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Dallas Public Library

**THE NUMBER OF TOURISTS** stopping at department bureaus was 1.3% greater in February than in that same 1980 month — not including the 40,113 visitors who stopped at the **Valley** bureau near *Harlingen*.....the **Valley** bureau figure represents the third highest monthly total ever recorded at **DHT** bureaus.....only the 44,487 served at the **Orange** bureau in July 1978 and the 40,692 served there in July 1977 top the February total of the new **Valley** bureau, which opened last September.....complete figures are in the box on the reverse.

**1981 TTCC ITEMS:** The *Texas Travel Counselors Conference*, April 13 - 16 in *Abilene*, will feature the special awards luncheon on Thursday, April 16.....**DHT Commission Chairman A. Sam Waldrop** will address the **AAA** and **DHT** counselors and

bureau supervisors.....another highlight at the luncheon will be remarks by **Rep. Chris Semos** who is chairman of the *Texas Sesquicentennial Commission*.

**DTA PRESIDENT Jim Battersby** noted the February *Texas Travel Log* item thanking **ETCC** for their promotion of the official state travel magazine in their vacation guide.....and wrote, "...enclosed is a copy of the expanded second edition of our *Visitor Guide*...you will note we have continued to carry on the inside back cover the full-color ad for **TEXAS HIGHWAYS**.....with this printing, your ad will have been in 250,000 copies of the booklet".....we did, indeed, so note — and are grateful for the wholehearted support given by the *Discover Texas Association*.

**EVIDENTLY** the *Travel & Information Division* doesn't tell the story of its tourism efforts enough.....the fifth and final article on tourism in the *Southwest* appearing in **ADWEEK** noted, "It wasn't until 1980, in fact, that the *Travel Division of the Highway Department* put out a single piece of foreign language collateral, Spanish included. This is especially surprising considering the heavy tourism traffic originating from Mexico".....to set that matter straight: we've produced several foreign language folders, beginning in 1965.....these included *French* and *German* as well as *Spanish*.....we have even had a statewide travel film for free loan in those three languages.....and, of course, *Mexican* visitors at the bureaus along the border are greeted by counselors in the visitors' native tongue.....and other bureau personnel are fluent in several languages such as **Capitol Supervisor Jim Garner**, who has accompanied *French* visitors on tours as an interpreter.

**ODESSA IS PLANNING** month-long activities in July to celebrate the city's 100th birthday.....**Mayor Bob Bryant** has named 20 *Odessans* to plan the events.....wh ch will include historical reenactments, exhibits, publishing of historical info and a musical drama produced in coordination with *Odessa's Shakespearean Globe Theatre*.

**TEXAS WILL BE** on envelopes across the nation in 1986.....**Sesquicentennial Commission Chairman Semos** reported that the *Postal Service* has agreed to issue a special stamp honoring the state's 150th birthday.....**Postmaster General William Bolger** said the stamp would be created because *Texas* is the only state in the nation ever to have been a republic, **Semos** said.

**STATE REPRESENTATIVE Semos** said a state art museum is under consideration to help mark the 1986 *Texas* sesquicentennial.....**Semos** said that **Gov. Bill Clements** had asked him to draft a bill seeking authorization for the construction of a museum that would "rank with the finest museums in the world".....**Semos**, chairman, of the *Sesquicentennial Commission*, said the 1936 centennial celebration was marked by the construction of five museums across the state.....and there is no state art museum although several universities have such museums.

**1980 FISCAL YEAR FIGURES** show **DHT** spent about \$10.3 million picking up trash to keep *Texas* highways scenic.....the *Travel & Information Division* is continuing its efforts to reduce that unneeded expense — with maximum bookings of "A LITTER MESSAGE" film.....and with **TV PSAs**, antilitter folders and newspaper articles.....**DHT** district offices have also been active in publicizing the problem.....and the cost of battling it.....many communities are attacking the problem "litter-ally" — such as *Granbury's CofC*, which asked for and received a large quantity of antilitter folders.

**THE MILLIONTH VISITOR** to cross the threshold of the *Judge Roy Bean Visitor Center* at *Langtry* will arrive in late March.....and that traveler will be honored by the recognition.....**Supervisor Jack Skiles**, working with the *Del Rio CofC*, is handling details.....the facility opened Nov. 15, 1968.

**THE NORTH TEXAS TOURISM COUNCIL** has created a tour planners' manual.....the new manual features information on the wide variety of attractions available to visitors to the metroplex.....including accommodations, itinerary suggestions and commissionable rate structures.....to obtain a copy, write to **TOUR MANUAL**, P.O. Box A, *Arlington* 76010.....or call 817/265-7721.

**VISITORS TO THE FREDERICKSBURG Easter Fires Pageant** April 18 will have the opportunity to tour old homes that Saturday from 2 to 5 p.m.....courtesy of the *Gillespie County Historical Society*.....a cast of more than 800 will perform the pageant which blends the "Fable of the Easter Bunny" with the history of the founding of *Fredericksburg*.....the *Easter Fires Pageant* begins at 8:15 p.m.

**BBC IN LONDON** hosted a premiere of its documentary on the *Confederate Air Force* in early February.....the 50-minute film was part of the BBC series "The World About Us".....BBC film producer **Tony Salmon** reported a favorable reception adding, "Many of the people at the premiere said it was the best aviation film they had ever seen".....the BBC production crew was in *Harlingen* last October.

**THE DELEGATE TOTAL** for *CONEXPO '81* set an all-time record for *Houston* — 93,793 delegates.....all in all in January, the city hosted 66 conventions with attendance of 144,991.....the *Greater Houston Convention & Visitor Council* reported that the 1981 figures compared to 51 conventions with 40,545 attending in January 1980.

**IN ADDITION** to greeting millions of visitors to *Texas*, tourist bureau personnel also carry the *Texas* tourism story to their local communities.....in 1980, bureau personnel made 277 appearances.....giving speeches before civic groups, participating in radio and TV news spots and newspaper stories.

**NEW BRAUNFELS CofC** reported that inquiries for the "Fun Trip" program were running 139% ahead of last year.....*Convention & Tourism Chairman Ed Henkel* said the increase resulted from upping the available advertising funds 25%.....the *Fun Trip* is the CofC's late fall, winter and early spring promotion to boost *New Braunfels'* tourism during the off-season.....special rates and attractions are given by participating interests.

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

**AROUND THE BUREAUS** — *Capitol Bureau Supervisor Jim Garner* says that most requests for a DHT state map are accompanied by an explanation of why it is needed.....and **Garner** is carefully logging the reasons. The latest, he reports, was from a very tiny elderly lady who wanted an official map "because they are one of the few that have all the funny little roads shown".....*Langtry Supervisor Jack Skiles* is a noted authority on cacti and other *Southwestern U.S.* plants and on anthropology.....he also is recognized for his knowledge of the *American Indian*.....latest to share his knowledge was the *Ozona Historical Society*.....*Anthony Bureau Supervisor Skip Birkner* was able to help a couple looking for a retirement home — at least he was able to route them (to *Uvalde County*) when they said they were looking for "Utopia".....**Birkner** has recently been selected as board member of the *Discover El Paso Association*.....new president of *DEPA* is **Sue Serna**, manager of the *Rodeway Inn*. The new *Valley* bureau near *Harlingen* is getting recognition from Texans and visitors alike.....*Supervisor Berni Taylor* reports that *Winter Texans* say that the bureau is an attraction in itself.....and several bus tours from *Dallas* made a point of stopping there after reading about the bureau in their local newspapers and *Texas Highways* magazine. Former *DHT Commissioner Ray Barnhart*, now *FHWA* administrator in *Washington, D.C.*, called the *Texarkana* bureau to get the name of a florist so he could have a floral greeting sent to an area resident.

**BOX SCORE** — All but three of the 11 DHT bureaus reported an increase in a comparison of February 1981 and February 1980.....bringing the year-to-date comparison slightly ahead of the first two months of 1980 — 0.8%.....the **Valley** bureau, which has reported ever-increasing totals since its September 1980 opening, registered the third greatest number of tourists served in the history of *DHT* bureaus.....the **Gainesville** bureau total reflected the greatest increase in a comparison of Februarys — + 12.9%. In the comparison below, **Capitol** bureau totals are not included because of annual fluctuations caused by biennial legislative sessions.....nor is the **Valley** bureau figure included.

| Bureau      | Month Total Visitors | Variation* | Year Total Visitors | Variation* | Bureau                                | Month Total Visitors | Variation* | Year Total Visitors | Variation* |
|-------------|----------------------|------------|---------------------|------------|---------------------------------------|----------------------|------------|---------------------|------------|
| Amarillo    | 7,125                | + 4.1%     | 14,907              | + 9.0%     | Orange                                | 24,102               | - 2.2%     | 50,472              | - 4.4%     |
| Anthony     | 17,211               | - 4.4%     | 34,443              | -10.1%     | Texarkana                             | 19,581               | + 4.3%     | 40,026              | + 5.9%     |
| Denison     | 9,741                | + 7.5%     | 20,754              | + 8.5%     | Valley **                             | (40,113)             |            | (69,705)            |            |
| Gainesville | 13,161               | +12.9%     | 28,311              | +10.1%     | Waskom                                | 16,683               | + 5.2%     | 35,892              | + 2.5%     |
| Langtry     | 7,065                | + 8.6%     | 13,350              | +10.2%     | Wichita Falls                         | 9,360                | + 4.2%     | 19,674              | + 4.9%     |
| Laredo      | 9,462                | -16.9%     | 19,101              | -10.8%     | <b>Bureau Totals</b>                  | 133,491              | + 1.3%     | 267,930             | + 0.8%     |
| Capitol     | 18,399               |            | 37,191              |            | Austin Office (mail, phone, walk-ins) | 21,948               | +39.4%     | 38,209              | + 5.0%     |

\*Compared to last year



STATE DEPARTMENT OF HIGHWAYS  
AND PUBLIC TRANSPORTATION  
TRAVEL AND INFORMATION DIVISION  
AUSTIN, TEXAS 78701

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