



HERITAGE TOURISM AND THE TEXAS HERITAGE TRAILS PROGRAM

If you enjoy traveling to experience the cultures, stories, and heritage of the diverse historic destinations throughout Texas, you are a heritage tourist. If you participate in preserving, researching, programming, and promoting historic downtowns, districts, sites, structures, and landscapes, you are our partner in developing and sustaining preservation-based heritage tourism experiences.

Both heritage tourists and heritage partners can pursue their interests through the following opportunities.

RESOURCES FOR HERITAGE TOURISTS PRINT AND DIGITAL MEDIA

Travelers can explore the historic significance of people, places, and events across the state through print and digital media found at texastimetravel.com.

Texas is a big state, and Texas Time Travel allows users to explore historic sites and stories on a statewide or regional level. Select a region to explore thoroughly or plan a trip across several regions to experience Texas' rich geographic, cultural, and historic diversity.

Texas Time Travel Mobile Tours provide an easy-to-use, web-based format for when you're on the go. About a dozen themed tours are currently available on topics such as the Chisholm Trail, Bankhead Highway, Texas Revolution, and World Wars I and II, as well as African American, Hispanic, and German Texas cultures. Filled with rich audio, video, and photographic story elements, these tours also provide useful visitor information for exploring historical sites across the state.

Print guides can also be ordered or downloaded through Texas Time Travel. The Texas Heritage Travel Guide is a handy general reference, and thematic brochures complement many of our mobile tours.



Shown above: Located near Clifton in Cranfills Gap, The Old Rock Church, part of the Norse Historic District, was built in 1886 by Norwegians who utilize it today for special services. Inset: Texas Heritage Trail Regions.



For free travel guides
visit texastimetravel.com.

RESOURCES FOR HERITAGE PARTNERS

The Texas Heritage Trails Program (THTP) is the THC's award-winning heritage tourism initiative that encourages communities, heritage regions, and the state to partner to preserve and promote Texas' historic and cultural resources.

This program emphasizes authentic, firsthand experiences of these destinations and strives to find the balance between the preservation and promotion of historic and cultural resources and the development of the visitor experience.

Successful local preservation efforts, combined with statewide marketing of heritage regions as tourism destinations, increase visitation to cultural and historic sites and bring more dollars to Texas communities, especially rural ones.

THC RESOURCES

The THC supports each heritage region with technical, marketing, and financial assistance, and broadly markets the THTP and regional destinations. The THC offers this resource to communities, sites, and attractions.

- Use the Heritage Tourism Guidebook at thc.texas.gov/explore-texas#statewideguide to help guide your community or attraction to successful heritage development.

REGIONAL RESOURCES

Each heritage region works to forge local tourism partnerships and support the region's attractions by developing its own unique blend of programs and promotions. Regions offer many opportunities to become involved in the program. Contact your regional organization to learn how you can:

- List your sites, attractions, and events on one of the 10 regional websites
- Share your stories at heritage education events developed for regional partners
- Network with other heritage tourism professionals in your region
- Participate as a co-op partner in travel and trade shows across the state
- Participate in co-op advertising in Texas-targeted travel publications
- Volunteer to serve on a project task force or the regional board of directors

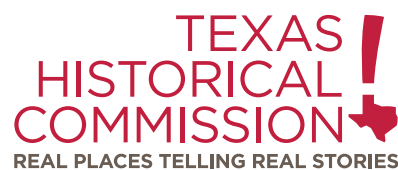
To contact your local regional organization, go to texastime travel.com and select Explore By Region. If you are not sure which region you are in, you can also find that at Texas Time Travel.

HOW TO REACH US

Tourism and marketing specialists are available to answer questions regarding the program or to consult on heritage tourism issues. Please contact us at:

Phone: 512-463-6092

Email: community-heritage@thc.texas.gov



thc.texas.gov