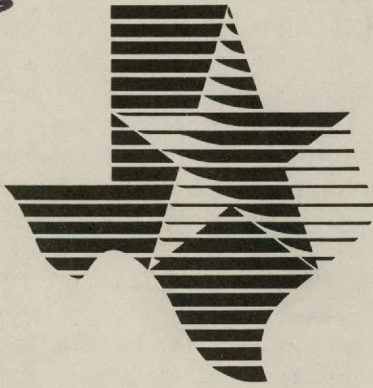


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TEXAS TRAVEL LOG

State Department of Highways and Public Transportation, Austin, Texas

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OUR TEXAS TRAVEL COUNSELORS are doing their best to persuade each party of visitors to Texas to spend an additional day enjoying our Lone Star State. If each party stays an extra day, travel expenditures would increase by \$2.5 billion annually, estimates the Bureau of Business Research at the University of Texas.

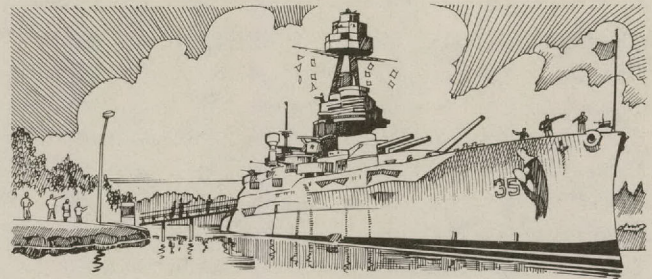
A WELCOME VISITOR to our Texas Tourist Bureau in Texarkana was retired bureau manager *Eddie Mathews* and wife *Mary*. They reported they were en route home from a vacation at Nashville, TN, where they did not see a single Country-Western singer or hear one Country-Western song. Now, *that's* incredible!

A BUS LOAD OF GERMANS stopped at our Texas Tourist Bureau in Waskom on their sightseeing tour of the United States. What made their visit unusual was their huge German-made hotel on wheels, complete with lounge, kitchen, and sleeping facilities. "Definitely not your run-of-the-mill tour bus," according to counselor *Darlene Jones*.

THE SUMMER TEXAS EVENTS CALENDAR, just released, offers everything from major international events to down-home country fun. Texans and visitors alike take to the outdoors with picnic-style festivities, an astonishing variety of outdoor musical events, art shows, air shows and rodeos, cookoffs of all persuasions, and contests of all kinds ranging from corn cob throwing to "Miss Vacant Lot of the World and Surrounding Counties." It's available free at all Texas Tourist Bureaus, or by writing *Texas Events Calendar*, P. O. Box 5064, Austin, TX 78763. Have fun!

MORE THAN 100 VISITORS joined a number of dignitaries at our Texas Tourist Bureau at Harlingen for special National Tourism Week open house activities. Harlingen Mayor *Bill Card, Jr.* issued a special NTW proclamation on the spot. Also attending were *Lyle DeBolt* of Texas Tourist Council and the department's district engineer, *G. G. Garcia*. The open house was cosponsored by our bureau, the Harlingen chamber of commerce, and a number of local businesses.

TEXAS TRIVIA: Where is the highest waterfall in Texas?



THOUSANDS OF VISITORS SWAMPED our three Texas travel counselors during the mid-May centennial celebration at the State Capitol. The weekend-long festivities brought throngs of visitors, report counselors *Joe Maxwell*, *Prissy Salm*, and *Todd Benett*, "so many it was nearly impossible to keep count."

A NEW ATTRACTION at our Judge Roy Bean Visitor Center at Langtry is a flock of 15-20 hummingbirds. "People are having more fun watching the hummers at the feeders than visiting the Jersey Lilly or examining the cactus garden," said counselor *Cheryl Cash*.

ELECTRONIC ACCESS to addresses of travelers who have requested tourist information about Texas is now available to the Texas tourist industry from the highway department. The addresses are organized, updated weekly, and stored in a new electronic bulletin board accessible by phone. The data may be used to create promotional mailings aimed at select areas of the nation and the state. While there is no cost for the service, users do need to become subscribers. Call *Linda Fredrickson* at 512/463-8598 for details.



THE 50TH ANNIVERSARY of our Texas Tourist Bureau at Laredo was the occasion for a National Tourism Week Open House celebration. Among the many visitors, news media representatives, and dignitaries on hand were State Senator *Judith Zaffirini* and State Representative *Henry Cuellar*, who presented the bureau staff with a commendation citing their contributions to tourism in Laredo.

ODDS 'N ENDS AROUND THE BUREAUS....

Orange city councilwoman *Ann Kate*, bureau manager *Pam Crew*, and Orange police officer *R. J. Wells* teamed up to "capture" tourists *Frank* and *Reba Ghione* of Hollister, CA, and treated the couple to a tour, lunch and lodging — all in recognition of National Tourism Week.... And local Wichita Falls television interviewed bureau manager *Jack Conley* on the subject of tourism during NTW.... Bureau manager *Melissa Heard* and counselor *Darlene Jones* of our Texas Tourist Bureau at Waskom presented a special program on tourism to the Rusk County Chamber of Commerce at Henderson.... Counselors at our Texas Tourist Bureau in Denison watched open-mouthed when a woman drove up in her Cadillac, got out, removed her blouse, got back in, and drove off. "I didn't even get to give her a map," laughed bureau manager *Mike Harwell*.

TEXAS TRIVIA ANSWER: Capote Falls near Candaleria in Presidio County is Texas' highest waterfall. It drops 170 feet.

BEST-LAID PLANS often go awry, and that's what happened to our May issue of *Texas Travel Log*. The box containing all the issues for our subscribers was lost somewhere between the print shop and our mail room, two buildings away! Result: we had to reprint some 900 copies. And *that's* why your May issue was late. Our apologies.

MORE BITS AND PIECES.... In a new twist, counselors of our Texas Tourist Bureau at Amarillo invited local citizens to become tourists for a day, and helped host tours of local attractions.... *Archie "Skip" Birkner* is manager of our Texas Tourist Bureau at Anthony; and he's also MSGT *Birkner* of the Texas Air National Guard as he does his two-week stint of active duty with the security police at Holloman AFB, NM.... Counselors at our Waskom bureau baby-sat a cello for a lady, when she didn't want to leave the instrument in her hot car while she picnicked in the bureau's park.



SUMMER VISITOR HOURS AND SERVICES

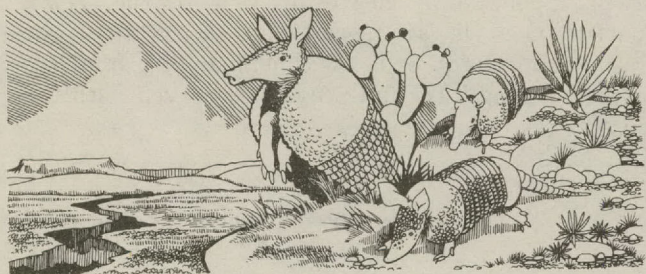
will be expanded through Labor Day at the Guadalupe Mountains National Park, according to Park Superintendent *Karen Wade*. The park's temporary visitor center, just off U.S. 62/180 near Pine Springs, will be open 7 a.m. - 6 p.m. daily, while the access road to the McKittrick Canyon day use area will be open 8 a.m. - 7 p.m.. Evening campfire programs and guided hikes will also be offered during the summer season. Call 915/828-3251 for schedules and additional information.

A UNIQUE CELEBRATION linking Texas with the American Revolution will be held June 11 at the old Spanish fortress, the presidio La Bahia at Goliad. It was from the presidio that Spanish soldiers fought with General Bernardo de Galvez against the British in campaigns that ranged from Florida to present Louisiana, at the time when Spain joined France as an ally of the American colonists in their fight for independence. Throughout the day, a living history program complete with period uniforms and weaponry re-creates the life of a Spanish soldier on the Texas frontier. Call 512/646-3751 for details.

TEXAS HIGHWAYS for July takes you up the Concho River to view Indian pictographs, to fascinating Market Square in San Antonio, to popular Inks Lake State Park, with a taste of pies, pickles and jujubes along the way. It's all waiting for you at your local newsstand for only \$2. Or your \$10 subscription gets you 12 issues — a whole year! Such a deal!

VISITORS TO EL PASO will want to take in the El Paso Centennial Museum on the campus of the University of Texas at El Paso. In addition to exhibits on natural history, anthropology, and rocks and minerals of the Southwest, this fine museum offers a host of special displays and programs, ranging from lectures and storytelling to interactive science exhibits. Call the UTEP News and Publications Office at 915/747-5526 for programs and schedules. Open 10 - 4:30 Tuesday through Friday, and 10 - 4 Saturday.

A SELDOM-SEEN COLLECTION of gold, silver, and jewel-encrusted decorative pieces from the estates of Swiss nobility will be on display June 25 - August 21 at the Kimbell Art Museum in Fort Worth. Included are Renaissance jewelry, personal items such as cigarette cases and snuff boxes, and several superb works by Fabergé. For information call 817/332-8451.



REFERENCE COPIES of the popular *A Birder's Guide to Brownsville*, recently issued by the Brownsville Economic Development Foundation, are now available to tourist bureaus and other travel-related organizations. A toll-free call to 1-800-626-2639 will get you a copy.

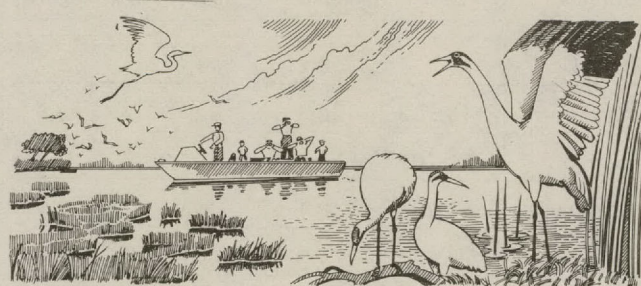
A NAVAJO COUPLE from Arizona recently visited Harlingen to see their son graduate from the Marine Military Academy there. He had been attending the military prep school on a scholarship provided by the reservation. While in Texas, the couple visited Corpus Christi for their first glimpse of an ocean. They were so impressed, they told counselor *Lucia Fonseca* at our Valley Tourist Bureau, that they are seriously considering leaving the reservation and making their home in the Valley.

A NEAT PLACE to take visiting children is Austin's Children's Museum. This hands-on museum features constantly changing exhibits and programs. June 25 through August 7 "Exploring Microspace" takes a fascinating look at the instruments that scientists have used to explore the mysterious microscopic world — and what they've found there. Call *Nan Schwetman* at 512/472-2499 for more information on this special place for kids.

THE EXCITING STORY of "Black Wings: The American Black in Aviation" is on exhibit at Science Place I in Dallas' Fair Park. Organized by the Smithsonian's National Air and Space Museum, "Black Wings" tells of black experiences from Eugene Bullard's World War I service in France to black astronauts assigned to the space shuttle. On display 9:30 a.m. - 5:30 p.m. Tuesdays through Sundays to July 17. For details call 214/421-DINO.

1988 SUMMER FESTIVAL CONCERTS are now under way at Festival Hill in Round Top. Ranging in scope from chamber music through symphonic selections, the programs also spotlight a number of soloists and young artists. Friday evenings, and Saturday afternoon and evenings through July 21. Visitors are welcome to picnic before the concerts. For more information, call 409/249-3611.

ALSO AT FESTIVAL HILL, in celebration of the 150th anniversary of Swedes in Texas and the 350th anniversary of Swedes in the United States, there's a special exhibition of selections from the Swedish Decorative Arts Collection. It's displayed in the David W. Guion Room and will also be open following each concert of the summer season.



3RD ANNUAL TEXAS TRAVEL SUMMIT planning is well under way, according to cosponsor Discover Texas Association. This year's meeting will be held September 11-14 at the Hilton Palacio del Rio in San Antonio and will feature an array of industry speakers, a series of workshops, and the annual Media/Suppliers Trade Show. Entertainment will include an evening at Sea World.

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SPORTING A NEW LOOK, our Texas travel counselors are shifting into smart new summer uniforms. For the ladies, beige slacks are set off by pale blue shirts and bolo ties with the Texas seal. For the men, it's Western-style beige trousers, pale blue shirts, Texas belt buckles and bolo ties.

CONGRATULATIONS to *Johnny R. Johnson*, newly appointed executive director of the Texas Tourism Council. He served as assistant to the president of the new Texas Chamber of Commerce prior to joining TTC and previously served with the West Texas Chamber of Commerce.

Bureau	Month Total Visitors	Percent Variation*	Year Total Visitors	Percent Variation*	Bureau	Month Total Visitors	Percent Variation*	Year Total Visitors	Percent Variation*
Amarillo	12,474	+ 3.2	44,226	- 3.7	Orange	35,658	- 4.9	165,432	- 6.5
Anthony	15,633	+28.3	93,783	+ 8.6	Texarkana	27,681	+ 23.8	107,736	+ 5.9
Denison	20,202	-14.0	80,388	- 14.2	Valley	18,516	+ 1.9	206,946	+ 3.8
Gainesville	19,434	+ 0.1	91,431	+ 0.9	Waskom	26,976	- 12.6	117,048	- 8.5
Langtry	8,643	+ 1.1	48,786	+ 3.4	Wichita Falls	16,902	- 0.2	68,487	+ 3.7
Laredo	21,459	+ 4.8	119,382	+ 8.5	Bureau Totals	284,736	+ 3.8	1,374,624	- 3.4
Capitol	61,158	+16.7	230,979	- 16.5	Austin Office (mail requests)	DHT 11,553	DOC 45,825	DHT 50,893	DOC 152,562

*Compared to last year

MAY BOX SCORE: Here's a complete bureau-by-bureau tabulation for the month of May 1988, plus DHT's tourist literature mail services (DHT) and those performed for the Department of Commerce's tourism division (DOC).