



TRAVEL TEXAS

—————[Travel Texas & MMGY FY24 Co-Op Program]—————



Overview

In addition to always-on public relations and social media efforts that encourage visitation and influence in-market spending and dispersal, Travel Texas is offering industry partners dedicated opportunities to leverage Travel Texas programs to promote your destination or attraction.

Public relations and social media co-op opportunities include featured placements within integrated campaigns, dedicated Instagram post and stories series, media missions and influencer itinerary integration. If you have questions regarding ongoing activities, new co-op opportunities, or would like to discuss what opportunities might be right for you, please contact:

Travel Texas Social Media

For all social media-related opportunities,
please contact MMGY

Travel Texas PR

For all PR-related opportunities,
please contact NJF PR

April Bear

Communications Specialist
Travel Texas



PR & SOCIAL MEDIA

‘Always-On’ Activities



‘Always On’ Opportunities

The Travel Texas public relations and social media program is always working to benefit partners and showcase Texas as a premier destination. The following slides are examples of program elements that are ongoing.

Travel Texas will contact relevant partners as needed for these opportunities to help achieve the goals and objectives of the tourism program.

Engaging Media

Travel Texas maintains a cohesive earned media strategy that generates exposure across media channels – print, digital, broadcast and social.

Travel Texas and MMGY continuously pitch media Texas news, experiences and attractions. Thus, it benefits partners to keep Travel Texas and MMGY apprised of relevant destination news on an ongoing basis.

Additionally, partners may have opportunities to support journalist/influencer press trips, pending media interest and story fit.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will incorporate partners into ongoing programs and reach out for additional information, as needed. To sign up for the Travel Texas media requests newsletter, please contact TravelTexas@njfpr.com.

Partner Contribution: There is no cost to be included in Travel Texas media pitching efforts.*

* Potential for added costs with supporting journalist/influencer trips

AFAR

TRAVEL INSPIRATION WEEKEND GETAWAYS

By Ashlea Halpern, Mac Hamilton • September 21, 2022

10 of the Best Small-Town Weekend Getaways in Texas

Whether you're looking for sandy beaches, a romantic escape, or an outdoor adventure, Texas has it all.



Big Bend National Park covers more than 800,000 acres. Photo by William Silver/Shutterstock

A weekend getaway is the perfect way to unwind and disconnect from your everyday responsibilities without the major commitments of planning a big vacation. Texas, thankfully, has no shortage of attractive destinations that are perfect for a little weekend jaunt.

Social Media Content Development

Travel Texas maintains an established content cadence on all social channels deemed relevant to the brand, of which efforts often showcase the imagery and destination experiences of partners from around the state. Travel Texas promotes partners on an ongoing basis, encouraging engagement by tagging partners and using any relevant hashtags as appropriate.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed.

Partner Contribution: There is no cost to be included in Travel Texas social media efforts.



A family is enjoying a sunny day at the beach. In the foreground, a young boy in a teal shirt is digging in the sand with a red shovel. Next to him, a young girl in a floral swimsuit is building a sandcastle. To the right, a woman wearing a straw hat and a light blue shirt is sitting on a beach chair, smiling. In the background, a man and a woman are standing near a large blue beach tent. A colorful kite with a long tail is flying in the clear blue sky. A beach cart filled with toys and a beach ball is also visible. The ocean waves are breaking in the distance.

SOCIAL MEDIA PROGRAM

Co-Op Opportunities



Social Media Opportunity: Dedicated Instagram Feature

Partner placements will be shared on Instagram and served to Travel Texas' organic audience of over 243,000. The in-feed placement will be promoted for a period of 3 days to further extend post reach to current followers and friends of followers. A customized report of each partner's results will be provided in conclusion.

OVERVIEW

Targeting: Current Travel Texas followers + friends of followers

Placement: 1 Instagram post + 1 IG Story Series (4 frames in total)

Timing: Post will be shared on a designated day within the month you opt-in. Designated month will be given on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever. Stories will live organically for 24 hours.

Number of Partners: 1-2x partners per month (October - August)

***Partner Fee:** \$500, matched by Travel Texas for a **\$1,000 value**.

Total investment and matching funds will be used to promote the content on social media.



**Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.*

Social Media Opportunity: How It Works

Asset Guidelines

Messaging: Content must highlight your specific Texas destination or attraction, with a focused look at noteworthy activities, culinary offerings, hotels, events or experiences specific to your community. All content must be focused on encouraging travel to Texas.

Messaging Examples:

- Interesting destination facts
- Can't miss insider tips
- Notable, timely activities or events
- New, notable dining opportunities
- All messaging must include strong imagery

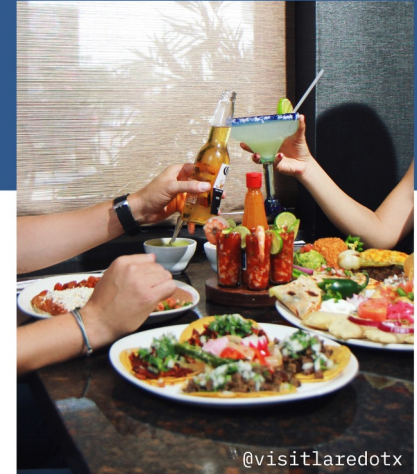
Partner Requirements:

- 2-5 key messaging points that align with messaging details above. MMGY will request additional messaging points if the above directive is not followed.
- Link to website
- Link to Instagram page and branded hashtag
- Image Library (inclusive of high-res and permission-granted images; should not include added text or graphics)



Can't-Miss Experiences: The Laredo Culinary Scene

Laredo is home to a diverse culinary scene combining traditions from both sides of the border, guaranteed to have something for every palette.





PUBLIC RELATIONS PROGRAM

Co-op Opportunities



PR Opportunity: Texas Media Event

Texas continues to bolster its stature as a hub for top-tier journalists and content creators. With an increasing number of outlets turning to local media to cover travel stories, these relationships are paramount.

To sustain awareness of the state's tourism offerings among this key audience, Travel Texas will host an in-state media event in early November. Participating partners will have the opportunity to share news directly with media in a 1:1, short meeting format allowing for focused interaction, while also receiving the opportunity to mingle during the reception portion of the event.

Opportunity Overview

- **Timing:** Early November
- **Partner Fee:** \$1,500
- **20+ media and influencer attendees at event**
- **Space is limited to 12 partners**

This opportunity will open for registration on Monday, Sept. 25 at 10 a.m.



PR Opportunity: Virtual Meet & Greet with Travel Texas PR Team

To promote dialogue and idea sharing with destination partners across the state, the Travel Texas PR team will conduct 1:1 virtual sessions with destination representatives.

These 30-minute meetings will allow partners to meet members of the Travel Texas PR team, share key updates from their destination and learn more about how to best engage in the state's robust and ongoing news engine program.

Opportunity Overview

- **Timing:** Week of December 4 - 8, 2023
- **Partner Fee:** There is no cost to participate in this program

Upon registration, a member of the Travel Texas PR team will contact you to schedule your virtual session.



How To Enroll



Co-Op Enrollment Instructions

First-come, first-served. Newly available opportunities include the Dedicated Instagram Feature and Texas Media Event, and partners may sign up via the Travel Texas enrollment form.

- Registration link will be emailed to industry partners via the Travel Texas industry newsletter ahead of sign up:
 - Registration for the Texas Media Event will begin on September 25 at 10 a.m. CDT.
 - Registration for the Dedicated Instagram Feature will begin on October 10 at 10 a.m. CDT.

Submission of form indicates intent to participate from industry partners.

- Use form to identify preferred timing for the Dedicated Instagram Feature opportunity, as well as interest to participate in the upcoming media missions.
- You will see a thank you confirmation appear upon successful completion of the form.
- If participation is accepted, MMGY will contact you to confirm preferences, submit invoicing and begin creative discussions.



Co-Op Enrollment Instructions

If interested in any of these opportunities, please contact:

Travel Texas Social Media

For all social media-related opportunities, please contact MMGY

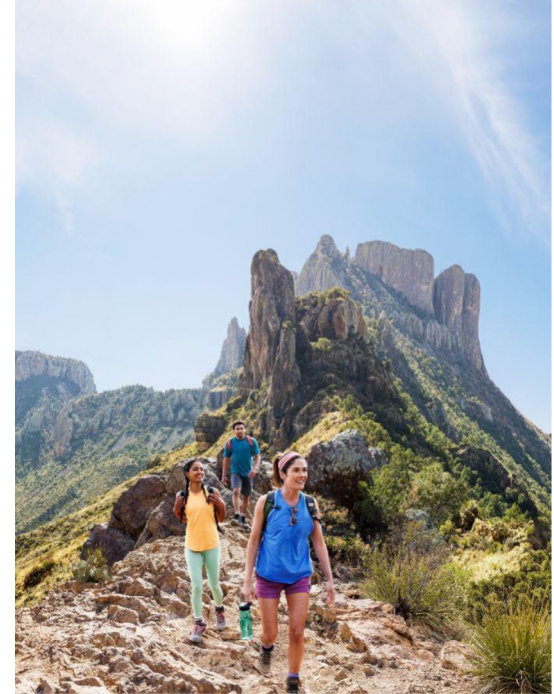
Travel Texas PR

For all PR-related opportunities, contact NJF PR

April Bear

Communications Specialist
Travel Texas

If participation is accepted, MMGY will contact you to confirm content and submit invoicing where relevant. Further details can be found here: [Travel.Texas.gov](https://www.Travel.Texas.gov)





THANK YOU!