

Recreation and Tourism Analysis  
of  
Galveston Beach Users

by  
Arthur A. Anderson  
Department of Recreation  
and Parks

Submitted in Partial Fulfillment of the Requirements of the  
University Undergraduate Fellows Program  
1981-1982

Approved by:



Dr. Clare A. Gunn

April 1982

## ABSTRACT

In July of 1981, 150 Galveston Island beach users were interviewed to determine their recreational and tourism tendencies. The research was done to aid in the development of marketing strategies of recreational and tourism agencies in Galveston. Most beach users do not visit other attractions in Galveston. Billboards are about the only type of promotional material that beach users have seen about Galveston. It is suggested that Galveston recreation and tourism agencies should diversify their advertising to inform more people of the recreational opportunities that exist in Galveston.

## Acknowledgements

I would like to express my dearest thanks to Dr. Clare Gunn for his advisoryship through this project. His help in determining methods and formats made this project work.

I would also like to thank Bruce E. Wicks for his endless patience and assistance in developing with my research instrument and computer analysis. His moral as well as intellectual support helped me to meet deadlines I would have otherwise missed.

A special thanks goes to Nancye Martin for helping me make it through this project. Without her spiritual support many times I may have not made it.

Finally, I wish to thank my parents for supporting me morally and financially through this project and the rest of my college career, and for putting up with me the summer I was doing those questionnaires. Also, for being my parents.

To my parents - who are always there

## Table of Contents

ABSTRACT	ii
Acknowledgements	iii
Dedication	iv
List of Figures	vii
List of Tables	viii
INTRODUCTION	1
Purpose	1
Background	1
Terminology	2
RELATED LITERATURE	4
OBJECTIVES	5
RESEARCH METHODOLOGY	7
Design	7
Research Instrument	10
RESULTS AND ANALYSIS	11
Beach users that visit historic sites tend to stay overnight	11
The majority of beach users do not visit historic sites	12
Generally, beach users do not visit other attractions in Galveston	12
East end beach users visit historic sites less than west end beach users	14
The majority of beach users do not participate in commercial recreation	15
Most beach users have not seen any promotional material other than billboards in Galveston and Houston	16

IMPLICATIONS AND RECOMMENDATIONS	17
Implications	17
Recommendations	17
Increase advertising in Houston and surrounding areas	17
Provide agency specific advertising	17
Diversify advertising to a broader range of media use	18
Provide activity specific advertising	18
APPENDIX	20

## List of Figures

	Page
Fig. 1 Tourism/Recreation Relationship	3
Fig. 2 Galveston Island	10

## List of Tables

	Page
Table 1 Historic site visitors staying overnight	11
Table 2 Beach user visitation to historic sites	12
Table 3 Beach user visitation to other attractions	13
Table 4 Demographics of beach users that visit other attractions	14
Table 5 Past historic site visitation for different area beach users	15
Table 6 Commercial Recreation Participation	15
Table 7 Promotional material seen by beach users	16



# RECREATIONAL AND TOURISM ANALYSIS OF GALVESTON BEACH USERS

## INTRODUCTION

### Purpose

The purpose of my research is to study Galveston beach users and target markets and marketing strategies for public and private recreation and tourism agencies. To accomplish this study, I analyzed information from 150 personal interviews that I administered to beach users in Galveston during the month of July 1981. My analysis provides demographics of beach users and their use of activities, attractions, and provides insight to their knowledge and/or possession of promotional material. Finally these findings are used to provide advertising recommendations to private and public recreational and tourism agencies in Galveston that should improve their business and provide visitors to Galveston with improved recreational experiences.

### Background

Private and public recreation and tourism agencies have not done a good job marketing their products to visitors to tourism areas. This insufficient marketing strategy has been the result of private and public agencies being unable to recognize the importance of each others role in providing recreational opportunities to their users of tourism area. Administrators in commercial recreation often view the

public sector as incompetent government bureaucrats, whereas public administrators view private recreation managers negatively, with distrust and suspicion about their motive of obtaining profit for recreation opportunities (Howard and Crompton, 1980, 111). Unfortunately it is the user who suffers when he is not able to experience the highest recreational enjoyment possible, because of the inferior marketing strategies used by recreation and tourism agencies. Private enterprise also loses financially when proper marketing strategies are not used.

Private agencies in Galveston, both profit and non-profit, realize that much of their market is drawn from the beaches. However, they are uncertain to what extent this is true. This analysis will provide information to aid recreational and tourism agencies in directing their marketing campaigns to the proper target markets. It will also aid them in developing the proper marketing strategies in their marketing campaigns.

### Terminology

Some of the terms used in this report are misunderstood by many people. A discussion of these terms with specific explanations seem more appropriate than simple glossary definitions.

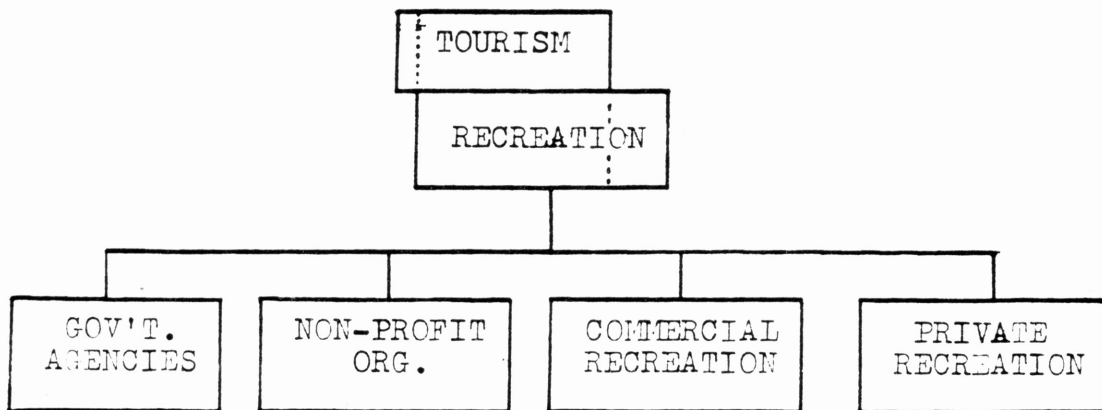
Recreation has many definitions in our profession, but it is essentially the positive mental experience achieved from participating in some activity. The activity alone does not constitute recreation, but the experience from the activity is recreation. If two people are

engaging in the same sport and one person is enjoying himself and the other is not, the person enjoying himself is having a recreational experience. The other person is not have a positive mental experience and is therefore not having a recreational experience.

Tourism is in every aspect of private and public business. Illustrated in Figure 1 is the relationships of tourism to recreation and the different interests that are responsible for recreation.

Tourism is travel for business or pleasure over a certain period of time or a certain distance. The tourism industry is related directly to recreation because it relies heavily on people who are traveling for pleasure for its income.

Fig. 1 Tourism/Recreation Relationship



There are four basic members of the tourism industry. They are:

- Government agencies - national, state and city park agencies
- Non-profit agencies - historic and fine arts foundations
- Commercial recreation agencies - theme and amusement parks

and other recreational businesses

-Private recreation - private resort homes and private recreational equipment.

These four tourism interests provide people with opportunities for recreation and people will travel for these experiences. That part of the tourism block on the illustration that is not adjacent to recreation is the segment of tourism which is related to business and job travel. The part of the recreation block that is not adjacent to tourism is recreation that is enjoyed by the population in their own local surroundings.

This discussion of recreation and tourism should allow for better understanding of the remainder of this report.

#### RELATED LITERATURE

The Galveston Park Board of Trustees through the Alert Advertising Agency, Inc. contracted Economic Research Associates to do a market survey of visitors to Galveston. The objectives of the study were "to quantify and describe the tourist market on the Island and to ascertain characteristics comprising that market" (ERA, 1979).

Much of the information of the study was based on a very low response rate (18%). The information of the study was simply raw frequencies of responses and provided no analysis or recommendations. The instruments used were mailbacks with some personal interviews. These respondents were considered to be of a special group because tourism was operating under no constraints of a gas crisis that summer. To find a more realistic set of data in relation to normal users,

Economic Research Associates were contracted to do further research.

Quarterly research projects through summer 1980 were completed for market analysis. No mail backs were used this time to improve response rate. Once again Economic Research Associates provided only raw frequencies. The number interviewed in each of the re-search updates were comparable to the number of respondents in this study.

A market survey of visitors to the Dickens Evening On The Strand was done by Gunn and Wicks in December 1981. This market analysis incorporated both mail backs and personal interviews. The response rates for the mail backs were very good and the results were comparable between the mail backs and the personal interviews (Gunn and Wicks, 1981).

I have chosen personal interviews because of the high response rate and the interview/interviewee interaction. I used structured interviews because of the great number of people contacted (Sommer and Sommer, 1980). The personal interview allows for more complex information to be gathered because the interviewer is there to explain or answer questions. Also, longer questionnaires can be administered because face to face contact increased the attention span of the respondent over other methods (Crompton, U.P.).

#### OBJECTIVES

The main objective of this study is to analyze the market of beach users to aid in developing marketing strategy that will im-

prove business for the Galveston tourism industry and improve recreational experiences for users to Galveston Island. To facilitate the achievement of this goal my specific objectives were determined to be the following:

1) Do beach users that visit historic sites tend to stay overnight? This could expose if there is a sub-population of the market that is enjoying a wide range of experiences, and is putting more money into the tourism economy. If it is true, this market could be expanded.

2) What amount of beach users do visit historic sites? Determining what amount of beach users visit certain historic sites can be useful to see which of the areas are more marketable to visitors to Galveston.

3) What percent of beach users visit other attractions in Galveston? Determining visitation to other attractions can show if beach users bring much income into Galveston tourism. This information related with other information to possibly determine why people do not visit some attractions and why they visit others.

4) What percent of beach users are under forty? This will be used along with other demographic information to determine target markets.

5) Do east end beach users visit historic sites more than west end beach users? Different interview stations will be used to aid in determining this information. The results of this will be used to show if the proximity of east beach to the historic areas has any

influence on visitation.

6) Do the majority of beach users participate in commercial recreation? If beach users do use commercial recreation to a great extent there may be room for expansion. If beach users do not participate in commercial recreation, there may be a need to increase knowledge of opportunities offered.

These objectives along with demographic information and knowledge of promotional material about Galveston will aid in determining some recommendations for the Galveston tourism industry.

## RESEARCH METHODOLOGY

The methodology chosen was used to provide the best response rate, differential use patterns, and allow for interaction between the interviewer and the respondent.

### Design

Beach users in Galveston were to be researched to determine use patterns, demographics, and knowledge of promotional material. The purpose of obtaining this information is to determine what is needed in the market strategy of Galveston tourism agencies.

To obtain the needed information many methods could have been used. A survey method seemed most appropriate because specific questions as to activities away from the beach as opposed to observation were only beach activities could be determined. Since the actual actions of all beach users is needed to determine a market strategy, an experimental approach did not seem to be appropriate.

In my survey approach I chose to use structured personal interviews. In-depth interviews would have been too time consuming and enough people could not have been interviewed. Mail back questionnaires may have provided far too low of a response rate as witnessed in the ERA studies (1979).

Personal interview allows for interaction between the interviewer and the respondent, and questions can be asked and answered in this process to facilitate better understanding (Crompton, unpublished). The questioning of respondents also allows for more accurate data retrieval because the interviewer can see the reaction of the respondent to the question. Whereas the respondent may write lies on a questionnaire and hand it back without looking at the researcher. Overall the personal interview provides the highest response rate and best comprehension than other survey methods.

After determining the research method I had to determine where to perform the interviews. The Island of Galveston was broken down to interview stations along Sewall Boulevard, East Beach and West Beach. These interview stations were determined to facilitate better access to a representative subject of the beach user population, and to determine different use patterns of people that use different segments of the beach. I drove along the beach area and determined focal areas where a good subject of Galveston beach users could be found for interview. These focal areas were determined on the following criteria:

1. Where great numbers of people gather. These areas would



allow me easy access to a large sub-group of the beach user population.

2. Where there were many types of people. These areas would allow me to obtain a good representative cross-section of the population.

3. Where great numbers of people went or visited. People may not stay at these areas but a great number of people go there and then leave. Areas where a little sight seeing may be done would describe these areas.

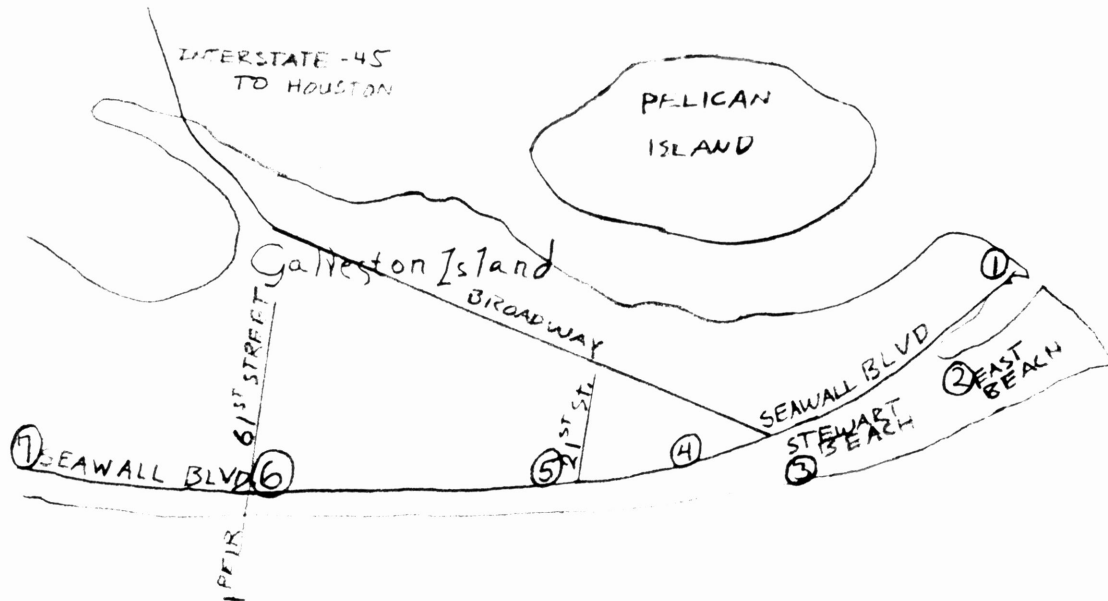
4. Where there were few people. These groups of people are looking for a different experience than those people that gather in large groups. The use patterns of these beach users need to be assessed also.

The focal sites I used are illustrated in Figure 2.

1. East end of Seawall.
2. East Beach
3. Stewart Beach
4. 9th Street and Seawall
5. 21st Street (Moody Ave.) and Seawall
6. 61st Street and Seawall
7. West end of Seawall and West Beach.

These focal sites provided me with the population subsets and geographic differences needed for this study.

Figure 2. Galveston Island



Research Instrument

In developing my questionnaire my questions were to be constructed in relation to my objectives. Many more questions were included on the instrument for possible further research should funding be secured. The questions on the instrument had to be simple, clear, concise, unbiased, and unobjectionable to the respondent (Dillman, 1978 and Bannon, 1976). Once my questions were determined I proceeded through a process suggested by Sommer and Sommer (1980) for proper questionnaire construction. Using this process I assembled the questionnaire, had it critiqued and then re-wrote the questionnaire. I then went to Galveston on the weekend of July fourth and fifth for a pre-test of the instrument. The questionnaire worked well, but some minor changes were made to facilitate better understanding by those questioned. I then returned to Galveston on July eleventh to perform interviews on Fridays, Saturdays, and Sundays for the re-

mainder of the month. 150 interviews were completed in Galveston.

Several interviews were performed at different stations on each research day. People to be interviewed were chosen by a judgemental sample method to try and obtain a fairly representative sample of the beach users. The 150 interviews of beach users, performed at different stations along the beach yielded the following results.

### RESULTS AND ANALYSIS

The results of the data from the interviews show that generally beach users are day users and they usually do not visit other attractions when they come to Galveston. A detailed accounting of the results of my research with respect of each objective will be addressed in the following discussion

Beach users that visit historic sites tend to stay overnight. These beach users may be looking for a wider range of experiences. Table 1 illustrates that 71% of the beach users that visited historic sites stayed overnight.

Table 1.

#### Historic Site Visitors Staying Overnight

Visited Historic Site and Spent Night in Galveston				
tot .	yes		no	
freq.	freq.	%	freq.	%
18	13	72%	5	28%

The frequency amounts are so low that this information cannot be used as statistically valid information. Therefore these finding cannot be used as a basis for making a marketing strategy decision.

The majority of beach users do not visit historic sites. This can be seen above if the total frequency of beach users that visit historic sites is 13 and 150 beach users were interviewed. Therefore only about 10% of beach users visit historic sites on their visit to the beach.

Almost 40% of the beach users have visited the historic sites on past visits to Galveston. It can be seen in Table 2 that the Strand received most of the past and present visitation.

Table 2.

Beach User Visitation to Historic Sites

Site	% visit on present trip	% visit on past trip
All Historic Sites	11%	39%
Strand	16%	58%
Aston Villa	9%	11%
Bishops Palace	4%	52%
Home Districts	5%	22%

The higher visitation to the Strand may be due to the many businesses on the Strand that do advertising, and also may be attributed to the wide range of opportunities for people to engage in once they are there. Numerous festivals held on the Strand in the past has increased the visibility of the area to many people as well. Generally, beach users do not visit other attractions in Galveston. Generally no more than half of the beach users have ever visited

other attractions in Galveston. Sea Arama received highest past visitation.

Table 3.

Beach User Visitation to Other Attractions

Attraction	Present visit	Past Visit	Never Visited
Sea Wolf Park	1%	37%	62%
Loan Star Outdoor Theater	4%	10%	86%
Sea Arama	1%	45%	50%
Galveston Island State Park	1%	30%	65%
Boliver ferry	1%	37%	60%

Sea Arama's high past visitation is probably due to its advertising campaign it used to have on television. The advertising made Sea Arama very visible to the public, increasing its business. Some of the row figures not adding up to 100% are attributed to non-responses.

Those people that visited other attractions in Galveston tend to be young, middle-income, Houston area residents with some college education. Table 4 illustrated what the demographics of the majority of the beach users were.

Table 4.  
Demographics of  
Beach Users That Visit Other Attractions

	Mean	Median
Age	29	<u>25</u>
Education	Some College	Some <u>C</u> ollege
Income	\$20,000 to \$30,000	\$20,000 to \$30,000
Travel Distance	91 miles	<u>50 miles</u>

65% of the beach users that visit other attractions were from the immediate Houston area. 78% of the beach users visiting other attractions were from Houston and surrounding cities. These demographics of beach users that visited other attractions are no different than the personal data of beach users that did not visit other attractions. This may imply that improved advertising may be needed. East end beach users visit historic sites less than other beach users. There is no significant difference between users of West Beach, Stewart Beach, and the east end parking areas in relation to historic site visitation. These findings cannot be accepted as statistically valid because of the low number of responses of people that visited historic sites in the past. Table 5 shows the frequencies and percentages of different beach users in relation to historic site visitation.

Table 5.  
Past Historic Site Visitation for  
Different Area Beach Users

User	Historic Visitation	
	freq.	%
West Beach	16	28%
Stewart Beach	15	26%
East End Parking Areas	12	21%
East Beach	8	14%

The majority of beach users do not participate in commercial recreation. Shopping and Rides and Water slides are the two commercial recreation activities that received the highest amount of participation at 30%.

Generally very few beach users participate in any commercial recreation. These findings of low participation which are shown in Table 6, were surprising, especially the low electronic game use with the present electronic games craze that is occurring now.

Table 6.  
Commercial Recreation  
Participation

Commercial Activity	yes	no
Shopping-Gifts/Souvenirs	30%	70%
Rides/Waterslides	30%	67%
Pinball/Electronic Games	13%	86%
Movies	2%	95%
Golf	2%	98%
Restaurants/Clubs	2%	98%

Most beach users had not seen any promotional material other than billboards in Galveston and Houston. Table 7 shows that 57% of beach users said they had seen promotional material about Galveston. Most of the promotional material seen by beach users was on billboards.

Table 7.

Promotional Material seen by Beach Users

Where Saw Promotions	% of Beach Users seeing the material
All promotions	57%
On Billboards	42%
From friends	10%
From Hotels	10%
In paper	10%
Saw NO promotions	43%

43% of the beach users have not seen any promotions about Galveston at all. This is a large percentage to have unexposed to promotional literature. This implies that better advertising may be needed. The percentages above add up to more than 100% because multiple answers were allowed.

These are the general findings and analysis that were obtained from the data of my research.



## IMPLICATIONS AND RECOMMENDATIONS

### Implications

The results of my research imply that there is a need for advertising by the Galveston tourism industry and there is a great opportunity for expansion. There are many people who do not know what recreation opportunities exist for them in Galveston and many people (43%) have not seen any promotional material about Galveston at all. Advertising, promotion, publicity, and public relations could provide ways of informing the public. These implications have led me to develop the following recommendations.

### Recommendations

#### 1. Increase advertising in Houston and the surrounding areas.

The Houston area provides Galveston with most of its clientele and the population of Houston is a very new one with in migration of people from the northeast. Informing these people of the wide range of recreation opportunities that Galveston has to offer would 1) increase business for the tourism industry, and 2) improve recreation experiences of those people that visit Galveston.

#### 2. Provide agency specific advertising.

At present, the billboards advertising Galveston Island many times only show the experiences that can be had in Galveston. These advertisements do not inform the people of who offers the opportunities or where to find them. The public needs to be informed where they can find it and who has it.

3. Diversify advertising to a broader range of media use. The television oriented society we have today could be well informed of what Galveston has to offer. The Chamber of Commerce could help with the high costs of television advertising. Other advertising media could also help to increase the knowledge of what is in Galveston.

4. Provide activity specific advertising. Develop layouts, advertisements, and brochures showing people participating in activities and having a good time. The person that sees the activity will then have an interest in it because he sees that others are having a good time and that he can also.

Improved advertising will improve the knowledge of the public as to what Galveston has to offer. Improved recreational experiences of visitors should result as well as improved income for tourism agencies.

#### CONCLUSIONS

The Galveston Historical Foundation and other non-profit and profit agencies have a great potential for tapping an enormous market. If these recreation and tourism agencies allocate the needed investment for proper advertising campaigns, a great deal more people should have the opportunity to enjoy a broader range of recreation experiences. And while participating in these activities, the people will provide the agencies with a return on their advertising investment.

## References

Bannon, Joseph; Leisure Resources, Prentice Hall (1976).

Crompton, John L.; Marketing Audit and Needs Assessment Hand-Book, National Park Service (Unpublished).

Dillman, Don A.; Mail and Telephone Surveys, 1978 John Wiley and Sons Co.

Economic Research Associates; An Analysis of Tourism on Galveston Island, [July 1979, March 1980 (update), July 1980 (update), November 1980 (update)].

Gunn, Clare A. and Bruce E. Wicks; A Study of Visitors That Go To Dickens Evening on the Strand, Texas Agricultural Experiment Station, Recreation and Parks Department, Texas A&M University (1982).

Howard and Crompton; Financing, Managing, and Marketing Recreation and Parks Resources, William C. Brown Co.

Sommer and Sommer; A Practical Guide to Behavioral Research, Oxford University Press.

## APPENDIX

Following is a copy of my coding scheme and  
a facsimilie of my research instrument

CODING SCHEME

<u>Column</u>	<u>Survey Item</u>
1	Station Number 1. West Beach 2. West end Seawall 3. 21st Street Beach 4. Stewart Beach 6. East end Parking areas 7. East Beach (Appfell Park) 8. East end Seawall
2	Day of the Week 1. Sunday 2. Monday 3. Tuesday 4. Wednesday 5. Thursday 6. Friday 7. Saturday
3-5	Questionnaire I.D. number
6-7	Date during month of July 1981
9	Visited Beach 1. yes 2. no 9. no response
10	From Galveston 1. yes 2. no 9. no response
11	Been to Galveston before 1. yes 2. no 8. does not apply 9. no response
12	How many times 4. repeat 8. Does not apply 9. no response
13.	Last visit 1. 81

- 2. 80
- 3. 79
- 9. no response

15

- Visitation Section
- 1. current trip
  - 2. past trip
  - 3. both past and present
  - 4. not sure
  - 5. never
  - 8. does not apply
  - 9. no response

16

- Lone Star Outdoor Theater
- 1 -5
  - 8. does not apply
  - 9. no response

17

- Sea Arama
- 1 -5
  - 8. does not apply
  - 9. no response

18

- State Park
- 1- 5
  - 8. does not apply
  - 9. no response

19

- Bolivar Ferry
- 1-5
  - 8. does not apply
  - 9. no response

20

- Medical Center
- 1 -5
  - 8. does not apply
  - 9. no reponse

21

- Historical Sites
- 1 -5
  - 8. does not apply
  - 9. no response

22

- Strand
- 1. current trip
  - 2. past trip
  - 3. both
  - 4. not sure
  - 5. never
  - 8. does not apply
  - 9. no response

- 23            Aston Villa  
              1-5  
              8. does not apply  
              9. no response
- 24            Bishops Palace  
              1-5  
              8. does not apply  
              9. no response
- 25            Home Districts  
              1-5  
              8. does not apply  
              9. no response
- 27            Will you visit historic sites  
              1. yes  
              2. no  
              8. does not apply  
              9. no response
- 28            Historic Foundation Member  
              1. yes  
              2. no  
              9. no response
- 29            How found out about historic sites  
              T yes  
              1. yes  
              2. no  
              8. does not apply  
              9. no response
- 30            Radio  
              1-2  
              8. does not apply  
              9. no response
- 31            Friends  
              1-2  
              8. does not apply  
              9. no response
- 32            Paper (Magazine)  
              1-2  
              8. does not apply  
              9. no response
- 33            Billboards  
              1-2  
              8. does not apply  
              9. no response



- 34-35 Other  
1. yes  
2. no  
3. came with parents  
4. saw it, driving by  
5. pamphlet  
6. grew up here  
7. tour train  
8. Texas History - school  
9. work  
10. Chamber of Commerce  
11. Travel agency
- 36 Visit historic sites  
not interested  
1. yes  
2. no  
8. does not apply  
9. no response
- 37 No time  
1-2  
8. does not apply  
9. no response
- 38 Been before  
1-2  
8. does not apply  
9. no response
- 39 Didn't know  
1-2  
8. does not apply  
9. no response
- 40 Would you visit historic sites had you known of them  
1. definitely yes  
2. maybe yes  
3. not sure  
4. maybe no  
5. definitely no  
8. does not apply  
9. no response
- 41 ELISSA  
1. yes  
2. no  
9. no response

- 42 How learned newspaper/magazine  
1. yes  
2. no  
8. does not apply  
9. no response
- 43 Friends  
1,2,8,9
- 44 Pamphlet  
1,2,8,9
- 45 Tours  
1,2,8,9
- 46 TV  
1. yes  
2. no  
8. does not apply  
9. no response
- 47 Will you visit it once completed  
1. yes  
2. no  
3. not sure  
9. no response
- 48 Tran. Museum in SF. Build  
1. yes  
2. no  
9. no response
- 49 How learned newspaper/magazine  
1. yes  
2. no  
8. does not apply  
9. no response
- 50 Friends  
1,2,8,9
- 51 Pamphlet  
1,2,8,9
- 52 Tours  
1,2,8,9
- 53 TV  
1,2,8,9

- 54 Participation in Activities  
Swimming/sunbathing  
1. yes  
2. no  
3. not sure  
8. does not apply  
9. no response
- 55 Fishing  
1-3  
8,9
- 56 Better fishing  
1-3  
8,9
- 57 Pier  
1-3  
8,9
- 58 Own Boat  
1-3  
8,9
- 59 Charter 1 party  
1-3  
8,9
- 60 Boating/sailing  
1. yes  
2. no  
3. not sure  
8. does not apply  
9. no response
- 61 Sight Seeing  
1,2,8,9
- 62 Shopping- Gifts/Souviners  
1-3  
8,9
- 63 Movies  
1-3  
8,9
- 64 Golf  
1-3  
8,9
- 65 Pinball/electronic games

- 1-3  
8,9
- 66 Rides/Waterslides  
1-3  
8,9
- 67 Clubs/Dinner Theater  
1-3  
8,9
- 68 Plays Opera  
1-3  
8,9
- 69 Other  
1-3  
8,9
- 70 Promotional Material  
1. yes  
2. no  
8. does not apply  
9. no response
- 71 or 72 When obtained material  
1. Flagship Hotel-Galveston Hotels  
2. Paper  
3. Billboards  
4. Stores  
5. Boatshow  
6. Convention  
7. Tex Tour Bureau  
8. Houston Hotel  
9. Moody Center-GHo. Tourist Bureau  
10. State park  
11. Travel agency  
12. Restaurant  
13. Recreation Club  
14. Bumper sticker  
15. Historic sites
- 73 Staying Overnight  
1. yes  
2. no  
8. does not apply  
9. no response
- 74-75 Days on visit  
1. 1 day  
8. does not apply  
9. no response

Column 1-7

1001-1007

Days of the Week

1. Sunday 1 yes 2 no
2. Monday 1 yes 2 no
3. Tuesday 1 yes 2 no
4. Wednesday 1 yes 2 no
5. Thursday 1 yes 2 no
6. Friday 1 yes 2 no
7. Saturday 1 yes 2 no

Column 8-10

1008-1010

Amount Spent/Full Day on Entire party in dollars

888 does not apply

999 no response

11-13

Expenditure breakdown

lodging

888 does not apply

999 no response

14-16

Entertainment

888 does not apply

999 no response

17-19

Food/Drinks

888 does not apply

999 no response

20-22

Souvenirs/Gifts

888 does not apply

999 no response

23

Reasons for coming to Galveston

Beach Use

1. Primary reason
2. secondary reason
3. not sure
4. not a reason
8. does not apply
9. no response

24

Visit friend/relatives

1-4

8,9

25

Visit Historic sites

1-4, 8,9

26

Boating/Sailing

1-4,8,9

- 27            Skiing  
              1-4  
              8,9
- 28            Go fishing  
              1. primary reason  
              2. secondary reason  
              3. not sure  
              4. not a reason  
              8. does not apply  
              9. no response
- 29            Business/Convention  
              1-4  
              8,9
- 30            Travel/vacation  
              1-4  
              8,9
- 31            Cultural Events  
              1-4  
              8,9
- 32            Other Attractions  
              1-4  
              8,9
- 34            Another larger vacation or trip  
              1. yes  
              2. no  
              8. does not apply  
              9. no response
- 35-36        Primary destination  
              01 Galveston  
              02 Houston  
              03 New Orleans  
              04 Corpus Christi  
              05 Freefort  
              06  
              07  
              88 does not apply  
              99 no response
- 37            Mode of transportation  
              1. auto  
              2. air  
              3. boat  
              4. Bus

- 38 Plan to return in 1 year  
1 yes  
2. no  
3. not sure  
8. does not apply  
9. no response
- 39-40 Reason for returning  
01 beach use  
02 historic sites  
03 fishing  
04 boating/sailing  
05 skiing  
06 visiting friends or relatives  
07 travel vacation  
08 business/convention  
09 cultural events  
10 other attractions  
88 does not apply  
99 no response
- 41-42 Why don't you expect to return  
01 to far  
02 go somewhere else on next vacation  
03 one time trip  
04 dirty beaches  
05 only visit here occassionally  
06 no time  
07 high prices  
08 bad hotel service  
09 dirty water  
10 no public transportation  
11 animals on beach  
12 dislike paying to drive on beach  
88 does not apply  
99 no response
- 43-44 What liked or disliked about Galveston  
01 dislike tar  
02 heat  
03 people  
04 dirty beaches  
05 jelly fish  
06 traffic  
07 high prices  
08 bad hotel service  
09 dirty water  
10 no public transportation  
11 animals on beach  
12 dislike paying to drive on beach  
41 like weather

42 like beach  
 43 breeze  
 44 people  
 45 surf  
 46 like  
 47 enjoy hotel  
 48 fishing  
 49 like no cars on beach  
 50 everything  
 01  
 88 does not apply  
 99 no response

46-47            Number in travel group  
 88 does not apply  
 99 no response

48                Out of State  
                   1. yes  
                   2. no  
                   8. does not apply  
                   9. no response

49                Nearest major city            1. Denver Co  
                   8. does not apply            2. Baton Rouge, LA  
                   9. no response                3 Richmond, Vir.  
     4 Little Rock, Ark  
 50-51            where from in state            5 St. Louis, Mo  
                   18 Huntsville                06 Pittsburg, PA  
                   13 Midland                    07 Charlette, NC  
                   14 Victoria  
                   15 Port Arthur  
                   16 Amarillo  
                   17 Alvin  
                   06 Waco area  
                   07 Pecos  
                   08 Conroe  
                   09 Sealy  
                   10 Bay City  
                   11 Austin  
                   1. Dallas/Ft. Worth area  
                   1. Almaloma-Hitchcock-Texas City-Cameron  
                   3 LaPort, Pasadena, Deer Park, Houston, Clear  
     Lake  
                   4 Friendswood-Dickenson-League City  
                   5 Bayclift-Kewsh, etc  
                   88 does not apply  
                   99 no response

52-54            Miles from Galveston  
                   888 does not apply  
                   999 no response



55-56	How long lived there 88 does not apply 99 no response
57-58	years lived in Texas 88 does not apply 99 no response
59	Income level 1. 10,000 2. 10,000-20,000 3. 20,001-30,000 4. 30,001- more 8. does not apply 9. no response
60	Education 1. H.S. Grad 2. H.S. grad 3. some college 4. college grad 5. grad school 8. does not apply 9. no response
61	Sex 1. male 2. female 8. does not apply 9. no response
62-63	Age 88 does not apply 99 no response
65-68	Code 2nd sheet

St. # 1 2 3 4 5  
6 7 8 9 10

s m t w th f s  
ID# \_\_\_\_\_

Galveston Beach User Survey

July \_\_\_\_\_

LOCATE HEAD OF TRAVEL GROUP AND SAY: Hello, my name is Artie Anderson and I'm from Texas A&M University. I'm doing a recreational survey and I would like to ask you a few questions about your visit to Galveston. Your answers are voluntary and completely confidential.

1. Have you visited the beach? \_\_\_\_\_y \_\_\_\_\_n
2. Are you from Galveston? \_\_\_\_\_y \_\_\_\_\_n GO TO #8-17
3. Have you visited Galveston before? \_\_\_\_\_y \_\_\_\_\_n GO TO #6
4. How many times before? 1 2 3 repeat
5. When was the last visit? \_\_\_81 \_\_\_80 \_\_\_79 and before
6. Please indicate if you have visited any of the following attractions in the past or if you expect to visit them on this trip. (N-NEVER, P-PAST, C-CURRENT TRIP, ?-NOT SURE, B-BOTH)  
\_\_\_\_ Seawolf Park \_\_\_\_\_ Bolivar Ferry \_\_\_\_\_ Medical Center  
\_\_\_\_ Loan Star Outdoor Theater \_\_\_\_\_ Historical Sites  
\_\_\_\_ State Park \_\_\_\_\_ OTHERWISE GO TO #11
7. Please indicate if you have visited any of the following Historic Sites in the past or if you expect to visit them on this trip. (N-NEVER, P-PAST, C-CURRENT TRIP, ?-NOT SURE, B-BOTH)  
\_\_\_\_ Strand \_\_\_\_\_ Aston Villa \_\_\_\_\_ Bishop's Palace \_\_\_\_\_ Home Districts  
GO TO #9
8. Have you or do you plan to visit the historical sites here?  
\_\_\_\_y \_\_\_\_\_n GO TO #11
9. Are you a member of the Galveston Historical Foundation?  
\_\_\_\_y \_\_\_\_\_n
10. How did you learn about the historic sites? \_\_\_\_\_TV  
\_\_\_\_Radio \_\_\_\_Friends \_\_\_\_Paper/magazine \_\_\_\_Billboard \_\_\_\_Other \_\_\_\_\_  
GO TO #13
11. Why haven't you or don't you plan to visit the historical sites? \_\_\_\_\_not interested \_\_\_\_\_no time \_\_\_\_\_been before \_\_\_\_\_didn't know  
GO TO #12 OTHERWISE #13
12. I would like you to answer this question. 1. Definitely yes, 2. Maybe yes, 3. not sure, 4. maybe no 5. definitely no. Would you have visited or planned to visit the historic sites had you known about them? 1 2 3 4 5
13. Do you know about the project to restore the sailing ship ELISSA? \_\_\_\_\_y \_\_\_\_\_n GO TO #15
14. How did you learn of this? \_\_\_\_\_Newspaper/magazine \_\_\_\_pamphlet  
\_\_\_\_Friends \_\_\_\_\_Tours \_\_\_\_\_TV
18. Now I'm going to list some activities that people usually do here in Galveston and I would like you to tell me if you have or plan to participate in these activities. (Y-YES, N-NO, ?-NOT SURE)

- Swimming/Sunbathing
- Fishing (IF YES)  Beach  Pier  Own Boat  Charter/Party
- Boating/Sailing
- Sightseeing
- Shopping-Gifts/Souvineers
- Movies
- Golf
- Pinball/Electronic Game
- Rides/Waterslides
- Clubs/Dinner Theater
- Plays/Opera
- Other \_\_\_\_\_

19. Have you seen any promotional material about Galveston?

\_\_\_\_\_ y \_\_\_\_\_ n GO TO #21

20. Where did you obtain this material? \_\_\_\_\_

21. Are you staying overnight in Galveston? \_\_\_\_\_ y \_\_\_\_\_ n GO TO #24

22. How many days are you staying on this visit? \_\_\_\_\_

23. What days of the week did you stay overnight? s m t w th f s

24. Would you tell me how much you spent or plan to spend in Galveston per full day for your entire party on the Average \$ \_\_\_\_\_

25. Of the total full daily expenditure for your entire party, what would you estimate the breakdown to be for the following (TO THE NEAREST DOLLAR) Lodging \$ \_\_\_\_\_ Entertainment \$ \_\_\_\_\_

Foot & Drinks \$ \_\_\_\_\_ Souvineers/Gifts \$ \_\_\_\_\_

26. Now I'm going to list some reasons that people come to Galveston and I would like you to tell me if it is a main reason, a secondary reason, or is not a reason at all, please list only one main reason, but you may list multiple secondary reasons if you wish (M-main, S-secondary, n-no, ?-not sure)

Beach Use  Visit Friends/Relatives  Visit Historic Sites

Boating/Sailing  Skiing  Go Fishing  Business/Convention

Travel/Vacation  Cultural Events  Other Activities

27. Is this a part of another longer vacation or trip? \_\_\_\_\_ y \_\_\_\_\_ n  
GO TO #29

28. What is the primary destination? \_\_\_\_\_ Galveston \_\_\_\_\_ Houston

\_\_\_\_\_ New Orleans \_\_\_\_\_ Corpus Christi \_\_\_\_\_ Other \_\_\_\_\_

29. What is your mode of access transportation?

Auto  Air  Boat  Bus

30. Do you plan to return to Galveston within one year? \_\_\_\_\_ y \_\_\_\_\_ n  
GO TO #32

31. What will be the main reason for returning?  Beach Use

Historic Sites  Fishing  Boating/Sailing  Skiing

Visit Friends/relatives  Travel/Vacation  Business/Conventions

Cultural Events  Other Attractions

32. Why don't you expect to return? \_\_\_\_\_

33. What did you especially like or dislike about your visit to Galveston? \_\_\_\_\_

I JUST HAVE A FEW QUICK QUESTIONS TO FINISH WITH.

34. How many people are in your travel group? \_\_\_\_\_
35. Are you from out of state? \_\_\_y \_\_\_n State and nearest major city \_\_\_\_\_
36. Where in Texas are you from? \_\_\_\_\_
37. How many miles from Galveston is that? \_\_\_\_\_
38. How long have you lived there? \_\_\_\_\_
39. Does your household income exceed \$20,000 \_\_\_ \$30,000 \_\_\_ \$10,000
40. Have you completed high school \_\_\_ attended college \_\_\_\_\_  
\_\_\_ college graduate \_\_\_ attended grad. school \_\_\_\_\_
41. Sex. M \_\_\_ F \_\_\_
42. Age. \_\_\_\_\_

Thank you very much for your help in completing this survey.