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ALTHOUGH ONE-HALF the DHT highway tourist bureaus reported increases last month in a comparison with September 1979, the total was 4.3% less.....the 8,715 visitors served at the new Valley bureau near Harlingen were not included in the comparisons. For the first nine months of 1980, 4.4% fewer visitors requested services at the bureaus.....but mail, phone and walk-in inquiries at D-16 Austin locations were well ahead of 1979—as was the visitor total at the Capitol bureau.

DESPITE THE HEAT, gasoline prices and *Hurricane Allen*, most Texas tourism spots reported an increase over the summer of 1979.....*Sea-Arama* in Galveston said 1980 “was going great guns” until *Allen* hit—but still finished 16% ahead of last summer. Assistant Marketing Director Alice Law said June 1980 figures were 30% higher than that 1979 month.....and July was

40% higher. STARS in Palo Duro Canyon was 16% better attended than the 1979 show, according to Raymond Raillard.....he said, “It was a truly beautiful show.” Six Flags Over Texas counted more than two million 1980 visitors as September started, but that attendance was about 8% below 1979 at the same point according to Bruce Neal.....Neal said the theme park anticipates a strong fall attendance since many summer vacations apparently were delayed due to the Texas-size heat wave.

TOURISM INTERESTS in Waco said 1980 compared very favorably with 1979 despite all the problems.....and a survey of those interests showed that many expect the move to closer-to-home vacations to continue. The Texas Ranger Hall of Fame, however, recorded a slight increase in the number of states represented by visitors in 1980 although attendance was 2,600 fewer than in 1979.

HOWARD ROSSER, East Texas CofC, says the ETCC will be in four additional travel shows in 1981—making a total of 17 that will reach a market of 40 million people. Rosser says, “To our knowledge, our efforts in these shows make East Texas dominant in U.S. travel promotion associations in this area.”

THE TEXAS HIGHWAYS circulation staff is already saying “Merry Christmas” as the first 1980 gift subscriptions for the holiday season arrived Sept. 2.....and “more are coming in each day.” Deadline for Christmas gift orders is Nov. 15—and gift subscriptions will begin with the January issue.

THE FIRST PRESENTATION in the minitheatre at the newest DHT tourist bureau occurred before the official dedication Sept. 9. A large group of cadets from the Marine Military Academy comprised the audience at the Valley bureau.....and many cadets announced plans for spending their next leaves in Texas.

THE SEPTEMBER TEXAS TRAVEL LOG listed the staff at the Valley bureau near Harlingen.....but listed a “Lucian” who wasn’t.....it should have been Counselor Lucia Fonseca.....who is well-qualified to tell visitors about the sites and sights in Texas. The 11th of 12 children in the Vega family, Lucia has worked for DPS in Houston and the Valley.....and in 1979-80, was in the Ambassadors Club which welcomes VIPs and businesses to the San Benito area.

NOT REPORTED in the review of events at the dedication of the Valley bureau was the presentation of a 35-year service award to Travel & Information Division Director Tom Taylor.....to the delight of the audience, Engineer-Director Mark Goode made the award and included a friendly “roast” of Taylor.

ORANGE BUREAU Supervisor Bill Naivar received his 30-year service award at a recent tourist bureau supervisors’ meeting.....other division personnel attaining 15 years of service in September: Dick Roberts, Jeff Donalson and Hilton Hagan.

“PERMIAN JOURNEYS” is an audiovisual travelog that attracted visitors at the 1980 Permian Basin Fair & Exposition in the Ector County Coliseum in Odessa.....the production featured 45 area towns and was presented to help residents plan family-oriented, fuel-saving recreational trips. El Paso Products, an Odessa petrochemical producer, created the show as a public service.

TTDA IS LOOKING SOUTH OF THE BORDER this year.....with \$60,000 slated for print and broadcast advertising in Mexico.....with a 30% inflation rate in Mexico, TTDA officials expect the advertising to lure Mexicans to take a low-cost vacation in the U.S. Exec Director Frank Hildebrand says this is the first year the agency’s budget has exceeded \$1 million—a “watershed” development. The total budget is \$1,063,750.

THE TEXAS AERONAUTICS COMMISSION forwarded an interesting request after answering the prospective visitor’s questions.....Joe Holbrook, a senior weatherman with WBNS-TV in Columbus, OH, is planning a trip in a J-3 Cub for travel stories.....Holbrook, who received an excellent response from TAC, says, “I specialize in grass strips.....and fun.”

STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

TRAVEL AND INFORMATION DIVISION • AUSTIN, TEXAS 78701



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TOURISM PERSONNEL CHANGES and newcomers: *David Gregory*, new director of marketing and PR for the *Texas Sports Hall of Fame*—the \$3.5-million building that will house the only such state facility is under construction in Grand Prairie. It is set to open May 1981.....new *Sea-Arama* director of marketing is *Mike Baxter*—whose responsibilities will include PR, special promotions, advertising and sales.....*Charles Bass* has been named VP in charge of the *Dallas Chamber's C&VB*—replacing *Jack Andrus* who resigned to go into private business.....*Janet Loveless* is director of *Grand Prairie's* new C&VB.....*George Scott* is the new exec VP of the *Alvin CofC*.

CATAPULTRY RULES set forth by the National Catapultry Association will govern entrants at the 6th World Championship Slingshot Tourney in Carrizo Springs on Nov. 1.....the equipment is listed as "Open (nonmechanical) two-pronged slingshot." *Mrs. Louise Horton* says there will be junior and senior eliminations, junior and senior finals.....and the world championship will pit junior against senior.

SPECIAL RATES for Valley residents brought thousands to *AIRSHO 80* as the Confederate Air Force staged another hit.....*Col. Mack Sterling*, CAF exec director, said the show afforded visitors an opportunity to take pictures of the WW II planes on the flight line before and after each day's show.

THE NOVEMBER ISSUE of *Texas Highways* will feature articles about ribbon-cane syrup and beautiful fall color photos by *Jack Lewis* and free-lancer *Paul Montgomery*.....and an interesting story about water-witching by *Bob Gates*—and much more!

THE FIRST PUBLIC EVENT in the recently renovated *Hirschfeld Mansion*—also known as the *A&M Maroon Mansion* in Austin—was an autograph party featuring the *Texas Highways* staff upon the publication of "Landscapes of Texas." The coffee-table book is published by Texas A&M University Press and is filled with pictures from the pages of the official state travel magazine.

AROUND THE BUREAUS—*Cynthia Bowerman* is a new Texas travel counselor at the **Amarillo** bureau, replacing *Dana Webb* who has returned to school. The **Orange** bureau was extra warm on a mid-September morning when *Supervisor Bill Naivar* opened the doors. The thermostat was set correctly but an examination showed that thieves had stolen one central air-conditioning unit—but had taken an 8-year-old unit instead of one recently installed. Some agile thieves struck the bureau a few days later.....somehow making off with the Texas flag from atop its 30-foot flagstaff—and the Confederate battle flag from its 25-foot pole. The Texas heat wave didn't bother two **Langtry** visitors—*Supervisor Jack Skiles* says *Mr. and Mrs. Joe Naione* from Wick, Scotland, thoroughly enjoyed the sun.....the *Naiones* said the only sunny day this summer in Wick was June 14—when the temperature climbed to 60 degrees. *Counselor Sharon Smith*, **Capitol** bureau, reports an Ohio woman admired her bolo tie and enthusiastically burred, "Oh, I love your lariat."

BOX SCORE—The **Amarillo** bureau reported a 21.4% increase in a comparison of September 1980 visitor services with that 1979 month.....and at the opposite end of the state, the **Orange** bureau listed an 11.1% increase in a comparison of months.....**Denison**, + 3.9%; **Anthony**, + 1.6%, and **Wichita Falls**, + 1.0%, also reported increases in September comparisons.....in nine-month comparisons, **Amarillo**, **Denison**, **Texarkana**, and **Laredo** showed increases. Not included in the comparisons is the **Capitol** bureau because of wide fluctuations between years when the legislature meets and doesn't meet.....however, in this off-year the bureau reflects a 47.4% increase in comparing Septembers and a 33.1% increase for the first nine months. The newest information bureau, in the **Valley** near Harlingen, served 8,715 visitors during its first full month of operation.

Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*
Amarillo	11,724	+21.4%	98,637	+ 7.6%	Orange	23,094	+11.1%	249,642	- 0.9%
Anthony	13,263	+ 1.6%	145,713	-13.4%	Texarkana	18,051	-14.5%	202,479	+ 2.8%
Denison	10,992	+ 3.9%	110,823	+ 6.4%	Valley	8,715		8,715	
Gainesville	12,003	- 7.9%	134,433	- 6.8%	Waskom	16,725	-25.6%	186,540	-17.0%
Langtry	4,635	-15.6%	64,641	- 9.5%	Wichita Falls	11,931	+ 1.0%	116,910	- 3.0%
Laredo	7,707	- 2.3%	93,804	+ 0.03%	Bureau Totals	130,125	- 4.3%	1,403,622	- 4.4%
Capitol	18,546		183,885		Austin Office (mail, phone, walk-ins)	10,272	+ 8.4%	213,967	+15.8%

*Compared to last year