

T 1325.6
T 697
JULY 1995
95/7

Source: T&E 6/95
Travel Industry Magazine
pp. 1-2
Texas Public Library

T E X A S Travel Log

A NEWSLETTER FOR THE TEXAS TRAVEL INDUSTRY

T x D O T

Welcome travel industry veteran **Doris Howdeshell** as the new director of **TxDOT's Travel and Information Division**. During her 16-year tenure in the division, Doris has done everything from certifying travel counselors to serving as the division's deputy director. Since 1988, she has coordinated with other state agencies to develop the state's Strategic Travel and Tourism Plan. Doris now oversees the 12 Texas Travel Information Centers, *Texas Highways* magazine, the *Texas State Travel Guide* and other travel materials, audio-visual operations, and TOURTEX 2000, the computer-based system that collects and distributes free travel information. In addition, she heads up the nationally acclaimed "Don't Mess with Texas" and "Adopt-a-Highway" antilitter programs. Doris said she's thrilled to be a part of the travel industry during such exciting times. We're thrilled to have her as our director and friend.

COMING UP

Temple has been chosen as one of nine U.S. cities to host the prestigious **International Children's Art Exhibition** for the 1995-1996 tour. Founded in 1970 in Osaka, Japan, the program is sponsored by Pentel Company, Ltd., a manufacturer of high quality writing instruments and art materials. It is directed by the Biiku Bunka Kyokai (Foundation for Art Education) and the Nippon Television Network Cultural Society in Tokyo, Japan. The exhibition, considered to be the largest and

most impressive worldwide program of its kind, is open to all children, ages five through 15. Each year, several exhibitions, consisting of thousands of multinational, award-winning pieces, tour in each of the 13 countries where Pentel offices are located. Over the past 24 years, the exhibit has toured Texas only three times. Temple will host the tour, April 8-26, 1996, at the Cultural Activities Center. For details, call **Connie Kuehl**, director of tourism in Temple, at 817/770-5720.

The National Trust for Historic Preservation will hold its **National Preservation Conference in Fort Worth**, October 11-15. The Fort Worth C&VB reports more than 2,000 attendees are expected to visit the city for educational sessions, tours, special events, and Rehabitat, the only preservation trade show in the U.S. The conference will draw national atten-

tion to the city's commitment to preserving the historic and cultural resources that make Fort Worth recognizably unique.

Ground-breaking ceremonies on June 1 signaled the beginning of construction for "the last great hall to be built in the 20th Century." **Fort Worth's \$60 million Performing Arts Hall** will serve as the permanent home to the city's arts entities, as well as touring companies and other special events. Grand opening is scheduled for 1998. For more info, call the C&VB at 1-800-433-5747.

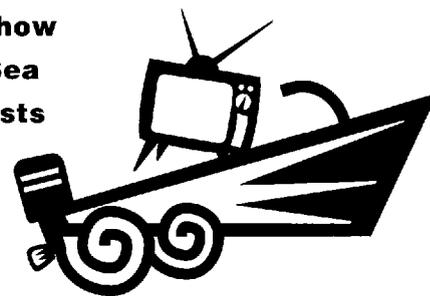
P L A C E S

Bandera Downs formally ceased operation on June 20, reports the *Austin American-Statesman*. More than 500 employees, most of them part-time pari-mutuel clerks, grooms, and stablehands, lost their jobs. The closing includes the discon-

tinuation of simulcasting at the track. Like most Texas pari-mutuel tracks, Bandera Downs never came close to its projected revenues. And attendance fell far short of expectations. Since the lavish Class I Retama Park opened last April in nearby Selma, live race day attendance in Bandera has dropped from an average of about 1,350 to 850. Bandera Downs, which opened in 1965, was the oldest continually active horse track in Texas.

As part of an aggressive attempt to sell Houstonians on tourist attractions in their own city, the **Greater Houston C&VB** unveiled a new marketing program designed to give residents a fresh look at their hometown. The "**Think Houston First**" campaign kicked off in May with a series of colorful newspaper and magazine ads, billboards, television and radio spots, a direct mail campaign, and a public relations effort that includes a

SUN SCREEN The popular television show "Baywatch" burst to life on June 2 at Sea World of Texas in San Antonio. As guests enter Sea World's Water Ski Stadium, they encounter what appears to be a lazy stretch of beach. But within moments, a reckless speedboater crashes into a buoy and is thrown into the water. Guests are riveted to their seats as they witness the dramatic rescue scene that unfolds. "Baywatch at Sea World" bombards guests with an awesome lineup of watercraft, ski and aerial stunts, pyrotechnics, acrobatics, and musical numbers. Sea World of Texas is open daily for the summer season through August 20. Call 210/523-3611.



TRAVEL TALES OVERHEARD

video presentation on Houston's tourism potential. In addition, the bureau distributes free Houston Passports that offer residents hundreds of dollars in savings at amusement parks, museums, restaurants, and hotels. **Eddie Webster**, C&VB president, said the goals of the program are to increase the percentage of visiting friends and family by helping residents discover the tourist options available to their out-of-town guests.

For the second year in a row, **Fair Park in Dallas** was included on a list of "**America's 11 Most Endangered Historic Places**," released each year by the National Trust for Historic Preservation. Officials for the National Trust said the list is intended to focus attention on the problems of national treasures such as Fair Park. *The Dallas Morning News* reports the "dubious recognition" came a month after Dallas voters approved a bond issue that included \$8.4 million for renovations at the park. In addition, the Dallas Park Board has adopted the State Fair Association's recommendations on how to spend the portion of profits from last year's fair earmarked for park improvements. So far plans call for a new roof for the Centennial Building, Cotton Bowl improve-

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: Marty Lange, Jane McNally, Mike Talley
 Layout: Jane Yansky Design

AMARILLO TIC Counselor Lucia Cordova said nothing exciting has happened since the last heavy winds blew over their porta-potty. Yes, they're still waiting on completion of the remodeling of their center. Lucia said the practically brand-new center should be ready for tourists in about three weeks. The expanded facility will have a video room, ADA-approved rest rooms, and more storage space for travel literature. In the meantime, counselors there continue to serve

ments, and structural renovation and replacement of the electrical system at the Tower Building.

Mayflower Tours Inc., a leader in the international escorted tour market, has chosen **Port Arthur** as the hub for its 1996 Texas destination tour. The tour, called "**Texas Treats—Bring on the Fun**," is an eight-day motorcoach holiday with departures from Illinois, Michigan, Indiana, and Wisconsin. Each year Mayflower unveils a new value tour destination, which is anticipated by travel agents and group leaders. "For the past 10 years, one of our signature tours has been the value tour that offers travelers the most days, activities, and attractions for their money," John Stachnik, president of Mayflower, explained. More than 50 bus loads of tourists will bring millions of dollars to Port Arthur. Tours begin this November.

A German-style brew pub opened May 26 at the old Armour Meatpacking Plant in The Strand National Landmark Historic District in **Galveston**. **The Strand Brewery** is a project of **George and Cynthia Mitchell** as part of their continuing efforts to revitalize and preserve buildings along The Strand.

visitors from their construction-crew-type trailer.

JUDGE ROY BEAN TIC A West Texas ranch at nearby Eagle Nest Canyon forms the backdrop for "Lone Star," a movie now being shot by Rio Dulce movie company. The ranch is owned by none other than Jack Skiles, long-time friend and former manager of the Roy Bean Center. Counselor Brenda Baker reports the film will star actor and singer/songwriter Kris

Kristofferson. Brenda says, "Eat your heart out." No fair!

Justice of the Peace Eldimira Calzada led the center's 18th wedding ceremony since the center's opening in 1968. Houstonians Roy Chancy and Christy Cooper tied the knot on the front porch of the Jersey Lilly Saloon, right where Judge Roy Bean used to conduct similar "rituals." Manager Neal Billings said the ol' judge would have been proud.

Design of the building's interior allows visitors a firsthand look at the complete brewing process. Beers offered are in the German tradition, ranging from a light lager to a dark chocolate malt. Galveston's only wood-burning pizza oven serves as centerpiece, where the famous gourmet pizzas of the Louisiana Pizza Kitchen made their first venture in the state of Texas. In addition, patrons can choose from grilled steaks, the catch of the day, specialty sandwiches, and fantastic desserts. Three outdoor dining areas seat 150 people, and include a rooftop

biergarten offering a bird's-eye view of the port and The Strand. The brewmaster conducts tours, where visitors can learn about the brewing process and sample the pub's four home-brewed beers. The Strand Brewery is the first brewery on the island in 40 years. Open daily at 23rd Street and Harborside Drive.

The **Clifton Chamber of Commerce** and Main Street office relocated to spacious new quarters at 115 N. Avenue D. Chamber manager **Trudy Sheffield** said, "Our new

ALL THE WORLD'S A STAGE
An all-new live theater show,
"Dr. Walden and the Medicine
Men of the Rainforest" was
created for Galveston's Moody
Gardens by Houston playwrights
Paul Vasquez and Mark Janas.
The play conveys the importance
of protecting the rainforests while still
taking advantage of the treasures found
there. Shown daily from 11 a.m. to
6 p.m., every hour on the hour, in the
Preview Theater.



facilities have given us the space where we can now display travel brochures. We invite everyone to send 50 brochures from your city or attraction so we can help send more visitors your way." Give 'em a call at 817/675-3720. Or stop by for the grand tour.

Excursions on the **Hill Country Flyer** steam train are now being booked through the **University of Texas Ticket Master** system. The system provides easy telephone access six days a week, on-the-spot sales at 27 locations, as well as weekend ticket sales at the *Flyer's* own ticket kiosk at Capital Metro Park in Cedar Park. Each weekend, the vintage train plys a scenic 33-mile route between **Cedar Park** and **Burnet**. The *Hill Country Flyer* is operated by the Austin Steam Train Association, a non-profit organization dedicated to the preservation and education of historic railroading in Texas. Call the UTTM reservation line at 512/477-6060 to book space.

INTERNET

Surfers on the Internet can now get detailed information about Dallas on **Dallas City View**. The C&VB said the new information service provides up-to-date information in a variety of categories, including dining out, nightclubs, shopping, hotels, museums, movie theaters, concerts, specials events, attractions, sporting events, local information, and weather. In addition to listing addresses and phone numbers for hundreds of sites, City View's "virtual tour of Dallas" features dozens of pictures and captions providing interesting details about the city. The service was developed by *The Dallas Morning News* Publishing Inc. in cooperation with the Dallas C&VB. City View's access address is <http://www.pic.net/cityview/dallas.html>.

PUBLICATIONS

Twenty West Texas counties, billing themselves as the Texas Midwest, teamed up to produce a promotional brochure highlighting area events, and listing chambers of commerce and other contacts where folks can call for more info. The new **Texas Midwest Community Network** includes counties from Scurry to Stephens, west to east, and Knox to Coleman, north to south. For a brochure or to learn more about the Texas Midwest, write TMCN at P. O. Box 605, Baird 79504. Or call 915/893-2099.

A listing of Austin's most popular attractions can now be found in a handy new brochure, released last month by the **Austin C&VB**.

101 Things to Do is the result of a survey conducted by *The Austin Chronicle*, which asked its readers what they would see or do if they had friends coming to Austin for a weekend. The C&VB plans to produce similar brochures highlighting outdoor activities, children's activities, and other subjects with special



TOADALLY AWESOME Golfers at Bastrop State Park will soon pay a "toad fee" as part of an ingenious conservation plan to protect the endangered Houston toad. A project to expand the park's golf course from nine to 18 holes has attracted considerable attention, since the park is home to the endangered toad. All state and federal agencies involved agree the expansion will not harm its unique ecosystem. The proposed toad fee will result in the protection of 4,000 acres of Houston toad habitat.

interest. For a free copy of *101 Things*, or other information, drop by the Visitor Information Center at 201 E. Second Street. Or call 1-800-926-2282.

STATE PARKS

Lake Lewisville State Park, between Denton and Lewisville, became **Hidden Cove Park**, operating under the authority of **The Colony**. The park, on the east shore of the huge 23,280-acre Corps of Engineers reservoir, formerly was managed by Texas Parks and Wildlife Department as a state park facility. Lake Lewisville offers swimming, water skiing, sailing, camping, trailer and picnic areas. For more information or to book reservations, call 214/292-1443, weekdays, 8 a.m. to 5 p.m.

WILDLIFE

Turtle Bend, the newest exhibit expansion at **The Texas State Aquarium** in **Corpus Christi**, opened July 6.

Visitors can get an up-close look at several different species of sea turtle, including the endangered Kemp's ridley. The new exhibit includes a 2,250-square-foot pool and beach and a 40,000-gallon tank. Turtle Bend opened as the first phase of Conservation Cove, which eventually will provide a home for the Aquarium's family of Texas river otters. Funding for Conservation Cove was raised through a public campaign that helped to secure a \$500,000 grant from the Brown Foundation of Houston. Open daily at 2710 N. Shoreline Boulevard. Call 1-800-477-GULF for details.

Colorful butterflies now flutter in a newly designed **Butterfly House** at **Fossil Rim Wildlife Center** near **Glen Rose**. Native Texas species, such as gulf fritillaries, monarchs, and queen and zebra long wings, now reside in the greenhouse accessible from the Fossil Rim Nature Store. For information on the new Butterfly House or other wildlife programs, call 817/897-2960.

TEXAS TRIVIA
Which Texas city boasts the nation's largest underground tunnel?

The nation's largest and oldest tunnel/ skywalk system lies 20 feet below Houston's downtown city streets. Constructed in 1930, it connects 55 buildings with three hotels and garages, and covers six miles. "Down under" visitors discover shops, services, and more than 100 restaurants.



TRAVEL CENTER	Month Visitors	Percent Variation*	Visitors Year-to-date	Percent Variation*
Amarillo	13,692	-22.20	65,628	-19.20
Anthony	13,383	-5.49	96,207	-17.62
Denison	23,241	**	130,068	**
Gainesville	35,079	-17.49	203,310	-15.78
Langtry	8,421	+9.78	65,847	+13.15
Laredo	12,882	+9.60	64,821	-12.19
Orange	67,749	+12.02	306,414	+3.93
Texarkana	66,015	+17.37	325,113	+19.90
Valley	18,507	-4.34	204,054	+0.93
Waskom	55,011	+5.62	290,844	+10.50
Wichita Falls	23,307	-0.22	107,340	+3.92
Capitol Complex	11,700	-30.92	70,893	-7.86
1-800 Phone Center	26,529	+83.12	122,367	+48.37
CENTER TOTALS	375,516	+11.45	2,052,906	+9.94

Data as of June 30, 1995 *Compared to last year

** The Denison TIC was temporarily closed in 1990 due to highway construction; resumed operation September 13, 1994.

MAIL SERVICES	This Mo.	Y-T-D
	147,278	932,570
SERVICES TO THE TRAVEL INDUSTRY		
TxDOT TRAX System	This Mo.	Y-T-D
Subscriber inquiries	65	
Addresses offered	261,058	
Addresses transmitted	82,227	
Addresses transmitted		456,956
OFFICIAL STATE TRAVEL MAGAZINE		
Texas Highways print run		
This month		367,894
This month last year		410,073
This year-to-date		2,214,431
Last year-to-date		2,510,243

Dial toll-free 1-800-452-9292 for travel assistance from TxDOT's Texas Travel Information Centers (8 a.m.-9 p.m. daily)

FORWARDING AND RETURN POSTAGE GUARANTEED
ADDRESS CORRECTION REQUESTED