



DESTINATION DAYS INFO

Feature “Your City” at the State Fair of Texas:

Destination Days is back by popular demand and is available to any city or destination marketing organization in Texas! Our booth space this year allows us room enough for **1 Destination Days participants per day!**

Promote **YOUR** destination while greeting the traveling public from around Texas, the nation, and the world alongside experienced professionals from the Texas Heritage Trails! The Texas Travel/Texas Heritage Trails booth is located inside the air-conditioned GO TEXAN Pavilion, with constant traffic flow and has been an established location at the State Fair for more than 13 years!

What to expect:

- \$100 Booth Fee
- Booth hours are 9:00 a.m. – 6:00 p.m. daily
- 2 Parking Passes per Destination Day will be provided to you. Carpooling is encouraged as each Parking Pass will get one carload into the fair. (See Parking Instructions on how to obtain your parking pass and where to park.)
- Day-long exposure to hundreds of thousands of Fair guests in the only statewide travel booth at the Fair
- Destination Day Press Release provided for your use

Day of and booth info:

- Each participant should provide 2 Volunteers to work in the booth and will be required to work the entire booth. (See Volunteer Tips & Guidelines)
- **Once parked, hand your Parking Pass to the TDA Shuttle Driver and they will give you a Go Texan Pass to put in your windshield. This is very important. Do not skip this step.**
- Booth essentials will be provided (table, chairs, easel, pipe & drape)
- Brochures must be sent ahead of time (See Brochure Distribution Information)
- Participants may bring one standard-size pop up banner stand, or one 24x30 mounted poster (Easel provided)
- Participants may also bring personalized tablecloth or runner, swag bags, and small giveaways
- All leads from the 2024 Texas Historical Commission give away will be shared with you to further promote your destination.