

TEXAS PLAINS TRAIL

Partner Program



Scan me & travel to the
TexasPlainsTrail.com

As your tourism promotional and advisory partner representing 52 counties of the Texas Plains and Panhandle, the Texas Plains Trail Region staff and volunteers can help stretch your marketing, programming, and training dollars for your benefit and that of your visitors. We know resources and staff are limited. That's why we're here to let people know about the authentic stories and authentic places of the Lone Star State, as a way to help preserve our heritage and make our communities attractive places to visit, live, and work. Your contribution covers the following promotions & programs:

SERVICES & PROGRAMS

Although the Texas Heritage Trails are partially supported statewide by the Texas Historical Commission, state financial support currently covers less than half of our modest operating expenses. We can help our counties in direct proportion to your annual monetary contribution. Please note and budget your county's contribution (assigned to funding tiers by 2010 Census population) to continue our work on your behalf.

MARKETING

- Listing on TexasPlainsTrail.com
New website with new features & consistent updates
- Listing on TexasTimeTravel.com
- Paid Social Media Marketing
- Quanah Parker Trail Partnership
- Brochure at Palo Duro Canyon Visitor Center
- Datafy regional travel statistics
- Constant Contact E-mail Campaign
- Co-Op Advertising

TRADESHOW & INFO FAIRS

- State Fair of Texas
- Multiple Statewide Trade Shows
- Local Business Expos

PUBLICATIONS

- Plains Trail Brochure *Coming Winter 2023*
- Plains Trail Rack Card
- Authentic Texas Magazine
- TravelHost Visitor & Museum Guide
- Texas Heritage Travel Guide

TEXAS HISTORICAL COMMISSION

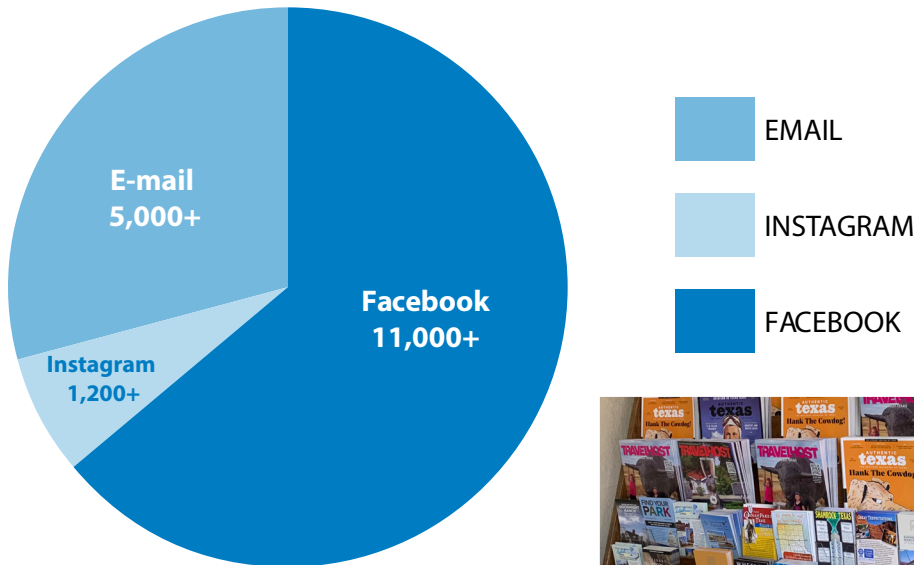


TEXAS HERITAGE TRAILS PROGRAM



STATISTICS

The Plains Trail reaches millions of people between publications, our website, social media, emails, and in-person tradeshows like the State Fair of Texas. In 2022 alone, there were 2.5 million visitors to the Fair, and thousands of pieces of material with Plains Trail information handed out.



ADDITIONAL SERVICES

Cooperative memberships in Texas Travel Industry Association, Preservation Texas, Texas Downtown Association, and other groups to share news & benefits

Extensive networking with regional & state tourism groups

Access to statewide & community tourism impact statistics

Representation in tourism & preservation advocacy efforts

Resource for grant opportunities & grant-writing training

Community assistance in workshops, festival planning, board training, presentations, and website design & management

Tourism literature critique

Media representation in regional newspapers, radio, & television

Assistance with educational programs for school districts, service learning projects, & 4-H Extension, and other youth programming

Use of TPTR logo on your website and marketing communications

Participation in our bi-monthly board meetings held in the region

FREE or low-cost informational and training presentations (including TexasAgriLife's Texas Friendly Hospitality Training) to civic groups, schools, and organizations

Libraries (30,000+ images) of high-quality, high-resolution photographs of your communities, stored online & available for immediate search, download, and use at no extra charge.



ALLISON KENDRICK
Executive Director

Info@TexasPlainsTrail.com
800-930-6024

TexasPlainsTrail.com

