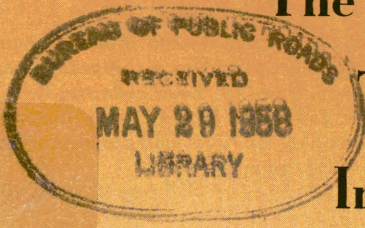


**The Texas
Tourist
Industry,**

1957,

TEXAS Highway Dept.



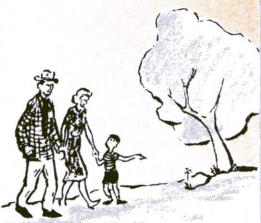
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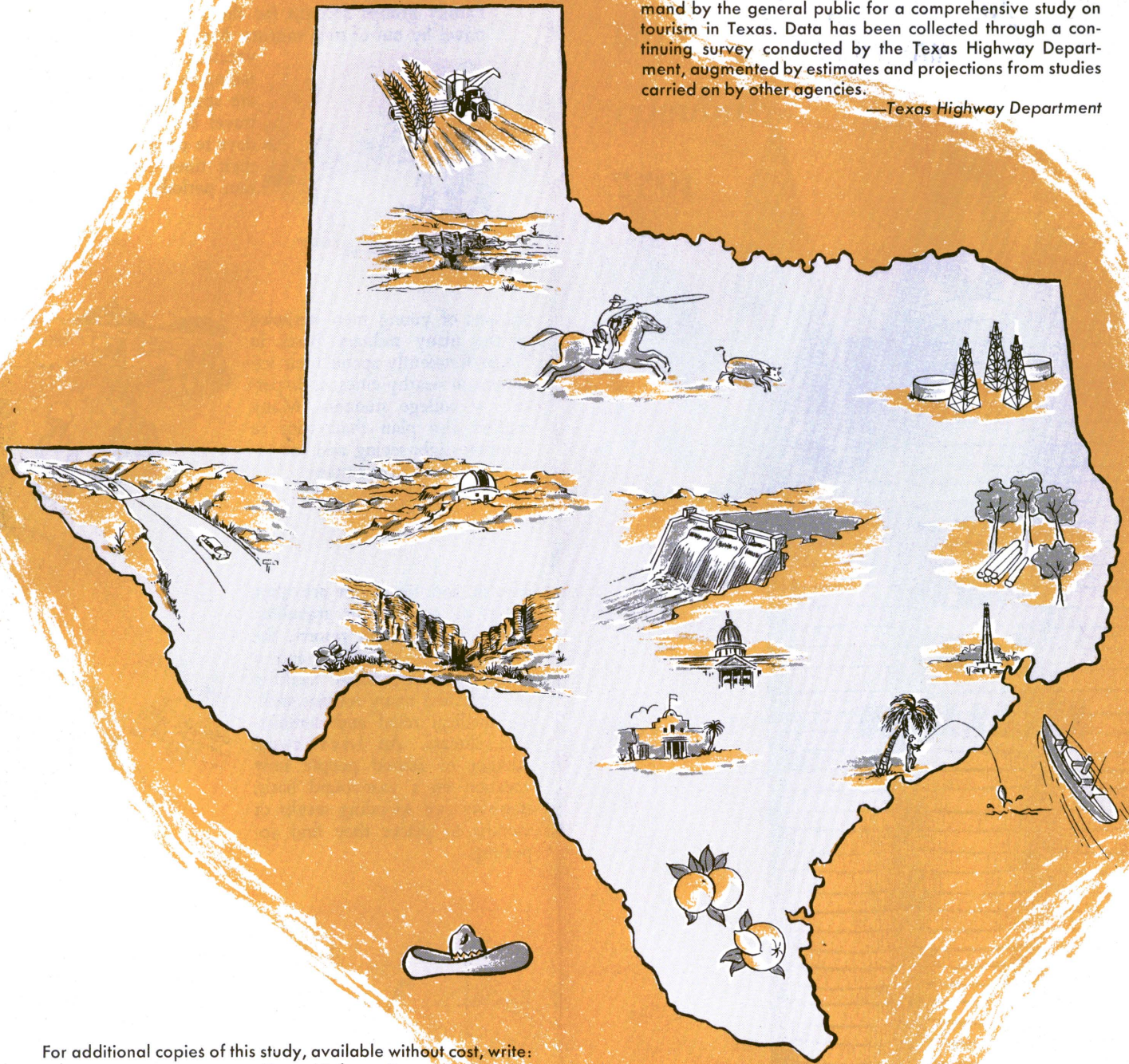


[1958]

Foreword . . .

This report has been prepared to meet the increased demand by the general public for a comprehensive study on tourism in Texas. Data has been collected through a continuing survey conducted by the Texas Highway Department, augmented by estimates and projections from studies carried on by other agencies.

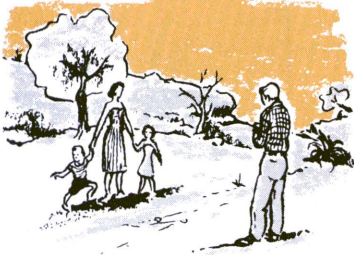
—Texas Highway Department



For additional copies of this study, available without cost, write:
Texas Highway Department
Division of Information and Statistics
Austin 14, Texas

WHO TRAVELS?

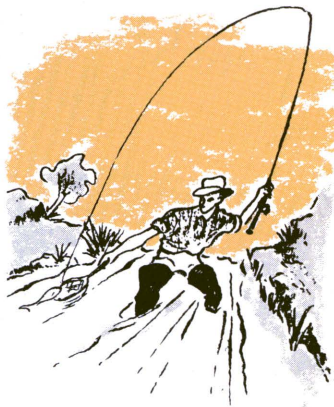
Family groups account for the heaviest volume of vehicle travel by out-of-state tourists. Most families take at least one vacation annually and many are taking two. Some industries now are spurring the trend to winter travel by offering extra vacation days to personnel willing to take their time during slack production periods.



Parents of young men stationed at the many military bases in Texas frequently spend their vacations in nearby cities, as do parents of college students. Many tourists also plan their trips to combine sight-seeing and the re-ewing of old acquaintances.



Health and recreation are often given as reasons for traveling. Texas' many health resorts, the abundance of sunshine, and a variety of recreational facilities are attracting many tourists seeking medical relief and comfortable climate. An increased number of retired people now vacation on a year-round basis, stopping and spending weeks or months in places they find appealing.



Combining business and pleasure has always been a pleasant objective, and more businessmen seem to be doing just that more than ever before. Furthermore, they are taking their wives and children whenever possible, adding valuable revenue to some city's business activity.



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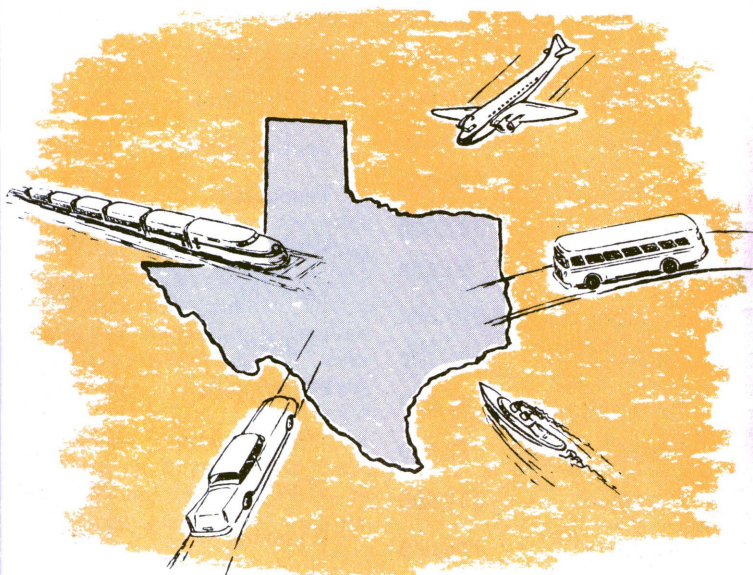
WHERE THEY COME FROM

State	Automobile Tourists	State	Automobile Tourists
Alabama	237,000	New Jersey	145,000
Arizona	279,000	New Mexico	279,000
Arkansas	383,000	New York	383,000
California	1,447,000	North Carolina	124,000
Colorado	145,000	North Dakota	31,000
Connecticut	52,000	Ohio	383,000
Delaware	21,000	Oklahoma	734,000
Florida	476,000	Oregon	93,000
Georgia	196,000	Pennsylvania	248,000
Idaho	21,000	Rhode Island	10,000
Illinois	538,000	South Carolina	72,000
Indiana	217,000	South Dakota	21,000
Iowa	269,000	Tennessee	207,000
Kansas	207,000	Utah	31,000
Kentucky	93,000	Vermont	10,000
Louisiana	1,013,000	Virginia	114,000
Maine	21,000	Washington	114,000
Maryland	41,000	West Virginia	31,000
Massachusetts	72,000	Wisconsin	155,000
Michigan	331,000	Wyoming	21,000
Minnesota	176,000	Dist. of Columbia	10,000
Mississippi	207,000	Canada	124,000
Missouri	341,000	Mexico	31,000
Montana	21,000	Alaska	10,000
Nebraska	62,000	Foreign	41,000
Nevada	31,000		
New Hampshire	21,000	TOTAL	10,340,000

WHAT DETERMINES CHOICE OF A VACATION SPOT?

Accessibility

Accessibility of all points of interest is the key to a strong tourist trade. The 57,000 miles of widely acclaimed primary and secondary highways assures travelers in Texas of rapid and comfortable access to all parts of the state. New additions and improvements to the highway system will reduce the cost of vehicular operation as well as time spent driving, and will be the equivalent of a bonus vacation day to the tourist.



Accommodations

The traveler not only needs easy access to points of interest, he must be reasonably certain that comfortable lodging will be available. The tremendous postwar industrial growth in the Southwest has brought a corresponding increase in hotel and motel facilities, although there are some limitations on facilities provided for trailers and campers

Recreation

A wide range of recreational facilities is necessary for a sound and steady tourist industry. In Texas one has readily

available hunting, fishing, golfing, hiking, riding, boating, swimming, and many less rigorous activities. The sight-seer may choose from mountains, canyons, deserts, plains, forests, lakes, or the Coastal Bend.

To many, history lives and lasts. The fascinating history of the past is never far from the modern tourist in Texas. Sites of early struggles for independence, old cattle trails, Sixteenth Century Spanish missions may be visited with comfort and ease.

Hospitality is important, too. Survey cards reveal that travelers generally are very pleased with the friendliness of Texans.



Economy

Survey data cards reveal also that tourists were impressed with the economy of travel in Texas. Texas has one of the lowest gasoline taxes in the country, which enables tourists to economize on motor fuel. Statistics released by the National Association of Travel Organizations show that the average U. S. tourist spent about \$10 a day, while the average cost per person per day in Texas was only \$8.22—roughly 18 per cent cheaper than the national average.

HOW IMPORTANT IS TOURISM?

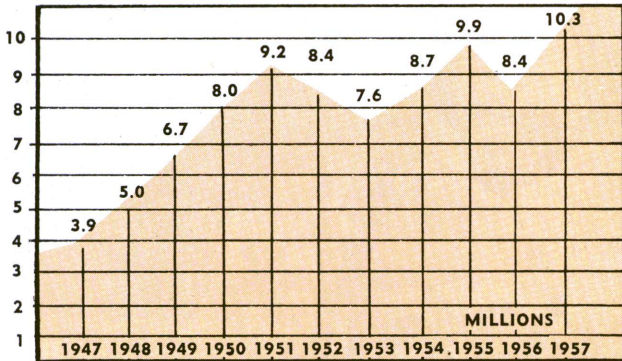
There are three basic ways to bring new money and business into any given area according to the United States Chamber of Commerce. These include agricultural development, industrial development, and tourist development. The Chamber also reports, "Tourism is probably the quickest, least difficult method of the three."

"If a community can attract a couple of dozen tourists a day throughout the year, it would be comparable to acquiring a new manufacturing industry with an annual payroll of \$100,000," the United States Department of Commerce says.

"The tourist is the taxpayer's friend and every tourist who comes to a community can help ease the local tax burden," according to the U. S. Department of Commerce.

Every time the dollar changes hands, an estimated 25 cents goes for taxes. The Federal tax is sent to Washington, the local tax is used for civic improvement and local government, and the State's share is redistributed in the form of better highways, improved schools, and a better way of life generally.

AUTOMOBILE TOURISTS

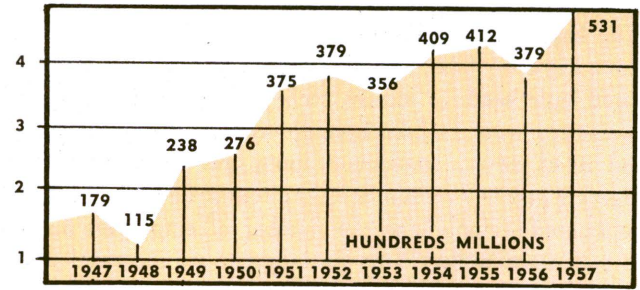


NUMBER OF VISITORS

Last year 10.3 million out-of-state tourists traveled 4 billion vehicle miles viewing scenic, historical, and recreational spots in the Lone Star State. Tourists came to Texas in 3.9 million vehicles, riding 2.6 persons per vehicle. In addition to those who utilized private conveyances for travel to Texas, some 1.9 million tourists traveled to Texas via rail (888,000 tourists), air (592,000 tourists), bus, 445,000 tourists), and ship (792 tourists).*

*Projected data based on information released by the U. S. Department of Commerce, Bureau of the Census.

AUTOMOBILE TOURISTS



HOW MUCH DID THEY SPEND?*

An all-time high of \$531 million was spent in Texas by tourists traveling by automobile last year. This was an impressive increase over 1956's intake of \$379 million. Although the actual volume of visitors was not drastically different from 1956's figure those who did come to Texas stayed longer and spent more money per person per day, filling the coffers of cities and communities throughout the state.







Statistically, the average tourist party spent 51 cents more per person per day in 1957 than was spent the previous year. Expenditures per person per day jumped to \$8.22 last year from 1956's \$7.71. Moreover, in 1956 the typical tourist stayed 5.9 days in Texas, but extended his visit to 6.3 days in 1957, which along with his increased spending, accounts for the whopping \$531 million cleared from tourists traveling by automobile. In addition, it is estimated that approximately \$98.9 million was spent by tourists visiting Texas by air, rail, bus, and ship.

Economically, everyone benefits from tourism since tourist dollars represent new money earned elsewhere and brought into the community. The businessman who sells the visitor gas, food, lodgings, etc., gets first use of the tourist dollar and in respending it puts it into his community's business cycle.

*All figures have been rounded off for convenience.

HOW IS TOURIST MONEY SPENT?

The largest part of the tourist dollar in Texas is spent for three items — food, lodging, and car upkeep. To serve the three basic needs of tourists each year, 25,320 established businesses with 102,265 employees are required. When the retail stores, amusement spots, gift shops, and other places where the remainder of the tourist dollar is spent, are considered—along with the number of employees needed to staff these outlets—the final figures are increased many times.

			Million
	Food and refreshment	27¢	\$143
	Transportation	22¢	117
	Lodging	21¢	112
	Retail purchases	14¢	74
	Recreation	11¢	58
	Laundry & other services	5¢	27
		<hr/>	<hr/>
		\$1.00	\$531

An estimated \$18,500 was grossed from sale of 20,000 non-resident fishing licenses during 1957, while 24,000 hunting licenses purchased by out-of-staters brought in another \$35,500, both of which went to the State Game and Fish Commission. This does not include the thousands of dollars spent for bait, boats, camping equipment, and other incidentals in the state.

WHAT TOURISM MEANS TO THE COMMUNITY

"Tourist business is big business in Amarillo. Highways 66, 87, 287 and 60 bring us more than 10,000 cars each day."

Jack Lacy, Exec. Vice President and General Manager
Amarillo Chamber of Commerce

"The tourist industry is high on the list of El Paso's economic assets for we have conservatively estimated that \$25 million in new money annually is poured into the city's coffers by our visitors."

W. W. Wilson, Gen. Manager and Exec. Vice President
El Paso Chamber of Commerce

"Relatives of service men of the Killeen-Fort Hood area from all over the United States account for from five to ten per cent of the sales in Killeen."

George T. Cates, Manager
Killeen Chamber of Commerce

"We estimate the number of tourists visiting San Antonio in 1957 at two million. We also estimate that these tourists spent approximately \$40 million here."

Gene May, Tourist Manager
Civic Advertising Department
City of San Antonio

"Tourist expenditures in 1957 amount to some \$16 million."

Bob Conwell, Managing Director
Coastal Bend Tourist Association

"Tourists and travelers to Mexico spend \$4,000,000 a year in McAllen making tourism next to agriculture and oil in economic importance."

Paul T. Vickers, Manager
McAllen Chamber of Commerce

"Texas is imbued with scenery, natural recreational facilities, and a colorful history — the three basic raw materials necessary for developing a tourist industry. A greater tourist promotional program at the community, state, and national level would easily develop this lucrative industry into one of the largest factors of our state economy."

MILLER AINSWORTH, President
Texas Tourist Foundation

WHAT TOURISM MEANS ELSEWHERE

"Tourists and vacationists in Virginia are now spending in excess of \$654 million annually, according to a recent study of the Virginia Travel Council."

F. J. BARNES, II, Commissioner
Department of Conservation and Development
Richmond, Virginia

"New tourist attractions in Georgia — and more advertising of them — resulted during 1957 in a 12 per cent gain in out-of-state travel on main tourist roads."

Georgia Highway Department

"236,000 tourists entered Mexico through ports-of-entry on the Texas-Mexico border for 1957."

R. LINARES
Mexican Consulate
Austin, Texas

"Some 11.5 million out-of-state tourists spent a record \$288.9 million in Arkansas in 1957."

SAM B. KIRBY, Executive Director
Arkansas Publicity and Parks Commission

"Tourism is South Dakota's second largest industry, ranked only by agriculture and food processing."

H. P. DIXON
Publicity Director
Department of Highways
South Dakota

"The American traveler is now spending over \$25 billion a year at home and abroad."

National Association of Travel Organizations

WHAT IS BEING DONE?

For twenty-two years, the seven Travel Information Bureaus operated by the Texas Highway Department have been stimulating travel to and within the state and creating good will for Texans with our visitors. Attendants in the bureaus (Orange, Waskom, Wichita Falls, Canutillo, Laredo, Texarkana, and Denison) combine a thorough knowledge of the state, its routes and attractions, with a discerning distribution of descriptive material in fulfilling their duties as official hosts.



The Highway Travel Information Bureaus last year played host to 174,000 out-of-state guests and received 7,500 non-resident telephone calls. Texans too, took advantage of the Bureau services; 172,000 Texas visitors stopped at the Travel Bureaus. Requested data was given by telephone to 35,000 local people.

Besides the general tourist information, the Bureaus keep up-to-date reports on road conditions and construction proj-

ects both in and out of the state as a further aid to motorists. Travel maps and brochures on points of interest, scenic and historical attractions, special events, and state parks are offered with no charge.

Attendants at the Bureaus have also learned to carefully scrutinize the belongings of motorists to ascertain their interests. In this manner, they managed last year to increase the visit of the average tourist by 15 per cent, adding an extra \$1.3 million to the amount of money tourists spend in Texas.

PLEASE COMPLETE AND MAIL AFTER YOUR VISIT IN TEXAS

1. Was this your first visit to Texas Yes No
2. Number of persons in party ... 1 2 3 4 5 6
3. Why did you visit Texas Enroute Business Vacation Visit Personalities
4. Number of days in Texas 1 2 3 4 5 6 7 Days
5. Daily cost for party (including car expenses) \$5 \$10 \$15 \$20 \$25 \$30 \$35 \$40 \$45
6. Accommodations used Hotel Motel Camping Trailer Other
7. First Visit to Information Bureau Yes No
8. Approximate miles driven in Texas 1250

*We Disliked
that August heat!
Poor markings in
some cities and
reckless driving
in some areas.*

*We Liked
Highways, wide open
spaces, atmosphere of
freedom, friendliness
of people, amazed at
variety of recreation and
scenery. Food and
accommodations were
inexpensive.*



City
Sacramento

State
California

In 1957 the Texas Highway Department received and filled 209,000 specific requests from the motoring public. Approximately 40 per cent of this total was from prospective tourists and such requests were filled by the use of an Official Highway Travel Map, routes and road information, and descriptive literature. Also included in this total were 634 requests for photographs coming from newspapers, magazines, trade magazines, and business organizations.

A total of 308 requests for sets of 35mm color slides were provided by the Texas Highway Department. These slides were designed to stimulate interest and travel in Texas.

Requests for sets of slides were received from schools and civic organizations throughout the United States. The slides covered the historical attractions, scenic and recreational attractions, industrial and agricultural scenes, and native flora of Texas.

Visitors to Highway Travel Information Bureaus and the number of requests received through the mail in the Austin office totaled 597,500 in 1957, an increase of 15,692 over the previous year.



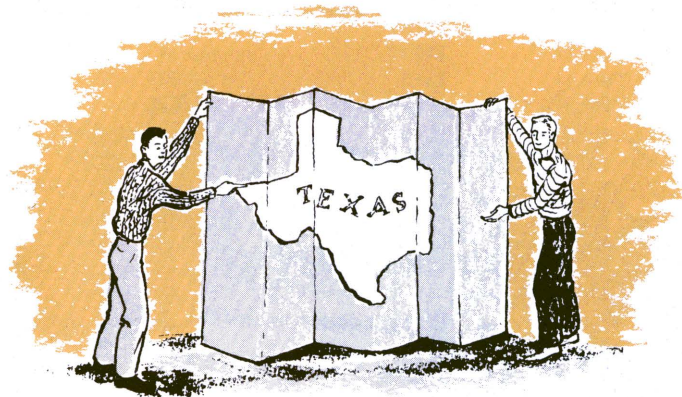
Two years ago a workshop was formulated so that mutual problems facing those who provide services to the traveling public could be discussed and solved. The workshop also provided an opportunity for those organizations concerned to learn more about what Texas has to offer tourists. The group decided to meet annually and in 1957 the second conference was held. Some 80 persons attended representing ten organizations engaged in rendering information to the traveling public.



WHAT CAN I DO?

"If there is a road leading in and out of your community, there is a fair chance of attracting tourists." So claims the U. S. Department of Commerce, and each community, regardless of size or location, can prove them right and get their share of the tourist dollar. How?

Stop taking tourist travel for granted.



Make a survey to determine just what your community has to offer in the way of scenic, historical, and recreational facilities. Then utilize this knowledge to develop community interest in the tourist industry.

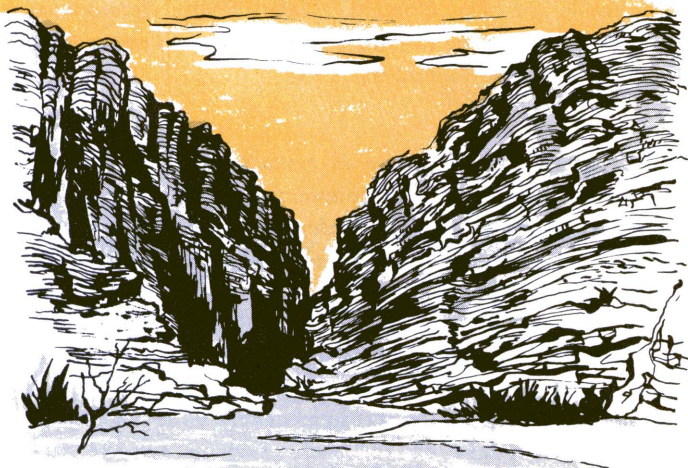
Encourage those who come in contact with the traveling public to know what your community has to offer visitors and how to impart pertinent information clearly and courteously to convey a warm and hospitable impression of their community to tourists.

Every community has something to offer and every community that feels it has something to offer tourists is eager for the tourist dollar. Tourists immediately sense whether or not your community has the latch string out and the welcome mat dusted off.

It is easier and more economical to maintain a tourist industry than to build one, and the secret of both is sound organization between individuals and organizations at the community and state level.

STATE AND NATIONAL PARKS

More than 61,000 acres are encompassed in Texas State Parks. There are high mountains, gorgeous canyons, beautiful lakes, vast forests, islands, and seashore. There are historic sites and recreational areas for hunting, fishing, picnicking, and hiking. There are cabins, boats, horses, and the like. Scenery and terrain of the State Parks vary from the Palo Duro Canyon, some 90 million years old, to the Palmetto State Park, which is a gorgeous botanical garden seemingly lifted from the tropics where wild orchids, ferns, and a profusion of wild flowers in season are pleasant sights for all.



The Big Bend National Park, encompassing some 708,000 acres, is one of the most unusual scenic areas of America. High in the Chisos Mountains the cottages and camp grounds are located at an elevation of 5,400 feet above sea level. The impressive Santa Elena Canyon, spectacular mountains, desert wastelands, and cactus covered plains, comprise an area of scenic contrasts.

VISITORS TO TEXAS STATE PARKS*

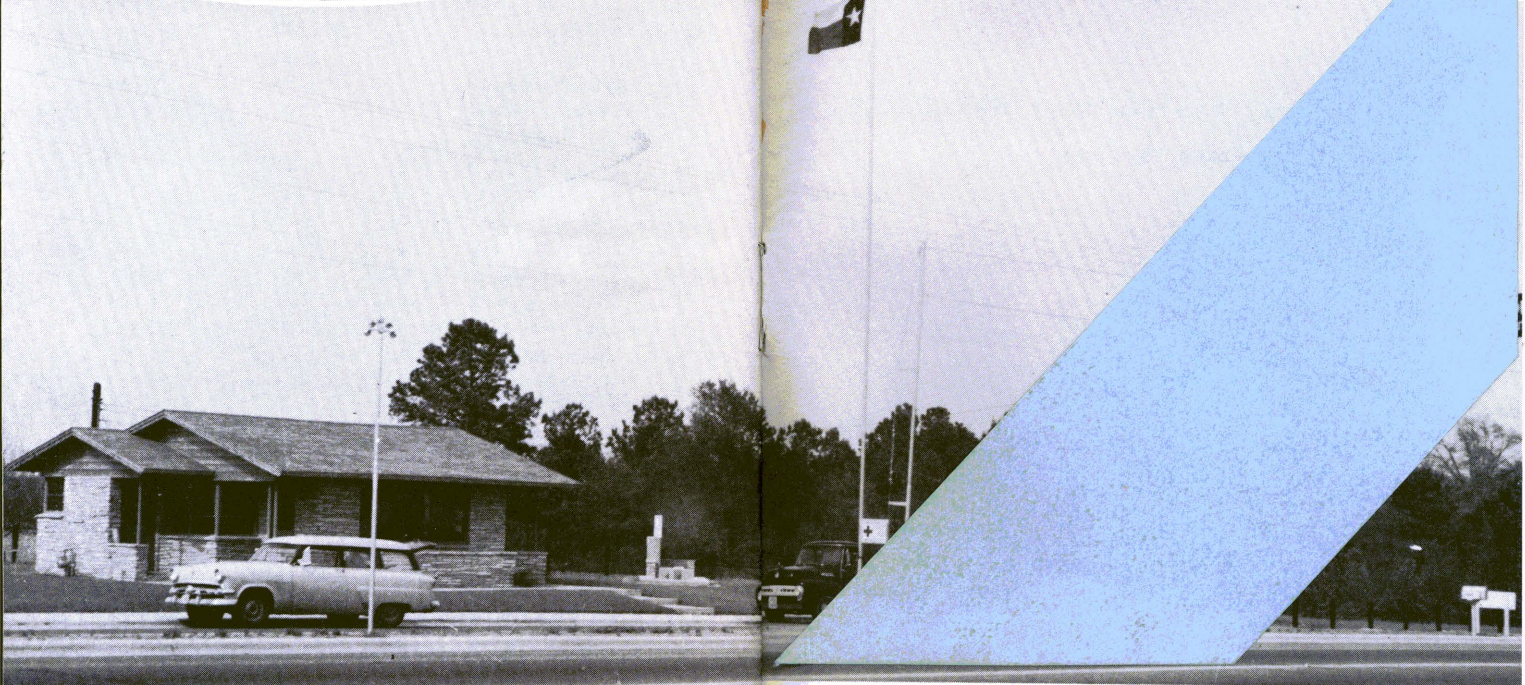
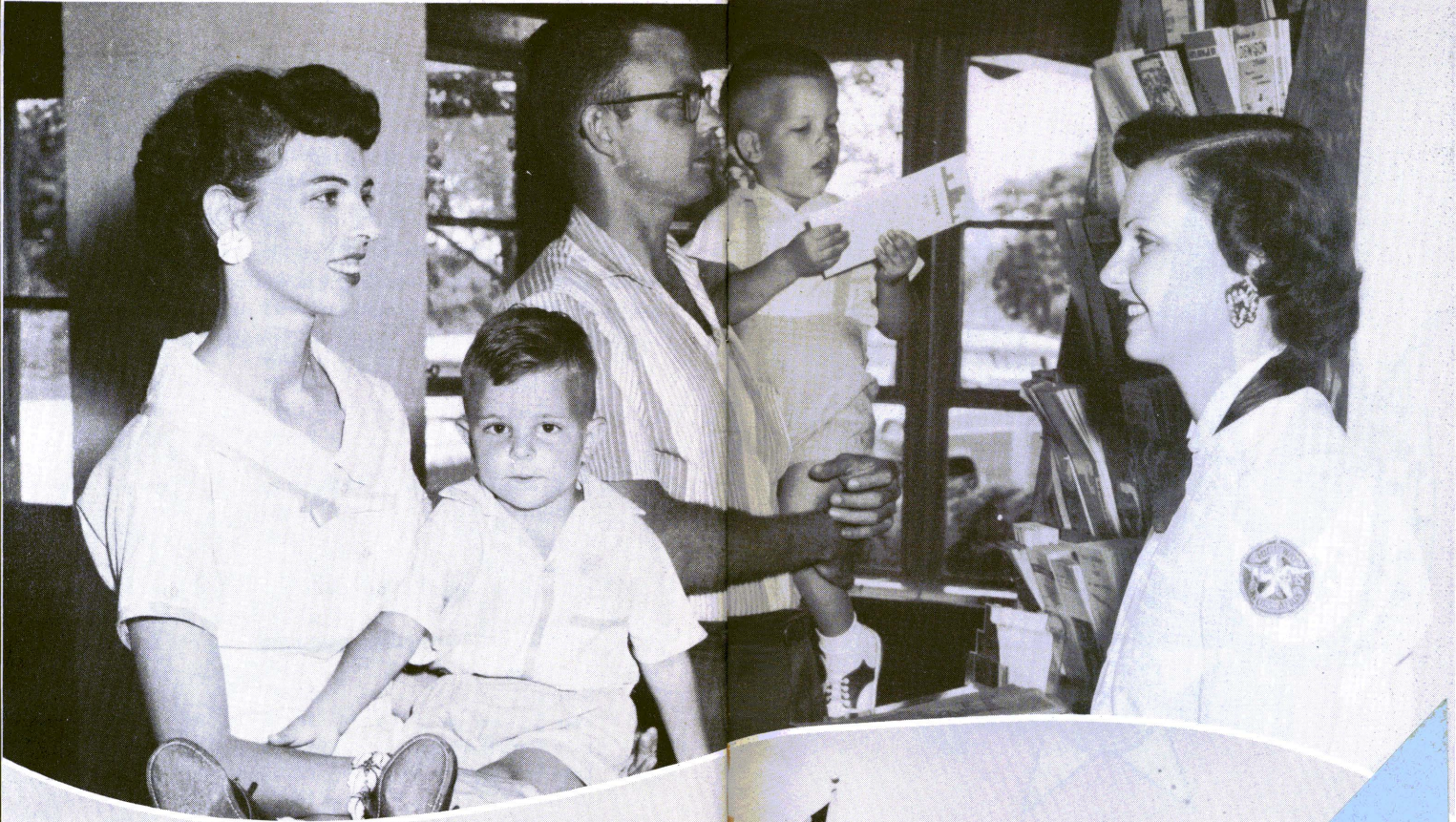
PARK	NO. CARS	VISITORS
Abilene	32,666	98,915
Balmerhea	9,809	31,143
Bastrop	41,264	122,293
Bentsen-Rio Grande	23,248	76,781
Big Spring	9,091	36,604
Blanco	4,912	15,412
Bonham	22,109	70,680
Buescher	6,992	18,824
Caddo Lake	25,413	89,891
Cleburne	27,453	59,891
Daingerfield	17,369	57,919
Davis Mountains	21,875	62,955
Fort Griffin	3,169	11,490
Fort Parker	24,720	75,234
Frio	6,628	19,225
Garner	76,028	400,009
Goliad	14,588	38,393
Gonzales	1,306	4,737
Goose Island	30,330	114,131
Gov. Hogg Shrine	6,779	13,470
Huntsville	29,524	118,345
Inks Lake	20,728	51,442
Jim Hogg	1,882	8,899
Kerrville	33,651	66,681
Lake Brownwood	36,705	71,394
Lake Corpus Christi	143,350	467,568
Lake Whitney	23,332	70,863
Lockhart	18,408	49,633
Longhorn Cavern	11,060	39,230
Makenzie	629,574	1,617,150
Meridian	8,935	26,414
Monument Hill	17,498	83,550
Mother Neff	2,909	8,921
Old Fort Parker	5,576	25,178
Palmetto	6,055	21,518
Palo Duro Canyon	34,215	120,811
Port Isabel	4,160	13,044
Possum Kingdom	5,675	16,730
San Jose Mission	16,697	94,847
Stephen F. Austin	26,015	98,600
Tyler	62,786	195,737
Washington	10,961	31,985
TOTAL	*1,555,445	*4,716,537

VISITORS TO NATIONAL PARK

Big Bend National Park *21,828 *75,618

*All totals include both out-of-state and Texas visitors.

THEY STOP AND ASK



Texas Highway Department
Travel Information Bureaus



L046108

Texas is the
to have been under six flags



Published by THE TEXAS HIGHWAY DEPARTMENT
Austin 14, Texas