	3.2%	20	1.9%	24	1.5%
15	2.5%	Wisconsin	28	0.9%	13	2.7%	11	3.3%	19	1.9%
16	2.4%	Ohio	22	1.4%	20	2.0%	12	2.7%	11	2.9%
17	2.2%	Georgia	7	3.4%	9	2.9%	21	1.8%	26	1.4%
17	2.2%	New York	23	1.3%	16	2.4%	15	2.3%	14	2.3%
19	2.2%	New Mexico	12	2.7%	18	2.1%	25	1.5%	10	3.0%
20	2.0%	Alabama	6	3.6%	19	2.1%	23	1.6%	20	1.7%
21	1.9%	Pennsylvania	15	1.9%	21	1.9%	18	2.0%	20	1.7%
22	1.9%	Indiana	21	1.5%	23	1.7%	19	2.0%	16	2.2%
23	1.8%	Washington	26	0.9%	26	1.2%	14	2.4%	17	2.2%
24	1.8%	Tennessee	17	1.7%	22	1.8%	25	1.5%	17	2.2%
25	1.7%	Virginia	13	2.6%	24	1.6%	23	1.6%	23	1.6%
26	1.6%	North Carolina	14	2.1%	25	1.5%	22	1.6%	26	1.4%
27	1.2%	Oregon	26	0.9%	27	1.2%	27	1.3%	25	1.4%
28	1.0%	New Jersey	30	0.7%	28	1.0%	29	1.0%	28	1.2%
29	0.9%	Nebraska	25	1.0%	32	0.8%	28	1.1%	31	0.8%
29	0.9%	South Carolina	20	1.6%	29	1.0%	32	0.7%	30	0.8%
31	0.8%	Massachusetts	35	0.4%	30	0.9%	29	1.0%	33	0.7%
32	0.8%	Maryland	32	0.6%	30	0.9%	31	0.8%	31	0.8%
33	0.7%	Kentucky	30	0.7%	33	0.6%	32	0.7%	29	0.9%
34	0.5%	Connecticut	34	0.4%	34	0.6%	38	0.5%	37	0.4%
35	0.5%	Nevada	33	0.6%	37	0.4%	35	0.6%	35	0.5%
35	0.5%	South Dakota	37	0.3%	39	0.3%	34	0.6%	33	0.7%
37	0.5%	Utah	35	0.4%	36	0.5%	36	0.5%	36	0.4%
38	0.4%	Maine	45	0.1%	35	0.5%	40	0.5%	48	0.1%
38	0.4%	Wyoming	41	0.2%	39	0.3%	36	0.5%	39	0.3%
40	0.3%	North Dakota	37	0.3%	39	0.3%	38	0.5%	44	0.3%
41	0.3%	Idaho	37	0.3%	38	0.3%	40	0.5%	46	0.2%
42	0.3%	New Hampshire	45	0.1%	39	0.3%	42	0.4%	38	0.3%
43	0.3%	Montana	44	0.1%	43	0.2%	42	0.4%	39	0.3%
44	0.2%	Delaware	37	0.3%	46	0.1%	44	0.2%	39	0.3%
45	0.2%	West Virginia	41	0.2%	43	0.2%	47	0.1%	39	0.3%
46	0.2%	Alaska	45	0.1%	47	0.1%	44	0.2%	39	0.3%
47	0.2%	Vermont	48	0.0%	43	0.2%	46	0.2%	48	0.1%
48	0.1%	Rhode Island	48	0.0%	47	0.1%	48	0.1%	44	0.3%
49	0.1%	Hawaii	41	0.2%	49	0.1%	50	0.1%	47	0.2%
50	0.1%	District of Columbia	48	0.0%	50	0.0%	49	0.1%	50	0.1%

**2. Age of visitors:**

Annual		Summer '90	Spring '90	Winter '90	Fall '89
7.6%	Under 18	20.9%	6.9%	5.2%	3.7%
2.9%	18-24	3.9%	3.2%	2.9%	1.7%
6.4%	25-34	9.4%	6.7%	5.5%	5.1%
9.2%	35-44	16.2%	8.5%	8.3%	7.0%
13.7%	45-54	15.8%	12.9%	13.5%	14.0%
30.1%	55-64	17.9%	29.9%	33.8%	33.0%
30.1%	65 Plus	15.9%	31.8%	30.9%	35.5%

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

(Multiple answers)

85.3%	Maps	84.3%	84.5%	86.2%	85.8%
41.9%	Travel Break	41.7%	41.9%	41.9%	42.1%
36.0%	Historic Sites	31.3%	35.9%	36.9%	37.3%
34.5%	City/Towns	37.1%	33.9%	34.8%	33.5%
24.1%	Routing	22.2%	23.9%	24.6%	24.8%
17.9%	National Parks	12.4%	18.8%	20.2%	16.3%
17.1%	Museums	16.8%	17.8%	17.5%	15.7%
16.8%	Campgrounds	11.0%	16.7%	18.8%	17.1%
16.4%	State Parks	11.5%	17.4%	17.5%	16.0%
16.3%	Lodgings	16.6%	15.6%	16.2%	17.2%
15.0%	RV Parks	6.8%	14.8%	18.9%	14.0%
12.7%	Special Events	12.9%	13.1%	12.1%	12.8%
9.7%	Restaurants	10.1%	9.3%	10.1%	9.4%
3.4%	Theme Parks	8.3%	3.3%	2.4%	2.5%

**4. Purpose of this Texas trip:**

(Multiple answers)

56.8%	Vacation/Leisure	54.6%	55.2%	58.9%	57.1%
46.3%	Visit Family/Friends	46.2%	45.8%	45.9%	47.5%
17.8%	Just Passing Through	17.5%	17.9%	18.3%	17.2%
9.4%	Work/Business	11.8%	9.4%	10.1%	7.3%
6.3%	Other	5.0%	6.3%	6.2%	7.1%
4.7%	Convention	5.7%	4.7%	2.7%	7.2%
3.1%	Day Trip Only	4.4%	3.8%	2.8%	2.0%
2.4%	Moving to Texas	2.8%	2.1%	2.4%	2.6%

**5. What type accommodations used?**

(Multiple answers)

54.3%	Motel	54.3%	54.6%	53.4%	55.3%
25.0%	Private Home	29.3%	24.5%	23.8%	25.3%
14.2%	Hotel	19.7%	14.7%	11.3%	15.0%
11.7%	Motor Home	4.6%	12.1%	14.2%	11.1%
8.7%	Travel Trailer	4.3%	8.2%	11.1%	8.1%
4.7%	Apartment/Condo	5.2%	4.2%	5.1%	4.6%
2.6%	Military Base	2.4%	2.5%	2.7%	2.7%
2.5%	Van Camper	2.1%	2.7%	2.2%	3.0%
2.0%	Tent Camping	4.0%	2.2%	1.4%	1.9%
2.0%	Pickup Camper	1.2%	1.9%	1.9%	2.6%
1.1%	Bed & Breakfast	1.1%	1.2%	1.0%	1.0%
0.4%	Hostel	0.7%	0.6%	0.3%	0.2%



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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
62.7%	Private Auto	67.3%	63.0%	60.5%	62.9%
11.1%	Motor Home	4.7%	11.3%	13.3%	11.0%
9.5%	Van	12.0%	9.9%	9.1%	8.4%
7.9%	Pickup	5.9%	7.5%	8.9%	8.0%
5.7%	Airline	6.9%	5.4%	5.6%	5.5%
4.8%	Rental Auto	5.8%	4.5%	4.8%	4.8%
4.3%	Pickup/Camper	2.9%	3.9%	4.7%	4.8%
1.4%	Tour Bus	0.4%	1.6%	1.0%	2.1%
0.9%	Truck (heavy duty)	0.8%	1.1%	1.0%	0.7%
0.7%	Bus Line	0.6%	0.8%	0.6%	0.7%
0.5%	Motorcycle	0.9%	0.6%	0.4%	0.5%
0.4%	Boat	0.3%	0.6%	0.4%	0.4%
0.3%	Private Plane	0.2%	0.3%	0.3%	0.3%
0.2%	Rental RV	0.0%	0.3%	0.1%	0.3%
0.2%	Train	0.2%	0.1%	0.1%	0.3%

**7. Total miles in Texas this trip?**

1.9%	100 or less	2.8%	1.8%	1.9%	1.6%
11.9%	101-300	16.8%	11.7%	10.0%	12.2%
14.4%	301-500	19.5%	16.3%	11.8%	13.0%
17.9%	501-800	21.5%	18.5%	15.7%	18.4%
15.1%	801-1,000	11.5%	14.8%	14.9%	17.8%
18.4%	1,001-1,500	15.1%	17.5%	19.7%	19.3%
12.1%	1,501-2,000	7.9%	11.5%	15.4%	10.5%
8.4%	2,001 plus	4.9%	8.0%	10.7%	7.2%

**8. How many nights in Texas this trip?**

5.7%	0	8.0%	6.8%	5.0%	4.2%
9.0%	1	13.3%	9.8%	7.7%	7.6%
13.3%	2	15.4%	13.4%	11.8%	14.3%
11.7%	3	14.8%	11.5%	9.9%	12.8%
10.3%	4	11.3%	10.3%	9.5%	11.0%
8.9%	5	8.1%	8.8%	8.0%	10.7%
6.7%	6	5.3%	7.4%	5.8%	7.6%
6.5%	7	6.5%	5.8%	6.8%	7.1%
4.6%	8	3.7%	4.4%	4.8%	5.2%
2.7%	9	1.6%	3.1%	2.3%	3.2%
3.7%	10	3.0%	3.5%	4.5%	3.4%
8.5%	11-15	5.7%	8.1%	10.9%	7.1%
3.5%	16-20	1.7%	3.7%	4.6%	2.4%
2.5%	21-25	1.0%	1.9%	4.1%	1.9%
2.5%	26-30	0.7%	1.8%	4.5%	1.5%

**9. Expenses and time spent in Texas on this trip:**

Approximate dollars spent in Texas on this trip?

Annual		Summer '90	Spring '90	Winter '90	Fall '89
26.1%	Food	28.0%	26.3%	26.0%	25.2%
24.1%	Lodging	24.0%	22.0%	25.2%	25.5%
17.4%	Shopping	17.5%	16.7%	16.8%	19.5%
14.6%	Fuel/Auto Repairs	13.4%	13.0%	16.8%	14.3%
6.8%	Entertainment	8.9%	6.9%	6.4%	6.0%
6.6%	Other	3.4%	10.9%	4.4%	5.1%
2.8%	Fares: Air/Taxi/Bus	2.8%	2.8%	2.8%	2.8%
1.6%	Rental Car	2.0%	1.5%	1.6%	1.5%
7.1 Days	Avg. Time Spent in Texas	5.2 Days	6.7 Days	8.5 Days	6.5 Days
2.2	Avg. No. People per Party	2.6	2.1	2.1	2.1
	Avg. Expenditures:				
\$ 570	Per Party Per Trip	\$ 547	\$ 572	\$ 592	\$ 547
\$ 81	Per Day Per Party	\$ 104	\$ 86	\$ 70	\$ 84
\$ 37	Per Person Per Day	\$ 41	\$ 40	\$ 34	\$ 40

**10. What influenced your decision to visit Texas?**

(Multiple answers)

51.5%	Friends/Family	49.7%	50.6%	52.8%	51.9%
29.4%	Previous Trip	25.4%	28.2%	32.3%	29.0%
21.2%	Passing Through	18.6%	21.5%	21.8%	21.2%
16.0%	None of the Above	19.2%	15.3%	15.1%	16.7%
10.7%	Word of Mouth	9.4%	10.3%	12.5%	9.4%
10.3%	Brochures	9.6%	11.5%	9.7%	9.7%
3.7%	Magazine Ad	2.5%	4.2%	3.8%	3.5%
1.6%	TV Ad	2.7%	2.2%	1.0%	0.8%
1.3%	Newspaper Ad	1.3%	1.4%	1.4%	1.1%
0.4%	Billboards	0.6%	0.3%	0.5%	0.3%
0.4%	Radio Ad	0.7%	0.6%	0.3%	0.2%

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

(Multiple answers)

If in advance (ordered from):

60.4%	Auto Club/Travel Agent	53.9%	59.3%	62.4%	62.5%
34.8%	State Tourist Office	35.3%	37.2%	32.4%	34.5%
11.8%	Lodging	16.7%	11.4%	10.9%	11.4%
9.2%	City/Town	12.6%	9.5%	9.3%	7.1%
7.1%	Regional Chamber	6.8%	6.3%	8.3%	7.0%
1.4%	Theme Park	4.4%	1.2%	1.1%	0.6%

If after you left home:

93.0%	Highway Info Center	91.8%	93.3%	92.5%	93.7%
14.8%	In City/Town	15.4%	13.8%	16.4%	13.5%
11.8%	At Lodging	11.4%	11.9%	12.2%	11.5%
2.3%	Travel Agent	1.3%	2.5%	2.7%	2.1%
1.4%	At Theme Park	3.6%	1.5%	1.0%	1.0%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
14.4%	1 week or less	15.3%	14.8%	15.0%	12.6%
16.2%	2-3 weeks	17.8%	16.6%	15.9%	15.4%
19.0%	1 month	18.1%	18.9%	18.8%	19.8%
27.5%	2-3 months	26.9%	28.7%	26.9%	27.0%
11.4%	4-6 months	12.1%	11.3%	10.9%	12.1%
11.5%	Over 6 months	9.9%	9.8%	12.6%	13.1%

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

(Multiple answers)

39.5%	Did Not Influence My Trip	43.6%	39.8%	38.7%	38.2%
34.9%	Saw More Attractions	30.6%	34.0%	35.4%	37.7%
33.2%	Saw More Cities/Areas	28.2%	31.8%	35.1%	34.9%
14.3%	Longer Stay	11.3%	13.4%	16.1%	14.4%
13.4%	More Recreation	14.3%	13.3%	13.9%	12.2%
7.8%	Did More Shopping	8.5%	7.7%	7.0%	8.8%
5.9%	Ate Out More	4.4%	6.5%	5.8%	6.1%
4.7%	Stayed At More Hotels/Motels	5.1%	4.2%	5.0%	4.8%
2.9%	Saw More Theme Parks	3.1%	3.3%	2.2%	3.3%

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

(Multiple answers)

57.8%	Shopping	59.8%	56.2%	58.7%	57.9%
46.3%	Historical Tours	42.5%	47.5%	45.7%	47.5%
39.5%	Museums - Historical	34.9%	39.4%	41.1%	39.8%
32.1%	Photography	32.8%	32.1%	31.2%	32.9%
21.7%	Camping	12.6%	21.8%	24.5%	22.0%
15.1%	Bird-watching	7.3%	17.4%	18.6%	10.8%
14.8%	Hiking	9.5%	14.7%	17.3%	13.8%
14.7%	Museums - Art	12.8%	14.7%	15.8%	14.3%
12.8%	Business	14.2%	12.4%	13.5%	11.6%
8.5%	Festival/Fair	6.0%	8.9%	6.5%	12.3%
8.3%	Swimming	23.8%	7.4%	4.4%	7.3%
8.1%	Theme Park	19.4%	8.3%	4.5%	7.4%
7.3%	Golf/Tennis	6.1%	6.1%	8.9%	7.4%
6.9%	Theater - Movie	9.8%	6.2%	7.3%	5.7%
6.8%	Rocks	6.0%	6.8%	7.4%	6.4%
6.6%	Fishing	6.3%	6.1%	7.0%	6.6%
5.9%	Boating	8.2%	6.3%	5.1%	5.3%
5.0%	Convention	6.1%	4.8%	3.0%	7.7%
4.6%	Sports Event	8.4%	3.5%	4.2%	5.1%
3.3%	Military Event	3.9%	3.4%	2.8%	3.9%
3.1%	School/Seminar	4.2%	3.5%	2.5%	3.0%
2.6%	Theater - Live	5.9%	2.3%	2.4%	1.7%
2.0%	Rodeo	2.0%	1.8%	2.8%	1.3%
2.0%	Concert - Pop/Rock/CW	2.4%	2.1%	1.8%	1.8%
2.0%	Concert - Classical	2.4%	1.5%	2.5%	1.6%
1.9%	Livestock Show	1.4%	1.5%	2.9%	1.5%
1.6%	Medical Treatment	1.9%	1.3%	2.1%	1.3%
1.1%	Horse Riding	2.0%	1.2%	0.9%	1.0%
0.6%	Hunting	0.4%	0.2%	0.8%	1.0%
0.5%	Waterskiing	2.0%	0.3%	0.2%	0.5%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
62.9%	Friendliness	60.8%	61.1%	64.5%	64.3%
57.8%	Good Highways	51.8%	57.3%	59.5%	59.1%
57.8%	Scenery	54.0%	61.0%	56.0%	57.5%
48.8%	Food	49.3%	48.0%	49.2%	48.9%
39.2%	Shopping	40.2%	37.7%	39.7%	40.0%
33.1%	Historical Markers	31.6%	36.5%	36.8%	23.6%
32.5%	Museums - Historical	26.9%	32.0%	34.0%	33.9%
30.9%	Small Towns	26.3%	31.5%	32.9%	29.5%
27.5%	Wild Flowers	25.6%	48.4%	14.7%	17.1%
24.6%	Desert/Plains	16.4%	24.5%	26.9%	25.7%
22.5%	Big Cities	24.6%	22.3%	21.2%	23.5%
18.7%	Mountains	12.2%	19.3%	20.1%	19.3%
18.3%	Camping	9.9%	18.8%	20.8%	18.2%
16.4%	Beaches	12.2%	14.1%	22.2%	13.7%
12.6%	Forests	10.5%	14.2%	12.5%	11.7%
10.4%	Museums - Art	8.6%	10.9%	10.4%	10.4%
7.4%	Festivals	5.4%	8.0%	6.4%	9.1%
6.6%	Nightlife	9.4%	6.1%	5.9%	7.2%
5.8%	Theme Parks	14.9%	5.8%	3.1%	5.2%
5.5%	Golf/Tennis	4.3%	4.6%	6.7%	5.8%
5.3%	Fishing	4.9%	5.1%	5.8%	5.2%
5.0%	Swimming	14.0%	4.5%	2.6%	4.6%
4.3%	Resorts	4.2%	3.8%	4.7%	4.4%
3.7%	Boating	5.4%	3.7%	3.2%	3.5%
2.6%	Sports - Professional	6.5%	2.0%	2.0%	2.5%
2.4%	Theater	5.0%	2.1%	2.0%	2.2%
2.0%	Sports - Amateur	1.8%	1.3%	2.1%	3.0%
1.7%	Dude Ranches	1.1%	1.6%	1.9%	2.0%
1.7%	Concerts - Rock/Pop/CW	1.8%	1.9%	1.4%	1.8%
1.5%	Concerts - Classical	1.9%	1.2%	1.8%	1.5%
0.5%	Sailing	1.1%	0.4%	0.4%	0.4%
0.4%	Waterskiing	1.3%	0.3%	0.2%	0.4%
0.3%	Ballet	0.4%	0.2%	0.4%	0.4%

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

(Top 30 Cities/Towns Listed)

Annual		City/Town	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	32.6%	San Antonio	2	27.0%	1	32.2%	1	33.8%	1	34.4%
2	23.3%	Dallas	1	28.4%	2	24.2%	3	19.0%	2	25.7%
3	19.9%	Houston	3	20.6%	3	19.9%	2	21.4%	3	17.2%
4	14.6%	Austin	4	14.8%	4	15.4%	5	14.7%	5	13.2%
5	13.4%	El Paso	7	9.1%	5	12.0%	4	15.7%	4	14.2%
6	10.6%	Fort Worth	5	12.5%	6	11.2%	7	9.1%	6	11.1%
7	8.2%	Galveston	9	6.6%	7	8.5%	8	9.0%	8	7.7%
8	8.1%	Corpus Christi	11	4.0%	8	7.5%	6	10.6%	9	7.2%
9	6.2%	Amarillo	6	9.2%	9	6.4%	22	3.2%	7	8.9%
10	5.1%	Del Rio	22	2.0%	10	5.3%	13	6.7%	13	4.2%
11	5.1%	Fort Stockton	17	2.6%	12	5.0%	14	6.2%	10	5.0%
12	4.7%	Brownsville	34	1.2%	17	3.6%	9	8.0%	17	3.3%
13	4.6%	South Padre Island	36	1.2%	16	3.9%	10	7.2%	15	3.6%
14	4.5%	Fredericksburg	14	3.3%	13	4.8%	16	4.4%	11	4.6%
15	4.1%	Harlingen	61	0.5%	26	2.6%	12	7.0%	15	3.6%
15	4.1%	Waco	10	4.4%	15	3.9%	20	3.8%	12	4.5%
17	3.7%	Laredo	29	1.5%	14	3.9%	15	4.5%	17	3.3%
18	3.6%	Mc Allen	89	0.3%	30	2.1%	11	7.1%	25	2.5%
19	3.5%	Van Horn	20	2.2%	20	3.0%	17	4.3%	14	3.9%
20	3.3%	Beaumont	16	2.8%	18	3.0%	18	4.1%	21	2.7%
21	3.2%	Tyler	12	3.9%	11	5.1%	39	1.7%	24	2.5%
22	3.2%	Arlington	8	8.9%	20	3.0%	33	1.8%	20	2.7%
23	2.8%	Big Bend National Park	36	1.2%	18	3.0%	19	3.9%	32	2.0%
24	2.8%	New Braunfels	15	3.2%	25	2.6%	23	2.9%	21	2.7%
25	2.7%	Abilene	18	2.4%	22	2.7%	24	2.7%	19	2.8%
26	2.5%	Johnson City	32	1.4%	22	2.7%	26	2.6%	23	2.6%
27	2.3%	Wichita Falls	13	3.5%	22	2.7%	44	1.4%	28	2.2%
28	2.3%	Kerrville	45	0.9%	26	2.6%	27	2.3%	26	2.4%
29	1.9%	Texarkana	29	1.5%	28	2.3%	40	1.5%	27	2.3%
30	1.9%	Mission	196	0.1%	38	1.4%	20	3.8%	54	0.9%

**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	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	33.2%	Alamo	1	26.1%	1	33.1%	1	33.1%	1	37.1%
2	22.3%	San Antonio River Walk	2	20.1%	2	21.6%	2	20.9%	2	26.7%
3	12.3%	Big Bend National Park	10	5.4%	3	13.4%	3	15.3%	3	10.3%
4	10.3%	LBJ Natl. Historical Pk.	12	4.7%	4	12.4%	4	10.8%	4	9.6%
5	9.3%	Capitol Complex	3	13.1%	5	9.9%	5	8.7%	6	7.3%
6	7.5%	NASA	7	5.9%	6	8.8%	6	7.9%	8	6.0%
7	6.4%	LBJ Library & Museum	8	5.8%	7	6.8%	10	6.8%	9	5.8%
8	6.2%	San Antonio Missions	15	3.9%	8	6.0%	11	5.9%	5	8.1%
9	5.6%	Sea World	5	9.0%	9	5.6%	15	3.5%	7	6.6%
10	5.0%	South Padre Island	24	2.1%	10	5.1%	9	7.2%	17	3.3%
11	4.8%	Padre Is. Natl. Seashore	27	1.8%	17	2.6%	7	7.8%	10	5.4%
12	4.1%	C. A. F. Flying Museum	169	0.1%	25	2.2%	7	7.8%	14	3.9%
13	4.0%	Ft. Davis Natl. Hist. Site	29	1.7%	11	4.2%	12	4.8%	16	3.8%
14	3.7%	JFK Memorials	17	3.1%	14	3.7%	18	3.3%	13	4.7%
15	3.3%	Adm. Nimitz St. Hist. Site	34	1.6%	12	4.0%	15	3.5%	18	3.1%
16	3.3%	Palo Duro Canyon St. Pk.	9	5.6%	12	4.0%	47	1.3%	15	3.8%
17	3.2%	Southfork Ranch	16	3.4%	15	3.4%	17	3.4%	20	2.5%
18	3.0%	Six Flags Over Texas	4	12.9%	22	2.4%	71	0.6%	31	1.7%
19	2.6%	El Mercado (San Antonio)	24	2.1%	30	2.0%	38	1.7%	12	5.1%
20	2.5%	Astrodomain	14	4.1%	16	2.9%	36	1.8%	26	2.0%
20	2.5%	Ft. Worth Stockyards	12	4.7%	17	2.6%	39	1.6%	22	2.4%
22	2.4%	Guad. Mnts. Natl. Pk.	39	1.3%	21	2.5%	20	2.7%	21	2.4%
23	2.4%	Aransas N. W'lfe Ref.	115	0.3%	27	2.1%	13	4.2%	39	1.4%
23	2.4%	King Ranch	88	0.4%	22	2.4%	14	4.1%	54	0.9%
25	2.3%	Lone Star Brewery	58	0.8%	17	2.6%	26	2.3%	19	2.7%
26	2.2%	U. T. At Austin	18	2.9%	36	1.5%	21	2.6%	22	2.4%
27	2.2%	S. J. Battleground St. Pk.	26	2.0%	20	2.5%	26	2.3%	33	1.6%
28	2.1%	State Fair Park	58	0.8%	65	0.9%	42	1.4%	10	5.4%
29	1.9%	Amistad Reservoir	44	1.2%	32	1.8%	24	2.3%	28	1.9%
30	1.9%	Tx. Ranger H. Fame Mus.	20	2.4%	31	1.9%	34	1.9%	33	1.6%
31	1.8%	San Antonio Zoo	23	2.2%	29	2.0%	42	1.4%	27	1.9%
32	1.8%	Galveston Island Beach	39	1.3%	22	2.4%	32	1.9%	47	1.1%
33	1.7%	San Antonio Bot. Gardens	44	1.2%	26	2.1%	45	1.3%	25	2.1%
34	1.7%	Mustang Island St. Pk.	115	0.3%	36	1.5%	24	2.3%	29	1.8%
35	1.7%	Institute Texan Cultures	36	1.4%	33	1.7%	34	1.9%	37	1.4%
35	1.7%	Mc Donald Observatory	51	0.9%	34	1.6%	32	1.9%	29	1.8%
37	1.6%	IMAX Theatre	20	2.4%	40	1.4%	41	1.5%	32	1.6%
38	1.6%	Bentsen R.G. Val. St. Pk.	115	0.3%	35	1.6%	19	3.1%	184	0.1%
39	1.5%	Fort Stockton	58	0.8%	45	1.3%	31	2.0%	39	1.4%
40	1.4%	Seminole Canyon St. Pk.	81	0.5%	40	1.4%	29	2.2%	58	0.9%
40	1.4%	Tower Of The Americas	58	0.8%	45	1.3%	36	1.8%	36	1.5%
42	1.4%	Dallas W. End Hist. Dist.	39	1.3%	52	1.1%	50	1.0%	24	2.3%
42	1.4%	Santa Ana N. W'lfe Ref.	88	0.4%	45	1.3%	26	2.3%	67	0.7%
44	1.2%	Falcon State Rec. Pk.	335	0.0%	58	1.0%	23	2.4%	79	0.6%
44	1.2%	Las Colinas Complex	29	1.7%	52	1.1%	49	1.1%	37	1.4%
46	1.2%	Gladys Porter Zoo	169	0.1%	91	0.5%	22	2.6%	67	0.7%
47	1.2%	Fort Bliss	68	0.7%	62	0.9%	39	1.6%	43	1.2%
47	1.2%	Natural Bridge Caverns	49	1.0%	38	1.5%	51	1.0%	47	1.1%
49	1.1%	Goose Island St. Pk.	335	0.0%	58	1.0%	29	2.2%	98	0.4%
50	1.1%	Caverns Of Sonora	81	0.5%	62	0.9%	45	1.3%	39	1.4%

# **TEXAS AUTO VISITOR SURVEY**

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

**1990 SUMMER REPORT**

**(June '90 - Aug. '90)**





1. Where do you live?

Annual			Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.	State	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	10.1%	Illinois	11	0.0%	2	9.6%	1	10.4%	2	10.1%
2	8.4%	Minnesota	1	15.4%	7	5.1%	2	9.3%	4	6.8%
3	8.2%	Michigan	4	7.7%	1	10.8%	4	7.1%	1	10.8%
4	6.3%	Iowa	11	0.0%	11	2.5%	3	7.4%	6	5.4%
5	6.1%	Wisconsin	11	0.0%	5	5.7%	5	6.7%	8	4.1%
6	5.2%	California	1	15.4%	3	8.3%	10	3.3%	2	10.1%
7	4.8%	Missouri	11	0.0%	5	5.7%	6	5.1%	11	2.7%
8	4.5%	Ohio	4	7.7%	3	8.3%	9	4.0%	11	2.7%
9	4.2%	Indiana	11	0.0%	11	2.5%	8	4.3%	5	6.1%
10	4.0%	Kansas	11	0.0%	11	2.5%	7	4.5%	9	3.4%
11	3.0%	Colorado	11	0.0%	8	4.5%	11	3.0%	20	1.4%
11	3.0%	Washington	11	0.0%	21	1.3%	11	3.0%	7	4.7%
13	2.9%	Oregon	11	0.0%	9	3.8%	15	2.6%	9	3.4%
14	2.5%	New York	11	0.0%	27	0.6%	13	2.9%	11	2.7%
14	2.5%	Pennsylvania	11	0.0%	16	1.9%	14	2.7%	19	2.0%
16	2.3%	Nebraska	11	0.0%	16	1.9%	16	2.3%	11	2.7%
17	2.0%	Oklahoma	11	0.0%	16	1.9%	17	1.9%	11	2.7%
18	1.5%	Florida	1	15.4%	11	2.5%	26	0.8%	11	2.7%
19	1.4%	Louisiana	11	0.0%	9	3.8%	22	1.0%	20	1.4%
20	1.3%	Arkansas	11	0.0%	27	0.6%	18	1.6%	24	0.7%
20	1.3%	New Mexico	11	0.0%	21	1.3%	19	1.4%	20	1.4%
22	1.2%	South Dakota	11	0.0%	16	1.9%	19	1.4%	33	0.0%
23	1.1%	Arizona	4	7.7%	11	2.5%	39	0.3%	11	2.7%
23	1.1%	North Carolina	11	0.0%	21	1.3%	21	1.2%	33	0.0%
25	0.9%	Maryland	4	7.7%	34	0.0%	22	1.0%	24	0.7%
25	0.9%	Nevada	11	0.0%	27	0.6%	22	1.0%	24	0.7%
27	0.8%	Montana	11	0.0%	27	0.6%	28	0.7%	20	1.4%
27	0.8%	North Dakota	11	0.0%	34	0.0%	22	1.0%	24	0.7%
29	0.7%	Idaho	11	0.0%	34	0.0%	35	0.4%	11	2.7%
29	0.7%	Kentucky	11	0.0%	34	0.0%	26	0.8%	24	0.7%
29	0.7%	New Jersey	11	0.0%	16	1.9%	35	0.4%	24	0.7%
32	0.6%	Alabama	4	7.7%	34	0.0%	28	0.7%	33	0.0%
32	0.6%	Massachusetts	4	7.7%	34	0.0%	28	0.7%	33	0.0%
32	0.6%	Tennessee	11	0.0%	21	1.3%	35	0.4%	24	0.7%
32	0.6%	Virginia	11	0.0%	34	0.0%	28	0.7%	24	0.7%
36	0.5%	Utah	11	0.0%	34	0.0%	28	0.7%	33	0.0%
36	0.5%	Wyoming	11	0.0%	34	0.0%	33	0.5%	24	0.7%
38	0.4%	Georgia	11	0.0%	34	0.0%	33	0.5%	33	0.0%
38	0.4%	South Carolina	4	7.7%	21	1.3%	44	0.1%	33	0.0%
40	0.3%	Alaska	11	0.0%	27	0.6%	39	0.3%	33	0.0%
40	0.3%	Connecticut	11	0.0%	21	1.3%	44	0.1%	33	0.0%
40	0.3%	Mississippi	11	0.0%	34	0.0%	35	0.4%	33	0.0%
43	0.2%	Delaware	11	0.0%	34	0.0%	39	0.3%	33	0.0%
43	0.2%	Maine	11	0.0%	34	0.0%	39	0.3%	33	0.0%
43	0.2%	New Hampshire	11	0.0%	34	0.0%	39	0.3%	33	0.0%
43	0.2%	Rhode Island	11	0.0%	27	0.6%	44	0.1%	33	0.0%
47	0.1%	Vermont	11	0.0%	34	0.0%	44	0.1%	33	0.0%
47	0.1%	West Virginia	11	0.0%	27	0.6%	48	0.0%	33	0.0%
49	0.0%	District of Columbia	11	0.0%	34	0.0%	48	0.0%	33	0.0%
49	0.0%	Hawaii	11	0.0%	34	0.0%	48	0.0%	33	0.0%

**2. Age of visitors:**

Annual		Summer '90	Spring '90	Winter '90	Fall '89
1.2%	Under 18	25.8%	1.0%	0.6%	1.8%
0.7%	18-24	0.0%	1.4%	0.4%	1.5%
1.9%	25-34	25.8%	4.1%	0.7%	2.9%
1.8%	35-44	0.0%	4.8%	1.0%	2.9%
6.8%	45-54	12.9%	6.9%	6.5%	8.0%
39.3%	55-64	22.6%	38.8%	40.5%	36.0%
48.2%	65 Plus	12.9%	43.0%	50.3%	46.9%

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

(Multiple answers)

87.4%	Maps	66.7%	84.2%	89.2%	84.3%
45.1%	RV Parks	13.3%	46.2%	45.5%	45.6%
43.2%	Historic Sites	40.0%	45.6%	44.4%	35.4%
40.6%	Campgrounds	20.0%	37.3%	42.0%	39.5%
36.5%	Travel Break	33.3%	38.6%	35.3%	40.8%
35.4%	City/Towns	66.7%	39.9%	35.2%	28.6%
33.6%	State Parks	20.0%	33.5%	33.5%	35.4%
30.9%	National Parks	20.0%	40.5%	29.8%	27.2%
25.6%	Museums	26.7%	26.0%	27.1%	17.7%
24.5%	Special Events	13.3%	26.0%	25.3%	20.4%
23.1%	Routing	0.0%	22.2%	23.4%	25.2%
15.5%	Restaurants	13.3%	16.5%	16.4%	10.2%
10.0%	Lodgings	6.7%	10.1%	10.2%	9.5%
3.3%	Theme Parks	0.0%	5.7%	2.8%	4.1%

**4. Purpose of this Texas trip:**

(Multiple answers)

83.2%	Vacation/Leisure	60.0%	70.9%	89.5%	67.6%
25.4%	Visit Family/Friends	46.7%	20.9%	25.9%	25.5%
14.0%	Other	0.0%	18.4%	10.9%	26.2%
5.1%	Work/Business	6.7%	10.1%	3.0%	9.7%
3.9%	Just Passing Through	13.3%	7.6%	2.9%	4.1%
3.6%	Moving to Texas	20.0%	5.7%	1.8%	9.0%
0.5%	Convention	0.0%	1.3%	0.4%	0.0%
0.4%	Day Trip Only	6.7%	0.6%	0.3%	0.0%

**5. What type accommodations used?**

(Multiple answers)

39.9%	Travel Trailer	20.0%	38.1%	40.3%	41.5%
27.2%	Motor Home	6.7%	29.0%	28.0%	23.8%
25.7%	Motel	33.3%	25.8%	24.9%	28.6%
18.0%	Apartment/Condo	6.7%	14.8%	20.5%	10.2%
9.7%	Private Home	33.3%	10.3%	8.3%	13.6%
3.8%	Military Base	6.7%	8.4%	2.5%	4.8%
2.1%	Hotel	6.7%	3.9%	1.7%	2.0%
1.5%	Pickup Camper	0.0%	2.6%	1.5%	0.7%
1.4%	Van Camper	0.0%	0.7%	1.5%	1.4%
0.4%	Bed & Breakfast	0.0%	0.7%	0.1%	1.4%
0.4%	Tent Camping	0.0%	0.0%	0.1%	2.0%
0.3%	Hostel	0.0%	0.0%	0.3%	0.7%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
43.4%	Private Auto	46.7%	40.9%	44.1%	42.8%
27.4%	Motor Home	6.7%	28.9%	28.0%	24.8%
18.6%	Pickup	53.3%	19.5%	18.0%	16.6%
10.3%	Van	0.0%	13.8%	8.9%	13.8%
9.5%	Pickup/Camper	0.0%	7.6%	10.4%	8.3%
2.3%	Airline	6.7%	3.8%	1.8%	2.8%
1.9%	Truck (heavy duty)	13.3%	0.6%	1.8%	2.8%
1.5%	Rental Auto	6.7%	0.6%	1.4%	2.1%
1.5%	Tour Bus	0.0%	3.8%	1.0%	1.4%
1.2%	Motorcycle	0.0%	1.9%	1.1%	0.7%
0.7%	Bus Line	0.0%	0.6%	0.8%	0.0%
0.6%	Rental RV	6.7%	1.3%	0.4%	0.0%
0.5%	Boat	0.0%	0.0%	0.6%	0.7%
0.2%	Private Plane	0.0%	0.0%	0.3%	0.0%
0.2%	Train	0.0%	0.6%	0.1%	0.0%

**7. Total miles in Texas this trip?**

0.2%	100 or less	7.1%	0.0%	0.0%	0.7%
0.8%	101-300	7.1%	2.6%	0.3%	0.7%
1.7%	301-500	7.1%	0.7%	1.4%	3.5%
3.9%	501-800	14.3%	3.2%	3.4%	6.3%
6.5%	801-1,000	28.6%	3.2%	6.4%	8.3%
16.1%	1,001-1,500	7.1%	11.6%	16.1%	21.5%
19.7%	1,501-2,000	0.0%	19.4%	20.4%	18.8%
51.1%	2,001 plus	28.6%	59.4%	51.9%	40.3%

**8. How many nights in Texas this trip?**

24.2%	*31-44	30.8%	25.2%	27.3%	-
13.5%	*45-59	23.1%	11.7%	15.6%	-
17.0%	*60-74	7.7%	16.2%	19.9%	-
6.3%	*75-89	7.7%	8.1%	6.8%	-
13.4%	*90-104	0.0%	11.7%	16.0%	-
2.0%	*105-119	7.7%	2.7%	2.0%	-
7.9%	*120-149	0.0%	10.8%	8.6%	-
2.5%	*150-179	7.7%	7.2%	1.8%	-
1.6%	*180-365	0.0%	2.7%	1.6%	-

**9. Expenses and time spent in Texas on this trip:**

**Approximate dollars spent in Texas on this trip?**

Annual		Summer '90	Spring '90	Winter '90	Fall '89
30.0%	Lodging	19.3%	25.5%	31.5%	26.5%
27.8%	Food	26.8%	26.1%	28.2%	26.9%
15.0%	Shopping	10.2%	17.4%	14.1%	18.6%
13.8%	Fuel/Auto Repairs	23.4%	18.5%	12.9%	13.3%
6.2%	Other	10.0%	4.1%	6.4%	6.7%
6.2%	Entertainment	9.5%	6.7%	5.9%	7.0%
0.7%	Fares: Air/Taxi/Bus	0.5%	1.2%	0.7%	0.3%
0.4%	Rental Car	0.4%	0.4%	0.3%	0.7%
70.6 Days	*Avg. Time Spent in Texas	52.8 Days	76.9 Days	69.7 Days	-
1.9	*Avg. No. People per Party	2.2	1.8	1.9	1.9
	*Avg. Expenditures:				
\$ 2,338	*Per Party Per Trip	\$ 1,775	\$ 2,209	\$ 2,376	\$ 2,349
\$ 33	*Per Day Per Party	\$ 34	\$ 29	\$ 34	-
\$ 18	*Per Person Per Day	\$ 15	\$ 16	\$ 18	-

**10. What influenced your decision to visit Texas?**

(Multiple answers)

62.4%	Previous Trip	40.0%	55.6%	63.9%	64.8%
46.3%	Friends/Family	46.7%	43.8%	47.5%	43.2%
24.7%	Word of Mouth	6.7%	20.9%	27.4%	17.3%
12.2%	Brochures	6.7%	12.4%	12.8%	9.4%
9.3%	None of the Above	20.0%	15.7%	7.5%	10.1%
6.0%	Passing Through	13.3%	11.1%	5.0%	5.0%
4.3%	Magazine Ad	0.0%	5.9%	4.3%	2.9%
0.7%	Newspaper Ad	0.0%	0.7%	0.8%	0.0%
0.7%	TV Ad	0.0%	0.7%	0.6%	1.4%
0.3%	Billboards	0.0%	0.7%	0.3%	0.0%
0.1%	Radio Ad	0.0%	0.0%	0.1%	0.0%

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

(Multiple answers)

If in advance (ordered from):

48.1%	Auto Club/Travel Agent	66.7%	45.1%	48.3%	50.0%
44.3%	State Tourist Office	66.7%	51.2%	44.0%	35.2%
13.6%	Lodging	33.3%	11.0%	14.7%	9.3%
13.4%	Regional Chamber	0.0%	14.6%	13.6%	11.1%
12.5%	City/Town	0.0%	14.6%	11.6%	16.7%
1.3%	Theme Park	0.0%	0.0%	0.8%	7.4%

If after you left home:

94.1%	Highway Info Center	90.0%	91.1%	94.7%	95.0%
25.7%	In City/Town	20.0%	24.8%	27.7%	17.5%
12.2%	At Lodging	10.0%	11.9%	11.8%	15.0%
1.8%	At Theme Park	0.0%	2.0%	1.2%	5.0%
1.5%	Travel Agent	0.0%	2.0%	1.5%	1.3%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
2.5%	1 week or less	0.0%	2.0%	2.4%	3.6%
4.6%	2-3 weeks	6.7%	7.2%	3.8%	5.8%
10.3%	1 month	20.0%	17.0%	8.6%	10.8%
20.7%	2-3 months	26.7%	13.7%	22.4%	18.7%
21.5%	4-6 months	26.7%	19.0%	20.6%	28.1%
40.5%	Over 6 months	20.0%	41.2%	42.2%	33.1%

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

(Multiple answers)

50.0%	Saw More Attractions	42.9%	47.4%	51.5%	46.0%
48.0%	Saw More Cities/Areas	42.9%	50.0%	48.9%	41.7%
29.0%	More Recreation	21.4%	29.6%	30.6%	20.9%
24.8%	Did Not Influence My Trip	42.9%	25.0%	23.2%	30.9%
20.0%	Longer Stay	0.0%	30.9%	18.0%	20.1%
12.7%	Did More Shopping	0.0%	10.5%	13.5%	13.0%
12.5%	Ate Out More	7.1%	11.8%	12.9%	12.2%
6.0%	Saw More Theme Parks	0.0%	4.0%	6.4%	6.5%
2.3%	Stayed At More Hotels/Motels	0.0%	3.3%	1.7%	4.3%

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

(Multiple answers)

74.3%	Shopping	71.4%	75.7%	75.3%	67.4%
56.2%	Camping	35.7%	58.6%	56.8%	52.9%
55.1%	Historical Tours	64.3%	66.5%	53.4%	50.7%
48.6%	Museums - Historical	50.0%	49.3%	50.0%	40.6%
41.6%	Bird-watching	28.6%	42.1%	43.0%	35.5%
36.9%	Photography	50.0%	40.8%	35.8%	37.0%
29.0%	Hiking	21.4%	33.6%	28.9%	25.4%
28.2%	Fishing	21.4%	23.0%	29.0%	30.4%
25.9%	Festival/Fair	35.7%	30.9%	23.5%	31.9%
24.4%	Museums - Art	35.7%	21.1%	24.8%	24.6%
23.7%	Golf/Tennis	21.4%	17.1%	26.3%	17.4%
22.7%	Swimming	50.0%	22.4%	21.6%	26.1%
15.9%	Theater - Movie	21.4%	19.7%	14.9%	15.9%
11.5%	Boating	21.4%	9.2%	11.3%	14.5%
10.1%	Concert - Classical	0.0%	9.9%	10.6%	8.7%
9.9%	Rocks	7.1%	11.8%	8.9%	13.0%
8.7%	Military Event	14.3%	8.6%	8.6%	8.7%
8.5%	Medical Treatment	7.1%	10.5%	7.6%	10.9%
8.2%	Rodeo	0.0%	10.5%	8.2%	6.5%
7.8%	Theater - Live	0.0%	8.6%	7.9%	7.3%
7.4%	Theme Park	21.4%	7.2%	6.5%	10.9%
7.3%	Sports Event	14.3%	5.3%	7.9%	5.8%
6.7%	Livestock Show	0.0%	9.2%	6.9%	3.6%
6.5%	Business	35.7%	7.2%	5.1%	10.1%
5.8%	Concert - Pop/Rock/CW	7.1%	4.6%	6.5%	3.6%
2.7%	School/Seminar	7.1%	3.3%	2.1%	4.4%
1.6%	Horse Riding	14.3%	1.3%	1.3%	2.2%
1.5%	Convention	0.0%	2.0%	1.1%	2.9%
0.8%	Hunting	7.1%	0.7%	0.4%	2.2%
0.3%	Waterskiing	0.0%	0.7%	0.0%	1.5%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Summer '90	Spring '90	Winter '90	Fall '89
74.4%	Friendliness	78.6%	74.8%	74.5%	72.9%
66.8%	Good Highways	57.1%	68.9%	66.2%	68.6%
62.7%	Food	57.1%	62.9%	62.8%	62.1%
62.4%	Scenery	57.1%	68.2%	62.1%	57.9%
56.5%	Shopping	71.4%	62.9%	56.1%	50.0%
52.6%	Camping	42.9%	54.3%	52.5%	52.1%
51.6%	Beaches	42.9%	42.4%	55.6%	42.1%
47.5%	Small Towns	57.1%	53.6%	46.8%	43.6%
45.7%	Wild Flowers	64.3%	70.2%	41.9%	37.1%
39.8%	Museums - Historical	28.6%	42.4%	40.3%	35.7%
39.5%	Historical Markers	35.7%	49.0%	39.8%	27.9%
30.7%	Desert/Plains	21.4%	44.4%	28.8%	26.4%
24.0%	Fishing	21.4%	21.2%	24.4%	25.7%
22.1%	Festivals	35.7%	27.8%	19.9%	25.7%
21.8%	Mountains	7.1%	35.8%	19.8%	18.6%
20.0%	Forests	7.1%	28.5%	18.3%	21.4%
19.6%	Golf/Tennis	14.3%	18.5%	20.8%	15.7%
16.8%	Swimming	35.7%	17.9%	15.9%	18.6%
16.0%	Big Cities	50.0%	19.2%	14.5%	17.1%
15.6%	Resorts	0.0%	16.6%	15.9%	15.0%
14.9%	Museums - Art	14.3%	11.9%	15.6%	14.3%
8.5%	Boating	14.3%	4.6%	8.5%	12.1%
7.0%	Concerts - Classical	0.0%	8.0%	7.4%	5.0%
5.2%	Theme Parks	21.4%	6.6%	3.9%	8.6%
5.1%	Theater	7.1%	6.0%	4.9%	5.0%
4.6%	Nightlife	21.4%	4.6%	4.2%	5.0%
4.2%	Concerts - Rock/Pop/CW	7.1%	2.0%	4.9%	2.9%
2.9%	Ballet	0.0%	3.3%	3.3%	0.7%
2.6%	Sports - Amateur	14.3%	4.0%	2.5%	0.7%
2.5%	Dude Ranches	7.1%	4.6%	2.4%	0.7%
2.2%	Sports - Professional	0.0%	2.7%	2.1%	2.1%
1.0%	Sailing	0.0%	0.7%	0.6%	3.6%
0.2%	Waterskiing	0.0%	0.7%	0.0%	0.7%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	34.9%	San Antonio	1	40.0%	1	42.1%	1	34.6%	1	28.3%
2	21.1%	Brownsville	7	13.3%	2	22.1%	3	23.1%	8	10.9%
3	20.7%	Corpus Christi	7	13.3%	9	13.8%	2	23.7%	5	13.8%
4	20.2%	Mc Allen	13	6.7%	6	15.2%	5	21.2%	2	21.7%
5	19.7%	Harlingen	7	13.3%	3	17.2%	4	22.1%	8	10.9%
6	17.8%	Mission	50	0.0%	9	13.8%	6	19.3%	3	16.7%
7	16.2%	South Padre Island	13	6.7%	8	14.5%	7	17.8%	8	10.9%
8	14.0%	Houston	3	26.7%	6	15.2%	8	13.6%	6	13.0%
9	13.4%	Austin	1	40.0%	4	15.9%	9	12.0%	4	15.2%
10	11.3%	Dallas	3	26.7%	12	11.7%	12	10.5%	6	13.0%
11	10.3%	Galveston	13	6.7%	13	9.7%	9	12.0%	26	2.9%
12	10.2%	El Paso	6	20.0%	11	12.4%	13	10.1%	12	7.2%
13	9.9%	Rockport	13	6.7%	18	6.2%	11	11.8%	19	4.3%
14	9.4%	Del Rio	13	6.7%	4	15.9%	14	8.5%	12	7.2%
15	7.5%	Pharr	50	0.0%	29	3.4%	15	7.9%	8	10.9%
16	6.7%	Fredericksburg	50	0.0%	16	6.9%	16	7.3%	19	4.3%
17	6.1%	Waco	13	6.7%	22	5.5%	17	6.3%	15	5.8%
18	5.7%	Donna	50	0.0%	22	5.5%	18	6.0%	18	5.1%
19	5.4%	Fort Worth	3	26.7%	18	6.2%	25	4.4%	12	7.2%
19	5.4%	Port Isabel	50	0.0%	16	6.9%	20	5.8%	36	2.2%
21	5.1%	Laredo	13	6.7%	14	8.3%	21	4.7%	24	3.6%
21	5.1%	Weslaco	50	0.0%	25	4.8%	18	6.0%	39	1.4%
23	4.7%	Fort Stockton	13	6.7%	18	6.2%	25	4.4%	19	4.3%
24	4.5%	New Braunfels	50	0.0%	15	7.6%	23	4.5%	39	1.4%
25	4.2%	Port Aransas	50	0.0%	29	3.4%	21	4.7%	26	2.9%
26	4.1%	Kerrville	50	0.0%	36	2.8%	23	4.5%	24	3.6%
27	4.0%	Bandera	13	6.7%	25	4.8%	28	4.1%	36	2.2%
27	4.0%	Big Bend National Park	50	0.0%	36	2.8%	29	3.9%	15	5.8%
29	3.9%	Johnson City	13	6.7%	18	6.2%	29	3.9%	60	0.7%
30	3.6%	Kingsville	50	0.0%	36	2.8%	27	4.2%	39	1.4%

**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	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	22.6%	Alamo	1	20.0%	1	28.2%	1	22.4%	2	16.4%
2	16.6%	Big Bend National Park	20	0.0%	1	28.2%	5	13.7%	1	20.5%
3	16.0%	Bentsen R.G. Val. St. Pk.	20	0.0%	7	10.7%	2	19.8%	27	1.4%
4	15.5%	C. A. F. Flying Museum	3	10.0%	9	8.7%	3	18.1%	7	9.6%
5	14.7%	South Padre Island	20	0.0%	3	17.5%	4	15.0%	5	11.0%
6	13.0%	LBJ Natl. Historical Pk.	3	10.0%	4	14.6%	6	13.5%	10	8.2%
7	11.8%	Padre Is. Natl. Seashore	3	10.0%	19	3.9%	7	13.3%	3	13.7%
7	11.8%	San Antonio River Walk	20	0.0%	5	12.6%	8	12.2%	7	9.6%
9	8.8%	Gladys Porter Zoo	20	0.0%	8	9.7%	10	8.5%	5	11.0%
10	8.2%	Santa Ana N. W'life Ref.	20	0.0%	11	7.8%	9	9.4%	14	2.7%
11	7.6%	Falcon State Rec. Pk.	20	0.0%	11	7.8%	11	8.3%	13	4.1%
11	7.6%	Sea World	3	10.0%	9	8.7%	14	7.0%	7	9.6%
13	6.8%	Aransas N. W'life Ref.	20	0.0%	19	3.9%	11	8.3%	14	2.7%
13	6.8%	Goose Island St. Pk.	20	0.0%	19	3.9%	11	8.3%	14	2.7%
15	6.4%	San Antonio Missions	20	0.0%	6	11.7%	21	4.4%	4	12.3%
16	5.6%	Adm. Nimitz St. Hist. Site	20	0.0%	11	7.8%	17	5.7%	14	2.7%
16	5.6%	King Ranch	20	0.0%	16	4.9%	15	6.5%	27	1.4%
18	5.3%	Mustang Island St. Pk.	20	0.0%	28	2.9%	15	6.5%	27	1.4%
19	4.7%	NASA	3	10.0%	19	3.9%	20	4.6%	11	5.5%
20	4.3%	Amistad Reservoir	3	10.0%	19	3.9%	18	4.8%	27	1.4%
21	4.0%	Iwo Jima War Mem.	3	10.0%	38	1.9%	18	4.8%	27	1.4%
22	3.7%	Ft. Davis Natl. Hist. Site	20	0.0%	11	7.8%	23	3.5%	84	0.0%
23	3.6%	Capitol Complex	1	20.0%	15	6.8%	29	2.6%	14	2.7%
23	3.6%	LBJ Library & Museum	20	0.0%	16	4.9%	22	3.7%	27	1.4%
25	3.3%	Goliad State Park	20	0.0%	19	3.9%	23	3.5%	27	1.4%
25	3.3%	Los Ebanos Ferry	20	0.0%	16	4.9%	23	3.5%	84	0.0%
27	2.8%	Lag. Atas. N. W'life Ref.	20	0.0%	19	3.9%	27	2.8%	27	1.4%
28	2.6%	Choke Canyon St. Pk.	20	0.0%	54	1.0%	26	3.1%	14	2.7%
29	2.3%	Galveston Island Beach	20	0.0%	54	1.0%	27	2.8%	27	1.4%
29	2.3%	Seminole Canyon St. Pk.	3	10.0%	28	2.9%	35	2.0%	14	2.7%
31	2.2%	Port Isabel Lighthouse	20	0.0%	38	1.9%	40	1.7%	11	5.5%
32	2.0%	S. J. Battleground St. Pk.	3	10.0%	38	1.9%	30	2.2%	84	0.0%
32	2.0%	Tx. Ranger H. Fame Mus.	20	0.0%	28	2.9%	40	1.7%	14	2.7%
34	1.9%	Canyon Lake	3	10.0%	54	1.0%	30	2.2%	84	0.0%
34	1.9%	Guad. Mnts. Natl. Pk.	20	0.0%	28	2.9%	40	1.7%	27	1.4%
34	1.9%	San Antonio Zoo	20	0.0%	28	2.9%	43	1.5%	14	2.7%
37	1.7%	Davis Mountains St. Pk.	20	0.0%	125	0.0%	30	2.2%	27	1.4%
37	1.7%	Fort Stockton	20	0.0%	54	1.0%	30	2.2%	84	0.0%
37	1.7%	Hidalgo Cty. Hist. Mus.	3	10.0%	28	2.9%	43	1.5%	84	0.0%
37	1.7%	La Lomita Chapel	20	0.0%	38	1.9%	35	2.0%	84	0.0%
37	1.7%	Lake Corpus Christi	20	0.0%	54	1.0%	30	2.2%	84	0.0%
42	1.6%	Mc Donald Observatory	20	0.0%	28	2.9%	43	1.5%	84	0.0%
43	1.4%	Balmorhea St. Rec. Pk.	20	0.0%	28	2.9%	48	1.3%	84	0.0%
43	1.4%	Enchanted Rock St. Pk.	20	0.0%	38	1.9%	48	1.3%	27	1.4%
43	1.4%	Fulton House St. Hist. Struc.	20	0.0%	125	0.0%	35	2.0%	84	0.0%
43	1.4%	Galveston Island St. Pk.	20	0.0%	38	1.9%	43	1.5%	84	0.0%
43	1.4%	Lone Star Brewery	20	0.0%	28	2.9%	48	1.3%	84	0.0%
43	1.4%	Mc Allen Intl. Museum	20	0.0%	125	0.0%	35	2.0%	84	0.0%
43	1.4%	San Antonio Bot. Gardens	20	0.0%	38	1.9%	48	1.3%	27	1.4%
43	1.4%	Southfork Ranch	20	0.0%	125	0.0%	35	2.0%	84	0.0%



# **TEXAS AUTO VISITOR SURVEY**

**Responses from Foreign Short-Term Visitors**

**1990 SUMMER REPORT**

**(June '90 - Aug. '90)**



1. Where do you live?

Annual			Summer '90	Spring '90	Winter '90	Fall '89
Rank	Pct.	Nation	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.
1	50.0%	Canada	1 24.2%	1 40.8%	1 68.4%	1 43.8%
2	13.5%	England	2 15.2%	2 16.0%	2 9.8%	2 15.1%
3	11.2%	West Germany	3 10.6%	3 14.9%	3 7.0%	3 12.4%
4	4.6%	Switzerland	11 1.5%	5 5.7%	4 4.2%	5 4.9%
5	4.3%	Australia	4 9.1%	6 3.8%	5 2.5%	4 5.9%
6	3.9%	Netherlands	6 6.1%	4 7.3%	12 0.4%	6 3.8%
7	1.6%	France	7 4.5%	7 1.9%	7 0.7%	9 1.6%
8	1.5%	Denmark	5 7.6%	8 1.5%	12 0.4%	10 1.1%
8	1.5%	New Zealand	20 0.0%	11 0.8%	6 2.1%	7 2.2%
10	1.1%	Belgium	8 3.0%	10 1.1%	19 0.0%	7 2.2%
11	1.0%	Sweden	11 1.5%	8 1.5%	7 0.7%	12 0.5%
12	0.6%	Austria	8 3.0%	13 0.4%	7 0.7%	23 0.0%
12	0.6%	Italy	8 3.0%	23 0.0%	12 0.4%	10 1.1%
14	0.5%	Japan	11 1.5%	11 0.8%	19 0.0%	12 0.5%
15	0.4%	Finland	20 0.0%	13 0.4%	7 0.7%	23 0.0%
15	0.4%	Ireland	11 1.5%	13 0.4%	19 0.0%	12 0.5%
15	0.4%	Philippines	11 1.5%	23 0.0%	12 0.4%	12 0.5%
15	0.4%	South Africa	20 0.0%	23 0.0%	7 0.7%	12 0.5%
19	0.3%	China	20 0.0%	13 0.4%	19 0.0%	12 0.5%
19	0.3%	Norway	11 1.5%	23 0.0%	19 0.0%	12 0.5%
19	0.3%	Singapore	20 0.0%	23 0.0%	12 0.4%	12 0.5%
19	0.3%	Taiwan	11 1.5%	23 0.0%	12 0.4%	23 0.0%
23	0.1%	Bahamas	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	Bermuda	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	Brazil	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	Ecuador	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	Hong Kong	11 1.5%	23 0.0%	19 0.0%	23 0.0%
23	0.1%	Iceland	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	India	20 0.0%	23 0.0%	19 0.0%	12 0.5%
23	0.1%	Indonesia	20 0.0%	13 0.4%	19 0.0%	23 0.0%
23	0.1%	Peru	20 0.0%	23 0.0%	12 0.4%	23 0.0%
23	0.1%	Thailand	20 0.0%	23 0.0%	19 0.0%	12 0.5%
23	0.1%	Zambia	11 1.5%	23 0.0%	19 0.0%	23 0.0%

Mexico is not included.

**2. Age of visitors:**

Annual		Summer '90	Spring '90	Winter '90	Fall '89
4.9%	Under 18	10.0%	3.9%	4.6%	4.8%
8.8%	18-24	12.0%	5.7%	8.1%	13.9%
14.0%	25-34	24.7%	15.6%	10.2%	13.9%
12.5%	35-44	15.3%	12.3%	12.6%	11.5%
17.6%	45-54	27.3%	14.8%	17.5%	18.5%
26.6%	55-64	10.0%	29.7%	28.3%	25.5%
15.6%	65 Plus	0.7%	18.1%	18.7%	11.8%

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

(Multiple answers)

84.8%	Maps	85.1%	83.9%	83.7%	87.5%
48.0%	Historic Sites	53.7%	46.4%	49.3%	46.2%
46.0%	City/Towns	64.2%	44.4%	43.6%	45.1%
32.5%	National Parks	26.9%	34.5%	29.1%	37.0%
28.0%	State Parks	17.9%	26.4%	28.7%	32.6%
26.6%	Travel Break	23.9%	25.3%	28.4%	26.6%
26.2%	Campgrounds	13.4%	19.9%	30.5%	33.2%
24.8%	Museums	25.4%	24.5%	23.8%	26.6%
22.0%	Routing	16.4%	24.9%	20.9%	21.7%
21.7%	RV Parks	0.0%	18.0%	28.7%	23.9%
21.0%	Lodgings	25.4%	22.6%	21.3%	16.9%
19.4%	Special Events	28.4%	21.1%	15.6%	19.6%
10.1%	Restaurants	9.0%	9.6%	9.9%	11.4%
5.0%	Theme Parks	7.5%	3.5%	6.0%	4.9%

**4. Purpose of this Texas trip:**

(Multiple answers)

83.3%	Vacation/Leisure	85.1%	83.3%	82.8%	83.6%
24.1%	Visit Family/Friends	37.3%	24.7%	22.9%	20.2%
20.6%	Just Passing Through	16.4%	14.8%	23.9%	25.1%
4.9%	Work/Business	3.0%	6.1%	4.9%	3.8%
4.6%	Other	6.0%	3.8%	4.2%	6.0%
3.4%	Convention	6.0%	3.8%	2.5%	3.3%
2.9%	Day Trip Only	6.0%	1.9%	2.8%	3.3%
1.6%	Moving to Texas	3.0%	3.0%	0.7%	0.6%

**5. What type accommodations used?**

(Multiple answers)

53.9%	Motel	63.1%	58.3%	51.3%	48.1%
20.6%	Hotel	29.2%	22.8%	18.0%	18.2%
18.0%	Motor Home	1.5%	17.8%	20.5%	20.4%
14.9%	Private Home	29.2%	14.7%	13.9%	11.6%
7.5%	Travel Trailer	1.5%	7.0%	11.0%	5.0%
6.3%	Tent Camping	13.9%	3.1%	3.3%	12.7%
6.3%	Van Camper	0.0%	3.9%	8.1%	9.4%
3.2%	Apartment/Condo	0.0%	3.5%	3.3%	3.9%
2.7%	Hostel	7.7%	1.9%	2.2%	2.8%
1.5%	Pickup Camper	0.0%	1.5%	1.8%	1.7%
1.4%	Bed & Breakfast	3.1%	0.8%	1.8%	1.1%
1.2%	Military Base	1.5%	1.9%	0.4%	1.1%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
35.2%	Private Auto	39.7%	30.4%	38.3%	35.7%
29.1%	Rental Auto	51.5%	35.4%	17.7%	29.2%
23.9%	Airline	35.3%	28.9%	19.5%	19.5%
17.5%	Motor Home	0.0%	17.7%	21.3%	17.8%
8.3%	Van	1.5%	6.9%	11.4%	8.1%
4.4%	Pickup/Camper	0.0%	3.9%	5.7%	4.9%
4.2%	Tour Bus	2.9%	5.4%	4.6%	2.2%
3.6%	Pickup	1.5%	3.5%	5.0%	2.7%
2.4%	Rental RV	2.9%	2.7%	1.4%	3.2%
1.5%	Bus Line	4.4%	1.9%	0.7%	1.1%
0.5%	Boat	0.0%	0.8%	0.4%	0.5%
0.5%	Train	2.9%	0.0%	0.0%	1.1%
0.5%	Truck (heavy duty)	0.0%	0.0%	1.1%	0.5%
0.4%	Motorcycle	0.0%	0.4%	0.7%	0.0%
0.0%	Private Plane	0.0%	0.0%	0.0%	0.0%

**7. Total miles in Texas this trip?**

1.7%	100 or less	1.6%	1.2%	1.8%	2.2%
4.4%	101-300	9.4%	2.0%	5.8%	3.9%
7.0%	301-500	7.8%	6.8%	7.3%	6.7%
12.1%	501-800	7.8%	12.9%	12.0%	12.9%
17.6%	801-1,000	18.8%	18.9%	17.1%	16.2%
23.2%	1,001-1,500	20.3%	22.9%	21.5%	27.4%
16.9%	1,501-2,000	14.1%	18.5%	17.1%	15.6%
16.9%	2,001 plus	20.3%	16.9%	17.5%	15.1%

**8. How many nights in Texas this trip?**

2.1%	0	5.5%	0.9%	2.9%	1.3%
3.6%	1	1.8%	3.6%	3.7%	3.9%
6.0%	2	7.3%	4.5%	6.2%	7.1%
7.1%	3	5.5%	8.6%	4.2%	10.3%
8.9%	4	9.1%	7.2%	8.7%	11.6%
8.2%	5	9.1%	7.2%	8.7%	8.4%
4.8%	6	5.5%	4.1%	6.6%	2.6%
6.3%	7	10.9%	6.3%	5.0%	6.5%
5.1%	8	1.8%	5.9%	4.6%	5.8%
4.6%	9	5.5%	5.4%	3.3%	5.2%
5.7%	10	5.5%	5.4%	7.1%	3.9%
17.7%	11-15	20.0%	19.5%	17.4%	14.8%
8.3%	16-20	7.3%	9.1%	6.6%	10.3%
6.8%	21-25	5.5%	7.7%	8.3%	3.9%
4.9%	26-30	0.0%	4.5%	6.6%	4.5%

**9. Expenses and time spent in Texas on this trip:**

**Approximate dollars spent in Texas on this trip?**

Annual		Summer '90	Spring '90	Winter '90	Fall '89
25.7%	Lodging	21.8%	23.6%	29.6%	24.5%
23.2%	Food	18.4%	21.6%	24.5%	26.0%
18.6%	Shopping	15.2%	22.5%	16.8%	16.3%
12.1%	Fuel/Auto Repairs	5.2%	9.7%	15.8%	13.0%
8.7%	Rental Car	13.6%	11.1%	3.8%	10.6%
5.0%	Entertainment	7.2%	4.6%	4.8%	4.9%
3.5%	Fares: Air/Taxi/Bus	8.6%	4.3%	2.0%	2.5%
3.2%	Other	10.1%	2.6%	2.6%	2.2%
11.0 Days	Avg. Time Spent in Texas	9.6 Days	11.4 Days	11.7 Days	9.9 Days
2.2	Avg. No. People per Party	2.1	2.2	2.3	2.0
	Avg. Expenditures:				
\$ 959	Per Party Per Trip	\$ 1,055	\$ 1,042	\$ 920	\$ 868
\$ 87	Per Day Per Party	\$ 110	\$ 91	\$ 79	\$ 87
\$ 40	Per Person Per Day	\$ 52	\$ 41	\$ 34	\$ 44

**10. What influenced your decision to visit Texas?**

(Multiple answers)

36.8%	Friends/Family	51.5%	38.3%	34.7%	32.2%
28.1%	Passing Through	23.5%	21.0%	29.6%	37.9%
21.5%	Previous Trip	13.2%	23.3%	23.5%	19.2%
21.3%	Word of Mouth	20.6%	17.4%	24.2%	22.6%
16.6%	Brochures	14.7%	23.7%	13.0%	13.0%
16.6%	None of the Above	10.3%	17.0%	16.6%	18.6%
5.4%	Magazine Ad	1.5%	7.1%	5.8%	4.0%
2.5%	TV Ad	4.4%	3.6%	0.7%	2.8%
1.3%	Newspaper Ad	2.9%	1.2%	1.4%	0.6%
0.8%	Billboards	1.5%	0.8%	0.4%	1.1%
0.1%	Radio Ad	0.0%	0.4%	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):

70.9%	Auto Club/Travel Agent	65.6%	70.0%	71.7%	73.3%
29.8%	State Tourist Office	31.3%	29.2%	29.7%	30.7%
8.6%	City/Town	12.5%	10.0%	7.6%	6.7%
6.0%	Lodging	6.3%	8.5%	4.8%	4.0%
4.7%	Regional Chamber	3.1%	6.2%	4.8%	2.7%
1.6%	Theme Park	0.0%	2.3%	1.4%	1.3%

If after you left home:

91.0%	Highway Info Center	88.9%	89.1%	92.3%	92.3%
27.0%	In City/Town	37.8%	30.5%	24.7%	22.5%
15.0%	At Lodging	11.1%	16.1%	17.5%	11.3%
5.6%	Travel Agent	13.3%	5.8%	4.1%	4.9%
2.3%	At Theme Park	0.0%	3.5%	2.1%	2.1%

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

Annual		Summer '90	Spring '90	Winter '90	Fall '89
10.3%	1 week or less	11.8%	7.6%	9.6%	14.5%
9.6%	2-3 weeks	16.2%	9.5%	9.6%	7.3%
14.1%	1 month	11.8%	10.3%	15.7%	17.9%
25.0%	2-3 months	27.9%	30.5%	22.5%	19.6%
18.1%	4-6 months	11.8%	19.9%	17.1%	19.6%
22.9%	Over 6 months	20.6%	22.1%	25.4%	21.2%

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

(Multiple answers)

49.7%	Saw More Attractions	60.9%	52.4%	47.3%	45.8%
46.4%	Saw More Cities/Areas	50.0%	44.1%	48.7%	44.7%
27.1%	Longer Stay	21.9%	24.6%	27.8%	31.3%
22.5%	Did Not Influence My Trip	20.3%	22.6%	23.5%	21.8%
15.7%	More Recreation	20.3%	17.5%	14.8%	12.9%
8.7%	Did More Shopping	6.3%	9.5%	9.0%	7.8%
7.8%	Saw More Theme Parks	7.8%	9.5%	6.5%	7.3%
5.4%	Stayed At More Hotels/Motels	7.8%	6.4%	4.3%	5.0%
4.9%	Ate Out More	4.7%	6.4%	4.0%	4.5%

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

(Multiple answers)

63.7%	Shopping	59.1%	66.0%	65.2%	60.0%
56.2%	Historical Tours	63.6%	58.5%	54.1%	53.1%
52.2%	Museums - Historical	50.0%	54.6%	54.4%	46.3%
50.9%	Photography	42.4%	54.9%	46.3%	55.4%
31.7%	Camping	13.6%	25.3%	37.4%	38.9%
24.0%	Bird-watching	15.2%	27.7%	25.9%	18.9%
22.8%	Museums - Art	25.8%	21.7%	23.0%	22.9%
19.5%	Hiking	12.1%	19.0%	20.4%	21.7%
17.7%	Swimming	37.9%	17.0%	9.6%	23.4%
11.8%	Theme Park	16.7%	12.7%	9.6%	12.0%
10.7%	Festival/Fair	10.6%	10.7%	8.2%	14.9%
9.0%	Rodeo	13.6%	10.3%	9.3%	5.1%
8.8%	Rocks	1.5%	9.5%	8.9%	10.3%
8.1%	Theater - Movie	12.1%	6.7%	8.5%	8.0%
7.2%	Boating	7.6%	8.7%	4.4%	9.1%
6.9%	Business	7.6%	6.3%	8.2%	5.7%
6.0%	Golf/Tennis	1.5%	6.7%	6.3%	6.3%
4.7%	Livestock Show	0.0%	4.0%	8.2%	2.3%
4.2%	Concert - Pop/Rock/CW	6.1%	5.5%	2.6%	4.0%
4.1%	Sports Event	9.1%	3.2%	3.7%	4.0%
3.7%	Convention	7.6%	4.0%	3.3%	2.3%
3.5%	Fishing	1.5%	3.2%	3.0%	5.7%
3.1%	Theater - Live	6.1%	1.6%	3.7%	3.4%
2.7%	Concert - Classical	3.0%	2.8%	3.3%	1.7%
2.0%	Military Event	1.5%	3.6%	1.1%	1.1%
1.8%	Horse Riding	3.0%	2.4%	0.4%	2.9%
1.6%	School/Seminar	6.1%	0.8%	1.5%	1.1%
1.0%	Medical Treatment	0.0%	1.6%	0.7%	1.1%
0.7%	Hunting	0.0%	1.2%	0.7%	0.0%
0.3%	Waterskiing	1.5%	0.4%	0.0%	0.0%

## 15. What did you enjoy about Texas?

(Multiple answers)

Annual		Summer '90	Spring '90	Winter '90	Fall '89
76.1%	Friendliness	68.7%	76.2%	75.8%	79.4%
60.2%	Good Highways	46.3%	62.5%	65.5%	53.9%
57.5%	Scenery	47.8%	59.0%	56.9%	60.0%
48.6%	Food	49.3%	50.0%	47.3%	48.3%
45.0%	Shopping	46.3%	49.2%	42.0%	43.3%
41.3%	Desert/Plains	29.9%	47.3%	36.7%	44.4%
40.6%	Small Towns	41.8%	43.0%	40.6%	36.7%
40.1%	Museums - Historical	44.8%	41.8%	38.4%	38.3%
39.5%	Historical Markers	52.2%	45.3%	42.4%	22.2%
33.5%	Mountains	23.9%	36.3%	31.7%	36.1%
32.9%	Big Cities	47.8%	38.7%	24.2%	32.8%
28.4%	Camping	10.5%	24.6%	32.4%	34.4%
27.4%	Wild Flowers	19.4%	53.5%	12.8%	16.1%
25.5%	Beaches	16.4%	21.5%	28.5%	30.0%
18.5%	Forests	19.4%	21.9%	16.0%	17.2%
15.2%	Museums - Art	19.4%	15.2%	13.5%	16.1%
12.0%	Swimming	25.4%	10.9%	7.8%	15.0%
7.8%	Festivals	7.5%	9.0%	5.7%	9.4%
7.7%	Theme Parks	11.9%	8.6%	6.8%	6.1%
7.4%	Nightlife	16.4%	6.3%	5.0%	9.4%
7.0%	Resorts	9.0%	7.0%	6.4%	7.2%
5.2%	Dude Ranches	4.5%	7.8%	2.9%	5.6%
5.1%	Golf/Tennis	3.0%	4.7%	4.6%	7.2%
4.1%	Boating	6.0%	4.7%	3.6%	3.3%
3.2%	Concerts - Rock/Pop/CW	7.5%	3.5%	1.8%	3.3%
3.1%	Fishing	1.5%	3.9%	1.8%	4.4%
2.8%	Theater	4.5%	2.3%	3.2%	2.2%
2.0%	Sports - Professional	3.0%	2.3%	2.1%	1.1%
1.7%	Concerts - Classical	1.5%	2.3%	1.4%	1.1%
1.5%	Sports - Amateur	1.5%	1.2%	1.8%	1.7%
1.1%	Ballet	0.0%	1.6%	0.0%	2.8%
0.6%	Sailing	0.0%	1.2%	0.4%	0.6%
0.3%	Waterskiing	0.0%	0.4%	0.4%	0.0%



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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	58.7%	San Antonio	1	64.7%	1	63.5%	1	55.2%	1	54.9%
2	40.2%	Houston	2	44.1%	2	41.4%	2	34.4%	2	45.7%
3	29.8%	Dallas	3	41.2%	3	36.5%	4	23.3%	5	25.7%
4	28.1%	El Paso	5	23.5%	5	23.7%	3	33.0%	3	28.6%
5	26.0%	Austin	4	33.8%	4	28.9%	4	23.3%	6	22.9%
6	17.6%	Corpus Christi	8	11.8%	6	15.3%	6	21.5%	7	17.1%
6	17.6%	Galveston	13	4.4%	6	15.3%	7	16.3%	4	28.0%
8	13.1%	Fort Worth	6	17.6%	9	13.3%	8	12.6%	10	12.0%
9	12.1%	Laredo	8	11.8%	6	15.3%	10	10.7%	11	9.7%
10	10.2%	Del Rio	11	8.8%	10	10.0%	13	8.9%	8	13.1%
11	8.7%	Fort Stockton	13	4.4%	13	6.0%	12	9.3%	8	13.1%
12	7.7%	Brownsville	13	4.4%	15	5.6%	9	11.5%	13	6.3%
13	7.0%	Amarillo	7	13.2%	12	6.8%	17	4.4%	12	8.6%
14	6.3%	South Padre Island	13	4.4%	18	4.4%	11	9.6%	15	4.6%
15	6.2%	Fredericksburg	8	11.8%	11	7.2%	14	5.9%	24	2.9%
16	5.0%	Big Bend National Park	13	4.4%	13	6.0%	17	4.4%	15	4.6%
17	4.5%	Van Horn	67	0.0%	18	4.4%	15	5.6%	15	4.6%
18	4.3%	Beaumont	12	7.4%	20	3.6%	23	3.7%	14	5.1%
19	4.1%	Harlingen	67	0.0%	16	5.2%	17	4.4%	21	3.4%
20	3.8%	Waco	33	1.5%	20	3.6%	22	4.1%	15	4.6%
21	3.3%	Alpine	67	0.0%	17	4.8%	26	3.3%	28	2.3%
21	3.3%	New Braunfels	19	2.9%	25	2.4%	26	3.3%	15	4.6%
23	3.0%	Mc Allen	67	0.0%	35	1.6%	15	5.6%	28	2.3%
24	2.6%	Abilene	19	2.9%	35	1.6%	34	2.2%	15	4.6%
24	2.6%	Bandera	67	0.0%	22	3.2%	29	3.0%	28	2.3%
24	2.6%	Fort Davis	19	2.9%	25	2.4%	29	3.0%	28	2.3%
24	2.6%	Odessa	33	1.5%	23	2.8%	23	3.7%	48	1.1%
24	2.6%	Orange	19	2.9%	35	1.6%	23	3.7%	28	2.3%
29	2.4%	Victoria	33	1.5%	25	2.4%	26	3.3%	48	1.1%
30	2.2%	Wichita Falls	19	2.9%	25	2.4%	39	1.5%	24	2.9%

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	Summer '90		Spring '90		Winter '90		Fall '89	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	42.4%	Alamo	1	43.9%	1	41.2%	1	42.2%	1	44.0%
2	22.3%	Big Bend National Park	6	14.0%	2	27.3%	2	19.8%	3	22.4%
3	17.0%	NASA	2	22.8%	5	15.5%	4	12.8%	2	23.3%
4	15.5%	San Antonio River Walk	2	22.8%	4	17.1%	4	12.8%	4	13.8%
5	15.0%	Capitol Complex	4	21.1%	3	19.3%	3	13.4%	8	7.8%
6	8.4%	Southfork Ranch	8	7.0%	8	8.0%	6	7.5%	5	11.2%
7	7.3%	Guad. Mnts. Natl. Pk.	17	3.5%	6	10.2%	9	6.4%	9	6.0%
8	6.6%	San Antonio Missions	8	7.0%	16	4.3%	9	6.4%	6	10.3%
9	6.2%	Ft. Davis Natl. Hist. Site	12	5.3%	10	6.4%	8	7.0%	11	5.2%
9	6.2%	Padre Is. Natl. Seashore	7	8.8%	20	3.7%	9	6.4%	7	8.6%
11	5.7%	Sea World	5	17.5%	16	4.3%	16	4.3%	12	4.3%
12	5.5%	JFK Memorials	30	1.8%	16	4.3%	6	7.5%	9	6.0%
13	5.3%	LBJ Natl. Historical Pk.	17	3.5%	7	8.6%	17	3.7%	17	3.4%
14	5.1%	South Padre Island	83	0.0%	9	7.0%	12	5.9%	17	3.4%
15	4.0%	LBJ Library & Museum	30	1.8%	22	3.2%	13	5.3%	12	4.3%
16	3.8%	Ft. Worth Stockyards	30	1.8%	20	3.7%	14	4.8%	17	3.4%
17	3.7%	Amistad Reservoir	83	0.0%	12	4.8%	17	3.7%	17	3.4%
17	3.7%	Astrodomain	83	0.0%	11	5.9%	24	2.7%	17	3.4%
17	3.7%	Seminole Canyon St. Pk.	17	3.5%	16	4.3%	21	3.2%	17	3.4%
20	3.5%	S. J. Battleground St. Pk.	17	3.5%	12	4.8%	40	1.6%	12	4.3%
21	3.3%	Palo Duro Canyon St. Pk.	30	1.8%	12	4.8%	24	2.7%	25	2.6%
22	3.1%	Tx. Ranger H. Fame Mus.	83	0.0%	34	2.1%	14	4.8%	17	3.4%
23	2.7%	King Ranch	83	0.0%	12	4.8%	21	3.2%	119	0.0%
24	2.6%	IMAX Theatre	12	5.3%	37	1.6%	17	3.7%	54	0.9%
24	2.6%	Mc Donald Observatory	17	3.5%	22	3.2%	24	2.7%	54	0.9%
24	2.6%	Natural Bridge Caverns	30	1.8%	22	3.2%	21	3.2%	54	0.9%
27	2.4%	Aransas N. W'lfe Ref.	83	0.0%	26	2.7%	24	2.7%	25	2.6%
27	2.4%	C. A. F. Flying Museum	83	0.0%	26	2.7%	24	2.7%	25	2.6%
27	2.4%	Galveston Island Beach	17	3.5%	37	1.6%	40	1.6%	12	4.3%
30	2.2%	Falcon State Rec. Pk.	83	0.0%	26	2.7%	24	2.7%	33	1.7%
30	2.2%	Fort Stockton	83	0.0%	26	2.7%	40	1.6%	17	3.4%
30	2.2%	Six Flags Over Texas	8	7.0%	34	2.1%	77	0.5%	25	2.6%
33	2.0%	Mustang Island St. Pk.	83	0.0%	26	2.7%	33	2.1%	33	1.7%
33	2.0%	San Antonio Zoo	30	1.8%	46	1.1%	17	3.7%	54	0.9%
35	1.8%	Adm. Nimitz St. Hist. Site	83	0.0%	34	2.1%	33	2.1%	33	1.7%
35	1.8%	Alamo Village	30	1.8%	46	1.1%	24	2.7%	33	1.7%
35	1.8%	Caverns Of Sonora	83	0.0%	75	0.5%	33	2.1%	12	4.3%
35	1.8%	U. T. At Austin	12	5.3%	37	1.6%	51	1.1%	33	1.7%
39	1.6%	Davis Mountains St. Pk.	30	1.8%	26	2.7%	51	1.1%	54	0.9%
39	1.6%	Lone Star Brewery	83	0.0%	22	3.2%	40	1.6%	119	0.0%
41	1.5%	Bentsen R.G. Val. St. Pk.	83	0.0%	37	1.6%	24	2.7%	119	0.0%
41	1.5%	El Mercado (San Antonio)	83	0.0%	37	1.6%	40	1.6%	33	1.7%
41	1.5%	Hueco Tanks St. Pk.	17	3.5%	158	0.0%	24	2.7%	54	0.9%
41	1.5%	Institute Texan Cultures	12	5.3%	75	0.5%	33	2.1%	119	0.0%
41	1.5%	Tower Of The Americas	83	0.0%	26	2.7%	77	0.5%	33	1.7%
46	1.3%	Enchanted Rock St. Pk.	30	1.8%	37	1.6%	51	1.1%	54	0.9%
46	1.3%	Gladys Porter Zoo	83	0.0%	46	1.1%	33	2.1%	54	0.9%
46	1.3%	Lake Travis	30	1.8%	26	2.7%	77	0.5%	119	0.0%
49	1.1%	Astroworld	8	7.0%	46	1.1%	142	0.0%	119	0.0%
49	1.1%	Fort Bliss	83	0.0%	37	1.6%	77	0.5%	33	1.7%