

TEXAS IMAGE

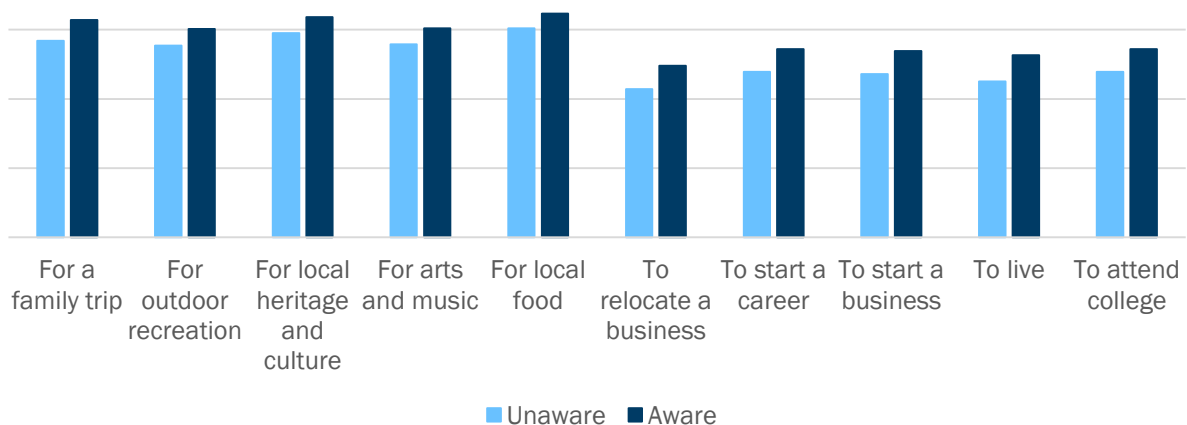
Travel Texas out-of-state tourism advertising and marketing spurs leisure travel to Texas which brings new money into the state that creates jobs and generates tax revenues not borne by Texas residents. Travel advertising also helps inspire a more positive image of Texas, not only as a leisure travel destination, but as a location for economic development and as a place with an enviable quality of life. These benefits are described as the 'halo effect' that travel advertising can generate beyond its primary goal of increasing travel to a destination.

TRAVEL ADVERTISING IMPROVES THE IMAGE OF TEXAS AS A TRAVEL DESTINATION, WHILE ALSO CREATING A 'HALO EFFECT' ON PERCEPTIONS OF THE STATE AS A PLACE TO DO BUSINESS

Research has shown that Travel Texas advertising generates a statistically significant improvement in perceptions of Texas across many tourism and economic development related attributes among survey respondents from outside the state. The further you are from Texas, the less familiar potential visitors are with what Texas has to offer as a leisure travel destination. Travel advertising helps to educate, inspire, and ultimately influence travel while also improving perceptions of the state as a place to do business.

TEXAS IS A GOOD PLACE...

Attributes rated from 1 to 5 among non-residents unaware and aware of Travel Texas advertising



Travel Texas is located within the Office of the Governor, Economic Development and Tourism division. For more information, contact us at traveltexas.research@gov.texas.gov.



Sources: Strategic Marketing and Research Insights; U.S. Travel Association.
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