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MARCH 1980

TRAVEL COUNSELORS, who help four million Texas visitors plan vacations each year, will hear *Will Scarrow* and *Bill Lauderback*, and other speakers, in Galveston April 7-10.....scheduled at workshop sessions during this silver anniversary of Texas Travel Counselor Conferences, *Scarrow* is director of travel services at AAA national headquarters in Falls Church, VA, and *Lauderback* is executive assistant to the Texas Energy & Natural Resources Advisory Council.....DHT Travel Services Director *Willis Albarado* says details on the overall program will be mailed to AAA and DHT counselors about mid-March.....the 25th TTCC, which will be headquartered in the Flagship Hotel, will include the annual Roadrunner awards presentation at the joint TTCC-DTA luncheon on Wednesday.....the afternoon session will include an informal discussion between travel counselors and leaders

from all facets of the Texas tourism industry.....followed by the Discover Texas Association Travel Fair.....Travel & Information Director *Tom Taylor* advises conferees to be prepared for "hard-working" sessions with a theme of "Take more of a Texas vacation and less of a trip."

IT'S MARCH on the calendar but it's April in the *Texas Highways* magazine reaching readers this month.....and there's an article on April flowers that almost brings their exciting aroma to the pages.....another story features a look back at Navasota in its heyday.....the sheep and goat ranches of the Edwards Plateau also receive the inimitable *Texas Highways* coverage.....as does Waco in "Festival on the Brazos." And in that issue is a preview of the tournament that will bring the legends of golf to the Legends of Golf Tourney at Austin to compete for \$400,000 in prize money.

THE THIRD Legends of Golf Tournament should draw golf enthusiasts from the corners of Texas as *Arnold Palmer* makes his first appearance.....*Palmer*, who became eligible on his 50th birthday last year, is credited with boosting golf to its great popularity. The tourney proper begins Friday, April 25, but the pro-am on Wednesday, practice rounds throughout the week and golfing contests and a clinic on Thursday will attract galleries on the Onion Creek Club course a few miles south of Austin on I-35.....NBC will televise the final two days of the tournament.

"PICTURE STORIES" are solicited by the official state travel magazine.....*Texas Highways* Editor *Frank Lively* says submissions should include a good assortment of color slides or transparencies.....on subjects as diverse as wild flowers and festivals, scenic rivers and beaches.....or perhaps, a special swimming hole or the Gulf Intracoastal Waterway.....Editor *Lively* lists possible waterway picture stories as focusing on barge traffic, bridges that span the canal, crabbing, fishing, canoeing and yachting. To discuss possibilities, and remuneration, call or write Editor *Lively*: 512/475-5955, Travel & Information Division, DHT, Austin 78701.

THE CALENDAR of Texas Events will be mailed out in late March.....one of the most requested pieces of travel literature, the calendar contains the hundreds of varied events scheduled throughout the state from April 1 through Sept. 30.

TEXAS BEACHES received a welcome boost by the article in the Jan. 10 *Canadian Travel Press*.....writer *Norman Rosencwaig* titled his article "Texas Beaches Sparkle Once Again".....quoted South Padre Island Tourist Development Director *Ralph Thompson*.....and gave the area strong praise as a tourist destination.

LAST YEAR, Fort Stockton received a grant from the Texas Historical Commission and City Manager *Mark Ness* advises us that one of the three existing original officers' quarters has been acquired.....*Ness* says, "We are presently involved in completing a comprehensive master plan for the historical district of Fort Stockton.....the property we've acquired will be restored as near to the original as possible but it will need extensive restoration."

"TEXAS BOAT RAMP LOCATIONS" is the bold title of the large brochure map produced by the Boating Trades Association of Texas.....a supply has been sent to the DHT bureaus for free distribution.....the base map is the DHT Departmental Map which may cause a little confusion to users.....since for the convenience of the traveling public some highways are "signed" differently from the way they are officially designated by DHT commission minute orders.....the *Departmental Map* shows the officially designated highway number.....while the *Official Highway Travel Map* reflects the signing seen by the motorist.

PRELIMINARY FIGURES show that DHT spent slightly more than \$9 million picking up trash along Texas highways last year.....a substantial increase over \$7.2 million spent in 1978.....and all the funds could have gone for bridge and highway maintenance—if motorists properly stowed their trash.

THE TRAVEL & INFORMATION DIVISION is shooting for an early production date for 100,000 Spanish language folders to promote Texas tourism by our southern neighbors.....the 4"x9" brochures will have an English language counterpart of the same number.....*Neal Spelce & Associates* will handle the design of the new pieces.

STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

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EL PASO tourist officials took exception to the Nacogdoches bumper sticker which labels the East Texas city as the "oldest town in Texas".....El Paso C&VB Director *Robert Knight* points out that Ysleta is the oldest European settlement in the state.....but he concedes Nacogdoches was one of the first Texas cities to be incorporated.

BRIEFLY: The aforementioned *Robert Knight* has been named to the Discover Texas Association board of directors.....and Sea-Arama General Manager *Dale Ware* has added the title of president of the attraction.....the Pharr CofC has adopted a new slogan to identify one of its attractions for winter visitors—"RV Park Capital of Texas".....a new quarterly publication will be produced by the Midland CofC.....appropriately called "Midland Magazine."

ACCOLADES SHOULD GO to two Texas tourist areas.....First: Laredo's unique brochure is just the right size, 4"x9", to fit in literature racks and #10 envelopes.....and has the name at the top where it belongs.....with the cover picturing life-size jalapenos, green with a couple of contrasting red ones.....the copy inside: "If words could describe los dos Laredos, a few might be..." Then single Spanish words titling eight striking photos: *Apasionado, Tropico, Autentico, Romantico*" and on.....their one-third page ad in *Texas Monthly* also caught our eye.....it featured one of the eight photos in the brochure.....to applaud, we say, "Fantastico, Laredo!"

THE SECOND ACCOLADE goes to South Padre Island for a full-page color ad in *Texas Monthly* —the same March issue.....headlined boldly in blue, "The Coast Is Clear," it's illustrated by a spectacular aerial of the island.....and other beach and water scenes.....the ad invites visitors to write for a brochure or call toll-free for beach, weather and fishing conditions.....and, to make sure readers know where South Padre is, a section map pinpoints the location.....in Texanese, "You done good, South Padre!"

FROM THE ARLINGTON meeting of Texas Association of Campground Owners in mid-February came this report by TACO Secretary *Belle Jordan*, "Both TRVA and TACO see a good year ahead for camping.....people are repairing recreational vehicles and taking shorter trips.....but they are still camping."

AROUND THE BUREAUS—Texas visitors entering the state at Waskom and leaving via Texarkana may have done a double-take recently if they stopped by the bureaus.....*Melissa Heard* may have assisted them at both stops—the Certified Professional Travel Counselor recently relocated to Texarkana.....Capitol bureau Supervisor *Jim Garner* reports a recent visitor asked for a copy of the book, "Texas - Land of the Living." *Garner* is proud of the Austin CofC billboard on U.S. 290 West that welcomes visitors to the "Capital of Texas".....and urges them to visit the DHT visitor information bureau in the Capitol.

BOX SCORE—Although three DHT tourist information bureaus reported increases in a comparison of Februaries, overall a decrease of 11.6% was totaled. **Amarillo**, +13.1%; **Denison**, +5.6%, and **Texarkana**, +5.2%, were the bureaus showing increases over February 1979. For the first two months of 1980, a comparison with those 1979 months shows a decrease of 8.3%. The visitor information bureau in the **Capitol** is not included in the comparisons because of the wide fluctuations between legislative and nonlegislative years.

Bureau	Month Total Visitors	Variation	Year Total Visitors	Variation	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation**
AMARILLO	6,843	+13.1%	13,671	+9.9%	ORANGE	24,639	-14.0%	52,809	-10.1%
ANTHONY	18,009	-19.9%	38,313	-17.7%	TEXARKANA	18,777	+5.2%	37,812	+8.8%
DENISON	9,063	+5.6%	19,125	+11.9%	WASKOM	15,864	-22.1%	35,004	-21.3%
GAINESVILLE	11,661	-25.1%	25,704	-11.0%	WICHITA FALLS	8,982	-9.4%	18,762	-10.4%
LANGTRY	6,507	-19.2%	12,114	-17.7%	Bureau Totals	131,736	-11.6%	274,716	-8.3%
LAREDO	11,391	-1.0%	21,402	+1.7%	CAPITOL	15,150		29,520	
Austin Office (mail, phone, walk-ins)						15,741	-4.9%	36,393	+11.2%