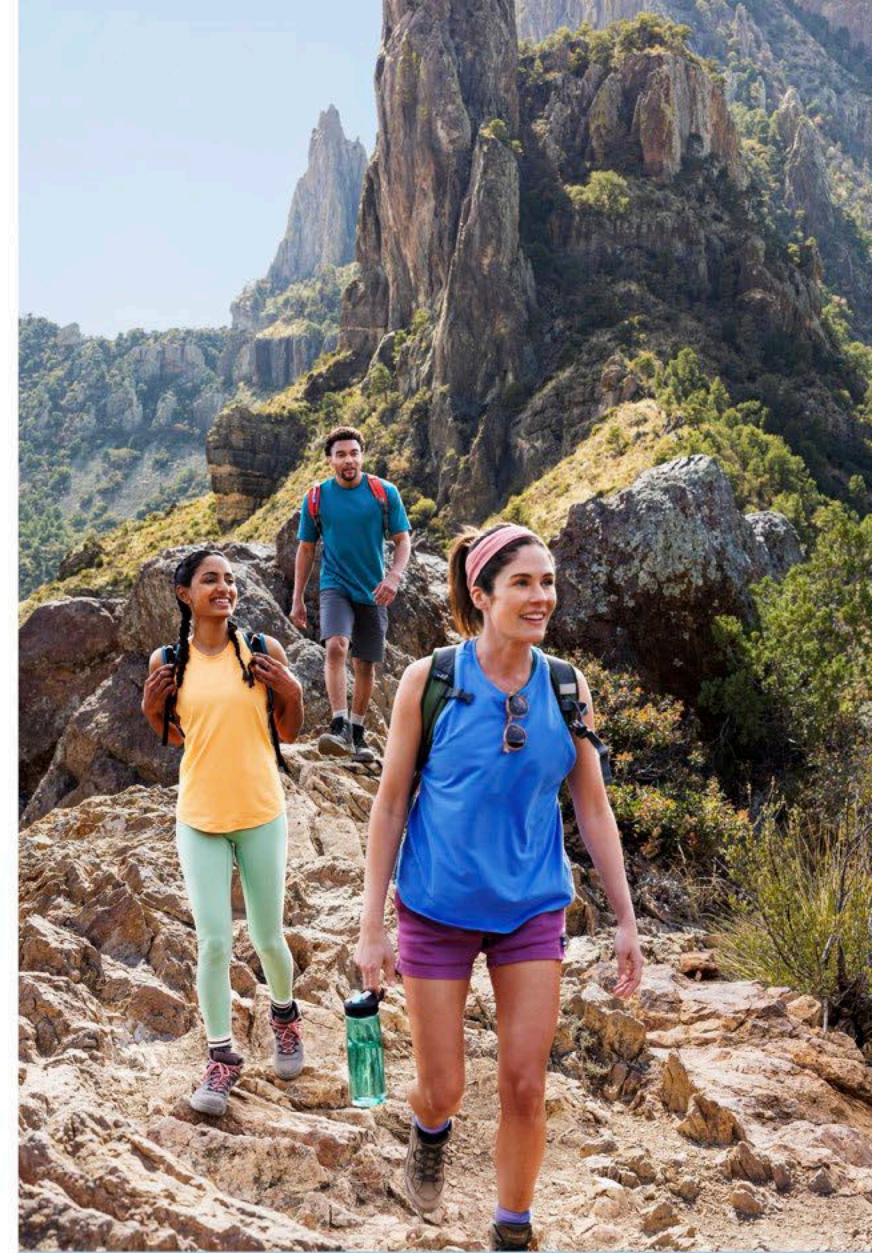




TRAVEL TEXAS

—————[The State of Tourism + Resources, Programs & State MOU Affiliates]—————

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TRAVEL TEXAS OVERVIEW





TRAVEL TEXAS

- Travel Texas (Tourism) is the only entity responsible for tourism promotion to non-Texans.
- Major activities performed under the program include advertising, public relations and marketing and travel research.
- Travel research is conducted to provide a foundation to inform and direct the program's tourism activities and encourage tourism development.

MISSION STATEMENT

The division markets Texas as a premier travel destination to domestic and international travelers, thereby generating travel to Texas destinations that increase revenues and creates jobs for Texas communities.

OFFICE OF THE GOVERNOR

TEXAS ECONOMIC DEVELOPMENT & TOURISM



**Business &
Community
Development**

**Economic
Development
Finance**

**Texas
Workforce
Investment
Council**

**Texas Music
Office**

**Travel
Texas**

**Texas Film
Commission**

The Texas Economic Development & Tourism Office (EDT) promotes the state of Texas as a leading global business location and premier travel destination.



ADVERTISING

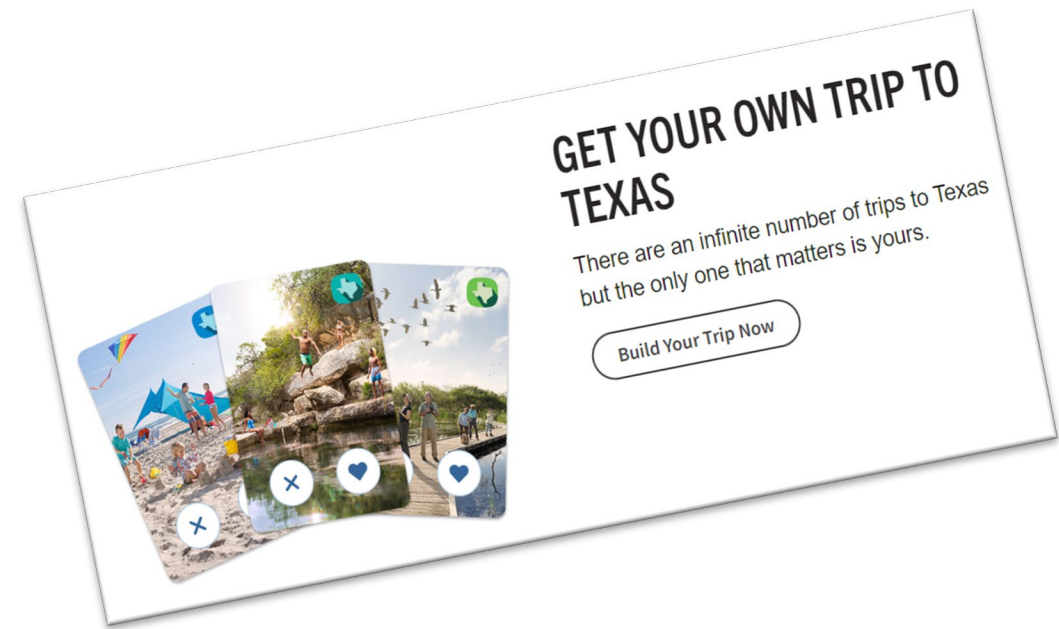




Advertising

The Travel Texas Advertising program area produces advertising and marketing campaigns promoting Texas as a premier travel destination through regional, national and international advertising.

- Television
- Digital
- Social
- Print
- Out-Of-Home





Advertising

The Advertising team also maintains the consumer website www.traveltexas.com to provide travel inspiration and information to both Texans and non-Texans.

In FY22 Travel Texas out-of-state advertising influenced:

- 1.5 million Trips
- \$2.9 Billion in Visitor Spending
- 4.9 Million Hotel Room Nights
- \$155.2 Million in Hotel Revenue
- \$182 Million in State Tax Revenue



GET YOUR OWN

CAN'T BELIEVE WHY EYES TRIP TO TEXAS



GET YOUR OWN
T' MA
HUGE FAN
TRIP TO TEXAS



GET YOUR OWN

PATIENT

THE

TOWN

TRIP TO TEXAS



PUBLIC RELATIONS AND MARKETING





Public Relations & Marketing

The PR/Marketing team conducts an integrated program of activities targeting media (traditional, digital and social), travel trade professionals, and consumers in the U.S. and primary international source markets.

The PR/Marketing team promotes and markets the Texas travel experience through such activities as: sales and media missions; trade show marketing; familiarization tours and both in-person and virtual media activities to generate media coverage of the Texas travel experience and direct-to-consumer promotions.

Public Relations & Marketing

In FY21 Travel Texas Public Relations generated:

- 1.2 Billion Earned Media Impressions
- \$34 Million in Media Coverage*
- 83 Million Social Media Impressions
- 1.8 Million Social Media Engagements

*Ad equivalency estimate based on the cost of the equivalent space in paid advertising.



TRAVEL RESEARCH



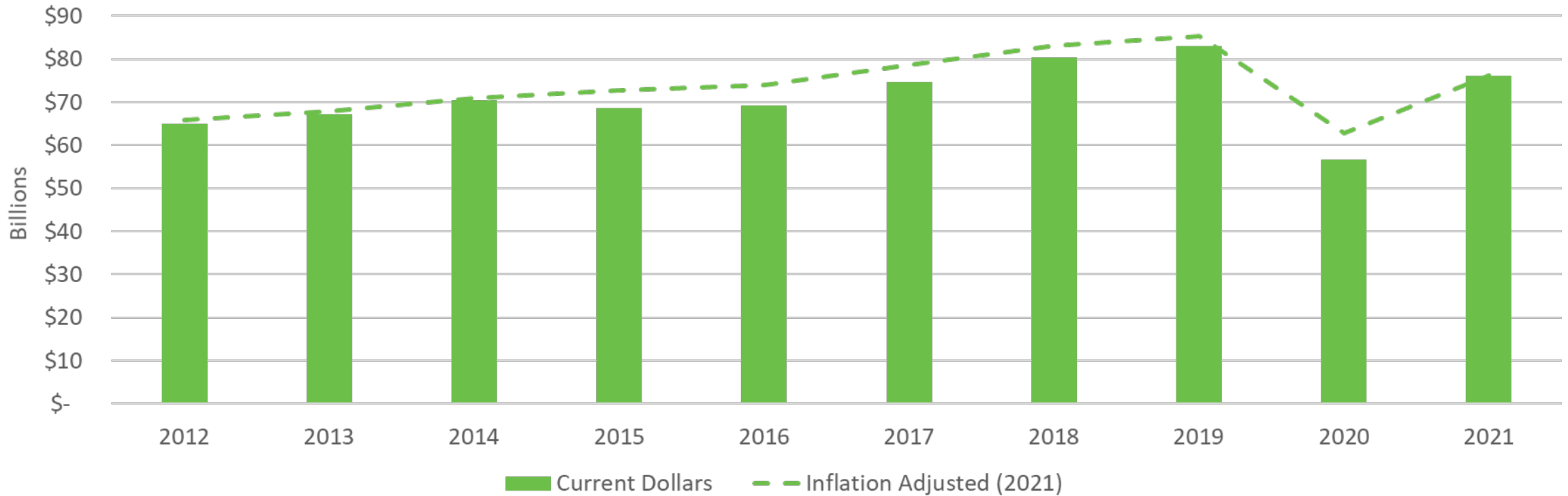


Travel Research

- Travel industry research available to assist communities with tourism development.
- Economic impact portal with estimates of local level tourism impacts.
- Advertising effectiveness and accountability
- Detailed reports available upon request.
- Travel Texas program information and tourism research available at www.Travel.Texas.gov

Direct Travel Spending

In 2021, spending by travelers to and within Texas was estimated at \$76.1 billion. This spending generated an economic impact of \$155.7 billion supporting 1.1 million Texas jobs.



Research One-Pagers

TRAVEL TEXAS

2019 ECONOMIC IMPACT

Travel and tourism is a critical component of the Texas economy and an economic development driver. Traveler spending impacts many sectors of the economy.

Traveler Spending Impacts
Direct, indirect and induced impacts by sector (Billions)

IMPACT
In 2019, \$83.0 billion in travel spending resulted in a \$169.8 billion economic impact to the Texas Economy (direct, indirect, and induced)

- ▶ **1 in 10** Texas jobs created by travel
- ▶ **1.3 Million** Texas jobs created by travel
- ▶ **\$63 Billion** in travel generated earnings

What Does 2020 Look Like?
The COVID-19 pandemic has had a devastating impact on the travel industry. Employment in Leisure and Hospitality has been impacted more than any other sector. Information on employment is provided by the Texas Workforce Commission [here](#). Preliminary estimates for the economic impact of travel on Texas in 2020 will be available in April 2021.

Travel Texas is located within the Office of the Governor, Economic Development and Tourism. travel@texas.gov
Sources: Dean Runyan & Associates; Last Updated: October 2020

TRAVEL TEXAS

2019 STATE AND LOCAL TAXES

Traveler spending contributes significant tax revenue to both state and local governments. Taxes generated by travel support public sector jobs like fire fighters, police officers or teachers.

Travel Supports State and Local Government
\$4.7 billion in state taxes in 2019 by category

IMPACT
\$4.7 billion in state taxes and an additional \$3.1 billion in local taxes is the equivalent of \$760 per Texas household.

- ▶ **\$7.8 Billion** State and local taxes generated by travel
- ▶ **8.4%** Share of state revenue in FY2019
- ▶ **4.8%** Share of local revenue in FY2019

What Does 2020 Look Like?
Travel spending generates significant sales, motor fuel and hotel occupancy tax revenues. All categories have experienced declines due to the COVID-19 pandemic. Information on collections is provided by the Texas Comptroller's Office [here](#). Preliminary estimates for the economic impact of travel on Texas in 2020 will be available in April 2021.

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Sources: Dean Runyan & Associates; Last Updated: October 2020

TRAVEL TEXAS

2019 TRAVEL SPENDING

Millions travel to and within Texas each year. Visitor spending at Texas destinations brings new money into communities, spurring job creation and economic development.

Travel Spending 2010-2019
4.5% annual average increase over the past decade

IMPACT
There were record-levels of visitors from outside the state in 2019, contributing more than half of spending at Texas destinations.

- ▶ **53.9 Million** Non-resident overnight trips (2019)
- ▶ **52.4 Million** Resident overnight trips (2019)
- ▶ **10.1 Million** International trips (2019), 8/10 from Mexico

What Does 2020 Look Like?
Safety concerns related to COVID-19 resulted in widespread cancellations and postponing of leisure and business travel. It is likely that regional trips, leisure travel and road trips recover before more long-haul trips, business travel and air travel. Preliminary estimates for the economic impact of travel on Texas in 2020 will be available in April 2021.

Travel Texas is located within the Office of the Governor, Economic Development and Tourism. travel@texas.gov
Sources: Dean Runyan & Associates; Travel Market Insights; D.K. Shifflet & Associates; Updated October 2020.

Interactive Economic Impact Website

Local estimates are available to assist travel industry partners with developing tourism.

- Regional (tourism regions, heritage trails, MSA's)
- Legislative district
- All 254 Counties
- 300+ Cities

TEXAS TRAVEL RESEARCH DASHBOARD

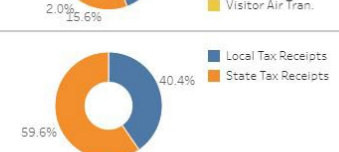
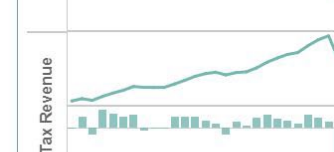
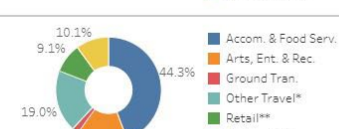
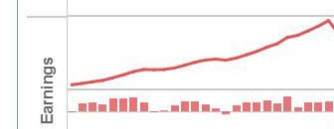
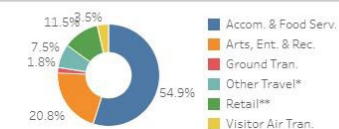
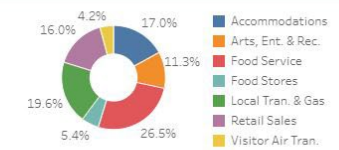
Preliminary findings updated April 2021. Revised release July 2021.

Select a Location

TRAVEL IMPACTS

Actual and Year-Over-Year Change (%)

2020



SOURCE: DEAN RUNYAN ASSOCIATES

DESCRIPTIONS

Direct Travel Spending

Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.

Direct Employment

Employment associated with the below earnings; this includes both full- and part-time positions of wage and salary workers and proprietors averaged annually. Employment includes CARES act support, data limitations prevent disaggregation.

Direct Earnings

The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that are attributable to travel expenditures. Earnings includes CARES act support, data limitations prevent disaggregation.

Direct Tax Receipts

Tax receipts collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel.

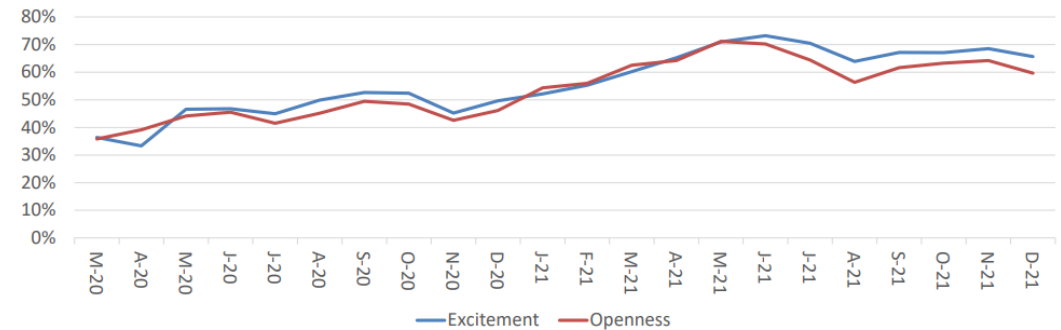
Research Roundup



[DATA POINTS](#)

Excitement and Openness to Travel Promotion

Excitement to travel and openness to travel increased throughout the fall before declining in December as consumers became less optimistic about the coronavirus situation within the U.S. and experienced a regression in safety perceptions.



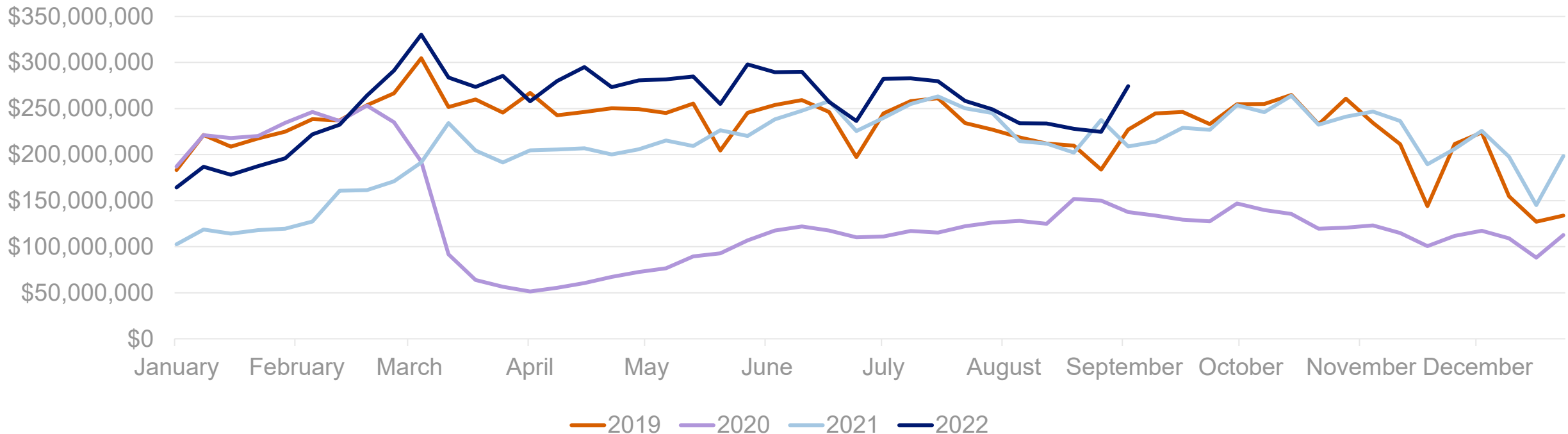
TRAVEL TEXAS

Source: Destination Analysts; Data is collected weekly and tabulated by month

5

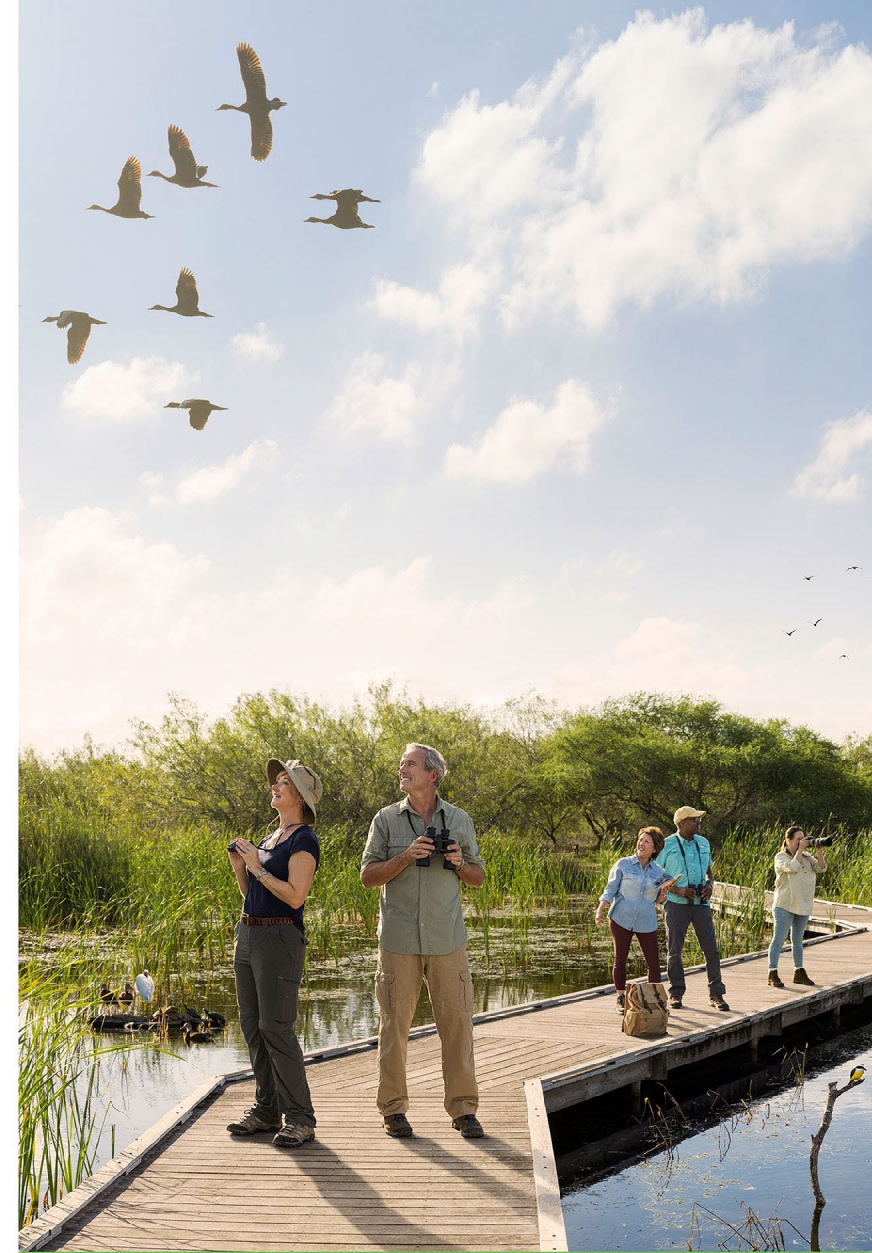
Hotel Revenue

Record breaking hotel revenues were recorded across Texas in Summer 2022 driven by leisure travel demand and higher average daily rates.



Community Tourism Assessments

- Lead a team of state agency Tourism MOU partners to assess tourism potential to requesting communities through a SWOT analysis.
- Recommendations are provided and communities are guided to state resources that support tourism development.
- Program targets small, rural or underserved areas of the state.





Why Tourism?



Why Do People Travel?

The following are some common motivations for travel. Most travel is driven by the need to satisfy a combination of needs and wants, some of which might not be recognized by travelers themselves.

- Escape from Routine and Responsibility
- Relaxation
- Family and Friend Togetherness
- Self-Discovery
- Education
- Novelty

What Can Tourism do for you Community?

Tourism successes don't just happen. They are achieved through an understanding and execution of the tourism system: careful planning, management, and marketing.

Three basic elements of tourism:

Community (the people, services, business and industry),

Attractions (things to do and see for your visitors),

Tourism Markets (the people who travel to your community)

Tourism for some communities meets a variety of developmental needs.

- Create opportunities of employment
- Increase revenues for local business and industry
- Generate tax revenue
- Increase stability by broadening the economic base
- Increase leisure opportunities for residents
- Make the community more attractive

Two Kinds of Destinations

Destinations depend on attractions, services, environmental quality and hospitality. Destinations can in the broadest sense be classified in one of two ways, primary or secondary.

Primary Destination - Those that have sufficient strength in the mix of attractions and services to justify the trip.

Secondary Destination - Those that meet the needs of tourists in one of two-ways:

- 1.) They are capable of attracting travelers for a side visit as they are on their way to or from a primary destination.
- 2.) They may be a necessary stop on the way to or from a primary destination.

The kinds of services at these location include meals, gas, accommodations, etc.



Understanding and Identifying Target Markets

It is impossible for your community to ‘be’ and provide all things for all people. The objective is to focus only on the needs and preferences sought by an identifiable set of visitors.

For example:

- Culinary and Dining Experience
- Shopping and Entertainment
- Lodging
- Historical and Cultural Tourism
- Nature Tourism

Taking Inventory of your Assets

Knowing what you have is key in knowing where to start when developing a plan. Attractions are the key component of a destination area. Deciphering the desires of the individual needs of a tourist can help learn what best to invest into when deciding marketing and advertising efforts for your specific local.

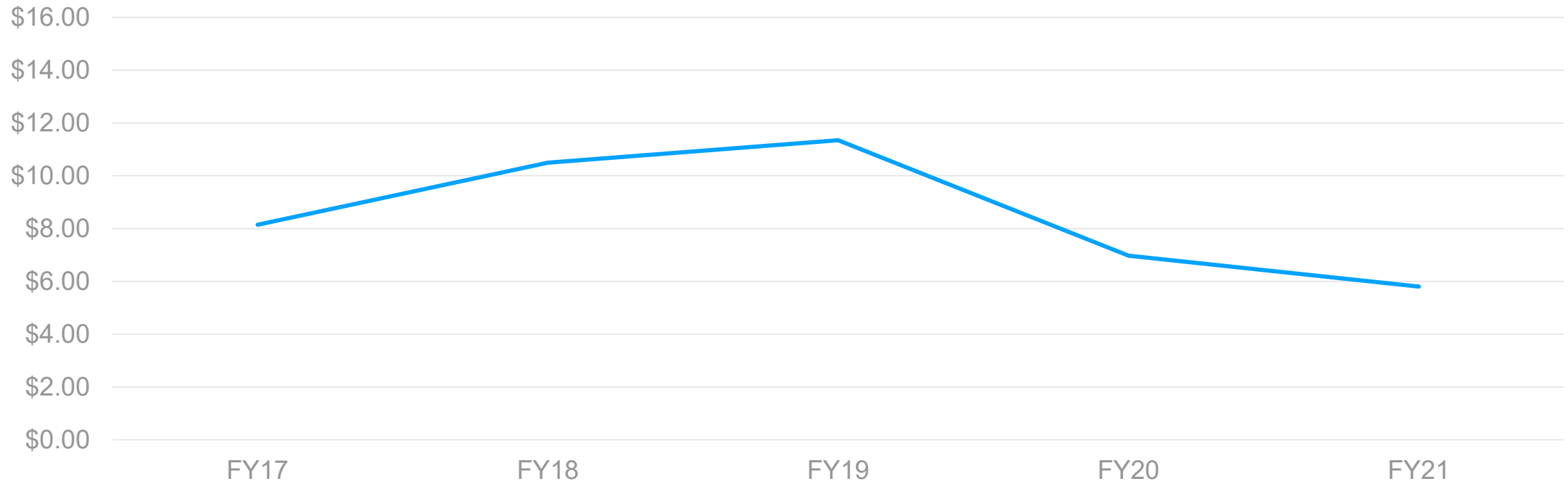
Some examples of attractions that are important to a specific travel market:

- Natural
- Man-Made
- Historic
- Special Events
- Retail
- Cultural
- Business and Medical Services

///

RETURN ON INVESTMENT

The efficiency measure for Travel Texas shows the return on investment in state tax dollars for each dollar invested in domestic advertising.



HALO EFFECT OF TOURISM PROMOTION

Travel promotion helps to educate, inspire, and ultimately influence travel while also improving perceptions of the state as a good place to:

- Relocate a business
- Start a career
- Start a business
- Place to live
- Attend college



TOURISM AND ECONOMIC DEVELOPMENT

Tourism contributes many economic development benefits beyond economic impacts:

- Creates attractive communities for visitors and residents.
- Inspires a sense of pride and place for residents.
- Assists with crisis management.
- Lifestyle, amenities and community brand are important to attract company investment.



MOU Partners



Tourism Memorandum of Understanding (MOU)



MOU Partner Opportunities



- Great Texas Wildlife Trails Program
- Texas Paddling Trails Program
- Texas State Park Guide and Texas Parks & Wildlife magazine advertising
- Bird City Texas Certification Program
- Grant Opportunities: Local Parks, Community Outdoor Outreach Program, Recreational Trail

- Main Street Program
- Texas Treasure Business Award
- Texas Heritage Trails Program
- Museum Services Program
- Texas Preservation Trust Fund
- Texas Historic Courthouse Preservation Program.

MOU Partner Opportunities



- Certified Farmers Market
- GO TEXAN Program
- Grant and funding opportunities
- Downtown Revitalization Program
- Community Development Block Grants(CDBG)
- Rural Economic Development Finance Program (Coming in 2023)



- Coop Advertising Opportunities
- Coop PR/Marketing Opportunities
- Community Assessment Program
- Events Calendar on Consumer Site
- Host Media & Influencers (FAM tours)
- Engage with us on Facebook, Instagram, Twitter and Pinterest
- E-newsletter

MOU Partner Opportunities



- Wayfinding signage
- Travel literature distribution/promotion at 12 Travel Information Centers
- Free bulk distribution of Texas State Travel Guide, Texas Highways Events Calendar and Texas State Map.
- Free community and event promotion in Texas State Travel Guide and Texas Highways Events Calendar
- Travel Leads program
- Don't mess with Texas mural program
- Texas Highways, texashighways.com and magazine e-newsletters



- Grants for nonprofits and governmental entities, particularly the Arts Respond Performance Support program.
- Competitive Cultural District Designation

Investing in a Creative Texas

Texas Tourism Associations



LIFE'S BETTER IN A STATE OF TRAVEL

The primary advocate and voice for the Texas Travel Industry, representing a diverse membership of Texas travel destinations, accommodations, attractions, transportation and support businesses.



TACVB connects destination organizations and tourism partners to the best in professional development, timely industry resources, and opportunities for collaboration and networking.



Getting Involved & Contacts



Stay in the Know

Sign up for the Travel Texas industry newsletter at www.Travel.Texas.gov to stay up-to-date on Travel Texas campaigns, news and opportunities.

<h2>Events Calendar</h2> <p>Planned marketing and public relations activities for the year.</p> <p>Browse PR/Marketing Events</p>	<h2>Contact Us</h2> <p>Contact us to talk Tourism!</p> <p>Contact Us</p>	<h2>Stay Up to Date</h2> <p>Sign up for Travel Texas news and announcements.</p> <input type="text"/> <p>Sign Up</p>
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How to get involved with PR/Marketing

- We are always looking for content for the website and e-newsletter. (e.g. events, new attractions, photos, video.)
- Host Media & Influencers in-market & provide unique, top-tier experiences
- Identify 2-3 key leaders/representatives who can serve as interesting, well-informed interviewees should the opportunity arise
- Submit region news and media-friendly information (events, anniversaries, new programs/tours, etc.) to traveltexas@gov.texas.gov and traveltexas@njfpr.com



Marketing Plan

Available at: <https://gov.texas.gov/travel-texas/page/marketing-plan>

Details the advertising, public relations and research activities planned for the current fiscal year.

Partners are encouraged to review the plan for co-op opportunities or other ways to leverage Travel Texas program.

Travel Texas Marketing Plan



[Download the FY21 Marketing Plan](#)

The FY21 Marketing Plan is now live. In light of the evolving challenges presented by Covid-19, programs will be evaluated on an ongoing basis and are subject to change.

Please reach out to the appropriate [Travel Texas team member](#) with any questions.

In This Section

Advertising & Marketing

Marketing Plan

Co-Op

Texas Travel Social Media



Spencer Zamora
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Research Landing Page



Travel Texas Industry Page

