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16. Abstract The purpose of this study was to conduct a preliminary examination of the validity of the methods used for the TxDOT Auto Visitor Profile. There were two sources of bias investigated: (1) bias resulting from systematic differences in characteristics between respondents and nonrespondents to the TxDOT survey, referred to as non-response bias; and (2) bias resulting from systematic differences in characteristics between visitors who stop at the Travel Information Centers and those visitors who do not stop, referred to as sampling bias. The methods of this study were directed at out-of-state auto visitors traveling in Texas along Interstate 10 (at Orange near the Louisiana border) during November-January of 1989-1990 and May-July of 1990. Both non-responses and sampling biases were found on many items of the Texas Auto Visitor Profile. The most important source of bias was that travelers from the neighboring state, when compared to other out-of-state travelers, were not only less likely to stop at the Travel Information Centers, but when they did, were less likely to respond to the TxDOT survey. The severe bias on point-of-origin of auto travelers influenced the magnitude and direction of bias on most other variables.					
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A PRELIMINARY VALIDITY STUDY OF
THE TEXAS AUTO VISITOR PROFILE

by

William P. Stewart
Chi-Chuan Lue
and
B. Scott Anderson

Research Report 1299-1F
Research Study Number 2-16-89/0-1299

Sponsored by

Texas State Department of Highways
and Public Transportation

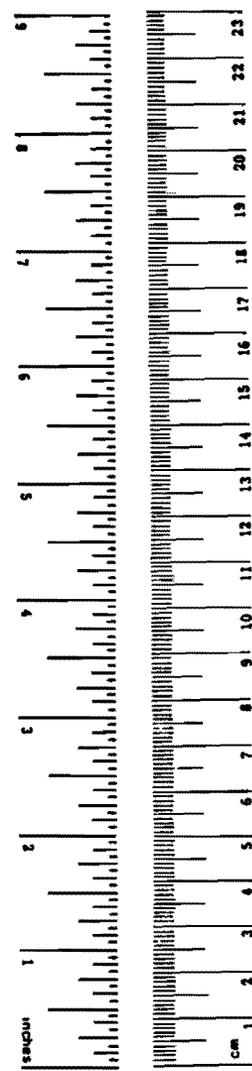
Department of Recreation, Park and Tourism Sciences
in Cooperation with the Texas Transportation Institute
Texas A&M University
College Station, Texas 77843-2261

November 1991

METRIC (SI*) CONVERSION FACTORS

APPROXIMATE CONVERSIONS TO SI UNITS

Symbol	When You Know	Multiply By	To Find	Symbol
LENGTH				
in	inches	2.54	centimetres	cm
ft	feet	0.3048	metres	m
yd	yards	0.914	metres	m
mi	miles	1.61	kilometres	km



AREA				
in ²	square inches	645.2	centimetres squared	cm ²
ft ²	square feet	0.0929	metres squared	m ²
yd ²	square yards	0.836	metres squared	m ²
mi ²	square miles	2.59	kilometres squared	km ²
ac	acres	0.395	hectares	ha

MASS (weight)				
oz	ounces	28.35	grams	g
lb	pounds	0.454	kilograms	kg
T	short tons (2000 lb)	0.907	megagrams	Mg

VOLUME				
fl oz	fluid ounces	29.57	millilitres	mL
gal	gallons	3.785	litres	L
ft ³	cubic feet	0.0328	metres cubed	m ³
yd ³	cubic yards	0.0765	metres cubed	m ³

NOTE: Volumes greater than 1000 L shall be shown in m³.

TEMPERATURE (exact)

°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C
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APPROXIMATE CONVERSIONS TO SI UNITS

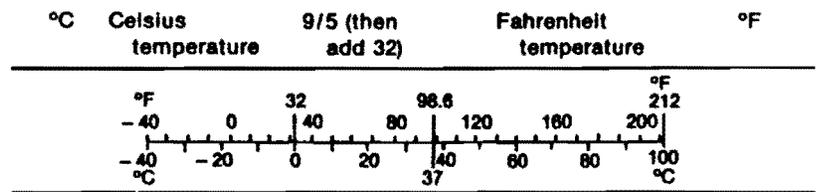
Symbol	When You Know	Multiply By	To Find	Symbol
LENGTH				
mm	millimetres	0.039	inches	in
m	metres	3.28	feet	ft
m	metres	1.09	yards	yd
km	kilometres	0.621	miles	mi

AREA				
mm ²	millimetres squared	0.0016	square inches	in ²
m ²	metres squared	10.764	square feet	ft ²
km ²	kilometres squared	0.39	square miles	mi ²
ha	hectares (10 000 m ²)	2.53	acres	ac

MASS (weight)				
g	grams	0.0353	ounces	oz
kg	kilograms	2.205	pounds	lb
Mg	megagrams (1 000 kg)	1.103	short tons	T

VOLUME				
mL	millilitres	0.034	fluid ounces	fl oz
L	litres	0.264	gallons	gal
m ³	metres cubed	35.315	cubic feet	ft ³
m ³	metres cubed	1.308	cubic yards	yd ³

TEMPERATURE (exact)



These factors conform to the requirement of FHWA Order 5190.1A.

* SI is the symbol for the International System of Measurements

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EXECUTIVE SUMMARY

The purpose of this study was to conduct a preliminary examination of the validity of the methods used for the SDHPT Auto Visitor Profile. Specifically, the study investigated the degree to which the socio-economic, demographic and travel-related characteristics of respondents to SDHPT's auto visitor survey represented the general population of auto visitors to the state. There were two sources of bias investigated: (1) bias resulting from systematic differences in characteristics between respondents and non-respondents to the SDHPT survey, referred to as non-response bias; and (2) bias resulting from systematic differences in characteristics between visitors who stop at the Travel Information Centers and those visitors who do not stop, referred to as sampling bias. The methods of this study were directed at out-of-state auto visitors traveling into Texas along Interstate 35 (at Gainesville) and Interstate 10 (at Orange) during November-January of 1989-1990 and May-July of 1990.

Both non-response and sampling biases were found on many items of the Texas Auto Visitor Profile. The most important source of bias was that travelers from the neighboring state, when compared to other out-of-state travelers, were not only less likely to stop at the Travel Information Centers, but when they did, were less likely to respond to the SDHPT survey. Thus, *the SDHPT dataset severely under-estimated the proportion of auto travelers from the adjacent state and concomitantly over-estimated the proportion of travelers from more distant states.* This was a consistent finding across both time periods and locations of the study. The severe bias on point-of-origin of auto travelers influenced the magnitude and direction of bias on most other variables.

Other biases that were consistent across the two time periods and locations of study included:

- The SDHPT survey over-estimated the proportion of travelers in the senior age brackets and under-estimated the proportion in the younger age brackets.
- The SDHPT survey over-estimated the proportion of travelers on vacation/leisure and under-estimated the proportion on a day-trip.
- The SDHPT survey under-estimated the proportion of travelers in the lower mileage brackets and over-estimated the proportion in the higher mileage brackets.
- There was a lack of substantial bias with the SDHPT survey on the percentages of dollars spent in various expense categories. However on a dollar-per-day basis, the SDHPT survey over-estimated the amount spent by auto travelers.
- The SDHPT survey over-estimated travelers' advance planning time for their trip to Texas.
- The SDHPT survey over-estimated the proportion of travelers participating in, and enjoying, historical sites and museums.
- In an exploratory analysis, the SDHPT survey appeared to accurately represent the socio-economic and travel-related characteristics of Winter Texans traveling to Texas along Interstate 35.

For the time periods and locations of this study, the SDHPT survey did not accurately portray the general population of out-of-state auto visitors into Texas. Nonetheless, the respondents to the SDHPT survey represented a substantial portion of out-of-state auto travelers. The biases discussed within this report suggest that market segments related to travelers from the

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Introduction

Travel-related industries have emerged as a vital part of the Texas economy. Information regarding traveler characteristics and spending patterns is critical to effective management of the tourism industry. One of the few consistent data sources on Texas auto visitors is that which is compiled by the Travel and Information Division of the State Department of Highways and Public Transportation (SDHPT). The auto visitor survey associated with SDHPT has a long history and is the only study of its kind in Texas that is repeated from year to year.

Over the past decade, questions have been raised about the accuracy of the results of SDHPT's auto visitor survey. The focus of this study is to investigate the degree to which the socio-economic, demographic and travel-related characteristics of respondents to SDHPT's survey represent the general population of auto visitors to the state. Specifically, there were two sources of potential bias that this study was designed to address: (1) bias resulting from systematic differences in characteristics between respondents and non-respondents to SDHPT's survey, referred to as *non-response bias*; and (2) bias resulting from systematic differences in characteristics between visitors that stop at the Travel Information Center and those visitors who do not stop, referred to as *sampling bias*.

Methods

The methods of this study were directed at out-of-state auto visitors traveling into Texas along I-35 (at Gainesville) and I-10 (at Orange) during November-January of 1989-1990 and May-July of 1990, referred to as Phase I and II respectively. On selected days during the study period (4 days per month at each location), license plate information was obtained from out-of-state auto visitors at each location. For travelers who stopped at the Travel Information Center, license plate numbers and states were recorded with pencil and paper from 8:00 a.m. to 5:00 p.m. (with a lunch break). For auto travelers who did not stop at the Travel Information Center, license plate numbers and states were documented on 8mm video-cassette tape during five randomly selected 15-minute time blocks throughout each of the selected days. From an offsite viewing of the tape, license plate information was recorded with pencil and paper.

The proportion of out-of-state vehicles to the total population of vehicles that stopped at the Travel Information Centers ranged from 30% to 60% during the sampled days of this study (see Appendix G). The proportion of highway travelers that stopped at the Travel Information Centers was estimated to range from 5% to 15% during the sampled days of this study (see Appendix F for axle counts).

A stratified random sample was conducted in the second stage of the sampling process. Auto visitors (as represented by license plate information) were stratified by a combination of location, stopping status, month, and travelshed. For the analyses within this report, responses from each strata were weighted-back to the population (Appendix E). Thus, the results of this study accurately represent population parameters.

Travelsheds refer to distances from point-of-origin. A nearby-zipcode travelshed refers to auto travelers within the adjacent zip-code of the Texas border; these travelers would be most likely to travel in-and-out of Texas within a day's time on a routine basis and would be less likely to stop at the Tourist Information Centers. A neighboring-state travelshed is distinguished from the nearby-zipcode travelshed in that these visitors travel a longer distance to reach Texas and would be more likely to stop at a Tourist Information Center than would commuters. The regional travelshed includes visitors living outside of the neighboring-state yet still within a day's drive of the Texas border. The far-distance travelshed includes visitors from point-of-origins that take longer than a day's drive to reach the Texas border. In other words, the far-distance travelshed encompasses all visitors living beyond the boundary of the regional travelshed. Thus the four travelsheds of the study are nearby-zipcode, neighboring-state, regional and far-distance.

The license plate information resulting from the stratified random sample was sorted by state and sent to SDHPT's Division of Motor Vehicles (D-12) for processing. From Divisions of Motor Vehicles in other states, D-12 requested vehicle registration information for each license plate. Upon receipt of the registration information, D-12 forwarded the material to Texas A&M University (TAMU) for processing. The registration information was screened to exclude commercial vehicles, duplicate names and addresses, and other miscellaneous reasons for exclusion. Once the validity of a batch of names and addresses was confirmed, questionnaires were mailed-out according to the following procedures:

1. an initial mailing of cover letter and questionnaire (including stamp and return address);
2. a thank-you/reminder postcard, mailed one week after initial mailing;
3. a follow-up mailing for non-respondents (cover letter and questionnaire), mailed four weeks after initial mailing;
4. if necessary, a second follow-up mailing for persistent non-respondents (revised cover letter and questionnaire), mailed eight weeks after the initial mailing.

The overall response rate for TAMU methods was 72% (see Table 1). At both locations, stoppers were more likely to respond to the questionnaire than non-stoppers. Out-of-state auto travelers who stopped at the Gainesville Travel Information Center were associated with an 80% response rate; travelers who did not stop were associated with a 71% response rate. At Orange, 75% of the sampled stoppers responded, whereas, 62% of the sampled non-stoppers responded.

These above methods are being compared to SDHPT's methods for obtaining information on auto visitors to Texas. During the time period of this study, the SDHPT methods could be characterized as a population sample of out-of-state travelers stopping at the Travel Information Centers. As standard procedure, Travel Counselors routinely asked visitors whether they were from out-of-state. If so, the counselors included a questionnaire within the information packet and asked to complete the questionnaire when they returned from their Texas trip. The questionnaire contained a business-reply envelope with postage and was addressed to SDHPT's Austin Headquarters, along

Table 1. TAMU Survey Administration Information

	Gainesville		Orange		Total
	Stopper	Non-Stopper	Stopper	Non-Stopper	
PHASE I					
On-site sample size	2048	2397	3871	3676	11992
Off-site sample size ^a	1047	1047	1048	1004	4146
Commercial	(70)	(92)	(90)	(103)	(355)
Did not return from D-12	(22)	(15)	(23)	(8)	(68)
Duplicates and Miscellaneous	<u>(159)</u>	<u>(91)</u>	<u>(142)</u>	<u>(88)</u>	<u>(480)</u>
Valid names/addresses returned from D-12 ^b	796	849	793	805	3243
Return to sender	(36)	(56)	(55)	(60)	(207)
Sampled by mistake	(35)	(67)	(44)	(59)	(205)
Rejection of method	<u>(2)</u>	<u>(4)</u>	<u>(0)</u>	<u>(1)</u>	<u>(7)</u>
Net valid names/addresses	723	722	694	685	2824
Returned questionnaires	608	511	532	435	2086
Response Rate for Phase I	84%	71%	77%	64%	74%
PHASE II					
On-site sample size	3051	3885	4590	4279	15805
Off-site sample size ^a	1050	1050	1050	1050	4200
Commercial	(78)	(90)	(76)	(82)	(326)
Did not return from D-12	(59)	(67)	(75)	(49)	(25)
Duplicates and Miscellaneous	<u>(59)</u>	<u>(76)</u>	<u>(81)</u>	<u>(82)</u>	<u>(298)</u>
Valid names/addresses returned from D-12 ^b	854	817	818	837	3326
Return to sender	(46)	(55)	(73)	(101)	(275)
Sampled by mistake	(37)	(66)	(28)	(61)	(192)
Rejection of method	<u>(0)</u>	<u>(1)</u>	<u>(0)</u>	<u>(0)</u>	<u>(1)</u>
Net valid names/addresses	771	695	77	675	2858
Returned questionnaires	589	488	528	408	2013
Response Rate for Phase II	76%	70%	74%	60%	70%
GRAND TOTAL RESPONSE RATES	80%	71%	75%	62%	72%

^a These license plates, which were randomly sampled from the on-site sample, were sent to D-12 to obtain vehicle registration information.

^b These valid names and addresses were mailed questionnaires.

with pre-coded information for month, Travel Information Center origination, and Travel Counselor initials.

During the TAMU sampling dates (see Appendix F), the Travel Counselors wrote the date on the cover of each questionnaire dispersed. When the Travel and Information Division staff at SDHPT headquarters received the returned questionnaires, they were checked for the presence of a written date. Questionnaires containing dates were copied and mailed to TAMU. These returned questionnaires served as the basis to compare the TAMU with the SDHPT datasets. Assuming all out-of-state services included an SDHPT questionnaire, the response rates of SDHPT methods during the time periods of this study were less than 5% (see Table 2). In other words, less than 5% of out-of-state travelers who stopped at the Travel Information Centers of this study responded to the SDHPT questionnaire.

Table 2. SDHPT Survey Administration Information

	Phase I		Phase II	
	Gainesville	Orange	Gainesville	Orange
Number of Out-of-State Services on TAMU Sampling Dates	3,925 ^a	5,247	5,093	7,086
Returned Questionnaires Associated with TAMU Sampling Dates ^b	85	149	110	137
SDHPT Response Rates ^c	2.2%	4.7%	2.2%	1.9%

^a Represents the number of out-of-states visitors (as recorded by the SDHPT Travel Counselors) who were provided with information on the TAMU sampling dates.

^b Questionnaires received by SDHPT at Austin Headquarters.

^c Returned questionnaires divided by number of out-of-state services.

Results

The complete tabulation of the results of this study is presented in the Appendices. Appendix A and B correspond to the responses from the highway travelers by Gainesville and Orange, respectively, during Phase I. Appendix C and D correspond to the responses from highway travelers by Gainesville and Orange, respectively, during Phase II. A few selected relationships are discussed within the text to facilitate interpretation of the Appendices and to highlight important findings.

The four columns of data reported in Appendices A, B, C, and D are associated with four distinct populations of auto visitors. The first and second columns represent responses from SDHPT's methods, the third and fourth columns represent responses from TAMU's methods. The first column reports SDHPT responses for the combined months of each Phase. The second column reports SDHPT responses for those who stopped at the Travel Information Center during the sampling dates of the TAMU study. Comparisons between the first and second column would indicate whether the TAMU sample data were associated with an unusual population of travelers.

The third column in the Appendices presents responses associated with TAMU's assessment of out-of-state auto visitors who stopped at the Travel Information Center. Due to response rate differences between TAMU and SDHPT methods, discrepancies between the second and third columns would indicate the non-response bias associated with SDHPT's methods.

The fourth column in the Appendices presents the responses associated with TAMU's assessment of auto visitors who do not stop at the Travel Information Centers. Discrepancies between the third and fourth column would

indicate differences between auto visitors who stopped at the Travel Information Center and those who did not stop.

The results section of this report are organized around the items of the SDHPT Auto Visitor Questionnaire. Results are presented regarding biases on "place of residence," then on "age of persons in party," and so on, until the final item on which biases are discussed is "What did you enjoy about Texas?" The purpose of this results section is to highlight the important findings, and where possible, to statistically explain the biases found with the SDHPT dataset. In general, a large portion of the biases associated with the items of the SDHPT dataset could be explained by SDHPT's inaccurate estimates of visitors' point-of-origins.

Visitor Origins

The most striking result, which has substantial implications for bias elsewhere, is differences on point-of-origin between SDHPT and TAMU datasets. A larger proportion of auto travelers indicated their home residence as the neighboring state in the TAMU samples compared to the SDHPT samples. For Phase I, Gainesville (Appendix A), the SDHPT data indicated that 27.1% of visitors that stopped and responded were from Oklahoma. The TAMU data indicated that 42.4% of the visitors that stopped and responded were from Oklahoma. The effect of the non-response bias for Phase I Gainesville was that SDHPT's survey underestimated by about one-half the proportion of Oklahomans visiting Texas. A similar pattern was reported by Phase I Orange (Appendix B) respondents: 19.3% of SDHPT respondents reported Louisiana as their home state, whereas 37.2% of TAMU stoppers reported Louisiana as their home state. Phase II responses were associated with a non-response bias in the same direction but of a smaller magnitude. Phase II Gainesville (Appendix

C) respondents of the SDHPT's survey indicated that 49.1% were from Oklahoma, whereas TAMU stoppers indicated that 61.9% were from Oklahoma. Phase II Orange (Appendix D) respondents of the SDHPT's survey indicated that 41.6% were from Louisiana, whereas TAMU stoppers indicated that 49.6% were Louisianans. Although the non-response bias on point-of-origin was larger for Fall-Winter than Spring-Summer visitors, the consistent pattern was that travelers who lived in the state adjacent to the Travel Information Centers were less likely to respond to SDHPT's questionnaire than were travelers from more distant states.

SDHPT methods further underestimated the proportion of adjacent-state travelers when considering auto visitors who did not stop at the Travel Information Centers. TAMU non-stoppers for Phase I Gainesville indicated that 64.8% were Oklahomans (compared to the 27.1% from SDHPT's methods); TAMU non-stoppers for Phase I Orange indicated that 73.2% were Louisianans (compared to the 19.3% from SDHPT's methods). The same pattern occurred in Phase II: 67.4% of TAMU non-stoppers at Gainesville were Oklahomans (compared to 49.1% Oklahomans from SDHPT's methods), and 74.6% of TAMU non-stoppers at Orange were Louisianans (compared to 41.6% Louisianans by SDHPT's methods). Across both phases and locations, adjacent-state travelers were less likely to stop at the Travel Information Centers than were travelers from more distant locations.

The combined effects of both non-response and sampling bias indicated that adjacent state travelers, when compared to other out-of-state travelers were not only less likely to stop at the Travel Information Centers, but when they did, were less likely to respond to the SDHPT survey. Thus, *the SDHPT Auto Visitor Profile severely under-estimated the proportion of travelers from*

the adjacent states and concomitantly over-estimated the proportion of travelers from more distant states. This was a consistent finding at both locations and time periods.

Underestimating the proportion of visitors from the neighboring state influenced response patterns on several other variables. The effects of bias on point-of-origin are discussed regarding age, trip purpose, accommodations used, miles driven, nights in Texas, expenditure patterns, location of obtaining information, trip planning horizons, influence of the Texas Travel Information Centers, activities participated, and general Texas enjoyments.

Visitor Age

The SDHPT methods over-estimated the proportion of auto travelers in the older age brackets and under-estimated the proportion of auto travelers in the lower age brackets. For Phase I Gainesville, Figure 1a indicates that 64.9% of SDHPT respondents were 55-and-older compared to 51.5% of the TAMU respondents in this oldest bracket. TAMU non-stoppers also were less likely to be in the older age brackets than SDHPT respondents, compare 64.9% to 40.0% respectively. The same bias, in direction and magnitude, is associated with Phase I Orange (Figure 1b).

A similar bias is associated with the responses from Phase II except that the magnitude is not as large as in the Phase I. For Phase II Gainesville, Figure 1a indicates that 28.1% of SDHPT respondents were in the oldest age bracket compared to 25.4% of the TAMU respondents. TAMU non-stoppers for Phase II Gainesville also were less likely to be in the older age brackets than SDHPT respondents, compare 28.1% to 19.6%, respectively. Figure 1b indicates that Phase II Orange respondents exhibited a similar pattern as the Phase II Gainesville respondents.

Figure 1a.

AGE OF PERSONS IN PARTY: GAINESVILLE

Phase 1:

55 or more

35 to 54

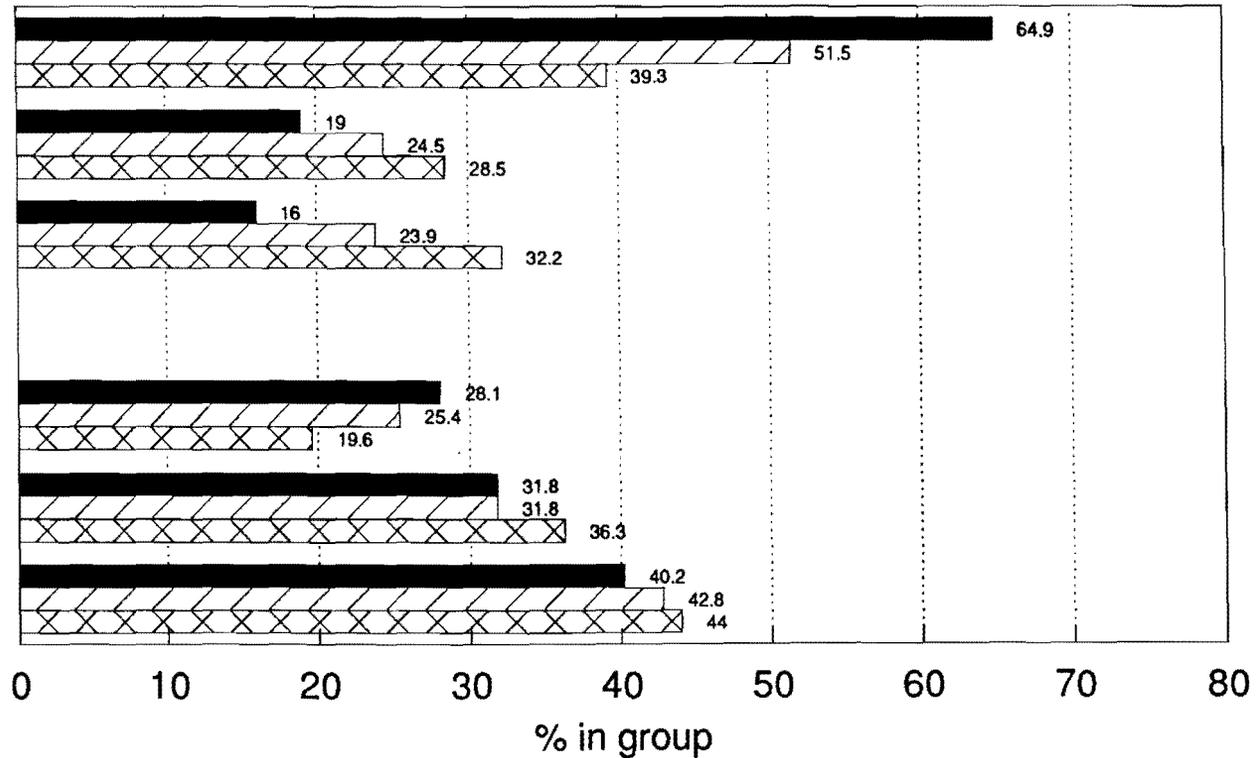
34 or less

Phase 2:

55 or more

35 to 54

34 or less



SDHPT

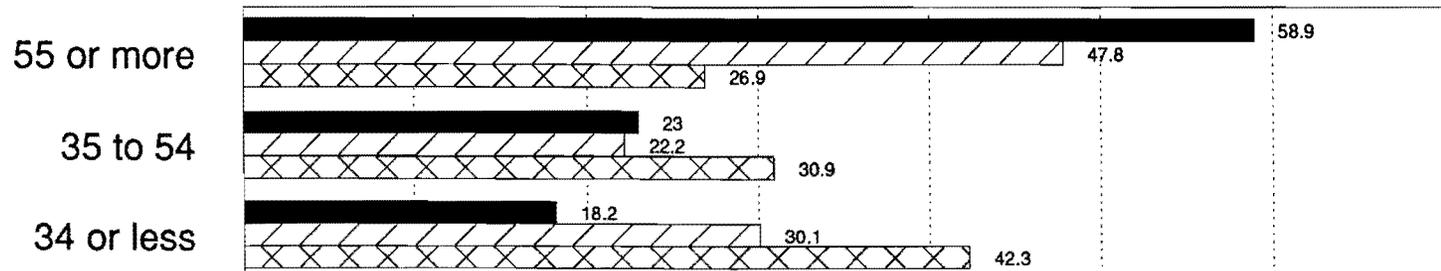
TAMU Stopper

TAMU Non-Stopper

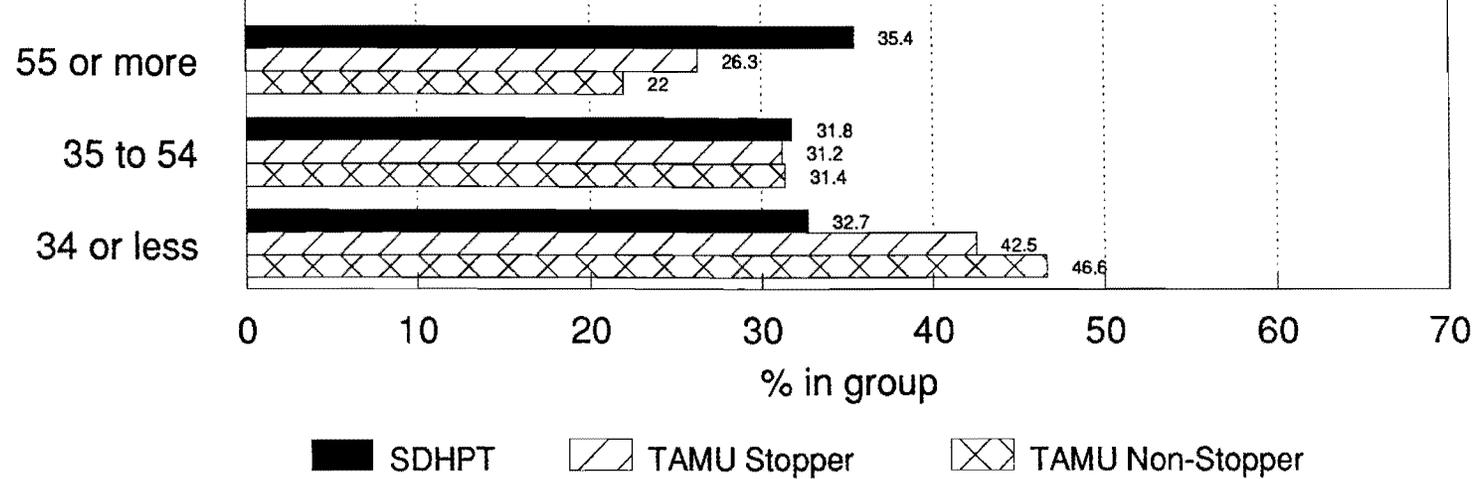
Figure 1b.

AGE OF PERSONS IN PARTY: ORANGE

Phase 1:



Phase 2:



Distance from point-of-origin was associated with visitors' age. Table 3 illustrates the relationship by presenting the mean number of visitors per party in the oldest age category (55 years or more) by whether-or-not they came from the neighboring state. The relationship between "point-of-origin" and "mean number of seniors" was most substantial during Phase I. During the Fall-Winter at both Gainesville and Orange, visitors from the neighboring state were associated with less than two-thirds the number of seniors and visitors from states further away. During Phase I, SDHPT substantially underestimated the proportion of visitors (stopping at the Travel and Information Centers) who were from the neighboring state. Thus, the non-response bias on point-of-origin affected the characterization of travelers' age by inflating the proportion of respondents in the senior brackets.

Table 3. Mean Number of Seniors by Point-of-Origin

	Mean Number of Visitors per Party over 54-years	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	.75 (260)	.72 (321)
Non-Oklahomans:	1.39 (348)	.93 (175)
Orange		
Louisianans:	.72 (198)	.56 (320)
Non-Louisianans:	1.26 (334)	.83 (116)
PHASE II		
Gainesville		
Oklahomans:	.84 (362)	.49 (330)
Non-Oklahomans:	.65 (218)	.75 (155)
Orange		
Louisianans:	.57 (260)	.53 (302)
Non-Louisianans:	.83 (263)	.63 (100)

Note. Total N in parentheses.

Main Reasons for Stopping

Obtaining a Texas highway map was the most popular reason reported for stopping at the Texas Travel Information Centers as assessed by both SDHPT and TAMU methods. Although across both locations and phases the non-response bias of the SDHPT survey was to over-estimate the proportion stopping for maps. For example, Phase I Orange respondents to SDHPT methods indicated that 88.4% stopped to receive a map compared to 71.1% of TAMU respondents.

The SDHPT methods also over-estimated the proportion of visitors stopping to receive information on "city/towns." The bias was more dramatic during the Spring-Summer than the Fall-Winter; 39.4% of SDHPT respondents, compared to 21.7% of TAMU respondents, reported stopping at the Orange Center during Phase I to receive information on city/towns. Likewise for Gainesville, 43.6% of SDHPT respondents, compared to 28.0% of TAMU respondents, reported stopping to receive information on city/towns.

Across both locations and phases, the SDHPT methods underestimated the proportion of visitors stopping for a "travel break." For example, Phase I Gainesville respondents to SDHPT methods indicated that 40.5% stopped for a travel break, whereas 57.7% of TAMU respondents reported the same.

However, if one were concerned with the relative ranking of the 14 "main reasons for stopping" rather than the absolute proportion of each of the reasons, then the non-response bias was not as evident. Across both locations and phases, *the relative rank of the 14 reasons for stopping (i.e., "campgrounds" through "travel break") was fairly consistent between SDHPT and TAMU respondents.*

Trip Purpose

A consistent response pattern across both locations and phases was that *the proportion of respondents reporting "vacation/leisure" as a purpose was higher in the SDHPT datasets compared to the TAMU datasets.* For example, Phase II Orange respondents to the SDHPT survey indicated that 63.2% were in Texas for vacation/leisure compared to 49.7% of TAMU stoppers compared to 31.0% of TAMU non-stoppers.

Distance from point-of-origin was associated with trip purpose. For example, Table 4 illustrates the relationship between the trip purpose of "vacation/leisure" and whether or not the respondent was from the neighboring state. For the TAMU stoppers at Gainesville, non-Oklahomans were more likely to be on vacation in the winter than Oklahomans, compare 58.7% with 34.5%; whereas Oklahomans were more likely to be on vacation in the summer than non-Oklahomans, compare 51.2% with 47.4% respectively. The same patterns exists at Orange for Louisianans and non-Louisianans regarding proportions traveling for vacation purposes. Thus, misrepresentation of population parameters regarding point-of-origin information affects the distribution of respondents reporting "vacation/leisure".

Table 4. Vacation/Leisure by Point-of-Origin

	% Reporting "vacation/leisure" as a Trip Purpose	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	34.5 (257)	15.7 (320)
Non-Oklahomans:	58.7 (346)	42.3 (171)
Orange		
Louisianans:	27.7 (198)	24.0 (316)
Non-Louisianans:	43.5 (334)	20.0 (116)
PHASE II		
Gainesville		
Oklahomans:	51.2 (362)	28.2 (330)
Non-Oklahomans:	47.4 (212)	27.7 (154)
Orange		
Louisianans:	51.2 (260)	31.6 (302)
Non-Louisianans:	48.3 (262)	29.2 (100)

Note. Total N in parentheses.

The proportion of day-trippers was under-estimated by SDHPT methods across both locations and phases. TAMU non-stoppers on a day trip ranged from 10.8% to 15.0%, whereas SDHPT respondents on a day trip ranged from 1.2% to 5.5%. Both Oklahomans and Louisianans were substantially more likely to be on day-trips than their counterparts from states further away (Tables not shown).

Accommodations

Across both locations and phases, *stoppers were more likely than non-stoppers to stay in a motel.* For example, 45.6% of the Phase II Orange TAMU stoppers indicated staying in a motel compared to 30.8% of the TAMU non-stoppers.

For Phase II Orange, there was a lack of substantial non-response bias regarding the proportion of visitors staying in a motel; compare 45.6% TAMU non-stoppers with 47.0% SDHPT respondents. The non-response bias on this item was variable across location and phase.

Distance from point-of-origin influenced the accommodations used. Table 5 indicates that for TAMU non-stoppers during both phases, non-Oklahomans were more likely to stay in a motel than Oklahomans. Although the magnitude is less, a similar pattern was exhibited with TAMU stoppers: non-Oklahomans were more likely to stay in a motel than Oklahomans. Under-estimating the proportion of Oklahomans led to SDHPT's over-estimation of the proportion of out-of-state auto travelers staying in motels.

Table 5. Motel Accommodations by Point-of-Origin

	% Using Motel Accommodations	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	38.8 (211)	28.6 (243)
Non-Oklahomans:	49.3 (334)	45.4 (158)
Orange		
Louisianans:	30.3 (181)	28.9 (251)
Non-Louisianans:	48.2 (332)	35.9 (111)
PHASE II		
Gainesville		
Oklahomans:	48.3 (327)	36.0 (273)
Non-Oklahomans:	53.8 (208)	44.0 (145)
Orange		
Louisianans:	39.3 (243)	25.6 (245)
Non-Louisianans:	51.6 (258)	44.4 (95)

Note. Total N in parentheses.

The SDHPT survey under-estimated the number of visitors staying in private homes. For example, Phase I Orange respondents to SDHPT survey reported that 27.4% stayed in a private home, compared to 44.4% of TAMU stoppers, compared to 52.0% of TAMU non-stoppers.

Mode of Transportation

Across both phases and locations, two-thirds or more SDHPT and TAMU respondents reported "private auto" as their mode of transportation. There were some minor points of differences between the datasets on "motor home" and "van", but these differences varied across locations and phases.

Total Miles in Texas

A consistent finding across both locations and phases was that the proportion of non-stoppers in the lower mileage brackets was greater than the proportion of stoppers in those brackets. The proportion of SDHPT respondents in the lowest mileage bracket ("100 or less") ranged from 1.2% to 2.9%; whereas the proportion of TAMU non-stoppers in this category ranged from 11.0% to 21.3%.

Table 6 indicates that *Oklahomans and Louisianans were associated with shorter trips compared to travelers from other point-of-origin.* For example: of the TAMU stoppers at Gainesville during Phase I, 34.5% of the Oklahomans drove more than 500 miles in Texas compared to 82.8% of visitors from states further away. This pattern remains stable across phases, locations, and for stoppers and non-stoppers.

Table 6. Length of Trip by Point-of-Origin

% With Trip Length Greater than 500 Miles		
	TAMU Stoppers	TAMU Non-Stoppers
Phase I		
Gainesville		
Oklahomans:	34.5 (254)	20.9 (318)
Non-Oklahomans:	82.8 (329)	70.4 (167)
Orange		
Louisianans:	32.7 (189)	22.6 (307)
Non-Louisianans:	75.1 (328)	60.5 (112)
Phase II		
Gainesville		
Oklahomans:	40.0 (350)	27.1 (327)
Non-Oklahomans:	64.3 (209)	52.8 (150)
Orange		
Louisianans:	37.3 (252)	22.7 (292)
Non-Louisianans:	72.4 (251)	61.7 (96)

Note. Total N in parentheses.

Nights in Texas

Across both phases of this study, *TAMU non-stoppers were more likely to stay zero nights than TAMU stoppers*. This finding is consistent with differences between non-stoppers and stoppers on "purpose of trip" (i.e., day-trippers) and "total miles in Texas" (i.e., 100 or less).

During Phase I at both locations, the proportion of TAMU stoppers that reported staying "more than 30" nights was greater than the proportion of non-stoppers reporting the same; for example, Phase I Gainesville respondents reported 23.6% and 10.4%, respectively. Such a finding suggests that the *Winter Texans are more likely to stop at, than to drive past, the Tourist Information Centers*.

Distance from point-of-origin was associated with visitors' length of stay. Table 7 indicates that for both stoppers and non-stoppers across both phases and locations, travelers from the neighboring state were less likely to stay more-than-one-week compared to travelers from states further away. For example: of the non-stoppers associated with Orange during Phase II, 5.7% of Louisianans compared to 22.9% of non-Louisianans stayed greater than a week.

Table 7. Length of Stay by Point-of-Origin

	% Staying Greater than One Week	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	16.1 (260)	7.7 (321)
Non-Oklahomans:	56.8 (348)	39.8 (175)
Orange		
Louisianans:	8.2 (198)	7.7 (320)
Non-Louisianans:	38.0 (334)	30.4 (116)
PHASE II		
Gainesville		
Oklahomans:	8.2 (362)	7.8 (330)
Non-Oklahomans:	25.3 (218)	18.0 (155)
Orange		
Louisianans:	7.1 (260)	5.7 (302)
Non-Louisianans:	24.1 (263)	22.9 (100)

Note. Total N in parentheses.

Expenditure Patterns

The visitor spending patterns, as represented by percentage of dollars spent in various expense categories, are marked more by similarities than differences. The proportions spent on food, fuel/auto repairs, entertainment, fares, and rental cars are within a few percentage points of each other across the phases and locations. Exceptions to the noticeable similarity between SDHPT and TAMU are the proportions spent on shopping, lodging (for Phase I Orange respondents), and "other" (for Phase II Gainesville respondents).

Contrary to the above similarity found on percentages of dollars spent in various expense categories, examination of average expenditures in dollars-per-day reveals some substantial differences between the SDHPT and TAMU datasets. Figure 2a indicates that the respondents to SDHPT at Gainesville spent more per-day than either TAMU stoppers or the non-stoppers. The pattern at Orange is different than the one at Gainesville (Figure 2b); although non-Louisianans who responded to SDHPT survey spent more on a per-day basis than TAMU stoppers or non-stoppers, Louisianans who responded to SDHPT's survey spent less than TAMU stoppers but more than TAMU non-stoppers.

TAMU stoppers and non-stoppers from the neighboring state spent substantially more (on a per day basis) than travelers from states further away. For example, Figure 2b indicates that Phase I TAMU stoppers from Louisiana spent \$130/day compared to the \$36/day spent by non-Louisianans. Although the breakdown is not shown, the identical patterns were found when investigating expenditure differences by point-of-origin on a *dollar-per-day per-person* rather than on a *dollar-per-day*. Although the finding that Oklahomans and Louisianans are comparative "big spenders" on a per-day basis

Figure 2a.

EXPENDITURES PER DAY: GAINESVILLE

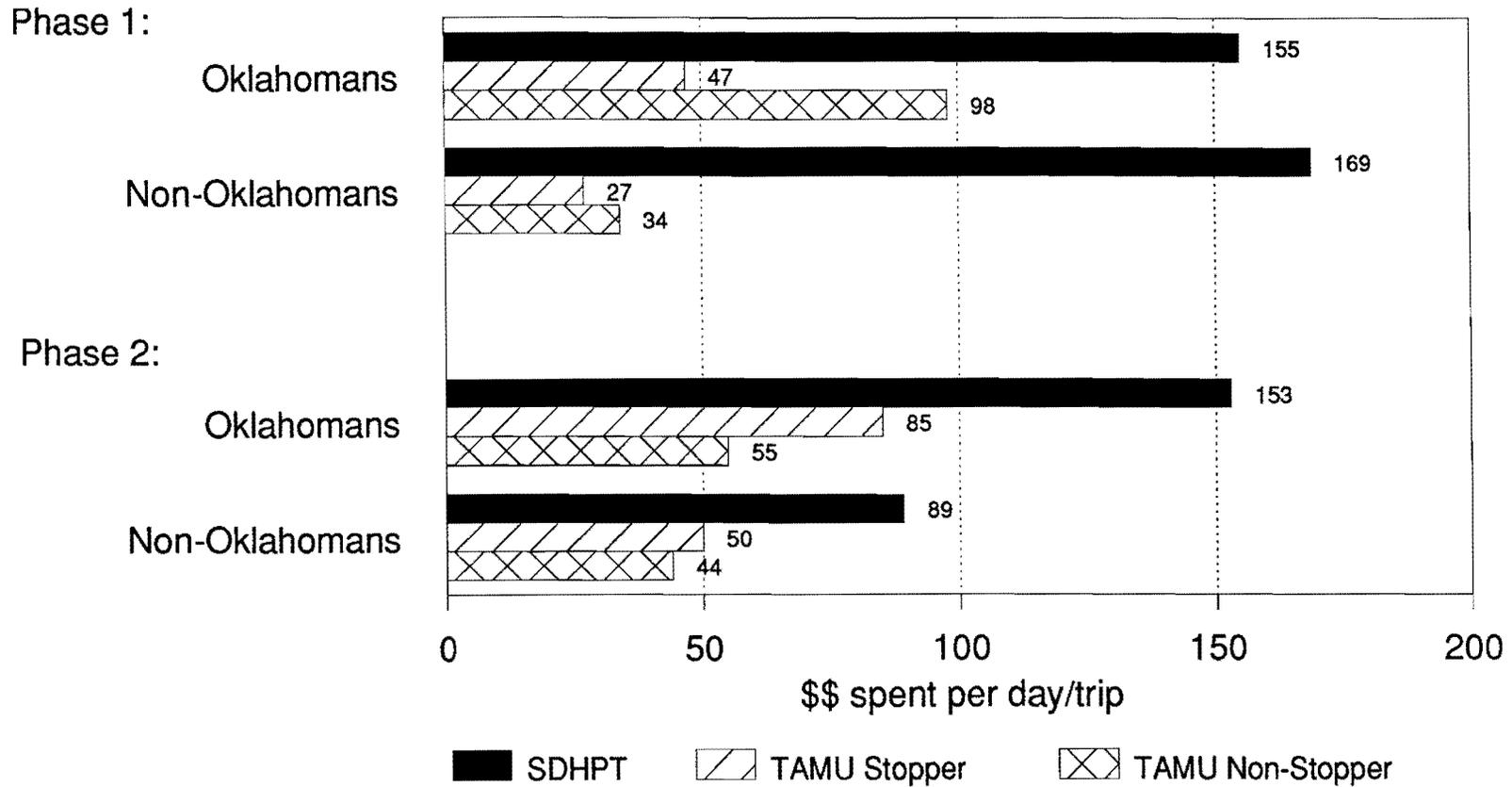
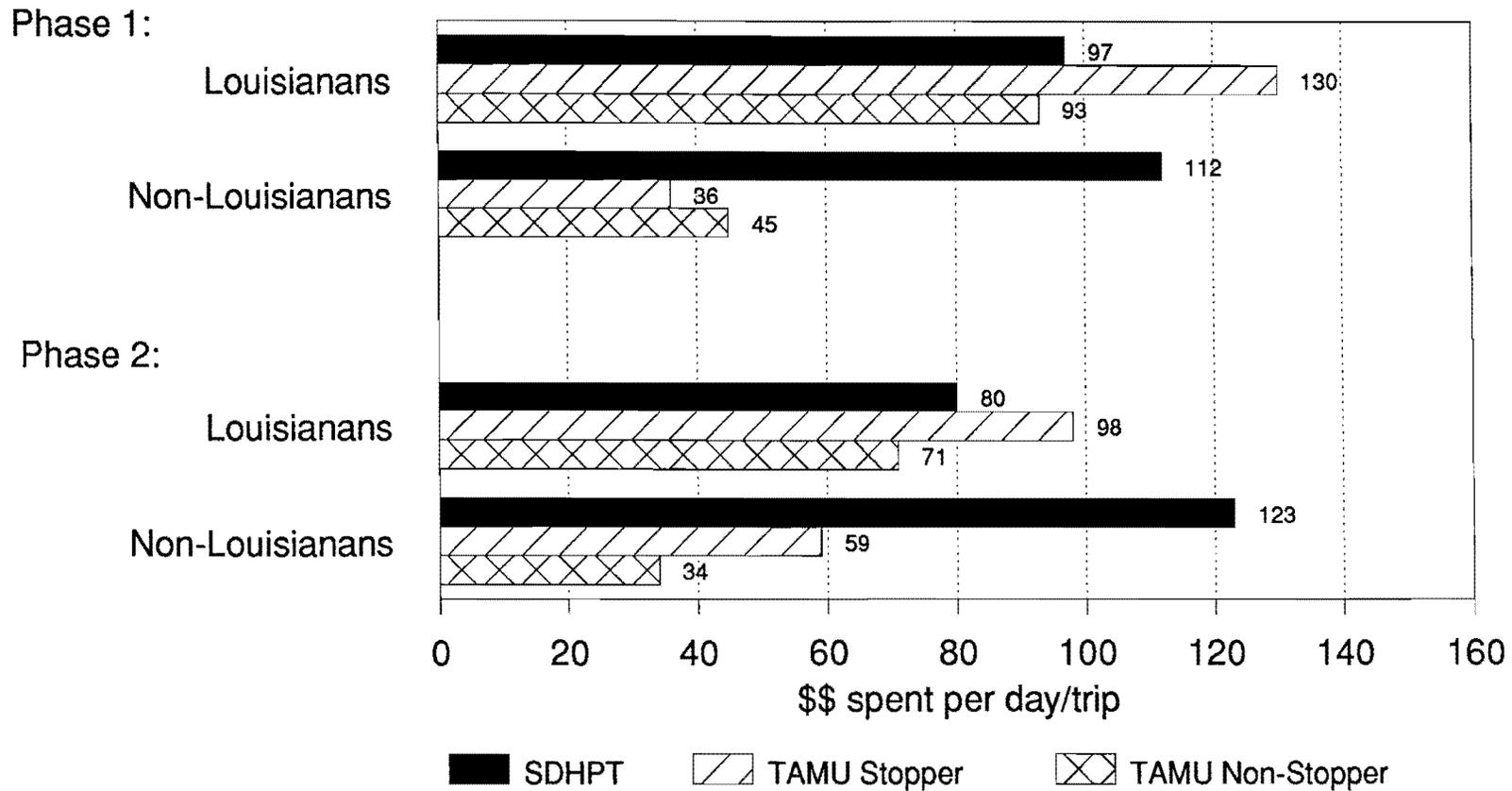


Figure 2b.

EXPENDITURES PER DAY: ORANGE



may seem common sensical given their shorter trip lengths, such a finding does not emerge from the SDHPT data base.

If proportions spent across the eight categories of expenditure are the only statistics of concern, then the SDHPT survey appears, in aggregate, to be an adequate estimate. However, if absolute dollars are a concern, rather than percentages, then the biases of the SDHPT on expenditure patterns are substantial. In particular, the SDHPT average daily expenditure data severely distorted, in both direction and magnitude, differences between travelers from the neighboring state and travelers from states further away.

Influenced Decision to Visit Texas

There was consistent bias across both phases and locations on the responses to some of the items that influenced travelers' decision to visit Texas. The SDHPT dataset over-estimated the proportion reporting, "previous trip" and "word of mouth", and under-estimated the proportion reporting "none of the above". The bias on the item "friends/family" varied across phases and location.

If the rank order of these items were examined, rather than the percentage responding in each category, then the biases would not be as noticeable. For both phases and locations, there were fairly consistent rankings across SDHPT and TAMU datasets on responses to items that influenced travelers' decision to visit Texas.

Location of Obtaining Information

Point-of-origin of respondents tended to influence their location of obtaining information. Table 8 indicates that travelers from the neighboring states were less likely to use "auto club/travel agent" than travelers from

Table 8. Auto Club as Source of Information by Point-of-Origin

	% Receiving Information from "Auto Club/Travel Agent"	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	13.4 (167)	17.0 (126)
Non-Oklahomans:	28.2 (251)	36.6 (91)
Orange		
Louisianans:	8.8 (120)	11.6 (125)
Non-Louisianans:	42.0 (253)	39.1 (59)
PHASE II		
Gainesville		
Oklahomans:	13.3 (271)	14.3 (153)
Non-Oklahomans:	14.9 (177)	29.6 (82)
Orange		
Louisianans:	17.3 (196)	3.1 (143)
Non-Louisianans:	32.3 (209)	39.3 (57)

Note. Total N in parentheses.

states further away. For example at Phase I Gainesville, 13.4% of Oklahomans received information in advance from an auto club or travel agent, whereas 28.2% of non-Oklahomans received information in this manner.

Point-of-origin also influenced responses to other items (tables not shown). For example across both locations, Phase II respondents from the neighboring states were approximately twice as likely than respondents from states further away to obtain information in advance from "lodging."

Trip Planning Horizon

Figures 3a and 3b depict respondents from the neighboring state as having shorter time horizons for planning their Texas trip than respondents from other points-of-origin. For example, the TAMU stoppers of Figure 3a, 31.6% of Oklahomans planned their trip in one week or less compared to 8.1% of non-Oklahomans. Since the SDHPT survey under-estimated the proportion of travelers from the neighboring state, *the SDHPT dataset over-estimated the number of weeks that auto travelers planned their trip.*

Figure 3a.

TRIP PLANNING HORIZON: GAINESVILLE

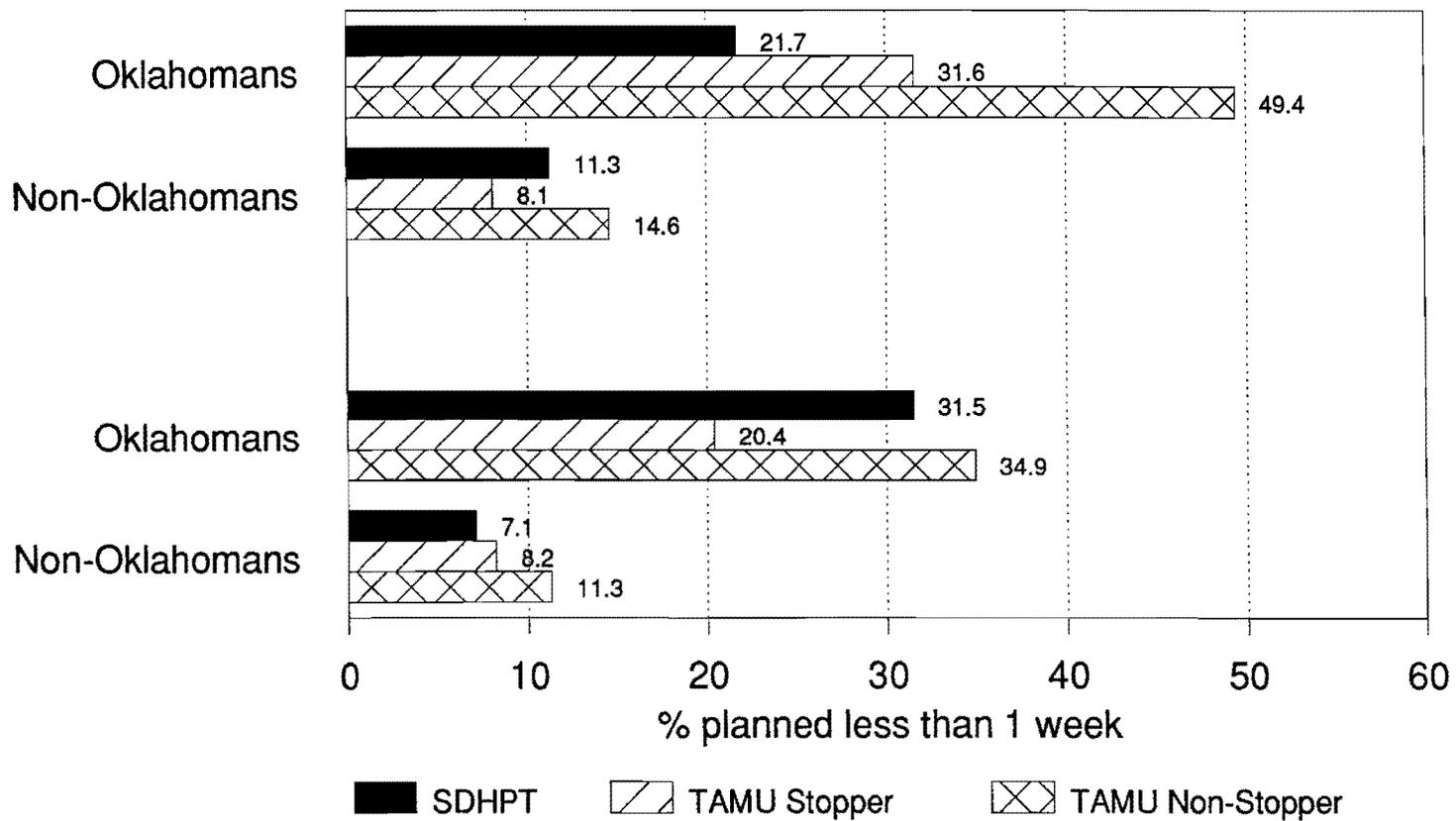
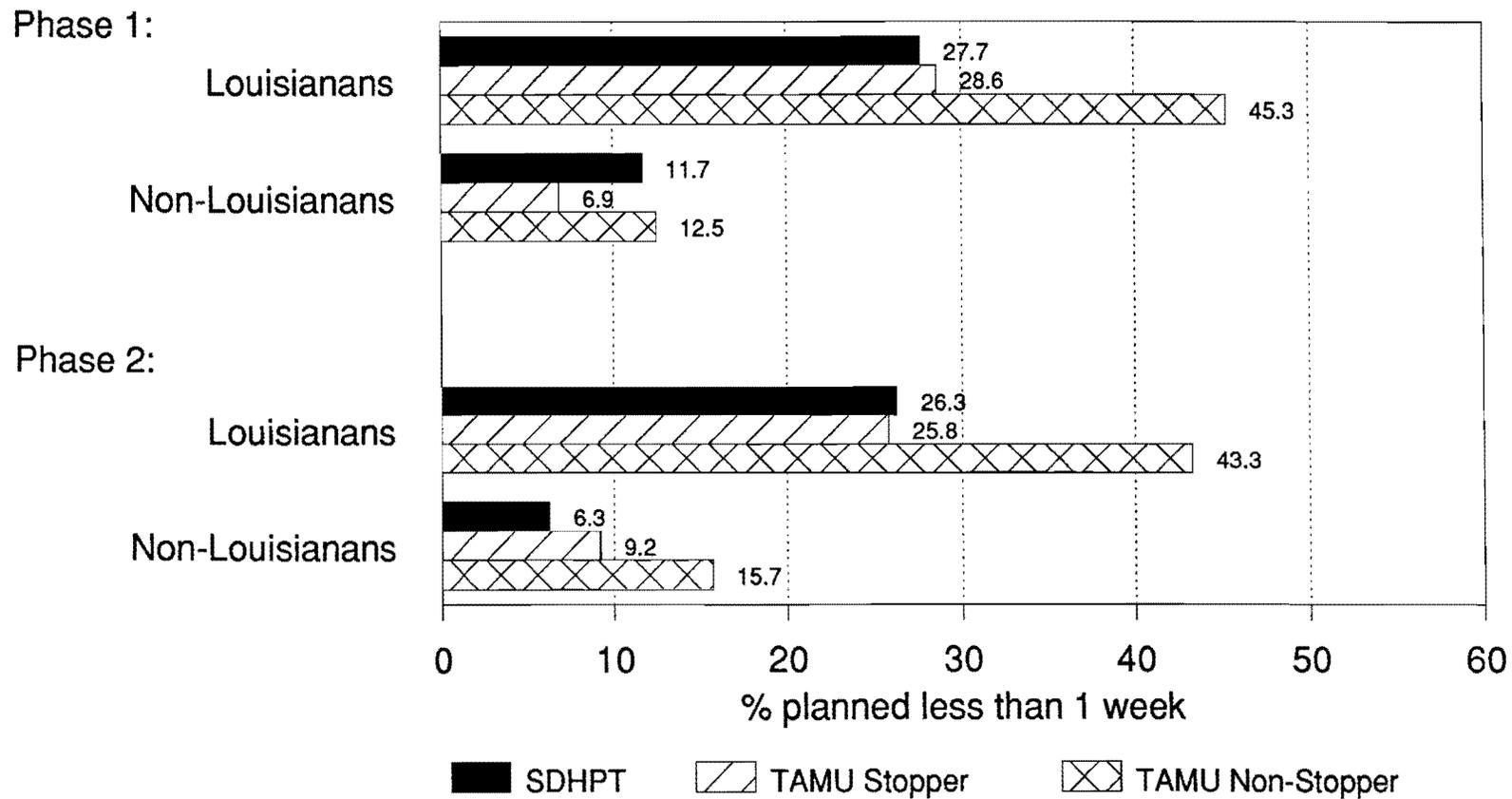


Figure 3b.

TRIP PLANNING HORIZON: ORANGE



Influence of the Texas Travel Information Center

The SDHPT dataset gave an accurate portrayal of the influence of the Texas Travel Information Center for the Phase I Gainesville dataset. However, for Phase I Orange and the Phase II datasets, the SDHPT profile tended to overestimate the influence of the Texas Travel Information Centers on most of the items.

Point-of-origin was associated with the influence of the Texas Travel Information Centers (tables not shown). In general, travelers from the neighboring state were less influenced than travelers from states further away.

Activities Participated

There were differences between the SDHPT and TAMU datasets on activities in which visitors participated while in Texas. Point-of-origin had a strong influence on most of these differences. Travelers from the neighboring state were more likely to participate in "business" than travelers from states further away. Figure 4a and 4b indicate that travelers from the neighboring state were less likely to participate in "historical tours" than travelers from states further away. For example Phase I Orange respondents indicate that 17.2% of Louisianans compared to 44.1% of non-Louisianans participated in historical tours.

Figure 4a.

HISTORICAL TOURS: GAINESVILLE

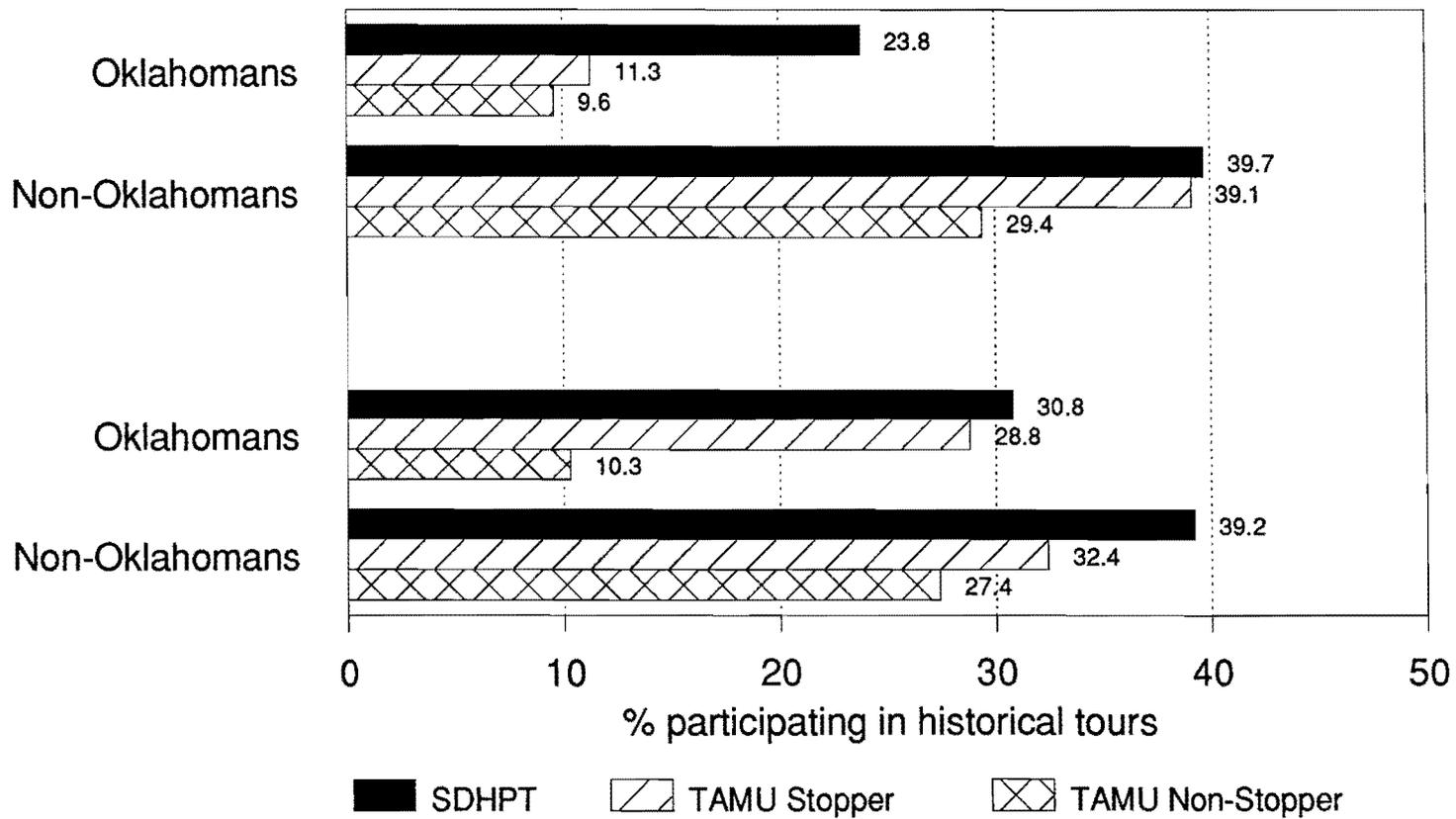
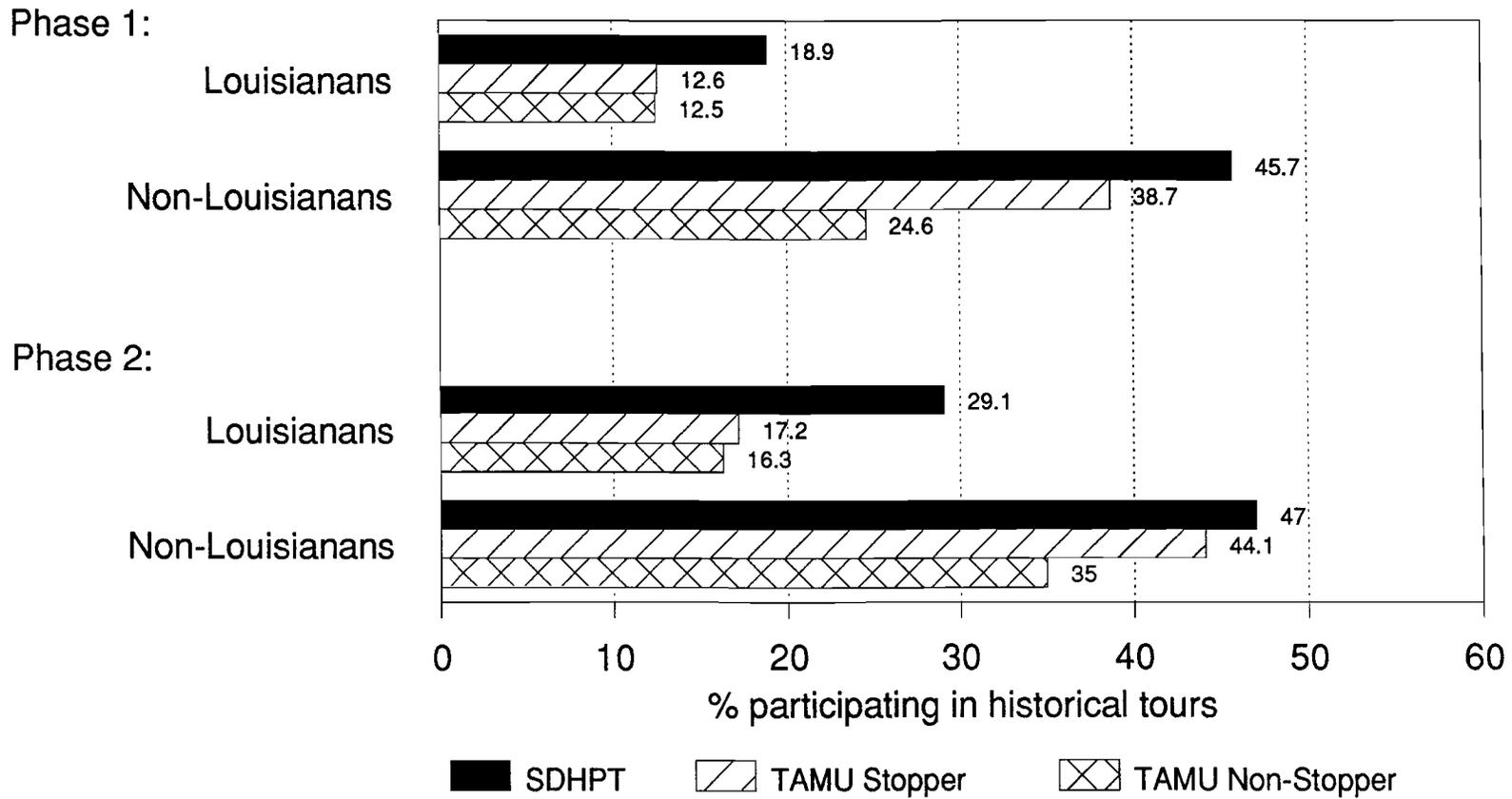


Figure 4b.

HISTORICAL TOURS: ORANGE



Enjoyments About Texas

Responses to the question "What did you enjoy about Texas?" indicated some mixed biases across the two phases, two locations, and 33 items (i.e., "Ballet" through "Wildflowers"). In general, the SDHPT dataset over-estimated the enjoyment associated with "beaches", "camping", "desert/plains", "historical sites/markers", "museums-historical", "resorts", "scenery", and "small towns". The SDHPT over-estimation on these items, in part, is attributed to the influence of respondents' point-of-origin. For example, Table 9 indicates that across both phases, respondents from the neighboring state were less likely to enjoy historical sites/markers than were respondents from states further away. However, *if one were concerned with the rank order of the enjoyment categories, rather than the proportions associated with each, then there was relative consistency between the SDHPT and TAMU datasets.*

Table 9. Enjoyment of Historical Sites by Point-of-Origin

	% Enjoying historical sites/markers	
	TAMU Stoppers	TAMU Non-Stoppers
PHASE I		
Gainesville		
Oklahomans:	14.4 (226)	9.5 (248)
Non-Oklahomans:	33.0 (304)	21.0 (149)
Orange		
Louisianans:	12.5 (174)	15.0 (255)
Non-Louisianans:	28.8 (297)	19.5 (99)
PHASE II		
Gainesville		
Oklahomans:	26.2 (327)	13.7 (283)
Non-Oklahomans:	28.0 (198)	20.8 (137)
Orange		
Louisianans:	19.8 (241)	11.8 (257)
Non-Louisianans:	37.7 (244)	27.5 (89)

Note. Total N in parentheses.

Winter Texans and the SDHPT Auto Visitor Profile

Winter Texans are an important market segment of seasonal travelers into the state. It would be possible that the previously detailed biases of SDHPT's survey regarding auto visitors in aggregate do not apply to the Winter Texan population. Although this current study was not designed to assess biases associated with specific market segments of auto travelers, a comparison between the socio-economic and travel-related characteristics of Winter Texans (as represented by both the SDHPT and TAMU respondents) could be explored.

Since respondents were not directly asked their "Winter Texan" status, criteria were developed to infer whether-or-not each respondent fit the characteristics of a Winter Texan. For the purposes of this analysis, a Winter Texan was defined by: (1) someone who reported traveling during November through January to at least one of the following places: Corpus Christi, McAllen, Brownsville, Del Rio, Harlingen, South Padre Island, Mission, Rockport, Victoria, Laredo, Big Bend, Padre Island National Seashore, Amistad Reservoir, or Mustang Island; and (2) someone who reported staying at least 10 nights in Texas; and (3) someone who reported having at least one visitor in their group who was 45 years or older.

The above criteria was applied to the Phase I Gainesville datasets which are presented in Appendix H. (Applying the above criteria to the Phase I Orange datasets resulted in sample sizes that were too small to compare.) In general, the SDHPT dataset (as represented by the first column in Appendix H) was an accurate portrayal of the Winter Texan profile assessed by TAMU stoppers (the second column in Appendix H). In addition, the sampling bias

(i.e., differences between stoppers and non-stoppers) associated with Winter Texans was lower compared to the aggregated samples in Appendices A through D.

On the point-of-origin question "Where do you live?", the four top states of residence in all three datasets were Minnesota, Iowa, Kansas and Oklahoma. The percent respondents were similar across SDHPT respondents, TAMU stoppers, and TAMU non-stoppers. Compared to its ability to represent the general population of auto travelers, *the SDHPT survey appears to have provided a more valid profile of Winter Texans traveling on I-35.*

Alternative Research Methods for the SDHPT Auto Visitor Profile

The choice of research methods is dependent upon one's research objectives. If the research objective is to describe the socio-economic and trip characteristics of out-of-state auto travelers who stop at the Travel Information Centers, then the following research designs could be considered:

- (1) population survey without follow-up;
- (2) population survey with follow-up;
- (3) sampling without follow-up;
- (4) sampling with follow-up.

"Follow-up" refers to the ability to track non-respondents and remind/encourage them to complete a questionnaire through the use of repeated mailings and/or telephone contact. The commonly accepted "follow-up" process is comprehensively described in Dillman (1978. Telephone and Mail Surveys: The Total Design Method) which was used as the basis for the TAMU methods of this study (pp. 2-5).

Population Survey Without Follow-up

Description: Each out-of-state auto traveler visiting the Travel Information Centers would receive a questionnaire. Follow-up mailings and reminders would not be included in this method. (The responses in the first column of Appendices A, B, C, and D are associated with this method.)

Strengths: Information on socio-demographic trip characteristics could be obtained with only a minor structuring of the exchange of information between the Travel Counselor and the visitor (i.e., the Travel Counselor would have to ask, "Are you from out-of-state?").

Weaknesses: Response rates of this method, as suggested in this report, would be less than 5% and associated with a tremendous potential of non-

response bias. For cost-effective reasons, population surveys generally are not done except on populations that are too small to sample. The marginal information obtained from surveying a population usually does not justify the incremental costs associated with surveying beyond a sample.

Population Survey With Follow-up

Description: Each out-of-state auto traveler visiting the Travel Information Centers would be invited to participate in a study and if assenting, would be asked for their name and address. On a periodic basis, name/address lists would be sent to a centralized survey administration location where the mailings (including follow-ups) of the questionnaire would be handled.

Strengths: The threat of non-response bias would be reduced substantially compared to a population survey without follow-up.

Weaknesses: Survey administration would be burdensome. The Travel Counselors would be required to modify their contact conversation. The invitation to participate in a study, the request for name/address, and the explanation of any follow-up questions by the visitor, would be time consuming to do for the entire population of out-of-state visitors. In addition, an estimated fifteen-fold increase in the number of returned questionnaires received by the Data Automation Staff would be a major responsibility. And finally, the processing of name/address information and tracking respondents would be an enormous research effort. These procedures would not be cost-effective given further alternatives.

Sampling without Follow-up

Description: On randomly selected days, each out-of-state auto traveler

visiting the Travel Information Centers would receive a questionnaire. (An alternative to a random sampling of days would be a random sampling of individuals within each day, i.e., give a questionnaire to every *n*th out-of-state auto visitor.) Follow-up mailings and reminders are not included in this method. (The responses in the second column of Appendices A, B, C, and D are associated with this method.)

Strengths: This alternative would require the least amount of effort to administer. A few days a month, Travel Counselors would be distributing questionnaires to out-of-state auto travelers. The results would be similar to the population survey without follow-up.

Weaknesses: Based upon the results of this study, response rates of this method were less than 5%. The non-response bias threat would be tremendous.

Sampling with Follow-up

Sampling with follow-up is the most common method used in recreation and tourism research. One of the rules-of-thumb for sampling, particularly when a large number of people will be doing the sampling (such as with the Auto Visitor Profile), is to *keep the sample selection process as simple as possible*. When implementing a sampling regime, pilot-testing of the sample selection process is necessary. A "pilot-test" is where the method is walked-through, from beginning to end, with all parties involved and in the exact situation where the sampling is done. During pilot-tests, problems may occur that have implications regarding the randomness of the selection process. These problems need to be recognized and addressed upfront. For data comparison purposes, it is important that all Travel Information Centers follow the exact same sampling process.

There are at least two procedures to collect name/address information from a sample of out-of-state auto travelers who stop at the Travel Information Centers: (a) self-registration and (b) Travel Counselor contact. Each is discussed in turn.

Description of Self-Registration Sampling: Visitor sign-in sheets would be conspicuously located within the Travel Information Centers. A short description of the study would be contained on the sheets. To encourage visitors to both sign-in and respond to a questionnaire, some sort of incentive (i.e., bumper sticker give-away or a raffle) could be promoted on the sign-in sheets. On a periodic basis, name/address lists would be sent to a centralized survey administration location where the mailings (including follow-ups) of the questionnaire would be handled.

Strengths: The threat of non-response bias would be substantially reduced compared to sampling without follow-up. Also, survey costs would be substantially reduced compared to doing a population survey with follow-up. Travel Counselors would not need to include survey sampling as part of their routine service procedures.

Weaknesses: The potential of a sampling bias would threaten the results due to the self-selected nature of a sign-in sheet. Also, the processing of name/address information and tracking respondents would be a considerable research effort.

Description Of Travel Counselor Sampling: On randomly selected days, each out-of-state auto traveler visiting the Travel Information Centers would be invited to participate in a study, and if assenting, would be asked for their name and address. On a periodic basis, name/address lists would be sent to a centralized survey administration location where the mailings (including

follow-ups) of the questionnaire would be handled. (The responses in the third column of Appendices A, B, C, and D would be comparable to the results of this method.)

Strengths: The threat of non-response bias would be reduced substantially compared to sampling without follow-up. Also, survey costs would be substantially reduced compared to the cost of a population survey with follow-up.

Weaknesses: Travel Counselors periodically would be required to obtain names/addresses from out-of-state auto travelers; such a request could lengthen an otherwise quick process of distributing travel information to visitors. Also, the processing of name/address information and tracking respondents would be a considerable research effort.

Qualification of the SDHPT Response Rates

The calculated response rates of the SDHPT survey represent the minimum rate (see p. 6). The response rate was computed by dividing the number of dated SDHPT questionnaires by the number of out-of-states services performed by the Gainesville/Orange Travel Counselors on the sampled dates. The assumption that each out-of-state service included a questionnaire is not realistic. There would be several reasons why less than 100% of out-of-state services included a questionnaire: some visitors are too hurried for Travel Counselors to discuss the questionnaire, some visitors refuse to take the questionnaire, sometimes the Travel Counselor may forget or not want to distribute the questionnaire.

Although this study was not designed to examine SDHPT procedures for questionnaire distribution, anecdotal information became available through conversations with SDHPT personnel that ultimately could influence the SDHPT

auto visitor profile. Concern for a negative personnel evaluation is a disincentive for Travel Counselors to disperse the questionnaires. Using the returned questionnaire for personnel evaluation (if a Travel Counselor's name is mentioned by the respondent) provides a cross-purpose to the research objectives of the SDHPT Auto Visitor Profile. Consideration of the viewpoint of Travel Counselors and their incentive structure to disperse the questionnaires is relevant to both the calculated SDHPT response and the results of the SDHPT survey.

Conclusion

For the time periods and locations of this study, the SDHPT Auto Visitor Profile did not accurately portray the general population of out-of-state auto visitors into Texas. There was substantial non-response and sampling biases on most of the items on the SDHPT survey. However, these biases could be interpreted within the context of market segments. In other words, respondents to SDHPT survey could be construed as comprising specific market segments as distinguished from the general population of auto visitors. For example, the SDHPT survey represented at least one market segment that could be referred to as Winter Texans. Whereas, the SDHPT survey did not accurately represent market segments related to travelers from the neighboring states. If there is a need to capture a complete representation of auto visitors who stop at the Travel Information Centers, then a sampling regime with the ability to follow-up on non-respondents is recommended.

However, the choice of alternative research methods for the SDHPT Auto Visitor Profile is dependent upon the market segments that need to be characterized. One of the most important steps in any research endeavor is to develop clearly delineated research objectives. Regarding the SDHPT Auto Visitor Profile, two basic questions regarding research objectives need to be thoroughly addressed. These two questions are both directed at identifying and describing the end-user of SDHPT's information:

Who is in need of information on out-of-state auto travelers?

What information is needed?

After a comprehensive investigation of these two questions occurs, then the remaining question for the Travel and Information Division would be: what types of information on auto travelers is SDHPT in a position to efficiently and accurately obtain?

Recommendations

Recommendations for both the short-run and the long-run have emerged from this study. These recommendations are based upon the authors' interpretation of the results in light of SDHPT's tradition of providing leadership to the Texas Tourism Industry.

Recommendation that Could be Initiated in the Short-run

Implement a sampling regime with a follow-up technique. Such a method would improve the representativeness of the Auto Visitor Profile, and in particular, it would more fully capture the characteristics of the adjacent state auto visitor compared to SDHPT's current methods. The effect of this recommendation would be to decrease the number of questionnaires distributed and to increase the attention given to those individuals selected for distribution. The increased attention directed at sampled individuals would include the following two activities:

(1) Increased Travel Counselor contact time would be needed to obtain a name and address card from each of the sampled visitors. The recommended technique is to select six days from each month (3 weekend and 3 weekdays) to sample out-of-state auto visitors. Include an index card for each out-of-state service. The index card would request name and address information and could be dropped in a box in the lobby of the Travel Information Center. In addition to informing the sampled visitors of the survey associated with the index card, the visitor also would be informed that their name would be entered in a raffle for a \$300 prize (say a U.S. Savings Bond). These index cards would be sent to Austin and constitute the sampling frame. From this

"list" of names and addresses, auto visitors would be randomly sampled to receive a questionnaire.

(2) The time spent by SDHPT staff involved with survey administration would increase due to the inclusion of follow-up techniques. Follow-up procedures include "thank you/reminder" postcards along with second and third mailings for persistent nonrespondents. Survey administration should be done in a central location to insure consistency in procedures across the samples from the twelve Travel Information Centers. Also, the tasks of random sampling, stuffing and addressing envelopes, and tracking respondents are detailed and time-consuming; these tasks would be most efficiently performed in a centralized location.

Recommendation for the Long-run

Clearly delineated research objectives need to be established for the Auto Visitor Profile. Current and potential end-users of the Auto Visitor Profile should be identified, and their information needs regarding auto visitors assessed. It is likely that different types of end-users have different information needs regarding auto visitors. For example, RV-park operators from South Texas may be more interested in winter auto travelers and their "mode of transportation" than would agents of Six Flags (primarily a summer-time attraction in North Texas). In other words, what is relevant information to the operations of one enterprise is irrelevant to another. Research objectives should be developed that recognize these differences in end-user needs.

This recommendation is directed at both delineating the Texas tourism industry based upon end-user information needs and describing the auto visitor market segments that are important to Texas. In other words, types of end-

users and market segments of auto visitors are both relevant to the development of research objectives.

One of the implications is that several user-specific renditions of the Auto Visitor Profile may be the most helpful format to provide the Texas Tourism Industry with decision-making information. For example, it may be necessary to develop an auto visitor profile which describes the auto travelers driving into northeast Texas (i.e., the Waskom and Texarkana respondents only).

A comprehensive examination of end-users also would suggest changes regarding items contained on the SDHPT questionnaire. The information needs could differ between various types of end-users. These differences could be translated into modification of the items on the questionnaire.

APPENDIX A

Responses of Out-of-State Visitors

Phase I Gainesville

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=491)	SDHPT Collected on Sampled Dates, % (n=85)	TAMU Sampled Stoppers, % (n=608)	TAMU Sampled Nonstoppers, % (n=496)
1. Where do you live?				
Alabama	0.4	0.0	0.0	0.3
Alaska	0.2	0.0	0.2	0.0
Arizona	0.4	2.4	0.2	0.2
Arkansas	0.8	1.2	0.6	0.8
California	0.4	2.4	0.2	0.3
Colorado	1.2	1.2	1.3	0.8
Connecticut	0.0	0.0	0.0	0.0
Delaware	0.0	0.0	0.0	0.0
District of Columbia	0.0	0.0	0.0	0.0
Florida	0.8	3.5	1.6	1.0
Georgia	0.6	1.2	0.4	0.6
Hawaii	0.0	0.0	0.0	0.0
Idaho	0.2	0.0	0.0	0.0
Illinois	4.3	1.2	1.5	1.6
Indiana	0.4	0.0	0.4	0.1
Iowa	8.4	10.6	10.2	4.5
Kansas	13.2	11.8	13.0	8.3
Kentucky	0.0	0.0	0.0	0.0
Louisiana	0.6	3.5	1.5	1.5
Maine	0.2	0.0	0.2	0.0
Maryland	0.2	1.2	0.2	0.1
Massachusetts	0.2	0.0	0.0	0.0
Michigan	1.0	0.0	1.1	0.8
Minnesota	13.8	14.1	10.5	4.2
Mississippi	0.2	0.0	0.2	0.4
Missouri	5.1	11.8	3.4	2.6
Montana	0.2	0.0	0.0	0.0
Nebraska	5.3	0.0	3.0	2.0
Nevada	0.0	0.0	0.0	0.0
New Hampshire	0.0	0.0	0.0	0.0
New Jersey	0.0	0.0	0.2	0.0
New Mexico	0.2	0.0	0.0	0.4
New York	0.0	0.0	0.3	0.0
North Carolina	0.2	0.0	0.2	0.0
North Dakota	0.8	2.4	1.7	0.8
Ohio	0.8	0.0	0.2	0.1
Oklahoma	30.8	27.1	42.4	64.8
Oregon	0.2	1.2	0.5	0.1

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=491)	SDHPT Collected on Sampled Dates,% (n=85)	TAMU Sampled Stoppers,% (n=608)	TAMU Sampled Nonstoppers,% (n=496)
Pennsylvania	0.6	0.0	0.2	0.0
Rhode Island	0.2	0.0	0.0	0.0
South Carolina	0.2	0.0	0.0	0.0
South Dakota	1.8	0.0	1.9	1.6
Tennessee	0.4	1.2	0.4	0.0
Utah	0.0	0.0	0.2	0.1
Vermont	0.0	0.0	0.0	0.0
Virginia	0.2	0.0	0.0	0.1
Washington	0.6	0.0	0.0	0.1
West Virginia	0.0	0.0	0.0	0.0
Wisconsin	4.5	2.4	2.4	1.6
Wyoming	0.2	0.0	0.0	0.0
2. Age of persons in your travel party?				
A. Persons under 18	6.2	9.3	10.5	13.0
B. Persons 18-24	2.0	2.1	5.5	5.3
C. Persons 25-34	6.4	4.6	7.9	13.9
D. Persons 35-44	9.5	7.7	11.6	14.4
E. Persons 45-54	13.6	11.3	12.9	14.1
F. Persons 55-64	28.1	30.4	24.0	17.7
G. Persons 65 plus	34.2	34.5	27.5	21.6
3. Main reasons for stopping at a Texas Highway Information Center. Received information about: (check all that apply)				
A. Campgrounds	13.7	9.5	14.9	N/A
B. City/Towns	36.2	32.1	26.4	N/A
C. Historic Sites	31.9	23.8	27.2	N/A
D. Lodgings	18.6	16.7	12.8	N/A
E. Maps	89.4	83.3	76.1	N/A
F. Museums	17.6	13.1	11.6	N/A
G. National Parks	13.7	7.1	15.8	N/A
H. Restaurants	12.1	10.7	11.0	N/A
I. Routing	28.2	23.8	18.7	N/A
J. RV Parks	14.9	11.9	16.4	N/A
K. Special Events	14.7	19.0	14.2	N/A
L. State Parks	14.7	7.1	17.0	N/A
M. Theme Parks	2.0	2.4	4.2	N/A
N. Travel Break	46.4	40.5	57.7	N/A

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % <u>(n=491)</u>	SDHPT Collected on Sampled Dates, % <u>(n=85)</u>	TAMU Sampled Stoppers, % <u>(n=608)</u>	TAMU Sampled Nonstoppers, % <u>(n=496)</u>
4. Purpose of this Texas trip: (check all that apply)				
A. Convention	4.3	4.7	2.3	3.1
B. Day Trip Only	3.9	1.2	6.1	14.5
C. Just Passing Through	4.7	4.7	10.7	7.3
D. Vacation/Leisure	61.8	56.5	48.4	24.9
E. Visit Friends/Family	48.0	49.4	43.4	49.6
F. Work/Business (non-convention)	9.4	7.1	13.5	18.4
G. Moving to Texas	1.6	0.0	3.2	3.4
H. Other	8.2	7.1	10.4	10.2
5. What type accommodations used? (check all that apply)				
A. Apt./Condo	12.5	14.5	11.6	7.4
B. Bed & Breakfast	0.9	1.2	0.7	0.9
C. Hotel	13.0	10.8	11.2	13.4
D. Motel	57.6	53.0	45.2	35.2
E. Motor Home	9.2	6.0	10.0	4.0
F. Pickup Camper	1.5	1.2	1.3	1.5
G. Private Home	27.0	34.9	27.1	42.2
H. Tent Camping	0.9	0.0	2.0	1.2
I. Travel Trailer	9.7	7.2	14.8	6.4
J. Van Camper	1.1	1.2	1.3	1.4
K. Military Base	2.0	1.2	2.3	3.8
L. Hostel	0.0	0.0	0.4	0.1
6. Mode of transportation this trip: (check all that apply)				
A. Airline	2.3	1.2	2.2	2.9
B. Boat	0.0	1.2	0.6	0.0
C. Bus Line	0.4	1.2	0.1	0.1
D. Motorcycle	0.2	0.0	0.3	0.1
E. Motor Home	8.4	5.9	8.0	2.5
F. Pickup	11.1	5.9	11.4	11.4
G. Pickup/Camper	3.9	2.4	3.7	1.6
H. Private Auto	66.6	69.4	70.6	74.5
I. Private Plane	0.4	2.4	0.0	0.8
J. Rental Auto	3.3	3.5	1.3	1.1
K. Rental RV	0.0	0.0	0.0	0.0
L. Tour Bus	2.3	0.0	0.6	0.4
M. Train	0.0	0.0	0.0	0.0
N. Truck (heavy duty)	0.6	0.0	1.1	1.1
O. Van	7.4	11.8	9.3	9.8

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=491)	SDHPT Collected on Sampled Dates,% (n=85)	TAMU Sampled Stoppers,% (n=608)	TAMU Sampled Nonstoppers,% (n=496)
7. Total Miles in Texas on this trip: (check only one)				
A. 100 or less	0.8	1.2	3.5	14.9
B. 101-300	15.7	17.3	18.5	32.2
C. 301-500	11.3	7.4	16.2	15.1
D. 501-800	14.8	19.8	14.7	13.5
E. 801-1000	10.6	9.9	8.3	6.8
F. 1001-1500	21.5	19.8	15.1	7.7
G. 1501-2000	12.7	16.0	8.7	4.5
H. 2000 plus	12.5	8.6	14.9	5.4
8. How many nights in Texas on this trip? (check only one)				
A. None	9.6	3.5	10.9	23.3
B. 1	5.5	1.2	7.5	15.4
C. 2	11.0	16.5	13.1	18.3
D. 3	9.6	10.6	11.1	8.7
E. 4	9.0	7.1	5.6	6.4
F. 5	6.9	10.6	5.8	4.9
G. 6	4.3	5.9	3.4	1.7
H. 7	5.3	4.7	3.2	2.2
I. 8	3.7	2.4	2.0	1.2
J. 9	1.8	1.2	0.8	1.2
K. 10	4.5	4.7	3.2	1.7
L. 11-15	4.9	8.2	3.7	2.2
M. 16-20	1.8	0.0	2.3	0.7
N. 21-25	2.0	0.0	1.1	0.5
O. 26-30	5.5	3.5	2.7	1.1
P. More than 30	14.7	20.0	23.6	10.4
9. Approximate dollars spent in Texas this trip:				
A. \$ Food	26.0	24.6	25.5	27.0
B. \$ Lodging	31.5	27.8	26.4	26.1
C. \$ Fuel/Auto Repairs	13.7	12.3	13.2	12.4
D. \$ Entertainment	7.3	6.7	6.8	6.7
E. \$ Shopping	15.2	19.7	16.6	20.0
F. \$ Other	4.6	7.4	9.9	7.0
G. \$ Fares: Air/Taxi/Bus	1.2	0.4	1.3	0.9
H. \$ Rental Car	0.5	1.1	0.3	0.1

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=491)	SDHPT Collected on Sampled Dates, % (n=85)	TAMU Sampled Stoppers, % (n=608)	TAMU Sampled Nonstoppers, % (n=496)
Average time spent in Texas	15.7	5.0	25.6	10.0
Average # people in party	2.1	2.2	2.2	2.2

Average Expenditures:

\$/party/trip	\$701.00	\$831.00	\$761.00	\$469.00
\$/day/party	45.00	166.00	30.00	47.00
\$/person/day	21.00	76.00	14.00	21.00
\$/person/trip	334.00	378.00	346.00	213.00

10. What influenced your decision to visit Texas this time?
(check all that apply)

A. Billboards	0.6	1.2	0.0	0.2
B. Brochures	8.0	4.9	6.6	2.4
C. Friends/Family	56.4	51.2	53.4	51.8
D. Magazine Ad	1.9	2.4	3.5	1.9
E. Newspaper Ad	1.5	1.2	1.4	2.5
F. Passing Through	7.8	6.1	9.8	6.2
G. Previous Trip	41.1	35.4	34.5	23.7
H. Radio Ad	0.0	1.2	0.4	0.4
I. TV Ad	1.1	0.0	0.9	1.5
J. Word of Mouth	14.3	18.3	10.7	5.3
K. None of the Above	14.5	15.9	20.9	30.2

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

If in advance (ordered from A through F)

A. Auto Club/Trav. Agt.	23.8	26.2	22.3	25.2
B. City/Town	5.4	7.7	7.9	13.0
C. Lodging	9.1	6.2	6.2	12.1
D. Regional Chamber of Commerce	6.1	6.2	5.6	2.3
E. State Tourist Office	13.0	10.8	19.2	15.3
F. Theme Park	0.0	0.0	1.7	5.4

If after you left home (G through K)

G. Travel Agent	2.2	0.0	1.7	0.7
H. At Lodging	6.4	6.2	8.0	9.7
I. At Theme Park	0.5	0.0	0.8	0.0
J. Highway Info Center	73.5	72.3	56.1	18.1
K. In City/Town	10.0	13.8	12.6	21.0

Phase I: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=491)	SDHPT Collected on Sampled Dates, % (n=85)	TAMU Sampled Stoppers, % (n=608)	TAMU Sampled Nonstoppers, % (n=496)
12. How many weeks in advance did you plan this trip? (check only one)				
A. 1 week or less	15.1	14.1	18.1	36.8
B. 2-3 weeks	17.4	27.1	20.3	21.7
C. 1 month	19.1	17.1	20.5	13.4
D. 2-3 months	21.4	20.0	17.5	13.8
E. 4-6 months	12.7	10.6	9.4	5.1
F. Over 6 months	14.3	10.6	14.2	9.2
13. How did your stop at a Texas Tourist Bureau influence this trip: (check all that apply)				
A. Ate Out More	6.5	2.4	5.9	N/A
B. Did More Shopping	9.1	3.7	6.4	N/A
C. Longer Stay	12.1	7.3	7.8	N/A
D. More Recreation	15.9	14.6	11.6	N/A
E. More Cities/Areas	29.7	24.4	23.5	N/A
F. More Theme Parks	2.6	3.7	3.0	N/A
G. Stayed in More Hotels/Motels	5.2	6.1	2.5	N/A
H. Saw More Attractions	32.3	25.6	25.5	N/A
I. Did Not Influence My Trip	39.2	52.4	56.4	N/A
14. In what type activities did you or your group participate on this trip in Texas? (check all that apply)				
A. Bird-watching	17.3	17.7	13.9	6.2
B. Boating	6.3	5.1	6.4	4.1
C. Business	13.5	11.4	15.2	16.8
D. Camping	15.8	6.3	18.4	8.0
E. Concert-Classical	3.6	5.1	4.5	4.8
F. Concert-Pop/Rock/CW	3.6	3.8	6.1	4.3
G. Convention	3.8	2.5	3.5	3.7
H. Golf/Tennis	15.8	15.2	11.6	11.4
I. Festival/Fair	13.3	12.7	12.6	6.1
J. Fishing	14.4	11.4	11.9	11.5
K. Historical Tours	41.0	35.4	27.8	16.4
L. Hiking	14.9	15.2	11.2	4.9
M. Horse Riding	0.5	0.0	0.6	1.3
N. Hunting	0.7	0.0	1.3	0.5
O. Livestock Show	2.7	2.5	3.6	5.4
P. Medical Treatment	2.9	2.5	4.4	4.5
Q. Military Event	3.6	5.1	3.3	2.6
R. Museum-Art	13.7	8.9	9.8	10.1

Phase I: Gainesville

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S. Museum-Historical	35.4	27.8	23.3	15.4
T. Photography	26.4	29.1	18.8	10.8
U. Rocks	4.3	1.3	4.3	0.9
V. Rodeo	2.0	2.5	4.1	2.3
W. School/Seminar	3.2	2.5	3.6	2.4
X. Shopping	60.4	64.6	59.2	57.5
Y. Sports Event	6.1	5.1	8.3	7.9
Z. Swimming	7.0	10.1	8.2	7.5
AA. Theater/Live	2.5	3.8	4.2	4.0
BB. Theater/Movie	9.0	12.7	11.4	13.8
CC. Theme Park	6.1	5.1	6.4	5.4
DD. Waterskiing	0.0	0.0	0.4	0.7

15. What did you enjoy about Texas? (check all that apply)

A. Ballet	2.0	2.6	1.7	0.7
B. Beaches	31.1	29.5	23.3	14.8
C. Big Cities	20.2	19.2	20.0	16.4
D. Boating	5.3	5.1	4.0	2.8
E. Camping	14.0	9.0	16.6	8.1
F. Concerts-Classical	3.3	5.1	4.2	3.9
G. Concerts-Rock/Pop/CW	2.9	2.6	5.9	4.4
H. Desert/Plains	15.1	16.7	10.8	6.1
I. Dude Ranches	1.1	0.0	0.6	0.8
J. Festivals	11.4	16.7	11.8	6.9
K. Fishing	11.6	11.5	11.3	10.9
L. Food	55.7	52.6	52.2	51.4
M. Forests	10.5	5.1	8.1	6.5
N. Friendliness	62.5	50.0	52.4	47.2
O. Golf/Tennis	12.7	16.7	10.6	13.0
P. Good Highways	59.6	52.6	47.1	39.2
Q. Historical Sites/ Markers	27.2	26.9	25.1	13.8
R. Mountains	9.4	3.8	8.8	3.2
S. Museums-Art	10.3	7.7	7.2	8.2
T. Museums-Historical	31.1	24.4	22.2	11.6
U. Nightlife	9.0	9.0	12.6	12.0
V. Resorts	6.8	11.5	6.8	4.0
W. Sailing	0.0	0.0	0.3	0.5
X. Scenery	52.6	44.9	47.6	32.3
Y. Shopping	47.6	51.3	47.0	50.1
Z. Small Towns	32.9	33.3	22.0	17.6
AA. Sports-Amateur	2.2	3.8	4.0	4.2
BB. Sports-Professional	2.9	3.8	4.1	6.6
CC. Swimming	3.7	9.0	6.0	3.3

Phase I: Gainesville

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DD. Theater	2.6	2.6	3.2	6.0
EE. Theme Parks	3.9	5.1	7.0	5.7
FF. Waterskiing	0.0	0.0	0.0	0.7
GG. Wild Flowers	14.7	12.8	27.2	21.7

16. List Texas cities/towns where you spent time on this trip. (Time means any period for recreation or lodgings.)

A. Houston	11.5	12.2	8.1	7.1
B. San Antonio	27.5	20.7	19.9	13.7
C. Dallas	28.4	37.8	34.1	35.9
D. Austin	15.2	17.1	8.2	6.8
E. Galveston	6.7	6.1	4.1	2.7
F. El Paso	5.0	6.1	4.7	1.6
G. Corpus Christi	15.2	14.6	7.7	2.9
H. Ft. Worth	16.7	12.2	14.5	10.5
I. Beaumont	0.6	2.4	0.4	0.2
J. McAllen	11.9	8.5	10.3	6.0
K. Brownsville	8.2	9.8	7.8	3.1
L. Ft. Stockton	2.2	0.0	0.7	0.1
M. Del Rio	3.2	1.2	0.9	0.3
N. Fredericksburg	4.3	0.0	1.3	0.4
O. Harlingen	5.0	4.9	6.9	3.2
P. Waco	8.4	6.1	4.8	4.2
Q. Orange	1.1	1.2	0.0	0.0
R. South Padre Island	5.8	4.9	6.0	2.5
S. Mission	5.2	6.1	7.1	3.2
T. Rockport	2.6	1.2	4.6	0.7
U. Big Bend	0.9	0.0	0.2	0.0
V. Kerrville	1.7	0.0	1.3	0.8
W. Van Horn	1.3	0.0	0.6	0.1
X. New Braunfels	5.2	6.1	3.0	0.9
Y. Denton	6.1	3.7	4.0	7.9
Z. Victoria	2.4	2.4	1.0	0.4
AA. Johnson City	2.2	1.2	2.4	0.6
BB. Baytown	0.0	0.0	0.2	0.1
CC. Columbus	0.0	0.0	0.2	0.0
DD. Laredo	2.8	2.4	1.9	0.8
EE. Non - Top 30	54.3	48.8	52.0	53.4

Phase I: Gainesville

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17. List theme parks, museums, events, historic sites, state parks, and points of interest visited in Texas by you or members of your group on this trip.				
A. Alamo	24.1	33.3	26.4	20.9
B. River Walk	21.1	25.9	22.1	10.1
C. NASA	5.3	7.4	3.0	1.5
D. Big Bend	3.9	3.7	3.4	1.2
E. LBJ Boyhood Home	9.2	14.8	12.1	4.4
F. Padre Island Nat'l Seashore	11.8	18.5	12.7	15.5
G. San Antonio Missions	3.9	0.0	1.6	2.2
H. Seaworld	8.3	18.5	6.4	7.9
I. JFK Memorial	6.6	3.7	3.7	0.0
J. Aransas National Wildlife Refuge	3.9	0.0	3.7	0.5
K. Capitol Complex	2.5	3.7	0.6	2.3
L. Southfork	3.9	0.0	1.7	0.6
M. Ft. Davis National Historic Site	1.3	0.0	0.6	0.0
N. LBJ Library	7.9	0.0	2.4	1.4
O. Dallas Aquarium	3.5	0.0	3.7	11.2
P. Guadalupe Mountains National Park	0.9	0.0	0.0	0.0
Q. South Padre Island	7.9	3.7	8.5	4.4
R. El Mercado	1.3	0.0	0.6	0.6
S. Amistad Reservoir	0.4	0.0	1.0	0.0
T. San Antonio Zoo	1.8	0.0	0.3	0.4
U. Santa Ana National Wildlife Refuge	3.5	0.0	2.4	0.0
V. Admiral Nimitz Museum	4.4	0.0	5.1	0.4
W. Confederate Air Force Museum	5.3	7.4	8.2	5.0
X. Galveston Is. Beach	1.8	0.0	2.7	1.3
Y. San Antonio IMAX	1.3	0.0	0.5	0.0
Z. Bentsen Rio Grande Valley State Park	7.0	11.1	2.9	0.0
AA. Institute of Texas Culture	3.1	0.0	0.5	1.3
BB. Buckhorn Hall of Horns	2.6	7.4	1.1	0.0
CC. Battleship Texas	1.8	3.7	2.5	1.4
DD. Mustang Island	2.2	0.0	2.5	0.4
EE. Non - Top 30	61.0	37.0	44.3	57.5

APPENDIX B

Responses of Out-of-State Visitors

Phase I Orange

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=1028)	SDHPT Collected on Sampled Dates, % (n=249)	TAMU Sampled stoppers, % (n=532)	TAMU Sampled Nonstoppers, % (n=436)
1. Where do you live?				
Alabama	3.4	4.0	4.3	3.3
Alaska	0.1	0.0	0.0	0.0
Arizona	1.3	5.2	0.5	0.1
Arkansas	0.5	0.0	0.3	0.3
California	5.9	6.8	2.6	0.8
Colorado	1.7	0.8	0.7	0.2
Connecticut	0.3	0.0	0.8	0.0
Delaware	0.3	0.8	0.5	0.1
District of Columbia	0.0	0.0	0.0	0.0
Florida	11.0	11.6	15.3	7.1
Georgia	2.5	2.8	4.3	2.9
Hawaii	0.0	0.0	0.0	0.0
Idaho	0.4	0.0	0.5	0.0
Illinois	2.0	1.6	2.7	1.1
Indiana	3.1	2.0	0.8	0.2
Iowa	1.2	0.8	0.5	0.0
Kansas	0.6	1.2	0.5	0.0
Kentucky	0.9	0.8	0.2	0.1
Louisiana	20.6	19.3	37.2	73.2
Maine	0.7	0.8	0.5	0.2
Maryland	1.4	0.8	1.4	0.7
Massachusetts	1.3	1.6	0.5	0.2
Michigan	5.3	3.2	2.3	1.4
Minnesota	1.7	1.6	0.5	0.1
Mississippi	3.2	4.8	2.5	1.4
Missouri	1.2	2.4	1.1	0.0
Montana	0.4	0.4	0.0	0.0
Nebraska	0.3	0.0	0.0	0.2
Nevada	0.3	0.0	0.2	0.2
New Hampshire	0.4	0.4	0.2	0.0
New Jersey	1.0	0.8	1.0	0.3
New Mexico	0.6	0.4	0.2	0.2
New York	4.0	1.2	1.6	0.8
North Carolina	3.3	3.2	2.6	1.5
North Dakota	0.4	0.0	0.0	0.0
Ohio	2.8	2.8	3.8	0.6
Oklahoma	0.8	2.4	0.4	0.4
Oregon	1.1	0.8	0.9	0.0

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=1028)	SDHPT Collected on Sampled Dates, % (n=249)	TAMU Sampled Stoppers, % (n=532)	TAMU Sampled Nonstoppers, % (n=436)
Pennsylvania	2.7	3.2	1.2	0.1
Rhode Island	0.3	0.8	0.2	0.0
South Carolina	1.3	3.2	1.2	0.1
South Dakota	0.1	0.0	0.0	0.1
Tennessee	1.8	2.4	2.3	1.0
Utah	0.1	0.4	0.0	0.0
Vermont	0.2	0.4	0.3	0.2
Virginia	2.2	2.4	1.0	0.5
Washington	3.4	2.8	1.4	0.1
West Virginia	0.2	0.0	0.0	0.0
Wisconsin	1.7	0.4	0.8	0.3
Wyoming	0.4	0.0	0.0	0.0
2. Age of persons in your travel party?				
A. Persons under 18	5.3	7.3	15.8	19.8
B. Persons 18-24	3.9	2.6	3.8	6.0
C. Persons 25-34	5.9	8.3	10.5	16.5
D. Persons 35-44	8.7	10.2	11.9	16.4
E. Persons 45-54	13.0	12.8	10.3	14.5
F. Persons 55-64	32.8	27.3	25.8	13.8
G. Persons 65 plus	30.4	31.6	22.0	13.1
3. Main reasons for stopping at a Texas Highway Information Center. Received information about: (check all that apply)				
A. Campgrounds	24.3	20.6	15.9	N/A
B. City/Towns	29.8	26.3	17.0	N/A
C. Historic Sites	27.7	30.0	22.7	N/A
D. Lodgings	11.4	13.4	10.2	N/A
E. Maps	88.9	88.4	71.1	N/A
F. Museums	11.3	13.4	10.3	N/A
G. National Parks	17.5	17.4	12.1	N/A
H. Restaurants	7.8	7.7	9.3	N/A
I. Routing	25.4	23.1	19.6	N/A
J. RV Parks	22.4	13.8	14.7	N/A
K. Special Events	9.0	9.3	8.4	N/A
L. State Parks	18.6	18.6	11.5	N/A
M. Theme Parks	2.5	3.2	3.2	N/A
N. Travel Break	42.9	46.6	55.3	N/A

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=1028)	SDHPT Collected on Sampled Dates,% (n=249)	TAMU Sampled Stoppers,% (n=532)	TAMU Sampled Nonstoppers,% (n=436)
4. Purpose of this Texas trip: (check all that apply)				
A. Convention	1.7	2.0	1.7	3.3
B. Day Trip Only	2.9	2.0	3.5	15.0
C. Just Passing Through	18.4	18.2	15.0	8.1
D. Vacation/Leisure	54.9	58.0	37.6	23.1
E. Visit Friends/Family	44.6	42.9	64.9	55.2
F. Work/Business (non-convention)	11.2	9.7	8.0	12.9
G. Moving to Texas	2.5	2.8	3.6	2.9
H. Other	7.1	8.1	7.8	12.7
5. What type accommodations used? (check all that apply)				
A. Apt./Condo	5.4	5.6	5.4	6.4
B. Bed & Breakfast	0.8	0.0	0.1	1.6
C. Hotel	9.1	12.6	9.8	12.7
D. Motel	40.4	42.7	41.9	31.1
E. Motor Home	19.0	15.4	12.1	4.1
F. Pickup Camper	1.5	0.9	0.9	1.3
G. Private Home	22.5	27.4	44.4	52.0
H. Tent Camping	1.4	1.7	0.5	3.6
I. Travel Trailer	16.1	12.4	6.2	3.4
J. Van Camper	1.8	3.0	1.0	1.2
K. Military Base	2.9	1.7	2.4	0.9
L. Hostel	0.3	0.0	0.0	1.2
6. Mode of transportation this trip: (check all that apply)				
A. Airline	2.0	2.0	1.6	2.8
B. Boat	0.7	0.4	0.0	0.4
C. Bus Line	0.1	0.0	0.0	0.8
D. Motorcycle	0.5	0.4	0.0	0.8
E. Motor Home	18.0	13.7	11.8	3.7
F. Pickup	9.8	8.1	10.4	12.0
G. Pickup/Camper	5.9	4.4	2.6	3.3
H. Private Auto	57.4	64.5	68.8	76.2
I. Private Plane	0.1	0.4	0.2	0.4
J. Rental Auto	2.8	1.6	1.3	0.4
K. Rental RV	0.2	0.4	0.1	0.0
L. Tour Bus	0.4	0.8	0.2	0.4
M. Train	0.2	0.0	0.1	0.0
N. Truck (heavy duty)	1.8	2.4	0.3	0.7
O. Van	9.4	9.3	10.3	8.4

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=1028)	SDHPT Collected on Sampled Dates, % (n=249)	TAMU Sampled Stoppers, % (n=532)	TAMU Sampled Nonstoppers, % (n=436)
7. Total miles in Texas on this trip: (check only one)				
A. 100 or less	2.0	2.9	2.3	17.5
B. 101-300	10.0	7.9	16.1	30.1
C. 301-500	13.1	9.5	22.0	19.7
D. 501-800	16.9	18.6	16.7	17.5
E. 801-1000	19.1	22.3	15.0	6.6
F. 1001-1500	16.3	18.2	15.6	6.5
G. 1501-2000	11.2	10.3	6.6	3.4
H. 2000 plus	11.3	10.3	5.6	2.7
8. How many nights in Texas on this trip? (check only one)				
A. None	7.1	5.6	5.2	21.6
B. 1	6.6	6.0	7.5	10.8
C. 2	13.1	15.2	13.5	22.4
D. 3	9.6	11.1	9.4	7.3
E. 4	10.4	10.4	10.8	8.0
F. 5	6.5	5.6	11.0	7.4
G. 6	6.2	7.6	7.0	3.3
H. 7	4.9	5.6	8.7	5.6
I. 8	3.4	2.8	3.5	1.6
J. 9	1.6	1.6	2.1	1.5
K. 10	3.0	2.4	5.1	2.8
L. 11-15	7.8	8.0	4.8	2.7
M. 16-20	2.2	0.8	2.4	0.6
N. 21-25	2.8	4.0	0.6	0.4
O. 26-30	3.9	1.0	1.5	2.8
P. More than 30	10.8	11.2	7.0	2.8
9. Approximate dollars spent in Texas this trip:				
A. \$ Food	27.9	27.9	22.8	22.2
B. \$ Lodging	24.0	27.2	16.2	14.3
C. \$ Fuel/Auto Repairs	16.4	14.1	11.9	11.1
D. \$ Entertainment	6.8	8.5	8.7	5.8
E. \$ Shopping	17.2	14.9	32.2	38.7
F. \$ Other	6.2	1.4	1.7	6.7
G. \$ Fares: Air/Taxi/Bus	1.2	1.2	1.1	1.0
H. \$ Rental Car	0.3	4.8	0.3	0.2

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=1028)	SDHPT Collected on Sampled Dates,% (n=249)	TAMU Sampled Stoppers,% (n=532)	TAMU Sampled Nonstoppers,% (n=436)
Average time spent in Texas	13.4	5.4	11.0	6.2
Average # people in party	2.0	2.1	2.2	2.4

Average Expenditures:

\$/party/trip	\$577.00	\$603.00	\$533.00	\$448.00
\$/day/party	43.00	112.00	48.00	72.00
\$/person/day	21.00	53.00	22.00	30.00
\$/person/trip	286.00	282.00	242.00	187.00

10. What influenced your decision to visit Texas this time?
(check all that apply)

A. Billboards	0.3	0.4	0.2	0.4
B. Brochures	7.2	9.1	3.2	4.2
C. Friends/Family	49.9	48.1	63.1	57.9
D. Magazine Ad	2.9	3.3	2.2	0.7
E. Newspaper Ad	0.8	0.8	0.8	1.2
F. Passing Through	21.7	20.7	18.4	8.7
G. Previous Trip	31.8	30.3	25.4	21.4
H. Radio Ad	0.0	0.4	0.2	0.4
I. TV Ad	1.4	0.4	0.2	2.0
J. Word of Mouth	11.3	14.1	6.9	6.0
K. None of the Above	15.9	17.8	14.0	21.2

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

If in advance (ordered from A through F)

A. Auto Club/Trav.Agt.	27.9	30.3	31.3	20.4
B. City/Town	4.8	6.7	6.0	19.4
C. Lodging	5.6	4.8	4.1	7.8
D. Regional Chamber of Commerce	3.8	4.3	3.2	3.0
E. State Tourist Office	15.3	12.0	13.7	19.4
F. Theme Park	0.5	1.4	1.1	0.9

If after you left home (G through K)

G. Travel Agent	0.8	1.4	1.1	4.1
H. At Lodging	8.0	10.1	6.1	4.7
I. At Theme park	0.2	1.0	0.7	0.5
J. Highway Info Center	72.7	64.9	56.1	24.5
K. In City/Town	10.0	8.2	13.6	14.3

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=1028)	SDHPT Collected on Sampled Dates, % (n=249)	TAMU Sampled Stoppers, % (n=532)	TAMU Sampled Nonstoppers, % (n=436)
12. How many weeks in advance did you plan this trip? (check only one)				
A. 1 week or less	17.1	14.8	14.8	36.0
B. 2-3 weeks	14.0	12.8	18.9	20.5
C. 1 month	17.2	18.1	19.9	15.9
D. 2-3 months	23.5	20.6	27.8	13.7
E. 4-6 months	10.7	15.6	6.9	7.9
F. Over 6 months	17.5	18.1	11.6	5.9
13. How did your stop at a Texas Tourist Bureau influence this trip? (check all that apply)				
A. Ate Out More	7.0	6.5	4.7	N/A
B. Did More Shopping	6.8	6.1	6.3	N/A
C. Longer Stay	15.5	18.3	8.2	N/A
D. More Recreation	13.9	13.9	10.6	N/A
E. More Cities/Areas	30.2	33.5	16.1	N/A
F. More Theme Parks	2.4	2.6	2.3	N/A
G. Stay in More Hotels/Motels	3.0	2.6	2.0	N/A
H. Saw More Attractions	29.0	27.4	17.5	N/A
I. Did Not Influence My Trip	45.6	44.3	62.2	N/A
14. In what type activities did you or your group participate on this trip in Texas? (check all that apply)				
A. Bird-watching	20.0	22.6	7.4	4.0
B. Boating	5.3	5.3	6.5	6.2
C. Business	12.4	9.1	11.8	17.1
D. Camping	33.8	28.4	19.9	8.9
E. Concert-Classical	3.0	2.9	3.2	1.9
F. Concert-Pop/Rock/CW	1.1	0.5	3.3	1.9
G. Convention	1.9	2.9	9.2	3.4
H. Golf/Tennis	10.3	8.7	9.5	5.1
I. Festival/Fair	6.0	7.2	9.2	6.1
J. Fishing	8.2	6.7	10.2	10.8
K. Historical Tours	39.8	40.4	29.2	15.6
L. Hiking	16.3	13.9	5.8	3.7
M. Horse Riding	1.0	0.5	1.7	1.5
N. Hunting	1.9	1.9	1.3	4.8
O. Livestock Show	1.9	1.9	3.3	2.3
P. Medical Treatment	3.4	1.4	1.8	4.2
Q. Military Event	3.0	1.4	1.6	2.3
R. Museum-Art	13.5	13.5	9.8	6.4

Phase I: Orange

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S. Museum-Historical	33.3	36.5	22.6	16.1
T. Photography	30.6	28.4	17.5	12.9
U. Rocks	6.3	5.8	4.8	2.1
V. Rodeo	1.9	0.5	2.8	1.4
W. School/Seminar	2.2	1.4	1.9	3.7
X. Shopping	57.0	55.3	59.6	63.9
Y. Sports Event	5.0	7.2	8.0	8.4
Z. Swimming	6.3	7.2	5.1	4.2
AA. Theater/Live	3.5	3.4	3.7	1.5
BB. Theater/Movie	7.8	7.7	9.5	12.7
CC. Theme Park	3.4	4.8	5.1	3.7
DD. Waterskiing	0.1	0.5	1.0	0.7

15. What did you enjoy about Texas? (check all that apply)

A. Ballet	1.1	0.9	0.6	1.5
B. Beaches	22.5	22.6	17.2	10.8
C. Big Cities	18.0	14.9	19.1	15.3
D. Boating	3.4	1.8	4.4	6.4
E. Camping	28.5	22.6	15.9	8.6
F. Concerts-Classical	1.5	1.8	2.5	2.1
G. Concerts-Rock/Pop/CW	1.2	0.9	3.1	2.9
H. Desert/Plains	21.7	22.6	13.7	4.8
I. Dude Ranches	1.9	2.3	1.3	1.3
J. Festivals	5.9	5.0	6.9	8.4
K. Fishing	7.0	5.4	7.7	9.8
L. Food	51.0	45.2	43.2	45.0
M. Forests	12.2	13.6	8.6	7.3
N. Friendliness	63.1	61.5	51.4	44.2
O. Golf/Tennis	7.4	6.8	8.2	4.7
P. Good Highways	56.5	50.7	45.1	46.4
Q. Historical Sites/ Markers	28.5	25.8	22.8	16.2
R. Mountains	16.2	19.9	10.8	6.4
S. Museums-Art	9.2	8.1	8.1	9.8
T. Museums-Historical	27.2	28.1	18.8	13.2
U. Nightlife	5.7	5.0	10.1	9.8
V. Resorts	6.3	5.0	3.6	3.1
W. Sailing	0.6	0.5	0.9	0.5
X. Scenery	52.6	54.8	41.3	38.6
Y. Shopping	39.2	41.2	45.2	54.6
Z. Small Towns	30.2	35.7	21.6	15.0
AA. Sports-Amateur	1.6	2.3	4.6	3.0
BB. Sports-Professional	2.4	3.6	4.1	7.3
CC. Swimming	3.2	4.1	3.9	4.2

Phase I: Orange

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DD. Theater	2.9	4.5	3.4	3.0
EE. Theme Parks	2.1	4.5	3.5	5.4
FF. Waterskiing	0.2	0.5	0.5	0.8
GG. Wild Flowers	13.2	14.9	22.0	18.7

16. List Texas cities/towns where you spent time on this trip. (Time means any period for recreation or lodgings.)

A. Houston	39.4	41.6	47.4	48.0
B. San Antonio	31.6	34.1	29.1	14.9
C. Dallas	6.7	4.9	6.7	7.3
D. Austin	9.3	7.5	10.9	5.7
E. Galveston	14.0	12.8	8.5	5.0
F. El Paso	12.7	12.8	8.9	2.3
G. Corpus Christi	10.0	10.6	6.1	1.8
H. Ft. Worth	3.3	2.7	2.5	1.8
I. Beaumont	9.3	8.8	8.2	18.8
J. McAllen	6.0	6.2	3.6	0.9
K. Brownsville	7.2	7.1	4.2	1.2
L. Ft. Stockton	7.0	9.7	3.3	1.1
M. Del Rio	4.5	3.5	2.2	0.9
N. Fredericksburg	4.3	0.9	1.6	2.0
O. Harlingen	5.5	3.5	4.0	0.2
P. Waco	1.9	0.9	1.9	1.5
Q. Orange	4.8	5.8	2.8	12.7
R. South Padre Island	5.1	0.9	1.9	0.4
S. Mission	5.2	4.4	2.3	0.7
T. Rockport	5.0	4.9	2.0	0.0
U. Big Bend	3.2	0.9	0.1	0.4
V. Kerrville	3.4	3.1	1.0	0.5
W. Van Horn	2.6	1.8	1.8	0.4
X. New Braunfels	2.7	3.1	1.3	1.9
Y. Denton	0.3	0.4	0.1	0.5
Z. Victoria	1.9	1.3	2.0	1.1
AA. Johnson City	1.9	1.3	0.6	0.1
BB. Baytown	2.3	2.2	1.8	1.1
CC. Columbus	2.1	0.9	0.6	1.1
DD. Laredo	1.9	0.4	1.3	1.8
EE. Non - Top 30	49.4	32.7	42.1	37.6

Phase I: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=1028)	SDHPT Collected on Sampled Dates,% (n=249)	TAMU Sampled Stoppers,% (n=532)	TAMU Sampled Nonstoppers,% (n=436)
17. List theme parks, museums, events, historic sites, state parks, and points of interest visited in Texas by you or members of your group on this trip.				
A. Alamo	36.9	48.8	38.1	29.0
B. River Walk	19.8	20.2	22.3	16.2
C. NASA	11.3	9.5	10.7	4.2
D. Big Bend	11.8	17.9	6.2	2.3
E. LBJ Boyhood Home	8.2	11.9	7.6	3.8
F. Padre Island Nat'l Seashore	7.6	2.4	7.4	1.1
G. San Antonio Missions	4.9	3.6	2.8	2.4
H. Seaworld	2.7	2.4	4.0	4.6
I. JFK Memorial	0.9	0.0	0.0	0.0
J. Aransas National Wildlife Refuge	4.7	1.2	2.7	0.5
K. Capitol Complex	2.2	1.2	2.6	3.1
L. Southfork	1.1	0.0	0.0	0.0
M. Ft. Davis National Historic Site	3.8	2.4	0.8	0.0
N. LBJ Library	2.0	1.2	1.8	0.8
O. Dallas Aquarium	0.7	1.2	0.0	0.6
P. Guadalupe Mountains National Park	3.3	2.4	2.6	0.0
Q. South Padre Island	5.3	2.4	1.8	0.5
R. El Mercado	2.2	0.0	0.0	1.5
S. Amistad Reservoir	3.1	0.0	1.9	0.5
T. San Antonio Zoo	1.8	0.0	1.5	3.9
U. Santa Ana National Wildlife Refuge	2.2	0.0	2.7	0.0
V. Admiral Nimitz Museum	3.1	0.0	2.1	2.1
W. Confederate Air Force Museum	4.7	2.4	3.3	3.3
X. Galveston Is. Beach	2.7	1.2	0.0	5.3
Y. San Antonio IMAX	1.8	1.2	0.5	4.0
Z. Bentsen Rio Grande Valley State Park	4.4	1.2	0.3	0.0
AA. Institute of Texas Cultures	1.3	0.0	0.0	0.0
BB. Buckhorn Hall of Horns	1.6	0.0	1.2	0.0
CC. Battleship Texas	3.3	0.0	6.1	7.1
DD. Mustang Island	3.1	1.2	1.0	0.0
EE. Non - Top 30	59.8	33.3	38.9	64.5

APPENDIX C

Responses of Out-of-State Visitors

Phase II Gainesville

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
1. Where do you live?				
Alabama	0.2	0.9	0.1	0.1
Alaska	0.0	0.0	0.2	0.1
Arizona	1.0	0.9	0.7	0.0
Arkansas	0.6	0.9	0.6	1.1
California	3.7	0.0	0.7	0.5
Colorado	1.4	0.9	0.8	0.6
Connecticut	0.4	0.9	0.0	0.1
Delaware	0.0	0.0	0.0	0.0
District of Columbia	0.0	0.0	0.0	0.0
Florida	3.5	0.9	0.9	1.0
Georgia	0.6	0.9	0.3	1.1
Hawaii	0.6	0.0	0.0	0.0
Idaho	0.0	0.0	0.0	0.0
Illinois	3.7	2.7	2.2	2.0
Indiana	0.4	0.0	0.2	0.5
Iowa	3.7	3.6	3.3	3.3
Kansas	14.8	15.5	12.1	10.5
Kentucky	0.2	0.0	0.0	0.0
Louisiana	2.5	2.7	1.1	0.8
Maine	0.0	0.0	0.0	0.0
Maryland	0.2	0.9	0.1	0.0
Massachusetts	0.8	0.9	0.0	0.0
Michigan	1.2	1.8	0.3	0.5
Minnesota	2.9	3.6	2.9	1.3
Mississippi	0.4	0.9	0.4	0.1
Missouri	4.7	3.6	3.9	2.3
Montana	0.4	0.0	0.0	0.0
Nebraska	3.3	0.0	1.7	1.9
Nevada	0.0	0.0	0.0	0.1
New Hampshire	0.0	0.0	0.0	0.1
New Jersey	1.6	0.0	0.0	0.1
New Mexico	0.2	0.0	0.0	0.2
New York	0.8	0.9	0.2	0.2
North Carolina	0.8	0.0	0.4	0.1
North Dakota	1.8	0.0	0.5	0.3
Ohio	1.6	1.8	0.9	0.6
Oklahoma	35.9	49.1	61.9	67.4
Oregon	0.8	0.9	0.1	0.1

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
Pennsylvania	0.6	0.0	0.2	0.1
Rhode Island	0.4	0.0	0.0	0.0
South Carolina	0.4	0.0	0.0	0.0
South Dakota	0.8	0.9	0.9	0.3
Tennessee	0.2	0.9	0.0	0.7
Utah	0.0	0.0	0.0	0.0
Vermont	0.0	0.0	0.0	0.0
Virginia	0.4	0.0	0.0	0.1
Washington	0.8	0.0	0.4	0.4
West Virginia	0.0	0.0	0.1	0.0
Wisconsin	2.0	2.7	1.4	0.8
Wyoming	0.0	0.0	0.3	0.0
2. Age of persons in your travel party?				
A. Persons under 18	18.7	20.1	24.4	22.9
B. Persons 18-24	4.6	5.5	5.4	7.7
C. Persons 25-34	13.9	14.6	13.0	13.4
D. Persons 35-44	14.7	17.2	18.2	19.1
E. Persons 45-54	16.4	14.6	13.6	17.2
F. Persons 55-64	17.7	12.8	14.2	10.7
G. Persons 65 plus	13.9	15.3	11.2	8.9
3. Main reasons for stopping at a Texas Highway Information Center. Received information about: (check all that apply)				
A. Campgrounds	7.7	7.3	5.2	N/A
B. City/Towns	43.2	43.6	28.0	N/A
C. Historic Sites	32.2	30.0	26.3	N/A
D. Lodgings	19.4	19.1	16.3	N/A
E. Maps	85.9	83.6	74.9	N/A
F. Museums	20.4	24.5	15.5	N/A
G. National Parks	9.6	3.6	10.8	N/A
H. Restaurants	11.2	8.2	11.7	N/A
I. Routing	22.0	15.5	16.1	N/A
J. RV Parks	4.1	2.7	4.4	N/A
K. Special Events	16.1	16.4	15.2	N/A
L. State Parks	10.4	7.3	11.2	N/A
M. Theme Parks	9.4	10.9	14.5	N/A
N. Travel Break	49.1	50.9	61.5	N/A

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
4. Purpose of this Texas trip: (check all that apply)				
A. Convention	6.7	2.7	4.2	4.1
B. Day Trip Only	4.1	5.5	5.7	10.8
C. Just Passing Through	5.9	6.4	6.2	5.8
D. Vacation/Leisure	58.1	59.1	49.8	28.0
E. Visit Friends/Family	48.1	50.0	56.1	55.6
F. Work/Business (non-convention)	12.1	7.3	8.5	12.2
G. Moving to Texas	2.3	1.8	2.2	3.7
H. Other	9.0	7.3	8.9	9.3
5. What type accommodations used? (check all that apply)				
A. Apt./Condo	6.2	6.9	6.2	6.5
B. Bed & Breakfast	0.4	0.0	1.4	1.2
C. Hotel	19.3	25.7	18.1	16.2
D. Motel	57.7	52.5	50.4	38.8
E. Motor Home	2.9	1.0	2.5	2.0
F. Pickup Camper	0.8	1.0	0.9	1.2
G. Private Home	29.6	26.7	39.7	48.4
H. Tent Camping	2.9	2.0	1.2	2.6
I. Travel Trailer	3.7	4.0	3.4	1.5
J. Van Camper	1.8	2.0	0.7	0.9
K. Military Base	2.3	0.0	2.2	2.1
L. Hostel	0.2	0.0	0.2	0.3
6. Mode of transportation this trip: (check all that apply)				
A. Airline	2.5	1.8	1.9	3.2
B. Boat	0.4	0.0	0.6	0.4
C. Bus Line	0.2	0.9	0.2	0.1
D. Motorcycle	0.8	0.0	0.3	0.3
E. Motor Home	4.7	1.8	2.1	1.1
F. Pickup	8.6	12.7	9.4	10.2
G. Pickup/Camper	1.6	1.8	1.3	0.7
H. Private Auto	67.4	66.4	76.0	79.5
I. Private Plane	0.0	0.0	0.4	0.1
J. Rental Auto	6.6	3.6	0.9	0.5
K. Rental RV	0.2	0.0	0.0	0.0
L. Tour Bus	0.6	0.9	0.0	0.0
M. Train	0.0	0.0	0.0	0.0
N. Truck (heavy duty)	0.0	0.0	0.6	0.4
O. Van	12.1	14.5	12.8	9.5

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
7. Total miles in Texas on this trip: (check only one)				
A. 100 or less	2.2	1.9	2.5	11.0
B. 101-300	19.5	24.1	27.0	32.3
C. 301-500	19.7	24.1	21.4	21.4
D. 501-800	21.7	24.1	19.5	17.6
E. 801-1000	9.1	8.3	14.0	8.8
F. 1001-1500	15.4	10.2	9.4	6.2
G. 1501-2000	7.7	6.5	3.9	1.5
H. 2000 plus	4.7	0.9	2.1	1.2
8. How many nights in Texas on this trip? (check only one)				
A. None	5.3	7.3	7.0	14.4
B. 1	9.4	10.0	9.5	12.3
C. 2	16.4	20.9	21.2	22.5
D. 3	13.5	14.5	15.3	17.1
E. 4	12.3	11.8	10.6	7.4
F. 5	10.4	6.4	11.7	5.7
G. 6	7.2	10.0	5.2	6.1
H. 7	5.3	8.2	5.0	2.9
I. 8	3.5	2.7	2.5	1.4
J. 9	3.3	1.8	1.1	0.7
K. 10	3.5	0.9	1.9	2.2
L. 11-15	6.3	4.5	4.9	1.4
M. 16-20	1.2	0.0	0.6	0.4
N. 21-25	1.2	0.0	1.0	0.1
O. 26-30	0.6	0.9	0.8	1.1
P. More than 30	0.8	0.0	1.8	3.6
9. Approximate dollars spent in Texas this trip:				
A. \$ Food	13.2	25.0	28.2	21.3
B. \$ Lodging	21.1	25.6	25.9	19.7
C. \$ Fuel/Auto Repairs	4.9	9.4	12.6	10.8
D. \$ Entertainment	5.2	11.3	10.2	8.1
E. \$ Shopping	13.2	24.7	19.5	15.4
F. \$ Other	40.1	2.6	3.0	23.3
G. \$ Fares: Air/Taxi/Bus	1.5	0.5	0.6	1.2
H. \$ Rental Car	0.7	0.9	0.1	0.2

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=512)	SDHPT Collected on Sampled Dates, % (n=110)	TAMU Sampled Stoppers, % (n=580)	TAMU Sampled Nonstoppers, % (n=485)
Average time spent in Texas	5.4	4.2	6.3	8.2
Average # people in party	2.5	2.5	2.7	2.5

Average Expenditures:

\$/party/trip	\$951.00	\$479.00	\$401.00	\$402.00
\$/day/party	176.00	114.00	64.00	49.00
\$/person/day	70.00	46.00	24.00	20.00
\$/person/trip	380.00	192.00	149.00	161.00

10. What influenced your decision to visit Texas this time?
(check all that apply)

A. Billboards	0.0	0.0	0.0	1.1
B. Brochures	8.9	8.4	8.8	3.2
C. Friends/Family	54.3	59.8	60.7	60.1
D. Magazine Ad	2.8	2.8	1.8	2.0
E. Newspaper Ad	2.2	4.7	2.2	2.2
F. Passing Through	5.8	5.6	5.2	5.1
G. Previous Trip	28.8	36.4	29.0	20.7
H. Radio Ad	0.0	0.0	0.2	0.7
I. TV Ad	3.4	5.6	2.3	1.4
J. Word of Mouth	11.1	12.1	9.4	6.1
K. None of the Above	21.3	15.0	17.0	21.5

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

If in advance (ordered from A through F)

A. Auto Club/Trav. Agt.	18.3	14.1	18.0	19.6
B. City/Town	5.9	8.7	7.6	21.9
C. Lodging	12.1	15.2	7.9	7.2
D. Regional Chamber of Commerce	3.4	1.1	3.6	4.0
E. State Tourist Office	16.9	14.1	17.2	17.7
F. Theme Park	2.1	1.1	3.3	3.9

If after you left home (G through K)

G. Travel Agent	2.3	0.0	0.8	1.3
H. At Lodging	9.1	10.9	6.5	10.8
I. At Theme Park	2.3	1.1	2.5	4.3
J. Highway Info Center	75.6	72.8	57.8	18.0
K. In City/Town	9.6	7.6	11.5	18.5

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
12. How many weeks in advance did you plan this trip? (check only one)				
A. 1 week or less	12.9	19.1	15.7	27.2
B. 2-3 weeks	21.4	24.5	24.8	22.0
C. 1 month	21.0	19.1	23.4	20.5
D. 2-3 months	26.1	20.0	26.1	19.9
E. 4-6 months	11.8	10.9	5.6	6.1
F. Over 6 months	6.9	6.4	4.4	4.4
13. How did your stop at a Texas Tourist Bureau influence this trip: (check all that apply)				
A. Ate Out More	7.6	5.7	4.0	N/A
B. Did More Shopping	10.7	9.5	8.8	N/A
C. Longer Stay	9.1	10.5	5.6	N/A
D. More Recreation	15.7	16.2	12.5	N/A
E. More Cities/Areas	26.9	28.6	19.5	N/A
F. More Theme Parks	3.9	3.8	4.9	N/A
G. Stayed in More Hotels/Motels	3.3	1.9	4.6	N/A
H. Saw More Attractions	35.3	34.3	27.1	N/A
I. Did Not Influence My Trip	38.4	37.1	50.7	N/A
14. In what type activities did you or your group participate on this trip in Texas? (check all that apply)				
A. Bird-watching	8.4	7.8	3.0	5.0
B. Boating	8.2	10.7	6.0	5.5
C. Business	14.3	7.8	13.2	17.3
D. Camping	9.9	8.7	8.0	5.3
E. Concert-Classical	1.5	0.0	1.7	1.9
F. Concert-Pop/Rock/CW	4.0	3.9	2.4	3.5
G. Convention	7.6	2.9	4.7	7.7
H. Golf/Tennis	6.8	5.8	5.5	8.1
I. Festival/Fair	7.8	4.9	8.4	7.3
J. Fishing	6.1	6.8	8.7	9.4
K. Historical Tours	36.3	35.0	30.2	15.7
L. Hiking	8.4	9.7	6.8	5.4
M. Horse Riding	0.8	0.0	0.9	0.9
N. Hunting	1.1	0.0	0.5	0.6
O. Livestock Show	1.7	1.0	1.9	1.0
P. Medical Treatment	0.6	0.0	1.6	1.8
Q. Military Event	3.2	0.0	2.4	2.5
R. Museum-Art	15.2	19.4	13.0	11.5

Phase II: Gainesville

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S. Museum-Historical	33.5	34.0	27.9	16.7
T. Photography	28.5	22.3	17.3	10.8
U. Rocks	3.8	3.9	2.0	2.5
V. Rodeo	1.9	0.0	1.8	1.2
W. School/Seminar	5.7	2.9	5.0	4.7
X. Shopping	64.3	66.0	59.6	61.2
Y. Sports Event	9.5	10.7	8.7	10.5
Z. Swimming	23.4	28.2	16.7	12.4
AA. Theater/Live	4.6	3.9	1.9	3.2
BB. Theater/Movie	7.6	7.8	10.6	11.1
CC. Theme Park	20.5	24.3	21.8	14.9
DD. Waterskiing	1.1	1.9	0.3	1.5

15. What did you enjoy about Texas? (check all that apply)

A. Ballet	0.0	0.9	0.1	0.3
B. Beaches	17.9	19.8	16.9	10.1
C. Big Cities	31.0	27.4	24.1	20.8
D. Boating	4.2	7.5	5.9	5.2
E. Camping	7.3	8.5	7.1	6.5
F. Concerts-Classical	2.3	0.9	1.0	2.5
G. Concerts-Rock/Pop/CW	3.8	4.7	2.4	4.1
H. Desert/Plains	8.8	5.7	7.3	5.3
I. Dude Ranches	0.8	1.9	1.1	0.6
J. Festivals	8.1	9.9	8.7	7.9
K. Fishing	4.6	5.7	8.3	10.3
L. Food	57.1	56.6	48.9	49.9
M. Forests	9.8	10.4	5.8	7.2
N. Friendliness	62.5	59.4	43.2	41.1
O. Golf/Tennis	6.9	3.8	4.5	7.9
P. Good Highways	47.1	43.4	38.1	38.1
Q. Historical Sites/ Markers	30.4	26.4	26.8	16.0
R. Mountains	7.3	6.6	6.1	4.9
S. Museums-Art	11.5	17.9	9.3	10.2
T. Museums-Historical	31.0	32.1	23.9	16.9
U. Nightlife	9.4	9.4	10.6	14.2
V. Resorts	4.2	9.4	3.2	3.9
W. Sailing	1.0	1.9	0.1	0.8
X. Scenery	49.8	49.1	41.6	30.9
Y. Shopping	47.5	53.8	50.6	49.7
Z. Small Towns	25.6	13.2	16.6	19.1
AA. Sports-Amateur	2.9	3.8	2.6	4.0
BB. Sports-Professional	6.9	4.7	5.3	9.2
CC. Swimming	17.1	24.5	11.9	8.4

Phase II: Gainesville

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DD. Theater	3.3	0.9	2.4	2.1
EE. Theme Parks	17.1	18.9	19.6	16.7
FF. Waterskiing	0.4	0.9	0.3	1.9
GG. Wild Flowers	30.8	27.4	20.8	18.1

16. List Texas cities/towns where you spent time on this trip. (Time means any period for recreation or lodgings.)

A. Houston	18.2	15.5	14.6	10.3
B. San Antonio	28.5	28.2	23.4	12.8
C. Dallas	35.3	36.9	48.2	41.8
D. Austin	14.5	8.7	11.4	7.4
E. Galveston	7.4	8.7	6.2	2.6
F. El Paso	3.5	1.9	1.8	0.5
G. Corpus Christi	8.7	5.8	4.6	3.0
H. Ft. Worth	22.1	22.3	22.1	16.5
I. Beaumont	0.4	0.0	0.6	0.4
J. McAllen	0.2	1.0	0.6	0.1
K. Brownsville	1.4	1.9	0.9	0.3
L. Ft. Stockton	1.0	1.0	0.4	0.0
M. Del Rio	0.8	0.0	0.4	0.1
N. Fredericksburg	2.5	1.0	0.7	1.2
O. Harlingen	0.0	0.0	0.3	0.0
P. Waco	5.8	3.9	6.0	3.0
Q. Orange	0.4	0.0	6.5	12.1
R. South Padre Island	3.3	5.8	6.5	0.5
S. Mission	0.2	0.0	6.5	0.1
T. Rockport	0.6	1.0	0.4	0.8
U. Big Bend	0.6	0.0	0.0	0.0
V. Kerrville	0.8	1.0	0.4	0.1
W. Van Horn	0.2	0.0	0.0	0.0
X. New Braunfels	3.3	3.9	1.9	1.4
Y. Denton	4.3	5.8	4.9	5.0
Z. Victoria	0.6	1.0	0.1	0.4
AA. Johnson City	1.9	1.0	0.4	0.4
BB. Baytown	0.6	0.0	0.0	0.2
CC. Columbus	0.0	1.0	0.0	0.0
DD. Laredo	2.7	1.9	1.0	0.3
EE. Non - Top 30	59.9	53.4	49.9	58.6

Phase II: Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=512)	SDHPT Collected on Sampled Dates,% (n=110)	TAMU Sampled Stoppers,% (n=580)	TAMU Sampled Nonstoppers,% (n=485)
17. List theme parks, museums, events, historic sites, state parks, and points of interest visited in Texas by you or members of your group on this trip.				
A. Alamo	31.2	26.2	25.5	14.1
B. River Walk	16.7	23.1	19.3	11.9
C. NASA	8.5	6.2	6.8	1.8
D. Big Bend	2.1	0.0	1.1	0.0
E. LBJ Boyhood Home	4.6	1.5	2.1	1.9
F. Padre Island National Seashore	1.8	3.1	2.8	3.5
G. San Antonio Missions	3.9	1.5	1.0	0.0
H. Seaworld	11.0	12.3	14.8	12.5
I. JFK Memorial	6.7	1.5	5.3	2.8
J. Aransas National Wildlife Refuge	1.4	0.0	0.5	0.0
K. Capitol Complex	3.5	0.0	4.2	0.0
L. Southfork	5.0	9.2	3.1	2.0
M. Ft. Davis National Historic Site	0.4	0.0	0.0	0.0
N. LBJ Library	1.1	0.0	2.1	2.5
O. Dallas Aquarium	0.4	0.0	0.0	2.1
P. Guadalupe Mountains National Park	1.1	0.0	0.0	0.0
Q. South Padre Island	6.0	6.2	1.0	1.4
R. El Mercado	2.5	3.1	2.9	1.5
S. Amistad Reservoir	0.7	0.0	0.0	0.0
T. San Antonio Zoo	1.8	4.6	2.7	1.0
U. Santa Ana National Wildlife Refuge	0.7	0.0	0.0	0.0
V. Admiral Nimitz Museum	1.1	0.0	0.8	2.2
W. Confederate Air Force Museum	0.0	0.0	0.3	1.0
X. Galveston Is. Beach	2.1	3.1	4.9	4.2
Y. San Antonio IMAX	0.4	1.5	0.0	0.4
Z. Bentsen Rio Grande Valley State Park	0.4	0.0	0.0	0.0
AA. Institute of Texas Cultures	2.1	0.0	0.6	0.0
BB. Buckhorn Hall of Horns	1.8	1.5	0.8	0.0
CC. Battleship Texas	3.2	1.5	2.0	1.5
DD. Mustang Island	1.4	0.0	1.2	0.3
EE. Non - Top 30	79.8	73.8	64.9	80.7

APPENDIX D

Responses to Out-Of-State Visitors

Phase II Orange

PHASE II: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=831)	SDHPT Collected on Sampled Dates,% (n=137)	TAMU Sampled Stoppers,% (n=523)	TAMU Sampled Nonstoppers,% (n=402)
1. Where do you live?				
Alabama	4.8	3.6	4.3	2.6
Alaska	0.1	0.0	0.4	0.0
Arizona	1.4	1.5	0.7	0.3
Arkansas	0.2	0.0	0.2	0.3
California	3.5	3.6	2.4	0.9
Colorado	0.8	0.0	0.2	0.5
Connecticut	0.5	0.7	0.4	0.0
Delaware	0.2	1.5	0.2	0.2
District of Columbia	0.0	0.0	0.0	0.1
Florida	17.1	16.8	16.8	8.2
Georgia	4.5	3.6	4.2	2.1
Hawaii	0.0	0.0	0.0	0.0
Idaho	0.0	0.0	0.0	0.0
Illinois	1.2	2.2	0.9	0.5
Indiana	0.4	0.0	0.4	0.3
Iowa	0.1	0.0	0.3	0.0
Kansas	0.4	1.5	0.0	0.0
Kentucky	0.7	0.7	0.4	0.4
Louisiana	36.5	41.6	49.6	74.6
Maine	0.0	0.0	0.3	0.0
Maryland	0.6	0.7	0.2	0.1
Massachusetts	1.2	0.0	0.3	0.1
Michigan	1.1	2.2	0.9	0.0
Minnesota	0.4	0.0	0.0	0.0
Mississippi	4.3	4.4	3.6	2.7
Missouri	1.2	2.2	0.4	0.5
Montana	0.0	8.0	0.0	0.0
Nebraska	0.2	0.7	0.3	0.0
Nevada	0.6	0.0	0.0	0.0
New Hampshire	0.1	0.0	0.0	0.0
New Jersey	0.7	1.5	1.4	0.0
New Mexico	0.6	0.7	0.2	0.8
New York	2.0	1.5	0.8	0.3
North Carolina	2.2	1.5	1.6	1.8
North Dakota	0.1	0.7	0.0	0.0
Ohio	1.0	0.7	0.6	0.3
Oklahoma	0.7	0.7	0.7	0.2
Oregon	0.5	0.7	0.0	0.2

PHASE II: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=831)	SDHPT Collected on Sampled Dates, % (n=137)	TAMU Sampled Stoppers, % (n=523)	TAMU Sampled Nonstoppers, % (n=402)
Pennsylvania	1.2	0.0	1.6	0.1
Rhode Island	0.0	0.0	0.0	0.0
South Carolina	1.7	0.0	1.0	0.2
South Dakota	0.2	0.7	0.0	0.0
Tennessee	2.8	0.7	2.2	0.7
Utah	0.6	0.0	0.0	0.0
Vermont	0.0	0.0	0.2	0.0
Virginia	1.8	2.2	1.5	1.1
Washington	0.2	0.0	0.3	0.0
West Virginia	0.7	0.0	0.2	0.0
Wisconsin	0.7	0.0	0.6	0.0
Wyoming	0.0	0.0	0.0	0.0
2. Age of persons in your travel party?				
A. Persons under 18	15.6	19.2	25.0	25.1
B. Persons 18-24	3.0	2.7	5.1	7.0
C. Persons 25-34	9.2	10.8	12.4	14.5
D. Persons 35-44	13.4	17.1	16.4	17.5
E. Persons 45-54	15.7	14.7	14.8	13.9
F. Persons 55-64	25.0	24.0	14.0	12.6
G. Persons 65 plus	18.1	11.4	12.3	9.4
3. Main reasons for stopping at a Texas Highway Information Center. Received information about: (check all that apply)				
A. Campgrounds	12.2	10.9	9.9	N/A
B. City/Towns	37.3	39.4	21.7	N/A
C. Historic Sites	24.9	29.9	26.0	N/A
D. Lodgings	15.0	14.6	15.2	N/A
E. Maps	87.2	89.8	73.2	N/A
F. Museums	11.2	16.1	10.2	N/A
G. National Parks	10.7	13.1	11.5	N/A
H. Restaurants	8.7	12.4	8.8	N/A
I. Routing	29.3	21.9	18.0	N/A
J. RV Parks	9.3	8.0	6.7	N/A
K. Special Events	9.7	13.9	10.0	N/A
L. State Parks	10.1	10.2	9.0	N/A
M. Theme Parks	7.9	5.1	7.1	N/A
N. Travel Break	46.0	43.1	58.3	N/A

PHASE II: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=831)	SDHPT Collected on Sampled Dates,% (n=137)	TAMU Sampled Stoppers,% (n=523)	TAMU Sampled Nonstoppers,% (n=402)
4. Purpose of this Texas trip: (check all that apply)				
A. Convention	4.6	4.4	3.6	1.8
B. Day Trip Only	2.1	2.9	3.3	12.9
C. Just Passing Through	13.6	10.3	13.4	9.5
D. Vacation/Leisure	54.4	63.2	49.7	31.0
E. Visit Friends/Family	50.0	53.7	47.3	59.7
F. Work/Business (non-convention)	10.5	7.4	11.2	14.2
G. Moving to Texas	3.3	2.9	4.7	3.0
H. Other	6.1	7.4	8.0	8.6
5. What type accommodations used? (check all that apply)				
A. Apt. Condo	4.4	3.0	5.3	6.3
B. Bed & Breakfast	1.1	0.8	0.3	1.1
C. Hotel	19.8	21.2	21.2	18.8
D. Motel	46.9	47.0	45.6	30.8
E. Motor Home	7.6	8.3	4.3	5.3
F. Pickup Camper	1.7	0.0	1.0	1.0
G. Private Home	31.0	33.3	35.7	47.0
H. Tent Camping	1.6	3.8	1.5	1.9
I. Travel Trailer	4.0	3.0	3.1	2.9
J. Van Camper	3.6	0.8	2.7	0.8
K. Military Base	1.9	0.8	3.2	1.3
L. Hostel	1.0	1.5	0.2	0.4
6. Mode of transportation this trip: (check all that apply)				
A. Airline	1.7	4.4	2.0	1.6
B. Boat	0.2	0.7	0.2	1.5
C. Bus Line	0.1	0.0	0.1	0.0
D. Motorcycle	0.6	1.5	0.0	0.0
E. Motor Home	7.3	7.4	4.8	3.2
F. Pickup	5.1	6.6	8.5	11.5
G. Pickup/Camper	4.1	0.7	2.1	1.3
H. Private Auto	71.2	72.8	70.9	76.8
I. Private Plane	0.1	0.0	0.2	0.0
J. Rental Auto	3.0	3.7	0.3	0.3
K. Rental RV	0.8	0.0	0.0	0.0
L. Tour Bus	0.7	0.0	0.3	0.0
M. Train	0.0	0.0	0.0	0.0
N. Truck (heavy duty)	1.0	0.0	0.5	1.1
O. Van	11.6	8.1	14.9	7.5

PHASE II: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=831)	SDHPT Collected on Sampled Dates,% (n=137)	TAMU Sampled Stoppers,% (n=523)	TAMU Sampled Nonstoppers,% (n=402)
7. Total miles in Texas on this trip: (check only one)				
A. 100 or less	1.5	2.3	2.5	21.3
B. 101-300	14.0	18.9	20.2	25.4
C. 301-500	21.1	22.7	22.5	21.0
D. 501-800	21.3	18.2	20.0	15.6
E. 801-1000	19.1	13.6	13.1	5.9
F. 1001-1500	12.2	14.4	12.8	6.7
G. 1501-2000	7.2	7.6	5.1	2.5
H. 2000 plus	3.6	2.3	3.8	1.6
8. How many nights in Texas on this trip: (check only one)				
A. None	2.9	7.3	4.2	17.0
B. 1	8.7	8.8	9.9	10.4
C. 2	17.1	17.5	18.1	27.7
D. 3	19.1	16.1	17.6	14.5
E. 4	13.5	9.5	12.5	8.6
F. 5	10.5	7.3	12.0	6.2
G. 6	7.1	4.4	5.0	2.7
H. 7	6.9	8.8	5.1	3.0
I. 8	3.2	4.4	1.5	0.9
J. 9	1.8	0.7	1.8	1.2
K. 10	1.7	1.5	3.8	2.4
L. 11-15	3.4	5.8	4.3	0.7
M. 16-20	1.7	5.1	0.7	0.5
N. 21-25	1.2	2.2	0.0	1.2
O. 26-30	0.4	0.7	1.3	0.6
P. More than 30	1.0	0.0	4.3	2.3
9. Approximate dollars spent in Texas this trip:				
A. \$ Food	26.9	28.4	26.2	24.9
B. \$ Lodging	26.0	24.4	26.7	19.4
C. \$ Fuel/Auto Repairs	12.4	10.0	13.5	13.6
D. \$ Entertainment	9.4	10.3	9.7	8.6
E. \$ Shopping	19.0	17.4	18.0	27.8
F. \$ Other	4.4	4.8	5.5	4.5
G. \$ Fares: Air/Taxi/Bus	1.3	2.7	0.3	1.1
H. \$ Rental Car	0.6	2.1	0.1	0.2

PHASE II: Orange

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=831)	SDHPT Collected on Sampled Dates,% (n=137)	TAMU Sampled Stoppers,% (n=523)	TAMU Sampled Nonstoppers,% (n=402)
Average time spent in Texas	5.4	5.5	6.2	8.1
Average # people in party	2.3	2.4	2.7	2.5

Average Expenditures:

\$/party/trip	\$457.00	\$502.00	\$439.00	\$406.00
\$/day/party	85.00	91.00	71.00	50.00
\$/person/day	37.00	38.00	26.00	20.00
\$/person/trip	199.00	209.00	163.00	162.00

10. What influenced your decision to visit Texas this time?
(check all that apply)

A. Billboards	0.9	0.7	0.5	0.3
B. Brochures	11.1	13.4	7.1	3.5
C. Friends/Family	55.4	53.7	51.5	59.5
D. Magazine Ad	3.5	3.7	2.8	2.2
E. Newspaper Ad	2.1	2.2	1.9	1.7
F. Passing Through	16.5	11.2	15.5	7.3
G. Previous Trip	27.1	27.6	28.3	23.5
H. Radio Ad	0.5	1.5	0.0	0.0
I. TV Ad	3.7	5.2	3.8	1.9
J. Word of Mouth	8.8	11.2	7.4	8.3
K. None of the Above	16.2	14.9	20.9	23.0

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

If in advance (ordered from) A through F

A. Auto Club/Trav. Agt.	27.7	25.6	24.0	13.5
B. City/Town	7.2	10.3	7.2	15.9
C. Lodging	9.1	12.0	11.1	18.0
D. Regional Chamber of Commerce	3.1	4.3	2.8	3.7
E. State Tourist Office	19.7	17.9	16.9	15.9
F. Theme Park	2.6	4.3	4.6	4.9

If after you left home (G through K)

G. Travel Agent	1.0	0.0	0.0	0.8
H. At Lodging	7.5	10.3	10.2	6.7
I. At Theme Park	1.8	2.6	3.8	3.9
J. Highway Info Center	66.1	68.4	55.6	26.0
K. In City/Town	7.5	12.0	7.7	19.0

PHASE II: Orange

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12. How many weeks in advance did you plan this trip? (check only one)				
A. 1 week or less	16.8	14.7	17.4	36.1
B. 2-3 weeks	18.2	20.6	20.0	21.6
C. 1 month	20.2	19.9	23.3	18.3
D. 2-3 months	24.5	23.5	23.6	14.1
E. 4-6 months	11.8	11.8	9.6	6.6
F. Over 6 months	8.5	9.6	6.2	3.3
13. How did your stop at a Texas Tourist Bureau influence this trip? (check all that apply)				
A. Ate Out More	6.7	7.6	4.3	N/A
B. Did More Shopping	6.7	7.6	4.8	N/A
C. Longer Stay	10.6	6.9	8.5	N/A
D. More Recreation	13.4	13.7	11.1	N/A
E. More Cities/Areas	25.7	27.5	16.2	N/A
F. More Theme Parks	3.2	6.1	3.5	N/A
G. Stayed in More Hotels/Motels	4.6	5.3	3.2	N/A
H. Saw More Attractions	30.4	35.9	24.1	N/A
I. Did Not Influence My Trip	45.5	37.4	55.8	N/A
14. In what type activities did you or your group participate on this trip in Texas? (check all that apply)				
A. Bird-watching	11.4	11.6	5.5	3.1
B. Boating	10.2	9.3	6.2	8.4
C. Business	15.0	10.9	15.9	23.4
D. Camping	16.1	15.5	10.3	8.9
E. Concert-Classical	2.5	3.1	1.0	1.1
F. Concert-Pop/Rock/CW	2.2	2.3	2.9	3.2
G. Convention	5.1	6.2	3.9	2.1
H. Golf/Tennis	5.9	6.2	7.1	8.2
I. Festival/Fair	7.6	13.2	8.2	8.7
J. Fishing	8.0	7.8	6.2	14.3
K. Historical Tours	40.6	39.5	30.7	20.8
L. Hiking	9.7	10.1	5.8	3.4
M. Horse Riding	1.7	1.6	2.3	2.3
N. Hunting	0.0	0.0	1.4	1.5
O. Livestock Show	0.1	0.8	0.4	1.6
P. Medical Treatment	2.1	0.8	2.1	2.3
Q. Military Event	3.0	1.6	2.6	2.5
R. Museum-Art	11.7	14.7	11.1	6.8

PHASE II: Orange

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S. Museum-Historical	33.9	30.2	28.1	12.8
T. Photography	26.8	31.0	19.0	7.7
U. Rocks	4.3	3.9	4.4	1.2
V. Rodeo	0.7	0.8	2.9	3.7
W. School/Seminar	4.7	3.9	3.5	1.9
X. Shopping	58.5	59.7	53.3	55.7
Y. Sports Event	9.7	13.2	14.4	10.5
Z. Swimming	18.9	25.6	17.1	14.7
AA. Theater/Live	4.3	7.0	3.4	2.0
BB. Theater/Movie	10.8	14.7	10.0	12.0
CC. Theme Park	17.9	21.7	23.4	16.8
DD. Waterskiing	1.8	1.6	1.0	1.6

15. What did you enjoy about Texas? (check all that apply)

A. Ballet	0.4	0.8	0.4	0.9
B. Beaches	15.3	17.3	16.5	16.8
C. Big Cities	23.2	21.1	21.9	18.1
D. Boating	6.2	8.3	4.4	9.1
E. Camping	13.6	13.5	8.0	8.9
F. Concerts-Classical	2.2	3.0	1.7	0.6
G. Concerts-Rock/Pop/CW	1.6	3.0	2.3	3.8
H. Desert/Plains	11.9	9.8	12.8	4.8
I. Dude Ranches	0.4	0.0	0.8	2.3
J. Festivals	6.7	8.3	7.5	8.4
K. Fishing	6.9	6.8	5.3	14.0
L. Food	52.9	56.4	47.4	48.0
M. Forests	11.0	9.8	6.6	8.8
N. Friendliness	58.0	54.1	46.2	41.1
O. Golf/Tennis	4.0	6.0	5.5	4.6
P. Good Highways	50.7	51.1	49.1	41.4
Q. Historical Sites/ Markers	31.3	31.6	28.8	15.9
R. Mountains	11.5	8.3	8.7	6.7
S. Museums-Art	8.4	11.3	8.5	5.5
T. Museums-Historical	26.6	24.8	23.9	12.8
U. Nightlife	7.6	6.8	8.5	10.5
V. Resorts	3.8	4.5	3.0	2.5
W. Sailing	1.4	2.3	0.4	2.0
X. Scenery	52.3	49.6	42.4	35.1
Y. Shopping	40.1	45.1	41.3	46.8
Z. Small Towns	23.9	30.8	18.3	18.7
AA. Sport-Amateur	1.7	2.3	2.4	5.2
BB. Sports-Professional	5.8	10.5	10.9	10.5
CC. Swimming	11.8	14.3	10.1	10.1

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DD. Theater	4.9	5.3	2.1	3.9
EE. Theme Parks	13.8	14.3	18.5	16.7
FF. Waterskiing	0.6	0.8	1.0	1.1
GG. Wild Flowers	33.2	34.6	20.6	18.1

16. List Texas cities/towns where you spent time on this trip. (Time means any period for recreation or lodgings.)

A. Houston	50.7	50.0	57.8	50.8
B. San Antonio	33.2	31.8	28.3	12.3
C. Dallas	7.0	5.3	8.6	8.8
D. Austin	11.2	8.3	11.4	5.7
E. Galveston	12.1	12.9	14.3	11.9
F. El Paso	8.5	7.6	6.0	1.2
G. Corpus Christi	4.2	3.8	6.8	1.1
H. Ft. Worth	3.3	3.8	3.6	2.5
I. Beaumont	8.3	6.1	6.9	17.4
J. McAllen	0.5	0.8	0.3	0.6
K. Brownsville	1.3	2.3	1.0	0.9
L. Ft. Stockton	4.5	3.0	2.7	0.5
M. Del Rio	1.5	0.8	0.7	0.7
N. Fredericksburg	3.4	5.3	2.7	1.0
O. Harlingen	1.0	1.5	0.3	0.2
P. Waco	1.9	1.5	0.5	1.3
Q. Orange	2.9	3.8	2.6	7.4
R. South Padre Island	0.9	1.5	0.7	1.1
S. Mission	0.1	0.0	0.2	0.9
T. Rockport	0.3	0.0	0.8	0.2
U. Big Bend	0.8	0.8	0.9	0.0
V. Kerrville	2.9	1.5	1.4	1.9
W. Van Horn	1.7	1.5	1.1	0.2
X. New Braunfels	3.7	4.5	1.4	1.5
Y. Denton	0.4	0.0	0.8	0.2
Z. Victoria	0.8	1.5	0.7	0.5
AA. Johnson City	1.9	2.3	1.5	0.0
BB. Baytown	2.5	2.3	1.2	0.3
CC. Columbus	0.9	2.3	0.3	0.3
DD. Laredo	1.9	2.3	1.7	0.5
EE. Non Top 30	41.5	47.3	35.7	39.0

PHASE II: Orange

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17. List theme parks, museums, events, historic sites, state parks, and points of interest visited in Texas by you or members of your group on this trip.				
A. Alamo	32.2	30.5	25.3	16.0
B. River Walk	23.9	19.5	14.2	8.1
C. NASA	14.1	9.8	13.5	6.3
D. Big Bend	3.5	2.4	2.8	0.5
E. LBJ Boyhood Home	7.4	12.2	7.0	1.5
F. Padre Island National Seashore	0.7	0.0	1.5	1.3
G. San Antonio Missions	6.1	1.2	2.6	0.5
H. Seaworld	10.0	6.1	6.1	4.6
I. JFK Memorial	0.9	1.2	2.2	0.0
J. Aransas National Wildlife Refuge	0.2	0.0	0.4	0.0
K. Capitol Complex	3.9	1.2	1.8	1.4
L. Southfork	0.2	0.0	0.5	0.0
M. Ft. Davis National Historic Site	1.7	1.2	1.0	0.0
N. LBJ Library	2.2	0.0	1.7	0.5
O. Dallas Aquarium	0.0	0.0	0.0	0.0
P. Guadalupe Mountains National Park	0.4	1.2	0.9	0.5
Q. South Padre Island	2.2	0.0	0.0	0.0
R. El Mercado	3.3	3.7	0.2	0.0
S. Amistad Reservoir	0.4	0.0	0.0	0.0
T. San Antonio Zoo	3.5	1.2	4.1	3.4
U. Santa Ana National Wildlife Refuge	0.0	0.0	0.0	0.0
V. Admiral Nimitz Museum	2.0	7.3	1.7	0.0
W. Confederate Air Force Museum	0.2	1.2	0.0	0.0
X. Galveston Is. Beach	2.4	4.9	6.2	6.8
Y. San Antonio IMAX	4.1	6.1	1.5	2.1
Z. Bentson Rio Grande Valley State Park	0.2	0.0	0.0	0.0
AA. Institute of Texas Cultures	2.4	0.0	0.0	0.0
BB. Buckhorn Hall of Horns	1.3	1.2	0.0	1.3
CC. Battleship Texas	4.6	4.9	4.0	3.7
DD. Mustang Island	1.3	0.0	0.3	0.0
EE. Non - Top 30	70.7	64.6	65.7	76.7

APPENDIX E
Weights of Each Strata

Month	Stopped?	Travelshed ¹	Weight ²
PHASE I - GAINESVILLE			
November	Yes	0	1.2634
	Yes	1	1.4594
	Yes	2	0.5953
	Yes	3	1.0570
	No	0	1.6422
	No	1	1.6776
	No	2	0.4872
	No	3	0.5168
December	Yes	0	1.7849
	Yes	1	1.2795
	Yes	2	0.6025
	Yes	3	1.0732
	No	0	1.4763
	No	1	1.7531
	No	2	0.5171
	No	3	0.7316
January	Yes	0	1.0649
	Yes	1	1.0094
	Yes	2	0.8158
	Yes	3	1.1537
	No	0	2.2188
	No	1	1.5491
	No	2	0.5267
	No	3	0.5978
PHASE I - ORANGE			
November	Yes	0	1.3111
	Yes	1	1.2061
	Yes	2	0.3958
	Yes	3	1.2403
	No	0	1.8149
	No	1	1.2332
	No	2	0.3784
	No	3	0.5346
December	Yes	0	0.8079
	Yes	1	0.8721
	Yes	2	0.8478
	Yes	3	1.2668
	No	0	1.5200
	No	1	1.7334
	No	2	0.4872
	No	3	0.6567
January	Yes	0	0.8248
	Yes	1	0.7654
	Yes	2	0.5461
	Yes	3	1.4403
	No	0	1.6826
	No	1	1.6383
	No	2	0.3856
	No	3	0.4280

Month	Stopped?	Travelshed	Weight
PHASE II - Gainesville			
May	Yes	0	1.7018
	Yes	1	1.3891
	Yes	2	0.6786
	Yes	3	0.6582
	No	0	2.3602
	No	1	1.4136
	No	2	0.5989
	No	3	0.5680
June	Yes	0	1.7540
	Yes	1	1.3915
	Yes	2	0.6895
	Yes	3	0.6623
	No	0	1.9260
	No	1	1.7141
	No	2	0.4911
	No	3	0.5297
July	Yes	0	1.2755
	Yes	1	1.4505
	Yes	2	0.5921
	Yes	3	0.7903
	No	0	1.5037
	No	1	1.5359
	No	2	0.4914
	No	3	0.6804
PHASE II - Orange			
May	Yes	0	1.1195
	Yes	1	0.8891
	Yes	2	0.6502
	Yes	3	1.3358
	No	0	1.5126
	No	1	1.5383
	No	2	0.3429
	No	3	0.5627
June	Yes	0	1.9960
	Yes	1	1.1435
	Yes	2	0.6378
	Yes	3	0.9654
	No	0	1.4873
	No	1	1.5287
	No	2	0.4056
	No	3	0.6463
July	Yes	0	1.5791
	Yes	1	1.1843
	Yes	2	0.6392
	Yes	3	0.9893
	No	0	1.3598
	No	1	1.6031
	No	2	0.3776
	No	3	0.6519

¹ Travelsheds indicate point-of-origin information. The codes refer to the following travelsheds: 0 = Nearby-zipcode travelshed; 1 = Neighboring-state travelshed; 2 = Regional travelshed; and 3 = Far-distance travelshed.

² Weights are developed for each subject based upon the subject's combination of location, stopping status, month, and travelshed, otherwise known as the subject's strata. Since sampling was not done on a probability proportionate to size basis, aggregating the data to represent the population parameters requires the use of weights.

APPENDIX F

Axle Counts by Sampling Dates

PHASE 1 TRAFFIC AXLE COUNTS: GAINESVILLE

			Counter #1 (In Pkg. Lot)	Counter #2 (In Pkg. Lot)
<u>Nov.</u>	Sat.	4 (8am - 5pm)	752	712
	Sat.	4 (5pm - 8am)	380	325
	Sun.	5 (8am - 5pm)	1037	927
	Sun.	5 (5pm - 8am)	574	510
	Mon.	6 (8am - 5pm)	694	597
	Mon.	6 (5pm - 8am)	542	407
	Tue.	7	771	1054
<u>Dec.</u>	Sun.	3 (8am - 5pm)		
	Sun.	3 (5pm - 8am)		
	Mon.	4		
	Fri.	29 (8am - 5pm)	1376	
	Fri.	29 (5pm - 8am)	684	
	Sat.	30	1036	
<u>Jan.</u>	Thu.	4 (8am - 5pm)	705	
	Thu.	4 (5pm - 8am)	450	
	Fri.	5	816	
	Sun.	21 (8am - 5pm)	674	
	Sun.	21 (5pm - 8am)	514	
	Mon.	22	477	

PHASE 1 TRAFFIC AXLE COUNTS: ORANGE

			Counter #1 <u>(On I-10)</u>	Counter #2 <u>(On I-10)</u>	Counter #2 <u>(In Pkg. Lot)</u>
<u>Nov.</u>	Thu.	16 (8am - 5pm)	6985	5629	
	Thu.	16 (5pm - 8am)	8425	7417	
	Fri.	17 (8am - 5pm)	8050	7347	
	Fri.	17 (5pm - 8am)	8808	7949	
	Sat.	18 (8am - 5pm)	7909	7201	
	Sat.	18 (5pm - 8am)	6812	6139	
	Sun.	19	8276	7558	
<u>Dec.</u>	Fri.	8 (8am - 5pm)			
	Fri.	8 (5pm - 8am)			
	Sat.	9			
	Fri.	22 (8am - 5pm)			1704
	Fri.	22 (5pm - 8am)			692
	Sat.	23			1760
<u>Jan.</u>	Mon.	8 (8am - 5pm)	13466		1308
	Mon.	8 (5pm - 8am)	14615		701
	Tue.	9	13802		1241
	Fri.	19 (8am - 5pm)	14078		1506
	Fri.	19 (5pm - 8pm)	14517		729
	Sat.	20	13795		1252

PHASE 2 TRAFFIC AXLE COUNTS: GAINESVILLE

			<u>Counter #1</u> <u>(In Pkg. Lot)</u>	<u>Counter #2</u> <u>(In Pkg. Lot)</u>
<u>May</u>	Thu.	24 (8am - 5pm)	889	
	Thu.	24 (5pm - 8am)	635	
	Fri.	25 (8am - 5pm)		1737
	Fri.	25 (5pm - 8am)	834	
	Sat.	26 (8am - 5pm)		1496
	Sat.	26 (5pm - 8am)	520	
	Sun.	27	1126	
<u>June</u>	Fri.	8 (8am - 5pm)	998	1117
	Fri.	8 (5pm - 8am)	506	580
	Sat.	9	1042	1115
	Sun.	17 (8am - 5pm)	1128	1486
	Sun.	17 (5pm - 8am)	644	775
	Mon.	18	843	942
<u>July</u>	Sun.	8 (8am - 5pm)	1153	1243
	Sun.	8 (5pm - 8am)	823	972
	Mon.	9	827	908
	Fri.	20 (8am - 5pm)	1654	1175
	Fri.	20 (5pm - 8am)	965	782
	Sat.	21	2130	1383

PHASE 2 TRAFFIC AXLE COUNTS: ORANGE

			Counter #1 (On I-10)	Counter #2 (On I-10)
<u>May</u>	Fri.	4 (8am - 5pm)	1954	1667
	Fri.	4 (5pm - 8am)	1178	1507
	Sat.	5	1613	1475
	Sun.	13 (8am - 5pm)	1844	1532
	Sun.	13 (5pm - 8am)	1819	1550
	Mon.	14	2031	1601
	<u>June</u>	Thu.	21 (8am - 5pm)	1782
Thu.		21 (5pm - 8am)	1148	1089
Fri.		22 (8am - 5pm)	1958	1930
Fri.		22 (5pm - 8am)	1400	1349
Sat.		23 (8am - 5pm)	1744	1709
Sat.		23 (5pm - 5am)	965	917
Sun.		24	1576	2138
<u>July</u>	Sun.	1 (8am - 5pm)	2149	2171
	Sun.	1 (5pm - 8am)	1541	1534
	Mon.	2	1690	1672
	Fri.	13 (8am - 5pm)	2247	2161
	Fri.	13 (5pm - 8am)	1462	1357
	Sat.	14	2213	2157

APPENDIX G

Proportion of Out-of-State Visitors to the
Total Population of Visitors Who Stopped

PHASE I

Date		% Texans	% Out-of-State	% Commercial	% Other ¹	N
Gainesville Non-Stoppers						
Nov 4	Sat.	25	57	9	9	441
Nov 5	Sun.	52	30	10	8	530
Nov 6	Mon.	27	40	26	7	410
Nov 7	Tue.	29	35	28	8	352
Dec 3	Sun.	47	31	12	10	543
Dec 4	Mon.	26	43	24	6	346
Dec 29	Fri.	37	44	8	11	837
Dec 30	Sat.	42	41	6	11	766
Jan 4	Thur.	22	40	26	12	459
Jan 5	Fri.	23	46	21	10	523
Jan 21	Sun.	46	34	11	9	360
Jan 22	Mon.	27	38	24	11	384
	Sub-Total	35	40	15	10	5951
Gainesville Stoppers						
Nov 4	Sat.	23	72	2	3	318
Nov 5	Sun.	46	44	8	2	331
Nov 6	Mon.	26	52	17	5	220
Nov 7	Tue.	28	54	16	2	201
Dec 3	Sun.	36	55	8	1	185
Dec 4	Mon.	26	58	13	3	159
Dec 29	Fri.	28	62	5	4	583
Dec 30	Sat.	29	65	3	4	422
Jan 4	Thur.	20	66	9	5	267
Jan 5	Fri.	18	67	11	4	333
Jan 21	Sun.	41	51	6	2	193
Jan 22	Mon.	18	65	11	6	192
	Sub-Total	28	60	8	3	3404
Phase I Gainesville						
Stop/Non-Stop		32	47	13	7	9355

PHASE I

Date		% Texans	% Out-of-State	% Commercial	% Other ¹	N
Orange Non-Stoppers						
Nov 16	Thur.	32	32	24	12	703
Nov 17	Fri.	28	37	21	14	678
Nov 18	Sat.	27	33	14	26	837
Nov 19	Sun.	41	31	11	17	892
Dec 8	Fri.	33	34	20	12	789
Dec 9	Sat.	27	44	14	16	811
Dec 22	Fri.	26	52	12	11	774
Dec 23	Sat.	24	60	6	10	968
Jan 8	Mon.	30	37	22	12	668
Jan 9	Tue.	23	39	26	12	632
Jan 19	Fri.	27	38	24	11	671
Jan 20	Sat.	31	41	19	10	711
	Sub-Total	29	40	17	14	9134
Orange Stoppers						
Nov 16	Thur.	18	65	14	2	570
Nov 17	Fri.	25	66	8	1	487
Nov 18	Sat.	41	50	5	4	511
Nov 19	Sun.	30	53	11	6	475
Dec 8	Fri.	26	54	13	7	705
Dec 9	Sat.	21	65	10	4	776
Dec 22	Fri.	25	61	11	4	732
Dec 23	Sat.	40	48	9	3	762
Jan 8	Mon.	30	58	6	6	777
Jan 9	Tue.	28	54	13	5	550
Jan 19	Fri.	21	64	11	5	797
Jan 20	Sat.	28	56	10	5	793
	Sub-Total	28	58	10	4	7935
Phase I Orange Stop/Non-Stop		28	48	14	9	17069

PHASE II

Date		% Texans	% Out-of-State	% Commercial	% Other ¹	N
Gainesville Non-Stoppers						
May 24	Thur.	27	41	24	8	619
May 25	Fri.	25	52	15	8	875
May 26	Sat.	24	58	8	10	851
May 27	Sun.	53	34	7	7	838
June 8	Fri.	29	47	16	8	800
June 9	Sat.	34	47	12	8	811
June 17	Sun.	58	25	7	9	974
June 18	Mon.	38	32	23	7	610
July 8	Sun.	60	27	6	7	1043
July 9	Mon.	36	38	20	6	628
July 20	Fri.	28	49	17	7	668
July 21	Sat.	29	50	13	9	731
	Sub-Total	38	41	13	8	9448
Gainesville Stoppers						
May 24	Thur.	32	46	16	5	348
May 25	Fri.	22	72	4	2	493
May 26	Sat.	20	73	5	2	617
May 27	Sun.	53	43	3	1	477
June 8	Fri.	23	65	10	3	386
June 9	Sat.	27	66	6	1	449
June 17	Sun.	39	53	6	2	331
June 18	Mon.	49	39	11	1	529
July 8	Sun.	56	35	8	2	500
July 9	Mon.	46	41	10	3	364
July 20	Fri.	25	66	6	2	449
July 21	Sat.	27	66	3	4	517
	Sub-Total	35	56	7	2	5460
Phase II Gainesville						
Stop/Non-Stop		37	47	11	6	14908

PHASE II

Date		% Texans	% Out-of-State	% Commercial	% Other ¹	N
Orange Non-Stoppers						
May 4	Fri.	34	37	19	9	875
May 5	Sat.	30	46	12	12	802
May 13	Sun.	54	30	8	8	1405
May 14	Mon.	33	36	20	11	724
June 21	Thur.	26	41	24	9	762
June 22	Fri.	31	42	18	9	925
June 23	Sat.	38	42	11	9	995
June 24	Sun.	47	33	10	10	1022
July 1	Sun.	49	33	8	10	914
July 2	Mon.	31	36	21	12	903
July 13	Fri.	30	38	19	13	1003
July 14	Sat.	30	43	12	15	1010
	Sub-Total	37	38	15	10	11340
Orange Stoppers						
May 4	Fri.	18	65	14	2	570
May 5	Sat.	25	66	8	1	487
May 13	Sun.	41	50	5	4	511
May 14	Mon.	30	53	11	6	475
June 21	Thur.	26	54	13	7	705
June 22	Fri.	21	65	10	4	776
June 23	Sat.	25	61	11	4	732
June 24	Sun.	40	48	9	3	762
July 1	Sun.	30	58	6	6	777
July 2	Mon.	28	54	13	5	550
July 13	Fri.	21	64	11	5	797
July 14	Sat.	28	56	10	5	793
	Sub-Total	28	58	10	4	7935
Phase II Orange Stop/Non-Stop		33	46	13	8	19275

¹ Includes vehicles with license plates that were foreign, absent, or unable to read.

APPENDIX H
Responses of Winter Texans
Phase I Gainesville

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=102)	TAMU Sampled Stoppers, % (n=140)	TAMU Sampled Nonstoppers, % (n=45)
1. Where do you live?			
Alabama	0.0	0.0	0.0
Alaska	0.0	0.0	0.0
Arizona	0.0	0.0	0.0
Arkansas	1.0	0.4	1.1
California	0.0	0.0	0.0
Colorado	1.0	1.0	0.0
Connecticut	0.0	0.0	0.0
Delaware	0.0	0.0	0.0
District of Columbia	0.0	0.0	0.0
Florida	0.0	1.5	0.0
Georgia	0.0	0.0	0.0
Hawaii	0.0	0.0	0.0
Idaho	0.0	0.0	0.0
Illinois	4.9	1.6	3.3
Indiana	0.0	1.6	0.0
Iowa	16.7	16.4	22.8
Kansas	10.8	12.3	11.3
Kentucky	0.0	0.0	0.0
Louisiana	0.0	0.4	0.0
Maine	0.0	0.0	0.0
Maryland	1.0	0.8	0.0
Massachusetts	0.0	0.0	0.0
Michigan	2.0	1.6	0.0
Minnesota	28.4	25.4	25.8
Mississippi	0.0	0.0	0.0
Missouri	4.9	6.1	5.7
Montana	0.0	0.0	0.0
Nebraska	4.9	3.6	5.7
Nevada	0.0	0.0	0.0
New Hampshire	0.0	0.0	0.0
New Jersey	0.0	0.0	0.0
New York	0.0	0.8	0.0
North Carolina	0.0	0.0	0.0
North Dakota	2.0	0.8	4.3
Ohio	0.0	0.0	0.0
Oklahoma	11.8	16.1	7.6
Oregon	0.0	0.0	0.0

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=102)	TAMU Sampled Stoppers, % (n=140)	TAMU Sampled Nonstoppers, % (n=45)
Pennsylvania	0.0	0.0	0.0
Rhode Island	0.0	0.0	0.0
South Carolina	0.0	0.0	0.0
South Dakota	1.0	4.8	6.6
Tennessee	0.0	0.0	0.0
Utah	0.0	0.8	0.0
Vermont	0.0	0.0	0.0
Virginia	0.0	0.0	0.0
Washington	1.0	0.0	0.0
West Virginia	0.0	0.0	0.0
Wisconsin	8.8	3.9	5.6
Wyoming	0.0	0.0	0.0

2. Main reasons for stopping at a Texas Highway Information Center. Received information about: (check all that apply)

A. Campgrounds	27.5	29.6	N/A
B. City/Towns	41.2	28.6	N/A
C. Historic Sites	40.2	43.0	N/A
D. Lodgings	23.5	14.3	N/A
E. Maps	94.1	83.8	N/A
F. Museums	25.5	15.2	N/A
G. National Parks	23.5	25.9	N/A
H. Restaurants	15.7	11.9	N/A
I. Routing	28.4	17.5	N/A
J. RV Parks	31.4	35.8	N/A
K. Special Events	22.5	15.3	N/A
L. State Parks	32.4	23.9	N/A
M. Theme Parks	1.0	3.1	N/A
N. Travel Break	46.1	53.2	N/A

3. Purpose of this Texas trip: (check all that apply)

A. Convention	0.0	1.6	0.0
B. Day Trip Only	0.0	0.0	0.0
C. Just Passing Through	1.0	3.8	0.0
D. Vacation/Leisure	96.1	87.1	89.1
E. Visit Friends/Family	30.4	27.6	20.8
F. Work/Business (non-convention)	2.9	5.8	2.8
G. Moving to Texas	1.0	2.6	2.5
H. Other	5.9	12.5	8.5

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=102)	TAMU Sampled Stoppers,% (n=140)	TAMU Sampled Nonstoppers,% (n=45)
4. What type accommodations used? (check all that apply)			
A. Apt./Condo	22.7	21.8	19.9
B. Bed & Breakfast	0.0	0.8	0.0
C. Hotel	4.0	5.5	1.2
D. Motel	58.4	42.0	40.7
E. Motorhome	21.8	20.6	13.2
F. Pickup Camper	4.0	0.8	1.7
G. Private Home	13.9	14.1	14.1
H. Tent Camping	0.0	0.7	2.7
I. Travel Trailer	21.8	34.3	38.7
J. Van Camper	1.0	1.8	1.7
K. Military Base	1.0	0.4	0.0
L. Hostel	0.0	0.0	0.0
5. Mode of transportation this trip: (check all that apply)			
A. Airline	4.9	2.2	0.0
B. Boat	0.0	0.9	0.0
C. Bus Line	0.0	0.0	1.2
D. Motorcycle	0.0	1.5	0.0
E. Motorhome	20.6	18.1	13.4
F. Pickup	15.7	17.8	14.7
G. Pickup/Camper	8.8	5.5	5.0
H. Private Auto	52.0	56.9	67.2
I. Private Plane	0.0	0.0	0.0
J. Rental Auto	2.9	0.0	1.2
K. Rental RV	0.0	0.0	0.0
L. Tour Bus	2.2	1.2	2.6
M. Train	0.0	0.0	0.0
N. Truck (heavy duty)	0.0	0.8	1.2
O. Van	5.9	11.6	5.3
6. Total miles in Texas on this trip: (check only one)			
A. 100 or less	0.0	0.0	0.0
B. 101-300	0.0	0.0	0.0
C. 301-500	1.0	1.0	1.7
D. 501-800	4.0	4.5	4.9
E. 801-1000	6.0	7.3	10.6
F. 1001-1500	27.0	22.0	21.2
G. 1501-2000	22.0	24.3	18.6
H. 2000 plus	40.0	41.0	43.0

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=102)	TAMU Sampled Stoppers, % (n=140)	TAMU Sampled Nonstoppers, % (n=45)
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7. Approximate dollars spent in Texas this trip:

A. \$ Food	24.7	25.6	28.0
B. \$ Lodging	39.1	28.7	29.7
C. \$ Fuel/Auto Repairs	11.2	11.8	14.2
D. \$ Entertainment	6.5	5.8	7.4
E. \$ Shopping	12.9	13.2	16.1
F. \$ Other	4.6	13.4	4.3
G. \$ Fares: Air/Taxi/Bus	1.0	1.1	0.2
H. \$ Rental Car	0.2	0.4	0.1

Average Time Spent in Texas	43.1	67.1	51.6
Average # People in Party	2.0	1.9	2.0

Average Expenditures

\$/Party/Trip	1481.3	1694.6	1812.8
\$/Day/Party	34.3	25.3	35.1
\$/Person/Day	17.2	13.3	17.6
\$/Person/Trip	740.7	891.9	906.4

8. What influenced your decision to visit Texas this time?

A. Billboards	0.0	0.0	1.2
B. Brochures	13.1	13.9	4.4
C. Friends/Family	48.5	52.8	52.0
D. Magazine Ad	4.0	6.8	1.2
E. Newspaper Ad	0.0	1.0	0.0
F. Passing Through	0.0	4.4	0.0
G. Previous Trip	75.8	59.2	57.4
H. Radio Ad	0.0	0.7	0.0
I. TV Ad	0.0	0.8	0.0
J. Word of Mouth	30.3	25.7	25.4
K. None of the Above	4.0	11.0	12.5

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=102)	TAMU Sampled Stoppers,% (n=140)	TAMU Sampled Nonstoppers,% (n=45)
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9. Was information for this trip obtained in advance or after you left home?

If in advance (ordered from) A through F

A. Auto Club/Travel Agt.	34.4	41.2	36.9
B. City/Town	14.0	7.6	13.9
C. Lodging	18.3	7.9	13.4
D. Regional Chamber of Commerce	12.9	11.1	12.7
E. State Tourist Office	21.5	25.7	22.8
F. Theme Park	0.0	1.0	0.0

If after you left home G through K

G. Travel Agent	2.2	1.0	0.0
H. At Lodging	10.8	9.0	14.6
I. At Theme Park	1.1	0.0	0.0
J. Highway Info Center	60.2	50.4	23.4
K. In City/Town	16.1	11.3	21.3

10. How many weeks in advance did you plan this trip? (check only one)

A. 1 week or less	0.0	3.5	4.0
B. 2-3 weeks	6.9	9.2	3.9
C. 1 month	12.9	8.4	12.1
D. 2-3 months	25.7	24.7	21.1
E. 4-6 months	23.8	21.3	5.2
F. Over 6 months	30.7	32.8	53.7

11. How did your stop at a Texas Tourist Bureau influence this trip?
(check all that apply)

A. Ate Out More	12.9	8.4
B. Did More Shopping	10.9	9.2
C. Longer Stay	14.9	18.0
D. More Recreation	23.8	18.6
E. More Cities/Areas	45.5	41.2
F. More Theme Parks	2.0	4.1
G. Stayed in More Hotels/Motels	2.0	2.5
H. Saw More Attractions	42.6	40.4
I. Did Not Influence My Trip	22.8	37.0

	SDHPT Nov-Dec-Jan Combined Monthly Totals,% (n=102)	TAMU Sampled Stoppers,% (n=140)	TAMU Sampled Nonstoppers,% (n=45)
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12. In what type activities did you or your group participate on this trip in Texas?
(check all that apply)

A. Bird-watching	36.3	37.2	26.8
B. Boating	6.9	12.5	8.1
C. Business	2.0	5.7	3.8
D. Camping	34.3	38.7	29.1
E. Concert-Classical	5.9	10.5	18.4
F. Concert-Pop/Rock/CW	6.9	12.1	10.2
G. Convention	1.0	2.4	1.4
H. Golf/Tennis	37.3	24.9	37.0
I. Festival/Fair	25.5	23.3	20.3
J. Fishing	25.5	22.1	22.9
K. Historical Tours	47.1	35.5	40.1
L. Hiking	28.4	19.4	8.3
M. Horse Riding	0.0	0.0	0.0
N. Hunting	0.0	0.9	0.0
O. Livestock Show	2.0	5.4	16.3
P. Medical Treatment	7.8	6.9	8.9
Q. Military Event	3.9	4.6	7.3
R. Museum-Art	17.6	13.3	18.1
S. Museum-Historical	45.1	42.2	28.0
T. Photography	28.4	30.3	22.4
U. Rocks	4.9	8.8	2.6
V. Rodeo	2.9	6.6	8.8
W. School/Seminar	1.0	2.4	1.4
X. Shopping	75.5	69.1	71.8
Y. Sports Event	7.8	5.4	10.8
Z. Swimming	10.8	14.1	14.5
AA. Theater/Live	2.0	7.4	14.2
BB. Theater/Movie	14.7	16.0	23.5
CC. Theme Park	5.9	2.6	7.9
DD. Waterskiing	0.0	0.0	0.0

13. What did you enjoy about Texas? (check all that apply)

A. Ballet	4.9	4.2	5.3
B. Beaches	67.6	60.5	58.4
C. Big Cities	10.8	12.5	10.5
D. Boating	3.9	6.0	4.1
E. Camping	34.3	34.5	32.0
F. Concerts-Classical	2.0	8.0	15.1
G. Concerts-Rock/Pop/CW	4.9	12.1	5.7
H. Desert/Plains	20.6	16.7	18.7

Winter Texans

	SDHPT Nov-Dec-Jan Combined Monthly Totals, % (n=102)	TAMU Sampled Stoppers, % (n=140)	TAMU Sampled Nonstoppers, % (n=45)
I. Dude Ranches	1.0	0.8	2.3
J. Festivals	18.6	19.7	30.3
K. Fishing	20.6	20.0	20.8
L. Food	68.6	60.5	66.3
M. Forests	12.7	12.0	10.4
N. Friendliness	72.5	64.8	73.4
O. Golf/Tennis	30.4	18.7	30.0
P. Good Highways	66.7	58.4	66.2
Q. Historical Sites/Markers	38.2	32.1	34.1
R. Mountains	10.8	13.9	7.2
S. Museums-Art	10.8	6.8	10.4
T. Museums-Historical	45.1	36.0	27.4
U. Nightlife	4.9	8.7	8.0
V. Resorts	12.7	11.9	19.9
W. Sailing	0.0	0.0	0.0
X. Scenery	55.9	57.0	45.8
Y. Shopping	58.8	57.1	57.3
Z. Small Towns	49.0	33.3	41.4
AA. Sports-Amateur	1.0	5.9	6.8
BB. Sports-Professional	1.0	2.5	2.4
CC. Swimming	5.9	10.3	8.6
DD. Theater	2.0	4.1	9.4
EE. Theme Parks	3.9	2.6	5.7
FF. Waterskiing	0.0	0.0	0.0
GG. Wildflowers	23.5	45.2	44.2