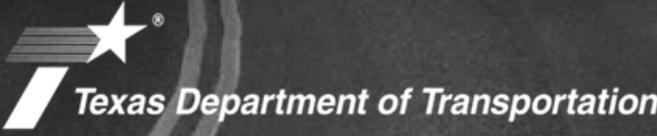
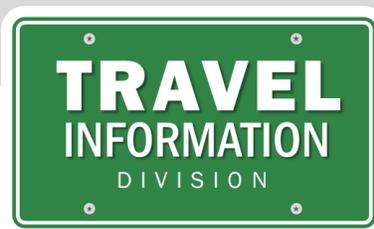


TEXAS TRAVEL INDUSTRY RESOURCES





The **TxDOT TRAVEL INFORMATION DIVISION** informs travelers about the highway system and scenic, historic, and recreational opportunities in Texas. We also administer programs to encourage travel in various ways, and to help keep our roadways litter-free.

Our programs and partnerships with the Texas tourism industry play a vital role in the state's prosperity. This resource guide summarizes the resources – most of them free! – that TxDOT offers to enable you to promote your destinations and attractions.

THE DIVISION:

- operates 12 **Texas Travel Information Centers**, which host millions of visitors each year, at strategic locations around the state.
- hosts **safety-awareness events** at Travel Information Centers, including programs on distracted driving and proper use of child car seats.
- operates **DriveTexas™**, the state's Highway Condition Report, which includes an interactive website and the 800/452-9292 number providing road conditions; travel-planning information; and public assistance during major weather events and state emergencies such as hurricanes, flooding, wildfires, and severe winter storms.
- administers the department's litter prevention programs—the **Don't mess with Texas®** public education campaign, the **Adopt-a-Highway** volunteer program and the grassroots partnership with the nonprofit organization **Keep Texas Beautiful**.
- Administers the clean air education campaign, **Drive Clean Texas**.
- publishes the state's official travel magazine, **Texas Highways**.
- produces and publishes travel literature for the state of Texas, including the **Texas State Travel Guide**, the **Travel Map** and the **Texas Highways Events Calendar**.
- provides fulfillment activities for Texas travel-information inquiries, including the responses generated by advertisements placed by the Office of the Governor, Economic Development & Tourism.

Many of you know **Lois Rodriguez**, a longtime employee of the Travel Information Division. We are very pleased to announce she will be taking on the role of travel industry liaison for the division. As Strategic Partnerships Manager, Lois can help you make the most of what we have to offer your organization.



"Texas is an incredible and diverse place. It's an easy sell, but still the work can be challenging. I hope our tourism industry friends know that we're in this with them. I see us as one big family, and there's nothing better than coming together to work for a common goal. Travel Texas!"

Lois Rodriguez

Strategic Partnerships Manager

Travel Information Division

lois.rodriguez@txdot.gov

512-486-5874

The **TRAVEL SERVICES, PROJECTS, AND CAMPAIGNS** section operates the 12 Texas Travel Information Centers, the DriveTexas™ website, and Travel Information Line, and it oversees anti-litter and clean air education campaigns. This group maintains close liaison with members of state and local governments, chambers of commerce, convention and visitor bureaus, and commercial attractions to promote the state's travel and tourism program.



Texas Travel Information Centers

TxDOT's 12 travel information centers welcome approximately 2 million visitors each year with Texas hospitality and generated nearly \$150 million in fiscal year 2018. Professional travel counselors assist with travel routes and provide current information on points of interest, events and up-to-date road conditions. They also serve as the first line of communication with the public during statewide emergencies affecting travel.

Travel Information Centers (TICs) are the largest outlet of travel literature in the state and one of the largest in the nation, distributing collateral for an estimated 1,500 destinations and attractions. Much of that literature is produced by chambers of commerce, city convention and visitor bureaus, hotels, and attractions.

Travel counselors receive extensive training through various internal and external programs, including ASE, the Texas Travel Counselors Conference, TTIA Study tour, and the Certified Professional Travel Counselor program. They also answer the TxDOT Highway Conditions phone line (see the DriveTexas™ section).

FOR MORE INFORMATION

<https://www.txdot.gov/inside-txdot/division/travel/information-centers.html>

TRAVEL INFORMATION CENTER CONTACT

Dave Hilgendorf
Travel Information Center
Branch Manager
david.hilgendorf@txdot.gov
512-486-5801

To contact a specific Travel Information Center, please see appendix.

HOURS OF OPERATION

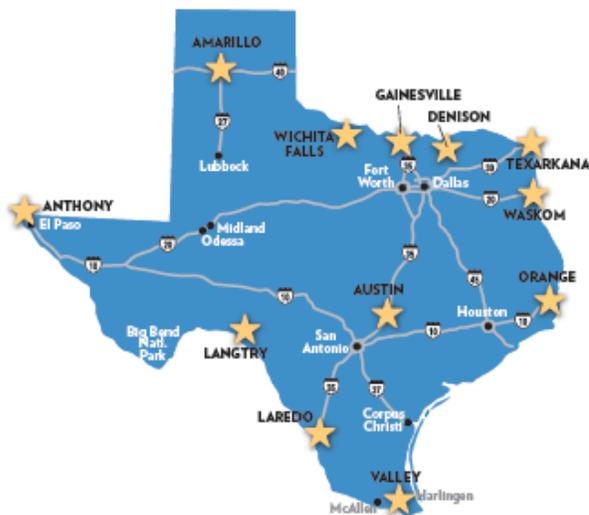
8 a.m. - 5 p.m. Mon-Sat
8 a.m. - 6 p.m. Memorial Day weekend through Labor Day

CAPITOL VISITOR CENTER

9 a.m. - 5 p.m. daily M-Sa
12 p.m. - 5 p.m. Sun

ALL CENTERS CLOSED

Easter, Thanksgiving, Christmas Eve, Christmas, and New Year's Day



SERVICES

- ★ Free TxDOT travel literature
- ★ Free additional travel literature from local and statewide destinations
- ★ Free wireless Internet access
- ★ Video theater for Texas attractions and destinations
- ★ 24-hour security surveillance
- ★ 24-hour restrooms
- ★ "Welcome to Texas" photo opportunities
- ★ Covered picnic tables and group facilities
- ★ Accessible

Not all services are available at all locations



Amarillo



Orange



Laredo



Frequently Asked Questions

Can I get my materials distributed at the Travel Information Centers?

Public and private entities are encouraged to assist in the promotion of travel and tourism by participating in the distribution of their travel literature through the Texas Travel Information Centers.

Guidelines are available at <https://www.txdot.gov/business/partnerships/travel-industry-partners/marketing-partnerships/brochure-distribution.html>.

To have materials added to those available at the centers, samples of first-time (or newly produced) brochures need to be sent to the Travel Services Section headquarters for approval.

Gloria Tapia

gloria.tapia@txdot.gov

Travel Services Branch Administration

Texas Department of Transportation, Travel Information Division

125 E. 11th St., Austin, TX 78701

Please note, once materials are approved to send to the Centers, only prepaid shipments will be accepted.

Can I partner with a Travel Information Center for an event?

Yes! The 12 Texas Travel Information Centers host numerous public events to promote tourism and public safety awareness. Events are often held in partnership with convention and visitors bureaus, local attractions, and TxDOT traffic safety campaigns.

Even outside of planned events, our tourism partners are always welcome to come set up a table and talk to visitors.

Contact your nearest Travel Information Center to discuss partnership opportunities!

PROJECTS

Texas Travel Counselors Conference & Texas Travel Expo

The section coordinates an annual four-day cooperative training conference involving Texas Department of Transportation Travel Division staff, city information center counselors, Texas Highways magazine staff, and Texas State Parks employees. The conference offers educational seminars, area study tours, and the opportunity to network with other industry travel counselors.

As part of the conference, the TTIA Texas Travel Expo (formerly Texas Travel Fair) is an annual trade show providing exhibitors the opportunity to discuss their destinations, attractions or events. Registration includes scheduled appointments and other activities designed to put you face-to-face with travel counselors during the trade show and at associated informal events.

DriveTexas™ and the Highway Condition Information Line

DriveTexas™ delivers up-to-the-minute highway and travel conditions information to motorists via a user-friendly interactive map and TxDOT's Travel Information Line. District maintenance personnel in the field enter conditions into the Highway Conditions Reporting System (HCRS).

The site is designed to work on mobile and desktop devices. The user-friendly interactive map site includes information on highway closures, accidents, and construction; locations of traveler resources such as Travel Information Centers and safety rest areas; and a traffic feed. Users can also search by highway, location or condition to find travel information.

The website and toll-free number make information available to travelers in any location, promote public safety, and encourage increased travel in Texas. The phone line received more than 250,000 calls in fiscal year 2018.

Travel counselors play a key role servicing the toll-free number, particularly during weather emergencies, when call volume increases dramatically. Counselors give out information about road closures, contraflow and evacuation routes, shelter locations, food and water distribution points, power outages, missing persons information, lists of hotels that accept pets, and much more. TIC staff answered over 70,000 calls in fiscal year 2018.



During Hurricane Harvey the TRV staff received input from many interested groups; including the governor's office, the state of Texas SOC, the TxDOT EOC, and even from members of the TxDOT Administration about what was showing on DriveTexas.



TTCC CONTACT

Elizabeth Watson
Special Projects Coordinator
elizabeth.watson@txdot.gov
512-486-5808



HIGHWAY CONDITION INFORMATION

1-800-452-9292
Speak to a professional travel counselor 8 a.m. – 6 p.m. CST

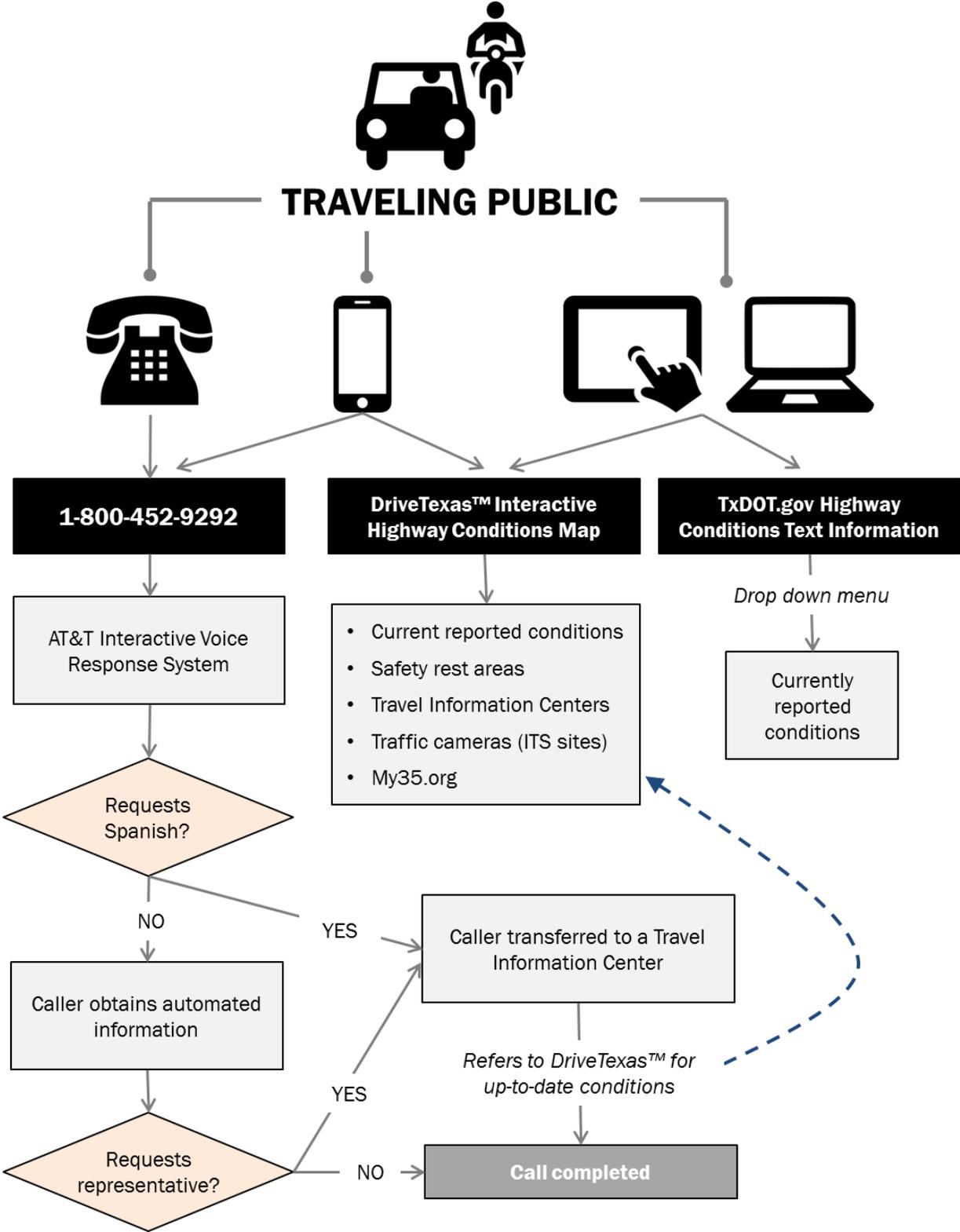
Automated line 24-hours a day
Or visit www.drivetexas.org

DRIVETEXAS™ CONTACT

**Joe Hurley, Sarah Berryhill,
Christina Lorence**
TRV-HCR@txdot.gov
512-486-5800

PROJECTS

Interaction between DriveTexas™, the phone line, and Travel Counselors





Frequently Asked Questions

How can my destination attend the Travel Counselors conference?

If you are interested in registering for the full week of the Texas Travel Counselors Conference (TTCC), please contact Elizabeth Watson. Attendance is required at all scheduled activities during the four days. Booth space at the Expo is available separately.

Are there TTCC sponsorship opportunities for destinations?

Yes! There is a wide variety of sponsorship opportunities coordinated by the host city each year. Please contact Elizabeth Watson for details.

Can I attend the conference and also register for a booth?

Yes! Many city tourism and visitor service professionals do both. Contact Elizabeth Watson for details.

CAMPAIGNS

Don't mess with Texas®

For 33 years, Don't mess with Texas® has channeled Texas-sized state pride to remind Texans to keep trash off our roads. The litter prevention campaign has been a great success thanks to the iconic red, white and blue trash cans and fellow Texans such as George Strait, Matthew McConaughey and Willie Nelson helping to spread the message. With an estimated 435 million pieces of trash cluttering our roadways each year, Don't mess with Texas continues to educate and empower citizens to create a cleaner state for visitors and Texans alike.

Don't mess with Texas has recently enlisted the help of a new "spokesbarrel" to help educate young Texans about the program. Darrel the Barrel makes appearances at events around the state to engage kids of all ages and teach them that Don't mess with Texas means: Don't litter!

Programs administered by Don't mess with Texas include:



- **Don't mess with Texas Art Contest** – An annual contest for grades K-12 to create artwork depicting litter prevention and beautification messages. Winners are showcased in the following year's Don't mess with Texas Art Calendar.
- **Don't mess with Texas Scholarship** – An annual scholarship contest that recognizes the achievements of high school seniors who have taken a leadership role to prevent litter in their school and/or community.
- **Don't mess with Texas Trash-Off**– Trash-Off is the single largest one-day cleanup event in the state and serves as the signature event for the Great American Cleanup. Each year Don't mess with Texas, Adopt-a-Highway, and Keep Texas Beautiful work together to encourage pickups statewide.
- **Report-a-Litterer** – The Report-a-Litterer app and website allows citizens to anonymously report vehicles they witness littering on Texas roadways. The litterers are sent Don't mess with Texas litterbag along with a letter reminding them to keep their trash off of our roads.



Don't mess with Texas®

www.dontmesswithtexas.org

DON'T MESS WITH TEXAS® CONTACT

Becky Ozuna
 Campaigns Coordinator
Becky.ozuna@txdot.gov
 512-486-5904

DON'T MESS WITH TEXAS OFFICIAL MERCHANDISE

<https://shop.texashighways.com/dont-mess-with-texas>

FREE DMWT LITTERBAGS, STICKERS, AND DECALS

Bulk quantities for travel industry partners:
becky.ozuna@txdot.gov

Link for the public for small quantities:
<http://www.dontmesswithtexas.org/get-stuff/free-stuff/>



CAMPAIGNS

Drive Clean Texas

The Drive Clean Texas program began in 2001 to raise awareness about the impact of vehicle emissions on air quality and motivate drivers to take steps to help keep the air clean.

The program is active throughout the year, with efforts peaking during the hot summer months when ozone levels spike. Messaging is especially targeted in areas of the state that fail to meet, or come close to failing, federal air quality standards. These areas include Houston, Dallas/Fort Worth, El Paso, Beaumont/Port Arthur, Austin, San Antonio, Corpus Christi, Tyler, and Victoria. Campaigns typically include local radio, social media, and online video, which are produced in both English and Spanish.

Drive Clean Texas asks drivers to help protect the state’s air quality by following a few simple tips:

- Keep vehicles well-maintained and inflate tires to recommended air pressure levels.
- Properly fuel vehicles by tightly sealing the gas cap.
- Stop at the click when fueling your vehicle. Overfilling the tank releases harmful fumes into the air.
- Drive smart by obeying speed limits.
- Avoid idling the vehicle for extended periods of time.
- Avoid aggressive driving with rapid starts and stops.
- Share rides, bike, walk, or take public transit when you can.

The Drive Clean website offers interactive driver education tips and videos, advertising collateral, presentations and images for trade shows, TEKS approved lessons for grades K-12, and more.

The current campaign, *Live & Breathe Texas*, captures the pride Texans feel about living and breathing all things Texas, including clean air. The campaign’s statewide *Live & Breathe Texas* Road Tour will make stops in Texas cities throughout the summer. The tour features the Drive Clean Texas Road Trip game, a fun, interactive way to learn about reducing harmful vehicle emissions. Each time a participant selects the wrong answer, a puff of smoke representing vehicle emissions — is released into a giant, clear-sided container encasing a sports car.

Drive Clean Texas

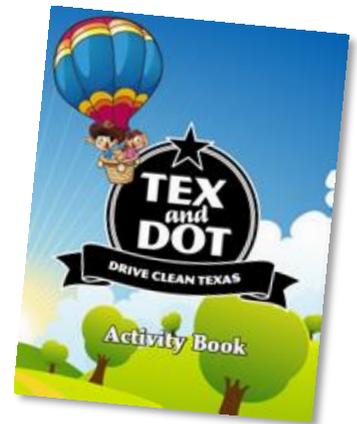
<http://drivecleantexas.org/>

DRIVE CLEAN TEXAS CONTACT

Becky Ozuna
Campaigns Coordinator
becky.ozuna@txdot.gov
512-486-5904

DRIVE CLEAN TEXAS RESOURCES

<https://www.drivecleantexas.org/resources/>



CAMPAIGNS

Adopt-a-Highway

Adopt-a-Highway is a Texas-born volunteer program that began in 1985 at TxDOT's Tyler District office. Volunteer groups agree to pick up litter four times a year on a two mile stretch of state-maintained roadway for two years. Each group receives two blue AAH acknowledgment signs on their adopted roadway recognizing the group's efforts. The program provides a vital service in helping to keep Texas roadways litter-free in a rapidly growing state. Adopt-a-Highway has an estimated 3,800 groups and 36,000 volunteers statewide.

Adopt-a-Highway District Coordinators are responsible for adoptable roadways and volunteer agreements in their local area. To become involved, contact the nearest coordinator (listed in the appendix) for additional information about locations, eligibility, and logistics.



Keep Texas Beautiful

Keep Texas Beautiful (KTB) partners with TxDOT's litter prevention programs by taking the programs out into local communities. KTB supports TxDOT's youth programs such as the Don't mess with Texas Art Contest and scholarships, and holds an annual conference to educate Texas on local clean-up, recycling and youth engagement efforts. KTB is a 501(c)3 nonprofit with approximately 300 affiliates statewide and a reach of 19 million Texans annually.

Since 1969, TxDOT and KTB have worked together to award the Governor's Community Achievement Awards to Texas communities for their outstanding overall efforts to keep their communities beautiful. TxDOT provides close to \$2 million in landscaping awards to 10 winning communities, with each community receiving funds based on population size. Awards are used for landscaping projects along local rights-of-way.



<https://www.txdot.gov/inside-txdot/get-involved/volunteer/adopt-a-highway.html>

ADOPT-A-HIGHWAY CONTACT

Catherine Cromer
Statewide Coordinator
catherine.cromer@txdot.gov
512-486-5912



Keep Texas Beautiful

<https://ktb.org/gcaa>

KEEP TEXAS BEAUTIFUL CONTACT

Becky Ozuna
Campaigns Coordinator
becky.ozuna@txdot.gov
512-486-5904

Frequently Asked Questions

Is the Don't mess with Texas[®] slogan/logo trademarked?

Yes, Don't mess with Texas[®] is a registered service mark and trademark owned by the Texas Department of Transportation. The Don't mess with Texas name may not be used without the expressed consent of TxDOT.

For information and to submit a license request, visit <http://www.dontmesswithtexas.org/about/usage/>

To report an unlicensed vendor visit <http://www.dontmesswithtexas.org/about/report-an-unlicensed-vendor/>



Where can I buy officially licensed Don't mess with Texas merchandise?

Don't mess with Texas merchandise is available in the Texas Highways Mercantile:

<https://shop.texashighways.com/dont-mess-with-texas>

How can I get one of the red, white, and blue Don't mess with Texas barrels?

Barrels are available on the Texas Highways Mercantile:

<https://shop.texashighways.com/dont-mess-with-texas/dmwt-trash-barrel>



What are Texas Litter Laws? Can Don't mess with Texas help me enforce litter laws?

You can be fined up to \$500 for trash less than or equal to five pounds or five gallons, Repeat the offense, and you could face a fine of up to \$2,000 and 180 days in jail. In Texas, failing to cover your pickup-truck load is against the law and carries a fine of up to

\$200 for the first offense and \$ 500 for repeat offenders.

Don't mess with Texas is public awareness education campaign and cannot enforce litter laws. Only law enforcement officers can enforce litter laws.

Where can I find Don't mess with Texas PSAs?

All Don't Mess with Texas Ads can be found online: <http://www.dontmesswithtexas.org/the-campaign/ad-archive/>



How do I order Don't mess with Texas litterbags and stickers?

Contact becky.ozuna@txdot.gov.



How do volunteers Adopt-a-Highway?

Volunteers can submit an application online at <https://www.dot.state.tx.us/apps-cg/aah/contact.htm> or contact their local District Coordinator.

What roads are available for adoption?

TxDOT's Adopt-a-Highway program consists of state-maintained roadways that have been designated as safe for volunteers by the local TxDOT District Engineer and maintenance offices. Interstate roadways are not eligible for adoption. City and county roads are managed by their offices respectively.

Does the program cost anything?

No, it is free to join Adopt-a-Highway. It is suggested that groups provide their own gloves, water, and safety materials. TxDOT provides safety vests, trash bags, and safety signs.

Does AAH have sign guideline restrictions?

Yes, please review the Adopt-a-Highway website and speak with your local coordinator about sign names. TxDOT has the right to deny a request if the group or sign would jeopardize the program, be counterproductive to its purpose, or create a hazard to the safety of the traveling public.

What is Sponsor-a-Highway?

Texas Sponsor-a-Highway is a separate partnership between TxDOT and the privately owned Adopt-a-Highway Maintenance Corporation and managed by TxDOT's Maintenance Division (not the Travel Information Division). For a monthly fee, sponsors support roadside maintenance and litter pickups in exchange for a recognition panel with the company name and logo. Visit <http://texassponsorahighway.com> or contact 1-800-200-0003 for more information.

PUBLICATIONS

The **TRAVEL PUBLICATIONS** section of the Travel Information division produces and markets all components of the *Texas Highways* brand, consisting of a monthly magazine, website, e-newsletters, and the Texas Highways Mercantile.

In addition, the section also publishes a suite of complimentary informational materials that are used by both the public and the travel industry, including the Texas State Travel Guide, the Texas Official Travel Map, and the Texas Highways Events Calendar. The section also operates an in-state literature distribution program designed especially for Texas cities with visitor centers.

Finally, the section oversees the Texas Travel Leads system, a database and website cooperatively owned by the Texas Department of Transportation and the Office of the Governor designed to collect names and addresses of people who have requested Texas travel information through various means, and shared with Travel industry partners to fulfill those requests.

Texas Highways

Designated the “Official Travel Magazine of Texas” by the Legislature in 1975, *Texas Highways* has evolved into an award-winning, multi-media brand, reaching over 2 million Texans and savvy travelers monthly. Top writers and photographers showcase the best of Texas’ people, places, and wide-open spaces. Destinations, attractions, and business mentioned in each issue benefit from the coverage.

Generations of Texans have come to rely on *Texas Highways*, for good reasons: rigorously fact-checked, a focus on authentic experiences, curated coverage, non-political and positive editorial content, and lots of practical tips to get a trip started.

Frequently featured categories include state and national parks; urban centers and small towns; cultural art venues; statewide events; historical features; accommodation and dining establishments; weekend getaway adventures; photographers and their work; unique Texas products and shopping opportunities; nature tourism excursions; and scenic landscape photography.



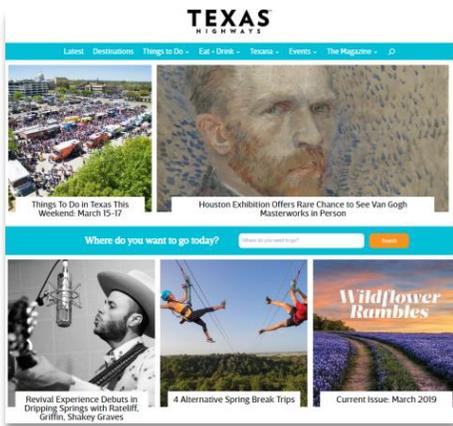
TEXAS HIGHWAYS™ THE TRAVEL MAGAZINE OF TEXAS

MAGAZINE

- Subscriptions are \$24.95/year for 12 issues (\$39.95 for foreign destinations)
- Available on newsstands for \$4.95 in select locations across Texas



- For customer service, call 1-800-839-4997 or email customer_service@texashighways.us



TexasHighways.com

- Offers select articles from the magazine plus additional “web extra” features, photos, videos, and more.
- Designated pages for 12 plus locations (and growing) to help trip planning with our curated recommendations for lodging, activities, sites, and delicious bites: <https://texashighways.com/destinations>



E-Newsletters

- Companion e-newsletter to the magazine reaching 114,000 plus opt-in subscribers twice each month promoting upcoming events and highlighting the current issue’s features.
- Additional coverage may include travel spotlights, surveys of readers’ travel plans and favorite destinations, readership discounts, links to the Texas Highways Events Calendar, the Texas Highways website, and travel partners.
- Subscribe for free at <https://texashighways.com/newsletter>



Texas Highways Mercantile

- Formerly known as the Gift Shop, the Texas Highways Mercantile features True Texas products that celebrate exceptional creativity by highlighting Texas-based artisans and craftspeople.
- Most of our products are designed and manufactured in the Lone Star State – many of them by hand. We are proud to share what inspires our makers’ creative processes, their journey to small-business ownership, and their favorite places to travel in the state.
- The Mercantile is also an official licensed seller for Don’t mess with Texas® products.
- Visit us at <https://shop.texashighways.com>



Frequently Asked Questions – Texas Highways

Can I order subscriptions for my business?

Yes! Whether you want to give your clients, employees, or customers an extra special thank you, or simply want to have plenty of copies available around your place of business, we have special rates for bulk and corporate subscriptions. For details, contact:

Sabrina Ballesteros, Audience Development Manager
sabrina.ballesteros@txdot.gov
 512-486-5881

How do I get copies of a particular issue?

If your business or destination is mentioned in the issue, you will automatically be sent two copies.

Current and back issues are available for purchase. Not all issues are in print. Call for pricing and availability. Email cindy.newsom@txdot.gov or call 512-486-5858 from 8 a.m. – 5 p.m. central, Monday – Friday.

How do I request reprints and other permissions?

Articles and photographs appearing in *Texas Highways* are embargoed for a period of 120 days after the on-sale date of the issue in which they appear. After the embargo period expires, reprint or reuse permission may be granted under certain conditions. All requests must be submitted in writing to Executive Editor Emily.stone@txdot.gov or Publisher Andrea.lin@txdot.gov.

How do I submit a story idea or photograph?

Texas Highways purchases freelance photographs and articles for print and web. Please review our submission guidelines at <https://texashighways.com/the-magazine/submission-guidelines>

How do I send comments to the Editor?

To submit suggestions, comments, or letters to the editor, please e-mail us at letters@texashighways.com or write to Texas Highways Editor, P.O. Box 141009, Austin, Texas 78714-1009

Where can I find a copy of Texas Highways on the newsstand?

Visit <https://magfinder.magnetdata.net> or email sabrina.ballesteros@txdot.gov.

How do I submit a product idea for the Mercantile?

Email the Mercantile manager katy.venable@txdot.gov.



Texas State Travel Guide & Texas Official Travel Map

Published annually, the 250-plus page guide highlights publicly accessible sites in Texas of cultural, historical, and recreational interest and serves as the state's primary fulfillment publication. More than 500 cities are included along with details on events, state parks, lakes, national parks and forests, wineries, and scenic areas, and Texas Travel Information Centers.

Inclusion in the guide is determined by Texas Administrative Code. Communities must have attractions that are of interest to the general public and have regular open hours. A digital version is uploaded to www.traveltexas.com.



The Texas Official Travel Map is designed to show the maximum amount of information relevant to travelers in the most legible manner. Arterial highways and farm/ranch roads leading to arterial highways, communities, and recreational areas are included, as are airports.

Texas Highways Events Calendar

This quarterly publication features more than 1,000 listings of fairs, festivals, concerts, plays, exhibits, events, and cultural celebrations across the state – the most comprehensive collection of event information in Texas. The printed publication is distributed primarily through the Texas Travel Information Centers and is also available by subscription via an insert card in each issue.



Listings are also featured in *Texas Highways* magazine and website, and on EDT's website, www.traveltexas.com.

A web-based database is in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to www.texashighways.com and www.traveltexas.com.

TEXAS STATE TRAVEL GUIDE

TEXAS OFFICIAL TRAVEL MAP

TRAVEL GUIDE & MAP CONTACT

Julie Stratton

Ancillary Publications Manager

julie.stratton@txdot.gov

512-486-5875



EVENTS CALENDAR CONTACT

Jane Murray

Events Editor

texasevents@txdot.gov

512-486-5876

Frequently Asked Questions – Guide & Calendar

How can I get my attraction listed in the Guide?

Email TRV_Guide@txdot.gov to inquire.

How do you decide what listings go into the Guide?

Not everyone who wants to be in the Guide gets a listing; we must balance comprehensiveness of coverage with quality, meaning that we must have a certain level of comfort in order to drive tourists to that destination. Each listing is reviewed to ensure that it:

- Is a cultural, historical, or recreational destination
- Is regularly accessible to the general public
- Appeals to a broad spectrum of tourists
- Highlights the assets of the state of Texas, rather than simply being a community amenity that primarily serves a local community or its surrounding residents.

Some destinations may have additional requirements. For example, wineries and breweries must be more than a tasting room and offer something of additional interest to tourists, such as tours.

How do I update my listing in the Guide?

There are two options for updating:

1. Email updates to TRV_Guide@txdot.gov
2. Make changes online-- please reference the detailed instructions in the appendix.

When do I need to send my info for the next printed edition of the Guide?

Destination updates are due late May to early June. Existing listings will receive an email reminder in April soliciting updates. If you miss a deadline, please go ahead and notify us of changes, additions, and deletions.

How do you decide what events go into the Calendar?

Events should be of interest to travelers and open to the general public. For more on the types of events we list and other guidelines for the Texas Highways Events Calendar, please visit <https://texashighways.com/events/submit-event/event-submission-guidelines>

How can I get my event listed in the Calendar?

To submit events for consideration, please visit our online submission form:

<http://texashighways.com/submitevent>. Submitting events through this form with your contact information will give you confirmation when your event is received in our database and let you know when it's approved for use in our listings. All listings are subject to review and editing to meet publication guidelines. We appreciate your patience while we work through the many fun and interesting submissions we receive—it may take several weeks.

What if I have several events to submit?

If you have 10+ event listings to send us, and you have them in table format (such as an Excel or .CSV file), we can now offer bulk upload of your listings directly into our database. Just make sure your table has each type of information we require—city, event name, dates, etc. —in separate columns. You may download the template by going to <https://texashighways.com/events/submit-event/event-submission-guidelines> and clicking on the ‘download our template here’ link within the ‘Where to Send Event Information’ section.

If neither of these options works for you, you may still send events to texasevents@txdot.gov. However, please keep in mind that our system doesn’t offer confirmations for event receipt/approval when events are sent by email.

What do I need to supply for my listing in the Calendar?

All event listings sent to us MUST include:

- Name of the event
- City in which it occurs (or nearest city)
- EXACT DATE(S) of the event
- Location/venue of the event (please include exact address if known)
- Phone number(s), website or e-mail address the public can call for more information (must include at least one)
- A brief description of the event (this can either be a list of activities or a couple of sentences—we will format for publication)

When is the information due for the next printing of the Calendar?

So that we can give the most exposure possible to your events, please submit listings by the Texas Highways Events Calendar deadlines:

- Winter Events** (Dec, Jan, Feb).....Due by **September 1**
- Spring Events** (Mar, Apr, May).....Due by **December 1**
- Summer Events** (Jun, Jul, Aug).....Due by **March 1**
- Fall Events** (Sep, Oct, Nov).....Due by **June 1**

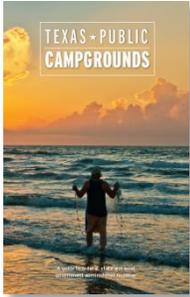
Events received by these deadlines are included in the Texas Highways Events Calendar and online listings, and are considered for *Texas Highways* magazine (which uses a partial selection of all events received). While we can't guarantee that events received after these deadlines will be listed, sometimes we can still get them into the magazine or online— generally, the sooner we get your listings, the better the chance.

Please note that listings received less than a month before the event are unlikely to make it into our database.



If you'd like to be added to our e-mail list to receive a reminder of when event listings are due each quarter, go to <https://texashighways.com/events/submit-event/event-submission-guidelines/> and click on the link under the ‘Get a Deadline Reminder Email’ section.

Other Publications & Brochures



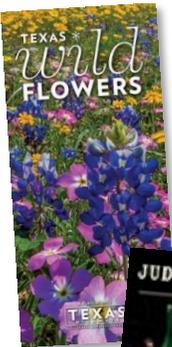
Texas Public Campgrounds

Texas Public Campgrounds lists and provides details about 388 campgrounds operated by federal, state, and local government entities. The publication is distributed primarily through the Texas Travel Information Centers and is one of the tools for travel counseling.



Texas: A Quick Look

This 32-page booklet gives a brief history of Texas and presents the state regionally, mostly with pictures. It is a broad overview of Texas including facts and the flags that have flown over the state. This piece is geared toward school-aged children and is a product for teachers and children requesting materials that will assist them in learning about Texas for school assignments.



Wildflowers of Texas

A brochure featuring photographs of many common Texas wildflowers, including seasons of appearance and where they grow. This product is used extensively by the TICs during the wildflower season. This brochure is also used department-wide in TxDOT district offices as a part of the department’s landscaping and beautification efforts.



Judge Roy Bean

This brochure is an interpretation of the “Jersey Lilly” state historic site operated by the department in conjunction with the Texas Travel Information Center. Since the Judge Roy Bean Visitor Center is an attraction in addition to being a Travel Information Center, the Judge Roy Bean folder is used as an interpretative piece and is the primary information piece at that location.



Texas Capitol Complex Guide

This is a visitor guide to the Texas Capitol Complex where the department operates a TIC. This folder is a reference tool and interpretative piece for the Capitol Complex Visitor.

OTHER PUBLICATIONS CONTACT

Julie Stratton
 Ancillary Publications Manager
Julie.stratton@txdot.gov
 512-486-5875

PUBLICATIONS

Advertising

Ad space is available for purchase in the following:

- Texas State Travel Guide
- Official Texas State Travel Map
- Texas Highways Events Calendar
- *Texas Highways* magazine
- TexasHighways.com
- Texas Highways e-Newsletters

Opportunities include print units, digital banners, and digital sponsored content.

Texas Travel Leads

The Texas Travel Leads system is a database cooperatively owned by the Texas Department of Transportation and the Office of the Governor, Economic Development & Tourism. It consists of names and addresses of individuals who have requested Texas travel information through internet requests (the state agency tourism site www.traveltexas.com and www.texashighways.com), reader service cards, and letter mail. These sources collect important information about individuals, such as what type of vacation activities they are interested in and which Texas cities or regions they plan to visit.

The Travel Leads website allows the Texas travel industry to query the contents of the database to find individuals matching a specific target market. Get started by following these steps:

1. Go to https://texastravelleads.com/ttl_login
2. Click 'Register New User'
3. Once registered, TxDOT will set you up in the system.

Once your registration has been verified, you may begin searching for individuals that match your specific target market.

TEXAS TRAVEL LEADS ALLOWS POWERFUL QUERIES BY:

- User-defined date range
- Individual's home city, state, zip code, country
- Texas cities or regions the individual plans to visit
- Activities that interest the individual

FOR EACH INDIVIDUAL MATCHING YOUR QUERY, YOU WILL RECEIVE THE FOLLOWING DATA:

- Name
- Complete address
- Code identifying cities or regions individual plans to visit
- Code identifying activities in which individual is interested
- Code identifying how individual requested information
- Code identifying advertising that prompted individual to request information

You can download your query result file and print labels or send mailings promoting your destination. Using the Texas Travel Leads website is absolutely free to the Texas travel industry. Begin contacting those individuals who have already expressed an interest in Texas travel—and make the most of your marketing dollars!



ADVERTISING CONTACT

AJR Media Group
TexasHighways@AJRMediaGroup.com
800-383-7677



TEXAS TRAVEL LEADS CONTACT

Lakena Cooks
Ancillary Publications
Coordinator
TRV_TTLLeads@txdot.gov
512-486-5927

PUBLICATIONS

Travel Literature Distribution Program

The Texas Travel Leads website also allows various entities to order free travel literature. Members of the members of the public may order *single* copies or packets of travel literature by going to <http://texashighways.com/freepubs>, where they such as the below:

<p>Product Code: 1</p>  <p>Package 1 The Texas State Travel Guide and the Texas Official Travel Map</p> <p>In stock</p> <p>Total Order: Quantity free + Quantity purchased (in multiples of 1) =</p> <input type="text" value="Quantity"/>	<p>Product Code: 2</p>  <p>Travel Package 2 Includes the Texas State Travel Guide, the Travel Map and the current issue of the Texas Highways Events Calendar.</p> <p>In stock</p> <p>Total Order: Quantity free + Quantity purchased (in multiples of 1) =</p> <input type="text" value="Quantity"/>
--	---

For the travel and tourism industry, the division operates an in-state literature distribution program designed especially for Texas visitor centers, cities, chambers, CVBs, hotels, and entities that interact with travelers. Approved entities may order bulk quantities of the Texas State Travel Guide, Map, Texas Highways Events Calendar, and other publications.

To order free publications for your business for free distribution to the public, follow the below steps:

1. Go to https://texastravelleads.com/ttl_login
2. Click Register New User
3. Once registered, TxDOT will set you up in the system to be able to order. You will receive a confirmation email once this is completed.

Please see appendix to review policies for participation in the program.

TxDOT Photo Library

The photo library is available free of charge to the public. Our photo library includes transportation subjects, scenic landscapes, and a wide variety of images from TxDOT publications. We will transfer digital photos electronically upon request. All costs

associated with copying or reproducing photographs are the sole responsibility of the person copying or reproducing the material.

The photo library is not available online, but you may make an appointment at the library in Austin or request photos by mail or phone.



TRAVEL LITERATURE ORDERING FOR TRAVEL INDUSTRY
https://texastravelleads.com/ttl_login

Lakena Cooks
Ancillary Publications Coordinator
TRV-LIT@txdot.gov
512-486-5927

PUBLIC-FACING CONTACTS TO ORDER FREE PUBLICATIONS:

877-252-8150 or
<http://texashighways.com/freepubs>

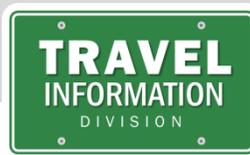


PHOTO LIBRARY ADDRESS & CONTACT

150 E. Riverside Dr.
Austin, TX 78704

Anne Cook
Photo Librarian
Anne.Cook@txdot.gov
512-486-5838

APPENDIX



Division Contact Information

Mailing address: 125 E. 11th St., Austin TX 78701 **Physical Address:** 150 E. Riverside Dr., Austin TX 78704

Travel Information Division Director: Joan Henderson, joan.henderson@txdot.gov, 512-486-5901

Industry Liaison / Strategic Partnerships Manager: Lois Rodriguez, lois.rodriguez@txdot.gov, 512-486-5874

TRAVEL SERVICES, PROJECTS, & CAMPAIGNS SECTION

Section Director: Martha Martin, martha.martin@txdot.gov, 512-486-5800

Travel Information Centers

Dave Hilgendorf, Branch Manager, dave.hilgendorf@txdot.gov, 512-486-5801

- Info about the Center: <https://www.txdot.gov/inside-txdot/division/travel/information-centers.html>
- Safety Rest Areas map & info: <https://www.txdot.gov/inside-txdot/division/maintenance/rest-areas-map.html>
- Getting your printed materials into the TICs: gloria.tapia@txdot.gov
- Partner with a TIC for an event: contact the nearest center, see p. 26

Texas Travel Counselors Conference & Expo

Elizabeth Watson, Special Projects Coordinator, elizabeth.watson@txdot.gov, 512-486-5808

DriveTexas™ & Highway Condition Information

Sarah Berryhill, Joe Hurley, Christina Lorence, TRV-HCR@TxDOT.gov, 512-486-5800

- DriveTexas website: www.drivetexas.org
- Highway Condition Information phone line: 1-800-452-9292

Don't mess with Texas®, Drive Clean Texas, & Keep Texas Beautiful

Becky Ozuna, Campaigns Coordinator, becky.ozuna@txdot.gov, 512-486-5904

- Don't mess with Texas website: www.dontmesswithtexas.org
- Official licenced merchandise: <https://shop.texashighways.com/dont-mess-with-texas>
- Free litterbags, stickers, decals: for travel industry: <https://texastravelleads.com>, for the public: <http://www.dontmesswithtexas.org/get-stuff/free-stuff/>
- Drive Clean Texas website: <http://drivecleantexas.org>
- Drive Clean Resources: <https://www.drivecleantexas.org/resources/>
- Keep Texas Beautiful website: <https://ktb.org/gcaa>

Adopt-a-Highway

Catherine Cromer, Statewide Coordinator, catherine.cromer@txdot.gov, 512-486-5912

- Volunteer information: <https://www.txdot.gov/inside-txdot/get-involved/volunteer/adopt-a-highway.html>
- Connect with a local AAH coordinator: see p. 27



PUBLICATIONS SECTION

Section Director: Andrea Lin, andrea.lin@txdot.gov, 512-486-5882

Travel Guide, Map, & Other Pubs.

Julie Stratton
Ancillary Publications Manager
julie.stratton@txdot.gov
512-486-5875

TxDOT Photo Library

Anne Cook
Photo Librarian
anne.cook@txdot.gov
512-486-5838

Advertising

AJR Media Group
TexasHighways@AJRMediaGroup.com
800-383-7677
<https://texashighways.com/advertise>

Texas Highways Events Calendar

Jane Murray, Events Editor, jane.murray@txdot.gov, 512-486-5876

- Sign up for a free subscription: <https://texashighways.com/texas-highways-events-calendar/> and click on the link within the 'Subscribe for Free' section
- Event search: <https://texashighways.com/events>
- Submit an event: <https://texashighways.com/events/submit-event> or texasevents@txdot.gov.
- Submit multiple events via bulk upload: download the template by going to <https://texashighways.com/events/submit-event/event-submission-guidelines> and clicking on the 'download our template here' link within the 'Where to Send Event Information' section.
- Event submission guidelines: <https://texashighways.com/events/submit-event/event-submission-guidelines>
- Sign up for event listing submission reminders: <https://texashighways.com/events/submit-event/event-submission-guidelines> and click on the link under the 'Get a Deadline Reminder Email' section

Literature Distribution & Travel Leads Programs

Lakena Cooks, Ancillary Publications Coordinator, lakena.cooks@txdot.gov, 512-486-5927

- Set up an account to order free literature: https://texastravelleads.com/ttl_login
- Questions about ordering literature: TRV-LIT@txdot.gov
- Public-facing info for ordering single copies of literature: 877-252-8152 go <http://texashighways.com/freepubs>
- Questions about getting leads: TRV_TTLeads@txdot.gov

Texas Highways

Andrea Lin, Publisher, andrea.lin@txdot.gov, 512-486-5882

Emily Stone, Executive Editor, emily.stone@txdot.gov, 512-486-5861

Mark Mahorsky, Creative Director, mark.mahorsky@txdot.gov, 512-486-55878

- *Texas Highways* website: <https://www.texashighways.com>
- Order bulk subscriptions: Sabrina Ballesteros, Aud. Dev. Manager, sabrina.ballesteros@txdot.gov, 512-486-5881
- Questions about photos: Brandon Jakobeit, Photo Editor, brandon.jakobeit@txdot.gov, 512-486-5870
- Current or back issue sales: Cindy Newsom, Editorial Coordinator, cindy.newsom@txdot.gov, 512-486-5858
- Send a letter to the editor: letters@texashighways.com
- Find a copy on newsstands: <https://magfinder.magnetdata.net>
- Subscriber customer service: 1-800-839-4997 or customer_service@texashighways.us
- Submit a story idea or photo: <https://texashighways.com/the-magazine/submission-guidelines>
- Mercantile website: <https://shop.texashighways.com>
- Questions about the Mercantile: Katy Venable, Gift Shop Manager, katy.venable@txdot.gov, 512-486-5902
- Subscribe to free Texas Highways e-newsletters: <https://texashighways.com/newsletter>



Texas Travel Information Center Contacts

CENTER	MAILING ADDRESS	SHIPPING ADDRESS
AMARILLO 806/335-1441 TIC-Amarillo@txdot.gov	Texas Travel Information Center 9700 E. Interstate 40 Amarillo, Texas 79118-6930	9700 E. Interstate 40 Amarillo, Texas 79118-6930
ANTHONY 915/886-3468 TIC-Anthony@txdot.gov	Texas Travel Information Center 8799 S. Desert Blvd. Anthony, Texas 79821	8799 S. Desert Blvd. Anthony, Texas 9821
DENISON 903/463-2860 TIC-Denison@txdot.gov	Texas Travel Information Center P.O. Box 1809 Denison, Texas 75021-1809	6801 U.S. Highway 69/75 Denison, Texas 75020
GAINESVILLE 940/665-2301 TIC-Gainesville@txdot.gov	Texas Travel Information Center 4901 N. Interstate 35 Gainesville, Texas 76240-1985	4901 N. Interstate 35 Gainesville, Texas 76240-1985
LANGTRY 432/291-3340 TIC-Langtry@txdot.gov	Judge Roy Bean Visitor Center P.O. Box 160 Langtry, Texas 78871-0160	U.S. Highway 90 West/ State Loop 25 at Torres Avenue Langtry, Texas 78871
LAREDO 956/417-4728 TIC-Laredo@txdot.gov	Texas Travel Information Center 15551 N. Interstate 35 at U.S. Highway 83 Laredo, Texas 78045	15551 N. Interstate 35 at U.S. Highway 83 Laredo, Texas 78045
ORANGE 409/883-9416 TIC-Orange@txdot.gov	Texas Travel Information Center 1708 E. Interstate 10 Orange, Texas 77632	1708 E. Interstate 10 Orange, Texas 77632
TEXARKANA 903/794-2114 TIC-Texarkana@txdot.gov	Texas Travel Information Center 1200 W. Interstate 30 Texarkana, Texas 75503	5909 North Park Rd. Texarkana, Texas 5503
VALLEY 956/428-4477 TIC-Valley@txdot.gov	Texas Travel Information Center 2021 West Harrison Harlingen, Texas 78552-5948	2021 West Harrison Harlingen, Texas 78552-5948
WASKOM 903/687-2547 TIC-Waskom@txdot.gov	Texas Travel Information Center 1255 N. Interstate 20 E. Waskom, Texas 75692-9485	1255 N. Interstate 20 E. Waskom, Texas 75692-9485
WICHITA FALLS 940/723-7931 TIC-WichitaFalls@txdot.gov	Texas Travel Information Center 900 Central Freeway Wichita Falls, Texas 76306	900 Central Freeway Wichita Falls, Texas 76306

PROJECTS



Adopt-a-Highway Local Coordinator Contacts



District	Coordinator	Phone
Abilene (ABL)	Joe LeBlanc	(325) 676-6827
Amarillo (AMA)	Christopher Johnson	(806) 356-3294
Atlanta (ATL)	Stephanie Fahrney	(903) 799-1202
Austin (AUS)	M'Lynn McKeethan	(512) 832-7261
Beaumont (BMT)	Marsha Hinson	(409) 898-5715
Brownwood (BWD)	Lisa Tipton	(325) 643-0413
Bryan (BRY)	Jan Robbins	(979) 778-9775
Childress (CHS)	Ginger Wilson	(940) 937-7288
Corpus Christi (CRP)	Omar Garcia	(361) 808-2393
Dallas (DAL)	Phillip Staton	(214) 320-4414
El Paso (ELP)	Josie Aguilar-Crosby	(915) 790-4204
Fort Worth (FTW)	Irene Dominguez	(817) 370-6672
Houston (HOU)	Roberta Beatty	(713) 802-5552
Laredo (LRD)	Lydia Segovia	(956) 712-7471
Lubbock (LBB)	Carolyn Craddick	(806) 748-4443
Lufkin (LFK)	Shelley Reynolds	(936) 633-4321
Odessa (ODA)	Gene Powell	(432) 498-4746
Paris (PAR)	Renee Coston	(903) 737-9352
Pharr (PHR)	Yvonne Hernandez	(956) 702-6132
San Angelo (SJT)	James Whitlock	(325) 947-9271
San Antonio (SAT)	Melanie McBride	(210) 615-6430
Tyler (TYL)	Terri Monroe	(903) 510-9261
Waco (WAC)	Betsy Pittman	(254) 867-2726
Wichita Falls (WFS)	JoEllen Miller	(940) 720-7743
Yoakum (YKM)	Karen Ashley	(361) 293-4300



TEXAS STATE TRAVEL GUIDE

Editing your city’s online listing for the Travel Guide

TxDOT now offers a faster and more reliable way to send us updates for your city’s listings in the Texas State Travel Guide. By logging into our online database, you can access your city’s current information, make changes and instantly send them to travel guide editors. You will automatically receive confirmation messages when your updates have been received and reviewed/approved by travel guide editors.

Follow the steps below to access your city’s information in our online database. If you have any questions not covered here, please contact us at TRV_Guide@txdot.gov.

- 1. Log onto the database with the user account below (this is case sensitive):

Go to http://webhost.lightspoke.com/txdottstg/txdot_login.py
Username: **TRV_Guide@txdot.gov**
Password: **texas2014travel**



Login

Email:
Password:

- 2. After logging in, you should be on a page with a table of cities and a few blanks at the top for searching. Type the name of your city into the City Name (contains) box and click the “Go” button.

View: USER>List Cities

Filter Results By: (Start Over)

City Name contains County contains Region contains

	City Name	County	Region	Population	Altitude	Description
	ALPINE		BIG BEND COUNTRY	6,008	4,485	Established in 1882 and the seat of Brewster County, it is located in the Big Bend area, headquarters for mining companies, ...
	ANTHONY		BIG BEND COUNTRY	5,233	3,800	Incorporated in 1952, Anthony is at Exit 0 on Interstate 10. In 1806, Juan Oñate's expedition traveled this road, at a rate of ...
	BALMORHEA		BIG BEND COUNTRY	472	3,205	The original inhabitants of the area were the Mesquero Indians. The area was promoted by land promoters in the center of a 10,000-acre tract ...

- This should turn up a result with your city's name in a table. Click on the small paper-and-pencil icon to the left of your city's name to start editing your local information. For this example, we searched for Alpine.

TEXAS DEPARTMENT OF TRANSPORTATION

Travel Guide Us ▾ Cities Attractions

View: USER:List Cities

Filter Results By: (Start Over...)

County contains Region contains

	City Name	County	Region	Population	Altitude	Description
	ALPINE		BIG BEND COUNTRY	6,008	4,485	Established in 1882 and the seat of Brewster County, Alpine Big Bend National Park. It is a retail center and shipping poi ...

Chart this View as

Saved Charts:

- This will take you to a screen that shows all of our city's basic information as printed in the Texas State Travel Guide. Click on the Comments or Change Request and enter changes to the description and visitor center information. Population changes are taken from the Census or the Texas State Data Center. Once you enter all of your suggested changes, scroll down to the bottom of the page after all the attractions and click Save to submit the changes.

TEXAS DEPARTMENT OF TRANSPORTATION

Cities Attractions

Form: USERS: City Form: ALPINE Update Complete

City Name ALPINE Status Update Complete ▾

Population 6,009 Altitude 4,485

Map Grid Location P-6

Description Alpine is located between the Davis and Glass mountains and is a gateway to Big Bend National Park. The town is a Designated Cultural Arts District by the Texas Commission on the Arts. The historic downtown district features boutiques, art galleries, restaurants, food truck and several distinctive murals. Hike Hancock Hill behind Sul Ross State University for spectacular views. The Alpine Country Club's 9-hole course offers mountain views. Contact the chamber for more information.
Special events include the Texas Cowboy Poetry Gathering in February, Viva Big Bend Music Festival in July and the ARTWALK festival in November.

County Brewster Region BIG BEND COUNTRY

Visitor Center
Name Alpine Chamber of Commerc
Address 106 N. Third St.
Hours Open 9 a.m.-5 p.m. Mon.-Fri. and 9 a.m.-4 p.m. Sat.

Phone 1 432-837-2326 Phone 2
Website 1 visitalpinetx.com Website 2
Visitor Information
Comments or Change Request

Attractions
[Add Attraction](#)

County Region

Visitor Center

Name

Address

Hours

Phone 1

Website 1

Phone 2

Website 2

Visitor Information

Comments or Change Request

Attractions

[Add Attraction](#)

Edit	Attraction Title	Description for Printed Guide	Admissions Charge	Hours	Address	Phone
	Alpine Visitor Center			Open 9 a.m.-5 p.m. Mon.-Fri. and 9 a.m.-4 p.m. Sat.	106 N. Third St.	432-837-2326
	Brewery	Big Bend Brewing Co. See BREWERIES AND DISTILLERIES listing.				
	Historic Hotel--Holland Hotel	This Spanish Revival-style hotel is a Texas Historic Landmark. The original 1912 hotel provided lodging during the mercury mining boom. The existin...			209 W. Holland Ave.	432-837-2800
	Kokernot Baseball Field	This Wrigley-style ballpark was built from native stone in the 1940s for the Alpine Cowboys semi-professional baseball team. Games are held from Ma...			400 Loop Road	
	Last Frontier Museum	Small museum features rocks, gems and minerals of the region.	Free.	Open 9 a.m.-9 p.m. Mon.-Sun.	2310 W. U.S. 90.	432-837-2451
	Sul Ross State University Museum of the Big Bend	This museum exhibits Big Bend artifacts and captures the history and contributions of the Native Americans, Spanish, Mexicans and Anglo-Americans. ...	Free.	Open 9 a.m.-5 p.m. Tue.-Sat. and 1-5 p.m. Sun.		432-837-8730

PLEASE NOTE: The Visitor Center section is printed in the travel guide as the **official contact for tourism in your city**, so a name and some contact information are required. Address and hours are optional—fill them in if you have a tourism office where visitors can walk in for information.

- 5. On the same screen, below your city information, is a list of all attractions associated with your city. To **submit a new attraction** for consideration, click on the “Add Attraction” link to pull up a form to fill out.

County Region

Visitor Center

Name

Address

Hours

Phone 1

Website 1

Phone 2

Website 2

Visitor Information

Email

Attractions

Start < Previous (1 - 4 of 4) Next > End

Edit	Attraction Title	Description for Printed Guide	Admissions Charge	Hours	Address	Phone	Website	Email	Status
	Alpine Chamber of Commerce Visitor Center			Open 9 a.m.-5 p.m. Mon.-Fri. and 9 a.m.-4 p.m. Sat.	106 N. Third St.	800/561-3712	www.alpinetexas.com		Approved
	Last Frontier Museum	Small museum features rocks, gems and minerals of the region.	Free.	Open 9 a.m.-9 p.m. Mon.-Sun.	2310 W. U.S. 90.	(432) 837-2451			Approved

- To edit an existing attraction, click on the paper-and-pencil icon in the Edit column to the left of the attraction name you want to edit. Your local visitor center may be included in this list so this information gets picked up for TravelTex.com (notice the Alpine Chamber of Commerce Visitor Center is listed as an attraction in the screenshot below).

In this example, we choose the Last Frontier Museum entry to edit by clicking on the pencil-and-paper icon.

County Region **BIG BEND COUNTRY**

Visitor Center Name Address Hours

Phone 1 Website 1 Visitor Information

Phone 2 Website 2 Email

Attractions

Add Attraction

Edit	Attraction Title	Description for Printed Guide	Admissions Charge	Hours	Address	Phone	Website	Email	Status
	Alpine Chamber of Commerce Visitor Center			Open 9 a.m.-5 p.m. Mon.-Fri. and 9 a.m.-4 p.m. Sat.	106 N. Third St.	800/561-3712	www.alpinetexas.com		Approved
	Last Frontier Museum	Small museum features rocks, gems and minerals of the region.	Free.	Open 9 a.m.-9 p.m. Mon.-Sun.	2310 W. U.S. 90.	(432) 837-2451			Approved

- This opens a page with a form that contains information about this attraction. Most changes can be made directly to the text in each box, except for the descriptive copy, for which you can suggest changes in comment boxes. Details about each box are on the next page of this document. If you're taking your time making changes, **be sure to save often** (see save button at bottom of window)— your editing session may time out without saving your changes after 20 minutes of inactivity.

TEXAS DEPARTMENT OF TRANSPORTATION

Welcome [txdot.gov Admin](#) (logout) | All Tables

Travel Guide US | Cities | Attractions

[USERS: City Form](#)

Form: Attraction Update Version: ALPINE Last Frontier Museum

Task: UpdateAttractions

Attraction Title

City

GPS Coordinates: Longitude

Latitude

Description for Printed Guide

Description for Printed Guide Comments

Description for TravelTex.com

Description for TravelTex.com Comments

Admissions Charge

Hours

Address

Directions

Phone

Alternate Phone

Website

Website2

Email

1.Photo

2.Photo

Photo Caption

How can we contact you?

(Not for print-only if we have questions about your updates.)

Contact Name

Contact Email

About each of the boxes on the Attraction form:

- **Attraction Title:** Required.
- **City:** Automatically assigned. This is the city under which the attraction is listed in the travel guide. Some attractions may technically be in another nearby city—if this is the case, please include details in the “Directions” field. If there’s a reason the city designation should be changed, please email TRV_Guide@txdot.gov.
- **GPS Coordinates:** Not required, but if you’re able to include them, this makes it easier for travelers to locate this attraction with GPS systems.
- **Description for Printed Guide:** To view the full contents of this box, you may need to click on it—the box will expand to show all text. This is the description that goes in the printed Texas State Travel Guide. There is a character limit, since there is limited space in the guide. Please submit requests for changes for this field in the “**Description for Printed Travel Guide**” comments box to the right so editors can make the requested changes and ensure they meet our guidelines for consistency, content and style. **Please DO NOT simply rewrite the information yourself**—this makes it very hard for editors to see exactly what changes were made.
- **Description for TravelTex.com:** This is the description that goes on the state’s official tourism website. You may keep this the same as the printed description or add more information, so long as it meets our guidelines for Texas State Travel Guide content.
- **Admission charge:** Three options—free, admission charge, or blank. Click on the orange circular arrow icon to see a drop-down menu. We don’t include dollar amounts since these can change and lead to an unpleasant surprise for travelers.
- **Hours:** Required—all attractions must be regularly accessible to the traveling public. Please be very specific about what days and times people can visit, and whether any holidays or seasonal variations may affect the schedule. For outdoor attractions or other places that are generally open, something like “Open daily” or “Open dawn to dusk” is acceptable. Attractions that are open “by appointment only” are not eligible for a listing.
- **Address:** Please include a valid street address or intersection (“Main Street at First Avenue”).
- **Directions:** Briefly describe anything that might help people find the attraction (For example: “Off F.M. 1000 from I-35”). If the attraction is technically in another town than the one the attraction is listed under, please note that here.
- **Phone/Alternate Phone:** Please include if available—at least one form of contact information (phone, website and/or email) is required for every attraction.
- **Website/Website 2:** Please include if available—at least one form of contact information (phone, website and/or email) is required for every attraction.
- **Email:** Just in case this is the best way to contact someone associated with the attraction; this is usually not listed if a website is available.
- **Photo upload:** You can include up to two photos of an attraction to be considered for use on TravelTex.com.
- **How can we contact you?** Required. Please fill out all required contact information for yourself. This information will NOT be printed or shared with anyone. This helps us verify that information is being updated by official local sources and lets us know how we can contact you if there are questions about your changes. This also helps the system notify you by email when your changes are received and approved by editors.

- After making your updates, **hit the Save button** at the bottom of the screen. When the updates have been saved, a **green message will appear at the top** of the window. Your changes will be held in “pending” status until an editor reviews them. (If you want to return to an attraction to make more changes, you can—and anything you already saved will be there when you return).

TEXAS DEPARTMENT OF TRANSPORTATION Welcome [txdot.gov Admin](#) (logout) |

Travel Guide Us Cities Attractions

Form: Attraction Update Version: ALPINE Last Frontier Museum

Saved Attractions_VERSIONS record: ALPINE Last Frontier Museum

Attraction Title: Last Frontier Museum

City: ALPINE

GPS Coordinates: Longitude:

Latitude:

Description for Printed Guide: Small museum features rocks, gems and minerals of the region.

Description for Printed Guide Comments:

Description for TravelTex.com: Small museum

Description for TravelTex.com Comments:

- To edit other attractions, click on back arrow key at the top of your browser or on the Cities tab on the blue bar at the top of the screen to find your city and attractions again (as described in Steps 3-6). You can also click on the Attractions tab and search for a specific attraction you want to modify.

TEXAS DEPARTMENT OF TRANSPORTATION Welcome [txdot.gov Admin](#) (logout) |

Travel Guide Us Cities Attractions

Form: Attraction Update version: ALPINE Last Frontier Museum

Saved Attractions_VERSIONS record: ALPINE Last Frontier Museum

Attraction Title: Last Frontier Museum

City: ALPINE

GPS Coordinates: Longitude:

Latitude:

Description for Printed Guide: Small museum features rocks, gems and minerals of the region.

Description for Printed Guide Comments:

Description for TravelTex.com: Small museum

Description for TravelTex.com Comments:

Admissions Charge: Free

Hours: Open 9 a.m.-9 p.m.

Address: 2310 W. U.S. 90.

Directions: in the lobby of the

- If you need to delete an attraction because it has closed, moved or no longer has regular hours of operation, please email us at TRV_Guide@txdot.gov and tell us why the attraction should be removed. It is not necessary to delete an attraction to “make room” for others—we list all qualifying attractions on their own merits.

Questions? Comments? Email us at TRV_Guide@txdot.gov



Travel Literature Distribution Program Policies

The ordering entity agrees to:

- control distribution until a determination is made that the primary use for the travel materials will be to promote or assist travel (examples of non-travel uses include materials used for classroom teaching, public relations, as handouts for conventions or in relocation packets);
- limit distribution to one copy of state-produced material per travel party
- provide the travel literature free of charge;
- reorder travel literature as required;
- provide the state with quarterly reports tabulating the city information center's visitation totals based on a calendar year;
- operate the city information center on a set schedule; and
- notify the state if the operating hours or days of the city information center change. Providing hours of operation for visitor centers helps TxDOT offer better customer service. Travel counselors will refer callers to a city information center for travel literature when time constraints require a rapid response or when someone is inquiring from the local area.

TxDOT agrees to:

- ship travel literature to the address furnished by the city;
- ship the travel literature in case lots or quantities deemed economically appropriate by the state, subject to availability of inventory; and
- pay the cost of shipping literature to the city.

**TRAVEL
INFORMATION**
DIVISION

PROJECTS 



SERVICES 



CAMPAIGNS 



PUBLICATIONS 



TRAVEL INFORMATION DIVISION

Mailing address: 125 E. 11th St., Austin TX 78701

Physical Address: 150 E. Riverside Dr., Austin TX 78704

512-486-5900



Texas Department of Transportation