

T1325.8
V 824c
92/winter

TEXAS AUTO VISITOR SURVEY

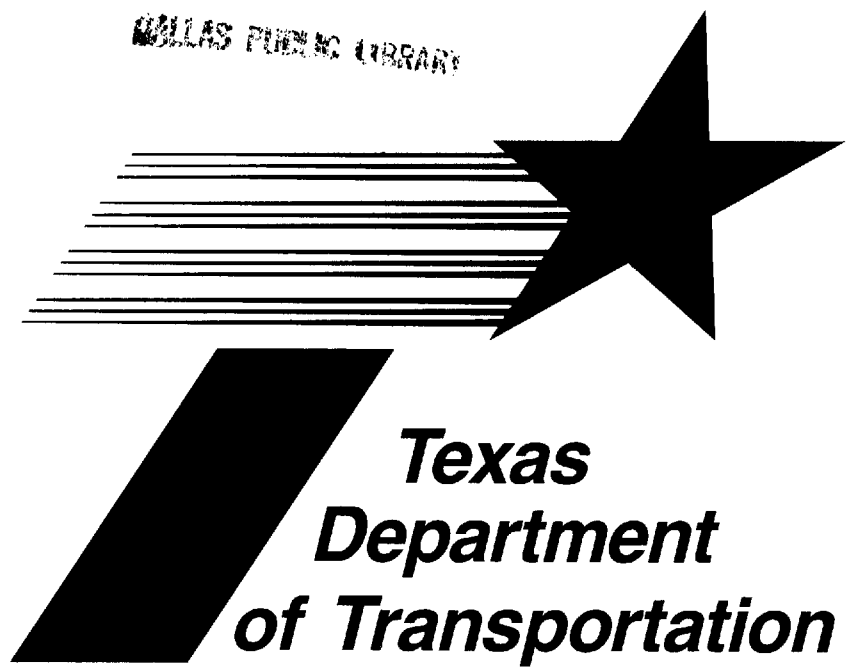
Government Publications
Texas State Documents

APR 14 1992

Depository
Dallas Public Library

1992 WINTER REPORT with ANNUAL SUMMARY

DALLAS PUBLIC LIBRARY



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 10,306 visitors to Texas during the months of March, 1991 through February, 1992. Survey data are reported with an annual summary, plus totals for travel during these quarters:

Winter quarter - December, 1991 to February, 1992

Fall quarter - September, 1991 to November, 1991

Summer quarter - June, 1991 to August, 1991

Spring quarter - March, 1991 to May, 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 three 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 - March 20, 1992

TEXAS AUTO VISITOR SURVEY

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

1992 WINTER REPORT

(Dec. '91 - Feb. '92)

1. Where do you live?

Annual			Winter '92		Fall '91		Summer '91		Spring '91	
Rank	Pct.	State	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	9.1%	Louisiana	1	8.4%	2	8.8%	1	10.9%	1	7.9%
2	7.4%	California	2	5.1%	1	9.0%	2	6.3%	2	7.9%
3	5.6%	Florida	4	3.8%	3	5.7%	3	5.8%	3	5.7%
4	4.1%	Oklahoma	3	4.7%	4	3.8%	4	4.7%	4	3.7%
5	2.8%	Illinois	5	3.6%	6	2.9%	10	2.3%	5	2.9%
6	2.7%	Arizona	18	1.8%	5	3.1%	5	2.8%	7	2.6%
7	2.5%	New Mexico	10	2.3%	7	2.7%	7	2.6%	8	2.3%
8	2.3%	Arkansas	18	1.8%	8	2.4%	8	2.5%	10	2.2%
9	2.3%	Mississippi	22	1.4%	9	2.3%	6	2.6%	12	2.1%
10	2.1%	Georgia	20	1.7%	10	2.1%	8	2.5%	18	1.8%
11	2.1%	Michigan	6	3.5%	16	1.8%	22	1.0%	6	2.9%
12	1.9%	Ohio	15	2.0%	11	2.0%	15	1.6%	10	2.2%
13	1.9%	Alabama	22	1.4%	16	1.8%	11	1.9%	14	2.0%
14	1.8%	Missouri	8	2.4%	11	2.0%	12	1.8%	19	1.6%
15	1.7%	Pennsylvania	14	2.1%	19	1.7%	12	1.8%	19	1.6%
16	1.7%	New York	10	2.3%	14	1.8%	19	1.3%	16	1.9%
17	1.7%	Colorado	10	2.3%	13	1.9%	23	1.0%	14	2.0%
17	1.7%	Kansas	10	2.3%	24	1.2%	17	1.5%	16	1.9%
19	1.6%	Wisconsin	8	2.4%	25	1.2%	24	0.8%	8	2.3%
20	1.5%	Virginia	27	1.1%	14	1.8%	14	1.6%	23	1.4%
21	1.5%	Tennessee	25	1.2%	23	1.3%	15	1.6%	22	1.5%
22	1.4%	Minnesota	6	3.5%	30	0.7%	25	0.7%	13	2.1%
23	1.4%	North Carolina	15	2.0%	16	1.8%	18	1.5%	27	1.0%
24	1.3%	Indiana	22	1.4%	20	1.5%	19	1.3%	25	1.3%
25	1.2%	Washington	15	2.0%	22	1.4%	30	0.5%	21	1.6%
26	1.1%	South Carolina	29	0.9%	25	1.2%	21	1.2%	28	1.0%
27	1.0%	Oregon	25	1.2%	21	1.5%	34	0.4%	26	1.2%
28	1.0%	Iowa	20	1.7%	32	0.6%	25	0.7%	24	1.3%
29	0.7%	Maryland	39	0.3%	35	0.5%	28	0.5%	29	0.9%
29	0.7%	New Jersey	30	0.8%	27	0.9%	33	0.4%	30	0.7%
31	0.6%	Massachusetts	34	0.6%	27	0.9%	28	0.5%	32	0.5%
32	0.5%	Nebraska	30	0.8%	35	0.5%	27	0.6%	32	0.5%
33	0.5%	Nevada	36	0.5%	32	0.6%	31	0.4%	32	0.5%
34	0.5%	Kentucky	43	0.2%	29	0.8%	35	0.3%	32	0.5%
34	0.5%	Utah	30	0.8%	31	0.6%	31	0.4%	37	0.4%
36	0.4%	Connecticut	27	1.1%	43	0.1%	36	0.2%	31	0.6%
37	0.3%	Idaho	34	0.6%	32	0.6%	39	0.1%	39	0.3%
38	0.3%	South Dakota	30	0.8%	37	0.3%	37	0.2%	40	0.2%
39	0.2%	Maine	43	0.2%	37	0.3%	44	0.1%	38	0.3%
39	0.2%	New Hampshire	39	0.3%	43	0.1%	48	0.0%	36	0.4%
41	0.2%	West Virginia	43	0.2%	39	0.2%	37	0.2%	41	0.2%
42	0.2%	Wyoming	39	0.3%	39	0.2%	41	0.1%	41	0.2%
43	0.2%	Montana	39	0.3%	39	0.2%	41	0.1%	45	0.2%
44	0.1%	Alaska	36	0.5%	43	0.1%	44	0.1%	45	0.2%
44	0.1%	Delaware	43	0.2%	42	0.2%	44	0.1%	44	0.2%
46	0.1%	District of Columbia	48	0.0%	48	0.1%	39	0.1%	48	0.1%
46	0.1%	Hawaii	36	0.5%	48	0.1%	41	0.1%	50	0.1%
46	0.1%	North Dakota	48	0.0%	48	0.1%	49	0.0%	41	0.2%
46	0.1%	Rhode Island	48	0.0%	43	0.1%	44	0.1%	47	0.1%
50	0.1%	Vermont	43	0.2%	43	0.1%	49	0.0%	48	0.1%

2. Age of visitors:

Annual		Winter '92	Fall '91	Summer '91	Spring '91
12.7%	Under 18	8.6%	4.7%	22.0%	8.3%
3.3%	18-24	4.2%	2.0%	3.7%	3.3%
8.3%	25-34	7.3%	5.9%	10.3%	7.7%
12.3%	35-44	12.7%	9.2%	16.2%	9.8%
14.9%	45-54	15.5%	14.8%	15.1%	14.8%
23.6%	55-64	25.0%	29.3%	17.0%	27.2%
24.9%	65 Plus	26.7%	34.2%	15.8%	28.9%

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

(Multiple answers)

78.6%	Maps	76.5%	80.4%	77.5%	79.0%
40.5%	Historic Sites	40.1%	38.2%	38.7%	43.4%
37.0%	Travel Break	33.8%	38.2%	37.9%	36.2%
30.7%	City/Towns	26.6%	30.3%	31.5%	31.1%
19.9%	Museums	17.9%	19.7%	19.7%	20.6%
17.9%	National Parks	18.5%	17.6%	15.0%	20.4%
17.9%	Routing	20.8%	20.5%	17.2%	16.6%
17.6%	State Parks	14.5%	17.1%	16.9%	19.1%
14.8%	Lodgings	14.2%	14.7%	15.9%	14.0%
14.5%	Campgrounds	15.1%	15.9%	11.6%	16.0%
13.2%	Special Events	10.9%	12.2%	14.1%	13.5%
10.6%	RV Parks	13.3%	12.3%	7.0%	12.3%
8.9%	Restaurants	7.5%	9.3%	9.1%	8.9%
4.1%	Theme Parks	1.4%	2.1%	7.0%	3.2%

4. Purpose of this Texas trip:

(Multiple answers)

60.2%	Vacation/Leisure	57.1%	58.8%	60.6%	61.3%
39.1%	Visit Family/Friends	42.0%	40.2%	37.2%	39.6%
16.4%	Just Passing Through	24.0%	17.7%	16.3%	14.5%
9.6%	Work/Business	9.4%	9.2%	9.7%	9.8%
7.5%	Other	6.7%	7.9%	7.7%	7.3%
5.0%	Convention	3.2%	6.1%	4.2%	5.4%
4.3%	Day Trip Only	4.1%	3.5%	5.3%	3.9%
3.2%	Moving to Texas	2.9%	2.6%	4.0%	2.8%

5. What type accommodations used?

(Multiple answers)

56.5%	Motel	56.9%	55.6%	59.1%	54.7%
24.4%	Private Home	23.1%	24.9%	24.9%	24.0%
17.6%	Hotel	13.6%	16.6%	20.2%	16.5%
9.4%	Motor Home	11.8%	10.6%	5.6%	11.5%
7.4%	Travel Trailer	8.4%	8.1%	4.8%	9.0%
4.6%	Tent Camping	4.3%	4.0%	5.5%	4.2%
4.2%	Apartment/Condo	3.6%	3.2%	5.1%	4.1%
3.3%	Military Base	3.0%	3.3%	3.0%	3.6%
2.4%	Van Camper	1.8%	2.8%	1.8%	2.7%
2.0%	Bed & Breakfast	1.8%	1.9%	1.8%	2.3%
1.9%	Pickup Camper	2.5%	2.4%	1.2%	2.1%
0.4%	Hostel	0.2%	0.6%	0.4%	0.4%

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

Annual		Winter '92	Fall '91	Summer '91	Spring '91
66.8%	Private Auto	66.2%	64.0%	70.0%	65.7%
10.6%	Van	9.3%	9.9%	11.5%	10.4%
9.2%	Pickup	11.3%	10.0%	8.6%	8.8%
8.5%	Motor Home	10.2%	9.7%	4.8%	10.6%
6.7%	Rental Auto	7.0%	6.5%	6.4%	7.1%
5.0%	Airline	4.0%	4.8%	5.0%	5.3%
3.5%	Pickup/Camper	3.7%	4.2%	2.6%	3.9%
3.1%	Tour Bus	3.1%	3.8%	2.4%	3.4%
2.1%	Boat	1.1%	1.8%	2.4%	2.3%
2.1%	Bus Line	1.4%	2.4%	1.8%	2.3%
1.0%	Motorcycle	0.2%	1.0%	1.2%	0.9%
0.9%	Truck (heavy duty)	0.6%	1.0%	0.9%	1.0%
0.3%	Private Plane	0.2%	0.4%	0.3%	0.3%
0.3%	Train	0.2%	0.3%	0.2%	0.3%
0.2%	Rental RV	0.2%	0.2%	0.3%	0.1%

7. Total miles in Texas this trip?

2.0%	100 or less	2.6%	1.6%	2.0%	1.9%
10.0%	101-300	9.2%	9.4%	11.4%	9.3%
15.1%	301-500	12.8%	14.7%	16.4%	14.5%
19.1%	501-800	15.6%	19.9%	22.0%	16.7%
15.1%	801-1,000	19.3%	16.8%	14.7%	13.8%
20.1%	1,001-1,500	17.7%	20.5%	18.5%	21.8%
11.8%	1,501-2,000	15.6%	10.5%	9.2%	14.0%
6.9%	2,001 plus	7.2%	6.8%	5.8%	8.0%

8. How many nights in Texas this trip?

6.1%	0	6.8%	5.1%	7.2%	5.6%
10.0%	1	8.9%	8.9%	12.4%	8.8%
14.7%	2	15.3%	14.5%	17.2%	12.5%
12.5%	3	11.3%	12.6%	13.8%	11.6%
11.0%	4	9.1%	12.5%	11.4%	10.3%
9.2%	5	9.9%	9.6%	8.3%	9.6%
7.0%	6	5.1%	6.3%	6.8%	8.0%
6.1%	7	4.0%	6.5%	6.2%	6.2%
4.2%	8	4.2%	4.7%	3.5%	4.6%
2.7%	9	3.5%	2.5%	2.3%	3.1%
3.7%	10	5.6%	3.5%	2.9%	4.3%
6.9%	11-15	8.0%	7.8%	5.1%	7.7%
2.8%	16-20	4.5%	2.3%	1.7%	3.7%
1.5%	21-25	1.7%	1.8%	0.6%	2.0%
1.5%	26-30	2.1%	1.4%	0.7%	2.0%

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

Approximate dollars spent in Texas on this trip?

Annual		Winter '92	Fall '91	Summer '91	Spring '91
26.3%	Lodging	26.7%	26.9%	26.4%	26.0%
25.9%	Food	25.0%	26.1%	26.6%	25.4%
16.9%	Shopping	18.6%	17.0%	16.4%	16.9%
15.4%	Fuel/Auto Repairs	16.1%	17.1%	13.9%	15.6%
7.0%	Entertainment	5.7%	5.7%	8.9%	6.4%
4.2%	Other	3.5%	3.2%	3.6%	5.2%
2.3%	Fares: Air/Taxi/Bus	1.8%	2.2%	2.3%	2.4%
2.0%	Rental Car	2.5%	1.8%	2.0%	2.0%
6.3 Days	Avg. Time Spent in Texas	7.2 Days	6.4 Days	5.2 Days	7.0 Days
2.4	Avg. No. People per Party	2.3	2.1	2.7	2.3
	Avg. Expenditures:				
\$ 540	Per Party Per Trip	\$ 544	\$ 516	\$ 510	\$ 578
\$ 86	Per Day Per Party	\$ 75	\$ 81	\$ 98	\$ 82
\$ 36	Per Person Per Day	\$ 33	\$ 38	\$ 37	\$ 35

10. What influenced your decision to visit Texas?

(Multiple answers)

48.9%	Friends/Family	47.3%	47.2%	49.6%	49.4%
31.5%	Previous Trip	30.1%	31.5%	30.7%	32.6%
24.4%	Brochures	23.2%	23.8%	24.6%	24.9%
20.3%	Word of Mouth	18.6%	19.8%	20.1%	21.1%
18.6%	Passing Through	22.6%	20.5%	17.8%	17.7%
14.0%	None of the Above	14.7%	13.7%	15.1%	13.2%
6.5%	Magazine Ad	5.4%	6.9%	5.6%	7.2%
3.2%	Billboards	3.3%	3.0%	3.7%	2.8%
3.2%	TV Ad	1.9%	2.1%	3.7%	3.6%
2.4%	Newspaper Ad	1.6%	2.0%	2.8%	2.3%
0.6%	Radio Ad	0.3%	0.4%	0.6%	0.7%

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

(Multiple answers)

If in advance (ordered from):

49.4%	Auto Club/Travel Agent	57.0%	56.2%	43.8%	49.4%
43.4%	State Tourist Office	40.9%	40.2%	42.5%	46.2%
13.5%	Lodging	11.0%	12.3%	15.5%	12.8%
11.8%	City/Town	7.2%	10.5%	13.1%	12.1%
8.5%	Regional Chamber	5.2%	6.5%	11.2%	7.9%
2.2%	Theme Park	0.7%	1.5%	3.7%	1.6%

If after you left home:

89.2%	Info Center	93.8%	89.8%	87.5%	89.5%
20.6%	In City/Town	17.3%	20.5%	21.2%	20.9%
15.2%	At Lodging	16.1%	16.1%	14.9%	14.9%
2.3%	At Theme Park	2.0%	1.6%	3.1%	2.2%
2.1%	Travel Agent	0.7%	2.3%	2.3%	2.1%

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

Annual		Winter '92	Fall '91	Summer '91	Spring '91
16.3%	1 week or less	17.6%	15.9%	17.0%	15.5%
16.7%	2-3 weeks	15.9%	15.8%	17.9%	16.3%
19.1%	1 month	19.0%	18.1%	18.4%	20.2%
27.5%	2-3 months	27.7%	25.6%	26.7%	29.1%
10.6%	4-6 months	10.4%	12.5%	10.8%	9.5%
9.9%	Over 6 months	9.4%	12.2%	9.1%	9.4%

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

(Multiple answers)

39.4%	Did Not Influence My Trip	39.2%	41.1%	39.7%	38.4%
35.8%	Saw More Attractions	33.9%	34.1%	36.1%	36.7%
30.4%	Saw More Cities/Areas	30.2%	31.1%	28.4%	31.8%
14.2%	More Recreation	13.9%	12.5%	16.2%	13.5%
13.0%	Longer Stay	14.7%	13.4%	11.2%	13.9%
7.9%	Did More Shopping	8.8%	8.9%	7.8%	7.3%
5.4%	Ate Out More	5.7%	6.1%	5.4%	5.0%
4.6%	Stayed At More Hotels/Motels	4.4%	5.1%	4.2%	4.6%
3.4%	Saw More Theme Parks	2.1%	2.5%	4.3%	3.2%

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

(Multiple answers)

55.5%	Shopping	57.0%	53.9%	57.7%	54.3%
50.9%	Historical Tours	47.4%	49.8%	49.1%	53.7%
42.9%	Museums - Historical	41.2%	40.5%	41.7%	45.6%
37.0%	Photography	34.8%	34.7%	36.4%	39.2%
21.9%	Camping	25.1%	23.5%	16.7%	24.7%
20.1%	Hiking	22.3%	17.1%	17.8%	23.2%
17.4%	Museums - Art	16.9%	16.1%	16.0%	19.3%
16.1%	Bird-watching	18.9%	14.8%	12.7%	19.3%
13.4%	Swimming	2.1%	6.7%	25.8%	8.5%
12.8%	Business	15.5%	11.8%	12.6%	13.0%
11.3%	Rocks	12.5%	10.3%	11.0%	11.9%
10.1%	Theme Park	2.7%	4.8%	17.5%	7.9%
8.0%	Festival/Fair	3.9%	9.2%	6.5%	9.4%
7.8%	Boating	4.3%	7.1%	9.4%	7.6%
7.3%	Theater - Movie	11.1%	5.8%	8.9%	6.1%
6.8%	Fishing	5.9%	5.5%	7.6%	7.0%
6.2%	Golf/Tennis	7.5%	6.0%	5.6%	6.6%
5.7%	Sports Event	4.3%	6.1%	7.5%	4.3%
5.6%	Convention	3.4%	7.1%	4.9%	5.8%
3.6%	Theater - Live	2.7%	1.7%	7.0%	1.9%
3.4%	Military Event	1.6%	3.9%	3.5%	3.4%
3.1%	School/Seminar	2.0%	3.2%	3.3%	3.2%
2.6%	Concert - Pop/Rock/CW	2.5%	2.0%	3.3%	2.3%
2.4%	Horse Riding	1.3%	1.5%	3.2%	2.4%
2.3%	Rodeo	2.7%	1.3%	3.2%	2.0%
2.0%	Concert - Classical	2.5%	1.9%	2.0%	2.0%
1.4%	Livestock Show	1.6%	1.4%	1.1%	1.5%
1.4%	Medical Treatment	1.8%	1.0%	1.4%	1.4%
0.8%	Hunting	2.9%	0.9%	0.6%	0.5%
0.6%	Waterskiing	0.4%	0.4%	1.2%	0.3%

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

Annual		Winter '92	Fall '91	Summer '91	Spring '91
62.1%	Scenery	58.5%	61.2%	60.0%	65.1%
60.4%	Friendliness	58.5%	61.8%	58.0%	62.0%
56.5%	Good Highways	56.7%	58.3%	54.5%	57.1%
49.4%	Food	48.6%	48.5%	49.6%	49.9%
42.4%	Historical Markers	37.3%	40.9%	40.9%	45.2%
37.7%	Shopping	37.8%	35.7%	40.1%	36.7%
36.5%	Wild Flowers	14.3%	21.4%	30.3%	53.6%
35.8%	Museums - Historical	33.2%	34.5%	35.1%	37.6%
34.8%	Small Towns	34.4%	35.9%	32.0%	36.5%
28.7%	Desert/Plains	33.9%	30.0%	24.9%	30.3%
25.6%	Mountains	28.0%	25.9%	22.4%	27.8%
20.3%	Big Cities	17.9%	18.7%	21.8%	20.3%
18.6%	Camping	21.4%	19.4%	14.0%	21.6%
14.8%	Forests	14.7%	14.2%	14.1%	15.8%
12.1%	Beaches	10.5%	11.8%	12.5%	12.2%
12.0%	Museums - Art	9.6%	10.0%	11.4%	14.0%
8.8%	Swimming	1.7%	3.6%	17.2%	5.7%
7.9%	Theme Parks	2.5%	3.9%	13.7%	6.0%
7.3%	Festivals	4.7%	7.8%	6.1%	8.5%
6.7%	Nightlife	6.9%	6.2%	7.6%	6.3%
5.2%	Fishing	5.2%	4.5%	5.6%	5.3%
5.1%	Boating	2.2%	4.6%	5.7%	5.4%
4.9%	Golf/Tennis	6.4%	5.2%	4.1%	5.2%
3.9%	Resorts	2.7%	3.4%	4.3%	4.0%
3.5%	Sports - Professional	1.7%	3.3%	5.6%	2.1%
3.2%	Theater	3.4%	1.8%	5.8%	1.7%
2.0%	Concerts - Rock/Pop/CW	1.4%	1.3%	2.6%	1.9%
1.9%	Dude Ranches	2.2%	2.8%	1.8%	1.6%
1.9%	Sports - Amateur	2.2%	2.2%	1.9%	1.7%
1.5%	Concerts - Classical	1.9%	1.7%	1.4%	1.5%
0.5%	Sailing	0.3%	0.1%	0.7%	0.5%
0.4%	Waterskiing	0.3%	0.2%	0.7%	0.3%
0.2%	Ballet	0.2%	0.2%	0.3%	0.3%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual			Winter '92	Fall '91	Summer '91	Spring '91
Rank	Pct.	City/Town	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.
1	30.5%	San Antonio	1 24.4%	1 30.8%	1 27.0%	1 34.5%
2	20.4%	Dallas	2 19.3%	2 20.9%	2 23.3%	3 17.8%
3	18.9%	Austin	4 15.0%	4 13.7%	3 19.4%	2 22.0%
4	15.4%	Houston	5 12.9%	3 16.8%	4 14.5%	4 15.8%
5	12.2%	El Paso	3 17.2%	5 13.5%	7 8.5%	5 13.7%
6	10.0%	Fort Worth	7 8.0%	6 10.1%	6 11.9%	7 8.7%
7	9.5%	Amarillo	17 4.8%	7 8.9%	5 13.1%	8 7.7%
8	8.8%	Del Rio	6 12.1%	8 8.7%	8 6.9%	6 10.0%
9	6.4%	Corpus Christi	8 7.3%	9 6.2%	11 5.5%	9 7.0%
10	6.1%	Galveston	15 5.1%	11 6.1%	9 6.1%	12 6.2%
11	5.4%	Big Bend National Park	9 6.5%	12 5.7%	14 3.9%	11 6.3%
12	5.2%	Fort Stockton	13 5.5%	9 6.2%	18 3.4%	13 6.1%
13	5.1%	Fredericksburg	20 3.7%	13 4.8%	19 3.3%	10 7.0%
14	5.0%	Langtry	9 6.5%	16 4.4%	12 4.9%	14 5.3%
15	4.4%	Alpine	12 6.3%	15 4.5%	17 3.5%	16 4.7%
16	4.2%	Fort Davis	24 2.9%	14 4.5%	19 3.3%	15 4.9%
17	3.5%	Arlington	43 1.4%	37 2.0%	10 5.9%	24 2.7%
18	3.5%	Tyler	26 2.7%	18 3.6%	16 3.6%	18 3.5%
18	3.5%	Waco	29 2.6%	21 3.3%	19 3.3%	17 4.0%
20	3.3%	New Braunfels	39 1.5%	25 2.7%	13 4.0%	20 3.4%
21	3.2%	Wichita Falls	24 2.9%	19 3.6%	14 3.9%	29 2.4%
22	3.0%	Van Horn	9 6.5%	17 4.1%	40 1.4%	22 3.0%
23	2.9%	Abilene	18 4.1%	21 3.3%	25 2.5%	24 2.7%
24	2.7%	Brownsville	19 3.9%	24 2.9%	34 1.6%	20 3.4%
25	2.6%	South Padre Island	21 3.2%	20 3.4%	27 2.0%	27 2.4%
26	2.5%	Johnson City	49 1.2%	29 2.3%	33 1.6%	18 3.5%
27	2.4%	Laredo	21 3.2%	31 2.1%	26 2.3%	26 2.5%
28	2.4%	Harlingen	14 5.3%	23 3.1%	36 1.5%	32 2.2%
29	2.4%	Kerrville	29 2.6%	26 2.4%	30 1.8%	23 2.8%
30	2.4%	San Marcos	43 1.4%	39 1.7%	23 2.9%	27 2.4%

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

(Top 50 Attractions Listed)

Annual		Attraction	Winter '92		Fall '91		Summer '91		Spring '91	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	26.7%	Alamo	2	23.2%	1	27.6%	1	23.9%	1	29.2%
2	18.9%	Big Bend National Park	1	23.8%	2	21.6%	4	11.3%	2	23.3%
3	18.0%	San Antonio River Walk	3	14.6%	3	19.1%	2	15.9%	3	19.8%
4	14.3%	Capitol Complex	4	10.1%	4	9.4%	3	15.8%	4	15.9%
5	7.9%	Ft. Davis Natl. Hist. Site	5	8.3%	5	8.6%	10	5.8%	6	9.3%
6	7.6%	LBJ Natl. Historical Pk.	9	5.7%	6	7.5%	11	5.1%	5	9.9%
7	6.5%	LBJ Library & Museum	7	6.3%	8	5.4%	9	5.9%	7	7.7%
8	5.7%	Palo Duro Canyon St. Pk.	37	1.2%	17	3.2%	5	9.7%	13	4.2%
9	5.3%	NASA	13	3.6%	10	4.5%	8	6.2%	10	5.1%
10	5.0%	San Antonio Missions	10	4.8%	9	5.3%	17	3.0%	8	6.6%
10	5.0%	Sea World	98	0.3%	35	1.6%	7	8.8%	14	4.1%
12	4.6%	Mc Donald Observatory	11	4.5%	12	4.0%	13	4.0%	9	5.3%
13	4.3%	Six Flags Over Texas	63	0.6%	31	1.8%	6	9.0%	27	2.1%
14	4.2%	Padre Is. Natl. Seashore	8	6.0%	7	5.6%	21	2.7%	12	4.4%
15	3.8%	Seminole Canyon St. Pk.	15	3.3%	16	3.8%	18	2.9%	11	4.6%
16	3.5%	Amistad Reservoir	6	7.4%	11	4.0%	33	2.1%	16	3.9%
17	3.5%	S. J. Battleground St. Pk.	37	1.2%	17	3.2%	12	4.3%	18	3.3%
18	3.3%	Guad. Mnts. Natl. Pk.	15	3.3%	13	3.9%	25	2.4%	17	3.9%
19	3.0%	Davis Mountains St. Pk.	18	2.7%	13	3.9%	23	2.5%	19	3.1%
20	3.0%	Lajitas Mus. & Desert Garden	11	4.5%	13	3.9%	27	2.3%	21	2.9%
21	2.9%	Adm. Nimitz St. Hist. Site	17	3.0%	20	3.1%	48	1.4%	15	4.0%
22	2.7%	U. T. At Austin	26	1.8%	21	2.8%	27	2.3%	19	3.1%
23	2.3%	Ft. Worth Stockyards	37	1.2%	35	1.6%	19	2.8%	25	2.3%
24	2.3%	Astrodome	98	0.3%	26	2.0%	15	3.2%	31	1.9%
25	2.2%	Zilker Park	20	2.4%	55	0.9%	23	2.5%	23	2.6%
26	2.1%	Fort Stockton	20	2.4%	24	2.1%	37	1.8%	25	2.3%
27	2.0%	JFK Memorials	48	0.9%	22	2.4%	22	2.6%	35	1.6%
28	2.0%	Governors Mansion	98	0.3%	26	2.0%	27	2.3%	30	2.0%
29	1.9%	Tx. Ranger H. Fame Mus.	48	0.9%	34	1.7%	42	1.6%	24	2.4%
30	1.9%	Caverns Of Sonora	13	3.6%	31	1.8%	38	1.8%	33	1.8%
31	1.8%	El Mercado (San Antonio)	30	1.5%	24	2.1%	47	1.5%	27	2.1%
31	1.8%	San Antonio Zoo	63	0.6%	26	2.0%	32	2.1%	34	1.7%
33	1.7%	South Padre Island	37	1.2%	41	1.3%	42	1.6%	27	2.1%
34	1.6%	Lone Star Brewery	30	1.5%	38	1.5%	55	1.2%	32	1.8%
35	1.5%	Balmorea St. Rec. Pk.	18	2.7%	55	0.9%	48	1.4%	35	1.6%
35	1.5%	Dallas W. End Hist. Dist.	20	2.4%	41	1.3%	30	2.2%	65	0.8%
37	1.4%	Ft. Worth Mus. Sci./Hist.	37	1.2%	50	1.0%	34	2.0%	45	1.2%
38	1.4%	Natural Bridge Caverns	48	0.9%	50	1.0%	34	2.0%	47	1.1%
39	1.4%	Panhandle Plains Hist. Mus.	98	0.3%	66	0.8%	25	2.4%	60	0.9%
40	1.3%	Astroworld	63	0.6%	153	0.2%	16	3.1%	97	0.5%
41	1.3%	Tower Of The Americas	63	0.6%	31	1.8%	48	1.4%	47	1.1%
42	1.3%	Alamo Village	48	0.9%	66	0.8%	40	1.7%	43	1.2%
42	1.3%	State Fair Park	98	0.3%	17	3.2%	62	1.0%	71	0.7%
44	1.3%	Institute Of Texan Cultures	48	0.9%	35	1.6%	57	1.1%	41	1.3%
44	1.3%	Mustang Island St. Pk.	63	0.6%	44	1.2%	53	1.3%	38	1.3%
46	1.2%	IMAX Theatre	63	0.6%	38	1.5%	45	1.5%	56	1.0%
46	1.2%	Pioneer Amphitheatre	180	0.0%	328	0.0%	14	3.5%	220	0.1%
48	1.2%	Study Butte Ghost Town	26	1.8%	38	1.5%	82	0.6%	37	1.5%
49	1.2%	AG Carter Mus. Of W. Art	48	0.9%	55	0.9%	40	1.7%	56	1.0%
49	1.2%	King Ranch	25	2.1%	30	1.9%	73	0.8%	47	1.1%

TEXAS AUTO VISITOR SURVEY

Responses from International Short-Term Visitors

1992 WINTER REPORT

(Dec. '91 - Feb. '92)

1. Where do you live?

Annual			Winter '92	Fall '91	Summer '91	Spring '91
Rank	Pct.	Nation	Rank Pct.	Rank Pct.	Rank Pct.	Rank Pct.
1	37.0%	England	3 6.7%	1 44.3%	1 49.8%	2 24.6%
2	27.1%	Canada	1 66.7%	2 22.1%	3 12.1%	1 37.2%
3	14.0%	West Germany	2 13.3%	3 11.1%	2 13.2%	3 17.7%
4	5.1%	Australia	3 6.7%	4 5.4%	4 6.0%	6 3.8%
5	3.2%	Netherlands	5 3.3%	6 2.9%	6 2.6%	4 4.1%
5	3.2%	Switzerland	8 0.0%	5 3.2%	5 3.0%	4 4.1%
7	1.6%	New Zealand	8 0.0%	7 2.5%	8 1.5%	8 1.0%
8	1.3%	France	8 0.0%	9 1.1%	8 1.5%	7 1.7%
9	1.0%	Wales	8 0.0%	15 0.4%	7 2.3%	9 0.7%
10	0.6%	Austria	8 0.0%	10 0.7%	11 0.8%	11 0.3%
10	0.6%	Belgium	8 0.0%	10 0.7%	11 0.8%	11 0.3%
10	0.6%	Finland	8 0.0%	8 1.4%	15 0.4%	24 0.0%
13	0.4%	Denmark	8 0.0%	15 0.4%	11 0.8%	11 0.3%
13	0.4%	Japan	6 1.7%	15 0.4%	15 0.4%	11 0.3%
13	0.4%	Sweden	6 1.7%	10 0.7%	15 0.4%	24 0.0%
16	0.3%	Ireland	8 0.0%	10 0.7%	25 0.0%	11 0.3%
16	0.3%	Italy	8 0.0%	22 0.0%	10 1.1%	24 0.0%
16	0.3%	Puerto Rico	8 0.0%	10 0.7%	15 0.4%	24 0.0%
16	0.3%	Taiwan	8 0.0%	15 0.4%	15 0.4%	11 0.3%
16	0.3%	Venezuela	8 0.0%	22 0.0%	11 0.8%	11 0.3%
21	0.2%	Israel	8 0.0%	15 0.4%	25 0.0%	11 0.3%
21	0.2%	South Africa	8 0.0%	22 0.0%	25 0.0%	9 0.7%
23	0.1%	Chile	8 0.0%	22 0.0%	25 0.0%	11 0.3%
23	0.1%	Cuba	8 0.0%	22 0.0%	15 0.4%	24 0.0%
23	0.1%	Cyprus	8 0.0%	22 0.0%	25 0.0%	11 0.3%
23	0.1%	Czechoslovakia	8 0.0%	22 0.0%	15 0.4%	24 0.0%
23	0.1%	Greece	8 0.0%	15 0.4%	25 0.0%	24 0.0%
23	0.1%	Guadeloupe	8 0.0%	22 0.0%	15 0.4%	24 0.0%
23	0.1%	Haiti	8 0.0%	22 0.0%	15 0.4%	24 0.0%
23	0.1%	Honduras	8 0.0%	22 0.0%	25 0.0%	11 0.3%
23	0.1%	Hong Kong	8 0.0%	15 0.4%	25 0.0%	24 0.0%
23	0.1%	Norway	8 0.0%	22 0.0%	25 0.0%	11 0.3%
23	0.1%	Spain	8 0.0%	22 0.0%	15 0.4%	24 0.0%
23	0.1%	Virgin Islands	8 0.0%	22 0.0%	25 0.0%	11 0.3%

Mexico is not included.

2. Age of visitors:

Annual		Winter '92	Fall '91	Summer '91	Spring '91
5.1%	Under 18	6.7%	1.3%	6.8%	6.1%
6.6%	18-24	5.0%	4.8%	8.5%	6.4%
16.3%	25-34	11.7%	18.3%	16.7%	15.3%
12.7%	35-44	15.0%	12.5%	16.1%	9.6%
18.8%	45-54	20.8%	18.8%	22.1%	15.4%
26.7%	55-64	34.2%	26.3%	20.7%	31.0%
13.9%	65 Plus	6.7%	18.1%	9.2%	16.1%

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

78.3%	Maps	86.7%	82.5%	74.0%	76.3%
44.6%	Historic Sites	51.7%	39.4%	40.8%	51.2%
40.9%	City/Towns	60.0%	34.6%	39.2%	44.3%
26.3%	Travel Break	26.7%	26.0%	32.0%	21.7%
25.3%	National Parks	36.7%	23.1%	21.2%	28.5%
20.8%	Museums	28.3%	19.7%	16.8%	23.7%
20.5%	State Parks	33.3%	17.5%	12.8%	27.2%
15.6%	Routing	21.7%	14.9%	13.6%	16.8%
15.4%	Lodgings	26.7%	15.2%	13.6%	14.8%
13.2%	Campgrounds	26.7%	12.6%	6.8%	16.5%
12.1%	Special Events	16.7%	10.0%	12.8%	12.4%
10.0%	RV Parks	25.0%	10.4%	3.2%	12.4%
9.3%	Restaurants	6.7%	6.7%	12.4%	9.6%
3.8%	Theme Parks	1.7%	2.6%	6.0%	3.4%

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

87.4%	Vacation/Leisure	85.0%	88.1%	88.3%	86.3%
18.6%	Visit Family/Friends	26.7%	11.9%	13.6%	27.7%
15.1%	Just Passing Through	18.3%	17.6%	9.9%	16.8%
3.2%	Work/Business	3.3%	2.9%	3.4%	3.4%
2.3%	Other	0.0%	1.8%	3.4%	2.4%
2.0%	Moving to Texas	0.0%	2.2%	1.5%	2.7%
1.9%	Convention	3.3%	1.4%	0.8%	3.1%
1.3%	Day Trip Only	1.7%	1.1%	1.9%	1.0%

5. What type accommodations used?
(Multiple answers)

48.5%	Motel	55.0%	43.7%	54.4%	46.4%
47.6%	Hotel	23.3%	53.4%	59.1%	36.8%
13.6%	Private Home	20.0%	9.3%	12.0%	17.9%
7.6%	Motor Home	11.7%	7.2%	3.5%	11.0%
5.2%	Tent Camping	0.0%	3.6%	6.6%	6.5%
4.9%	Travel Trailer	15.0%	5.4%	0.8%	6.2%
4.4%	Apartment/Condo	8.3%	2.5%	3.9%	5.8%
3.0%	Van Camper	3.3%	2.5%	1.9%	4.5%
2.6%	Hostel	3.3%	2.2%	2.7%	2.8%
1.9%	Bed & Breakfast	1.7%	0.7%	1.5%	3.4%
1.0%	Pickup Camper	0.0%	1.1%	0.8%	1.4%
0.4%	Military Base	1.7%	0.7%	0.4%	0.0%

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

Annual		Winter '92	Fall '91	Summer '91	Spring '91
31.6%	Tour Bus	3.3%	41.6%	40.9%	19.3%
27.8%	Rental Auto	31.7%	24.7%	29.6%	28.3%
27.1%	Private Auto	45.0%	24.7%	19.3%	32.8%
10.3%	Airline	11.7%	8.6%	9.9%	12.1%
8.4%	Bus Line	3.3%	8.2%	10.6%	7.6%
6.7%	Motor Home	13.3%	5.4%	2.7%	10.3%
3.9%	Van	1.7%	2.5%	3.0%	6.6%
3.4%	Pickup	5.0%	3.9%	1.5%	4.1%
2.4%	Pickup/Camper	8.3%	2.2%	0.8%	2.8%
1.9%	Boat	0.0%	1.4%	2.7%	2.1%
1.8%	Rental RV	0.0%	1.8%	0.8%	3.1%
1.1%	Train	0.0%	0.4%	1.5%	1.7%
0.6%	Motorcycle	0.0%	0.0%	1.5%	0.3%
0.4%	Truck (heavy duty)	0.0%	0.7%	0.0%	0.7%
0.2%	Private Plane	0.0%	0.0%	0.8%	0.0%

7. Total miles in Texas this trip?

0.5%	100 or less	0.0%	0.4%	1.2%	0.0%
3.1%	101-300	1.8%	3.0%	4.0%	2.8%
5.0%	301-500	1.8%	6.3%	2.8%	6.4%
11.3%	501-800	22.8%	9.3%	7.6%	14.2%
12.7%	801-1,000	14.0%	16.4%	8.8%	12.4%
28.0%	1,001-1,500	21.1%	31.0%	33.1%	22.0%
19.8%	1,501-2,000	21.1%	16.4%	19.9%	22.7%
19.6%	2,001 plus	17.5%	17.2%	22.7%	19.5%

8. How many nights in Texas this trip?

1.0%	0	0.0%	0.5%	2.3%	0.4%
3.3%	1	3.9%	3.8%	2.8%	3.2%
5.2%	2	3.9%	6.6%	2.8%	6.4%
6.7%	3	7.7%	6.6%	7.4%	6.0%
6.0%	4	5.8%	7.1%	6.9%	4.4%
7.8%	5	3.9%	9.5%	4.6%	10.0%
10.1%	6	7.7%	11.4%	11.6%	8.4%
13.2%	7	9.6%	12.3%	17.6%	10.8%
6.3%	8	0.0%	8.1%	5.1%	7.2%
5.5%	9	3.9%	6.6%	6.5%	4.0%
5.6%	10	5.8%	3.8%	6.0%	6.8%
14.2%	11-15	21.2%	10.9%	18.5%	12.0%
8.1%	16-20	13.5%	7.6%	3.7%	11.2%
4.1%	21-25	7.7%	1.4%	2.8%	6.8%
2.9%	26-30	5.8%	3.8%	1.4%	2.8%

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

Approximate dollars spent in Texas on this trip?

Annual		Winter '92	Fall '91	Summer '91	Spring '91
25.7%	Food	27.4%	24.9%	25.9%	25.7%
23.4%	Lodging	25.9%	23.2%	23.2%	23.3%
20.6%	Shopping	24.6%	19.2%	20.9%	20.3%
9.9%	Rental Car	5.2%	10.2%	10.9%	9.8%
7.5%	Fuel/Auto Repairs	8.5%	8.8%	4.7%	8.9%
6.8%	Entertainment	4.7%	7.3%	8.4%	5.6%
3.3%	Fares: Air/Taxi/Bus	2.7%	3.1%	3.5%	3.4%
2.7%	Other	1.1%	3.3%	2.5%	3.0%
10.1 Days	Avg. Time Spent in Texas	12.4 Days	9.1 Days	9.5 Days	11.0 Days
2.3	Avg. No. People per Party	2.0	1.9	2.5	2.4
	Avg. Expenditures:				
\$ 1,010	Per Party Per Trip	\$ 1,127	\$ 869	\$ 1,098	\$ 1,029
\$ 100	Per Day Per Party	\$ 91	\$ 95	\$ 115	\$ 94
\$ 44	Per Person Per Day	\$ 46	\$ 49	\$ 46	\$ 39

10. What influenced your decision to visit Texas?

(Multiple answers)

48.0%	Brochures	32.8%	45.6%	55.6%	46.5%
30.4%	Friends/Family	32.8%	22.4%	22.6%	44.7%
21.1%	Passing Through	37.9%	23.2%	11.7%	24.3%
18.6%	Word of Mouth	31.0%	16.9%	15.6%	20.4%
14.1%	None of the Above	13.8%	16.2%	19.5%	7.4%
12.6%	Previous Trip	19.0%	11.4%	11.3%	13.7%
6.1%	Magazine Ad	10.3%	3.3%	3.5%	10.2%
3.1%	TV Ad	5.2%	2.9%	2.7%	3.2%
2.3%	Newspaper Ad	6.9%	3.7%	0.8%	1.4%
1.6%	Billboards	1.7%	1.5%	1.2%	2.1%
0.6%	Radio Ad	0.0%	0.7%	0.4%	0.7%

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

(Multiple answers)

If in advance (ordered from):

75.9%	Auto Club/Travel Agent	75.0%	75.2%	75.4%	77.2%
25.8%	State Tourist Office	25.0%	24.8%	22.3%	29.8%
7.7%	City/Town	4.2%	7.0%	7.7%	8.9%
5.1%	Lodging	16.7%	3.8%	4.6%	5.1%
4.1%	Regional Chamber	8.3%	1.3%	2.3%	7.6%
0.6%	Theme Park	0.0%	1.3%	0.0%	0.6%

If after you left home:

76.1%	Info Center	86.3%	71.4%	69.9%	82.7%
24.4%	In City/Town	27.5%	22.4%	23.5%	26.0%
19.3%	Travel Agent	3.9%	24.8%	24.7%	14.3%
16.9%	At Lodging	29.4%	15.5%	15.1%	16.3%
2.3%	At Theme Park	3.9%	2.5%	2.4%	1.5%

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

Annual		Winter '92	Fall '91	Summer '91	Spring '91
10.4%	1 week or less	13.6%	7.3%	10.3%	12.7%
6.5%	2-3 weeks	13.6%	5.1%	7.2%	5.8%
9.9%	1 month	13.6%	7.3%	7.2%	14.1%
24.3%	2-3 months	28.8%	22.9%	24.0%	25.1%
24.2%	4-6 months	20.3%	24.4%	24.7%	24.4%
24.7%	Over 6 months	10.2%	33.1%	26.6%	17.9%

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

(Multiple answers)

41.3%	Saw More Attractions	43.9%	39.0%	40.3%	43.7%
39.1%	Saw More Cities/Areas	50.9%	37.8%	32.9%	43.3%
31.8%	Did Not Influence My Trip	26.3%	32.1%	36.2%	28.9%
13.0%	Longer Stay	22.8%	13.3%	8.6%	14.4%
12.2%	More Recreation	14.0%	11.7%	11.5%	13.0%
8.6%	Did More Shopping	5.3%	9.2%	9.9%	7.6%
6.5%	Stayed At More Hotels/Motels	5.3%	7.6%	8.2%	4.3%
6.4%	Saw More Theme Parks	5.3%	5.6%	4.9%	8.7%
4.8%	Ate Out More	3.5%	5.2%	5.4%	4.3%

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

(Multiple answers)

70.9%	Shopping	81.4%	64.1%	71.2%	74.8%
67.7%	Historical Tours	50.9%	68.2%	72.8%	66.3%
56.7%	Museums - Historical	52.5%	57.4%	58.0%	55.7%
54.0%	Photography	55.9%	49.3%	56.4%	56.0%
27.3%	Museums - Art	20.3%	28.9%	26.1%	28.4%
19.4%	Camping	28.8%	16.3%	12.8%	26.2%
18.3%	Rodeo	3.4%	15.6%	34.6%	9.2%
18.2%	Swimming	5.1%	12.2%	26.1%	19.5%
16.0%	Bird-watching	22.0%	14.1%	8.6%	23.4%
13.5%	Hiking	28.8%	10.4%	10.5%	16.0%
12.2%	Boating	5.1%	15.6%	14.4%	8.5%
12.2%	Theme Park	10.2%	10.0%	16.3%	11.0%
11.4%	Theater - Movie	17.0%	10.0%	14.4%	8.9%
7.9%	Festival/Fair	0.0%	9.3%	7.0%	9.2%
7.0%	Rocks	17.0%	4.1%	5.8%	8.9%
6.0%	Concert - Pop/Rock/CW	5.1%	5.9%	8.2%	4.3%
5.0%	Sports Event	1.7%	2.6%	7.0%	6.0%
4.8%	Business	6.8%	4.1%	4.7%	5.3%
4.3%	Livestock Show	3.4%	2.6%	7.8%	2.8%
3.8%	Horse Riding	5.1%	4.4%	4.3%	2.5%
3.7%	Concert - Classical	5.1%	3.7%	5.5%	1.8%
3.7%	Golf/Tennis	1.7%	3.3%	2.0%	6.0%
3.3%	Theater - Live	1.7%	1.9%	3.5%	5.0%
3.0%	Fishing	11.9%	2.6%	2.3%	2.1%
2.9%	Military Event	1.7%	2.6%	5.1%	1.4%
2.3%	Convention	3.4%	1.5%	1.2%	3.9%
1.2%	Medical Treatment	0.0%	0.7%	2.3%	0.7%
1.2%	School/Seminar	3.4%	1.5%	0.8%	0.7%
0.7%	Waterskiing	0.0%	0.7%	1.2%	0.4%
0.2%	Hunting	0.0%	0.4%	0.4%	0.0%

15. What did you enjoy about Texas?

(Multiple answers)

Annual		Winter '92	Fall '91	Summer '91	Spring '91
76.2%	Friendliness	78.0%	73.2%	76.5%	78.5%
56.2%	Scenery	55.9%	56.3%	46.0%	65.3%
54.0%	Food	40.7%	54.0%	54.1%	56.6%
53.3%	Shopping	54.2%	54.0%	54.8%	51.0%
51.7%	Good Highways	54.2%	51.8%	47.9%	54.5%
47.8%	Historical Markers	25.4%	48.2%	51.7%	48.6%
44.1%	Museums - Historical	40.7%	43.0%	42.9%	46.9%
41.1%	Big Cities	35.6%	43.0%	41.3%	40.3%
40.9%	Small Towns	50.9%	34.6%	39.0%	46.5%
32.8%	Desert/Plains	39.0%	33.5%	23.9%	38.9%
26.0%	Wild Flowers	10.2%	14.7%	15.1%	49.7%
25.6%	Mountains	33.9%	21.7%	19.3%	33.3%
19.8%	Forests	13.6%	16.5%	18.2%	25.7%
17.7%	Beaches	28.8%	13.2%	15.8%	21.2%
16.2%	Camping	27.1%	12.9%	10.4%	22.2%
16.1%	Museums - Art	11.9%	18.0%	13.9%	17.0%
14.9%	Nightlife	10.2%	18.0%	16.6%	11.5%
11.7%	Swimming	3.4%	8.5%	17.4%	11.5%
8.5%	Resorts	6.8%	9.9%	7.7%	8.3%
8.4%	Theme Parks	6.8%	7.4%	11.6%	6.9%
6.2%	Festivals	0.0%	5.2%	5.4%	9.0%
5.0%	Concerts - Rock/Pop/CW	3.4%	5.5%	7.0%	3.1%
4.9%	Dude Ranches	0.0%	5.9%	4.6%	5.2%
4.7%	Boating	3.4%	5.2%	5.4%	3.8%
4.2%	Sports - Professional	1.7%	2.9%	7.3%	3.1%
2.6%	Golf/Tennis	0.0%	2.2%	1.5%	4.5%
2.2%	Fishing	6.8%	1.8%	1.9%	1.7%
2.1%	Concerts - Classical	3.4%	1.5%	2.7%	1.7%
2.1%	Theater	3.4%	1.1%	3.1%	1.7%
1.0%	Sports - Amateur	0.0%	1.1%	1.2%	1.0%
0.7%	Sailing	1.7%	0.7%	0.4%	0.7%
0.6%	Ballet	1.7%	0.7%	0.4%	0.4%
0.3%	Waterskiing	0.0%	0.4%	0.8%	0.0%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual			Winter '92		Fall '91		Summer '91		Spring '91	
Rank	Pct.	City/Town	Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	71.9%	San Antonio	1	63.8%	1	72.7%	1	74.6%	1	70.5%
2	54.4%	Houston	6	27.6%	2	58.0%	3	65.9%	2	46.3%
3	53.6%	Dallas	2	32.8%	3	56.8%	2	67.1%	3	42.8%
4	35.4%	Austin	2	32.8%	4	28.0%	4	39.7%	4	38.9%
5	21.2%	Galveston	7	17.2%	5	18.2%	5	27.8%	5	18.9%
6	16.5%	El Paso	4	31.0%	6	16.7%	7	11.9%	7	17.5%
7	15.0%	Corpus Christi	5	29.3%	8	12.1%	9	10.7%	6	18.6%
8	12.9%	Waco	22	3.4%	7	14.0%	6	19.4%	12	8.1%
9	11.9%	Fort Worth	9	15.5%	9	8.7%	8	11.1%	8	14.7%
10	8.5%	Del Rio	11	13.8%	10	8.3%	11	6.7%	10	9.1%
11	7.6%	Amarillo	22	3.4%	12	5.7%	10	8.3%	9	9.5%
12	6.6%	Laredo	11	13.8%	11	6.1%	13	4.4%	13	7.7%
13	5.9%	Fort Stockton	35	1.7%	12	5.7%	12	5.6%	14	7.4%
14	5.6%	Fredericksburg	14	6.9%	15	3.4%	14	4.0%	11	8.8%
15	4.3%	Brownsville	9	15.5%	15	3.4%	23	1.6%	15	5.3%
16	4.2%	Big Bend National Park	22	3.4%	15	3.4%	14	4.0%	15	5.3%
17	3.8%	South Padre Island	7	17.2%	14	4.2%	33	0.8%	20	3.5%
18	3.6%	Van Horn	22	3.4%	19	3.0%	20	2.4%	15	5.3%
19	3.4%	Alpine	14	6.9%	20	2.7%	16	3.6%	23	3.2%
20	2.9%	New Braunfels	14	6.9%	20	2.7%	17	3.2%	30	2.1%
21	2.6%	Beaumont	22	3.4%	15	3.4%	33	0.8%	23	3.2%
22	2.4%	Langtry	35	1.7%	34	1.1%	23	1.6%	18	4.6%
22	2.4%	San Marcos	22	3.4%	34	1.1%	20	2.4%	20	3.5%
22	2.4%	Wichita Falls	35	1.7%	39	0.8%	17	3.2%	20	3.5%
25	2.2%	Harlingen	14	6.9%	27	1.5%	105	0.0%	19	3.9%
25	2.2%	Mc Allen	13	10.3%	34	1.1%	52	0.4%	23	3.2%
27	2.1%	Kerrville	35	1.7%	34	1.1%	22	2.0%	23	3.2%
28	2.0%	Lubbock	35	1.7%	24	1.9%	27	1.2%	27	2.8%
29	1.9%	Fort Davis	22	3.4%	27	1.5%	23	1.6%	30	2.1%
29	1.9%	San Angelo	35	1.7%	106	0.0%	17	3.2%	28	2.5%

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

(Top 50 Attractions Listed)

Annual			Winter '92	Fall '91	Summer '91	Spring '91		
Rank	Pct.	Attraction	Rank	Pct.	Rank	Pct.		
1	53.9%	Alamo	1	43.2%	1	54.8%	1	50.7%
2	29.5%	NASA	3	18.2%	2	35.7%	2	21.5%
3	19.9%	Capitol Complex	5	13.6%	5	14.8%	4	21.3%
4	17.5%	San Antonio River Walk	3	18.2%	5	14.8%	6	14.9%
5	16.4%	Big Bend National Park	2	20.5%	8	14.3%	6	14.9%
6	13.3%	Tx. Ranger H. Fame Mus.	26	2.3%	3	16.3%	5	20.2%
7	13.1%	Astrodomain	65	0.0%	5	14.8%	3	22.3%
8	13.0%	San Antonio Missions	7	11.4%	4	15.3%	8	12.2%
9	11.1%	LBJ Library & Museum	10	6.8%	9	13.8%	10	11.2%
10	10.7%	JFK Memorials	15	4.5%	10	11.2%	8	12.2%
11	8.2%	S. J. Battleground St. Pk.	10	6.8%	12	5.6%	11	9.0%
12	7.1%	Padre Is. Natl. Seashore	8	9.1%	12	5.6%	19	4.3%
13	6.5%	Guad. Mnts. Natl. Pk.	10	6.8%	11	6.6%	16	5.9%
14	5.7%	Ft. Worth Stockyards	15	4.5%	14	5.1%	13	6.4%
15	4.9%	LBJ Natl. Historical Pk.	5	13.6%	18	3.1%	28	1.6%
16	4.3%	Ft. Davis Natl. Hist. Site	15	4.5%	18	3.1%	18	4.8%
17	3.9%	IMAX Theatre	65	0.0%	25	2.0%	12	8.0%
18	3.7%	Sea World	65	0.0%	25	2.0%	13	6.4%
19	3.6%	Palo Duro Canyon St. Pk.	15	4.5%	30	1.5%	28	1.6%
20	3.1%	Southfork Ranch	65	0.0%	30	1.5%	17	5.3%
20	3.1%	Tower Of The Americas	15	4.5%	16	3.6%	20	3.2%
22	2.9%	Six Flags Over Texas	15	4.5%	42	1.0%	13	6.4%
23	2.8%	Amistad Reservoir	65	0.0%	21	2.6%	42	1.1%
23	2.8%	Institute Of Texan Cultures	65	0.0%	21	2.6%	23	2.1%
25	2.6%	Adm. Nimitz St. Hist. Site	10	6.8%	25	2.0%	23	2.1%
26	2.3%	Aransas N. W'lfe Ref.	10	6.8%	42	1.0%	70	0.5%
27	2.2%	Galveston Island Beach	65	0.0%	15	4.1%	42	1.1%
28	1.9%	La Villita	26	2.3%	30	1.5%	28	1.6%
28	1.9%	Seminole Canyon St. Pk.	65	0.0%	25	2.0%	42	1.1%
28	1.9%	South Padre Island	8	9.1%	42	1.0%	42	1.1%
31	1.7%	U. T. At Austin	15	4.5%	42	1.0%	70	0.5%
31	1.7%	Zilker Park	26	2.3%	21	2.6%	42	1.1%
33	1.5%	Fort Stockton	65	0.0%	42	1.0%	23	2.1%
34	1.4%	Dallas Museum Of Art	65	0.0%	21	2.6%	42	1.1%
34	1.4%	Davis Mountains St. Pk.	26	2.3%	63	0.5%	42	1.1%
34	1.4%	Enchanted Rock St. Pk.	15	4.5%	63	0.5%	23	2.1%
34	1.4%	Hueco Tanks St. Pk.	15	4.5%	42	1.0%	136	0.0%
34	1.4%	King Ranch	26	2.3%	63	0.5%	70	0.5%
34	1.4%	Lake Travis	26	2.3%	30	1.5%	28	1.6%
34	1.4%	Mc Donald Observatory	65	0.0%	30	1.5%	70	0.5%
34	1.4%	Texas Rangers	65	0.0%	42	1.0%	28	1.6%
42	1.2%	Caverns Of Sonora	65	0.0%	42	1.0%	42	1.1%
42	1.2%	El Mercado (San Antonio)	65	0.0%	42	1.0%	70	0.5%
42	1.2%	Lajitas Mus. & Desert Garden	65	0.0%	30	1.5%	28	1.6%
42	1.2%	Luckenbach	65	0.0%	42	1.0%	21	2.7%
42	1.2%	Mustang Island St. Pk.	26	2.3%	30	1.5%	70	0.5%
42	1.2%	Natural Bridge Caverns	26	2.3%	63	0.5%	28	1.6%
42	1.2%	Sixth Street Austin	26	2.3%	63	0.5%	28	1.6%
42	1.2%	State Fair Park	65	0.0%	18	3.1%	136	0.0%
50	1.1%	Astroworld	65	0.0%	42	1.0%	28	1.6%