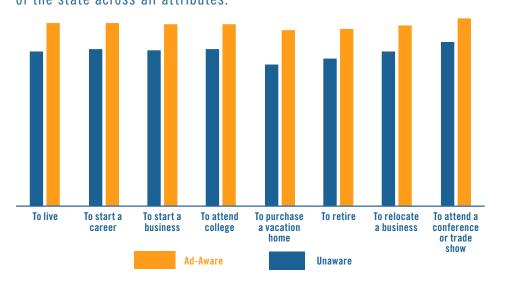
TEXAS IMAGE

Travel promotion improves
the image of Texas as
a premier travel
destination, while also
creating a 'Halo Effect'
on perceptions of the
state as a place for
economic development.

Texas is a good place....Ad-aware non-Texans had a more positive perception of the state across all attributes.





Expanding Horizons

The farther you are from Texas, the less familiar potential visitors are with what Texas has to offer and old stereotypes persist. Travel Texas promotes Texas as a dynamic, authentic and welcoming destination. Travel Texas advertising highlights the diverse range of cultures, landscapes, people, experiences and more to show all that Texas has to offer



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

