

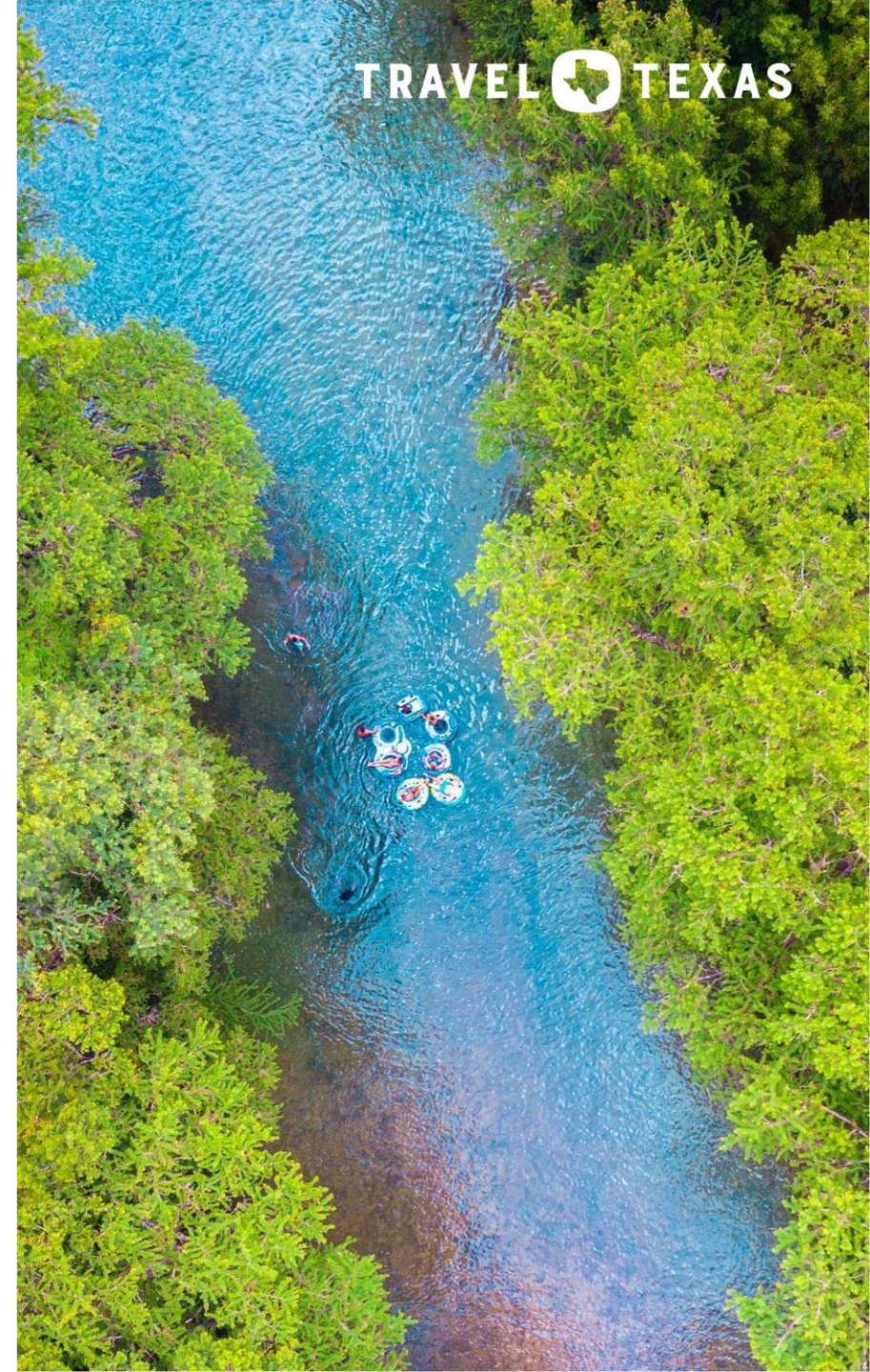


TRAVEL TEXASSM

FY24 STRATEGIC MARKETING PLAN

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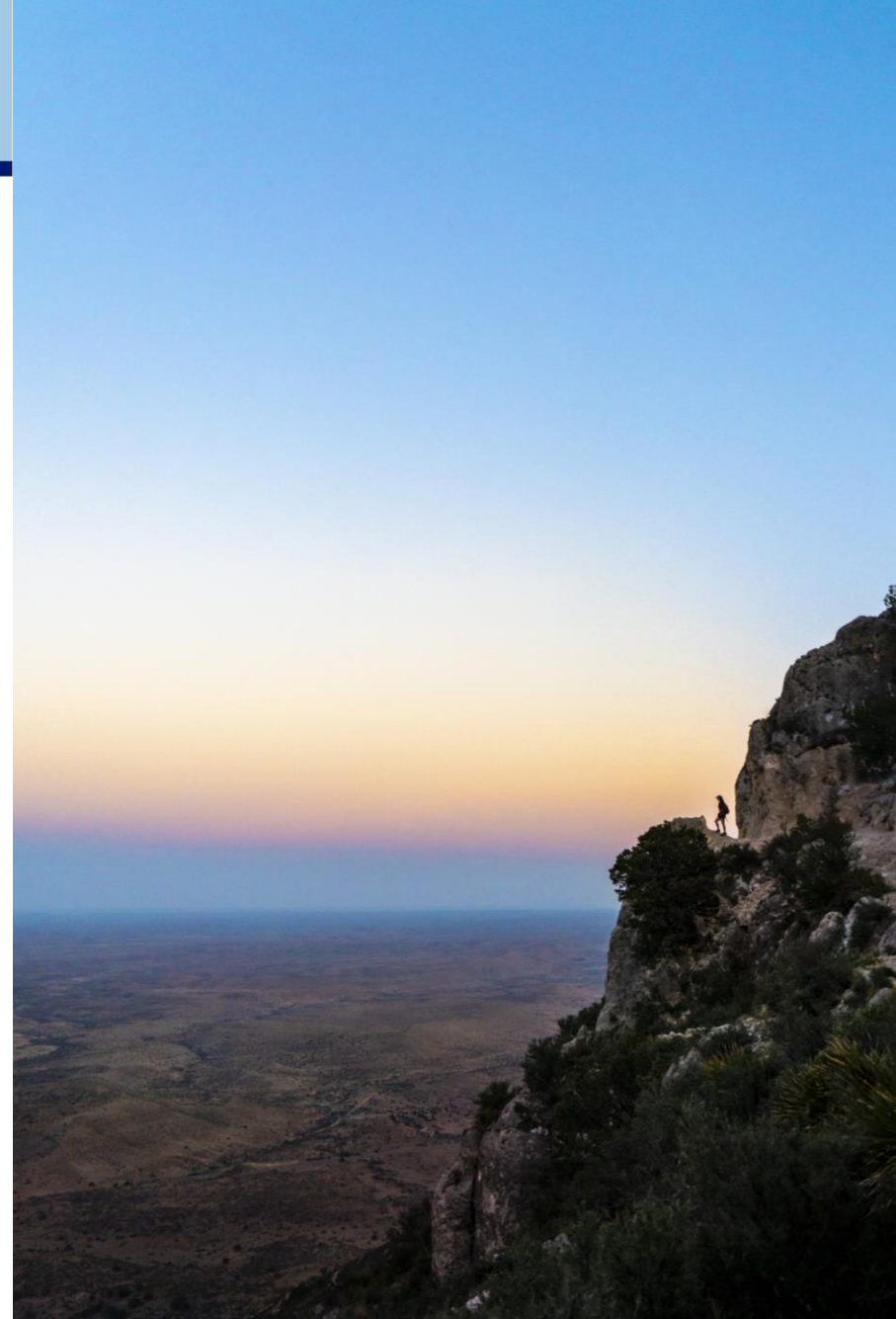
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Travel Texas is comprised of three program areas:

- Advertising – promotes Texas as a premier destination through a variety of paid media: digital, consumer and trade publications, television, consumer website (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 primary data on travel industry research topics including domestic and international travel, economic impacts of travel and tourism, and traveler accommodations.



ADVERTISING

FY 2024





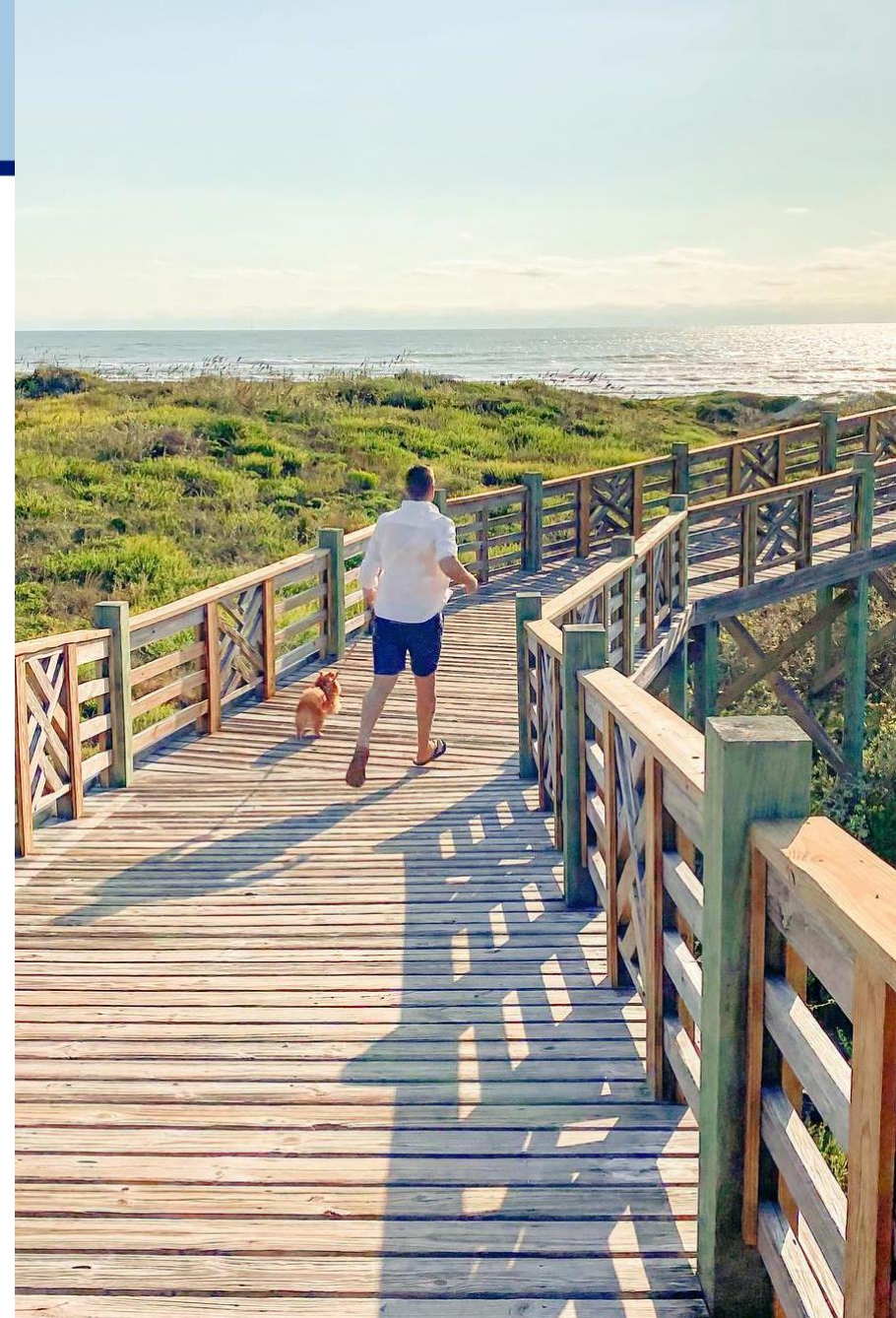
The Travel Texas advertising program area produces advertising & marketing campaigns promoting Texas as a premier travel destination through regional, national, and international advertising.

The advertising team also maintains the [TravelTexas.com](https://www.TravelTexas.com) website, designed to inspire travel and offer planning resources, unique experiences and imagery to Texans and non-Texans.





- Increase brand awareness and consideration for leisure travel by non-Texans to and within Texas.
- Drive traffic to [TravelTexas.com](https://www.traveltexas.com) for inspirational and helpful content related to future travel to Texas.





In FY24, Travel Texas will continue to evolve the “Get Your Own Trip to Texas” campaign, along with an upgrade to the campaign’s hub, the online Trip Builder tool. In FY23, more than 100,000 customized itineraries were generated with the Trip Builder tool. With new features, such as an interactive map and customized, pre-built cards, the Trip Builder will continue to engage and inspire throughout FY24.

With this foundation solidly set, the campaign’s evolution will make a pointed and strategic effort to speak directly to travelers about the vast range of experiences and activities that can be personalized in an infinite number of ways. Utilizing a range of assets, tactics and media partnerships, the FY24 campaign will emphasize how travelers can customize their very own Texas trips.





The 2024 fiscal year media plan will continue to emphasize dynamic, rich advertising, and will leverage unique and personalized media.

While the primary focus of the FY24 advertising program is the domestic campaign, which produces the greatest reach potential leisure travelers while delivering the highest awareness levels and largest return on ad spend, international travel is also vital to the Texas travel industry.

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

Campaigns will run throughout the fiscal year (September 2023 – August 2024), with a boost during the primary travel planning season (Jan – May 2024).



Devoted media channels for FY24 will consist of 7 core channels, including:

- A-B-C TV
- IBC Branded Content
- Digital
- Audio
- Social
- Print
- Digital Out of Home



ADVERTISING MEDIA SCHEDULE



PARTNER		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
AUG	Magnite										
	Infillion										
	Hulu										
	Disney+										
	Amazon										
	Netflix										
	Glassview										
	Zeta										
	Peacock										
	Kayak										
	Outside										
	Expedia										
	Atlas										
	AARP										
	Amazon										
	Google										
	Pathlabs										
	Digilant										
	Start.io										
	Texas Monthly										
	Hearst										
	Smithsonian										
	Buzzfeed/Hot Ones										
	Enthusiast Gaming										
	Captiv8										
	Teads										
	Channel Factory/You Tube										
	Pinterest										
	Meta										
	Vistar										
	SXM/Pandora										
	Digilant										
	Hearst										
	AARP										



A mix of 6 demographic and interest-based segments to include:

Demographic Based Audience:

- Families, adults with children under 18 in the HH, HHI \$60K+
- DINKS, married or partnered adults without kids in the HH, HHI \$60K+
- Adults, currently aged 40-68 with HHI \$60K+

Interest Based Segments

- Budget Travelers, Adults 25+ with HHI \$50K+ showing interest in budget, affordable travel.
- Affluent Travelers, Adults 25+ with HHI \$100K+ showing interest in luxury travel.
- Adventure Travelers, Adults 25+ with HHI \$50K+ with interest in light adventure activities.



- Advertising awareness and intent to travel (arrival lift)
- Perception improvement
- Influenced traveler spending and ROI
- Leads
- Website Traffic (unique visits)



PR & MARKETING

FY 2024

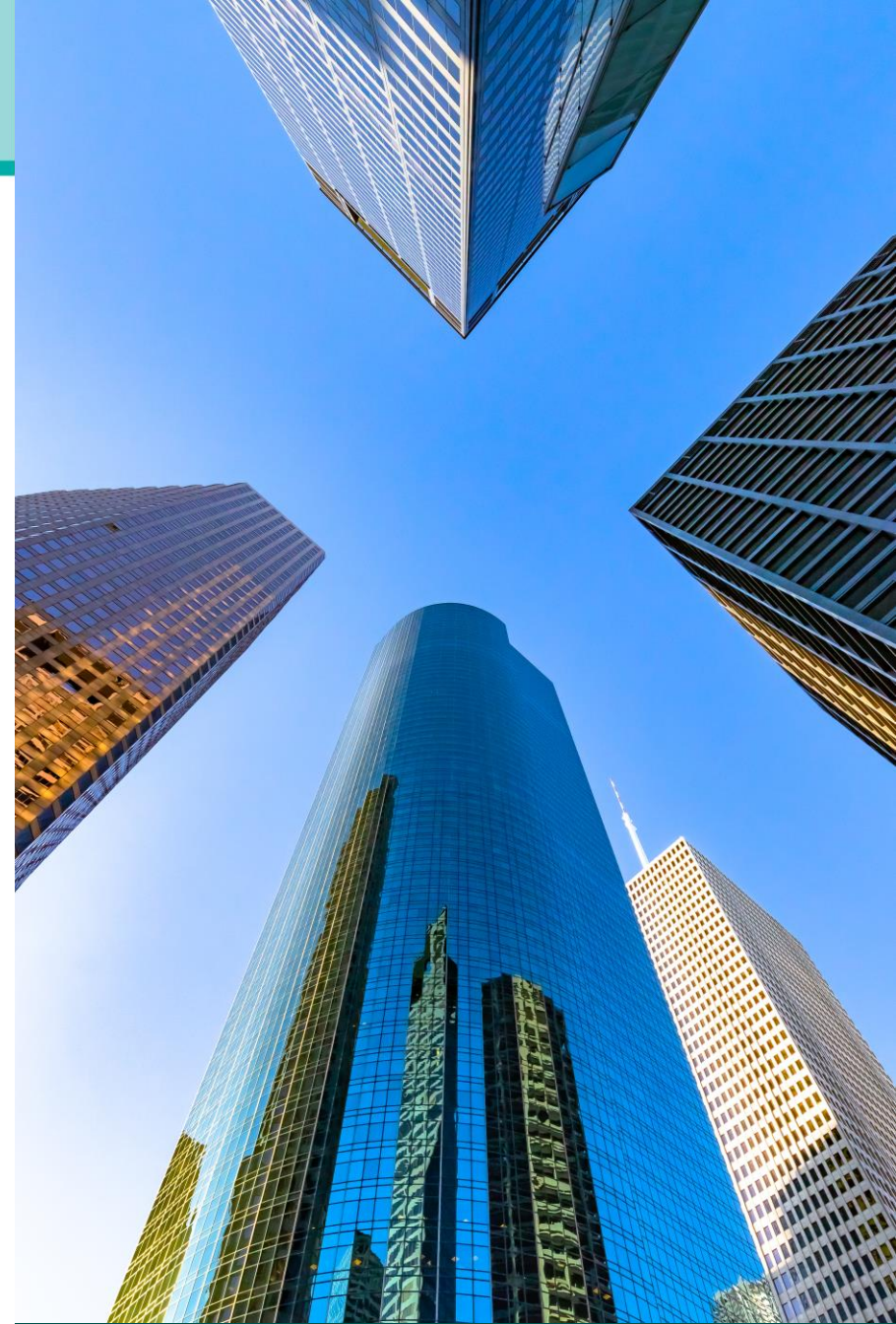


TRAVEL  TEXAS



Public relations drives positive media attention, social engagement and destination awareness through the Travel Texas campaign to promote the state as a premier leisure travel destination.

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





- Stimulate interest in travel to Texas by generating impactful and positive local, regional and national press coverage in print, online and broadcast outlets.
- Drive an increase in meaningful engagements across owned social channels and elevate social content.
- Continue to change perceptions by promoting Texas' diverse travel experiences through the Travel Texas integrated marketing campaign.
- Maximize partner participation to unify messaging across the state and generate increased awareness and results.
- Position Texas as a safe year-round travel destination by promoting unique and on-trend attributes to travelers eager to get out and explore.
- Increase travel dispersal across all regions of Texas, as well as visitor spend in-destination.



Through the Travel Texas campaign to promote the state as a premier leisure travel destination, Travel Texas PR efforts aim to secure coverage in outlets within Texas as well as in primary national (U.S.) and international markets throughout the 2024 fiscal year.





The Public Relations program works proactively with media, influencers, travel trade and industry leaders to generate positive media coverage for the Texas travel experience. Tactical elements include:

- Ongoing proactive pitching
- Media Missions –Virtual and In-Person
- Hosted FAM experiences
- Partnerships with national travel, outdoor and lifestyle brands
- Consumer activations





Ongoing engagement with influencers on key social media platforms, Facebook, Instagram, X (formally Twitter), Pinterest, YouTube, LinkedIn and Reels. Tactics include:

- Curated content highlighting Texas destinations and activities.
- Large scale interactive campaigns designed to drive consumer participation.
- User Generated Content (UGC) engagement via the state's official hashtag, #TexasToDo.





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

In FY24, 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.

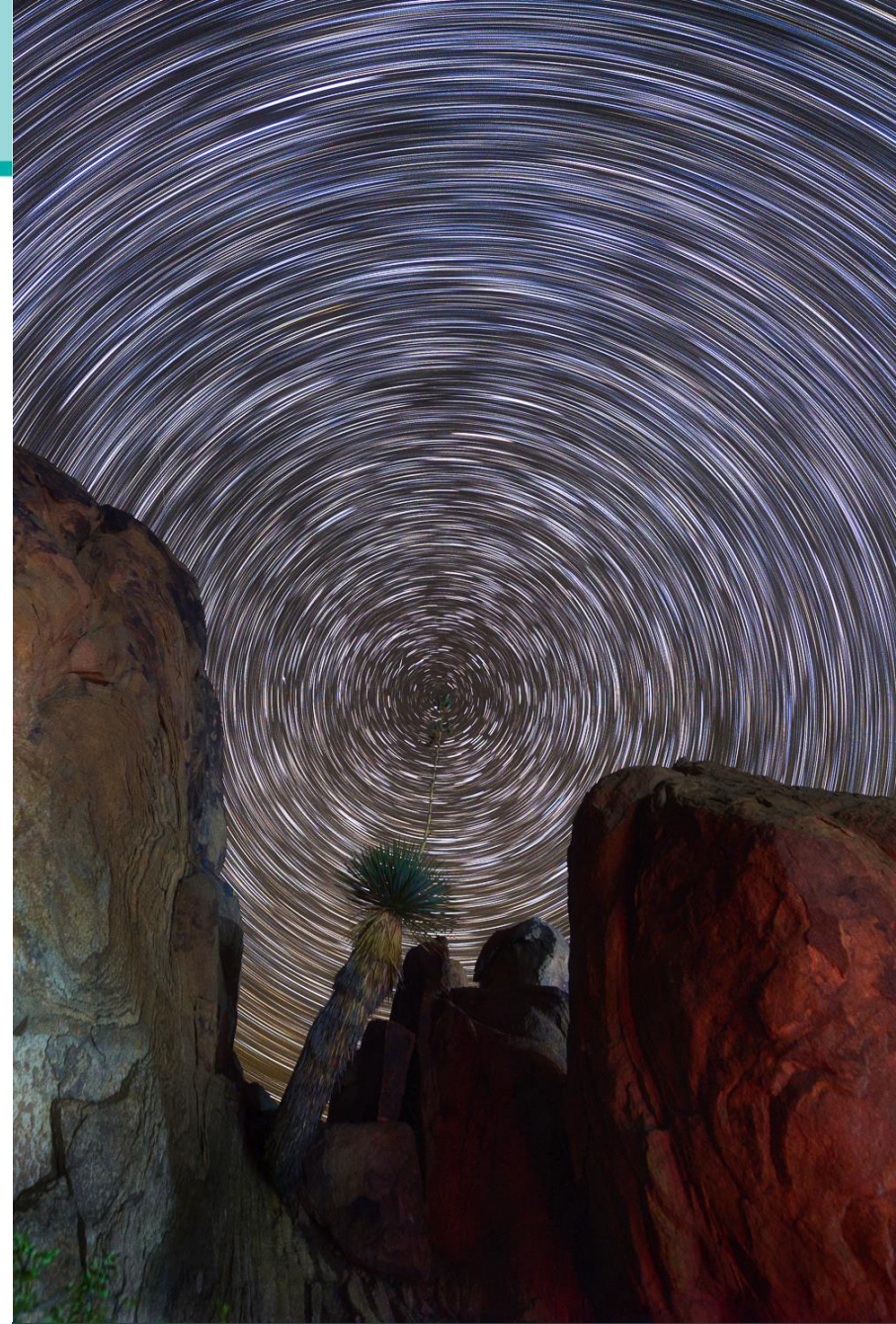
- Feature major new openings, attractions and events, blended with captivating under-the-radar destination offerings with unique story angles.
- Organize presentation format to offer more opportunities for conversation and interaction.

Additional media missions for FY2024 will be announced later this fall.



Building on the momentum of the award winning Chicago Auto-Show activation, Travel Texas is actively searching for premier events and/or stand-alone activations that will offer an immersive Texas experience.

Consumer engagement events for FY2024 will be announced later this fall.





TRADE MARKETING

FY 2024



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 promote Texas' many stories and keep Texas top of mind with travel trade professionals including tour operators, OTAs, travel agents, industry organizations, airlines, and media.

Upcoming travel trade events are on the following pages. For the complete Travel Texas marketing & trade events calendar, including partner opportunities, visit: Travel.Texas.gov





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





TRADE SHOWS & TRADE MISSIONS EVENTS

October 17-19, 2023	IMEX America – Las Vegas, Nevada
January 12-16, 2024	American Bus Association – Nashville, Tennessee
February 11-14, 2024	International Inbound Travel Association (IITA) – Memphis, Tennessee
February 26-29, 2024	Go West Summit (GWS) – Lake Tahoe, Nevada
May 3-7, 2024	IPW – Los Angeles, California
August 9 – 13, 2024	Student & Youth Travel Association (SYTA) – New York City, New York

MEDIA MISSIONS

November 2023	In-State Media Mission – Texas
January 24-25, 2024	International Media Marketplace (IMM) North America – New York City, New York

TEXAS TRAVEL INDUSTRY EVENTS

October 16-18, 2023	Travel Texas Summit – El Paso, Texas
February 2024	Unity Dinner – Austin, Texas

*Please refer to Co-Op section on slide 35 for all Co-Op opportunities



LATIN AMERICA

October 2023	Mexico Consumer Media FAM	March 2024	EPTUR Trade Show – Mexico City, Mexico
November 2023	LatAm Travel Trade FAM	March 2024	Brand USA South America Mission
November 2023	Destinos de Shopping – Monterrey, Mexico	April 2 – 4, 2024	WTM Latin America – Sao Paulo, Brazil
December 2023	Travel Texas Event – Mexico City, Mexico	April 18, 2024	ARLAM – Monterrey, Mexico
January 29 – February 2, 2024	Brand USA Mexico Mission – Mexico City & Guadalajara, Mexico	May 9 – 12, 2024	Outlet Viaja y Vuela – Mexico City, Mexico
February 28 – March 3, 2024	ANATO - Bogota, Colombia	May 2024	ARLAG – Guadalajara, Mexico
February 2024	Mexico Sales & Media Mission – Cities TBA	May 2024	LatAM Reverse Sales Mission/FAM
		August 2024	Visit USA Brazil – Sao Paulo & Campinas, Brazil



ASIA

October 23 – 24, 2023	International Media Marketplace (IMM) Asia – Singapore
October 25 – 27, 2023	ITB Asia – Singapore
November 3 – 6, 2023	International Travel Fair – Taipei, Taiwan
January 21 – 25, 2024	Brand USA India Sales Mission – Goa, India
July 15 – 19, 2024	Brand USA Japan & South Korea Travel Media & Sales Mission



CANADA

November 1 – 6, 2023	Salon International Tourisme Voyages (SiTV) – Montreal, QC, Canada
February 23 – 25, 2024	Outdoor Adventure Show – Toronto, ON, Canada
February 29 – March 3, 2024	Camp & RV Show – Toronto, ON, Canada
March 2 – 3, 2024	Outdoor Adventure Show – Vancouver, BC, Canada
April 2024	Canadian Media Mission – Toronto & Montreal, Canada
June 2024	Brand USA Travel Trade Road Show – Toronto & Montreal, Canada



EUROPE

October 15 – 17, 2023	Routes World – Istanbul, Turkey	January 24 – 28, 2024	Fitur – Madrid, Spain
October 23 – 27, 2023	FTI North America Roadshow – Freiburg, Mannheim, Wurzburg, Osnabruck, Hamburg, Germany	February 1 – 4, 2024	Vakantiesalon – Brussels, Belgium
		February 14 – 15, 2024	F.R.E.E. Leisure & Outdoor Consumer Show – Munich, Germany
October 27, 2023	Visit USA Halloween Event – Frankfurt, Germany	March 3, 2024	FDM Travel USA Market – Copenhagen, Denmark
November 2 – 5, 2023	USA Canada Experience and Consumer Fair – Zeist, Netherlands	March 4, 2024	IMM – Berlin, Germany
November 6 – 8, 2023	Travel Texas Sales & Media Mission- Frankfurt, Hanover, Hamburg, Germany	March 13, 2024	IMM – Paris, France
		May 14 – 16, 2024	IMEX – Frankfurt, Germany
November 23, 2023	Visit USA Workshop – Paris, France	TBD	Visit USA Belgium Roadshow
November 28, 2023	Visit USA Workshop – Lyons, France	TBD	IMM Copenhagen
December 4 – 7, 2023	ILTM – Cannes, France	TBD	Visit USA Netherlands Roadshow
January 11 – 14, 2024	Vakantiebeurs – Utrecht, Netherlands		



UK & IRELAND

October 4 – 5, 2023	Visit USA Roadshow – London, Glasgow
October 16 – 19, 2023	Brand USA Travel Week – London
November 5, 2023	British Guild of Travel Writers Awards - London
November 6 – 8, 2023	WTM Media
November 22, 2023	Visit USA UK Thanksgiving Reception
January 15, 2024	Visit USA Meet the Media Reception
January 26 – 28, 2024	Holiday & Travel Show – Dublin
February 1 – 4, 2024	Destinations Consumer Show – London
February 19 – 20, 2024	IMM London
March 12, 2024	Unite Visit USA – London
June 2024	UK Sales, Consumer and Media Mission
July 3, 2024	Visit USA Media Awards
July 4, 2024	Visit USA Summer Affair

AUSTRALIA & NEW ZEALAND

October 18 – 20, 2023	SWSW Sydney	February 20, 2024	Visit USA Expo – Brisbane
October 26, 2023	ASTW Lunch	February 21, 2024	Visit USA Expo – Sydney
November 8 – 10, 2023	Flight Centre Global Leadership Conference	February 22, 2024	Brand USA B2B – Sydney
November 22, 2023	Visit USA Committee Meeting	February 23, 2024	TravMedia IMM – Sydney
November 25, 2023	ASTW Awards – Sydney	July 4, 2024	Qantas Best of North America Day
December 7, 2023	CATO Christmas Event	July 2024	Flight Centre Australia End of Year Function
February 13, 2024	Brand USA Expo – Auckland	July 2024	Flight Centre Global Gathering
February 14, 2024	Brand USA Expo – Christchurch		
February 19, 2024	Visit USA Expo – Melbourne		

*Please refer to Co-Op section on slide 35 for all Co-Op opportunities

CO-OP OPPORTUNITIES

FY 2024





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.



For a complete list of PR cooperative opportunities and program updates, please visit Travel.Texas.gov

PR & Social Co-op opportunities include:

- Media missions
- Educational seminars
- FAM Tours
- Partner inclusion in integrated campaigns
- Evergreen and dedicated Instagram features on Travel Texas social media





Advertising co-op offerings will run through August 2024, and offer low-cost opportunities to leverage Travel Texas programs to promote specific destinations or attractions.

Travel Texas will continue to offer evergreen co-op opportunities which include Pinterest, email newsletters and data warehouse opportunities.

FY 2024 co-op offerings can be viewed on the Travel Texas website: Travel.Texas.gov and will be available to purchase in October 2023.





Contact the Marketing Trade Team at [Travel Texas](#) for details on how to participate. Co-op trade events include:

NORTH AMERICA

Oct. 17 - 19, 2023	IMEX America – Las Vegas, Nevada
Nov. 1 – 6, 2023	SiTV – Montreal, QC, Canada
Nov. 2023	In-State Media Mission – Texas
Feb. 23 – 25, 2024	Outdoor Adventure Show – Toronto, Canada
Feb. 29 – March 3, 2024	Camper & RV Show – Toronto, Canada
March 2 – 3, 2024	Outdoor Adventure Show Plus Sales Calls and/or Training Opportunity – Vancouver, BC, Canada
May 3 – 7, 2024	IPW – Los Angeles, California

EUROPE

Oct. 15 – 17, 2023	Routes World – Istanbul, Turkey
Nov. 2 - 5, 2023	USA – Canada Experience Fair – Zeist, Netherlands
Nov. 7 – 12 , 2023	Travel Texas Sales & Media Mission - Germany
Dec. 4 – 7, 2023	ILTM – Cannes, France
Jan. 24 – 28, 2024	Fitur – Madrid, Spain
May 14 – 16, 2024	IMEX – Frankfurt
June 2024	UK Sales, Consumer & Media Mission

LATIN AMERICA

Nov. 2023	Destinos de Shopping – Monterrey, Mexico
Feb. 2024	Mexico Sales & Media Mission – Mexico City, Guadalajara & Monterrey, Mexico
Feb. 28 – March 1, 2024	ANATO Vitrna Turistica (Tourism Showcase) – Bogota, Colombia
March 2024	EPTUR Spring Edition 2024 – Mexico City, Mexico
April 2 – 4, 2024	WTM (World Travel Market) Latin America – Sao Paulo, Brazil
April 18, 2024	ARLAM – Monterrey, Mexico
May 2024	ARLAG – Guadalajara, Mexico

ASIA

Nov. 3 – 6, 2023	International Travel Fair (ITF) – Taipei, Taiwan
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TRAVEL RESEARCH

FY 2024





Travel Texas monitors many data points to track industry barometers and inform planning. More research information is available at Travel.Texas.gov.

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

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

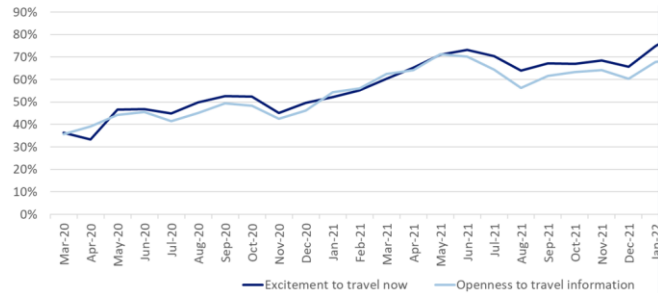




Data points tracking travel industry indicators are regularly updated on the Research Roundup

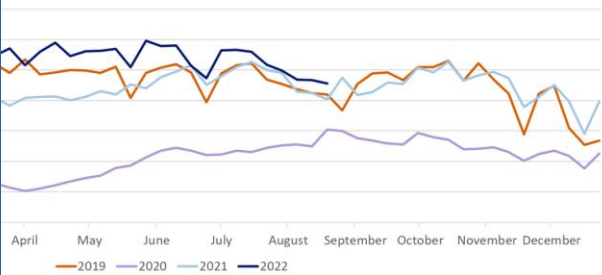
Excitement and Openness to Travel Promotion

Excitement to travel and openness to learning about new travel experiences and destinations among American travelers declined slightly over the summer but rebounded in August.



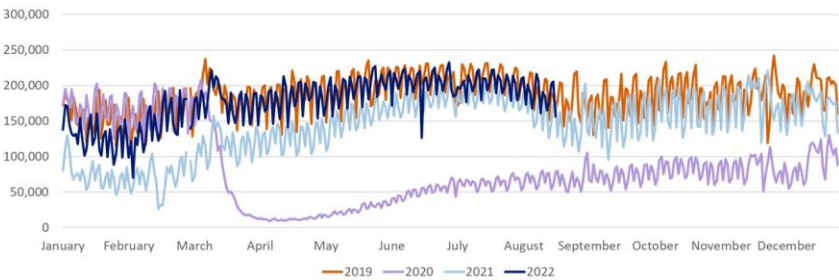
Weekly Hotel Revenues

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



TSA Daily Checkpoint Travel Numbers

Passenger throughput at Texas airports in Summer 2022 are exceeding last year and are similar to pre-pandemic levels.



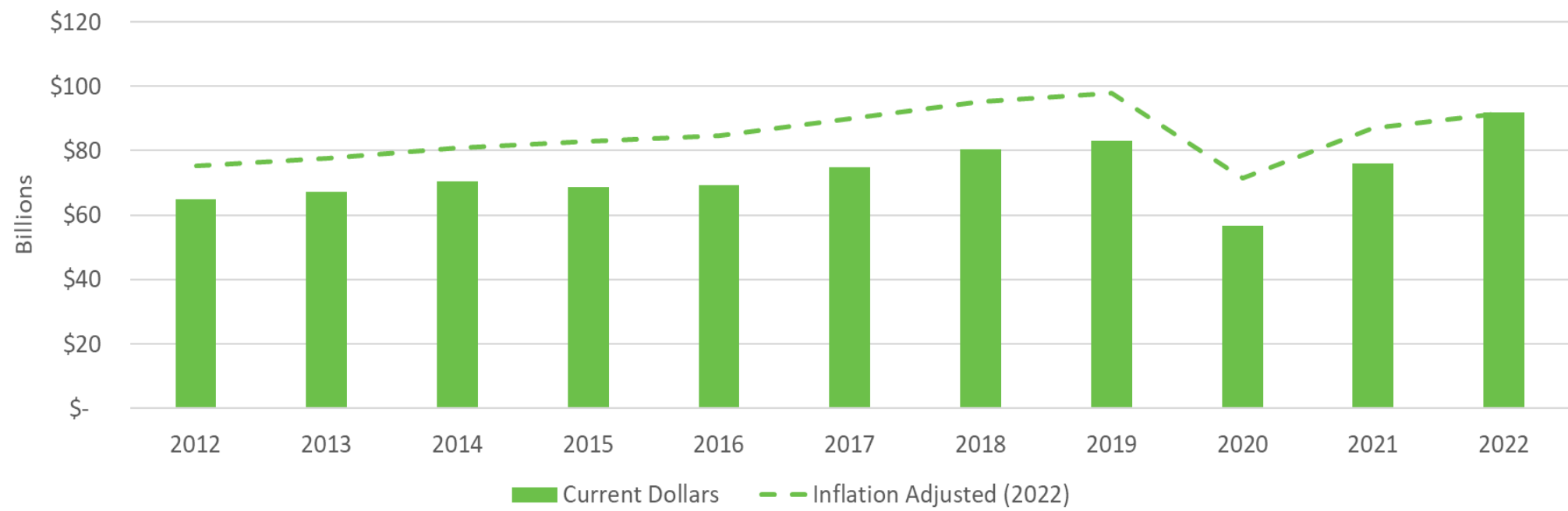


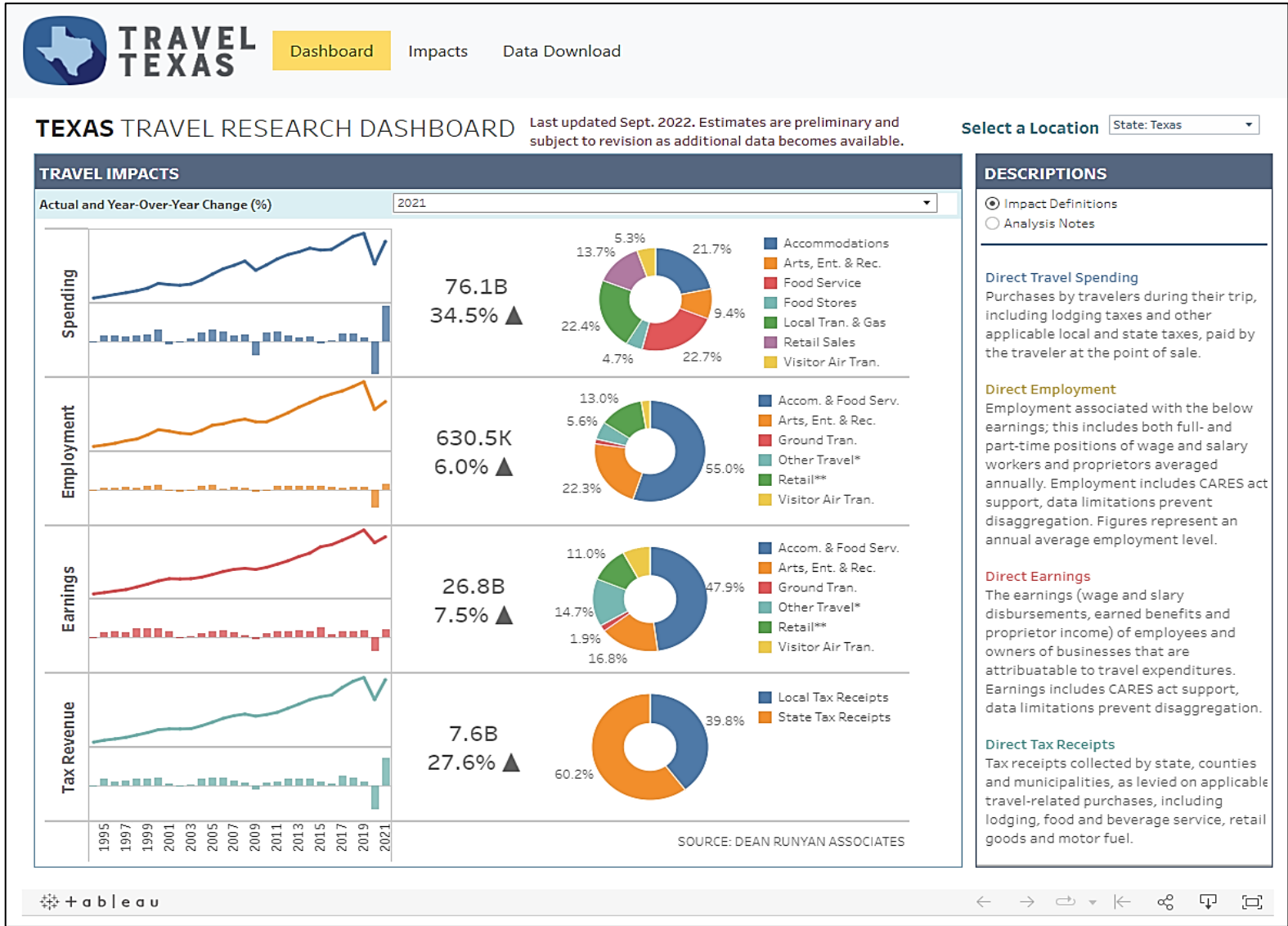
- Texas destinations welcomed a total of 213.8 million domestic visitors between January 2022 – December 2022, up significantly from 2020 and 2021, but still shy of 2019 visitor estimates.
- Visitors spent more time traveling the state, however, an average of 2.8 days per trip. This resulted in over 608 million visitor days, which is an all-time high.





In 2022, spending by travelers to and within Texas was estimated at \$91.7 billion – an increase of 21% year over year. Adjusting for inflation, spending is similar to but slightly behind pre-pandemic.

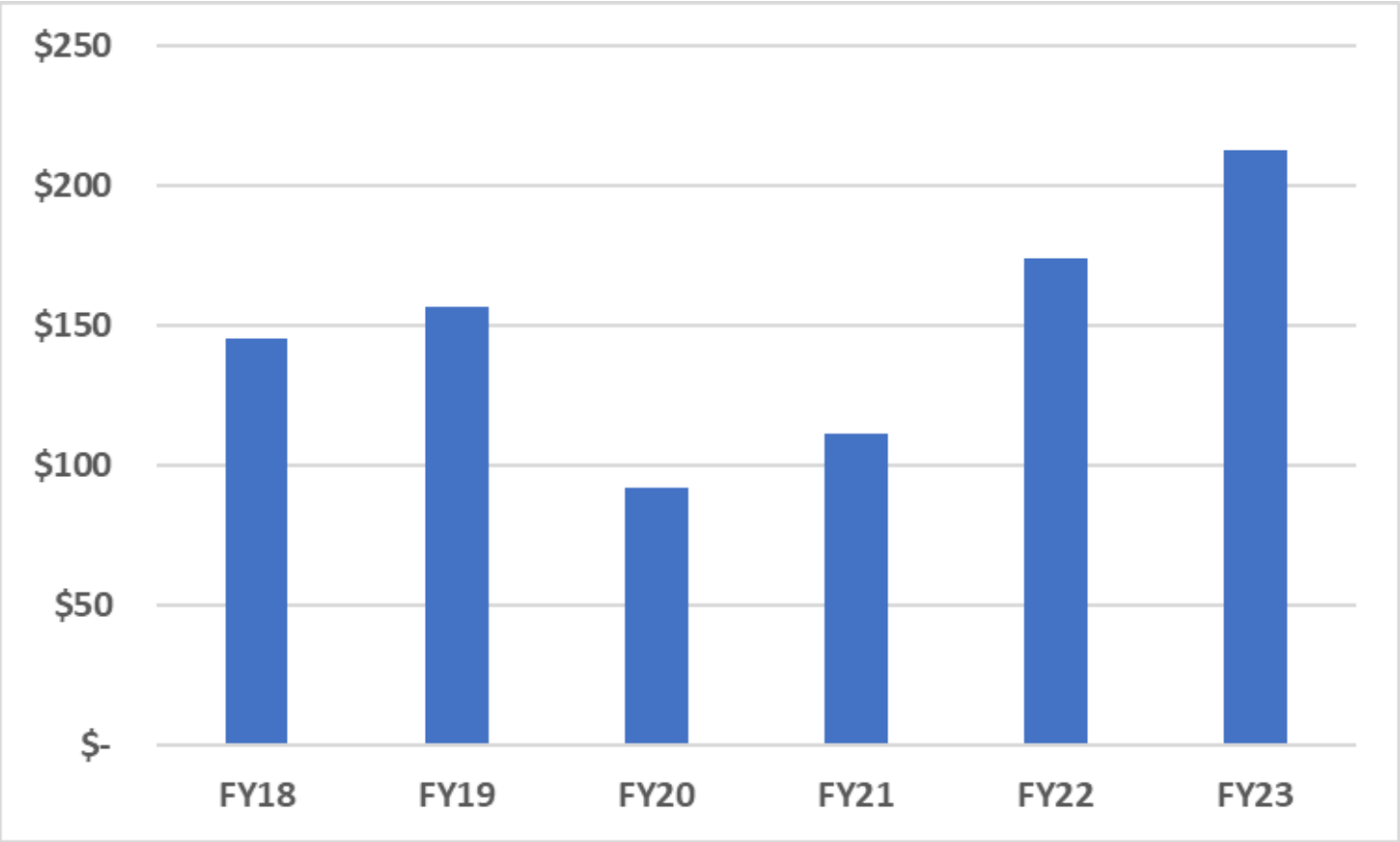




Use the economic impact dashboard to learn more about the impact of travel and tourism in your community.



State taxes generated by Travel Texas advertising in FY23 outperformed previous fiscal years driven by higher average trip expenditures and an increase in website conversion.





Advertising awareness grew during FY23 building on the return to normalcy that was observed in FY22 following two years of pandemic influence.

- FY23 Travel Texas domestic advertising and website influenced more than 1.6 million trips from out-of-state generating \$3.3B in visitor spending and nearly \$213MM in state tax revenue.
- Website-influenced taxes more than doubled compared to last fiscal year driven by more website visitors, higher conversion rates, and higher average visitor spending.
- Long-haul fly markets accounted for 44% of all advertising influenced spending in FY23, down slightly from the prior year and still below pre-pandemic levels. Fly and fly/drive markets accounted for 80% of influenced spending with drive markets contributing the remaining 20%.

Travel Texas is a division of the Office of the Governor's Economic Development & Tourism Office. 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:

www.Travel.Texas.gov

Or scan this QR Code.

We'd love to hear from you!

