

# Texas Heritage Trails Program

A REGIONAL TOURISM INITIATIVE

The Texas Historical Commission's Texas Heritage Trails Program is a combination of historic preservation and tourism. This economic development initiative encourages communities to partner to promote Texas' historic and cultural resources. These successful local preservation efforts, combined with statewide marketing of the areas as tourism destinations, increase visitation to cultural and historic sites and bring more dollars to Texas communities, especially rural ones.

## WHAT WE DO

Provide technical, financial and marketing assistance to heritage regions across Texas. Since 1997, the program has revitalized local economies, increased visitation to cultural and historic sites and raised the awareness of the importance of historic preservation to the tourism industry.

## BENEFITS

- Tourism evaluations of historic and cultural sites
- Grants to fund a full-time regional coordinator as funding permits
- Matching grants for projects that enhance the heritage tourism experience
- Full-color regional travel brochure (approximately 500,000 copies)
- Advertising and media placements
- Networking opportunities with other heritage tourism organizations

## HOW TO BECOME INVOLVED

Individuals and communities are always welcome to participate in the program. Begin by visiting [www.thc.state.tx.us/heritagetourism/htprogram.shtml](http://www.thc.state.tx.us/heritagetourism/htprogram.shtml) and select your region from the regional map. If you are not sure which region you are in, a list of counties in each heritage region is available at [www.thc.state.tx.us/heritagetourism/hthttplist.shtml](http://www.thc.state.tx.us/heritagetourism/hthttplist.shtml). Each regional web site offers the opportunity to become involved either by completing the "contact page" online or contacting the regional coordinator for additional information.

## HOW TO REACH US

Tourism and marketing specialists are available to answer questions regarding the program or to consult on heritage tourism issues. Please contact us at:  
Phone: 512/463-6092  
Fax: 512/463-5862  
Email: [community-heritage@thc.state.tx.us](mailto:community-heritage@thc.state.tx.us)



For free travel guides  
visit [www.thc.state.tx.us/travel](http://www.thc.state.tx.us/travel).

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The State Agency for Historic Preservation