



# TEXAS MOUNTAIN TRAIL REGION

*Breathtaking mountains and high-country hikes. Sheer river canyons and winding back roads. Exotic panoramas and star-studded nights. Adventure in the unspoiled West in the Texas Mountain Trail Region of Far West Texas. See land as early man saw it, as the Apache and Comanche saw it, as ranching pioneers saw it. Visit Big Bend National Park; hike the spectacular South Rim Trail. Follow the Butterfield Overland Stagecoach route through Guadalupe Mountains National Park. Visit charming mountain communities, where cowboys may still go to lunch in town on horseback. Catch a performance at El Paso's 1930 Plaza Theatre, in the heart of the museum district. Visit adobe missions, still used as churches for local congregations. Travel by car, horse, motorcycle, bicycle, RV, or by foot—the scenery and history is unparalleled.*

## Mission

*The Texas Mountain Trail Region is a volunteer-based organization for visitors and residents of the area. Its mission is to support and facilitate recreational, cultural, and educational opportunities and promote economic development compatible with the heritage of Far West Texas.*

## What We Do

*The Texas Mountain Trail is a non-profit organization that promotes heritage tourism in a 6-county region in Far West Texas. A board of directors consisting of volunteers from throughout the Texas Mountain Trail Region directs the work of the organization. As well, an executive director manages the day-to-day activities of the organization and coordinates all regional activities and programs.*

*We promote the region as a heritage tourism destination through maintenance of a website to facilitate information and travel itineraries, social media outlets, distribution of regional travel brochures in travel shows and other events to market the region.*

## Benefits of Participation

- Networking opportunities with cultural/heritage tourism partners and historic preservationists
- Invitations to quarterly board meetings, workshops, special tours and heritage events
- Technical and marketing assistance
- Exposure on website, in print projects, social media sites and at trade shows
- Cooperative marketing opportunities

## Current Projects

- Big Bend and Texas Travel Guide
- Community outreach and awareness
- Website enhancement



SERVING  
6-COUNTIES

BREWSTER  
CULBERSON  
EL PASO  
HUDSPETH  
JEFF  
DAVIS  
PRESIDIO