



# TRAVEL TEXAS<sup>®</sup>

**FY26 MARKETING PLAN**

September 2025

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# ABOUT TRAVEL TEXAS

Travel Texas is responsible for marketing Texas as a premier travel destination in out-of-state domestic and international markets. Major activities performed include advertising, public relations, marketing, and research & development.

## **Advertising**

Promotes Texas as a premier destination through a variety of paid media, digital, consumer and trade publications, television, and consumer website ([TravelTexas.com](https://www.TravelTexas.com)).

## **Public Relations & Marketing**

Proactively works with media, influencers, travel trade professionals and industry leaders to promote and inspire Texas travel through social media, travel trade shows, sales and media missions, and consumer promotions.

## **Research**

Provides a foundation to inform and direct the program's tourism activities and provides primary data on travel industry research topics including domestic and international travel, economic impacts of travel and tourism, and hotel performance.



A wide-angle photograph of a suspension bridge spanning a lush, green forest. Two people are standing on the bridge, looking out over the trees. The sky is filled with soft, colorful clouds from the setting or rising sun. The bridge has a wooden deck and metal railings. The forest is dense with various types of trees, some with thick canopies and others with more open structures. The overall atmosphere is peaceful and scenic.

# ADVERTISING

# ADVERTISING

Advertising helps to keep Texas top of mind throughout all stages of the trip planning process from dreaming and inspiration to planning and booking.

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

Travel Texas utilizes television, digital, social, print, and out-of-home advertising to reach potential travelers at every point of their trip planning process.

The advertising team also maintains the website, designed to offer resources, unique experiences, and travel inspiration to Texans and non-Texans.





## ADVERTISING MEDIA APPROACH

The primary focus of the FY26 advertising program is the domestic campaign, as it produces the greatest opportunity to reach potential leisure travelers efficiently, while delivering the highest awareness levels and largest return on ad spend.

Campaigns will run throughout the fiscal year (September 2025 – August 2026), with a boost during the primary travel planning season (February 2025 – May 2026).

International travel is vital to the Texas travel industry and Travel Texas will continue to promote the state in top producing international markets (including Canada, the UK, Germany, and Australia) through targeted advertising opportunities.

# ADVERTISING PARAMETERS

Objectives	Target Audience Details	Geography
<p>Increase awareness and consideration for leisure travel to and within Texas.</p> <p>Drive traffic to TravelTexas.com for inspirational and helpful content related to future travel to Texas.</p> <p>Influence non-Texan travel to Texas.</p>	<p>A combination of interest and demographic based segments.</p>	<p>National, excluding Texas. The intent is to reach non-Texans and inspire them to visit Texas.</p>

# ADVERTISING AUDIENCE SEGMENTS

A combination of demographic and interest-based segments to include:

## **Primary Demographic Based Audience (60% of media rate):**

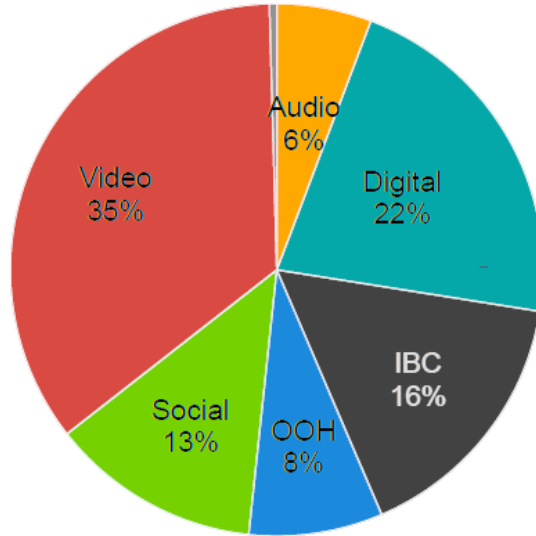
- Families, adults 25+ with child(ren) under 18 in the HH, HHI \$75K+
- Adults, currently aged 25+, married/partnered or single without kids in the HH, HHI \$75K+

## **Interest Based Segments (40% of media rate):**

- Budget Travelers, Adults 25+ showing interest in budget, affordable travel
- Affluent Travelers, Adults 25+ with signals of higher income and showing interest in luxury travel



# ADVERTISING MEDIA MIX



The proposed FY26 media mix will consist of six devoted core channels:

- Video
- Integrated Brand Content
- Digital
- Audio
- Out-of-Home
- Print



# ADVERTISING KEY PERFORMANCE METRICS

Priorities for major advertising categories include a variety of measurements and KPIs, such as:

- Advertising awareness and intent to travel (arrival lift) as a result of advertising and website exposure.
- Advertising impact on perceptions of Texas as a vacation destination (“makes me want to visit Texas”).
- Influenced traveler spending and ROI.
- Leads (engagement) generated by the marketing efforts (website visits, State Travel Guide downloads and orders, email sign-ups, conversion rate, video views, social media followers).
- Media and Website Optimization and KPIs.

# LET'S ADVERTISING CAMPAIGN

In 2025, Travel Texas premiered the “LET’S” ad campaign, that builds on the state’s tourism tagline, “Let’s Texas”—whereby, travelers are invited to create their own memorable adventures across the state.

In fiscal year 2026, the campaign will continue to engage audiences across online video, paid digital and social platforms, streaming audio, digital out-of-home, and branded content partnerships. Highlighting the beauty and energy of more than a dozen locations across Texas.

In 2026, the centennial commemoration of Route 66 and the World Cup matches also provide a unique opportunity to highlight the cities, culture and spectacle surrounding these immersive events, targeting history enthusiasts, culture lovers, and sports fans.







# PR & MARKETING



# PUBLIC RELATIONS & SOCIAL MEDIA

Public relations efforts drive positive media attention, social engagement, and destination awareness through the Travel Texas campaign to increase bookings, repeat visitation, and economic impact.

Efforts include generating national press coverage, in-person media events and familiarity (FAM) visits, consumer activations, and social media outreach throughout the year.

# PUBLIC RELATIONS TACTICS

Travel Texas PR efforts aim to secure regional coverage as well as in primary national (U.S.) and international markets throughout FY26.

- Adapt to ever-changing media, consumer, and travel landscapes.
- Generate high-impact media coverage and consumer awareness for Texas.
- Engage key audiences by bringing “Let’s Texas” to life through engaging content and experiential offerings.
- Create interest and demand with inspiring content and experiences across channels for consumers, influencers, and media.
- Collaborate with tourism partners to deliver engaging programming and maximum ROI.
- Drive consumer inspiration through inspiring content and persuasive calls to action.
- Protect Travel Texas’ brand image through crisis and issues management support.



# SOCIAL MEDIA & MARKETING TACTICS

## Social Media

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Continue to evolve our approach to social-first imagery and video to ensure alignment with platform best practices and users on key social media platforms, Facebook, Instagram, Pinterest, and YouTube.

- Curated content highlighting Texas destinations and activities.
- Prioritizing searchability.
- Increasing the volume of video formats.
- User Generated Content (UGC) engagement via the state's official hashtags, #TexasToDo and #LetsTexas.
- Engage and partner with a diverse set of influencers to encourage new audiences to travel to Texas throughout the year.

## Marketing

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Travel Texas works proactively to promote the Texas travel experience through marketing activities, such as:

- Ongoing Pitching
- Travel Trade Shows
- Press Trips
- Media Missions
- Consumer Promotions
- Social Media
- Media Relations
- Broadcast Opportunities





## MEDIA OUTREACH

Virtual and in-person media missions continue to be an invaluable tool for connecting with journalists outside of major media markets.

In FY26, Travel Texas will execute a series of virtual and in-person media missions, inviting regional and national journalists to participate, keeping Texas top of mind for upcoming media opportunities.

Feature major new openings, attractions, and events, blended with captivating under-the-radar destination offerings with unique story angles.

Media Mission Locations:

- Texas
- Los Angeles

*Co-Op participation for FY26 Media Missions will be announced this fall.*



# CONSUMER ENGAGEMENT



Atlanta Food & Wine Festival  
Atlanta, Georgia  
September 11-14, 2025



James Beard Platform  
New York City, New York  
April 2026



Windy City Smoke Out  
Chicago, Illinois  
July 9-12, 2026

Travel Texas will bring a taste of the Lone Star State to consumers across the U.S. through activations and engaging culinary promotions. Attendees will be invited to sample signature flavors and discover the diverse culinary experiences waiting across Texas, with the goal of inspiring their next foodie getaway.



A wide-angle photograph of a desert canyon. Two people are riding horses down a dirt path that leads into the distance. The canyon walls are made of reddish-brown earth with some green shrubs and trees. The sky is clear and blue.

# TRADE MARKETING

# TRADE MARKETING OVERVIEW

The Trade Marketing team participates in domestic and international trade marketing and consumer programs, facilitating paths to make connections with top domestic and international trade contacts.

Travel Texas also promotes relationships with key destination partners to market Texas' many stories and keeps Texas top of mind with travel trade professionals including tour operators, OTAs, travel agents, industry organizations, airlines, and media.

Current upcoming travel trade events are on the following pages.

For complete Travel Texas marketing and trade events calendar, including partner opportunities, visit: [gov.texas.gov](https://gov.texas.gov)





## MARKETING TACTICS

Travel Texas works proactively to promote the Texas travel experience through marketing activities, such as:

- Travel Trade Shows
- Sales and Media Missions
- Educational Seminars
- Familiarization Tours
- Consumer Promotions
- Social Media
- Media Relations



# DOMESTIC TRADE EVENTS

## TRADE SHOWS & TRADE MISSIONS EVENTS

October 7-9, 2025	IMEX America – Las Vegas, Nevada
January 10-13, 2026	American Bus Association (ABA) Marketplace – Reno, NV
February 8-11, 2026	International Inbound Travel Association (IITA) Summit – Niagara Falls, NY
March 31 – April 4, 2026	Go West Summit – Las Vegas, NV
May 17-21, 2026	IPW – Ft. Lauderdale, FL
June 7-10, 2026	TAP (Travel Alliance partnership) Dance – El Paso, TX
August 21-24, 2026	Student & Youth Travel Association (SYTA) – Pittsburgh, PA

## TEXAS TRAVEL INDUSTRY EVENTS

October 1-3, 2025	Travel Texas Summit – San Antonio, TX
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\*Please refer to Co-Op section on slide 30 for all Co-Op opportunities.

# DOMESTIC MEDIA MISSIONS & EVENTS

## MEDIA MISSIONS

September 11-14, 2025	Atlanta Food & Wine Festival – Atlanta, GA
January 21-22, 2026	IMM New York – NY
February 2026	In-State Media Mission
March 4-8, 2026	World of ‘Cue at Charleston Food & Wine – Charleston, SC
April 2026	James Beard Platform – NY
May 2026	Los Angeles Mini Media Mission
July 9-12, 2026	Windy City Smokeout – Chicago, IL
August 2026	Domestic Virtual Media Mission

\*Please refer to Co-Op section on slide 30 for all Co-Op opportunities.

# INTERNATIONAL TRADE & MEDIA EVENTS

## ASIA

October 13-14, 2025	IMM Asia Singapore
October 15-17, 2025	ITB Asia Singapore
November 4-11, 2025	International Travel Fair (ITF) & Travel Trade Mission – Taipei, Taichung, Taiwan
January 18-23, 2026	BUSA India Mission – Bengaluru, India
April 20-24, 2026	Brand USA SE Asia Sales Mission – Taipei and Singapore
May 4-7, 2026	Arabia Travel Mart (ATM) – Dubai, UAE
June 29-July 2, 2026	ILTM (International Luxury Travel Market) Asia – Singapore
July 13-17, 2026	Brand USA Japan & South Korea Travel Media and Travel Trade Sales Mission

\* Please refer to Co-Op section on slide 30 for all Co-Op opportunities.

# INTERNATIONAL TRADE & MEDIA EVENTS

## CANADA

November 9-12, 2025	National Tour Association Travel Exchange – Ottawa, Canada
April 13-17, 2026	Brand USA Canada Connect East – Toronto & Montreal, Canada
May 2026	Canada Media Mission – Toronto & Montreal, Canada
June 2026	Travel Market Place Conference – Toronto, Canada
July 3-12, 2026	Calgary Stampede + Travel Trade Sales Calls – Calgary, Canada

\* Please refer to Co-Op section on slide 30 for all Co-Op opportunities.



# INTERNATIONAL TRADE & MEDIA EVENTS

## EUROPE

December 1-4, 2025	ILTM (International Luxury Travel Market) – Cannes, France
January 8-11, 2026	Vakantiebeurs – Utrecht, Netherlands
February 2026	Reverse International Luxury Market Mission
March 2, 2026	IMM – Berlin
March 4-6, 2026	ITB Berlin
March 11, 2026	IMM – Paris
May 19-21, 2026	IMEX – Frankfurt

\*Please refer to Co-Op section on slide 30 for all Co-Op opportunities.

# INTERNATIONAL TRADE & MEDIA EVENTS

## UK & IRELAND

October 20-24, 2025	Brand USA Travel Week – London
January 29-Feb 1, 2026	Destinations – The Holiday & Travel Show – London
February 1-4, 2026	Destinations Consumer Show – London
March 9-10, 2026	IMM London
March 10, 2026	Unite Visit USA – London
June 30-July 9, 2026	Visit USA UK Summer Affair and Media Awards

## AUSTRALIA & NEW ZEALAND

February 18-19, 2026	Brand USA New Zealand Expos
February 23-25, 2026	Visit USA – Australia
February 26, 2026	Brand USA B2B Sydney
February 27, 2026	IMM Australia
April 27-May 4, 2026	Australia Sales and Media Mission

\*Please refer to Co-Op section on slide 30 for all Co-Op opportunities.

A scenic photograph of two people kayaking on a calm river. The kayakers, a man and a woman, are seen from behind, paddling away from the viewer. The river is surrounded by a dense forest of tall, green trees. The water is dark green with many small, bright reflections of light. The overall atmosphere is peaceful and natural.

CO-OP



# CO-OP

The purpose of the Travel Texas Advertising, PR, and Trade Marketing Co-Op Programs are to leverage state and partner funding to elevate messages to travelers and encourage travel disbursement across the state.

Co-Op Programs are an opportunity to increase the value to partners and support travel campaigns and initiatives with year-round, calendar-specific, non-traditional, and bundled co-op packages.

Co-Ops are available within the PR & Social Media, Trade Marketing (international & domestic trade events), and Advertising programs.

# PR & SOCIAL MEDIA CO-OP PROGRAM

For a complete list of PR cooperative opportunities and program updates, please visit [Travel.Texas.gov](https://www.travel.texas.gov).

PR & Social Media Co-Op opportunities include:

- Media Missions
- Educational Seminars
- FAM Tours
- Evergreen and Dedicated Instagram features on Travel Texas Social Media
- Consumer Activations

# ADVERTISING CO-OP PROGRAM

For a complete list of advertising cooperative opportunities and program updates, please visit [Travel.Texas.gov](https://Travel.Texas.gov).

Advertising co-op offerings will run through August 2026 and offer low-cost opportunities to leverage Travel Texas advertising to promote specific tourism and travel related organizations.

Travel Texas will continue to offer evergreen co-op opportunities that include email newsletters and digital advertising opportunities.



# MARKETING TRADE & MEDIA CO-OP EVENTS

## DOMESTIC

September 11-14, 2025	Atlanta Food & Wine Festival – Atlanta, GA
October 7-9, 2026	IMEX America – Las Vegas, NV
February 2026	Reverse International Luxury Market Mission
February 2026	In-State Media Mission - Domestic
April 2026	James Beard Platform – NYC ,NY
May 2026	Los Angeles Mini Mission – Los Angeles, CA
May 17-21, 2026	IPW – Ft. Lauderdale, FL

## INTERNATIONAL

November 4-11, 2026	International Travel Fair (ITF) & Travel Trade Mission – Taipei, Taichung, Taiwan
December 1-4, 2026	International Luxury Travel Market (ILTM) – Cannes, France
April 27-May 4, 2026	Australia Sales and Media Mission
May 2026	Canada Media Mission – Toronto & Montreal, Canada
May 19-21, 2026	IMEX – Frankfurt, Germany
June 29-July 2, 2026	International Luxury Travel Market (ILTM) – Singapore, Asia



# RESEARCH

# TRAVEL RESEARCH

Travel Texas monitors many data points to track industry barometers and inform planning. Please visit [Travel.Texas.gov](https://Travel.Texas.gov) for curated research summaries and to request detailed reports.

Economic impact of travel data including spending, tax, and job impacts are available for Texas cities, counties, and regions in an interactive dashboard.

Visitor studies and ongoing advertising effectiveness research helps to guide tourism promotion and ultimately measure the return on investment.



# DOMESTIC VISITOR DATA

Texas welcomed 231.6 million visitors between January and December 2024. Visitor trip volume to and within the state is up 2% from 2023. Visitors spent an average of 2.9 days traveling in the state, leading to over 666.1 million visitor days.

Trip volume from out-of-state visitors grew at a faster rate than in-state visitors in 2024. Visitor volume from out-of-state grew by 5.9% compared to 2023 estimates while in-state trip volume grew by 0.2% percent.



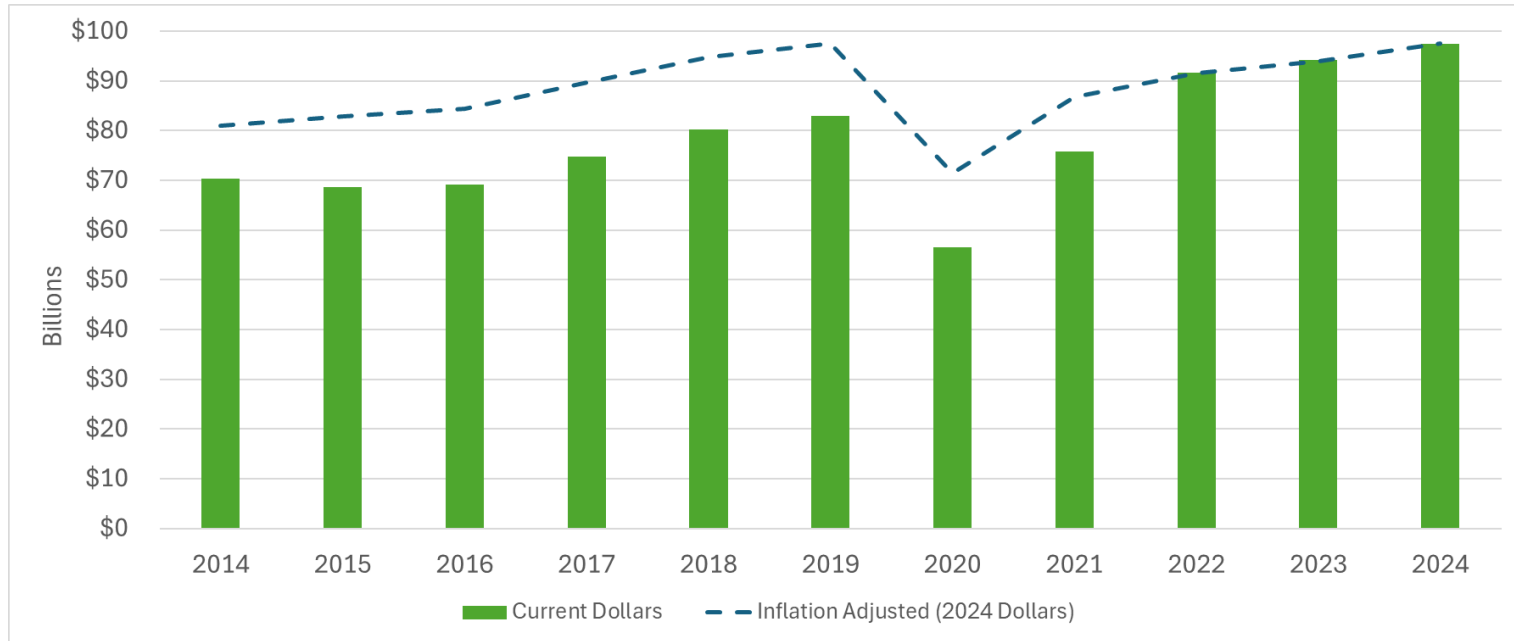


## INTERNATIONAL VISITOR DATA

An estimated 8.6 million international travelers visited Texas on an overnight trip while traveling in the United States in 2024. Top international markets by visitation include Mexico, Canada, India, the United Kingdom, Australia, Brazil, Germany, France, Colombia, and Japan.



# DIRECT TRAVEL SPENDING



In 2024, spending by travelers to and within Texas was estimated at \$97.5 billion. This spending generated an economic impact of \$199.5 billion supporting 1.3 million Texas jobs.



# ECONOMIC IMPACT DASHBOARD



Dashboard

Impacts

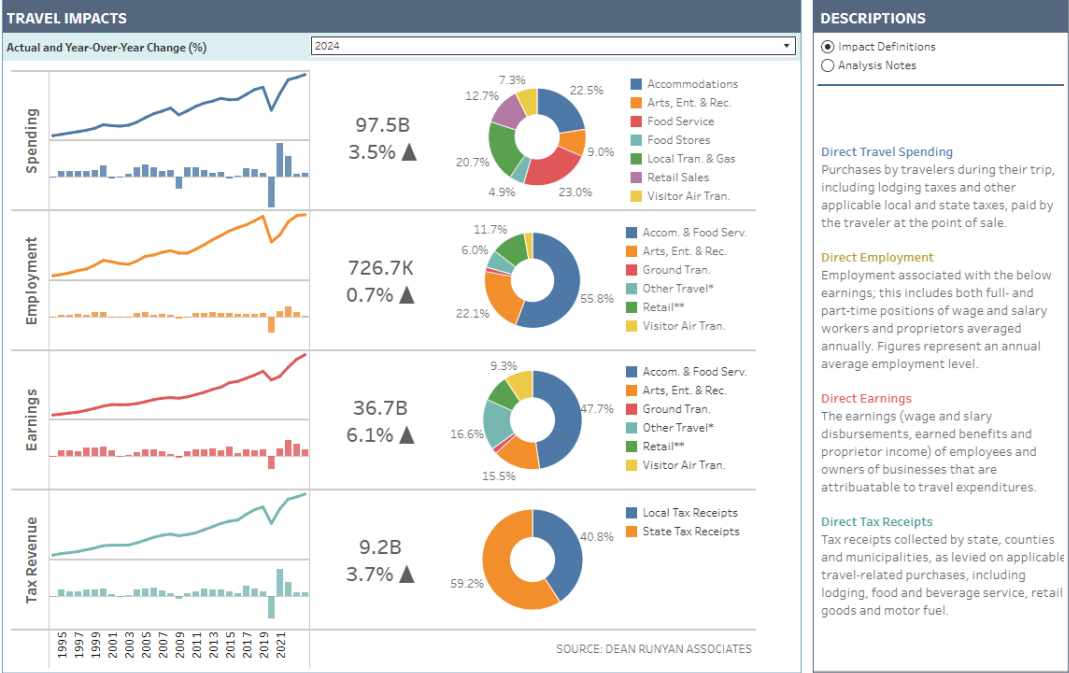
Tax per Household

Data Download

## TEXAS TRAVEL RESEARCH DASHBOARD

Last updated April 2025. Estimates are preliminary and subject to revision as additional data becomes available.

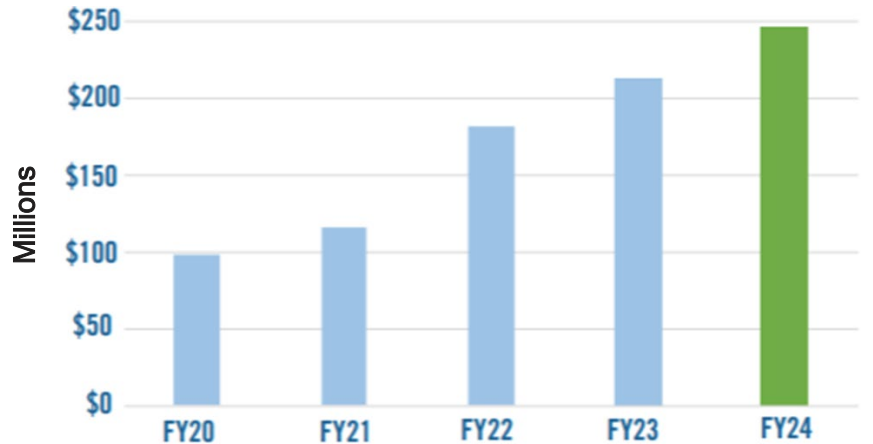
Select a Location State: Texas



Use the economic impact dashboard to learn more about the impact of travel and tourism in your community. New this year, tax per household data is available on the dashboard.

# ADVERTISING EFFECTIVENESS

Tax revenue generated by out-of-state travel to Texas influenced by Travel Texas advertising



The Get Your Own Trip to Texas campaign continued to perform well in 2024. Out-of-state advertising generated \$246 million in state tax revenue in FY24. An increase of 18% over FY23.

An aerial photograph of a desert landscape. A paved road with a yellow center line runs vertically through the left side of the image. To the right of the road is a large, rugged rock formation with several horizontal layers. The rocks are illuminated from below, creating a warm, orange glow. Sparse green desert shrubs are scattered across the dry, brownish ground.

# TOURISM FRIENDLY TEXAS CERTIFIED COMMUNITY PROGRAM

# TOURISM FRIENDLY TEXAS CERTIFIED COMMUNITY PROGRAM

A new designation created to encourage communities across Texas to pursue tourism as an economic development strategy and provide resources and recognition for those efforts.

The program is open to local governments or non-profit organizations that serve as the lead for tourism promotion and development efforts in the community.

Only ONE entity may apply for a Tourism Friendly Texas Certified Community designation for a given area.

Complete the certification in three steps:

- Step 1: Send a Letter of Intent
- Step 2: Submit the Tourism Friendly Texas Certified Community self-assessment
- Step 3: View the Tourism Friendly Texas Certified Community online training

Enrollment for the program's third year opens in January 2026. For more information, visit the [Tourism Friendly Texas website](#).





# CONTACT TRAVEL TEXAS

Travel Texas is a division of the Texas Economic Development & Tourism Office in the Office of the Governor. Travel Texas markets Texas as a premier travel destination to domestic and international travelers, thereby generating travel to Texas destinations, that in turn, increase revenues and creates jobs for Texas communities.

Learn more about Travel Texas visit: [Travel.Texas.gov](https://www.Travel.Texas.gov)