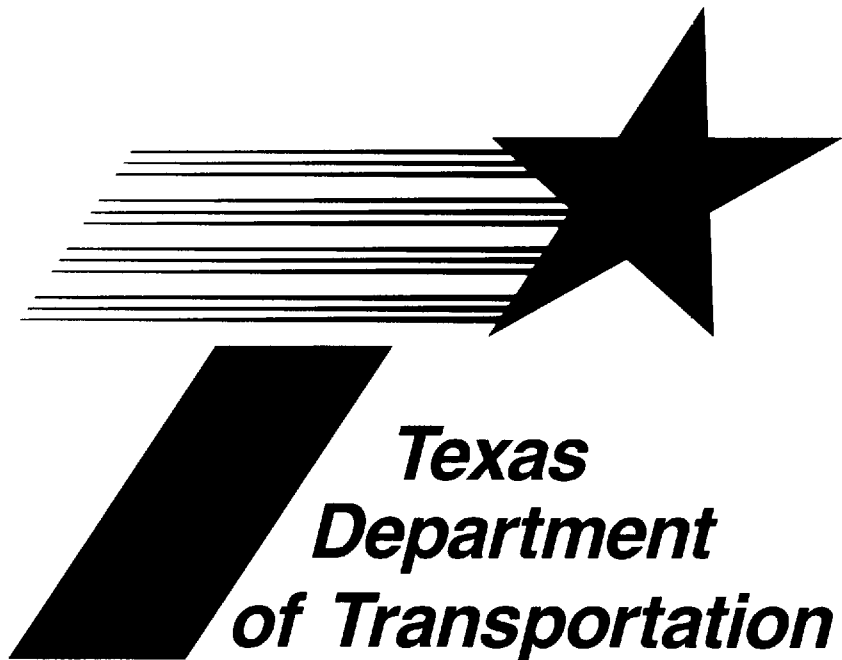


TEXAS AUTO VISITOR SURVEY

1992 SUMMER REPORT
with **ANNUAL SUMMARY**



Division of Travel & Information
Texas Department of Transportation
125 East 11th Street **Austin, Texas 78701**

TEXAS AUTO VISITOR SURVEY

Statistics reported in this survey were compiled from questionnaires returned by 7,079 visitors to Texas during the months of September, 1991 through August, 1992. Survey data are reported with an annual summary, plus totals for travel during these quarters:

Summer quarter - June, 1992 to August, 1992

Spring quarter - March, 1992 to May, 1992

Winter quarter - December, 1991 to February, 1992

Fall quarter - September, 1991 to November, 1991

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.) **Due to a very small statistical base for the last four quarters, data are not reported for this section.**

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 - September 18, 1992

TEXAS AUTO VISITOR SURVEY

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

1992 SUMMER REPORT

(June '92 - Aug. '92)

1. Where do you live?

Annual			Summer '92		Spring '92		Winter '92		Fall '91	
Rank	Pct.	State	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	8.4%	Louisiana	1	15.2%	1	7.1%	1	6.6%	2	8.6%
2	6.9%	California	4	4.2%	2	7.0%	2	5.6%	1	9.0%
3	5.1%	Florida	2	5.1%	3	6.0%	10	3.1%	3	5.9%
4	3.8%	Oklahoma	3	4.6%	4	3.7%	5	3.7%	4	3.7%
5	3.2%	Illinois	7	2.5%	8	2.7%	4	4.2%	5	3.1%
6	2.6%	Michigan	13	2.0%	5	2.8%	6	3.4%	14	1.8%
7	2.5%	Arizona	6	2.7%	6	2.7%	20	1.7%	6	3.0%
8	2.4%	Minnesota	32	0.5%	9	2.5%	3	5.4%	31	0.6%
9	2.2%	Arkansas	13	2.0%	6	2.7%	22	1.7%	9	2.3%
9	2.2%	Kansas	11	2.2%	10	2.4%	9	3.3%	23	1.3%
11	2.2%	Missouri	16	1.5%	12	2.1%	12	2.8%	12	2.0%
12	2.1%	New Mexico	19	1.3%	16	1.9%	16	2.2%	7	2.7%
13	2.1%	Ohio	19	1.3%	11	2.3%	16	2.2%	10	2.2%
14	2.1%	Colorado	23	1.0%	12	2.1%	11	2.8%	13	1.9%
15	2.0%	New York	16	1.5%	15	2.0%	14	2.3%	14	1.8%
16	1.9%	Wisconsin	32	0.5%	12	2.1%	7	3.3%	23	1.3%
17	1.9%	Mississippi	8	2.4%	21	1.5%	23	1.5%	8	2.3%
18	1.8%	North Carolina	15	1.9%	19	1.7%	19	1.8%	17	1.8%
19	1.7%	Washington	27	0.8%	20	1.6%	13	2.6%	21	1.5%
20	1.7%	Pennsylvania	22	1.1%	17	1.8%	20	1.7%	18	1.7%
21	1.7%	Georgia	5	3.0%	29	0.9%	26	1.2%	11	2.1%
22	1.6%	Virginia	8	2.4%	22	1.3%	24	1.3%	14	1.8%
23	1.6%	Alabama	8	2.4%	22	1.3%	26	1.2%	18	1.7%
23	1.6%	Indiana	19	1.3%	26	1.2%	14	2.3%	22	1.5%
23	1.6%	Iowa	24	0.9%	25	1.3%	7	3.3%	30	0.7%
26	1.5%	Oregon	27	0.8%	22	1.3%	18	1.8%	20	1.7%
27	1.5%	Tennessee	11	2.2%	17	1.8%	28	1.0%	23	1.3%
28	1.0%	South Carolina	24	0.9%	27	1.0%	32	0.6%	26	1.2%
29	0.9%	New Jersey	29	0.6%	28	1.0%	29	0.9%	27	0.9%
30	0.7%	Massachusetts	29	0.6%	31	0.6%	34	0.6%	27	0.9%
31	0.7%	Nebraska	24	0.9%	38	0.3%	24	1.3%	36	0.5%
32	0.7%	Maryland	18	1.4%	30	0.7%	37	0.4%	33	0.5%
33	0.6%	Kentucky	29	0.6%	33	0.5%	42	0.3%	29	0.8%
34	0.5%	South Dakota	35	0.3%	34	0.4%	30	0.9%	38	0.3%
35	0.4%	Nevada	35	0.3%	34	0.4%	37	0.4%	33	0.5%
36	0.4%	Utah	40	0.1%	42	0.2%	34	0.6%	32	0.6%
37	0.4%	Connecticut	34	0.4%	34	0.4%	31	0.8%	44	0.1%
38	0.3%	Montana	35	0.3%	38	0.3%	32	0.6%	40	0.2%
39	0.3%	Idaho	45	0.0%	48	0.1%	36	0.5%	33	0.5%
40	0.3%	Maine	45	0.0%	42	0.2%	37	0.4%	37	0.3%
41	0.3%	Alaska	45	0.0%	32	0.5%	42	0.3%	44	0.1%
42	0.2%	New Hampshire	40	0.1%	42	0.2%	37	0.4%	42	0.1%
43	0.2%	North Dakota	45	0.0%	38	0.3%	37	0.4%	48	0.0%
43	0.2%	West Virginia	35	0.3%	46	0.2%	44	0.2%	39	0.2%
45	0.2%	Wyoming	40	0.1%	46	0.2%	44	0.2%	40	0.2%
46	0.2%	Hawaii	40	0.1%	41	0.3%	46	0.2%	48	0.0%
46	0.2%	Vermont	45	0.0%	34	0.4%	48	0.1%	44	0.1%
48	0.1%	Delaware	35	0.3%	48	0.1%	47	0.1%	42	0.1%
49	0.1%	Rhode Island	40	0.1%	42	0.2%	48	0.1%	44	0.1%
50	0.0%	District of Columbia	45	0.0%	50	0.1%	50	0.0%	48	0.0%

2. Age of visitors:

Annual		Summer '92	Spring '92	Winter '92	Fall '91
8.9%	Under 18	20.7%	9.6%	5.9%	4.8%
2.9%	18-24	3.9%	3.4%	2.8%	2.0%
7.0%	25-34	10.7%	7.3%	5.8%	5.8%
10.5%	35-44	16.2%	10.0%	9.0%	9.3%
14.3%	45-54	14.8%	13.6%	14.2%	14.8%
26.2%	55-64	17.5%	24.9%	29.4%	29.2%
30.3%	65 Plus	16.3%	31.2%	32.8%	34.1%

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

(Multiple answers)

79.4%	Maps	77.9%	79.0%	78.7%	80.7%
41.6%	Historic Sites	42.4%	43.3%	43.4%	38.3%
37.5%	Travel Break	40.3%	36.7%	36.4%	38.1%
31.3%	City/Towns	35.3%	30.1%	31.6%	30.5%
20.1%	Museums	18.9%	20.6%	20.7%	19.7%
19.6%	Routing	19.4%	16.6%	22.1%	20.5%
19.3%	National Parks	13.8%	21.2%	21.1%	18.2%
17.8%	State Parks	12.8%	19.6%	18.4%	17.5%
17.2%	Campgrounds	11.1%	17.5%	20.5%	16.8%
14.8%	Lodgings	13.7%	14.7%	15.3%	14.9%
14.1%	RV Parks	6.1%	14.6%	18.5%	13.1%
12.1%	Special Events	13.4%	11.4%	12.1%	12.2%
8.7%	Restaurants	8.0%	8.5%	8.5%	9.4%
3.2%	Theme Parks	8.8%	3.3%	1.7%	2.1%

4. Purpose of this Texas trip:

(Multiple answers)

62.5%	Vacation/Leisure	62.8%	66.5%	62.1%	59.0%
40.4%	Visit Family/Friends	39.3%	39.4%	41.5%	40.8%
16.5%	Just Passing Through	13.2%	13.2%	20.4%	17.6%
8.8%	Work/Business	9.5%	7.6%	9.4%	9.1%
7.3%	Other	7.5%	7.1%	6.8%	7.8%
5.3%	Convention	7.3%	5.1%	3.7%	6.1%
3.9%	Day Trip Only	4.4%	4.4%	3.7%	3.4%
3.3%	Moving to Texas	3.9%	3.4%	3.7%	2.7%

5. What type accommodations used?

(Multiple answers)

54.6%	Motel	55.4%	55.3%	52.6%	55.2%
23.5%	Private Home	27.2%	22.3%	21.4%	24.9%
16.7%	Hotel	25.5%	16.2%	13.4%	16.5%
11.8%	Motor Home	4.3%	12.2%	15.6%	11.2%
8.8%	Travel Trailer	5.2%	8.9%	11.0%	8.4%
4.4%	Tent Camping	5.8%	5.2%	3.2%	4.1%
3.9%	Apartment/Condo	5.1%	3.5%	4.7%	3.3%
3.0%	Military Base	2.9%	2.9%	2.9%	3.2%
2.4%	Van Camper	1.5%	2.3%	2.5%	2.9%
2.1%	Pickup Camper	1.1%	2.1%	2.0%	2.4%
1.9%	Bed & Breakfast	2.2%	2.1%	1.6%	1.9%
0.5%	Hostel	0.3%	0.5%	0.7%	0.6%

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

Annual		Summer '92	Spring '92	Winter '92	Fall '91
64.5%	Private Auto	68.8%	63.2%	65.0%	63.6%
10.6%	Motor Home	4.1%	11.3%	13.5%	10.2%
10.3%	Van	11.9%	10.9%	9.3%	9.8%
10.2%	Pickup	6.5%	10.5%	11.8%	10.1%
7.2%	Rental Auto	9.3%	7.3%	6.9%	6.6%
4.7%	Airline	4.9%	4.7%	4.7%	4.7%
4.2%	Tour Bus	4.8%	4.4%	4.4%	3.6%
3.9%	Pickup/Camper	1.9%	4.1%	4.2%	4.3%
2.5%	Bus Line	2.7%	2.8%	2.2%	2.3%
2.4%	Boat	3.1%	2.7%	2.2%	1.9%
0.9%	Truck (heavy duty)	1.2%	0.7%	0.8%	1.0%
0.9%	Motorcycle	0.7%	1.3%	0.3%	1.0%
0.3%	Private Plane	0.1%	0.5%	0.3%	0.3%
0.3%	Train	0.4%	0.3%	0.3%	0.3%
0.2%	Rental RV	0.1%	0.2%	0.2%	0.2%

7. Total miles in Texas this trip?

1.9%	100 or less	3.0%	1.5%	2.1%	1.6%
9.2%	101-300	11.7%	8.3%	8.9%	9.4%
13.2%	301-500	17.3%	12.7%	10.2%	14.4%
17.3%	501-800	19.2%	16.3%	14.7%	19.5%
16.4%	801-1,000	14.7%	15.8%	17.8%	16.6%
21.1%	1,001-1,500	19.7%	22.2%	20.7%	20.8%
13.0%	1,501-2,000	7.6%	15.3%	15.7%	10.7%
8.0%	2,001 plus	6.8%	8.0%	9.9%	6.9%

8. How many nights in Texas this trip?

5.3%	0	7.1%	5.0%	5.0%	5.3%
8.1%	1	11.1%	6.4%	8.0%	8.6%
13.8%	2	15.7%	13.3%	12.6%	14.4%
11.8%	3	15.0%	11.1%	10.5%	12.1%
10.4%	4	10.4%	10.6%	7.9%	12.4%
9.4%	5	8.6%	10.2%	8.8%	9.5%
7.0%	6	7.6%	8.3%	5.7%	6.5%
6.3%	7	9.0%	5.8%	4.7%	6.8%
4.7%	8	3.9%	5.9%	4.0%	4.5%
2.8%	9	2.2%	2.9%	3.4%	2.4%
4.1%	10	1.6%	5.3%	4.6%	3.7%
8.2%	11-15	4.2%	8.0%	10.8%	8.0%
3.7%	16-20	1.8%	3.9%	6.1%	2.3%
2.3%	21-25	1.2%	1.9%	3.9%	1.9%
2.1%	26-30	0.6%	1.4%	4.1%	1.7%

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

Approximate dollars spent in Texas on this trip?

Annual		Summer '92	Spring '92	Winter '92	Fall '91
24.7%	Lodging	29.4%	27.3%	19.5%	26.7%
23.4%	Food	26.0%	25.7%	18.3%	26.2%
19.2%	Shopping	15.9%	15.7%	24.7%	17.1%
15.8%	Fuel/Auto Repairs	11.4%	15.2%	17.0%	17.0%
6.4%	Other	2.4%	4.7%	11.8%	3.1%
6.4%	Entertainment	9.1%	6.6%	5.7%	5.8%
2.1%	Fares: Air/Taxi/Bus	3.3%	2.3%	1.5%	2.3%
2.0%	Rental Car	2.5%	2.5%	1.5%	1.8%
7.1 Days	Avg. Time Spent in Texas	5.1 Days	7.3 Days	8.5 Days	6.5 Days
2.3	Avg. No. People per Party	2.7	2.3	2.2	2.1
	Avg. Expenditures:				
\$ 628	Per Party Per Trip	\$ 588	\$ 575	\$ 850	\$ 518
\$ 89	Per Day Per Party	\$ 116	\$ 79	\$ 100	\$ 79
\$ 39	Per Person Per Day	\$ 43	\$ 34	\$ 45	\$ 37

10. What influenced your decision to visit Texas?

(Multiple answers)

48.9%	Friends/Family	48.5%	49.7%	49.8%	47.7%
31.8%	Previous Trip	27.7%	32.2%	33.6%	31.5%
25.9%	Brochures	27.5%	27.2%	26.1%	24.1%
21.9%	Word of Mouth	21.3%	24.4%	21.8%	19.9%
19.1%	Passing Through	16.5%	16.5%	21.7%	20.3%
13.5%	None of the Above	15.2%	13.2%	12.9%	13.5%
7.0%	Magazine Ad	7.2%	7.7%	6.2%	7.0%
2.9%	Billboards	3.6%	3.1%	2.4%	3.0%
2.4%	TV Ad	3.6%	3.1%	1.7%	2.0%
1.8%	Newspaper Ad	2.4%	1.8%	1.4%	1.9%
0.6%	Radio Ad	0.5%	0.7%	0.7%	0.4%

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

(Multiple answers)

If in advance (ordered from):

54.0%	Auto Club/Travel Agent	46.1%	51.5%	58.7%	55.9%
42.4%	State Tourist Office	39.1%	45.8%	42.7%	40.3%
14.3%	Lodging	23.7%	15.1%	11.2%	12.3%
10.5%	City/Town	14.6%	9.9%	9.2%	10.5%
8.1%	Regional Chamber	10.2%	9.3%	7.7%	6.5%
1.6%	Theme Park	3.4%	1.4%	1.2%	1.5%

If after you left home:

90.2%	Info Center	87.0%	90.2%	92.0%	90.0%
20.9%	In City/Town	19.7%	22.1%	20.7%	20.3%
16.6%	At Lodging	14.9%	18.8%	16.0%	15.9%
2.3%	Travel Agent	3.7%	1.8%	2.3%	2.3%
1.8%	At Theme Park	2.8%	2.1%	1.3%	1.5%

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

Annual		Summer '92	Spring '92	Winter '92	Fall '91
14.9%	1 week or less	17.9%	12.5%	15.1%	15.7%
15.7%	2-3 weeks	17.4%	16.3%	14.2%	15.8%
18.9%	1 month	17.5%	20.6%	18.8%	17.9%
27.5%	2-3 months	26.8%	28.6%	29.1%	25.7%
11.5%	4-6 months	10.3%	10.6%	11.8%	12.5%
11.4%	Over 6 months	10.1%	11.4%	11.0%	12.3%

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

(Multiple answers)

38.6%	Did Not Influence My Trip	41.5%	36.9%	36.5%	40.6%
36.1%	Saw More Attractions	33.7%	37.2%	38.3%	34.2%
33.0%	Saw More Cities/Areas	31.7%	34.4%	33.3%	31.9%
14.4%	Longer Stay	11.3%	14.4%	16.4%	13.9%
13.7%	More Recreation	12.3%	14.8%	14.1%	12.9%
8.2%	Did More Shopping	8.7%	7.2%	7.7%	9.2%
5.8%	Ate Out More	5.3%	5.5%	5.9%	6.2%
4.8%	Stayed At More Hotels/Motels	4.2%	4.1%	5.4%	5.2%
2.9%	Saw More Theme Parks	4.2%	3.0%	2.6%	2.6%

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

(Multiple answers)

55.6%	Shopping	57.6%	54.7%	58.1%	53.6%
51.3%	Historical Tours	51.3%	52.3%	52.5%	49.5%
44.4%	Museums - Historical	46.9%	47.1%	45.0%	40.3%
36.9%	Photography	34.1%	41.4%	35.3%	34.9%
25.5%	Camping	15.5%	27.8%	29.4%	24.3%
20.9%	Hiking	14.8%	25.9%	22.9%	17.1%
19.0%	Bird-watching	11.4%	23.1%	23.1%	15.0%
17.4%	Museums - Art	17.9%	17.4%	19.1%	15.9%
12.0%	Business	12.7%	10.5%	13.8%	11.6%
11.8%	Rocks	11.4%	12.9%	13.0%	10.0%
9.0%	Swimming	25.1%	8.8%	4.2%	6.8%
8.3%	Festival/Fair	7.8%	9.8%	5.7%	9.2%
7.3%	Boating	10.7%	8.0%	5.3%	7.0%
7.3%	Theme Park	17.8%	8.2%	3.7%	5.1%
7.2%	Theater - Movie	10.6%	6.2%	8.5%	5.8%
7.0%	Golf/Tennis	6.6%	6.4%	8.6%	6.3%
6.5%	Fishing	5.8%	7.2%	7.1%	5.7%
6.1%	Convention	8.2%	5.5%	4.6%	7.0%
4.8%	Sports Event	6.9%	3.9%	3.2%	5.9%
3.3%	School/Seminar	3.5%	3.5%	3.2%	3.0%
2.9%	Military Event	3.7%	2.2%	2.0%	3.9%
2.6%	Rodeo	4.5%	2.1%	3.7%	1.4%
2.4%	Theater - Live	5.6%	2.1%	2.3%	1.7%
2.4%	Concert - Pop/Rock/CW	3.1%	2.3%	2.5%	2.0%
2.0%	Concert - Classical	2.1%	1.5%	2.6%	1.8%
1.9%	Horse Riding	3.0%	2.3%	1.3%	1.6%
1.8%	Livestock Show	1.3%	1.3%	3.4%	1.4%
1.2%	Medical Treatment	1.6%	1.2%	1.1%	1.0%
0.8%	Hunting	0.4%	0.5%	1.3%	0.8%
0.4%	Waterskiing	1.4%	0.1%	0.4%	0.4%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Summer '92	Spring '92	Winter '92	Fall '91
63.6%	Scenery	60.9%	69.3%	61.2%	61.2%
61.5%	Friendliness	57.3%	62.0%	62.6%	61.9%
56.9%	Good Highways	51.9%	55.8%	58.4%	58.7%
49.5%	Food	48.5%	49.7%	50.7%	48.9%
42.9%	Historical Markers	45.0%	45.7%	41.4%	40.7%
37.5%	Shopping	42.4%	36.4%	38.5%	35.9%
36.9%	Museums - Historical	40.5%	38.5%	36.4%	34.4%
36.7%	Small Towns	32.8%	37.9%	37.8%	36.4%
33.5%	Wild Flowers	34.2%	56.7%	20.3%	22.0%
30.7%	Desert/Plains	23.0%	32.8%	32.8%	30.1%
27.7%	Mountains	21.6%	31.3%	28.9%	25.7%
21.6%	Camping	13.2%	24.1%	24.8%	20.1%
19.9%	Big Cities	23.3%	20.7%	18.6%	18.8%
15.4%	Forests	14.6%	17.7%	14.5%	14.2%
14.0%	Beaches	8.3%	13.5%	19.4%	12.5%
10.9%	Museums - Art	11.6%	10.7%	11.9%	9.9%
7.6%	Festivals	7.4%	9.3%	5.2%	8.0%
6.2%	Nightlife	8.8%	5.1%	6.2%	6.1%
5.9%	Theme Parks	15.6%	6.3%	3.0%	4.0%
5.7%	Golf/Tennis	5.1%	4.8%	6.9%	5.7%
5.5%	Swimming	17.6%	5.0%	2.7%	3.7%
5.2%	Fishing	5.0%	5.7%	5.6%	4.6%
4.1%	Boating	7.0%	4.0%	2.5%	4.5%
4.0%	Resorts	4.0%	3.6%	4.9%	3.6%
2.6%	Theater	4.3%	2.7%	2.3%	1.9%
2.3%	Sports - Professional	4.3%	1.8%	1.0%	3.2%
2.2%	Dude Ranches	1.2%	2.1%	2.3%	2.6%
1.9%	Sports - Amateur	2.1%	1.8%	1.8%	2.0%
1.7%	Concerts - Rock/Pop/CW	2.3%	2.0%	1.5%	1.3%
1.6%	Concerts - Classical	1.4%	1.2%	1.9%	1.7%
0.3%	Sailing	0.4%	0.5%	0.1%	0.2%
0.3%	Waterskiing	1.0%	0.1%	0.1%	0.3%
0.2%	Ballet	0.0%	0.1%	0.3%	0.2%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City/Town	Summer '92		Spring '92		Winter '92		Fall '91	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	32.4%	San Antonio	1	34.5%	1	33.5%	1	31.6%	1	31.0%
2	20.0%	Dallas	2	25.1%	3	18.7%	2	18.2%	2	20.6%
3	16.0%	Austin	3	17.2%	2	18.8%	5	15.1%	4	13.7%
4	15.5%	Houston	4	14.3%	4	13.1%	4	16.7%	3	17.2%
5	13.6%	El Paso	6	9.4%	5	12.7%	3	17.1%	5	13.2%
6	9.9%	Del Rio	7	7.9%	6	10.6%	6	11.4%	7	8.8%
7	9.4%	Fort Worth	5	11.0%	7	9.0%	8	8.3%	6	10.2%
8	7.7%	Corpus Christi	17	3.9%	9	7.7%	7	11.1%	9	6.5%
9	6.1%	Fort Stockton	9	5.0%	12	6.5%	14	5.7%	10	6.4%
10	6.0%	Galveston	13	4.6%	14	5.9%	9	6.6%	11	6.2%
11	6.0%	Big Bend National Park	19	3.6%	9	7.7%	15	5.4%	12	5.8%
12	5.6%	Amarillo	13	4.6%	19	3.7%	20	4.7%	8	8.5%
13	5.6%	Fredericksburg	18	3.7%	8	7.7%	18	4.9%	13	4.8%
14	5.2%	Langtry	10	4.8%	13	6.2%	16	5.3%	15	4.4%
15	5.1%	Fort Davis	11	4.7%	11	6.9%	21	4.0%	14	4.5%
16	4.8%	Alpine	15	4.3%	15	5.4%	18	4.9%	15	4.4%
17	4.3%	Van Horn	23	2.8%	17	4.4%	17	5.0%	17	4.2%
18	3.8%	South Padre Island	48	1.0%	20	3.5%	13	5.9%	20	3.5%
18	3.8%	Waco	11	4.7%	18	4.2%	23	3.5%	21	3.3%
20	3.6%	Tyler	25	2.3%	16	4.6%	26	3.0%	18	3.6%
21	3.5%	Brownsville	39	1.2%	29	2.7%	10	6.2%	24	3.0%
22	3.2%	Laredo	8	5.1%	23	3.0%	22	3.8%	33	2.1%
23	3.0%	Harlingen	70	0.6%	54	1.2%	12	6.0%	22	3.2%
24	3.0%	Abilene	24	2.5%	21	3.2%	27	2.7%	23	3.1%
24	3.0%	Mc Allen	43	1.1%	33	1.9%	10	6.2%	31	2.2%
26	2.9%	New Braunfels	15	4.3%	25	2.9%	35	2.2%	25	2.8%
27	2.7%	Kerrville	25	2.3%	25	2.9%	25	3.1%	27	2.3%
28	2.6%	Wichita Falls	35	1.4%	30	2.2%	30	2.5%	18	3.6%
29	2.5%	Arlington	20	3.4%	24	2.9%	35	2.2%	38	1.9%
30	2.4%	Johnson City	31	1.7%	27	2.8%	27	2.7%	30	2.2%

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

(Multiple answers)

(Top 50 Attractions Listed)

Annual Rank Pct.	Attraction	Summer '92 Rank Pct.	Spring '92 Rank Pct.	Winter '92 Rank Pct.	Fall '91 Rank Pct.
1 28.0%	Alamo	1 30.6%	1 27.0%	1 27.5%	1 28.4%
2 22.0%	Big Bend National Park	4 12.2%	2 26.3%	2 22.3%	2 21.5%
3 18.2%	San Antonio River Walk	2 20.9%	3 18.4%	3 15.5%	3 19.1%
4 11.0%	Capitol Complex	3 14.5%	4 12.6%	5 9.1%	4 9.2%
5 8.8%	Ft. Davis Natl. Hist. Site	7 6.4%	5 10.6%	7 8.1%	5 8.4%
6 8.2%	LBJ Natl. Historical Pk.	9 5.6%	6 9.7%	6 8.5%	6 7.6%
7 6.5%	LBJ Library & Museum	9 5.6%	7 8.1%	9 6.2%	9 5.2%
8 6.3%	Padre Is. Natl. Seashore	24 2.9%	10 5.5%	4 9.6%	7 5.8%
9 6.1%	San Antonio Missions	8 5.8%	8 6.5%	8 6.4%	8 5.4%
10 4.9%	NASA	11 5.0%	11 5.2%	11 5.1%	10 4.5%
11 4.8%	Mc Donald Observatory	13 4.3%	9 5.8%	12 4.9%	12 3.9%
12 4.3%	Lajitas Mus. & Desert Garden	19 3.3%	11 5.2%	13 4.2%	15 3.7%
13 4.2%	Amistad Reservoir	27 2.7%	19 3.7%	10 5.6%	11 4.1%
14 3.9%	Seminole Canyon St. Pk.	14 4.1%	14 4.7%	20 2.9%	13 3.9%
15 3.9%	Davis Mountains St. Pk.	24 2.9%	13 4.9%	18 3.1%	14 3.8%
16 3.6%	Guad. Mnts. Natl. Pk.	19 3.3%	15 4.2%	19 3.0%	15 3.7%
17 3.4%	Adm. Nimitz St. Hist. Site	41 1.7%	16 4.0%	15 3.9%	17 3.2%
18 2.9%	Sea World	5 7.2%	16 4.0%	127 0.2%	27 2.0%
19 2.5%	Palo Duro Canyon St. Pk.	30 2.5%	21 2.5%	30 1.8%	20 3.1%
20 2.5%	S. J. Battleground St. Pk.	27 2.7%	35 1.9%	26 2.1%	17 3.2%
21 2.4%	Fort Stockton	19 3.3%	24 2.2%	22 2.6%	25 2.1%
22 2.4%	U. T. At Austin	23 3.1%	20 2.6%	47 1.3%	21 2.7%
23 2.4%	El Mercado (San Antonio)	12 4.6%	27 2.2%	36 1.6%	24 2.2%
24 2.3%	King Ranch	48 1.2%	39 1.6%	13 4.2%	28 1.9%
25 2.2%	JFK Memorials	19 3.3%	27 2.2%	36 1.6%	23 2.3%
25 2.2%	Six Flags Over Texas	6 6.6%	46 1.4%	47 1.3%	28 1.9%
27 2.2%	Caverns Of Sonora	33 2.1%	24 2.2%	22 2.6%	28 1.9%
28 2.1%	Study Butte Ghost Town	85 0.4%	18 3.9%	43 1.4%	40 1.4%
28 2.1%	Tower Of The Americas	15 3.9%	21 2.5%	55 1.0%	34 1.8%
30 2.1%	Lone Star Brewery	27 2.7%	27 2.2%	25 2.3%	37 1.5%
31 2.0%	Galveston Island Beach	39 1.9%	30 2.0%	43 1.4%	22 2.4%
32 1.9%	Astrodomain	16 3.7%	46 1.4%	47 1.3%	25 2.1%
33 1.9%	Aransas N. W'life Ref.	85 0.4%	42 1.5%	16 3.6%	37 1.5%
33 1.9%	IMAX Theatre	30 2.5%	30 2.0%	28 1.9%	40 1.4%
35 1.8%	San Antonio Zoo	33 2.1%	24 2.2%	52 1.1%	28 1.9%
36 1.8%	Tx. Ranger H. Fame Mus.	33 2.1%	30 2.0%	33 1.7%	35 1.6%
37 1.8%	Mustang Island St. Pk.	70 0.6%	30 2.0%	21 2.7%	43 1.3%
38 1.7%	Ft. Worth Stockyards	16 3.7%	56 1.1%	36 1.6%	35 1.6%
39 1.6%	South Padre Island	61 0.8%	39 1.6%	22 2.6%	42 1.3%
40 1.6%	Institute Of Texan Cultures	48 1.2%	30 2.0%	47 1.3%	37 1.5%
41 1.5%	Terlingua Ghost Town	45 1.4%	35 1.9%	30 1.8%	52 1.0%
42 1.5%	Bentsen R.G. Val. St. Pk.	119 0.2%	50 1.2%	17 3.5%	73 0.6%
43 1.4%	Zilker Park	24 2.9%	53 1.2%	36 1.6%	57 0.9%
44 1.4%	Balmorhea St. Rec. Pk.	85 0.4%	38 1.7%	27 2.0%	57 0.9%
45 1.3%	East Texas Oil Mus.	55 1.0%	37 1.8%	47 1.3%	57 0.9%
45 1.3%	Governors Mansion	55 1.0%	46 1.4%	73 0.7%	28 1.9%
47 1.3%	State Fair Park	48 1.2%	116 0.4%	177 0.1%	17 3.2%
48 1.3%	Dallas W. End Hist. Dist.	41 1.7%	67 0.8%	33 1.7%	43 1.3%
49 1.2%	Las Colinas Complex	33 2.1%	42 1.5%	73 0.7%	48 1.1%
50 1.1%	Ft. Worth Mus. Sci./Hist.	41 1.7%	61 1.0%	52 1.1%	52 1.0%

TEXAS AUTO VISITOR SURVEY

Responses from International Short-Term Visitors

1992 SUMMER REPORT

(June '92 - Aug. '92)

1. Where do you live?

Annual			Summer '92		Spring '92		Winter '92		Fall '91	
Rank	Pct.	Nation	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	36.2%	Canada	3	16.7%	1	41.2%	1	63.4%	2	22.4%
2	30.2%	England	1	30.6%	2	23.5%	2	13.7%	1	44.1%
3	12.0%	West Germany	2	18.1%	3	14.4%	3	8.1%	3	11.0%
4	4.9%	Australia	4	5.6%	5	4.3%	4	4.3%	4	5.3%
5	3.1%	Netherlands	8	2.8%	4	4.8%	5	1.9%	6	2.8%
6	2.6%	Switzerland	4	5.6%	7	1.1%	5	1.9%	5	3.2%
7	1.3%	New Zealand	9	1.4%	18	0.0%	9	0.6%	7	2.5%
8	1.1%	Puerto Rico	4	5.6%	7	1.1%	15	0.0%	10	0.7%
9	0.9%	France	17	0.0%	7	1.1%	9	0.6%	9	1.1%
10	0.7%	Denmark	9	1.4%	18	0.0%	5	1.9%	15	0.4%
10	0.7%	Finland	9	1.4%	18	0.0%	15	0.0%	8	1.4%
10	0.7%	Hungary	17	0.0%	6	2.7%	15	0.0%	22	0.0%
10	0.7%	Sweden	9	1.4%	13	0.5%	9	0.6%	10	0.7%
14	0.6%	Belgium	9	1.4%	13	0.5%	15	0.0%	10	0.7%
15	0.4%	India	7	4.2%	18	0.0%	15	0.0%	22	0.0%
15	0.4%	Ireland	9	1.4%	18	0.0%	15	0.0%	10	0.7%
15	0.4%	Wales	17	0.0%	18	0.0%	8	1.2%	15	0.4%
18	0.3%	Argentina	17	0.0%	7	1.1%	15	0.0%	22	0.0%
18	0.3%	Austria	17	0.0%	18	0.0%	15	0.0%	10	0.7%
18	0.3%	Czechoslovakia	17	0.0%	7	1.1%	15	0.0%	22	0.0%
18	0.3%	Italy	17	0.0%	7	1.1%	15	0.0%	22	0.0%
18	0.3%	Japan	17	0.0%	18	0.0%	9	0.6%	15	0.4%
18	0.3%	Poland	17	0.0%	13	0.5%	9	0.6%	22	0.0%
18	0.3%	Taiwan	9	1.4%	18	0.0%	15	0.0%	15	0.4%
25	0.1%	Africa	9	1.4%	18	0.0%	15	0.0%	22	0.0%
25	0.1%	Brazil	17	0.0%	13	0.5%	15	0.0%	22	0.0%
25	0.1%	Ecuador	17	0.0%	18	0.0%	9	0.6%	22	0.0%
25	0.1%	Greece	17	0.0%	18	0.0%	15	0.0%	15	0.4%
25	0.1%	Hong Kong	17	0.0%	18	0.0%	15	0.0%	15	0.4%
25	0.1%	Israel	17	0.0%	18	0.0%	15	0.0%	15	0.4%
25	0.1%	South Africa	17	0.0%	13	0.5%	15	0.0%	22	0.0%

Mexico is not included.

2. Age of visitors:

Annual		Summer '92	Spring '92	Winter '92	Fall '91
4.1%	Under 18	12.4%	4.3%	4.6%	1.3%
7.7%	18-24	8.1%	13.8%	4.2%	4.8%
14.6%	25-34	16.2%	13.1%	9.4%	18.2%
12.2%	35-44	18.0%	11.0%	10.4%	12.4%
20.4%	45-54	22.4%	18.9%	24.4%	18.7%
26.3%	55-64	16.2%	25.5%	32.8%	26.4%
14.6%	65 Plus	6.8%	13.4%	14.3%	18.2%

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

(Multiple answers)

82.9%	Maps	68.7%	84.0%	88.3%	82.6%
45.2%	Historic Sites	43.3%	47.5%	53.3%	39.6%
41.8%	City/Towns	46.3%	47.5%	46.1%	34.4%
29.2%	National Parks	25.4%	34.8%	35.1%	23.0%
25.6%	Travel Break	28.4%	20.4%	29.9%	25.9%
24.7%	Museums	28.4%	28.2%	27.3%	20.0%
20.8%	State Parks	14.9%	22.1%	27.9%	17.4%
19.8%	Lodgings	29.9%	18.8%	24.7%	15.2%
17.7%	Routing	9.0%	22.7%	20.1%	15.2%
17.6%	Campgrounds	13.4%	17.1%	28.6%	12.6%
14.9%	RV Parks	3.0%	14.9%	27.3%	10.7%
12.8%	Special Events	14.9%	13.8%	15.6%	10.0%
7.0%	Restaurants	9.0%	5.0%	9.1%	6.7%
2.5%	Theme Parks	4.5%	1.7%	2.0%	3.0%

4. Purpose of this Texas trip:

(Multiple answers)

86.8%	Vacation/Leisure	93.1%	84.3%	84.4%	88.2%
17.8%	Just Passing Through	6.9%	21.6%	18.8%	17.6%
17.8%	Visit Family/Friends	19.4%	18.9%	26.3%	11.8%
4.6%	Work/Business	4.2%	6.0%	6.3%	2.9%
2.3%	Convention	0.0%	4.9%	1.9%	1.4%
1.6%	Moving to Texas	2.8%	0.5%	1.3%	2.2%
1.4%	Other	2.8%	1.6%	0.0%	1.8%
1.3%	Day Trip Only	0.0%	0.5%	3.1%	1.1%

5. What type accommodations used?

(Multiple answers)

46.6%	Motel	55.6%	46.0%	48.8%	43.6%
44.9%	Hotel	61.1%	40.5%	28.1%	53.2%
13.6%	Private Home	16.7%	15.1%	18.1%	9.3%
8.6%	Motor Home	4.2%	10.3%	10.6%	7.5%
7.5%	Travel Trailer	0.0%	9.2%	12.5%	5.4%
3.9%	Tent Camping	9.7%	3.2%	2.5%	3.6%
3.4%	Van Camper	2.8%	3.2%	5.6%	2.5%
2.7%	Apartment/Condo	0.0%	3.8%	3.1%	2.5%
2.4%	Bed & Breakfast	1.4%	3.8%	4.4%	0.7%
1.7%	Hostel	0.0%	1.1%	2.5%	2.1%
1.4%	Pickup Camper	1.4%	0.5%	3.1%	1.1%
0.7%	Military Base	0.0%	0.5%	1.3%	0.7%

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

Annual		Summer '92	Spring '92	Winter '92	Fall '91
29.3%	Private Auto	23.6%	30.3%	38.8%	24.6%
27.7%	Tour Bus	34.7%	17.3%	12.5%	41.4%
27.4%	Rental Auto	31.9%	34.6%	21.9%	24.6%
9.8%	Airline	19.4%	8.7%	8.8%	8.6%
8.2%	Motor Home	2.8%	8.7%	14.4%	5.7%
7.2%	Bus Line	6.9%	6.0%	6.9%	8.2%
5.0%	Pickup	1.4%	5.4%	8.1%	3.9%
4.7%	Van	5.6%	6.5%	6.3%	2.5%
3.3%	Pickup/Camper	1.4%	2.7%	6.9%	2.1%
2.0%	Boat	2.8%	1.6%	3.1%	1.4%
1.4%	Rental RV	0.0%	2.7%	0.0%	1.8%
0.7%	Truck (heavy duty)	0.0%	1.6%	0.0%	0.7%
0.6%	Train	0.0%	0.5%	1.3%	0.4%
0.4%	Motorcycle	1.4%	1.1%	0.0%	0.0%
0.0%	Private Plane	0.0%	0.0%	0.0%	0.0%

7. Total miles in Texas this trip?

0.4%	100 or less	1.5%	0.6%	0.0%	0.4%
3.1%	101-300	2.9%	3.9%	2.6%	3.0%
5.7%	301-500	2.9%	5.6%	5.9%	6.3%
11.8%	501-800	11.8%	12.9%	15.0%	9.3%
15.7%	801-1,000	13.2%	14.6%	17.0%	16.4%
27.4%	1,001-1,500	32.4%	27.0%	19.6%	31.0%
18.0%	1,501-2,000	20.6%	17.4%	20.3%	16.4%
17.7%	2,001 plus	14.7%	18.0%	19.6%	17.2%

8. How many nights in Texas this trip?

0.4%	0	0.0%	0.6%	0.0%	0.5%
4.4%	1	1.7%	5.7%	5.0%	3.8%
4.4%	2	1.7%	3.2%	3.6%	6.6%
6.9%	3	8.5%	8.9%	4.3%	6.6%
7.0%	4	5.1%	7.6%	7.1%	7.1%
8.3%	5	13.6%	5.1%	7.8%	9.5%
10.2%	6	15.3%	8.9%	7.8%	11.4%
12.0%	7	15.3%	12.7%	9.2%	12.3%
7.2%	8	13.6%	5.1%	5.7%	8.1%
5.1%	9	3.4%	5.1%	3.6%	6.6%
3.0%	10	0.0%	3.2%	2.8%	3.8%
13.9%	11-15	13.6%	14.6%	17.7%	10.9%
9.1%	16-20	3.4%	11.4%	11.4%	7.6%
4.9%	21-25	3.4%	5.1%	10.6%	1.4%
3.3%	26-30	1.7%	3.2%	3.6%	3.8%

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

Approximate dollars spent in Texas on this trip?

Annual		Summer '92	Spring '92	Winter '92	Fall '91
25.4%	Lodging	24.1%	28.1%	25.9%	23.2%
24.7%	Food	23.2%	23.1%	26.8%	24.9%
20.0%	Shopping	25.0%	16.7%	22.7%	19.2%
9.4%	Fuel/Auto Repairs	8.6%	9.7%	10.3%	8.8%
9.0%	Rental Car	9.2%	11.8%	4.5%	10.2%
6.5%	Entertainment	7.2%	5.7%	6.2%	7.3%
2.5%	Fares: Air/Taxi/Bus	1.6%	2.6%	1.9%	3.1%
2.4%	Other	1.1%	2.4%	1.7%	3.3%
9.9 Days	Avg. Time Spent in Texas	8.2 Days	10.1 Days	11.4 Days	9.1 Days
2.1	Avg. No. People per Party	2.2	2.4	1.9	1.9
	Avg. Expenditures:				
\$ 944	Per Party Per Trip	\$1,017	\$ 966	\$1,001	\$ 869
\$ 96	Per Day Per Party	\$ 124	\$ 96	\$ 88	\$ 95
\$ 46	Per Person Per Day	\$ 57	\$ 40	\$ 46	\$ 49

10. What influenced your decision to visit Texas?

(Multiple answers)

46.5%	Brochures	59.2%	46.4%	42.6%	45.4%
31.4%	Friends/Family	28.2%	36.3%	43.2%	22.3%
26.1%	Passing Through	18.3%	26.3%	34.8%	23.1%
22.4%	Word of Mouth	21.1%	22.9%	32.3%	16.9%
15.5%	Previous Trip	15.5%	17.3%	20.7%	11.4%
13.7%	None of the Above	11.3%	14.0%	9.7%	16.5%
6.5%	Magazine Ad	8.4%	7.3%	10.3%	3.3%
4.0%	Newspaper Ad	0.0%	5.0%	5.2%	3.7%
3.7%	TV Ad	2.8%	5.6%	3.2%	2.9%
3.2%	Billboards	4.2%	2.2%	7.1%	1.5%
0.6%	Radio Ad	1.4%	0.0%	0.7%	0.7%

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	75.0%	58.7%	78.9%	74.7%
30.2%	State Tourist Office	22.5%	38.5%	32.4%	25.3%
7.7%	City/Town	12.5%	8.3%	5.6%	7.0%
4.8%	Lodging	5.0%	4.6%	7.0%	3.8%
2.6%	Regional Chamber	5.0%	3.7%	2.8%	1.3%
1.3%	Theme Park	5.0%	0.9%	0.0%	1.3%

If after you left home:

77.7%	Info Center	66.7%	82.1%	84.8%	71.4%
22.9%	In City/Town	19.1%	25.2%	22.7%	22.4%
19.7%	At Lodging	14.3%	23.6%	22.7%	15.5%
17.9%	Travel Agent	28.6%	12.2%	11.4%	24.8%
2.4%	At Theme Park	0.0%	3.3%	2.3%	2.5%

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

Annual		Summer '92	Spring '92	Winter '92	Fall '91
8.1%	1 week or less	2.8%	10.3%	9.4%	7.3%
7.5%	2-3 weeks	4.2%	8.1%	12.6%	5.1%
11.6%	1 month	16.7%	13.0%	15.1%	7.3%
28.0%	2-3 months	27.8%	35.7%	28.3%	22.8%
20.7%	4-6 months	25.0%	17.3%	16.4%	24.3%
24.1%	Over 6 months	23.6%	15.7%	18.2%	33.3%

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

(Multiple answers)

44.0%	Saw More Cities/Areas	38.7%	50.0%	49.0%	38.0%
42.6%	Saw More Attractions	29.0%	46.6%	49.0%	39.2%
28.5%	Did Not Influence My Trip	33.9%	26.4%	22.8%	32.0%
18.3%	Longer Stay	14.5%	16.3%	30.2%	13.6%
13.3%	More Recreation	11.3%	12.9%	17.5%	11.6%
8.5%	Did More Shopping	12.9%	7.3%	6.7%	9.2%
7.0%	Stayed At More Hotels/Motels	9.7%	5.6%	6.7%	7.6%
6.6%	Saw More Theme Parks	9.7%	7.3%	5.4%	6.0%
5.2%	Ate Out More	8.1%	4.5%	4.7%	5.2%

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

(Multiple answers)

70.2%	Shopping	71.8%	73.3%	77.1%	63.8%
63.4%	Historical Tours	67.6%	58.0%	59.2%	68.3%
56.7%	Museums - Historical	56.3%	59.1%	53.5%	57.2%
54.5%	Photography	53.5%	61.9%	56.1%	49.1%
26.7%	Museums - Art	21.1%	29.6%	22.3%	28.8%
21.2%	Camping	15.5%	22.2%	31.2%	16.2%
19.0%	Bird-watching	7.0%	26.1%	24.2%	14.4%
17.2%	Swimming	31.0%	25.6%	10.2%	12.2%
15.3%	Hiking	8.4%	20.5%	21.0%	10.3%
14.5%	Rodeo	25.4%	17.6%	4.5%	15.5%
10.8%	Boating	15.5%	8.0%	3.8%	15.5%
10.7%	Theater - Movie	11.3%	10.8%	11.5%	10.0%
10.5%	Theme Park	16.9%	9.7%	8.9%	10.3%
8.7%	Rocks	2.8%	13.6%	14.0%	4.1%
7.3%	Festival/Fair	4.2%	7.4%	5.1%	9.2%
6.4%	Business	2.8%	8.5%	9.6%	4.1%
6.2%	Concert - Pop/Rock/CW	7.0%	5.7%	7.0%	5.9%
4.7%	Horse Riding	9.9%	5.1%	2.6%	4.4%
4.3%	Livestock Show	7.0%	4.6%	5.7%	2.6%
4.1%	Golf/Tennis	1.4%	5.1%	5.7%	3.3%
3.6%	Sports Event	2.8%	5.1%	3.8%	2.6%
3.1%	Fishing	5.6%	1.1%	5.1%	2.6%
2.8%	Convention	1.4%	6.3%	1.9%	1.5%
2.8%	Military Event	7.0%	2.8%	1.3%	2.6%
2.5%	Concert - Classical	2.8%	0.6%	2.6%	3.7%
2.2%	Theater - Live	2.8%	1.1%	3.8%	1.9%
2.1%	School/Seminar	2.8%	3.4%	1.3%	1.5%
0.6%	Waterskiing	2.8%	0.0%	0.0%	0.7%
0.4%	Medical Treatment	1.4%	0.0%	0.0%	0.7%
0.1%	Hunting	0.0%	0.0%	0.0%	0.4%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Summer '92	Spring '92	Winter '92	Fall '91
77.0%	Friendliness	76.1%	78.6%	82.3%	73.3%
57.5%	Scenery	54.9%	59.3%	58.2%	56.4%
56.7%	Good Highways	49.3%	60.4%	64.6%	51.7%
52.3%	Food	47.9%	54.4%	49.4%	53.9%
51.8%	Shopping	53.5%	50.6%	48.7%	53.9%
44.7%	Historical Markers	49.3%	42.3%	39.9%	48.0%
41.7%	Museums - Historical	36.6%	41.2%	41.8%	43.2%
41.5%	Small Towns	45.1%	44.0%	49.4%	34.4%
40.2%	Big Cities	43.7%	41.2%	32.3%	43.2%
38.9%	Desert/Plains	35.2%	41.2%	47.5%	33.3%
27.9%	Mountains	16.9%	33.0%	38.0%	21.6%
24.6%	Wild Flowers	18.3%	45.1%	20.9%	14.7%
19.6%	Forests	18.3%	29.1%	14.6%	16.5%
18.7%	Beaches	14.1%	23.6%	24.7%	13.2%
18.1%	Camping	15.5%	17.6%	29.1%	12.8%
17.3%	Museums - Art	16.9%	19.2%	13.3%	18.3%
14.5%	Nightlife	16.9%	12.6%	9.5%	18.0%
9.6%	Swimming	18.3%	12.6%	4.4%	8.4%
9.2%	Theme Parks	15.5%	10.4%	7.6%	7.7%
7.7%	Resorts	8.4%	5.5%	6.3%	9.9%
5.4%	Dude Ranches	7.0%	7.7%	1.3%	5.9%
5.3%	Boating	11.3%	5.0%	3.2%	5.1%
5.3%	Concerts - Rock/Pop/CW	5.6%	3.9%	6.3%	5.5%
5.0%	Festivals	5.6%	5.5%	3.8%	5.1%
2.9%	Golf/Tennis	0.0%	2.8%	5.1%	2.6%
2.9%	Sports - Professional	4.2%	1.7%	3.8%	2.9%
2.2%	Fishing	4.2%	1.1%	3.2%	1.8%
1.6%	Theater	1.4%	2.2%	1.9%	1.1%
1.2%	Concerts - Classical	1.4%	0.6%	1.3%	1.5%
0.6%	Sailing	0.0%	0.6%	0.6%	0.7%
0.6%	Sports - Amateur	0.0%	0.6%	0.0%	1.1%
0.4%	Ballet	0.0%	0.0%	0.6%	0.7%
0.1%	Waterskiing	0.0%	0.0%	0.0%	0.4%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual			Summer '92		Spring '92		Winter '92		Fall '91	
Rank	Pct.	City/Town	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	66.3%	San Antonio	1	75.4%	1	61.7%	1	56.7%	1	72.8%
2	47.5%	Houston	2	64.6%	3	39.3%	2	32.5%	2	57.7%
3	47.2%	Dallas	3	58.5%	2	42.1%	2	32.5%	3	56.6%
4	29.3%	Austin	4	30.8%	4	30.6%	4	29.3%	4	27.9%
5	20.4%	El Paso	5	21.5%	5	18.0%	4	29.3%	6	16.6%
6	16.4%	Galveston	6	16.9%	6	16.4%	7	13.4%	5	18.1%
7	16.0%	Corpus Christi	7	13.8%	7	14.8%	6	24.2%	8	12.5%
8	11.0%	Fort Worth	8	10.8%	8	14.2%	8	11.5%	9	8.7%
9	9.4%	Del Rio	9	9.2%	9	9.8%	10	10.8%	10	8.3%
10	8.4%	Waco	10	7.7%	15	5.5%	32	2.5%	7	14.0%
11	6.9%	Laredo	18	3.1%	11	8.7%	12	7.6%	11	6.0%
12	6.7%	Amarillo	11	6.2%	11	8.7%	14	6.4%	12	5.7%
13	5.8%	Brownsville	18	3.1%	15	5.5%	8	11.5%	15	3.4%
14	5.7%	Big Bend National Park	14	4.6%	10	9.3%	19	5.7%	15	3.4%
15	5.5%	Fort Stockton	11	6.2%	14	7.1%	28	3.2%	12	5.7%
16	5.4%	Fredericksburg	14	4.6%	13	7.7%	14	6.4%	15	3.4%
16	5.4%	South Padre Island	18	3.1%	19	4.4%	11	9.6%	14	4.2%
18	3.6%	Abilene	11	6.2%	19	4.4%	22	3.8%	22	2.3%
18	3.6%	Van Horn	50	0.0%	28	2.7%	13	7.0%	19	3.0%
20	3.1%	Alpine	50	0.0%	19	4.4%	22	3.8%	20	2.6%
21	3.0%	Fort Davis	28	1.5%	15	5.5%	28	3.2%	27	1.5%
21	3.0%	Mc Allen	18	3.1%	28	2.7%	14	6.4%	34	1.1%
23	2.8%	Beaumont	28	1.5%	24	3.8%	46	1.3%	15	3.4%
24	2.7%	New Braunfels	50	0.0%	50	1.1%	19	5.7%	20	2.6%
25	2.5%	Rockport	18	3.1%	33	2.2%	14	6.4%	58	0.4%
25	2.5%	Texarkana	14	4.6%	28	2.7%	38	1.9%	22	2.3%
27	2.4%	Bandera	28	1.5%	25	3.3%	32	2.5%	24	1.9%
28	2.2%	Harlingen	50	0.0%	50	1.1%	19	5.7%	27	1.5%
28	2.2%	San Marcos	50	0.0%	18	4.9%	38	1.9%	34	1.1%
30	2.1%	Odessa	28	1.5%	42	1.6%	22	3.8%	27	1.5%

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

(Multiple answers)

(Top 50 Attractions Listed)

Annual Rank Pct.	Attraction	Summer '92 Rank Pct.	Spring '92 Rank Pct.	Winter '92 Rank Pct.	Fall '91 Rank Pct.
1 52.9%	Alamo	1 64.2%	1 49.3%	1 42.5%	1 58.9%
2 25.5%	NASA	2 22.6%	3 19.4%	4 17.5%	2 35.5%
3 18.9%	Big Bend National Park	9 9.4%	2 26.4%	2 21.7%	8 14.2%
4 16.5%	San Antonio River Walk	6 11.3%	4 18.8%	3 18.3%	4 15.2%
5 15.4%	Capitol Complex	3 17.0%	5 16.7%	5 14.2%	6 14.7%
6 11.3%	LBJ Library & Museum	6 11.3%	7 9.0%	8 10.0%	9 13.7%
6 11.3%	San Antonio Missions	6 11.3%	13 5.6%	7 11.7%	4 15.2%
8 10.9%	Tx. Ranger H. Fame Mus.	4 15.1%	13 5.6%	11 6.7%	3 16.2%
9 10.5%	JFK Memorials	4 15.1%	6 12.5%	16 5.0%	10 11.2%
10 8.8%	Astrodomain	9 9.4%	28 2.8%	13 5.8%	6 14.7%
11 7.4%	Padre Is. Natl. Seashore	16 3.8%	11 6.9%	6 12.5%	12 5.6%
12 7.0%	Guad. Mnts. Natl. Pk.	11 7.5%	8 7.6%	11 6.7%	11 6.6%
13 5.6%	LBJ Natl. Historical Pk.	11 7.5%	12 6.3%	10 8.3%	18 3.0%
14 5.4%	S. J. Battleground St. Pk.	22 1.9%	8 7.6%	19 4.2%	12 5.6%
15 4.7%	Ft. Davis Natl. Hist. Site	16 3.8%	8 7.6%	19 4.2%	18 3.0%
16 3.7%	Ft. Worth Stockyards	16 3.8%	28 2.8%	29 2.5%	14 5.1%
17 3.1%	South Padre Island	52 0.0%	17 4.2%	13 5.8%	30 1.5%
18 2.9%	Galveston Island Beach	52 0.0%	28 2.8%	29 2.5%	15 4.1%
18 2.9%	Palo Duro Canyon St. Pk.	16 3.8%	17 4.2%	21 3.3%	30 1.5%
18 2.9%	Tower Of The Americas	22 1.9%	28 2.8%	29 2.5%	16 3.6%
21 2.7%	Adm. Nimitz St. Hist. Site	52 0.0%	28 2.8%	16 5.0%	25 2.0%
21 2.7%	Amistad Reservoir	52 0.0%	21 3.5%	21 3.3%	21 2.5%
21 2.7%	Aransas N. W'lfe Ref.	52 0.0%	68 0.7%	9 9.2%	43 1.0%
21 2.7%	Dallas W. End Hist. Dist.	13 5.7%	21 3.5%	21 3.3%	43 1.0%
21 2.7%	Mustang Island St. Pk.	22 1.9%	15 4.9%	29 2.5%	30 1.5%
26 2.5%	Southfork Ranch	22 1.9%	21 3.5%	21 3.3%	30 1.5%
26 2.5%	Zilker Park	52 0.0%	68 0.7%	13 5.8%	21 2.5%
28 2.3%	IMAX Theatre	16 3.8%	17 4.2%	118 0.0%	25 2.0%
28 2.3%	Sea World	13 5.7%	28 2.8%	62 0.8%	25 2.0%
30 2.1%	Davis Mountains St. Pk.	22 1.9%	17 4.2%	29 2.5%	63 0.5%
30 2.1%	Mc Donald Observatory	22 1.9%	40 2.1%	21 3.3%	30 1.5%
32 1.9%	Hueco Tanks St. Pk.	52 0.0%	47 1.4%	16 5.0%	43 1.0%
32 1.9%	Seminole Canyon St. Pk.	22 1.9%	21 3.5%	118 0.0%	25 2.0%
34 1.8%	Caverns Of Sonora	22 1.9%	21 3.5%	62 0.8%	43 1.0%
34 1.8%	Institute Of Texan Cultures	52 0.0%	47 1.4%	39 1.7%	21 2.5%
34 1.8%	King Ranch	52 0.0%	28 2.8%	21 3.3%	63 0.5%
34 1.8%	Lajitas Mus. & Desert Garden	52 0.0%	21 3.5%	62 0.8%	30 1.5%
34 1.8%	Mesquite Championship Rodeo	52 0.0%	47 1.4%	118 0.0%	16 3.6%
34 1.8%	Strand	22 1.9%	47 1.4%	39 1.7%	25 2.0%
40 1.6%	Dallas Museum Of Art	22 1.9%	47 1.4%	118 0.0%	21 2.5%
40 1.6%	East Texas Oil Mus.	22 1.9%	28 2.8%	29 2.5%	137 0.0%
40 1.6%	Enchanted Rock St. Pk.	52 0.0%	21 3.5%	39 1.7%	63 0.5%
40 1.6%	Houston Mus. Of Fine Arts	52 0.0%	15 4.9%	118 0.0%	63 0.5%
40 1.6%	San Antonio Zoo	52 0.0%	40 2.1%	39 1.7%	30 1.5%
40 1.6%	Six Flags Over Texas	13 5.7%	68 0.7%	39 1.7%	43 1.0%
46 1.4%	Fort Stockton	52 0.0%	28 2.8%	62 0.8%	43 1.0%
46 1.4%	Mount Bonnell	52 0.0%	47 1.4%	21 3.3%	63 0.5%
46 1.4%	Natural Bridge Caverns	52 0.0%	40 2.1%	29 2.5%	63 0.5%
46 1.4%	Santa Ana N. W'lfe Ref.	52 0.0%	40 2.1%	29 2.5%	63 0.5%
46 1.4%	U. T. At Austin	22 1.9%	47 1.4%	39 1.7%	43 1.0%