

Del Rio Chamber of Commerce & Conventions & Visitors Bureau - Market Snapshot - 2022

DEMOGRAPHICS -Del Rio & Val Verde County		50-Mile Range Texas Market		INTERNATIONAL BRIDGE RECEIPTS					INTERNATIONAL BRIDGE CROSSINGS-COMMERCIAL & VEHICLES (Into Mexico)											
				2022	2021	%- /+	2020	%- /+	2019	2022		2021		2020						
6/11/2022																				
Population:	57,939	Jan	570,990	516,433	10.6%	651,260	-20.7%	667,453	Jan	5,537	5,810	-4.7%	109,376	88,476	23.6%					
# of HouseHolds:	18,605	Feb	617,940	470,832	31.2%	638,917	-26.3%	649,365	Feb	5,672	4,928	15.1%	112,189	79,615	40.9%					
Ave. HH Income:	\$60,075	March	724,447	641,442	11.9%	557,875	16.1%	714,998	March	6,916	6,904	0.2%	130,946	109,866	19.2%					
Mexico Population		April	690,145	608,348	13.4%	324,804	87.3%	618,602	April	6,045	5,891	2.6%	128,584	109,595	17.3%					
Primary Market Ciudad Acuña*	215,000	May	706,611	624,463	13.2%	402,945	55.0%	656,574	May	6,346	5,358	18.4%	128,897	115,360	11.7%					
TTL Primary VV County		June	687,857	619,881	11.0%	479,755	29.2%	651,033	June	6,372	5,539	15.0%	124,210	112,382	10.5%					
& Mexico Market Population	272,939	July	697,656	641,507	8.8%	462,385	38.7%	674,941	July	6,121	5,606	9.2%	129,021	115,481	11.7%					
*3 miles from Del Rio		Aug	709,524	618,030	14.8%	495,504	24.7%	696,301	Aug	6,764	6,100	10.9%	128,527	110,049	16.8%					
		Sept	721,000	452,226	59.4%	525,601	-14.0%	656,779	Sept	6,333	4,366	45.1%	130,846	79,361	64.9%					
Laughlin Air Force Base	\$243,417,834	Oct*	736,786	634,155	16.2%	592,271	7.1%	688,415	Oct*	6,259	5,812	7.7%	136,511	114,975	18.7%					
Economic Impact		Nov	724,345	645,648	12.2%	534,327	20.8%	669,367	Nov	6,174	5,805	6.4%	135,004	118,969	13.5%					
LAFB Personnel + Indirect Jobs =		Dec	759,084	728,547	4.2%	582,796	25.0%	673,311	Dec	5,242	5,385	-2.7%	149,111	134,829	10.6%					
3602+1123 = Includes indirect jobs	4725	Totals:	8,346,384	7,207,512	15.8%	6,248,440	15.3%	8,017,138	Totals:	73,781	67,504	9.3%	1,543,222	1,288,958	19.7%					
Annual Payroll LAFB Personnel	\$151,303,658	YTD TTLS:	8,346,384	7,207,512	15.8%	6,248,440	15.3%	8,017,138	YTD TTLS:	73,781	67,504	9.3%	1,543,222	1,288,958	19.7%					
Labor Force % of market	23%	*BRIDGE TOLL INCREASED TO by .25 to \$4.00 on: May 7, 2018 (6.25% inc)																		
Indirect Jobs Created	1,123	CITY SALES TAX REBATE RECEIPTS FROM STATE-NET PAYMENTS																		
1123 addl payroll	\$ 45,863,320	2022	2021	%- /+	2020	%- /+	2019	2022	2021	%- /+	2020	%- /+	2019	2022	2021	%- /+	2020	%- /+	2019	
		Jan	741,187	606,809	22.1%	554,465	9.4%	498,251	Jan	263,559	212,913	23.8%	192,926	10.4%	210,133					
		Feb	883,617	754,389	17.1%	750,812	0.5%	776,790	Feb	312,245	263,822	18.4%	252,976	4.3%	461,568					
		March	656,650	588,770	11.5%	494,028	19.2%	496,863	March	224,499	205,008	9.5%	176,542	16.1%	275,827					
		April	609,057	501,479	21.5%	464,717	7.9%	557,079	April	214,762	176,226	21.9%	164,688	7.0%	285,075					
SCHOOL DISTRICT		May	837,936	829,986	1%	572,710	44.9%	638,619	May	292,913	287,826	1.8%	201,276	43.0%	330,964					
# of Students:	10,517	June	703,188	687,172	2%	544,619	26.2%	609,697	June	248,518	242,095	2.7%	195,057	24.1%	247,883					
Employees	1,453	July	704,831	687,101	3%	648,498	6.0%	554,367	July	246,642	431,886	-42.9%	228,110	89.3%	197,907					
Teachers	641	Aug	789,068	770,070	2%	738,562	4.3%	646,227	Aug	272,001	272,345	-0.1%	257,793	5.6%	227,966					
Admin.	55	Sept	712,881	665,494	7%	622,294	6.9%	618,923	Sept	247,591	230,321	7.5%	219,555	4.9%	213,189					
Ann Payroll:	\$ 66,987,065	Oct	691,024	631,597	9%	625,109	1.0%	558,190	Oct	242,253	220,084	10.1%	215,844	2.0%	194,709					
		Nov	746,330	738,365	1%	724,281	1.9%	606,125	Nov**	258,486	254,280	1.7%	249,615	1.9%	197,599					
MAJOR EMPLOYERS Total	14,893	Dec	679,897	615,428	10%	641,945	-4.1%	569,350	Dec	240,372	218,017	10.3%	226,994	-4.0%	206,298					
LAFB	4,707	Totals:	8,755,665	8,076,660	8.4%	7,382,041	9.4%	7,130,481	Totals:	3,063,841	3,014,823	1.6%	2,581,376	16.8%	3,049,117					
Government Agencies	3,715	YTD	8,755,665	8,076,660	8.4%	7,382,041	9.4%	7,130,481	YTD	3,063,841	3,014,823	1.6%	2,581,376	16.8%	3,049,117					
SFDRCSID	1,453	Sales	1.5%	1.5%	1.5%	1.5%		Sales	0.005	0.005		0.005		0.005						
Manufactures	1,500	Production	\$ 583,711,025	\$ 538,444,002	YE =	\$ 492,136,043	YE =	\$ 475,365,427	Production	\$ 612,768,246	\$ 602,964,544	YE =	\$ 516,275,244	YE =	\$ 609,823,336					
Retail	1,216	*NOTE - FEB REFLECTS DEC SALES																		
City of Del Rio	450	2022	2021	2020	2019															
Medical Clinics	412	EDC	\$ 729,639	\$ 673,055	\$ 615,170	YE	\$ 47,446													
VV Regional Med Cntr	525	TAX RATES PER 100 VALUATION																		
GEO Correctional Facility	301	2021 Tax Rates:	2020 Tax Rates:	+/- %	2019 Tax Rates:	2018 Tax Rates:	2017 Tax Rates:													
Financial Institutions	257	City:	\$ 0.707000	\$ 0.720900	-1.9%	\$ 0.730908	\$ 0.715159	\$ 0.684576												
Val Verde County	207	VV County:	\$ 0.630200	\$ 0.609300	3.4%	\$ 0.624700	\$ 0.630100	\$ 0.631400												
Union Pacific Railroad	150	School:	\$ 1.049700	\$ 1.049700	0.0%	\$ 1.061730	\$ 1.159800	\$ 1.159800												
			\$ 2.386900	\$ 2.379900	0.3%	\$ 2.417338	\$ 2.505059	\$ 2.475776												
LABOR STATS: UNEMPL	-5.2%	https://www.valverdecad.org/																		
LABOR FORCE:	19,521	RESIDENTIAL/LAND/ACREAGE SALES																		
EMPLOYED:	18,515	Commercial Sales																		
VV Co. as of OCT:	-7.2%	2022 YTD	2021 YTD				2020 YTD				2019 YTD									
July 2020	8.5%	JAN-JULY	# of Units	TTL \$\$\$	+/- %%	JAN - JULY	TTL \$\$\$	+/- %%	JAN - JULY	TTL \$\$\$	+/- %%	JAN - JULY	TTL \$\$\$	+/- %%	JAN - JULY	TTL \$\$\$	+/- %%	JAN - JULY	TTL \$\$\$	+/- %%
June 2020	9.6%	2022	285	\$ 63,889,243	27.7%	6	\$ 1,945,000	32.9%	6	\$ 1,945,000	32.9%	6	\$ 1,945,000	32.9%	6	\$ 1,945,000	32.9%	6	\$ 1,945,000	32.9%
May 2020	14.5%	2021	243	\$ 50,020,709	59.5%	5	\$ 1,463,000	49.2%	5	\$ 1,463,000	49.2%	5	\$ 1,463,000	49.2%	5	\$ 1,463,000	49.2%	5	\$ 1,463,000	49.2%
April 2020	13.4%	2020	170	\$ 31,363,196	2.7%	6	\$ 980,350	98.1%	6	\$ 980,350	98.1%	6	\$ 980,350	98.1%	6	\$ 980,350	98.1%	6	\$ 980,350	98.1%
		2019	178	\$ 30,540,720		2	\$ 495,000		2	\$ 495,000		2	\$ 495,000		2	\$ 495,000		2	\$ 495,000	
Texas Workforce Solutions		FDIC - Bank Deposits by County																		
		BANK DEPOSITS ENDING JUNE of each Yr.																		
		RATE EXCHANGE - Mex. Peso to \$1- U.S.\$																		
		*the higher the Peso the less buying power																		
		7/6/22 \$20.68 -1%																		
		11/21/21 \$20.86 -1%																		
		10/22/20 \$21.00 12%																		
		12/31/19 \$18.80 -6%																		
		12/12/18 \$20.10 6%																		
		12/8/17 \$18.92 2%																		

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The Convention & Visitors Bureau's main goal is to bring more visitors to Del Rio that will stay in our hotels/motels & RV Parks, explore all that the area has to offer, while helping increase sales tax and international bridge revenue!

The CVB promotes all of Del Rio's Civic Events in & outside the market. From 1st Friday Art Walks to Noches Musicales, to Fiesta de Amistad and Cinco de Mayo and July 4th events, to name a few.

Amistad National Recreation Area is one of the main reasons people visit Del Rio. With 1.2 million visitors per year these guests brought in an estimated \$52.1 million in spending while creating 695 jobs that produce \$15.7 million in payroll! Visitations are also tied to lake levels.

Fishing tournaments produce the largest ROI with approximately 175+ per year;

The market we advertise in, include Midland-Odessa, Abilene, San Angelo, Sonora, Uvalde, Eagle Pass, and Carrizo Springs. Ciudad Acuña and the interior of Mexico.

Another very important goal is the marketing of American Airlines that will help the economic well-being of our City as well as help improve visitation to Del Rio & Ciudad Acuña.

For more information, contact the Del Rio Chamber and CVB Office at 830.775.3551 or visit: drchamber.com

HOT Receipts recorded for month of Occupancy. Figures reflect current fiscal year @ 35%						
CONVENTION & VISITORS BUREAU INCOME (HOT)						
	FY 2021-2022	FY 2020-2021	+/--%	FY 2019-2020	FY 2018-2019	+/--%%
Oct	30,213	17,087	77%	25,477	22,465	13%
Nov	47,720	41,801	14%	26,776	23,790	13%
Dec	33,381	13,761	143%	20,686	15,244	36%
Jan	22,331	15,171	47%	19,635	23,164	-15%
Feb	28,762	17,877	61%	12,302	21,748	-43%
March	24,756	19,945	24%	32,971	22,499	47%
April	31,670	20,249	56%	14,781	22,499	-34%
May	28,156	41,677	-32%	14,890	29,879	-50%
June	30,046	14,704	104%	19,819	39,894	-50%
July	20,371	41,797	-51%	15,755	27,601	-43%
Aug	27,817	31,949	-13%	16,049	28,636	-44%
Sept	42,061	29,649	42%	17,508	23,445	-25%
Totals:	367,284	305,667	20%	236,649	300,864	-21%
YTD	367,284	305,667	20%	236,649	300,864	-21%

July, Aug. and September 2020 collections were received in the November 2020 check.
Oct., Nov., Dec., 2020 and Jan., Feb., Mar., and April, 2021 collections were received in the May 2021 check.
2022: One hotel not current with HOT payments - currently 8 months behind (since October 2021)

Visitations per Fiscal YR:		
2021	1,204,264	15%
2020	1,050,111	-27.4%
2019	1,446,300	27.0%
2018	1,138,785	-2.2%
2017	1,164,530	-6.8%
2016	1,250,051	10.6%
2015	1,130,096	10%
2014	1,025,151	-25%
2013	1,367,502	-5%
2012	1,436,759	-9%
2011	1,574,322	-39%
2010	2,573,966	

<https://irma.nps.gov/Stats/Reports/Park/AMIS>

FISHING TOURNAMENTS		
176	2021	-5%
185	2020	-14%
215	2019	7%
201	2018	7%
188	2017	-5%
198	2016	13%
175	2015	2%
171	2014	4%
165	2013	-16%
196	2012	5%
186	2011	20%
155	2010	12%

Amistad Water Levels-vs Full Pool of 1117		
6/5/2022	1050	-66.96
2020	1074	-43.21
2019	1087	-30.05
2018	1092	-24.77
2017	1093	-24.00
2016	1096	-21.00
2015	1089	-28.00
2014	1075	-42.00
2013	1070	-47.00
2012	1108	-9.00
2011	1116	-1.00
		1117

*in feet - Full Pool is 1117.
<http://amistad.uslakes.info/level/>

AMISTAD NATIONAL RECREATION AREA					
VISITORS PER MONTH-FISCAL YEAR					
	FY 2021-2022	FY 2020-2021	+/--%	FY 2019-2020	FY 2018-2019
Oct	137,128	124,427	10%	132,057	69,610
Nov	110,910	85,524	30%	88,970	59,876
Dec	111,577	89,352	25%	99,319	60,617
Jan	62,035	63,156	-2%	64,834	64,222
Feb	90,345	74,148	22%	75,002	70,486
March*	131,995	74,402	77%	131,014	73,606
April	117,868	74,172	59%	123,056	132,364
May	72,091	92,357	-22%	155,776	133,636
June	112,633	90,685	24%	162,110	110,874
July	65,584	89,553	-27%	133,273	145,566
Aug	94,127	74,960	26%	147,212	123,665
Sept	97,971	117,375	-17%	133,677	94,263
Totals:	1,204,264	1,050,111	15%	1,446,300	1,138,785
YTD	1,204,264	1,050,111	15%	1,446,300	1,138,785

<https://bit.ly/3fsvCZM>

*March 2019-Counters replaced some not wking

	SEMINOLE CANYON		+/--%	DEVILS RIVER STATE		+/--%	KICKAPOO CAVERN		+/--%	GARNER		+/--%
	2021-2022	2020-2021		2021-2022	2020-2021		2021-2022	2020-2021		2019-2020	2020-2021	
Sept	885	647	36.79%	384	814	-52.83%	563	548	2.74%	38,235	44,555	-14.18%
Oct	2,040	907	124.92%	585	882	-33.67%	673	787	-14.49%	37,091	42,881	-13.50%
Nov	2,463	1,308	88.30%	300	625	-52.00%	518	730	-29.04%	40,705	41,654	-2.28%
Dec	2,165	1,314	64.76%	160	291	-45.02%	514	523	-1.72%	19,375	26,822	-27.76%
Jan	2,826	2,434	16.11%	134	146	-8.22%	767	1,011	-24.13%	9,102	12,808	-28.94%
Feb	3,187	1,554	105.08%	184	137	34.31%	526	473	11.21%	11,574	10,377	11.54%
March	4,744	1,978	139.84%	633	747	-15.26%	1,183	1,313	-9.90%	44,781	49,688	-9.88%
April	2,517	1,320	90.68%	853	895	-4.69%	797	987	-19.25%	37,557	39,025	-3.76%
May		914	-100.00%		859	-100.00%		1,261	-100.00%		49,946	-100.00%
June		781	-100.00%		585	-100.00%		944	-100.00%		93,949	-100.00%
July		761	-100.00%		505	-100.00%		780	-100.00%		106,193	-100.00%
Aug		692	-100.00%		377	-100.00%		325	-100.00%		61,108	-100.00%
	20,827	14,610	42.55%	3,233	6,863	-52.89%		9,682	-100.00%		579,006	-100.00%
	20,827	11,462	81.70%	3,233	4,537	-28.74%	5,541	6,372	-13.04%	238,420	267,810	-10.97%