



OFFICE OF THE GOVERNOR
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT
GOVERNOR

December 15, 2023

Dear Texas Community Partner:

Thank you for your interest in the Tourism Friendly Texas Certified Community program!

If you are interested in becoming a Tourism Friendly Texas Certified Community, please follow the three-step process detailed on our website:

- 1) Send a Letter of Intent
- 2) Submit the Tourism Friendly Texas Certified Community questionnaire
- 3) View the Tourism Friendly Texas Certified Community online training

Online training is being provided to drive awareness and participation in partnership opportunities provided by Travel Texas and state agency programs. We hope that the resources provided will be valuable to communities across the state and offer actionable steps for bringing ideas and priorities identified throughout the certification process to reality.

Travel Texas staff will be available for consultation throughout the certification process. Please plan on an introductory meeting and one or two additional meetings if needed that will be scheduled by mutual agreement. The certification steps outlined above must be completed within one calendar year to receive the Tourism Friendly Texas Certified Community designation.

Sincerely,

Tim Fennell

Tim Fennell
Director, Travel Texas
Office of Economic Development & Tourism





ONLINE TRAINING: Required and Electives

Required online trainings will be provided by Travel Texas and cover the following topics. Recordings will be posted as available and communities completing the certification process will be notified.

- Tourism Friendly Texas Certified Community program overview
- Advertising Co-op
- Marketing & PR Co-op
- Travel Research

Additional electives will be offered by state agency partners and programs with a tourism focus – *Coming Soon!*