HERITAGE TOURISM PROGRAM

If you enjoy traveling to experience the cultures, stories, and heritage of the various historic destinations throughout Texas, you are a heritage tourist. If you participate in preserving, researching, programming, and promoting historic downtowns, districts, sites, structures, and landscapes, you are our partner in developing and sustaining preservation-based heritage tourism experiences. You're in good company! Both heritage tourists and heritage partners can get involved through one or all of the following opportunities.

RESOURCES FOR HERITAGE TOURISTS

PRINT AND DIGITAL MEDIA

Texas is a big state, and TexasTimeTravel.com allows users to explore historic sites and stories on a statewide or regional level. Curious travelers can search by region to explore thoroughly or plan a trip across several regions to experience Texas' rich geographic, cultural, and historic variety.

Texas Time Travel Mobile Tours feature rich audio, video, and photographic story elements to provide useful visitor information for exploring historical sites across the state. Themed tours are currently available on topics such as the Chisholm Trail, Bankhead Highway, Texas Revolution, and World Wars I and II, as well as African American, Hispanic, and German Texan cultures.

The Texas Heritage Travel Guide is a handy general reference, and thematic brochures complement many of our mobile tours. Print guides can be ordered or downloaded though TexasTimeTravel.com.

Shown above: Located near Clifton in Cranfills Gap, The Old Rock Church, part of the Norse Historic District, was built in 1886 by Norwegians who utilize it today for special services. Inset: Texas Heritage Trail Regions.

For free travel guides,
visit texastimetravel.com.

RESOURCES FOR HERITAGE PARTNERS

THE HERITAGE TOURISM PROGRAM works in collaboration with cultural and civic entities, tourism professionals, historic site managers, and other local partners to help assess and cultivate local heritage assets, create authentic visitor experiences, and promote Texas history and culture to travelers.

The Heritage Tourism team also provides direct community assistance to help strengthen authentic visitor experiences and build organizational capacity at the local level.

An example is the Museum on Main Street initiative, a partnership with the Smithsonian Institution to bring a traveling national exhibit to small towns in Texas. The Heritage Tourism team works closely with these cities to assess and develop their heritage tourism assets in order to prepare them to host the exhibit and showcase their communities for visitors.

THE TEXAS HERITAGE TRAILS PROGRAM (THTP) is the THC's award-winning heritage tourism initiative that encourages communities, heritage regions, and the state to partner to preserve and promote Texas' historic and cultural resources. This program emphasizes authentic, firsthand experiences of these destinations and strives to find the balance between the preservation and promotion of historic and cultural resources and the development of the visitor experience.

Successful local preservation efforts, combined with statewide marketing of heritage regions as tourism destinations, increase visitation to cultural and historic sites and bring more dollars to Texas communities.

THC RESOURCES

The THC supports each heritage region with technical, marketing, and financial assistance, and broadly markets THTP regional destinations.

REGIONAL RESOURCES

Each heritage region works to forge local tourism partnerships and support the region's attractions by developing its own unique blend of programs and promotions.

Some of the many opportunities regions offer to become involved in the program include:

- List your sites, attractions, and events on one of the 10 regional websites at TexasTimeTravel.com
- Share your stories at heritage education events developed for regional partners
- Network with other heritage tourism professionals in your region
- Participate as a co-op partner in travel and trade shows across the state
- Participate in co-op advertising in Texas-targeted travel publications
- Volunteer to serve on a project task force or the regional board of directors

If you are not sure which region you are in or you wish to contact a regional organization, visit TexasTimeTravel.com.

HOW TO REACH US

Staff members are available to answer questions and provide heritage tourism assistance. Please contact us at:
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TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

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