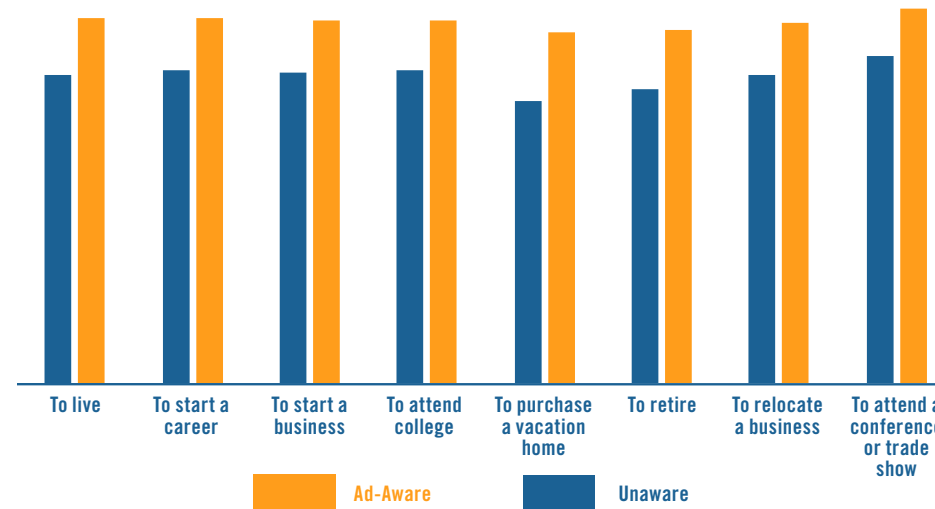


TEXAS IMAGE

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