



TEXAS PLAINS TRAIL REGION

The Texas Plains Trail Region invites visitors to come experience the rugged beauty and shimmering sunsets of the Plains and Panhandle—across a landscape that embodies the western frontier, Native American roots, music heritage, modern-day wine country, and more. Established in 1968 as a 650-mile loop driving route from the rolling plains to the Canadian River Valley, the region today encompasses the cities of Amarillo, Lubbock, and Big Spring and more than 200 smaller communities; Palo Duro Canyon and the Caprock Canyonlands; and 12,000 years of human history in one of the earliest settled locales on the continent.

Who we are and what we do-----

Since 2003, the Plains Trail Region functions as a heritage tourism marketing and education arm of the Texas Historical Commission. Our volunteer-led board ensures that even the smallest, most remote destinations benefit from tourist dollars.

The Texas Plains Trail Region increases heritage tourism and boosts economic development in 52 counties and 50,000 square miles (1/5 of Texas's land area) by:

- making prospective visitors aware of the region and its many attractions
- educating people about the Region's rich history, culture, and natural wonders
- fostering historic preservation in the Region
- helping improve sites to be visited in the Region
- helping develop local/regional heritage tourism leadership.

Major Benefits to the Region-----

- A coordinated, proactive tourism marketing program **worth approximately \$64,000 annually** to each of 52 counties, at a cost per county ranging from \$200 to \$5,000 according to population
- Educational and training opportunities, including meetings, tours, workshops, site visits, and annual Tourism & Preservation Roundup. **In FY2016: 4,700 volunteer hours engaged**
- Technical and marketing assistance (event ideas, brochure design, hospitality training, social media); advocacy for historic preservation; networking across diverse organizations
- Regular media and visitor exposure for communities, their history, their destinations, and their events via statewide Heritage Trails website, paid advertising, social media, and monthly regional newsletters **A value of \$7 returned for every \$1 invested**
- Cooperative representation of communities, sites, and attractions at travel trade shows, the State Fair of Texas, conferences, and special events **Greeting 70,000+ visitors annually**
- Affordable, cooperative advertising in outlets such as our annual West Texas TravelHost visitor guide; Authentic Texas magazine; regional map **50,000+ distributed annually**
- Participation in the Quanah Parker Trail, a historical commemoration and public art project recognizing the under told story of our Native American heritage **84 arrow markers to date in 51 counties**



**SERVING
52 COUNTIES**

ARMSTRONG • BAILEY
 BORDEN • BRISCOE
 CARSON • CASTRO
 CHILDRESS
 COCHRAN
 COLLINGSWORTH
 COTTLE • CROSBY
 DALLAM • DAWSON
 DEAF SMITH
 DICKENS • DONLEY
 FLOYD • FOARD
 GAINES • GARZA
 GRAY • HALE • HALL
 HANSFORD
 HARDEMAN
 HARTLEY • HEMPHILL
 HOCKLEY • HOWARD
 HUTCHINSON • KENT
 KING • KNOX • LAMB
 LIPSCOMB • LUBBOCK
 LYNN • MITCHELL
 MOORE • MOTLEY
 OCHILTREE
 OLDHAM
 PARMER • POTTER
 RANDALL • ROBERTS
 SCURRY • SHERMAN
 SWISHER • TERRY
 WHEELER • YOAKUM