HERITAGE

TOURISM IS THE

FASTEST GROWING

SEGMENT OF THE

\$40.4 BILLION

TOURISM

INDUSTRY IN

TEXAS.

TEXAS BOASTS

ABOUT 2,800 SITES IN The National Register of Historic Places

700 MUSEUMS, Approximately 400 of which Are history museums

★ 12,000 HISTORICAL MARKERS

★ 46 NATIONAL HISTORIC LANDMARKS

★ 83 Official Texas Main Street cities

* 225 HISTORIC COUNTY COURTHOUSES



The State Agency for Historic Preservation

P.O. BOX 12276 • AUSTIN, TX 78711-2276 PHONE 512/463-6100 • FAX 512/475-4872 www.thc.state.tx.us

HERITAGE TOURISM Works for texas



onsent, from a restricted federative republic, comp overeign states, to a consolidated central military o sm, in which every interest is disregarded but that rmy and the priesthood, both the eternal enemies o iberty, the everready minions of power, and the usu ustruments of tyrants. When, long after the spir

onstitution has separted, moderation is at length

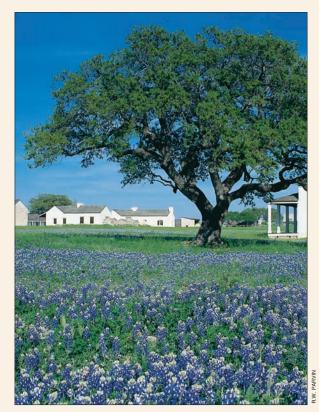
WHAT IS HERITAGE TOURISM?

Travel directed toward experiencing an area's unique heritage and culture.

WHY FOCUS ON HERITAGE TOURISM?

Nationally, by 2005, annual revenues from cultural and heritage tourism are expected to reach \$200 billion.

Texas ranks second in the U.S. in the number of cultural and heritage travelers visiting the state. The Texas economy benefits from these tourists because they spend \$29 more per day and stay longer than other travelers.



WHAT DOES HERITAGE TOURISM DO FOR TEXAS?

Protects historic, cultural and natural resources

■ Promotes economic and civic vitality in communities and regions across Texas

Creates jobs, increases property values, increases retail sales and generates tax revenues

Educates residents and visitors about Texas history and traditions

Builds stronger communities

HOW IS THE TEXAS HISTORICAL Commission promoting Heritage Tourism?

Through its Texas Heritage Trails Program, which provides technical, financial and marketing assistance to areas of Texas to preserve and promote historic resources. It creates sustainable partnerships among preservation and tourism professionals while marketing heritage driving trails as destinations.

Since 1997, the program has revitalized local economies through increased visitation to cultural and historic sites, and raised the awareness of the importance of historic preservation to the tourism industry.

ECONOMIC IMPACT

The Texas Heritage Trails Program has returned approximately \$30 to the state's economy for every dollar the state invests in the program.

The program has increased visitation to historic sites, which generated approximately \$95 million in additional spending and hundreds of new jobs.



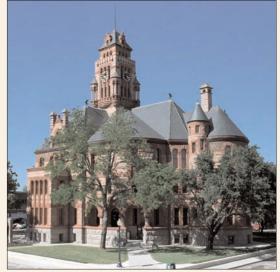
W. PARVIN

Cannon from the Belle shipwreck

HOW CAN MY COMMUNITY GET INVOLVED?

To learn more, call 512/463-6092, or visit www.thc.state.tx.us/travel.

For a regional contact visit: www.texasforesttrail.com www.texasfortstrail.com www.texasindependencetrail.org www.texaslakestrail.com



Ellis County Courthouse

Fort McKavett