

H1473,6
T697
77/10

OCTOBER 1977



OUR TEXAS TOURIST BUREAUS handle about six million brochures, folders and maps from throughout the state. We recently received a handsome brochure-map from Paris, prepared by **F. D. Mallory** and **Doug Rudman** of the chamber's *Visitors and Convention Council* there. The color folder illustrates local highlights with both a city and *Lamar County* map. *Paris* is on the *Texas Lakes Trail*, and we noted the *Lakes Trail* logo was used on both maps — precisely identifying the route through county and city. There have been other tie-ins with the state-sponsored *Trails*, but we believe this is the first time that a *Trail* route has been so handsomely incorporated in a city-county folder. With compliments on a job well done, we're sending some posters (there are two featuring the *Lakes Trail*) to **Pat Ryan**, manager of the *Lamar County* chamber.

THE 12TH ANNUAL *Texas Conference on Tourist Development* is scheduled for November 1-2 at the Hilton Inn in *Austin*. The *TTDA*-sponsored meeting, open to everyone interested in *Texas* tourism, will feature **Dr. Douglas Frechtling** *U.S. Travel Data Center* director, with the release of travel data for each of the 254

Texas counties. Also included on the list of speakers is **U.S. Rep. Charles Wilson**, *Lufkin*, who is one of two *Texans* on the special *House Energy Committee*. The \$25 registration fee for the noon-to-noon meeting may be mailed to *Tourcon XII*, Box 12008, *Austin* 78711 or delegates may register at the Hilton at 8 a.m., November 1.

TOURISTS INTERESTED IN MINERALS will welcome the new *Mining and Mineral Operations in the South-Central States* just released by the *U.S. Bureau of Mines*. Especially helpful to the auto tourist, the guide pinpoints mineral-related points of interest that can be seen from or readily reached by highways. It also identifies those that can be visited with company permission. *Abandoned mines are also located, along with the stern warning that they are extremely dangerous and should be avoided by the casual visitor.* The guide is for sale by the *Superintendent of Documents, Government Printing Office, Washington, D.C.* for \$4.75. Orders should include the name and stock number 024-004-01903-4. Books on other regions are also available.

FROM THE PANHANDLE-PLAINS HISTORICAL MUSEUM comes word that 1977 should be a record year for the number of visitors. **Museum Director Bill Griggs** estimates that more than 150,000 people will visit the two-building attraction on the campus of *West Texas State University in Canyon*. **Griggs** said summer visitation "was heavy" and through September the visitor count was running several thousand ahead of 1976. In all of 1976, 143,000 visited — an increase of 8,000 over 1975. *The museum director said a review of the visitors' log showed that great numbers were in-state travelers with many from Dallas, San Antonio and Houston.* According to **Griggs**, the museum has embarked on a 10-year plan to upgrade the facility. *The long-term project will score several "firsts" among Southwest museums and have a major reputation for exhibits and research.*

THE DALLAS CHAMBER OF COMMERCE has announced the appointment of **James Mullen** to head the new *Visitor Development Program*. **Mullen**, formerly deputy director of tourism for *New Jersey*, began his new activities Sept. 26. **Mullen** said, "It's a great opportunity to be in Dallas and in Texas. I look forward to working with the hospitality industry and the preparation of a game plan which includes it." The *Atlantic City* native worked several years with the *Miss America Pageant* and in 1976 coordinated the *Freedom Train* program in *New Jersey*. The announcement of **Mullen's** appointment followed action by the *Dallas City Council* giving the *CofC* additional funds from the hotel and motel tax to be levied.

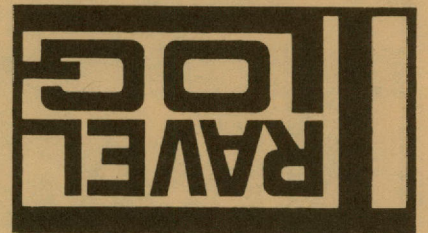
"WE'RE LOOKING FORWARD TO A CONTINUED GOOD RELATIONSHIP with *DHT, DTA* and the *Texas Tourist Council* because we appreciate the fine cooperation we've received in the past," said new **TTDA Chairman Bob Conwell**. **Conwell**, executive V-P of the *Corpus Christi Tourist and Convention Bureau*, is serving his second six-year term. Talking about the future, **Conwell** said, "We're competing favorably for the travel dollar as evidenced by our overtaking **New York** as the number three state in tourism, but it's going to be difficult to hold. In 1978 we'll have a budget of \$790,000 whereas *New York* has passed a \$4-million-plus budget to publicize tourism there." **Conwell** resigned as chairman of *DTA* to accept the *TTDA* position.

NEW DISCOVER TEXAS ASSOCIATION CHAIRMAN BRUCE NEAL visited the office recently and expressed his satisfaction with several aspects of *Texas* tourism. The *Six Flags Over Texas* public relations director lauded the *Fam Tours* which bring *DHT* travel counselors to a variety of areas for a first-hand look at attractions and points of interest. "There is always a deep satisfaction when one can see positive results from a program and I find visible results from the *Fam Tours*. The eagerness with which these knowledgeable counselors always approach each area on the tours is refreshing," **Bruce** said, and added, "Our efforts in the tourism field mustn't slacken if *Texas* is to keep its present ranking as the number three state in the nation." **Bruce** has been serving *DTA* as vice chairman.

THE RECENT ANNOUNCEMENT that \$2 million had been approved for improving *Fort Worth's* Stockyards area brought out that the total commitment to date is over \$4 million. **Kate Taebel**, community planner in *Fort Worth*, says the city is improving public facilities to attract private businesses, primarily *Western*, to the area. **Ms. Taebel** said the *Stockyards* improvement project has been going on for some time and tourists today will find plenty to see and do in the area where *Fort Worth's* cattle town heritage began nearly a century ago. The annual *Pioneer Days* celebration has recently ended but the weekly rodeo is still held, and restaurants and shops are there. **Ms. Taebel** pointed out that every dollar of public money spent has attracted \$2 from the private sector and "that ratio will go much higher."

THE TEXAS CHAPTER OF THE TRAVEL RESEARCH ASSOCIATION will meet Tuesday morning, November 1 at the *Austin* Hilton. Chairman **Willis Albarado** said the 9 a.m. to 11 a.m. meeting will be held in the *Emerald Room* with **Dr. Doug Frechtling**, *U.S. Travel Data Center* director; **Dr. Clare Gunn**, *Texas A&M*, and **Sharon Eason**, *San Antonio* Convention and Visitor Bureau, as speakers.

STATE DEPARTMENT OF HIGHWAYS
AND PUBLIC TRANSPORTATION
TRAVEL AND INFORMATION DIVISION
AUSTIN, TEXAS 78701
ADDRESS CORRECTION REQUESTED
RETURN POSTAGE GUARANTEED



BULK RATE
U. S. POSTAGE PAID
AUSTIN, TEXAS
PERMIT NO. 2209

Government Documents
NOV 22 1977
Dallas Public Library

A COLLEGE STATION RELEASE ANNOUNCES that the Texas 250 stock car race scheduled for October 23 has been cancelled BUT the Texas Race of Champions will be run as scheduled — on October 15. Texas World Speedway **President R.C. Conole** said they were concentrating their efforts on the Texas Race of Champions.....and working on plans to make 1978 the biggest year in the history of the speedway.

BETWEEN MAY 28 — when the Arlington Convention & Visitors Bureau opened a tourist information center in the old Seven Seas location adjacent to Arlington Stadium and Six Flags Over Texas — and Labor Day, the center served over 11,000 visitors from 46 states and 27 foreign countries, even including the U.S.S.R. **Carl Little**, director of the AC&VB said he is "pleased that the center has been so effective in achieving its purpose of providing information to our city's many visitors." He added that they plan to continue the program, and next summer hope to expand the space and literature available "to provide even more comprehensive service."

LITTLE ALSO REPORTED a "most gratifying" attendance at the Arts and Crafts Fair on Labor Day weekend at the Seven Seas site as 7,531 paid admission to view, and buy, the work of 100 artists. Held under the auspices of the Texas Arts and Crafts Foundation, the fair was so successful that the Foundation has invited the organizers to be a part of their program again next year.

IN MID-SEPTEMBER, CORPUS CHRISTI BEACH started receiving a face-lift of new sand. The \$3-million project calls for transporting and spreading 373,000 tons to cover the beach for about 1.4 miles. The trucked-in sand from a quarry near the old San Patricio community will be coarser-grained than the natural sand found on the beaches, according to **William Sky Eagle** of the U.S. Corps of Engineers. Thus, it won't blow around so much and will be easier to brush off sun-tanned bodies. The beach remodeling job should be finished next June.

"THE BIG THICKET NATIONAL PRESERVE has excited a tremendous amount of interest," reports **Clyde Gray** of Heritage Village in Woodville, "and not just from Texans but from all over the world." **Gray** said **Tom Lubbert**, head of the Big Thicket Association, hosted a luncheon recently at the Heritage Village for the advisory board to the Secretary of Interior. One of the first offices for the preserve has been opened in Woodville at US 287 and Nellius Street but, since the regular staff won't be on hand there, the Gift Shop at the Heritage Village has volunteered to offer information and folders on the preserve. Woodville is at the north end of the Big Thicket.

WITH THE INVITATION "Discover the 'Rest' of Texas," Discover Texas Association Vacation Fun Maps received initial distribution. The colorful maps are available by contacting DTA, 8500 Village Drive, San Antonio 7827 and including 25 cents for handling and postage. A quarter of a million fun maps have been printed by DTA, according to **President Jim Battersby**.

DHT DISTRICT DESIGN ENGINEER JOHN BLAIN JR. helped spread the word on Texas travel ideas in the Dallas area. **Blain** presented "Fall Around Texas: A Program of Travel Ideas," as the first of a series of adult programs sponsored by Garland's Nicholson Memorial Library. The program consisted of a slide presentation, questions and answers by **Blain** and the distribution of travel brochures.

AROUND THE BUREAUS — The Northeast Texas Fam Tour was a success, and contributing to that success was the duty of each counselor to become a tour guide for a specific section. Austin's **Alice Flores** had the Athens area as **Bruce Neal** described "black-eyed pea wine." An apprehensive **Alice** said later, "I love black-eyed peas but the best part of the tour was not having to drink black-eyed pea wine." A recent survey card, returned from France, brought out the truism that travel is broadening." The young man wrote, "Cowboys, ranchers, enormous properties, lots of commercials, good hamburgers — I gained five pounds."

BOX SCORE — Although six of the 11 tourist information bureaus reported increases in September, compared to the same 1976 month, the overall result was a 5.1 percent decrease. However, throughout the first nine months of 1977, the bureaus show a 3.1 percent increase over the same 1976 period. The Waskom information center's decrease reflects the facility's move to temporary quarters as an improved center is readied.

Bureau	Visitors	Variation*	Visitors***	Variation**	Bureau	Visitors	Variation*	Visitors***	Variation**
Amarillo	9,537	-12.3%	104,106	+ 1.8%	Laredo	5,808	- 7.5%	84,390	- 4.3%
Anthony	19,395	- 2.4%	216,576	+ 3.6%	Orange	19,911	- 0.04%	251,310	- 2.3%
Capitol	12,132	+23.2%	167,547	+43.9%	Texarkana	18,576	+ 1.7%	172,872	- 7.1%
Denison	9,240	+ 5.4%	93,195	+ 6.7%	Waskom	9,081	-49.8%	196,323	- 1.6%
Gainesville	10,995	+ 7.9%	126,687	+ 7.3%	Wichita Falls	11,460	+ 2.5%	121,047	+ 4.5%
Langtry	5,508	+ 1.3%	72,933	- 7.4%	Bureau Totals	131,643	- 5.1%	1,606,986	+ 3.1%
Austin Office (mail, phone, walk-ins)						12,751	-18.7%	203,304	+14.6%

* Compared to 1976 month
** Compared to 1976
*** 1977 Total