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TEXAS AUTO VISITOR SURVEY

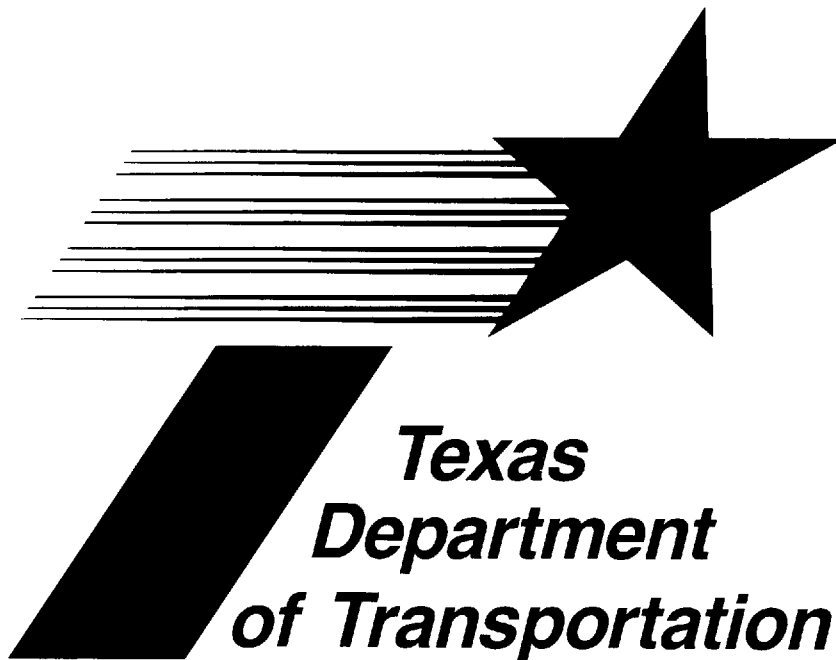
1993 WINTER REPORT

with ANNUAL SUMMARY

Government Publications
Texas State Documents

APR 08 1993

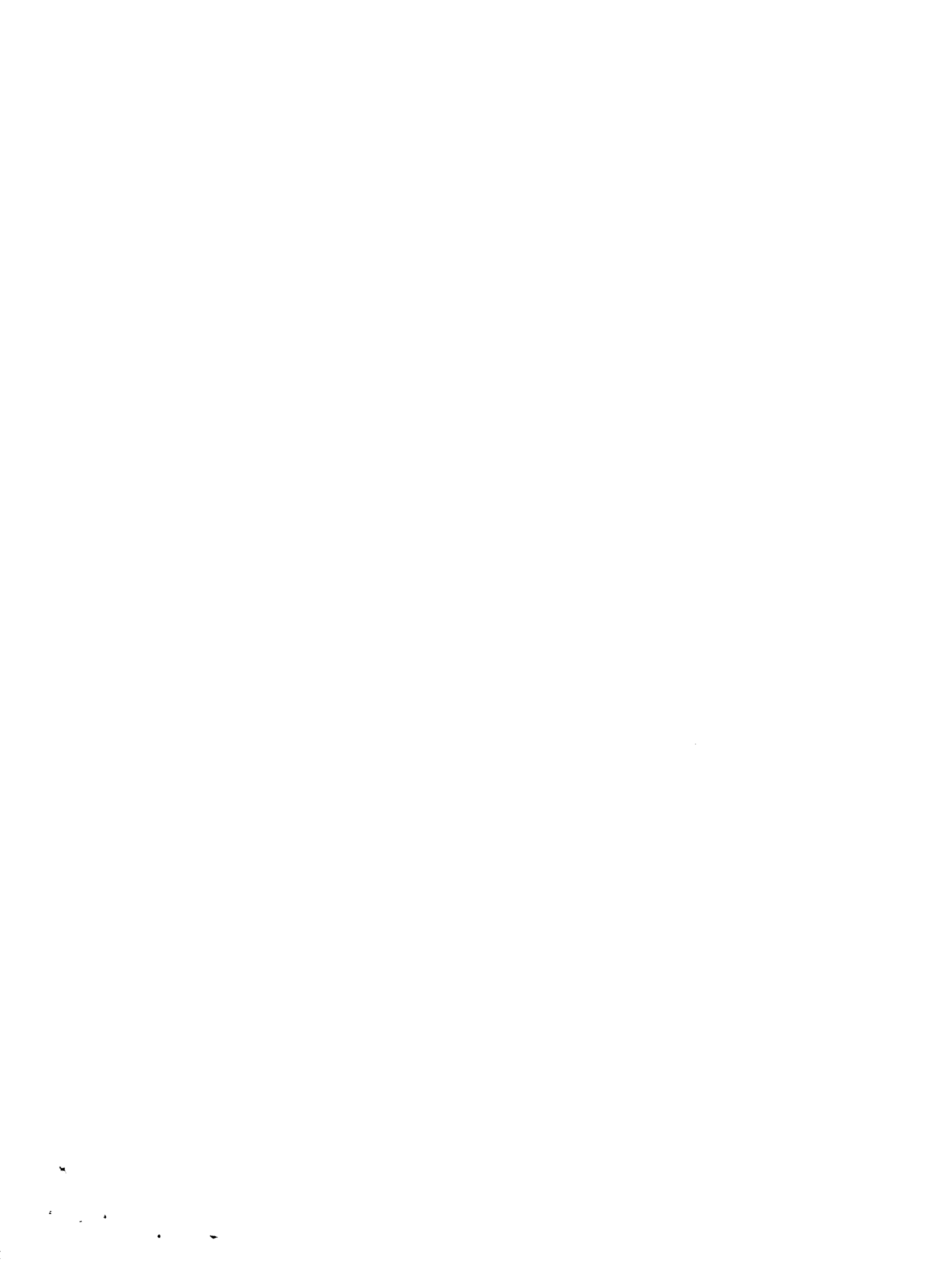
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Division of Travel & Information

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 6,228 visitors to Texas during the months of March, 1992 through February, 1993. Survey data are reported with an annual summary, plus totals for travel during these quarters:

Winter quarter - December 1992 to February, 1993

Fall quarter - September, 1992 to November, 1992

Summer quarter - June, 1992 to August, 1992

Spring quarter - March, 1992 to May, 1992

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.

International Long-Term Visitors, who stayed in Texas from 30 days to up to one year 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 19, 1993

TEXAS AUTO VISITOR SURVEY

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

1993 WINTER REPORT

(Dec. '92 - Feb. '93)

1. Where do you live?

Annual Rank	Annual Pct.	State	Winter'93 Rank	Winter'93 Pct.	Fall'92 Rank	Fall'92 Pct.	Summer'92 Rank	Summer'92 Pct.	Spring'92 Rank	Spring'92 Pct.
1	12.6%	Louisiana	1	10.1%	1	12.0%	1	18.0%	3	9.0%
2	8.3%	California	2	4.6%	2	10.8%	3	6.2%	1	9.5%
3	7.6%	Florida	5	4.4%	3	5.8%	2	7.4%	2	9.1%
4	5.2%	Oklahoma	2	4.6%	4	4.7%	4	6.1%	4	4.8%
5	3.3%	Arizona	34	0.7%	5	3.5%	7	3.3%	5	3.8%
6	3.2%	Illinois	11	2.8%	5	3.5%	9	3.2%	8	3.2%
7	2.9%	Mississippi	11	2.8%	9	3.0%	6	3.6%	16	2.3%
8	2.8%	New York	9	3.3%	8	3.2%	12	2.7%	13	2.6%
9	2.8%	Arkansas	24	1.5%	18	2.0%	13	2.5%	6	3.6%
10	2.7%	Kansas	5	4.4%	28	1.3%	10	2.9%	9	3.0%
11	2.7%	Michigan	24	1.5%	12	2.4%	16	2.3%	7	3.3%
12	2.5%	Georgia	5	4.4%	12	2.4%	5	3.7%	28	1.3%
13	2.5%	Colorado	11	2.8%	7	3.3%	21	1.7%	12	2.6%
14	2.4%	Ohio	10	3.1%	11	2.8%	23	1.6%	11	2.8%
15	2.3%	Missouri	16	2.6%	19	1.9%	14	2.3%	14	2.5%
16	2.3%	New Mexico	2	4.6%	12	2.4%	21	1.7%	15	2.4%
16	2.3%	Virginia	11	2.8%	21	1.8%	7	3.3%	22	1.7%
18	2.2%	Alabama	22	1.8%	12	2.4%	11	2.9%	22	1.7%
19	2.2%	North Carolina	18	2.3%	17	2.2%	17	2.2%	19	2.1%
20	2.1%	Pennsylvania	18	2.3%	16	2.3%	18	1.9%	18	2.2%
21	2.0%	Tennessee	34	0.7%	22	1.6%	14	2.3%	19	2.1%
22	1.9%	Washington	11	2.8%	9	3.0%	26	1.0%	21	2.0%
23	1.8%	Minnesota	20	2.0%	25	1.5%	31	0.8%	10	2.9%
24	1.6%	South Carolina	16	2.6%	27	1.4%	20	1.8%	27	1.4%
25	1.6%	Wisconsin	8	4.1%	30	1.0%	33	0.6%	17	2.2%
26	1.5%	Indiana	28	1.3%	22	1.6%	24	1.5%	25	1.6%
27	1.4%	Maryland	31	1.0%	19	1.9%	19	1.8%	30	0.9%
28	1.4%	Oregon	22	1.8%	22	1.6%	29	0.8%	22	1.7%
29	1.3%	Iowa	24	1.5%	29	1.1%	25	1.1%	26	1.5%
30	1.2%	New Jersey	24	1.5%	25	1.5%	26	1.0%	29	1.2%
31	0.8%	Nebraska	20	2.0%	31	0.9%	28	0.9%	39	0.3%
32	0.7%	Massachusetts	41	0.2%	31	0.9%	29	0.8%	31	0.7%
33	0.6%	Kentucky	38	0.5%	34	0.6%	32	0.7%	32	0.6%
34	0.6%	Connecticut	28	1.3%	31	0.9%	33	0.6%	35	0.4%
35	0.4%	Nevada	41	0.2%	34	0.6%	35	0.4%	34	0.4%
36	0.4%	Montana	38	0.5%	42	0.3%	38	0.3%	35	0.4%
36	0.4%	South Dakota	34	0.7%	45	0.1%	35	0.4%	35	0.4%
38	0.3%	Utah	28	1.3%	36	0.5%	41	0.1%	44	0.2%
39	0.3%	West Virginia	41	0.2%	36	0.5%	38	0.3%	44	0.2%
40	0.3%	New Hampshire	38	0.5%	42	0.3%	40	0.2%	39	0.3%
41	0.3%	Alaska	41	0.2%	48	0.0%	45	0.0%	32	0.6%
42	0.3%	Delaware	41	0.2%	38	0.4%	35	0.4%	49	0.1%
43	0.2%	Maine	31	1.0%	44	0.2%	45	0.0%	42	0.3%
44	0.2%	Idaho	31	1.0%	38	0.4%	50	0.0%	46	0.2%
44	0.2%	North Dakota	41	0.2%	38	0.4%	45	0.0%	42	0.3%
46	0.2%	Hawaii	48	0.0%	45	0.1%	41	0.1%	39	0.3%
46	0.2%	Vermont	34	0.7%	50	0.0%	45	0.0%	35	0.4%
48	0.2%	Wyoming	48	0.0%	38	0.4%	43	0.1%	48	0.1%
49	0.1%	Rhode Island	48	0.0%	48	0.0%	43	0.1%	46	0.2%
50	0.1%	District of Columbia	41	0.2%	45	0.1%	45	0.0%	50	0.0%

2. Age of visitors:

Annual		Winter'93	Fall'92	Summer'92	Spring'92
11.4%	Under 18	8.1%	3.7%	20.2%	7.1%
3.9%	18-24	4.5%	3.2%	5.1%	2.9%
7.7%	25-34	7.2%	7.2%	9.5%	6.3%
11.1%	35-44	7.9%	7.7%	15.9%	8.6%
14.8%	45-54	14.3%	15.4%	16.1%	13.3%
24.2%	55-64	29.6%	29.0%	17.2%	27.9%
26.6%	65 Plus	28.1%	33.5%	15.7%	33.6%

3. Main Reason for stopping at a TIC:
(Multiple answers)

81.0%	Maps	78.5%	77.2%	81.7%	82.8%
40.9%	Historic Sites	42.5%	43.6%	39.2%	40.6%
39.0%	Travel Break	36.7%	37.0%	42.2%	37.8%
35.3%	City/Towns	33.6%	32.4%	39.2%	34.0%
20.2%	Routing	24.0%	19.2%	21.6%	18.7%
19.7%	Museums	17.9%	20.4%	18.7%	20.4%
17.7%	Nat'l Parks	15.6%	15.8%	14.9%	21.4%
15.5%	Lodgings	14.2%	12.1%	16.5%	16.5%
15.0%	State Parks	12.4%	13.0%	12.4%	18.4%
14.4%	Campgrounds	10.8%	13.2%	10.6%	18.6%
12.7%	Spec. Events	12.7%	11.6%	14.8%	11.6%
11.6%	RV Parks	13.2%	10.5%	6.6%	15.8%
8.9%	Restaurants	8.4%	8.1%	9.2%	9.2%
5.1%	Theme Parks	2.1%	2.4%	9.6%	3.2%

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

61.9%	Vacation/Leisure	58.4%	60.1%	61.4%	63.8%
45.1%	Visit Friends/Family	43.0%	46.1%	43.3%	46.4%
14.4%	Just Passing Through	15.4%	14.9%	13.7%	14.6%
9.5%	Work/Business	12.7%	9.5%	10.1%	8.3%
6.7%	Convention	2.8%	6.5%	8.0%	6.4%
6.5%	Other	9.9%	5.6%	6.4%	6.4%
3.4%	Moving To This Area	3.6%	2.7%	4.5%	2.9%
3.1%	Day Trip Only	3.6%	2.5%	3.9%	2.7%

5. What type accommodations used?
(Multiple answers)

54.8%	Motel	54.6%	54.2%	56.5%	53.9%
27.4%	Private Home	25.2%	27.3%	29.2%	26.4%
20.1%	Hotel	21.2%	20.4%	25.9%	15.1%
9.8%	Motor Home	10.7%	8.9%	5.0%	13.8%
7.0%	Travel Trailer	9.9%	7.1%	4.7%	8.3%
4.3%	Apt./Condo	5.9%	4.2%	4.6%	3.8%
3.6%	Tent Camping	2.2%	2.1%	5.0%	3.4%
3.5%	Military Base	4.8%	3.2%	3.5%	3.4%
2.1%	Van Camper	1.6%	2.3%	1.6%	2.4%
1.5%	Bed & Breakfast	1.9%	1.8%	1.3%	1.3%
1.5%	Pickup	0.8%	0.6%	1.1%	2.3%
0.4%	Hostel	0.8%	0.2%	0.3%	0.3%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
63.6%	Private Auto	58.9%	61.0%	67.9%	62.3%
11.0%	Rental Auto	14.4%	14.4%	11.2%	8.5%
10.1%	Van	8.6%	7.9%	10.8%	10.8%
9.0%	Motor Home	9.4%	8.6%	4.7%	12.7%
8.4%	Pickup	8.9%	7.7%	6.9%	10.0%
6.6%	Airline	7.8%	9.8%	6.4%	5.0%
5.0%	Tour Bus	2.8%	5.3%	5.1%	5.1%
3.4%	Pickup/Camper	6.0%	3.2%	2.3%	4.0%
3.1%	Bus Line	1.5%	2.5%	3.1%	3.7%
3.0%	Boat	3.9%	2.3%	3.6%	2.8%
1.0%	Truck (Heavy duty)	2.1%	0.9%	1.1%	0.7%
0.9%	Motorcycle	1.3%	0.6%	0.2%	1.4%
0.3%	Private Plane	0.2%	0.5%	0.0%	0.4%
0.3%	Train	0.7%	0.2%	0.5%	0.2%
0.1%	Rental RV	0.1%	0.2%	0.1%	0.1%

7. Total miles in Texas this trip?

2.1%	100 or less	2.9%	1.8%	3.2%	1.1%
9.9%	101-300	8.8%	9.7%	11.7%	8.8%
14.2%	301-500	11.8%	16.1%	16.8%	14.3%
18.1%	501-800	19.1%	19.0%	19.4%	16.3%
16.6%	801-1000	15.0%	16.0%	16.1%	17.5%
20.6%	1001-1500	20.7%	20.7%	19.1%	21.7%
11.5%	1501-2000	13.2%	10.8%	7.9%	14.3%
6.8%	2001 plus	8.0%	5.6%	5.4%	8.3%

8. How many nights in Texas this trip?

4.4%	None	5.0%	2.7%	6.2%	3.7%
6.5%	1	6.9%	7.4%	8.0%	4.8%
11.8%	2	9.0%	11.8%	12.8%	11.5%
11.5%	3	8.7%	11.5%	14.0%	10.1%
10.3%	4	8.7%	11.4%	10.5%	9.9%
10.0%	5	8.7%	12.0%	9.2%	9.8%
8.4%	6	10.1%	7.6%	8.3%	8.6%
8.0%	7	6.9%	8.7%	9.5%	6.6%
5.5%	8	5.0%	5.2%	5.0%	6.2%
3.1%	9	4.2%	3.6%	2.6%	3.0%
4.5%	10	5.3%	4.0%	2.6%	6.2%
8.4%	11-15	9.5%	8.6%	6.3%	9.8%
3.4%	16-20	3.9%	2.3%	2.0%	5.1%
2.1%	21-25	3.9%	1.6%	1.3%	2.6%
1.4%	26-30	3.4%	0.9%	1.0%	1.6%

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

Approximate dollars spent in Texas on this trip?

Annual		Winter'93	Fall'92	Summer'92	Spring'92
25.9%	Lodging	27.6%	24.3%	26.8%	25.7%
24.4%	Food	24.8%	22.6%	23.9%	25.7%
16.8%	Shopping	18.5%	15.2%	17.7%	16.5%
12.2%	Fuel/Auto Repairs	12.1%	10.7%	10.3%	14.9%
7.2%	Other	2.3%	13.6%	5.5%	6.1%
6.8%	Entertainment	6.2%	5.7%	8.5%	6.1%
3.4%	Fares Air/Taxi/Bus	4.2%	4.3%	4.0%	2.2%
2.9%	Rental Car	4.1%	3.2%	2.9%	2.4%
8.4 Days	Avg. Time Spent in Texas	9.3 Days	8.1 Days	7.2 Days	9.0 Days
2.3	Avg. No. People per Party	2.2	2.0	2.6	2.2
	Avg. Expenditures:				
\$678.00	Per Party Per Trip	\$693.00	\$719.00	\$689.00	\$610.00
\$81.70	Per Day Per Party	\$74.50	\$88.90	\$95.90	\$67.60
\$35.40	Per Person Per Day	\$33.00	\$42.50	\$35.90	\$30.10

10. What influenced your decision to visit Texas?

(Multiple answers)

53.0%	Friends/Family	49.8%	52.1%	52.4%	54.3%
28.9%	Previous Trip	27.2%	30.4%	27.2%	29.8%
26.3%	Brochures	22.1%	22.7%	28.2%	27.4%
21.0%	Word of Mouth	20.4%	17.8%	20.9%	22.9%
17.3%	Passing Through	15.3%	18.3%	17.0%	17.3%
13.9%	None of the Above	18.0%	14.5%	14.8%	12.1%
6.7%	Magazine Ad	7.8%	6.3%	6.1%	7.2%
1.6%	Newspaper Ad	2.1%	2.1%	1.5%	1.4%
3.2%	TV Ad	1.8%	3.0%	3.8%	3.0%
3.0%	Billboards	2.1%	2.8%	3.6%	2.8%
0.3%	Radio Ad	0.0%	0.6%	0.1%	0.4%

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

(Multiple answers)

If in advance (ordered from):

55.5%	Auto Club/Travel Agent	59.8%	59.3%	51.3%	56.5%
40.8%	State Tourist Ofc.	32.2%	37.7%	37.0%	46.8%
15.3%	Lodging	15.2%	13.4%	19.8%	12.6%
10.6%	City/Town	11.8%	10.5%	13.7%	7.9%
8.4%	Regional Chamber	7.9%	8.9%	9.0%	7.7%
1.5%	Theme Park	1.6%	0.9%	3.2%	0.4%

If after you left home:

91.5%	Info Center	91.4%	90.7%	90.0%	93.2%
20.8%	In City/Town	22.8%	20.1%	20.3%	21.2%
15.9%	At Lodging	21.6%	13.5%	14.8%	17.1%
2.2%	Travel Agent	3.2%	2.9%	3.2%	0.9%
1.7%	At Theme Park	3.6%	1.6%	2.4%	0.8%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
13.0%	1 week or less	14.7%	13.4%	16.2%	9.9%
15.4%	2-3 weeks	20.1%	15.7%	15.5%	14.2%
19.1%	1 month	24.4%	19.8%	16.2%	20.2%
29.3%	2-3 months	23.3%	29.6%	28.0%	31.3%
11.7%	4-6 months	8.8%	11.1%	12.4%	12.0%
11.2%	over 6 months	8.3%	10.1%	11.3%	12.1%

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

38.4%	Did Not Influence My Trip	38.7%	38.4%	41.6%	35.7%
37.3%	Saw More Attractions	40.8%	37.9%	36.3%	37.1%
35.8%	Saw More Cities/Areas	39.6%	36.0%	32.7%	37.6%
14.7%	Longer Stay	14.5%	15.9%	11.8%	16.4%
14.4%	More Recreation	16.0%	13.7%	13.6%	15.0%
9.1%	Did More Shopping	10.2%	8.6%	9.9%	8.6%
5.5%	Ate Out More	4.0%	6.1%	5.3%	5.7%
4.7%	Stayed in More Hotels	4.3%	5.6%	4.7%	4.4%
2.9%	Saw More Theme Parks	2.6%	1.8%	4.2%	2.4%

14. What activities did you or your group participate in while visiting Texas?
(Multiple answers)

59.7%	Shopping	64.7%	57.5%	62.9%	57.2%
51.8%	Historical Tours	53.0%	54.5%	50.4%	51.3%
45.0%	Museum-Historical	48.4%	46.9%	43.4%	44.7%
35.8%	Photography	32.9%	33.9%	34.2%	38.5%
20.7%	Camping	21.5%	17.5%	14.4%	27.1%
17.6%	Museum-Art	19.2%	18.3%	17.1%	17.4%
17.1%	Hiking	21.2%	16.1%	11.9%	21.0%
14.4%	Bird Watching	17.4%	11.7%	8.2%	20.3%
13.5%	Swimming	4.6%	7.0%	25.7%	8.4%
12.3%	Business	14.5%	12.2%	13.1%	11.3%
11.1%	Theme Park	7.2%	6.9%	19.1%	7.5%
10.0%	Festival/Fair	8.1%	11.6%	8.7%	10.6%
8.4%	Rocks	9.0%	6.9%	8.3%	9.2%
8.4%	Theater/Movie	11.6%	8.0%	10.1%	6.7%
7.6%	Boating	6.4%	6.2%	9.6%	6.8%
7.0%	Convention	2.3%	6.5%	8.7%	6.6%
6.5%	Golf/Tennis	9.0%	6.3%	5.6%	6.8%
5.6%	Sports Event	4.0%	4.6%	7.7%	4.7%
5.4%	Fishing	4.6%	3.3%	4.7%	7.2%
4.0%	Theater/Live	4.3%	2.9%	6.6%	2.4%
3.6%	School/Seminar	3.2%	3.5%	3.1%	4.2%
3.0%	Concert-Pop/Rock/CW	2.9%	3.2%	3.3%	2.7%
2.9%	Rodeo	1.7%	1.8%	4.5%	2.4%
2.8%	Military Event	2.6%	2.6%	3.8%	2.2%
1.7%	Horse Riding	2.3%	0.9%	2.5%	1.3%
1.5%	Concert-Classical	1.1%	1.4%	2.0%	1.3%
1.4%	Livestock Show	12.3%	1.1%	1.4%	1.3%
1.4%	Medical Treatment	2.6%	1.4%	1.9%	0.9%
0.4%	Waterskiing	0.0%	0.2%	1.0%	0.2%
0.3%	Hunting	0.8%	0.5%	0.2%	0.3%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
62.3%	Scenery	56.8%	60.8%	59.6%	66.1%
61.7%	Friendliness	60.4%	63.3%	59.3%	63.2%
54.8%	Good Hwys.	56.8%	57.5%	51.8%	55.5%
50.6%	Food	51.2%	47.8%	52.1%	50.6%
41.7%	Historical Sites/Markers	45.1%	41.6%	39.8%	42.7%
40.6%	Shopping	44.0%	37.1%	45.1%	38.1%
37.5%	Museum-Historical	42.3%	39.5%	36.2%	36.7%
36.8%	Wild Flowers	12.8%	21.0%	30.7%	53.7%
34.5%	Small Towns	34.5%	33.8%	31.6%	37.2%
25.9%	Desert/Plains	28.4%	24.7%	20.8%	30.2%
24.1%	Big Cities	20.3%	23.0%	26.3%	23.6%
21.3%	Mountains	24.5%	18.6%	17.4%	25.2%
17.8%	Camping	16.9%	14.9%	12.3%	23.7%
14.5%	Forests	14.4%	12.5%	12.4%	17.2%
12.0%	Beaches	17.2%	10.5%	9.3%	13.9%
11.6%	Museum-Art	13.6%	13.0%	11.6%	10.6%
9.3%	Theme Parks	4.4%	6.4%	16.5%	5.8%
8.5%	Festivals	6.9%	8.5%	7.5%	9.7%
8.4%	Swimming	2.2%	4.9%	17.0%	4.3%
7.4%	Nightlife	8.3%	7.8%	9.6%	5.3%
4.8%	Golf/Tennis	6.4%	4.6%	4.5%	4.9%
4.3%	Fishing	3.9%	2.7%	3.8%	5.6%
4.2%	Boating	3.0%	3.0%	5.9%	3.7%
3.9%	Resorts	5.0%	4.1%	4.0%	3.4%
3.4%	Theater	4.1%	2.8%	4.2%	2.8%
2.9%	Sports-Professional	1.6%	1.7%	5.0%	2.1%
2.3%	Concert-Pop/Rock/CW	2.5%	2.4%	2.5%	2.1%
2.0%	Sports-Amateur	1.9%	2.4%	1.9%	1.8%
1.6%	Dude Ranches	2.2%	1.4%	1.4%	1.8%
1.3%	Concert-Classical	1.6%	1.2%	1.4%	1.2%
0.4%	Sailing	0.0%	0.3%	0.3%	0.5%
0.3%	Waterskiing	0.0%	0.2%	0.6%	0.2%
0.1%	Ballet	0.5%	0.2%	0.0%	0.0%

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

(Multiple answers)

(Top 30 Cities/Towns Listed)

Annual		City	Winter'93		Fall'92		Summer'92		Spring'92	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	21.5	San Antonio	1	19.1%	1	22.1%	1	21.5%	1	21.5%
2	14.7	Dallas	3	12.8%	3	15.3%	2	17.2%	2	12.8%
3	11.8	Austin	2	16.6%	2	16.3%	3	9.9%	3	10.2%
4	9.1	Houston	5	5.6%	4	9.4%	4	9.6%	4	9.2%
5	7.4	El Paso	4	7.5%	6	6.2%	6	7.4%	5	8.0%
6	6.7	Fort Worth	7	4.7%	5	6.3%	5	8.1%	6	6.1%
7	3.8	Corpus Christi	6	5.0%	9	3.2%	8	3.5%	7	4.1%
8	3.2	Galveston	16	2.5%	10	2.9%	7	3.5%	11	3.3%
9	3.1	Del Rio	8	4.0%	8	3.3%	10	2.6%	11	3.3%
10	3.0	Fredericksburg	16	2.5%	12	2.6%	13	2.2%	8	3.9%
11	2.8	Waco	13	2.8%	7	3.4%	13	2.2%	14	3.0%
12	2.7	Fort Stockton	18	2.2%	12	2.6%	16	2.1%	13	3.2%
12	2.7	Tyler	22	1.8%	10	2.9%	21	1.3%	9	3.8%
14	2.4	Van Horn	13	2.8%	19	1.7%	18	1.5%	10	3.4%
15	2.4	Amarillo	29	1.2%	14	2.2%	12	2.4%	16	2.7%
16	2.1	Big Bend	10	3.4%	22	1.5%	22	1.1%	15	2.8%
17	2.0	Arlington	24	1.5%	22	1.5%	11	2.5%	17	2.0%
18	1.9	Laredo	40	0.9%	26	1.4%	9	3.0%	23	1.5%
19	1.7	New Braunfels	29	1.2%	15	2.1%	17	1.8%	20	1.6%
20	1.6	Abilene	24	1.5%	28	1.2%	20	1.4%	17	2.0%
21	1.5	South Padre	11	3.1%	22	1.5%	50	0.4%	17	2.0%
22	1.4	Texarkana	29	1.2%	33	1.0%	15	2.2%	32	1.2%
23	1.3	Kerrville	49	0.6%	28	1.2%	19	1.5%	24	1.4%
24	1.3	Langtry	40	0.9%	20	1.6%	30	0.9%	20	1.6%
25	1.3	Johnson City	29	1.2%	17	1.9%	42	0.5%	20	1.6%
26	1.2	Beaumont	40	0.9%	20	1.6%	26	1.0%	27	1.3%
27	1.2	Alpine	29	1.2%	22	1.5%	28	0.9%	27	1.3%
28	1.2	Brownsville	11	3.1%	16	2.0%	62	0.3%	30	1.2%
29	1.1	Marshall	24	1.5%	17	1.9%	22	1.1%	45	0.7%
29	1.1	San Marcos	49	0.6%	30	1.1%	26	1.0%	26	1.4%

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

(Top 50 Attractions Listed)

Annual		Attraction	Winter'93		Fall'92		Summer'92		Spring'92	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	20.6%	Alamo	1	20.6%	2	16.3%	1	24.1%	1	20.0%
2	14.2%	San Antonio River Walk	2	11.6%	1	17.4%	2	13.5%	2	13.5%
3	8.5%	Big Bend National Park	4	8.9%	5	7.8%	4	6.0%	3	10.6%
4	8.3%	Capitol Complex	6	6.8%	3	15.6%	3	6.2%	5	6.7%
5	6.4%	LBJ Natl. Historical Pk.	8	4.2%	4	8.2%	6	3.8%	4	7.9%
6	4.7%	LBJ Library & Museum	3	10.5%	6	7.6%	12	2.6%	9	3.9%
7	4.6%	San Antonio Missions	8	4.2%	7	5.2%	5	4.8%	8	4.2%
8	4.1%	NASA	16	2.1%	8	4.9%	8	3.2%	6	4.9%
9	3.1%	Padre Is. Natl. Seashore	5	7.9%	12	2.3%	14	2.4%	11	3.1%
10	2.9%	Ft. Davis Natl. Hist. Pk.	10	3.1%	10	3.4%	26	1.5%	10	3.6%
11	2.3%	Sea World	29	1.0%	16	1.8%	7	3.3%	16	2.1%
12	2.0%	Quad. Mnts. Natl. Pk.	19	1.5%	20	1.4%	26	1.5%	12	2.6%
13	1.7%	El Mercado (San Antonio)	19	1.5%	20	1.4%	11	2.8%	40	1.0%
13	1.7%	JFK Memorials	49	0.5%	13	2.0%	15	2.3%	27	1.2%
13	1.7%	U. T. at Austin	10	3.1%	39	0.9%	22	1.7%	19	1.8%
13	1.7%	Ft. Worth Stockyards	14	2.6%	19	1.6%	9	3.1%	73	0.5%
17	1.6%	Amistad Reservoir	14	2.6%	16	1.8%	39	1.1%	19	1.8%
17	1.6%	Palo Duro Canyon St. Pk.	29	1.0%	52	0.7%	26	1.5%	15	2.2%
17	1.6%	Six Flags Over Texas	116	0.0%	22	1.2%	9	3.1%	46	0.9%
17	1.6%	Tower Of The Americas	19	1.5%	59	0.5%	33	1.3%	14	2.3%
21	1.5%	Galveston Island Beach	16	2.1%	13	2.0%	30	1.4%	27	1.2%
22	1.4%	S. J. Battleground St.	49	0.5%	31	1.0%	17	2.2%	33	1.2%
22	1.4%	Davis Mountains St. Pk.	116	0.0%	39	0.9%	56	0.5%	12	2.6%
22	1.4%	Astrodomain	19	1.5%	59	0.5%	15	2.3%	35	1.1%
22	1.4%	Fiesta Texas	16	2.1%	59	0.5%	33	1.3%	23	1.4%
22	1.4%	Lone Star Brewery	49	0.5%	22	1.2%	17	2.2%	40	1.0%
22	1.4%	San Antonio Zoo	49	0.5%	31	1.0%	17	2.2%	35	1.1%
28	1.3%	Tx. Ranger H. Fame Mus.	49	0.5%	16	1.8%	30	1.4%	27	1.2%
28	1.3%	Adm. Nimitz St. Hist.	49	0.5%	31	1.0%	44	0.7%	17	2.0%
28	1.3%	Mc Donald Observatory	10	3.1%	22	1.2%	35	1.2%	33	1.2%
28	1.3%	Seminole Canyon St. Pk.	49	0.5%	22	1.2%	39	1.1%	22	1.6%
32	1.1%	Fort Stockton	29	1.0%	39	0.9%	35	1.2%	27	1.2%
32	1.1%	IMAX Theatre	49	0.5%	22	1.2%	23	1.6%	48	0.8%
32	1.1%	Las Colinas Complex	116	0.0%	39	0.9%	35	1.2%	27	1.2%
35	1.0%	Lajitas Mus. & Desert	19	1.5%	31	1.0%	56	0.5%	24	1.3%
36	0.9%	La Villita	49	0.5%	97	0.1%	30	1.4%	40	1.0%
36	0.9%	State Fair Park	19	1.5%	11	2.7%	44	0.7%	129	0.1%
36	0.9%	East Texas Oil Mus.	29	1.0%	31	1.0%	67	0.4%	27	1.2%
36	0.9%	Gruene	19	1.5%	31	1.0%	56	0.5%	35	1.1%
36	0.9%	Caverns Of Sonora	49	0.5%	59	0.5%	51	0.6%	24	1.3%
36	0.9%	Fort Sam Houston	49	0.5%	52	0.7%	42	1.0%	40	1.0%
42	0.8%	Study Butte Ghost Town	116	0.0%	59	0.5%	100	0.2%	21	1.7%
42	0.8%	C. A. F. Flying Museum	29	1.0%	22	1.2%	56	0.5%	48	0.8%
42	0.8%	Governors Mansion	49	0.5%	13	2.0%	56	0.5%	60	0.6%
42	0.8%	Dallas W. End Hist. Dist.	49	0.5%	52	0.7%	35	1.2%	60	0.6%
42	0.8%	Ft. Worth Mus. Sci./Hist.	29	1.0%	78	0.3%	51	0.6%	35	1.1%
42	0.8%	South Padre Island	19	1.5%	78	0.3%	51	0.6%	40	1.0%
42	0.8%	Zilker Park	29	1.0%	39	0.9%	39	1.1%	73	0.5%
49	0.7%	Mustang Island St. Pk.	29	1.0%	78	0.3%	100	0.2%	24	1.3%
49	0.7%	Hemisfair Plaza	29	1.0%	39	0.9%	56	0.5%	48	0.8%

TEXAS AUTO VISITOR SURVEY

Responses from International Short-Term Visitors

1993 WINTER REPORT

(Dec. '92 - Feb. '93)

1. Where do you live?

Annual		Nation	Winter'92		Fall'92		Summer'92		Spring'92	
Rank	Pct.		Rank	Pct.	Rank	Pct.	Rank	Pct.	Rank	Pct.
1	32.8%	England	2	21.4%	1	41.7%	1	28.1%	2	32.5%
2	31.1%	Canada	1	23.8%	3	12.0%	3	15.4%	1	57.4%
3	17.5%	West Germany	4	7.1%	2	15.4%	2	18.1%	3	20.0%
4	6.2%	Australia	3	11.9%	4	6.8%	4	5.0%	5	5.9%
5	4.9%	Holland	5	4.7%	5	5.1%	10	2.2%	4	7.0%
6	2.6%	Switzerland	18	0.0%	6	3.4%	5	4.0%	7	1.4%
7	1.9%	France	7	2.3%	7	2.2%	10	2.2%	7	1.4%
7	1.9%	Italy	18	0.0%	12	0.5%	5	4.0%	7	1.4%
7	1.9%	Scotland	7	2.3%	12	0.5%	7	3.6%	7	1.4%
10	1.7%	Puerto Rico	18	0.0%	25	0.0%	7	3.6%	7	1.4%
11	1.5%	Hungary	18	0.0%	12	0.5%	24	0.0%	6	3.7%
12	0.9%	Belgium	7	2.3%	12	0.5%	12	1.3%	14	0.7%
13	0.8%	New Zealand	5	4.7%	9	1.1%	14	0.9%	19	0.0%
13	0.8%	India	18	0.0%	25	0.0%	9	2.7%	19	0.0%
13	0.8%	Sweden	7	2.3%	12	0.5%	14	0.9%	14	0.7%
16	0.7%	Czechoslovakia	7	2.3%	25	0.0%	24	0.0%	7	1.4%
17	0.5%	Argentina	18	0.0%	25	0.0%	24	0.0%	7	1.4%
17	0.5%	Ireland	18	0.0%	12	0.5%	12	1.3%	19	0.0%
17	0.5%	Norway	18	0.0%	7	2.2%	24	0.0%	19	0.0%
20	0.4%	Poland	18	0.0%	25	0.0%	21	0.4%	14	0.7%
20	0.4%	Japan	7	2.3%	9	1.1%	24	0.0%	19	0.0%
20	0.4%	Africa	7	2.3%	25	0.0%	14	0.9%	19	0.0%
20	0.4%	Austria	7	2.3%	12	0.5%	21	0.4%	19	0.0%
20	0.4%	Finland	18	0.0%	12	0.5%	14	0.9%	19	0.0%
25	0.2%	Spain	18	0.0%	25	0.0%	14	0.9%	19	0.0%
25	0.2%	Brazil	18	0.0%	25	0.0%	24	0.0%	14	0.7%
25	0.2%	China	18	0.0%	9	1.1%	24	0.0%	19	0.0%
25	0.2%	Denmark	18	0.0%	25	0.0%	14	0.9%	19	0.0%
25	0.2%	South Africa	18	0.0%	25	0.0%	24	0.0%	14	0.7%
25	0.2%	Taiwan	18	0.0%	25	0.0%	14	0.9%	19	0.0%
25	0.2%	Venezuela	7	2.3%	12	0.5%	24	0.0%	19	0.0%
32	0.1%	Colombia	18	0.0%	12	0.5%	24	0.0%	19	0.0%
32	0.1%	Greece	7	2.3%	25	0.0%	24	0.0%	19	0.0%
32	0.1%	Hong Kong	18	0.0%	25	0.0%	21	0.4%	19	0.0%
32	0.1%	Israel	18	0.0%	12	0.5%	24	0.0%	19	0.0%
32	0.1%	Malaysia	18	0.0%	12	0.5%	24	0.0%	19	0.0%
32	0.1%	Russia	7	2.3%	25	0.0%	24	0.0%	19	0.0%
32	0.1%	Wales	18	0.0%	12	0.5%	24	0.0%	19	0.0%

Mexico is not included

2. Age of visitors:

Annual		Winter'93	Fall'92	Summer'92	Spring'92
7.9%	Under 18	9.5%	6.1%	13.2%	4.3%
10.7%	18-24	11.7%	3.2%	8.3%	17.0%
18.4%	25-34	26.6%	19.3%	23.0%	12.8%
14.4%	35-44	9.5%	17.1%	17.1%	11.2%
19.4%	45-54	25.5%	20.1%	19.7%	17.9%
19.6%	55-64	10.6%	23.0%	13.2%	24.3%
9.3%	65 Plus	6.3%	10.9%	5.3%	12.1%

3. Main Reason for stopping at a TIC:
(Multiple answers)

76.9%	Maps	78.0%	71.5%	71.9%	84.3%
48.8%	City/Towns	56.1%	50.5%	48.3%	46.9%
46.6%	Historic Sites	58.5%	46.5%	43.9%	46.9%
29.3%	Nat'l Parks	31.7%	26.1%	27.0%	32.8%
26.1%	Museums	29.2%	20.3%	28.0%	27.8%
21.8%	Travel Break	22.4%	20.9%	27.5%	20.9%
19.0%	Lodgings	17.0%	8.1%	27.0%	20.2%
17.6%	Routing	24.3%	13.3%	13.5%	22.5%
17.4%	State Parks	14.6%	14.5%	15.9%	20.9%
12.3%	Spec. Events	17.0%	8.7%	14.0%	12.6%
12.0%	Campgrounds	9.7%	6.4%	12.0%	16.0%
7.9%	RV Parks	9.7%	6.4%	1.9%	13.3%
7.4%	Restaurants	19.5%	7.5%	9.1%	4.2%
3.9%	Theme Parks	4.8%	4.6%	6.2%	1.5%

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

87.8%	Vacation/Leisure	85.3%	85.7%	92.6%	85.7%
22.9%	Visit Friends/Family	48.7%	27.4%	18.2%	19.8%
11.6%	Just Passing Through	7.3%	6.2%	8.2%	18.7%
4.4%	Work/Business	4.8%	3.4%	3.2%	5.9%
3.2%	Convention	2.4%	5.1%	0.4%	4.4%
2.5%	Other	7.3%	2.2%	2.2%	2.2%
1.9%	Moving To This Area	2.4%	4.0%	2.2%	0.3%
1.1%	Day Trip Only	2.4%	1.7%	0.9%	0.7%

5. What type accommodations used?
(Multiple answers)

51.2%	Motel	60.0%	50.8%	55.4%	46.6%
47.2%	Hotel	20.0%	51.4%	56.3%	41.0%
17.9%	Private Home	35.0%	20.0%	15.9%	15.6%
6.9%	Motor Home	12.5%	5.7%	3.6%	9.7%
6.2%	Tent Camping	5.0%	6.2%	9.0%	4.1%
4.6%	Apt./Condo	15.0%	6.2%	2.2%	4.1%
3.1%	Travel Trailer	2.5%	0.5%	0.0%	7.4%
2.9%	Bed & Breakfast	0.0%	2.2%	1.8%	4.8%
2.5%	Van/Camper	3.1%	2.2%	2.2%	2.6%
1.2%	Hostel	5.0%	1.1%	0.4%	1.4%
1.1%	Pickup	0.0%	2.2%	1.3%	0.3%
0.5%	Military Base	0.0%	0.5%	0.4%	0.7%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
38.9%	Rental Auto	47.6%	43.5%	36.0%	36.9%
28.4%	Private Auto	38.1%	26.5%	25.5%	30.6%
21.8%	Tour Bus	2.3%	23.7%	30.1%	16.7%
14.3%	Airline	33.3%	15.8%	15.0%	9.7%
6.3%	Bus Line	4.7%	8.4%	6.3%	5.2%
4.3%	Motor Home	9.5%	1.1%	1.8%	7.8%
4.2%	Van	4.7%	1.6%	4.5%	5.6%
2.6%	Pickup	2.3%	1.6%	1.3%	4.4%
2.4%	Rental RV	2.3%	3.9%	0.4%	2.9%
1.9%	Boat	0.0%	2.8%	2.2%	1.4%
1.8%	Pickup/Camper	0.0%	2.8%	0.9%	2.2%
1.2%	Motorcycle	2.3%	1.1%	0.9%	1.4%
0.8%	Train	2.3%	1.1%	0.4%	0.7%
0.5%	Truck (Heavy duty)	0.0%	0.0%	0.0%	1.4%
0.0%	Private Plane	0.0%	0.0%	0.0%	0.0%

7. Total miles in Texas this trip?

0.7%	100 or less	0.0%	0.6%	1.4%	0.3%
2.6%	101-300	2.4%	3.0%	1.8%	3.0%
5.4%	301-500	12.2%	7.8%	2.3%	6.6%
13.5%	501-800	14.6%	12.7%	12.2%	15.0%
13.5%	801-1000	17.0%	10.9%	15.0%	13.5%
27.3%	1001-1500	21.9%	20.6%	33.4%	27.4%
17.5%	1501-2000	12.2%	15.1%	20.2%	17.7%
19.0%	2001 plus	19.5%	29.0%	13.2%	17.3%

8. How many nights in Texas this trip?

0.4%	None	0.0%	1.1%	0.0%	0.3%
2.8%	1	0.0%	0.5%	2.3%	5.3%
2.4%	2	4.8%	1.1%	1.8%	3.4%
7.9%	3	7.3%	3.4%	10.2%	9.1%
6.2%	4	7.3%	5.2%	5.1%	7.6%
9.1%	5	0.0%	10.4%	13.9%	5.7%
11.4%	6	9.7%	10.4%	17.2%	7.6%
13.0%	7	9.7%	13.3%	13.9%	12.5%
5.3%	8	2.4%	4.6%	7.4%	4.5%
3.4%	9	2.4%	3.4%	3.2%	3.8%
3.4%	10	4.8%	5.2%	2.7%	2.6%
17.3%	11-15	29.2%	19.7%	12.0%	18.2%
8.3%	16-20	12.2%	7.5%	5.1%	11.0%
5.5%	21-25	2.4%	8.7%	3.2%	5.7%
2.8%	26-30	7.3%	4.6%	1.4%	2.2%

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

Approximate dollars spent in Texas on this trip?

Annual		Winter'93	Fall'92	Summer'92	Spring'92
26.0%	Lodging	23.6%	24.7%	25.8%	27.6%
22.7%	Food	21.3%	24.0%	23.4%	21.4%
19.8%	Shopping	18.6%	18.4%	23.0%	18.3%
11.3%	Rental Car	10.0%	13.2%	8.0%	13.0%
7.5%	Fuel/Auto Repairs	6.4%	6.1%	6.9%	9.1%
6.0%	Entertainment	8.8%	4.9%	6.4%	5.9%
4.1%	Fares Air/Taxi/Bus	4.5%	6.7%	4.1%	2.0%
2.4%	Other	6.4%	1.8%	2.0%	2.3%
12.6 Days	Avg. Time Spent in Texas	13.5 Days	14.4 Days	10.5 Days	11.9 Days
2.3	Avg. No. People per Party	2.1	2.1	2.4	2.5
	Avg. Expenditures:				
\$1179.00	Per Party Per Trip	\$1308.00	\$1303.00	\$1080.00	\$1025.00
\$94.20	Per Day Per Party	\$96.70	\$90.50	\$103.00	\$86.50
\$40.30	Per Person Per Day	\$44.00	\$41.30	\$41.40	\$34.40

10. What influenced your decision to visit Texas?

(Multiple answers)

45.1%	Brochures	36.5%	38.1%	54.1%	43.6%
36.7%	Friends/Family	53.6%	38.1%	29.6%	39.0%
20.0%	Word of Mouth	24.3%	19.0%	18.5%	21.2%
18.8%	Passing Through	19.5%	13.2%	16.6%	24.3%
15.9%	Previous Trip	17.0%	15.6%	15.2%	16.6%
15.3%	None of the Above	21.9%	17.3%	13.4%	14.6%
6.8%	Magazine Ad	4.8%	5.7%	8.8%	6.1%
4.0%	TV Ad	2.4%	2.8%	1.8%	6.9%
3.3%	Newspaper Ad	2.4%	4.6%	0.4%	5.0%
3.0%	Billboards	2.4%	1.1%	6.0%	1.9%
0.8%	Radio Ad	0.0%	1.7%	1.3%	0.0%

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

(Multiple answers)

If in advance (ordered from):

64.6%	Auto Club/Travel Agent	56.2%	66.0%	72.0%	59.2%
31.5%	State Tourist Ofc.	31.2%	31.0%	25.2%	36.3%
10.5%	City/Town	25.0%	9.7%	10.8%	9.5%
6.7%	Lodging	18.7%	7.7%	6.3%	5.1%
5.4%	Regional Chamber	18.7%	4.8%	7.2%	3.1%
1.8%	Theme Park	0.0%	0.9%	4.5%	0.6%

If after you left home:

76.5%	Info Center	89.2%	74.2%	69.3%	81.4%
26.3%	In City/Town	42.8%	23.8%	25.5%	25.8%
21.4%	At Lodging	25.0%	22.8%	15.3%	24.7%
16.9%	Travel Agent	0.0%	20.9%	24.0%	11.8%
1.3%	At Theme Park	0.0%	0.0%	0.7%	2.8%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
9.2%	1 week or less	14.2%	8.0%	6.3%	11.6%
8.2%	2-3 weeks	16.6%	8.0%	7.2%	7.8%
12.7%	1 month	14.2%	9.1%	14.0%	13.8%
29.4%	2-3 months	19.0%	26.2%	27.7%	34.4%
20.6%	4-6 months	28.5%	21.7%	22.2%	17.2%
19.7%	over 6 months	7.1%	26.8%	22.2%	14.9%

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

43.9%	Saw More Cities / Areas	46.3%	45.6%	35.7%	49.4%
39.4%	Saw More Attractions	46.3%	37.5%	30.2%	47.4%
28.4%	Did Not Influence My Trip	26.8%	31.2%	29.3%	26.0%
14.9%	Longer Stay	19.5%	12.7%	15.1%	15.5%
12.3%	More Recreation	17.0%	12.1%	10.5%	13.2%
8.4%	Did More Shopping	12.2%	8.6%	9.1%	7.0%
7.1%	Saw More Theme Parks	7.3%	6.3%	7.8%	7.0%
6.5%	Stayed in More Hotels	9.7%	4.6%	8.7%	5.4%
4.9%	Ate Out More	9.7%	3.4%	6.4%	3.8%

14. What activities did you or your group participate in while visiting Texas?
(Multiple answers)

74.1%	Shopping	78.0%	75.1%	73.3%	73.5%
63.4%	Historical Tours	60.9%	66.4%	67.4%	58.3%
58.7%	Museum-Historical	63.4%	58.9%	57.3%	59.1%
57.6%	Photography	48.7%	57.8%	54.1%	61.8%
27.2%	Swimming	9.7%	26.0%	33.0%	26.0%
26.4%	Museum-Art	31.7%	21.3%	26.6%	28.7%
17.4%	Bird Watching	9.7%	15.0%	11.4%	25.2%
17.1%	Rodeo	4.8%	7.5%	24.7%	19.0%
15.6%	Camping	17.0%	12.1%	13.3%	19.8%
15.5%	Hiking	31.7%	15.0%	9.1%	18.6%
13.2%	Theme Park	12.2%	15.6%	16.5%	8.9%
11.4%	Boating	4.8%	13.8%	15.6%	7.3%
11.4%	Theater/Movie	24.3%	10.9%	10.5%	10.5%
9.5%	Festival/Fair	0.0%	21.3%	4.5%	7.3%
8.1%	Rocks	12.2%	5.7%	5.0%	11.6%
6.6%	Concert-Pop/Rock/CW	9.7%	7.5%	6.4%	5.8%
6.3%	Livestock Show	23.0%	8.6%	6.8%	4.2%
6.1%	Business	4.8%	6.9%	2.7%	8.5%
5.3%	Horse Riding	4.8%	1.7%	9.6%	4.2%
4.9%	Sports Event	4.8%	5.7%	4.1%	5.0%
4.3%	Convention	2.4%	5.7%	1.3%	6.2%
3.7%	Golf/Tennis	4.8%	4.0%	2.2%	4.6%
3.6%	School/Seminar	2.4%	4.0%	2.2%	4.6%
3.4%	Military Event	2.4%	2.3%	5.5%	2.7%
2.4%	Fishing	0.0%	1.7%	5.0%	1.1%
2.3%	Theater/Live	2.4%	2.8%	3.2%	1.1%
1.4%	Concert-Classical	2.4%	0.5%	3.2%	0.3%
0.7%	Waterskiing	0.0%	0.0%	2.2%	0.0%
0.2%	Medical Treatment	0.0%	0.0%	0.9%	0.0%
0.1%	Hunting	2.4%	0.0%	0.0%	0.0%

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

Annual		Winter'93	Fall'92	Summer'92	Spring'92
76.3%	Friendliness	69.0%	78.4%	73.7%	78.3%
54.9%	Food	57.1%	57.5%	53.4%	53.9%
54.9%	Scenery	52.3%	47.0%	58.5%	57.4%
53.7%	Good Hwys.	54.7%	55.8%	47.4%	57.4%
52.8%	Shopping	54.7%	55.2%	53.0%	50.9%
50.1%	Historical Sites/Markers	50.0%	56.4%	53.4%	43.3%
45.1%	Small Towns	45.2%	44.7%	48.3%	42.5%
43.2%	Big Cities	35.7%	41.8%	44.7%	44.1%
42.0%	Museum-Historical	45.2%	40.7%	43.3%	41.4%
34.4%	Desert/Plains	30.9%	29.0%	35.9%	37.2%
29.9%	Wild Flowers	19.0%	16.8%	24.4%	44.8%
25.9%	Mountains	30.9%	20.9%	23.9%	30.0%
24.2%	Forests	26.1%	22.0%	20.2%	28.5%
19.8%	Beaches	16.6%	19.7%	16.1%	23.5%
18.8%	Museum-Art	23.8%	13.9%	20.7%	19.7%
15.4%	Swimming	7.1%	15.1%	20.2%	12.9%
13.8%	Nightlife	21.4%	8.7%	17.9%	12.5%
13.6%	Camping	19.0%	10.4%	12.9%	15.5%
12.1%	Theme Parks	7.1%	11.0%	15.2%	11.0%
7.3%	Boating	2.3%	6.9%	11.5%	4.9%
6.6%	Festivals	0.0%	14.5%	4.1%	4.5%
6.4%	Resorts	2.3%	9.8%	6.9%	4.5%
6.0%	Dude Ranches	4.7%	3.4%	7.3%	6.8%
4.9%	Concert-Pop/Rock/CW	7.1%	6.4%	5.0%	3.4%
2.8%	Theater	7.1%	2.9%	3.2%	1.9%
2.7%	Golf/Tennis	4.7%	4.6%	1.3%	2.2%
2.7%	Sports-Professional	4.7%	3.4%	3.2%	1.5%
2.1%	Fishing	0.0%	1.7%	4.1%	1.1%
1.3%	Sports-Amateur	2.3%	2.3%	1.3%	0.3%
0.7%	Concert-Classical	0.0%	0.0%	1.8%	0.3%
0.2%	Sailing	0.0%	0.5%	0.0%	0.3%
0.1%	Waterskiing	2.3%	0.0%	0.0%	0.0%
0.0%	Ballet	0.0%	0.0%	0.0%	0.0%

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

(Top 30 Cities/Towns Listed)

Annual Rank Pct.			Winter'93 Rank Pct.		Fall'92 Rank Pct.		Summer'92 Rank Pct.		Spring'92 Rank Pct.	
1	36.9	San Antonio	1	41.0%	1	39.6%	1	36.8%	1	34.6%
2	27.6	Houston	4	15.3%	2	32.3%	2	31.8%	2	22.9%
3	24.5	Dallas	2	25.6%	4	28.0%	3	25.8%	3	20.9%
4	21.3	Austin	3	23.0%	3	31.7%	4	18.4%	4	16.5%
5	9.8	Galveston	9	5.1%	5	14.0%	6	9.9%	5	7.6%
6	8.7	El Paso	7	10.2%	8	5.4%	5	13.4%	6	6.8%
7	7.6	Corpus Christi	5	12.8%	6	9.1%	7	6.4%	6	6.8%
8	6.4	Fort Worth	5	12.8%	7	7.3%	10	4.4%	8	6.4%
9	4.6	Waco	13	2.5%	8	5.4%	8	5.9%	17	3.2%
10	4.4	Del Rio	34	0.0%	11	4.2%	9	4.9%	9	4.8%
11	3.8	Fredericksburg	34	0.0%	10	4.8%	13	2.4%	9	4.8%
12	3.6	Laredo	8	7.6%	12	2.4%	13	2.4%	9	4.8%
13	2.9	Big Bend	13	2.5%	20	1.2%	11	2.9%	12	4.0%
14	2.6	Amarillo	13	2.5%	15	1.8%	15	1.9%	16	3.6%
15	2.4	Fort Stockton	13	2.5%	20	1.2%	11	2.9%	19	2.8%
16	2.1	Kilgore	34	0.0%	20	1.2%	23	1.0%	12	4.0%
17	1.9	Kerrville	34	0.0%	15	1.8%	68	0.0%	12	4.0%
17	1.9	South Padre	34	0.0%	12	2.4%	18	1.4%	21	2.4%
19	1.8	Van Horn	34	0.0%	12	2.4%	43	0.5%	19	2.8%
19	1.8	Beaumont	13	2.5%	15	1.8%	18	1.4%	24	2.0%
21	1.6	Fort Davis	13	2.5%	65	0.0%	23	1.0%	17	3.2%
21	1.6	Abilene	34	0.0%	15	1.8%	15	1.9%	28	1.6%
21	1.6	Temple	34	0.0%	65	0.0%	43	0.5%	12	4.0%
24	1.5	Orange	34	0.0%	65	0.0%	15	1.9%	21	2.4%
25	1.2	Texarkana	13	2.5%	20	1.2%	23	1.0%	34	1.2%
25	1.2	Wichita Falls	34	0.0%	31	0.6%	43	0.5%	21	2.4%
27	1.0	Rockport	13	2.5%	65	0.0%	23	1.0%	28	1.6%
27	1.0	Alpine	34	0.0%	20	1.2%	68	0.0%	24	2.0%
27	1.0	Brownsville	9	5.1%	65	0.0%	23	1.0%	34	1.2%
30	0.9	Kingsville	13	2.5%	65	0.0%	68	0.0%	24	2.0%
30	0.9	San Marcos	34	0.0%	31	0.6%	68	0.0%	24	2.0%
30	0.9	Harlingen	9	5.1%	20	1.2%	68	0.0%	39	0.8%
30	0.9	Langtry	13	2.5%	31	0.6%	23	1.0%	39	0.8%
30	0.9	Pecos	34	0.0%	31	0.6%	23	1.0%	34	1.2%
30	0.9	Tyler	34	0.0%	15	1.8%	23	1.0%	61	0.4%

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

(Top 50 Attractions Listed)

Annual Rank	Annual Pct.	Attraction	Winter'93 Rank	Winter'93 Pct.	Fall'92 Rank	Fall'92 Pct.	Summer'92 Rank	Summer'92 Pct.	Spring'92 Rank	Spring'92 Pct.
1	29.2%	Alamo	1	26.6%	1	24.5%	1	33.0%	1	29.7%
2	13.4%	NASA	6	6.6%	3	11.4%	2	21.3%	4	10.1%
3	11.7%	Capitol Complex	2	20.0%	2	20.4%	6	9.5%	6	6.3%
4	11.1%	San Antonio River Walk	2	20.0%	5	7.3%	4	10.2%	2	12.7%
5	9.4%	Big Bend National Park	4	10.0%	9	4.9%	4	10.2%	3	11.7%
6	7.7%	JFK Memorials	6	6.6%	4	9.8%	8	6.6%	5	7.4%
7	6.7%	LBJ Library & Museum	4	10.0%	7	5.7%	31	1.0%	7	5.3%
8	5.2%	San Antonio Missions	6	6.6%	5	7.3%	9	5.1%	12	3.7%
9	4.2%	Padre Is. Natl. Seashore	6	6.6%	16	3.2%	13	3.6%	8	4.7%
10	3.9%	Tx. Ranger Hall of Fame	41	0.0%	19	2.4%	6	9.5%	31	1.6%
11	3.5%	Ft. Davis Natl. Hist. Pk.	6	6.6%	19	2.4%	14	2.9%	10	4.2%
12	3.3%	S.J. Battleground St. Pk.	41	0.0%	9	4.9%	14	2.9%	15	3.1%
13	3.1%	Guad. Mnts. Natl. Pk.	14	3.3%	7	5.7%	18	1.4%	18	2.6%
13	3.1%	LBJ Natl. Historical Pk.	41	0.0%	19	2.4%	9	5.1%	18	2.6%
15	2.7%	Astrodomain	41	0.0%	12	4.1%	1	24.4%	39	1.0%
15	2.7%	Ft. Worth Stockyards	14	3.3%	16	3.2%	9	5.1%	67	0.5%
17	2.5%	Dallas W. End Hist. Dist.	41	0.0%	28	1.6%	18	1.4%	10	4.2%
18	2.3%	East Texas Oil Mus.	14	3.3%	12	4.1%	39	0.7%	24	2.1%
18	2.3%	Palo Duro Canyon St. Pk.	41	0.0%	40	0.8%	14	2.9%	15	3.1%
18	2.3%	Six Flags Over Texas	6	6.6%	16	3.2%	17	2.2%	39	1.0%
21	2.1%	Sea World	41	0.0%	9	4.9%	39	0.7%	31	1.6%
22	1.8%	Fiesta Texas	14	3.3%	79	0.0%	39	0.7%	12	3.7%
22	1.8%	Galveston Island Beach	14	3.3%	28	1.6%	39	0.7%	18	2.6%
22	1.8%	Houston Mus. of Fine Arts	41	0.0%	79	0.0%	74	0.0%	8	4.7%
22	1.8%	Lajitas Mus. & Desert	41	0.0%	28	1.6%	74	0.0%	12	3.7%
26	1.6%	IMAX Theatre	14	3.3%	79	0.0%	18	1.4%	18	2.6%
27	1.4%	King Ranch	41	0.0%	19	2.4%	74	0.0%	67	0.5%
27	1.4%	Tower Of The Americas	14	3.3%	28	1.6%	18	1.4%	39	1.0%
27	1.4%	Zilker Park	41	0.0%	12	4.1%	39	0.7%	67	0.5%
30	1.2%	McDonald Observatory	14	3.3%	79	0.0%	39	0.7%	24	2.1%
30	1.2%	Seminole Canyon St. Pk.	41	0.0%	40	0.8%	39	0.7%	24	2.1%
30	1.2%	Southfork Ranch	6	6.6%	79	0.0%	18	1.4%	39	1.0%
30	1.2%	U.T. at Austin	14	3.3%	19	2.4%	74	0.0%	39	1.0%
30	1.2%	Hill Country St. Nat. Area	41	0.0%	40	0.8%	39	0.7%	24	2.1%
30	1.2%	Caverns Of Sonora	14	3.3%	79	0.0%	18	1.4%	31	1.6%
30	1.2%	El Mercado (San Antonio)	41	0.0%	12	4.1%	74	0.0%	67	0.5%
37	1.0%	Natural Bridge Caverns	14	3.3%	40	0.8%	39	0.7%	39	1.0%
37	1.0%	Amistad Reservoir	41	0.0%	40	0.8%	18	1.4%	39	1.0%
37	1.0%	Davis Mountains St. Pk.	41	0.0%	79	0.0%	39	0.7%	24	2.1%
37	1.0%	Las Colinas Complex	41	0.0%	19	2.4%	74	0.0%	39	1.0%
37	1.0%	South Padre Island	14	3.3%	79	0.0%	74	0.0%	24	2.1%
37	1.0%	Strand	41	0.0%	40	0.8%	18	1.4%	39	1.0%
43	0.8%	Mount Bonnell	14	3.3%	79	0.0%	74	0.0%	31	1.6%
43	0.8%	Y O Ranch	41	0.0%	79	0.0%	74	0.0%	24	2.1%
43	0.8%	Enchanted Rock St. Pk.	14	3.3%	28	1.6%	74	0.0%	67	0.5%
43	0.8%	Fort Stockton	41	0.0%	40	0.8%	74	0.0%	31	1.6%
43	0.8%	Pedernales Falls St. Pk.	41	0.0%	79	0.0%	18	1.4%	39	1.0%
43	0.8%	Aquarena Springs	41	0.0%	28	1.6%	18	1.4%	99	0.0%
43	0.8%	Big Thicket Museum	41	0.0%	28	1.6%	74	0.0%	39	1.0%
43	0.8%	Ft. Worth Botanic Garden	14	3.3%	28	1.6%	74	0.0%	67	0.5%
43	0.8%	Governors Mansion	41	0.0%	28	1.6%	74	0.0%	39	1.0%