

Winter Texans 2014

**Business and Tourism Research Center
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The Winter Texan Studies

- Studies since 1987
- Objective: Understand Winter Texans
 - Demographics
 - Stay characteristics
 - Why they come
 - What they do
 - Money spent in Mexico
 - Money spent in the RGV
 - Effects on the RGV economy



2014 Study

Respondent recruitment

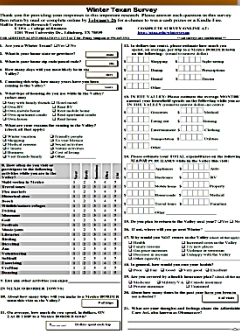
- 25,000 questionnaires inserted in the *Winter Texan Times* January 30

Incentive – drawing for a prize February 26th (UTPA provides a Kindle & *Winter Texan Times* provides cash prizes)

- **News stories** (*Winter Texan Times*, Kristi Collier in *the Monitor*, other)
- **Links on homepages of RV parks** (CoBA Systems)
- **Facebook**

= **1,394** survey respondents

46.2% online, 53.8% by mail





Results: Demographics

- 57.2% female
- Average age = 71.7 years
- Average household income = \$59,000
55.5% have incomes > \$50,000/year
- 67.4% have some college or a college degree

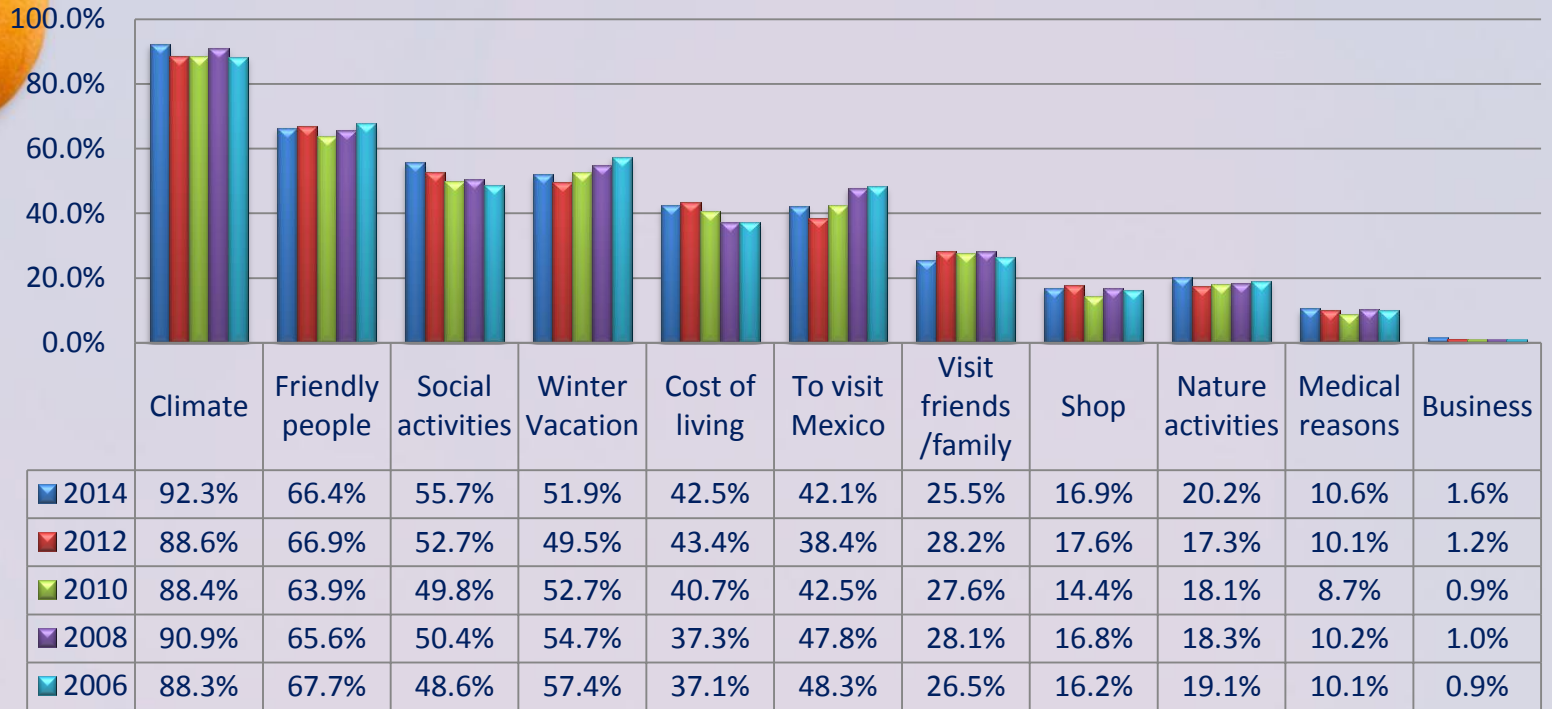
Winter Texans have a higher income and are more educated than other seniors in the U.S.



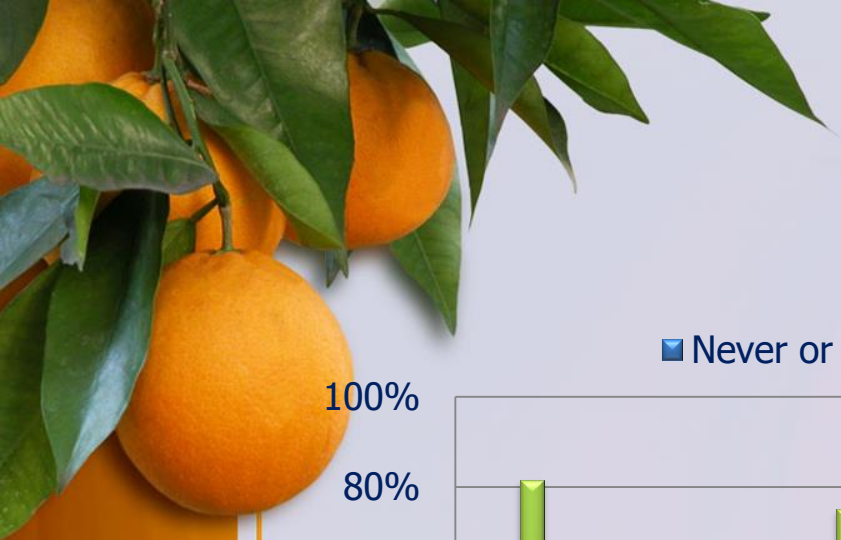
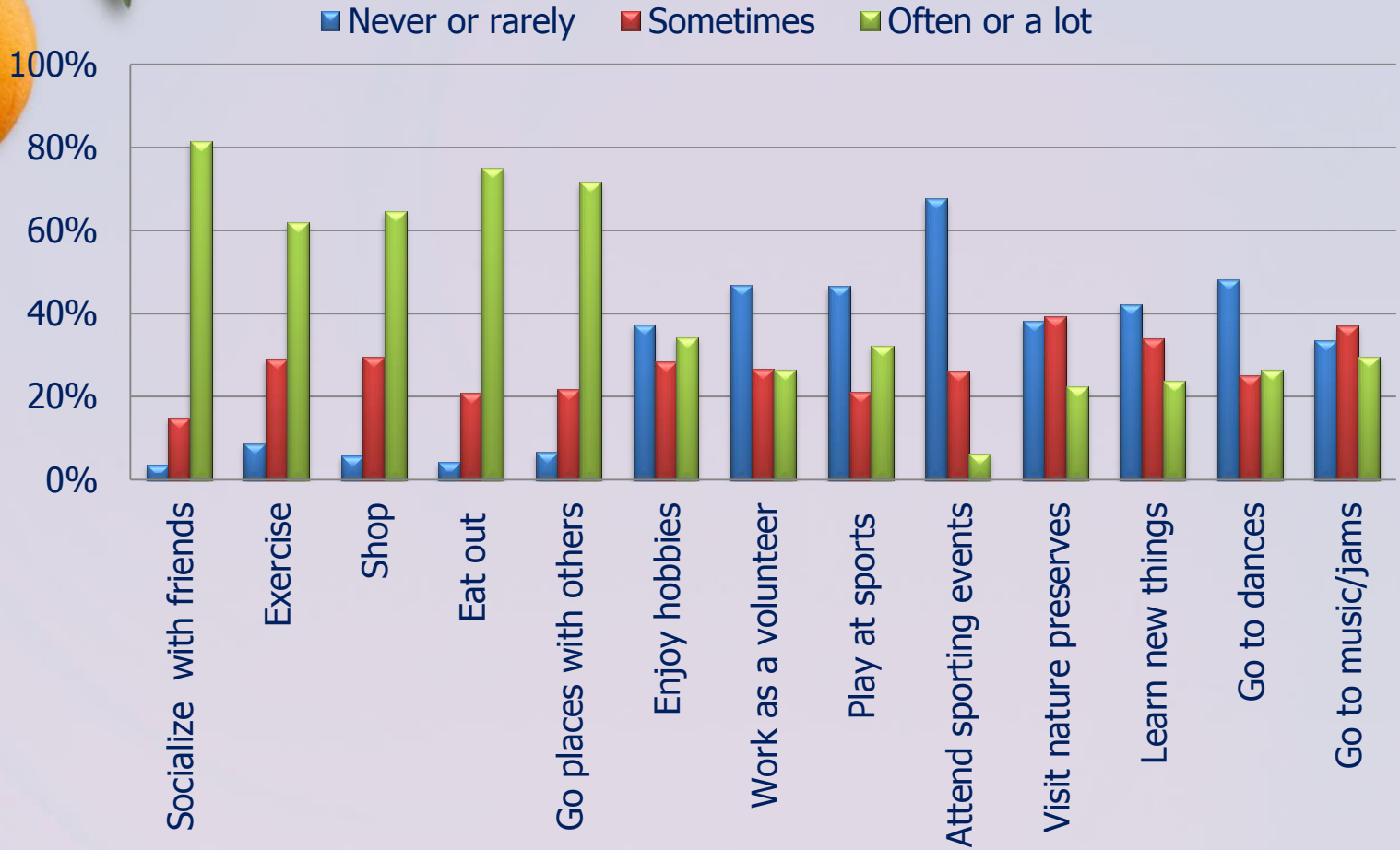
Results: Stay characteristics

- Had come to the Valley for **11.2** years
- Spent **133** days in the Valley
- 90% live in an RV or Mobile home
- 57% own their RGV property
- 87.6% in a two-person household
- **96.6%** likely to return next year

Results: Why they come

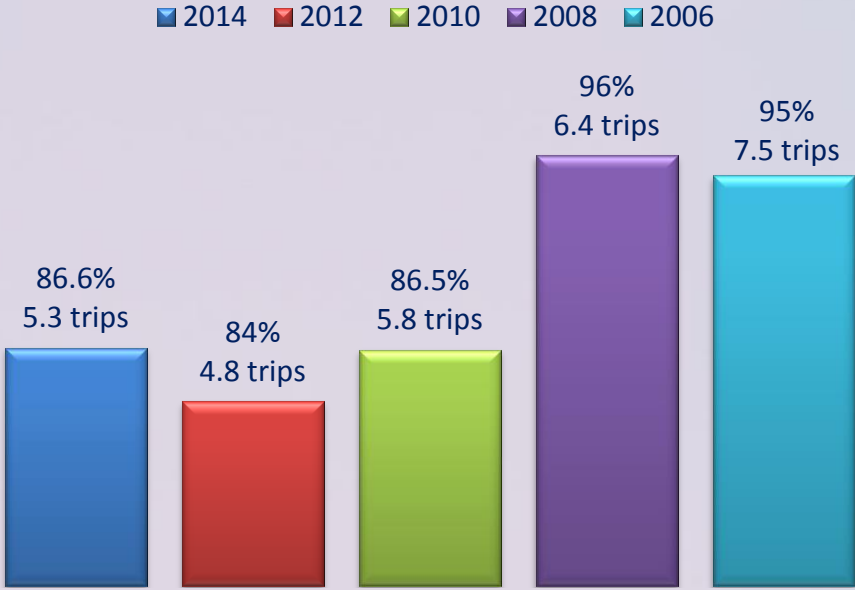


Results: What they do





Results: Travel to Mexico border towns

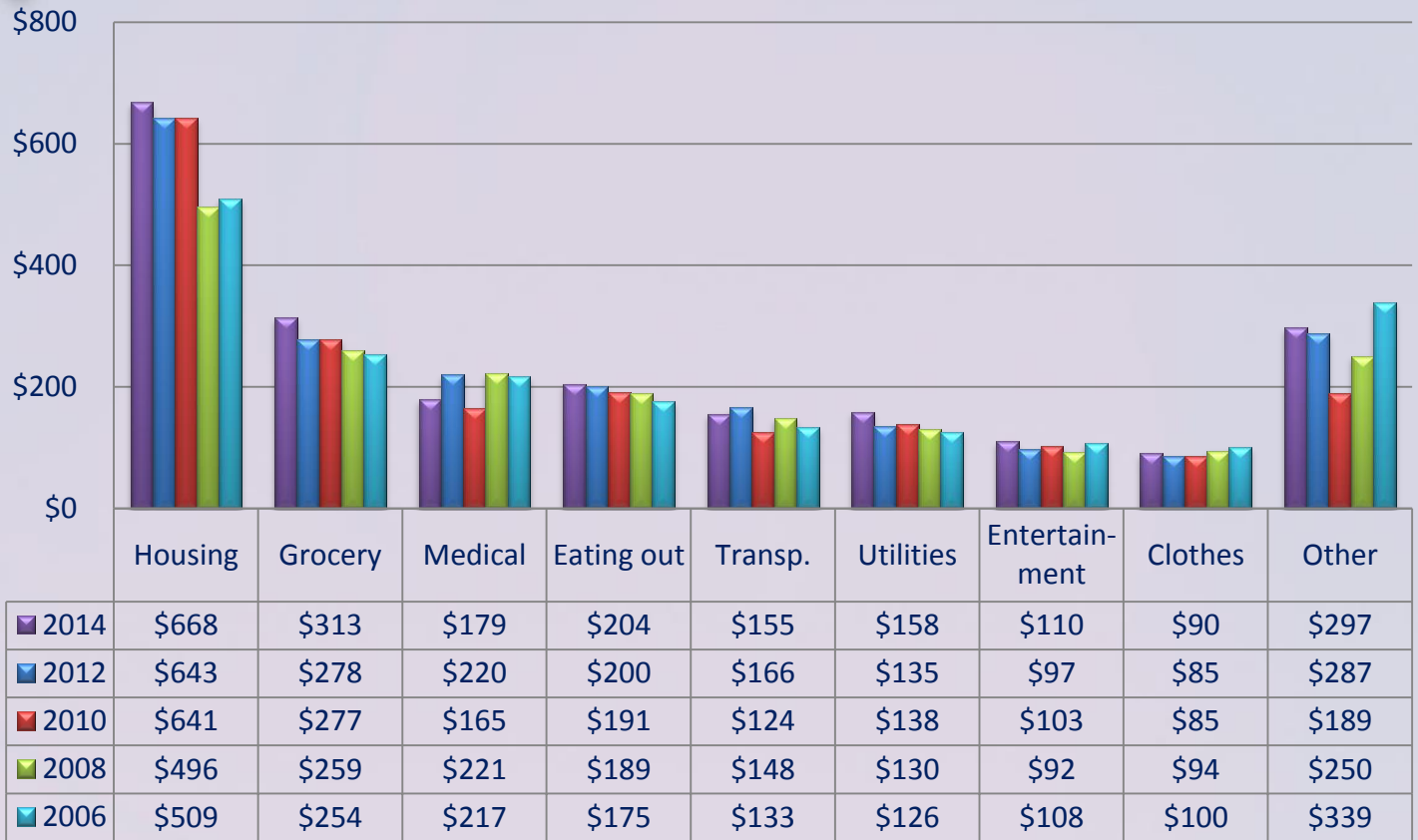


Results: Spending in Mexico

	Percent making a purchase	Average \$ purchase	2014 Weighted spending	Percent making a purchase	Average \$ purchase	2012 Weighted spending
Shopping	75.8%	\$ 38.74	\$ 29.36	74.3%	\$ 37.96	\$ 28.20
Dining	68.2%	\$ 25.86	\$ 17.64	64.5%	\$ 27.76	\$ 17.91
Prescriptions	49.5%	\$ 64.07	\$ 31.71	49.4%	\$ 80.62	\$ 39.83
Dental	40.9%	\$ 197.08	\$ 80.61	37.8%	\$ 185.41	\$ 70.08
Sightseeing	3.1%	\$ 37.91	\$ 1.18	3.4%	\$ 61.35	\$ 2.09
Doctor	1.4%	\$ 179.90	\$ 2.52	1.8%	\$ 123.89	\$ 2.23
Other	9.5%	\$ 75.43	\$ 7.17	8.8%	\$ 49.78	\$ 4.38
Total weighted avg spending			\$ 170.18			\$ 164.72
	Percent making a purchase	Average \$ purchase	2010 Weighted spending	Percent making a purchase	Average \$ purchase	2008 Weighted spending
Shopping	74.8%	\$37.63	\$28.15	88.0%	\$45.00	\$39.60
Dining	70.0%	\$28.13	\$19.69	77.0%	\$29.00	\$22.33
Prescriptions	54.7%	\$83.17	\$45.49	51.0%	\$81.00	\$41.31
Dental	37.3%	\$148.31	\$55.32	36.0%	\$138.00	\$49.68
Sightseeing	9.8%	\$36.79	\$3.61	9.0%	\$31.00	\$2.79
Doctor	7.6%	\$11.62	\$0.88	6.0%	\$103.00	\$6.18
Other	12.1%	\$84.91	\$10.27	10.0%	\$41.00	\$4.10
Total weighted avg spending			\$163.41			\$165.99

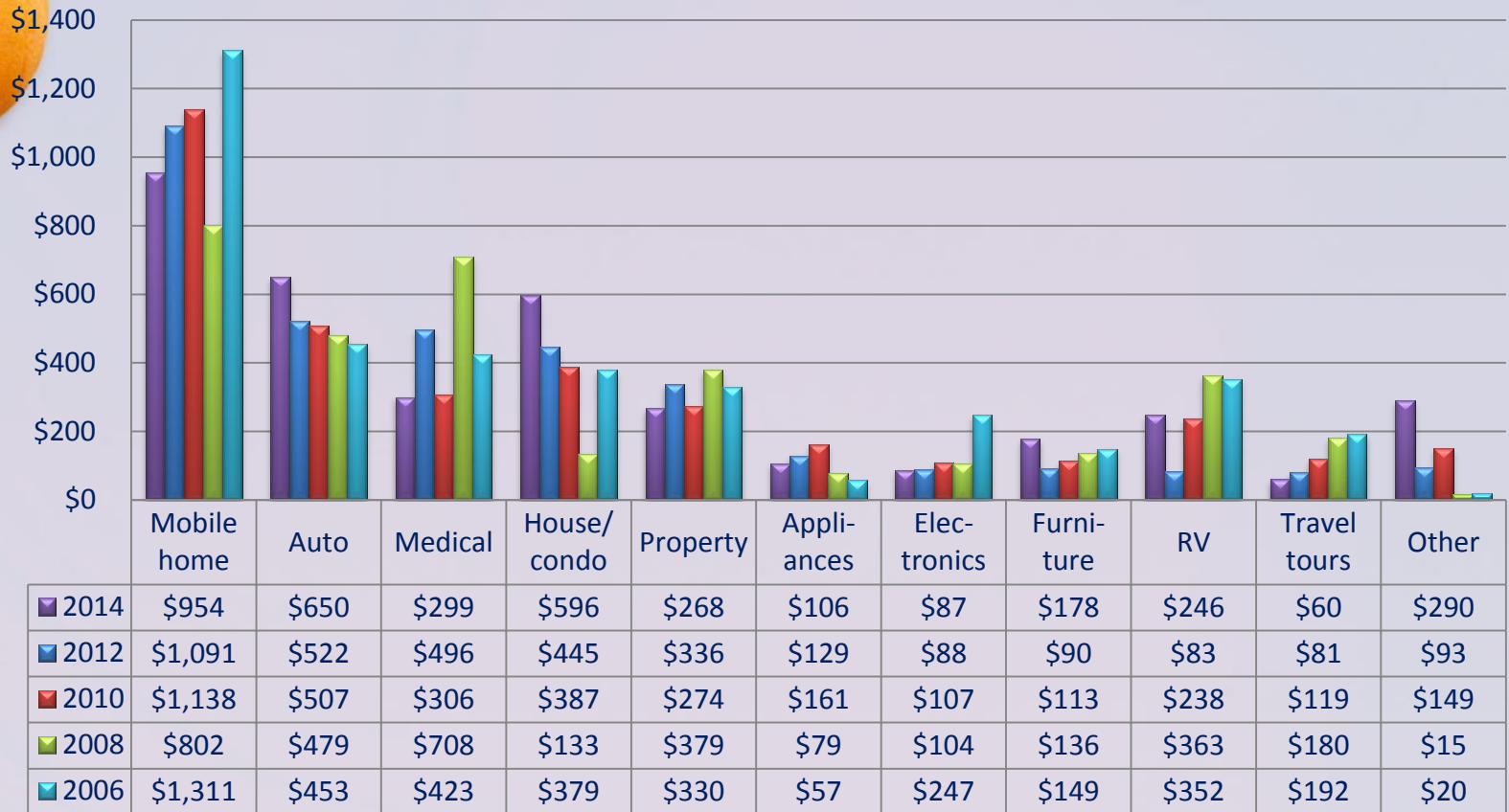
Each Winter Texan household that went to Mexico spent about \$700/yr
 2013-2014 direct spending in Mexico = \$31.4 million


Results: Monthly spending in RGV





Results: Spending on major purchases in RGV





Results: Numbers & money spent in the RGV

- Each household spent \$13,400
- Survey of RV/mobile home parks (mail, fax, phone calls from McAllen CVB & RGV Tourism Coop)
= 100,000 Winter Texans or 53,000HHs*
- $\$13,400 \times 53,000 =$

\$710 million total spent in RGV

*The estimated number of WT's in the RGV is highly dependent upon the cooperation and accuracy of statistics provided by RV/Mobile home parks, which is complicated by ownership and turnover.



Winter Texan Trends



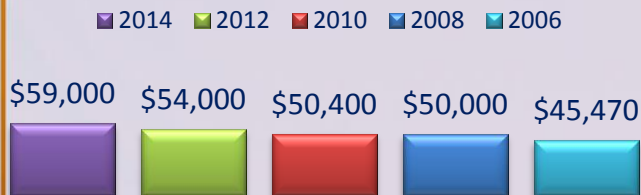
Winter Texan trends

The good news...

Days Spent in the Valley



Average Household Income

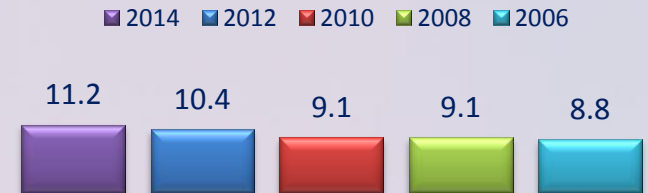


The not so good news...

Average Age



Years Coming to the Valley



Percent of 1st Year Winter Texans





Winter Texan trends

The good news...

RGV Spending per WT Household

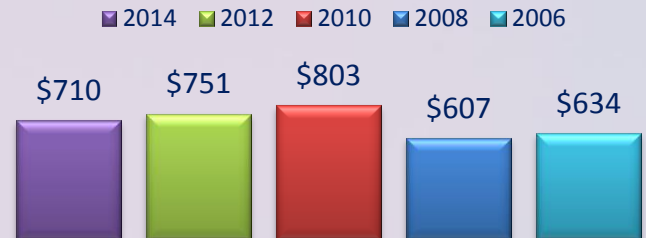


The not so good news...

Number of Winter Texans



Total WT Spending in the RGV





Major conclusions

- Winter Texans love the RGV and come back each year
- Household income and per household spending of Winter Texans is increasing.
- Fewer, new Winter Texans are coming to the Valley
- The direct economic impact of Winter Texans is declining.



2013 -2014
SURVEY
Business and Tourism Research Center
The University of Texas-Pan American

2014 report available online at
www.UTPA.edu/tourism

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