

FTACVB Presentation Notes

Slide 2 - Our mission is really pretty simple -- To stimulate travel to and within the state of Texas and to reduce litter on Texas roadways. In order to accomplish this mission, TxDOT's Travel Information Division oversees three areas of responsibility...

Slide 3 – Travel Publications, Travel Services & Litter Prevention Programs

Slide 4

Travel Guide – Over 260 pages with over 500 cities and their attractions listed. It includes listings of events, state & national parks, lakes, wineries, scenic areas and the Travel Info Centers

State Travel Map – Yes – maps are still being used! Education, family bonding, parents and schools teaching children how to read a map, they want to see the big picture. The maps include rest area's with storm shelters, National Forests, Grasslands & Wildlife Refuges and our 110 State Parks and Historic Sites.

Calendar of Events – Produced Quarterly. It features more than 1000 festivals, fairs, concerts, plays, events and cultural events across the state. This is the primary source for event listings in *Texas Highways*' monthly calendar, The Editor's pick in TX Highways, included in our newsletters and on our web-site! All this exposure and it's free!

Slide 5 - We produce other publications and brochures; Texas a Quick Look-school groups, Texas Wildflowers-not limited to Bluebonnets, the Texas Capitol Complex Guide, Texas Public Campgrounds to name a few.

Slide 6 - TX Highways Magazine, designated in 1975 as the Official Travel Magazine of Texas, showcases the best of Texas' people, places and wide-open spaces. Destinations, attractions, and businesses mentioned in each issue benefits from this coverage. Reaching over 2 million Texans and savvy travelers per month.

Slide 7 – Travel Services - our 2nd Responsibility: Drive Texas is one of the most helpful programs TxDOT has ever launched.

Slide 8 - Drive Texas provides highway information on road closures, construction, flooding, accidents, ice & snow on roadways etc. Has access to traffic cameras. Take advantage of this free app. In the top right corner is our 800 # if a traveler has questions or after hours we have an automated system. Constantly updated - TX has over 80,000 miles of highway to keep up with!

Slide 9

The Travel Information Division operates the state's twelve Texas Travel Information Centers. TxDOT has operated these centers since 1936. Travel Information Centers are the largest outlet of travel literature in the state and one of the largest in the US. Displaying tourism brochures is a **free service** offered to our tourism partners. You can pick one or all twelve of our centers to display your brochures.

Slide 10

Free services for our travelers -

- Free TxDOT Travel Literature – **our information will include your area or destination**
- Free Travel Literature from Local & Statewide Destinations – **Your literature displayed and promoted at each of our 12 centers**
- Free Wireless Internet Access – **providing an opportunity for the traveler to make hotel or dinner reservations in your community etc.**
- Video Theater for Texas Attractions and Destinations – **provide the centers with a DVD to be shown in our video rooms showcasing your destination/attraction.**
- Welcome to Texas Photo Opportunities – **anytime we can get people promoting Texas, we all win! #TexasTraveler**

Slide 11 – Additional Partnership Perks - Participate in Events at any of our Centers!

National Tourism Day, Earth Day, TX/OU Weekend

Slide 12 – Set up a Booth at our Centers

Promote your destination or special upcoming event

Slide 13 – Hold an Event at One of our Centers

Indoor or outdoor. Or we can participate in one of yours, just let us know!

Slide 14

Our 3rd Responsibility is our Advertising Campaigns -- Don't Mess with Texas – which first aired in 1986 during the Cotton Bowl on New Year's Day by Stevie Ray Vaughan was a huge hit – it was considered a music video –not a commercial. It is still one of the most successful slogan campaigns in history.

We work with a non-profit, grassroots organization called Keep Texas Beautiful. **Two million dollars of landscape funds were awarded to 10 winning communities who participated in our litter prevention programs throughout the year.**

We also manage the Adopt-A-Highway program, which allows volunteers to adopt a two mile stretch of highway and pick up trash a minimum of 4 times a year

Slide 15 – Report a Litterer. Down load this free app. The litterer gets a letter from TxDOT, a litter bag & a DMWT sticker.

Slide 16 - We've come a long way from our "Courtesy Stations" in 1936 to...

Slide 17 - Now. The Amarillo Travel Information Center, built in 2003 is a 3.9 million dollar facility with over 9,265 square feet that sits on 15 acres.

Slide 18

Any questions? I have brought information on the free services the Travel Information Division offers to its tourism partners and a media kit to showcase other partnering opportunities.