



Tourism Update

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ALPINE TOURISM DIRECTOR

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Hotel Occupancy (compared to previous year)

Q2 2020

Occupancy Rate:
-15.9%

Total Revenue:
-52.5%

Revenue per
available room:
-25.15%

Q3 2020

Occupancy Rate:
-10.4%

Total Revenue:
-25%

Revenue per
available room:
-15.25%

Q4 2020

Occupancy Rate:
-4%

Total Revenue:
-0.8%

Revenue per
available room:
-4.76%

Q1 2021

Occupancy Rate:
-6.5%

Total Revenue:
+13.3%

Revenue per
available room:
-2.52%

Viva Big Bend 2021 – 10th Year!

2,000 to 3,000 people per day

Estimated participating in free or paid shows

32 shows in Alpine at 9 venues

Lodging/ticket package deals at the Holland Hotel,
The Maverick Inn and Old Gringo/Big Bend Biker Hotel

Visitors from Texas, Arizona, New Mexico, Colorado,
California, Oklahoma, Arkansas, Missouri, Illinois, New
York and Minnesota



2021 #AlpineTXPhoto Contest

Free to Enter

Cash Prizes

Entry Deadline September 30

Rules & entry form at:
visitalpinetx.com/photo-contest



2021 #ALPINETXPHOTO CONTEST

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The banner features a large central photograph of a cowboy in a teal shirt and jeans, kneeling to pet a brown and white calf. Below this main image is a horizontal strip of four smaller square photos: a mountain range under a blue sky, a sunset over a house, a close-up of green tulips, and a cowboy hat with an American flag band.

Podcast: Heart of the Big Bend

Seven episodes so far:

1. Welcome
2. Big Bend Day Trips
3. Downtown Murals
4. Museum of the Big Bend
5. Viva Big Bend
6. Family Adventures
7. Big Bend Ranch State Park

Production by KVLFF

Bonus local broadcast 1:00pm every other Friday



WEST TEXAS ROAD TRIP

As you explore, you'll find an amazing range of relaxation and adventure, natural beauty and urban culture, fine art, fine dining, small-town charm and big-city amenities...
but what you will remember most is the warm, West Texas hospitality.

A ALPINE

Natural beauty, unique nightlife and shopping, and a grand array of hotels and guest lodging make Alpine the perfect staging grounds for your West Texas adventure.
visitalpinetx.com

Historic & Mural Walking Tours: Explore Alpine's small and eminently walkable downtown with these guides to its historic and artistic highlights.

Nov 19-20 - ARTWALK
Alpine's biggest arts festival spans two days in November to showcase a variety of art exhibitions in many local businesses, all against a backdrop of festivities and live music.

MD MIDLAND

Midland is a great place to eat, play, shop & stay as you explore West Texas! Midland International Air & Space Port is the closest commercial airport to Big Bend National Park.
visitmidland.com

Sep 25-Nov 20 - Fiddlesticks Farms Cornfield Maze & Pumpkin Patch
Oct 10 - The Mavericks @ Wagner Noel Center

O ODESSA

Known for breathtaking sunsets, wide-open spaces and warm West Texas hospitality, you'll enjoy shopping, dining, unique cultural attractions and events. Odessa: your gateway to the Big Bend.
odessacvb.com

Oct 19-21 - Permian Basin International Oil Show
Oct 28 - Odessa Arts presents An Evening with David Sedaris

FD FORT DAVIS

Experience the mile-high climate in the Texas mountains! Award-winning State and National Parks offer excellent nature activities and star gazing under the "Darkest Skies in North America!"
fortdavis.com

Nov 11 - Veterans Day at the Fort
Dec 4 - Frontier Christmas

FS FORT STOCKTON

Lodging, Dining, Entertainment and History. Experience our Visitor Center, Historic Sites, Museum, Fort Grounds, Golf Course, and Unique Shopping, West Texas style.
historicfortstocktontx.com

Oct 2 - Fall Fest
Oct 13-16 - Big Bend Open Road Race 2.0

M MARFA

It defies easy explanation, yet any google search yields thousands of opinions. Marfa is tough to get-to-tougher still to explain. But once you arrive, you get it.
visitmara.com

Oct 8-10 - Made in Marfa & Chinati Weekend
Nov 5 - Ballroom Marfa presents MXTX with Graham Reynolds

Texas Highways Co-op Ad
Full page every other month with:

- Alpine**
- Marfa**
- Fort Davis**
- Fort Stockton**
- Midland**
- Odessa**