

TEXAS=STATE

TRAVEL GUIDE ★ ★ ★ ★ TravelTex.com



2013 RATE AND MARKET INFORMATION



**THE TEXAS STATE TRAVEL GUIDE
IS THE STATE'S PREMIER PUBLICATION
ENCOURAGING TRAVEL TO AND WITHIN TEXAS.**

- Primary fulfillment publication for Texas Tourism
- Backed by a \$24 million marketing budget targeting out-of-state domestic and international markets
- Targeted Distribution—by direct request and through controlled distribution at high-traffic visitor centers
- Cost efficient—Low CPM
- Stand out from the crowd—advertise your destination/hotel/attraction!

**2011 TEXAS STATE TRAVEL GUIDE
DISTRIBUTION**

East North Central	117,119
East South Central	45,606
Middle Atlantic	89,177
Mountain	45,467
New England	25,360
Pacific	76,621
South Atlantic	135,467
West North Central	1,022
West South Central	164,597
U.S. Territories	429
International	4,966
Travel Information Centers	175,000
City Literature Program	18,310
Miscellaneous Distribution	82,313
Total Distribution	981,454

DEMOGRAPHICS:

VISITOR PROFILE

- Overall visitation continues to grow, up 7.3% in 2009/2010
- 70% (144 million) of total travel to Texas is leisure
 - The average number of leisure trips in Texas by residents: 3.4
 - The average number of leisure trips in Texas by non-residents: 2.3
- Texas average party spending per trip is \$1,193 during 2010/2011
- Texas non-resident, overnight leisure parties stay an average 3.6 nights
- More than 28% of Texas non-resident overnight leisure visitors arrive by air
- More than 67% of Texas non-resident overnight leisure visitors arrive by car
- Average household income for non-resident leisure travel: \$92,506

Texas visitors, average age: 43

18-34	35%
35-54	31%
55+	34%

Source: DK Shifflet 2011 Performance Monitor/2010 Texas Visitor Profile (represents 2010 visitation)

INVEST YOUR ADVERTISING \$\$ TO REACH THE MOST TARGETED, RESPONSIVE AUDIENCE!

EDITORIAL PROFILE

Published annually, the *Texas State Travel Guide* is the State's primary fulfillment publication, mailed to each person requesting Texas visitor information. The 2013 edition will highlight publicly accessible sites of scenic, historical, and recreational interest. The State of Texas promotes the Guide through a national broadcast, print and interactive campaign as well as through the state's official website www.TravelTex.com. Travelers also find the Guide at the **12 Texas Travel Information Centers** located at entry points throughout the state.

The Guide is divided into seven tourism regions, with each city and town listed alphabetically in a respective region. Regional maps introduce each region, and communities are further identified by a grid coordinate corresponding to the *Texas Official Travel Map*.



TEXAS TOURISM TRAVEL FACTS

- **Total direct travel spending** in Texas was \$57.9 billion in 2010.
- **Visitors who stayed overnight** in commercial lodging spent \$26.7 billion, or 54 percent of all visitor spending in 2010.
- **Texas residents** accounted for more than 55 percent of all visitor spending in the state in 2010. International visitors accounted for 7 percent and residents of other states accounted for 38 percent.
- **Travel spending generated** an additional \$7 billion in local, state and federal tax receipts. This is equivalent to \$800 in tax revenue for each Texas household. (property taxes are not included)
- Dining, shopping, entertainment, sightseeing, visiting historic sites, and nightlife are the **most popular activities**.
- A survey of both Texans and non-Texas residents list the following **top ranked attractions for 2010** travel for all travelers:
The Alamo, Galveston Island, the Hill Country, the State Capitol, San Marcos Outlet Mall, Six Flags Over Texas, Sea World of Texas, Fort Worth Zoo, Paseo del Rio (San Antonio River Walk), Schlitterbahn, Texas State Fair, Rangers Ballpark in Arlington, Six Flags Fiesta Texas, Fort Worth Stockyards, and South Padre Island.

Source: Dean Runyan Associates

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