

May sales activity was the first month when anecdotal evidence and survey data began to indicate that fuel prices were beginning to influence buying patterns and travel preferences.

Despite these indications, several communities did very well in the Month of May largely due to the strength of local support for special events that were held in their communities. While many events have strong appeal to tourists (those that travel over 50 miles), rural community events - and their resultant economic impact - depend on strong hometown support. The positive effect of local support is seen in Alba (Legend of Lake Fork Tournament), Mineola (May Days), and Winnsboro (Texas Woodstock) where residents found the entertainment and shopping in their own towns an appealing way to spend time with family and friends. These results don't come easy and the major credit goes to the many volunteers that work hard to bring these offerings to life.