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NEWS RELEASE

Texas Forest Trail Region Highlights Tyler, Texas During Their Virtual State Fair Destination Days

NACOGDOCHES, TX, October 7, 2020 – In the past, the State Fair of Texas has drawn more than 2 million people over a 24-day period from within and outside Texas. Until this year, the State Fair has been one of America’s largest, longest running (since 1886), and most historic state fairs. It has provided a unique venue for the promotion of heritage tourism as a vitally important Texas product. Since the State Fair was cancelled due COVID-19 concerns, this year we are taking it virtual with our inaugural online Virtual Destination Days.

As part of this program, Tyler, Texas was selected as one of the cities to participate via video. The Tyler video can be viewed here: <https://www.weareeasttexas.com/virtual-destination-days/>

“We are thrilled to showcase Tyler as a focus destination this year,” said Executive Director Del Polikretis. “We look forward to sharing Tyler with people from all over the world who we may reach with our digital initiative.”

The Texas Forest Trail is part of the Texas Heritage Trail Program, which is the only statewide travel exhibitor at the State Fair. The Texas Heritage Program will be back with a larger booth and improved exhibit in 2021. Staffed by Texas Heritage Trail Regions personnel and partners, the booth operates as a miniature visitor center.

“We look forward to once again displaying information about Tyler, all the while distributing nearly two tons of free brochures, visitor guides, maps, and community-branded items from across Texas during the State Fair next year. We cannot wait to get back to Dallas and see everyone, but until then we encourage you to watch and share the Tyler video,” concluded Polikretis.

The Texas Heritage Trail program is an award-winning heritage tourism initiative of the Texas Historical Commission, serving the state since the program’s founding in 1968.

For more information on the Virtual State Fair Destination Days, contact:

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