



# HILL COUNTRY TRAIL REGION

*Head for the hills and discover stunning vistas and amazing caverns. Hike dramatic canyons and float lazy rivers. Explore roller-coaster back roads and picturesque towns. Experience the history of the 19 counties in the Texas Hill Country Trail Region by following in the footsteps of Native Americans and Spanish missionaries, German immigrants and Anglo pioneers, cattle drovers and powerful politicians—and stand on the stage of the real places where all of their stories unfolded.*

## Mission

*The Texas Hill Country Trail Region will develop partnerships to protect our heritage and sustain our natural and cultural resources through promotion, preservation, education and tourism.*

## Accomplishments & Highlights

- The Texas Hill Country Trail Region was designated as a member of the Heritage Trails Program in July of 2005 and received its 501 (c) 3, non-profit status in August of 2008.
- Governed by an 11-member Board, our directors represent a cross-section of our 19-county Region. The Executive Director and sole employee acts as a liaison to the Texas Historical Commission, from whom we receive grant money to assist in the operation of the Trail Region. Bi-monthly Board Meetings rotate to various locations in the Hill Country with an educational component provided from the host community. These meetings are open to the public and visitors are encouraged to attend.
- Our website, [www.txhillcountrytrail.com](http://www.txhillcountrytrail.com), was launched in March of 2006, along with the other nine Heritage Regions. Our site is a reflection of life in the Hill Country with an informative homepage; facts about the region; a regional events calendar; sites, cities, and stories of interest; along with resources that are available to our visitors.
- In addition to the state travel guide, we produce a map/brochure with our partners to promote the region at various trade/travel shows around the state, Texas Information Centers, and area visitors centers. During 2015-2016, the Texas Hill Country Trail Region raised over \$32,000 in cash contributions and received over \$32,000 from in-kind contributions.
- We have been pleased to offer workshops in our Region that encourage heritage preservation, we are actively promoting our partners through advertisements in *Texas Highways* and *Madden Media campaigns*, we produce a monthly newsletter for partners and friends, promoting timely news and regional events.
- Most recently we have developed the first ever Texas Hill Country Trail Region Passport. The Passport highlights 24-historic sites, attractions or destinations within our 19-county region. Upon visiting these sites, passport holders obtain a stamp. When 18 stamps or more have been acquired the passport can be submitted to the THCTR for a prize donated by our partners. The Texas Hill Country Trail Passport is available at no charge at any of the featured sites and can be ordered for free by visiting [www.txhillcountrytrail.com](http://www.txhillcountrytrail.com) or [www.txhillcountrypassport.com](http://www.txhillcountrypassport.com).



SERVING  
19-COUNTIES

ATASCOSA  
BANDERA  
BEXAR  
BLANCO  
BURNET  
COMAL  
FRIO  
GILLESPIE  
HAYS  
KENDALL  
KERR  
LAMPASAS  
LLANO  
MEDINA  
REAL  
TRAVIS  
WILLIAMSON  
UVALDE  
ZAVALA