



Tourism Update

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ALPINE TOURISM DIRECTOR

DECEMBER 7, 2021

2021-2022 Tourism Department Goals

- **Event Planning and Support**
- **Campaigns Leveraging Market Research**
- **Regional Cooperative Advertising**
- **Walking Tours / Mobile Apps**
- **Advertising - 51% of HOT Revenues**

Projected HOT Revenues

\$600,000 2021-2022 Budgeted HOT Revenues

\$625,000 Expected 2020-2021 HOT Revenues

\$742,998 ACTUAL 2020-2021 HOT Revenues

2021-2022 Advertising Budget

\$174,593 **HOT Grants for Advertising** *(including fund balance)*

\$125,000 **General Promotions**

\$ 74,246 **Tourism Director Contract**

\$373,839 **Total Budgeted Advertising**

51% of \$733,018

2021-2022 General Promotions Budget

\$42,026	Digital
\$35,724	Print
\$25,000	Broadcast
\$11,400	Production
\$10,850	Memberships (THLA, TACVB, TTA)
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\$125,000	Total General Promotions

Event Planning and Support

- **HOT Grants**
- **Promotions**
- **Consulting**
- **Visitor Center**



Market Research

- **Visitor Profiles**
- **Mobile Data from 41,000+ visitors**
- **September 2020-August 2021**
- **During & “Post” COVID**

THE UP & COMING FAMILY

This group of individuals represents a segment with high propensity to travel into Alpine Texas during the fall and winter timeframe. Representing 25% of your active visitors. Composed of high earning Millennial and Gen-X families from the Dallas, Fort-Worth, Houston, San Antonio and Austin markets.

Their key attributes are homeowner, income level over \$130K, children in household, Bachelor's degree, non-Hispanic white, living in high-density suburban communities.

Travel Time Frame: Fall/ Winter/ Spring

Demographics:

Median Age: 37

Age range: 30 - 45

Older Millennial

Gen X

Non-Hispanic White (58%)

Avg Family Size: 2.79

Homeowners

HH income: \$130K

Avg Home Value: \$374K

Married

More likely to be Democrat

Geography:

Dallas-Fort Worth

Austin

Houston

San Antonio

Education:

Bachelor's Degree

Post Graduate Degree

Behavior:

Adult education, sports, auto loans, cell phones, theme parks, baby products

Interests:

Credit cards, internet, social media, magazines, books, family home décor, cosmetics, gardening

Net Worth:

750K+

Annual Vacation Expense:

\$1K – \$6K



THE SUBURBAN FAMILY

This group of individuals represents a segment with high propensity to travel into Alpine Texas. Representing 10% of your active visitors. Composed of mid-to-high-income Millennial families from suburban areas living outside of large metropolitan markets.

Their key attributes are Generation (Millennials), homeowner, income level higher than 100K+, children in household, Bachelor's degree, living in large, dense suburban areas.

Travel Time Frame: Fall/Winter/ Spring

Demographics:

Median Age: 35.80

Age range: 30- 38

Millennial

Hispanic (34%)

Non-Hispanic White (48%)

Avg Family Size: 2.85

Homeowners

HH income: \$106K

Avg Home Value: \$279K

Married

Democrat/ Independent

Geography:

High-density suburbs

Education:

Diploma

Associates Degree

Behavior:

Adult education, sports, auto loans, baby products, theme parks, gaming

Interests:

Credit Cards, eCommerce, internet/social media, magazines, books, cooking, women's apparel, home décor

Net Worth:

250K+

Annual Vacation Expense:

\$1K – \$6K



THE MIDLAND MILLENNIAL

This group of individuals represents a segment with high propensity to travel into Alpine Texas. They represent 25% of your active visitors, and they are the key group visiting all year. Composed of predominantly millennial, single travelers from the Midland Texas area.

Their key attributes are homeowner, diploma, associates level education or currently working on their bachelor's degree.

Travel Time Frame: all year

Demographics:

Median Age: 35

Millennial

Gen X

Non-Hispanic White (32%)

Hispanic (59%)

Avg Family Size: 2.71

Homeowners

HH income: \$67K

Avg Home Value: \$163K

Single

Undeclared/ Independent

Geography:

Midland Texas

Education:

Diploma

Associate's Degree

Bachelor's Degree

Behavior:

Auto loan, education, online business, sports, gaming

Interests:

Credit cards, accessories, ecommerce, family, books, games, cars, women's apparel

Net Worth:

50K+

Annual Vacation Expense:

\$1K+



A couple is shown in profile, looking out over a city at night. The background is filled with out-of-focus city lights, creating a bokeh effect. The couple is standing on a balcony or rooftop, with a railing visible in the foreground. The woman is wearing a red top and the man is wearing a dark blue shirt. A blue circular badge with white text is overlaid on the right side of the image.

**HIGH
PROPENSITY
TRAVELER**

THE SINGLE MILLENNIAL

This group of individuals represents a segment with high propensity to travel into Alpine Texas. Representing 59% of your active visitors during the Fall/Winter and Spring time frame. Composed of mid income millennials individuals who are single or living together. Living within highly dense urban and suburban communities.

Their key attributes are generation (Millennial), single, no children in household, over index for traveling, millennial, mid-income.

Travel Time Frame: Fall/Winter/ Spring

Demographics:

Median Age: 36

Age range: 28 - 39

Millennial

Non-Hispanic White (35%)

Hispanic (44%)

Avg Family Size: 2.74

Homeowners

HH income: \$69K

Avg Home Value: \$200K

Single

Democrat & Republican

Geography:

Living in highly dense urban and suburban areas within major metropolitan cities.

Education:

Associates Degree

Bachelor's Degree

Behavior:

Adult education, extreme sports, cell phones, auto loans, banking, outdoor activities

Interests:

Credit cards, Internet/ Social Media, eCommerce, magazines, books, cooking, women's apparel, trucks, gifts

Net Worth:

0K - \$500K

Annual Vacation Expense:

\$2K – \$4K



Regional Cooperative Advertising

- Print Advertorials
- Expand to Digital
- RGCoG Grant Discussion
- Atkins Group (big sponsors)



A SPACE OF OUR OWN
Outdoor Recreation in the Big Bend Region

by Brenda Kisko

Though most people enjoy being outside from time to time, the ongoing pandemic has shined a light on our visceral need to be out in nature, filled with sunlight and fresh air, to hear nothing but the buzz of bees, the call of birds, the dance of leaves in the wind. It's time to get back on the road and ride the curves out to an endless horizon.

The Big Bend Region in Far West Texas is a spacious place to escape. It's a land with dark skies, tall mountains, exotic creatures, and blooming flora with new discoveries around every bend. Its remote location with plenty of outdoor space makes it a perfect getaway during this time when we need to stretch our legs in a space of our own.

In addition to Big Bend National Park and Big Bend Ranch State Park, here are some of the best outdoor experiences in the area, open to you when you're ready.

In the outdoors of the Big Bend, you will find social distancing at its finest.

ALPINE
Alpine, with a population just under 6,000, could be considered the "big city" of the region. Meaning, lots of elbow room and no traffic jams for hundreds of miles, y'all.

Alpine is home to Sul Ross State University and the Museum of the Big Bend. Hancock Hill overlooks the Museum and is a popular easy hike. Go see The Oak and The Bicycle Tree at the top!

Print a map of the Alpine Historic Walking Tour (alpine-tx.com) and learn about the architecture and history of the town's iconic buildings. While you walk, treat yourself to an espresso ice cream float from Plaine, or a lineup of oh-so-good tacos from the Tacos AB food truck. Make your way past the plethora of murals in Alpine including the new Alpine Alley Art.

Head northwest on Highway 118 to the Chihuahuan Desert Nature Center & Botanical Gardens, where you can hike and observe wildlife.

FORT DAVIS
Fort Davis is just a bit further on Highway 118. This cool mountain destination is known for its moderate temperatures, as it is the town with the highest elevation in all of Texas. Just the drive to Fort Davis is an event in itself, with stunning views of the Davis Mountains.

Hiking opportunities abound in and around Fort Davis. The Madera Canyon Trail crosses Madera Creek and boasts beautiful surroundings. Hike or bike the many trails at the Davis Mountains State Park, named a "Globally Important Bird Area" by the American Bird Conservancy. You can camp here or stay at Indian Lodge. The hiking trails at Fort Davis National Historic Site connect to the state park, prime places to spot hummingbirds.

Grab a sandwich at Stone Village Market and then drive the 75-mile Scenic Loop (map download on FortDavis.com), which takes you through some of the most enchanting country in all of Texas.

MARFA
This stylish art mecca has the slow pace and wide-open spaces you're craving. Go take a selfie in front of the Prada Marfa and Giant Marfa art installations west of town on Highway 90. Drive out to the Marfa Mystery Lights Viewing Center and enjoy a gorgeous sunset, then stay a while for a chance to spot the fabled phenomena.

Take in the vast West Texas landscape with a mesmerizing drive out Pinto Canyon Road, which leads to the Chinati Hot Springs. Follow the Rio Grande to Fort Leaton State Historic Site, then head back up Highway 67 to Chisolo Creek Ranch. This secluded luxury resort offers guests guided mountain tours, ATV rides, fishing, horseback riding, paddle boating, and endless wildlife watching.

ALPINE
visitalpinetx.com

Fort Davis, Texas
www.fortdavis.com

Marfa
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ADVERTISMENT