



# TEXAS FORTS TRAIL REGION

*In the mid-1800s, westward expansion brought about the need for troops and forts to protect settlers on the Texas frontier. Today's Texas Forts Trail highlights eight pre- and post-Civil War forts and the largest Spanish presidio in Texas. The post remains are authentic and several have benefitted from new preservation efforts in recent years. Most feature tours and visitor centers; many host regular events, such as historical reenactments, living history presentations, and community wide festivals, all of which bring the region's rich heritage to life. The "trail" refers to a recommended 650-mile driving route through the region that is anchored by these historic forts and also the communities that gained a foothold on the edge of civilization as a result of a fort's existence.*

## Mission

The mission of the Texas Forts Trail is to increase heritage tourism to the Region by:

- making people aware of the region and its attractions;
- educating people about the role of forts in the development of Texas;
- fostering historic preservation in the region;
- helping improve sites to be visited in the region; and
- helping develop local/regional heritage tourism leadership.

## What We Do

*The Texas Forts Trail is a non-profit organization that promotes community development and seeks to provide educational opportunities through heritage tourism in a 29-county region in Central West Texas. A board of directors consisting of volunteers from throughout the Texas Forts Trail Region directs the work of the organization. An executive director manages the day-to-day activities of the organization and coordinates all regional activities and programs.*

## Benefits to the Region

- Educational and training opportunities as well as peer-to-peer meetings
- Technical and marketing assistance (event ideas, brochure design, social media skills, customer service)
- Exposure of communities, events and activities on Forts Trail website, a variety of social media channels, and in print projects
- Representation of communities, historic sites and attractions at travel shows, the State Fair of Texas and special events
- Stretch marketing dollars through cooperative advertising in publications such as Texas Highways, TravelHost, and Ride Texas magazines
- Access to a nationally-recognized training and educational library
- Engagement in an educational and marketing partnership with Communication Department at Hardin-Simmons University



**SERVING  
29-COUNTIES**

**BROWN  
CALLAHAN  
COKE  
COLEMAN  
COMANCHE  
CONCHO  
EASTLAND  
ERATH  
FISHER  
HASKELL  
IRION  
JACK  
JONES  
MCCULLOCH  
MASON  
MENARD  
MILLS  
NOLAN  
PALO PINTO  
RUNNELS  
SAN SABA  
SCHLEICHER  
SHACKELFORD  
STEPHENS  
STONEWALL  
TAYLOR  
THROCKMORTON  
TOM GREEN  
YOUNG**