



## Separator Sheet

File Contents: TXDOT Travel Info Cntr  
Study Tour '01

Denton Convention and Visitor Bureau

→ Elm Fork Education Center  
Left message for them 10/22/01  
Brian Wheeler 565-4912

369-8213

Mary

9:30 - 10:00

9:30 - 10:30 field trip

meet  
in the  
lobby  
@ 9:30  
atw@  
unt.  
edu

Ray Fichant's  
State Park  
686-3408

Have a field trip coming  
now along and couldn't get into  
the planetarium.

**Front Desk**

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**From:** Christine Gossett <cvb@discoverdenton.com>  
**To:** Information Assistants <info@denton-chamber.org>  
**Cc:** Diann Overgaard <dcvb@discoverdenton.com>  
**Sent:** Wednesday, November 07, 2001 2:38 PM  
**Subject:** Memo for Travel Centers

Kenny, below is what you can copy and paste into a word file and then merge it into a letter to each person(s) at each center. Thanks.

November 7, 2001

(center name, names of attendees, address, city, zip here)

Dear (insert name of person(s) who attended tour) :

It was so good to host you on a tour of Denton recently. We are proud of our city and wish we had more time for you to get the full tourism experience. However, we realize you had a lot of see and do in a week.

We put together this packet to help you retain all of the knowledge you gained during your tour. It will be good for reference from time to time. In the packet you will find a brochure for each place you visited, plus more. Unfortunately, our brochure supply for some of the attractions is limited and we are not able to supply your center with them. You can find information on each location in our Denton brochure and visitor guide and refer to their brochure when you need more detail. We also have a very informative website at [www.discoverdenton.com](http://www.discoverdenton.com) that is updated regularly with dates and times for events year 'round and in the future.

Thank you again for including Denton on your tour of the Northwest region of the state. We hope you left with the information you need to service your guests each day. Call us anytime you need anything on Denton, toll-free 800/381-1818.

Sincerely,

Christine Gossett  
Vice President

Diann Overgaard  
Services Coordinator

Christine Gossett  
Vice President  
Denton Convention & Visitor Bureau  
[www.discoverdenton.com](http://www.discoverdenton.com)

**NORTHWEST TEXAS STUDY TOUR**  
**NOVEMBER 4-9, 2001**  
**PARTICIPANT LIST & ROOM PREFERENCE**

Amarillo Travel Information Center  
9400 East Interstate 40  
Amarillo, Texas 79118-6930  
806-335-1441 Fax: 806.335.2427  
Teresa Carney (Non-Smoking)

Anthony Travel Information Center  
8799 S. Desert Blvd.  
Anthony, Texas 79821  
915-886-3468 Fax: 915.886.4616  
Gabe Bautista (Non-Smoking)

Capitol Visitor Center  
Travel Division  
P.O. Box 149248  
Austin TX 78714-9248  
512/463-8586 Fax: 512/475-3046  
Charles and Patricia McGregor  
Married, Sharing Room (Non-Smoking)

Denison Travel Information Center  
P.O. Box 1809  
Denison, Texas 75021-1809  
903-463-2860 Fax: 903.463.5783  
Robbie Dudley (Non-Smoking)

Gainesville Travel Information Center  
4936 North Interstate 35  
Gainesville, Texas 76240-1962  
940-665-2301 Fax: 940.665.4695  
Janelle Harper (Non-Smoking)  
Frances Parrish (Non-Smoking)

Laredo Travel Information Center  
15551 IH 35 N. at US 83  
Laredo, Texas 78045  
956-417-4728 Fax: 956.417.4731  
Gabby Ramirez (Non-Smoking)

Texas Travel Industry Association Tour Coordinator  
P.O. Box 9010  
Addison, Texas 75001  
972-450-6202 Fax: 972 450 6225  
Bob Phillips (Non-Smoking)

Orange Travel Information Center  
P.O. Box 1088  
Orange, Texas 77631-1088  
409-883-9416 Fax: 409.886.1915  
Cheryl Granger (Non-Smoking)

Texarkana Travel Information Center  
1200 W. Interstate 30  
Texarkana, Texas 75503  
903-794-2114 Fax: 903.792.3392  
Sonya Youngless (Smoking)  
Kourtney Riggs (Non-Smoking)

Valley Travel Information Center  
2021 West Harrison  
Harlingen, Texas 78552-5948  
956-428-4477 Fax: 956.428.4475  
Joey Sermino (Non-Smoking)

Waskom Travel Information Center  
1255 N. Interstate 20 E  
Waskom, Texas 75692-9485  
903-687-2547 Fax: 903-687-2046  
Melissa Wilson (Non-Smoking)  
Donna Watson (Non-Smoking)

Wichita Falls Travel Information Center  
900 Central Freeway  
Wichita Falls, Texas 76306  
940-723-7931 Fax: 940.761.1818  
Becki Boyd (Non-Smoking)

Bus Driver  
Coach USA

(16 rooms)

*CUB / TX Travel Center  
CUBS*

**Contact information for Denton portion of the tour:**

Christine Gossett  
Denton CVB Director  
Office: (940) 365-3063  
Cell: (940) 390-0148

Diann Overgaard  
Services Coordinator  
Office: (940) 382-7895  
Cell: (972) 743-7267

Directions to UNT and pick-up Christine Gossett for tour:

From I-35 E, northbound exit Ave. D (which is now called North Texas Drive, but I don't think the signs for the exits have changed yet).

Turn right on Ave. D (North Texas Drive) and pull up to curb at Mozart Square on the right (at this moment I am not sure if there is a parking lot entrance off of that street, but I will check and get back to you). I will step on there and direct the driver to the EESAT Building.

*Best candy from  
Candy Store  
and see  
about coffee  
from  
Country Kitchen*

**Addison!**

Visitor Services  
972/450-6202

## MEMORANDUM

**To:** TTIA Study Tour Hosts  
**From:** Bob Phillips, Director of Visitor Services  
**Date:** 10/22/01  
**Subject:** Northwest Texas Study Tour

It won't be long before we see you. Attached is a list of participants for the 26<sup>th</sup> annual TTIA Sponsored Study tour. Please note there will be 17 people including the bus driver although we will only need 16 rooms because two counselors are married and will share a room. We would appreciate you including the bus driver in the complimentary room count as well as the meal count.

There is some information that I need from you by Friday October 26.

**Minute by minute itinerary while we are in your area.**

**The location our bus will meet, and pick you up from.**

**On November 5** we are traveling from Addison to Denton, to Sherman, to Denison, to Gainesville, to Wichita Falls.

**November 6** from Wichita Falls to Copper Beach State Park, to Quanah, to Turkey, to Cap Rock Canyon, to Lubbock via 62 West.

**November 7** from Lubbock to Stamford, to Anson, to Albany via 180 East, to Abilene via 351 South.

**November 8** from Abilene to Ballinger via 83, to San Angelo via Hwy 67.

**November 9** from San Angelo to Dallas/Fort Worth.

Name of the hotel, address and phone number (if we are spending the night). This is very important.

List of all the people and their addresses in your community who will host us, and which event they hosted. We will send thank-you letters to each.

Again, thanks for your help – we are looking forward to spending time with you very soon.

# Addison!

Visitor Services  
972/450-6202

September 18, 2001

Ms. Christine Gossett  
Vice President  
Denton Convention & Visitors Bureau  
P. O Box Drawer P  
Denton, Texas 76202

Dear Christine:

Thanks for helping to host a portion of the 26<sup>th</sup> annual Texas Travel Industry Association sponsored Study Tour for the Texas Department of Transportation Travel Counselors on Monday November 5, 2001.

During our visit to Denton our group is in need of having you or someone from the Bureau set up our two-hour tour. We will look to you and the Bureau staff to act as our step-on guide and plan the itinerary while in Denton. We will be arriving from Addison. Please give us directions on where to meet you on our arrival. Below is a general itinerary of the arrival and departure times.

Monday, November 5

9:30 a.m. Arrive Denton for tour  
11:30 a.m. Depart for Sherman via highway 377

Attached is pertinent information regarding our group. I will send you a list of the names of the actual participants when I receive it.

I would appreciate you sending a written confirmation of our itinerary of our time in Denton.

Again, thanks for your help. I look forward to working with :

Best regards,  
Bob Phillips  
Director of Visitor Services

Write up an  
itinerary for  
Mon., Nov. 5

9:30-11:30 - Travel  
Center  
EESAT  
Bayler  
Cantrose Mrs. | Mgrs.

# Memo

**To:** Texas Travel Industry Association Study Tour Hosts  
**From:** Bob Phillips, Director of Visitor Services  
**Date:** 10/12/01  
**Re:** Northwest Texas T.T.I.A. Study Tour 2001

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Many, many thanks for agreeing to host a part of the forthcoming Texas Travel Industry Association (TTIA) study tour for our state's travel counselors.

The following information should answer most of your questions concerning the tour.

This tour will be a VIP event in the truest sense. The participants will be the managers of each of the tourist information centers, plus the top brass from the Texas Department of Transportation headquarters in Austin.

Now...some of the basics.

## WHO TAKES PART?

The majority of the counselors participating in the tour are employed by the state department of Transportation (TDOT). There will be one representative from each of the state's twelve Texas information centers.

These are the folks who, last year, greeted 4.5 million visitors as they entered Texas on the major interstate highways. They assisted visitors in planning their stay in the Lone Star State. (There are two counselors from AAA).



Though brochures are nice, it is much better if a counselor can tell a visitor, "I was there." These tours began in 1975 by Gene Phillips of Aquarena Springs and Bruce Neal of Six Flags Over Texas, both deceased. Gene Phillips' son, Bob Phillips (me), is carrying on the tradition. The tours are designed to give the counselors first-hand knowledge of the tourist facilities and activities that your area has to offer.

In other words, we want to make these counselors better "salespeople" for your area.

I will also be on the tour as coordinator representing the Texas Travel Industry Association.

### **WHO PAYS FOR WHAT?**

TDOT picks up the bill for air transportation to and from the originating point of the tour.

TTIA provides planning and on-the-road coordination of the tour. TTIA also picks up the tab for the tour bus, which will cover many miles during the course of the trip.

Our host cities provide overnight accommodations, meals, and local planning and coordination of the tour.

### **DOING THEIR HOMEWORK**

This tour group is unlike any other you will host. In advance of the tour, each participating counselor is assigned a portion of the tour to research.

As we approach an area, the counselor assigned to that segment briefs the other members of the tour group on basic facts and figures regarding that area. When the tour arrives, local representatives come aboard to fill in the fine details.

Following the tour, each counselor returns to their home Visitor Center and briefs the remainder of the center's staff concerning what they have learned during their travels.

In other words, your message reaches every member of the state's staff of professional travel counselors in a very short time.

### **WHAT SHOULD THEY SEE?**

These counselors deal primarily with visitors traveling by car. Their interests are considerably different from travel agents that deal with "jet setters." The travel counselors are in constant contact with typical vacationing families and older adults. Tour stops should be planned accordingly.

It is impossible, in the span of a week, to see everything in detail. For example, a museum, which might be a two-hour stop for a dyed-in-the-wool history buff or art lover, must, of necessity, be a 20-minute, or less, stop for the travel counselor tour.

We want to give the counselors a good, solid "feel" for your area's attractions, and at the same time, show them as many different things as possible in a limited time.

### **ACCOMMODATIONS**

We sincerely appreciate the fact that our host cities provide single room accommodations for overnight visits. This is a hard-working tour group and a few hours of privacy each evening helps us assure that no city will fall heir to a sleepy, weary group, no matter how long they have been on the road.

We ask that all members of the tour group be pre-registered in their hotels and that their room keys be available in individual envelopes bearing their names when the tour bus arrives. We will hand out keys before the group leaves the bus.

It is not necessary to have bellmen assist the group. The counselors carry minimum luggage and are accustomed to fending for themselves if someone will point the way to their rooms.

### **ON SCHEDULE**

We pride ourselves with the fact that TTIA Study tours are seldom more than 10 minutes off schedule at any point (except for the time we took a wrong turn outside Laredo).

If we deviate from schedule, it is likely that we will be early rather than late. Regardless, if we are running off the mark, we will call your office before we reach your city to let you know of any serious deviation. If we do not call, you will know we are running very close to schedule.

### **LOCAL PUBLICITY**

Many of our host cities line up media coverage of the counselors' visit. Local news media seem to like the notion of Texas' public and private sector tourism entities working together to produce an educational experience for the counselors.

Please feel free to arrange whatever coverage you may feel is appropriate. We will be pleased to provide spokespersons from the group for interviews. We ask only that the media coverage be directed at the working portion of the tour, not a cocktail party setting.

In talking with the media, we will do all we can to see that our hosts receive the credit due them for making the visit to your city possible.

### **LITERATURE**

A list of tour participants and their mailing addresses is provided to our host cities in advance of the tour.

We would like to ask that the counselors not be given brochures or other printed material during the tour.

Rather, we ask that those materials be mailed to them following their visit. They want, and need, the materials, but they are travelling with limited luggage space and cannot begin to handle all the material made available to them during the course of the week.

### **MEALS**

We ask that meals, whenever possible, be served in restaurants which would appeal to the typical traveling family. Banquet style meals, or those served in clubs not open to the public, are discouraged. The goal is to have the counselors experience the same thing that the general public will find in a given area.

### **ALCOHOLIC BEVERAGES**

We ask that no alcoholic beverages be served during the workday, roughly breakfast through 5 p.m. Drinks with dinner are permitted.

It has been our experience that many cities hosting overnight stays like to provide a hospitality suite during the evening hours. That is fine. The counselors enjoy getting to know local folks and they can pick up some valuable information in a relaxed atmosphere with local tourism leaders on hand.

### **DRESS**

During the day, the counselors will be wearing their state uniforms. This helps create a businesslike atmosphere and it provides credible photo opportunities for your local newspapers and television stations, which may cover the visit.

During the evening hours, dress is casual. The counselors do not carry an "after five" wardrobe. Again, they can be expected to be just like typical family tourists.

Each counselor will be wearing an engraved nametag with his or her name and location of their information center.

### **SUMMING UP**

We must have left out something but, for the life of me, I can't think what it might have been!

If you have any questions. Please give me a call at 972/450-6202. After the tour begins on November 4, 2001, you may call that number and ask for Diana Miller, or you may call my cell phone at 972/467-1965. Diana will have our detailed schedule and should be able to reach me in a fairly short time if there are any last minute "hitches" that need attention.

Again, we sincerely appreciate your agreeing to host a portion of the tour. We will do all we can to assure that your time and dollars pay off quickly and handsomely for your city.

**THANKS SO MUCH!!**

## STUDY TOUR IN DENTON

### Monday, Nov. 5

9:30 a.m. - Meet at UNT's Environmental Education and Science Building:

Life-size bronze sculptures of native North Texas animals beckon visitors to walk along the nature trail winding around the 117,000-square-foot energy-efficient facility. Awaiting inside are hands-on exhibits and a state-of-the-art planetarium - one of only a handful of its kind in the country. On the campus of the University of North Texas, this is a place where science, philosophy and art merge. Shows available to the public on weekends.

9:55 a.m. - Depart for Bayless-Selby Victorian House Museum

10:05 a.m. - Arrive and tour Bayless-Selby House

Originally owned by a nurseryman who lived next to the railroad in south Denton, this newly renovated Queen Anne style home sits in the Denton County Historical Park, which will be home to several other historical structures from around Denton County in future years. This Victorian home museum tells about life in Denton at the turn of the 20<sup>th</sup> Century.

10:25 a.m. - Depart Bayless- Selby for downtown

10:30 a.m. - Tour Denton County Courthouse-on-the-Square Museum

On the first floor of the beautiful historical courthouse, this free museum offers extensive displays and collections of artifacts and memorabilia depicting life at the turn of the century. Rotating exhibits offer something new to see for return visitors. Get a taste of what it might have been like to live in the days of Denton's infancy, more than 150 years ago.

10:50 a.m. - Step-on guide and director of Denton's Main Street program, Julie Glover

Learn about the newest additions and renovations to Denton's downtown square, which was recently received its designation on the National Register of Historic Places. Downtown Denton was also awarded the 1999 Great American Main Street City Award by the National Trust for Historic Preservation, TX Urban Main Street City Award, Texas Downtown Association Best Downtown Management Award, and several others awards recognizing downtown Denton for its renovations and revitalization efforts.

Historic Downtown Denton offers shoppers and travelers a wide selection of antiques, collectibles, unique gifts and home accessories, original art works... you name it, and you'll find it here. This charming square, situated around the stately historic Courthouse, is home

to dozens of shops, eateries and galleries where you can linger as long as you like.

11:00 a.m. - Depart downtown

11:15 a.m. - Lake Ray Roberts Greenbelt entry on Hwy 380 East and meet Step-On guide:

This state park features a 30,000 acre lake, great for boating, fishing and other watersports. It is also great for the outdoors-type with its campsites, RV hook-ups and numerous trails throughout the park, including the 12-mile Greenbelt with canoe and kayak, hiking, biking and equestrian trails along the Elm Fork of the Trinity River. And, for the not so outdoors-type, the 30-room Lantana Ridge Lodge offers a peaceful retreat in a natural setting for individuals or groups.

11:30 a.m. - Depart Lake Ray Roberts Greenbelt for Hwy. 377 to Sherman

## MEDIA ALERT PHOTO OPPORTUNITY

### **Texas Travel Center Managers to Tour Denton**

**WHAT:** Managers and staff of the Texas Travel Division and Information Centers will tour Denton sites as part of a study tour. The tour is an annual training program for the managers of the state's 12 border travel centers. Each year the TXDOT Travel Division coordinates a study tour in a different region of the state and this year the group is studying Northwest Texas.

*This is an ideal photo opportunity.*

### **WHEN/WHERE:**

The group will arrive in Denton at 9:30 a.m. and tour four sites, departing for Sherman at 11:30 a.m. (see attached itinerary) The group will tour the EESAT and Sky Theatre Planetarium at UNT, the Bayless-Selby House Museum, Courthouse-on-the-Square Museum and downtown Denton, and the Lake Ray Roberts Greenbelt area. They are seeing sites that appeal to the highway and family traveler.

**For more information:** **Christine Gossett, Vice President**  
**Denton Chamber of Commerce/CVB**  
**(940) 382-7895**

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