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

Table showing comparison between unaware and aware non-Texans:
- To relocate a business
- To start a business
- To attend a conference or trade show
- To purchase a vacation home
- To retire
- To live
- To start a career
- To attend college

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.

Source: Strategic Marketing and Research Insights; Last Updated: January 2021
Travel Texas is located within the Office of the Governor, Economic Development and Tourism.
Questions or comments? Please send us a message.