

ALPINE TEXAS



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2018-2019 Hotel Occupancy Tax Collections

\$1,058,223

in short term rental total revenue
(according to Texas Hotel Performance Factbook)

\$63,493.38

in short term rental HOT obligations
(assuming 100% taxable revenue)

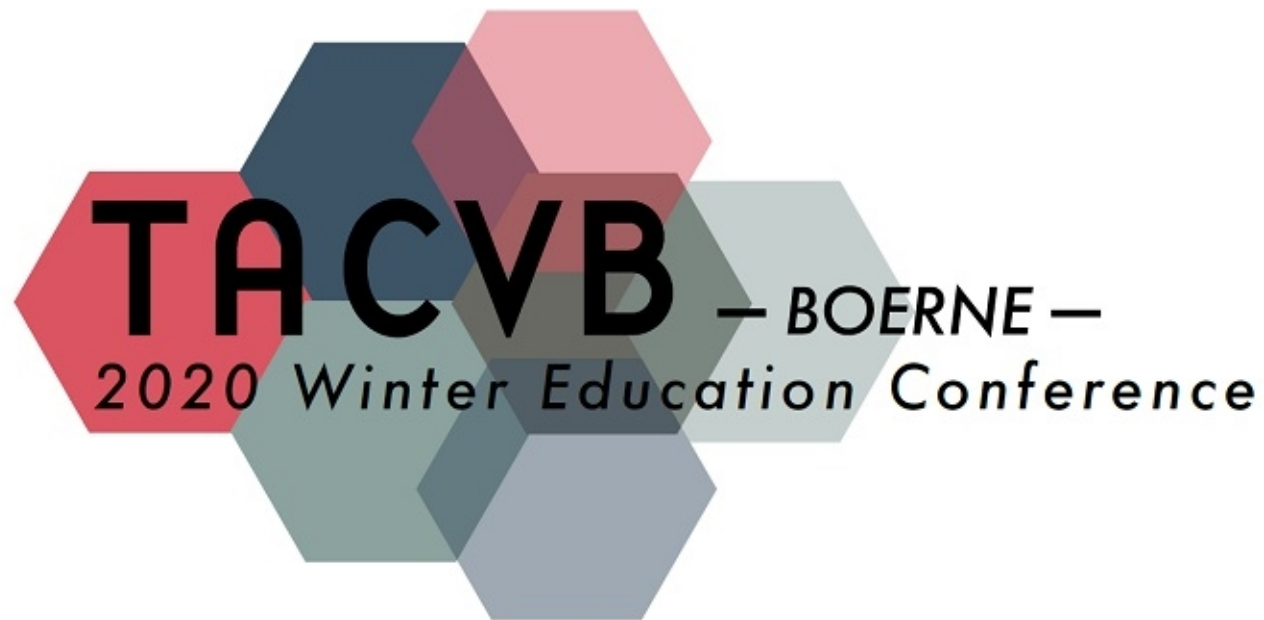
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\$18,799.96

collected short term rental HOT

= \$44,693.42

POTENTIAL collections shortfall from short term rentals



TOURISM BENEFITS ALL OF US

1 in 10 jobs

statewide (EVEN MORE here in Alpine)

\$681 tax savings

for EVERY Alpine resident!

*\$4.1 million in state and local tax revenues from visitors in
2017 divided by Alpine's estimated population of 6,020*

HERITAGE



TREK

with **TACVB**

**APRIL
23-25,
2020**

**TACVB Heritage Tourism
and
Destination Marketing Principles Seminar**

ALPINE, TX

Knock out ALL 27 Heritage Tourism credits required for
Texas Destination Marketing Certification in one fantastic trip
and experience Big Bend – one of Texas' greatest treasures!

for more info and schedule of events - TACVB.com

KEY FINDING #1 - Your Top 3 Prospects

These household personas are the most likely to be a visitor of Alpine, Texas



Super Suburbans

Families | Suburbs

Demographic: Primarily in their 30s, these adults are the typical “Soccer Moms & Dads” with upper-class income. These child-filled homes have younger kids, up to pre-teens, and are family-centric and working on career-building.

Avg. HH Income: \$109,148

Index: 236



Accumulating Families

Families | All Areas Except Urban

Demographic: Akin to Super Suburbans, with less affluence. They hold middle to upper-class jobs. They are mostly between the ages of 35-54, with child-filled homes that have older children, pre-teens, or are on the verge of becoming empty-nesters.

Avg. HH Income: \$72,714

Index: 178



Affluent Suburban Nesters

Mature | Suburbs

Demographic: Wealthy singles, widows, and couples over the age of 55 who are highly educated with active lifestyles and community involvement. They are located mostly in suburban neighborhoods with larger, older homes.

Avg. HH Income: \$140,533

Index: 168



ALPINE TX

YOUR BIG BEND STARTS HERE

© E. Dan Klapper



© Olaf Growald



© Lesley Villarreal



ALPINE's central location offers easy access to everything the Big Bend has to offer, plus the best variety of guest lodging, dining, shopping and nightlife in the region.

See us on Facebook or Twitter for the latest event info.

Upcoming Events:

- Nov 3 Día de los Quesos (queso cookoff)
- Nov 8-9 Center for Big Bend Studies Conference
- Nov 22-23 26th Annual ARTWALK
- Dec 7 CHRISTMAS IN ALPINE Parade of Lights & Community Party
- Dec 14 CHRISTMAS IN ALPINE Winter Wonderland (free ice skating)
- Feb 21-22 Lone Star Cowboy Poetry Gathering

For hotel & event info, give us a call at (432) 837-2326 or

visitalpinetx.com



FIND YOUR NEXT MASTERPIECE AT ALPINE'S ARTWALK

by Brenda Kisko

ALPINE TEXAS, NOV 22-23:

Alpine and the Big Bend Region has become a haven for artists and creatives looking for a slower pace of life and a landscape that inspires them. They found it out here in Far West Texas, surrounded by the desert mountains and flowering yuccas. Each November, all of downtown Alpine opens up into one giant art gallery when local artists display their latest creations and interact with buyers. It's a weekend celebration of art and music. We call it Artwalk—and you're invited (Nov. 22-23).

Artwalk has become a tradition for friends and family looking for an excuse to make their annual pilgrimage to the region. A pre-holiday gathering of sorts, without the stress, cleaning or cooking. Drink coffee on patios, hike the area's mountains, discover new artists, take selfies in front of murals, and pick out new masterpieces to adorn your walls.

During the day, Alpine's streets will be garnished with food trucks and vendors (which stay open until

10 p.m.) and nearly every door downtown will be open, welcoming you to view the vibrant artwork on display inside. A slow transition into evening takes place as musicians begin to fill the air with performances throughout the streets. When night falls, the celebration moves to live music venues including Railroad Blues, the Ole Crystal Bar, Ritchey Wine Saloon, and Old Gringo Coffee & Cocktails.

During Artwalk, you'll see Stytle Read's newest mural in town, "History of the Texas Rangers," on the east wall of the Prescription Shop—commissioned by Artwalk after the passing of Texas Ranger Joaquin Jackson. Also visit the new Alpine Alley Art with murals by Pauline Hernandez, Juliana Johnson, Nancy Whitlock, and Carolyn Macartney and Liz Sibley.

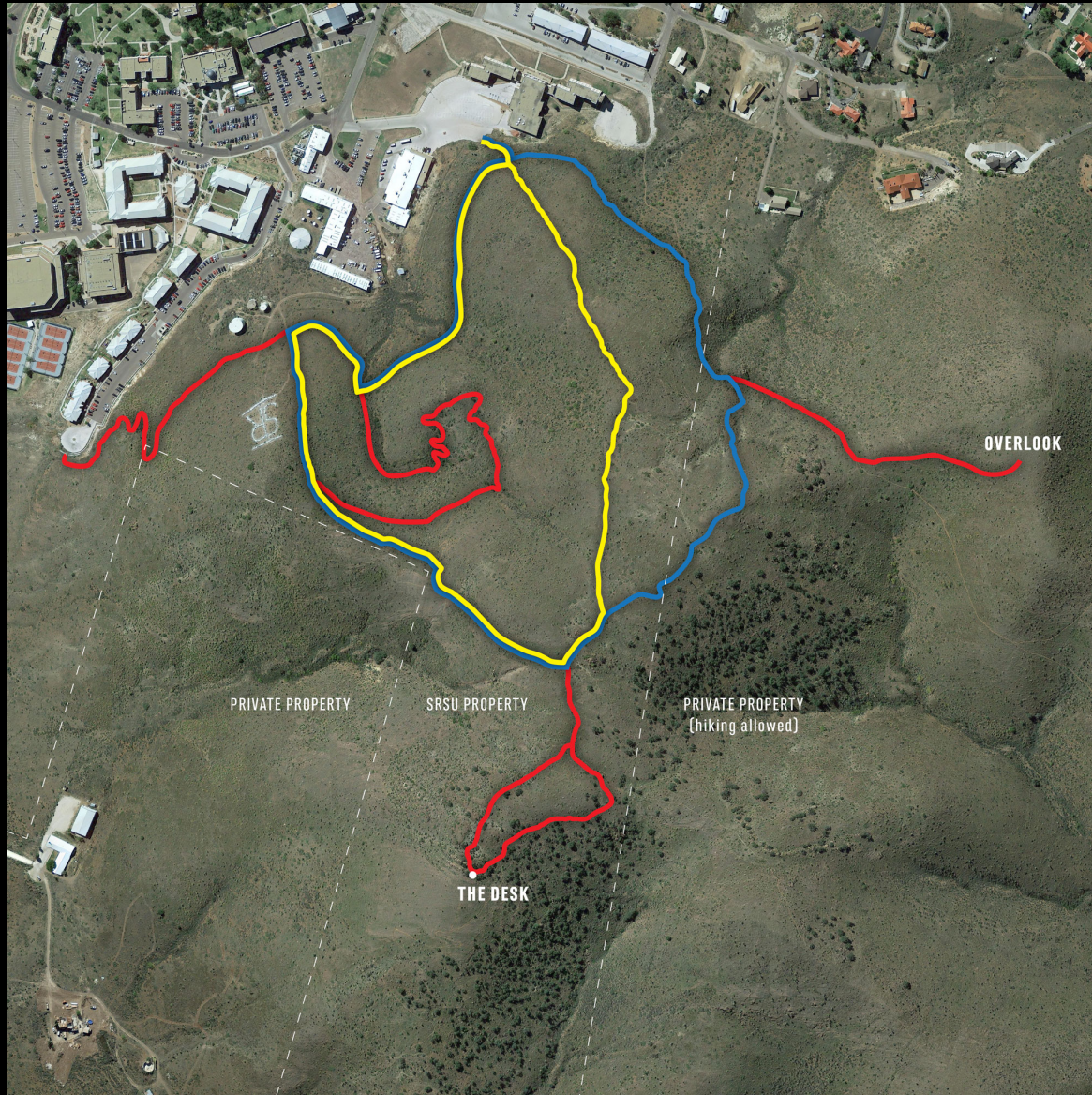
Rooms fill up fast for this popular event in Alpine, so book now—we'll see you soon!

Get more information on Artwalk at artwalkalpine.com.



PHOTOS: OLAF GROWALD

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