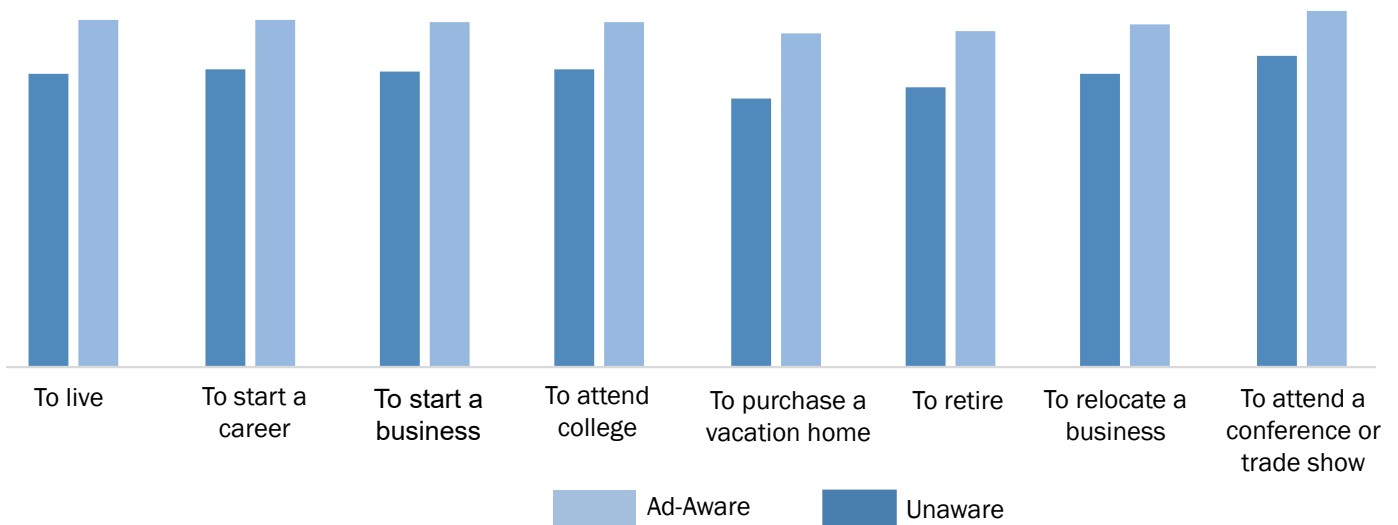


TEXAS IMAGE

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



▶ **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 business.**



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