

TEXAS TRAVEL Log

TEXAS STATE DOCUMENT DEPOSITED IN THE LIBRARY OF THE UNIVERSITY OF TEXAS PAN AMERICAN EDINBURG, TEXAS 78939-2099

UNIVERSITY OF TEXAS PAN AMERICAN EDINBURG, TEXAS 78939-2099
JAN 18 2004
U.S. GOVERNMENT DOCUMENT DEPOSITED IN THE LIBRARY NO. 610

TxDOT

In an effort to get the message out to the state's most frequent litterers — Texans ages 16 to 24 years — the "Don't Mess With Texas" crew is taking a road trip across the state this summer. The tour truck, full of activities, will travel to festivals, theme parks and concerts in TxDOT's 25 districts.

The crew says it's crucial to talk about trash because the state spends \$32 million a year cleaning up after litterers. This inaugural, 5,000-mile trek began because "we've had to develop creative ways to make sure our message reaches (litterers)," said Doris Howdeshell, Travel Division director. "In our media-saturated society, experience-based messages have proven to be quite effective."

Participants in activities like "litter ball" or litter trivia, can receive "Don't Mess With Texas" goodies, as well as prizes from tour sponsors Dairy Queen and La Quinta Inns.

The road tour campaign, planned in lieu of a new television ad spot, will last through Labor Day weekend. Visit www.dontmesswithtexas.org for more information.

The Waskom Travel Information Center served as the site for a Texas first — a festival exchange program during National Tourism Week. On May 13, Waskom Mayor Jesse Moore, representatives from Grapevine's "Main Street Days" and T.I.C employees welcomed a caravan of representatives from Foley, Alabama's "Heritage Harbor Days" festival, their "Miss Foley" shrimp boat mascot and Foley Mayor Tim Russell.

The Texas team, led by Javier Rodriguez and Sallie Andrews of the Grapevine CVB, brought roping tricks, the Grapevine Opry, horses, chuck wagon and people dressed in Western attire. Alabama representatives offered shrimping demonstrations from the "Miss Foley" shrimp boat.

"The rain stopped and the sun came out just in time for the festivities," said T.I.C. supervisor Melissa Heard-Wilson.

TRAVEL NEWS

Following the lead of its economic development partner, the board of directors of the NASA-Clear Lake Convention & Visitors Bureau has changed its

name to the Bay Area Houston CVB.

"The name change is an advantageous move that more clearly identifies our region," said Belinda Reid, the CVB's administrative marketing manager. The change came, most especially, after the Clear Lake Area Economic Development Foundation changed its name to Bay Area Houston Economic Partnership.

Tim Anderson, chairman of the Bay Area Houston CVB, said the new name broadens the appeal of the region and lets visitors know there's more to it than just NASA and Space Center Houston.

Pat Summers, executive director of the CVB, notes that other attractions in the region include League City Historic District, Old Seabrook, Armand Bayou Park and Nature Center, North Galveston Bay Nature Trails, Kemah Boardwalk and water recreation activities.

In partnership with the Greater Houston Convention & Visitors Bureau, the CVB has also opened a new visitors center at the corner of Interstate 45 and NASA Road 1.

For more information, call (281) 338-0333 or (800) 844-LAKE (5253) or visit www.nasaclearlake.texas.com.

TICKET TO TOURISM Austin's Capital Metro launched its first tourist route, the **Tour of the Town**. The 50-cent weekend bus route runs every 45 minutes from 10 a.m. to 6 p.m.

It carries passengers to and from some of Central Austin's biggest attractions including the Bob Bullock Texas State History Museum, the Capitol, Zilker Park, Umlauf Sculpture Garden and Museum and Austin Nature Center.

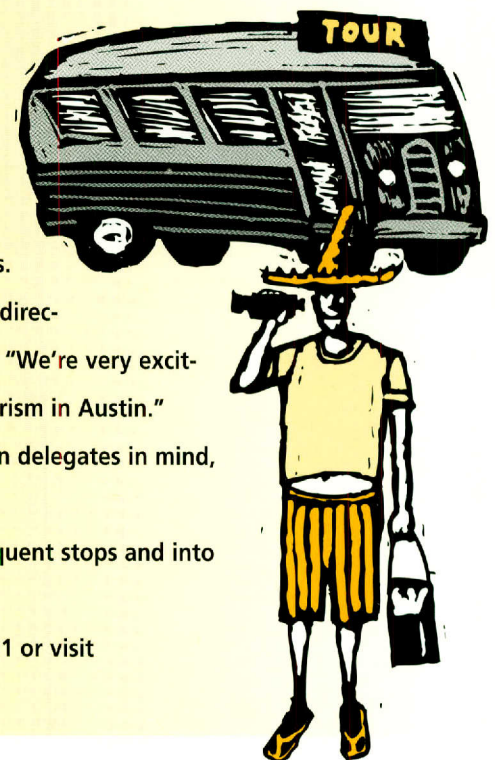
"A lot of major destinations, like San Francisco and New Orleans, have great transportation for tourists in their towns.

This provides the perfect answer for us," said Scott Owings, director of tourism at the Austin Convention and Visitors Bureau. "We're very excited about it. It's just one more step toward having better tourism in Austin."

Owings added, "It's designed with tourists and convention delegates in mind, but we want to encourage locals to use it, too."

The weekend-only route could be expanded for more frequent stops and into the week based on demand.

For more information, call (512) 474-1200 or (800) 474-1201 or visit www.capmetro.org.



Garner State Park's 350-plus campsites reopened Memorial Day weekend after debris removal and repairs to damage caused by last summer's floodwaters.

The Old Garner area — with its 37 screened shelters, 17 cabins, miniature golf and dance pavilion — was the most heavily damaged in the 1,489-acre park on the Frio River. It is now open for business. The Oakmont camping area at the south end of the park is still without electricity, but is open for tent camping.

For reservations, call (512) 389-8900. For more information on the northern Uvalde County park, call (830) 232-6132 or visit www.tpwd.state.tx.us.

The Texas Association of Convention & Visitor Bureaus Annual Conference is slated for Aug. 5-8 in Bryan-College Station. Topics of the conference include "Keys to Success," "Tourism Planning in an Orange and Red Environment" and "High Tech Etiquette." Also planned are International Association of Convention and Visitors Bureaus' accredited sessions, including "Fundamentals of Destination Marketing."

A pre-conference tour includes a trip to Brenham's Blue Bell Creamery, Messina Hof Winery and the George Bush Presidential Library and Museum.

For more information, call (361) 749-0467 or visit www.tacvb.org.

TEXAS TRAVEL LOG

is published monthly by the Texas Department of Transportation, Travel Division. Please send news items of interest to the Texas travel industry to *Texas Travel Log*, P.O. Box 141009, Austin, TX 78714-1009. (512) 486-5874, fax (512) 486-5879. E-mail: trv-log@dot.state.tx.us. Deadline for each newsletter is the 15th of the month preceding the issue date.

Editor: Lois M. Rodriguez

Design/Layout: Kirsti Harms

PRINTED ON RECYCLED PAPER ♻️

Historic Hotels of America, sponsored by the National Trust for Historic Preservation, now counts 200 hotels in 43 states, the District of Columbia, Puerto Rico and Canada among its members, including Texas' latest entries.

Newest Texas members include:

- ◆ LaSalle Hotel, Bryan
- ◆ The Stoneleigh Hotel, Dallas
- ◆ The Tremont House, Galveston
- ◆ Hotel Galvez, Galveston
- ◆ Havana Riverwalk Inn, San Antonio
- ◆ Riverwalk Vista, San Antonio

Other members from Texas include Cibolo Creek Ranch in Shafter, The Driskill in Austin, The Menger Hotel in San Antonio and the Stockyards Hotel in Fort Worth.

NEW FACES

The City of Beaumont has hired Dean Conwell, as the new executive director of the Beaumont Convention & Visitors Bureau. With more than 20 years of experience in the travel and tourism industry, he former-

ly served as director of tourism for the City of Irving and on the Texas Association of Convention & Visitors Bureau's board of directors. His most recent position was director of sales and marketing for Amlink Technologies, a Dallas-based company that creates software used in the tourism industry.

Another addition to the state's travel industry is Sarah Wees, new marketing coordinator for the Texas Travel Industry Association.

TRAVEL TRENDS

Based on a recent Travel Industry Association of America survey, Texas ranks fourth on a list of destinations travelers would most like to visit. TIA polled a representative sample of 1,000 U.S. adult travelers to determine its top 10 Summer 2003 Travelers Wish List. Florida, California and New York took the top spots, respectively.

The survey also determined that among the 275.4 million leisure trips (50-plus miles or more each way per person),

72 percent said their longest trips this season would be spent out of state. More than a quarter (26 percent) will spend their longest trip within their state.

The most popular planned activities include visits to:

- ◆ Cities/urban areas (60 percent)
- ◆ Small towns/rural areas (59 percent)
- ◆ National parks or forests (49 percent)
- ◆ Historic sites (45 percent)
- ◆ Traveling close to home (37 percent)
- ◆ Camping, hiking or climbing (36 percent),
- ◆ Visiting museums (35 percent)
- ◆ Fishing (34 percent)
- ◆ Theme parks (33 percent)

MUSEUMS

The San Antonio Museum of Art now has room to grow with the purchase of 2.8 acres of adjacent riverside property, which helps place it on the San Antonio River.

Museum director George Neubert said, "We recognized that as wonderful as our site is, for future services and needs, we were going to have to have expanded space. Luckily, this property became available."

A development schedule will be somewhat dependent on other factors, most specifically the beneficial San Antonio River Improvement Project that will bring river barges and walking paths along the river to the museum and beyond.

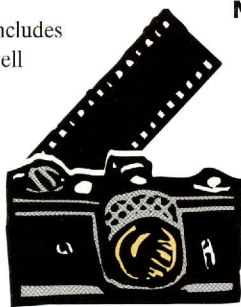
"We have to dovetail some of our development with that, but I'm confident it's so important that it's going to happen. We can do some things between now and then on a temporary basis," he said. They have already commissioned a Jesus Morales piece for the entrance of the courtyard. The space also will be a showcase for the museum's growing collection of contemporary sculptures.

The acquisition is "important in terms of what the museum can, and will, be for our constituents."

For information on the museum, call (210) 978-8100 or visit www.sa-museum.org.

PICTURE THIS USA TODAY names New Braunfels'

Natural Bridge Caverns among the 10 great places to get nature on film.



"We get a lot of people who credit the caverns for being an incredibly beautiful place to see nature underground, but we didn't know about the article until it came out," said Travis Wuest, vice president of the caverns.

"It's hard to put a tangible value on it, but it's invaluable exposure," he said.

The sole Texas nature spot mentioned ranked fifth behind other national treasures as Yellowstone National Park, the Adirondack Mountains, Muir Woods National Monument and Rocky Mountain National Park. "There were some lofty comparisons, and we were very honored to be compared on that level," he said. "It's great exposure for us and the state of Texas."

For more details, visit www.usatoday.com/travel/vacations/great/2003/outdoor-photos.htm.

ART ON THE GOGH The Museum of Fine Arts, Houston has been selected as one of only two cities worldwide to display a collection of masterpieces from New York City's Museum of Modern Art.

The unprecedented exhibit, "The Heroic Century: The Museum of Modern Art Masterpieces, 200 Paintings and Sculptures," will be displayed from Sept. 21-Jan. 4. The works, ranging from 1885 to 1998, include Vincent van Gogh's "The Starry Night," Claude Monet's "Water Lilies" and Salvador Dali's "The Persistence of Memory." It also includes works by Pablo Picasso, Henri Matisse, Jackson Pollock, Andy Warhol and Edward Hopper, among others.

The art represents most significant Western art movements of the 20th century — Post-Impressionism, Symbolism, Fauvism, Cubism, Futurism, Dada, Surrealism, Abstract

Expressionism, American Pop Art, Minimalism and Post-Minimalism.

"The holdings of The Museum of Modern Art are unrivaled," said MFAH director Peter C. Marzio. "This exhibition is clearly a shining moment in the history of the MFAH and its presentation of modern art."

After Houston, the exhibit will travel to Neue Nationalgalerie in Berlin; it's only other stop.

For more details, call (713) 639-7300 or visit www.mfah.org.



SPORTS AND TOURISM

Texas hunting, fishing and boating license fees will increase, according to the Texas Parks and Wildlife Department.

After two months of public meetings in seven Texas cities, the TPWD Commission voted unanimously for the increase on May 29.

Katharine Armstrong, TPWD commission chairman said, "It's been seven years since our last fee increase, and we need this one to keep providing the basic services that our state needs and our customers expect. I think most people understand and support that."

Hunting and fishing license changes, which are expected to generate an additional \$10.2 million a year, will take effect when new season licenses go on sale Aug 15. Boat fee increases, which are expected to bring in an additional \$3.6 million a year, will take effect Sept. 1.

The Super Combo license will increase from \$49 to \$59. Resident hunting and fishing licenses will

go from \$19 to \$23. Fees for two-year boat registration will increase by \$5 to \$15 depending on the vessel size and type. Licenses for youth and seniors will not increase.

For more information, visit www.tpwd.state.tx.us.

Drought conditions have forced the closing of the Blue West boat ramp at Lake Meredith. The ramp was closed on May 5 and will remain so as long as lake levels are low. The Sanford-Yake boat ramp at the marina is the only one open in the park, so boaters should expect delays.

Superintendent Karren Brown said the lake will reach a new record low by this month if weather patterns continue, although some rain had been forecast.

Fee manager Rhonda Terry said, "Our maintenance staff has been working on removing sediment from the ramps. We were successful at the marina, but Blue West has a sand bar that extends far out towards open water, there

was no way to make the ramp usable."

A few boaters have had their vehicles stuck in deep mud or have damaged their boat and motors by not heeding the warning signs posted at all closed ramps.

Boaters are asked to use caution until water levels begin to rise. Superintendent Brown said the staff is placing hazard buoys on the lake but has not been able to get the low areas all marked as quickly as they have been surfacing.

Lack of rain has also caused the National Park Service to issue a ban on all open fires at the Lake Meredith National Recreation Area.

For more information, call (806) 857-3151 or visit www.nps.gov/lamr.

IN THE PRESS

Travel Holiday magazine touted travel from Houston to Palestine in a recent feature of 25 Great American Road Trips.

The magazine said Palestine

TEXAS TRIVIA

Can you name the 13 national parks in the state?

- ◆ **Alibates Flint Quarries National Monument:** Native Americans quarried rocks for tool-making here.
- ◆ **Amistad National Recreation Area:** Year-round water-based recreation.
- ◆ **Big Bend:** 800,000 acres of canyons, desert and the Chisos Mountain range.
- ◆ **Big Thicket National Preserve:** First preserve in the National Park System. Has three ecosystems.
- ◆ **Chamizal National Memorial:** Commemorates boundary settlement with Mexico.
- ◆ **Fort Davis National Historic Site:** 1854-1891 frontier military post.
- ◆ **Guadalupe Mountains National Park:** World's most significant Permian limestone fossil reef.
- ◆ **Lake Meredith National Recreation Area:** Haven for fishermen.
- ◆ **Lyndon B. Johnson National Historical Park:** Honors the native Texan who became president.
- ◆ **Padre Island National Seashore:** Longest remaining undeveloped barrier island in the world.
- ◆ **Palo Alto Battlefield National Historic Site:** Preserves the scene of an 1846 U.S.-Mexico clash.
- ◆ **Rio Grande Wild and Scenic River:** 196-mile stretch of the river along the border.
- ◆ **San Antonio Missions National Historical Park:** Includes four Spanish frontier missions.
- ◆ **For more information on Texas National Parks, visit www.nps.gov.**

TEXAS TRIVIA

is "more South than Cowboy, especially when the magnolias and dogwoods are in bloom." It also noted antique shopping, the one-room schoolhouse at the Museum of East Texas Culture, the Texas State Railroad and the Palestine Community Forest of four lakes and 700 acres of woods. The famous fruitcakes of Eilenberger's Bakery and the historic landmark, Apple Annie's B&B, also netted mentions.

For more information on Palestine, call the chamber at (903) 729-6066 or visit www.palestinechamber.org or www.visitpalestine.com.

FOURTH OF JULY Texans are in gear for Fourth of July events.

It is perhaps one of the best holidays for barbecue, beaches, picnics and, of course, fireworks. What makes the holiday extra fun is that anywhere you look, there is an event and a slew of celebrants. But if you need help finding something to do, TxDOT's Texas Events Calendar has a comprehensive listing of July 4th activities, as well as other statewide events happening throughout the year. To receive future issues of the calendar, send a request and mailing address to *Texas Events Calendar*, P.O. Box 149249, Austin, Texas 78714-9249 or call (800) 452-9292,

To find current event listings, visit www.traveltex.com or www.texashighways.com.



NUMBERS as of May 31, 2003		
TRAVEL CENTER	Month Visitors	Visitors Year-to-Date
AMARILLO	12,051	43,770
ANTHONY	11,339	63,712
CAPITOL	9,287	39,524
DENISON	37,854	147,591
GAINESVILLE	28,598	128,030
LANGTRY	6,061	35,620
LAREDO	8,529	42,685
ORANGE	49,148	206,372
TEXARKANA	54,598	207,604
VALLEY	14,267	103,633
WASKOM	62,367	218,278
WICHITA FALLS	18,595	71,955
CENTER TOTALS	312,694	1,308,774

Dial toll-free 1-800-452-9292 for travel assistance from TxDOT's Texas Travel Information Centers (8 a.m.–6 p.m. daily, Central Time)

www.traveltex.com • www.texashighways.com • www.dontmesswithtexas.org

FORWARDING AND RETURN POSTAGE GUARANTEED
ADDRESS CORRECTION REQUESTED

TRAVEL DIVISION
P.O. BOX 149249
AUSTIN, TX 78714-9249