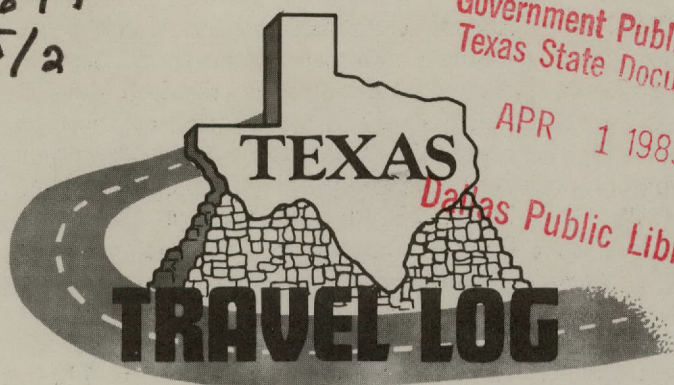


H1473.6

T697

85/2



February 1985

**OUR NEW-FORMAT** *Calendar of Texas Events*, covering three months instead of six, is now available for the springtime March, April and May period. Copies went to every newspaper, radio, and TV station in Texas. National-circulation media, who work on longer advance schedules, were mailed pre-press galley. Assoc. travel editor **Dick Roberts** reports those event-hungry publications included *Southern Living*, *National Geographic Traveler*, and Bell System's Epcot Center. Regional publications supplied with advance listings include *Houston Home & Garden*, AAA's *Texas Motorist* and *Club Life*, *Ultra*, *Third Coast Magazine*, and *Texas Monthly*.

**TEXAS' YEAR-ROUND BUSIEST** Tourist Bureau is in Orange at the state's southeast corner on I-10. Bureau manager **Bill Naivar** directs a team of travel counselors who serve more than 400,000 face-to-face visitors a year. Southeast Texans often take note of the public-service efforts. On two weekends in January, both the *Orange Leader* and *Beaumont Enterprise* published Sunday supplement features – lavish with pictures and anecdotes – devoted to the bureau and its staff.

**A REPRESENTATIVE** of the Thai government recently visited Austin to observe the Texas legislative process. He stopped at our Capitol Information Center for tourist literature and spied the statue of Sam Houston. The visitor explained to Travel Counselors **Mary Ulrich** and **Brenda Steen** that Sam Houston was his hero and asked if they'd do him the honor of posing by the statue with him. He said the photo will hang in the hallway of the governing body of Thailand.

**EVERYBODY** likes to get his picture in the paper . . . even better when it's in the state's pictorial brochure, *Texas, the Friendship State*. A beaming traveler from Abilene stopped by the Orange Tourist Bureau and obtained a couple of copies of the brochure to treasure with familial pride. A photo on page 17 shows him and his family viewing the art treasures in Fort Worth's Amon Carter Museum of Western Art. As a matter of information, millions of people throughout the United States and the world will view that picture – that's the kind of distribution our Texas travel literature enjoys.

**THE FOLKS FROM** our Public Information Branch headed by Don Clark, Public Information Officer, answered more than 12,000 phone inquiries about driving conditions during nine or so really bad-weather days so far this year. During the worst of the winter-storm conditions, several manned the phones 24 hours a day, catching sleep on office desks and chairs.

Government Publications  
Texas State Documents

APR 1 1985

Dallas Public Library

**DESPITE MORE THAN A THOUSAND FACES** funneling through the Orange Tourist Bureau every day, travel counselor **Debbie Harris** astonished a family group who appeared in mid-January: "Weren't y'all here last year?" Indeed they had been. But Debbie doesn't really have total recall; these weren't the typical tourist party: mom and dad with six children, all speaking with a distinctive Scottish burr. They're sheep ranchers in the Scottish Highlands, and Texas is their favorite vacationland. Last year they explored South Texas and the Rio Grande Valley. This year **Debbie** marked them a travel route from Orange to El Paso, and loaded them up with tips about tourist features all along the way. They left "glowing" with Texas hospitality, "Where they even remember ye!"

**TO BETTER SERVE** the public, two Texas Tourist Bureaus can provide expanded services for the handicapped. **Debbie Harris**, Orange Tourist Bureau, and **Lucia Fonseca**, Valley Tourist Bureau, can now communicate with the deaf through sign language. **Lucia** attended class at Texas State Technical Institute in Harlingen, while **Debbie** studied at Lamar University in Beaumont. **Lucia** explained there are over 3,000 hearing-impaired persons in the Valley and only a few people are qualified to communicate with them. **Debbie** cited a desire to help the handicapped as her reason for attending classes.

**SOUTHFORK RANCH**, of the TV show *Dallas*, is still a big attraction for visiting Winter Texans. **Darlene Jones** at our Texas Tourist Bureau in Waskom fielded a question from an elderly tourist couple. **Darlene** informed the wife that Southfork had been sold and will be converted into a hotel where accommodations could cost around \$1000 per night. As they were leaving, the woman was overheard to comment that for that price, the room had better come with JR Ewing himself. The husband's reply wasn't noted.

**READER'S DIGEST** Senior Staff Editor **Carroll Calkins** recently asked for our input about interesting Texas visitor sites that are *Off the Beaten Path*, the title of the new travel book to be published in the spring of 1987. Texas' maximum share of listings is pegged at about 30. Researching nearly two thousand visitor sites carried in our tourist literature, travel editor **Richard Pierce** came up with 35 "musts." It was painful; we could have provided at least 200.

**THE 1984 FIGURES** are out and they indicate the Travel and Information Division of the highway department distributed over eight million pieces of tourist literature through our 12 Texas Tourist Bureaus and by mail. Over three million brochures and pamphlets were our own state travel publications. Another five million came from statewide sources such as chambers of commerce and tourist attractions.

**RECENT DEDICATION** ceremonies celebrated acquisition of a Texas Historic Landmark Plaque for the Hotel Faust in New Braunfels. Friends and city officials, including Mayor Barbara Tieken, looked on as chamber of commerce executive Tom Purdum emceed the occasion. The hotel first opened for business in October, 1929, under the name Travelers Hotel. Considered chic for its time, the facility provided accommodations for the infant tourist and convention industry. It was renamed "Faust" in 1936 after a prominent New Braunfels family on whose property the hotel was built.



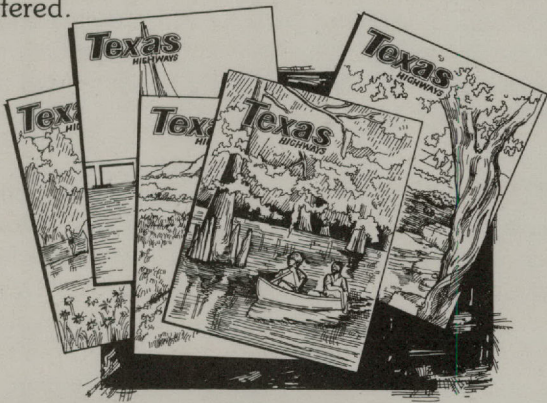
STATE DEPARTMENT OF HIGHWAYS AND PUBLIC TRANSPORTATION

TRAVEL AND INFORMATION DIVISION • AUSTIN, TEXAS 78701



**MAN'S ADAPTATION** to the desert is the theme of an inside/outside museum in El Paso. The Wilderness Park Museum provides a home for the El Paso Archaeological Society founded in 1923. The museum, operated by the city, highlights the life of man from early times to the Indian of today. Outside the museum is a nature trail designed with the photography buff in mind. Using the Franklin Mountains as a backdrop, the trail has reproductions of a Pueblo ruin and kiva (ceremonial center). An average of 30,000 visitors, from all 50 states and 32 foreign countries, visit the free museum annually. For additional information contact Mr. Alex Apostletes, 2 Civic Center, El Paso, 79999, (915) 755-4332.

**THE TEXAS PARKS AND WILDLIFE DEPARTMENT** recently unveiled a revised five-year plan to manage Matagorda Island. Under the state plan there'll be limited recreational activities, including camping, interpretive programs, hiking, boating, fishing and beach-related activities. But there'll be no causeway or traffic, and private development will be banned. Access to the island will continue to be by private or charter boat, but a boat shuttle service eventually may be offered.



**SPRING SEASON** will commence on March 8 for the Alabama-Coushatta Indian Reservation, east of Livingston. Seasonal operating hours through May 26 will be: 10:00 a.m.-5:00 p.m. Wednesday through Saturday, and noon-5:00 p.m. on Sunday. Summer operating hours in effect May 27-September 2 will be: 10:00 a.m.-6:00 p.m. Monday through Saturday, and 12:30-6:00 p.m. Sunday. The reservation offers family activities including Big Thicket tours, tribal dances, camping and facilities including a museum, gift shop, and restaurant. For more information call (713) 563-4391, or in Texas call toll free 1-800-392-4794.

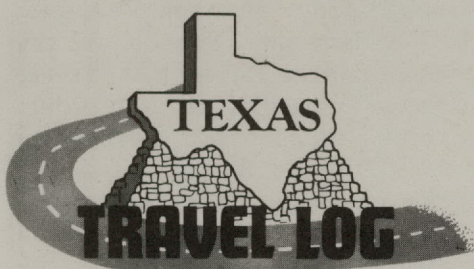
**"THE SUN HAS RIZ**, the sun has set, and here we is in Texas yet..." That old Texas saying was reinforced by Rand McNally's new *Road Atlas* that cites both distance and driving time from the Louisiana Line near Shreveport, across the state's middle to El Paso at Texas' western tip: Approximately 800 miles and 18 hours of continuous driving. But you'd better keep your pit stops brief, and there's no time for even one nap in that schedule.

**APRIL MEANS BLUEBONNETS** at *Texas Highways*. And, as usual, the April issue of the magazine will be full of them, also Indian paintbrush, phlox, primroses, coneflowers, and prickly poppies. In addition to flowers, the magazine travels to Fiesta, San Antonio's biggest party of the year. It lasts 10 days around San Jacinto Day every April, and includes eight parades, 17 beauty queens, and more fajitas than a cookoff. After a "Night in Old San Antonio," the magazine tells the story of the charros and charreadas in a special feature. Then travel to the coast to see migrating birds on their way north for the summer, and visit an old hotel that has been a mainstay on the waterfront at Palacios for 80 years.

**JANUARY BOX SCORE:** Bad weather doesn't seem to have slowed tourists traveling into Texas. Most bureaus reflect an increase, led by Texarkana with +31.1. Ann Dean, bureau manager, noted "it was that time of year." She also reported an increase in organized bus tours. Many travelers commented they were readers of *Texas Highways*, which possibly increased their interest in Texas travel. A complete bureau-by-bureau tabulation for January follows.

Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*	Bureau	Month Total Visitors	Variation*	Year Total Visitors	Variation*
Amarillo	7,938	+ 11.0	7,938	+ 11.0	Orange	27,522	- 5.8	27,522	- 5.8
Anthony	18,678	+ 1.2	18,678	+ 1.2	Texarkana	21,309	+ 31.1	21,309	+ 31.1
Denison	13,425	+ 7.4	13,425	+ 7.4	Valley	54,762	+ 24.6	54,762	+ 24.6
Gainesville	16,614	- 4.8	16,614	- 4.8	Waskom	18,519	+ 5.4	18,519	+ 5.4
Langtry	5,394	+ 0.8	5,394	+ 0.8	Wichita Falls	9,114	- 7.7	9,114	- 7.7
Laredo	12,783	- 3.6	12,783	- 3.6	<b>Bureau Totals</b>	239,181	+ 11.2	239,181	+ 11.2
Capitol	33,123	+ 37.9	33,123	+ 37.9	Austin Office (mail, phone, walk-ins)	12,650	+126.2	12,650	+126.2

\*Compared to last year



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

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

ADDRESS CORRECTION REQUESTED  
RETURN POSTAGE GUARANTEED