



# ECONOMIC IMPACT RESEARCH EXECUTIVE SUMMARY

June 2014



# Executive Summary

Texas Highways partnered with Strategic Marketing & Research Insights to measure the impact of the magazine on Texas leisure travel and the resultant economic impact. An online survey was conducted in late May and early June 2014 among a random sample of Texas Highways subscribers to collect the information needed to estimate the economic impact. The survey also collected other relevant information such as magazine satisfaction, website usage/ratings and visitors' Texas trip specifics. Overall, it is clear that the magazine is influencing Texas travel. Specific findings from the research include:

- Almost all subscribers indicate overall satisfaction with the magazine. Subscribers also rate the Texas Highways website above average in terms of design, ease of navigation and content.
- Subscribers are traveling to and within Texas frequently. Most travel parties consist of couples without children. Subscribers are likely empty nesters – skewing older, middle to upper class, educated, married and without children at home.
- Scenic drives and road trips are the most common Texas trip activity among subscribers. Many travelers also seek local dining and visit historic sites.
- The quantity of Texas trips influenced by the magazine is estimated by comparing subscribers' overall level of Texas travel and Texas travel frequency to the same measures among a baseline of non-subscribers. About 54,000 Texas trips over the past two years are directly attributable to Texas Highways magazine. These trips result in nearly \$51 million in visitor spending and about \$2.8 million in tax revenue.
- While the magazine did not spur the decision to travel for all subscriber trips, it did influence additional spending on these trips (subscribers find things in the magazine to see and do and end up taking longer trips, doing more activities, and spending more money). In this way the magazine influenced another \$18 million in visitor spending and \$1 million in tax revenue.
- In total, Texas Highways generated \$69 million in visitor spending and \$3.8 million in tax revenue over the past two years.
- Texas Highways returned \$63 in Texas travel revenue for each \$1 in net magazine operating costs.
- The magazine returned \$3.47 in tax revenue for each \$1 in net operating costs.