



Texas Fifty-Two-Step TOUR 2017

TEXAS PLAINS TRAIL LITERATURE DISPLAY PROJECT 2017

Showcase your community's heritage tourism materials where local visitors will find them!

Apply now to receive this handy display & literature for FREE **Deadline December 20, 2016**

THE TEXAS PLAINS TRAIL REGION serves the Plains and Panhandle by helping attract travelers to stay longer and spend more in *your* communities. And one of the ways we've done that since 2015 is our Texas Fifty-Two-Step Virtual Tour — an online travelogue of history, culture, and recreation in each of our region's 52 fascinating counties. We've helped share the stories of your destinations, your tourism events, your famous faces and places.

RACK CARDS AND DISPLAY Now, we're taking that content to the next level — with printed tourism rack cards developed from our newsletter content. And to make it easy to display your new materials alongside our Texas Heritage Travel Guide, we're providing a handsome countertop or wall display — all free of charge to communities chosen for our spring 2017 pilot program.

HOW TO APPLY It's easy! **Just complete the back of this form and return it to the Texas Plains Trail Region by December 5, 2016.** Pilot program participants will be selected and notified by December 20; materials will be ready for delivery in February 2017.

WHO IS ELIGIBLE One tourism partner per participating county* in the Texas Plains Trail Region. This could be your Visitor Center, Convention and Visitor Bureau, museum, county courthouse — anywhere that travelers to your county are most likely to stop and seek local information.



LITERATURE DISPLAYS FOR OUR TOURISM PARTNERS

- Heavy-duty acrylic literature displays with varying pocket sizes
- Available in countertop or wall model
- Branded with Texas Plains Trail Region logo
- Literature refill contact info on back

MATERIALS FOR DISTRIBUTION The Texas Plains Trail Region (TPTR) and its parent agency, the Texas Historical Commission, will supply requested quantities of the statewide Texas Heritage Travel Guide booklet, the annual Texas Plains Trail/Travel Host Visitor Guide, Quannah Parker Trail Rack Card, and regional highway maps. Plus, thanks to a local foundation grant, TPTR will provide starter quantities of a full-color, 4x9 rack card customized to feature your county. Rack card reprints will be available at nominal cost; refills on other materials are available upon request at no cost.

SHOW YOUR STUFF! The Texas Plains Trail Region is a huge area — covering 50,000 square miles, or about one-fifth of the state's area. Once we get visitors out here, let's do everything we can to keep them! Our literature program will help them discover even more stories and more real places— and pass the word along to others.

* Participating counties are those that have contributed to TPTR's annual County Marketing Plan in 2017

TO LEARN MORE

get in touch at info@TexasPlainsTrail.com or visit www.TexasPlainsTrail.com



TEXAS HISTORICAL COMMISSION
real places telling real stories



TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

This pilot program is made possible with generous assistance from the Community Foundation of West Texas

APPLICATION TEXAS PLAINS TRAIL LITERATURE DISPLAY PROJECT 2017

Deadline December 20, 2016

Date _____
Submitted by _____
Email _____ Phone _____
Community or institution _____
City _____ County _____

1. ASSESSING NEED Where in your county do visitors currently go to seek tourism information, either from a person or a literature display/kiosk? (We realize that small towns and less populous counties may be in very different situations!) What kind of tourism literature displays or fixtures are currently available there?

2. LOCATION OF DISPLAY Where, specifically, do you feel that a new Texas Plains Trail Region literature display would be most effective in your county? In a new location, or complementing existing displays? Indoors or outdoors? Countertop or wall-mounted?

3. HERITAGE TOURISM LITERATURE. We define heritage tourism destinations as those focused on a place's history, culture, and/or natural resources. What materials do you currently distribute to visitors, that promote heritage tourism destinations? (Again, we realize the situation may be quite different in large and small communities, and in rural or urban settings—so feel free to summarize.) Does your city or county currently have a rack card promoting it as a heritage tourism destination?

4. COUNTY PARTICIPATION. Does your county currently contribute to the Texas Plains Trail Region's annual cooperative marketing program? ([The program is described here](#); to verify your county's participation, email us at info@TexasPlainsTrail.com. Not sure if your county is in our region? [Read about our organization here](#).)

Participating counties are eligible for consideration in the FREE pilot program. Other counties may apply to receive a literature display at a cost of \$250. One tourism partner per county* in the Texas Plains Trail Region may apply, so please coordinate your application with other partners in your county.

5. SEND IT IN! **Complete this form and return it via email or snail-mail to the Texas Plains Trail Region by December 20, 2016.** We'll acknowledge receipt and let you know if we have any questions. Pilot program participants will be selected and notified by Jan. 10, 2017; materials will be ready for delivery in February 2017.

Texas Plains Trail Region • P. O. Box 88, Lubbock TX 79408 • 806.747.1997 • info@TexasPlainsTrail.com

Participant in the Texas Heritage Trails Program, an award-winning heritage tourism initiative of the Texas Historical Commission