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TEXAS ON TOUR Mobile Marketing Initiative Hits the Road to Bring Texas to Potential Visitors

High-Tech, Interactive Exhibit Features Virtual Reality, Holograms and Interactive Games

Austin, Texas (May 19, 2008) – Texas Tourism is taking the state on the road through a new high-tech, virtual reality mobile marketing exhibit called [Texas on Tour](#). The 53-foot mobile marketing experience will travel throughout the United States from late May through October 2008.

Texas on Tour is a high-tech, interactive, mobile marketing exhibit featuring virtual reality, holograms, green screen video and photography, interactive games and more. **Texas on Tour** transports the consumer to unique outdoor Texas experiences that are highly entertaining, educational and personalized – from a virtual reality kayaking trip through Texas waterways to a dome theatre with a holographic cowboy singing by a campfire. Visitors to the exhibit can “picture themselves in Texas” and stroll along a Texas beach through the use of green screen technology. Live performances from a variety of Texas musicians and entertainers will also be featured at each stop.

“**Texas on Tour** is traveling to 15 destinations all across the U.S. in 2008 to promote tourism to Texas and give potential visitors the ability to truly experience the sights and sounds of the Lone Star State,” said Julie Chase, Chief Marketing Officer, Texas Tourism. “**Texas on Tour** complements our advertising campaign efforts. It is designed to generate an emotional response from participants as they experience the various attractions that Texas has to offer.”

Texas on Tour will be on display in 2008 at the following fairs and festivals:

Riverfest	May 23 - 25	Little Rock, AR
My Waterloo Days Festival	May 29 - June 1	Waterloo, IA
Riverbend Music Festival	June 10 - 14	Chattanooga, TN
Summerfest	June 26 - 29	Milwaukee, WI
Eyes to the Skies Balloonfest	July 3 - 6	Lisle, IL
All-American Jam	July 11 - 13	Taylor, MI
Columbus Jazz & Rib Fest	July 25 - 27	Columbus, OH
Pro Football Hall of Fame Festival (Ribs Burn Off)	July 30 - August 1	Canton, OH
Minnesota State Fair	August 21 - 25	St. Paul, MN
On the Waterfront	August 29 - 31	Rockford, IL
Kansas State Fair	September 4 - 7	Hutchinson, KS
State Fair of Oklahoma	September 11 - 21	Oklahoma City
Albuquerque International Balloon Fiesta	October 4 - 6	Albuquerque, NM
Arizona State Fair	October 16 - 19	Phoenix, AZ
American Royal Livestock Show	October 28 – November 2	Kansas City, MO

For more information on all there is to see and experience in Texas, visit www.TravelTex.com or call 1-800-8888-TEX to order the *Official Texas State Travel Guide* and map.

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Note to Media: Steven Leeper, official Texas Tourism **Texas on Tour** spokesman, will be available for interviews and media tours of the exhibit on the first day of each tour stop. B-Roll footage and photographs of the exhibit are also available upon request.

Interview Opportunities and Media Tours Available – See Contact information above.

Highlights from Texas on Tour

- **Virtual Reality Kayak Adventure** – *Ride the Waterways of Texas*
Through a virtual kayak simulator, riders travel through the rapids of the Big Bend Country canyons to Austin's Lady Bird Lake and continue on their journey to the serene Caddo Lake. The journey ends on the rolling waves of the Gulf of Mexico.
- **Holographic Singing Cowboy Campfire** – *Night on the Texas Prairie*
The western Texas sunset envelops visitors as they enter the dome theater. A "real-life" Texas cowboy tells a tale or two from the Lone Star State. Bask in the prairie ambience as the smell of "smoke" from the campfire wafts throughout the dome.
- **Green Screen Photo Experience** - *Picture Yourself in Texas*
Visitors are transported to the historic Alamo, the grandiose scenery of the Palo Duro Canyon, the adventure-filled SeaWorld or the glamorous skylines of a Texas metropolis. Through green screen technology, visitors can take a piece of Texas with them.
- **Virtual Beach Stroll** along the Texas coastline – *Stroll Along the Texas Coast*
Visitors are transported to the beautiful beaches of Texas' magnificent coastline, stretching 624 miles along the sun kissed Gulf coast. The bountiful fishing, sparkling sands and major metropolitan areas such as Houston and Corpus Christi bring this virtual experience to life.
- **"Texas or Not" Interactive Games**
- **Entertainment Stage** features live entertainment, Texas musicians and interesting Texas trivia
- **Texas Trip Sweepstakes**
At the end of the six-month tour, one lucky winner will receive an all-expense paid vacation to a Texas destination.
- **CD Giveaway, to all who participate**, of great Texas music

About Tourism in Texas - *Tourism is one of the largest industries in Texas, employing 521,000 Texans. In 2006, travelers spent almost \$54 billion in Texas. Travel expenditures generated \$2.7 billion in state taxes and \$930 million in local taxes. For more information on Texas travel events and vacation destinations, visit www.TravelTex.com or for a free Texas State Travel Guide call 1-800-8888-TEX.*