

Texas Department of Transportation

Official Travel Publications



Texas Highways

The Travel Magazine of Texas

Texas Highways, the award-winning travel magazine of Texas, encourages recreational travel to and within Texas and tells the Texas story to readers around the world. The Official State travel magazine is published monthly by the Travel Information Division of the Texas Department of Transportation. Renowned for its outstanding photography, statewide events coverage, travel tips, scenic destination features, and top weekend getaways, the magazine reaches subscribers and new stand buyers interested in traveling and exploring Texas. *Texas Highways* helps readers discover the treasures of the Lone Star State — Gulf beaches, West Texas mountains, Panhandle canyons, Piney Woods hideaways, the marvels of the metropolises, and small-town wonders.



TexasHighways.com

The Travel Magazine of Texas Web Site

The companion to *Texas Highways* the magazine, TexasHighways.com provides visitors with interesting stories and valuable information focused on Texas travel including bonus content not found in the magazine. Also included is the *Texas Highways* Marketplace featuring accommodations, attractions, destinations, events and other tourism resources. Opportunities exist to advertise through web banners (limited inventory) and marketplace listings.

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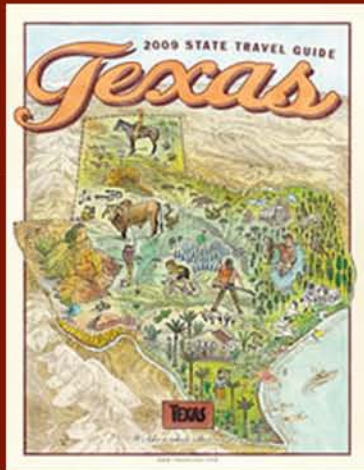


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Texas State Travel Guide

The State's Premier Publication Encouraging Travel To and Within Texas

Published annually, the *Texas State Travel Guide* is the State's primary fulfillment publication, mailed to each person requesting Texas visitor information. The 2010 edition will highlight publicly accessible sites of scenic, historical, and recreational interest. The State of Texas distributes the Guide through requests made from the toll free number advertised nationally in broadcast and print, as well as through the state's official web site www.TravelTex.com. Travelers also find the Guide at the twelve Texas Travel Information Centers located at entry points throughout the state. The Guide is divided into seven tourism regions, with each city and town listed alphabetically within a respective region. Regional maps introduce each region, and communities are further identified by a grid coordinate corresponding to the Texas Official Travel Map.



Texas Events Calendar

The Official Source of Statewide Events and Festivals

The *Texas Events Calendar* has been published by the Texas Department of Transportation for more than 50 years. Each quarterly issue contains hundreds of events from across the state and from within each of the seven tourism regions.

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