TRAVEL INFORMATION DIVISION

FREE RESOURCES FOR TEXAS TRAVEL INDUSTRY PARTNERS

March 2021

Texas Department of Transportation

DEAR FELLOW DESTINATIONS, ATTRACTIONS, CITIES, AND TOURISM ENTITIES:

TxDOT is highly committed to publishing high-quality, unique, and useful resources for travelers year-round and, in doing so, supporting our partners in the Texas travel and tourism industry. The pandemic has brought challenges for all of us, and we have worked hard to adjust our approach for development and production of these resources to ensure that travelers and industry partners alike continue to find value in them.

As such, we want you to be aware of the FREE and paid opportunities we have developed especially for our travel and tourism partners. Opportunities detailed in this kit include:

- **Texas State Travel Guide, Map, and *Texas Highways* Events Calendar** – details on how you can get your destination/attraction and events published in our most popular free publications, as well as order free copies for your lobbies and public areas as a perk for travelers
- **Other Publications and Brochures** – other free materials of interest to travelers
- **Travel Literature Distribution Program** - allows Texas visitor centers, cities, chambers, CVBs, hotels, and entities that interact with travelers to order bulk quantities of our free publications
- **Texas Travel Leads** - a website allows the Texas travel industry to query the contents of the Texas Travel Leads database to find individuals matching a specific target market
- **Paid advertising opportunities** - ad space is available for purchase in several of these publications, including all *Texas Highways* channels.

Are you taking advantage of all the FREE opportunities TxDOT offers?

FREE OPPORTUNITIES CHECKLIST

☐ Order bulk copies of free, high-quality travel resources to offer guests at my visitor center, lobby, hotels...

Easy online ordering! (see page 6)

☐ Update my contact information and city/attraction listing(s) for the Texas State Travel Guide

- Listings are updated *instantly* in the interactive Guide!
- When you update your contact info, you'll get helpful email reminders to update your listings in time for the printed version (see page 10)

☐ Submit my area events for inclusion in the printed Texas Highways Events Calendar and online Events listings

Detailed instructions and deadlines available (see page 4)

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TEXAS STATE TRAVEL GUIDE & TEXAS OFFICIAL TRAVEL MAP

Published annually, the roughly 200-page guide highlights publicly accessible sites in Texas of cultural, historical, and recreational interest, and serves as the state's primary fulfillment publication for campaigns executed by the Governor's Office. 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.

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.

These publications are heavily relied upon by TxDOT's travel counselors at each of the 12 Texas Travel Information Centers when interacting with and making recommendations to travelers.

> **TRAVEL GUIDE & MAP CONTACT**
>
> **Julie Stratton**
> Ancillary Publications Manager
> julie.stratton@txdot.gov
> 512-486-5875

2021 EDITION HIGHLIGHTS

🤚 **Special editorial focus: 10 unique road trips** to take across the state, curated by *Texas Highways* magazine editors. Interest in road trips has spiked since the pandemic, and will be the first kind of travel that many will feel comfortable trying first.

🤚 A first-ever **fully interactive version** at www.texashighways.com/travelguide. Listings are **searchable** so travelers can easily find what they're looking for while on the go! This also means that changes to listings can be made throughout the year and are updated **instantly** in the interactive version.

Take the Travel Guide with you anywhere! Search cities and attractions at texashighways.com/travelguide

Travel Guide FAQs:

- **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 to drive tourists to that destination. We also adhere to the requirements outlined in the Texas Administrative Code. Each listing is reviewed to ensure that it:

  ✓ is a cultural, historical, or recreational destination;
  ✓ is regularly accessible to the 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 in <u>late May</u>. 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.

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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 The Governor's Office/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.

Events Calendar FAQs:

- **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?**
  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, and you have them in table format (such as an Excel or .CSV file), we can bulk upload 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)
  - ✓ At least one of the following: phone number(s), website or e-mail address the public can use to get more information
  - ✓ A brief description of the event (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**

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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.

Sign up for a quarterly reminder!

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

If you do not see these publications available for order on your TTL screen, let us know and we can add them!

Texas Public Campgrounds

Updated in early 2021, Texas Public Campgrounds lists and provides details about 388 campgrounds administered by federal, state, and local government entities. The publication is distributed primarily through the Texas Travel Information Centers and is one of our tools for travel counseling.

PUBLICATIONS & BROCHURES CONTACT

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

Texas: A Quick Look

Updated with a fresh look in 2019, 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.
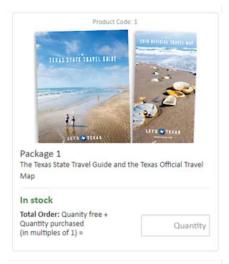
Wildflowers of Texas

A brochure featuring photographs of many common Texas wildflowers, including seasons of appearance and where they grow. It also contains information regarding wildflower drives, wildflower-related events, and nature centers throughout the state. This product is used extensively by our Travel Information Center counselors 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.

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TRAVEL LITERATURE DISTRIBUTION PROGRAM

The Texas Travel Leads website also allows various entities to order free travel literature. Members of the public may order *single* copies or packets of travel literature by going to http://texashighways.com/freepubs, and will see different combinations of literature such as the below:
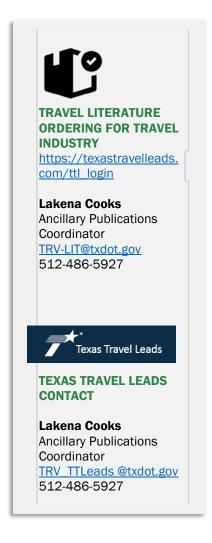

Product Code: 1

Package 1
The Texas State Travel Guide and the Texas Official Travel Map

In stock
Total Order: Quanity free + Quantity purchased (in multiples of 1) =

Quantity

Product Code: 2

Travel Package 2
Includes the Texas State Travel Guide, the Travel Map and the current issue of the Texas Highways Events Calendar.

In stock
Total Order: Quanity free + Quantity purchased (in multiples of 1) =

Quantity

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

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

TEXAS TRAVEL LEADS CONTACT

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

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:

1. Go to https://texastravelleads.com/ttl_login
2. Login or 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.

TEXAS TRAVEL LEADS PROGRAM

The Texas Travel Leads (TTL) 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 and you may begin searching for individuals that match your specific target market.

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TTL allows 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 everyone 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 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 OPPORTUNITIES

Ad space is available for purchase in the following:

- Texas State Travel Guide
- Texas Official 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.

ADVERTISING CONTACT

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

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APPENDIX

Texas Department of Transportation

Division Contact Information

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

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 State Travel Guide & Official Texas Travel Map

Julie Stratton, Ancillary Publications Manager, julie.stratton@txdot.gov

- Online interactive Travel Guide: https://texashighways.com/travelguide

Texas Highways Events Calendar

Sarah Thurmond, Events Editor, texasevents@txdot.gov

- 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 or http://texashighways.com/freepubs
- Questions about getting leads: TRV_TTLeads@txdot.gov

TEXAS STATE TRAVEL GUIDE

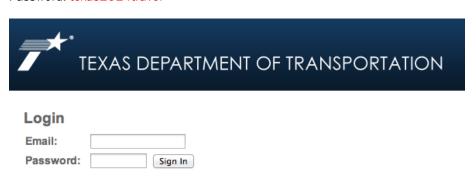### Editing your city's online listing for the Travel Guide

TxDOT offers a fast and 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

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.

3. 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.

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4. 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.

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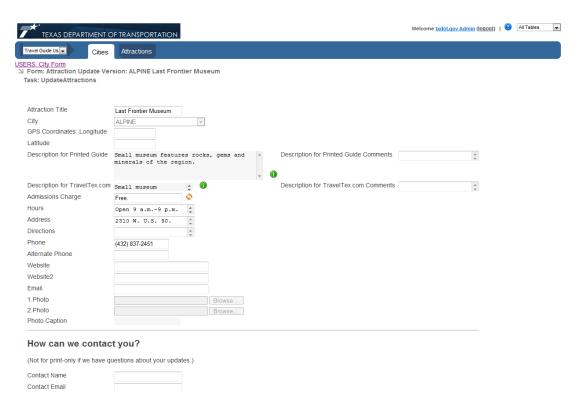
6. **To edit an existing attraction**, click on the paper-and-pencil icon in the Edit column to the left of the attraction name you want to edit. Your local visitor center may be included in this list so this information gets picked up for TravelTex.com (notice the Alpine Chamber of Commerce Visitor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

7. 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.
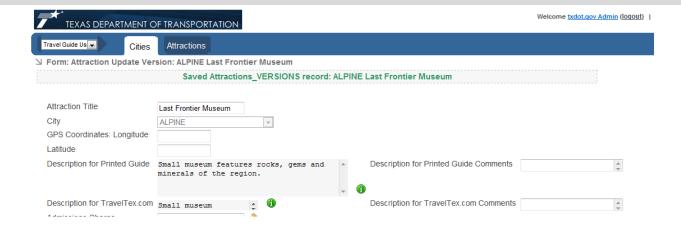

About each of the boxes on the Attraction form:
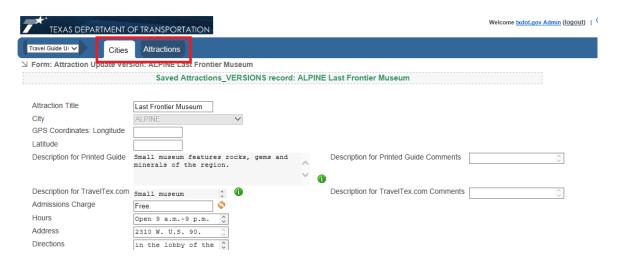- **Attraction Title:** Required.

- **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 Online Guide:** This is the description that is used in the interactive online version. 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.
- **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.

8. 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).

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9. 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.

10. 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

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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;
- pay the cost of shipping literature to the city.

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TRAVEL INFORMATION DIVISION

PROJECTS

SERVICES

TEXAS *Travel* COUNSELORS CONFERENCE

Drive TEXAS
TxDOT Highway Conditions

CAMPAIGNS

Don't mess with Texas®

ADOPT A HIGHWAY

Keep Texas Beautiful

PUBLICATIONS

TEXAS HIGHWAYS
THE TRAVEL MAGAZINE OF TEXAS

TEXAS HIGHWAYS EVENTS CALENDAR

TEXAS STATE TRAVEL GUIDE

TEXAS OFFICIAL TRAVEL MAP

Texas Travel Leads