



TEXAS PECOS TRAIL REGION

High tabletop mesas rise from wide-open prairies. Ancient rivers course through sheer limestone canyons. Cool artesian springs bubble up from deep underground and ceaseless wind sculpts sand into ever - changing dunes. Above it all stretches a sky so big you can almost reach out and touch it. This is where legendary Wild West of classic books and movies, and the real-life landscape of the Texas Pecos Trail Region. The region's 22 West Texas counties cover almost 35,000 square miles, an area larger than a dozen average-sized U.S. States.

Mission

The Texas Pecos Trail Region develops and promotes heritage preservation and tourism throughout the richly diverse West Texas area. The unique culture and heritage of the Texas Pecos Trail Region is preserved for present and future generations and contributes to the region's economic growth.

What We Do

- Promote the region as a heritage tourism destination
- Maintain website to facilitate information and travel itineraries
- Distribute regional travel brochures and other print media at events all around the region
- Participate in travel shows and other events to market the region
- Plan workshops and education for small museums, heritage sites, and preservation groups
- Work with museums, sites, and attractions to improve heritage tourism and preservation
- A Board of Directors comprising volunteers from throughout the region to direct the organization
- An Executive Director coordinates activities, programs, and projects and serves as liaison to the THC
- Mail out brochures around the nation by request from TourTexas.com website
- Provide small grants to partners for special events or program development.

Benefits to the Region

- Networking opportunities with heritage tourism partners and historic preservationists
- Promotions of communities during bi-monthly board meetings, workshops, and tours
- Technical and marketing assistance
- Exposure on website, in print projects, and at trade shows and State Fair of Texas
- Speaking engagements to preservation and tourism groups and communities

Current Projects

- Partnership Program upgrade
- Pecos Trail Benefits Program
- Bi-monthly Partner Events/Board Meetings
- New Marketing opportunities with local publications



SERVING
22-COUNTIES

ANDREWS
CRANE
CROCKETT
ECTOR
EDWARDS
GLASSCOCK
KIMBLE
KINNEY
LOVING
MARTIN
MAVERICK
MIDLAND
PECOS
REAGAN
REEVES
STERLING
SUTTON
TERRELL
UPTON
VAL
VERDE
WARD
WINKLER