TEXAS AUTO VISITOR SURVEY

1989
Winter and Spring Quarters
December 1988 — May 1989

Travel & Information Division
State Department of Highways and Public Transportation
11th & Brazos Streets   Austin, Texas 78701
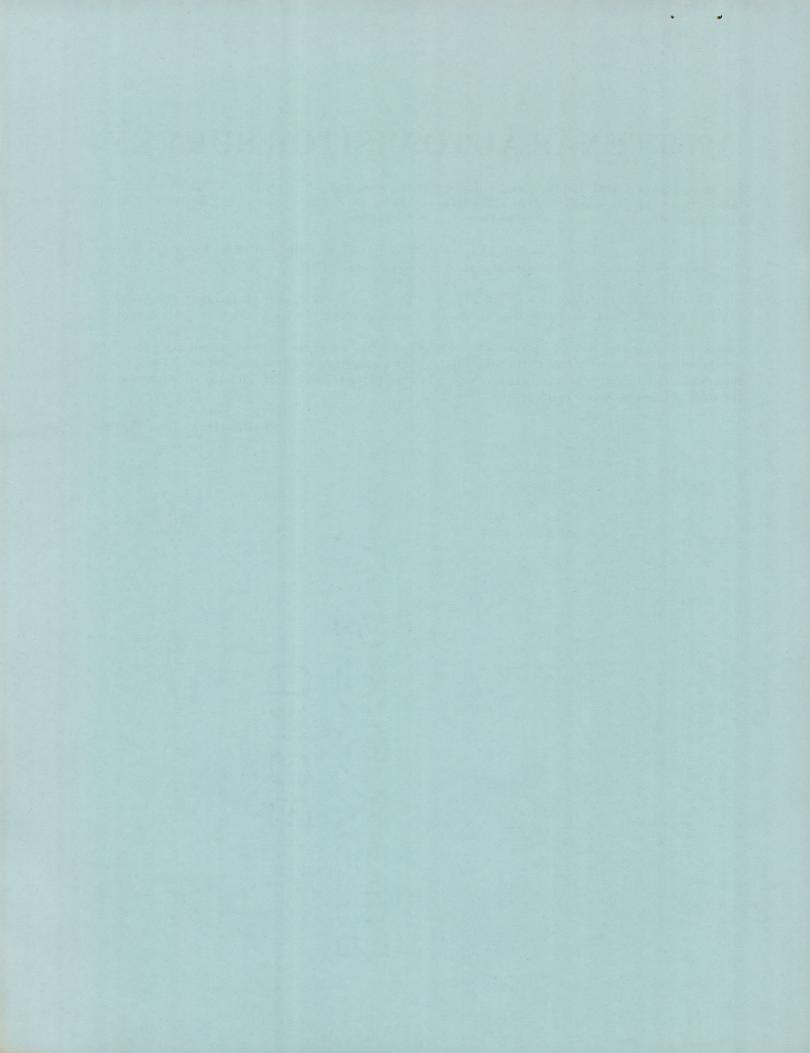
1989 TEXAS AUTO VISITOR SURVEY

Statistics reported in this survey were compiled from questionnaires returned by 6,072 out-of-state or foreign travel parties who visited one of the state's 12 Texas Tourist Bureaus during the winter or spring quarters of the travel season, December 1988 through May 1989.

A revised questionnaire was distributed beginning March 1, 1989. Additional response categories were incorporated in the survey. These data are reported with an asterisk (*).

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

All calculations in the Year To Date column are based on actual survey counts and are not averages of the previous quarters. Percentages in the tables now shown as multiple answers 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 28, 1989

1989 Auto Visitor Survey
Winter Quarter   Spring Quarter
(Dec. '88 - Feb. '89) (Mar. '89 - May '89)
Responses From U. S. A. Short Term Visitors (30 days or less)

1. **Where do you live?**

State	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
Oklahoma	1	8.6%	1	12.9%	1	10.6%
Illinois	2	7.9%	3	5.8%	2	6.9%
Missouri	3	7.7%	4	5.7%	3	6.8%
California	6	5.2%	2	7.5%	4	6.3%
Iowa	4	6.5%	15	2.8%	5	4.8%
Minnesota	5	6.1%	12	3.2%	6	4.7%
Kansas	9	4.4%	5	4.9%	7	4.6%
Michigan	7	5.1%	7	4.1%	8	4.6%
Arkansas	8	4.6%	9	3.7%	9	4.2%
Wisconsin	10	4.4%	8	3.9%	10	4.2%
Florida	13	2.3%	6	4.3%	11	3.2%
Ohio	11	2.9%	15	2.8%	12	2.8%
Louisiana	16	2.1%	10	3.6%	13	2.8%
Indiana	12	2.4%	13	3.1%	14	2.7%
Arizona	18	1.9%	11	3.5%	15	2.7%
Colorado	15	2.2%	14	2.9%	16	2.5%
New Mexico	14	2.3%	19	2.0%	17	2.1%
New York	19	1.9%	20	1.8%	18	1.9%
Pennsylvania	22	1.5%	17	2.2%	18	1.9%
Oregon	20	1.8%	21	1.6%	20	1.7%
Tennessee	23	1.4%	18	2.0%	20	1.7%
Nebraska	17	2.0%	24	1.1%	22	1.6%
Washington	21	1.7%	23	1.3%	23	1.5%
North Carolina	24	1.1%	24	1.1%	24	1.1%
Georgia	27	0.9%	22	1.3%	25	1.1%
Virginia	25	1.1%	27	0.9%	26	1.0%
New Jersey	27	0.9%	26	1.0%	27	0.9%
Alabama	26	1.0%	29	0.8%	28	0.9%
Kentucky	29	0.8%	29	0.8%	29	0.8%
Maryland	31	0.7%	28	0.9%	30	0.8%
Mississippi	30	0.7%	29	0.8%	30	0.8%
Nevada	32	0.6%	33	0.5%	32	0.6%
South Carolina	40	0.4%	32	0.7%	33	0.5%
Idaho	32	0.6%	39	0.4%	34	0.5%
Massachusetts	36	0.4%	33	0.5%	34	0.5%
Connecticut	36	0.4%	36	0.4%	36	0.4%
North Dakota	34	0.5%	42	0.3%	37	0.4%
West Virginia	36	0.4%	37	0.4%	37	0.4%
South Dakota	39	0.4%	39	0.4%	39	0.4%
Montana	35	0.5%	44	0.2%	40	0.4%
Utah	42	0.3%	37	0.4%	41	0.3%
Maine	45	0.2%	35	0.5%	42	0.3%
Wyoming	40	0.4%	43	0.3%	42	0.3%
New Hampshire	44	0.2%	39	0.4%	44	0.3%
Vermont	43	0.2%	46	0.1%	45	0.2%
Alaska	46	0.1%	45	0.1%	46	0.1%
Delaware	46	0.1%	46	0.1%	47	0.1%
District of Columbia	46	0.1%	48	0.0%	48	0.1%
Hawaii	46	0.1%	50	0.0%	49	0.1%
Rhode Island	50	0.1%	48	0.0%	49	0.1%

2. **Age of visitors:**

	Quarter 1	Quarter 2	Year to Date
Under 18	5.3%	6.2%	5.7%
18-24	2.4%	2.7%	2.5%
25-34	4.4%	5.5%	4.9%
35-44	7.6%	9.1%	8.3%
45-54	13.7%	12.6%	13.2%
55-64	35.4%	32.0%	33.8%
65 Plus	31.2%	31.9%	31.5%

3. **Main reasons for stopping at a Texas Highway Information Center: (Multiple answers)**

	Quarter 1	Quarter 2	Year to Date
Maps	85.8%	85.3%	85.5%
Travel Break	54.2%	41.2%	48.2%
Historic Sites	42.0%	40.6%	41.3%
City/Towns	39.5%	39.0%	39.3%
National Parks	22.7%	22.8%	22.8%
Museums	20.4%	21.9%	21.1%
Campgrounds	21.1%	20.1%	20.6%
State Parks	19.8%	18.3%	19.1%
RV Parks	19.8%	17.3%	18.6%
Lodgings	18.5%	15.1%	16.9%
Special Events	14.3%	14.5%	14.4%
Restaurants	12.2%	8.5%	10.5%
*Routing	0.0%	21.9%	21.9%
Theme Parks	2.7%	3.6%	3.1%

4. **Purpose of this Texas trip: (Multiple answers)**

	Quarter 1	Quarter 2	Year to Date
Vacation/Leisure	68.2%	64.7%	66.6%
Visit Family/Friends	46.7%	48.3%	47.4%
Just Passing Through	13.1%	13.3%	13.2%
Work/Business	8.1%	8.0%	8.0%
Convention	4.2%	5.9%	5.0%
*Other	0.0%	6.5%	6.5%
Day Trip Only	2.2%	2.3%	2.2%
*Moving to Texas	0.0%	1.8%	1.8%

5. **What type accommodations used? (Multiple answers)**

	Quarter 1	Quarter 2	Year to Date
Motel	57.7%	56.6%	57.2%
Private Home	21.8%	24.7%	23.2%
Motor Home	15.3%	12.8%	14.1%
Hotel	10.0%	13.7%	11.7%
Travel Trailer	11.0%	9.5%	10.3%
Apartment/Condo	5.9%	3.5%	4.8%
Van Camper	2.6%	3.9%	3.2%
Pickup Camper	2.6%	1.6%	2.1%
Tent Camping	1.6%	1.9%	1.7%
Bed & Breakfast	1.3%	1.2%	1.2%
*Military Base	0.0%	2.4%	2.4%
*Hostel	0.0%	0.2%	0.2%

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

	Quarter 1	Quarter 2	Year to Date
Private Auto	60.8%	62.1%	61.4%
Motor Home	14.5%	12.7%	13.6%
Van	10.3%	10.6%	10.4%
Pickup	9.1%	7.3%	8.3%
Airline	5.4%	4.7%	5.1%
Pickup/Camper	4.0%	4.0%	4.0%
Rental Auto	4.0%	3.6%	3.8%
Tour Bus	1.7%	2.2%	1.9%
Bus Line	0.9%	1.4%	1.1%
Truck (heavy duty)	1.3%	0.5%	0.9%
Boat	0.6%	0.4%	0.5%
Motorcycle	0.3%	0.4%	0.3%
Private Plane	0.4%	0.2%	0.3%
Rental RV	0.3%	0.2%	0.3%
Train	0.2%	0.2%	0.2%

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

100 or less	1.6%	1.3%	1.5%
101-300	6.9%	9.9%	8.3%
301-500	8.3%	12.6%	10.3%
501-800	12.1%	16.2%	14.0%
801-1000	13.5%	15.1%	14.3%
1001-1500	25.2%	22.2%	23.8%
1501-2000	18.9%	12.7%	16.0%
2001 plus	13.5%	10.1%	11.9%

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

0	3.4%	3.6%	3.5%
1	4.7%	7.1%	5.8%
2	7.5%	10.4%	8.8%
3	7.4%	9.7%	8.5%
4	8.2%	11.0%	9.5%
5	7.6%	11.0%	9.2%
6	7.1%	7.0%	7.1%
7	7.0%	7.0%	7.0%
8	5.7%	5.6%	5.7%
9	3.4%	3.9%	3.6%
10	6.0%	4.3%	5.2%
11-15	15.4%	11.1%	13.3%
16-20	6.6%	4.4%	5.6%
21-25	5.2%	2.5%	3.9%
26-30	4.7%	1.7%	3.3%

9. **Expenses and time spent in Texas:**

   Approximate dollars spent in Texas on this trip?

	Quarter 1	Quarter 2	Year to Date
Food	29.2%	25.3%	27.5%
Lodging	24.7%	24.5%	24.6%
Fuel/Auto Repairs	18.2%	14.9%	16.9%
Shopping	14.8%	18.3%	16.2%
Other	7.1%	6.4%	6.8%
Entertainment	6.0%	7.1%	6.5%
*Fares: Air/Taxi/Bus	0.0%	2.1%	2.1%
*Rental Car	0.0%	1.5%	1.5%
Avg. Time Spent in Texas	9.1 Days	7.0 Days	8.1 Days
Avg. No. People per Party	2.2	2.2	2.2
Avg. Expenditures:			
Per Party Per Trip	$714	$565	$644
Per Day Per Party	$ 78	$ 81	$ 79
Per Person Per Day	$ 36	$ 37	$ 37

10. **What influenced your decision to visit Texas?**
    (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Friends/Family	60.7%	55.1%	58.0%
Previous Trip	38.5%	30.6%	34.7%
Passing Through	20.2%	17.7%	19.0%
Word of Mouth	21.4%	12.7%	17.2%
Brochures	13.9%	10.6%	12.3%
*None of the Above	0.0%	14.9%	14.9%
Magazine Ad	4.7%	3.8%	4.3%
Newspaper Ad	1.8%	2.4%	2.1%
TV Ad	0.8%	2.0%	1.4%
Billboards	0.7%	0.1%	0.4%
Radio Ad	0.3%	0.1%	0.2%

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

    If in advance (ordered from):

	Quarter 1	Quarter 2	Year to Date
Auto Club/Travel Agent	59.7%	63.2%	61.2%
State Tourist Office	43.4%	34.4%	39.5%
Lodging	9.5%	12.3%	10.7%
City/Town	11.0%	9.2%	10.2%
Regional Chamber	10.3%	6.3%	8.6%
Theme Park	0.4%	1.8%	1.0%

    If after you left home:

	Quarter 1	Quarter 2	Year to Date
Highway Info Center	93.1%	93.8%	93.4%
In City/Town	21.7%	15.8%	19.1%
At Lodging	20.4%	11.2%	16.4%
Travel Agent	2.6%	2.4%	2.5%
At Theme Park	1.9%	1.5%	1.7%

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

	Quarter 1	Quarter 2	Year to Date
*1 week or less	0.0%	13.4%	13.4%
*2-3 weeks	0.0%	15.9%	15.9%
1 month	35.8%	19.7%	28.3%
2-3 months	37.8%	29.8%	34.0%
4-6 months	9.2%	11.1%	10.1%
Over 6 months	17.2%	10.1%	13.9%

13. How did your stop at a Texas Tourist Bureau influence this trip? (Multiple answers)

Saw More Cities/Areas	41.0%	35.8%	38.6%
Did Not Influence My Trip	39.7%	33.9%	37.0%
*Saw More Attractions	0.0%	41.1%	41.1%
Longer Stay	21.4%	14.9%	18.3%
More Recreation	19.2%	15.0%	17.2%
Did More Shopping	10.7%	6.9%	8.9%
Ate Out More	10.7%	5.4%	8.2%
Stayed At More Hotels/Motels	8.5%	5.4%	7.0%
Saw More Theme Parks	6.1%	3.2%	4.7%

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

Shopping	60.8%	58.5%	59.7%
Historical Tours	49.7%	51.2%	50.4%
Museums - Historical	44.1%	46.1%	45.0%
Photography	34.8%	36.7%	35.7%
Camping	27.1%	24.5%	25.9%
Bird-watching	21.9%	18.0%	20.1%
Hiking	19.9%	17.4%	18.7%
Museums - Art	17.6%	18.7%	18.1%
Business	10.9%	10.9%	10.9%
Rocks	9.3%	7.9%	8.7%
Golf/Tennis	9.3%	7.5%	8.5%
Theme Park	6.5%	9.6%	7.9%
Swimming	6.6%	9.2%	7.8%
Festival/Fair	6.2%	9.4%	7.7%
Fishing	8.5%	6.5%	7.6%
Boating	6.6%	7.0%	6.8%
Theater - Movie	6.4%	5.9%	6.1%
Convention	4.1%	6.0%	5.0%
Sports Event	4.2%	3.5%	3.9%
Military Event	2.6%	3.1%	2.8%
Rodeo	2.5%	2.6%	2.6%
School/Seminar	2.1%	3.0%	2.5%
Theater - Live	2.3%	2.0%	2.2%
Livestock Show	2.4%	1.1%	1.8%
Concert - Pop/Rock/CW	1.9%	1.4%	1.7%
Concert - Classical	2.1%	1.1%	1.6%
Medical Treatment	1.5%	1.3%	1.4%
Horse Riding	1.0%	0.9%	1.0%
Hunting	1.0%	0.2%	0.6%
Waterskiing	0.1%	0.2%	0.1%

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

	Quarter 1	Quarter 2	Year to Date
Friendliness	65.2%	65.8%	65.5%
Scenery	61.9%	62.8%	62.3%
Good Highways	59.4%	59.5%	59.5%
Food	50.2%	51.2%	50.7%
Shopping	41.0%	40.5%	40.8%
Museums - Historical	38.0%	39.2%	38.6%
Small Towns	35.6%	30.4%	33.2%
Wild Flowers	14.8%	44.8%	29.0%
Desert/Plains	28.9%	28.4%	28.6%
Beaches	30.3%	18.9%	24.9%
Historical Markers	24.7%	25.0%	24.8%
Big Cities	23.3%	25.4%	24.3%
Camping	23.1%	20.5%	21.9%
Mountains	22.4%	20.5%	21.5%
Forests	13.5%	14.6%	14.0%
Museums - Art	11.1%	11.9%	11.4%
Festivals	6.1%	8.3%	7.1%
Golf/Tennis	7.1%	5.9%	6.6%
Fishing	7.4%	5.0%	6.2%
Theme Parks	4.7%	7.9%	6.2%
Nightlife	6.2%	5.2%	5.7%
Resorts	5.3%	5.1%	5.2%
Swimming	3.4%	5.8%	4.5%
Boating	3.8%	4.4%	4.1%
Sports - Professional	1.9%	2.4%	2.1%
Theater	2.2%	1.6%	1.9%
Sports - Amateur	2.1%	1.7%	1.9%
Dude Ranches	1.7%	1.8%	1.7%
Concerts - Rock/Pop/CW	1.6%	1.0%	1.3%
Concerts - Classical	1.4%	1.0%	1.2%
Ballet	0.8%	0.1%	0.5%
Sailing	0.5%	0.4%	0.5%
Waterskiing	0.2%	0.1%	0.2%

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

City/Town	Quarter 1		Quarter 2		Year to Date	
	Rank	Pct.	Rank	Pct.	Rank	Pct.
San Antonio	1	37.6%	1	36.3%	1	36.9%
Dallas	2	24.0%	2	29.1%	2	26.4%
Houston	3	17.5%	3	18.7%	3	18.0%
El Paso	4	16.9%	6	12.8%	4	15.0%
Austin	8	12.1%	5	14.5%	5	13.2%
Corpus Christi	6	15.2%	7	10.9%	6	13.2%
Fort Worth	11	10.1%	4	14.6%	7	12.2%
Brownsville	5	16.4%	11	6.1%	8	11.6%
Harlingen	7	13.6%	14	5.3%	9	9.7%
Galveston	12	8.6%	8	9.9%	10	9.2%
South Padre Island	8	12.1%	19	3.6%	11	8.2%
Mc Allen	10	11.1%	23	3.3%	12	7.4%
Del Rio	13	7.9%	10	6.4%	13	7.2%
Fredericksburg	17	5.0%	9	6.5%	14	5.7%
Fort Stockton	15	5.4%	16	5.1%	15	5.3%
Waco	18	4.8%	13	5.5%	16	5.1%
Amarillo	19	4.1%	12	5.5%	17	4.8%
Big Bend National Park	19	4.1%	15	5.2%	18	4.6%
Laredo	15	5.4%	21	3.4%	19	4.5%
Mission	14	6.1%	40	1.6%	20	4.0%
Van Horn	22	3.4%	18	4.0%	21	3.7%
Johnson City	26	2.8%	19	3.6%	22	3.2%
Arlington	32	2.1%	17	4.3%	23	3.1%
Abilene	28	2.6%	22	3.3%	24	2.9%
Alpine	26	2.8%	25	2.9%	25	2.9%
New Braunfels	24	2.9%	28	2.6%	26	2.7%
Rockport	23	3.1%	34	2.1%	27	2.6%
Kerrville	29	2.6%	28	2.6%	28	2.6%
Port Isabel	21	3.9%	55	1.0%	28	2.6%
Tyler	34	1.9%	24	3.2%	30	2.5%

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

Attraction	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
Alamo	1	33.5%	1	30.6%	1	32.0%
San Antonio River Walk	3	14.5%	2	20.6%	2	17.6%
Big Bend National Park	2	15.3%	3	16.5%	3	15.9%
LBJ National Historical Park	7	9.4%	4	11.8%	4	10.6%
Judge Roy Bean Visitor Center	6	10.6%	7	8.2%	5	9.4%
South Padre Island	4	11.9%	11	6.3%	6	9.1%
Confederate Air Force Flying Museum	5	11.7%	17	4.3%	7	8.0%
NASA	8	7.6%	6	8.4%	8	8.0%
Padre Island National Seashore	11	4.6%	5	9.1%	9	6.9%
San Antonio Missions	9	6.2%	10	6.7%	10	6.4%
Sea World	10	4.8%	8	7.8%	11	6.3%
LBJ Library	13	4.2%	15	5.1%	12	4.7%
Capitol Complex	17	3.2%	12	6.0%	13	4.6%
Fort Davis National Historic Site	12	4.4%	16	4.6%	14	4.5%
Southfork Ranch	18	3.0%	13	5.4%	15	4.2%
State Fair Park	32	1.6%	9	6.7%	16	4.2%
Admiral Nimitz State Historic Site	14	4.0%	18	4.3%	17	4.2%
JFK Memorials	19	2.7%	14	5.3%	18	4.0%
Aransas National Wildlife Refuge	22	2.4%	21	3.4%	19	2.9%
King Ranch	16	3.5%	29	2.3%	20	2.9%
Guadalupe Mountains National Park	25	2.0%	19	3.6%	21	2.8%
Fort Worth Stockyards	27	1.8%	22	3.2%	22	2.5%
Gladys Porter Zoo	15	3.5%	47	1.3%	23	2.4%
El Mercado (San Antonio)	34	1.5%	24	3.1%	24	2.3%
Amistad Reservoir	27	1.8%	26	2.7%	25	2.2%
Galveston Island Beach	49	0.9%	20	3.5%	25	2.2%
Palo Duro Canyon State Park	45	1.0%	22	3.2%	27	2.1%
San Jacinto Battleground State Park	38	1.2%	25	3.0%	27	2.1%
Fort Stockton	27	1.8%	27	2.4%	29	2.1%
Lone Star Brewery	31	1.7%	30	2.2%	30	2.0%
Texas Ranger Hall Of Fame Museum	23	2.3%	37	1.6%	30	2.0%
Laguna Atascosa Nat'l Wildlife Refuge	20	2.6%	50	1.2%	32	1.9%
Santa Ana National Wildlife Refuge	21	2.5%	50	1.2%	33	1.9%
Astrodomain	45	1.0%	30	2.2%	34	1.6%
Seminole Canyon State Park	36	1.4%	35	1.8%	34	1.6%
Six Flags Over Texas	52	0.8%	27	2.4%	34	1.6%
Mustang Island State Park	38	1.2%	34	1.9%	37	1.5%
Iwo Jima War Memorial	24	2.2%	67	0.8%	38	1.5%
Mc Donald Observatory	38	1.2%	37	1.6%	39	1.4%
San Antonio Botanical Gardens	26	1.8%	59	1.0%	39	1.4%
Amon G Carter Museum Of Western Art	41	1.1%	37	1.6%	41	1.4%
Caverns Of Sonora	49	0.9%	36	1.8%	42	1.3%
Dallas West End Historic District	60	0.7%	33	2.0%	42	1.3%
Ft. Worth Mus. Of Science And History	44	1.1%	37	1.6%	42	1.3%
Falcon State Recreation Park	33	1.6%	64	0.9%	45	1.2%
Tower Of The Americas	52	0.8%	43	1.5%	46	1.2%
San Antonio Zoo	52	0.8%	45	1.4%	47	1.1%
The Strand (Galveston)	49	0.9%	46	1.3%	47	1.1%
Bentsen Rio Grande Valley State Park	45	1.0%	50	1.2%	49	1.1%
Institute of Texan Cultures	63	0.6%	44	1.5%	50	1.1%

1989 Auto Visitor Survey
Winter Quarter   Spring Quarter
(Dec. '88 - Feb. '89) (Mar. '89 - May '89)
Responses From U. S. A. Long Term Visitors (More than 30 days)

1. Where do you live?

State	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
Minnesota	1	10.7%	2	10.5%	1	10.7%
Illinois	2	9.8%	1	11.1%	2	10.1%
Michigan	3	9.0%	3	8.9%	3	9.0%
Missouri	4	8.1%	5	5.8%	4	7.6%
Iowa	5	7.3%	4	7.9%	5	7.4%
Wisconsin	6	5.8%	5	5.8%	6	5.8%
Kansas	7	5.3%	8	4.2%	7	5.1%
Ohio	8	5.0%	14	2.1%	8	4.4%
Indiana	9	3.8%	7	4.7%	9	4.0%
Oklahoma	10	3.7%	13	3.2%	10	3.6%
Washington	11	2.9%	8	4.2%	11	3.2%
California	14	2.4%	8	4.2%	12	2.8%
Colorado	16	2.0%	8	4.2%	13	2.4%
New York	12	2.5%	14	2.1%	13	2.4%
Nebraska	12	2.5%	26	0.5%	15	2.1%
Oregon	17	1.7%	12	3.7%	15	2.1%
Arkansas	15	2.1%	37	0.0%	17	1.7%
Kentucky	18	1.5%	26	0.5%	18	1.3%
North Carolina	19	1.3%	18	1.1%	18	1.3%
Pennsylvania	19	1.3%	26	0.5%	20	1.2%
South Dakota	21	1.1%	18	1.1%	21	1.1%
Massachusetts	25	0.5%	16	1.6%	22	0.7%
New Mexico	23	0.7%	18	1.1%	22	0.7%
Virginia	22	0.8%	26	0.5%	22	0.7%
Florida	25	0.5%	18	1.1%	25	0.6%
Idaho	25	0.5%	18	1.1%	25	0.6%
Montana	25	0.5%	18	1.1%	25	0.6%
Tennessee	23	0.7%	26	0.5%	25	0.6%
Arizona	34	0.4%	18	1.1%	29	0.5%
Maryland	25	0.5%	26	0.5%	29	0.5%
Nevada	25	0.5%	26	0.5%	29	0.5%
New Jersey	34	0.4%	18	1.1%	29	0.5%
Alabama	25	0.5%	37	0.0%	33	0.4%
Maine	25	0.5%	37	0.0%	33	0.4%
North Dakota	25	0.5%	37	0.0%	33	0.4%
Utah	41	0.1%	16	1.6%	33	0.4%
New Hampshire	37	0.3%	26	0.5%	37	0.3%
South Carolina	37	0.3%	26	0.5%	37	0.3%
West Virginia	34	0.4%	37	0.0%	37	0.3%
Connecticut	41	0.1%	26	0.5%	40	0.2%
Delaware	37	0.3%	37	0.0%	40	0.2%
Mississippi	37	0.3%	37	0.0%	40	0.2%
Alaska	41	0.1%	37	0.0%	43	0.1%
Georgia	41	0.1%	37	0.0%	43	0.1%
Louisiana	48	0.0%	26	0.5%	43	0.1%
Rhode Island	41	0.1%	37	0.0%	43	0.1%
Vermont	41	0.1%	37	0.0%	43	0.1%
Wyoming	41	0.1%	37	0.0%	43	0.1%
Hawaii	48	0.0%	37	0.0%	44	0.0%
District of Columbia	48	0.0%	37	0.0%	44	0.0%

2. Age of visitors:

	Quarter 1	Quarter 2	Year to Date
Under 18	0.7%	1.9%	0.9%
18-24	0.3%	0.8%	0.4%
25-34	0.5%	2.4%	0.9%
35-44	1.8%	2.9%	2.0%
45-54	6.6%	8.8%	7.1%
55-64	39.5%	38.8%	39.4%
65 Plus	50.5%	44.4%	49.3%

3. Main reasons for stopping at a Texas Highway Information Center: (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Maps	88.8%	87.9%	88.6%
RV Parks	49.7%	49.5%	49.6%
Historic Sites	46.1%	49.0%	46.7%
Travel Break	49.0%	27.9%	44.8%
Campgrounds	40.8%	43.2%	41.3%
City/Towns	37.6%	41.6%	38.4%
State Parks	35.3%	41.1%	36.5%
National Parks	26.9%	41.6%	29.8%
Museums	27.7%	25.8%	27.3%
Special Events	24.2%	28.4%	25.1%
Restaurants	12.7%	12.6%	12.6%
Lodgings	11.2%	11.1%	11.2%
*Routing	0.0%	21.6%	21.6%
Theme Parks	3.6%	5.8%	4.0%

4. Purpose of this Texas trip: (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Vacation/Leisure	95.0%	79.9%	92.0%
Visit Family/Friends	23.1%	23.8%	23.3%
Work/Business	3.8%	7.9%	4.7%
Convention	3.0%	2.7%	3.0%
*Other	0.0%	14.3%	14.3%
Just Passing Through	2.1%	2.7%	2.2%
*Moving to Texas	0.0%	5.8%	5.8%
Day Trip Only	0.8%	1.1%	0.8%

5. What type accommodations used? (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Travel Trailer	38.7%	39.0%	38.8%
Motor Home	31.0%	27.3%	30.3%
Motel	24.3%	26.2%	24.7%
Apartment/Condo	18.6%	12.8%	17.4%
Private Home	9.0%	12.8%	9.8%
Hotel	3.3%	4.3%	3.5%
Van Camper	1.6%	2.7%	1.8%
Pickup Camper	1.2%	1.1%	1.2%
Tent Camping	0.8%	0.5%	0.7%
*Military Base	0.0%	3.2%	3.2%
Bed & Breakfast	0.1%	1.1%	0.3%
*Hostel	0.0%	0.5%	0.5%

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

	Quarter 1	Quarter 2	Year to Date
Private Auto	42.4%	44.6%	42.8%
Motor Home	29.9%	27.7%	29.5%
Pickup	18.5%	21.2%	19.0%
Van	10.1%	12.5%	10.6%
Pickup/Camper	9.4%	7.1%	8.9%
Truck (heavy duty)	2.9%	1.1%	2.5%
Tour Bus	2.4%	1.1%	2.1%
Airline	1.8%	1.1%	1.7%
Rental Auto	0.9%	1.1%	1.0%
Motorcycle	0.7%	1.6%	0.8%
Rental RV	0.7%	0.5%	0.6%
Private Plane	0.4%	1.1%	0.5%
Bus Line	0.3%	0.0%	0.2%
Train	0.3%	0.0%	0.2%
Boat	0.1%	0.0%	0.1%

7. Total miles in Texas this trip?

	Quarter 1	Quarter 2	Year to Date
100 or less	0.1%	0.0%	0.1%
101-300	0.4%	0.0%	0.3%
301-500	1.2%	1.1%	1.2%
501-800	3.5%	3.2%	3.4%
801-1000	6.3%	5.4%	6.1%
1001-1500	13.3%	12.9%	13.3%
1501-2000	23.5%	21.0%	23.0%
2001 plus	51.6%	56.5%	52.6%

8. How many nights in Texas this trip?

	Quarter 1	Quarter 2	Year to Date
31 plus	100.0%	100.0%	100.0%

9. Expenses and time spent in Texas:

Approximate dollars spent in Texas on this trip?

	Quarter 1	Quarter 2	Year to Date
Lodging	25.2%	25.4%	25.2%
Food	24.3%	23.9%	24.2%
Shopping	15.3%	14.6%	15.1%
Fuel/Auto Repairs	15.4%	12.9%	14.8%
Other	13.2%	17.1%	14.2%
Entertainment	6.5%	5.1%	6.2%
*Fares: Air/Taxi/Bus	0.0%	1.0%	1.0%
*Rental Car	0.0%	0.0%	0.0%

Averages were not calculated for long term visitors as exact length of trip was not queried.

10. What influenced your decision to visit Texas? (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Previous Trip	65.6%	60.2%	64.5%
Friends/Family	54.1%	49.5%	53.2%
Word of Mouth	34.6%	31.7%	34.0%
Brochures	16.4%	12.4%	15.6%
Magazine Ad	5.8%	5.4%	5.7%
Passing Through	5.4%	7.0%	5.7%
*None of the Above	0.0%	10.2%	10.2%
Newspaper Ad	1.8%	0.0%	1.4%
TV Ad	1.2%	0.0%	1.0%
Billboards	0.6%	0.0%	0.4%
Radio Ad	0.6%	0.0%	0.4%

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

If in advance (ordered from):

	Quarter 1	Quarter 2	Year to Date
Auto Club/Travel Agent	49.6%	53.6%	50.3%
State Tourist Office	50.2%	40.0%	48.3%
Regional Chamber	17.8%	18.2%	17.8%
City/Town	10.8%	17.3%	12.0%
Lodging	11.6%	8.2%	11.0%
Theme Park	1.4%	1.8%	1.5%

If after you left home:

	Quarter 1	Quarter 2	Year to Date
Highway Info Center	92.7%	93.0%	92.8%
In City/Town	34.1%	26.1%	32.7%
At Lodging	16.0%	15.7%	15.9%
At Theme Park	1.6%	2.6%	1.8%
Travel Agent	1.6%	0.9%	1.5%

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

	Quarter 1	Quarter 2	Year to Date
*1 week or less	0.0%	4.3%	4.3%
*2-3 weeks	0.0%	3.8%	3.8%
1 month	10.8%	10.3%	10.7%
2-3 months	25.9%	28.1%	26.3%
4-6 months	12.3%	15.7%	13.0%
Over 6 months	51.0%	37.8%	48.4%

13. How did your stop at a Texas Tourist Bureau influence this trip? (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Saw More Cities/Areas	49.7%	58.9%	51.6%
More Recreation	36.0%	37.8%	36.4%
Longer Stay	28.7%	31.7%	29.3%
Did Not Influence My Trip	30.4%	15.0%	27.3%
Did More Shopping	16.8%	12.2%	15.9%
Ate Out More	16.0%	12.2%	15.2%
*Saw More Attractions	0.0%	53.9%	53.9%
Saw More Theme Parks	9.6%	8.3%	9.3%
Stayed At More Hotels/Motels	4.8%	3.3%	4.5%

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

	Quarter 1	Quarter 2	Year to Date
Shopping	73.4%	71.1%	72.9%
Camping	56.0%	58.8%	56.5%
Historical Tours	54.1%	51.9%	53.6%
Museums - Historical	49.9%	50.8%	50.1%
Photography	35.7%	36.9%	36.0%
Bird-watching	34.3%	38.0%	35.0%
Fishing	27.0%	23.0%	26.2%
Festival/Fair	25.8%	24.6%	25.6%
Hiking	24.9%	27.8%	25.5%
Museums - Art	23.8%	23.5%	23.8%
Golf/Tennis	24.5%	20.3%	23.7%
Swimming	22.2%	25.7%	22.9%
Boating	12.2%	8.0%	11.3%
Theater - Movie	10.7%	9.1%	10.4%
Rocks	9.5%	11.8%	10.0%
Medical Treatment	9.6%	10.7%	9.9%
Theme Park	8.0%	11.8%	8.8%
Rodeo	7.9%	9.1%	8.1%
Concert - Classical	9.2%	3.2%	8.0%
Sports Event	7.2%	11.2%	8.0%
Theater - Live	7.9%	7.0%	7.7%
Livestock Show	7.0%	6.4%	6.9%
Military Event	6.8%	6.4%	6.7%
Convention	5.1%	7.0%	5.5%
Business	5.0%	5.4%	5.0%
Concert - Pop/Rock/CW	4.0%	5.4%	4.3%
School/Seminar	2.3%	2.1%	2.2%
Horse Riding	1.3%	0.5%	1.2%
Hunting	0.3%	0.5%	0.3%
Waterskiing	0.3%	0.0%	0.2%

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

	Quarter 1	Quarter 2	Year to Date
Friendliness	76.2%	76.5%	76.3%
Good Highways	68.6%	73.8%	69.6%
Food	67.2%	64.7%	66.7%
Scenery	61.8%	61.5%	61.8%
Beaches	59.2%	55.6%	58.5%
Shopping	55.7%	57.2%	56.0%
Camping	53.2%	56.2%	53.8%
Small Towns	45.7%	49.7%	46.5%
Wild Flowers	37.0%	56.2%	40.8%
Museums - Historical	41.0%	36.9%	40.1%
Desert/Plains	26.6%	32.6%	27.8%
Historical Markers	25.0%	24.1%	24.8%
Festivals	23.8%	21.4%	23.3%
Fishing	21.5%	20.9%	21.4%
Mountains	18.5%	29.4%	20.7%
Golf/Tennis	20.4%	18.2%	19.9%
Big Cities	18.5%	19.8%	18.7%
Resorts	18.4%	16.6%	18.0%
Forests	15.7%	23.0%	17.1%
Swimming	14.8%	19.8%	15.8%
Museums - Art	14.1%	11.2%	13.5%
Theme Parks	6.0%	7.5%	6.3%
Boating	6.4%	5.4%	6.2%
Concerts - Classical	6.3%	3.7%	5.8%
Theater	4.8%	3.7%	4.6%
Nightlife	4.1%	3.7%	4.0%
Concerts - Rock/Pop/CW	3.6%	3.2%	3.5%
Sports - Amateur	3.7%	2.7%	3.5%
Dude Ranches	2.5%	2.7%	2.6%
Sports - Professional	1.6%	5.4%	2.3%
Ballet	1.2%	3.2%	1.6%
Sailing	0.5%	0.0%	0.4%
Waterskiing	0.3%	0.0%	0.2%

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

City/Town	Quarter 1 Rank	Pct.	Quarter 2 Rank	Pct.	Year to Date Rank	Pct.
San Antonio	1	40.1%	1	44.1%	1	40.9%
Brownsville	3	35.3%	2	34.4%	2	35.1%
Harlingen	2	35.9%	3	29.6%	3	34.6%
Mc Allen	4	33.1%	4	25.3%	4	31.5%
Mission	5	23.6%	7	18.3%	5	22.5%
Corpus Christi	6	22.9%	6	18.8%	6	22.1%
Houston	8	16.3%	5	19.9%	7	17.1%
South Padre Island	7	17.9%	11	12.9%	8	16.8%
Dallas	9	13.6%	8	17.7%	9	14.4%
Austin	12	11.8%	9	17.2%	10	12.9%
Pharr	11	12.0%	13	11.3%	11	11.8%
El Paso	10	12.1%	14	10.2%	12	11.7%
Galveston	15	9.2%	10	14.5%	13	10.3%
Del Rio	13	10.3%	16	8.1%	14	9.8%
Rockport	14	9.3%	14	10.2%	15	9.5%
Port Isabel	16	9.1%	20	7.0%	16	8.6%
Weslaco	18	8.7%	18	7.5%	17	8.4%
Donna	17	8.9%	21	5.9%	18	8.3%
Laredo	19	7.6%	21	5.9%	19	7.2%
Fort Worth	20	6.9%	16	8.1%	20	7.1%
Fredericksburg	23	5.4%	12	11.8%	21	6.7%
Alamo	21	6.3%	24	5.4%	22	6.1%
Edinburg	22	5.5%	21	5.9%	23	5.6%
Waco	24	5.2%	26	4.8%	24	5.1%
Johnson City	27	4.4%	18	7.5%	25	5.0%
Port Aransas	25	4.9%	29	4.3%	26	4.8%
San Benito	25	4.9%	31	3.2%	27	4.6%
Big Bend National Park	27	4.4%	26	4.8%	28	4.5%
Fort Stockton	32	3.0%	24	5.4%	29	3.5%
New Braunfels	29	3.6%	31	3.2%	29	3.5%

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

Attraction	Quarter 1		Quarter 2		Year to Date	
	Rank	Pct.	Rank	Pct.	Rank	Pct.
Alamo	1	30.0%	2	22.9%	1	28.3%
Confederate Air Force Flying Museum	2	23.2%	5	17.1%	2	21.8%
South Padre Island	3	19.4%	4	18.6%	3	19.2%
Big Bend National Park	5	12.8%	1	23.6%	4	15.3%
San Antonio River Walk	4	13.2%	8	11.4%	5	12.8%
Padre Island National Seashore	7	9.9%	3	21.4%	6	12.6%
Gladys Porter Zoo	6	12.6%	9	10.0%	7	12.0%
LBJ National Historical Park	7	9.9%	5	17.1%	8	11.6%
Judge Roy Bean Visitor Center	9	8.8%	16	6.4%	9	8.3%
Santa Ana National Wildlife Refuge	10	7.1%	9	10.0%	10	7.8%
Aransas National Wildlife Refuge	10	7.1%	12	9.3%	11	7.6%
Bentsen Rio Grande Valley State Park	18	4.4%	7	15.0%	12	6.9%
Sea World	12	5.5%	12	9.3%	13	6.4%
Fort Davis National Historic Site	16	4.9%	9	10.0%	14	6.1%
Admiral Nimitz State Historic Site	13	5.3%	17	5.7%	15	5.4%
King Ranch	13	5.3%	18	5.0%	16	5.2%
NASA	19	4.2%	14	7.9%	17	5.1%
San Antonio Missions	15	5.1%	23	3.6%	18	4.7%
Iwo Jima War Memorial	17	4.6%	20	4.3%	19	4.6%
Laguna Atascosa Nat'l. Wildlife Refuge	20	3.8%	18	5.0%	20	4.0%
Mustang Island State Park	31	2.0%	14	7.9%	21	3.4%
Mc Allen International Museum	21	3.3%	29	2.9%	22	3.2%
Los Ebanos Ferry	22	3.1%	36	2.1%	23	2.9%
Goose Island State Park	26	2.2%	20	4.3%	24	2.7%
Texas Ranger Hall Of Fame Museum	23	2.9%	36	2.1%	24	2.7%
Charro Days Fiesta	23	2.9%	49	1.4%	26	2.5%
Corpus Christi Museum	25	2.4%	29	2.9%	26	2.5%
Lone Star Brewery	26	2.2%	23	3.6%	26	2.5%
Amistad Reservoir	34	1.8%	23	3.6%	29	2.2%
Capitol Complex	31	2.0%	29	2.9%	29	2.2%
Falcon State Recreation Park	36	1.5%	20	4.3%	29	2.2%
Fort Stockton	26	2.2%	49	1.4%	32	2.0%
LBJ Library	36	1.5%	23	3.6%	32	2.0%
Mc Donald Observatory	26	2.2%	49	1.4%	32	2.0%
Palo Duro Canyon State Park	31	2.0%	36	2.1%	32	2.0%
Fulton House State Historic Structure	26	2.2%	126	0.0%	36	1.7%
Goliad State Park	36	1.5%	49	1.4%	37	1.5%
Hidalgo County Historical Museum	36	1.5%	49	1.4%	37	1.5%
La Lomita Chapel	36	1.5%	68	0.7%	39	1.3%
Port Isabel Lighthouse	34	1.8%	126	0.0%	39	1.3%
Southfork Ranch	57	0.7%	23	3.6%	39	1.3%
Art Museum Of South Texas	51	0.9%	36	2.1%	42	1.2%
Guadalupe Mountains National Park	57	0.7%	29	2.9%	42	1.2%
Institute Of Texan Cultures	51	0.9%	36	2.1%	42	1.2%
Rio Grande Valley Livestock Show	36	1.5%	126	0.0%	42	1.2%
San Antonio Botanical Gardens	36	1.5%	126	0.0%	42	1.2%
San Jacinto Battleground State Park	36	1.5%	126	0.0%	42	1.2%
Galveston Island Beach	57	0.7%	36	2.1%	48	1.0%
Lake Corpus Christi	105	0.2%	23	3.6%	48	1.0%
Lake Texoma	57	0.7%	36	2.1%	48	1.0%

1989 Auto Visitor Survey
Winter Quarter   Spring Quarter
(Dec. '88 - Feb. '89) (Mar. '89 - May '89)
Responses From Foreign Short Term Visitors (30 days or less)

1. **Where do you live?**

Nation	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
Canada	1	71.6%	1	57.5%	1	64.1%
West Germany	2	7.8%	2	13.8%	2	11.0%
England	3	7.1%	3	8.8%	3	8.0%
Netherlands	5	2.1%	4	5.0%	4	3.7%
Australia	7	1.4%	6	1.9%	5	1.7%
Austria	5	2.1%	11	0.6%	6	1.3%
France	4	2.8%	18	0.0%	6	1.3%
Turkey	14	0.0%	5	2.5%	6	1.3%
Brazil	14	0.0%	6	1.9%	9	1.0%
Switzerland	14	0.0%	6	1.9%	9	1.0%
Japan	7	1.4%	18	0.0%	11	0.7%
New Zealand	14	0.0%	9	1.3%	11	0.7%
Sweden	14	0.0%	9	1.3%	11	0.7%
Denmark	14	0.0%	11	0.6%	14	0.3%
Finland	9	0.7%	18	0.0%	14	0.3%
Ireland	9	0.7%	18	0.0%	14	0.3%
Israel	14	0.0%	11	0.6%	14	0.3%
Italy	9	0.7%	18	0.0%	14	0.3%
Malaysia	14	0.0%	11	0.6%	14	0.3%
Norway	14	0.0%	11	0.6%	14	0.3%
Panama	14	0.0%	11	0.6%	14	0.3%
South Africa	9	0.7%	18	0.0%	14	0.3%
Spain	9	0.7%	18	0.0%	14	0.3%
Thailand	14	0.0%	11	0.6%	14	0.3%

Mexico is not included.

2. Age of visitors:

	Quarter 1	Quarter 2	Year to Date
Under 18	8.3%	5.7%	7.0%
18-24	5.6%	3.0%	4.3%
25-34	8.3%	19.3%	14.1%
35-44	11.6%	8.8%	10.1%
45-54	17.2%	17.8%	17.5%
55-64	33.4%	29.3%	31.3%
65 Plus	15.6%	16.0%	15.8%

3. Main reasons for stopping at a Texas Highway Information Center: (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Maps	85.6%	77.4%	81.2%
Historic Sites	51.8%	50.3%	51.0%
City/Towns	46.0%	47.2%	46.6%
National Parks	40.3%	33.3%	36.6%
State Parks	30.9%	32.7%	31.9%
Campgrounds	33.1%	28.9%	30.9%
Travel Break	34.5%	17.0%	25.2%
Museums	22.3%	22.0%	22.1%
RV Parks	23.0%	21.4%	22.1%
Lodgings	26.6%	17.6%	21.8%
Special Events	20.1%	17.6%	18.8%
*Routing	0.0%	19.5%	19.5%
Restaurants	10.8%	5.0%	7.7%
Theme Parks	7.9%	2.5%	5.0%

4. Purpose of this Texas trip: (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Vacation/Leisure	85.0%	78.3%	81.4%
Visit Family/Friends	22.9%	21.7%	22.3%
Just Passing Through	18.6%	17.4%	17.9%
Convention	3.6%	5.0%	4.3%
Work/Business	2.9%	5.6%	4.3%
Day Trip Only	0.0%	5.0%	2.7%
*Other	0.0%	3.1%	3.1%
*Moving to Texas	0.0%	2.5%	2.5%

5. What type accommodations used? (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Motel	53.2%	49.7%	51.4%
Motor Home	24.1%	19.4%	21.6%
Hotel	11.4%	14.8%	13.2%
Private Home	8.5%	14.8%	11.8%
Travel Trailer	7.8%	11.0%	9.5%
Van Camper	7.8%	7.7%	7.8%
Tent Camping	7.8%	4.5%	6.1%
Apartment/Condo	3.6%	2.6%	3.0%
Pickup Camper	2.8%	1.9%	2.4%
*Military Base	0.0%	1.9%	1.9%
*Hostel	0.0%	0.0%	0.0%
Bed & Breakfast	0.0%	0.0%	0.0%

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

	Quarter 1	Quarter 2	Year to Date
Private Auto	35.0%	41.8%	38.6%
Rental Auto	16.4%	23.4%	20.1%
Motor Home	24.3%	15.8%	19.8%
Airline	16.4%	18.4%	17.4%
Van	11.4%	8.2%	9.7%
Pickup/Camper	5.0%	5.1%	5.0%
Tour Bus	5.0%	3.2%	4.0%
Bus Line	4.3%	3.2%	3.7%
Pickup	4.3%	3.2%	3.7%
Rental RV	1.4%	3.8%	2.7%
Motorcycle	1.4%	0.6%	1.0%
Truck (heavy duty)	2.1%	0.0%	1.0%
Boat	0.7%	0.0%	0.3%
Private Plane	0.0%	0.6%	0.3%
Train	0.7%	0.0%	0.3%

7. Total miles in Texas this trip?

	Quarter 1	Quarter 2	Year to Date
100 or less	0.8%	1.9%	1.4%
101-300	2.3%	6.9%	4.8%
301-500	3.0%	7.6%	5.5%
501-800	10.5%	12.6%	11.6%
801-1000	10.5%	13.2%	12.0%
1001-1500	30.8%	22.0%	26.0%
1501-2000	19.6%	17.6%	18.5%
2001 plus	22.6%	18.2%	20.2%

8. How many nights in Texas this trip?

	Quarter 1	Quarter 2	Year to Date
0	0.7%	4.4%	2.7%
1	0.0%	5.0%	2.7%
2	7.3%	2.5%	4.7%
3	5.1%	8.1%	6.7%
4	7.3%	5.6%	6.4%
5	4.4%	9.9%	7.4%
6	6.5%	1.9%	4.0%
7	7.3%	8.1%	7.7%
8	9.4%	7.5%	8.4%
9	4.4%	3.1%	3.7%
10	7.3%	3.7%	5.4%
11-15	21.7%	21.7%	21.7%
16-20	11.6%	8.1%	9.7%
21-25	2.9%	6.2%	4.7%
26-30	4.4%	4.4%	4.3%

9. **Expenses and time spent in Texas:**

   Approximate dollars spent in Texas on this trip?

	Quarter 1	Quarter 2	Year to Date
Lodging	26.9%	25.5%	26.1%
Food	25.7%	24.3%	24.9%
Shopping	15.9%	16.0%	15.9%
Fuel/Auto Repairs	19.8%	10.0%	14.3%
Entertainment	6.7%	6.7%	6.7%
*Rental Car	0.0%	9.8%	9.8%
Other	5.1%	2.5%	3.6%
*Fares: Air/Taxi/Bus	0.0%	5.3%	5.3%
Avg. Time Spent in Texas	10.4 Days	9.9 Days	10.1 Days
Avg. No. People per Party	2.1	2.0	2.1
Avg. Expenditures:			
Per Party Per Trip	$856	$935	$899
Per Day Per Party	$ 83	$ 94	$ 89
Per Person Per Day	$ 38	$ 47	$ 43

10. **What influenced your decision to visit Texas? (Multiple answers)**

Friends/Family	39.2%	31.9%	35.2%
Passing Through	36.9%	23.6%	29.6%
Word of Mouth	33.9%	22.3%	27.5%
Previous Trip	28.5%	21.0%	24.4%
Brochures	21.5%	23.6%	22.6%
*None of the Above	0.0%	21.7%	21.7%
Magazine Ad	5.4%	4.5%	4.9%
TV Ad	5.4%	1.9%	3.5%
Newspaper Ad	3.9%	0.6%	2.1%
Radio Ad	0.8%	0.0%	0.3%
Billboards	0.0%	0.0%	0.0%

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

    If in advance (ordered from):

Auto Club/Travel Agent	69.3%	69.9%	69.6%
State Tourist Office	46.5%	38.6%	42.9%
City/Town	12.9%	6.0%	9.8%
Regional Chamber	10.9%	3.6%	7.6%
Lodging	5.0%	3.6%	4.3%
Theme Park	2.0%	2.4%	2.2%

    If after you left home:

Highway Info Center	83.9%	81.1%	82.5%
In City/Town	35.7%	29.7%	32.7%
At Lodging	25.9%	19.8%	22.9%
Travel Agent	9.8%	7.2%	8.5%
At Theme Park	0.9%	4.5%	2.7%

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

	Quarter 1	Quarter 2	Year to Date
*1 week or less	0.0%	5.0%	5.0%
*2-3 weeks	0.0%	10.1%	10.1%
1 month	35.0%	13.8%	23.7%
2-3 months	29.3%	30.8%	30.1%
4-6 months	11.4%	22.0%	17.1%
Over 6 months	24.3%	18.2%	21.1%

13. How did your stop at a Texas Tourist Bureau influence this trip? (Multiple answers)

	Quarter 1	Quarter 2	Year to Date
Saw More Cities/Areas	45.9%	41.2%	43.4%
Longer Stay	34.1%	31.4%	32.6%
*Saw More Attractions	0.0%	54.3%	54.3%
Did Not Influence My Trip	31.9%	21.6%	26.4%
More Recreation	24.4%	17.7%	20.8%
Saw More Theme Parks	14.1%	4.6%	9.0%
Did More Shopping	8.9%	7.8%	8.3%
Stayed At More Hotels/Motels	5.9%	6.5%	6.3%
Ate Out More	5.2%	5.9%	5.6%

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

	Quarter 1	Quarter 2	Year to Date
Shopping	63.0%	65.2%	64.2%
Photography	52.6%	60.1%	56.7%
Historical Tours	55.6%	52.5%	53.9%
Museums - Historical	54.8%	51.9%	53.2%
Camping	40.7%	35.4%	37.9%
Bird-watching	25.9%	28.5%	27.3%
Museums - Art	20.0%	19.6%	19.8%
Hiking	17.0%	20.3%	18.8%
Swimming	12.6%	17.7%	15.4%
Theme Park	14.8%	15.8%	15.4%
Theater - Movie	12.6%	7.6%	9.9%
Rocks	11.9%	5.7%	8.5%
Festival/Fair	9.6%	7.0%	8.2%
Rodeo	8.9%	7.0%	7.8%
Business	4.4%	9.5%	7.2%
Boating	5.9%	7.0%	6.5%
Golf/Tennis	5.2%	5.7%	5.5%
Convention	4.4%	5.7%	5.1%
Concert - Pop/Rock/CW	4.4%	4.4%	4.4%
Fishing	3.7%	4.4%	4.1%
Livestock Show	4.4%	1.9%	3.1%
School/Seminar	0.7%	5.1%	3.1%
Concert - Classical	3.7%	1.9%	2.7%
Military Event	2.2%	3.2%	2.7%
Sports Event	3.7%	1.9%	2.7%
Theater - Live	3.0%	2.5%	2.7%
Horse Riding	4.4%	0.0%	2.0%
Medical Treatment	0.7%	0.6%	0.7%
Waterskiing	0.0%	1.3%	0.7%
Hunting	0.0%	0.0%	0.0%

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

	Quarter 1	Quarter 2	Year to Date
Friendliness	78.6%	76.1%	77.3%
Scenery	66.4%	63.5%	64.9%
Good Highways	60.7%	60.4%	60.5%
Food	47.1%	49.7%	48.5%
Shopping	46.4%	46.5%	46.5%
Desert/Plains	49.3%	40.9%	44.8%
Museums - Historical	46.4%	40.9%	43.5%
Small Towns	45.7%	35.9%	40.5%
Beaches	32.9%	30.8%	31.8%
Camping	32.1%	31.5%	31.8%
Mountains	35.0%	28.3%	31.4%
Big Cities	27.9%	32.7%	30.4%
Wild Flowers	15.0%	37.7%	27.1%
Historical Markers	29.3%	23.9%	26.4%
Forests	22.9%	23.3%	23.1%
Museums - Art	11.4%	12.0%	11.7%
Theme Parks	9.3%	12.0%	10.7%
Nightlife	6.4%	13.2%	10.0%
Resorts	10.7%	8.2%	9.4%
Swimming	8.6%	8.8%	8.7%
Festivals	7.1%	8.2%	7.7%
Boating	5.0%	5.7%	5.4%
Concerts - Rock/Pop/CW	4.3%	3.8%	4.0%
Dude Ranches	4.3%	3.8%	4.0%
Golf/Tennis	2.9%	5.0%	4.0%
Fishing	2.9%	1.9%	2.3%
Concerts - Classical	2.9%	0.6%	1.7%
Theater	2.9%	0.6%	1.7%
Sports - Professional	2.1%	0.6%	1.3%
Ballet	1.4%	0.6%	1.0%
Waterskiing	0.0%	1.3%	0.7%
Sailing	0.0%	0.0%	0.0%
Sports - Amateur	0.0%	0.0%	0.0%

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

City/Town	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
San Antonio	1	60.3%	1	55.3%	1	57.6%
Houston	4	31.6%	2	32.7%	2	32.2%
El Paso	2	33.1%	3	25.8%	3	29.2%
Dallas	6	24.3%	3	25.8%	4	25.1%
Corpus Christi	5	28.7%	5	20.8%	5	24.4%
Austin	7	16.2%	5	20.8%	6	18.6%
Brownsville	2	33.1%	16	6.3%	6	18.6%
Galveston	8	15.4%	7	14.5%	8	14.9%
Laredo	8	15.4%	8	11.3%	9	13.2%
Del Rio	11	14.0%	9	10.7%	10	12.2%
Harlingen	10	14.7%	11	8.8%	11	11.5%
Fort Worth	13	11.8%	9	10.7%	12	11.2%
South Padre Island	12	13.2%	14	6.9%	13	9.8%
Mc Allen	14	8.8%	14	6.9%	14	7.8%
Fort Stockton	15	6.6%	20	5.0%	15	5.8%
Big Bend National Park	28	2.9%	12	7.5%	16	5.4%
Mission	15	6.6%	22	4.4%	16	5.4%
Van Horn	18	5.1%	18	5.7%	16	5.4%
New Braunfels	20	4.4%	18	5.7%	19	5.1%
Amarillo	28	2.9%	16	6.3%	20	4.7%
Fredericksburg	41	1.5%	12	7.5%	20	4.7%
Alpine	25	3.7%	25	3.8%	22	3.7%
Langtry	18	5.1%	30	2.5%	22	3.7%
Abilene	20	4.4%	30	2.5%	24	3.4%
Waco	20	4.4%	30	2.5%	24	3.4%
Weslaco	17	5.9%	40	1.3%	24	3.4%
Beaumont	32	2.2%	25	3.8%	27	3.1%
Wichita Falls	41	1.5%	22	4.4%	27	3.1%
Orange	41	1.5%	25	3.8%	29	2.7%
Sonora	20	4.4%	40	1.3%	29	2.7%

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

Attraction	Quarter 1 Rank	Quarter 1 Pct.	Quarter 2 Rank	Quarter 2 Pct.	Year to Date Rank	Year to Date Pct.
Alamo	1	58.5%	1	37.3%	1	46.7%
San Antonio River Walk	2	21.3%	2	23.7%	2	22.6%
Big Bend National Park	4	18.1%	3	20.3%	3	19.3%
NASA	5	14.9%	4	15.3%	4	15.1%
Judge Roy Bean Visitor Center	3	19.1%	8	10.2%	5	14.2%
Capitol Complex	8	7.4%	7	11.9%	6	9.9%
Sea World	11	6.4%	6	12.7%	6	9.9%
Padre Island National Seashore	28	3.2%	5	14.4%	8	9.4%
San Antonio Missions	6	8.5%	9	9.3%	9	9.0%
South Padre Island	6	8.5%	10	8.5%	10	8.5%
Guadalupe Mountains National Park	22	4.3%	10	8.5%	11	6.6%
Southfork Ranch	8	7.4%	12	5.9%	11	6.6%
Aransas National Wildlife Refuge	14	5.3%	12	5.9%	13	5.7%
Confederate Air Force Flying Museum	8	7.4%	25	3.4%	14	5.2%
Fort Davis National Historic Site	11	6.4%	19	4.2%	14	5.2%
Fort Worth Stockyards	14	5.3%	15	5.1%	14	5.2%
Laguna Atascosa Nat'l Wildlife Refuge	14	5.3%	19	4.2%	17	4.7%
Amistad Reservoir	28	3.2%	15	5.1%	18	4.2%
El Mercado (San Antonio)	14	5.3%	25	3.4%	18	4.2%
Fort Stockton	14	5.3%	25	3.4%	18	4.2%
JFK Memorials	28	3.2%	15	5.1%	18	4.2%
LBJ National Historical Park	14	5.3%	25	3.4%	18	4.2%
Institute Of Texan Cultures	51	1.1%	12	5.9%	23	3.8%
San Jacinto Battleground State Park	14	5.3%	31	2.5%	23	3.8%
Santa Ana National Wildlife Refuge	11	6.4%	39	1.7%	23	3.8%
Lone Star Brewery	22	4.3%	31	2.5%	26	3.3%
Mustang Island State Park	51	1.1%	15	5.1%	26	3.3%
Natural Bridge Caverns	22	4.3%	31	2.5%	26	3.3%
Texas Ranger Hall Of Fame Museum	37	2.1%	19	4.2%	26	3.3%
Davis Mountains State Park	51	1.1%	19	4.2%	30	2.8%
Galveston Island Beach	51	1.1%	19	4.2%	30	2.8%
Seminole Canyon State Park	28	3.2%	31	2.5%	30	2.8%
Spanish Governors Palace	51	1.1%	19	4.2%	30	2.8%
Alamo Village	22	4.3%	56	0.8%	34	2.4%
Bentsen Rio Grande Valley State Park	37	2.1%	31	2.5%	34	2.4%
Caverns Of Sonora	22	4.3%	56	0.8%	34	2.4%
King Ranch	14	5.3%	131	0.0%	34	2.4%
The Strand (Galveston)	37	2.1%	31	2.5%	34	2.4%
Tigua Indian Reservation	28	3.2%	39	1.7%	34	2.4%
Canyon Lake	112	0.0%	25	3.4%	40	1.9%
Corpus Christi Museum	28	3.2%	56	0.8%	40	1.9%
Fiesta San Antonio	112	0.0%	25	3.4%	40	1.9%
Gladys Porter Zoo	22	4.3%	131	0.0%	40	1.9%
Hueco Tanks State Park	28	3.2%	56	0.8%	40	1.9%
La Villita	37	2.1%	39	1.7%	40	1.9%
Lajitas Museum And Desert Garden	37	2.1%	39	1.7%	40	1.9%
Las Colinas Complex	51	1.1%	31	2.5%	40	1.9%
San Antonio Botanical Gardens	28	3.2%	56	0.8%	40	1.9%
Astrodomain	37	2.1%	56	0.8%	49	1.4%
Houston Livestock Show & Rodeo	37	2.1%	56	0.8%	49	1.4%