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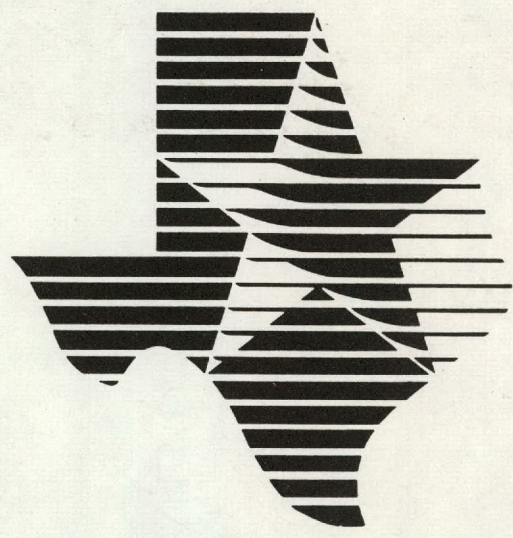
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91/Spring

TEXAS AUTO VISITOR SURVEY

1991 SPRING REPORT

with ANNUAL SUMMARY



Government Publications
Texas State Documents

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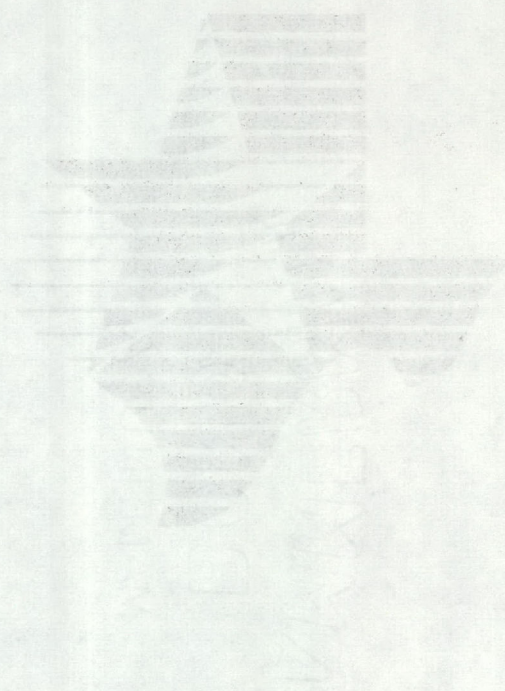
Travel & Information Division
State Department of Highways and Public Transportation
36th & Jackson Austin, Texas 78731

TEXAS AUTO
VISITOR SURVEY

1991 SPRING REPORT
WITH ANNUAL SUMMARY

Government Relations
Texas Department of Transportation

1991
Dallas, Texas



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

TEXAS AUTO VISITOR SURVEY

Statistics reported in this survey were compiled from questionnaires returned by 13,908 visitors to Texas during the months of June, 1990 through May, 1991. Survey data are reported with an annual summary, plus totals for travel during these quarters:

Spring quarter - March, 1991 to May, 1991

Winter quarter - December, 1990 to February, 1991

Fall quarter - September, 1990 to November, 1990

Summer quarter - June, 1990 to August, 1990

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

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

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

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

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

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

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

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

Release Date - June 20, 1991

TEXAS AUTO VISITOR SURVEY

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

1991 SPRING REPORT

(Mar. '91 - May '91)

1. Where do you live?

Annual		State	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	10.5%	Louisiana	1	7.7%	1	8.1%	1	9.5%	1	13.8%
2	5.6%	California	2	6.4%	2	4.9%	2	7.3%	4	4.4%
3	5.3%	Florida	3	4.6%	7	3.7%	3	6.0%	2	6.0%
4	4.8%	Oklahoma	4	4.0%	4	4.4%	4	5.1%	3	5.2%
5	3.1%	Illinois	5	3.7%	3	4.7%	6	2.9%	9	2.2%
6	2.4%	Arizona	12	2.2%	13	2.4%	5	3.2%	11	2.0%
7	2.3%	Kansas	16	1.9%	10	2.7%	7	2.3%	8	2.2%
7	2.3%	Michigan	6	3.5%	5	3.9%	14	1.9%	19	1.1%
9	2.2%	Mississippi	17	1.8%	14	2.2%	10	2.1%	6	2.5%
10	2.1%	Arkansas	13	2.1%	16	2.1%	9	2.2%	10	2.0%
11	2.1%	Alabama	15	2.0%	24	1.6%	16	1.7%	5	2.6%
12	2.0%	Georgia	20	1.8%	20	1.8%	10	2.1%	7	2.3%
13	2.0%	New Mexico	9	2.3%	18	1.9%	7	2.3%	14	1.6%
14	1.9%	Missouri	17	1.8%	11	2.5%	12	2.0%	17	1.5%
15	1.8%	Minnesota	7	2.8%	6	3.8%	24	1.2%	25	0.6%
16	1.7%	Ohio	9	2.3%	14	2.2%	13	1.9%	18	1.1%
17	1.7%	Pennsylvania	21	1.7%	18	1.9%	14	1.9%	16	1.5%
18	1.6%	Colorado	13	2.1%	11	2.5%	21	1.5%	20	1.0%
19	1.5%	New York	11	2.3%	17	2.0%	18	1.6%	23	0.9%
20	1.5%	Wisconsin	8	2.6%	9	2.8%	25	1.1%	28	0.5%
21	1.5%	Iowa	17	1.8%	8	3.3%	28	0.9%	24	0.8%
22	1.5%	Virginia	25	1.2%	26	1.3%	22	1.5%	13	1.7%
23	1.4%	Tennessee	23	1.3%	29	1.0%	18	1.6%	15	1.5%
24	1.4%	North Carolina	28	0.8%	27	1.2%	23	1.2%	12	1.8%
25	1.3%	Indiana	24	1.2%	21	1.7%	17	1.7%	21	0.9%
26	1.2%	Washington	22	1.4%	22	1.7%	20	1.5%	25	0.6%
27	0.9%	Oregon	26	1.0%	23	1.6%	26	1.0%	31	0.4%
28	0.8%	South Carolina	27	0.9%	38	0.4%	27	0.9%	21	0.9%
29	0.8%	Nebraska	31	0.6%	25	1.4%	31	0.7%	27	0.5%
30	0.8%	Maryland	29	0.8%	28	1.1%	28	0.9%	30	0.5%
31	0.6%	New Jersey	32	0.5%	31	0.7%	30	0.8%	28	0.5%
32	0.5%	Connecticut	30	0.7%	31	0.7%	33	0.5%	36	0.2%
32	0.5%	Kentucky	32	0.5%	36	0.5%	32	0.6%	31	0.4%
34	0.5%	Massachusetts	32	0.5%	30	0.8%	34	0.3%	33	0.4%
35	0.3%	Nevada	35	0.4%	35	0.5%	36	0.3%	34	0.3%
36	0.3%	Utah	37	0.4%	40	0.4%	34	0.3%	34	0.3%
37	0.3%	South Dakota	40	0.3%	33	0.7%	40	0.2%	38	0.2%
38	0.3%	New Hampshire	35	0.4%	34	0.6%	40	0.2%	45	0.1%
39	0.2%	Idaho	38	0.3%	41	0.3%	37	0.2%	41	0.2%
40	0.2%	Montana	41	0.2%	38	0.4%	38	0.2%	42	0.1%
41	0.2%	West Virginia	43	0.2%	43	0.2%	40	0.2%	38	0.2%
42	0.2%	Delaware	47	0.1%	45	0.2%	40	0.2%	37	0.2%
42	0.2%	Maine	38	0.3%	36	0.5%	48	0.1%	47	0.0%
44	0.2%	Wyoming	43	0.2%	42	0.3%	38	0.2%	44	0.1%
45	0.2%	North Dakota	41	0.2%	45	0.2%	48	0.1%	38	0.2%
46	0.1%	Alaska	45	0.1%	43	0.2%	45	0.1%	45	0.1%
47	0.1%	Hawaii	50	0.0%	47	0.1%	45	0.1%	43	0.1%
48	0.1%	Vermont	49	0.0%	47	0.1%	44	0.2%	50	0.0%
49	0.1%	Rhode Island	47	0.1%	50	0.0%	45	0.1%	47	0.0%
50	0.1%	District of Columbia	45	0.1%	49	0.1%	50	0.0%	47	0.0%

2. Age of visitors:

Annual		Spring '91	Winter '91	Fall '90	Summer '90
13.3%	Under 18	9.5%	6.0%	5.4%	22.7%
3.0%	18-24	2.4%	2.9%	2.0%	4.0%
8.4%	25-34	7.0%	6.3%	7.3%	10.6%
12.5%	35-44	10.3%	9.5%	9.2%	16.8%
14.8%	45-54	14.8%	14.3%	14.8%	15.1%
24.1%	55-64	27.4%	31.6%	29.4%	16.3%
23.8%	65 Plus	28.6%	29.5%	32.0%	14.5%

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

(Multiple answers)

79.5%	Maps	77.7%	81.8%	80.8%	78.2%
38.3%	Historic Sites	42.3%	39.8%	37.6%	36.0%
38.1%	Travel Break	34.5%	35.8%	40.2%	39.5%
31.2%	City/Towns	30.8%	31.8%	29.1%	32.7%
19.4%	Routing	15.2%	21.9%	20.7%	19.2%
18.8%	Museums	20.2%	18.6%	18.2%	18.6%
16.2%	National Parks	19.3%	17.6%	17.8%	12.7%
16.0%	State Parks	17.6%	15.9%	17.7%	14.1%
14.6%	Lodgings	13.5%	16.3%	14.3%	14.3%
12.8%	Campgrounds	14.7%	14.7%	14.0%	10.1%
12.7%	Special Events	12.6%	12.0%	12.0%	13.7%
10.7%	RV Parks	11.9%	14.7%	12.6%	6.7%
8.8%	Restaurants	8.0%	8.8%	8.8%	9.2%
4.3%	Theme Parks	2.8%	2.0%	2.4%	7.6%

4. Purpose of this Texas trip:

(Multiple answers)

57.5%	Vacation/Leisure	61.4%	58.8%	53.7%	57.5%
40.7%	Visit Family/Friends	38.6%	41.8%	41.7%	40.3%
15.7%	Just Passing Through	13.7%	16.3%	17.6%	15.0%
10.2%	Work/Business	10.3%	10.3%	9.0%	11.0%
7.4%	Other	7.4%	7.1%	7.7%	7.4%
5.2%	Convention	6.1%	4.1%	5.5%	5.0%
4.7%	Day Trip Only	4.2%	4.1%	4.3%	5.5%
2.7%	Moving to Texas	2.8%	3.5%	2.1%	2.6%

5. What type accommodations used?

(Multiple answers)

55.7%	Motel	53.9%	56.4%	56.9%	55.2%
25.1%	Private Home	23.2%	25.3%	23.6%	27.1%
16.8%	Hotel	17.0%	14.2%	15.4%	19.2%
8.8%	Motor Home	12.4%	12.5%	9.3%	4.7%
6.9%	Travel Trailer	8.9%	8.5%	8.0%	4.4%
4.6%	Apartment/Condo	4.4%	5.8%	3.7%	4.8%
3.5%	Tent Camping	3.8%	1.5%	3.3%	4.7%
2.7%	Military Base	3.0%	3.1%	2.5%	2.5%
2.3%	Van Camper	2.9%	1.9%	2.6%	2.0%
1.7%	Bed & Breakfast	2.4%	1.6%	1.4%	1.8%
1.5%	Pickup Camper	1.7%	1.5%	1.8%	1.3%
0.4%	Hostel	0.4%	0.5%	0.3%	0.5%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
66.7%	Private Auto	64.6%	65.5%	65.1%	69.5%
10.3%	Van	10.9%	9.3%	8.9%	11.6%
8.2%	Pickup	8.1%	10.3%	8.3%	7.0%
8.2%	Motor Home	11.5%	11.3%	8.8%	4.5%
6.1%	Rental Auto	7.2%	7.4%	5.5%	5.4%
5.9%	Airline	5.2%	5.5%	6.4%	6.1%
3.3%	Pickup/Camper	3.6%	3.3%	3.9%	2.7%
2.0%	Tour Bus	4.0%	3.9%	1.3%	0.6%
1.3%	Bus Line	2.2%	2.7%	0.7%	0.5%
1.2%	Boat	2.1%	1.7%	0.7%	0.7%
0.8%	Truck (heavy duty)	0.9%	0.8%	0.8%	0.8%
0.6%	Motorcycle	0.8%	0.3%	0.6%	0.7%
0.4%	Private Plane	0.2%	0.4%	0.5%	0.4%
0.3%	Train	0.2%	0.4%	0.2%	0.2%
0.2%	Rental RV	0.1%	0.3%	0.2%	0.1%

7. Total miles in Texas this trip?

		Spring '91	Winter '91	Fall '90	Summer '90
2.4%	100 or less	2.2%	2.2%	2.5%	2.5%
12.0%	101-300	9.3%	9.1%	11.5%	15.2%
16.4%	301-500	14.6%	12.3%	16.2%	19.5%
19.4%	501-800	16.7%	15.3%	20.9%	21.9%
13.9%	801-1,000	12.5%	14.5%	15.0%	13.5%
18.5%	1,001-1,500	22.6%	21.9%	17.6%	15.4%
11.0%	1,501-2,000	14.0%	14.1%	11.0%	8.0%
6.4%	2,001 plus	8.0%	10.6%	5.3%	4.0%

8. How many nights in Texas this trip?

		Spring '91	Winter '91	Fall '90	Summer '90
7.6%	0	5.9%	6.3%	7.6%	9.2%
10.6%	1	8.3%	8.2%	11.1%	12.7%
14.9%	2	11.8%	11.5%	16.0%	17.4%
12.4%	3	12.0%	10.1%	12.6%	13.6%
10.5%	4	10.8%	8.7%	10.5%	11.4%
8.8%	5	9.9%	7.9%	9.4%	8.4%
6.5%	6	7.9%	6.4%	6.3%	6.1%
6.1%	7	5.9%	6.8%	5.5%	6.3%
4.1%	8	5.0%	4.8%	3.8%	3.5%
2.6%	9	3.3%	2.6%	3.1%	1.9%
3.2%	10	4.0%	4.6%	2.8%	2.3%
6.8%	11-15	7.9%	10.8%	6.0%	4.8%
2.7%	16-20	3.7%	5.0%	2.5%	1.3%
1.6%	21-25	2.0%	3.1%	1.4%	0.7%
1.6%	26-30	1.7%	3.5%	1.3%	0.6%

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

Approximate dollars spent in Texas on this trip?

Annual		Spring '91	Winter '91	Fall '90	Summer '90
26.3%	Lodging	25.2%	24.3%	27.1%	27.7%
24.3%	Food	24.6%	23.9%	21.9%	26.5%
17.4%	Shopping	17.6%	16.0%	19.7%	16.3%
14.9%	Fuel/Auto Repairs	14.0%	16.4%	16.4%	13.1%
7.2%	Entertainment	8.1%	5.0%	6.9%	8.5%
5.0%	Other	6.4%	8.8%	3.1%	3.2%
2.8%	Fares: Air/Taxi/Bus	2.2%	3.3%	2.8%	2.8%
2.0%	Rental Car	1.9%	2.2%	2.1%	1.9%
6.1 Days	Avg. Time Spent in Texas	6.9 Days	8.1 Days	5.8 Days	4.8 Days
2.4	Avg. No. People per Party	2.4	2.1	2.2	2.7
	Avg. Expenditures:				
\$ 573	Per Party Per Trip	\$ 598	\$ 656	\$ 580	\$ 513
\$ 94	Per Day Per Party	\$ 86	\$ 81	\$ 101	\$ 106
\$ 40	Per Person Per Day	\$ 36	\$ 38	\$ 47	\$ 40

10. What influenced your decision to visit Texas?

(Multiple answers)

47.8%	Friends/Family	49.1%	49.4%	46.1%	47.6%
29.8%	Previous Trip	33.7%	32.3%	27.8%	28.1%
19.1%	Passing Through	15.3%	20.3%	21.1%	18.9%
16.8%	Brochures	23.7%	25.1%	11.6%	12.7%
16.7%	None of the Above	14.0%	14.6%	18.7%	17.8%
15.1%	Word of Mouth	20.6%	20.0%	11.7%	12.5%
5.0%	Magazine Ad	7.2%	5.5%	4.3%	4.1%
2.3%	TV Ad	3.2%	1.4%	1.4%	3.0%
1.9%	Billboards	2.5%	3.0%	0.8%	1.9%
1.7%	Newspaper Ad	2.3%	1.7%	1.3%	1.9%
0.6%	Radio Ad	0.4%	0.9%	0.5%	0.7%

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

(Multiple answers)

If in advance (ordered from):

50.8%	Auto Club/Travel Agent	47.8%	55.9%	55.7%	46.3%
40.4%	State Tourist Office	46.4%	40.5%	38.4%	38.7%
14.7%	Lodging	11.7%	13.8%	13.6%	17.6%
11.6%	City/Town	13.5%	9.8%	9.7%	12.8%
8.1%	Regional Chamber	8.5%	10.4%	6.4%	7.8%
2.6%	Theme Park	1.6%	1.0%	1.4%	4.7%

If after you left home:

89.2%	Info Center	88.3%	89.8%	89.8%	88.8%
19.6%	In City/Town	21.2%	21.1%	16.9%	19.8%
14.4%	At Lodging	15.8%	15.5%	12.1%	14.6%
2.5%	At Theme Park	2.1%	1.8%	1.6%	3.8%
2.0%	Travel Agent	2.8%	1.9%	2.1%	1.5%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
17.2%	1 week or less	16.9%	18.4%	15.6%	18.0%
17.9%	2-3 weeks	17.5%	15.6%	17.5%	19.6%
19.5%	1 month	20.4%	19.8%	19.7%	18.6%
25.2%	2-3 months	27.6%	24.6%	24.7%	24.7%
10.3%	4-6 months	8.6%	11.0%	11.8%	9.6%
9.9%	Over 6 months	9.0%	10.7%	10.7%	9.4%

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

(Multiple answers)

41.4%	Did Not Influence My Trip	39.5%	37.6%	42.8%	43.4%
34.4%	Saw More Attractions	36.3%	36.6%	33.4%	32.9%
29.4%	Saw More Cities/Areas	30.6%	34.5%	28.7%	26.7%
12.8%	More Recreation	12.9%	11.8%	11.4%	14.3%
11.7%	Longer Stay	12.6%	14.0%	12.4%	9.6%
7.7%	Did More Shopping	7.4%	8.0%	7.7%	7.7%
5.4%	Ate Out More	4.3%	6.2%	5.9%	5.2%
4.7%	Stayed At More Hotels/Motels	4.1%	5.9%	4.8%	4.3%
3.3%	Saw More Theme Parks	3.2%	2.9%	2.7%	3.9%

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

(Multiple answers)

55.8%	Shopping	55.7%	58.2%	52.6%	56.7%
48.0%	Historical Tours	53.5%	48.5%	47.7%	45.3%
40.7%	Museums - Historical	45.3%	42.7%	39.2%	38.5%
34.3%	Photography	38.1%	32.8%	33.0%	34.1%
19.1%	Camping	24.3%	21.8%	20.2%	14.3%
17.0%	Hiking	25.4%	19.5%	15.5%	12.6%
15.5%	Museums - Art	17.7%	17.3%	14.5%	14.1%
14.3%	Bird-watching	19.8%	20.0%	12.9%	9.6%
13.2%	Business	13.3%	13.2%	12.8%	13.3%
13.1%	Swimming	6.2%	3.9%	6.6%	26.3%
10.6%	Theme Park	7.3%	4.2%	6.7%	18.6%
9.4%	Rocks	12.3%	8.0%	9.4%	8.8%
7.7%	Festival/Fair	8.8%	6.6%	9.6%	6.3%
7.5%	Theater - Movie	6.2%	9.4%	5.7%	8.4%
6.8%	Boating	6.6%	5.3%	5.7%	8.4%
6.6%	Fishing	6.4%	5.8%	6.5%	7.2%
6.2%	Golf/Tennis	5.9%	7.5%	6.3%	5.6%
5.9%	Convention	6.4%	5.1%	6.2%	5.9%
5.4%	Sports Event	3.6%	4.2%	6.1%	6.6%
3.6%	Theater - Live	1.7%	2.3%	2.5%	6.1%
3.4%	School/Seminar	3.2%	3.1%	3.0%	4.0%
3.2%	Military Event	2.8%	3.1%	3.6%	3.2%
2.4%	Concert - Pop/Rock/CW	2.0%	2.4%	2.4%	2.5%
2.2%	Rodeo	1.6%	3.2%	2.1%	2.0%
2.0%	Concert - Classical	2.0%	2.0%	1.9%	2.1%
1.9%	Horse Riding	2.5%	1.5%	1.4%	2.3%
1.7%	Livestock Show	1.4%	3.0%	1.7%	1.1%
1.6%	Medical Treatment	1.4%	1.8%	1.4%	1.7%
0.9%	Hunting	0.4%	1.1%	1.4%	0.6%
0.8%	Waterskiing	0.1%	0.1%	0.3%	2.0%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
60.7%	Friendliness	62.0%	63.2%	61.1%	58.4%
58.6%	Scenery	63.7%	56.8%	59.8%	56.1%
55.4%	Good Highways	56.1%	57.6%	56.1%	53.4%
49.1%	Food	48.9%	49.7%	48.7%	49.3%
39.4%	Historical Markers	45.5%	40.4%	38.6%	36.5%
38.1%	Shopping	37.4%	39.2%	36.3%	39.2%
33.9%	Museums - Historical	37.5%	35.4%	32.7%	32.1%
31.7%	Small Towns	35.4%	33.5%	32.9%	28.2%
28.8%	Wild Flowers	53.0%	16.8%	23.5%	27.3%
24.8%	Desert/Plains	30.3%	28.0%	27.1%	18.8%
21.7%	Mountains	27.6%	23.0%	23.5%	16.8%
20.2%	Big Cities	20.3%	19.2%	17.8%	22.3%
16.2%	Camping	21.7%	17.9%	17.6%	11.7%
13.5%	Beaches	12.8%	19.0%	11.3%	12.4%
13.3%	Forests	15.8%	12.1%	14.2%	12.2%
10.8%	Museums - Art	13.0%	11.4%	10.0%	9.9%
8.4%	Swimming	4.1%	2.2%	4.6%	16.7%
8.3%	Theme Parks	6.1%	2.9%	5.4%	14.5%
7.4%	Nightlife	6.0%	7.1%	6.9%	8.6%
7.0%	Festivals	7.9%	6.5%	8.3%	5.7%
5.3%	Fishing	4.8%	4.8%	5.7%	5.6%
5.1%	Golf/Tennis	4.9%	6.6%	5.2%	4.3%
4.6%	Boating	4.9%	2.9%	4.0%	5.9%
4.4%	Resorts	3.7%	4.6%	4.1%	4.7%
3.2%	Sports - Professional	1.4%	2.2%	2.6%	5.1%
3.2%	Theater	1.6%	2.7%	2.4%	4.8%
2.1%	Sports - Amateur	1.5%	1.8%	3.0%	1.9%
1.9%	Concerts - Rock/Pop/CW	1.5%	1.8%	1.9%	2.1%
1.8%	Dude Ranches	1.5%	2.0%	2.3%	1.5%
1.6%	Concerts - Classical	1.5%	1.6%	1.9%	1.5%
0.6%	Waterskiing	0.1%	0.2%	0.3%	1.2%
0.5%	Sailing	0.2%	0.4%	0.4%	0.9%
0.4%	Ballet	0.3%	0.4%	0.5%	0.3%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	29.8%	San Antonio	1	35.2%	1	34.2%	1	27.8%	1	26.1%
2	21.2%	Dallas	3	18.0%	2	20.7%	2	22.3%	2	22.3%
3	18.9%	Austin	2	22.4%	4	16.9%	3	15.6%	3	20.6%
4	16.2%	Houston	4	16.0%	3	18.0%	4	13.9%	4	16.9%
5	11.0%	El Paso	5	13.0%	5	13.3%	5	12.6%	7	7.7%
6	9.6%	Fort Worth	7	8.7%	9	8.1%	6	10.1%	5	10.4%
7	7.2%	Del Rio	6	10.6%	7	8.6%	7	7.7%	11	4.3%
8	7.1%	Amarillo	15	5.3%	17	5.1%	8	7.0%	6	9.2%
9	6.9%	Corpus Christi	9	7.3%	6	11.3%	10	5.7%	10	5.2%
10	6.2%	Galveston	10	6.3%	8	8.2%	9	5.9%	9	5.3%
11	5.0%	Fort Stockton	10	6.3%	11	7.1%	11	5.3%	16	2.9%
12	4.8%	Fredericksburg	8	7.5%	15	5.5%	14	3.9%	14	3.8%
13	4.2%	Langtry	14	5.4%	18	5.0%	12	4.8%	17	2.7%
14	4.0%	Big Bend National Park	12	6.2%	19	4.7%	13	4.5%	21	2.3%
15	3.8%	Arlington	26	2.6%	38	1.7%	22	2.9%	8	6.2%
16	3.8%	Waco	17	4.1%	21	3.8%	19	3.2%	13	4.0%
17	3.5%	New Braunfels	20	3.6%	24	2.9%	21	2.9%	12	4.1%
18	3.4%	Fort Davis	13	5.6%	27	2.5%	16	3.4%	19	2.7%
19	3.3%	Tyler	21	3.2%	25	2.8%	16	3.4%	15	3.5%
20	3.2%	Brownsville	18	4.1%	10	7.4%	30	2.1%	41	1.2%
21	3.2%	South Padre Island	26	2.6%	12	6.7%	20	3.0%	31	1.6%
22	3.0%	Alpine	16	5.0%	22	3.1%	18	3.2%	28	1.8%
23	2.9%	Van Horn	22	3.1%	20	4.2%	15	3.8%	34	1.6%
24	2.9%	Laredo	24	2.7%	16	5.2%	23	2.8%	29	1.8%
25	2.7%	Harlingen	28	2.6%	14	6.4%	26	2.6%	53	0.7%
26	2.4%	Abilene	29	2.3%	26	2.7%	25	2.6%	25	2.1%
27	2.4%	Mc Allen	23	2.8%	13	6.6%	41	1.5%	81	0.4%
28	2.2%	Beaumont	38	1.9%	29	2.4%	27	2.4%	27	2.0%
29	2.1%	Johnson City	19	3.9%	35	1.9%	32	1.9%	34	1.6%
30	2.1%	Wichita Falls	38	1.9%	38	1.7%	35	1.8%	17	2.7%

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

(Multiple answers)

(Top 50 Attractions Listed)

Annual		Attraction	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	26.8%	Alamo	1	29.3%	1	30.5%	1	26.6%	1	23.7%
2	18.2%	San Antonio River Walk	3	20.4%	2	19.5%	3	16.8%	3	17.3%
3	16.0%	Capitol Complex	4	16.1%	4	12.9%	4	12.8%	2	19.6%
4	15.3%	Big Bend National Park	2	24.4%	3	17.4%	2	17.5%	6	7.9%
5	7.8%	LBJ Natl. Historical Pk.	5	10.2%	5	10.5%	5	8.4%	10	4.7%
6	7.0%	LBJ Library & Museum	7	7.9%	8	7.3%	8	7.0%	8	6.2%
7	6.4%	Ft. Davis Natl. Hist. Site	6	9.4%	10	6.0%	7	7.8%	11	4.0%
8	5.5%	Sea World	17	3.9%	51	1.0%	17	3.0%	4	10.4%
9	5.3%	West Of The Pecos Mus.	9	5.4%	7	7.5%	6	8.1%	22	2.3%
10	5.0%	San Antonio Missions	8	7.3%	9	6.6%	11	4.6%	14	3.1%
11	4.8%	NASA	12	5.2%	11	5.6%	12	3.6%	9	5.0%
12	4.7%	Palo Duro Canyon St. Pk.	21	3.0%	31	1.9%	9	4.9%	7	6.9%
13	4.3%	Six Flags Over Texas	38	1.4%	70	0.6%	26	2.3%	5	9.1%
14	4.1%	Padre Is. Natl. Seashore	12	5.2%	6	9.7%	24	2.4%	35	1.7%
15	3.8%	Mc Donald Observatory	9	5.4%	18	3.4%	10	4.8%	18	2.6%
16	3.1%	Seminole Canyon St. Pk.	11	5.2%	22	2.8%	12	3.6%	32	1.8%
17	2.9%	South Padre Island	26	2.4%	12	5.1%	18	2.7%	27	2.1%
18	2.9%	S. J. Battleground St. Pk.	20	3.1%	16	3.5%	14	3.6%	30	1.9%
19	2.8%	Adm. Nimitz St. Hist. Site	16	4.3%	14	4.0%	19	2.6%	36	1.6%
20	2.8%	Amistad Reservoir	14	4.9%	15	3.6%	21	2.6%	39	1.4%
21	2.7%	U. T. At Austin	21	3.0%	33	1.8%	27	2.2%	13	3.3%
22	2.7%	Guad. Mnts. Natl. Pk.	17	3.9%	20	3.4%	19	2.6%	33	1.7%
23	2.3%	Davis Mountains St. Pk.	19	3.2%	24	2.3%	16	3.2%	45	1.1%
23	2.3%	Ft. Worth Stockyards	30	2.1%	41	1.5%	25	2.3%	16	2.7%
25	2.2%	El Mercado (San Antonio)	27	2.3%	23	2.6%	32	1.8%	22	2.3%
26	2.1%	Astrodomain	32	1.7%	30	2.0%	31	1.8%	17	2.6%
27	2.1%	Tx. Ranger H. Fame Mus.	29	2.2%	25	2.2%	29	1.9%	29	2.0%
28	2.0%	JFK Memorials	40	1.4%	35	1.8%	23	2.4%	28	2.0%
29	1.9%	Fort Stockton	25	2.4%	21	2.9%	28	2.1%	48	1.1%
30	1.9%	C. A. F. Flying Museum	47	1.1%	13	4.6%	22	2.5%	87	0.5%
31	1.9%	Governors Mansion	27	2.3%	40	1.5%	38	1.3%	24	2.3%
32	1.8%	San Antonio Zoo	36	1.5%	41	1.5%	33	1.6%	21	2.4%
33	1.8%	Zilker Park	23	2.6%	61	0.8%	51	1.0%	19	2.5%
34	1.7%	Astroworld	113	0.4%	152	0.2%	142	0.2%	11	4.0%
35	1.6%	Lone Star Brewery	32	1.7%	27	2.1%	36	1.5%	42	1.3%
36	1.6%	King Ranch	38	1.4%	16	3.5%	34	1.6%	79	0.6%
37	1.5%	State Fair Park	64	0.8%	48	1.2%	15	3.3%	56	1.0%
38	1.5%	Southfork Ranch	72	0.7%	70	0.6%	29	1.9%	26	2.2%
39	1.3%	Aquarena Springs	64	0.8%	97	0.5%	61	0.9%	20	2.4%
40	1.3%	Aransas N. W'lfe Ref.	31	1.7%	18	3.4%	48	1.1%	183	0.2%
41	1.3%	IMAX Theatre	60	0.8%	41	1.5%	51	1.0%	33	1.7%
42	1.3%	Lake Travis	57	0.9%	61	0.8%	83	0.5%	25	2.2%
43	1.3%	Institute Texan Cultures	47	1.1%	33	1.8%	43	1.2%	48	1.1%
44	1.2%	Mustang Island St. Pk.	32	1.7%	41	1.5%	35	1.5%	71	0.7%
45	1.2%	Museum Of The S'west	15	4.3%	41	1.5%	168	0.2%	337	0.0%
46	1.2%	Balmorhea St. Rec. Pk.	40	1.4%	47	1.4%	38	1.3%	62	0.8%
46	1.2%	Natural Bridge Caverns	64	0.8%	55	0.8%	74	0.6%	31	1.9%
48	1.1%	Tower Of The Americas	53	1.1%	38	1.7%	37	1.4%	68	0.7%
49	1.1%	Wet 'N Wild	414	0.0%	231	0.1%	168	0.2%	15	2.9%
50	1.1%	Panhandle Plains Hist. Mus.	90	0.5%	86	0.5%	38	1.3%	38	1.6%

TEXAS AUTO VISITOR SURVEY

Responses from U.S.A. Long-Term Visitors
1991 SPRING REPORT
(Mar. '91 - May '91)

TEXAS AUTO-VISITOR SURVEY

Response from F. S. Long-Term Visitor
WESTERN BRANCH
Date: 11/14/50

10/14/50

10/14/50

10/14/50

10/14/50

1. Where do you live?

Annual			Spring '91	Winter '91	Fall '90	Summer '90		
Rank	Pct.	State	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.		
1	8.0%	Illinois	12	2.2%	1	10.1%	4	3.8%
2	7.7%	Minnesota	3	7.6%	2	7.5%	2	9.5%
3	7.1%	Michigan	1	12.0%	3	7.2%	3	5.9%
4	5.6%	Iowa	2	9.8%	3	7.2%	15	1.8%
5	4.9%	Wisconsin	8	3.3%	5	6.4%	8	4.1%
6	4.6%	Indiana	4	5.4%	6	5.5%	12	3.0%
7	4.4%	Ohio	5	4.3%	8	3.8%	7	4.7%
8	3.8%	California	22	1.1%	9	3.5%	4	5.3%
9	3.6%	Missouri	12	2.2%	6	5.5%	15	1.8%
10	3.2%	Kansas	8	3.3%	10	3.2%	9	3.6%
10	3.2%	Washington	5	4.3%	14	2.3%	4	5.3%
12	3.0%	Oregon	12	2.2%	14	2.3%	4	5.3%
13	2.7%	New York	8	3.3%	10	3.2%	15	1.8%
14	2.6%	Colorado	5	4.3%	12	2.9%	15	1.8%
14	2.6%	Nebraska	12	2.2%	13	2.6%	9	3.6%
16	1.8%	Florida	30	0.0%	20	1.2%	9	3.6%
17	1.7%	Arizona	22	1.1%	24	0.9%	21	1.2%
17	1.7%	Pennsylvania	8	3.3%	20	1.2%	13	2.4%
19	1.5%	Oklahoma	12	2.2%	16	2.0%	26	0.6%
19	1.5%	South Dakota	12	2.2%	17	1.4%	15	1.8%
21	1.2%	Nevada	12	2.2%	17	1.4%	26	0.6%
21	1.2%	Tennessee	22	1.1%	29	0.6%	15	1.8%
23	1.1%	Arkansas	30	0.0%	17	1.4%	21	1.2%
23	1.1%	North Carolina	30	0.0%	20	1.2%	21	1.2%
23	1.1%	Virginia	22	1.1%	20	1.2%	21	1.2%
26	0.9%	Mississippi	30	0.0%	29	0.6%	13	2.4%
27	0.8%	Alabama	22	1.1%	29	0.6%	38	0.0%
27	0.8%	Alaska	30	0.0%	24	0.9%	26	0.6%
27	0.8%	Georgia	12	2.2%	29	0.6%	26	0.6%
27	0.8%	Massachusetts	12	2.2%	38	0.3%	26	0.6%
27	0.8%	North Dakota	30	0.0%	24	0.9%	38	0.0%
27	0.8%	South Carolina	30	0.0%	29	0.6%	26	0.6%
33	0.6%	Connecticut	30	0.0%	24	0.9%	26	0.6%
33	0.6%	Kentucky	30	0.0%	24	0.9%	26	0.6%
33	0.6%	Maryland	22	1.1%	38	0.3%	38	0.0%
33	0.6%	New Mexico	12	2.2%	38	0.3%	26	0.6%
33	0.6%	Wyoming	30	0.0%	29	0.6%	21	1.2%
38	0.5%	Montana	30	0.0%	29	0.6%	26	0.6%
38	0.5%	New Jersey	30	0.0%	29	0.6%	38	0.0%
40	0.3%	Maine	30	0.0%	38	0.3%	26	0.6%
40	0.3%	New Hampshire	22	1.1%	38	0.3%	38	0.0%
40	0.3%	Utah	30	0.0%	29	0.6%	38	0.0%
43	0.2%	Hawaii	22	1.1%	44	0.0%	38	0.0%
43	0.2%	Idaho	30	0.0%	44	0.0%	26	0.6%
43	0.2%	Louisiana	30	0.0%	38	0.3%	38	0.0%
43	0.2%	West Virginia	30	0.0%	44	0.0%	38	0.0%
47	0.0%	Delaware	30	0.0%	44	0.0%	38	0.0%
47	0.0%	District of Columbia	30	0.0%	44	0.0%	38	0.0%
47	0.0%	Rhode Island	30	0.0%	44	0.0%	38	0.0%
47	0.0%	Vermont	30	0.0%	44	0.0%	38	0.0%

2. Age of visitors:

Annual		Spring '91	Winter '91	Fall '90	Summer '90
2.3%	Under 18	2.1%	0.7%	1.9%	14.6%
1.3%	18-24	0.5%	0.9%	0.6%	7.8%
3.0%	25-34	3.7%	1.3%	2.2%	15.5%
2.3%	35-44	2.1%	1.2%	2.8%	8.7%
6.2%	45-54	7.5%	5.1%	5.9%	12.6%
37.7%	55-64	44.2%	39.7%	35.6%	18.5%
47.2%	65 Plus	39.9%	51.2%	50.9%	22.3%

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

(Multiple answers)

82.0%	Maps	71.4%	85.2%	83.2%	74.5%
42.2%	Historic Sites	59.3%	41.7%	34.1%	41.2%
37.0%	Campgrounds	41.8%	35.7%	43.1%	17.7%
36.9%	RV Parks	35.2%	37.1%	43.7%	15.7%
36.1%	City/Towns	40.7%	35.4%	32.9%	43.1%
33.5%	Travel Break	18.7%	31.9%	40.7%	47.1%
31.2%	State Parks	30.8%	30.7%	36.5%	17.7%
27.5%	National Parks	35.2%	25.8%	28.7%	21.6%
24.3%	Museums	30.8%	25.2%	18.6%	25.5%
22.9%	Special Events	19.8%	23.8%	24.6%	17.7%
16.8%	Routing	17.6%	15.9%	19.2%	13.7%
11.2%	Restaurants	11.0%	10.4%	13.2%	9.8%
9.5%	Lodgings	7.7%	10.1%	9.6%	7.8%
2.9%	Theme Parks	3.3%	2.6%	3.0%	3.9%

4. Purpose of this Texas trip:

(Multiple answers)

80.0%	Vacation/Leisure	86.8%	87.8%	71.3%	44.2%
27.5%	Visit Family/Friends	24.2%	27.0%	27.5%	36.5%
15.3%	Other	17.6%	12.2%	21.6%	11.5%
6.1%	Work/Business	3.3%	3.2%	7.2%	26.9%
5.6%	Moving to Texas	6.6%	3.2%	8.4%	11.5%
3.4%	Just Passing Through	6.6%	2.6%	3.0%	3.9%
2.0%	Convention	1.1%	2.0%	1.2%	5.8%
0.8%	Day Trip Only	1.1%	0.6%	0.0%	3.9%

5. What type accommodations used?

(Multiple answers)

36.8%	Travel Trailer	38.0%	38.6%	40.1%	11.8%
28.8%	Motel	25.0%	30.4%	25.8%	35.3%
26.1%	Motor Home	28.3%	26.6%	27.0%	15.7%
17.9%	Private Home	20.7%	13.7%	21.0%	31.4%
16.4%	Apartment/Condo	14.1%	21.1%	5.4%	25.5%
5.7%	Hotel	7.6%	2.9%	6.0%	19.6%
3.1%	Military Base	1.1%	2.9%	3.0%	7.8%
2.0%	Pickup Camper	1.1%	1.2%	4.8%	0.0%
1.4%	Tent Camping	2.2%	1.2%	1.2%	2.0%
1.2%	Van Camper	4.4%	1.2%	0.0%	0.0%
0.9%	Hostel	0.0%	0.9%	1.2%	2.0%
0.8%	Bed & Breakfast	1.1%	0.9%	0.6%	0.0%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
53.9%	Private Auto	55.7%	58.9%	39.2%	64.7%
24.1%	Motor Home	28.4%	24.2%	25.9%	9.8%
23.9%	Pickup	28.4%	22.2%	23.5%	29.4%
9.4%	Van	15.9%	9.0%	7.8%	5.9%
8.6%	Pickup/Camper	5.7%	7.9%	14.5%	0.0%
7.6%	Tour Bus	6.8%	11.7%	1.2%	2.0%
4.8%	Airline	8.0%	2.3%	6.6%	9.8%
3.7%	Boat	8.0%	4.7%	0.6%	0.0%
3.1%	Bus Line	3.4%	4.7%	0.0%	2.0%
2.6%	Rental Auto	5.7%	1.5%	3.0%	3.9%
1.5%	Truck (heavy duty)	1.1%	1.2%	1.8%	3.9%
0.6%	Train	1.1%	0.6%	0.6%	0.0%
0.5%	Motorcycle	1.1%	0.3%	0.6%	0.0%
0.5%	Rental RV	0.0%	0.3%	0.6%	2.0%
0.2%	Private Plane	0.0%	0.3%	0.0%	0.0%

7. Total miles in Texas this trip?

0.6%	100 or less	0.0%	0.0%	1.2%	3.9%
2.5%	101-300	3.5%	1.2%	2.5%	9.8%
2.4%	301-500	1.2%	1.8%	2.5%	7.8%
6.1%	501-800	2.3%	5.3%	7.4%	13.7%
5.8%	801-1,000	3.5%	4.8%	8.0%	9.8%
11.2%	1,001-1,500	12.8%	11.0%	11.1%	9.8%
20.1%	1,501-2,000	17.4%	24.0%	18.5%	3.9%
51.3%	2,001 plus	59.3%	51.9%	48.8%	41.2%

8. How many nights in Texas this trip?

27.9%	31-44	26.9%	31.3%	18.8%	32.5%
12.7%	45-59	14.1%	14.0%	8.9%	12.5%
15.5%	60-74	9.0%	20.6%	8.9%	12.5%
6.4%	75-89	6.4%	8.1%	2.7%	5.0%
9.8%	90-104	11.5%	11.8%	6.3%	2.5%
2.6%	105-119	5.1%	2.2%	0.9%	5.0%
8.8%	120-149	11.5%	6.3%	16.1%	0.0%
7.6%	150-179	6.4%	3.3%	20.5%	2.5%
4.4%	180-365	1.3%	1.1%	14.3%	5.0%

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

Approximate dollars spent in Texas on this trip?

Annual		Spring '91	Winter '91	Fall '90	Summer '90
25.3%	Lodging	27.6%	28.4%	18.1%	24.8%
24.4%	Food	18.8%	27.4%	23.8%	22.6%
15.5%	Fuel/Auto Repairs	13.2%	16.7%	14.3%	19.0%
14.4%	Shopping	12.9%	13.7%	16.7%	14.7%
12.0%	Other	18.7%	6.2%	18.1%	8.4%
6.3%	Entertainment	5.5%	6.3%	6.4%	8.1%
1.3%	Fares: Air/Taxi/Bus	1.4%	1.2%	1.4%	2.0%
0.8%	Rental Car	1.9%	0.2%	1.2%	0.4%
75.2 Days	Avg. Time Spent in Texas	71.2 Days	65.8 Days	107.2 Days	57.2 Days
2.0	Avg. No. People per Party	2.1	2.0	1.8	2.0
	Avg. Expenditures:				
\$ 2,528	Per Party Per Trip	\$ 3,189	\$ 2,203	\$ 3,024	\$ 2,059
\$ 34	Per Day Per Party	\$ 45	\$ 33	\$ 28	\$ 36
\$ 17	Per Person Per Day	\$ 22	\$ 17	\$ 15	\$ 18

10. What influenced your decision to visit Texas?

(Multiple answers)

56.7%	Previous Trip	54.4%	60.5%	57.1%	34.0%
47.1%	Friends/Family	51.1%	50.6%	38.0%	46.0%
29.3%	Word of Mouth	43.3%	31.0%	22.7%	14.0%
29.0%	Brochures	48.9%	36.3%	8.0%	12.0%
11.0%	None of the Above	6.7%	5.6%	19.0%	30.0%
9.5%	Passing Through	16.7%	9.9%	4.9%	8.0%
6.2%	Magazine Ad	7.8%	7.9%	3.7%	0.0%
4.7%	Newspaper Ad	5.6%	6.4%	1.8%	0.0%
2.5%	Billboards	4.4%	2.9%	1.2%	0.0%
2.2%	TV Ad	4.4%	2.6%	0.6%	0.0%
0.9%	Radio Ad	2.2%	1.2%	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):

51.3%	State Tourist Office	42.6%	51.4%	59.7%	43.8%
44.5%	Auto Club/Travel Agent	44.7%	43.2%	45.2%	56.3%
15.2%	Regional Chamber	12.8%	19.5%	8.1%	0.0%
11.3%	City/Town	8.5%	14.1%	4.8%	12.5%
11.3%	Lodging	6.4%	13.0%	9.7%	12.5%
1.9%	Theme Park	4.3%	2.2%	0.0%	0.0%

If after you left home:

92.7%	Info Center	89.7%	93.8%	94.1%	87.9%
24.7%	In City/Town	36.8%	23.3%	18.8%	24.2%
13.1%	At Lodging	20.6%	12.9%	9.4%	9.1%
3.0%	Travel Agent	2.9%	3.3%	3.5%	0.0%
0.8%	At Theme Park	0.0%	0.5%	1.2%	3.0%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
5.2%	1 week or less	5.6%	3.0%	5.7%	17.3%
4.9%	2-3 weeks	6.7%	3.0%	3.8%	17.3%
9.4%	1 month	12.2%	7.4%	10.7%	13.5%
18.3%	2-3 months	23.3%	18.1%	13.8%	25.0%
19.4%	4-6 months	14.4%	21.4%	20.8%	11.5%
42.8%	Over 6 months	37.8%	47.2%	45.3%	15.4%

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

(Multiple answers)

50.2%	Saw More Attractions	52.2%	52.4%	49.0%	35.3%
47.2%	Saw More Cities/Areas	52.2%	49.4%	42.0%	39.2%
25.8%	Did Not Influence My Trip	17.8%	24.6%	29.9%	35.3%
25.3%	More Recreation	37.8%	23.4%	24.8%	17.7%
20.1%	Longer Stay	26.7%	18.3%	18.5%	25.5%
10.0%	Did More Shopping	13.3%	10.8%	7.0%	7.8%
8.4%	Ate Out More	4.4%	10.2%	7.6%	5.9%
4.3%	Stayed At More Hotels/Motels	3.3%	3.6%	5.7%	5.9%
3.6%	Saw More Theme Parks	4.4%	3.6%	3.2%	3.9%

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

(Multiple answers)

69.4%	Shopping	70.0%	73.2%	58.2%	79.2%
56.2%	Camping	60.0%	55.5%	63.9%	29.2%
55.4%	Historical Tours	63.3%	56.6%	48.7%	54.2%
53.1%	Museums - Historical	65.6%	54.3%	44.9%	47.9%
43.5%	Bird-watching	43.3%	50.2%	36.1%	20.8%
38.6%	Photography	41.1%	36.3%	41.1%	41.7%
28.2%	Hiking	33.3%	29.5%	22.8%	27.1%
24.7%	Museums - Art	24.4%	24.2%	22.8%	35.4%
24.1%	Festival/Fair	31.1%	22.4%	23.4%	25.0%
23.9%	Fishing	22.2%	22.4%	29.8%	18.8%
22.4%	Swimming	20.0%	19.2%	25.3%	39.6%
19.7%	Theater - Movie	26.7%	17.4%	16.5%	33.3%
18.9%	Golf/Tennis	20.0%	21.8%	14.6%	10.4%
13.7%	Boating	18.9%	12.1%	15.2%	10.4%
10.2%	Medical Treatment	13.3%	10.3%	10.1%	4.2%
9.6%	Rocks	12.2%	9.7%	8.9%	6.3%
9.1%	Concert - Classical	12.2%	6.5%	12.0%	12.5%
9.1%	Rodeo	8.9%	9.4%	10.1%	4.2%
9.0%	Business	5.6%	4.7%	10.8%	39.6%
8.5%	Sports Event	8.9%	8.0%	7.6%	14.6%
8.0%	Theater - Live	6.7%	7.1%	11.4%	6.3%
7.9%	Livestock Show	12.2%	6.8%	10.1%	0.0%
7.2%	Theme Park	6.7%	4.7%	8.9%	20.8%
6.1%	Concert - Pop/Rock/CW	5.6%	7.7%	3.2%	6.3%
6.0%	Military Event	7.8%	5.9%	4.4%	8.3%
4.4%	Convention	3.3%	5.0%	2.5%	8.3%
3.9%	School/Seminar	7.8%	2.7%	2.5%	10.4%
2.2%	Horse Riding	0.0%	2.4%	1.9%	6.3%
0.9%	Hunting	1.1%	0.6%	1.3%	2.1%
0.2%	Waterskiing	1.1%	0.0%	0.0%	0.0%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Spring '91	Winter '91	Fall '90	Summer '90
75.4%	Friendliness	80.9%	77.2%	72.1%	64.0%
62.2%	Good Highways	70.8%	63.2%	58.4%	52.0%
61.2%	Food	64.0%	63.2%	57.8%	54.0%
61.1%	Scenery	76.4%	57.6%	59.6%	62.0%
54.0%	Shopping	58.4%	55.5%	47.8%	56.0%
53.4%	Camping	61.8%	53.1%	56.5%	30.0%
49.6%	Wild Flowers	68.5%	45.4%	44.1%	62.0%
49.1%	Beaches	59.6%	51.3%	44.1%	32.0%
47.6%	Small Towns	62.9%	44.5%	44.1%	52.0%
46.2%	Museums - Historical	60.7%	45.7%	41.6%	38.0%
44.7%	Historical Markers	59.6%	42.7%	41.6%	42.0%
33.6%	Desert/Plains	46.1%	32.9%	29.2%	30.0%
25.9%	Mountains	31.5%	26.4%	23.0%	22.0%
21.8%	Festivals	27.0%	19.9%	21.1%	28.0%
20.9%	Fishing	23.6%	18.1%	26.1%	18.0%
20.3%	Big Cities	30.3%	16.9%	16.8%	36.0%
19.9%	Forests	22.5%	18.1%	21.1%	24.0%
18.7%	Swimming	18.0%	16.0%	19.9%	34.0%
17.3%	Museums - Art	15.7%	16.6%	16.2%	28.0%
16.3%	Golf/Tennis	16.9%	19.6%	12.4%	6.0%
13.8%	Resorts	16.9%	14.0%	14.3%	6.0%
10.2%	Boating	10.1%	9.5%	11.2%	12.0%
8.3%	Theater	11.2%	6.5%	11.2%	6.0%
7.5%	Concerts - Classical	7.9%	5.9%	9.3%	12.0%
6.8%	Nightlife	9.0%	4.2%	7.5%	18.0%
6.1%	Concerts - Rock/Pop/CW	6.7%	6.8%	3.7%	8.0%
6.0%	Theme Parks	6.7%	4.2%	6.2%	16.0%
3.9%	Sports - Professional	2.3%	3.0%	3.7%	14.0%
3.0%	Dude Ranches	2.3%	3.0%	3.7%	2.0%
3.0%	Sports - Amateur	3.4%	1.5%	5.0%	6.0%
2.0%	Ballet	1.1%	2.1%	2.5%	2.0%
1.7%	Sailing	1.1%	0.9%	2.5%	6.0%
0.6%	Waterskiing	2.3%	0.3%	0.0%	2.0%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	36.9%	San Antonio	1	40.7%	1	39.5%	1	30.2%	1	34.0%
2	20.6%	Corpus Christi	2	24.4%	3	23.8%	5	15.1%	7	10.6%
3	20.5%	Brownsville	2	24.4%	4	22.2%	2	17.6%	7	10.6%
4	19.0%	Harlingen	5	20.9%	2	24.4%	9	10.7%	10	6.4%
5	18.8%	Mc Allen	6	19.8%	4	22.2%	3	15.7%	15	4.3%
6	17.5%	Houston	8	17.4%	8	16.7%	3	15.7%	3	29.8%
7	16.2%	Mission	6	19.8%	6	19.1%	7	13.2%	93	0.0%
8	14.8%	Austin	13	10.5%	9	15.1%	8	11.3%	2	31.9%
9	14.6%	South Padre Island	9	16.3%	7	17.3%	9	10.7%	10	6.4%
10	13.1%	Dallas	10	14.0%	12	9.9%	6	14.5%	3	29.8%
11	11.5%	Del Rio	2	24.4%	11	10.5%	13	8.8%	15	4.3%
12	9.1%	Rockport	20	7.0%	10	11.1%	14	8.2%	35	2.1%
13	8.9%	Galveston	10	14.0%	13	9.0%	16	7.5%	15	4.3%
14	8.4%	El Paso	12	12.8%	14	7.1%	17	6.3%	6	17.0%
15	8.0%	Fort Worth	32	3.5%	17	6.5%	12	9.4%	5	21.3%
16	6.5%	Waco	32	3.5%	26	4.9%	9	10.7%	9	8.5%
17	6.3%	Pharr	13	10.5%	24	5.2%	14	8.2%	93	0.0%
18	6.0%	Bandera	15	9.3%	16	6.8%	26	3.8%	35	2.1%
18	6.0%	Fredericksburg	15	9.3%	23	5.6%	18	5.7%	15	4.3%
18	6.0%	Laredo	29	4.7%	14	7.1%	19	5.0%	15	4.3%
21	5.7%	Big Bend National Park	15	9.3%	17	6.5%	26	3.8%	93	0.0%
22	5.4%	Mcenna	23	5.8%	19	6.2%	19	5.0%	93	0.0%
23	5.2%	Port Isabel	32	3.5%	19	6.2%	19	5.0%	35	2.1%
24	4.7%	New Braunfels	23	5.8%	26	4.9%	22	4.4%	35	2.1%
25	4.5%	Fort Stockton	29	4.7%	22	5.9%	58	1.3%	10	6.4%
26	4.4%	Johnson City	20	7.0%	33	4.0%	22	4.4%	35	2.1%
26	4.4%	Kingsville	63	1.2%	19	6.2%	26	3.8%	93	0.0%
26	4.4%	Port Aransas	23	5.8%	26	4.9%	34	3.1%	35	2.1%
29	4.2%	Fort Davis	15	9.3%	35	3.4%	39	2.5%	10	6.4%
29	4.2%	Weslaco	32	3.5%	24	5.2%	26	3.8%	93	0.0%

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	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	23.8%	Alamo	2	28.6%	1	22.6%	1	24.7%	1	20.0%
2	20.8%	Big Bend National Park	1	37.1%	2	19.6%	2	17.2%	12	3.3%
3	14.5%	Padre Is. Natl. Seashore	3	14.3%	3	17.4%	6	10.8%	12	3.3%
4	13.1%	Bentsen R.G. Val. St. Pk.	8	10.0%	4	16.2%	6	10.8%	12	3.3%
5	12.4%	San Antonio River Walk	6	12.9%	5	13.6%	5	11.8%	12	3.3%
6	11.7%	LBJ Natl. Historical Pk.	12	7.1%	5	13.6%	4	12.9%	12	3.3%
7	9.6%	C. A. F. Flying Museum	10	8.6%	7	10.6%	9	8.6%	4	6.7%
8	8.4%	South Padre Island	27	2.9%	9	8.1%	3	15.1%	12	3.3%
9	7.7%	Gladys Porter Zoo	17	5.7%	9	8.1%	8	9.7%	12	3.3%
10	7.2%	Capitol Complex	10	8.6%	17	5.5%	9	8.6%	2	13.3%
10	7.2%	Santa Ana N. W'life Ref.	8	10.0%	9	8.1%	16	5.4%	53	0.0%
12	6.5%	Aransas N. W'life Ref.	27	2.9%	8	8.9%	21	4.3%	12	3.3%
12	6.5%	Falcon State Rec. Pk.	12	7.1%	13	7.2%	15	6.5%	53	0.0%
12	6.5%	Ft. Davis Natl. Hist. Site	3	14.3%	17	5.5%	16	5.4%	53	0.0%
15	5.8%	Amistad Reservoir	6	12.9%	22	4.7%	21	4.3%	12	3.3%
15	5.8%	San Antonio Missions	12	7.1%	15	6.0%	16	5.4%	12	3.3%
15	5.8%	Seminole Canyon St. Pk.	3	14.3%	22	4.7%	26	3.2%	12	3.3%
18	5.6%	King Ranch	17	5.7%	9	8.1%	47	1.1%	53	0.0%
18	5.6%	Mustang Island St. Pk.	21	4.3%	15	6.0%	12	7.5%	53	0.0%
20	5.4%	Lag. Atas. N. W'life Ref.	21	4.3%	14	6.8%	21	4.3%	53	0.0%
21	5.1%	Sea World	17	5.7%	25	4.3%	12	7.5%	12	3.3%
22	4.9%	Adm. Nimitz St. Hist. Site	21	4.3%	17	5.5%	16	5.4%	53	0.0%
22	4.9%	NASA	37	1.4%	25	4.3%	9	8.6%	4	6.7%
22	4.9%	S. J. Battleground St. Pk.	21	4.3%	25	4.3%	12	7.5%	12	3.3%
25	4.2%	Goose Island St. Pk.	27	2.9%	20	5.1%	21	4.3%	53	0.0%
25	4.2%	LBJ Library & Museum	17	5.7%	22	4.7%	26	3.2%	53	0.0%
27	4.0%	Iwo Jima War Mem.	27	2.9%	20	5.1%	35	2.2%	12	3.3%
28	3.3%	West Of The Pecos Mus.	12	7.1%	29	3.0%	35	2.2%	53	0.0%
29	3.0%	Museum Of The S'west	12	7.1%	28	3.4%	115	0.0%	53	0.0%
30	2.8%	Canyon Lake	37	1.4%	41	1.7%	16	5.4%	4	6.7%
30	2.8%	Guad. Mnts. Natl. Pk.	21	4.3%	32	2.1%	35	2.2%	4	6.7%
32	2.3%	Astrodomain	91	0.0%	32	2.1%	26	3.2%	4	6.7%
32	2.3%	Davis Mountains St. Pk.	37	1.4%	32	2.1%	26	3.2%	12	3.3%
34	2.1%	Balmorhea St. Rec. Pk.	27	2.9%	32	2.1%	35	2.2%	53	0.0%
34	2.1%	Hueco Tanks St. Pk.	37	1.4%	41	1.7%	26	3.2%	12	3.3%
36	1.9%	Enchanted Rock St. Pk.	91	0.0%	30	2.6%	47	1.1%	12	3.3%
36	1.9%	Fort Stockton	21	4.3%	41	1.7%	47	1.1%	53	0.0%
36	1.9%	Ft. Worth Stockyards	91	0.0%	32	2.1%	35	2.2%	12	3.3%
36	1.9%	Lake Corpus Christi	37	1.4%	32	2.1%	35	2.2%	53	0.0%
36	1.9%	Tx. Ranger H. Fame Mus.	91	0.0%	41	1.7%	21	4.3%	53	0.0%
41	1.6%	Hidalgo Cty. Hist. Mus.	37	1.4%	74	0.9%	26	3.2%	12	3.3%
41	1.6%	Mc Allen Intl. Museum	27	2.9%	52	1.3%	35	2.2%	53	0.0%
41	1.6%	Mc Donald Observatory	37	1.4%	30	2.6%	115	0.0%	53	0.0%
44	1.4%	Choke Canyon St. Pk.	91	0.0%	32	2.1%	47	1.1%	53	0.0%
44	1.4%	Lone Star Brewery	91	0.0%	52	1.3%	26	3.2%	53	0.0%
44	1.4%	Los Ebanos Ferry	27	2.9%	52	1.3%	47	1.1%	53	0.0%
44	1.4%	Mc Kinney Falls St. Pk.	37	1.4%	41	1.7%	47	1.1%	53	0.0%
44	1.4%	Sab. Pass Battleg. St. Pk.	37	1.4%	32	2.1%	115	0.0%	53	0.0%
44	1.4%	U. T. At Austin	91	0.0%	41	1.7%	47	1.1%	12	3.3%
50	1.2%	Alamo Village	37	1.4%	41	1.7%	115	0.0%	53	0.0%

TEXAS AUTO VISITOR SURVEY

Responses from International Short-Term Visitors

1991 SPRING REPORT

(Mar. '91 - May '91)

1. Where do you live?

Annual			Spring '91	Winter '91	Fall '90	Summer '90
Rank	Pct.	Nation	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.
1	40.3%	Canada	1 42.7%	1 68.4%	1 31.2%	3 15.8%
2	19.5%	England	2 27.1%	3 6.2%	2 23.5%	1 20.3%
3	14.0%	West Germany	3 16.1%	2 7.3%	3 15.4%	2 17.7%
4	4.3%	Netherlands	4 3.5%	4 3.6%	6 4.1%	5 6.3%
4	4.3%	Switzerland	5 3.0%	4 3.6%	4 5.4%	6 5.1%
6	3.9%	Australia	6 2.0%	7 1.0%	4 5.4%	4 7.6%
7	2.2%	France	7 1.5%	7 1.0%	7 2.7%	7 3.8%
8	1.2%	Belgium	14 0.0%	11 0.5%	8 1.8%	10 2.5%
8	1.2%	Ireland	14 0.0%	6 1.6%	10 1.4%	11 1.9%
10	1.0%	Denmark	10 0.5%	11 0.5%	25 0.0%	7 3.8%
10	1.0%	New Zealand	8 1.0%	11 0.5%	8 1.8%	16 0.6%
12	0.8%	Austria	14 0.0%	21 0.0%	13 0.5%	9 3.2%
13	0.6%	Italy	14 0.0%	7 1.0%	13 0.5%	14 1.3%
13	0.6%	Japan	14 0.0%	11 0.5%	11 0.9%	14 1.3%
13	0.6%	Norway	14 0.0%	11 0.5%	13 0.5%	11 1.9%
13	0.6%	Sweden	14 0.0%	11 0.5%	13 0.5%	11 1.9%
17	0.3%	Brazil	14 0.0%	11 0.5%	13 0.5%	25 0.0%
17	0.3%	Israel	14 0.0%	21 0.0%	11 0.9%	25 0.0%
17	0.3%	Pakistan	14 0.0%	21 0.0%	13 0.5%	16 0.6%
17	0.3%	Panama	14 0.0%	21 0.0%	13 0.5%	16 0.6%
17	0.3%	South Africa	10 0.5%	21 0.0%	13 0.5%	25 0.0%
17	0.3%	Spain	14 0.0%	11 0.5%	13 0.5%	25 0.0%
17	0.3%	Taiwan	14 0.0%	11 0.5%	25 0.0%	16 0.6%
17	0.3%	Thailand	14 0.0%	7 1.0%	25 0.0%	25 0.0%
17	0.3%	Wales	8 1.0%	21 0.0%	25 0.0%	25 0.0%
26	0.1%	Angola	14 0.0%	21 0.0%	13 0.5%	25 0.0%
26	0.1%	Cyprus	10 0.5%	21 0.0%	25 0.0%	25 0.0%
26	0.1%	Finland	14 0.0%	21 0.0%	25 0.0%	16 0.6%
26	0.1%	Honduras	10 0.5%	21 0.0%	25 0.0%	25 0.0%
26	0.1%	Hong Kong	14 0.0%	21 0.0%	25 0.0%	16 0.6%
26	0.1%	India	14 0.0%	21 0.0%	25 0.0%	16 0.6%
26	0.1%	Jamaica	14 0.0%	11 0.5%	25 0.0%	25 0.0%
26	0.1%	Liechtenstein	14 0.0%	21 0.0%	13 0.5%	25 0.0%
26	0.1%	Netherlands Antilles	14 0.0%	21 0.0%	13 0.5%	25 0.0%
26	0.1%	Philippines	14 0.0%	21 0.0%	25 0.0%	16 0.6%
26	0.1%	Zambia	14 0.0%	21 0.0%	25 0.0%	16 0.6%

Mexico is not included.

2. Age of visitors:

Annual		Spring '91	Winter '91	Fall '90	Summer '90
5.2%	Under 18	6.3%	2.7%	1.6%	10.5%
8.7%	18-24	6.3%	3.9%	8.2%	17.5%
17.1%	25-34	13.3%	13.4%	18.3%	25.0%
11.7%	35-44	7.2%	10.2%	14.8%	15.9%
19.8%	45-54	14.1%	24.4%	22.3%	19.4%
24.9%	55-64	35.4%	30.5%	22.1%	8.3%
12.6%	65 Plus	17.4%	14.9%	12.7%	3.5%

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

(Multiple answers)

80.4%	Maps	78.2%	80.8%	81.3%	81.4%
46.4%	Historic Sites	48.2%	40.9%	45.2%	52.6%
45.9%	City/Towns	39.1%	40.9%	45.2%	61.5%
31.1%	National Parks	28.4%	29.0%	34.3%	32.7%
23.5%	State Parks	26.9%	22.8%	21.9%	22.4%
23.3%	Museums	25.9%	20.7%	20.6%	26.9%
22.7%	Travel Break	23.9%	28.5%	18.3%	20.5%
20.7%	Campgrounds	16.8%	31.6%	20.1%	12.8%
19.1%	Lodgings	15.7%	22.8%	16.0%	23.1%
17.4%	Routing	13.7%	21.2%	14.2%	21.8%
15.2%	Special Events	11.7%	11.9%	13.7%	25.6%
14.4%	RV Parks	16.2%	23.8%	13.7%	1.3%
10.3%	Restaurants	10.2%	9.8%	12.3%	8.3%
3.0%	Theme Parks	3.1%	1.6%	3.7%	3.9%

4. Purpose of this Texas trip:

(Multiple answers)

82.6%	Vacation/Leisure	87.4%	83.4%	78.9%	80.9%
27.5%	Visit Family/Friends	27.8%	23.8%	22.0%	39.5%
19.6%	Just Passing Through	19.2%	23.8%	17.9%	17.2%
5.4%	Work/Business	2.5%	5.2%	6.9%	7.0%
2.6%	Convention	2.0%	1.0%	5.1%	1.9%
2.6%	Day Trip Only	1.0%	3.1%	2.3%	4.5%
2.2%	Other	3.5%	0.5%	1.4%	3.8%
2.1%	Moving to Texas	3.0%	1.0%	1.8%	2.6%

5. What type accommodations used?

(Multiple answers)

49.9%	Motel	43.9%	51.0%	50.7%	55.3%
29.4%	Hotel	40.4%	22.4%	31.5%	21.1%
19.1%	Private Home	16.2%	14.6%	16.0%	32.9%
11.7%	Motor Home	14.1%	16.7%	10.8%	3.3%
7.2%	Tent Camping	3.0%	3.7%	8.9%	14.5%
6.5%	Travel Trailer	6.1%	10.4%	7.0%	1.3%
5.2%	Apartment/Condo	5.6%	5.7%	6.6%	2.0%
4.1%	Van Camper	4.0%	8.9%	1.4%	2.0%
2.9%	Hostel	1.5%	1.6%	4.2%	4.6%
2.4%	Bed & Breakfast	4.0%	0.5%	2.4%	2.6%
0.9%	Pickup Camper	0.5%	1.0%	1.9%	0.0%
0.5%	Military Base	0.0%	0.0%	0.5%	2.0%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
37.8%	Private Auto	32.1%	49.2%	27.9%	44.3%
28.5%	Rental Auto	19.9%	15.5%	37.2%	43.0%
20.3%	Airline	9.7%	8.3%	30.2%	34.8%
11.4%	Tour Bus	25.5%	7.8%	9.3%	1.3%
10.4%	Motor Home	12.8%	17.1%	8.4%	1.9%
7.0%	Bus Line	9.7%	5.2%	6.5%	6.3%
6.0%	Van	6.6%	10.9%	3.7%	2.5%
3.4%	Pickup	5.1%	3.6%	2.8%	1.9%
2.4%	Rental RV	3.1%	1.0%	2.8%	2.5%
2.1%	Pickup/Camper	1.5%	4.2%	2.3%	0.0%
1.2%	Boat	1.5%	1.0%	1.4%	0.6%
1.2%	Train	2.0%	0.0%	0.5%	2.5%
0.8%	Motorcycle	0.0%	1.0%	0.9%	1.3%
0.3%	Private Plane	0.0%	0.0%	0.9%	0.0%
0.3%	Truck (heavy duty)	0.5%	0.5%	0.0%	0.0%

7. Total miles in Texas this trip?

2.1%	100 or less	0.0%	2.1%	4.2%	2.0%
5.0%	101-300	2.6%	2.7%	8.0%	6.5%
6.2%	301-500	5.7%	3.7%	6.1%	9.8%
12.9%	501-800	11.9%	15.4%	11.7%	12.4%
15.4%	801-1,000	13.0%	17.0%	10.8%	22.9%
23.8%	1,001-1,500	22.3%	27.1%	24.4%	20.9%
16.3%	1,501-2,000	25.4%	12.2%	14.1%	13.1%
18.3%	2,001 plus	19.2%	19.7%	20.7%	12.4%

8. How many nights in Texas this trip?

2.1%	0	1.2%	0.0%	4.4%	3.0%
4.1%	1	2.9%	5.3%	5.5%	2.2%
6.4%	2	7.5%	5.3%	5.0%	8.2%
8.2%	3	5.8%	7.6%	8.8%	11.2%
6.8%	4	5.2%	7.0%	5.5%	10.5%
7.1%	5	11.0%	5.3%	5.5%	6.7%
7.3%	6	8.7%	7.6%	6.0%	6.7%
7.3%	7	10.4%	7.6%	5.0%	6.0%
6.1%	8	6.9%	3.5%	7.7%	6.0%
3.5%	9	2.3%	2.9%	4.4%	4.5%
6.2%	10	7.5%	5.9%	6.0%	5.2%
17.3%	11-15	11.0%	21.1%	20.9%	15.7%
9.1%	16-20	10.4%	11.7%	6.6%	7.5%
6.1%	21-25	6.9%	5.3%	6.6%	5.2%
2.6%	26-30	2.3%	4.1%	2.2%	1.5%

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

Approximate dollars spent in Texas on this trip?

Annual		Spring '91	Winter '91	Fall '90	Summer '90
25.2%	Food	28.2%	29.7%	21.0%	20.3%
23.7%	Lodging	26.1%	22.6%	24.5%	20.5%
19.1%	Shopping	21.6%	17.9%	19.2%	17.0%
9.5%	Fuel/Auto Repairs	9.4%	12.0%	8.9%	6.7%
9.1%	Rental Car	6.7%	4.6%	13.4%	12.9%
5.2%	Entertainment	4.7%	4.9%	5.0%	6.5%
4.7%	Fares: Air/Taxi/Bus	1.7%	2.7%	5.4%	10.6%
3.7%	Other	1.5%	5.6%	2.5%	5.7%
10.5 Days	Avg. Time Spent in Texas	10.8 Days	11.3 Days	10.4 Days	9.4 Days
2.2	Avg. No. People per Party	2.5	2.1	1.9	2.3
	Avg. Expenditures:				
\$ 1,037	Per Party Per Trip	\$ 1,031	\$ 1,104	\$ 1,044	\$ 949
\$ 99	Per Day Per Party	\$ 96	\$ 98	\$ 101	\$ 101
\$ 45	Per Person Per Day	\$ 39	\$ 46	\$ 53	\$ 44

10. What influenced your decision to visit Texas?

(Multiple answers)

40.6%	Friends/Family	41.2%	37.3%	36.2%	49.7%
29.6%	Brochures	46.9%	37.8%	18.3%	14.0%
25.3%	Passing Through	27.1%	27.6%	23.9%	22.3%
21.4%	Word of Mouth	18.2%	34.6%	14.1%	19.8%
17.0%	Previous Trip	13.0%	22.2%	16.9%	15.9%
12.6%	None of the Above	5.2%	8.1%	22.5%	13.4%
7.4%	Magazine Ad	10.4%	10.8%	5.2%	2.6%
2.7%	TV Ad	2.1%	3.8%	1.4%	3.8%
1.5%	Billboards	2.1%	2.2%	0.9%	0.6%
1.5%	Newspaper Ad	0.5%	3.2%	0.5%	1.9%
0.4%	Radio Ad	1.0%	0.0%	0.5%	0.0%

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

(Multiple answers)

If in advance (ordered from):

69.4%	Auto Club/Travel Agent	80.0%	65.1%	63.2%	68.8%
34.2%	State Tourist Office	30.9%	40.4%	33.0%	31.2%
6.5%	City/Town	6.4%	4.6%	7.6%	8.2%
5.7%	Lodging	4.6%	6.4%	3.8%	9.8%
5.2%	Regional Chamber	6.4%	4.6%	4.7%	4.9%
1.3%	Theme Park	0.9%	0.9%	2.8%	0.0%

If after you left home:

83.3%	Info Center	79.0%	89.7%	75.9%	90.7%
23.6%	In City/Town	20.3%	19.1%	27.6%	27.8%
15.3%	At Lodging	13.5%	15.4%	16.6%	15.7%
11.3%	Travel Agent	18.8%	7.4%	11.0%	7.4%
1.7%	At Theme Park	1.5%	0.7%	3.5%	0.9%

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

Annual		Spring '91	Winter '91	Fall '90	Summer '90
12.1%	1 week or less	12.7%	11.1%	11.6%	13.3%
9.5%	2-3 weeks	5.6%	11.6%	9.3%	12.0%
12.0%	1 month	11.7%	11.6%	11.6%	13.3%
27.2%	2-3 months	23.4%	26.5%	29.2%	30.4%
20.4%	4-6 months	28.9%	18.0%	18.1%	15.8%
18.8%	Over 6 months	17.8%	21.2%	20.4%	15.2%

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

(Multiple answers)

46.2%	Saw More Attractions	40.2%	46.8%	47.2%	51.7%
41.9%	Saw More Cities/Areas	40.2%	44.2%	39.6%	44.3%
25.1%	Did Not Influence My Trip	32.1%	21.3%	22.2%	25.5%
19.8%	Longer Stay	12.5%	30.3%	17.0%	19.5%
14.5%	More Recreation	10.9%	13.8%	17.5%	15.4%
9.1%	Did More Shopping	7.1%	8.5%	10.4%	10.7%
7.9%	Saw More Theme Parks	7.6%	8.0%	8.5%	7.4%
6.0%	Stayed At More Hotels/Motels	5.4%	5.9%	4.7%	8.7%
4.1%	Ate Out More	3.8%	3.7%	3.3%	6.0%

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

(Multiple answers)

68.4%	Shopping	74.7%	68.2%	67.1%	62.3%
56.8%	Historical Tours	65.3%	55.2%	53.2%	53.3%
52.5%	Photography	53.2%	55.2%	50.5%	51.3%
51.9%	Museums - Historical	51.6%	53.7%	52.3%	49.4%
25.8%	Camping	25.3%	34.9%	24.5%	16.9%
21.7%	Museums - Art	28.4%	19.3%	19.0%	20.1%
19.8%	Swimming	16.3%	8.3%	19.0%	39.6%
19.5%	Bird-watching	24.2%	28.1%	13.0%	12.3%
17.7%	Hiking	12.6%	26.0%	17.6%	13.6%
11.4%	Theme Park	8.4%	5.2%	15.7%	16.9%
10.1%	Festival/Fair	6.8%	8.3%	13.4%	11.7%
8.2%	Rodeo	7.9%	4.7%	8.3%	13.0%
7.7%	Theater - Movie	7.9%	7.8%	6.5%	9.1%
7.0%	Rocks	8.9%	6.8%	7.4%	4.6%
6.9%	Golf/Tennis	7.9%	13.0%	4.6%	1.3%
6.5%	Boating	7.9%	4.2%	7.4%	6.5%
6.4%	Business	2.6%	6.8%	6.9%	9.7%
5.5%	Sports Event	3.7%	4.7%	6.0%	7.8%
4.9%	Concert - Pop/Rock/CW	4.2%	4.7%	6.0%	4.6%
3.6%	Livestock Show	2.1%	5.7%	5.1%	0.7%
3.3%	Theater - Live	4.7%	2.6%	1.9%	4.6%
3.2%	Fishing	2.1%	3.1%	3.2%	4.6%
3.1%	Convention	2.6%	1.0%	5.1%	3.3%
2.8%	Concert - Classical	1.6%	3.7%	4.2%	1.3%
2.7%	Military Event	1.6%	2.6%	3.2%	3.3%
2.3%	Horse Riding	2.1%	1.0%	2.8%	3.3%
1.7%	School/Seminar	0.5%	1.6%	1.4%	3.9%
0.8%	Medical Treatment	0.5%	1.0%	0.5%	1.3%
0.7%	Waterskiing	0.0%	0.0%	0.5%	2.6%
0.1%	Hunting	0.0%	0.5%	0.0%	0.0%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Spring '91	Winter '91	Fall '90	Summer '90
75.5%	Friendliness	76.8%	75.9%	74.1%	75.2%
60.3%	Scenery	64.4%	67.4%	56.4%	52.2%
52.5%	Good Highways	52.6%	60.4%	50.0%	46.5%
50.3%	Food	53.1%	49.7%	45.9%	53.5%
46.7%	Shopping	47.9%	47.6%	45.9%	45.2%
43.9%	Historical Markers	44.3%	43.3%	41.4%	47.8%
41.8%	Museums - Historical	43.3%	41.2%	42.3%	40.1%
39.7%	Small Towns	44.3%	43.9%	35.5%	35.0%
37.5%	Desert/Plains	36.6%	46.5%	35.5%	30.6%
34.2%	Big Cities	40.2%	26.7%	28.2%	44.0%
30.3%	Mountains	34.5%	32.6%	30.9%	21.7%
25.9%	Wild Flowers	46.9%	19.8%	18.2%	17.8%
23.5%	Beaches	21.1%	34.8%	19.1%	19.1%
21.8%	Camping	20.1%	33.2%	20.0%	12.7%
21.0%	Forests	26.8%	17.1%	19.6%	20.4%
14.9%	Swimming	9.8%	7.0%	15.0%	30.6%
14.2%	Museums - Art	16.0%	15.5%	10.9%	15.3%
12.1%	Nightlife	11.9%	8.6%	12.7%	15.9%
9.1%	Theme Parks	5.7%	5.9%	11.8%	13.4%
7.4%	Resorts	9.3%	4.8%	9.1%	5.7%
6.5%	Festivals	5.7%	4.8%	5.0%	11.5%
5.4%	Golf/Tennis	5.2%	10.7%	3.6%	1.9%
4.7%	Dude Ranches	4.6%	3.2%	6.4%	4.5%
4.4%	Concerts - Rock/Pop/CW	3.1%	3.7%	5.5%	5.1%
3.2%	Boating	2.1%	1.6%	4.6%	4.5%
2.8%	Sports - Professional	2.1%	2.7%	2.3%	4.5%
2.4%	Fishing	1.6%	2.7%	2.3%	3.2%
2.4%	Theater	1.6%	2.1%	1.8%	4.5%
1.8%	Sports - Amateur	0.5%	2.1%	1.8%	3.2%
1.6%	Concerts - Classical	1.6%	2.1%	1.8%	0.6%
0.8%	Sailing	1.0%	0.5%	0.9%	0.6%
0.4%	Waterskiing	0.0%	0.0%	0.5%	1.3%
0.3%	Ballet	0.5%	0.0%	0.5%	0.0%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	61.6%	San Antonio	1	71.5%	1	56.8%	1	60.8%	1	55.8%
2	40.5%	Houston	2	49.7%	2	29.5%	2	41.0%	2	41.0%
3	37.0%	Dallas	3	43.5%	6	23.0%	3	40.6%	3	40.4%
4	32.4%	Austin	4	33.7%	4	25.1%	4	33.0%	4	38.5%
5	20.6%	El Paso	7	16.1%	5	24.0%	5	21.7%	5	20.5%
6	18.5%	Corpus Christi	6	17.6%	3	27.9%	7	14.6%	6	14.1%
7	17.2%	Galveston	5	20.7%	7	19.1%	6	17.9%	9	9.6%
8	12.1%	Fort Worth	8	12.4%	12	7.1%	7	14.6%	6	14.1%
9	10.5%	Del Rio	12	7.3%	10	13.1%	9	12.3%	11	9.0%
10	8.2%	Laredo	13	6.7%	12	7.1%	13	8.0%	8	11.5%
11	7.7%	Fort Stockton	9	8.8%	11	11.5%	14	7.1%	18	2.6%
12	7.4%	Fredericksburg	10	8.3%	17	5.5%	10	8.5%	12	7.1%
13	7.0%	Amarillo	16	5.2%	21	4.9%	10	8.5%	9	9.6%
13	7.0%	Brownsville	13	6.7%	8	15.8%	25	2.8%	18	2.6%
15	6.5%	Waco	10	8.3%	17	5.5%	10	8.5%	18	2.6%
16	6.2%	South Padre Island	19	4.7%	9	13.7%	17	4.2%	23	1.9%
17	4.4%	Big Bend National Park	22	4.1%	15	6.0%	15	5.2%	23	1.9%
18	4.2%	Langtry	15	5.7%	30	2.2%	15	5.2%	16	3.2%
19	3.9%	Harlingen	16	5.2%	17	5.5%	17	4.2%	109	0.0%
20	3.5%	Beaumont	19	4.7%	30	2.2%	26	2.4%	13	5.1%
20	3.5%	Van Horn	16	5.2%	15	6.0%	26	2.4%	109	0.0%
22	3.2%	Mc Allen	19	4.7%	14	6.6%	44	1.4%	109	0.0%
23	3.0%	Lubbock	29	2.1%	35	1.6%	22	3.3%	13	5.1%
23	3.0%	Wichita Falls	23	3.6%	116	0.0%	20	3.8%	15	4.5%
25	2.8%	Victoria	24	3.1%	21	4.9%	35	1.9%	33	1.3%
26	2.7%	Alpine	29	2.1%	27	2.7%	20	3.8%	23	1.9%
27	2.4%	Sonora	24	3.1%	30	2.2%	22	3.3%	53	0.6%
28	2.3%	New Braunfels	42	1.0%	65	0.5%	17	4.2%	16	3.2%
29	2.2%	Kerrville	24	3.1%	47	1.1%	35	1.9%	18	2.6%
29	2.2%	Rockport	27	2.6%	27	2.7%	26	2.4%	53	0.6%

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	Spring '91		Winter '91		Fall '90		Summer '90	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	47.0%	Alamo	1	50.0%	1	50.4%	1	48.0%	1	38.7%
2	20.6%	San Antonio River Walk	3	19.9%	2	22.9%	3	20.3%	3	19.4%
3	18.8%	Capitol Complex	4	18.5%	5	14.5%	5	16.9%	2	25.8%
4	18.6%	NASA	2	23.3%	6	11.5%	4	19.6%	3	19.4%
5	18.4%	Big Bend National Park	5	16.4%	2	22.9%	2	21.6%	6	12.1%
6	9.5%	San Antonio Missions	7	11.6%	6	11.5%	7	8.8%	10	5.6%
7	9.1%	Padre Is. Natl. Seashore	7	11.6%	4	16.0%	25	3.4%	10	5.6%
8	6.7%	JFK Memorials	6	13.0%	20	3.8%	10	6.8%	20	2.4%
9	6.4%	Southfork Ranch	23	2.7%	15	4.6%	6	9.5%	7	8.9%
10	5.8%	Astrodome	11	8.9%	15	4.6%	13	5.4%	15	4.0%
10	5.8%	S. J. Battleground St. Pk.	12	6.8%	13	5.3%	10	6.8%	15	4.0%
12	5.6%	Ft. Davis Natl. Hist. Site	13	6.2%	15	4.6%	8	7.4%	15	4.0%
12	5.6%	Guad. Mnts. Natl. Pk.	16	4.8%	9	7.6%	8	7.4%	20	2.4%
12	5.6%	LBJ Library & Museum	9	10.3%	20	3.8%	13	5.4%	20	2.4%
15	5.5%	Sea World	23	2.7%	120	0.0%	13	5.4%	5	14.5%
16	5.3%	Tx. Ranger H. Fame Mus.	10	9.6%	20	3.8%	12	6.1%	58	0.8%
17	4.2%	LBJ Natl. Historical Pk.	17	3.4%	15	4.6%	13	5.4%	18	3.2%
18	3.6%	Palo Duro Canyon St. Pk.	17	3.4%	62	0.8%	20	4.7%	10	5.6%
18	3.6%	South Padre Island	31	2.1%	8	8.4%	37	2.0%	20	2.4%
20	3.5%	Aransas N. W'life Ref.	13	6.2%	20	3.8%	25	3.4%	135	0.0%
20	3.5%	Seminole Canyon St. Pk.	31	2.1%	25	3.1%	13	5.4%	18	3.2%
22	3.3%	Amistad Reservoir	13	6.2%	34	2.3%	22	4.1%	135	0.0%
22	3.3%	West Of The Pecos Mus.	23	2.7%	11	6.1%	22	4.1%	135	0.0%
24	3.1%	Ft. Worth Stockyards	17	3.4%	34	2.3%	20	4.7%	37	1.6%
24	3.1%	Mustang Island St. Pk.	31	2.1%	11	6.1%	28	2.7%	37	1.6%
24	3.1%	U. T. At Austin	43	1.4%	34	2.3%	37	2.0%	8	7.3%
27	2.9%	Caverns Of Sonora	23	2.7%	25	3.1%	22	4.1%	37	1.6%
27	2.9%	IMAX Theatre	17	3.4%	44	1.5%	51	1.4%	10	5.6%
29	2.6%	Adm. Nimitz St. Hist. Site	17	3.4%	25	3.1%	28	2.7%	58	0.8%
29	2.6%	C. A. F. Flying Museum	17	3.4%	13	5.3%	51	1.4%	135	0.0%
29	2.6%	King Ranch	23	2.7%	10	6.9%	81	0.7%	135	0.0%
32	2.2%	El Mercado (San Antonio)	31	2.1%	25	3.1%	28	2.7%	58	0.8%
32	2.2%	Six Flags Over Texas	55	0.7%	120	0.0%	37	2.0%	9	6.5%
32	2.2%	State Fair Park	55	0.7%	62	0.8%	13	5.4%	37	1.6%
35	2.0%	Davis Mountains St. Pk.	139	0.0%	15	4.6%	37	2.0%	37	1.6%
35	2.0%	La Villita	31	2.1%	44	1.5%	37	2.0%	20	2.4%
35	2.0%	Mc Donald Observatory	31	2.1%	25	3.1%	51	1.4%	37	1.6%
35	2.0%	Natural Bridge Caverns	55	0.7%	62	0.8%	13	5.4%	58	0.8%
39	1.8%	Galveston Island Beach	31	2.1%	34	2.3%	81	0.7%	20	2.4%
39	1.8%	Monahans Sandhills St. Pk.	55	0.7%	34	2.3%	28	2.7%	37	1.6%
41	1.6%	Goose Island St. Pk.	43	1.4%	20	3.8%	81	0.7%	58	0.8%
41	1.6%	Governors Mansion	139	0.0%	62	0.8%	25	3.4%	20	2.4%
41	1.6%	Institute Texan Cultures	43	1.4%	120	0.0%	28	2.7%	20	2.4%
44	1.5%	Aquarena Springs	55	0.7%	62	0.8%	28	2.7%	37	1.6%
44	1.5%	Astroworld	139	0.0%	120	0.0%	81	0.7%	10	5.6%
44	1.5%	Brazos Bend St. Pk.	43	1.4%	44	1.5%	28	2.7%	135	0.0%
44	1.5%	Fort Stockton	43	1.4%	44	1.5%	28	2.7%	135	0.0%
44	1.5%	Galveston Island St. Pk.	31	2.1%	62	0.8%	37	2.0%	58	0.8%
44	1.5%	Mc Kinney Falls St. Pk.	43	1.4%	44	1.5%	51	1.4%	37	1.6%
44	1.5%	Zilker Park	139	0.0%	44	1.5%	37	2.0%	20	2.4%