



# Tourism Update

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ALPINE TOURISM DIRECTOR

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# Hotel Occupancy Tax Revenue

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- **\$677,621.31 collected as of September 30**
- **Expecting over \$725,000 after October collections**
- **2<sup>nd</sup> year ever above \$700,000**

# Ad Campaigns

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- **Texas Travel Awards**
- **Texas Monthly**
- **AAA Texas Explorer**
- **Austin Monthly**
- **San Antonio Magazine**
- **Texas Music Magazine**



# Ad Campaigns

- **Texas Monthly**
  - Co-op with Marfa (& Fort Davis)
- **Austin Film Festival**
  - Co-op with Big Bend Film Commission

**A ROOM OF ONE'S OWN**  
A Very Brief Lodging Guide to Alpine and Marfa



PHOTOS L TO R FROM TOP: BIG BEND MOUNTAIN SUNSET BY KEITH GRAHAM; HOLLAND HOTEL LOBBY BY MICHAEL HOWARD; HOTEL SAINT GEORGE BY CASEY DUNN; MAVERICK INN POOL BY NICOLE VAN WINKLE; EL COMICO BY NICK SIMONTE; SLIDERS AT SPICEWOOD RESTAURANT COURTESY OF @CHOTEL.COM; HOTEL PALAZZO BY CHARLES BRIS SMITH

**What do you love?** We all respond to different things and seek out different sights and experiences when we travel. Some are drawn to history and some to natural beauty. Some flock to music or art, and others look for an oasis far away from the crowds.

The choice of lodging can enhance any journey, and the right selection will harmonize beautifully with the reasons you travel in the first place. Alpine and Marfa provide visitors to Far West Texas' Big Bend region with options to delight each specific taste: from historic elegance to funky charm to luxurious relaxation.

The following brief list is by no means exhaustive, and the URLs at bottom right will give dedicated travel planners many joyful hours of dreaming and scheming.

**AN ODE TO YEARS GONE BY**  
An historic gem and the heart of downtown Alpine, the **Holland Hotel** was founded in 1912. Visitors today can enjoy the "new" building which opened in 1928, designed by El Paso's landmark architects, Trust & Trust. Guests can lounge in the Holland's elegant, spacious lobby or dine at

the Century Bar & Grill, with its well-appointed bar and courtyard shaded by red oak trees.

The **Hotel Palazo** is one of 183 Marfa buildings on the National Historic Registry. The Palazo opened in 1930 and is best known for hosting Elizabeth Taylor, James Dean, Rock Hudson, and Dennis Hopper during filming of the 1956 classic, *Gunfight*. Whether you make it your home-base or not, don't miss their amazing gift shop.

**A STEP OUTSIDE OF THE MAINSTREAM**  
**El Comico** invented glamping. With beautifully designed trailers, teepees, yurts, and safari tents, you can be off-grid without sleeping on the ground. Shower under the stars, sing karaoke with like-minded explorers, or take a disco nap in a shady hammock. Like Marfa itself, it's cool without being exclusive. Everyone, including pets, are welcome.

Alpine offers two takes on classic Americana at revived and renovated motor courts. The **Maverick Inn** was built in the 1920s as the Grandview Courts and renovated in the early 2000s into the current "roadhouse for wanderers." **Antelope Lodge's** vintage cabins around

a welcoming open-air common space date from 1949, catering to eager post-war travelers.

**MY END IS THE HIGH END**  
The **Hotel Saint George** brought modern luxury to far West Texas. Designed by architect Carlos Jimenez and opened in 2016, the hotel resides in the footprint of its historic namesake, which burned down in the 1920s. The Saint George is quintessentially Marfa, marrying modern and eclectic, storied and contemporary, minimal design and maximum comfort.


**Hotel Parker**, at the gradually developing Quarter Circle 7 resort, is operated by a fourth-generation ranching family, testing "gentleman's hospitality" with modern touches like a full-service spa, jogging paths, an indoor/outdoor pool, hot tub and a patio with fire pits to enjoy the cool desert nights. The nearby Spicewood restaurant is one of Alpine's most popular spots.

**ALPINE** [visitalpinetx.com](http://visitalpinetx.com)  
**MARFA** [visitmarfa.com](http://visitmarfa.com)

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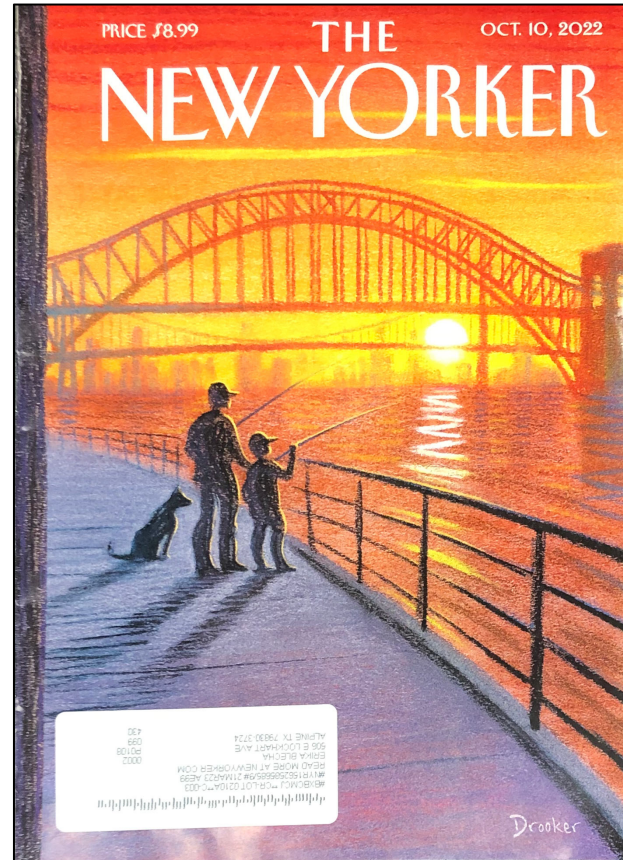
# Media Placements

- **Cowboy Channel**
  - SRSU Rodeo, over 210,000 views
- **Texas Highways**
  - Big Bend Bluegrass Festival, Alpine Public Library
- **Story of Art in America**
  - Amazon Prime TV Show (preproduction)
- **True West**
  - Top 10 Western Museums



# Media Placements

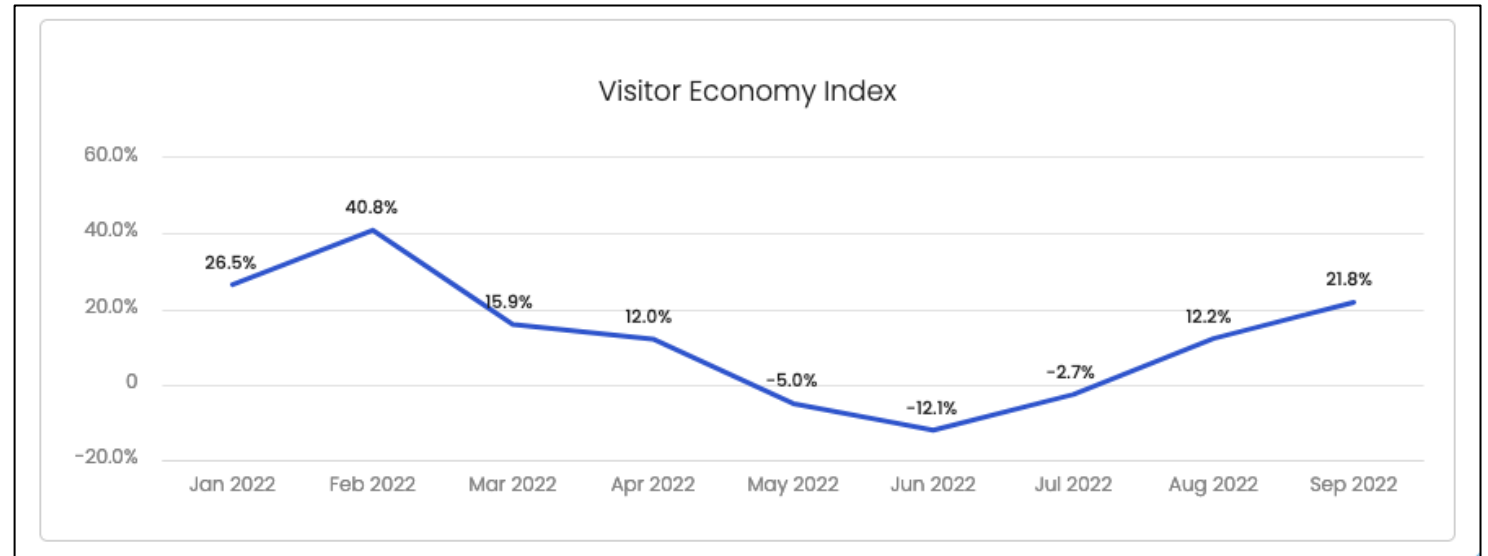
- **New Yorker**
- Feature on  
Center for Big Bend Studies



# Visitor Dashboard - Zartico

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- New dashboard is up and running, but still have some learning to do
- “Visitor Economy Index” shows 2022 up 12% (on average) over 2021



# Visitor Dashboard - Zartico

- **Visitor spending vs. Visitation**
- **Midland/Odessa**  
**28% of total spending**

