TOURISM IN THE BRAZOS VALLEY

Leadership Brazos

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TOURISM FACTS:

* Tourism is now second largest industry in Texas: $13.7 billion expenditures on travel in 1982; $2.9 billion payroll; 284,000 jobs; $478 million paid in taxes.

* In Texas, 75% of all travel is for pleasure (25% business); 53% of all travel in the state is by residents of Texas.

* Tourism was worth $58,109,000 to Brazos county in 1982; generated a payroll of $12 million; employed 1,470 people and paid $2,423,000 in taxes.

* Tourism demonstrated remarkable stability during the recession--proof of the propensity of people to travel, especially for pleasure.

TOURISM TRENDS:

* Travelers: older, more discriminating, seek increased service, more diversified, seek educational values, more urban interests, stronger interest in physical and cultural objectives.

* Less support for public parks and recreation; more commercial and non-profit opportunities.

* Both long and short-distance travel continues--higher costs have not forced travelers closer home.

* South and Southwest continue to grow in popularity.

TOURISM DEVELOPMENT:

* Because tourism everywhere depends upon local appeal, the development and protection of attractions is critical.

* Attraction development depends upon resource assets and ability to develop these assets.

* New attractions coupled with new promotion can enhance the social and economic impact of tourism.

* Improvement of local amenities (parks, esthetics, museums, entertainment, shopping, food specialties, meeting places) also enhances tourism.
BRAZOS VALLEY OPPORTUNITIES:

A. Destination areas:

Increased number and size of facilities for small to medium size seminars, conferences, meetings.

Increased variety and quality of entertainment for a wider range of markets---adults as well as students.

Increased utilization of water-based recreation and sports---Brazos River, Navasota River, Lake Somerville.

Addition of dude ranch and resort development.

Improved linkage between transportation, lodging and the attractions of the area.

B. Touring Circuits:

Increased number and quality of historic site and architecture tours.

Increased development of industrial plant and university tours with guidance and interpretation.

Increased development of agricultural interpretive and scientific tours in immediate region.

Increased utilization of natural resource assets with walking trails, horse trails, interpretation centers, wildflower festivals.