

**Texas Travel Industry Association**  
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## **Texas Travel Industry to Honor State Representative Rob Eissler**

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AUSTIN - The Texas Travel Industry Association (TTIA) announced today that it will present its Silver Spur Award to Texas State Representative Rob Eissler on Tuesday, February 22<sup>nd</sup> at TTIA's 21<sup>st</sup> Annual Texas Tourism Unity Dinner in Austin.

The Silver Spur is awarded to public officials who have demonstrated leadership and exemplary service to the Texas travel and tourism industry. Recent past winners include: Governor Rick Perry and First Lady Anita Perry, Lieutenant Governor David Dewhurst and Speaker Tom Craddick.

“As Chairman of the House Public Education Committee, Rob Eissler has been a strong advocate of education and travel and tourism issues that are critical to our industry and to Texas,” said David Dunham, Chair of TTIA's Legislative Affairs Committee. “His leadership in supporting a uniform school start date for Texas public schools has resulted in a school calendar that is both family and business friendly while reducing the tax dollars needed to operate our public schools,” Dunham added.

Tourism is the Texas's second largest export industry and the second largest contributor to the state's gross domestic product. Direct spending by travelers in the state surpassed \$51 billion in 2009 and directly supported jobs for over one half million Texans making the industry the state's fourth largest employer.

“While Chairman Eissler is passionately dedicated to Texas school children, he also understands that a vibrant travel industry helps improve the quality of life for all Texans,” said David Teel, TTIA President and CEO. “We are delighted to recognize the Chairman with our Silver Spur Award for his leadership on an issue of such importance to our industry.”

TTIA's Unity Dinner will be held at the Austin Convention Center. Approximately 900 people from across the state are expected to attend, including dozens of elected officials, state legislators, mayors and city council members.

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*TTIA is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. For more information about the Texas Travel Industry Association, visit [www.ttia.org](http://www.ttia.org) or contact the office in Austin at (512) 328-8842.*