





# TRAVEL INFORMATION DIVISION

**T**HE TxDOT TRAVEL INFORMATION DIVISION is the state's central authority for providing information to the traveling public about the highway system and the scenic, historical and recreational opportunities in Texas. The division administers programs to stimulate travel to and within the state. Its employees serve as the state's front-line ambassadors.

## THE DIVISION:

- ★ operates 12 Texas Travel Information Centers, which host millions of visitors each year, at strategic locations around the state.
- ★ operates DriveTexas™, the state's Highway Condition Report, which includes an interactive website and the 800/452-9292 number providing road conditions; travel-planning information; and public assistance during major weather events and state emergencies such as hurricanes, flooding, wildfires and severe winter storms.
- ★ publishes the state's official travel magazine, *Texas Highways*.
- ★ produces and publishes travel literature for the state of Texas, including the *Texas State Travel Guide*, the *Texas Official Travel Map* and the *Texas Highways Events Calendar*.
- ★ provides fulfillment activities for Texas travel-information inquiries, including the responses generated by advertisements placed by the Office of the Governor, Economic Development & Tourism.
- ★ administers the department's litter prevention programs—the Don't Mess with Texas® public education campaign, the Adopt-a-Highway volunteer program and the grassroots partnership with the nonprofit organization Keep Texas Beautiful.
- ★ hosts safety-awareness events at Travel Information Centers, including programs on distracted driving and proper use of child car seats.

Competition for tourist dollars among states is keen, and Texas maintains its position as a premier destination. The Travel Information Division's programs and its partnerships with the Texas tourism industry continue to be a vital force for the future prosperity of the state.



## TRAVEL SERVICES

**T**RAVEL SERVICES is responsible for operating 12 Texas Travel Information Centers around the state. The centers' professional travel counselors, in addition to assisting tourists with travel recommendations, answer the DriveTexas™ Travel Information Line at 800/452-9292 and provide road conditions and emergency travel information. Additionally, this group maintains close liaison with members of state and local governments, chambers of commerce, convention and visitor bureaus, and commercial attractions to promote the state's travel and tourism program.

### TEXAS TRAVEL INFORMATION CENTERS

By welcoming visitors to Texas, these information centers create a positive first impression for our state. Professional travel counselors assist transportation system users with choosing travel routes, current information on points of interest, events and road conditions. The centers have been in operation since 1936. Today, they are located in Amarillo, Anthony, Austin/Capitol, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom and Wichita Falls.



Texas Travel Information Centers are open 8 a.m. to 5 p.m. daily, and from 8 a.m. to 6 p.m. Memorial Day weekend through Labor Day. The Capitol Visitor Center hours are 9 a.m. to 5 p.m. Monday through Saturday and noon to 5 p.m. Sunday, year-round. All centers are closed on New Year's Day, Easter, Thanksgiving, Christmas Eve and Christmas Day.

By assisting travelers, the counselors help stimulate travel to and within Texas, increasing revenue for cities, counties and the state. In FY 2015, the centers generated an estimated \$115.1 million in visitor spending, supporting 1,151 jobs and generating \$6.9 million in state tax revenue. In addition, gasoline-tax dollars are generated for the highway fund, assisting with needed improvements to transportation infrastructure.

The Travel Information Centers also feature electronic kiosks where travelers can purchase discounted tickets to participating Texas attractions through a partnership with the Texas Travel Industry Association.

The centers served 2,172,724 customers in FY 2015. Travel Information Centers are largest outlet of travel literature in the state and one of the largest in the nation. Much of that literature is produced by chambers of commerce, city convention and visitor bureaus, hotels and attractions.

Public and private entities are encouraged to assist in the promotion of travel and tourism by participating in the distribution of their travel literature through the Texas Travel Information Centers.

To have materials added to those available at the centers, samples of first-time (or newly produced) brochures need to be sent to the Travel Services Section headquarters for approval. Literature displayed and distributed by the centers should look professional and be 100 percent Texas travel/tourism oriented. They may contain prizes or contests as long as they are related to travel and tourism, and they should have a minimum of advertising not associated with the subject matter.

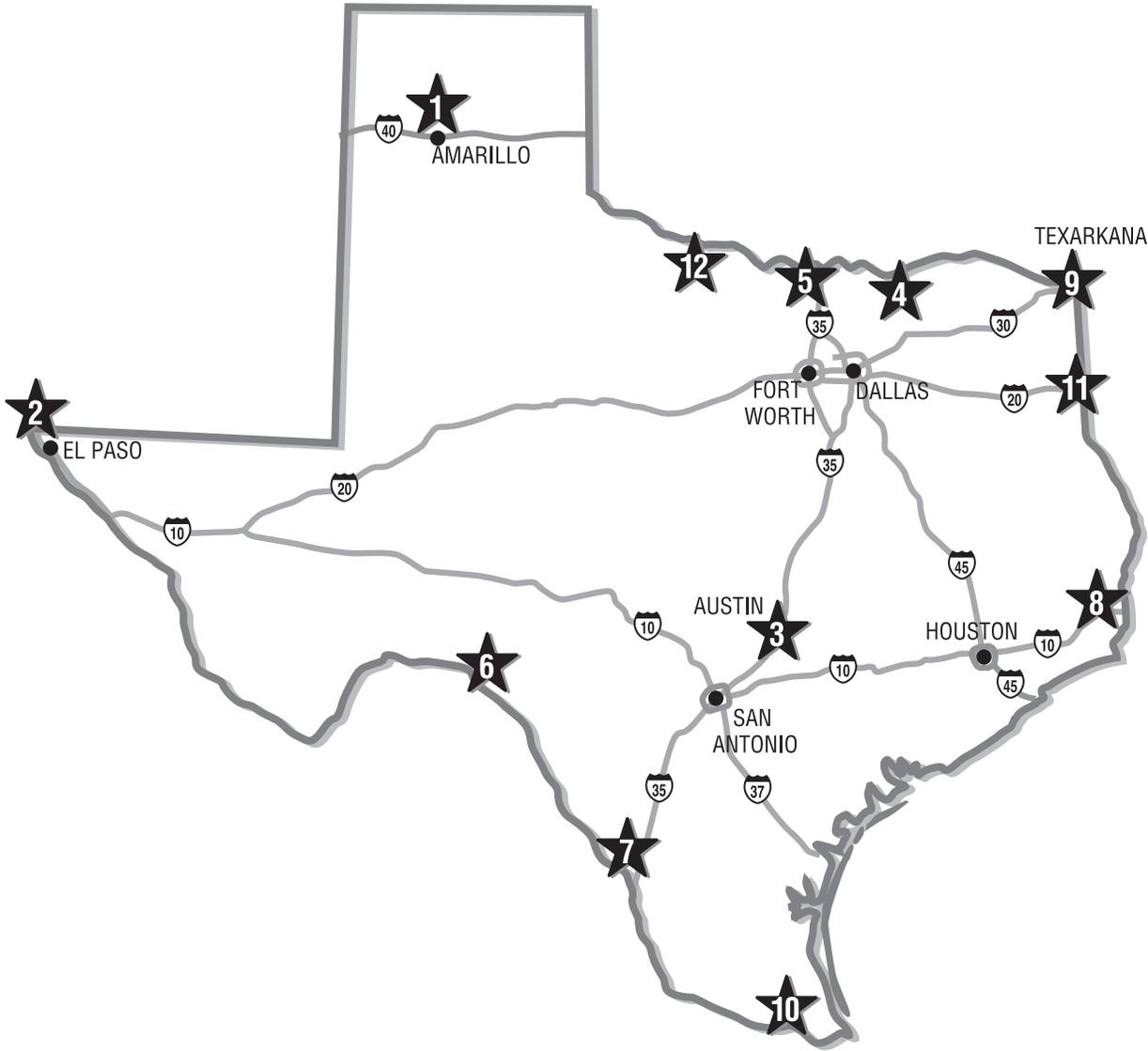
Brochures should be sent for approval to: Travel Services Section Administration, Texas Department of Transportation, Travel Information Division, 125 E. 11th St., Austin, TX 78701. Telephone: 512/486-5800.

\*Sources: Office of the Governor-Economic Development and Tourism; FY2015 Visitor Survey, Texas Dept. of Transportation.



# TEXAS TRAVEL INFORMATION CENTERS

- 1 AMARILLO
- 2 ANTHONY
- 3 AUSTIN/CAPITOL
- 4 DENISON
- 5 GAINESVILLE
- 6 LANGTRY
- 7 LAREDO
- 8 ORANGE
- 9 TEXARKANA
- 10 VALLEY
- 11 WASKOM
- 12 WICHITA FALLS



# TEXAS TRAVEL INFORMATION CENTERS

Martha Martin, Interim Director  
 Travel Services Section  
 Texas Department of Transportation  
 150 E. Riverside Drive  
 Austin, Texas 78704  
 Phone: 512/486-5800

***ONLY PREPAID SHIPMENTS ACCEPTED***

CENTER	MAILING ADDRESS	SHIPPING ADDRESS
<b>AMARILLO</b> 806/335-1441 email: TIC-Amarillo@txdot.gov	Texas Travel Information Center 9700 E. Interstate 40 Amarillo, Texas 79118-6930	9700 E. Interstate 40 Amarillo, Texas 79118-6930
<b>ANTHONY</b> 915/886-3468 email: TIC-Anthony@txdot.gov	Texas Travel Information Center 8799 S. Desert Blvd. Anthony, Texas 79821	8799 S. Desert Blvd. Anthony, Texas 79821
<b>DENISON</b> 903/463-2860 email: TIC-Denison@txdot.gov	Texas Travel Information Center P.O. Box 1809 Denison, Texas 75021-1809	6801 U.S. Highway 69/75 Denison, Texas 75020
<b>GAINESVILLE</b> 940/665-2301 email: TIC-Gainesville@txdot.gov	Texas Travel Information Center 4901 N. Interstate 35 Gainesville, Texas 76240-1985	4901 N. Interstate 35 Gainesville, Texas 76240-1985
<b>LANGTRY</b> 432/291-3340 email: TIC-Langtry@txdot.gov	Judge Roy Bean Visitor Center P.O. Box 160 Langtry, Texas 78871-0160	U.S. Highway 90 West/ State Loop 25 at Torres Avenue Langtry, Texas 78871
<b>LAREDO</b> 956/417-4728 email: TIC-Laredo@txdot.gov	Texas Travel Information Center 15551 N. Interstate 35 at U.S. Highway 83 Laredo, Texas 78045	15551 N. Interstate 35 at U.S. Highway 83 Laredo, Texas 78045
<b>ORANGE</b> 409/883-9416 email: TIC-Orange@txdot.gov	Texas Travel Information Center 1708 E. Interstate 10 Orange, Texas 77632	1708 E. Interstate 10 Orange, Texas 77632
<b>TEXARKANA</b> 903/794-2114 email: TIC-Texarkana@txdot.gov	Texas Travel Information Center 1200 W. Interstate 30 Texarkana, Texas 75503	5909 North Park Rd. Texarkana, Texas 75503
<b>VALLEY</b> 956/428-4477 email: TIC-Valley@txdot.gov	Texas Travel Information Center 2021 West Harrison Harlingen, Texas 78552-5948	2021 West Harrison Harlingen, Texas 78552-5948
<b>WASKOM</b> 903/687-2547 email: TIC-Waskom@txdot.gov	Texas Travel Information Center 1255 N. Interstate 20 E. Waskom, Texas 75692-9485	1255 N. Interstate 20 E. Waskom, Texas 75692-9485
<b>WICHITA FALLS</b> 940/723-7931 email: TIC-WichitaFalls@txdot.gov	Texas Travel Information Center 900 Central Freeway Wichita Falls, Texas 76306	900 Central Freeway Wichita Falls, Texas 76306



## TEXAS TRAVEL INFORMATION

### DriveTexas™

The Special Projects and Campaigns Section maintains DriveTexas™, which delivers up-to-the-minute highway and travel conditions information to motorists via a user-friendly interactive map and TxDOT's Travel Information Line at 800/452-9292. Travelers can find highway condition information at [www.drivetexas.org](http://www.drivetexas.org) or by visiting [www.txdot.gov](http://www.txdot.gov) and clicking on DriveTexas. The user-friendly interactive map site includes information on highway closures, accidents and construction; locations of traveler resources such as Travel Information Centers and safety rest areas; and a traffic feed. Users may search by highway, location or condition to find travel information.



Travelers may also receive highway condition information by calling 800/452-9292 for 24-hour automated highway condition information. Travelers may call daily from 8 a.m. to 6 p.m. central time to speak to a professional travel counselor for travel information, safety information and trip-planning assistance.

The website and toll-free number both provide public availability of highway condition information, make information available to out-of-state travelers who are unable to visit one of the Texas Travel Information Centers, promote public safety and encourage increased in-state travel by Texans.

## TEXAS TRAVEL COUNSELORS CONFERENCE

The Special Projects and Campaigns Section coordinates an annual cooperative training conference involving Texas Department of Transportation travel division staff, city information center counselors, and Texas Parks and Wildlife employees. The conference offers educational seminars, area study tours, and the opportunity to interface with other industry travel counselors. A travel fair showcase of attractions and cities around the state allows the tourism industry to share vital information about points of interest, tourist services and special events. For additional information on these or any of the services offered by the Special Projects and Campaigns Section, call 512/486-5800 or email the following people:

Martha Martin, supervisor

[Martha.Martin@txdot.gov](mailto:Martha.Martin@txdot.gov)

Elizabeth Small

[Elizabeth.Small@txdot.gov](mailto:Elizabeth.Small@txdot.gov)



# TRAVEL PUBLICATIONS

**T**RAVEL PUBLICATIONS produces a family of travel literature and other materials for free distribution to the traveling public. The section also produces, markets and distributes *Texas Highways*, the state's official travel magazine since 1975.

## TRAVEL LITERATURE/FULFILLMENT

A variety of travel publications and other materials designed to stimulate travel to and within Texas is produced by TxDOT travel publications editors. Some publications comprise the core fulfillment package sent in response to advertising placed by the Office of the Governor, Economic Development and Tourism. All are available at the division's Travel Information Centers, by mail, at TxDOT's district offices and through local visitor information centers.

Travelers may order a single copy of the *Texas State Travel Guide* or *Texas Official Travel Map* by visiting [www.traveltexas.com/travel-guide](http://www.traveltexas.com/travel-guide), calling 800/452-9292. If you prefer to view the travel guide online, visit the website and select the "online version" option.

For a copy of the *Texas Highways Events Calendar*, visit <http://texashighways.com/freepubs> or call 877/252-8150. The calendar may be viewed online at [www.txdot.gov/inside-txdot/forms-publications/publications/travel.html](http://www.txdot.gov/inside-txdot/forms-publications/publications/travel.html). To be notified when a new *Texas Highways Events Calendar* is posted online, sign up at <http://eepurl.com/73kOD>.

## TEXAS STATE TRAVEL GUIDE

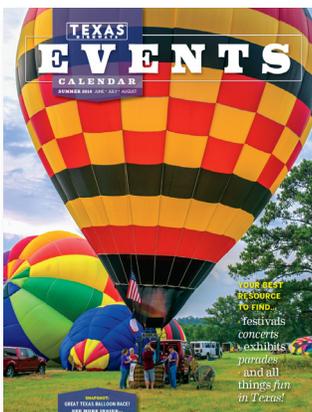
This guide highlights publicly accessible sites in Texas of cultural, historical and recreational interest. More than 500 cities are included along with details on events, state parks, lakes, national parks and forests, wineries and scenic areas. Inclusion in the guide is determined by Texas Administrative Code. Communities must have attractions that are of interest to the general public and have regular open hours. For more information, email [TRV\\_Guide@txdot.gov](mailto:TRV_Guide@txdot.gov) or call 512/486-5819.



## TEXAS OFFICIAL TRAVEL MAP

Published annually, this map is designed to show the maximum amount of information relevant to travelers in the most legible manner. All arterial highways and farm/ranch roads leading to arterial highways, communities and recreational areas are included, as are airports. (Editor: Julie Stratton, 512/486-5875)

## TEXAS HIGHWAYS EVENTS CALENDAR



This quarterly publication lists hundreds of Texas events. It also is the primary source for event listings in *Texas Highways'* monthly calendar, as well as online at [www.texashighways.com](http://www.texashighways.com) and [www.traveltex.com](http://www.traveltex.com). Submit events through the online form at [www.texashighways.com/EventSubmission.html](http://www.texashighways.com/EventSubmission.html). (Editor: 512/486-5876)

### Deadlines for print publication are:

- Summer (June, July, Aug.) . . . . . March 1
- Winter (Dec., Jan., Feb.) . . . . . Sept. 1
- Fall (Sept., Oct., Nov.) . . . . . June 1
- Spring (Mar., Apr., May) . . . . . Dec. 1



## **TEXAS PUBLIC CAMPGROUNDS**

This publication lists hundreds of campgrounds administered by federal, state and local government authorities. Included are descriptions of facilities, directions, phone numbers and other pertinent information. (Editor: Julie Stratton, 512/486-5875)

## **OTHER PUBLICATIONS AND BROCHURES**

The Travel Literature Branch also produces *Texas, A Quick Look*; *Wildflowers of Texas*; *Judge Roy Bean*; *Texas Capitol Complex Guide* and *El Camino Real de los Tejas*.

## **TRAVEL LITERATURE DISTRIBUTION PROGRAM**

The division operates an in-state literature distribution program designed especially for Texas cities with visitor centers. The program makes state-produced travel literature available to travelers who are unable to visit one of TxDOT's 12 Texas Travel Information Centers. To participate in the program, the following policies have been established.

### **The city agrees to:**

- ★ control distribution until a determination is made that the primary use for the travel materials will be to promote or assist travel (examples of non-travel uses include materials used for classroom teaching, public relations, as handouts for conventions or in relocation packets);
- ★ limit distribution to one copy of state-produced material per travel party;
- ★ provide the travel literature free of charge;
- ★ reorder travel literature as required;
- ★ provide the state with quarterly reports tabulating the city information center's visitation totals based on a calendar year;
- ★ operate the city information center on a set schedule; and
- ★ notify the state if the operating hours or days of the city information center change.

Providing hours of operation for visitor centers helps TxDOT offer better customer service. Travel counselors will refer callers to a city information center for travel literature when time constraints require a rapid response or when someone is inquiring from the local area.

### **The State of Texas agrees to:**

- ★ ship travel literature to the address furnished by the city;
- ★ ship the travel literature in case lots or quantities deemed economically appropriate by the state, subject to availability of inventory; and
- ★ pay the cost of shipping literature to the city.

To determine whether your center qualifies to receive travel literature for distribution, please register to use the Texas Travel Leads website at <https://TexasTravelLeads.com>. City-operated information centers that qualify will receive shipments of the *Texas State Travel Guide*, the *Texas Official Travel Map* and the *Texas Highways Events Calendar* for distribution. Visit the TxDOT Travel Industry Partners Page at [www.txdot.gov/business/partnerships/travel-industry-partners.html](http://www.txdot.gov/business/partnerships/travel-industry-partners.html) for more information.



## TEXAS HIGHWAYS

*Texas Highways* is a monthly magazine available by subscription and on newsstands. As the official travel magazine of the state, *Texas Highways* interprets the state's recreational, scenic, historical, cultural and ethnic treasures, and it preserves the best of Texas heritage. Besides providing a colorful banquet of Texas travel opportunities to readers each month, the magazine also provides quality ancillary products.

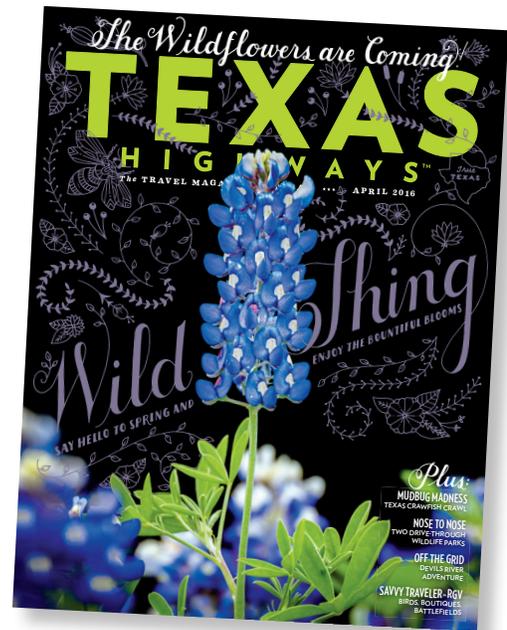
Subscriptions: \$24.95 per year (\$39.95 for foreign destinations). A digital edition is now available.

Single Copies: \$4.95 each. Back Issues: \$4.95.

To order the magazine, call 800/839-4997.

You also may write to *Texas Highways*, P.O. Box 141009, Austin, TX 78714-1009.

The magazine purchases freelance photographs and articles. Please call the editorial office at 512/486-5858 to receive guidelines for photographers and writers. Visit the magazine's website at [www.texashighways.com](http://www.texashighways.com).



## TEXASHIGHWAYS.COM AND THE TEXAS HIGHWAYS EXTRA E-NEWSLETTER



The website for *Texas Highways* magazine, [www.texashighways.com](http://www.texashighways.com), offers a taste of select articles from the print magazine plus additional “web extra” features, photos, videos, blogs and contests. The gift shop offers online shopping for unique Texas gifts and products. The magazine also has a presence on Facebook, Twitter, YouTube and Pinterest.

Readers also can sign up for a free subscription to the monthly *Texas Highways extra* e-newsletter, which highlights articles in print as well as new web-only content. To sign up, visit [www.texashighways.com](http://www.texashighways.com) and click on the *Texas Highways extra* box.

## ADVERTISING

Ad space is available for purchase in the *Texas State Travel Guide*, *Texas Highways* magazine (print and online), the *Texas Highways extra* e-newsletter, *Texas Highways Events Calendar* and the *Official State Travel Map*. For information, contact AJR Media Group at 800/383-7677.



## TEXAS TRAVEL LEADS

### FREE TEXAS TRAVEL INFORMATION RECORDS ONLINE

**T**HE TEXAS TRAVEL LEADS SYSTEM is a database cooperatively owned by the Texas Department of Transportation and the Office of the Governor, Economic Development & Tourism. It consists of names and addresses of individuals who have requested Texas travel information through toll-free calls, Internet requests, reader service cards, coupons, tip-in cards and letter mail. The toll-free operators, reader service cards and state agency tourism website at [www.traveltex.com](http://www.traveltex.com) collect other important information about individuals, such as what type of vacation activities they are interested in and which Texas cities or regions they plan to visit.

Texas Travel Leads is a website that allows the Texas travel industry to query the contents of the database to find individuals matching a specific target market. Visit the Registration page at <https://TexasTravelLeads.com> to become a subscriber. Once your registration has been verified, you may begin searching for individuals that match your specific target market. New records are available daily.

#### TEXAS TRAVEL LEADS ALLOWS POWERFUL QUERIES BY:

- ★ User-defined date range
- ★ Individual's home city, state, zip code, country
- ★ Texas cities or regions the individual plans to visit
- ★ Activities that interest the individual

#### FOR EACH INDIVIDUAL MATCHING YOUR QUERY, YOU WILL RECEIVE THE FOLLOWING DATA:

- ★ Name
- ★ Complete address
- ★ Code identifying cities or regions individual plans to visit
- ★ Code identifying activities in which individual is interested
- ★ Code identifying how individual requested information
- ★ Code identifying advertising that prompted individual to request information

You can download your query result file and print labels or send mailings promoting your destination. Using the Texas Travel Leads website is absolutely free to the Texas travel industry.

Log on to Texas Travel Leads at <https://TexasTravelLeads.com> and register today. Begin contacting those individuals who have already expressed an interest in Texas travel—and make the most of your marketing dollars!

For additional information, visit the TxDOT Travel Industry Partners website at [www.txdot.gov/business/partnerships/travel-industry-partners.html](http://www.txdot.gov/business/partnerships/travel-industry-partners.html), call the Texas Travel Leads Administrator at 512/486-5887 or e-mail [TRV\\_TTLLeads@txdot.gov](mailto:TRV_TTLLeads@txdot.gov).



## TxDOT TRAVEL CONTACTS

Travel Information Division mailing address: 125 E. 11th St., Austin, TX 78701  
Physical address: 150 E. Riverside Drive, Austin, TX 78704

	<b>Contact</b>	<b>Phone</b>	<b>Fax</b>
Travel Division Director	Joan Henderson Joan.Henderson@txdot.gov	512/486-5901	512/486-5909
Travel Services Section	Martha Martin, interim martha.martin@txdot.gov	512/486-5800	512/486-5804
Travel Publications Section	Deborah Follien, interim Debbie.Follien@txdot.gov	512/416-5887	512/486-5921
<i>Texas State Travel Guide</i> contact	Kirsti Harms TRV_Guide@txdot.gov	512/486-5819	512/486-5879
<i>Texas Official Travel Map</i> editor	Julie Stratton Julie.Stratton@txdot.gov	512/486-5875	512/486-5879
<i>Texas Highways Events Calendar</i> editor	Julie Stratton, interim texasevents@txdot.gov	512/486-5876	512/486-5879
<i>Texas Highways</i> editor	Lori Moffatt, interim Lori.Moffatt@txdot.gov	512/486-5861	512/486-5879
<i>Texas Highways</i> editorial	Lori Moffatt txhwys_editor@txdot.gov	512/486-5866	512/486-5879
<i>Texas Highways</i> circulation	Andrea Lin Andrea.Lin@txdot.gov	512/486-5887	512/486-5921
<i>Texas Highways</i> marketing and ancillary products	Katy Venable Katy.Venable@txdot.gov	512/486-5902	512/486-5921
<i>Texas Highways</i> photo editor	Brandon Jakobeit Brandon.Jakobeit@txdot.gov	512/486-5870	512/486-5879
<i>Texas Highways</i> web editor	Lois M. Rodriguez TRV-LOG@txdot.gov	512/486-5874	512/486-5879
TxDOT photo librarian	Anne Cook Anne.Cook@txdot.gov	512/486-5838	512/486-5835
Bulk Travel Literature	<a href="https://texastravelleads.com">https://texastravelleads.com</a>	512/486-5927	512/486-5944
Literature Distribution Program	LaKena Cooks TRV-LIT@txdot.gov	512/486-5925	512/486-5944
Texas Travel Leads (TTL)	TTL Administrator TRV_TTLLeads@txdot.gov <a href="https://texastravelleads.com">https://texastravelleads.com</a>	512-486-5887	512/486-5921
Special Projects and Campaigns and DriveTexas™	Martha Martin martha.martin@txdot.gov	512/486-5803	512/486-5921
Don't Mess with Texas®, Drive Clean Texas, Adopt-a-Highway, Adopt-an-Airport and the Texas Sponsorship programs	Brenda Flores-Dollar Brenda.FloresDollar@txdot.gov <a href="http://www.dontmesswithtexas.org">www.dontmesswithtexas.org</a> <a href="http://www.texasaah.org">www.texasaah.org</a>	512/486-5904	512/486-5909

