

TXD T1325.6 T697 97/12  
 2/15/98 2/03  
 D... 0610 6767481  
 University of Texas-Pan American  
 Texas State Document

E X A M P L E  
 U.S. GOVERNMENT DOCUMENT  
 DEPOSITORY LIBRARY NO 010  
 FEB 7 1998  
 UNIVERSITY OF TEXAS PAN AMERICAN  
 EDINBURG TEXAS 78539-2999

# Travel Log

A NEWSLETTER FOR THE TEXAS TRAVEL INDUSTRY

## COMING UP

A feasibility study by the Institute of Outdoor Drama supports plans to build a **regional cultural center** on the banks of **Cooper Lake**. The *Greenville Herald Banner* reports the first phase of the project includes construction of a 1,500-seat amphitheater that would provide the setting for summer performances of "Out of Darkness," an historical drama portraying the conflicts among the Caddo Indians, French explorers and Spanish missionaries in the 1500s and 1600s. Future plans include a museum offering further insight into Caddoan culture, a Caddo Indian village from 1000 A.D. and a small working farm representing the lifestyle of thousands of Northeast Texas families in the early 1900s.

Bergstrom Air Force Base in southeast Austin was closed in 1991. Now the six-square-mile area is rapidly becoming **Austin-Bergstrom International Airport**, a \$537-million facility that promises to spur development and jobs to replace the ones carried away by the Air Force. The *Austin-American Statesman* reports a cargo area on the airport's northwest side has already opened, with aircraft using a 12,250-foot runway left over from the base. The terminal will open with 20 gates, with an additional five to open soon after—nine more gates than the city's landlocked Robert Mueller Municipal Airport. Austin-Bergstrom is scheduled to open to passenger traffic in May 1999. By 2012, the airport is expected to attract more than 16,000 jobs and spur construction of a million square feet of retail, industrial and office space.

## PLACES

State dignitaries and city officials welcomed **Royal Norwegian Consulate General Odvar Mosnesset to Clifton** on December 6 for the official designation of Clifton as the **Norwegian Capital of Texas**. **Trudy Sheffield** of the Chamber of Commerce said since the resolutions passed the Texas House and Senate this past spring, the city has received incredible attention. The Norwegian Embassy in Washington, D.C., called with their congratulations. And a group of reporters from a television station in Norway returned to the Old Country with footage for a TV special on the Norwegian Capital of Texas. Clifton is home of the largest Norwegian American population in the South and Southwest. For more information, call the chamber at 254/675-3720.

December 4 marked the opening of the long-awaited **Texas Heritage Archives and Library** in **Jefferson**. Executive director **Charles Chitwood** said after five years of organizing documents and artifacts, the new

Texas history museum and research facility is ready for guests. Visitors will find a wealth of Texas treasures, including more than 600 rare and historic maps of Texas, the Southwest and the New World, dating from 1513. The museum houses a superb research library, the largest existing collection of Texas bank notes and a selection of land grants and broadsides signed by nearly every Texas *empresario* from the first days of Anglo settlement. Open daily, except December 20 and 25, in the historic 1865 Haywood House Hotel. For details, call 903/665-1101.

The largest known private collection of **rare maps** of Texas and the Gulf of Mexico was donated to **The University of Texas at Arlington** by noted collector **Virginia Garrett** of Fort Worth. With the addition of the more than 900 maps, which date from the 1500s to around 1900, UTA became the receptacle of the finest collection with a Texas/Southwest focus outside the Library of Congress. On view through March 15 on the sixth floor of the main library, 702

College Street. For more information, call 817/272-3393.

The **City of Fort Worth** recently bought the downtown **convention center** from Tarrant County for \$10 million, clearing the way for up to \$20 million in improvements. The *Dallas Morning News* reports the convention center has given in to 30 years of aging and deterioration, losing dozens of conventions to more modern facilities. A study for the Fort Worth C&VB recommended the need for about \$42.5 million in renovations and expansion. Additional meeting rooms, a new ballroom and expansion of the exhibit area topped the list. City officials hope to get moving on the first stages of renovation soon.

We've often heard said, "If houses could only talk..." Well, hang on to your hat, because in **Columbus** they actually do. Seven historic houses and museums are equipped with radio transmitters for a new **audio driving tour**. A handy brochure, complete with routing map, lists AM frequencies that



**HANGING OUT IN STYLE** Retired millionaire **David Bamberger** is building a \$250,000 bat cave on his ranch in **Johnson City**, in hopes of attracting one million bats. If the migratory mammals are attracted to the 8,000-square-foot, custom-made cave, the cave will become the largest bat house in the world. The temperature-controlled three-domed steel structure offers infrared lighting, dark crevices and nearby ponds teeming with insects. An observation window will allow scientists to study bats in the main roosting area. The cave should be ready for boarders by June.

TRAVEL TALES OVERHEARD

correspond to each "talking house." Visitors can park their cars at curbside in front of each site, and tune in for a bit of local history. Stop in for a free brochure at the C&VB offices in the 1886 Stafford Opera House at 425 Spring Street. Or call 409/732-8385.

Billboards are springing up in Texas, Oklahoma and New Mexico, inviting weary travelers to "**Overnight in Amarillo**" in their search for a place to stay. The campaign was launched this fall by the **Amarillo Convention and Visitor Council** in partnership with **Southwest Airlines**, and is designed to up hotel and motel occupancy rates during the historically slow off-season of October through April. Travelers stopping at participating Amarillo hotels and motels can register for free airline tickets given away each month during the campaign. For details, call 806/374-1497.

On October 15, an American Quarter Horse Historical Marker was placed at the **American Quarter Horse Association** world headquarters in **Amarillo**, one of only 16 in existence worldwide. The association was honored for its more than 50 years of service and its commitment to the industry, making AQHA the largest equine breed

**TEXAS TRAVEL LOG**

is published monthly by the Texas Department of Transportation, Travel and Information Division. Please send news items of interest to the Texas travel industry to Texas Travel Log, P.O. Box 141009, Austin, Texas 78714-1009. (512) 483-3727, FAX (512) 483-3793. Deadline for each newsletter is the 20th of the month preceding the issue date.

Ann Kelton, Editor

Contributing Editors: Jane McNally, John Russell, Mike Talley

Layout: Jane Yansky Design

**CAPITOL COMPLEX TIC**

Counselor Mary Ulrich Jackson played host last month to a French visitor, leading her from one Austin attraction to another. The woman worked for the French government's travel and tourism department as (guess what) a travel counselor. While the two exchanged stories, they found both "countries" offered professional certification programs. "The big difference is, in France the exam includes translations

from foreign languages," Mary said. "Does translation from Bostonian into Texan count?"

**DENISON TIC** Manager Anne Newsome reports the new U.S. 75 bridge spanning the Red River is now complete. For months, construction has made it difficult for visitors to find their way to the center. Now the beautiful new bridge and the center's bright Texas star welcome travelers. "Visitors will find it easy to get

into Texas, or get out!" Anne said.

**ORANGE TIC** Former travel counselor Nancy Johnson stopped in to check out her old stomping grounds. Nancy worked at the center in the '60s with Bill Naivar and Martha Shapiro, both retired. She recently moved from Arizona back to the Orange area, where she's been savoring the Cajun cuisine and *REAL* seafood. Nancy said her stint at the Orange center was the best job she ever had.

registry in the world. Adjacent stands the **American Quarter Horse Heritage Center and Museum**, which showcases the history and activities of the breed with exhibits, videos and hands-on displays. Off I-40 on Quarter Horse Drive. For more information, call 806/376-5181.

The cultural diversity of San Antonio shines brightly in a rainbow of brilliant colors. Now the city has embraced the influence of its African American citizens and their culture in the new **San Antonio African American Visitors Guide**. Most of the sites, attractions and businesses featured are owned and operated by African Americans. Others are frequented by African American residents and visitors. The guide includes profiles of historic figures, cultural attractions, theme parks, information on sports, some fun-filled events, shopping opportunities, nightlife and great places to eat. For a free copy, call the C&VB at 1-800-447-3372.

The notion that "bigger is better" continues to be a Texas sort of thing. Visitors to the State Fair of Texas in Dallas have long looked up to Big Tex. A 67-foot statue of General Sam Houston reigns in Huntsville. The folks at the Dallas Zoo erected a 67½-foot giraffe that beat out Sam by

virtue of its 40-inch tongue. And a 190-foot-tall cross west of Groom beckons motorists for almost 20 miles. So don't be alarmed the next time you're pedaling through the Texas Panhandle on U.S. 60, and look up to see a **dinosaur** checking out the passersby. Affectionately known to locals as Aud, the 25-foot-tall, 60-foot-long gentle giant stands perched atop a mesa on a private ranch south of **Canadian**. No

trespassing! So no touching or climbing. You'll have to admire the majesty of this prehistoric reptile from afar. Though the concrete statue was erected by local sculptor **Gene Cockrell** three or four years ago, we're just now finding out about it. Just thought you might want to add this to your list of big Texas things.

There was a nasty rumor that the **Biblical Arts Center** in

**IT'S OUT OF THE BAG**  
**Grapevine now boasts the largest outlet shopping facility in Texas, with the opening of Grapevine Mills. Owners are billing the mall as "shoppertainment" with gigantic video screens broadcasting information, announcements and music videos. Giant bluebonnets, footballs, wine barrels, a huge map of Texas and a Texas flag echo "The Texas Brag" decor theme. Amenities include shuttle service from area hotels, complimentary wheelchairs, ATM and foreign currency exchange machines, and information centers. At 3000 Grapevine Mills Parkway, intersecting Texas 121 and F.M. 2499.**



**Dallas** was closing its doors. Officials have confirmed it's just **not true**, saying that not only will the combination theater and museum continue to offer great art exhibitions illustrating the Bible, but also needs your support. The 124-foot-long "Miracle at Pentecost" mural is interpreted through a dramatic sound and light program throughout each day. On view through January 11 is *Celebration of the Season*, a special holiday exhibit showcasing the artworks of area schoolchildren. Open Tuesday through Sunday at 7500 Park Lane; closed Christmas and New Year's Day. For details, call 214/691-4661. Or key in <http://www.biblicalarts.org> to visit the center's beautiful new web site.

**F A C E S**

**Richard H. Pierce**, the man who brought national recognition to TxDOT's family of travel literature, passed away November 12. Richard joined the department's Travel Development Section in 1963, bringing with him a wealth of talent and an endless source of innovation that set the standards of excellence for today's travel program. His love for anything Texan was reflected through the eloquence of his writing and editing skills. When he retired in 1993, he left behind a small group of editors who have humbly endeavored to carry out what he began. Richard Pierce was a kind man with a gentle heart, our teacher and our friend.

The Texas travel industry lost another good friend with the passing of **Clara Heidemann** on October 18. Clara became a pioneer of nature tourism when in the early '50s a vast subterranean maze was discovered on her ranch near New Braunfels. She returned to school to study geology and business administration,

and managed the development phase of what became Natural Bridge Caverns. She was a staunch supporter of the Texas Travel Industry Association and its predecessor, the Discover Texas Association. Clara Heidemann is remembered for her giving nature and perseverance.

**T T I A**

**Attention all C&VBs**, chambers of commerce, hotels and attractions! The **Texas Travel Industry Association** offices have moved! Check your com-

**? TEXAS TRIVIA**

**What was the main attraction to Texas for British settlers in the mid-1800s?**

Cheap land! The greatest number of English immigrants had been farmers in Great Britain, where the average farm consisted of one to ten acres. A 40- to 60-acre plot in Europe was considered huge, while in Texas an entire 640-acre section could be had for as little as \$5. But too often Texas was oversold by greedy land agents. Many British settlers were sold plots advertised as fertile farmland, only to arrive in Texas to find nothing but poor grazing country. Those who settled in the Panhandle spent their first years in Texas living below ground in dugouts. Their lives were harsh, with lumber, drinking water and companionship great distances away. Holidays were especially depressing for many newcomers. Recollections of festive occasions in the Old Country made the isolation harder to bear. Those who stayed helped bring Texas to its present greatness. Those who returned to England sent out warnings to their countrymen of the perils awaiting the unprepared.

**TEXAS TRIVIA**



**BUILDING MINDS**  
More than a million dollars in labor and materials have been donated by **Apple Computer,**

**Michael and Susan Dell and Flynn Construction for the new Austin Children's Museum. The Austin American-Statesman, with the James M. Cox Foundation, gave \$150,000 to underwrite the museum's Global Cityworks, an interactive urbanscape with stores, theaters and restaurants. With the museum's reopening on December 13 at Second and Colorado streets, 75 percent of the exhibits should be in place. Call 512/472-2494.**

puter records and mailing lists to ensure the folks at TTIA, the Texas Festivals and Events Association and Texas Nature Tourism Association continue to receive your news releases and announcements. Address correspondence to 812 San Antonio Street, Suite 401, Austin 78701. Phone and FAX numbers and eMail addresses remain the same.

awe-inspiring beauty of the giant birds. The Ultimate tours cost \$29.95 and include lunch. Regularly scheduled trips leave daily at 11 a.m. for a 2½ hour, 25-mile round-trip cruise; \$15 per person with lunch optional. Group rates and overnight packages available. For reservations, call 1-800-4-RIVER-4.

**W I L D L I F E**

Each year, 300 to 350 North American bald eagles are sighted in Texas. Of these, approximately 30 of the magnificent creatures nestle along the shores of Lake Buchanan in the Hill Country near **Burnet**. With the sighting on November 5 of this season's first bald eagle, the **Vanishing Texas River Cruise** began a new four-hour, 36-mile **Ultimate Eagle tour** aboard its 70-foot covered vessel. The extended cruise leaves dockside at 10 a.m. on Saturdays, giving guests the best chance ever for enjoying the

**E V E N T S**

Last year's premiere of **Jolly Jubilee** in **Arlington** earned C&VB staffers the state's top award for festival promotion from the Texas Festivals and Events Association. Jubilee '97 is already in full swing, with something for all ages planned through New Year's Eve. Fireworks, concerts, ballet, live theater, puppet shows and Six Flags Over Texas' Holiday in the Park offer family entertainment most every day of the week. For a schedule of events, tickets and hotel reservations, call 1-800-433-5335.

<b>TRAVEL CENTER</b>	<b>Month Visitors</b>	<b>Percent Variation*</b>	<b>Visitors Year-to-date</b>	<b>Percent Variation*</b>
<b>Amarillo</b>	7,482	+2.72	146,352	+1.89
<b>Anthony</b>	8,721	-23.50	140,994	-9.51
<b>Denison</b>	16,050	+1.87	214,284	+17.35
<b>Gainesville</b>	24,615	+6.70	313,785	-2.31
<b>Langtry</b>	7,116	+1.63	90,552	-9.81
<b>Laredo</b>	5,601	-.85	89,061	-24.68
<b>Orange</b>	39,015	-4.78	468,897	-28.32
<b>Texarkana</b>	33,942	+4.33	426,744	-14.27
<b>Valley</b>	21,564	+1.11	355,830	+11.06
<b>Waskom</b>	49,128	+4.31	623,910	+16.61
<b>Wichita Falls</b>	12,936	+3.53	190,941	+1.21
<b>Capitol Complex</b>	7,374	-2.58	102,048	+6.23
<b>1-800 Phone Center</b>	60	-99.21	68,841	-46.08
<b>CENTER TOTALS</b>	233,604	-2.55	3,232,239	-6.09

<b>MAIL SERVICES</b>	<b>This Mo.</b>	<b>Y-T-D</b>
	31,363	958,661

**TRAX has retired!** Our new Travel Information System (TIS) will allow you to electronically access state-level requests for travel literature. For more information, call 512/406-5923. Or contact us by eMail at [tis@mailgw.dot.state.tx.us](mailto:tis@mailgw.dot.state.tx.us). A count on the number of services coming to this space soon.

Dial toll-free 1-800-452-9292 for travel assistance from TxDOT's Texas Travel Information Centers (8 a.m.-6 p.m. daily)  
 Internet address: <http://traveltex.com>  
<http://www.texashighways.com>

Data as of November 30, 1997  
 \*Compared to last year

FORWARDING AND RETURN POSTAGE GUARANTEED  
 ADDRESS CORRECTION REQUESTED