

2026



EXPLORE

Northeast Texas

Where Texas Touches the Soul



[ExploreNortheastTexas.com](https://www.ExploreNortheastTexas.com)

REDISCOVER
CANTON
TEXAS



SHOP . EAT . EXPLORE .

VISIT
Canton TX





DISCOVER GREENVILLE

A welcoming destination where small-town charm meets lively entertainment and local flavor. Just an hour from Dallas, you'll find boutique shopping, delicious dining, outdoor adventures, and year-round festivals. From live music downtown to family fun in the parks, Greenville offers the perfect blend of relaxation, culture, and community spirit for every visitor.



CREATE



PLAY



FLAVOR





EXPLORE

Northeast Texas

Contents

Places to Go

Athens.....	8
Atlanta.....	9
Bonham.....	9
Canton.....	10
Clarksville.....	10
Gladewater.....	11
Greenville.....	11
Henderson.....	12
Jefferson.....	12
Kilgore.....	13
Lindale.....	13
Longview.....	14
Lufkin.....	14
Mineola.....	15
Mount Pleasant....	15
Nacogdoches.....	16
Palestine.....	16
Paris.....	17
Red River Valley Tourism.....	17
Sulphur Springs....	18
Terrell.....	19
Texas Broadcast Museum.....	20
Tyler State Parks..	20
Tyler.....	21

Calendar of Events

Year Around.....	25
January.....	26
February.....	26
March.....	27
April.....	27
May.....	29
June.....	31
July.....	32
August.....	33
September.....	34
October.....	35
November.....	37
December.....	38

See & Do 43-50

*Membership
Directory* 52-53

Simple Pleasures & Historic Treasures
DISCOVERTERRELL.COM

Enjoy small-town warmth with city-sized fun. Stroll historic downtown streets, catch a live performance, bowl a few frames, or join us for one of our year-round festivals — there's always something happening in Terrell. Plan your visit today!



Discover Terrell

- ✓ Historic Downtown | Murals
- ✓ 2 Museums
- ✓ Performing Arts Center
- ✓ Bowling & Movie Theater
- ✓ Festivals & Fun Throughout the year!

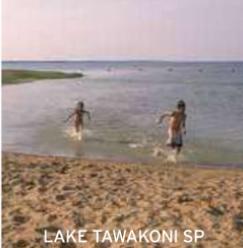
Don't miss a thing!
Follow us on Social Media



Scan to plan your visit



TYLER SP



LAKE TAWAKONI SP



COOPER SP



Your next adventure begins here.

With 10 state parks in the North East Texas region, you're sure to find the perfect way to spend the day (or night). Canoe among majestic bald cypress trees draped in Spanish moss at Caddo Lake State Park, fish from a boat or pier at Cooper State Park, or get away from it all by spending the night camping on an island at Martin Creek Lake State Park.

Reserve your day or overnight visit at

TexasStateParks.org



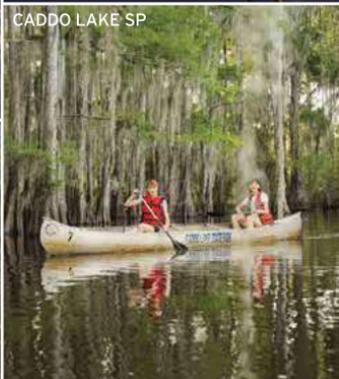
MARTIN CREEK LAKE SP



DAINGERFIELD SP



PURTIS CREEK SP



CADDO LAKE SP



BONHAM SP



LAKE BOB SANDLIN SP



**FROM
TEE TIME**



**TO
SHOWTIME**



PHOTO BY BELLA HUETSON

**DISCOVER ALL THAT THE CITY
OF STARS HAS TO OFFER!**



VisitKilgore.com



EXPLORE

Northeast Texas

Places to Go



ATHENS

Discover the enchanting charm of Athens, just 1.25 hours from Dallas, making it a perfect getaway for those seeking a blend of history, culture, and outdoor adventure. Renowned as the "Home of the Hamburger," Athens tantalizes your taste buds with mouthwatering local cuisine. Embrace the great outdoors at Lake Athens, an oasis for fishing and boating, surrounded by stunning scenery and visit the remodeled Texas Freshwater Fisheries Center.

Nature lovers can explore the lush landscapes of the Athens Arboretum, while families enjoy activities at the Cain Center YMCA, featuring fitness facilities and sports courts. Trinity Valley Community College (TVCC) boasts winning athletic programs and a vibrant, high-energy atmosphere.

Don't miss the Texan, a hub for live entertainment, or the Henderson County Fairpark, which hosts a variety of events throughout the year. With warm hospitality, Athens invites you to escape the ordinary and create unforgettable memories.

VISIT ATHENS

508 E. Tyler Street | Athens, TX 75751
903-677-7483 | VisitAthensTexas.com





ATLANTA

Atlanta sits in the heart of the Texas Pineywoods, offering a friendly small town atmosphere and easy access to outdoor adventure. Founded in 1872, the town's railroad roots can still be seen in the Atlanta Visitor Center & Museum and historic sites across Cass County. Stroll the brick sidewalks, explore local shops, and enjoy a meal at one of the many restaurants that give Atlanta its welcoming feel.

If you are here to enjoy the outdoors, Atlanta makes a great home base for exploring the region. Three state parks are within a 35 minute drive, making it easy to spend your day hiking, fishing, paddling, or relaxing by the water. Wright Patman Lake and Atlanta State Park draw visitors year round, while O'Farrell Country Vineyards offers a quiet afternoon with award winning wines and peaceful views.

Throughout the year, Atlanta hosts community events, markets, festivals, and holiday celebrations that bring locals and visitors together. Whether you are here for the parks, the history, or the laid back pace, Atlanta gives you plenty of reasons to stay and explore!

ATLANTA TOURISM

101 N East Street | Atlanta, TX
903-650-2582 | experienceatlantatx.com



BONHAM

Explore Bonham! Located just 60 miles north of the DFW Metroplex, this quaint city is the perfect escape for history buffs, shoppers, and outdoor lovers. Settled in 1836, Bonham is rich in heritage, featuring notable figures such as statesman Sam Rayburn and jazz guitarist Charlie Christian. Explore the Sam Rayburn House and Library, the Texas and Pacific Depot, and the Fannin County Museum of History, or experience pioneer life at Fort English Village. The beautifully restored courthouse anchors our nostalgic downtown square, surrounded by shopping, restaurants, and the Neighbors Place Winery. Don't miss the Creative Arts Center for locally crafted treasures. Embrace the natural beauty where the pecan trees meet the Bois d'Arc! Visit Bonham State Park and Lake Bonham Park for hiking, fishing, canoeing, and boating. Adventure continues with the North Texas Safari Park and the longest barn quilt trail in Texas. With convenient hotels, B&Bs, and great dining, Bonham truly has it all!

BONHAM VISITOR INFORMATION CENTER

327 N. Main St. | Bonham, TX 75418
903-583-9830 | CityOfBonham.org



CANTON

Just an hour east of Dallas, Canton is a place people return to again and again, drawn by its mix of signature Texas experiences, welcoming downtown, and year-round events. At the heart of it all is First Monday Trade Days, the world's largest flea market and a tradition more than 150 years in the making. Every month, hundreds of thousands of visitors stroll the market in search of antiques, handmade goods, boutiques, décor, and the kind of unexpected finds you can only discover in Canton. When you're not exploring the market, take time to unwind in Historic Downtown Canton, where local shops, cafés, murals and art parlors create a relaxed and inviting place to experience East Texas hospitality. Year-round events keep the district lively throughout the year. Canton's event lineup continues to grow with favorites like the East Texas Fiber Fest, Autumn Festival, tractor and car shows, plus a steadily expanding roster of concerts and special events at the Canton Civic Center. Families can also enjoy outdoor escapes across the area, from fishing at Mill Creek Reservoir, to exploring nearby state parks such as Lake Tawakoni and Purtilo Creek, ideal for hiking, paddling, or unwinding between shopping days. Whether you're here for First Monday, a weekend getaway, or a festival that catches your eye, Canton offers a blend of tradition and new experiences that make every visit memorable. Plan your trip at VisitCantonTX.com.



CANTON VISITORS BUREAU & FIRST MONDAY TRADE DAYS

32290 E. Tyler St. | Canton, TX
903-567-1849 | VisitCantonTX.com



CLARKSVILLE

CLARKSVILLE and Red River County are older than the State of Texas. Red River County once encompassed all or part of 39 different counties in Northeast Texas. James Clark founded Clarksville in 1833. Red River County was established in 1837 and in 1838, Clarksville became the county seat. Sam Houston, Davy Crockett and Jim Bowie all entered Texas through Red River County, thus our claim as the "Gateway To Texas."

Our recently restored historic Red River County Courthouse was built in 1884-1885, with records dating back to the days of the Republic of Texas. The First Presbyterian Church in Clarksville, formed in 1833, is the oldest Protestant congregation in Texas. Clarksville is a Texas Main Street City and a Preserve America Community. Our historic community beckons you to visit our antique stores, retail shops and restaurants. Visit the Texas Historic Cemetery where William Becknell, "The Father of the Santa Fe Trail" is buried. Tour the home of Charles DeMorse, known as "The Father of Texas Journalism", Miss Belle's House, the Old Jail Museum, the Lennox House, the First Presbyterian Church and the Clarksville Cemetery with the first burial dating back to 1838.

Come visit us soon. You'll like our hospitality. We guarantee it!

THE HISTORIC RED RIVER COUNTY CHAMBER OF COMMERCE

101 N. Locust | Clarksville, TX 75426 | 903-427-2645
redrivercc@yahoo.com | www.redrivercoc.com

GLADEWATER

GLADEWATER - Enjoy the nostalgia of the Antique Capital of East Texas by revisiting a bit of the past while browsing through the quaint old buildings. Once a bustling boomtown of the 30's, Gladewater is the perfect place to get away for the weekend for those who seek a slower pace from the hustle and bustle of big city life. Enjoy the nostalgic atmosphere of restaurants, shopping, year round Christmas Store, Jackson's Theater, with live productions throughout the year and walking trails at Everett Park and Bumblebee Park. Golf enthusiasts can enjoy playing on the Tempest Golf Course and having lunch at the Neptune Bar & Grill.

For the RVers, Gladewater has four RV parks to choose from: Antique Capital RV Park, Shallow Creek RV Park, Starrville RV Resort and Stillwater RV Resort. The traveler can enjoy fishing, boating, water skiing, pickleball courts, swimming or picnicking at Lake Gladewater; tour the Gladewater Museum, see Mrs. Lee's Daffodil Garden during blooming season, and for the not faint of heart skydive at the only skydiving facility in East Texas located at Gladewater Municipal Airport.

Gladewater can now host your Baseball/Softball tournaments with their 7 Field Complex. Local events include: East Texas Gusher Days, PRCA Rodeo, Arts & Crafts Festival, and "Christmas Tyme in Gusherville" activities. Community participation is with partners of the Gladewater Chamber of Commerce & Gladewater Economic Development Corporation.

GLADEWATER CHAMBER OF COMMERCE

215 N. Main | Gladewater, TX 75647 | 903-845-5501
info@gladewaterchamber.org | GladewaterChamber.org



GREENVILLE

Greenville - A charming and welcoming destination that perfectly blends small-town heart with big-city possibilities, located in Hunt County. Steeped in history, the city was founded in 1846 and grew rapidly as the "Cotton Capital of the World," a heritage you can explore at the Audie Murphy American Cotton Museum, which also features exhibits on WWII's most highly decorated war hero and the town's surprising 1949 victory over the New York Yankees. The downtown area invites exploration with its preserved architecture and public art, hosting cultural highlights like the Hunt County Festival of the Arts in May and the Lee Street Jamboree in September. Concerts and theatrical performances at the historic Greenville Municipal Auditorium further enrich the arts scene. When it comes to dining, visitors can indulge in local favorites, regional eateries, or national chains. Don't miss sophisticated sips, tours, and Music Bingo at Landon Winery or Live Happy Lane Winery. For outdoor enthusiasts, the area is a dream, offering excellent fishing at nearby Lake Tawakoni and Lake Fork, local golf courses, and a scenic ride during the annual Cotton Patch Challenge cycling event. Families can find entertainment at Shenaniganz and Splash Kingdom (seasonally), while collectors gather for the North Texas Antique Fishing Lure and Tackle Show every August. As the year winds down, Greenville transforms into a festive holiday spot, complete with hayrides at Kadee Tree Farm and horse-drawn wagon rides along beautifully decorated Park Street. With diverse accommodations ranging from hotels to charming Airbnb lofts like the Lofts on Lee, and easy access via its local airport, Greenville promises a warm welcome and an unforgettable adventure for any visitor.



GREENVILLE CONVENTION AND VISITORS BUREAU

2821 Washington St | PO Box 1049 | Greenville, TX 75403
903-450-1491 | cvb@greenvilletx.gov | TravelGreenvilleTX.com

HENDERSON

Welcome to Henderson, Texas, a quaint town full of southern hospitality and charm. Henderson, a Texas Main Street City, a National Main Street City and a GO TEXAN Certified Retirement Community, is named after the first governor of the state, James Pinckney Henderson. Our National Register Historic District is one of the most picturesque downtowns in the East Texas area. Colorful canvas awnings highlight the historic buildings and offer shade to shoppers browsing the upscale eclectic shops, antique stores, and eateries.

Officially designated as the Syrup Capital of Texas in 2025, Henderson is home of the Heritage Syrup Festival (the Sweetest Festival in Texas) the second Saturday of November. Each year, the tradition of ribbon cane syrup making is commemorated and celebrated. Folk artists demonstrate lost homesteading skills as lace makers, basket makers, wood carvers, weavers, spinners, pottery makers, and many more create their works of art at the only folklife festival in northeast Texas. Hayride shuttles provide rustic transportation between the Depot Museum and the Downtown Heritage Square where more than 300 arts & crafts, retail, and food vendors, musical entertainment, antique and classic car exhibits, cloggers, square dancers, children's activities, pony rides, and a petting zoo will keep you entertained.

Walk through history year-round in Henderson with visits to the Howard Dickinson House and the Depot Museum (home to the only outhouse in the state with a Texas Historical marker) or indulge in one of the fine productions of Henderson Civic Theatre in the restored Opera House downtown. The Rusk County Expo Center hosts weekly events including team penning, barrel racing, cutting horse competitions, cattle sales, goat shows, rodeos, tractor events and much more. Do not miss the 2026 Rusk County PRCA Rodeo Oct 9-10.

Visit the tourism website at www.visithendersontx.com or the City of Henderson website at www.hendersontx.us.



CITY OF HENDERSON TOURISM DEPARTMENT

1500 Lake Forest Parkway | Henderson, TX 75652
866-650-5529 | tourism@hendersontx.us | VisitHendersonTX.com

JEFFERSON

History, It's Still Made Here. Hosting Getaways Since the 1830's!!!
Imagine a historic town, hidden in the East Texas Piney Woods. A town with fine dining, award-winning inns, historic downtown shops & boutiques, and museums filled with history.

Surrounded by two lakes that can be explored by kayak, canoe, or guided tours. Take a trolley tour of historic neighborhoods & tour beautiful antebellum homes.

History is synonymous with Jefferson as one of the oldest towns in Texas, with four museums and a Carnegie Library. Learn about some of Jefferson's history on the historic ghost walk tour. You won't be disappointed.

Enjoy the charm of this picturesque town with excellent entertainment for events year-round. Jefferson offers hours of exploring and fascinating stories, some ghostly!

For more information go to VisitJeffersonTexas.com or call 903-665-3733.

CITY OF JEFFERSON CONVENTION AND VISITORS BUREAU

305 E. Austin St. | Jefferson, TX 75657
903-665-3733 | tourism@cityhallofjefferson.com
www.VisitJeffersonTexas.com



KILGORE

Welcome to the City of Stars! Kilgore invites you to experience a destination rich in history, culture, and authentic Texas charm. This is where the Great East Texas Oil Boom began at the World's Richest Acre, where the world-famous Kilgore College Rangerettes forever changed halftime entertainment, and where the Texas Shakespeare Festival brings the stage to life each summer.

Just 120 miles from Dallas and 70 miles from Shreveport, Kilgore offers the perfect getaway. From towering oil derrick replicas crowned with shining stars to a historic downtown filled with performing arts, local cuisine, iconic landmarks, and striking Art Deco architecture, Kilgore is ready to welcome you. Plan your trip and discover the City of Stars.

KILGORE

815 N Kilgore St. | Kilgore, TX 75662
903-218-6896 | VisitKilgore.com



LINDALE

Looking for entertainment? Then make your way to Lindale, the Entertainment Capital of East Texas!

Founded in 1871, Lindale is one of the fastest growing communities in East Texas. Long known as the Blackberry Capital of the World, Lindale welcomes folks with its' sweet, small-town charm and lively musical atmosphere.

Most notably, Lindale is the Hometown of Country Music Superstar, Miranda Lambert. Visitors come from around the world to experience the downhome, country feel that is Miranda. But Lindale's musicality doesn't stop there. The city has also been named an Official Texas Music Friendly Community by the Governor's Office for its dedication to Texas music and musicians.

Lindale now welcomes 50,000 global visitors to Miranda's Pink Pistol Boutique. The city also hosts out-of-towners for festivals such as the Piney Woods Wine Festival and the annual Christmas in Lindale Celebration.

Lindale's history is also on full display year-round. From the city's Old Mill Pond Museum to the iconic Lindale Candy Company, visitors can literally taste and see the sweetness of a simpler time.

With comfy hotels, one-of-a-kind shopping experiences, and true Texas cuisine, Lindale is the perfect place for a getaway no matter what time of year.

Visit Lindale and let us entertain you!

VISIT LINDALE

55 Miranda Lambert Way, Suite 3 | Lindale, TX 75771
903-881-5103 | VisitLindale.com



LONGVIEW

Start your visit at the Visit Longview Marketplace on Tyler Street in Downtown. It's stocked with local apparel, souvenirs, and gifts and it sits just steps from Silver Grizzly Espresso and Oil Horse Brewing Co. It's an easy place to begin exploring.

Longview's arts scene is a major highlight. In the Cultural Arts District you'll find Pelaia Plaza, the J.T. Smith Sculpture Garden, the Longview Museum of Fine Arts, and the Gregg County Historical Museum. Nearby, Thousand Cranes Gallery adds to the city's creative landscape with curated works from regional and international artists, making it a strong stop for collectors or anyone who appreciates art. Families can also explore Longview World of Wonders, a hands-on children's museum with interactive learning and play experiences.

With more than 100 dining options, Longview covers everything from local favorites to popular chains. Ki Mexico stands out with fresh ingredients and a unique take on authentic Mexican cuisine. Shopping is just as varied, with specialty boutiques and major retailers across town.

The event calendar stays full throughout the year with the Great Texas Balloon Race, performances at the Belcher Center, Downtown Live in the spring and fall, and the 4th of July Fireworks and Freedom Celebration.

Whether you are here for a day, a weekend, or just passing through, Longview offers plenty to experience through art, dining, shopping, and East Texas charm.

VISIT LONGVIEW

109 W. Tyler | Longview, TX 75601
903-753-3281 | VisitLongviewTexas.com



LUFKIN

Let's Make Some Plans in Lufkin

We've got a lot going on in Lufkin. You can catch a concert at The Pines Theater, grab lunch at a local spot downtown, take the kids to the zoo, or just spend a relaxing day exploring our trails and parks.

There's always something to do here. From art shows and festivals to holiday events and live music, Lufkin makes it easy to have a great time without going far.

Want to know what's happening each week? Follow us, plan a visit, and come see what makes Lufkin a little different-in the best way.

And don't forget Visit Lufkin.

VISIT LUFKIN

601 N 2nd Street | Lufkin, TX 75901
936-633-0359 | VisitLufkin.com





MINEOLA

The charming National Register Historic Downtown offers unique antique, craft, gift, clothing shops, fine dining restaurants, coffee shops, bed and breakfast inns, museums and a restored Depot.

The Mineola Nature Preserve on the Sabine River is open to the public 7 days a week with 20 miles of equestrian and bike trails. Open 7:30 am - sunset. While you are in Mineola, tour the Mineola Historical Museum. Exhibits full of historical memorabilia documenting the town of Mineola.

This National Main Street City is home to the Select Theater, the oldest continuous operating theater in Texas which offers movies, live productions and concerts. Basketball, golf, fishing, tennis, Civic Center RV pads, Amtrak passenger trains and airports are here for you in Mineola.

"Sidetrack in Mineola, TX."

CITY OF MINEOLA TOURISM

300 Greenville Hwy. | Mineola, TX 75773

903-569-6183 | 1-800-646-3652

Mineola.com



MOUNT PLEASANT

Named one of the "100 Best Small Towns in America", Mount Pleasant is located just two hours east of Dallas on I-30 and offers a little bit of everything that this great state is known for.

Experience the charm of our historic downtown Main Street district and the abundance of boutiques and specialty gift shops. Dine at locally owned restaurants offering Texas BBQ, authentic Mexican cuisine, Thai curry dishes or the very best Chorizo Burger you'll ever eat.

Known to some as the Sweetest Town in Texas, Mount Pleasant is home to Sweet Shop USA, Laura's Cheesecake, Pearl's Kitchen and Heav'nly Foods - creators of some of the most delicious goodies you can find anywhere in the country. In fact, sweets are shipped from Mount Pleasant to cities all over the United States.

Outdoor lovers will enjoy the opportunity to kick back and enjoy the natural beauty of the area with more than 17,000 acres of trophy fishing, swimming and skiing on Lakes Bob Sandlin, Monticello and Welsh. Discover the nesting grounds of a wide variety of birds, and enjoy fantastic scenery on hikes through Bob Sandlin State Park.

A weekend in Mount Pleasant is the perfect way to relax, unwind and soak up the beauty of northeast Texas. Life is sweeter here.

MOUNT PLEASANT - TITUS COUNTY CHAMBER OF COMMERCE

303 W. 1st Street | Mount Pleasant, TX 75455

903-572-8567 | info@mtpleasanttx.com

MtPleasantTX.com



NACOGDOCHES

Nacogdoches brings together rich history and stunning natural beauty in every season. Stroll the iconic brick streets, explore centuries-old landmarks, and experience the genuine Nacogdoches hospitality that makes this community so memorable. Outdoors, miles of scenic trails and vibrant landscapes offer endless opportunities to relax, explore, and enjoy the fresh air. At Stephen F. Austin State University, the gardens burst with color throughout the year, one of the many reasons Nacogdoches holds its garden title with pride. Fresh, local finds fill the farmer's market each week, while downtown welcomes visitors with unique boutiques, cozy cafés, and favorite local restaurants. For those looking to unwind, Nacogdoches offers plenty of ways to savor the evening. Enjoy live music at local venues or sample handcrafted drinks at one of our breweries, wine bars, or tasting rooms. Whether you're seeking nature, history, or simple moments of connection, Nacogdoches is the perfect place to make lasting memories. Learn more at www.visitnacogdoches.org

VISIT NACOGDOCHES

200 East Main Street | Nacogdoches, TX 75961

936-564-7351 or 888-564-7351

Info@VisitNacogdoches.org | VisitNacogdoches.org



Nacogdoches

Texas Starts Here



PALESTINE

Palentine, Texas: A Four-Season Escape with Small-Town Soul

Tucked beneath the tall pines of East Texas, Palestine feels like the kind of place travelers rediscover rather than stumble upon. Just 2 hours from Dallas and 2.5 hours from Houston, this charming town invites you to slow down, take the scenic route, and let its seasonal celebrations shape the experience.

Spring arrives like a watercolor. The Dogwood Trails Festival transforms Davey Dogwood Park into a swirl of soft blooms, while historic downtown fills with art, music, and open-air events. Summer offers its own easygoing rhythm with museum visits, outdoor trails, and classic excursions aboard the Texas State Railroad, where families can ride vintage coaches through the countryside.

Fall leans into flavor and festivity. The beloved Hot Pepper Festival brings food, entertainment, and local artisans to the heart of town. Cooler weather also invites exploration of Palestine's historic architecture, antique shops, and family-owned eateries tucked into century-old buildings.

Winter, though, is where Palestine shines brightest. Recently named one of the Top Small Town Christmases Worth the Drive by Texas Monthly, the city transforms into a holiday destination complete with the iconic Polar Express™ Train Ride, carriage rides, twinkling lights, and the Christmas Parade of Lights. After the holidays, the excitement in Palestine continues with the immersive Faire of Champions, vibrant Mardi Gras celebrations, and a standout production at the historic Texas Theatre.

Whether you're here for festivals, food, rail adventures, or the pleasure of discovering a place that still feels authentic, Palestine welcomes you with open arms.

Start planning your trip at VisitPalestine.com or call 800-659-3484.

Your getaway is closer than you think.



VISIT PALESTINE

825 W. Spring Street | Palestine, TX 75801

903-723-3014 | VisitPalestine.com



PARIS

The 2nd Largest Paris in the World is located 110 miles northeast of the Dallas/Ft Worth Metroplex, making an ideal day or weekend getaway! Historic Downtown includes an Art Gallery, Antique Shops, Local Restaurants, Boutiques, Specialty Shops, and a Community Theater with six performances throughout the year. Our Beautiful Culbertson Fountain and Plaza is surrounded by trees that light up in the evenings to give a "magical glow" over Downtown! Visit our famous "Texanized Eiffel Tower" complete with a Red Cowboy hat, all lights up at night! The Red River Valley Veterans Memorial representing five Counties is located at our Love Civic Center complex at 2025 S. Collegiate Drive! Bring your Bicycle, and enjoy the ride on our Pump Track Paris right next to the Trail de Paris Entrance also located next to Love.

Love Civic Center is a great place to have your next meeting, convention or family gathering

Spend the night in Paris! Several Lodging Partners to choose from!

PARIS...Where Texans Reach Higher

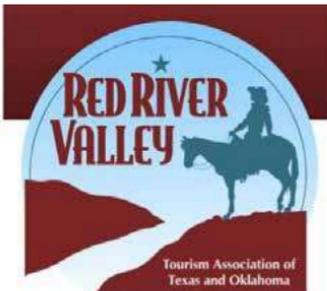


PARIS VISITORS AND CONVENTION COUNCIL
8 West Plaza Paris, TX 75460



RED RIVER VALLEY TOURISM

The Red River Valley Tourism Association promotes tourism across North Texas and Southern Oklahoma, showcasing the unique landscapes, attractions, and communities that make this region worth exploring. Founded in 1992, the association is the only organization of its kind that highlights travel opportunities in two states, connecting visitors with historic sites, outdoor adventures, small-town charm, and one-of-a-kind experiences along the Red River. Whether you're planning a weekend getaway or a scenic road trip, the Red River Valley Tourism Association is your trusted resource for discovering all this vibrant region has to offer. Visit redrivervalley.info to start planning your journey.



RED RIVER VALLEY TOURISM
1522 E. Hwy 82 | Nocona, TX 76255
Director@redrivervalley.info
RedRiverValley.info

SULPHUR SPRINGS

SULPHUR SPRINGS — nestled amid beautiful rolling farmland just 85 miles from the heart of Dallas — offers a peaceful getaway far from the rush of big-city life. Whether you're looking for family fun, a bit of history, outdoor adventure, unique shopping, or simply a quiet escape from everyday stress, you're going to love this place!

Our beautifully restored Courthouse and newly redesigned downtown plaza sit at the center of it all, framed by the stunning Veterans Memorial, charming antique shops, and specialty boutiques featuring everything from local artwork to fashionable finds. Explore our many attractions, including inviting city parks, the historic Heritage Park with its collection of restored buildings and museum, and the Southwest Dairy Museum & Learning Center, where the story of milk production comes to life through interactive exhibits and displays.

Take a stroll down music-filled Main Street, grab a bite in the vibrant Celebration Dining District, or challenge someone to a friendly game of chess or checkers right on the plaza. From March through November, the award-winning downtown market brings live music and local vendors to the square every Saturday night.

Sulphur Springs is also home to a full calendar of beloved annual events:

- Spring: The Dairy Festival and the Texas State Champion Homemade Ice Cream Freeze-Off
- Summer: A spectacular Independence Celebration featuring a live symphony and fireworks
- Fall: The Hopkins County World Champion Stew Contest and the Fall Festival
- Winter: A magical Christmas Extravaganza to close out the year

Whether you're relaxing on our beautiful plaza, enjoying one of our many festivals, or exploring our family-friendly parks, Sulphur Springs is the perfect destination for celebrating the best things in life.

SULPHUR SPRINGS DEPARTMENT OF TOURISM

1220 Cessna Drive Sulphur Springs, TX 75482

888-300-6623 | tourism@sulphurspringstx.org

VisitSulphurSpringsTX.org

**Sulphur Springs**
TEXAS

Just play. Have fun. Celebrate!

Come Celebrate With Us!



 [FB.com/SulphurSpringsTexas](https://www.facebook.com/SulphurSpringsTexas)

www.sulphurspringstx.org

**Celebration
Dining District**

"You're gonna love this place"

**Sulphur Springs**
TEXAS



TERRELL

Just 30 minutes east of Dallas, Terrell, Texas, is the kind of place where history, hospitality, and a good time all meet in one charming destination. Visitors quickly discover that Terrell is more than a stop on the map — it's a place to make memories, where the simple pleasures of small-town life blend beautifully with the conveniences of a modern community.

Start your journey at the No. 1 British Flying Training School Museum, a fascinating World War II site where British Royal Air Force cadets trained right here in Terrell. The museum's exhibits tell a powerful story of international friendship and courage that forever links Texas and Great Britain. Then, explore the Terrell Heritage Museum inside the city's historic Carnegie Library Building, where local artifacts and exhibits bring the area's unique past to life.

From there, a stroll through Historic Downtown Terrell feels like stepping into a living postcard. Murals depicting the city's heritage, vibrant shops, cozy cafés, and friendly faces create the perfect setting to slow down and savor the day. Each visit reveals something new — a piece of art you hadn't noticed, a shop you've never visited, or a story waiting to be told.

Terrell's calendar is filled with celebrations big and small, ensuring there's always something happening. Spring ushers in the beloved Terrell Jubilee, now in its 45th year, bringing families together for carnival rides, live music, and classic festival fun. In May, the Taco Festival adds spice to the season with mariachi bands, Ballet Folklórico performances, and the coveted title of "Best Terrell Taco."

Summer wouldn't be complete without a stop at Ham Orchards, open from mid-May through mid-August, where visitors line up for fresh peaches, homemade ice cream, and the taste of Texas sunshine. Independence Day brings fireworks to the Terrell Municipal Airport, lighting up the night sky in one of the area's most cherished traditions.

As fall arrives, Terrell introduces a new event — Planes, Trains & Automobiles — celebrating the city's storied history and love of innovation. The year wraps up with cherished holiday favorites, including the elegant Social Science Club Tour of Homes and the Stanley Ballard Sr. Christmas Parade, filling downtown with twinkling lights, music, and community cheer.

Shopping in Terrell offers something for every style. The quaint boutiques and antique stores in Historic Downtown provide one-of-a-kind finds, while Crossroads Marketplace and The Shops at Terrell feature the national brands and outlets visitors love. Pair your shopping day with a delicious meal from one of Terrell's many local restaurants or coffeehouses, and you'll see why people return time and again.

Whether you come for a festival, a weekend getaway, or just a change of pace, Terrell welcomes you with open arms. Here, small-town charm meets big-city convenience, and every day offers a new reason to stay just a little longer.

Plan your visit at DiscoverTerrell.com

TERRELL CHAMBER OF COMMERCE CONVENTION AND VISITORS BUREAU

1314 W. Moore Ave. | Terrell, TX 75160
972-563-5703 | chamber@terrelltexas.com
DiscoverTerrell.com



TEXAS BROADCAST MUSEUM

The museum offers an eclectic mix of vintage broadcast memorabilia and equipment, which is sure to delight the young and old alike.

Come by and check out the "Lee Harvey Oswald" camera, which was present at Oswald's assassination.

Imagine yourself as a news broadcaster or weather person on our fully functional TV News Studio. Listen to one of Thomas Edison's recording inventions or discover the televisions and radios from days gone by. Make sure to take a peek inside the restored 1949 Dumont Telecruiser, plus much more!



TEXAS BROADCAST MUSEUM
416 E Main St. | Kilgore, TX 75662
903-985-8115 | info@txmbc.org
TexasBroadcastMuseum.com



TEXAS STATE PARKS

Established in 1923, the Texas State Parks system boasts over 85 sites from every corner of the state including state parks, state historic sites and state natural areas. Spend your days hiking, swimming, biking, fishing or picnicking in the most beautiful places in Texas.

Afterward, you're invited to stay the night; whether you prefer to camp in a tent, park your RV or spend the night in a cabin, state parks have the perfect option for you. There are 10 state parks in the North East Texas region: Atlanta, Bonham, Caddo Lake, Cooper, Daingerfield, Lake Bob Sandlin, Lake Tawakoni, Martin Creek Lake, Purtil Creek and Tyler. Many of these parks date back to the early days of the state park system and feature facilities constructed by the Civilian Conservation Corps.

Your adventure begins here!



TEXAS STATE PARKS
512-389-8900
TexasStateParks.org



TYLER

Experience genuine Texas hospitality in Tyler. Here, the seasons show off—from roses and azaleas to dogwoods and crape myrtles — making it easy to enjoy the natural beauty of Northeast Texas year-round. Wander the brick streets of the Azalea District and take in historic homes dating back to the late 1800s and early 1900s.

When it's time to eat, Tyler's local restaurants bring plenty to the table, with flavors that can win over just about any palate. We also celebrate big around here. Spring brings the Azalea Trails, summer heats up with live music at events like the Red Dirt Music Festival and the Brick Street Revival Festival in Downtown Tyler, and fall ushers in the storied Texas Rose Festival—now in its 93rd year.

For a full list of events, go to our website, visitt Tyler.com



VISIT TYLER

110 N. College Ave., Suite 105 | Tyler, TX 75702
903-593-6905 | VisitTyler.com



DETOUR TO A DIFFERENT DECADE



HOURS OF OPERATION
10 a.m. - 5 p.m. Friday & Saturday
416 E. Main St, Kilgore, TX 75662
www.texasbroadcastmuseum.org



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Nacogdoches



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WWW.VISITNACOGDOCHES.ORG



VISIT *Longview*
TEXAS

Enjoy the View!



Longview takes the fun to new heights!

Home to a vibrant Cultural Arts District, Arboretum gardens,
the Great Texas Balloon Race, and festive events.

There's always something to do in The View!



Visit [LongviewTexas.com](https://www.VisitLongviewTexas.com) | 903.753.3281
109 W. Tyler St., Longview, Texas 75601



EXPLORE

Northeast Texas

2026 Calendar of Events

JANUARY - DECEMBER

BONHAM

Bonham Trade Days

What: Shop antiques, collections, and much more. Enjoy one of the longest-running trades days in North Texas. Held the weekend after the first Monday of every month, Thursday through Sunday, rain or shine.

Where: 100 W. 5th St., Bonham, Texas 75418

Admission: Free

Contact: Bonham Visitor Center, info@visitbonham.com, 903-583-9830

JANUARY - DECEMBER

CANTON

First Monday Trade Days

What: Explore the world's largest flea market, a Texas tradition for more than 150 years. Each month, hundreds of thousands of visitors browse antiques, handcrafted goods, boutique items, décor, collectibles, outdoor products, and truly one-of-a-kind treasures across hundreds of acres.

When: Monthly • Thursday–Sunday before the first Monday

Where: First Monday Trade Days, 800 Flea Market Rd., Canton, TX 75103

Admission: Free

Contact: 903-567-6556 • FirstMondayCanton.com

JANUARY - DECEMBER

GREENVILLE

Greenville Municipal Auditorium

What: This 1400 seat performance venue has been entertaining Northeast Texas for over 80 years, with shows ranging from local community theatre to national touring artists. Confirmed acts appearing on stage in 2026 include Ambrosia, Hotel California, Bellamy Brothers, the Oak Ridge Boys, and more. And don't miss local favorites from Greenville Theatre Works as they present multiple performances during their 2026 season. Grab dinner at a nearby restaurant in historic downtown Greenville, enjoy free parking, and comfortable seats when you come see a show at the GMA!

Where: 2821 Washington Street

Contact: GMALive.org

JANUARY - DECEMBER

STATEWIDE - TEXAS

Texas Outdoor Families

What: No experience necessary! We'll teach you and your family the basics of camping and provide all the gear you'll need. Workshops are held around the state throughout the year.

Where: At state parks throughout North East Texas and around the state

Admission: Varies by location

Contact: TexasStateParks.org/tof or 512-389-8900

JANUARY - DECEMBER *State Park "Save the Day"*

STATEWIDE - TEXAS

What: Planning on visiting a park in 2026? They fill up fast! Reserve your day-use spot online up to 30 days in advance and guarantee your entry at even the most popular parks.

Where: At state parks throughout North East Texas and around the state

Admission: Varies by location

Contact: TexasStateParks.org/Reservations or 512-389-8900

January

JANUARY

PALESTINE

The Faire of Champions brings themed weekends, on-site camping, immersive costumes, and nonstop entertainment for fantasy lovers, adventurers, and families seeking a one-of-a-kind escape. 5 Weekends beginning the first week in January.

JANUARY 1

STATEWIDE - TEXAS

First Day Hikes

What: Recover from the holidays by joining a nationwide initiative and taking a hike on New Year's Day. Most state parks across Texas will host special hikes, walks, runs or paddles for all skill levels.

Where: At state parks throughout North East Texas and around the state

Admission: Varies by location

Contact: TexasStateParks.org/FirstDayHikes or 512-389-8900

February

FEBRUARY 6-8

JEFFERSON

Mardi Gras 2026 - Krewe of Hebe

What: Mardi Gras Up River is one of the most festive events in Jefferson. Three parades, live music, food trucks, kids carnival and rides, frosty beverages and lots of beads make this a most fun weekend.

Where: Downtown Jefferson, Texas

Contact: www.mardigrasupriver.com or www.visitjeffersonontexas.com

FEBRUARY

LUFKIN

Impressionists Immersive, an exhibition presented by the Museum of East Texas- Step into the brushstrokes of Monet, Degas, Renoir, and more at this immersive experience presented by the Museum of East Texas. Art lovers of all ages can walk through projection-mapped masterpieces while learning the stories behind the movement.

Where: Museum of East Texas, 503 N 2nd St, Lufkin, TX 75901

FEBRUARY 26 - MARCH 1

CLARKSVILLE

Wade T. Witmer Memorial Wild Hog Hunt

What: Out of county hunting permitted. Weigh-In on March 1, between 12:00 PM and 2:00 PM. 1st place - \$1,000.00 each category - 2nd place - \$500.00 each category.

Where: Fairgrounds at American Legion Park on US 82 Bus. East

Admission: \$200.00 entry fee per team due by February 25 @ 5:00 PM

Contact: Red River County Chamber – 903-427-2645, redrivercc@yahoo.com
www.redrivercoc.com

March

MARCH 27-28

CANTON

East Texas Fiber Festival

What: Celebrate the vibrant world of fiber arts with two full days of vendors, demonstrations, classes, and door prizes. Growers, spinners, knitters, weavers, and makers of all kinds come together for one of East Texas's most colorful and creative events.

When: 9am–5pm

Where: Canton Civic Center, 800 Flea Market Rd., Canton, TX 75103

Admission: Free

Contact: www.visitcantontx.com

MARCH - APRIL

PALESTINE

The Dogwood Celebration showcases spring blooms, outdoor adventures, vibrant festivals, and family-friendly events that fill Palestine with color, music, and seasonal charm.

When: The last 2 weekends in March and the first weekend in April.

MARCH 20 - APRIL 5

TYLER

Azalea and Spring Flower Trail

What: Featuring mile after mile of blooming azaleas, dogwood trees and spring flowers is a site to behold. This annual spring event has been described as a floral wonderland and a photographer's paradise.

Where: Citywide

Admission: Trail is free. Paid admission required to some events.

Contact: Visit Tyler, 903-593-6905, VisitTyler.com/azaleatrail

April

APRIL 17 - 18

ATHENS

Athens Old Fiddlers Reunion

What: Annual event held in Athens, Texas, at the Henderson County courthouse lawn. The 95th annual event is scheduled for April 17th and 18th, 2026, and includes a fiddling contest, street dances, and other festivities. It is one of the oldest and longest-running fiddler's contests in the country, with origins dating back to 1932.

APRIL 11

BONHAM

4th Annual Steaks on Main

What: Make it a Weekend Getaway to Bonham! Experience the savory aroma of a huge Ribeye Cook-Off filling the air of our historic Courthouse Square. Enjoy a ticketed steak dinner cooked by competing teams, followed by a free live concert under the Texas stars. Come for the incredible food, stay for the authentic small-town fun.

Where: Historic Downtown Bonham, 101 E. Sam Rayburn Dr.

Contact: Steaksonmain.com

APRIL 11 - NOVEMBER 7

GREENVILLE

Greenville Farmers Market

What: Discover fresh local produce, handmade goods, unique crafts, and more at the Greenville Farmers Market! Join us every Saturday from 9 AM to 12 PM

Where: Downtown Market Square – 2203 Lee Street

Contact: Madison Aguinaga, Main Street Manager – farmersmarket@greenvilletx.gov – 903-457-3138

APRIL 30 - MAY 1-2**JEFFERSON*****Annual Jefferson Historical Pilgrimage & Historical Home Tours***

What: The Jessie Allen Wise Garden Club proudly presents the annual Pilgrimage & historical home and garden tours the first weekend of May. Four of Jefferson's finest homes and featured gardens will be open for tour by docents dressed in period attire. Visitors to Jefferson can also enjoy a Craft Fair, Heirloom Plant Sale, Quilt Show, and A Civil War re-enactment. The weekend would not be complete without enjoying a performance of the Diamond Bessie Murder Trial Play.

Where: Downtown Jefferson, Texas

Contact: www.jeffersonpilgrimage.com or www.visitjeffersontexas.com

APRIL 3-4, 8-11**KILGORE*****Rangerette Revels***

What: Revels is the Rangerettes annual spring show and the culmination of their performing season. The show follows a theme and includes a wide variety of dance genres, including the Rangerettes signature "high kick" production for the finale. Revels is the hottest ticket in town and usually takes place before sold out crowds in Dodson auditorium on the Kilgore College campus. General Public sales open March 11 @ noon for ALL shows.

Where: Dodson Auditorium, Kilgore College Campus

Admission: Seats are reserved and tickets are purchased ONLINE only for \$31.50 each

Contact: www.rangerette.com/events/revels

APRIL & MAY**LONGVIEW*****Downtown Live***

What: Free outdoor music series featuring music, drinks, and food trucks. Bring a chair and come enjoy the music! Friday evening from 5-8pm in April and May in Heritage Plaza in Downtown Longview, 219 E. Methvin St.

Admission: Free.

APRIL 11**LONGVIEW*****Dalton Days - America 250 Kickoff***

What: Dalton Days returns downtown with Western reenactments, live entertainment, kids activities, vendors and more, a free family tradition celebrating Longview's heritage. Join us as we kick off Longview's America 250 celebration.

Admission: Free

APRIL 11**NACOGDOCHES*****Nacogdoches Wine Swirl***

What: Held each year in historic downtown Nacogdoches, the Downtown Wine Swirl turns the brick-lined streets into a lively wine-tasting festival. This ticketed event features Texas wineries, tasty bites from local eateries, and shopping from boutique vendors and downtown shops. Whether you're a wine fan or just out for a fun evening, the Wine Swirl delivers a flavorful mix of culture and hospitality.

When & Where: April 11th, 2026 5-9pm | Downtown Nacogdoches

Contact: www.visitnacogdoches.org

APRIL 4 - 5**PARIS*****Paris Steak Wars***

What: Steak, Drinks, and Live Music! Whether you're here to compete or eat, this mouthwatering event offers something for everyone. Enter the steak arena where 40+ cook-off teams bring the heat for competing for a place in the top three or the ever-so-coveted People's Choice Award. Once you enter the arena, there will be all-you-can-eat steak and appetizers. The beer garden offers ice-cold beverages and vendors on-site, such as longhorns, a mechanical bull, local finds, and more! This two-day event starts with a pre-party featuring bands and a good time.

Where: Love Civic Center Complex at S. Collegiate Dr.

Contact: Visit parissteakwars.com for more information! Stay Saucy.

APRIL 23 - 26

TERRELL

45th Annual Terrell Jubilee

What: Held each spring at Ben Gill Park, this long-standing celebration of Terrell's heritage is the community's largest event of the year. Designed to attract visitors and provide entertainment and activities for local residents, the annual weekend festivities attract a crowd in excess of 15,000 people. Featured activities include carnival, live music, car show, arts and crafts vendors, health and business expo, 5K run, and numerous other events.

Contact: Terrell Chamber of Commerce/CVB 972-524-5703; chamber@terrelltxas.com; terrelljubilee.com

May

MAY 2

BONHAM

Bonham Heritage Day Festival & Live Music

What: Join us for an unforgettable day in Historic Downtown Bonham! This event is packed with fun for the entire family, featuring live music, a variety of food trucks and local restaurant specials, as well as unique shopping opportunities from vendors and local businesses, including antiques and boutiques. Kids will love the Bounce House Village and face painting, while everyone can enjoy the Car Show, participate in the 5K run, or take a tour of the 1888 Historical Courthouse. Come shop, eat, and play with us!

Where: Historic Downtown 327 N. Main St., Bonham, Texas 75418

Admission: Free

Contact: Bonham Visitor Center, info@visitbonham.com, 903-583-9830

Antiques • Lake Gladewater • Daffodil Gardens • Festivals

JANUARY 17 • 6-8P.M.

NIGHT AT THE MUSEUM

MID FEBRUARY-EARLY MARCH

HELEN LEE ESTATE DAFFODIL GARDENS

APRIL 17-18

41ST ANNUAL EAST TEXAS GUSHER DAYS

APRIL 25 • 6-1P.M.

BASS TOURNAMENT AT LAKE GLADEWATER

MAY 9-10

22ND ANNUAL APRON STRINGS:

TIES TO THE PAST

JUNE 3-4-5-6 • 8:15P.M.

89TH ANNUAL GLADEWATER

ROUND-UP RODEO

JULY 3 • 4-9:30P.M.

FIREWORKS AT LAKE GLADEWATER

SEPTEMBER 19-20

53RD ANNUAL ARTS & CRAFTS FESTIVAL

OCTOBER 31 • 4-6P.M.

EMERGENCY SERVICES FALLFEST GAMES, FOOD, CANDY, & LOTS OF FUN

NOVEMBER 14 • 4-7:30P.M.

CHRISTMAS TYME IN GUSHERVILLE HOLIDAY OPEN HOUSE/TREE LIGHTING

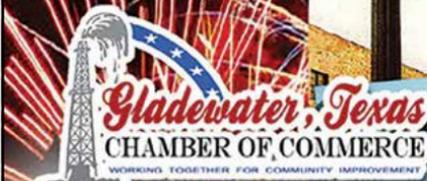
NOVEMBER 28

SHOP SMALL SATURDAY

DECEMBER 12 • 5P.M.

CHRISTMAS PARADE

Gladewater
**The
ANTIQUEN
CAPITAL
of EAST
TEXAS**



215 N. Main • 903-845-5501

info@gladewaterchamber.org

www.GladewaterChamber.org

Community participation is in partnership with Gladewater Economic Development Corporation.

MAY 8 - 9

LINDALE

Spring Piney Woods Wine Festival

What: Enjoy the Wine Garden with tastings offered by wineries of the Piney Woods Wine Trail, shop artisan vendors, try tasty food trucks, and listen to live music all in one place!

Where: Picker's Pavilion at Blackberry Square, 205 Cannery Row, Lindale

Admission: \$15.00 Wine Garden Entry; Wine sold by the glass or bottle; Free Entry for Shopping and Food Trucks

Contact: Visit Lindale 903-881-5103, VisitLindale.com, Facebook @VisitLindaleTX

MAY 9

GREENVILLE

Hunt County Festival of the Arts

What: Don't miss this opportunity to experience the vibrant artistic spirit of Greenville! This event promises to be a delightful celebration of the arts, offering something for everyone. So come along, explore the artistic creations sold by vendors, be amazed by live demonstrations, and enjoy the captivating performances by local talent!

Where: Downtown Greenville on Lee Street

Admission: Free to the public

Contact: 903-450-1491; www.TravelGreenvilleTX.com

MAY 7, 14, 21 & 28

MINEOLA

Music in May

What: Local and regional songwriters and musicians perform outside in downtown on Thursday nights

Where: Downtown at the Gazebo Admission: Free

Contact: City of Mineola Marketing Department 903-569-6183

MAY 2

MOUNT PLEASANT

Cinco de Mayo at Fair Park

What: Each year, up to 10,000 visitors gather at Fair Park in Mount Pleasant, TX for a day full of culture, music, and family fun. From delicious food to live entertainment and a festive atmosphere, there's something for everyone to enjoy. Don't miss out on this unforgettable celebration!

When: May 2026

Where: Fair Park, Mount Pleasant, TX

MAY 25 - 30

MOUNT PLEASANT

Spur Week

What: Join us for Spur Week, a week-long rodeo and community event series in May 2026, in beautiful Mount Pleasant, Texas! Experience rodeos and community activities at Priefert Ranch and The Mount Pleasant Rodeo Grounds.

When: May 2026

Where: The Mount Pleasant Rodeo Grounds

MAY 9 - 10

PARIS

Eiffel in Love with Quilts" Annual Quilt Show

What: The Red River Valley Quilt Guild invites you to our 6th Annual Paris Quilt Show! Enter a quilt or be a vendor, or just come and enjoy the beautiful quilts on display Friday 9:00 a.m. to 5:00 p.m. and Saturday 9:00 a.m. to 3:00 p.m.

Where: Love Civic Center, 2025 S. Collegiate in Paris

Contact: For more information: parisquiltshow1@gmail.com or www.parisquiltshow.com

MAY 9

TERRELL

Terrell Taco Festival

What: The Terrell Taco Festival brings the flavor and excitement to Historic Downtown Terrell! From 11 a.m. to 4 p.m., the streets come alive with delicious tacos from local vendors, unique shopping opportunities, and the Children's Entrepreneur Marketplace showcasing young talent. Guests can enjoy live performances from a Mariachi band and Ballet Folklorico dancers, creating an authentic and festive atmosphere. A true crowd favorite, the day wraps up with the highly anticipated "Best Terrell Taco" award—celebrating the tastiest creation in town!

Contact: Terrell Chamber of Commerce/CVB 972-524-5703 chamber@terrelltexas.com

MAY 16

CLARKSVILLE

Annual Chamber of Commerce Barbeque Cook-Off

What: Competing teams cook brisket and/or pork ribs and/or pulled pork and/or chicken. Musical entertainment all day.

Where: Langford Lake Park

Admission: Team entry fee is \$50.00

Contact: Red River County Chamber - 903-427-2645, redrivercc@yahoo.com
www.redrivercoc.com

June

JUNE 25 - JULY 26

KILGORE

Texas Shakespeare Festival

What: Come experience Shakespeare and more with the only professional theatre company in East Texas, the Texas Shakespeare Festival. Founded in 1986 as Kilgore College's contribution to the Texas Sesquicentennial celebration, the festival's inaugural season featured Twelfth Night, A Midsummer Night's Dream, and The Daisy Bradford 3 by Gifford Wingate. Now celebrating its 41st season, the 2025 Texas Shakespeare Festival will bring beloved productions like Hamlet, Emma, and A Midsummer Night's Dream, along with 1776 in honor of America's 250th anniversary. Tickets will be available in May.

Where: Van Cliburn Auditorium, Kilgore College Campus

Admission: All seats are reserved and tickets can be purchased for \$40 online or by calling the box office.

Contact: 903-983-8119, www.TexasShakespeare.com/current-season

JUNE 12 - 14

LONGVIEW

Great Texas Balloon Race & U.S. National Hot Air Balloon Championship

The Great Texas Balloon Race is the largest sanctioned hot air balloon race in Texas. This three day world-class competition with Sport and Special shape balloons competing for prizes and cash is a great family event.

Where: 1123 Jaycee Drive

Contact: GTBR.net

JUNE

LUFKIN

Summer in the City

What: Lufkin's signature summer event series brings live music, food trucks, and family fun to downtown every Saturday during summer. With themed nights, kid zones, and giveaways, this is the place to be when the sun sets in East Texas.

Where: Downtown Lufkin, Cotton Square, Lufkin, TX 75901

JUNE 13

Texas Blueberry Festival

What: This family-friendly event features fresh local blueberries, live music, delicious food, and unique crafts from local vendors. Visitors can enjoy a classic car show, fun runs, and hands-on activities for all ages, making it a must-visit summer tradition.

When & Where: 8am-4pm | Downtown Nacogdoches

Contact: www.visitnacogdoches.org

NACOGDOCHES

JUNE 20

Annual Car Show

What: Car enthusiasts will enjoy viewing antique, modified and stock cars. Contestants from the Four States area participate in the event.

Where: Downtown Detroit, Texas

Admission: Free to spectators. Participant Entry Fee is \$25.00.

Contact: Kasey Wolf – 903-491-9686

DETROIT

JUNE 12 - 20

Hopkins County Dairy Festival & Balloon Fest State Champion Ice Cream Freeze Off

What: Hot Air balloon festival, parade, homemade ice cream freeze-off, carnival, museum and learning center and variety of dairy related events.

Where: City wide

Admission: Varies per event

Contact: Hopkins County Civic Center, 903-885-8071, www.HopkinsCountyDairyFestival.com and Hopkins County Chamber of Commerce, 903-885-6515, www.SulphurSprings-TX.com

SULPHUR SPRINGS

JUNE 27

Independence Festival

What: Old-fashioned family celebration of our Nation's birthday. Music and fun with the East Texas Symphony Orchestra, Veteran's March and a giant fireworks display. Bring your lawn chairs and enjoy!

Where: Celebration Plaza, Downtown Sulphur Springs

Admission: Free

Contact: Sulphur Springs Department of Tourism, 888-300-6623, www.VisitSulphurSpringsTX.org, Sulphur Springs Symphony League, www.SulphurSpringsSymphonyLeague.org, Hopkins County Chamber of Commerce, 903-885-6515, www.SulphurSprings-TX.com

SULPHUR SPRINGS

July

JULY 4

4th of July Celebration ft. The Longview Symphony

What: The main Fourth of July celebration in Longview is the Fireworks & Freedom Celebration at the Longview Convention Complex, home to the largest fireworks show in East Texas. This year, the Longview Symphony will take the stage with a special patriotic performance to elevate the celebration.

Where: Longview Convention Complex

Admission: Free

LONGVIEW

JULY 4

4th of July

What: Celebrate Independence Day with a community-wide event featuring live music, local food vendors, family activities, and one of the biggest fireworks shows in the region. A patriotic tradition Lufkin loves.

Where: Ellen Trout Zoo , 402 Zoo Cir, Lufkin, TX 75904

LUFKIN

JULY 4

Annual 4th of July Celebration & Fireworks

What: Food, Events, Music, and Community Fireworks

Where: Mineola Civic Center

Admission: Free

Contact: Mineola Civic Center - Lisa Bright 903-569-6115 • www.mccrvpark.com

MINEOLA

JULY 4

Freedom Festival

What: Crowds will gather under the pines of Lake Forest Park. We outshine the sun with hotter music, food and fun than ever before! Mayor Henry Pace is rolling out the red carpet with FREE entry for all. Park and ride with the shuttle service from Henderson High School. Huge fireworks show kicks off around 9:20 p.m.

When: July 4, 2026 at 5 p.m.

HENDERSON

JULY 9 - 11

62nd Annual Fireman's Rodeo

What: All rodeo and related activities

Where: Rodeo Arena - 724 Greenville Hwy (on Hwy 69 North), Mineola, TX

Admission: Info Coming Soon

Contact: Mineola Volunteer Fire Department, David Madsen 903-569-6183

MINEOLA

JULY 19

42nd Annual Tour de Paris Bicycle Rally

What: Cycling at it's best on Saturday, July 18th with 7 routes to choose from with plenty of Rest Stops and Happy faces to welcome YOU! Complimentary Hamburgers with all the trimmings and fruit smoothies at the Finish in the Air Conditioned Love Civic Center! There are two of the 7 routes on our off road Trails, part of the NETT, North East Texas Trail!

Where: Start is at 8:00a.m.- Love Civic Center, 2025 C. Collegiate

Contact: Lamar County Chamber of Commerce, Paris Visitor Center at 903-784-2501 or visitparistexas.com, chamber@paristexas.com, Visit Paris Facebook

PARIS

August

AUGUST 1

3rd Annual North Texas Antique Fishing Lure & Tackle Show

What: Whether you're a seasoned collector seeking elusive treasures or simply drawn to the allure of bygone angling aesthetics, this event promises an unforgettable experience for all who attend. Join us for a day of camaraderie, discovery, and appreciation for the timeless craftsmanship of antique fishing lures and tackle at the 3rd Annual Show. High School Bass Clubs get free entry and special gifts.

Where: Fletcher Warren Civic Center at 5501 Business Hwy. 69 S

Contact: 903-217-8588(Blake) or at www.TravelGreenvilleTX.com

GREENVILLE

AUGUST 8-9

Sacred Harp Singing Convention

What: The East Texas Sacred Harp Convention celebrates its 171st anniversary at the Henderson Civic Center. Singings are from 9:30 a.m. to 3 p.m. on Saturday and 9 a.m. to 2:30 p.m. on Sunday. This annual gathering of shape note singers features a cappella music from the Sacred Harp tune book.

HENDERSON

AUGUST 30

Moonlight Madness

What: Moonlight Madness is a fun downtown tradition held the Sunday before Labor Day, with shops open late, local vendors, and plenty of browsing under the lights.

Visitors can enjoy food, shopping, and crowd-favorite karaoke that keeps the evening lively.

ATLANTA

September

SEPTEMBER 11 – 12

PARIS

Paris Balloon and Music Festival

What: Two nights of Hot Air Balloon Glows at dusk, Vendors, Kid's Fun Zone, Food Trucks, and Live Music Concert, and Tethered Balloon Rides making it a fun filled Festival weekend!

Where: Paris/Lamar County Fairgrounds, 570 East Center Street - Paris, Texas

Contact: parisballoonandmusicfestival.com or parisballoonandmusicfestival@gmail.com

SEPTEMBER 11 - 12

NACOGDOCHES

Old Town Rig Down

What: Come to Downtown Nacogdoches where the biggest, baddest rigs in the country go on display on the beautiful brick streets! This family-friendly, one-of-a-kind event is open to the public and features an exciting display of big rigs, show trucks, and custom semis, all polished to perfection, plus live music, food vendors, and more.

Where: Downtown Nacogdoches

Contact: www.visitnacogdoches.org

SEPTEMBER 19

GREENVILLE

Lee Street Jamboree

What: This free, family-friendly street party is the perfect way to spend an evening in the heart of Downtown Greenville. Whether you're riding in the Cotton Patch Challenge bike event or just looking for a great night out, the Jamboree offers something for everyone. Enjoy our downtown restaurants, merchants, and vendors, along with concerts under the stars.

Where: Downtown Greenville on Lee Street

Contact: www.TravelGreenvilleTX.com

SEPTEMBER 26

SULPHUR SPRINGS

Indian Summer Festival and Dutch-Oven Cook-Off

What: Dutch-Oven cooking contest, candle making, quilt show, butter churning, soap making, blacksmithing and gristmill operation.

Where: Heritage Park, 416 N Jackson St 8:00a – 2:00p

Admission: \$10.00

Contact: Hopkins County Historical Society, (903)885-2387, www.HopkinsCountyMuseum.org and Sulphur Springs Department of Tourism, 888-300-6623, www.VisitSulphurSpringsTX.org

A NATURAL BEAUTY



SEPTEMBER 30 – OCTOBER 3

CLARKSVILLE

Red River County Fair

What: Featuring live entertainment, local food booths, displays of local crafters, produce exhibits, livestock and a midway with carnival rides

Where: Fairgrounds at American Legion Park on US 82 Business East

Admission: Fair is free. There is a charge for the Midway and carnival rides.

Contact: County Extension Agent - 903-427-3867.

October

OCTOBER 3

CLARKSVILLE

Fall Bazaar

46th Annual Red River County Historical Society Fall Bazaar

20th Annual Rotary Duck Race

8th Annual Clarksville Main Street Festival of Quilts

Musical entertainment all day

Where: On the grounds of the historic Red River County Courthouse

Admission: Free to Public. Call for booth space and food vendor reservation

Contact: Jim Clark 903-427-2374

OCTOBER 3

TERRELL

Planes, Trains & Automobiles

What: The City of Terrell is excited to introduce Planes, Trains and Automobiles, a new festival that celebrates the community's rich legacy of transportation and heritage. Held in Historic Downtown Terrell from 11 a.m. to 4 p.m., the event combines favorite elements of past traditions with fresh experiences, including a community art project, the popular mural challenge, and the launch of new Discover Terrell Geotour stops. Visitors can enjoy food trucks, arts and crafts vendors, live music, and shopping at downtown boutiques, restaurants, and specialty shops. The festival also features a Children's Entrepreneur Marketplace and a variety of family-friendly activities, making it a day full of history, creativity, and community fun.

Contact: Terrell Chamber of Commerce/CVB 972-524-5703 chamber@terrelltexas.com

OCTOBER 10

CANTON

Canton Autumn Festival

What: Enjoy a day of family-friendly fall fun on the Canton Square, featuring local vendors, seasonal décor, kids' activities, live entertainment, and small-town charm in the heart of East Texas. This festival highlights local artisans and captures the cozy spirit of autumn.

When: October 10, 2025

Where: The Canton Square, Canton, TX

Admission: Free

Contact: Canton Main Street Program • 903-567-1851 • cantonmainstreet.org

OCTOBER 10

KILGORE

Kilgore Oktoberfest

What: Discover a Wunderbar Experience in Kilgore! Join Kilgore Main Street in Historic Downtown Kilgore for Oktoberfest 2026! From the Beer Garden, to the culinary faire and the artisans and vendors! This FREE event is your Oktoberfest destination in East Texas. So come dressed for the occasion in a dirndl or lederhosen and enter the Best Dressed competition or if that's not your style get a Kilgore Oktoberfest Stein!

Where: Historic Downtown Kilgore

Admission: FREE

Contact: For more info, go to www.VisitKilgore.com/kilgore-oktoberfest/

OCTOBER 15 -18**TYLER*****Rose Season featuring Texas Rose Festival***

What: Each October thousands of visitors flock to Tyler for the excitement and pageantry of the Texas Rose Festival. Tyler also celebrates Rose Season for the entire month, with a variety of activities that range from family fun to educational and cultural events. We welcome you to enjoy all Tyler has to offer during this special season.

Where: Citywide

Admission: Paid admission required to some events.

Contact: Visit Tyler, 903-593-6905, VisitTyler.com/roses or www.texasrosefestival.com

OCTOBER 16-17**LINDALE*****Fall Piney Woods Wine Festival***

What: Enjoy the Wine Garden with tastings offered by wineries of the Piney Woods Wine Trail, shop artisan vendors, try tasty food trucks, and listen to live music all in one place!

Where: Picker's Pavilion at Blackberry Square, 205 Cannery Row, Lindale

Admission: \$15.00 Wine Garden Entry; Wine sold by the glass or bottle; Free Entry for Shopping and Food Trucks

Contact: Visit Lindale 903-881-5103, VisitLindale.com, Facebook @VisitLindaleTX

OCTOBER 22 - 24**CANTON*****Halloween Western Swing Weekend***

What: A festive, Halloween-themed Western Swing celebration featuring live music, dancing, themed entertainment, and a weekend of lively Texas fun. Guests can enjoy concerts, dance floors, food, and seasonal surprises at this spirited autumn event.

Where: Canton Civic Center, 800 Flea Market Rd., Canton, TX 75103

Admission: Ticketed event • Pricing varies

Contact: 903-245-6300

OCTOBER 24**PARIS*****City of Paris Annual Festival of Pumpkins***

What: An area favorite for 25 years, featuring live music, great food, over 80 vendors. Attractions include, bounce houses, pumpkin decorating, costume contests, pet parade, and much, much more! Special festival savings in downtown stores.

Where: Historic Downtown Paris

Contact: festivalofpumpkins.com

OCTOBER 24**MOUNT PLEASANT*****Uncorked Wine Festival***

What: Join us for a vibrant celebration of local flavor and community at the Uncorked Food & Wine Festival in beautiful Mount Pleasant, Texas! This annual fall event brings together the best of Texas wineries, local restaurants, and boutique shopping, all in the charming atmosphere of Caldwell Park, just steps from Downtown.

When: October 2026

Where: Caldwell park, Downtown Mount Pleasant

Contact: Email Events@mtpleasanttx.com or call 903-572-8567

OCTOBER 24**SULPHUR SPRINGS*****World Champion Hopkins County Stew Contest***

What: World Champion Stew Contest hosts over 100 cooking teams stirring up hearty chicken or beef stew in huge cast iron pots over open wood fires.

Where: Buford Park

Admission: Free to attend, \$5 for an all-you-can-eat-till-it's-all-gone bowl

Contact: Hopkins County Chamber of Commerce, (903) 885-6515, www.SulphurSprings-TX.com

Sulphur Springs Department of Tourism, 888-300-6623, www.VisitSulphurSpringsTX.org

OCTOBER 31**PALESTINE*****The Hot Pepper Festival***

What: The Hot Pepper Festival heats up downtown with bold flavors, live entertainment, food vendors, parades, and family-friendly fun that captures true East Texas spirit. Always the last Saturday of October.

November

FIRST WEEKEND IN NOVEMBER**KILGORE*****Texas Radio Hall of Fame***

What: Get ready to celebrate the voices that shaped the airwaves of Texas! The Texas Radio Hall of Fame will be honored during its 2026 Reunion Weekend, the first weekend in November, at the historic Texas Broadcast Museum in Kilgore. Attendees will enjoy a weekend filled with nostalgia, camaraderie, and recognition of broadcasting legends from across the Lone Star State. Whether you're a longtime fan, a radio professional, or simply curious about the history of Texas broadcasting, this is a weekend you won't want to miss.

Where: Texas Broadcast Museum, 416 E Main St, Kilgore, TX

Admission: \$25

Contact & Info: <https://www.trhof.net/>

NOVEMBER 14**HENDERSON*****37th Annual Heritage Syrup Festival***

What: It's the sweetest festival in Texas! Come enjoy mule-powered old-time syrup-making with folk artists, food, bands, and antique tractors on the Depot Museum Grounds. Take a hayride shuttle into Henderson's Downtown Historic District where you'll find arts & crafts booths, retail vendors, food, antique and classic car exhibits, live entertainment, children's activities, and special performances at the Henderson Civic Theater. Don't miss a trip to the Syrup Capital of Texas!

Admission: Depot Grounds Entry: Adults \$3, Children \$1, Veterans FREE

Hayride Shuttle \$2, Veterans FREE

NO admission fee into the Downtown Historic District.

NOVEMBER 19 - 21**KILGORE*****REEL East Texas Film Festival***

What: The celebrated Reel East Texas Film Festival returns to Historic Downtown Kilgore. Celebrating independent filmmakers, the REEL East Texas Film Festival brings together film audiences, filmmakers and film industry representatives for a few days of celebration of artistic and independent spirit. The city's Main Street and Historic District is host to these events including Texas landmarks – the Texan theater, and the Old Post Office – where all festival activities take place.

Where: Texan Theater, 201 S. Kilgore Street & The Old Post Office, 224 S. Kilgore St.

Admission: Visit www.ReelEastTexas.com for schedule and ticket information

Contact: www.ReelEastTexas.com

MID NOVEMBER - END OF DECEMBER**PALESTINE*****Christmas in Palestine***

What: Christmas in Palestine transforms the town into a glowing holiday destination with the Polar Express™, carriage rides, festive lights, and cherished small-town traditions.

NOVEMBER 28 & DECEMBER 5

SULPHUR SPRINGS

Christmas in Heritage Park

What: Christmas in the Park offers strolling carolers, a spectacle of lights, live nativity scene and Santa Clause. You can enjoy hot cocoa, coffee, punch, cookies and other goodies while you walk around and see all the historic buildings decorated for Christmas.

Where: Heritage Park, 416 North Jackson Street, Sulphur Springs, Texas 75482

Admission: \$3.00 - admission ticket

Contact: Hopkins County Museum and Heritage Park, 903-885-2387, www.HopkinsCountyMuseum.org and Sulphur Springs Department of Tourism, 888-300-6623, www.VisitSulphurSpringsTX.org

December

DECEMBER

STATEWIDE - TEXAS

Holidays in the Parks

What: Discover a variety of special holiday events around the state, including decorated campsites and historic homes, reenactments and holiday themed hikes.

Where: At state parks throughout North East Texas and around the state

Admission: Varies by location

Contact: TexasStateParks.org/Holidays or 512-389-8900

FIRST WEEK OF DECEMBER

LUFKIN

Christmas in the Pines

What: Kick off the holiday season with a full week of festive fun in downtown Lufkin. Christmas in the Pines is our annual celebration held the first week of December, bringing together families, friends, and visitors for magical moments all week long. The week includes the lighting of Rudolph the Red-Nosed Pumping Unit, the annual Christmas Parade, local shopping, live performances, photo ops, and more. This is one of Lufkin's most beloved traditions and a perfect way to start your December with holiday spirit.

Where: Downtown Lufkin, TX 75901

DECEMBER 3

HENDERSON

Annual Tree Lighting & Christmas Parade

What: It's beginning to feel a lot like Christmas as the holiday season begins with Henderson's Annual Tree Lighting and Christmas Parade. Full of beautifully lit floats, classic cars, trucks, and tractors, the parade is certainly a sight to see!

When: 6 pm

DECEMBER 5

ATLANTA

Atlanta Area Christmas Parade

What: Feel the magic of the season at the Annual Atlanta Area Christmas Parade! Held on the first Saturday of December, this spectacular nighttime parade is one of the biggest and best in East Texas, thanks to incredible community support. Bring the whole family to enjoy festive floats, plenty of candy, and holiday fun for all!

Where: Downtown Atlanta, TX

Contact: Atlanta Area Chamber of Commerce, 903-310-5260, atlantatexaschamber.com

DECEMBER 5-6

HENDERSON

A Merry Christmas on Main and Holiday Home Tours

What: A fun family event with games, prizes, Christmas activities, treats and more! Bring friends and family and let's have A Merry Christmas on Main street in downtown Henderson! Be sure to save time for the Heritage Association's Holiday Home Tour on Saturday and Sunday afternoon.

2ND & 3RD WEEKENDS OF DECEMBER

GREENVILLE

Christmas Wagon Rides

What: Gather your friends and loved ones and embark on a memorable adventure through Greenville's historic district, where holiday magic awaits. This cherished holiday tradition takes guests on a charming wagon ride, where you can take in the must-see attraction of the Christmas Lights on Park Street.

Where: Load-in point is on the parking lot of Park Street Baptist Church, 2205 Park St.

Contact: Info@park-street.org

DECEMBER 3 - 5, & DECEMBER 10 - 12

JEFFERSON

Jefferson Candlelight Tour of Homes in period

What: Tour Historic homes lavishly decorated for an old-fashioned Christmas with beautiful fresh greenery, candlelight, and gorgeous Christmas trees. Docents in period attire will greet you and tell about each homes origin and finery. Enjoy the Christmas Market and unique shops before or after enjoying dinner and Christmas music.

Where: Downtown Jefferson, Texas

Contact: www.jeffersoncandlelight.com or www.visitjeffersontexas.com

DECEMBER 5

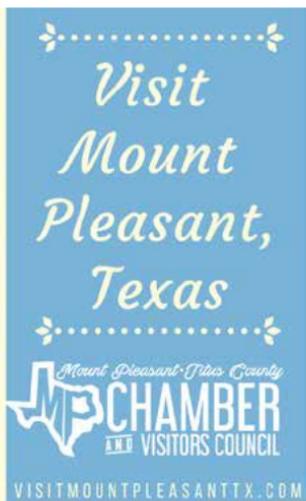
NACOGDOCHES

Nine Flags Lighted Christmas Parade

What: Enjoy twinkling holiday lights, a dazzling Christmas parade, live entertainment, crafting, shopping, and more. Come and celebrate with all the sights, sounds, and Christmas-themed activities that make this the most wonderful time of the year.

When & Where: December 5th, 2026 6:30pm | Downtown Nacogdoches

Contact: www.visitnacogdoches.org



DECEMBER 4 - 6

MINEOLA

Magical Mineola Christmas

What: League of the Arts Bazaar, Snow Hills Downtown, Free Mini Train Rides, Community Tree lighting, Annual Chamber of Commerce Parade with a visit from Santa at the Gazebo, Annual Holiday Tour of Homes.

Where: Downtown & All Around Mineola

Admission: Free for snow hills, mini train, parade and Santa at the Gazebo

Contact: Mineola Main Street, 903-569-6183, www.Mineola.com

DECEMBER 5

BONHAM

Holiday Wine Stroll & Taste of Bonham

What: Stroll the historic Fannin County Courthouse Square while enjoying the best wines North Texas has to offer, as well as delicacies from local caterers. Shop our boutiques, antique shops, and specialty retailers as you share a toast with local business owners while enjoying the Christmas beauty of downtown Bonham.

When: Saturday, December 5, 2026, 4pm - 8pm

Where: 327 N Main St, Bonham, TX 75418

Admission: <https://www.eventbrite.com/e/holiday-wine-stroll-taste-of-bonham-tickets>

Contact: Bonham Area Chamber of Commerce, 903-583-4811, info@bonhamchamber.com

DECEMBER 4 - 5

SULPHUR SPRINGS

Christmas Festival & Lighted Christmas Parade

& Christmas Market on Main Street

What: Lighting of Christmas Tree; Snow Slide. Arts & Crafts; Entertainment. Lions Club Lighted Christmas Parade. Christmas Market on Main Street

Where: Celebration Plaza, Main Street, Downtown

Admission: Varies per event

Contact: Sulphur Springs Department of Tourism, 888-300-6623, www.VisitSulphurSpringsTX.org

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- Year Round Events



BONHAM
TEXAS





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FOR MORE INFO



visitathenstexas.com



THE HISTORIC
Red River County
CHAMBER of COMMERCE

GATEWAY TO TEXAS 



The Historic Red River County Chamber of Commerce
101 N. Locust • Clarksville, TX 75426 • 903-427-2645 • redrivercc@yahoo.com • www.redrivercoc.com



Summer in the City



Can't-Miss Events for Every Season in Downtown Lufkin

These Downtown Lufkin events are just a glimpse of what's waiting across the city year-round. Explore every season's must-do moments at VisitLufkin.com.



Heritage Festival



Festival of Trees



Art Walk



Rudolph the Red-Nosed Reindeer Pumping Unit at Christmas in the Pines



Downtown Lufkin



Lufkin's Bistro



Oktoberfest

www.VisitLufkin.com



EXPLORE

Northeast Texas

See & Do

1 YOUR BASE CAMP FOR NE TEXAS STATE PARKS! Atlanta

Cut down on travel time and dive straight into adventure! Atlanta, Texas offers centrally located hotels just a short drive away from three stunning state parks: Atlanta State Park (15 minutes), Caddo Lake State Park (35 minutes), and Daingerfield State Park (35 minutes). Whether you're planning a quick weekend escape or an extended stay, Atlanta provides the ideal mix of convenience and small-town charm, making it the perfect base for hiking, fishing, kayaking, or simply unwinding.

2 THE TEXAS STATE RAILROAD Palestine

The Texas State Railroad offers vintage train excursions through East Texas pine forests, seasonal themed rides, and unforgettable, family-friendly journeys filled with nostalgia and adventure.

www.texasstaterailroad.net | 855-632-7729



3 RANGERETTE SHOWCASE AND MUSEUM Kilgore

Step into the dazzling history of the world-famous Kilgore College Rangerettes. The Rangerette Showcase and Museum celebrates the legacy of the first precision dance team with rare photographs, iconic uniforms, international performance memorabilia, and interactive displays. Explore decades of tradition, innovation, and global impact, from CottonBowl classics to historic tours around the world. It's an inspiring stop for anyone interested in dance, history, or Kilgore's most iconic ambassadors.



4 YESTERLAND FARM Canton

YesterLand Farm brings classic family fun to life with seasonal festivals, rides, farm attractions, and some of the most beloved holiday traditions in East Texas. In the fall, visitors enjoy pumpkin patches, vintage-style rides, corn mazes, and outdoor adventures. As winter arrives, the farm transforms into a Christmas wonderland with lights, treats, Santa visits, and festive activities for all ages. Whether you're coming for Fall Festival, Christmas Playland, or a special event, YesterLand Farm delivers a full day of nostalgia, laughter, and unforgettable memories.

Learn more at YesterLandFarm.com



5 DOWNTOWN NACOGDOCHES Nacogdoches

Downtown Nacogdoches blends history, art, and small-town charm into a vibrant, walkable experience. Stroll the historic brick streets and discover eye-catching murals, public art, and statues that celebrate the stories and spirit of the Oldest Town in Texas. Boutique shops offer everything from handcrafted goods to stylish finds, while locally owned restaurants serve up flavors that range from casual comfort food to unique, chef-driven dishes. With its mix of culture, creativity, and local hospitality, Downtown Nacogdoches is the perfect place to wander, shop, dine, and explore. Learn more at www.visitnacogdoches.org



6 AUDIE MURPHY AMERICAN COTTON MUSEUM Greenville

Nestled among ten acres of land in the heart of Hunt County, Texas, the Audie Murphy/American Cotton Museum has explored the rich history of this region for over 20 years. Major exhibits include the Ende-Gaillard House (built from 1857–1859), The Hunt County War Memorial, The Hall of Heroes, History of Cotton Exhibit, and Hunt County Gallery featuring a turn-of-the-century Main Street. Visit the new Journey Through History exhibit on the museum grounds to learn fascinating additional history of Hunt County. For more information, and to discover the amazing events they host throughout the year visit www.cottonmuseum.com or call 903-450-4502.



7 MINEOLA NATURE PRESERVE Mineola

Mineola Nature Preserve – Explore scenic walking trails, observe local wildlife, and enjoy the peaceful beauty of this natural sanctuary, perfect for hiking, birdwatching, and reconnecting with nature.



8 CALDWELL ZOO Tyler

Spanning over 85 acres of lush East Texas landscape, Caldwell Zoo offers a captivating experience for visitors of all ages. With a diverse collection of over 3,000 animals representing various species from around the world, the zoo provides a fascinating opportunity to connect with wildlife. Visitors can explore beautifully landscaped habitats and see creatures including lions, giraffes, tigers and exotic birds. Educational programs and interactive exhibits make it an engaging place to learn about conservation and animal behavior. The newly remodeled South America section at Caldwell Zoo is now open, featuring the Amazon River's Edge exhibit.



9 THE PINES THEATER Lufkin

Experience entertainment in a historic setting at The Pines Theater in downtown Lufkin. From tribute bands and comedians to film screenings and musicals, this beautifully restored 1925 venue offers a front-row seat to local culture.

113 S First St, Lufkin, TX 75901



10 NO. 1 BRITISH FLYING TRAINING SCHOOL MUSEUM Terrell

The No. 1 British Flying Training School Museum in Terrell, Texas commemorates the World War II program that trained British and American cadets in North Texas. From 1941 to 1945, over 2,200 cadets earned their wings here. The museum features log books, uniforms, memorabilia and personal stories. A new addition is a flight simulator for visitors 12+. Open Wednesday–Saturday, 10 a.m.–4 p.m.



11 903 SUN SETS Paris

Your Thursdays Just Got a Whole Lot Better! 903 Sun Sets is a free music series that takes place right on The Square in PARIS, TEXAS every summer. Four headline artists with four openers perform four weeks in a row, complete with food trucks, mobile bars, and other local delicacies. Starting at sunset every Thursday in June. Visit 903sunsets.com or call (903) 784-2501.



12 HISTORY, IT'S STILL MADE HERE

Jefferson

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Trolley Tours Historic Home Tours & Ghost Walk
Two Lakes & The Bayou for Canoeing and Kayaking
Spas Wineries Year-round Events
Two Drive-thru Safaris Four Museums
History abounds in this gem hidden in The Piney Woods of East Texas.



13 RUBY M. MIZE AZALEA GARDEN

Nacogdoches

The Ruby Mize Azalea Garden offers stunning seasonal beauty and peaceful trails year-round. Thousands of azaleas bloom mid-March to mid-April. Fall foliage glows with warm colors in late November. Learn more at www.visitnacogdoches.org.



14 SPLASH KINGDOM WATERPARK

Canton

Cool off and make a splash with thrilling slides, lazy rivers, splash pads, shaded areas, and cabanas. Details at SplashKingdomWaterpark.com



15 BIG HEAD MOUNTAIN BIKE TRAIL

Kilgore

The Big Head Mountain Bike Trail offers an exciting ride for cyclists looking for adventure in the East Texas pines. This dynamic trail features drops, jumps, a wall ride, and a teeter-totter.



16 HISTORIC DOWNTOWN Mineola

Explore boutique shops, local eateries, and beautifully preserved historic buildings that showcase Mineola's storied past.



17 OXBOW BAKERY Palestine

Oxbow Bakery is a beloved local favorite known for its scratch-made pies, warm hospitality, and cozy atmosphere that feels straight out of a small-town storybook. Open Thursday–Saturday most weeks.

www.oxbowpies.com



18 KADEE FARM Greenville

Kadee Farm is a family Christmas tree farm established in 1981. Enjoy the pumpkin patch in October with petting zoo, barrel train rides, duck races, corn pit, and more. After Thanksgiving, the farm transforms into a winter wonderland with hayrides, Christmas trees, and a Walking Trail of Lights. www.kadeefarm.com.



19 TEXAS STATE PARKS — ANNUAL PASS State Wide

A Texas State Parks Pass is the best way to experience Texas. You and your vehicle of guests will get unlimited entry to 85+ state parks for a year. Your pass also includes other benefits like discounts on camping, equipment rentals, and park store purchases.

TexasStateParks.org/Passes | 512-389-8900



20 DOWNTOWN & CULTURAL ARTS DISTRICT Longview

Enjoy year-round art, theater, and music in Longview's Cultural Arts District at ArtsView Children's Theatre, East Texas Symphonic Band, Gregg County Historical Museum, Longview Ballet Theatre, Longview Museum of Fine Arts, Longview Symphony Orchestra, Longview World of Wonders, and Theatre Longview. World class LeTourneau University's Belcher Center hosts musicals, concerts, comedians, and world-class performers for audiences of all ages. Learn more at ArtsLongview.org.



21

ELLEN TROUT ZOO Lufkin

Spend a wild day at Ellen Trout Zoo, home to over 500 animals. Open year-round, featuring a shaded train ride around the lake. 402 Zoo Cir, Lufkin, TX 75904



22

WILLIAM BECKNELL /ROBBINSVILLE CEMETERY Clarksville

The William Becknell Cemetery is also known as Robbinsville Cemetery after the community that once thrived in this area. The cemetery is located in Red River County approximately six miles west of Clarksville, Texas on US Highway 82. On August 3, 2011, The Texas Historical Commission (THC) designated the site as a Historic Texas Cemetery, worthy of preservation. William Becknell was born in Virginia in 1787 or 1788 and is credited for establishing the Santa Fe Trail in 1821, which opened the west for trade and expansion. He is known as the "Father of the Santa Fe Trail." For more information related to William Becknell and the Santa Fe Trail, visit the website, www.williambecknell.com.



23

GREENVILLE MUNICIPAL AUDITORIUM Greenville

Built in 1939, the auditorium received a major \$5M technical upgrade in 2025. Hosting Collin Raye, Ambrosia, Hotel California, Bellamy Brothers, the Oak Ridge Boys, and more in 2026. Also home to Greenville Theatre Works productions. Free parking, nearby dining, and comfortable seating. Showtimes: GMALive.org



24

MID AMERICA FLIGHT MUSEUM Mount Pleasant

Mid America Flight Museum is based in Mt. Pleasant, Texas (KOSA). Most aircraft fly regularly, and restoration projects continue. Missions include honoring veterans, mentoring kids, community involvement, and preserving aviation history.



25 WORLD FAMOUS GLASS BATHROOMS Sulphur Springs

Mirrored exterior walls create an illusion: you can see out, but no one can see in. Featured on TLC's *Insane Bathrooms* and nominated for America's Best Restroom.



26 HISTORIC DOWNTOWN TERRELL Terrell

Historic Downtown Terrell is where art, history, and hometown charm come together — murals, boutiques, the Carnegie Library museum, and restaurants including Eddie Deen Barbecue, Tex-Mex, cafés, bakeries, and bistros.



27 NORTH TEXAS SAFARI PARK Bonham

Go Wild in Bonham! Experience the thrill of the North Texas Safari Park. From the comfort of your car, interact with exotic species from around the world. Want more? Feed a giraffe, meet a sloth, or walk through the "Texas Down Under" kangaroo exhibit. Located just an hour north of Dallas, adventure is closer than you think!

Address: 2920 US-82 W, Bonham, TX 75418,
Phone: 903-718-0305 northtexasafari.com



28 HENDERSON CIVIC THEATRE Henderson

Henderson Civic Theatre makes its home in the restored Opera House downtown at 122 E. Main St. and is celebrating its 40th season. The theatre produces five mainstage productions each year and is the home of *Limelight Players*, a children's theater performing three children's productions per season. *Limelight* also offers workshops and has a TNT acting troupe.



29 PINEWOODS CABINS Texas State Parks

Relax after a day of exploring North East Texas by spending the night in a cabin. Many parks have cabins that were constructed by the Civilian Conservation Corps and offer modern amenities. You'll find cabins at Caddo Lake, Cooper, Daingerfield, Lake Bob Sandlin, and Tyler State Parks.

TexasStateParks.org/Reservations | 512-389-8900



30 THE DEPOT MUSEUM Henderson

The Depot Museum houses the Rusk County History Museum and Children's Discovery Center at 514 N. High Street. It spreads across five acres with 12 historical buildings and 10 historical markers. Be sure to stop by the Arnold Outhouse, the only outhouse in the state with a Texas historical marker.

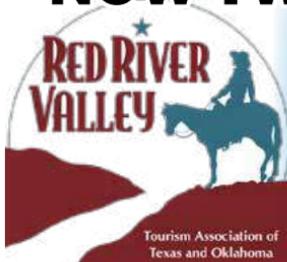


31 LONGVIEW ARBORETUM & NATURE CENTER Longview

The Longview Arboretum and Nature Center is a park developed to showcase trees, native plants, wildlife, and water resources with formal gardens right in the heart of Longview. Just a few blocks from Downtown, the Arboretum is a beautiful gathering space for friends seeking a peaceful place to be reminded of the beauty found in nature, as well as larger groups needing an intentional location to disconnect from technology and stress. Learn more at LongviewArboretum.org.



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Atlanta State Park



Mineola



Greenville



www.ExploreNortheastTexas.com



EXPLORE

Northeast Texas

Membership Directory

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Visit Athens
508 E. Tyler Street
Athens, TX 75751
903-667-7483
VisitAthensTexas.com

ATLANTA

Atlanta Tourism
101 N East Street
Atlanta, TX 75551
903-650-2582
experienceatlantatx.com

BONHAM

Bonham Visitor Center
327 North Main St.
Bonham, TX 75418
903-583-9830
cityofbonham.org

CANTON

Canton Visitors Bureau
290 E. Tyler St.
Canton, TX 75103
903-567-1849
Info@VisitCantonTX.com
www.VisitCantonTX.com

CLARKSVILLE

The Historic Red River County Chamber of Commerce
101 N. Locust
Clarksville, TX 75426
903-427-2645
redrivercc@yahoo.com
www.redrivercoc.com

COUNTY LINE MAGAZINE

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GLADEWATER

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215 N. Main
Gladewater, TX 75647
903-845-5501
info@gladewaterchamber.org
www.gladewaterchamber.org

GREENVILLE

Greenville Convention and Visitors Bureau
2821 Washington St.
P.O. Box 1049
Greenville, TX 75403
903-450-1491
cvb@greenvilletx.gov
www.travelgreenvilletx.com

HENDERSON

City of Henderson
1500 Lake Forest Parkway
Henderson, TX 75652
866-650-5529
tourism@hendersontx.us
www.visithendersontx.com

JACKSONVILLE

Explore Jacksonville
315 S. Ragsdale St.
Jacksonville, TX 75766
903-339-3320
info@explorejacksonvilletx.org
ExploreJacksonvilleTX.org

JEFFERSON

City of Jefferson Convention and Visitors Bureau
305 E. Austin St.
Jefferson, TX 75657
903-665-3733
tourism@cityhallofjefferson.com
www.VisitJeffersonTexas.com

KILGORE

Visit Kilgore
815 N. Kilgore St.
Kilgore, TX 75662
903-218-6896
www.VisitKilgore.com

LINDALE

Visit Lindale
55 Miranda Lambert Way,
Suite 3
Lindale, TX 75771
903-881-5103
www.visitlindale.com

LONGVIEW

Longview Convention and Visitors Bureau

Located in Downtown Longview
109 W. Tyler St.
Longview, TX 75601
903-753-3281
Info@VisitLongviewTexas.com
VisitLongviewTexas.com

LUFKIN

Visit Lufkin

601 N 2nd Street
Lufkin, TX 75901
936-633-0359
visit@cityoflufkin.com
VisitLufkin.com

MARSHALL

401 S. Alamo Blvd.
Marshall, TX 75670
903-935-4421
www.marshalltexas.net

MINEOLA

City of Mineola Tourism Department

P.O. Box 179
Mineola, TX 75773
903-569-6183
1-800-Mineola
www.mineola.com

MOUNT PLEASANT

Mount Pleasant Titus County Chamber of Commerce and Visitors Council

303 W. 1st Street
Mount Pleasant, TX 75455
903-572-8567
info@mtpleasanttx.com
www.MtPleasantTX.com

NACOGDOCHES

Visit Nacogdoches

200 East Main Street
Nacogdoches, TX 75961
936-564-7351
1-888-564-7351
info@VisitNacogdoches.org
www.VisitNacogdoches.org

PALESTINE

Visit Palestine

VISITORS & EVENTS GUIDE

825 W. Spring Street
Palestine, TX 75801
903-723-3014
www.VisitPalestine.com

PANOLA

Panola County Chamber of Commerce

300 W Panola St
Carthage, TX 75633
9033-693-6634
cvb@carthagetexas.com
www.panolacountytexas.com

PARIS

Paris Visitors and Convention Council

8 West Plaza
Paris, TX 75460
903-784-2501
chamber@paristexas.com
www.VisitParisTexas.com

PITTSBURG

Pittsburg Camp County Chamber of Commerce

202 Jefferson Street
Pittsburg, TX 75686
903-856-3442
info@pittsburgcampcountychamber.com
www.pittsburgcampcountychamber.com

RED RIVER VALLEY TOURISM ASSOCIATION

1522 E. Hwy 82
Nocona, TX 76255
Director@redrivalley.info
www.redrivalley.info

RUSK

Rusk Chamber of Commerce

184 N. Main Street
P.O. Box 67
Rusk, TX 75785
903-683-4242
Info@ruskchamber.com
www.RuskChamber.com

SULPHUR SPRINGS DEPARTMENT OF

TOURISM

1220 Cessna Drive
Sulphur Springs, TX 75482
903-885-5614
1-888-300-6623
tourism@SulphurSpringsTX.org
www.VisitSulphurSpringsTX.org

TATUM

Tatum Economic Development Corporation

105 Platinum Way
Tatum, TX 75691
903-947-6403
info@EDC.tatumtexas.com
www.tatum-edc.com

TERRELL

Terrell Chamber of Commerce Convention and Visitors Bureau

1314 W. Moore Ave.
Terrell, TX 75160
972-563-5703
chamber@terrelltexas.com
DiscoverTerrell.com

TEXARKANA

City of Texarkana

1220 Texas Blvd.
Texarkana, TX 75501
903-798-3900
www.texarkanatexas.gov

TYLER

Visit Tyler

110 N. College, Ste. 105
Tyler, TX 75702
903-593-6905
stravis@tylertexas.com
VisitTyler.com

WINNSBORO

City of Winnsboro

501 South Main Street
Winnsboro, TX 75494
903-342-3654
www.cityofwinnsboro.org
www.winnsboroonline-guide.com

SPEND TIME IN

Henderson



Nestled in the great piney woods, Henderson has something for everyone. Take a scenic drive through the wildflowers, visit the Children's Discovery Museum, go fishing in Lake Forest, or shop the beautiful Historic District!

Henderson's annual Heritage Syrup Festival, known as the "Sweetest Festival in Texas", is always the 2nd Saturday in November and features sugar cane syrup making, folk artists, live entertainment, and more than 300 booth vendors.

YEAR-ROUND EVENTS

- ✓ January - Mardi Gras
- ✓ February - Youth Project Show
- ✓ April - Tractor Show, Spring Fling
- ✓ July - Freedom Festival
- ✓ August - Sacred Harp Convention
- ✓ September - Fall Fling
- ✓ October - Downtown Trick or Treat
- ✓ November - Heritage Syrup Festival
- ✓ December - Christmas Parade
Heritage Home Tour
Christmas on Main

www.VisitHendersonTX.com

VISITPALESTINE.COM
800-659-3484



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MineolaNaturePreserve.com

