

Tourism Industry Update

Texas Association of CVB's

- Winter Conference – Waco – January - Weather Cancel
- Ex-Officio of the Board – Larry Attended Various Meetings
- Annual Conference – Fort Worth – September 2 – 5, 2025



Texas Travel Alliance

- TTA Unity Dinner – Austin – Feb. 20-21
- Tourism College – College Station – June 26-27
 - ✓ Tori – CTE Graduate
 - ✓ Jeanette HOT Fund Class – 4th Year
 - ✓ Larry – Alumni Class – “From Surviving to Thriving”



Texas Hill Country Trail Region

- Bi-Monthly Meeting –
 - ✓ January 16 – Virtual
 - ✓ March 13 - Virtual
 - ✓ May 22 – Dripping Springs
 - ✓ July 17 - Bandera
- Boerne Hosting – Texas Heritage Trails Conf. August 6 – 8, 2025



Texas Hotel & Lodging Association

- Summer Board Meeting – June 23-24

