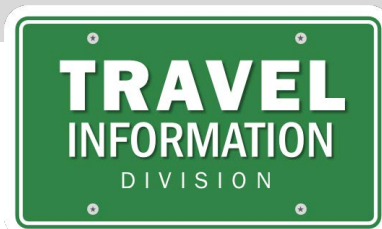


TEXAS TRAVEL INDUSTRY RESOURCES

Updated August 2022





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**;
- publishes monthly the state's official travel magazine, **Texas Highways**;
- produces and publishes travel literature for the state of Texas, including the annual **Texas State Travel Guide**, the **Travel Map** and the quarterly **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.

Not sure where to start? Get in contact with **Lois Rodriguez**, our division's travel industry liaison. Lois is eager to help you make the most of what we can 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

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SERVICES



The **TRAVEL SERVICES, PROJECTS, AND CAMPAIGNS** section operates the 12 Texas Travel Information Centers, the DriveTexas™ website, and Travel Information Line. It also 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 (TICs) welcome about 1.5 million visitors each year, generating over \$120 million in visitor spending in fiscal year 2019. Pandemic-related TIC closures and reduced travel caused visitation to decline in FY 2020 and FY 2021, where TICs generated about \$56.2 million and \$40.8 million, respectively. However, visitation and economic impact are rebounding. 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.'

TICs are the largest distributor of travel literature in the state and one of the largest in the nation, circulating marketing materials 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 the Achieving Service Excellence course for new travel counselors, the Texas Travel Counselors Conference, Texas Travel Alliance Study Tour, and the Certified Professional Travel Counselor program. They also answer the TxDOT Highway Conditions phone line (see the DriveTexas™ section).

TRAVEL INFORMATION CENTER CONTACT

Crystal Fetterolf
Travel Information Center
Branch Manager
crystal.fetterolf@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
Noon–5 p.m. Sun

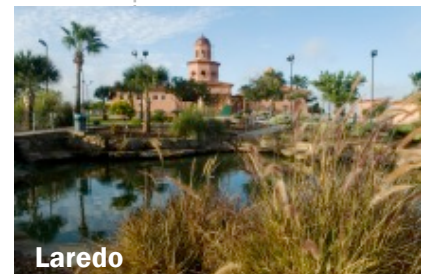
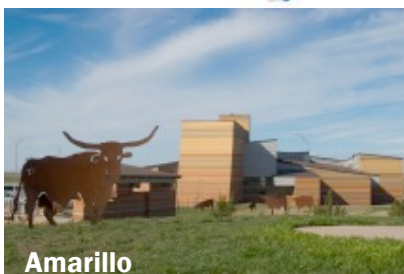
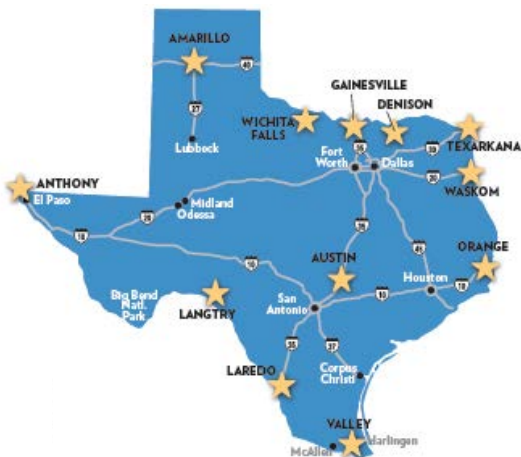
ALL CENTERS CLOSED

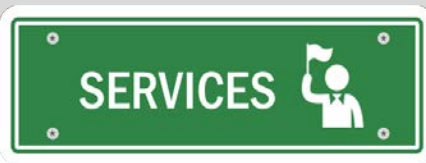
Easter, Thanksgiving, Christmas Eve, Christmas, and New Year's Day

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





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.

Literature displayed and distributed by the centers should be 100 percent Texas travel/tourism oriented. They may contain prizes or contests so long as they are related to travel industry and should contain minimal advertising not associated with the subject matter. 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

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 Texas Travel Alliance's 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.



TTCC CONTACT

Elizabeth Watson

Special Projects Coordinator

elizabeth.watson@txdot.gov

512-486-5808

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.

DriveTexas.org received 2,026,259 visits during FY 2021, and 3,249,200 visits through July 2022.

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. Through July 2022, TIC staff answered 20,708 road condition calls. In fiscal year 2021, they answered 45,487 calls.



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

Sarah Berryhill

TRV-HCR@txdot.gov

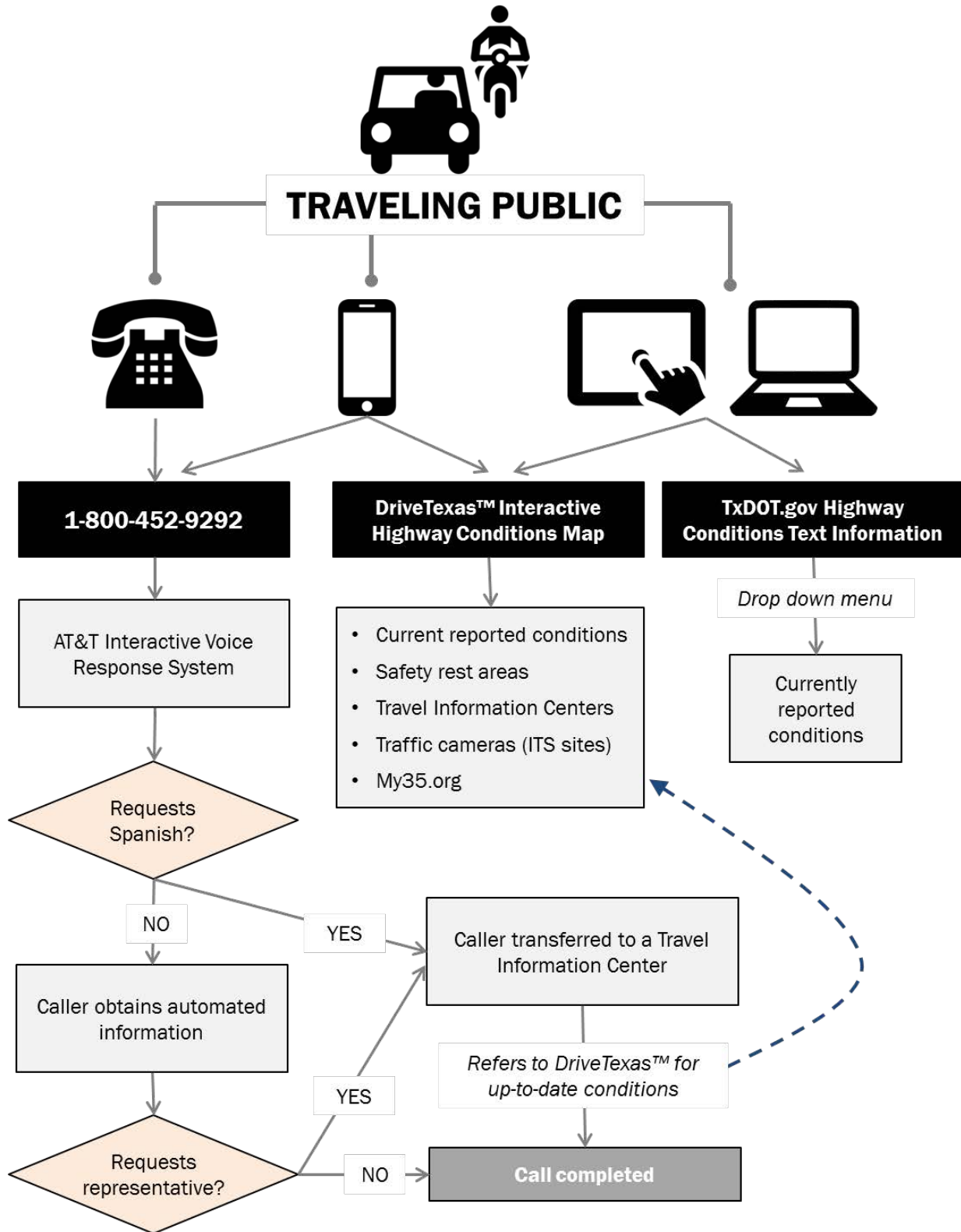
512-486-5800



During Winter Storm Uri in February 2021, there were more than 2.9 million visits to DriveTexas.org. About 97,000 calls were made to the DriveTexas Travel Information Line, of which almost 23,000 were handled by travel counselors.

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; contact Jennifer Roush at TTA to register as an exhibitor.

Are there TTCC sponsorship opportunities for destinations?

Yes! There are 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 register for a booth?

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



Don't mess with Texas®

For 35 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 a Don't mess with Texas litterbag along with a letter reminding them to keep their trash off 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



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 3,400 groups and 35,000 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, 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.



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 on approved vendors and to submit a license request, visit <http://www.dontmesswithtexas.org/about/usage/>

Report an unlicensed vendor at <http://www.dontmesswithtexas.org/about/report-an-unlicensed-vendor/>



Where can I buy officially licensed DMWT 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 a 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 apply 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.



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 Official Texas Travel Map, and the quarterly 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, multimedia brand, reaching about 1.5 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



- 1-800-839-4997 or email customer_service@texashighways.us





TexasHighways.com

- Offers articles from the magazine plus daily travel news stories, web-only features, photos, videos, and more
- Destination 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>



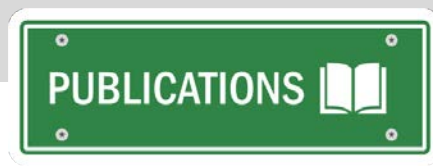
E-Newsletters

- Companion e-newsletter to the magazine reaching 100,000 plus opt-in subscribers 3-4 times each month
- Selections of stories and photos from the latest issue of *Texas Highways* magazine
- Highlights of web exclusive travel news, openings of new venues and museums, and a variety of travel recommendations
- Hand-picked events from the *Texas Highways Events Calendar*
- Special offers and sneak peeks of Texas-made goods from the *Texas Highways Mercantile*
- Subscribe for free at <https://texashighways.com/newsletter>



Texas Highways Mercantile

- 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 some extra special thanks, 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, Associate Publisher
sabrina.ballesteros@txdot.gov
512-486-5881

Can I sell copies at my business?

Yes! For details, contact:

Sabrina Ballesteros, Associate Publisher
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.

Limited copies of current and back issues are available in limited quantities. Not all issues are in print. Call for availability. Email ana.perez@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?

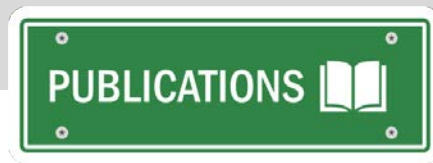
Articles and photographs appearing in *Texas Highways* are embargoed for a period of 120 days after the on-sale date of the issue in which they appear. After the embargo period expires, reprint or reuse permission may be granted under certain conditions. All requests must be submitted in writing to Editor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

Where 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 Allison.douglas@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 the Texas Administrative Code. Communities must have attractions that are of interest to the public and have regular open hours.

Digital versions are available in several formats:

- As a downloadable PDF on EDT's website traveltexas.com and on texashighways.com/travel-guide-and-map
- As an interactive, searchable website at travelguide.texashighways.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 STATE TRAVEL GUIDE

TEXAS OFFICIAL TRAVEL MAP

TRAVEL GUIDE & MAP CONTACT

Julie Stratton

Ancillary Publications Manager

julie.stratton@txdot.gov

512-486-5875

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.

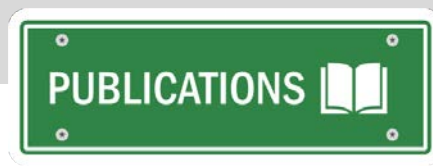


EVENTS CALENDAR CONTACT

Sarah Thurmond

Events Editor

texasevents@txdot.gov



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 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 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—email TRV_Guide@txdot.gov for detailed instructions.

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

Destination updates are due in late May. 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 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 at 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 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**

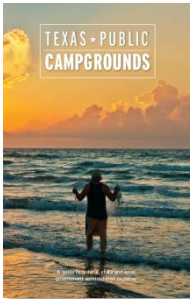
Events received by these deadlines are included in the Texas Highways Events Calendar and online listings, and are considered for *Texas Highways* magazine (which uses a partial selection of all events received). While we can't guarantee that events received after these deadlines will be listed, sometimes 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.

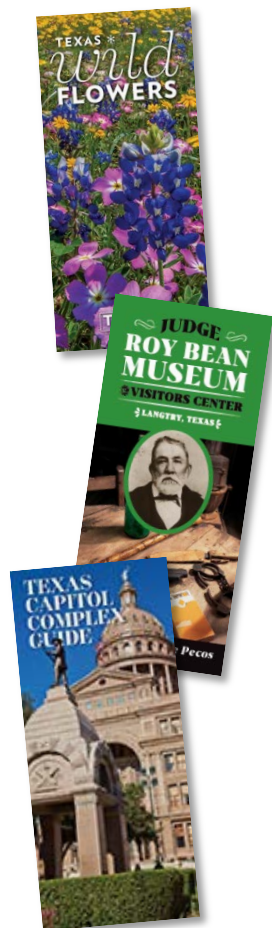
OTHER PUBLICATIONS CONTACT

Julie Stratton

Ancillary Publications Manager

julie.stratton@txdot.gov

512-486-5875





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 traveltexas.com and 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 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



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 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: Quantity 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: Quantity free +
Quantity purchased
(in multiples of 1) =

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 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 to be able to order. You will receive a confirmation email once this is completed.

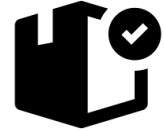
Please see appendix to review policies for participation in the program.

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
texashighways.com/freepubs



PHOTO LIBRARY ADDRESS & CONTACT

6230 E. Stassney Lane
Austin, TX 78744

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:** 6230 E. Stassney Lane, Austin TX 78744

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

Crystal Fetterolf, Branch Manager, crystal.fetterolf@txdot.gov, 512-486-5801

- Getting your printed materials into the TICs: gloria.tapia@txdot.gov
- Partner with a TIC for an event: contact the nearest center, see p. 24

Texas Travel Counselors Conference & Expo

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

DriveTexas™ & Highway Condition Information

Sarah Berryhill 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® & Keep Texas Beautiful

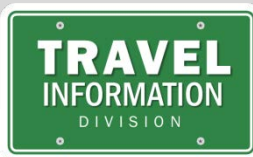
Becky Ozuna, Campaigns Coordinator, becky.ozuna@txdot.gov, 512-486-5904

- 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 partners: <https://texastravelleads.com>
- Keep Texas Beautiful website: <https://ktb.org/gcaa>

Adopt-a-Highway

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

- Connect with a local AAH coordinator: see p. 24



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

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

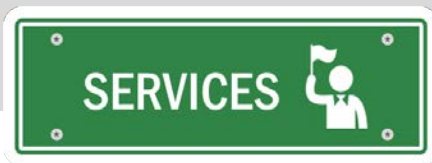
Texas Highways

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

Emily Stone, Editor in Chief, 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, Associate Publisher, sabrina.ballesteros@txdot.gov, 512-486-5881
- Questions about photos: Brandon Jakobeit, Photo Editor, brandon.jakobeit@txdot.gov, 512-486-5870
- 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: letters@texashighways.com
- Mercantile website: <https://shop.texashighways.com>
- Questions about the Mercantile: Allison Douglas, Gift Shop Manager, allison.douglas@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 Road 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

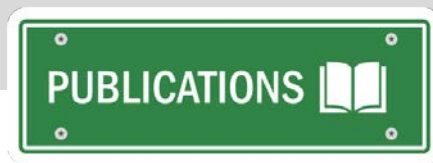
PROJECTS



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



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.

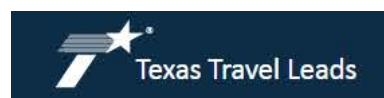


Don't
mess with
Texas



TEXAS STATE
TRAVEL GUIDE

TEXAS OFFICIAL
TRAVEL MAP





TRAVEL INFORMATION DIVISION

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

Physical Address: 6230 E. Stassney Ln., Austin TX 78744
512-486-5900

