



TEXAS HERITAGE TRAILS PROGRAM

The Texas Historical Commission's Texas Heritage Trails Program is a combination of historic preservation and tourism. This economic development initiative encourages communities to partner to promote Texas' historic and cultural resources. These 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.

What We Do

Provide technical, financial and marketing assistance to heritage regions across Texas. Since 1997, the program has revitalized local economies, increased visitation to cultural and historic sites and raised the awareness of the importance of historic preservation to the tourism industry.

Benefits

- Tourism evaluations of historic and cultural sites
- Grants to employ full-time coordinators in 10 regions statewide as funding permits
- Matching grants for projects that enhance the heritage tourism experience as funding permits
- Full-color regional travel brochures for all 10 regions (approximately 500,000 copies)
- Advertising and media placements
- Networking opportunities with other heritage tourism organizations



Shown above: Folklorico dancers entertain crowds at Corpus Christi's Cinco de Mayo festival. Inset: The annual Dickens on the Strand festival attracts visitors to Galveston's historic downtown.



For free travel guides
visit www.thc.state.tx.us/travel.

How to Become Involved

Individuals and communities are always welcome to participate in the program. Begin by visiting www.thc.state.tx.us/heritagetourism/htprogram.shtml and select your region from the regional map. If you are not sure which region you are in, a list of counties in each heritage region is available at www.thc.state.tx.us/heritagetourism/hthtplist.shtml. Each regional web site offers the opportunity to become involved either by completing the “contact page” online or contacting the regional coordinator for additional information.

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

Fax: 512.463.5862

Email: community-heritage@thc.state.tx.us



TEXAS HISTORICAL COMMISSION

real places telling real stories

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