

TEXAS



TRAVELOG

INSIDE:

- ★ Austin exhibit showcases major news events from perspective of iconic newsmen Cronkite
- ★ Historical relics found during renovations for Alamo City's Briscoe Western Art Museum
- ★ Egyptian civilization, artifacts explored in two major exhibits

Depository
Dallas Public Library

TRAVEL NEWS

THE HIGHLAND Lakes Golf Club at Inks Lake in Burnet has closed. The course has not had impressive visitation numbers, while the park traffic continues to grow, park representatives say.

"We are looking for better ways to use that land, perhaps for additional hiking trails, interpretive programs and additional camping," says Park Superintendent Terry Rodgers. "In recent years, play at the golf course has been declining, but overall park attendance has been growing."

The 60-acre lakeside golf course, now in the midst of newer resort golf courses, has averaged only 16 players a day, while park visitation grew to 170,000 in fiscal year 2010.

The golf course, on park property two miles north of the park headquarters, originally was leased in 1958 under a 50-year contract. When the lease expired in 2008, it was extended for two more years.

The Inks Lake State Park golf course was one of three courses located within a Texas state park. Lockhart State Park operates a nine-hole layout, while a private concessionaire operates an 18-hole course at Bastrop State Park.

THE U.S. TRAVEL Association launched a website to allow travelers to share — with the Obama administration, Congress and the travel industry — their opinions on air travel security screening.

The site, www.yourtravelvoice.org, is in direct response to the debate over the efficacy and appropriateness of various security policies.

"The Transportation Security Administration has the difficult responsibility of securing and facilitating air travel for 2 million passengers daily," says Roger Dow, U.S. Travel's president and CEO. "In our recent conversations with Homeland Security Secretary Janet Napolitano and TSA



Arlington will be the center of attention as the city hosts Super Bowl XLV at Cowboys Stadium on Feb. 6.

SUPER BOWL XLV

ARLINGTON is gearing up to host Super Bowl XLV, which will feature the Black Eyed Peas as halftime entertainment, on FEB. 6 at the new Cowboys Stadium. With an expected influx of visitors, including about 93,000 with tickets to the big game, parking and transportation planning is well under way, and some street closures will be expected in the days and weeks before the game. Still, all the hoopla is translating to much attention for Arlington and Texas.

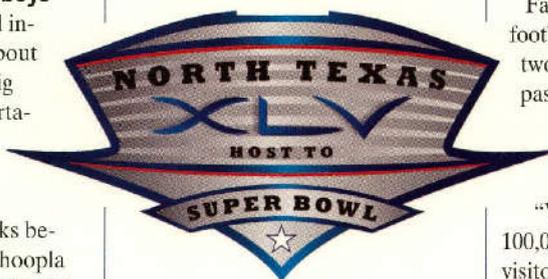
National coverage

CNN will base its sports operations in Arlington during Super Bowl XLV, according to Jay Burress, president and CEO of the Arlington Convention and Visitors Bureau. That coverage period is slated to be from Jan. 31 to Feb. 7.

"This is an incredible opportunity for our city," Burress says.

Arlington Mayor Robert N. Cluck

says, "It's an exciting day to know that a prestigious news organization such as CNN chooses Arlington for its Super Bowl coverage. We're confident they'll be happy with the Center and most certainly with the view."



Last year's Super Bowl averaged 106.5 million viewers and peaked at about 114 million, making it the most-watched show in U.S. TV history.

NFL Experience

For fans who can't wait until the game day arrives in Arlington in February, there is the "NFL Experience," an interactive theme park that will span 850,000 square feet and feature more than 50 interactive games and attractions. This festival of foot-

ball will be held at the Dallas Convention Center from Jan. 27 through Super Bowl Sunday on Feb. 6.

The interactive attractions include everything from football tosses to giving play-by-play calls of famous games.

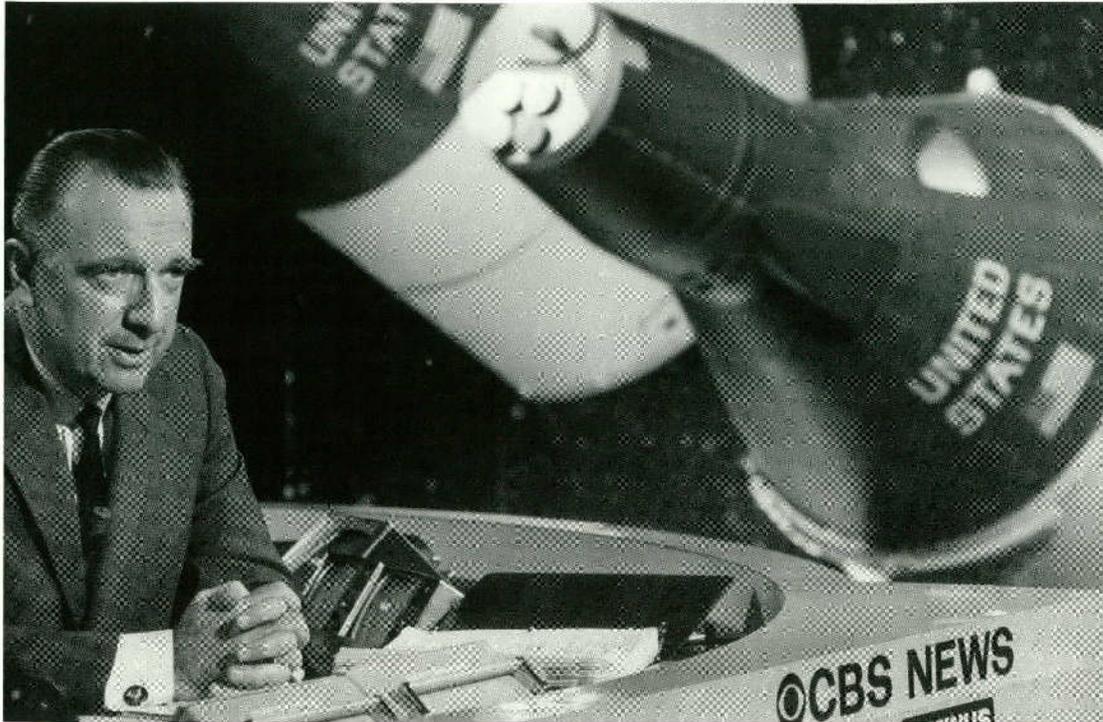
Factoring in Texans' penchant for football, the NFL Experience opens two days earlier than it has in the past. Also, it'll be the first time the festival of football will be open on the day of Super Bowl, as well.

"We're planning for between 100,000 and 150,000 out-of-town visitors," says Frank Supovitz, the NFL's vice president of events. "The goal is to maximize the fan experience." Those visitors also include people who do not have tickets for the game.

Tickets for the NFL Experience — \$25 for adults and \$20 for children age 12 and younger — can be purchased at www.ticketmaster.com.

For details on events and benefits that are part of the Super Bowl wave, visit www.northtexasuperbowl.com or www.arlington.org/super-bowl-xlv.

COURTESY OF THE WALTER CRONKITE PAPERS, THE BRISCOE CENTER FOR AMERICAN HISTORY.



Walter Cronkite covers the space race for CBS Evening News.

Administrator John Pistole, they stressed that they are always seeking ways to improve the air travel security screening process. We need to hear ideas and experiences from travelers to improve our discussions with policymakers and build a screening process that maximizes security while minimizing the burden on travelers.”

The U.S. Travel Association created the website after receiving nearly 1,000 unsolicited comments from travelers regarding new TSA screening techniques.

“Air travel is the gateway to commerce and job creation in the United States,” says Dow. “We look forward to working with Secretary Napolitano, Administrator Pistole and other government leaders to create a world-class passenger screening process that exceeds the expectations of the American public.”

THE CRONKITE: *Eyewitness to a Century* exhibit, a showcase on one of the nation’s most pre-eminent journalists, **closes Jan. 3 at Austin’s LBJ Presidential Library and Museum.**

Walter Cronkite’s broadcasts brought virtually every major news story of the last half of the 20th century to the American people. This exhibit is the first to explore his experiences with some of those crucial moments, including D-Day, the assassination of John F. Kennedy,

the civil rights movement, the Vietnam War, the Watergate scandal and the space race.

Cronkite’s personal and professional experiences are brought to life with never-before-seen items from the collections of the University of Texas at Austin’s Dolph Briscoe Center for American History. It also explores the integrity, accuracy and devotion to the larger ideals of journalism that made Cronkite one of the most respected public figures in the country.

“As home to Walter Cronkite’s professional and personal papers, the Briscoe Center is uniquely equipped to create the first exhibit dedicated to the life of this remarkable journalist,” says Dr. Don Carleton, executive director of the Briscoe Center and the curator of the exhibit, who also was Cronkite’s oral historian and close friend.

“We’re extremely grateful to the LBJ Library for the opportunity to share Cronkite’s legacy in such a wonderful exhibit. Visitors will not only get to know more about Cronkite — but also they’ll have a front-row seat to some of the most important people and events in 20th-century history,” Carleton says.

After the exhibit closes, a large portion will be displayed at the Paley Center for Media in New York City from February through October.

For more information, call (512) 721-0200 or visit www.lbjlibrary.org.

NEW SPACE, OLD FIND

SAN ANTONIO’S 1930s Carnegie Library, in the heart of downtown, is undergoing renovation to make room for the new Dolph and Janey Briscoe Western Art Museum with thousands of artifacts reflecting America’s culture. Ground also has been broken for an attached arts pavilion along the bend of the River Walk at the historic San Antonio Water System Market Street Pump Station.

“WE WANT PEOPLE who come to San Antonio and expect to see cowboys to get an eyeful at the Briscoe museum.”

The historically protected Art Deco building will be transformed into a 50,000-square-foot, four-story museum showcasing vestiges of the Old West. The \$30 million price tag includes the exhibits and collections, as well as construction and renovation.

“It’s going to be the story of vaqueros, cowboys, early West settlers in San Antonio,” says Rita Stich, the museum’s executive director.

National Western Art Foundation President John T. Montford says,

“There’s a tremendous amount of history here. We want people who come to San Antonio and expect to see cowboys to get an eyeful at the Briscoe museum.”

The museum’s benefactor, former Gov. Dolph Briscoe, once said, “The story of the West and its people have always held great interest for Texans. It’s a story of perseverance in the face of great adversity. The very root of why Texas is so great a state. It’s fitting the finest pieces of Western art from across the nation will find a home here.”

Briscoe died June 27 and will not see his vision come to life, but the museum will include a special gallery about his life and his impact on South Texas.

The museum is slated to open in March 2011. For more information, visit www.briscoemuseum.org.

WHILE MAKING way for San Antonio’s new Dolph and Janey Briscoe Western Art Museum, restoration crews at the city’s 1930s Carnegie Library discovered a walled-off closet with historical relics, such as a 1615 King James Bible and Civil War items, including a letter about Confederates taking over San Antonio.

“There’s a wonderful statement in (the letter) about how people were upset, even in tears,” Frank Faulkner, director of the Central Library’s Texana/Genealogy Department, told the *San Antonio Express-News*.

Other items uncovered included a Union officer’s scrapbook, World War II posters (including some Japanese posters), and photos of Gen. Ulysses S. Grant, the Alamo, local missions and snapshots of San Antonio from the 1920s.

Although the building housed the Hertzberg Circus Collection and Museum from 1968 to 2001, it was determined that the closet was closed off in the 1950s, while it was still a library. Library officials are unsure why the closet was sealed but will research the library’s board minutes in search of an answer.

The more than 200 items that were discovered will be assessed and likely will be placed on display in the Central Library’s Texana Collection.

ANOV. 30 ribbon-cutting ceremony marked the opening of the newly completed boardwalk across Big Bend National Park’s beaver pond on the Rio

Grande Village Nature Trail, near campsite 18.

The former boardwalk was destroyed during 2008 floods, and it is just now complete because those floods also damaged many roads, facilities and trails that required more immediate restoration, cleaning and repair.

The boardwalk, made from sustainable materials, includes three floating docks, anchors that will allow it to rise with future floodwaters, and benches for wildlife and bird viewing. The boardwalk also restores access to the nature trail beyond the pond.

"We are very pleased to be able to provide the new boardwalk and benches for visitors to enjoy and to provide the best access to the nature trail and riparian habitats of the beaver pond," says Big Bend National Park Superintendent William Wellman.

EGYPT ON EXHIBIT

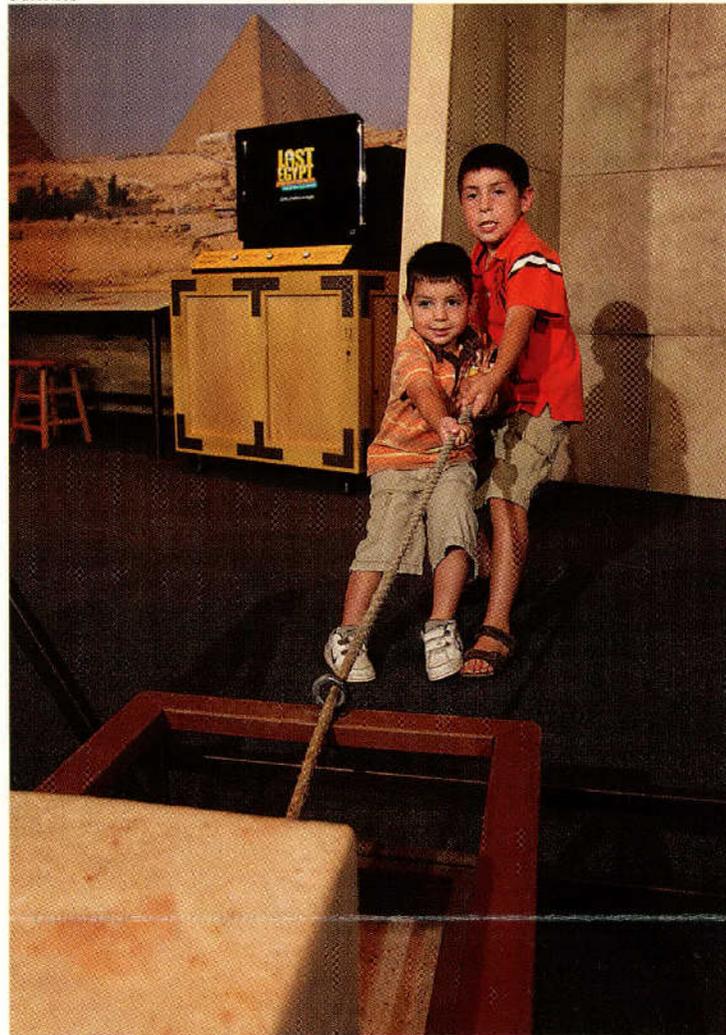
FORT WORTH Museum of Science and History showcases *Lost Egypt: Ancient Secrets, Modern Science* through Jan. 3, to guide visitors on an immersive quest for knowledge that reveals how archaeologists use modern science and technology to uncover and understand the ancient civilization of Egypt.

The exhibit allows visitors to unearth the mysteries of Egypt, its culture and its people by providing hands-on challenges, more than 50 authentic artifacts and guidance from real archaeologists.

Lost Egypt features a human mummy and two animal mummies, as well as scans, forensic facial reconstructions and, for the first time ever, a life-size prototype of a human mummy in a stage of "unwrapping." Guests explore a re-creation of an Egyptian tomb, plus authentic art and artifacts from the daily life and funerary culture of ancient Egypt.

"*Lost Egypt* makes an unforgettable connection between past and present customs, cultures and sciences," says Museum of Science and History President Van A. Romans. "This exhibition is particularly inspiring for young people, illuminating the roles they can play as future archaeologists, scientists, engineers, technicians and lifelong learners."

© 2009 COSI



These young guests to *Lost Egypt: Ancient Secrets, Modern Science* experiment with ancient innovations such as wooden slats and sleds that made moving massive pyramid stones possible.

For more information call (817) 255-9300 or visit www.fortworthmuseum.org.

IN A SIMILAR exhibit, the **San Antonio Museum of Fine Arts** is featuring *To Live Forever: Egyptian Treasures from the Brooklyn Museum*, a renowned Egyptian collection including impressive stone and painted wood coffins, a linen shroud, jewelry and protective amulets, and the mummy of a wealthy man named Demetrios.

During the exhibition's run, the museum will offer a range of programs, including lectures by prominent Egyptologists, Egypt-themed films and family activities.

To Live Forever: Egyptian Treasures from the Brooklyn Museum runs through Jan. 9.

For more information, call (210) 978-8100 or visit www.samuseum.org.

INDUSTRY INSIDERS

CORPUS CHRISTI Convention and Visitors Bureau Board extended CEO Keith Arnold's contract

for an additional four years, through August 2015. Arnold, who has been with the CVB since August 2006, has focused on creating and developing several marketing initiatives within the CVB, including a nature-tourism initiative designed to highlight the city's natural resources.

"Through this leadership, Keith has built a high-performance team that has excelled in moving our CVB to the forefront in nature-based tourism, Internet marketing and growing new markets such as the Houston metro area," says board chairman John Trice.

Butch Pool, chairman elect of the CVB board, says, "Keith's love of nature has helped us develop one of the finest nature-tourism programs in the state, thus allowing us to keep

Corpus Christi green while we continue to drive revenue to the city." He adds, "Keith has turned the CVB around since taking the helm and, even in these tough economic times has outperformed much of the competition in tourism growth and convention and sports sales."

The Corpus Christi CVB also welcomes two new employees: **Andrea Troncale** as senior sales manager and **Claudia Huerta** as leisure travel coordinator.

FORMER Atlantic City Convention Center Manager Charlie Beirne has been named interim GM of the new Irving Convention Center at Las Colinas, slated for a January opening.

Beirne took on the day-to-day project oversight Oct. 18 and will oversee the center's opening and first few months of operation. A permanent general manager will be named in the spring.

Pennsylvania-based SMG, a facility management company, serves as the center's operator under the Irving Convention and Visitors Bureau's direction, provides the general manager, and shares sales and marketing responsibilities for the facility with the CVB staff.

Beirne, who is regional manager for SMG, takes the reins from Thom Connors, who has served as general manager of the Irving Convention Center at Las Colinas since October 2009. Connors, whose SMG responsibilities have been shifted to Detroit, continues to be involved with oversight of the new Center.

Designed as a multi-functional building with high-end touches, the \$133 million, 275,000 square-foot Irving Convention Center at Las Colinas includes a 50,000-square-foot, column-free exhibit hall and twenty 1,000-square-foot meeting rooms. Clad entirely in natural copper, the building stands the equivalent of 13 stories tall, with the grand ballroom on the top floor offering panoramic views of the area's skylines.

"This center will be a prototype for future facilities in terms of scale, flexibility, design and internal service capability," Beirne says.

ZestFest 2011, a spicy food festival presented by the Irving Convention and Visitors Bureau and *Chile Pepper* magazine, will be the first public event held at the venue from Jan. 28-30.

TEXAS TRIVIA

Where would you be if you found yourself in the Christmas Capital of Texas?

Christmas can be found in abundance all across Texas — in many cities, big and small. Like everything else, Texans go all out for the holidays, so no matter where you visit, you're bound to find your fair share of lighted streets, parades, music and festivities. But only one Texas city has snagged the title "Christmas Capital of Texas" — Grapevine. Texas' 81st Legislature declared the City of Grapevine the Christmas Capital of Texas, citing more than 1,400 Christmas activities such as light decorations, stage productions, Star Christmas ICE! event, the North Pole Express and the Christmas Gnome Village. For more information, visit www.grapevintexas.usa.com/christmas.

TEXAS TRIVIA

TEXAS TRAVELOG is published monthly by the Texas Department of Transportation, Travel Information Division. Please send news items of interest to the Texas travel industry to Texas Travelog, P.O. Box 141009, Austin, TX 78714-1009. (512) 486-5874, fax (512) 486-5879. E-mail: trv-log@dot.state.tx.us. Deadline for each newsletter is the 15th of the month preceding the issue date. To receive this publication electronically, please e-mail trv-log@dot.state.tx.us.

EDITOR: Lois M. Rodriguez

DESIGN/LAYOUT: Kirsti Harms

♻️ PRINTED ON RECYCLED PAPER

TEXAS TRAVEL INFORMATION CENTERS

VISITOR NUMBERS as of January 31, 2010-

TRAVEL CENTER	Month Visitors	Percent Variation*	Year-to-Date Visitors	Percent Variation*
AMARILLO	7,527	-12.94	81,368	-3.20
ANTHONY	6,331	-6.92	70,781	-2.18
CAPITOL	7,292	+15.82	73,923	+3.85
DENISON	35,032	-3.00	276,877	-10.57
GAINESVILLE	22,868	+3.29	249,688	-3.51
LANGTRY	4,469	-24.33	47,561	-8.88
LAREDO	5,359	-36.38	82,385	-13.71
ORANGE	34,926	-5.36	344,106	-15.10
TEXARKANA	10,346	-63.34	217,295	-16.94
VALLEY	6,686	-12.46	137,529	+6.42
WASKOM	25,636	-4.01	310,485	-3.71
WICHITA FALLS	12,313	+0.51	130,513	-10.31
CENTER TOTALS	178,785	-13.23	2,022,511	-8.39

*Compared to last year

Dial toll-free (800) 452-9292 for travel assistance from TxDOT's Texas Travel Information Centers (8 a.m.–6 p.m. daily, Central Time)

www.traveltex.com • www.texashighways.com
www.txdot.gov • www.dontmesswithtexas.org

AUSTIN, TX 78714-9249

P.O. BOX 149249

TRAVEL INFORMATION DIVISION