TEXAS HIGHWAYS

EVENTS CALENDAR

YOUR BEST RESOURCE TO FIND...

- festivals
- concerts
- exhibits
- parades
- and all things fun in Texas!

MARKET INFORMATION
The 1836 Chuckwagon Races near Palestine are held in April.

Be part of the best resource for Texas event and festival information.

- Promote your destination, events and festivals in a publication dedicated to what is going on in Texas
- Reach travelers who are seeking places to go and things to do
- Take advantage of affordable rates to reach your target audience
- Make your destination or event stand out
- Showcase your destination or event in a visual display

46.8% of all travelers (Texan and non-Texan) attended an event, exhibit, fair, festival, rodeo, sporting event or concert in 2013.

Invite them to your event!
Best Event Coverage
For more than 50 years, the Texas Highways Events Calendar has showcased festivals, fairs, rodeos, concerts, exhibits and all things fun in Texas. Each quarterly issue, published by the Texas Department of Transportation, is bursting with hundreds of events from across the state. This publication delivers a wide coverage of events throughout the seven tourism regions.

Reach Across the State
Travelers pick up the Texas Highways Events Calendar at the 12 Texas Travel Information Centers and more than 100 area CVB visitor centers around the state. Additional distribution is by mail to those requesting individual copies or fulfillment packets with a Texas Highways Events Calendar included.

65,000 copies of are printed each issue:
Winter (December, January, February),
Spring (March, April, May), Summer (June, July, August), and Fall (September, October, November).

TRAVEL INFORMATION CENTERS
TxDOT’s Travel Information Centers have travel counselors who provide visitors with publications and information to help make every Texas trip more pleasant.

- Amarillo I-40
- Anthony I-10
- Austin Capitol Visitor Center
- Denison U.S. 69/75
- Gainesville I-35
- Langtry U.S. 90/Loop 25
- Laredo I-35 at U.S. 83
- Orange I-10
- Texarkana I-30
- Valley (Harlingen) U.S. 77 at U.S. 83
- Waskom I-20
- Wichita Falls I-44, exit C

Approximately 2 million travelers visit the Texas Travel Information Centers annually.