

Strategic Tourism Plan Fiscal Year 2016



=====
It's like a
=====
WHOLE OTHER COUNTRY
=====

Office of the Governor
Economic Development and Tourism



Developed under the Memorandum of Understanding



OFFICE OF THE GOVERNOR
ECONOMIC DEVELOPMENT & TOURISM

The five state entities' Fiscal Year 2016 Strategic Tourism Plan developed under the legislatively mandated Memorandum of Understanding (MOU) (Attachment A) defines the roles, budgets, goals, measures, research, and highlights of the combined and individual tourism activities. Participating entities include: Office of the Governor, Economic Development & Tourism (EDT); Texas Commission on the Arts (TCA); Texas Historical Commission (THC); Texas Parks and Wildlife Department (TPWD); and Texas Department of Transportation (TxDOT).

The development of the Fiscal Year 2016 Strategic Tourism Plan is based upon the accomplishments and successes of the Fiscal Year 2015 plan and the projected activities proposed for Fiscal Year 2016. The efforts, both collaboratively and individually, of the tourism MOU agencies in Fiscal Year 2015 generated new tourism marketing initiatives and new ways for the travel consumer to experience the Texas travel product.

Section IV of this document contains information on the accomplishments of the Fiscal Year 2015 Strategic Tourism Plan. Additionally, for further detail on each agency's accomplishments in Fiscal Year 2015 see the individual agency plans located in Section IV.

TABLE OF CONTENTS

- I. Introduction
- II. Marketing Texas Tourism & Budgets
- III. Return on Investment
- IV. Fiscal Year 2015 MOU Accomplished Highlights
- V. Fiscal Year 2016 Market Overview & Strategy
- VI. Fiscal Year 2016 Highlights of Planned Marketing Activities
- VII. Individual Agency Plans
 - EDT Marketing Plan
 - TCA Plan of Action
 - THC Plan of Action
 - TxDOT Plan of Action
 - TPWD Plan of Action

Attachments

- A. MOU
- B. Tables
 - Fiscal Year 2015 Consumer Shows
 - Fiscal Year 2016 Planned Publication Database
 - Fiscal Year 2015 Online Tracking
- C. Model of Tourism in Texas State Government Chart
- D. MOU Entity Contact
- E. Advertising and Other Visuals

I. INTRODUCTION

Tourism has long been recognized as an important economic development tool, generating revenue and jobs for the Texas economy. Tourism in Texas is a \$70.5 billion industry, an increase of 4.5% over the previous year, with visitor spending in the state directly supporting 630,000 jobs in 2014.

The State of Texas provides funding to state entities to support and facilitate the growth of the state's tourism industry. These entities conduct a variety of tourism related activities that fall into four distinctly different, yet complementary, functions that are essential for achieving an effective statewide tourism effort: marketing, product development, program development and customer service. The MOU Tourism Chart (Attachment C) provides an overview of each entity's tourism functions.

As stated in Section III of the MOU (Attachment A), on June 1 of each year TCA, THC, TPWD and TxDOT provides EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

These priorities in addition to the EDT marketing plan assist in formulating the Strategic Tourism Plan for Fiscal Year 2016.

The plan will identify priorities that must include the following:

- Resources, activities and materials related to the promotion of tourism proposed to be provided by the entity;
- Marketing, product development, and program development activities;
- The entities proposed marketing budgets for the upcoming fiscal year for tourism activities;
- Measurable goals and objectives of the entity related to promotion of tourism; and
- Any proposed marketing , materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, to be completed no later than September 1 of each year. The plan will:

- Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.
- Establish goals, objectives and performance measures, including the measurements of the return on investment made by a MOU partner or EDT, for the tourism-related efforts of all state entities.

The Executive Director of EDT and the Executive Directors of the other MOU entities will designate a primary entity representative to meet as often as necessary, but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Executive Director of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the partners. To that end, it is agreed that, when appropriate, other state entities comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other entities include, but are not limited to: Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; Office of Music; Film Commission Office; Texas Department of Rural Texas and the Texas State Preservation Board.

II. MARKETING TEXAS TOURISM

While several other state entities conduct a variety of tourism-related activities, tourism marketing is primarily performed by only five entities. In December 2003, these entities formalized a Memorandum of Understanding (MOU) to improve coordination of statewide tourism marketing efforts. As a result of the MOU, a joint strategic tourism plan is produced, which provides the most efficient and effective expenditure of funds while establishing goals and objectives and the development of a joint measure of return on investment.

Collectively, the five MOU entities were appropriated approximately \$55,370,968.40 million to conduct tourism-related marketing activities in Fiscal Year 2016. The overall goal of the state's tourism effort is to generate travel to and within Texas. Consequently, these entities conduct two simultaneous efforts directed at distinctly different target markets: out-of-state and in-state travelers.

The major vehicle used to market out-of-state tourism is the award winning advertising campaign *Texas. It's Like A Whole Other Country*[®]. The Fiscal Year 2016 advertising campaign will continue to raise awareness of the state as a premier travel destination, change consumer perceptions, and ultimately increase tourism to the state by enhancing our image as a tourist destination and by generating consumer inquiries for Texas tourism information. EDT is the only state entity that primarily focuses its tourism marketing efforts outside the state with the specific goal to increase non-Texan travelers to Texas. Texas Tourism will also continue marketing and promotional efforts in the meetings and convention markets to assist in bringing non-Texan travelers to Texas for meetings, conventions, conferences and exhibitions. Concurrent with EDT's out-of-state tourism marketing campaign, THC, TPWD and TxDOT each conduct marketing activities within the state, focusing on stimulating tourism within Texas by Texans.

THC's marketing campaign highlight's Texas' historical tourism attractions through public relations, social media, and distribution of guides at consumer travel shows and events. THC continues to promote their brand and integrate the "real places telling real stories" message into the Texas Heritage Trails Program and at 20 State Historic sites across Texas. The agency continues to encourage heritage tourism within Texas by distributing printed and downloadable travel guides for each of the ten heritage trail regions, linking to other state agency tourism sites, and having an increased presence in online platforms.

TPWD markets nature tourism, including visitation to state parks and other nature tourism sites as well as to nature-based activities and events. TPWD leverages its in-house communication vehicles and implements statewide media relations and integrated marketing efforts, utilizing media partnerships, online and print advertising, consumer events, email marketing and social media. Promotional vehicles unique to TPWD are the Texas Parks & Wildlife magazine, Texas Parks & Wildlife TV Show and its website, which reaches nearly 846,000 unique visitors each month.

TxDOT conducts a broad-based tourism marketing effort to support and promote safe and enjoyable travel to and within the state by providing customers with valuable travel information using various tools such as the state's official travel magazine *Texas Highways*. Other major TxDOT tourism activities are producing and distributing the state's travel literature, which includes the Texas State Travel Guide and Texas Official Travel Map; providing highway conditions through DriveTexas; and operating the Texas Travel Information Centers.

Cultural tourism is promoted through the TCA via investments in art activities that enhance, support and promote Texas tourism. The agency also continues to officially designate Cultural Districts. In addition, the Arts Respond Cultural District Project program will provide significant funding to projects that use the arts to attract visitors and investments to designated Cultural Districts to diversify local economies and generate revenue. TCA supports a diverse and innovative arts community in Texas and will participate in marketing and public relations activities related to the promotion of arts tourism.

TOURISM MARKETING FUNCTIONS BUDGET

Entity	Primary Target Market	Tourism Functions	Fiscal Year '16 Marketing (estimate)	Funding Sources
EDT	Out-of-State domestic and international markets (non-Texans)	Promotion of the state's travel products and destinations through consumer advertising, www.TravelTex.com consumer website, travel trade and consumer shows, sales/media missions, educational seminars, public relations, consumer promotions and familiarization (FAM) tours.	\$46,583,000*	Fund 5003 (State Hotel Occupancy Tax)
TCA	In-State (Texans)	Promotion of arts and cultural tourism opportunities by providing grants to arts and cultural organizations for product development.	\$41,800	Fund 1
THC	In-State (Texans)	Promotion of state historic sites and heritage attractions through media relations, promotional displays, brochures, advertising, events, consumer shows and websites www.thc.state.tx.us/explore-texas www.TexasTimeTravel.com .	\$659,475	Sporting Good Sales Tax revenue Federal transportation enhancement funds
TPWD	In-State (Texans)	Promotion of state parks, state historic sites and nature tourism through broadcast and print media, advertising, brochures, media relations and partnerships, events, marketing and promotions, consumer and trade shows, email marketing, social media, and www.tpwd.texas.gov and www.texasstateparks.org websites.	\$691,115	Account 9 (game, fish and water safety), Account 64 (state parks), Sponsorships, Grants, Donations and Revenue-Generating Dollars
TxDOT	In-State (Texans)	Promotion of safe and pleasurable travel through publishing a variety of travel publications, primarily the Texas State Travel Guide, Texas Accommodations Guide, Texas Official Travel Map, Texas Events Calendar, Texas Highways magazine, miscellaneous brochures, consumer trade shows and www.texashighways.com .	\$7,395,578.40 (\$5,147,560.37 revenue recovery and \$2,248,028.03 net cost)	Fund 6 (State Highway Fund)
TOTAL			\$55,370,968.40	

*Estimate based on Biennial Revenue Estimate 2016-2017

III. RETURN ON INVESTMENT

As required in the MOU agreement, the five partner entities track their return on investment (ROI) in a process directed by EDT. An in-state ROI is calculated to measure advertising effectiveness of marketing efforts in the state, and an out-of-state ROI is calculated to evaluate EDT advertising efforts outside of Texas.

The Tourism ROI is a mathematical calculation that takes into account taxes generated from advertising and marketing influenced travel dollars spent divided by marketing dollars invested. Under this plan, each entity has provided EDT with an approved budget amount that is allocated to marketing activities in Texas. The amount has been added to a percentage of the EDT national budget for domestic tourism promotion based on the share of Texas households in the United States; this total will satisfy the dollar investment section.

The ROI process involves a survey completed by a contracted research vendor. The survey provides, among other things, an estimate of Texans whose travel decisions were influenced by marketing efforts executed, funded, and/or coordinated by the MOU partners. The incremental increase in travel and spending by households aware of tourism marketing efforts is determined, along with the resulting state tax dollars generated.

The latest annual estimates show that in-state advertising by the MOU agencies generated \$37.7 million in tax revenue for an ROI of \$6.08 for every \$1 invested (represents results through May 2015).

IV. FISCAL YEAR 2015 MOU ACCOMPLISHED HIGHLIGHTS

In Fiscal Year 2015, the MOU partners' accomplishments minimized duplication while achieving many coordinated priorities spanning across multiple program areas. Highlights of these accomplishments are below with detailed lists of accomplishments presented in each agency's action plan (Section VII).

- For Fiscal Year 2015 the five MOU agencies set a priority to continue online collaborative efforts and assess additional opportunities to further enhance collaboration through online media.
- EDT and TxDOT generated and made available 883,944 million travel leads available to travel partners via the Texas Travel Leads System.
- EDT maintained a Monthly Social Media calendar to encourage cross promotion and collaboration across MOU agencies' social media channels.
- EDT launched #TexasToDo marketing campaign to provide current visitors and potential visitors a local perspective on travel to Texas. This program enables partner MOU agencies to combine social media posts with the #TexasToDo marketing campaign to provide consumers with information from different agencies.
- TxDOT delivered a 2015 digital edition of the *Texas State Travel Guide* for upload to www.TravelTex.com.
- TCA, TPWD, TxDOT, THC, and EDT maintain active links to all MOU partner websites.

- TCA, TPWD, TxDOT, THC, and EDT participated jointly in promotional campaign activities to encourage travel in Texas during Texas Travel and Tourism Week .
- TxDOT managed the Travel Leads System database, containing contact information for the *Texas State Travel Guide* requestors generated by EDT advertising and marketing. The system is jointly owned by EDT and TxDOT.
- TxDOT published the 2015 *Texas State Travel Guide* and worked with EDT on uploads of content to the EDT consumer tourism website - www.TravelTex.com .
- TxDOT published the spring, summer, winter and fall issues of the *Texas Highways Events Calendar* and provided calendar content access to EDT through a web-based database for upload to www.TravelTex.com. A new web-based database is now in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to www.TravelTex.com and www.TexasHighways.com.

Program Support and Development:

MOU agencies continued to provide appropriate program support for other agencies throughout Fiscal Year 2015.

- THC continued to work with TxDOT regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.
- EDT and other state agencies worked with THC in the assessment of applications for the Main Street Program.
- THC continued to work with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways.
- EDT led two community Tourism Assessments in coordination with TxDOT, TPWD, TCA and THC to support tourism development in Texas communities. These assessments included Hico and Port Isabel.
- THC continued to work with TxDOT to designate the Bankhead Highway and Meridian Highway as a Texas Historic Highway, identify designate, interpret and market the route as a historic route, and promote the development of heritage tourism along its length.
- THC collaborated with TCA on preservation and heritage tourism aspects of their Cultural Districts Program.
- THC coordinated with TPWD to include select TPWD managed state historic sites within a new THC visitor kiosk that is designed to cross promote historic attractions statewide with common historical themes and stories.

Publication and Print Material Distribution:

MOU agencies worked jointly on the development, fulfillment, and distribution of travel literature and marketing materials state wide.

- TxDOT published the 2015 *Texas State Travel Guide* and sent 2015 guide content to EDT in fall 2014 for upload to www.TravelTex.com.
- TxDOT delivered a 2015 digital edition of the *Texas State Travel Guide* for upload to www.TravelTex.com.
- EDT, THC, TxDOT, and TPWD distributed MOU agency materials to target audiences at trade and consumer shows.
- TxDOT distributed each MOU agency's tourism marketing materials at the Texas Travel information Centers as appropriate and requested.
- TxDOT coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information – which is important in determining the best and most effective means to spend advertising dollars – and reports to show the effectiveness of data-entry vendors.

Trade and Consumer Show Collaboration:

Throughout Fiscal Year 2015 MOU agencies worked together to market the Texas travel product and participated in domestic and internationally located trade and consumer shows.

- TxDOT hosted the 60th Annual Texas Travel Counselors Conference (TTCC) in Wichita Falls, with participation of TPWD, THC, and EDT.
- TPWD, TxDOT, TCA, THC, and EDT attended the Texas Travel Industry Association (TTIA) Unity Dinner held in Austin, TX on February 24-25, 2015. EDT, TCA, TPWD and THC updated industry partners from across the state on marketing and promotional activities and opportunities.
- EDT updated Co-operative opportunities for the Texas travel industry, and updated industry partners across the state on marketing activities and opportunities at Texas Travel Industry Association's Annual Travel Summit in Galveston, TX.
- TPWD, TxDOT, TCA, and THC participated in the state agency presentations at the Texas Travel Industry Association's (TTIA) Summit to update the state travel industry on programs.
- TxDOT, EDT and TPWD tracked consumer travel show participation to encourage greater collaborations where possible.

See Attachment B for a full list of consumer shows participated in by the MOU agencies in FY '15.

Research Collaboration:

- MOU partners continued to share data collected by respective agencies
- EDT directs the measurement of a combined ROI of advertising efforts in the state by the MOU agencies.
- EDT assisted TCA will cultural traveler study.

- EDT provided critical travel data to THC researcher during their development of the 2015 economic impact study.

State Agency Social Media Calendar:

In Fiscal Year 2015 the five MOU partners continued collaboration across social media channels, as these are becoming an increasingly prevalent mode of communication with target markets. EDT coordinated a State Agency Social Media Calendar, which is populated monthly with Facebook posts and Tweets from all participating agencies.

Each agency provides their highest priority content each month and encourages sharing amongst each other’s channels via pre-drafted content.

The State Agency Social Media Calendar not only provides additional content for agencies to utilize throughout the month, but also the integration across MOU agencies’ social media channels that extends the reach of their social media efforts.

V. FISCAL YEAR 2016 MARKET OVERVIEW & STRATEGY

The most recent domestic travel data, from Calendar Year 2014, showed that Texas remains one of the most visited states with an estimated 243 million visitors to Texas destinations.

Travel research has shown that consumers make their travel plans based upon what activities they want to experience while on vacation. As a result of this research, in Fiscal Year 2016, the MOU entities will continue to pursue an overall activity-based marketing strategy that focuses on promoting vacation activities and experiences that Texas has to offer to both out-of-state and in-state travelers.

EDT’s *Texas It’s Like a Whole Other Country.*® campaign will continue to be the primary vehicle to market Texas as a premier tourism destination outside Texas. Each entity will use the following slogans where appropriate:

Agency	Slogan (s)/Images
EDT	“Texas. It’s Like A Whole Other Country”®
TCA	“Investing in a Creative Texas”
THC	“Real Places Telling the Real Stories” “Visit the Texas Heritage Trail Regions and see where it all happened”
TPWD	“Life’s Better Outside”®
TxDOT	“Texas. It’s Like A Whole Other Country”® <i>Texas Highways</i> <i>Drive Texas™</i> <i>True Texas™</i> <i>True Texan™</i>

Objectives:

- Produce strong cost-effective levels of response, creating increased travel and revenue for the State of Texas via tourism advertising, public relations and trade relations.
- Build and maintain awareness of the vacation opportunities in the State of Texas to target audiences.

- Recognize other niche markets that offer important benefits of visitation to and within Texas.
- Promote and market Texas as a premier meetings and convention destination.
- Increase awareness of the benefits of Texas as a winter destination.
- Ensure the state is “Tourism Ready.”

Tactics:

Coordinate comprehensive marketing efforts consisting of:

- Implement multimedia advertising (consumer magazines, national cable TV, radio, newspapers and internet) targeting prospects with the highest propensity of travel to and within Texas.
- Conduct media and trade familiarization tours, promotions, missions, and educational seminars; and participate in trade and consumer shows.
- Produce and work in coordination to distribute high quality travel literature including the *Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways* magazine, *Texas Highways Events Calendar*; *Texas Parks & Wildlife* magazine, the Texas Heritage Trails brochures and other thematic heritage tourism brochures, the *Texas State Park Guide*, various recreational and state park brochures, and various travel trade publications.
- Maintain a comprehensive website presence through www.TravelTex.com and other MOU partner websites, with links connecting these partner sites. Incorporate social media into all agency websites.
- Provide communities, partners and tourism-related businesses with tools and opportunities to build, enhance and market their tourism products through workshops, assessments and cooperative opportunities.
- Maintain travel industry websites that provides travel research, marketing and promotional information, and media and travel trade leads for travel industry partners.
- Grow social media audiences for all MOU agencies' accounts to cost-effectively reach potential travelers.
- Increase the number of email subscribers to MOU agencies' e-newsletters and email blasts to enable cost-effective marketing to travelers.

VI. FISCAL YEAR 2016 HIGHLIGHTS OF PLANNED MARKETING ACTIVITIES

In-State

In Fiscal Year 2016 MOU partners will conduct marketing and promotional efforts targeted within Texas. Their diverse marketing and promotional activities are intended to encourage Texans to travel and experience the multitude of historical, cultural, natural and artistic tourism opportunities available throughout the state.

The TCA, THC, TPWD and TxDOT Action Plans are located at www.travel.texas.gov and provide detailed descriptions of each individual agency’s planned marketing activities for Fiscal Year 2016.

The full research and tourism development activities conducted by EDT and a full listing of reports available for Texas communities and tourism-related activities are also located on this website.

In addition to marketing information, the four individual agency plans include information on tourism product development, program development and customer service activities for the upcoming fiscal year. These activities are not considered to be marketing, but they are a vital component of Texas' tourism industry. Product/program development and customer service ensure travelers to Texas experience high-quality destinations and activities in a hospitable atmosphere.

Out-of-State

Texas Tourism will launch a new advertising campaign in January 2016 to showcase new advertising creative with an increased presence in emerging media targeting out-of-state travelers.

Texas Tourism will continue a public relations and trade relations campaign targeting the domestic and international leisure traveler, and provide Co-op opportunities for the Texas travel industry partners to expand efforts domestically and internationally, while continuing co-op marketing opportunities for Texas Travel Industry partners in the meetings and convention market and marketing activities related to attracting more international flight service to the state.

The Texas Tourism Fiscal Year 2016 marketing plan is located at www.travel.texas.gov.

Goals for Fiscal Year 2016

These additional items were identified as ongoing priorities:

- Increase travel to and within Texas destinations and attractions contributing to the economic development of communities and the state.
- Share information on tourism publications produced and planned by each entity, including online versions of existing publications to most effectively reach travelers and inform them of travel opportunities across the state.
- Share information on consumer shows attended by each agency along with an estimate of attendees and materials distributed to monitor success of participation and identify opportunities for further marketing efforts at consumer shows.
- Share information on website analytics to improve website effectiveness and other internet marketing initiatives.
- Identify additional joint cooperative advertising and marketing and/or public relations opportunities.
- Further content sharing, especially in the social and internet platforms.
- Assess fulfillment activities in an effort to continually improve effectiveness.
- Coordinate state tourism development, marketing and customer service in quarterly meetings of the Texas State Agency Tourism Council (TSATC).
- Consider opportunities and cost effectiveness related to additional joint research projects and return on investment.
- Participate in planned EDT community assessments as requested.

- Coordinate promotional efforts, i.e. distribution of each entity's marketing materials at state managed facilities, consumer and travel trade shows, reciprocal links to each other's websites, etc.
- Coordinate efforts and presentations to travel industry partners on programs and opportunities during Texas Tourism Week, Texas Travel Industry Association (TTIA) Unity Dinner, TTIA Texas Travel Summit, and other travel industry or community opportunities that arise

This Strategic Tourism Plan is an on-going process. As shifts in travel trends and new opportunities become available, the strategy will be updated each year to reflect industry changes. Over the next year, cooperation of the MOU partners will continue to provide a unified approach to Texas' tourism marketing strategy.

Communication and regular meetings take place with the MOU partners to continually support each other and remove duplication of efforts. Each year the MOU Strategic Plan evolves to better provide services to travelers in addition to justifying the state funds received and expended to promote tourism to and within Texas.

VII. INDIVIDUAL AGENCY PLANS

The EDT marketing plan for Fiscal Year 2016 is posted at: www.travel.texas.gov.

The Fiscal Year 2016 plans of action for TCA, THC, TPWD and TxDOT are included below and will be posted individually on the www.travel.texas.gov website.



Fiscal Year 2016 PLAN OF ACTION Tourism Memorandum of Understanding

On June 1 of each year, the Texas Department of Transportation (TxDOT), Texas Parks and Wildlife (TPWD), Texas Historical Commission (THC), and Texas Commission on the Arts (TCA) provide the Office of the Governor, Economic Development and Tourism (EDT) with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. These five agencies work together under a Memorandum of Understanding (MOU) to promote Texas tourism.

A. Summary of Resources, Activities and Materials related to the promotion of tourism

1. TCA's budget appropriation for Fiscal Years 2016 and 2017 increased funding for Cultural Tourism grants.
2. TCA's budget appropriation for Fiscal Year 2016 allocated \$5.67 million for cultural tourism grants and will allow TCA to offer a new grant program for designated Cultural District marketing, infrastructure, and events. The competitive Arts Respond Cultural District Project grant program is intended to be open to nonprofit arts organizations and local governmental arts agencies in designated Cultural Districts.
3. TCA received an appropriation for Arts and Cultural Grants. A portion of those funds will be invested in art activities that enhance, support and promote Texas tourism. Additionally, TCA will continue to officially designate Cultural Districts on behalf of the state.
4. TCA's resources will focus on the development and support of arts and cultural institutions and programming throughout the state of Texas. TCA invests resources into tourism product development resulting in high-quality arts and cultural tourism destinations.
5. This Plan of Action outlines the activities and programs TCA has planned at this time.

B. Texas Commission on the Arts Plan of Action

1. **Marketing Priorities**
 - a) TCA will participate in marketing and public relations activities related to the promotion of arts tourism as allowed by budget resources. The agency's Director of Communications coordinates TCA's tourism efforts.
2. **Product Development Priorities**

a) Grants— TCA’s Arts Create and Arts Respond grant categories invest funds in projects that exemplify cultural tourism including major art festivals, exhibitions, and other types of artistic programming that attract audience members from another county or community. The new funds that will be granted out through the Arts Respond Cultural District Project program will provide significant funding to projects that use the arts to diversify local economies, generate revenue, and attract visitors and investment to designated Cultural Districts. Complete information on grant eligibility and the application process is available online at www.arts.texas.gov under the Grant Guidelines link.

b) Diplomacy and Protocol — TCA will provide support to the executive and legislative branches of Texas state government related to diplomacy and protocol activities. This may include providing works by Texas artists for presentation to foreign dignitaries or arranging for performing artists to participate in appropriate activities including trade missions and tourism promotion campaigns.

c) Professional Development Tools— TCA continues to maintain the *Tools for Results Tool Kit* as a way to assist non-profit organizations in their work, including tourism development and promotional activities. TCA also produces a biennial conference that includes topics related to cultural tourism, and, in March 2015, launched a free bi-monthly series of professional development webinars to provide expanded resources to the field. The webinars are recorded and available at <https://vimeo.com/txartspd>.

3. Program Development Priorities

a) TCA staff will promote cultural tourism at conferences, workshops, and seminars throughout the year.

b) TCA staff will encourage arts organizations to develop relationships with their local Chambers of Commerce and Convention and Visitors Bureaus to ensure their offerings are included in local tourism development efforts. Additionally, TCA will direct arts constituents to utilize state resources available through the other MOU partners. Improved use of the Texas Events Calendar and the TravelTex website will be emphasized.

c) Cultural District Designation – TCA is the state agency responsible for officially designating Cultural Districts on behalf of the state. TCA will educate communities about the process for applying for official Cultural District designation and provide assistance at every stage of the process. TCA has produced a brochure outlining the Cultural District process, and will distribute the brochure at TCA events statewide.

d) TCA will work with eligible entities in Cultural Districts to introduce them to the guidelines and intent of the new Arts Respond Cultural District Project grants and provide assistance at every stage of the process.

4. Customer Service Priorities

TCA plays an indirect role in Customer Service. The agency does not have oversight of any physical venues or resources. TCA provides funding and other types of assistance to organizations who in turn interface with the public and are involved in the direct administration of customer service activities.

C. Proposed Budget for TCA Tourism Activities

	Arts Operating Fund Account#0334	General Revenue	Subtotal
Marketing	\$0.00	\$0.00	\$0.00
Product Development	\$0.00	\$2,500,000	\$2,500,000
Program Development	\$0.00	\$0.00	\$0.00
TOTAL:	\$0.00	\$2,500,000	\$2,500,000

D. Measurable Goals and Objectives of the Agency Related to the Promotion of Tourism

- The Texas Commission on the Arts has a performance measure related to the promotion of tourism. The measure determines the percentage of grant dollars awarded that promote cultural tourism.

E. Proposed Marketing Message, Materials or Slogans

- *Investing in a Creative Texas* – this is the agency tag line.

F. Fiscal Year 2015 Key Accomplished Highlights.

- In Fiscal Year 2015, TCA invested grants in arts organizations that provided more than 616 cultural tourism events or attractions in Texas.
- TCA participated in Texas Travel Week by promoting the designation through social media and providing unique arts-related content to be shared via Texas Tourism social media outlets.
- As the state agency with authority to officially designate Cultural Districts on behalf of Texas, TCA approved two new cultural districts, bringing a total of 26 cultural districts throughout the state. The newly approved cultural districts include:
 - Downtown Bryan Cultural District
 - Greater East End Cultural District (Houston)
- TCA worked with arts organizations that held national conferences in Texas during Fiscal Year 2015. These conferences brought hundreds of out-of-state visitors to Texas. These include:
 - Grantmakers in the Arts annual conference, held in Houston
 - Music for Healing and Transition Program biennial conference, held in Navasota
- TCA staff participated in meetings of the Texas State Agency Tourism Council (TSATC) and provided agency updates to other participating agencies. TCA staff used the meetings as a forum to learn about possible partnership opportunities with TSATC members.

- TCA continued its support for the MOU joint return on investment (ROI) research project.
- TCA maintains links to all MOU partner websites and routinely distributes their publications and marketing materials at meetings and workshops.
- TCA participated in the joint state agency presentation at the Texas Travel Industry Association Summit.
- TCA follows MOU partners on social media platforms and, when their posts contain content that can be overlapped with arts and culture interests, shares the posts.

Additional TCA Information:

Designation of primary agency representatives by the Executive Director of EDT and Executive Director of the other agencies, will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion.

Primary designee: Anina Moore, TCA Director of Communications

The Executive Director of EDT and Executive Directors of the four participating state agencies will be briefed at least once a year during a joint meeting.

TEXAS HISTORICAL COMMISSION

Fiscal Year 2016 Plan of Action

Tourism Memorandum of Understanding

On June 1 of each year, Texas Department of Transportation, Texas Parks and Wildlife, Texas Commission on the Arts and Texas Historical Commission provide Office of the Governor, Economic Development and Tourism with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. The plan identifies priorities of the Texas Historical Commission related to the promotion of tourism including marketing, product development, program development, budget, and measurable goals and objectives.

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The following is the Plan of Action for the agency's proposed tourism activities for Fiscal Year 2016.

A. Resources, activities and materials related to the promotion of tourism proposed to be provided by the agency

The 84th Legislature did not fund the agency's exceptional item that would have specifically provided continued funding for the Texas Heritage Trails Program and the THC's heritage tourism development and promotion activities for FY 2016 and FY 2017. The agency and partners are exploring funding options that would allow limited heritage tourism operations. Limited federal transportation enhancement funds remain available through FY 16 when the last contracts terminate. The State Historic Sites managed by the THC are not impacted by funding reductions.

1. Tourism promotion at the Texas Historical Commission will be significantly curtailed. Limited funding from general revenues, sporting goods sales tax revenues, and expiring transportation enhancement funding will be utilized to maintain existing state investments in promotional operations and materials.
2. The major activity will be the sustaining of the Texas Heritage Trails Program in a limited format with no significant, active promotion and the operations of 20 state historic sites.
3. The independent non-profit organizations that comprise the ten heritage trail regions will be determining the feasibility of continuing operations in the coming months given the elimination of the primary funding source.

B. Marketing, product development and program development activities

1. Marketing

- The Texas Historical Commission (THC) anticipates termination of print and online advertisements for the award-winning Texas Heritage Trails Program (THTP) upon the conclusion of FY 2015.

- The agency will continue to distribute the *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions as existing funding allows and stocks are available.
- Continue to distribute the existing stock of individual region travel guides through direct mail, online requests, the regional network, and TxDOT Travel Information Centers as funding permits and stocks are available.
- Encourage and support regional partner attendance at the following FY 2016 trade shows: Texas State Fair, Texas Travel Counselors Fair, McAllen International Travel Show. THC will partner with the Texas Department of Agriculture and other MOU agencies by attending the Texas State Fair to promote heritage tourism and distribute Texas travel literature. Our regional partners may attend the Texas State Fair and various other consumer travel trade shows to promote the Texas Heritage Trails Program and Texas tourism.
- THC will provide materials and publications for Office of the Governor, Economic Development and Tourism Division to be available at travel shows. THC will provide staff when requested to assist the Office of the Governor, Economic Development and Tourism with promotional events, as well as other MOU agencies.
- Provide hosting, technical support, and minimal technology upgrades for www.teaxastimetravel.com, the 10 Texas Heritage Trail Region websites, and the mobile friendly versions of all 11 websites as existing funding permits.
- Continue to enhance the 20 THC Historic Sites' individual websites and the "Explore Texas" portion of the agency website. During FY 16, the individual websites are anticipated to be incorporated into the agency's domain names and content management system.
 - Utilize the website: www.texashistoricsites.com which redirects to the state historic sites page on the THC website, where visitors can access web sites for THC-managed state historic sites.
- National and Texas Travel & Tourism Week – coordinate with Tourism MOU partners and the Texas Travel Industry Association.
 - Provide information for media outlets regarding the observance of Tourism Week.
 - Offer a Free Sites Day featuring free admission to the agency operated sites in conjunction with Texas Travel & Tourism Week.
- Continue promoting the Texas Heritage Trail Regions, heritage tourism and state historic sites through use of press releases and travel articles as opportunities arise. THC will provide press releases several times a year to promote traveling within the state to enjoy special heritage celebrations, i.e., Texas Independence; summer vacations at historic venues; fall festivals and events; holiday tours and events.
- Continue to promote individual site events with flyers, ads and media advisories.
- Utilize social media including blogs, Facebook, YouTube, Instagram, and Twitter.

2. Product Development

- Provide one-on-one technical assistance to historic attractions across the state to improve the visitor experience at attractions and sites is likely to be limited to providing heritage tourism

expertise to the Office of the Governor, Economic Development & Tourism for their tourism assessment visits.

- Continue distribution of cultural heritage travel guides *Hispanic Texans: Journey from Empire to Democracy* and *African Americans in Texas: A Lasting Legacy* as funding permits.
- Maintain existing digital tools for the traveler to assist in trip planning, enhance visitor experiences, and increase heritage tourism.
 - Maintain Texas Time Travel Tours, a mobile tour platform for travelers' use with seven varied statewide travel themes.
 - Maintain an interactive kiosk at the THC Historic Sites designed to thematically connect each site with the relevant Texas Heritage Trail Region and other third-party visitor-ready historic sites both locally and statewide to entice future travel.
 - Maintain the content for travelers on www.texastimetravel.com and the ten regional sites.
- Continue to implement capital improvement and interpretive projects at the 20 state historic sites to improve the visitor experience.
- Continue distributing the digital edition of the *Heritage Tourism Guidebook* designed to assist local communities in developing heritage tourism as an economic development and preservation tool.
- Continue to work with the National Park Service towards the inclusion of the Chisholm and Great Western Cattle Trails as national historic trails.
- Assist local partners in preparations for the 2017 centennial of the Chisholm Trail as funding allows. Assist in coordinating the Texas efforts with those in Oklahoma, Kansas, and Nebraska.
- Continue working with the National Park Service on the development of the national historic trail, El Camino Real de los Tejas.
 - Continue working with the El Camino Real de los Tejas National Historic Trail Association and their partners to support the further development of the trail.
 - Help facilitate the acquisition of signage for communities located on the trail.
 - Facilitate the nomination of resources along the trail to the National Register of Historic Places.
- Continue working with TxDOT on the Historic Highways Program to identify, designate, interpret and market Texas historic roads and highways. Survey of resources along the Meridian Highway will be completed during the year.

3. Program Development

- Through the Texas Heritage Trails Program, facilitate networking among tourism and preservation communities to maximize tourism resources, particularly in rural areas. Operations for the program are anticipated to continue at minimal maintenance levels for some or all of FY 16.
- Continue to utilize the HT listserv to promote Texas tourism and to educate Texans regarding tourism and historic preservation with approximately 800 subscribers. Appropriate information is also sent to four additional listservs at the agency.

- Continue active participation in the tourism industry through partnerships with Texas State Agency Tourism Council (TSATC) and Texas Travel Industry Association (TTIA). Senior staff of the agency chairs the TSATC and serves as an ex-officio member of the TTIA Board of Directors.
- Continue working with the National Park Service in the development of the El Camino Real de los Tejas National Historic Trail. This involves tourism partners in communities along this national historic trail.
- Continue to offer preservation and heritage tourism assistance to the Texas Commission on the Arts for their Cultural Districts Program.
- Conclude work with TxDOT regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.
- Continue cooperating with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways.
- Work with TxDOT to designate the Bankhead Highway and Meridian Highway as Texas Historic Highways; identify designate, interpret and market the routes as historic routes.

C. The agency’s proposed budget for the upcoming fiscal year for tourism activities

THC Direct Tourism Budget for Fiscal Year 2015

Heritage Tourism Program	State Funds	Federal Funds Enhancement Funding	Total
Marketing	\$0	\$0	\$0
Product Dev.	\$29,000	\$116,000	\$145,000
Program Dev.	\$68,895	\$275,580	\$344,475
	\$97,895	\$391,580	\$489,475
Historic Sites	Sporting Goods Tax Revenue		
Marketing	\$170,000		\$170,000
TOTAL			\$659,475

D. Measurable goals and objectives of the agency related to promotion of tourism

- Number of unique visitors to www.texastimetravel.com and the ten region sites.
- Number of promotional materials distributed, printed and downloaded.
- Visitation at the agency’s 20 state historic sites.
- Amount of local, regional, and private cash or in-kind contributions to the ten heritage region organizations.
- Volunteer hours contributed to the work of the ten heritage regions.

E. Any proposed marketing message, materials, slogan or other communication to be used by the agency in its tourism-related efforts.

- Continue to implement the THTP’s advertising campaign “Visit the Texas Heritage Trail Regions and see where it all happened” as utilized on existing websites, mobile applications and printed products.
- Continue to utilize “real places telling the real stories” of Texas into marketing efforts.

F. Fiscal Year 2015 MOU Accomplished Highlights (See: Combined 2015 Texas State Strategic Tourism Plan)

- Participated in consumer travel shows and events such as Texas Travel Counselors Conference Travel Show, State Fair of Texas, and McAllen International Travel Show.
- Created and distributed THC’s *The Medallion* with quarterly highlights on heritage tourism destinations.
- Conducted media relations activities including statewide distribution of media alerts, TV and radio interviews for activities that included other MOU agencies such as Texas Travel and Tourism Week events.
- THC promoted and hosted the annual free admission day at all state historic sites as part of Texas Travel and Tourism Week.
- THC representative chaired the Texas State Agency Tourism Council.
- Provided heritage tourism expertise to site assessments of three communities at the request of Office of the Governor, Economic Development and Tourism.
- THC continued to work with TxDOT on the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.

G. Individual Agency Accomplishments

- Completed an economic impact study of historic preservation and heritage tourism conducted by The University of Texas and Rutgers University. The study found:
 - 10.5% of travel in the state can be qualified as heritage tourism.
 - 12.5% of the direct travel spending is attributed to heritage tourists, reflecting a higher daily spending of about \$30 per person over the typical traveler.
 - Direct travel spending on heritage tourism activities accounted for \$2.3 billion of travel spending in 2013.
 - A survey utilized by the universities attributed a nearly 14% increase in visitation and revenue to the Texas Heritage Trails Program. Worth about \$300 million annually.

- The Texas Heritage Trails Program continued to leverage 17 years of work with all ten regions contributing to heritage tourism development and promotion across all 254 counties. Regional executive directors, board chairs and THC staff continue to participate in biannual statewide meetings to facilitate communication amongst the regions and THC, ensure cooperation and provide training opportunities.
- Continued enhancements for www.texastimetravel.com and the 10 Texas Heritage Trails Region websites with dynamic, engaging and interactive content. Maintained versions of all 11 sites optimized for mobile. These sites had more than 360,000 unique users and about 412,000 sessions.
- The combined social media pages of the ten Texas Heritage Trail Regions achieved 52,000 followers.
- Distributed approximately 170,000 total printed guides to travelers for the THTP regions with individual regional guides remaining in print.
- Continued distribution of the 72- page *African Americans in Texas: A Lasting Legacy* and integrated guide information into www.texastimetravel.com. Approximately 70,000 printed versions of the guide were distributed to travelers in FY 15.
- Completed the development of a 100 – page *Hispanic Texans: Journey from Empire to Democracy* travel guide and began distribution of the printed products in both English and Spanish.
- Completed the development and began distribution of *Texas Heritage Travel Guide* covering all ten Texas Heritage Trail Regions. 55,000 copies of the guide were distributed to travelers in the first four months of availability.
- Launched the free *Texas Time Travel Tours* app available for iOS and Android operating systems as well as a web-based application. The travel app includes seven statewide thematic tours that complement other agency tourism and research initiatives, including the cooperative historic highway work with TxDOT.
- Developed and installed an interactive kiosk at 18 of the 20 THC Historic Sites designed to thematically connect each site with the relevant Texas Heritage Trail Region and other third-party visitor-ready historic sites both locally and statewide to entice future travel.
- Continued to survey the historic resources of the Meridian Highway. Published the results of the Bankhead Highway survey on the agency website for researchers and travelers.
- Coordinated with the National Park Service, Texas Department of Transportation, individual counties, and the El Camino Real de los Tejas National Historic Trail Association for the placement of directional signage along the Texas section of the trail per the federal management plan.
- Worked intensively with five communities to develop and launch new local heritage tourism products and traveler experiences. Laredo and Rio Grande City introduced six new tours and cultural demonstrations that showcase their vibrant Hispanic heritage. Big Spring, Mount Vernon and Weatherford launched new products and experiences related to their historical connection with the Bankhead Highway.

- Successfully managing 20 state historic sites and undertaking major capital improvement projects in Fiscal Year 2015 at the agency operated state historic sites.
 - Opened new or expanded visitor centers at Fort Griffin, Magoffin Home and Caddo Mounds along with new and greatly improved interpretive exhibits.
 - A substantial preservation project at Fulton Mansion continued which will insure the building's long term preservation and interpretation.
 - A substantial preservation project at Landmark Inn that involves all of the facilities commenced.
 - New or expanded visitors' centers are in design or construction phases along with new exhibits during FY 2015 for Varner Hogg Plantation, Fort Lancaster, Levi Jordan Plantation, and San Felipe.

- In Fiscal Year 2014, more than a 313,000 people visited the agency's state historic sites.
 - This reflects the first decline in attendance compared to the prior fiscal year since THC assumed operations of these sites. The decline is attributed to various site closures for construction projects. The 2014 figures remains higher than all years prior to 2013 and is 115,000 higher than 2009 attendance when the agency began full operation of the sites.
 - At time of plan development, FY 2015 attendance was on track to exceed FY 2014.

- Completed our advertising campaign started in January 2011 for the Texas Heritage Trails Program with a series of print ads, online ads and an interactive web site, www.texasimetravel.com.

H. Awards/Recognitions:

- *True West* magazine named www.TexasTimeTravel.com Best Promotion of a Historic Place in their 2013 Best of the West awards.
- The San Antonio Conservation Society named THC's Casa Navarro Historic Site as a 2012 Preservation Award winner for the completed restoration.
- The Texas Heritage Trails Program was nationally recognized with the Preserve America Presidential Award by President George W. Bush in 2005.

Additional THC information for Strategic Plan

Mark Wolfe, executive director of Texas Historical Commission

Bradford Patterson, Director of Community Heritage Development, is the primary designee.



Texas Department of Transportation Travel Information Division Plan of Action Fiscal Year 2016

TxDOT's mission is to work with others to provide safe and reliable transportation solutions for Texas. The mission will be achieved by meeting the department's continuing goals, which were established in 2012. The goals are to maintain a safe system, address congestion, connect Texas communities, and to be a best-in-class state agency.

TxDOT's efforts in tourism enhance economic opportunities and improve the quality of life in Texas by stimulating travel to and within the state and by providing customers with valuable Texas travel and highway condition information. The information from the Texas Travel Information Centers and printed materials assist the public with their travel and transportation needs. These products and services assist the public with the use of the transportation system and help in reducing congestion, enhancing safety, and expanding economic opportunity.

Other TxDOT programs—Don't mess with Texas[®], Adopt-a-Highway, and Drive Clean Texas—contribute to the state's overall appeal for travelers, tourists, and businesses. For about 30 years, both the Don't mess with Texas[®] and the Adopt-a-Highway programs have worked to prevent and remove litter, respectively, and, for almost 15 years, Drive Clean Texas has worked to improve air quality. All three programs keep Texas a beautiful state to travel within for both residents and visitors.

The following plan identifies TxDOT's tourism priorities and activities for Fiscal Year 2016.

A. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY

The Travel Information Division's mission is to support and promote safe and enjoyable travel to and within Texas and to provide professional information, products, and services for the general public and the department. Essential activities will include continued production of the state's official travel magazine, *Texas Highways*; promotion of *Texas Highways* through web and social media platforms; the management of the Texas Travel Leads Database; the production and distribution of the state's travel literature; and the operation of DriveTexas[™] highway conditions information program and the Texas Travel Information Centers.

Travel-related activities will be funded by the State Highway Fund and revenue-generation programs. Federal dollars are not used in the department's travel/tourism programs, the operation of DriveTexas[™] highway conditions information program, and the Texas Travel Information Centers.

B. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

Marketing

Marketing Definition: A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

TxDOT publications and marketing activities: *Texas Highways* magazine: This monthly magazine was

designated the “Official Travel Magazine of Texas” by the Legislature in April 1975. The primary goal of the magazine is to encourage recreational travel to and within the State of Texas. During Fiscal Year 2016, *Texas Highways* magazine will continue to build upon the momentum created during the 40th anniversary celebration and furthered by the Texas Top 40 Comfort Food Destinations effort. The Texas Top 40 Comfort Food campaign will culminate with a comfort food special issue in November 2015. Social media efforts will continue to focus on engaging readers and further building reader involvement and interaction with the publication and website. As of May 2015, *Texas Highways* magazine has a distribution of 196,852 total paid and verified circulation.

Twelve issues of *Texas Highways* will be published and the magazine’s 2016 editorial calendar will include The People, The Places, and The Wide Open Spaces issue in September; a Made in Texas issue in November; Big Bend in February; a wildflower issue in April; a summer travel planner in May; a coastal special in June; and a lakes special in July.

In FY2015, Texas Highways shifted the focus of its ancillary product development to focus on Texas-based artisans in an effort to highlight Texas creativity and convey a positive image of the scenic, recreational, historical, geographical, cultural, or artistic aspects of Texas. This shift, which will continue in FY2016, will continue to help all aspects of the *Texas Highways* ecosystem be more successful.

Texas Highways Extra!: A companion e-newsletter that is distributed at no additional charge to *Texas Highways* readers and other subscribers twice each month, *Texas Highways Extra!* is distributed on or before the 15th of each month to promote upcoming events, and on or before the last day of each month to highlight the current issue’s features. Additional coverage may include travel spotlights, surveys of readers’ travel plans and favorite destinations, readership discounts, and links to the *Texas Highways Events Calendar*, the *Texas Highways* website, and travel partners. Special editions of *Texas Highways Extra!* may feature special events, news alerts, and readership opportunities. The distribution is 98,305 as of May 2015.

Texas State Travel Guide: This guide summarizes publicly accessible sites of scenic, historical, cultural, and recreational interest in communities throughout Texas. The guide is keyed to the travel map, providing basic information and directions for traveling anywhere in Texas. A digital version of the *Texas State Travel Guide* is uploaded to the www.TravelTex.com website. In addition to the attraction information, the guide also contains information about Texas state parks, lakes, state and national forests, events, hunting and fishing, and Texas Travel Information Centers. The *Texas State Travel Guide* serves as the state’s primary fulfillment publication, and it is an important travel counseling reference for the Texas Travel Information Centers.

During Fiscal Year 2016, a projected 1.1 million copies of the *Texas State Travel Guide* are expected to be printed. Options to transform the online version of the guide into an e-book continue to be evaluated.

Texas Official Travel Map: The map is produced and updated internally within TxDOT by the Travel Information Division through detailed and collaborative information from all TxDOT divisions. In addition to showing interstate, US, and state highways, the map includes state and national parks, city inset maps, cruise terminals, and Texas Travel Information Centers. The *Texas State Travel Guide* and *Texas Public Campgrounds* publications refer to the map grids. The map is included in the state’s standard fulfillment package and is one of the primary information tools the Texas Travel Information Centers use for travel counseling. During Fiscal Year 2016, a projected 1.4 million copies of the map will be printed.

Texas Highways Events Calendar: The calendar is a quarterly publication featuring more than 1,000 listings of fairs, festivals, concerts, plays, exhibits, events, and cultural celebrations across the state. The printed publication is distributed primarily through the Texas Travel Information Centers. In addition to the publication, the listings are featured in *Texas Highways magazine*; *Texas Highways website*, www.texashighways.com; and EDT's website, www.traveltex.com.

During Fiscal Year 2016, quarterly printings (spring, summer, winter, and fall) are planned, in addition to providing the information for upload to the websites. A new web-based database is now 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.TravelTex.com.

Texas Public Campgrounds: This publication 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. It is uploaded to www.TravelTex.com to provide camping information for every listed city that has camping accommodations. This publication will be updated and reprinted in Fiscal Year 2016 if demand exceeds the current available issues.

Texas, A Quick Look: This publication provides a brief history of Texas, with extensive illustration. It is a broad overview of Texas including historic facts and details about the flags that have flown over the state. Teachers and children use this publication when completing school assignments about Texas. This publication will be updated and reprinted in Fiscal Year 2016.

Wildflowers of Texas: This publication is a color brochure featuring photographs of common Texas wildflowers, including seasons of appearance, and where they grow. This product is used extensively by the Travel Information Centers during wildflower season in tandem with the automated "wildflower report" on www.TxDOT.gov and www.DriveTexas.org. This publication will be redesigned and reprinted in Fiscal Year 2016.

Social Media: *Texas Highways* is reaching out to both new and previous audiences through Facebook, Twitter, You Tube, Instagram and Pinterest. These outlets help extend the *Texas Highways* message (what's in this issue, what we do, where we have been, and how we can help readers discover Texas) while giving social media followers a place to participate in interactive content. As of May 2015, there are nearly 165,000 Facebook followers; 16,000 Twitter followers; 2,000 Instagram followers and 2,145 Pinterest followers. To date, there have been 81,645 YouTube views.

Texas Highways shares postings about magazine features and special issues and the Travel Services Section communicates information about DriveTexas™ and the Travel Information Centers with TxDOT's Media Relations, so that the information can be shared on the agency's Facebook page and on Twitter. Those messages also are submitted for inclusion in EDT's Monthly Social Media Calendar for cross promotion through the MOU agencies' social media channels.

Texas Tourism Week: TxDOT, through its Texas Travel Information Centers, social media outlets, and www.TexasHighways.com, will continue to work with the MOU agencies, the Texas Travel Industry Association and other related tourism partners in the promotion of Texas Travel and Tourism week.

EDT Travel Trade and Consumer Shows: TxDOT will provide travel publications to EDT for shows in Fiscal Year 2016 as requested.

Product Development

Product Development Definition: A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

TxDOT operates 12 Texas Travel Information Centers at strategic locations around the state that provide free information to travelers regarding tourism destinations and events.

TxDOT continues to print and distribute *Texas Highways* magazine on a monthly basis to promote tourism destinations and events throughout the state.

TxDOT continues to print and distribute the *Texas State Travel Guide* on an annual basis to promote tourism destinations throughout the state.

TxDOT continues to print and distribute the *Texas Events Calendar* on a quarterly basis to promote events at tourism destinations throughout the state.

Program Development

Program Development Definition: A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.

TxDOT created a Travel Industry Partner Page on www.TxDOT.gov to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. The Marketing Partnerships portion of the site includes Texas Travel Leads, which allows the Texas travel industry to query the contents of the Texas Travel Leads database to identify individuals matching a specific target market. New information is available daily in the Texas Travel Leads database. An estimated 1.1 million leads gathered from the current fiscal year's inquiries matching travel industry market-specified criteria will be available for downloading in Fiscal Year 2016 for Texas travel marketing purposes. Each year, Texas Travel Leads will add to the database until there is a three-year history available. Customer assistance is provided by the department upon request.

TxDOT coordinates an annual cooperative training conference, the Texas Travel Counselors Conference, open to travel division staff, AAA Texas travel counselors, and city information center counselors, along with employees from TPWD, THC and EDT. The conference offers educational seminars, area study tours and the opportunity to interact with other industry travel counselors. A travel fair showcases attractions and cities around the state and allows the tourism industry to share vital information with travel counselors.

In addition, TxDOT administers state and national certification through the U.S. Travel Association for Certified Professional Travel Counselors. The certification program consists of training in customer service, Texas attractions, directional information, Texas history and culture, Texas geography, lodging and additional sources of information, traveler safety, and the economic impact of travel and tourism in Texas. The travel counselor becomes certified by passing a comprehensive examination upon completion of all of the study modules. As of May 2015, 84% of Travel Information Center staff either hold state and national certification or are working to become certified.

TxDOT continues to work with THC regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.

TxDOT will continue active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, the Texas State Agency Tourism Council, the Texas Association of Convention and Visitors Bureaus, the Texas Hotel and Lodging Association, the Texas Association of Campground Owners, and other tourism organizations.

Additionally, TxDOT will participate in annual tourism-related conferences, and partner with local tourism entities. TxDOT will assist EDT with tourism assessments as needed.

Customer Service

Customer Service Definition: Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their travel stay.

Texas Travel Information Centers: TxDOT operates twelve Texas Travel Information Centers in Amarillo, Anthony, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom, Wichita Falls, and the Old General Land Office Building in the State Capitol Complex. The Travel Information Division provides customer service to travelers who stop in the Texas Travel Information Centers. The Travel Information Centers are open 360 days per year.

The centers provide services nine (9) hours a day from the day after Labor Day through the Thursday before Memorial Day. They provide service ten (10) hours a day from the Friday before Memorial Day to Labor Day. During Fiscal Year 2015, the Travel Information Division will continue to serve customers by operating and maintaining the Texas Travel Information Centers. The projected number of customers is approximately 2 million for Fiscal Year 2015. Revenue-generating programs for the Texas Travel Information Centers are being implemented in Fiscal Year 2016.

Fulfillment: Travel literature requests are generated through advertising by EDT and are received through Internet requests, reader service cards, coupons, tip-ins, and letter mail. Fulfillment is the mailing of travel literature in response to these requests. During Fiscal Year 2016, the Travel Information Division will continue to mail travel literature to those who request it, and a projected 1.1 million travel literature requests will be processed in Fiscal Year 2016.

Texas Travel Leads: The Texas Travel Leads System is a database cooperatively owned by TxDOT and EDT. Texas Travel Leads receives, processes, and stores names and addresses of the individuals who have requested Texas travel information. Reader service cards; web vendors; calls to the Texas Travel Information Centers; and the state's official tourism website, www.TravelTex.com, collect important travel-related information about individuals. For example, the type of vacation activities they are interested in and which Texas cities or regions they plan to visit.

DriveTexas™: Provides real-time highway information to assist the traveling public in safely navigating the state. The highway-conditions site, www.DriveTexas.org, provides information on accidents, closures, construction, damage, and weather events that might impede travel so that travelers know whether the road is clear or make a decision to consider an alternate route. This information is also available by calling 1-800-452-9292 to hear automated highway conditions information updated 24/7, with an option to speak with a travel counselor during Travel Information Center hours of operation.

C. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

Fiscal Year 2016	Printing	Fulfillment	Total Cost	Offset Revenue	Net Cost
Texas Highways magazine	\$1,421,422.80	\$1,056,772.50	\$2,478,195.30	(\$4,139,681.33)	(\$1,661,486.03)
Travel Packets (Travel Guide, Travel Map, Events Calendar)	\$2,249,112.60	\$2,668,270.50	\$4,917,383.10	(\$1,007,879.04)	\$3,909,514.06
Total FY16	\$3,670,535.40	\$3,725,043.00	\$7,395,578.40	(\$5,147,560.37)	\$2,248,028.03

D. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

Number of Consumer Travel Literature Requests Fulfilled: The sum of filled requests for travel literature (*Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways Events Calendar* and other travel publications) received from advertisements placed by EDT, directly by TxDOT, and from other sources that forward such requests to TxDOT for fulfillment. These requests are for mailings only and do not include requests for such materials in person, or for bulk quantities of such materials for redistribution. As of May for Fiscal Year 2015, an estimated 618,000 travel literature requests were fulfilled.

Number of Customers Served at Texas Travel Information Centers: The number of visitors served at the 12 Texas Travel Information Centers, on the 1-800 travel information number operated by TxDOT, and calls answered at the Texas Travel Information Centers. This includes all travel information services to Texans and out-of-state visitors and all travel-related phone and mail inquiries. As of May 2015 in Fiscal Year 2015, a total of 1,449,340 customers were served by the Texas Travel Information Centers.

Number of *Texas Highways* Copies Sold: The number of copies distributed to paid subscribers, including subscriber replacement, bill-laters, and all others considered to be paid such as back issues sold from inventory, all those purchased by TxDOT, including magazines distributed to active employees, retired employees, and those from the department-requested complimentary list—digital copies, and newsstand draw. As of May for Fiscal Year 2015, an estimated 2,362,224 copies of *Texas Highways* were sold.

Average Number of Travel Literature Requests: A travel literature request is considered received when it comes into possession of the Travel Information Division or its primary fulfillment vendor. The response is complete when the material is placed with a carrier (U.S. Postal Service, United Parcel Service, or other common carrier) for delivery to the person who requested it. The time between these two events should not exceed 72 hours. The number of valid travel literature requests fulfilled within three days divided by the total number of valid requests submitted during a specified period of time, reported by quarter and full fiscal year. As of May for Fiscal Year 2015, 91.4% of travel literature requests were responded to within three days.

E. ANY PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

- *Texas Highways*. The Travel Magazine of Texas.
- DriveTexas™.
- *Texas. It's Like A Whole Other Country.*® The state's official tourism patch and slogan will be used by TxDOT in appropriate travel publications as agreed with EDT and on the TxDOT website.
- True Texas™.
- True Texan™.

F. FISCAL YEAR 2015 ACCOMPLISHMENTS

Travel Partner Page

TxDOT created a Travel Industry Partner Page on www.TxDOT.gov to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. Resources include advertising information, the photo library, marketing partnerships, travel publication order forms, research tools, editorial submission information and interactive database tools for the *Texas State Travel Guide* and *Texas Highways Events Calendar*.

Texas Highways

Published 12 issues of *Texas Highways* magazine, the "Official Travel Magazine of of Texas," wrapped up the magazine's 40th anniversary celebration, counting down the Reader's Choice Top 40 Texas Travel Destinations. Attended media events at the top three winning destinations.

Texas Highways magazine partnered with the Lady Bird Johnson Wildflower Center in April 2015 for an annual wildflower photo exhibit at the Center and a wildflower photo contest.

Texas Highways social media added Instagram to its list of social media platforms.

Texas Highways continues to increase its Facebook followers by about 1,500 a week.

TexasHighways.com has more than 2.2 million page views annually.

Texas Highways continues to expand the True Texas™ program to increase Texas Highways marketing and revenue. The program celebrates what makes Texas great—The People, The Places, and The Wide-Open Spaces. Products will focus on made in Texas items that incorporate Texas-grown or developed materials, such as a True Texan T-shirt made with Texas cotton. A new shopping cart on www.TexasHighways.com was developed to provide better customer service.

Texas Travel Information Centers

Served approximately 2 million visitors, seeking tourism information or highway conditions, at the Texas Travel Information Centers.

For Fiscal Year 2015 to date, hosted or participated in 102 presentations and public events to promote tourism and public safety.

Provided emergency highway closures, conditions, and other emergency information to callers to the DriveTexas Travel Information Line during multiple winter ice and snow events and statewide flooding events in May 2015.

Distributed MOU agencies' marketing materials at the Texas Travel Information Centers as appropriate and requested.

Began selling attractions tickets through a tablet-based system via a partnership with the Texas Travel Industry Association (TTIA).

DriveTexas™

Continued to market and promote DriveTexas™, TxDOT's highway conditions reporting system on www.TxDOT.gov and www.DriveTexas.org. For Fiscal Year 2015, there have been more than 3 million visits to www.DriveTexas.org.

For Fiscal Year 2015 to date, 242,185 calls to the 1-800 number seeking highway condition information were responded to by the Texas Travel Information Centers and the automated system.

Continued to perform updates and enhancements to www.DriveTexas.org.

Texas State Travel Guide

Published the 2015 *Texas State Travel Guide*, adding more feature information to give the guide a more experiential feel. Routinely updated information in the web-based database for use in the printed Travel Guide and on www.TravelTex.com.

Printed and distributed more than 1 million copies of the *Texas State Travel Guide* through fulfillment, consumer shows, and the Texas Travel Information Centers.

Delivered a 2015 digital edition of the *Texas State Travel Guide* for upload to www.TravelTex.com.

Collaborated with TPWD in updating the TPWD information and THC in updating the THC sites information in the 2015 edition of the *Texas State Travel Guide*.

Texas Highways Events Calendar

Published the spring, summer, winter and fall issues of the *Texas Highways Events Calendar* and constantly updated the calendar's web-based database, making sure the most up-to-date information is available to www.TravelTex.com for updates.

The *Texas Highways Events Calendar* was redesigned in Fiscal Year 2015, adding a Calendar at a Glance for all three months in the quarter at the front of the publication and more featured events on the opening page for each month.

Other Publications and Programs

Updated and published *Texas, A Quick Look* publication.

Redesigned and published the Texas Public Campgrounds guide.

Updated, published, and distributed 1.4 million copies of the *Texas Official Travel Map*.

Continued to work with THC on the oversight of the transportation enhancement funding for the Texas Heritage Trails program.

Continue to provide fulfillment of THC collateral.

Coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information—which is important in determining the best and most effective means to spend advertising dollars—and reports to show the effectiveness of data-entry vendors.

Hosted the 60th Annual Texas Travel Counselors Conference in Wichita Falls, Texas, April 13-16, 2015.

Participated with MOU partners in making presentations to industry partners across the state, and participated in the Texas Travel Industry Association Summit held in Galveston September 28-October 1, 2014, and Unity Dinner held in Austin, Texas, on February 24, 2015.

Championed the impact and benefits of travel and tourism by participating with MOU and tourism partners in celebrating National Travel and Tourism Week, May 2-10, 2015, by holding events and open houses at the 12 Texas Travel Information Centers during Travel and Tourism Week. Promoted Travel and Tourism Week through *Texas Highways* magazine's and TxDOT's social media outlets.

Continued to coordinate with other state agencies in the Texas State Agency Tourism Council concerning overall state tourism development, marketing, and customer service needs.

TxDOT participated in two tourism assessments with EDT.

G. Awards

Texas Highways magazine received the following recognition at the 34th Annual International Regional Magazine Association Awards in October 2014:

- Gold: Companion Website
- Silver: Overall Art Direction
- Silver: Cover
- Silver: Arts and Culture Feature
- Silver: Single Photo
- Silver: Illustration
- Silver: Food Feature
- Bronze: Department
- Bronze: Photo Series
- Award of Merit: Special Focus

H. TxDOT Travel Information Division Contacts

De J. Lozada, Director, Travel Information Division
Joan Henderson, Travel Publications Section Director, Travel Information Division
Hiring in progress, Travel Services Section Director, Travel Information Division
Charlie Leal, Planner, State Legislative Affairs



Texas Parks and Wildlife Department (TPWD) 2016 Plan of Action

A. Summary of Resources, Activities and Materials related to the promotion of tourism

The primary emphasis of all Texas Parks and Wildlife's tourism-related promotion is to promote nature tourism while creating greater appreciation of the state's natural and historical resources.

Primary audience is the in-state leisure tourist, specifically those seeking nature and historical/cultural experiences:

- State park day and overnight visitors
- Heritage tourists
- Hunters
- Anglers
- Boaters and Paddlers
- Birders and Wildlife Viewers
- Outdoor Recreationists

TPWD manages many of the state's tourism destinations, including more than 90 state parks, wildlife management areas, the Texas Freshwater Fisheries Center and Sea Center Texas. TPWD also helps develop nature tourism destinations by partnering with communities, non-profits and private entities on developing paddling trails and wildlife-viewing trails throughout the state.

TPWD uses a wide range of communications efforts to promote nature tourism, including *Texas Parks & Wildlife* magazine, the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; news releases, media relations, video news reports, marketing efforts, including email marketing and e-newsletters, promotional materials; TPWD Web site (www.tpwd.texas.gov) and social media platforms. The Department also works closely with other tourism-related state agencies and with the Texas Travel Industry Association (TTIA) to coordinate marketing efforts where possible.

B. FY 2016 Plan of Action

1. Planned Marketing Activities

- TPWD's main website reaches more than 846,000 unique visitors a month. New videos and seasonal features are incorporated every month into the main TPWD website. The website also promotes approximately 5,000 events a year.
 - TPWD will also continue to expand and improve Spanish-language resources on its website to reach growing Hispanic populations in Texas.

- The Texas State Parks mobile app is in development with a launch expected before the end of calendar year 2015.
- TPWD's social media channels reach more than a hundred thousand users through Facebook, Twitter, Pinterest, Google+, Instagram, YouTube and Flickr. The Department's main Facebook account alone has more than 305,000 fans and the department's YouTube Channel has more than 10.1 million video views. Instagram continues to grow with more than 13,700 subscribers at the beginning of FY '16. Most of the state parks also have their own Facebook and Twitter accounts.
- *Texas Parks & Wildlife* magazine –The magazine reaches approximately 500,000 readers in print and digital replicas every issue and nearly 70,000 visitors on the magazine's website every month. Approximately 79,000 people also receive the monthly *Texas Parks & Wildlife* magazine e-newsletter and the new app which was launched in February 2015 has thousands of subscribers and growing. Features on the magazine website also direct visitors to articles on where to go to enjoy birding, fishing and hunting. The magazine's mission is to inform Texans about conservation issues and encourage nature-based outdoor recreation and travel to state parks and other nature tourism destinations. Approximately 22% of the magazine's editorial content will promote nature-based travel to locations across the state.
- *Texas Parks & Wildlife* TV show – This television series airs on PBS stations in Texas, New Mexico and Oklahoma and has more than 42,000 impressions per week. The show also airs on more than 50 city and university access cable channels with more than 8,000 impressions each week. PBS Online also streams full episodes of the TV show beginning one week after the initial airing. Approximately 12% of the show's stories are aimed at encouraging travel to TPWD sites or nature tourism destinations. These shows are posted on the Department's YouTube Channel.
- *Passport to Texas Radio Show* – This 90-second radio series airs five days a week, 52 weeks a year, on more than 100 radio stations, including public radio, news/talk and country. It has an estimated 1.8 million impressions each week. Approximately 25% of the stories encourage nature tourism.
- *TPWD Email Service*– This important communication vehicle provides regular updates on agency events, programs and products and themed e-newsletters to approximately 360,000 subscribers.
- *Texas State Park Guide* (funded with sponsorship and advertising dollars) – This comprehensive state park directory is published annually in May. An estimated total of 325,000 copies to be distributed free at state parks, TxDOT travel centers, chambers of commerce, sporting goods retailers, hotel locations and at appropriate promotional events. The guides were also sent to Texans who took the "Take Care of Texas" pledge as part of a TCEQ promotion with TPWD. The Office of the Governor- Economic Development and Tourism (EDT) also distributes the guides at travel trade shows and through public relations channels.
- Park Information Materials – Single park rack cards are continually re-printed, the conversion of all park rack cards to color versions will be completed in fall 2015. TPWD also distributes several brochures and flyers on various recreational activities and special facilities and on holiday events in parks. These materials are usually distributed at tourist outlets such as CVBs, chambers and TxDOT Travel Information Centers, relocation centers and appropriate external outlets and select events. Some of these

materials are also mailed to people requesting information as a result of public relations efforts.

- Statewide news releases – Weekly news digest to approximately 3,000 Texas media contacts and more than 38,000 email subscribers, plus individual releases are posted to 13,600 followers to the @TPWDNews Twitter account and sent to local regions or to reporters/outlets covering certain topics, such as travel.
- Statewide and Local Public Relations – The agency uses on-going public and media relations to promote TPWD sites, programs and events as well as other appropriate Texas natural and historical/cultural destinations and events. TPWD coordinates with The Office of the Governor- Economic Development and Tourism (EDT) for media relations as needed.
- Statewide Video News Report (VNR) Program – Video stories are provided weekly to approximately 2,700 media outlets including network affiliates and cable television stations and newspapers, radio stations and online media. TPWD VNR's are usually aired within local TV news broadcasts and news outlet websites. TPWD will produce approximately ten tourism focused stories in FY '16.
- Paid print and online advertising for Texas State Parks will be scheduled in targeted print and online media as funding allows. Paid print media advertisements, will include *Texas Highways* magazine, *Texas Events Guide*, and the *Official Texas State Travel Guide*.
- Print advertising in *Texas Monthly* magazine (ad credit) – Approximately 2 pages of ads in FY'16 to promote outdoor recreation, including nature tourism.
- Print advertising will also run at no cost in the department's *Texas Parks & Wildlife* magazine (in-house ads). Approximately 6-10 ads are planned in FY'16 to promote visitation to Texas State Parks or other nature tourism destinations or programs.
- *Texas Freshwater Fisheries Center* brochure and the Sea Center Texas rack cards are distributed at chambers, consumer shows, retail outlets and Texas Department of Transportation (TxDOT) information centers to increase visitation to these sites.
- *Great Texas Wildlife Trail* maps– Maps for all nine driving *Great Texas Wildlife Trails* are available online and printed copies are available at state parks, TxDOT travel information centers and other tourist outlets.
 - *Heart of Texas East and Heart of Texas West* have been updated and a media launch is planned for fall 2015. *The Great Texas Wildlife Trails* website is also being redesigned and is tentatively scheduled to be completed to coincide with the maps reprints launch.
 - *Panhandle Plains, Prairies and Pineywoods East, and Prairies and Pineywoods West* trail maps are scheduled to be updated and reprinted by the end of FY'16.
- *Texas Paddling Trails* (TPT) rack card informs Texans and out-of-state visitors about opportunities to paddle on these well-mapped and accessible trails. There are currently 65 paddling trails in the program, on a wide variety of rivers, lakes and bays in Texas. The rack card directs tourists to the website which is updated regularly with new trails.
- *Texas Fishing Reports* provide information on weekly fishing conditions year-round to anglers via the TPWD website, in statewide newspapers and by email and by text to

subscribers. This weekly report is paid for with federal aid dollars and sponsorship dollars.

- PDF Publications – TPWD offers all tourism-related publications on its web site in PDF form to view or download.
- TPWD attends a variety of travel, RV, boating, outdoor recreational trade and travel shows, including the following shows:
 - *Toyota Texas Bass Classic* (May)
 - *Life's Better Outside® Experience* presence at various regional events year-round)
 - *Rio Grande Valley Birding Festival* (November)
 - *FeatherFest Birding Festival* (April)
 - *Whooping Crane Festival* (February)
 - Regional RV, outdoor recreation vendor, and destination tourism shows organized by *Texas Recreation Vehicle Association, Good Sams*, and others throughout the year
 - Select outdoor retailer events
 - City-wide events as appropriate
- TPWD provides photos, editorial, video clips, radio stories, web page to numerous travel-related publications and websites to promote state parks and other nature tourism destinations.
- TPWD provides printed materials on state parks and other nature tourism opportunities to the Capitol Visitor Center for display and distribution to tourists.
- TPWD plans to implement live feed webcams at select parks to highlight seasonal activities and encourage visitation.
- TPWD will continue to provide upon request informational and promotional materials to Materials to the Governor's Office of Tourism and Economic Development shows in FY '16.
- TPWD will continue to participate in the EDT's and TTIA "Tourism Week" publicity efforts in FY '16.
- TPWD will continue to participate as regular guests on "The Great Outdoors" radio show aired in the central Texas area to promote state park visitation opportunities.
- Miscellaneous additional marketing efforts as opportunities arise and as staff and budgets permit.

2. Planned Product Development

TPWD Sites – The agency maintains and operates 95 state parks (91 are currently open to the public), 51 wildlife management areas, 8 state fish hatcheries (two of which include an aquarium and visitors' center). These sites serve as conservation and visitation sites.

- Texas State Parks estimate approximately 8.2 million visits each year, with these visits primarily by leisure tourists who travel 50 miles or more.

- Texas State Parks plans to invest in the following redevelopment, renovation or refurbishment of facilities in FY 16:
 - Palo Duro State Park- new camping loop
 - Davis Mountain State Park- Indian Lodge's Black Bear Restaurant renovations
 - Fort Parker State Park- cabin refurbishments
 - Fort Boggy State Park- three new cabins
 - Lake Sheldon State Park- new group campsites
 - Big Spring State Park -remodel of visitor center
 - Galveston Island State Park - refurbishment of its nature center
 - Goliad- refurbishment of exhibits
 - Lake Corpus Christi State Park-new fishing pier and nature trail
 - Lake Livingston State Park-refurbishment of its nature center
 - Caprock Canyon Trailway- new trail signage
 - Dangerfield State Park – refurbishment of its nature center
 - Blanco State Park and Mother Neff State Park- new interpretive “nature playscapes”
 - Palo Pinto Mountains State Park – park planning design and engineering

- More than 35 million fingerlings per year will be produced at TPWD fish hatcheries to stock and improve fish populations while also helping to sustain fishing as a nature-based tourism activity in Texas. The Toyota ShareLunker program that helps promote bass fisheries in Texas, attracting anglers from in and out of state will continue.

- Two fish hatcheries also have major visitor centers to promote freshwater and saltwater fishing; *Texas Freshwater Fisheries Center* is visited by approximately 53,000 visitors a year and *Sea Center Texas* is visited by more than 61,000 visitors annually.

- *The Great Texas Wildlife Trails* is a network of nine wildlife viewing trails on public and private land that attracts nature tourists to rural communities across Texas.

- *The Texas Paddling Trails* is a network of paddling trails across the state, providing boating access to the approximately 1.25 million canoers and 900,000 kayakers in Texas. A total of 65 trails are now open to the public, with new paddling trails planed in FY 16. These trails also have a positive economic impact on rural communities. TPWD will continue to work with interested community partners to expand this network of trails, TxDOT on signage and with the Governor's Office to promote these sites to tourists outside the state.

3. Planned Program Development

- State Parks provides programming to more than 800,000 visitors and continues to increase and enhance its interpretive programs:
 - The *Texas Outdoor Family* program, which encourages families to camp overnight at a state park, is projected to reach more than 1200 families in FY 16.
 - The *Texas State Park Geocache Challenge* is expected to reach more than 2,000 families and result in 10,000 new visits to state parks.

- The *Junior Ranger* program, a program that allows parents to check out a daypack for their children to help them explore and learn about the park's nature and wildlife; the daypack includes a compass, binoculars, various outdoor gear, nature guides and an outdoor journal.
- The *Buffalo Soldier Heritage and Outreach* program that brings the history of these frontier soldiers to life and teach outdoor skills
- The *Arts in the Park* program, a national program offered at our state parks encourages people to reconnect with nature through visual and performance art.
- The *Dark Skies* program offers visitors to state parks the opportunity to learn about the stars and constellations from trained interpreters and visit state parks that have are certified by the International Dark Skies Association as having top ranked stargazing opportunities
- *Agents of Discovery* smartphone app game, which engages children in self-guided educational activities in state parks, will be introduced in several parks in FY 16 including McKinney Falls State Park, Sheldon Lake State Park and Cedar Hill State Park.
- Digital photography workshops will be developed in FY16 and implemented as a statewide offering at state parks.
- TPWD sites are expected to host approximately 1,000 events in FY '16, including interpretive programs, special events and workshops:
 - Several "signature" events will take place in FY '16, including such statewide events like First Day Hikes on New Year's Day, San Jacinto Day Festival in April and National Trails Day in June and National Free Fishing Day in June.
- The *Great Texas Birding Classic* (funded primarily by sponsors, team entries and communities) is a statewide birdwatching tournament held annually from April 15-May 15. The event has over forty different tournament categories and encourages nature tourism in every region of the state.
- TPWD sells licenses to hunters and anglers in the state of Texas, as well as enforces hunting and fishing regulation and promotes hunter safety through various programs, including hunter and angler education classes.
 - There are approximately 1.1 million in-state hunters who are licensed by TPWD and who hunt wildlife that is managed by private landowners or by TPWD; there are also approximately 77,000 non-resident licensed hunters who visit Texas to hunt.
 - There are approximately 1.7 million in-state recreational anglers who are licensed by TPWD and who enjoy the fish resources that are managed by TPWD. Almost 117,000 out-of-state anglers also travel to Texas.
- Boat Licensing and Safety – TPWD provides title and registration to approximately 600,000 Texas boaters and enforces boating safety to keep Texas waterways safe for tourists and residents. TPWD also provides boater education classes and materials to promote and teach boater safety.

- TPWD Nature Tourism Manager works with landowners and local communities to provide guidance for the development of appropriate nature tourism opportunities on their lands and in their communities, to encourage habitat conservation statewide.
- The State Parks' Customer Service Center will implement a Group Management Reservations/ Destination planning group in fall of 2015. This group management function is expected to include group use of a park and of local community attractions.
- TPWD wildlife and urban biologists work with landowners to provide guidance on how they can effectively manage their land and water resources while also developing nature tourism opportunities.
- Texas Parks & Wildlife acts as a partner in hundreds of communities across the state through its grant, assistance and outreach programs.
- Active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, Texas State Agency Tourism Council, Texas Nature Tourism Council, Texas Association of Convention and Visitors Bureaus, Tourism Advisory Committee, and Texas Festivals and Events Association the Texas Association of Campground Owners and the Texas Recreational Vehicle Association.

4. **Customer Service**

TPWD provides customer service to the leisure tourist who is participating in nature-based or historical/cultural sightseeing in Texas.

- On-site customer service is provided to visitors who travel to state parks, historical sites, and fisheries visitor centers; includes greeting, answering questions and as well as conducting interpretive activities, tours, events and workshops.
- State Parks' Customer Service Center provides bilingual customer information regarding parks, destinations, fishing and other general outdoor information in Texas. This multipurpose center also provides a variety of TPWD customer services including overnight and group facility reservations for Texas State Parks, sales for the Texas State Parks pass, Off- Highway Vehicle permits, select park retail merchandise and hunting and fishing licenses.
- TPWD's resource staff answers phone calls related to hunting, fishing, boating registration and general wildlife questions.
- TPWD's education staff answers phone calls related to boating, angler and hunter education.
- State park site maps and trail maps (funded with sponsorship and donation dollars) are provided to state park campers and state park visitors.

C. **Proposed Budget for Tourism Marketing Activities**

TPWD invests in tourism-related marketing, product development and program development. **Tourism-related marketing activities** will be funded by a combination of sources:

1. **GAME, FISH AND WATER SAFETY** (Account 009)
Sources: Hunting and fishing licenses and stamps, federal funds, boat user, manufacturer and dealer registration and titling fees, fines and penalties, revenue from other activities.
Authority: TPW Code 11.033, 43.014, 43.254, 43.305, 43.405, 43.505; Tax Code 160.12118.

Allowable Uses: Fisheries and wildlife management activities, including conservation, resource protection, research, habitat management and acquisition, private lands initiatives, fish hatcheries and enforcement of game and fish laws. Finances administrative costs of boat registration, boat and motor titling, construction and maintenance of boat ramps, issuing licenses, and enforcement of the Texas Water Safety Act. Proceeds credited to the account from the sale of turkey, waterfowl, white-winged dove, freshwater trout and saltwater sport fishing stamps may only be spent for specific purposes as set forth in statute.

2. **STATE PARKS** (Account 064)

Sources: Park entrance and use fees, sporting goods sales tax revenues, revenues derived from park concessions, publications, fines and penalties, a portion of vessel registration and titling fees, and any other source provided by law. Authority: TPW Code 11.035; Tax Code 151.801 and 13.015; 13.017; 13.018; 13.019, 13.0191; 21.111 Tax Code.

Allowable Uses: Acquisition, planning, development, administration, operation, maintenance and improvements of state parks and state historic sites.

2015 Tourism and Travel Promotion Budget

	State Funds	Federal Funds	Appropriated Receipts	Offsetting Revenue	Subtotal
Total, Marketing	\$ 707,821	\$ 26,560	\$ 384,140	\$ 427,406	\$ 691,115
Total, FY 2016 Tourism and Travel Promotion					\$ 691,115

Program	Activity	Funding Source	Comments
Texas State Park Guide	Production of guide	Sponsorships and advertising sales cover all printing, shipping and ad fulfillment costs. Staff time to manage, produce and promote the Guide is accounted for within branches' staff budgets.	\$107,000 expenses includes estimated shipping to travel information centers, chambers and state parks Revenue: \$55,800 donations & \$51,200 in advertising sales
Ad in Outdoor Annual Hunting and Fishing Regulations	Print advertising	Barter agreement with Emmis Publishing on profit-sharing from advertising revenue	1/2 print ad allocated for tourism related marketing in Outdoor Annual (estimated at \$25,000) and (1) full page and (1) 1/2 page in Texas Monthly (estimated at \$24,000).

Great Texas Wildlife Trail Maps	Re-printing of updated and resigned maps and festival event fees	Will seek approximately \$7,500 in sponsorship to cover printing and distribution of maps and approximately \$1,400 in booth presence at birding events	Panhandle Plains, Pineywoods East and West Sponsorship \$7,500, booth presence \$1,400
State Park Mobile App	New mobile app to increase visitation to parks, etc.	\$15,000 from sponsorship	App is for marketing and for better experience once at the park (trail maps, interpretive information, safety information, etc.)
Fishing Reports	Reports on fishing conditions on lakes and bays throughout the state.	\$5,000 from sponsorship and dollars from federal aid sport fish restoration program.	Distributed to media outlets, by email and text to anglers who subscribe for weekly reports and on our website.

D. Measurable Goals and Objectives

1. TPWD and other state tourism related agencies will continue to work with EDT to conduct a random telephone survey to help determine the effectiveness of key marketing investments, with the goal of determining the return on investment of state funds. Annual reports are published each September by the Governor’s Office.
2. The *Texas Parks & Wildlife* magazine is a valuable tool to communicate key conservation messages, educate the public about Texas’ natural resources and promote its facilities and services. Measure counts the average total number of *Texas Parks & Wildlife* magazines in circulation per month (including paid and non-paid) during the reporting period. Measure reflects the number of magazines circulated per month. FY’16 projected target for this measure is 157,000 copies to be circulated monthly.

E. Proposed Marketing Message, Materials or Slogans

1. Texas Parks and Wildlife logo
2. *Life’s Better Outside*®

F. Fiscal Year 2016 Accomplishments

1. Completed \$6.5 million in park renovation and modernization at the first state park in the system, Mother Neff State Park. A grand celebration took place on Jan. 23th. This includes a new limestone headquarters, maintenance facilities and a 20-site camping loop which complement the original Civilian Conservation Corps structures.
2. Acquired 690-acres of land to increase Mustang Island State Park (near Corpus Christi) to a total of 4,783 acres. In addition a donation of a 100-acre conservation easement adjacent to

the park was accepted. Mustang Island has developed rapidly in recent years, and this acquisition was a rare opportunity to enlarge the popular state park for visitors and wildlife.

3. Completed forty-five park Improvement projects to help connect visitors learn about the park, including new visitor orientation panels, park entrance signs, trail waysides, visitor center upgrades and nature center improvements.
4. Launched two new apps including the *Texas Parks & Wildlife* magazine app and a mobile app for hunters to use to report and track their harvests, called *My Texas Hunt Harvest*.
5. Completed the conversion of all park promotional rack cards from black/white to full color version, completing the process that was initiated in 2008.
6. Updated and reprinted the *Heart of Texas East* and *Heart of Texas West Wildlife Trail* maps for distribution to visitors interested in wildlife watching.
7. Launched 3 new Texas Paddling Trails and re-launched an expansion of a coastal paddling trail.
8. Grew the number of TPWD email subscribers by 26%, from 268,000 to 338,000 opt-in subscribers.
9. Established a state parks promotions team, including park superintendents, office managers, interpreters and other staff, to help identify promotional opportunities to increase awareness of and visitation to state parks.

G. Awards

The Department entered fewer award contests due to budget constraints, but the Department won:

- a. National Association of Conservation Information Annual Awards
 - 1st Place: Texas State Park Guide- annual publication
 - 1st Place: Texas State Parks Rack Cards- brochure
 - 2nd Place: Texas State Park Getaway E-Newsletter- newsletter category
 - 1st Place: Magazine Destination, Historical or Cultural Article
 - 1st Place: Online Community Engagement
- b. OWAA
 - 1st place: Outdoor Fun and Adventure Category Magazine/E-zine
 - 3rd Place: Hunting or Shooting Sports Category TV/Video
- c. Houston Press Club — Lone Star Awards
 - 3rd Place: "Flocking With Friends" —Soft News Feature, Alan Fisher
 - 2nd Place: "Texas Above and Below" —Television Documentary or Public Affairs, Ron Kabele & Lee Smith
 - 3rd Place: "Texas Parks & Wildlife" —Television Documentary or Public Affairs

H. TPWD Tourism Contacts

1. Josh Havens , Communications Director, primary tourism designee
2. Darcy Bontempo, Marketing Group Director, designated backup
3. Tom Harvey, Deputy Communications Division Director

ATTACHMENT A

Memorandum of Understanding

Memorandum of Understanding

between

The Office of the Governor, Economic Development and Tourism Division

and

**The Texas Department of Transportation, The Texas Parks and Wildlife Department,
The Texas Commission on the Arts, and The Texas Historical Commission**

Section I. Parties

Pursuant to Sections 481.172 (a)(8) and 444.030(b) of the Texas Government Code and House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, this memorandum of understanding is made and entered into by the Office of the Governor, Economic Development and Tourism Division (EDT) with the Texas Department of Transportation (TxDOT), the Texas Parks and Wildlife Department (TPWD), the Texas Commission on the Arts (TCA), and the Texas Historical Commission (THC) to direct the efforts of those agencies in all matters related to tourism.

Section II. Recitals

Whereas, EDT, TxDOT, TPWD, TCA, and THC (collectively the Parties or Partners), are among the state entities with authority to promote and/or provide Texas tourism destinations as well as promote travel and tourism in Texas; and

Whereas, Section 481.022(1) of the Texas Government Code requires EDT to promote the state as a premier tourist destination and Section 481.172 of the Texas Government Code sets forth the responsibilities of EDT in promoting Texas as a tourist destination, and Sections 481.172(a)(8) and 481.172(b) of the Texas Government Code authorize EDT to direct the efforts of the entities in all matters relating to tourism and to strategically direct and redirect each entity's tourism priorities and activities to most effectively meet consumer demands and emerging travel trends, as established by the latest market research, and minimize duplication of efforts and realize cost savings through economies of scale; and

Whereas, Chapter 204 of the Transportation Code authorizes TxDOT to prepare and publish for distribution, in the manner and form TxDOT considers best, documents TxDOT considers necessary to serve the motoring public and road users and also requires TxDOT to maintain and operate travel information centers at principal gateways to this state to provide highway information, travel guidance, and descriptive material designed to assist the traveling public and stimulate travel to and within this state; and

Whereas, Sections 12.006 and 13.017 of the Texas Parks and Wildlife Code authorize TPWD to provide certain information to the public relating to outdoor recreation, state parks, wildlife management areas, and wildlife conservation and Sections 13.002 and 13.101, and 13.102 and Sections 81.401 and 81.405 of the Texas Parks and Wildlife Code authorize TPWD to acquire land, manage natural and cultural resources, and operate state parks and state wildlife management areas for public outdoor recreation; and

Whereas, Section 444.021(a)(1), (a)(2) and (a)(5) of the Texas Government Code directs TCA to foster the development of a receptive climate for the arts that will culturally enrich and benefit state citizens in their daily lives, to make visits and vacations to the state more appealing to the world, and to provide advice to the Texas Building and Procurement Commission, THC, the Texas State Library, EDT, TxDOT, and other state entities to provide a concentrated state effort in encouraging and developing an appreciation for the arts in the state; and

Whereas, Section 442.005 of the Texas Government Code sets out the duties and responsibilities of THC and authorizes THC to promote the appreciation of historic sites, structures, or objects in the state through a program designed to develop tourism and to promote heritage tourism by assisting persons, including local governments, organizations, and individuals, in the preservation, enhancement, and promotion of heritage and cultural attractions in this state; and

Whereas, Article IX, Section 11.11 of House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, directs the Partners to develop, maintain and adhere to a memorandum of understanding that details the specific travel and tourism objectives and responsibilities of each agency and continues to provide interagency coordination and support to achieve the objectives;

Now, therefore, the parties agree to cooperate in developing and promoting Texas as a premier travel destination in the following subject areas, as follows:

Section III. Undertakings by Each Party (Taken from the MOU, Dec 2003)

A. Plan of Action

On June 1 of each year, TxDOT, TPWD, TCA, and THC will provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

The plan will identify priorities by the entity that must include the following:

Resources, activities, and materials related to the promotion of tourism proposed to be provided by the entity;

Marketing, product development, and program development activities;

The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;

Measurable goals and objectives of the entity related to promotion of tourism; and

Any proposed marketing message, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

B. Strategic Tourism Plan

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, developed not later than September 1 of each year. The plan will include the following:

Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the Partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.

Established goals, objectives and performance measures, including the measurements of the return on investment made by a Partner or EDT, for the tourism-related efforts of all state agencies.

Designation of primary agency representatives by the Chief Operating Officer of EDT and Executive Directors of the other entities, who will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Chief Operating Officer of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The Partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the Partners. To that end, it is agreed upon that, when appropriate, other state agencies comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other agencies include, but are not limited to: Texas A&M University; Office of Music, Film, Television and Multimedia; Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; and the Texas State Preservation Board.

Section IV. Term

This memorandum of understanding shall be effective upon execution by representatives of the Parties and shall automatically renew each year on the anniversary of the effective date, unless terminated in accordance with the provisions of Section V below.

Section V. Termination

This memorandum of understanding renews each year on the anniversary of the effective date, unless terminated by entering into a new agreement that supercedes this agreement, or by legislative action. In the event that the functions of EDT or the other entities are altered or abolished by law, rendering portions of this agreement unenforceable, the remaining portions of the agreement shall not in any way be affected or impaired.

Section VI. Amendments and Changes

Any alteration, addition, or deletion to the terms of this agreement shall be by amendment hereto in writing and executed by all Parties. This memorandum of understanding supercedes the memorandum of understanding among the Parties executed effective November 27, 2000.

Section VII. Compliance with Laws and Budgetary Constraints

The obligations of the parties in carrying out the provisions of this memorandum of understanding are subject to the statutory authority the Parties, and all other applicable laws and the appropriations available to the Parties to accomplish the purposes set forth herein. This memorandum of understanding does not include the transfer of any personnel from EDT or from one entity to another.

Section VIII. Adoption as Rule

The Parties shall adopt this Memorandum of Understanding as a rule when required by statute.

ATTACHMENT B

Fiscal Year 2015 Consumer Shows

**Fiscal Year 2016 Planned
Publication Database**

Fiscal Year 2015 Online Tracking

Fiscal Year 2015 Consumer Shows

Fiscal Year 2015 Consumer Shows

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
THC	McAllen International Travel Show	McAllen	1/7/2015	1/8/2015	No	1,260	5,000	\$475
THC	Texas Travel Fair	Wichita Falls	4/15/2015	4/16/2015	Yes	840	120	\$459
THC	Texas State Fair	Dallas	9/24/2014	10/17/2014	Yes	16,000	3,000,000	\$4,000
TxDOT	Waskom's National Night Out	Waskom	Oct. 7, 2014	Oct. 7, 2014	No	400 packets	400-450	\$0
TxDOT	Laredo's National Night Out	Laredo	Oct. 7, 2014	Oct. 7, 2014	No	400 packets	400-450	\$0
TxDOT	San Benito's National Night Out	San Benito	Oct. 7, 2014	Oct. 7, 2014	No	400 packets	400-450	\$0
TxDOT	Eagle Riders Event	Laredo	Oct. 17, 2014	Oct. 17, 2014	No	300 packets	300	\$0
TxDOT	Hueco Tanks State Park Interpretive Fair	El Paso	Oct. 19, 2014	Oct. 19, 2014	Yes	60 packets	60	\$0
TxDOT	Boo at the Zoo	Amarillo	Oct. 24, 2014	Oct. 24, 2014	No	3000 packets	3,000	\$0
TxDOT	Wild in Willacy	Willacy	Oct. 25, 2014	Oct. 25, 2014	No	150 packets	150	\$20
TxDOT	South Texas Travel Summit	Raymondville	Oct. 29, 2014	Oct. 29, 2014	No	45 packets	45	\$20
TxDOT	Boo at the Park	Harlingen	Oct. 31, 2014	Oct. 31, 2014	No	500 packets	500	\$0
TxDOT	TAMIU 5th Annual Environmental Summit	Laredo	Nov. 6, 2014	Nov. 6, 2014	No	400 packets	400	\$0
TxDOT	9th Annual Coastal Bend Travel Fair	Fulton	Jan. 29, 2015	Jan. 29, 2015	No	900 packets	1,000	\$0
TxDOT	McAllen International Travel Show	McAllen	Jan. 7, 2015	Jan. 9, 2015	Yes	2500 packets	5,000	\$1,164.80

Fiscal Year 2015 Consumer Shows

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TxDOT	Laredo Birding Festival	Laredo	Feb. 2, 2015	Feb. 2, 2015	No	200 packets	300	\$0
TxDOT	Gladys Porter Zoo Winter Texans Day	Brownsville	Feb. 4, 2015	Feb. 4, 2015	Yes	350 packets	680	\$31.05
TxDOT	Senior Mardi Gras 2015	Beaumont	Feb. 12, 2015	Feb. 12, 2015	No	800	1,200	\$34
TxDOT	RGV Coastal Expo	Edinburg	Feb. 12, 2015	Feb. 13, 2015	Yes	800 packets	2,400	\$85
TxDOT	Winter Texan Appreciation Shrimp Boil & Expo	Port Isabel	Feb. 26, 2015	Feb. 26, 2015	No	120 packets	240	\$41.97
TxDOT	Health and Safety Fair	Laredo	Mar. 26, 2015	Mar. 26, 2015	No	200 packets	350	\$0
TxDOT	Wichita County Health Fair	Wichita Falls	Apr. 11, 2015	Apr. 11, 2015	No	250 packets	250	\$0
TxDOT	Lady Bird Johnson Wildflower Days	Austin	April 25, 2015	June 1, 2015	No	1,000 brochures	40,000	\$0
TxDOT	Armed Forces Day	El Paso	May 16, 2015	May 16, 2015	No	200 packets	200	\$28
TPWD	State Fair	Dallas	9/26/14	9/28/14	Yes	2,000	50,000	Free booth space in exchange for kids activities

Fiscal Year 2015 Consumer Shows

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TPWD	San Antonio Stock Show & Rodeo	San Antonio	2/28/15	3/1/15	No	5,000	100,000	Free booth space in TPWD section in exchange for offering free kids activities
TPWD	San Antonio Stock Show and Rodeo	San Antonio	2/7/15	2/9/15	No	5000	140,000	Inland Fisheries booth and presence \$5000
TPWD	Houston Livestock Show & Rodeo	Houston	3/5/15	3/8/15	No	10,000	150,000	Free booth space in exchange for kids activities
TPWD	Houston Livestock Show & Rodeo	Houston	3/7/15	3/8/15	No	5,000	195,000	Inland Fisheries booth and presence \$5000
TPWD	Mayfest	Ft. Worth	4/30/15	5/3/15	No	2,000	45,000	Free booth space in exchange for kids activities
TPWD	Texas Toyota Bass Classic	Lake Fork	5/23/15	5/24/15	No	15,000	15,000	\$9,000 in staff costs and equipment and materials
TPWD	Dallas Travel and Adventure Show	Dallas, TX	10/25/2014	10/26/2014	No	2,000	9,645	\$3,595
TPWD	School for County Tax Assessor Collectors	College Station, TX	11/17/2014	11/18/2014	No	500	453	\$300
TPWD	South TX RV Supersale Texas Recreational Vehicle Association	San Antonio, TX	1/2/2015	1/4/2015	No	1,200	8,000	\$0

Fiscal Year 2015 Consumer Shows

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TPWD	McAllen International Travel Show	McAllen	1/6/2015	1/8/2015	No	1,000	5,000	\$425
TPWD	Midessa Boat, RV, Sport, Gun Show	Odessa, TX	2/5/2015	2/8/2015	No	1,000	10,300	\$225
TPWD	Austin RV Show	Austin, TX	2/12/2015	2/15/2015	No	1,200	7,909	\$0
TPWD	Banff Film Festival—Austin	Austin, TX	4/18/2015	4/19/2015	No	800	1,000	\$0 Fundraiser for State Parks
TPWD	Banff Film Festival—Houston	Houston, TX	4/15/2015	4/16/2015	No	350	500	\$0
TPWD	TACVB	Woodlands, TX	8/3/2015	8/6/2015	No	500	300	\$960
TPWD	TRVA	San Antonio, TX	8/14/2015	8/17/2015	No	750	250	\$700
TPWD	Rio Grande Valley Birding Festival	Harlingen	11/6/14	11/9/14	No	500	4500	\$100 booth
TPWD	FeatherFest	Galveston	4/9/15	4/12/15	No	300	3000	\$50 booth
TPWD	Whooping Crane Festival	Port Aransas	2/19/15	2/22/15	No	250	700	\$75 booth
TPWD	Troutfest	Sattler Tx	2/21/15	2/23/15	No	500	1000	\$1000
TPWD	San Antonio Stock Show and Rodeo	San Antonio	2/7/15	2/9/15	No	5000	140,000	\$5000

Fiscal Year 2015 Consumer Shows

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TPWD	Houston Livestock Show and Rodeo	Houston	3/7/15	3/8/15	No	5000	195,000	\$5000
TPWD	Mayfest	Forth Worth	5/2/15	5/3/15	No	2,000	15,000	\$2000
EDT	AAA Great Expectations Exop	Columbus, OH	1/16/15	1/18/15	Yes	6,000	15,128	\$6800
EDT	Louisville Boat RV and Travel Show	Louisville, KY	1/21/15	1/25/15	Yes	9,000	35,065	\$6800
EDT	New York Times Travel Show	New York, NY	1/23/15	1/25/15	Yes	6,800	28,442	\$6800
EDT	Chicago RV and Camping Show	Chicago, IL	2/18/15	2/22/15	Yes	11,250	25,175	\$6800
EDT	Omaha Boat Sport and Travel Show	Omaha, NE	2/19/15	2/22/15	Yes	11,250	24,975	\$6800
EDT	Los Angeles Travel & Adventure Show	Los Angeles, CA	2/21/15	2/22/15	Yes	7,500	33,484	\$6800
EDT	St. Louis Boat Sport and Travel Show	St. Louis, MO	3/4/15	3/8/15	Yes	7,500	25,785	\$6800
EDT	Southern Women's Show	Memphis, TN	3/13/15	3/15/15	Yes	7,000	17,140	\$6800
EDT	RV and Camping Show	Albuquerque, NM	3/27/15	3/29/15	Yes	6,000	8,000	\$6800
EDT	Michigan International Women's Show	Detroit, MI	4/30/15	5/1/15	Yes	11,250	38,344	\$6800

Fiscal Year 2016 Planned Publication Database

Fiscal Year 2016 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
THC	The Medallion	Quarterly	New each quarter	14,500	Federal	Heritage Tourists & the Preservation Community	English	Yes
TxDOT	Texas Highways Magazine	Monthly	New each month	198,265	Subscribers & Ad Revenue	Consumer and Travel Trade	English	Yes
TxDOT	Texas State Travel Guide	November 2015	Updated	Estimated 1.2 million	State Funds & Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Official Travel Map	November 2015	Updated	Estimated 1.4 million	State Funds & Ad revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Highways Events Calendar	October 2015, January 2016, April 2016, July 2016	New each quarter	65,000 each quarter	State Funds & Ad Revenue	Consumers, Media and Travel Trade	English	Yes
TxDOT	Texas, A Quick Look	As needed	Updated	50,000	State Funds	Consumers and Educators	English	Yes
TxDOT	Wildflowers of Texas	As needed	Updated	50,000	State Funds	Nature travelers and educators	English	Yes
EDT	Texas Tour & Meeting Guide 2015	August 2015	Updated	12,000	State Funds (ad buy)	Consumer and Travel Trade	English	Yes

Fiscal Year 2016 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date	New, Re-print or Updated	Copies	Funding Source	Target Audience	Language	Online?
EDT	2015-17 Texas Tour Guide (Spanish)	October 2015	Updated	11,000	State Funds	Consumer and Travel Trade	Spanish	Yes
EDT	2015-17 Texas Tour Guide (German)	October 2015	Updated	8,500	State Funds	Travel Industry	German	Yes
EDT	2015-17 Texas Tour Guide (Japanese)	October 2015	Updated	4,000	State Funds	Travel Industry	Japanese	Yes
EDT	2013-15 Texas Tour Guide (Chinese)	October 2015	Updated	4,500	State Funds	International Travel Trade	Chinese	Yes
EDT	2013-15 Texas Tour Guide (French)	October 2015	Updated	4,000	State Funds	International Travel Trade	French	Yes
EDT	2013-15 Texas Tour Guide (Portuguese)	October 2015	Updated	11,000	State Funds	International Travel Trade	Portuguese	Yes
TPWD	State Park Guide	May 2016	Updated	350,000	Sponsors and advertising revenue	Primarily In-state Tourists	English	yes

Fiscal Year 2016 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TPWD	State Park Guide	May 2016	Updated	350,000	Sponsors and advertising revenue	Primarily In-state Tourists	English	yes
TPWD	Great Texas Wildlife Trails Panhandle Plains Trails Map	November 2015	Updated	5,000	State Funds	Primarily Nature Tourists, Wildlife Watchers	English	yes
TPWD	State Park Rack Cards	August 2016	Updated	720,000	State Funds	Primarily In-state Tourists	English	yes
TPWD	TPW Magazine	Monthly (10 print issues + 2 digital-only issues)	Updated	155,000 / issue	TPW Magazine Budget	Texas - Paid Subscribers	English	yes
TPWD	El Solitario (newsletter promoting Big Bend Ranch State Park)	December 2015	Updated	12,500	State Funds	Outdoor enthusiasts, campers, bikers, hikers, nature tourists	English	yes

Fiscal Year 2015 Online Tracking

Lead Agency		Estimated Number of Unique Visitors												YTD
Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	YTD
EDT	www.traveltexas.com	273,833	242,374	194,142	221,159	240,287	307,422	367,523	324,494	258,891	335,105	462,943	505,518	3,728,692
TCA	www.arts.texas.gov	7,807	7,008	5,432	5,352	7,473	7,023	6,949	6,345	7,044	6,405	7,227	7,172	81,237
THC	www.thc.state.tx.us	19,902	21,617	19,237	17,286	21,812	21,437	21,284	24,076	27,669	20,895	23,716	24,697	269,628
THC	Heritage Trails (11 sites total)	31,772	32,734	25,920	25,203	26,744	32,568	39,574	38,013	40,295	46,496	35,820	30,436	405,575
THC	Historic Sites (19 sites total)	10,833	12,750	10,087	10,329	15,146	14,496	18,219	16,963	16,218	14,040	15,617	13,123	167,821
TPWD	www.tpwd.texas.gov	1,280,578	1,200,191	1,038,515	844,526	980,713	622,226	893,336	893,767	1,094,870	1,037,649	1,037,649	963,203	11,887,223
TxDOT	www.texashighways.com	56,018	55,833	56,183	69,714	74,705	70,458	123,148	127,590	88,627	69,883	83,301	60,724	936,124
TxDOT	www.drive.texas.org	47,858	37,687	84,316	201,611	413,966	501,318	266,587	50,183	724,204	322,275	82,045	47,927	2,781,977

Sources
 EDT: Google Analytics
 THC: Google Analytics Urohn; Heritage Trails includes 10 regional websites, 1 statewide website
 TxDOT: Google Analytics

Lead Agency		Estimated Number of Publications Ordered												YTD
Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	YTD
EDT	www.traveltexas.com	70,472	65,496	56,049	55,541	57,154	72,302	90,163	77,222	70,724	73,357	66,840	65,698	821,018
TCA	www.arts.texas.gov	0	0	0	0	0	0	0	0	0	0	0	0	0
THC	www.thc.state.tx.us	36,270	36,204	15,629	56,617	42,556	26,818	19,083	30,564	106,990	32,843	30,235	22,833	456,642
TPWD	www.tpwd.texas.gov	4,960	7600	6,410	4,990	20,010	11,750	8,700	19,000	40,600	11,880	31,000	35,000	135,900
TxDOT	www.texashighways.com	377	402	426	420	421	292	608	455	399	348	389	392	4,929
TxDOT	www.drive.texas.org	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Sources
 EDT: Google Analytics
 THC: Publications included here are the 10 heritage trail region travel guides, 1 statewide (launched 1/2015), and 0 thematic (new Hispanic Heritage guide launched 5/2015).
 TPWD: Our magazine online orders are handled by an outside vendor and we do not take orders for the State Park Guide. The Great Wildlife Trail maps can be ordered online.
 TxDOT: Texas Highways magazine is a paid subscription based magazine and subscriptions are ordered through multiple channels of marketing. Counts are based on new subscriptions made through the website.

Estimated Number of PDF Documents Downloaded														
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	YTD
EDT	www.travelerx.com	1,477	1,242	1,228	1,227	3,474	3,307	3,542	2,039	2,353	2,192	1,755	1,552	25,611
TCA	www.arts.texas.gov	0	0	0	0	0	0	0	0	0	0	0	0	0
THC	www.thc.state.tx.us	5,013	6,185	6,936	6,578	8,197	9,351	9,556	11,091	11,818	7,552	6,968	6,737	96,082
TPWD	www.tpwd.texas.gov	86,915	108,102	109,015	63,297	208,933	82,544	110,157	94,077	94,697	107,146	133,563	125,786	1,326,332
TXDOT	www.texashighways.com	13,936	13,489	13,880	13,895	13,791	13,580	13,634	13,634	13,629	13,366	13,593	13,508	164,355
TXDOT	www.drive.texas.org	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Sources

- EDT : Google Analytics
- THC: AWSState: PDF documents included here are the 10 heritage trail region travel guides, 1 statewide (launched 1/2015), and 6 thematic (new Hispanic Heritage guide launched 5/2015).
- TPWD: Google Analytics
- TXDOT: Texas Highways Digital Edition Subscribers

Estimated Number of Opt-in Subscribers for Electronic Newsletter or E-Mail Blasts													
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	www.travelerx.com	182,624	182,277	182,106	181,715	181,740	182,843	181,798	181,197	183,342	183,501	42,126	23,395
TCA	www.arts.texas.gov	0	0	0	0	0	0	0	0	0	0	0	0
THC	www.thc.state.tx.us	7,386	7,500	7,600	7,600	7,997	7,997	7,997	8,604	9,476	9,400	9,789	10,001
TPWD	www.tpwd.texas.gov	271,365	276,000	281,000	286,000	292,759	304,000	316,000	328,000	340,000	352,000	365,220	376,498
TXDOT	www.texashighways.com	96,440	96,586	96,645	96,580	96,136	96,557	97,034	97,951	98,494	98,741	98,403	99,257
TXDOT	www.drive.texas.org	n/a											

Sources

- EDT : Google Analytics
- THC: Enewsletter subscribers
- TPWD: Google Analytics
- TXDOT: TH Enewsletter subscribers

Lead Agency	Website URL	Methodology Notes
EDT	www.traveltex.com	Unique Visitor Definition: Absolute unique visitors by month. Source: Google Analytics
TCA	www.arts.texas.gov	Unique Visitor Definition: Absolute unique visitors by month. Source: Google Analytics
THC	www.thc.state.tx.us	Unique Visitor Definition: Absolute unique visitors by month. Source: Google Analytics
TPWD	www.tpwd.texas.gov	Unique Visitor Definition: Absolute unique visitors by month. Source: Google Analytics
TPWD	lifesbetteroutside.tpwd.state.tx.us	Unique Visitor Definition: Absolute unique visitors by month. Source: Google Analytics
TxDOT	www.texashighways.com	Unique Visitor Definition: A unique visitor is a host that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this host make several visits during this period, it is counted only once. Source: WebTrends
TxDOT	www.textreks.com	Unique Visitor Definition: A unique visitor is a host that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this host make several visits during this period, it is counted only once. Source: WebTrends

ATTACHMENT C

Model of Tourism in Texas State Government Chart

Product/Program Development

- Texas Parks & Wildlife Department (MOU)**
State Parks, state historic sites, wildlife management areas, natural areas, wildlife viewing and paddling trails.
- Technical Marketing assistance to landowners and communities to develop nature tourism.
Local and Regional Park Grants Federal grants for boat ramps and trails
- Texas Department of Transportation (MOU)**
SAFETEA-LU Development Grants
Federal grants for boat ramps and trails
- Texas Historical Commission (MOU)**
Develop historical sites, state historic sites and heritage trail regions.
Texas Trail Heritage Program
Main Street Program
Historic site designation
- Texas Commission on the Arts (MOU)**
Grants for festivals, performing arts series and heritage trail regions
Texas Heritage Trail Program
Main Street Program
Historic site designation
- Texas Department of Agriculture (MOU)**
Assist landowners to develop agricultural based nature tourism development
- Texas General Land Office**
Manage Gulf Coast
Grants for coastal enhancement
- Texas State Preservation Board**
Operate/maintain State Buildings (Capitol, State History Museum, General Land Office Building)
- Texas A&M University**
Extension services for hospitality training, festivals & events management, nature tourism and community tourism strategy development and evaluation.
- Office of Music, Film, Television, & Multimedia**
Locations and workforce for Texas film and music industry

Marketing

- 1: In-State to Texans**
Customers: Texas Travelers, Texas Media, Texas Travel Trade
Office of the Governor, Economic Development & Tourism (MOU)
Encourage in-state travel through media relations.
- Texas Parks & Wildlife Department (MOU)**
Encourage in-state travel to participate in nature OR:
Heritage related activates through marketing, advertising, print publications, media products, website www.tpwd.texas.gov, media relations, promotional events, email marketing and social media
- Texas Department of Transportation (MOU)**
Encourage travel through publications
- Texas Historical Commission (MOU)**
Promote Heritage and historical attractions through brochures, website, public relations, and advertising
- 2: Out-of-State: to non-Texans**
Customers: Domestic/International Travelers, Texas Travelers, Domestic/International Media, Texas Media
Office of the Governor Economic Development & Tourism (MOU)
Domestic and International marketing and promotion of Texas Travel products
Broadcast, print, and internet advertising
www.TravelTex.com website

Customer Service

- Texas Parks & Wildlife Department (MOU)**
Hunting/fishing licenses
Maintain and operate state parks, state historic sites, and wildlife management areas and fisheries visitor centers
Register/title boats
Public information and education on fishing, hunting and boating skills, ethics and safety
Site maps and interpretive brochures
- Texas Department of Transportation (MOU)**
Travel information centers provide road information, travel guidance, trip routing and literature to travelers.
Fulfill customer requests for publications
www.DriveTexas.org and 1,800.452.9292
number for road condition information and education through safety awareness events.
- Texas Historical Commission (MOU)**
Public education and information on benefits of economic development through historic preservation and tourism
Sites evaluations and recommendations
Encourage all sites to participate in hospitality and customer service training and to improve visitor experience.
Maintain and operate twenty (20) state historic sites
- Texas State Preservation Board**
Visitor Services at Capital and General Land Office Building
- Department of Public Safety**
Visitor Safety

ATTACHMENT D

MOU Entity Contacts



EDT

Brad Smyth
Tourism Director
Office of the Governor
Economic Development & Tourism
Tel: (512)936-0437
Fax: (512)936-0450
Email: brad.smyth@gov.texas.gov



TPWD

Josh Havens
Communication Division Director
Texas Parks and Wildlife Department
Tel: (512)389-4557
Fax: (512)2179479
Email: josh.havens@tpwd.texas.gov

Life's better outside.®



TCA

Anina Moore
Director of communications
Texas Commission on the Arts
Tel: (512)936-6573
Fax: (512)475-2699
Email: anina@arts.texas.gov



THC

Brad Patterson
Director Community and Heritage Development
Texas Historical Commission
Tel: (512)936-2315
Fax: (512)463-5862
Email: brad.patterson@thc.state.tx.us



TxDOT

De J. Lozada
Director, Travel Information Division
Texas Department of Transportation
Tel: (512)486-5901
Fax: (512)486-0590
Email: dej.lozada@txdot.gov

ATTACHMENT E

ADVERTISING AND OTHER VISUALS

TEXAS DEPARTMENT OF TRANSPORTATION

TEXAS

HIGHWAYS

The TRAVEL MAGAZINE of TEXAS

The Magazine

VIEW CURRENT ISSUE
SUBSCRIBE
GIVE AS A GIFT
MANAGE SUBSCRIPTION



TRAVEL
FOOD & DRINK
CULTURE & LIFESTYLE
EVENTS
THE MAGAZINE

Blog
Resources
Shop





**Discover True Texas...
for FREE!**

Find Texas' best destinations, culinary treats, events, and attractions each month in *True Texas Highways*, the state's official travel magazine.

Try the first two issues Risk-free!

If you take the first two issues, you pay for the 1st year U.S. subscription price of \$24.95 (for 10 additional issues (12 issues total)).

Visit WWW.TEXASHIGHWAYS.COM for "Subscribe," click on "new subscriptions," and call 800-839-4997. Use promo code: **AX5764C**.

DIGITAL SUBSCRIPTIONS

TEXAS

TRUE Texas QUALITY

TAKE IT WITH YOU!



SHOP
true-texas.com/shop

Carry TRUE TEXAS WITH YOU!

The Satchel
Quality leather satchel perfect for weekend getaways or on the job. It's a classic... available in several colors. Carry it with you for the next year, and it'll keep you looking like a professional. The bag comes with a shoulder strap and a detachable shoulder strap. The bag comes with a shoulder strap and a detachable shoulder strap. The bag comes with a shoulder strap and a detachable shoulder strap.

The Gladstone
New \$79.95... \$540.00

EASY to ORDER

Shop: www.texashighways.com
800-839-4997
(900-436-1123 from outside the U.S.)
Or use the ORDER FORM below.

TEXAS

TEXAS

2016 CALENDAR



NOW IN!

TEXAS HIGHWAYS

2016 CALENDAR

These 12-page magazine showcases the beauty of the Lone Star State and the state's distinct regions, as seen through the lenses of some of the state's most talented photographers. 120+ full-page photos.

800-839-4997
(900-436-1123 from outside the U.S.)
shop.texashighways.com

A Tribute to the Great Lakes of Texas

TEXAS

HIGHWAYS

The TRAVEL MAGAZINE of TEXAS

Lakes

sail fish swim boat eat paddle dive-unplug



Subscribe!

DON'T MISS A SINGLE ISSUE

Get 12 FULL MONTHS
of the people, the places and wide-open spaces.

JUST **\$24.95** for a 1-year U.S. subscription.

CALL **800-839-4997** (900-436-1123 from outside the U.S.)
and mention source code DSGTHM1

TEXAS

Digital editions are also available:
www.zinio.com/texashighways

[f](#) [t](#) [y](#) [p](#)

www.texashighways.com



TEXAS

HIGHWAYS

The TRAVEL MAGAZINE of TEXAS

Discover True Texas. Subscribe now.

TEXAS PARKS AND WILDLIFE

Discover the Natural Wonders of the Texas Coast!

The Texas Coast has 8 of the 10 paddling trails to explore a host of outdoor fun water activities. In fact, more than 400 Texas State Parks offer more than 1000 miles of paddling trails along the coast.

Start planning your Texas Coast adventure! tpwd.texas.gov

TEXAS PARKS & WILDLIFE
Life's better outside.™

Now it's easier than ever to go paddling – on a Texas Paddling Trail.

There are more than 60 paddling trails where you can see nature and wildlife from a totally different perspective! Each paddling trail has:

- Directions to designated access sites
- Trail map and photos
- Info on canoe/kayak rentals
- Fishing and wildlife information
- And more!

www.tpwd.texas.gov/paddling

TEXAS PARKS & WILDLIFE
Life's better outside.™

Want a fun way to show your kids what it means to be a Texan?

Bring history to life at Texas State Parks!

Many state parks offer guided and interactive experiences that help tell the story of Texas in 3D, from the birthplace of Texas to pioneer farms, Spanish missions, and rock art sites...history is better outside!

TEXAS PARKS & WILDLIFE
Life's better outside.™

Find events and information at: texasstateparks.org/history

Kids 12 and under get free admission to state parks.

Outdoor Activity of the Month

Sign up for Texas State Parks updates to receive monthly ideas for outdoor activity events and places to play in nature: tpwd.texas.gov/email

REGISTER YOUR TEAM TODAY!

Great Texas Birding Classic

April 15 – May 15, 2015

Join the world's wildest birdwatching tournament! Beginning and experienced birders from all across Texas can play!

Registration deadline: April 1. Sign up today at birdingclassic.org

TEXAS PARKS & WILDLIFE
Life's better outside.™

NEED a PLACE to HUNT?

Buy an Annual Public Hunting Permit

- ▶ Nearly one million acres of walk-in hunting opportunities for dove, deer, turkey, quail, waterfowl, feral hog and much more.
- ▶ Youth under 17 can accompany a permitted adult for free.
- ▶ Only 148 – available online or wherever hunting or fishing licenses are sold. Buy yours starting August 15.

Also, Apply for Drawn Hunts

- ▶ Hunt desert bighorn sheep, pronghorn, mule deer, white-tailed deer, exotics, turkey, alligator and more.
- ▶ Youth-Only hunt opportunities also available.
- ▶ Apply online now! Find high-quality hunts across Texas.

For more information, call (512) 389-4505 or email hunt@tpwd.texas.gov

TEXAS PARKS & WILDLIFE
Life's better outside.™

www.tpwd.texas.gov/pubhunt

Happy Holidays from Texas State Parks!

Cups of hot cocoa, the smell of a crackling fire, funny stories from years past – many of the best family traditions revolve around the holidays. This season, add a new tradition and gather family and friends for some holiday fun at a Texas State Park!

For fun events throughout the season and great holiday gifts, visit TexasStateParks.org/holidays

TEXAS PARKS & WILDLIFE
Life's better outside.™

Kids

WHATEVER YOUR KID'S INTERESTS, THERE'S A STATE PARKS PROGRAM FOR THAT.

- ▶ **Arty Kids:** artists inspired by nature, create art and connect with nature through the Art in the Parks program.
- ▶ **Sportsters:** can hike, swim, bike, hike down trails and enjoy other high-adventure activities. Sign up for free and receive a Sportster's Bag!
- ▶ **Explorers:** can learn to make their own observations while exploring the park's wild wonders in a fun way.
- ▶ **Junior Scientists:** explore science, biology, geology, history and more at "Bring Your Kid's Science Day" events.
- ▶ **Annual Lessons:** can view hour-long, narrated, filmed and live state park programs through the "Junior Ranger" program (ages 7-12).
- ▶ **Kids 12 and under get FREE admission** to Texas State Parks!

FOR MORE FUN FOR KIDS, VISIT tpwd.texas.gov/kids

TEXAS PARKS & WILDLIFE
Life's better outside.™

Explore every State Park for one low price.

ONLY \$70 PER ANNUAL LEASE (MEMBERSHIP) OR JUST \$95 (NON-MEMBERSHIP)

With your Texas State Park Pass, get unlimited visits to more than 90 state parks for you and a carload of guests. And you'll save on camping reservations, park store merchandise and equipment rentals.

Get your State Park Pass on your next visit to a state park or by calling (512) 389-8900.

YOUR PURCHASE GOES TO SUPPORT TEXAS STATE PARKS

www.TexasStateParks.org/passes

TEXAS PARKS & WILDLIFE
Life's better outside.™

LEARN HOW TO CAMP! — NO EXPERIENCE NECESSARY!

Texas Outdoor Family teaches you and your family the basic outdoor skills needed for a great camping trip. Get hands-on experience in camping, outdoor cooking, geocaching and more.

\$65 per person (includes equipment rental)

FIND A WORKSHOP NEAR YOU: texasstateparks.org/tof or call (512) 389-8900

TEXAS PARKS & WILDLIFE
Life's better outside.™

MAKE YOUR FALL GETAWAY

Changing leaves, campfires, cooler days and cozy nights. Fall is a great time to experience more than 90 State Parks across Texas.

To find the perfect park or make a reservation, visit www.texasstateparks.org

TEXAS PARKS & WILDLIFE
Life's better outside.™

MAKE ALL OF TEXAS YOUR WATERPARK

Swim, float, fish, splash and relax at a Texas State Park near you.

To find the perfect park or make a reservation, visit www.texasstateparks.org

TEXAS PARKS & WILDLIFE
Life's better outside.™

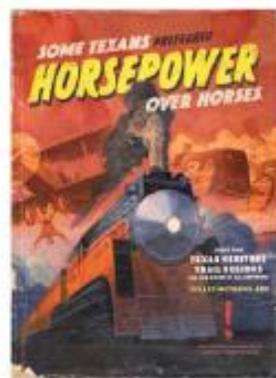
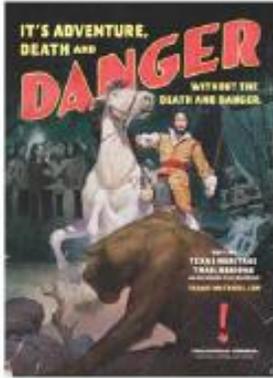
Spring is in the air at Texas State Parks

Great weather, fields of wildflowers, longer days... The best of spring is waiting for you at any one of the more than 90 State Parks across Texas.

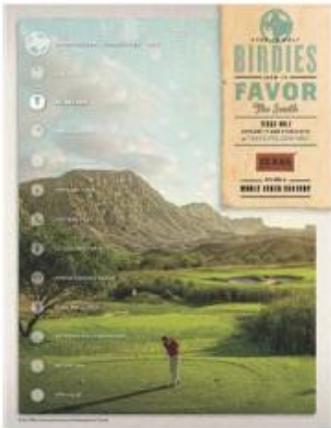
To find the perfect park or make a reservation, visit www.texasstateparks.org

TEXAS PARKS & WILDLIFE
Life's better outside.™

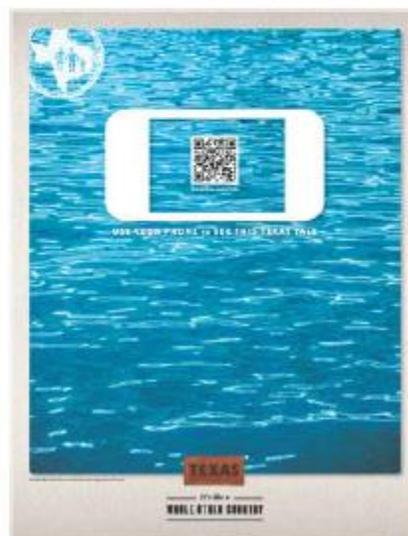
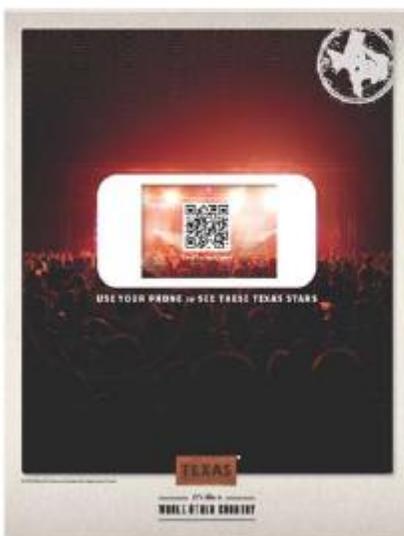
TEXAS HISTORICAL COMMISSION



ECONOMIC DEVELOPMENT AND TOURISM



ECONOMIC DEVELOPMENT AND TOURISM



To view Texas Tourism commercials and a full list of print advertising please visit www.traveltexas.com/about/advertising.aspx