

WEST TEXAS TRIP

PRESS RELEASE

For Immediate Release

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WEST TEXAS PARTNERS RE-LAUNCH REGIONAL GROUP TOUR WEB SITE

March 3, 2010, West Texas — Several West Texas cities are working together to help tour operators plan their tours to West Texas and have created a regional Web site as a resource. The cities involved are Abilene, San Angelo, Midland, Odessa, Lubbock, Visit Big Bend, Fort Davis, El Paso, Fort Worth, Granbury and Denton, as well as our heritage trail partners of Lakes Trail, Forts Trail, Mountain Trail and Plains Trail. The newly created Web site is www.WestTexasTrip.com.

The initial itinerary, titled "Cowboy Country," was created to enable tour groups to experience the cowboy heritage of the past as well as the diverse landscape that provided a home to the Native Americans. Itineraries can also be customized to fit the needs of each individual group. Simply click on the designated tour loop for a list of cowboy-themed attractions in the region. A calendar that highlights top cowboy events in these areas is also included.

WestTexasTrip.com evolved from a previous partnership between Midland, Fort Davis and the Texas Mountain Trail, but the scope has expanded to include all of West Texas. The program was designed as a one-stop shop for the tour operator and will have additional tour itineraries in the near future.

For more details and contact information, visit www.WestTexasTrip.com.

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