



## Impact of the San Antonio River Walk

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## I. Executive Summary

The San Antonio River Walk has a long and storied history and is a key part of the cultural fabric of the community contributing greatly to the quality of life of local residents. As one of the leading tourist attractions in the state, it is also an important driver of the local economy. The impact of the River Walk on the San Antonio community has long been observed, and it is the purpose of this study to put some numbers to these impacts.

In order to accomplish this, surveys of visitors to the River Walk were conducted on six different occasions over a year-long period spanning 2012 and 2013. The effort resulted in 702 surveys of local residents (i.e., those living within Bexar County) and non-resident visitors (i.e., those traveling from outside Bexar County) to the River Walk.

The results of the analysis indicate that the River Walk attracted about 9.3 million non-resident visitors whose main reason for coming to the area was to visit the River Walk over the twelve-month time period of this study.<sup>1</sup> Additionally, it is estimated that



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<sup>1</sup> This does not include local residents visiting the River Walk or others who travel to San Antonio for other reasons and visit the River Walk as part of their trip.

residents made about 2.2 millions trips to the River Walk<sup>2</sup> resulting in a total of about 11.5 million visitors. This is most likely a conservative estimate because it does not include those visitors who visited the River Walk but whose primary purpose in traveling to the area was for some other reason. These non-resident visitors mostly come from around Texas, but some come from around the world. They spend about \$2.4 billion each year, which supports more than 31,000 jobs. The people in these jobs earn incomes and benefits of over \$1 billion. The economic impact is about \$3.1 billion per year, as shown in Table 1. This economic activity results in about \$173 million flowing to various state and local government agencies, and almost \$201 million in revenues being generated for the federal government.

**Table 1. Annual Economic Impact of San Antonio River Walk (2014 \$)**

<i>Impact Type</i>	<i>Employment</i>	<i>Income</i>	<i>Output</i>
Direct Effect	21,294	\$571,718,278	\$1,807,908,085
Indirect Effect	5,086	\$231,329,230	\$690,928,900
Induced Effect	4,698	\$198,146,016	\$597,066,199
Total Effect	31,077	\$1,001,193,524	\$3,095,903,185

The rest of this report briefly outlines the history of the River Walk and then provides the results of the analysis in more depth. The last section contains a detailed discussion of the methodology.

## **II. A Brief History of the San Antonio River Walk<sup>3</sup>**

The San Antonio River Walk, also known as Paseo del Rio, contains 2,020 acres of public lands with the San Antonio River running through it. This is substantially larger than Central Park in New York City (843 acres), Golden Gate Park in San Francisco (1,017 acres), and the Chicago lakeside parks (1,440 acres). The River Walk is a mix of restaurants, shops, entertainment venues, businesses, museums, historical sites, and

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<sup>2</sup> These are not unique visits. As noted in the following discussion, many of the local residents noted that they visited the River Walk several times per year.

<sup>3</sup> Unless otherwise noted, the information in this section is sourced from the websites of the San Antonio Convention and Visitors' Bureau, the San Antonio River Authority, and the Paseo del Rio Association.

recreation areas. It has grown into one of the top tourist attractions in the state<sup>4</sup> and adds tremendous value to the culture and quality of life of the residents in San Antonio surrounding areas.



The history of the River Walk goes way back to the year 1536 when Alvar Nunez Cabeza de Vaca first saw and described what is now known as the San Antonio River. The river obtained its name on June 13, 1691, when the Yanaguana stream was renamed “San Antonio” during a celebration of mass on Saint Anthony’s day while the first Governor of the Province of Texas was camping along the stream. Throughout the 1700s, the Spanish built the series of presidios and missions, including the Alamo, along the River as settlement in the area grew.

As the population along the San Antonio River continued to grow, flooding became a big problem. “Through the late 1800s and early 1900s, San Antonio’s growing population and expanding boundaries were the cause, to a large degree, of problems brought about by flooding [in 1819, 1913, and 1921]. In fact, if steps to control the

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<sup>4</sup> Source: “2012 Texas Attractions Profile.” Jeffrey Eslinger, D.K. Shifflet & Associates Ltd.

flooding had not been taken in the 1920's, later commercial development along the river would not have been possible."<sup>5</sup>

With flood controls in place, Robert H. Hugman, proposed his design for the initial creation of "The Shops of Romula and Aragon" on June 28, 1929. The ideas were stalled by the Great Depression, but activity on development of the river began in earnest shortly after the economy recovered. In 1937, the Texas Legislature created the San Antonio River Authority with the main purpose of the conservation and development of the San Antonio River Watershed. On October 25, 1938, a special election was held in which the voters approved a tax of 0.015 cents per \$100 valuation to raise \$75,000 in order to leverage \$325,000 in Works Project Administration funding for development of the river around what is now known as the horseshoe area of the River Walk (identified as Area 1 on the map found in the appendix). On October 25, 1939, the project, designed by Mr. Hugman, finally began and was completed in 1941.

On March 28, 1962, the City of San Antonio City Council passed an ordinance that created a River Walk District and seven member River Walk Advisory Commission. The ordinance was developed by David Straus and his staff at the San Antonio Chamber of Commerce and was based on similar ordinances from Carmel, California and New Orleans' Vieux Carre Commission. Following this lead, the San Antonio Chapter of the American Institute of Architects created a plan for the Paseo del Rio. In 1964, the Paseo del Rio Association was formed.

With this foundation in place, continued improvements to the River Walk have been made through the years and development along the river has grown fairly quickly. Major improvements to the River Walk were most recently made with the \$358.3 million San Antonio River Improvements Project, which includes two significant reaches; the Museum Reach and Mission Reach. The project was funded with money from Bexar County, City of San Antonio, San Antonio Water System, U.S.A. Corps of Engineers, and private donors, with the San Antonio River Authority serving as project manager and ultimately overseeing operations and maintenance once construction is complete. Construction on the Museum Reach improvements began in 2007, and the Mission Reach improvements began in 2008. In May 2008, voters approved for a portion of the Bexar

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<sup>5</sup> Source: <http://www.thesanantonioriverwalk.com/history/history-of-the-river-walk>

County Hotel Occupancy Tax and Car Rental Tax to help pay for improvements to the Museum Reach, Mission Reach and flood control. On May 30, 2009, the Museum Reach opened. Phase I of the Mission Reach was opened in 2010, Phase 2 in 2011, and Phase 3 in 2013. The Museum Reach extended the River Walk 1.33 miles from Lexington Avenue north passing the San Antonio Museum of Art to Josephine Street. This extension has been a major catalyst to much economic development in the area, especially in and around the Pearl Brewery at the northern end of the Museum Reach.



The Mission Reach is an eight-mile stretch of the San Antonio River that extends to Mission Espada. These improvements restored the river to its more natural state and created a beautiful linear park environment with fifteen miles of hike and bike trails and numerous other park amenities along the river.

With the vision and collaborative efforts of many individuals and organizations, the San Antonio River Walk has grown into a crown jewel of the community that attracts millions of visitors each year and adds tremendously to the quality of life of the area residents.

### **III. Purpose of This Project**

It is with this long and storied history in mind that this study is undertaken. The main purpose of this study is to assist in measuring the impact of the River Walk on the City of San Antonio and Bexar County. This would include overall visitation, demographics, and economic impact. In studying such a historic treasure that is so deeply woven into the fabric and culture of the community, it is difficult to capture and quantify all of the benefits the River Walk bestows, but this study does measure a large portion of the economic impact derived from the spending of visitors to the River Walk over a one-year period of time. However, the scope of this report was not intended to capture a wealth of private sector investment along the banks and/or adjacent to the River Walk, the increased property values of these areas, and the jobs associated to development projects such as the Pearl District, etc. which have a connectivity to the River Walk.

The following section will summarize the results of the analysis with the methodologies used discussed in the latter sections.

### **IV. Results**

#### *IV.1. Socioeconomics and Demographics of Visitors to the River Walk*

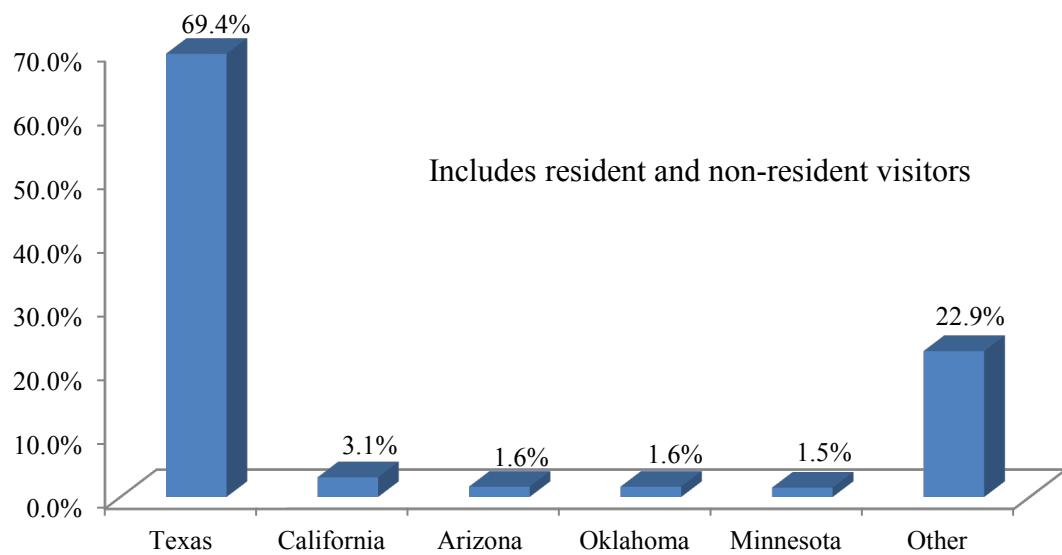
The following series of tables summarizes the results of the surveys. Across all of the results, residents refer to people residing in Bexar County and non-residents refer to



those who reside outside of Bexar County. Of the 702 surveys completed, residents completed 19.4% of the surveys completed with the balance of the surveys (80.6%) being completed by visitors from outside Bexar County. Based on the zip code

data collected, 60% of the visitors completing survey were from Texas but outside Bexar County, 40% were from outside Texas with 4% of those visitors coming from another country.<sup>6</sup> While most of the international visitors came from Mexico, others visited from Puerto Rico, Italy, France, Estonia, Lithuania, Canada, Trinidad, and the United Kingdom. Of all visitors to the River Walk, including both Bexar County residents and visitors from outside the county, almost two-thirds of the visitors to the River Walk were from Texas. Visitors from California made up the second-largest proportion of visitors, followed by visitors from Arizona, Oklahoma, and Minnesota (See Chart 1).

**Chart 1: Proportion of River Walk Visitors from Various States  
(Based on Home State of Survey Respondent)**



About two-thirds (71.85%) of residents visit the River Walk more than twice per year, and 43.37% of non-resident visitors make multiple visits to the River Walk (Table 10). On the other end of the frequency scale, 33.15% of non-residents were visiting the River Walk for the first time, indicating that the River Walk does a good job of attracting both repeat and new visitors. The high satisfaction scores shown in Table 19 also support this. Including those locals who visit at least two times per year to the River Walk, over

<sup>6</sup> A table showing all of the zip codes representing the residence of the visitors from outside Bexar County is provided in the appendix. Not everyone who completed surveys provided viable zip codes.

85% of the locals make at least two visits to the River Walk each year. Again, given the high satisfaction scores of the residents, the River Walk appears to enhance the quality of life of the residents who use it.

Most of these visitors get to the River Walk and/or San Antonio by private car – 71.43% for residents and 70.50% for non-residents (Table 9). Of the residents, the time of year in which they typically visit the River Walk is fairly evenly distributed throughout the four seasons (Table 11). On the other hand, non-residents tend to visit more often in the Spring (31.67%) and Summer (35.31%). This is not too surprising since these are times of high travel during the year. Upon arrival, the non-resident visitors were more likely to stay in a hotel on the River Walk (41.79%) or a hotel elsewhere in downtown (20.80%), as shown in Table 14. The largest proportion of the visitors (32.17%) stayed



two nights, and 22.79% of them stayed more than three nights (Table 15). While 8.46% of the visitors were day trippers, the results indicate that the majority of non-resident visitors to the River Walk stay in the area for at least two nights. Almost all of them also tend to bring others with them, as

do the resident visitors (Tables 17, 17A, 17B, and 17C).

The demographics of the resident and non-resident visitors are somewhat similar with a slight majority of both being female (Table 3) and middle-aged (Table 2). However, fitting with the demographics of San Antonio and Bexar county, the highest proportion of resident visitors were Hispanic/Latin American (50.00%) with only 33.22% of non-resident visitors being Hispanic/Latin American. The majority (51.32%) of non-resident visitors were Caucasian/White compared to 32.09% for the resident visitors (Table 4). Almost half of the resident visitors (45.59%) were married compared to about two-thirds of the non-resident visitors (64.13%), as shown in Table 5. About two-thirds of the visitors, regardless of their residence, were employed full-time (Table 6). Of the resident visitors, 11.11% were unemployed, almost twice that of the non-resident visitors, while 18.72% of the non-resident visitors indicated they stayed at home (i.e., retired),

which is a bit more than the resident visitors at 8.89%. This is indicative of the fact that the non-resident visitors have to have the income to pay for travel expenses and have to have the time to travel. This is also supported by the data shown in Tables 7 and 8 indicating that the non-resident visitors tend to have higher incomes and educational levels than do the resident visitors.

As shown in Table 12A, the main reasons for residents to visit the River Walk appear to be entertainment/special events (23.76%), recreation (17.33%), restaurants/bars (13.37%), and to bring visitors (12.87%). When they do visit the River Walk, the resident visitors tend to go to the Historic River Bend (38.46%) and the Southern Channel (32.17%) most often followed by the Museum Reach (18.18%) and Mission Reach (11.19%), as shown in Table 16. This pattern fits with some of the other results (e.g., bringing visitors and attending special events), which would attract most visitors to the Historic River Bend and the Southern Channel. Additionally, the Museum Reach and Mission Reach areas are relatively new, so as more people learn about these areas of the River Walk, the proportion of people who visit them may increase. Among the non-resident visitors, the results in Table 12B show that the largest proportion of them (31.28%) cited the main reason for coming to San Antonio was to visit the River Walk, followed by vacation (27.69%), and to visit friends and family (18.29%). Among the residents, the largest number of visitors indicated the quality of experience (30.11%) attracted them to the River Walk followed by the uniqueness of the amenity (27.96%). The results were somewhat similar for the non-resident visitors with 30.99% indicating the uniqueness is what attracted them, while 24.97% were attracted by the quality of the experience. The proximity to their hotel played a bigger role in their visiting the River Walk than it did with the resident visitors – 25.22% and 15.59%, respectively (Table 13).



In learning about the River Walk and its events and attractions (Table 18), word-of-mouth from family and friends is the biggest source of information for both residents (26.15%) and non-residents (39.01%). The internet is also a key source of information with 19.13% of non-residents indicating they got information from the internet compared to 10.55% for residents. There is some disparity in sources of information, however, with



locals more likely to get information from the newspaper (12.84%), radio (11.01%), magazines (8.72%), and television (12.39%), which makes sense given their access to these local venues. On the other hand, visitors from out-of-town are more likely to get information from hotel staff

(5.22%) and convention materials (3.73%), although these are still sources of information for a small number of local visitors. Somewhat counter-intuitively, a similar proportion of residents (7.34%) compared to the non-resident visitors (7.33%) indicated brochures were a source of information.

The River Walk provides an outstanding experience, as evidenced by the fact that close to 90% of both the resident and non-resident visitors indicated at least a satisfaction level of good across all of the attractions and amenities at the River Walk (Table 19). In fact, with the exception of the shopping experience, all of the amenities had a higher proportion of visitors rate their satisfaction as excellent. The highest level of satisfaction among the residents appears to be with the entertainment and special events (55.81% rating excellent) followed by restaurants and bars (53.49% rating excellent). The non-resident visitors found the greatest satisfaction with the hotels (61.93% rating excellent) followed closely by restaurants and bars with 59.82% giving a rating of excellent. Interestingly, the ratings of the overall experience are higher than any of the individual amenities with 61.60% of the resident and 73.57% of the non-resident visitors expressing the highest levels of satisfaction. This provides some evidence that while the satisfaction levels of the various attractions individually are slightly lower, their combination leads to

a more enjoyable experience for the visitor. In other words, the total experience is greater than the sum of its parts.

As might be expected by the high levels of satisfaction with the River Walk, almost all of the visitors indicated that they would be returning to the River Walk within the next 2 years (Table 20). Of the non-residents who indicated they would not be returning (only 8.57%), the biggest reasons given were that it was too far from their home or they were just going to expand their travel experiences to other sites.

**Table 2. Age of Visitors**

	<i>&lt;18</i>	<i>18 to 25</i>	<i>26 to 35</i>	<i>36 to 45</i>	<i>46 to 55</i>	<i>56 to 65</i>	<i>&gt;65</i>
<u>Residents</u>							
Count	3	24	24	30	29	17	9
Percentage	2.21%	17.65%	17.65%	22.06%	21.32%	12.50%	6.62%
<u>Non-Residents</u>							
Count	12	85	99	137	115	72	45
Percentage	2.12%	15.04%	17.52%	24.25%	20.35%	12.74%	7.96%

**Table 3. Gender of Visitors**

	<i>Male</i>	<i>Female</i>
<u>Residents</u>		
Count	66	70
Percentage	48.53%	51.47%
<u>Non-Residents</u>		
Count	235	329
Percentage	41.67%	58.33%

**Table 4. Race and Ethnicity of Visitors<sup>7</sup>**

	<i>Caucasian/White</i>	<i>African-American/Black</i>	<i>Asian/Pacific Islander</i>	<i>Indian/Native American</i>	<i>Hispanic/Latin American</i>	<i>Other</i>
<u>Residents</u>						
Count	43	16	5	3	67	0
Percentage	32.09%	11.94%	3.73%	2.24%	50.00%	0.00%
<u>Non-Residents</u>						
Count	292	46	26	9	189	7
Percentage	51.32%	8.08%	4.57%	1.58%	33.22%	1.23%
<u>San Antonio</u>						
Percentage	72.60%	6.90%	2.40%	0.90%	63.20%	13.70%

<sup>7</sup> Source of data for San Antonio is the U.S. Census American FactFinder.

**Table 5. Living Arrangement of Visitors**

	<i>Single</i>	<i>Married</i>	<i>Separated</i>	<i>Divorced</i>	<i>Widowed</i>	<i>Domestic Partner</i>
<u>Residents</u>						
Count	45	62	7	12	5	5
Percentage	33.09%	45.59%	5.15%	8.82%	3.68%	3.68%
<u>Non-Residents</u>						
Count	140	363	6	26	12	19
Percentage	24.73%	64.13%	1.06%	4.59%	2.12%	3.36%

**Table 6. Employment Status of Visitors**

	<i>Full-time</i>	<i>Part-time</i>	<i>Unemployed</i>	<i>Stay at Home</i>
<u>Residents</u>				
Count	89	19	15	12
Percentage	65.93%	14.07%	11.11%	8.89%
<u>Non-Residents</u>				
Count	365	59	32	105
Percentage	65.06%	10.52%	5.70%	18.72%

**Table 7. Gross Annual Household Income of Visitors**

	<i>\$20,000</i> <i>to</i> <i>&lt;\$20,000</i>	<i>\$40,000</i> <i>to</i> <i>\$39,999</i>	<i>\$60,000</i> <i>to</i> <i>\$59,000</i>	<i>\$80,000</i> <i>to</i> <i>\$79,999</i>	<i>\$100,000</i> <i>to</i> <i>\$99,999</i>	<i>\$119,999</i>	<i>&gt;\$120,000</i>
<u>Residents</u>							
Count	26	47	26	16	3	6	6
Percentage	20.00%	36.15%	20.00%	12.31%	2.31%	4.62%	4.62%
<u>Non-Residents</u>							
Count	71	104	95	93	60	46	68
Percentage	13.22%	19.37%	17.69%	17.32%	11.17%	8.57%	12.66%

**Table 8. Educational Level of Visitors**

	<i>&lt;12th</i>	<i>9th to 12th, No Diploma</i>	<i>High School</i>	<i>Some College, No Degree</i>	<i>Associate's Degree</i>	<i>Bachelor's Degree</i>	<i>Graduate/Professional Degree</i>
<u>Residents</u>							
Count	10	8	20	44	9	29	15
Percentage	7.41%	5.93%	14.81%	32.59%	6.67%	21.48%	11.11%
<u>Non-Residents</u>							
Count	36	24	82	128	52	130	105
Percentage	6.46%	4.31%	14.72%	22.98%	9.34%	23.34%	18.85%

**Table 9. Mode of Transportation to the River Walk or San Antonio**

	<i>Private car</i>	<i>Bus</i>	<i>Taxi</i>	<i>Airline</i>	<i>By Foot</i>	<i>Other</i>
<u>Residents</u>						
Count	100	23	3	2	9	3
Percentage	71.43%	16.43%	2.14%	1.43%	6.43%	2.14%
<u>Non-Residents</u>						
Count	392	24	2	121	3	14
Percentage	70.50%	4.32%	0.36%	21.76%	0.54%	2.52%

**Table 10. Frequency of Visits to River Walk**

	<i>First Time</i>	<i>Once</i>	<i>Twice</i>	<i>&gt;Twice</i>
<u>Residents</u>				
Count	5	15	18	97
Percentage	3.70%	11.11%	13.33%	71.85%
<u>Non-Residents</u>				
Count	185	38	93	242
Percentage	33.15%	6.81%	16.67%	43.37%

**Table 11. Time of Year for Visit(s)**

	<i>Winter</i>	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>
<u>Residents</u>				
Count	85	90	72	69
Percentage	26.90%	28.48%	22.78%	21.84%
<u>Non-Residents</u>				
Count	147	235	262	98
Percentage	19.81%	31.67%	35.31%	13.21%

**Table 12A. Primary Reason for Visiting River Walk  
(Residents Only)**

	<i>Count</i>	<i>Percent</i>
Entertainment/Special Events	48	23.76%
Recreation	35	17.33%
Restaurants/Bars	27	13.37%
Bring Visitors	26	12.87%
Shopping	22	10.89%
Business	15	7.43%
Other	13	6.44%
Hotel	2	0.99%

**Table 12B. Primary Reason for Visiting San Antonio (Non-residents Only)**

	Visit					
	Visit River Walk	Friends/Family	Vacation	Business	Convention	Other
Count	183	107	162	34	21	54
Percent	31.28%	18.29%	27.69%	5.81%	3.59%	9.23%

**Table 13. Reason(s) for Choosing to Visit the River Walk**

	Proximity to Home/Hotel	Uniqueness	Quality of Experience	Value of Experience	Other
<u>Residents</u>					
Count	29	52	56	30	19
Percentage	15.59%	27.96%	30.11%	16.13%	10.22%
<u>Non-Residents</u>					
Count	201	247	199	114	36
Percentage	25.22%	30.99%	24.97%	14.30%	4.52%

**Table 14. Where Staying While in San Antonio (Non-residents Only)**

	Hotel on River Walk	Hotel Downtown	Hotel Elsewhere in San Antonio	Friends/Family	Own House	Not Applicable	Other
Count	229	114	86	46	5	46	22
Percent	41.79%	20.80%	15.69%	8.39%	0.91%	8.39%	4.01%

**Table 15. Length of Stay by Non-residents in San Antonio (# Nights)**

	None	1	2	3	>3
Count	46	105	175	94	124
Percent	8.46%	19.30%	32.17%	17.28%	22.79%

**Table 16. Area of the River Walk Visiting (Residents Only)<sup>8</sup>**

	Historic River Bend	Museum Reach	Southern Channel	Mission Reach
Count	55	26	46	16
Percent	38.46%	18.18%	32.17%	11.19%

<sup>8</sup> Only residents were asked about the areas of the River Walk they were visiting because it would have taken too much time to explain the location of the different areas to out-of-town visitors, so in order to expedite the survey process and try to maximize the numbers of respondents, out-of-town visitors were not asked this question.

**Table 17. Visiting River Walk Alone or With Others**

	<i>Visiting Alone</i>	<i>Visiting With Others</i>
<u>Residents</u>		
Count	18	116
Percentage	13.43%	86.57%
<u>Non-Residents</u>		
Count	32	522
Percentage	5.78%	94.22%

**Table 17A. Number of Others Visiting With (Not Including Self)**

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>&gt;4</i>
<u>Residents</u>					
Count	26	32	23	21	13
Percentage	22.61%	27.83%	20.00%	18.26%	11.30%
<u>Non-Residents</u>					
Count	164	75	85	72	134
Percentage	30.94%	14.15%	16.04%	13.58%	25.28%

**Table 17B. Number of People in Immediate Family (Non-residents)**

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>&gt;4</i>
Count	169	96	66	61	89
Percentage	35.14%	19.96%	13.72%	12.68%	18.50%

**Table 17C. Resident Companions From Outside Bexar County**

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>&gt;4</i>
Count	26	21	10	12	6
Percent	34.67%	28.00%	13.33%	16.00%	8.00%

**Table 18. Source of Information About River Walk**

	Residents		Non-Residents	
	Count	Percentage	Count	Percentage
Family/Friends	57	26.15%	314	39.01%
Internet	23	10.55%	154	19.13%
Magazine	19	8.72%	64	7.95%
Brochures	16	7.34%	59	7.33%
TV	27	12.39%	56	6.96%
Other	17	7.80%	46	5.71%
Hotel Staff	3	1.38%	42	5.22%
Convention Materials	4	1.83%	30	3.73%
Newspaper	28	12.84%	23	2.86%
Radio	24	11.01%	17	2.11%

**Table 19. Rating of River Walk Attractions**

	Entertainment and Special Events			
	Excellent	Good	Fair	Poor
<u>Residents</u>				
Count	72	47	10	0
Percentage	55.81%	36.43%	7.75%	0.00%
<u>Non-Residents</u>				
Count	312	209	13	1
Percentage	58.32%	39.07%	2.43%	0.19%
Museums				
	Excellent	Good	Fair	Poor
	58	49	17	0
<u>Residents</u>				
Count	46.77%	39.52%	13.71%	0.00%
<u>Non-Residents</u>				
Count	260	219	23	0
Percentage	51.79%	43.63%	4.58%	0.00%
Shopping				
	Excellent	Good	Fair	Poor
	50	66	12	1
<u>Residents</u>				
Count	38.76%	51.16%	9.30%	0.78%
<u>Non-Residents</u>				
Count	271	234	32	4
Percentage	50.09%	43.25%	5.91%	0.74%

		Restaurants and Bars			
		Excellent	Good	Fair	Poor
<u>Residents</u>					
Count		69	53	7	0
Percentage		53.49%	41.09%	5.43%	0.00%
<u>Non-Residents</u>					
Count		332	209	13	1
Percentage		59.82%	37.66%	2.34%	0.18%
Hotels					
		Excellent	Good	Fair	Poor
<u>Residents</u>					
Count		53	50	10	0
Percentage		46.90%	44.25%	8.85%	0.00%
<u>Non-Residents</u>					
Count		327	179	19	3
Percentage		61.93%	33.90%	3.60%	0.57%
Overall Experience					
		Excellent	Good	Fair	Poor
<u>Residents</u>					
Count		77	42	6	0
Percentage		61.60%	33.60%	4.80%	0.00%
<u>Non-Residents</u>					
Count		412	141	7	0
Percentage		73.57%	25.18%	1.25%	0.00%

**Table 20. Will Visit River Walk Again Within Next 2 Years**

		Yes	No
<u>Residents</u>			
Count		129	2
Percentage		98.47%	1.53%
<u>Non-Residents</u>			
Count		512	48
Percentage		91.43%	8.57%

#### *IV.2. Economic and Fiscal Impacts of the River Walk*

Based on the results of the survey and data from D.K. Shifflet, the River Walk attracted about 9.3 million non-resident visitors whose main purpose in traveling to the area is to visit the River Walk over the twelve-month time period of this study. While it is the spending of these non-resident visitors that is counted toward the economic impact, it is worth noting that it is estimated that Bexar County residents made about 2.2 million visits to the River Walk during this time period. There are also many other visitors to the River Walk who come to San Antonio for other reasons. These visitors primarily attracted to the area by the River Walk inject about \$2.4 billion annually in spending into the local economy, as shown in the following table.

**Table 21. Spending by Visitors to the San Antonio River Walk**

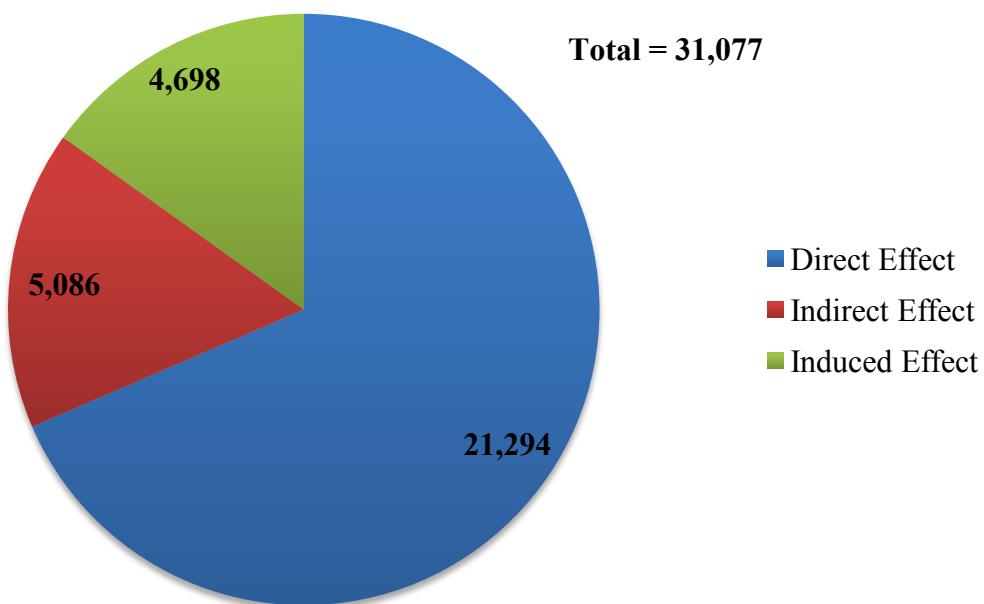
<u>Activity</u>	<u>Total Amount of Spending</u>
Restaurants and Bars	\$684,056,576
Entertainment and Recreation	\$519,164,553
Hotels	\$447,706,708
Shopping	\$369,056,401
Other	\$7,564,846
Total	\$2,413,696,118

As shown in the following three charts, this spending activity registers a substantial economic impact on the local economy. It supports over 21,000 direct jobs and over 31,000 jobs once multiplier effects are considered. These workers earn incomes and benefits of almost \$1 billion annually. The overall economic impact for San Antonio and Bexar County, based on the output derived from this spending amounts to about \$3 billion annually.

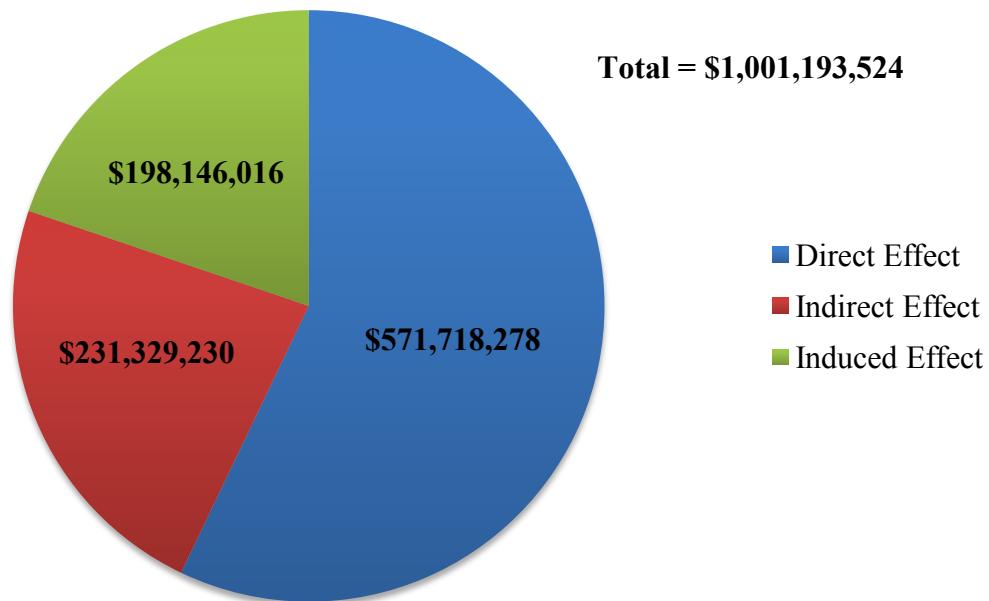
This economic activity also generates a large amount of revenue to all levels of government. As a result of the River Walk visitors, the State of Texas and the local government jurisdictions within Bexar County earn almost \$173 million annually while

the federal government sees about \$201 million flow into its coffers. The details of these fiscal impacts are shown in Tables 22 and 23.

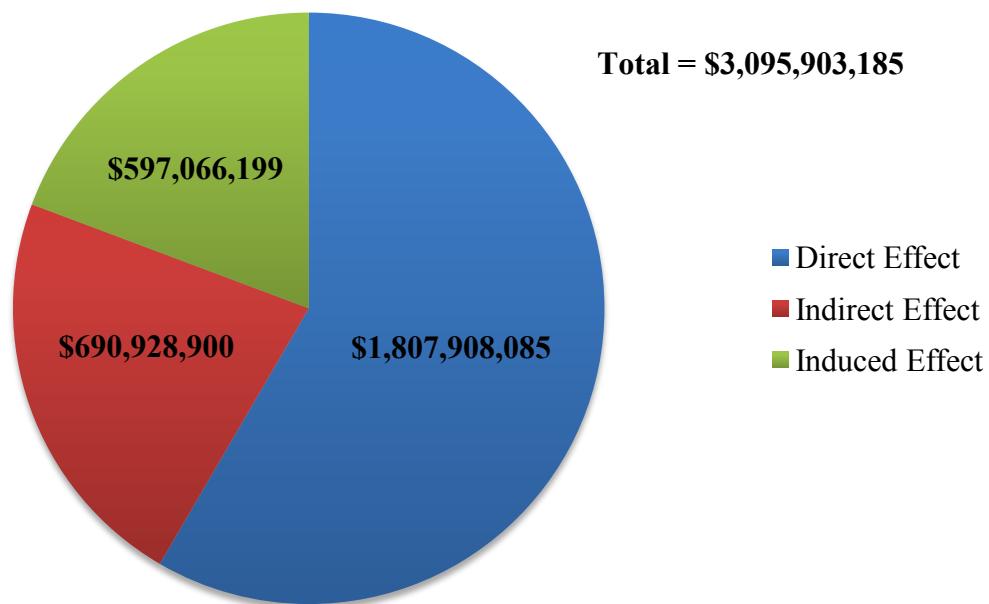
**Chart 2. Annual Employment Impacts of San Antonio River Walk**



**Chart 3. Annual Income Impacts of San Antonio River Walk (2014 \$)**



**Chart 4. Annual Output Impacts from San Antonio River Walk (2014 \$)**



**Table 22. Annual State and Local Tax Impact of San Antonio River Walk (2014 \$)**

<i>Description</i>	<i>Employee Compensation</i>	<i>Tax on Production and Imports</i>	<i>Households</i>	<i>Corporations</i>
Dividends				\$153,494
Social Ins Tax- Employee Contribution	\$492,069			
Social Ins Tax- Employer Contribution	\$872,305			
Indirect Bus Tax: Sales Tax		\$74,509,654		
Indirect Bus Tax: Property Tax		\$65,103,801		
Indirect Bus Tax: Motor Vehicle Lic		\$1,389,270		
Indirect Bus Tax: Severance Tax		\$6,350,478		
Indirect Bus Tax: Other Taxes		\$12,035,464		
Indirect Bus Tax: S/L NonTaxes		\$6,045,889		
Personal Tax: NonTaxes (Fines- Fees)				\$4,255,306
Personal Tax: Motor Vehicle License				\$946,528
Personal Tax: Property Taxes				\$439,885
Personal Tax: Other Tax (Fish/Hunt)				\$323,702
Total State and Local Tax	\$1,364,374	\$165,434,556	\$5,965,422	\$153,494

**Table 23. Federal Tax Impacts of San Antonio River Walk (2014 \$)**

<i>Description</i>	<i>Employee Compensation</i>	<i>Proprietor Income</i>	<i>Tax on Production and Imports</i>	<i>Households</i>	<i>Corporations</i>
Social Ins Tax- Employee Contribution	\$35,221,924	\$4,654,344			
Social Ins Tax- Employer Contribution	\$45,765,769				
Indirect Bus Tax: Excise Taxes			\$12,283,535		
Indirect Bus Tax: Custom Duty			\$5,183,132		
Corporate Profits Tax					\$37,648,063
Personal Tax: Income Tax					\$59,961,609
Total Federal Tax	\$80,987,693	\$4,654,344	\$17,466,667	\$59,961,609	\$37,648,063

## V. Data and Methodology

### V.1. Data

The data used in this study was collected through a series of intercept surveys conducted on the River Walk. Event staff of the San Antonio Convention and Visitors Bureau administered the surveys after receiving training on the survey techniques. The

surveys were conducted at various points along the Mission Reach, Historic River Bend, and Museum Reach areas<sup>9</sup> at six different times over a twelve-month period spanning 2012 and 2013. Specifically, the surveys were conducted during the Thanksgiving (November 23-25) and Christmas (December 21 and 22) holidays of 2012, February 23 and 24, 2013, Spring Break 2013 (March 16 and 17), Fiesta 2013 (April 26-28), and July 20 and 21, 2013. These time periods were chosen in order to capture activity during known busy times and holidays, as well as a slow period (February) and another non-holiday period (July). Two surveys were administered – one for Bexar County residents and one for visitors from outside Bexar County.<sup>10</sup> There were 136 surveys of Bexar County residents and 566 surveys of visitors from outside Bexar County for a total of 702 surveys collected. The breakdown of the number of surveys collected for each time period is shown in the following table.

**Table 24. Number of Surveys Collected by Survey Period**

<u>Survey Period</u>	<u>Number of Surveys Collected</u>
Thanksgiving Holiday (2012)	123
Christmas Holiday (2012)	77
February (2013)	139
Spring Break (March 2013)	123
Fiesta (April 2013)	100
July (2013)	140
Total	702

The data collected through the surveys provided insights into the usage by local residents, the number of visitors, and the spending by these visitors that was used to calculate the economic impact of the River Walk on the local economy. The next section described the methodology used to calculate the economic impact based on this data.

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<sup>9</sup> See map of areas where surveys were conducted in the appendix.

<sup>10</sup> A sample of the survey questionnaire is available upon request.

The number of visitors was calculated based on the data provided by D.K. Shifflet & Associates Ltd indicating that there are 29.8 million visitors to San Antonio.<sup>11</sup> Based on the survey results, 31.28% of the visitors traveled to Bexar County for the primary purpose of visiting the River Walk. Using these two numbers to estimate the number of visitors the River Walk attracts each year requires the assumption that the results of the survey conducted on the River Walk are representative of all visitors to San Antonio and Bexar County. The D.K. Shifflet data cover all of San Antonio, so a comparison of these two data sets will provide some sense of the comparability. While the questions are not exactly the same, we can do some reasonable comparisons. For instance, according to data from the River Walk survey, 77.26% of the people came to San Antonio for vacation (including those whose primary purpose was to visit the River Walk and visit friends and family), and 80% of the people in the D.K. Shifflet report indicated they came to San Antonio for vacation purposes (including getaway weekends and to visit friends and relatives). The results of the River Walk survey indicate an average party size of about 2.52 people, and the D.K. Shifflet numbers indicate an average party size for all visitors to San Antonio of 2.44. Thus, it seems reasonable to make the aforementioned assumption. This provides an estimate that the River Walk attracts about 9.3 million visitors to the area. This does not include the local residents who visit the River Walk or non-resident visitors who are visiting for business purposes or who might be visiting the area on vacation but whose primary purpose was not to visit the River Walk.

Even though the aforementioned estimate of the number of non-resident visitors to the River Walk may be conservative, we can use that number combined with the results of the survey indicating that 19.4% of the respondents were resident visitors to estimate the



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<sup>11</sup> “2011-2012 San Antonio Overnight Leisure Visitor Profile,” D.K. Shifflet & Associates Ltd.

number of residents who visit the River Walk. Based on these calculations, residents of Bexar County make about 2.2 million visits to the River Walk resulting in about a total of eleven million visitors. The 2.2 million visits by residents is more than the population of Bexar County, but it should be kept in mind that many of these residents stated in the surveys that they visited the River Walk several times during a year.

In order to estimate the amount of spending by the visitors that would count toward economic impact, all survey respondents were asked how much they spent. Only the spending by those visitors whose primary reason for traveling to the area was counted toward the economic impact. Data was also collected on the number of people in each party, indicating about 2.5 people in each group visiting the River Walk<sup>12</sup> resulting in about 3.5 million parties visiting the River Walk. The number of parties was multiplied by the amount of spending in various categories of activities: entertainment and recreation, restaurants and bars, shopping, hotels, and other (mainly parking). This spending activity was then run through the IMPLAN input-output model for Bexar County in order to calculate the economic impact, as described below.

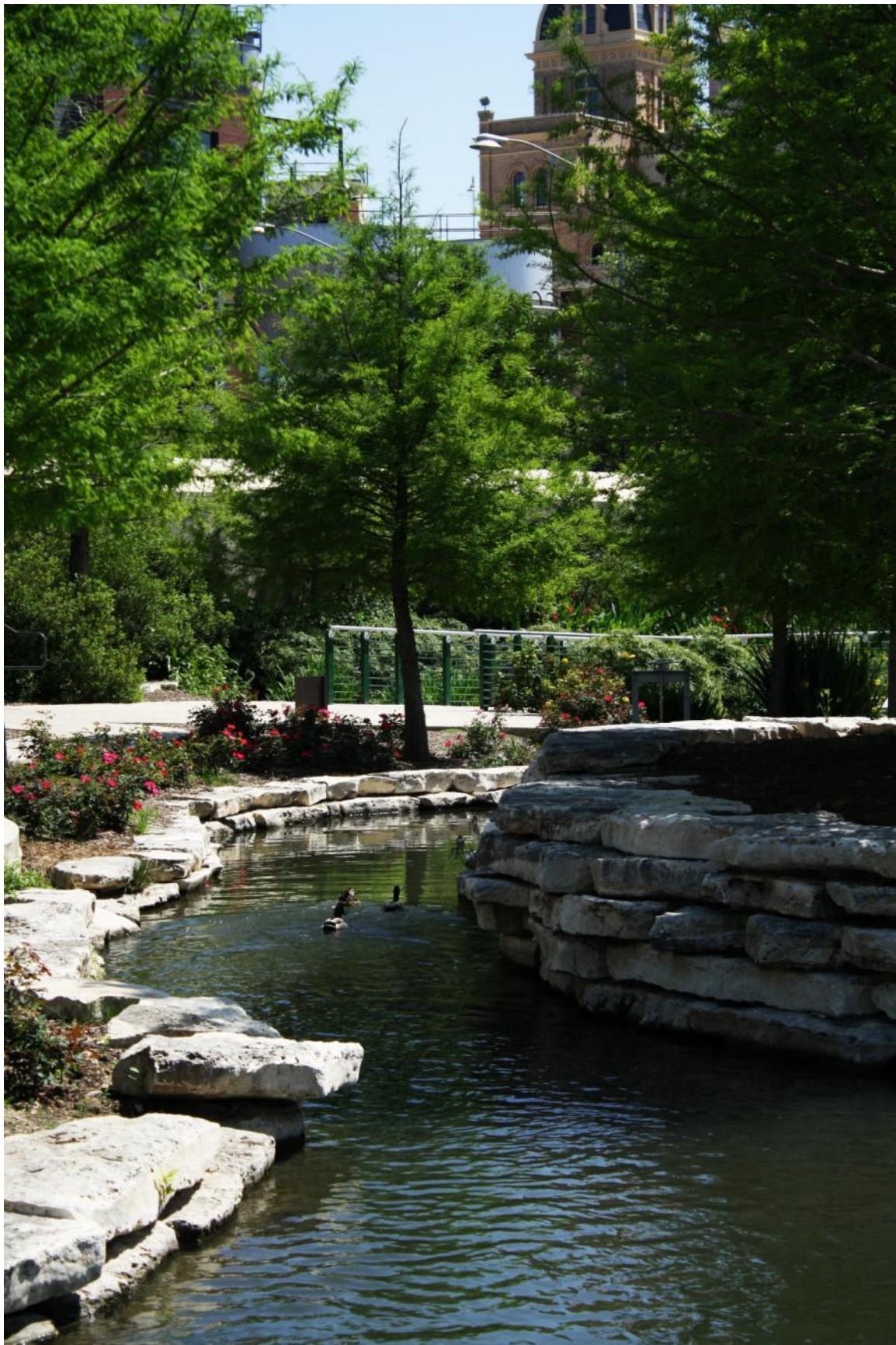
## *V.2. Economic Impact Concepts*

Economic impact is based on the concept that a new dollar flowing into the area causes an expansion of the economy. The economic activity of many businesses generates exports outside of the region<sup>13</sup>, which brings this money flowing back into the local economy. These businesses use this revenue to pay their workers' salaries and benefits, purchase inputs from local suppliers, and pay government taxes and fees. The direct economic impact is derived from the production activity of the businesses and the salaries and benefits they are then able to pay their workers. As already alluded to, this also generates additional economic activity often times referred to as the multiplier effects.

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<sup>12</sup> The questions allowed the respondent to reply that they had greater than four in their party. In this case, it was assumed that there were five people in these parties.

<sup>13</sup> These exports include retail and hotel spending, for example, by visitors from outside the city. In this manner, many services are also exported.



The multiplier effects can be separated into two effects: the indirect effect and the induced effect. The indirect effect results from the company purchasing inputs (physical goods or services) from its local suppliers. Of course, this then sets off additional spending by the supplier in its purchases of inputs and payment of salaries and benefits to its employees. The induced effect is derived from the spending of the employees of the company resulting from the incomes they receive. This is where the economic impact really begins to spread throughout the economy as workers spend their incomes to buy the various goods and services that they need and desire.

All of this economic activity also benefits the government at various levels as the spending by businesses, their employees, and others generate tax revenues and fees. For instance, these activities will generate excise, income, and property tax revenues, social security contributions, and various license fees.

Of course, not all of this economic activity is captured within the local economy. There are leakages as businesses and individual consumers purchase goods and services outside of the local economy causing some money to leak or flow out of the local economy. This is also the case as federal and state taxes and fees are paid resulting from these activities. These leakages are accounted for in the model and are not counted as part of the economic impact. In fact, they reduce the impact of these activities.



### *V.3. The Model*

In order to estimate these impacts, the IMPLAN input-output model for the Bexar County area was used. This model is based off “the ‘Input-Output Study of the U.S. economy’ by the [U.S.] Bureau of Economic Analysis,”<sup>14</sup> and is adapted for the Bexar County economy using data specific to the region from the Bureau of Economic Analysis. The IMPLAN model measures the interactions across 440 industries.

Input-output analysis was introduced by Wassily Leontief for which he later received the Nobel Prize in economics in 1973.<sup>15</sup> An input-output model describes the economic interactions or trade flows among businesses, households, and governments and shows how changes in one area of the economy impact other areas. The multipliers that result from these models are the expressions of these interactions.

There are generally three basic multipliers used to measure the overall impacts. The output multiplier measures the direct, indirect, and induced changes in output across the economy resulting from a change in economic activity within the local economy. The employment multiplier measures the direct, indirect, and induced changes in full-time equivalent employment across the economy resulting from this change in economic activity. Finally, the earnings multiplier measures the direct, indirect, and induced changes in earnings (including benefits) across the economy resulting from the change in economic activity. Like the proverbial ripples resulting from a rock being thrown in a pond, the multiplier effects will register successive rounds of effects until eventually the leakage from each round halts the process.

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<sup>14</sup> IMPLAN Professional® Version 2.0 User’s Guide, p. 98.

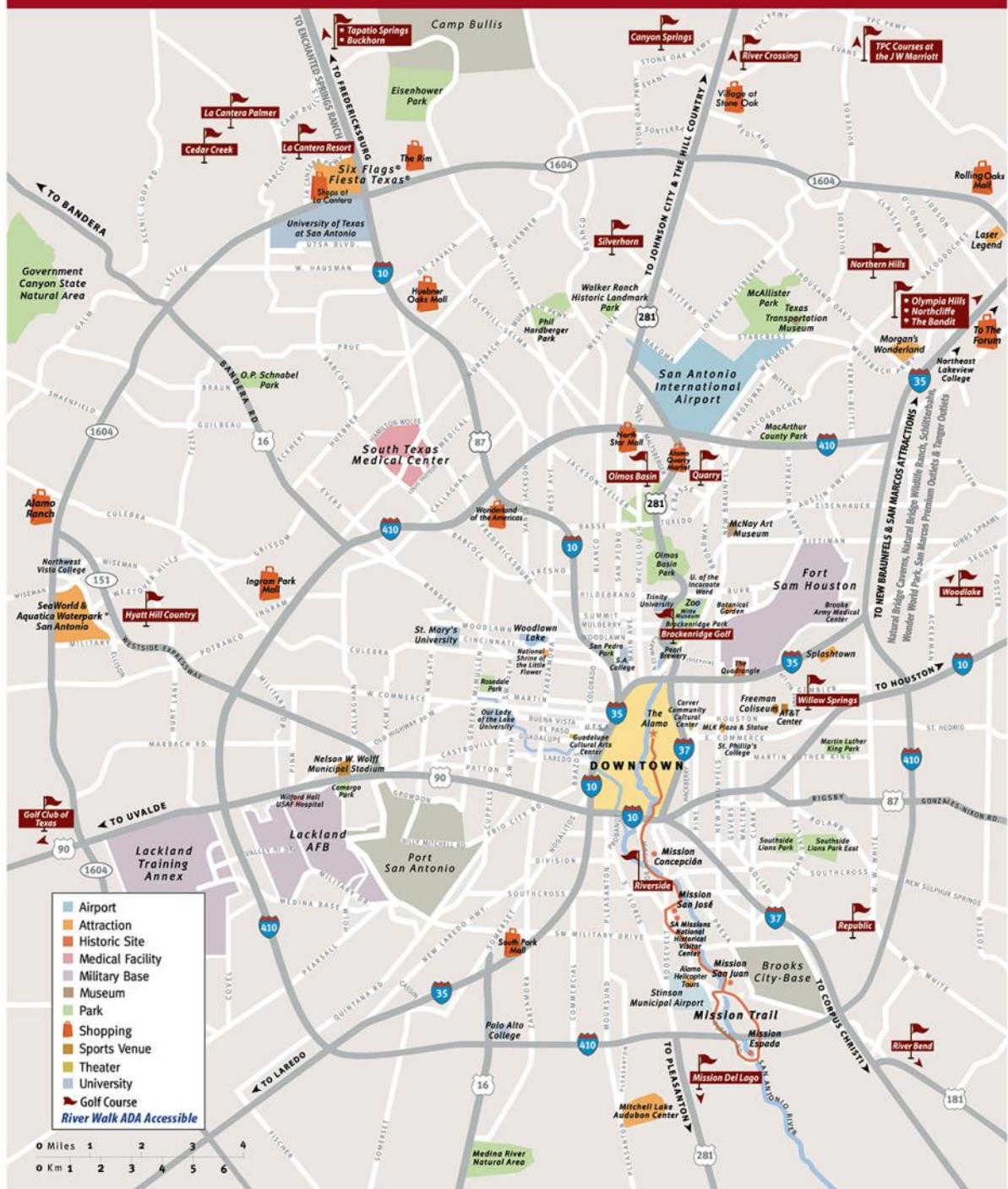
<sup>15</sup> For an example of his seminal work, see: Leontief, Wassily et al., *Studies in the Structure of the American Economy: Theoretical and Empirical Explorations in Input-Output Analysis*, New York: Oxford University Press, 1953.

## APPENDIX A

### MAP OF SURVEY AREAS



# SAN ANTONIO METRO AREA



## APPENDIX B

**Table B1. Home Locations of Non-Resident Visitors to the River Walk**

<i>Zip Code</i>	<i>Location</i>
00961	Puerto Rico
02043	Hingham MA
02800	Mexico
04488	Stetson ME
07604	Hasbrouck Heights NJ
09740	Mexico
10601	White Plains NY
10950	Monroe NY
11379	Middle Village NY
14072	Grand Island NY
14830	Corning NY
15068	Arnold PA
16801	State College PA
17519	East Earl PA
19317	Chadds Ford PA
20003	Washington DC
20121	Centreville Va
20650	Leonardtown MA
20850	Rockville MD
21042	Ellicott City MD
22033	Fairfax VA
23510	Norfolk VA
27207	Bear Creek NC
27376	West End NC
27455	Greensboro NC
29012	Italy
29445	Goose Creek SC
29456	Ladson SC
29680	Simpsonville SC
29691	Walhalla SC
29709	Chesterfield SC
30017	Grayson GA
30078	Snellville GA
30127	Powder Springs GA
31771	Norman Park GA
32578	Niceville FL
32779	Longwood FL

33319	Fort Lauderdale FL
33410	Palm Beach Gardens FL
33445	Del Ray Beach FL
33905	Fort Meyers FL
34787	Winter Garden FL
35118	Mulga AL
35205	Birmingham AL
35205	Hunstville AL
35816	Hunstville AL
37013	Antioch TN
37082	Kington Springs TN
37766	La Follette TN
37937	Knoxville TN
38016	Cordova TN
38756	Leland MS
39110	Madison MS
39532	Biloxi MS
41051	Independence KY
42455	Sebree KY
45248	Cincinnati OH
45309	Brookville OH
46032	Carmel IN
46383	Valparaiso IN
46613	South Bend IN
48096	Ray MI
48138	Grosse Ile MI
49659	Macelona MI
49930	Hancock MI
50023	Ankeny IA
50266	West Des Moines IA
50322	Urbandale IA
52729	Calamus IA
53006	Brownsville WI
53137	Helenville WI
53213	Milwaukee WI
53545	Janesville WI
55112	Saint Paul MN
55125	Saint Paul MN
55303	Anoka MN
55805	Duluth MN
56301	Saint Cloud MN
56342	Isle MN
56400	France

56441	Crosby MN
57006	Brookings SD
57702	Rapid City SD
59102	Billings MT
59714	Belgrade MT
60445	Midlothian IL
60611	Chicago IL
60622	Chicago IL
62223	Belleville IL
63139	Saint Louis MO
63304	Saint Charles MO
65712	Mount Vernon MO
66059	Mexico
66206	Leawood KS
68105	Omaha NE
68133	Papillion NE
68135	Omaha NE
68307	Avoca NE
68326	Carleton NE
70001	Metairie LA
70118	New Orleans LA
70244	Mexico
70356	Gibson LA
70394	Raceland LA
70714	Baker LA
70726	Denham Springs LA
70808	Baton Rouge LA
71011	Mexico
72734	Gentry AR
72923	Barling AR
73069	Norman OK
73098	Wynnewood OK
73104	Oklahoma City OK
73130	Oklahoma City OK
74006	Bartlesville OK
74048	Nowata OK
74055	Owasso OK
74407	Estonia
75006	Carrollton TX
75010	Carrollton TX
75021	Denison TX
75022	Flower Mound TX
75023	Plano TX

75024	Plano TX
75025	Plano TX
75028	Flower Mound TX
75032	Rockwall TX
75040	Garland TX
75043	Garland TX
75044	Garland TX
75062	Irving TX
75070	McKinney TX
75071	McKinney TX
75088	Rowlett TX
75093	Plano TX
75102	Barry TX
75116	Duncanville TX
75124	Eustace TX
75126	Forney TX
75140	Grand Saline TX
75149	Mesquite TX
75165	Waxahachie TX
75205	Dallas TX
75222	Dallas TX
75227	Dallas TX
75229	Dallas TX
75287	Dallas TX
75473	Powderly TX
75491	Whitewright TX
75801	Palestine TX
75831	Buffalo TX
76012	Arlington TX
76016	Arlington TX
76017	Arlington TX
76018	Arlington TX
76102	Fort Worth TX
76132	Fort Worth TX
76133	Fort Worth TX
76202	Denton TX
76205	Denton TX
76207	Denton TX
76208	Denton TX
76244	Keller TX
76249	Krum TX
76504	Temple TX
76541	Killeen TX

76542	Killeen TX
76544	Fort Hood TX
76548	Harker Heights TX
76549	Killeen TX
76550	Lampasas TX
76571	Salado TX
76801	Brownwood TX
76901	San Angelo TX
76908	Goodfellow AFB, San Angelo TX
76936	El Dorado TX
76937	Eola TX
77004	Houston TX
77006	Houston TX
77009	Houston TX
77012	Houston TX
77019	Houston TX
77022	Houston TX
77024	Houston TX
77031	Houston TX
77033	Houston TX
77034	Houston TX
77035	Houston TX
77042	Houston TX
77057	Houston TX
77058	Houston TX
77060	Houston TX
77063	Houston TX
77064	Houston TX
77070	Houston TX
77071	Houston TX
77073	Houston TX
77075	Houston TX
77077	Houston TX
77079	Houston TX
77080	Houston TX
77082	Houston TX
77083	Houston TX
77084	Houston TX
77088	Houston TX
77089	Houston TX
77090	Houston TX
77095	Houston TX
77096	Houston TX

77301	Conroe TX
77304	Conroe TX
77327	Cleveland TX
77339	Kingwood TX
77340	Huntsville TX
77345	Katy TX
77346	Humble TX
77356	Montgomery TX
77365	Porter TX
77382	Spring TX
77386	Spring TX
77388	Spring TX
77389	Spring TX
77429	Cypress TX
77432	Danevang TX
77433	Cypress TX
77459	Missouri City TX
77475	Sheridan TX
77477	Stafford TX
77479	Sugar Land TX
77494	Katy TX
77504	Pasadena TX
77511	Alvin
77520	Baytown TX
77535	Dayton TX
77546	Friendswood TX
77554	Galveston TX
77571	La Porte TX
77581	Pearland TX
77584	Pearland TX
77591	Texas City TX
77656	Silsebee TX
77662	Vidor TX
77707	Beaumont TX
77806	Bryan TX
77841	College Station TX
77845	College Station TX
77901	Victoria TX
77904	Houston TX
77961	Francitas TX
78019	Encinal TX
78022	Geore West TX
78028	Kerrville TX

78063	Pipe Creek TX
78100	France
78102	Beeville TX
78130	New Braunfels TX
78133	Canyon Lake TX
78140	Nixon TX
78146	Pettus TX
78154	Schertz TX
78160	Stockdale TX
78333	Alice TX
78357	Freer TX
78368	Mathis TX
78374	Portland TX
78380	Robstown TX
78382	Rockport TX
78390	Taft TX
78399	Mexico
78407	Corpus Christi TX
78410	Corpus Christi TX
78412	Corpus Christi TX
78414	Corpus Christi TX
78415	Corpus Christi TX
78501	McAllen TX
78504	McAllen TX
78526	Brownsville TX
78538	Edcouch TX
78542	Edinburg TX
78550	Harlingen TX
78552	Harlingen TX
78566	Los Fresnos TX
78569	Lyford TX
78572	Mission TX
78583	Rio Hondo TX
78586	San Benito TX
78596	Weslaco TX
78610	Buda TX
78629	Gonzales TX
78653	Manor TX
78665	Round Rock TX
78669	Spicewood TX
78704	Austin TX
78705	Austin TX
78720	Austin TX

78729	Austin TX
78730	Austin TX
78732	Austin TX
78738	Austin TX
78741	Austin TX
78744	Austin TX
78745	Austin TX
78748	Austin TX
78749	Austin TX
78750	Austin TX
78827	Asherton TX
78861	Hondo TX
78941	Flatonia TX
79045	Hereford TX
79235	Floydada TX
79316	Brownfield TX
79356	Post TX
79536	Merkel TX
79731	Crane TX
79761	Odessa TX
79763	Odessa TX
79764	Odessa TX
79782	Stanton TX
79901	El Paso TX
79902	El Paso TX
79915	El Paso TX
79938	El Paso TX
80818	Genoa CO
80919	Colorado Spring CO
81501	Grand Junction CO
81506	Grand Junction CO
82633	Douglas WY
83406	Idaho Falls ID
84015	Clearfield UT
84040	Layton UT
84090	Sandy UT
84097	Orem UT
85083	Phoenix AZ
85086	Phoenix AZ
85224	Chandler AZ
85225	Chandler AZ
85234	Gilbert AZ
85345	Peoria AZ

85388	Surprise AZ
86004	Flagstaff AZ
87002	Belen NM
87124	Rio Rancho NM
87710	Angel Fire NM
88005	Las Cruces NM
88011	Las Cruces NM
88081	Chaparral NM
88310	Alamogrodo NM
89149	Las Vegas NV
89701	Carson City NV
90135	Italy
90266	Manhattan Beach CA
90315	Lithuania
90815	Long Beach CA
92101	San Diego CA
92345	Hesperia CA
92346	Highland CA
92698	Aliso Viejo CA
93309	Bakersfield CA
93644	Oakhurst CA
94404	San Mateo CA
94450	France
94501	Alameda CA
94510	Benicia CA
95135	San Jose CA
95833	Sacramento CA
95842	Sacramento CA
98007	Bellevue WA
98020	Edmonds WA
98031	Kent WA
98198	Seattle WA
98258	Lake Stevens WA
98272	Monroe WA
98541	Elma WA
Not provided	Bellerive, Switzerland
Not provided	Canada
Not provided	United Kingdom/England
Not provided	Mexico
Not provided	Other Country
Not provided	Trinidad