



TRAVEL TEXAS

————— [PR & Social Media Co-Op Opportunities] —————

Overview

In addition to “always-on” PR & Social Media efforts that encourage responsible travel and influence in-market spending and dispersal, Travel Texas is offering **new co-op opportunities** to partners in FY22.

Public relations, social media & marketing co-op opportunities include partner campaign inclusion in integrated campaigns, Instagram features on Travel Texas social media accounts, media missions and coordinated influencer #Texplorer opportunities.

If you have any questions regarding ongoing or new co-op opportunities, or would like to discuss which might be right for you, please contact:

[Jessica Hollenbach](#)

MMGY

[Tamara Andrew](#)

Travel Texas

An aerial photograph of two kayakers on a river. The kayakers are positioned in the upper left quadrant of the frame. The river is surrounded by large, light-colored rocks and boulders. The water is a deep teal color. The kayakers are wearing blue and white gear. The overall scene is serene and scenic.

SOCIAL MEDIA PROGRAM

New Paid Co-op Opportunities

Social Media Opportunity: Dedicated Instagram Feature

Partner placements will be shared on Instagram, which are served to Travel Texas' organic audience of more than 227,000. The in-feed post will be promoted for a period of 3-days, living organically forever. Stories will live organically for 24 hours. A customized report of each partner's results will be provided in conclusion.

Targeting: Current Travel Texas followers + friends of followers.

Placement: 1 Instagram post + 1 IG Story Series (4 frames in total).

Timing: Post will be shared on a designated day within the designated month. Designated month will be determined on a first-come, first-served basis. Registration and all required materials, must be received 4 weeks out from desired month. The in-feed post will be promoted for 3-days, living organically, forever. Stories will live organically for 24 hours. Exact timing may change depending on developments

Number of Partners: 1-2 partners per month (between the months of Nov. – Aug.)

***Partner Contribution:** \$500, matched by Travel Texas for a **\$1,000 value**. Total investment and matching funds will be used to promote the content on social media.

*Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.



How it Works

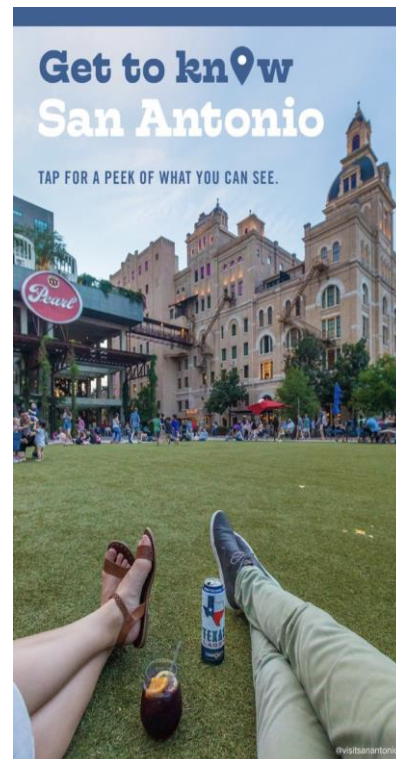
Content must highlight your specific Texas destination, with a focused look at noteworthy activities, culinary offerings, hotels, events or outdoor experiences specific to your community.

Messaging Examples:

- Interesting destination facts
- Can't miss insider tips
- Notable, timely activities or events
- New, notable dining opportunities paired with strong imagery

Partner Requirements:

- 2-5 key messaging points that align with messaging details above. MMGY will request additional messaging points if the above directive is not followed
- Link to website
- Link to Instagram page and branded hashtag
- Image Library (inclusive of high-res and permission granted images; should not include added text or graphics)



How It Works (cont'd)

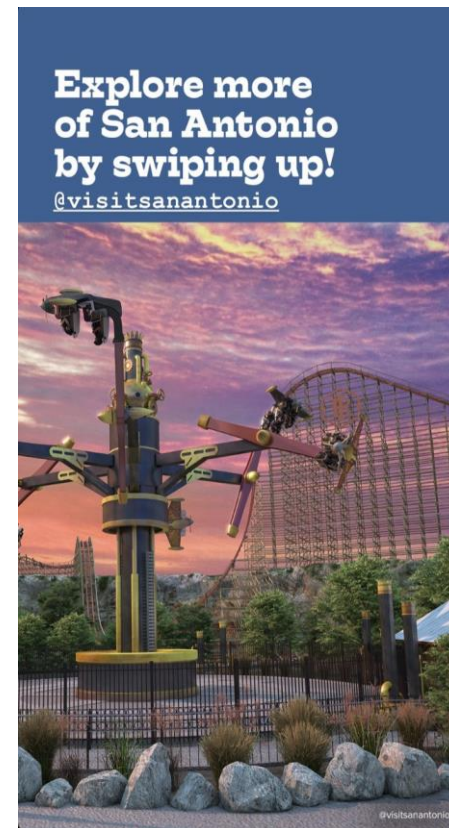
Once partner deliverables have been provided, Travel Texas will source MMGY's expert creative resources to select final content and imagery and to ensure messaging aligns with Travel Texas and Instagram best practices.

MMGY will then incorporate final selects into Travel Texas' branded social post templates.

Travel Texas will provide the posts for each partner's review and approval prior to launch.

- Creative versioning will include basic changes to copy and imagery
- No more than one creative version variation on social ads and no more than one round of revisions per asset
- Preferences are not guaranteed, but are prioritized where possible

All creative will drive directly to co-op partner's website (as applicable).



Influencer Opportunity: Event Amplification

Let us send a #Texplorer to your events! Travel Texas will coordinate a local influencer (and guest) to attend your notable Texas event in exchange for light social media sharing.

OVERVIEW

Placement: Potential social media sharing in exchange for event support.

Timing: Opportunity timing depends on event timing and influencer comfort level. Partners to submit event name and timing for consideration prior to participation.

***Partner Fee:** 2 tickets, including VIP experiences if possible.

Event Examples: SXSW, Tyler Rose Festival, Oktoberfest, State Fair, Professional Sports Games, Sand Castle Sculptures on Coast, Dickens on the Strand, ACL, Fiesta.

*Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.



How It Works

Messaging:

Partner to provide event overview, what would be provided to the influencer and guest, and any relevant website links and social handles and hashtags.

Influencer Selection:

MMGY will extend outreach to 5-10 Travel Texas-vetted local influencers once events are provided. Influencers will then share which events they are interested in attending in order for MMGY to match the right influencer to the right event. Once finalized, MMGY will provide each partner with contact information in order to handle logistics of event attendance.

Influencer selection is at Travel Texas and MMGY's discretion and will be determined based on the influencer's interest in attending the partner event.



Social Co-op Enrollment Instructions

October 8: Instructions will be emailed to partners via the Travel Texas industry newsletter. Newsletter sign-up is accessible on the bottom right corner of the industry site homepage: www.gov.texas.gov/travel-texas

October 20: Enrollment goes live! Enroll via the open enrollment sign up form.

Submission of form indicates intent to participate from industry partners approved by Travel Texas.

- Use form to identify preferred timing for the Dedicated Instagram Feature opportunity, as well as interest to participate in the Influencer opportunity (and event name/timing if available) or upcoming media missions.
- You will see a thank you confirmation appear upon successful completion of the form.
- If participation is accepted, MMGY will contact you to confirm preferences, submit invoicing and begin creative discussions.



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PR & SOCIAL MEDIA

Media Mission Opportunities

PR Opportunity: Los Angeles Media Mission

To deepen relationships with influential national and regional media and ensure that Texas is top-of-mind, Travel Texas will host an in-person media mission to Los Angeles, a major hub for U.S. media. As journalists come out of a tumultuous year with massive industry shifts, it's increasingly important to connect with new contacts and strengthen existing relationships.

In Los Angeles, media meetings in various neighborhoods will be organized to make meetings convenient for journalists across the city. Participating partners will have the opportunity to share news directly with media in a small-group format allowing for authentic interaction. Partners can anticipate meeting six or more media over two days.

Opportunity Overview:

- **Timing:** February 2 - 3, 2022
- **Partner Fee:** \$500
- **Space is limited to eight partners**

Registration Deadline: December 15, 2021



PR Opportunity: New York Media Mission

The primary benefits of in-person meetings during media missions is to present the latest news from your destination to media and learn about current and future opportunities to be featured in their print, digital or broadcast coverage. For both missions, we would target family, travel, lifestyle, culinary, history, business and other journalists to offer robust opportunities for destination representatives.

In New York City, Travel Texas will host a media breakfast event with an anticipated 20 - 25 media attendees. Participating partners can expect an additional 5 - 8 media appointments over two days.

Opportunity Overview:

- **Timing:** March 22 - 24, 2022
- **Partner Fee:** \$1,000
- **Space is limited to eight partners**



How It Works

MMGY NJF will coordinate media meetings for the scheduled mission dates in each city and provide itinerary details to participating partners. Additionally, MMGY NJF will coordinate details for the New York City media breakfast event.

Partner Requirements: Partners will be asked to provide relevant updates on their destination upon confirmation of participation in the co-op to be shared in media outreach. Partners are responsible for coordinating and paying for their own travel arrangements including accommodations, airfare, meals outside of media meetings and ground transportation.

Partner Enrollment: Space is limited and partner participation will be determined on a first come first served basis. Only one partner representative allowed per destination on each media mission, with a maximum of eight destination participants. Details are subject to change based upon pandemic conditions.



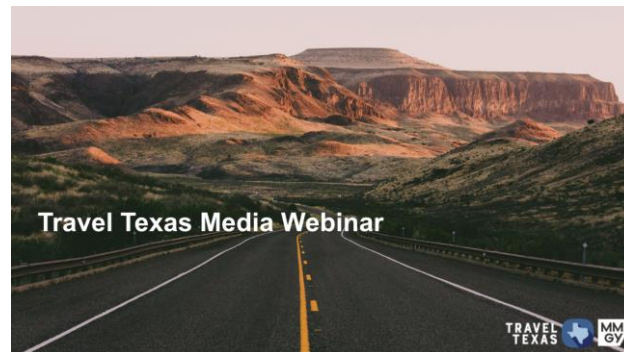
PR Opportunity: Virtual Media Mission

In early spring 2022, Travel Texas will execute a virtual media mission webinar. Regional and national journalists will be invited to participate, with the goal of securing at least 15 media and influencers. The webinar will focus on providing industry updates such as major state travel news and openings. This will be an opportunity to provide journalists with a virtual update on Texas and share news from partners as media plan their spring and summer travels and pitch stories to editors.

Balancing virtual media briefings with in-person meetings will be an important trend over the coming year and allows Travel Texas to reach a larger number of media who have adapted to virtual meetings.

- **Timing:** Spring 2022 (likely late March / early April)
- **Deadline:** Content will be due Feb. 18, 2022
- ***Partner Fee:** There is no cost to participate in this program

**Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline program participation if content is deemed irrelevant, inappropriate or in opposition of the best interest of the state.*



How It Works

Partner Requirements:

MMGY will conduct outreach to secure media attendees and will handle coordinating the presentation. Partners may be asked to attend, present newsworthy information and/or address questions about their specific destination.

Partner Enrollment:

Partners should submit timely, newsworthy information prior to December 15, 2021, to traveltexas@njfpr.com

Examples include notable upcoming events/seasonal activities, hotel/restaurant openings, interesting personalities for profile opportunities, trending story angles, etc.

Sample Media Contacts:



Jackie
Caradonio
Departures



Mark Ellwood
**Condé Nast
Traveler/
Robb Report**



Shivani Vora
**The New York
Times,
Forbes,
Departures**



Valerie Luesse
**Southern
Living**



Lyndsey
Matthews
AFAR



Sandra
Ramani
Robb Report

An aerial photograph of two kayakers on a river. The kayakers are positioned in the upper left quadrant of the frame. The river is surrounded by large, light-colored rocks and boulders. The water is a deep teal color. The kayakers are wearing life jackets and paddling. The overall scene is serene and scenic.

PR & SOCIAL MEDIA

"Always On" Opportunities

Always On Opportunities

The Travel Texas PR & Social Program is always working to benefit partners and showcase Texas as a premier leisure destination.

Partners are identified and may be contacted by Travel Texas and MMGY as needed to achieve the goals and objectives of the tourism program.

The following slides are examples of elements of the program that are ongoing opportunities.



Engaging Media

Travel Texas maintains a cohesive earned media strategy that generates exposure across media channels – print, digital, broadcast and social. Travel Texas & MMGY continuously pitch Texas news, experiences and attractions. Thus, partners should seek to keep Travel Texas & MMGY apprised of relevant destination activities on an ongoing basis.

Additionally, partners may have opportunities to support journalist/influencer press trips, pending media interest and story fit.

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed.

***Partner Contribution:** There is no cost to be included in Travel Texas media efforts.

* Potential for added costs that come with supporting journalist/influencer trips



Set in an area known for its German history and peach orchards, Fredericksburg is the perfect destination for wine lovers. The town is smack-dab in the middle of Texas wine country, with over 50 wineries and cellar doors you can visit. If you're into camping, drive north for about 20 minutes to [Enchanted Rock](#), an International Dark Sky Park with some of the best stargazing in the state.

Social Media Content Development

Travel Texas maintains an established content cadence on all social channels deemed relevant to the brand, which efforts showcase Texas and often the imagery and destination experiences of partners. Travel Texas promotes partners on an ongoing basis, encouraging engagement by tagging partners and using any relevant hashtags, as appropriate.

OVERVIEW

Timing: Ongoing

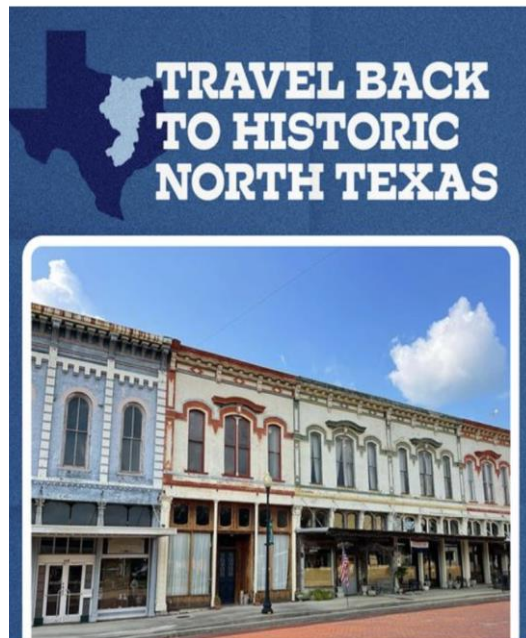
Partner Enrollment & Participation: Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed.

Partner Contribution: There is no cost to be included in Travel Texas social media efforts.



Stroll down historic Main Streets that seem to be frozen in time on this family road trip through North Texas. <https://bit.ly/3zAlvMk>

by: @joshlmcdonald



2.9K

74 Comments 232 Shares

Campaign Inclusion

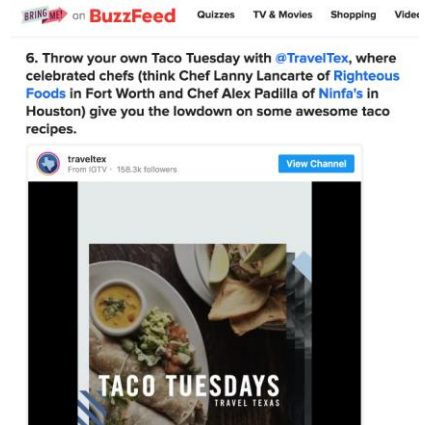
Travel Texas partners are always considered for collaboration in PR and Social Media campaigns, including mini social media series as depicted on this slide. Timing and inclusion within integrated campaigns are determined by Travel Texas and MMGY to achieve the greatest benefit to the state.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will conduct outreach on an as-needed basis, depending on campaign concept(s), objectives and relevance to partners.

Partner Contribution: TBD, depending on campaign.



An aerial photograph of two kayakers on a river. The kayakers are positioned in the upper left quadrant of the frame. The river is surrounded by large, light-colored, craggy rock formations. The water is a deep teal color. The text "THANK YOU!" is overlaid in large white letters across the lower half of the image.

THANK YOU!