



Amarillo Convention and Visitor Council
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Texas Welcomes the World to the 2018 Route 66 Festival

Shamrock, McLean, Alanreed, Groom, Amarillo, Vega, Adrian and Glen Rio



It's just 178 miles across but there is a lot to see on Historic Route 66 in the Texas Panhandle. Thousands are expected to do just that July 12-15, 2018 for the annual Route 66 Festival, this year hosted by Shamrock, TX with support from all the Texas towns up and down Historic Route 66.

This festival, sometimes called the International Festival, has been held in cities up and down the Mother Road. It was in Amarillo in 2011. Roadies will come from across the U.S. and around the world to bask in the marvels of Shamrock and the other Texas cities.

- Shamrock is home to the U-Drop Inn, a beautiful classic gas station that was an inspiration for Ramone's in the Disney movie *CARS*. The U-Drop is also home to Shamrock's Visitor Center and Historic Route 66 Museum.
- McLean is home to the Devil's Rope and Route 66 Museum as well as the first Phillips 66 station in Texas.

- Alanreed is home to an unrestored, but iconic, Phillips 66 Super Station.
- Groom is home to the leaning water tower as well as the Cross at Groom.
- Amarillo is the largest Texas city on Historic Route 66 and features a mile-long district on Sixth between Georgia and Western Streets with lots of original architecture, new clubs and restaurants and great antique and gallery shopping. The Big Texan Steak Ranch on the east side of town and Cadillac Ranch just west of town.
- Vega is home to the Milburn-Price Culture Museum while Adrian is the midpoint of Route 66. The Midpoint Café (open April-October) is a great stopping point for roadies.
- Glen Rio is a real ghost town on the TX/NM border. It is exit 0 off Interstate 40 and features the remnant of a First Motel/Last Motel in Texas sign.

The festival is focused on Shamrock July 12-15 but all the towns expect lots of explorers along Route 66 before and after the festival. Admission may be charged at some festival events.

Shamrock has over 600 hotel rooms but they will be reserved quickly. Nineteen Amarillo hotels are offering special festival rates from July 10-17, 2018, giving visitors to Shamrock a few extra days to explore Amarillo's Route 66. Rates cover all price points, from budget properties to full-service hotels. For a complete list of special rates visit the VisitAmarillo web site. Just mention the Texas Welcomes The World Route 66 Festival when making a reservation. All offers are subject to availability.

More details are on the festival [Facebook page](#) and [web site](#).

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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



Texas Welcomes the World

SHAMROCK, TEXAS • JULY 12-15, 2018

www.texaswelcomestheworld.com

FESTIVAL LINE-UP

TIME ————— **EVENT** ————— **LOCATION**

THURSDAY JULY 12, 2018

10am - 2pm	Registration	U-Drop Inn, Shamrock
10am - 2pm	Vendor Set Up (Vendors can register at the Shamrock Community Center)	Shamrock Community Center
3pm - 5pm	66 Collectors Presentation	McLean Route 66 Devil's Rope Museum
3pm - 5pm	Willem Bor's Models	McLean Route 66 Devil's Rope Museum
6pm - 10pm	Texas Howdy Y'all	McLean
	Food	McLean
	Live Music	McLean

FRIDAY JULY 13, 2018

8am - Noon	Registration (Vendors can register at the Shamrock Community Center)	U-Drop Inn, Shamrock
8am - 9:30am	Summit Breakfast	Texas Theater
8am - 10am	Vendor Set Up	Shamrock Community Center
10am - 5pm	Vendors Welcome the World	Shamrock Community Center
	Silent Auction	
	Route 66 Cruise Options	
	Texas Theater Presents	Texas Theater
	Route 66 Art Show	Shamrock Fire Station
5pm - 9pm	Rodeo*	Shamrock Rodeo Arena
9pm - Midnight	Concert*	Shamrock Rodeo Arena

SATURDAY JULY 14, 2018

8am - 1pm	Chuckwagon Coffee*	Shamrock Rodeo Arena
10am - 4pm	Vendors Welcome the World	Shamrock Community Center
	Silent Auction	
10am - 4pm	Carshow	Shamrock Community Center
	Route 66 Cruise Options	
	Texas Theater Presents	Texas Theater
	Route 66 Art Show	Shamrock Fire Station
11am - 1pm	Chuckwagon Lunch	Shamrock Rodeo Arena
4pm - 5pm	Vendor Tear Down	Shamrock Community Center
5pm - 6:30pm	Banquet Set Up	Shamrock Community Center
7pm - 8:30pm	Banquet	Shamrock Community Center
	Silent Auction Winning bidders announced	
8:30-10:30pm	Live Music with The Road Crew	Shamrock Community Center
5pm - 9pm	Rodeo*	Shamrock Rodeo Arena
9pm - Midnight	Concert*	Shamrock Rodeo Arena

SUNDAY JULY 15, 2018

8:30-10am	E-Group Breakfast by Invitation only	Shamrock Community Center
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*in conjunction with festival

Schedule is subject to change

Amarillo Special Hotel Rates

Rates offered July 10 to July 17, 2018

Please call hotels directly to reserve these offered rates



Hotel	Rate Range	Phone Number
America's Best Value Inn Grand Street	\$43.99-50.99	(806) 331-3930
Ashmore Inn and Suites	\$79-99**	(806) 374-0033
Comfort Inn and Suites Soncy	\$69**	(806) 457-9100
Comfort Suites Western Plaza	\$129.99-149.99**	(806) 367-8880
Country Inn and Suites	\$99-109**	(806) 356-9977
Courtyard by Marriott Downtown	\$134	(806) 553-4500
Courtyard by Marriott West	\$119	(806) 467-8954
Days Inn East	\$59.99-69.99**	(806) 379-6255
Embassy Suites by Hilton Downtown	\$145**	(806) 803-5500
Fifth Season Inn and Suites	\$79**	(806) 358-7881
Hampton Inn and Suites West	\$99**	(806) 467-9997
Hampton Inn East	\$139.99-169.99**	(806) 418-2000
Holiday Inn Express and Suites South	\$130**	(806) 352-1900
Holiday Inn West Medical Center	\$109**	(806) 322-4777
Motel 6 West	\$51.99-59.99	(806) 355-2574
My Place Hotel	\$90-100	(806) 803-9501
SpringHill Suites by Marriott	\$109-119**	(806) 381-3400
Staybridge Suites	\$139.99-175**	(806) 367-9660

**Includes breakfast

All Rates are Subject to Room Availability

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