



TEXAS LAKES TRAIL REGION

Established in 2003, the Texas Lakes Trail Region (TLTR) is a grass roots heritage tourism initiative dedicated to promoting and preserving historic sites and cultural resources in 31 North Central Texas counties. The Dallas/Fort Worth Metroplex serves as a central hub for our diverse region that stretches from the top of the Hill Country in Bosque County north to the Red River Valley. The blending of rural and urban communities helps tell a more complete story of the region.

Vision

The Texas Lakes Trail Region creates a positive economic impact for the 31- county region by positioning the region as a national and international heritage tourism destination.

What We Do

The Texas Lakes Trail is a non-profit organization that promotes heritage tourism in North Central Texas. Our all-volunteer board of directors directs the work of the organization along with an executive director that manages the day-to-day activities of the organization and coordinates all regional activities and programs.

The Texas Lakes Trail provides cooperative marketing opportunities which enable communities within the region to stretch their marketing dollars and to have exposure that they could not otherwise afford. As a result of these marketing opportunities, tourists are attracted to the region. This helps build a strong economic base for our North Texas communities.

Benefits of Participation

- Quarterly educational workshops on Heritage Tourism best practices
- Cooperative marketing opportunities
- Promotion of community events and attractions on Texas Lakes Trail website
- Exposure in the Texas Lakes Trail Regional map
- Attractions and communities' brochures are on display in the Heritage Trails Booth at the State Fair of Texas

Current Projects

- Regional Travel Map
- Lakes Trail Benefits Program
- Quanah Parker Traveling Exhibit
- 150th Celebration of the Chisholm Trail in Texas
- 100 Commemoration of WWI
- Frontier Forts Day
- Authentic Texas Magazine
- Texas Lakes Trail Travel Guide of North Texas



SERVING
31-COUNTIES

- ARCHER
- BAYLOR
- BOSQUE
- CLAY
- COLLIN
- COOKE
- DALLAS
- DELTA
- DENTON
- ELLIS
- FANNIN
- GRAYSON
- HENDERSON
- HILL
- HOOD
- HOPKINS
- HUNT
- JOHNSON
- KAUFMAN
- LAMAR
- MONTAGUE
- NAVARRO
- PARKER
- RAINS
- ROCKWALL
- SOMERVELL
- TARRANT
- VAN
- ZANDT
- WICHITA
- WILBARGER
- WISE