



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



TEXAS
 HISTORICAL
 COMMISSION

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



*When a government has ceased to protect the lives, lib
 and interests of the people, from whom its legitimate p
 are derived, the consent of the governed is no longer
 was instituted, and so far from being a guarantee for the
 enjoyment of those inalienable and inalienable rights,
 become an instrument in the hands of evil rulers for the
 oppression of the people, and an institution
 of their country, and no longer has any relation to the
 longer has any relation to the whole nature
 their government has been forcibly changed, without the
 consent, from a restricted federative republic, composed
 sovereign states, to a consolidated central military despot
 ism, in which every interest is disregarded but that of the
 army and the priesthood, both the eternal enemies of ci
 liberty, the everready minions of power, and the usual
 instruments of tyrants. When, long after the spirit of
 constitution has departed, moderation is at length so far*



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.



Fort McKavett

R.W. PARVIN

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.



R.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



JIM BONAR

Ellis County Courthouse

