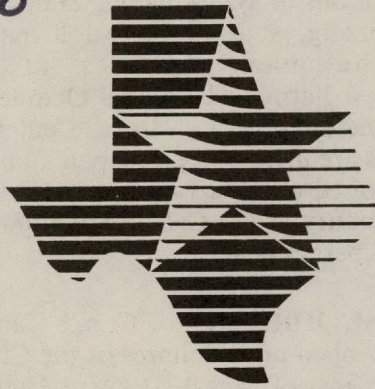


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TEXAS TRAVEL LOG

State Department of Highways and Public Transportation, Austin, Texas

October

Travel & Information Division, 11th & Brazos, Austin, Texas 78701 512/463-8595

1987

RICHARD H. PIERCE, long-time editor of travel literature for the Travel and Information Division, has been named director of the newly-formed Support Services Section. As such, *Pierce* will oversee audiovisual production, automation functions, and travel publishing. Pending is the appointment of a manager to head the new Travel Publishing Branch which combines travel literature and mail operations functions.

THREE OF OUR TRAVEL COUNSELORS participated in the grueling 8-day, 32-city, 1632-mile fam tour sponsored recently by the East Texas Chamber of Commerce. *Delonda R. Clark* and *Darlene Jones* of our Orange and Waskom bureaus took the northern route, while *Mary Ulrich* of our Capitol Visitor Center, along with *Texas Highways* associate editor *Rosemary Williams*, made the southern loop.

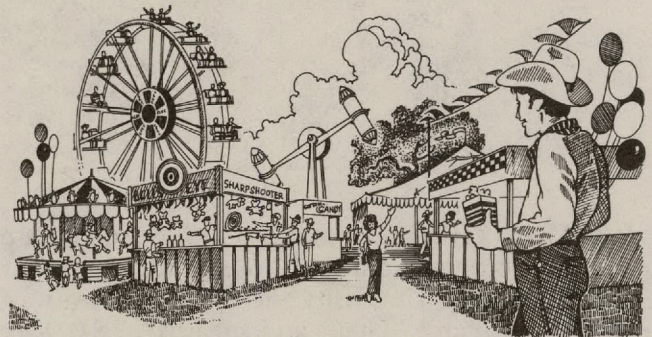
NEWLY APPOINTED MANAGER of our Texas Tourist Bureau at Waskom is *Melissa A. Heard*, a 13-year veteran travel counselor. Earlier this year, she was named recipient of the 1987 Roadrunner Award that recognizes superior achievement in the statewide travel-tourism industry. She replaces *Milton Meharg*, recently appointed director of travel services at the Austin office.

TWO FIELD REPRESENTATIVES of Fort Sam Houston's Academy of Health Sciences preventive medicine unit recently visited the Langtry area to collect specimens of enomous animals, insects, and reptiles. Manager *Neil Billings* of our Judge Roy Bean Visitor Center, an expert on local flora and fauna, directed them to several likely spots. The two scientists gathered several prime black bark scorpions — fortunately, *not* on the Visitor Center grounds!

ODDS 'N ENDS AROUND THE BUREAUS

Sea World came to Texarkana last month when the attraction's 193-foot-long blimp hovered for several minutes over our Texas Tourist Bureau there, reports counselor *Dawn Worthington* It is not uncommon during the summer months for travelers to appropriate bars of soap and rolls of toilet tissue from our Texas Tourist Bureau rest rooms for use in travel trailers, reports Texarkana bureau manager *Jack Conley*. But he was somewhat taken aback when a couple of foreign visitors broke a bar of soap in two, took half, and left the other half. "At least they weren't greedy!" he laughed

TEXAS TRIVIA—Who made the first map of Texas?



LOWER RIO GRANDE VALLEY SPONSORS of foreign exchange students frequently bring their charges to our Valley Texas Tourist Bureau at Harlingen to learn all about Texas and the Valley area. In addition to studying the free literature about Valley towns and attractions, the students view the special slide presentations in the bureau's small theater, reports counselor *Lucia Fonseca*. "This month we have had visits by students from Germany, Italy, and Austria," she said.

WE INVITE CITIES AND ATTRACTIONS with video tape programs about their facilities to provide copies to our 12 Texas Tourist Bureaus. We'll use 'em to train our counselors so they will be better equipped to tell the traveling public what you have to offer. Copies of our bureaus' addresses are available from our Austin office. Call *Venita Scheid* at 512/463-8583.

GALVESTON'S TALL SHIP *ELISSA* will hold its sixth series of day sails off Galveston October 16-25. The day sails provide increased opportunities for visitors to see the vessel under way. And folks in the Houston area are invited to participate in seven local media contests, the winners of which will go aboard for a day sail. For details, including sail dates and times, call *Olivia Meyer* at the Galveston Historical Foundation, 409/765-7834.

NEW C&VB DIRECTOR at New Braunfels is *Mona Lane*, according to chamber Executive VP *Tom Purdom*. *Lane* formerly held a similar post at the Seguin and Guadalupe County chamber.

AND THE SOUTH PADRE ISLAND V&CB also has a new executive director. She's *Nancy A. "Breeze" Carlile*. The Memphis native served most recently as membership director for the Austin-based Texas Tourist Council.



VISITING TOURISTS pumped \$17.29 billion into the Texas economy during 1986, according to a new survey by the University of Texas' Bureau of Business Research. That's an increase of 7.8% over the record \$16.2 billion spent here by tourists during 1985. Concurrently, travel-related employment climbed to 294,766 jobs.

THE JOURNEY TO ADVENTURE television travel show, carried by commercial and cable television systems across the nation, will feature "Festival Time in Texas" during October, November, and December. The film was produced by the department several years ago—but rodeos, chili cookoffs, and barbecues never go out of style!

FRESH-CHURNED BUTTER on slabs of hot bread, demonstrations of syrup making and candle dipping, taffy pulling, and cornhusk-doll making are among the many features at the 7th annual Martyn Farm Fall Festival October 17 and 18 at Armand Bayou Nature Center in Houston. Visitors are invited to participate in many of the activities, or to watch a variety of craftsmen ply their 19th Century skills. Call *Linda Kofler* at 713/474-2551 for particulars.

THE SECOND MAJOR UNIT of Choke Canyon State Park is now open on the shores of the Choke Canyon Reservoir just off Texas 72 about 11 miles west of Three Rivers. The Calliham Unit features 40 multiuse campsites, 20 screened shelters, a seven-lane boat ramp, designated swimming area, trails and concession facilities. Standard entrance and use fees are in effect. Call 512/786-3868 for information and reservations.



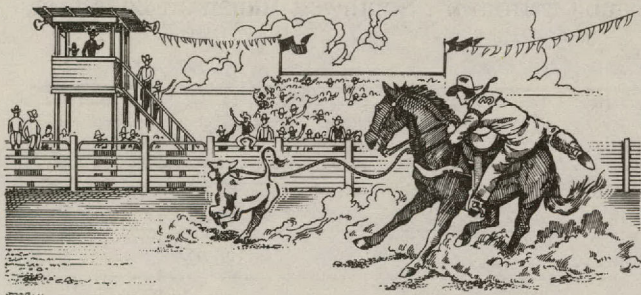
HOW'S YOUR TYRANNOSAURUS, REX? OI' Rex, together with eight other life-size robot dinosaurs, has invaded Dallas' Science Place at Fair Park, where they'll move and roar to the delight of visitors until next April. Built by Dinamation of California, the robots are a featured part of the exhibit and planetarium show that demonstrates how dinosaurs lived, what they ate, what ate them, and why they vanished. Open 9:30 a.m.—5:30 p.m. Tuesday through Sunday. Closed Mondays. Call 214/428-7200 for details.

PREFER BEATLES TO DINOSAURS? A nostalgic trip through the magical era of the Beatles, through sound, music, dioramas, videos and priceless Beatles memorabilia is on exhibit at Dallas' West End MarketPlace through January 3, 1988. Beatle City, presented by Southfork Ranch, is a treasure trove for Beatlemaniacs—never before shown outside of Liverpool, England. And Dallas is the only U.S. site for Beatle City. Open 11 a.m. to 10 p.m. Mondays through Thursdays, 11 a.m. to midnight Fridays and Saturdays, and noon to 8 p.m. Sundays. Call *Karen Conway* at West End MarketPlace for ticket and tour information. She's at 214/954-4351.

A HUGE MOUND OF PUMPKINS and reduced ticket prices greet visitors to Aquarena Springs Entertainment Park during its month-long Octoberfest celebration. Complete with corn stalks, scarecrows and "punkin" patches, the attraction also features traditional Octoberfest fare and German oompah music. Guess the number of pumpkins in the pile and win a complete park package that includes accommodations, park tickets, dinner and a round of golf. Open 10 a.m.—6 p.m., seven days a week, just off I-35 in San Marcos. Call *Art Jungwirth* at 512/396-8900 for additional information.

A PROFUSION OF PLANTS AND TREES may be found at the newly opened Corpus Christi Botanical Gardens. A project of the local Botanical Society, the lush gardens are at a turn in Oso Creek, just across the bridge over South Staples Street. Write the society at P.O. Box 81138, Corpus Christi 78412 for details.

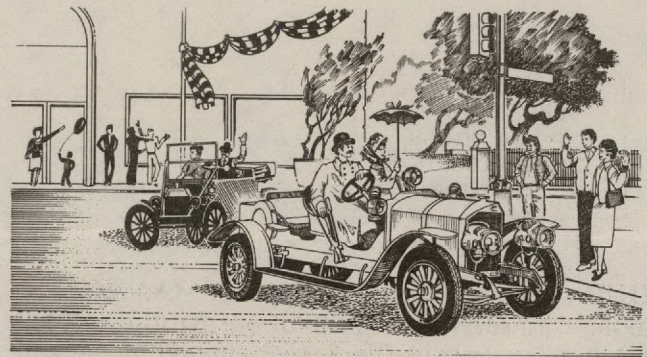
TAKE AN AMRCHAIR TOUR OF TEXAS and explore Houston's Wortham Center theater complex... browse through Dallas' rejuvenated West End Historic District market and entertainment complex... enjoy the ocean vistas and bird life that draw visitors to Rockport on the Texas Gulf Coast.... step back in time and visit boomtown Thurber.... and savor the flavor of a ranch Thanksgiving feast. It's all in the pages of the November *Texas Highways* magazine. On your newsstand for a mere \$2 — or 12 monthly issues delivered to your door for only \$10. Such a deal!



ORIGINALLY ESTABLISHED during the Republic of Texas era, the historic Fanthorp Inn in Anderson has been restored by the Texas Parks and Wildlife Department. Seven rooms and a barn offer a glimpse of Texas life as it was in the mid-1800s, when Anderson was in its heyday and the inn provided food and lodging for stagecoach-weary travelers. On Main Street south of the Grimes County courthouse in Anderson, about 9 miles northeast of Navasota on Texas 90.

MORE BITS AND PIECES.... *Rosemary Montes*, manager of our Texas Tourist Bureau at Amarillo, spoke to the "Leadership Amarillo" group about tourism and its impact upon the community and the state. The group is composed of up-and-coming community leaders.... *Elsie*, the Bordon cow, stopped by our Texas Tourist Bureau at Waskom en route with her "train" to a parade near Amarillo.... Mr. and Mrs. *Reagan Houston* of San Antonio, recently visited our Judge Roy Bean Visitor Center at Langtry. He served as chairman of the Texas Highway Commission 1973-79.

TEXAS TRIVIA ANSWER: The first known map of Texas was made by Spanish explorer Captain Alonzo Alvarez de Pineda in 1519 on his exploration of the Texas Gulf Coast. Today, more than 1.3 million copies of the Official Texas Highway Travel Map alone are distributed each year to travelers in the Lone Star State.



MINSTRELS AND MUSICIANS! They'll be joined by Shakespearean players, puppeteers, jugglers, madrigals, knights and ladies, artisans and craftsmen as the Texas Renaissance Festival celebrates its 13th year. The living history theme park is open Saturdays and Sundays from October 3 through November 17 at Plantersville. Call PR person *Betty Haring* for more information, 713/356-2178 or 713/827-8924.

MORE THAN 75,000 "WINTER TEXANS" flocked to the Rio Grande Valley last winter, according to a recently released study by business professors Dr. *Gilbert de los Santos* and Dr. *Vern Vincent* of Pan American University. Questionnaires returned by 1,222 Winter Texans indicate that 36 percent encountered no problems, and voiced no complaints. They said that climate and the friendliness of the people were two of the most important reasons for choosing to winter in the Valley. The visitors pumped some \$154 million into the local economy, the study reported, and the number of visitors is expected to increase again this season.

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TEXAS TRAVEL LOG



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OUR 12 TOURIST BUREAU MANAGERS, along with several members of our Austin staff led by director *J. Don Clark*, participated in the 2nd Annual Texas Travel Summit in Arlington in late September.

A NEW EDUCATION CENTER has been added to the popular Square House Museum at Panhandle. The auditorium-gallery also features classroom teaching areas and an art-pottery room. The opening exhibit is from the Southwest Indian art collection.

Bureau	Month Total Visitors	Percent Variation*	Year Total Visitors	Percent Variation*	Bureau	Month Total Visitors	Percent Variation*	Year Total Visitors	Percent Variation*
Amarillo	14,055	+ 29.9	105,981	- 2.3	Orange	26,970	- 17.0	324,753	- 9.5
Anthony	14,994	+ 0.3	140,814	- 5.3	Texarkana	19,461	- 19.0	190,026	- 31.3
Denison	16,014	- 35.9	177,531	- 25.5	Valley	11,745	- 31.5	261,558	- 17.2
Gainesville	15,675	+ 7.4	175,158	- 6.1	Waskom	27,942	+ 7.0	252,648	- 6.8
Langtry	5,736	+ 9.1	76,263	- 5.5	Wichita Falls	14,463	+ 12.6	140,184	- 0.9
Laredo	14,082	- 14.7	196,443	+ 10.3	Bureau Totals	221,331	- 7.5	2,523,213	- 10.7
Capitol	40,194	+ 1.9	481,854	- 8.0	Austin Office (mail, phone, walk-ins)	16,516	+ 60.6	232,715	- 0.8

*Compared to last year

SEPTEMBER BOX SCORE: Despite the resumption of school, half of our 12 Texas Tourist Bureaus registered gains compared to a year ago, although the overall number of visitors continues below the 1986 level. Here's a complete bureau-by-bureau tabulation for the month of September.