

# TEXAS

## The People:

- ◆ **2nd** most populated US market of interest to TAVI: 22,859,968.
- ◆ 49.6% Male, 50.4% Female
- ◆ Ethnically Diverse: 71% White, 32% Hispanic-Latino, 12% Black, 3% Asian, 1% American Indian. Equal to California, Texas has the largest Hispanic-Latino population of all the 17 US markets of interest to TAVI. **African American and Mexican American populations, are expected to make up half of the state's population by 2030.**
- ◆ Younger Population: 0-18 yrs (18%), 18+yrs (71.8%), 65+ (9.9%) Texas has the 2nd largest percentage of 0-18 yrs among the US markets of interest to TAVI and *the largest* percentage of 19-64 yrs olds within the US markets of interest to TAVI
- ◆ 3 Year Average Median Household Income \$41,959 US. *Ranked last* among the 17 US markets of interest to TAVI
- ◆ Morgan Quitno Press's annual education state rankings puts Texas as 24th smartest state. Of all the 17 US markets of interest to TAVI, Texas ranked 6th.
- ◆ Texas, the second-largest state in the United States in both land mass and population, is larger in size than any country in Europe. Three of the nation's 10 largest cities are in Texas: Houston, Dallas, and San Antonio.



## Texan Travellers:

- ◆ Travel spending total in the state of Texas was 21,087.9 (millions). They rank 4th in travel spending among the 17 US markets of interest to TAVI
- ◆ Texas continues to be one of the most visited states in the U.S. Texas' 193 million Person-Trips in 2004 (6.7% of US Travel) was second only to California. Over half of all Texans vacation *within Texas*. Leisure travel accounted for 68% of the total travel to Texas. (Texas State Dept. 2003)
- ◆ The average age of a Texas traveler is 45 years, the same as the U.S. average. 13% of Texas travellers are retirees.
- ◆ When Texans travel *within Texas*: 27% are visiting Friends & Family, 22% participate in touring activities, 21% participate in attraction-based activities, they spend an average \$98 US per day.
- ◆ Time of Travel: According to the State of Texas Economic Development and Tourism **outbound travel** in 2004 peaked in March (12.3%), May (9.5%), and August (9.3%):

## What do Texans like to do?

Texas today is as much a leader of high-tech industries as it is an agricultural and ranching state. There are world-class museums and collections in Houston, Fort Worth, and Dallas, where local philanthropists have used their money and influence to import the world's most celebrated architects to build some of the nations' most talked-about **museums**.

In 2006, Tourism Vancouver Island visitor inquiries from Texas reports the top categories requested as:

**Marine Wildlife Watching 36%**

**Hiking & Walking 26%**

**Museums & Historical Sites 26%**

Wineries 25%

Hotels/Motels 23%



A 2001 report by the Texas Tech University pleads the case that "in a state where about 94% of the land is privately owned, and 85% of the residents live in urban areas, there is a growing demand for access to land to experience nature." Less consumptive recreational activities such as visiting state parks to engage in **nature hikes** and **bird watching** are highly valued by Texans. However, it is important to note that for the past twenty years, minorities who show the most growth in Texas have been less likely than Anglos to participate in state park programs and to use its services. Texas Parks & Wildlife Department surveys show that only 13% of visitors to state parks were Hispanic, and 4 percent were African American, and 7% were marked down as other. Unlike California, Tourism Vancouver Island will need to keep a close watch on this market as the demographics change over the next two decades.

Percent of Texas Population Participating in Outdoor Recreation Activities at Least Once in the Last 12 Months (2001)	
Activity	Percent of Population
Picnicking	45%
Visit Historic Sites	41%
Swimming in natural waters	39%
Fishing	38%
Visit Park or natural area within 1 mile of home	35%
Trips or outing to View Wildlife	34%
Visit Texas State Park	33%
Motorboating (excluding jetskis)	30%
Camping	27%
Bicycling	20%
Hiking	19%
Hunting	16%
Jetskiing	12%
Canoeing/Kayaking	6%
Mountain Biking	5%
Rock Climbing	5%
Sailing	4%