



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

Travel Texas will use the information collected in this questionnaire to better understand your community and strengthen the overall brand of Texas for visitors. Our goal is that completing the questionnaire will help identify priorities that your organization can undertake to encourage and advance tourism as an economic development strategy.

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





## **SECTION 1: Community Profile, Organization Information and Attachments**

Please provide as much as you can in this section. If your community or organization doesn't maintain an item or have the information mark *"Not available at this time"*. You may use estimates where specific metrics are requested. Please complete Section 1 and submit to Travel Texas before moving forward to the rest of the questionnaire and online training. The remaining sections of the questionnaire do not need to be completed in sequential order and may incorporate learnings from online trainings and resources provided.

### **Community Profile**

Community Name:

Population:

Estimated Annual Visitor Spending:

Estimated Annual State and Local Taxes generated from Visitor Spending:

Tourism Region:

Tourism Website:

Social Media:

Meetings and Events:

Destination Video:

Image Library:

Tourism Publications:

Visitor's Center:

Number of Hotels:

Number of Attractions:

Number of Convention Centers, Meeting Spaces or Event Venues:

Official Capital Designations:

Film Friendly Texas Certified Community:

Music Friendly Texas Certified Community:



## **SECTION 1: Community Profile, Organization Information and Attachments (Continued)**

### **Organization Information**

Name of Organization:

Mailing Address:

Main Phone:

Main Email:

Name of Primary Liaison:

Main Phone Number for Primary Liaison:

Main Email for Primary Liaison:

Other Contacts:

Fiscal Year Start Date:

Total Annual Budget:

Total Number of Employees:

### **Attachments**

Logo

Travel Guide or Destination rack card

Advertising creative examples

Earned media story examples

Image examples

Executive Summaries for any strategic plans or marketing plans



## SECTION 2: Organization Information

Please answer questions as the lead tourism organization representative. Unless noted, please limit responses to **no more than 200 words**. Including images, flow charts, tables, graphs, or other infographics is welcomed. Do not send Sections 2-5 until the entire questionnaire, online training, and final steps in Section 6 are complete and arranged.

- 1) Please describe your organizational structure and role in your community (**no more than 600 words**).
  - Are you a CVB, DMO, Chamber of Commerce, part of local government, non-profit or something else?
  - Does your organization have multiple programs or departments?
  - How does your organization fit into local government in your community?
  - Include any enabling statutes, mission or values statements, industry awards received, or any other information that would help us get to know you better.
  
- 2) Is your organization solely funded by local Hotel Occupancy Taxes or other sources? If from other sources, what are they? Does your organization award grants or provide funding to other local partners?
  
- 3) Does your organization participate in any tourism professional organizations or attend educational conferences? Has your organization supported staff in obtaining travel industry certifications or ongoing industry education? If yes, please include below as either a list or a narrative.
  
- 4) Are there other organizations in your community involved in tourism? Do you work together with them regularly? Or partner on specific projects?
  
- 5) Tell us about any hurdles or opportunities you see for your organization in the near future. What is a goal that you hope to achieve through completing the Tourism Friendly Community Certification program?
  
- 6) Any additional organizational information you would like to add, please include below:



### SECTION 3: Destination Marketing

Please answer questions as the lead tourism organization representative. Unless noted, please limit responses to **no more than 200 words**. Including images, flow charts, tables, graphs, or other infographics is welcomed. Do not send Sections 2-5 until the entire questionnaire, online training, and final steps in Section 6 are complete and arranged.

- 1) Please describe your organization's brand and market positioning and how they contribute to tourism promotion efforts in your community (**no more than 600 words**).
  - Does your destination do any advertising, marketing, or public relations?
  - Attend travel trade, travel media or consumer shows?
  - Maintain a consumer website and social media presence?
  - Who do you see as a competitive set?
- 2) What portion of your budget is dedicated to tourism promotion or destination marketing?
- 3) What are your target markets? Do you promote to residents, within Texas or beyond? Please estimate what percentage of your marketing is done locally, within Texas, out-of-state domestically or internationally in a typical year.
- 4) Have your organizations main target markets changed in the last 10 years? Or do you see them changing in the near future?
- 5) Describe a story idea specific to your destination that would be of interest to travelers. This could be tied to an attraction, tourism business, area of development, event, etc. Include images and videos if available.
- 6) Propose a two-day itinerary for your destination including an overnight stay. General itineraries are fine or could be tailored to a specific market, demographic, or special interest group. Include images and videos if available.
- 7) Has your organization participated in any opportunities or used resources provided by Travel Texas?
  - Advertising
  - Marketing and PR
  - Research
  - Other



### **SECTION 3: Destination Marketing (continued)**

- 8) Has your organization participated in any opportunities or used resources provided by the Travel Information Division at TxDOT?
- State Travel Guide
  - Travel Information Centers
  - Texas Highways Magazine
  - Other
- 9) Any additional tourism promotion / destination marketing information you would like to add, please include below.



## SECTION 4: Destination Management

Please answer questions as the lead tourism organization representative. Unless noted, please limit responses to **no more than 200 words**. Including images, flow charts, tables, graphs, or other infographics is welcomed. Do not send Sections 2-5 until the entire questionnaire, online training, and final steps in Section 6 are complete and arranged.

- 1) Please describe your destination's tourism product (**no more than 600 words**).
  - What are your destination's top visitor draws?
  - What are your natural, cultural, and historical amenities of interest to visitors (e.g., parks, outdoor recreation, districts, public art, museums, historic sites, etc.)?
  - Unique shopping, lodging, restaurant, or nightlife options?
  - Other attractions?
- 2) What portion of your budget is dedicated to tourism development or destination management?
- 3) Describe the available accommodations in your area (hotels, STR, etc.)?
- 4) Is your organization responsible for running, owning, or managing parts of the tourism infrastructure in your destination (e.g., convention center, visitors center, etc.)? Are you responsible for any events, meetings, festivals, or other gatherings that attract visitors from outside the community?
- 5) What type of research does your organization use within your destination? How does your organization track their efforts and measure success? What are your Key Performance Indicators (KPI's)?
- 6) Tell us about changes in your visitation over the past ten years. Was there growth? What do you see as your biggest contributing factor to growth? Or were there declines or other changes? Are issues related to sustainability like resident sentiment or carrying capacity considerations for tourism planning in your community?
- 7) Does your organization participate with any regional tourism groups, organizations, alliances, Co-Ops or maintain other partnerships? If yes, please include below as either a list or narrative.



#### **SECTION 4: Destination Management (continued)**

- 8) Has your organization participated in any opportunities or used resources provided by any of the following state agencies or programs?
- Texas Commission on the Arts
  - Texas Historical Commission
  - Texas Parks and Wildlife
  - Texas Film Commission
  - Texas Music Office
  - Event Trust Funds
  - Other
- 9) Any additional tourism development / destination management information you would like to add, please include below.





## SECTION 5: Stakeholder Support

Please answer questions as the lead tourism organization representative. Unless noted, please limit responses to **no more than 200 words**. Including images, flow charts, tables, graphs, or other infographics is welcomed. Do not send Sections 2-5 until the entire questionnaire, online training, and final steps in Section 6 are complete and arranged.

- 1) Please describe the local tourism stakeholders in your community (**no more than 600 words**).
  - Does your organization have a board, report to city council or another group?
  - Do you work directly with tourism businesses in your community like hotels or attractions?
  - Tell us about your organization's relationship with stakeholders. Are they regularly informed about destination activities and initiatives?
  - Does your organization have any reliable "cheerleaders" within your community?
- 2) Tell us about any recent tourism successes that your community accomplished. Were multiple stakeholders involved? How were they able to support?
- 3) Are there any tourism related issues or concerns facing your community currently? Have there been previous steps taken to fix any problems? Was there support?
- 4) Any additional stakeholder support information you would like to add, please include below.



## SECTION 6: Final Steps

Please do not submit the questionnaire until all sections and online training are completed and you have collected the final attachments listed below.

- Minimum of three (3) Letters of Recommendation from different stakeholder groups. At least one must be from an elected official.
- Tourism Proclamation from local municipal government.

The following steps will be scheduled and completed by mutual agreement as the final steps for certification.

- Schedule a presentation of your community's certification.
- Collaborate with the Office of the Governor on a press release to announce the designation.
- Receive access to the Tourism Friendly Texas Certified Community logo.
- Inclusion on the Travel Texas industry website.

Going forward, we ask that you let Travel Texas know when important changes occur and plan to update information collected in this questionnaire every three-years to maintain certification. We expect the Tourism Friendly Texas Certified Community program to evolve so there may be additional questions or training modules available in future years.