



Amarillo Convention and Visitor Council
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April 6, 2017

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62nd ANNUAL TEXAS TRAVEL COUNSELORS CONFERENCE DISCOVERS AMARILLO

What has 160 legs, is all ears and greets millions of visitors to Texas each year?

The 80 travel counselors from the Texas Department of Transportation (TxDOT), Texas Parks and Wildlife Department (TPWD) and city convention and visitor bureaus participating in the 62nd Annual Texas Travel Counselors Conference in Amarillo April 9-13.

TxDOT's Travel Counselors are the friendly people staffing one of the 12 Travel Information Centers across the state. These travel counselors are well-trained and very knowledgeable about Texas. Each year, this conference visits a different part of Texas and spends several days on the road exploring area attractions and experiencing the area's flavor.

"The travel counselors are considered Texas' Goodwill Ambassadors. They influence more than 93% of visitors to extend their stay, visit more attractions, or plan future trips," Joan Henderson, TxDOT Director of Travel Services, says.

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Texas Travel Counselors Discover Amarillo and The Texas Panhandle, page 2

The entire group will see many of Amarillo's major attractions such as the Big Texan Steak Ranch, American Quarter Horse Hall of Fame & Museum, Don Harrington Discovery Center, Historic Route 66, Amarillo Museum of Art, RV Museum, Bill's Backyard Classics, Panhandle-Plains Historical Museum, Palo Duro Canyon State Park, Charles Goodnight Historical Center, Cal Farley's Boys Ranch and Cadillac Ranch.

"There are four major tourism industry events in Texas every year; the Texas Travel Counselors Conference, the Texas Association of Convention & Visitor Bureaus Annual Meeting and the Texas Travel Industry Association's Summit and Unity Dinner. Hosting one is an incredible honor for a city," Dan Quandt, Vice President of the Amarillo Convention & Visitor Council (CVC), says.

"It requires an incredible amount of planning and coordination starting with the CVC staff and extending to the entire Amarillo tourism community. We know it will be worthwhile since the last time Amarillo hosted this conference was 2000. A lot has changed, and is changing, in our city," Quandt says.

The Texas Department of Transportation organizes this annual conference. The department's Texas Travel Information Centers are in Amarillo, Anthony, Austin, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom and Wichita Falls.

Tourism is one of the state's largest industries. In 2015 visitors spent more than \$900 billion in the state.

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com