

Rural Texas Bus Tour Program

The RTBT Program is a cooperative effort between the Rural Texas Tourism Center and its participating Partners. The purpose of this program is:

1. To increase the awareness of visitors to unknown rural Texas towns, their events and destinations
2. To enhance the experience of visiting tourists by giving them greater options for activities & destinations
3. To work together to increase the number of visitors and tourists to RTTC Partners towns.

How do I Participate in the RTBT Program?

1. Compile four tour itineraries for your town: One 30/45 minute itinerary, two 1-hour itineraries and one 2-hour itinerary.

This is meant to be “best of” look at your town to visitors who are passing through on their way to another destination. Remember to give them at least 15-30 minutes at each destination. Take travel time between locations, parking and disembarking into consideration.

2. Compile a list of all your annual reoccurring events and the general dates on which they take place.

3. Remember to include your contact information on each itinerary page: Name of your organization, contact person if desired, address, phone, email and website.

4. Be sure to include this information for your destinations / sights:

Address, times of operation, contact information for tour booking if needed, cost or free, and if bus parking is available nearby.

5. Submit your itineraries and event list to the RTTC.

They will be posted online and made available to your neighboring Partner towns. Email itineraries and event list in Word or PDF format to contact@ruraltexastourism.org or snail mail to: Rural Texas Tourism Center, 289 W. Railroad, Giddings TX 78942.

6. Gather your fellow Partner’s itineraries

Visit the RTTC website and download itineraries from your Partner’s towns. Or email the RTTC and ask for itineraries in all towns that are in your vicinity.

7. Offer your Partner’s itineraries to your bus tours and other visitors.

Not many of us in rural Texas have enough to keep a tour busy all day. Give your tours a valuable resource by providing them with an easy, ready-made all day event! Keep them interested and active all the way to your town and after they leave. Your tour groups will be impressed with your service and enthusiastic to return.

Things to Remember

Most of your bus tours will be elderly persons. These folks like destinations that do not involve too much walking and they love anything they can do for free.

Everyone needs time to absorb what they're doing. Schedule your itinerary accordingly. If you're listing a simple historical marker 5-10 minutes should be plenty of time. If your destination is a museum (depending on the size and how much reading there is) at least 30 minutes to 1 hour. Give them a little walking time between destinations too.

Some bus tours are limited to three stops maximum. When preparing an itinerary try to pick a location with several things of interest within walking distance if possible. When offering itineraries to your tour groups, speak to the tour director and make sure that the bus can accommodate all the desired stops.

If you have more sights than will fit into a 1 or 2 hour tour you may include a list of these sights on your itineraries as a draw to get your visitors to return. Remember, this is intended as a "highlights" tour of your town.

We do encourage you to create as many itineraries as you wish. Each one will be posted on our website for the public and your fellow Partners. The four above mentioned are a requirement but you may submit anything you wish beyond that. If you'd like to submit an all-day tour, please do. The more information we can put out about you, the better.