



TRAVEL TEXASSM

FY25 STRATEGIC MARKETING PLAN

TABLE OF CONTENTS

Advertising	4
Public Relations & Marketing	12
Trade Marketing	20
Co-Op	28
Research	33
Tourism Friendly Texas	39





Travel Texas is the only entity responsible for promoting Texas as a premier travel destination in out-of-state domestic and international markets, thereby generating travel to the state and ultimately creating revenues and jobs.

Travel Texas is comprised of three program areas:

Advertising – promotes Texas through domestic & international media via television, digital, out of home, and other media channels, to expand perceptions of Texas as a leisure travel destination, and drive consumers to the www.TravelTexas.com website for Texas travel resources and inspiration.

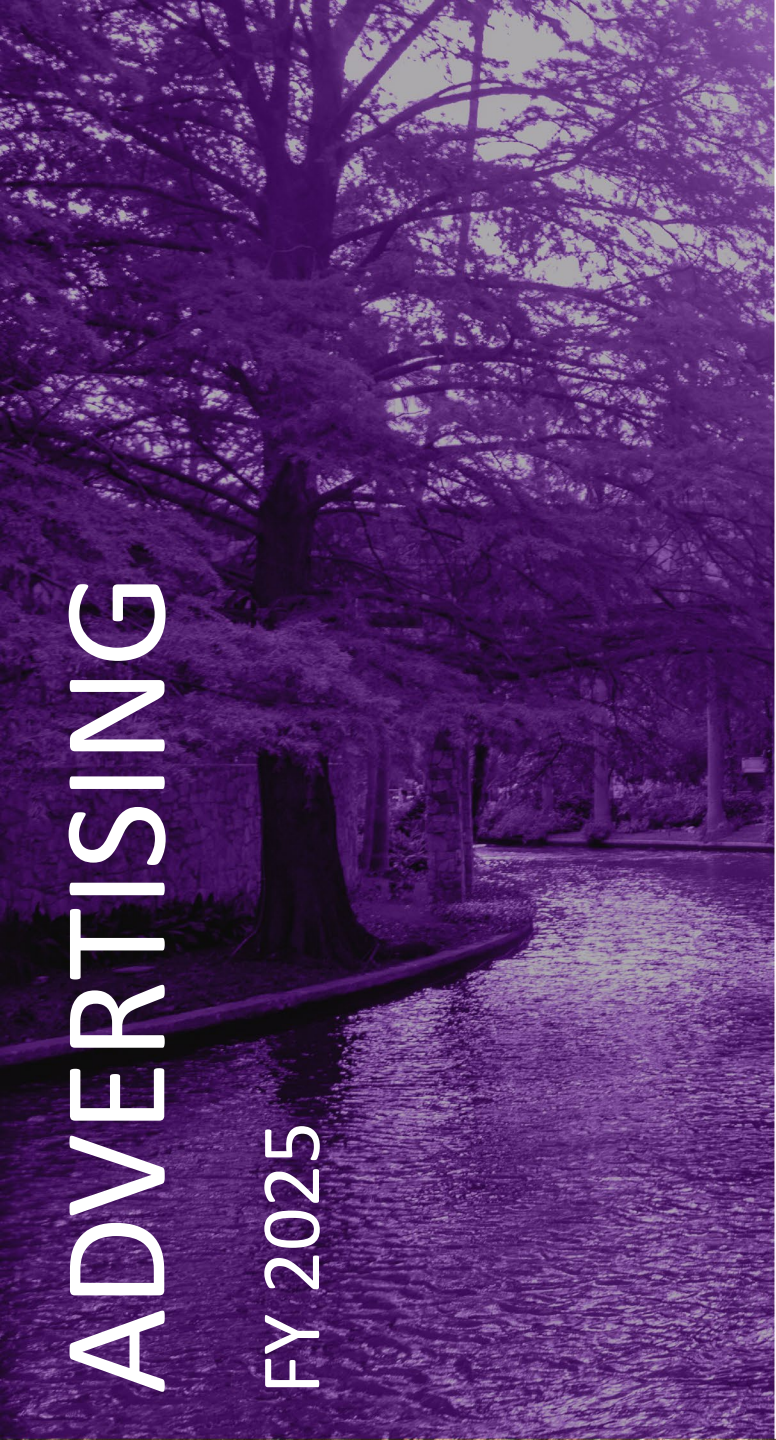
Public Relations & Marketing – proactively targets media, influencers, travel trade professionals, and industry leaders to promote and inspire Texas travel through social media, travel trade shows, sales and media missions, and consumer promotions.

Research & Development – provides primary research on Texas travel industry topics including domestic and international travel, the economic impacts of travel and tourism, and data analysis regarding travel trends, advertising effectiveness, and accountability measures. This area also manages the Tourism Friendly Texas Certified Community program.



ADVERTISING

FY 2025





Advertising helps to keep Texas top of mind throughout all stages of the trip planning process from dreaming and inspiration to planning and booking.

The Travel Texas advertising program area produces advertising & marketing campaigns promoting Texas as a premier travel destination through regional, national, and international advertising.

The advertising team also maintains the [TravelTexas.com](https://www.traveltexas.com) website, designed to inspire and offer resources, unique experiences, and imagery to Texans and non-Texans.





The primary focus of the FY25 advertising program is the domestic campaign as it produces the greatest opportunity to reach potential leisure travelers efficiently, while delivering the highest awareness levels and largest return on ad spend.

Domestic media will concentrate on reaching potential leisure travelers, while delivering the highest awareness levels and ROI.

Campaigns will run throughout the fiscal year (September 2024 – August 2025), with a boost during the primary travel planning season (February 2024 – May 2025).

International travel is vital to the Texas travel industry and Travel Texas will continue to promote the state in top producing international markets (including Canada, the UK, Germany, and Australia) through targeted advertising opportunities.





OBJECTIVES:

- Increase awareness and consideration for leisure travel to and within Texas. Provide inspirational information to the traveler who is actively seeking out information about travel to Texas.
- Drive traffic to the website for inspirational and helpful content related to travel to Texas. Increase intent to book a trip to Texas.

AUDIENCES:

- A combination of interest and demographic based segments.

GEOGRAPHY:

- National, excluding Texas. The intent is to reach non-Texans and inspire them to visit Texas.





A combination of demographic and interest-based segments to include:

Primary Demographic Based Audience:

- Families, adults with child(ren) under 18 in the HH, HHI \$75K+
- Adults, currently aged 25+, married/partnered or single without kids in the HH, HHI \$75K+

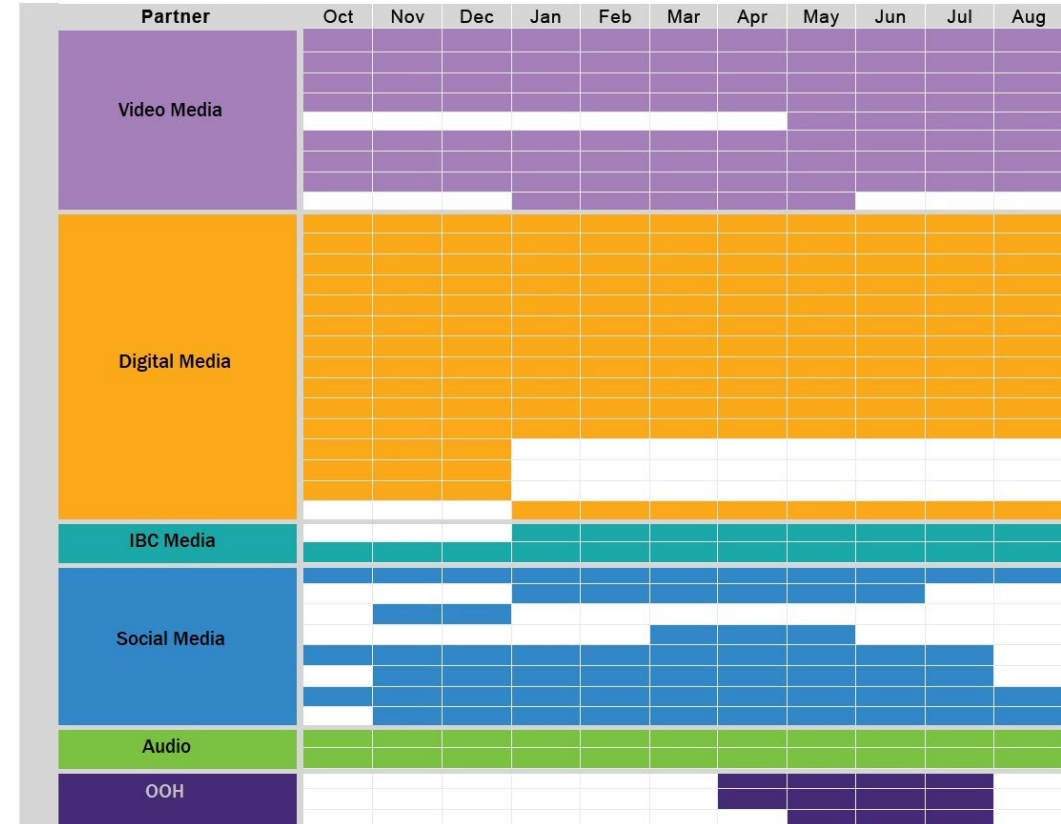
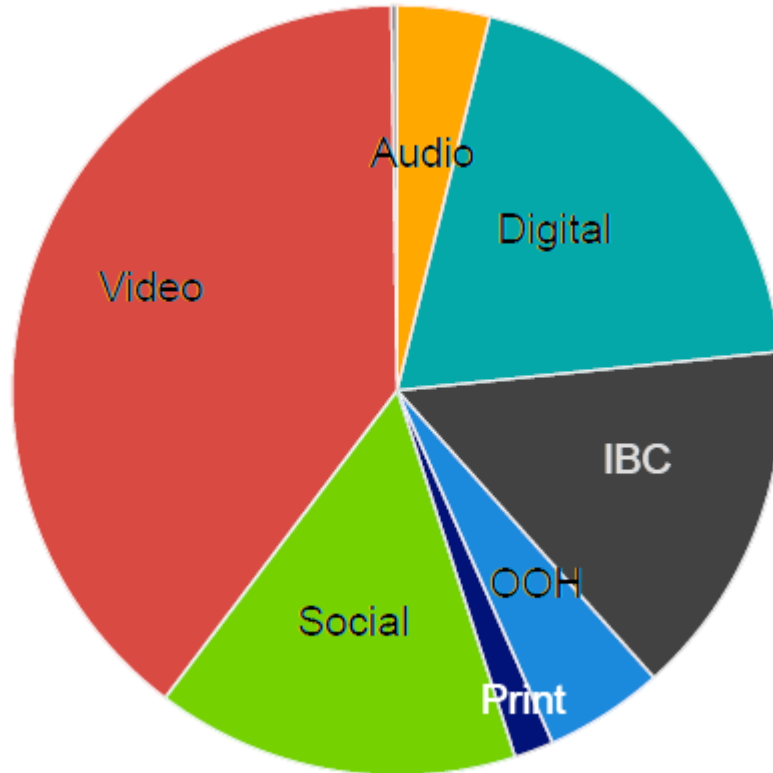
Interest Based Segments

- Budget Travelers, Adults 25+ showing interest in budget, affordable travel.
- Affluent Travelers, Adults 25+ with signals of higher income and showing interest in luxury travel.



Devoted media channels for FY25 will consist of 7 core channels, including:

- Video
- Digital
- IBC Branded Content
- Social
- Digital Out of Home
- Audio
- Print

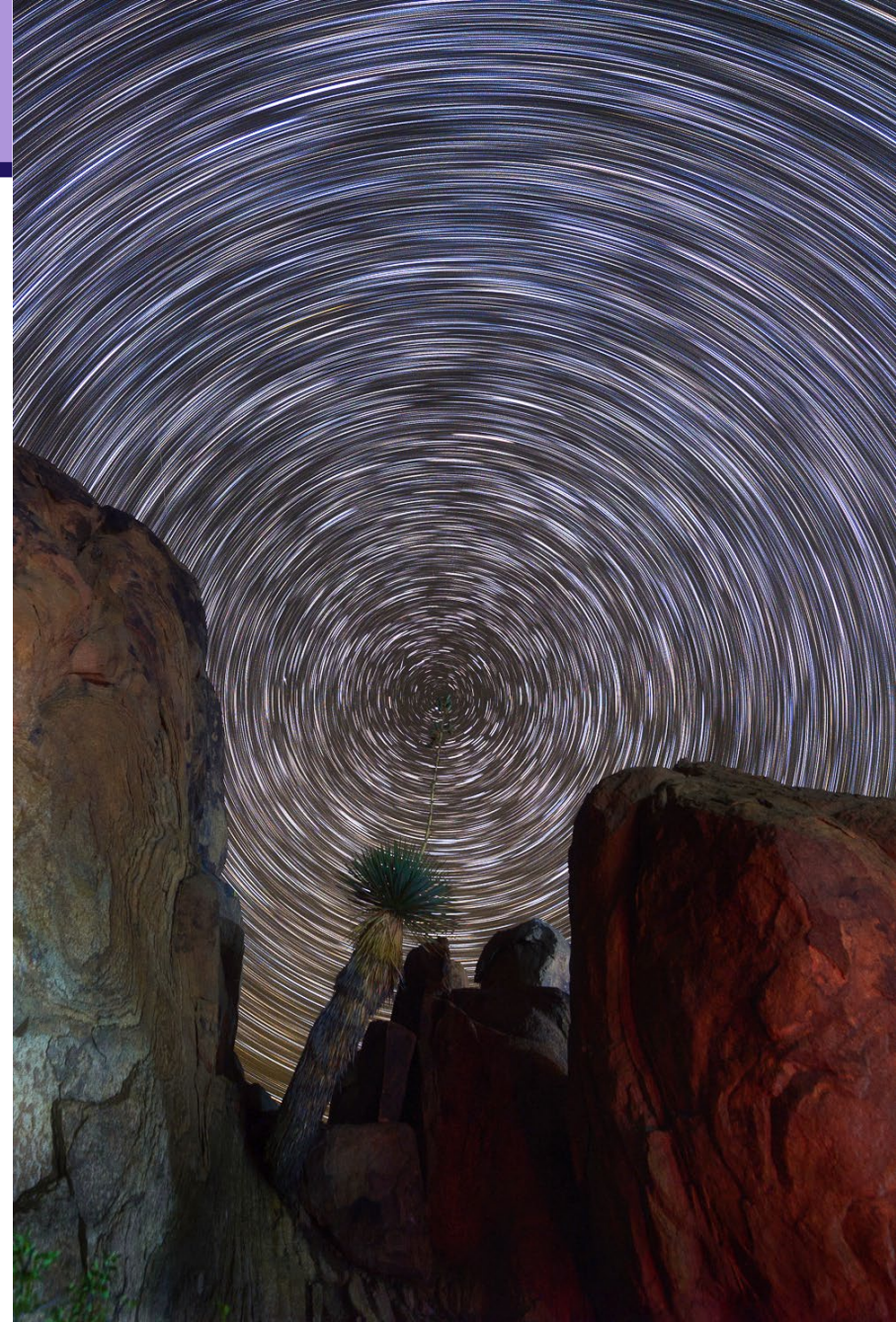


The 2025 fiscal year media plan will continue to emphasize dynamic, rich advertising, and will leverage unique and personalized media.



Priorities for major advertising categories include a variety of measurements and KPIs, such as:

- Advertising awareness and intent to travel (arrival lift) as a result of advertising and website exposure.
- Advertising impact on perceptions of Texas as a vacation destination (“makes me want to visit Texas”).
- Influenced traveler spending and ROI.
- Leads (engagement) generated by the marketing efforts (website visits, State Travel Guide downloads and orders, email sign-ups, conversion rate, video views, social media followers).
- Media and Website Optimization and KPIs.





First launched in FY20, the “Let’s Texas” campaign is about showing Texas’ welcoming hospitality, both in the people that are here and the wealth of diverse landscapes and experiences available in the Lone Star State.

In 2025, Travel Texas will bring a new dimension to “Let’s Texas” with the premier of a new advertising campaign. This campaign will bring “Let’s Texas” to life by leaning into the tagline of Let’s Texas, allowing the audience to fill in the blank of “Let’s” with any activity or destination. The kayaking family can go to Big Bend. The foodie couple can dine their way across Dallas. Texas has the potential, not to be everything to everyone, but to offer the right experiences to different people.

The campaign will feature video ads that will run online and on digital/connected TV as well as a variety of print, digital, out-of home, audio, and social assets that will integrate with the highly popular custom trip builder at TravelTexas.com.



**LET'S[®]
TEXAS**

PR & MARKETING

FY 2025





Public relations drives positive media attention, social engagement and destination awareness through the Travel Texas campaign to increase bookings, repeat visitation, and economic impact.

Efforts include generating national press coverage, in-person media events and familiarity visits, consumer activations, and social media outreach throughout the year.





- Stimulate interest in travel to Texas by generating impactful and positive regional and national press coverage in print, online, and broadcast outlets.
- Drive an increase in meaningful engagements across owned social channels and elevate social content.
- Continue to change perceptions by promoting Texas' diverse travel experiences through the Travel Texas integrated marketing campaign.
- Maximize partner participation to unify messaging across the state and generate increased awareness and results.
- Position Texas as a premier year-round travel destination by promoting unique and on-trend attributes to travelers eager to get out and explore.
- Increase travel dispersal across all regions of Texas, as well as visitor spend in-destination.

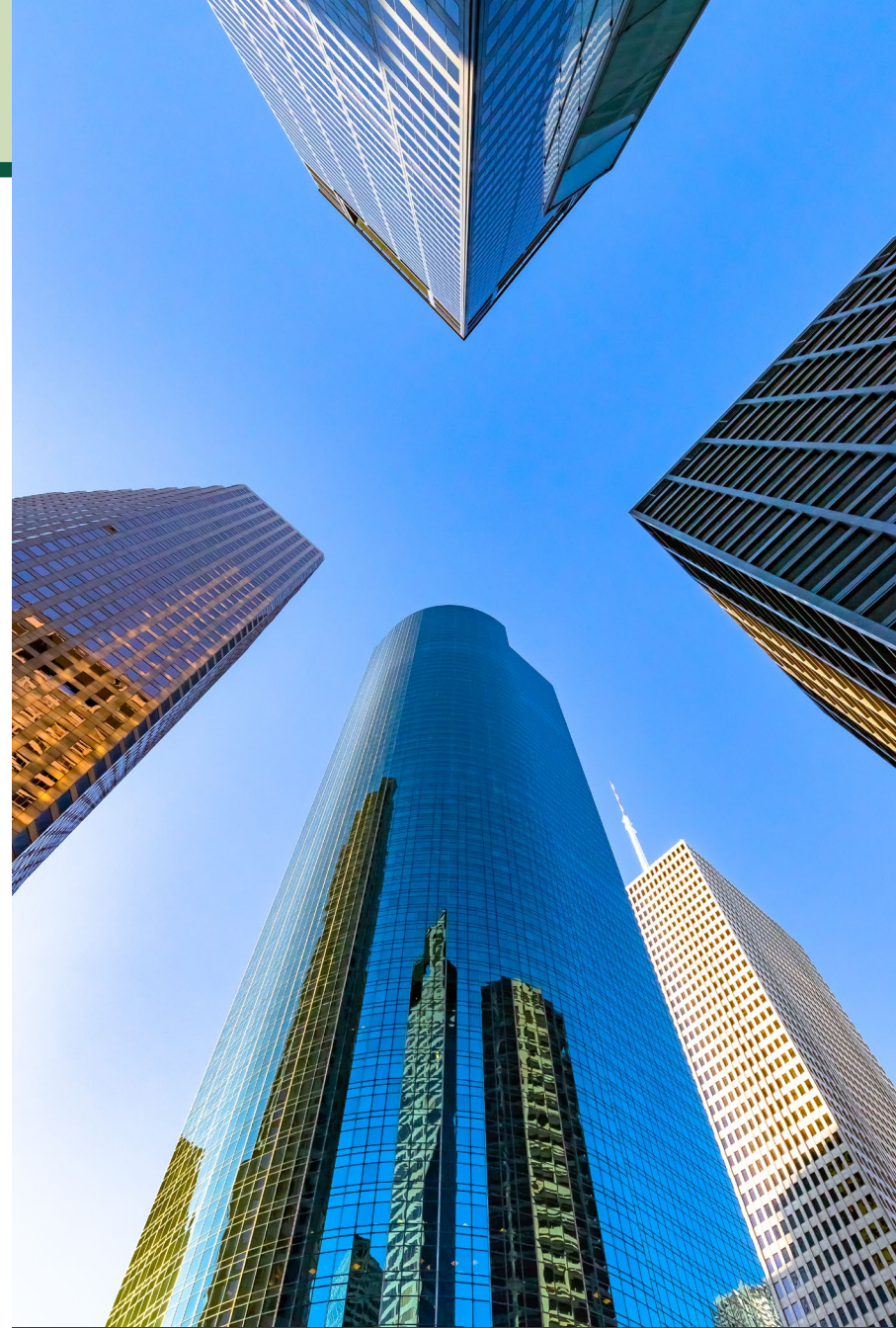


Travel Texas PR efforts aim to secure regional coverage as well as in primary national (U.S.) and international markets throughout the 2025 fiscal year.

The Public Relations program works proactively with media, travel trade, and industry leaders to generate positive media coverage for the Texas travel experience.

Tactical elements include:

- Ongoing proactive pitching
- Media Missions – Virtual and In-Person
- Hosted Press Trips
- Partnerships with national travel, outdoor, and lifestyle brands
- Consumer activations

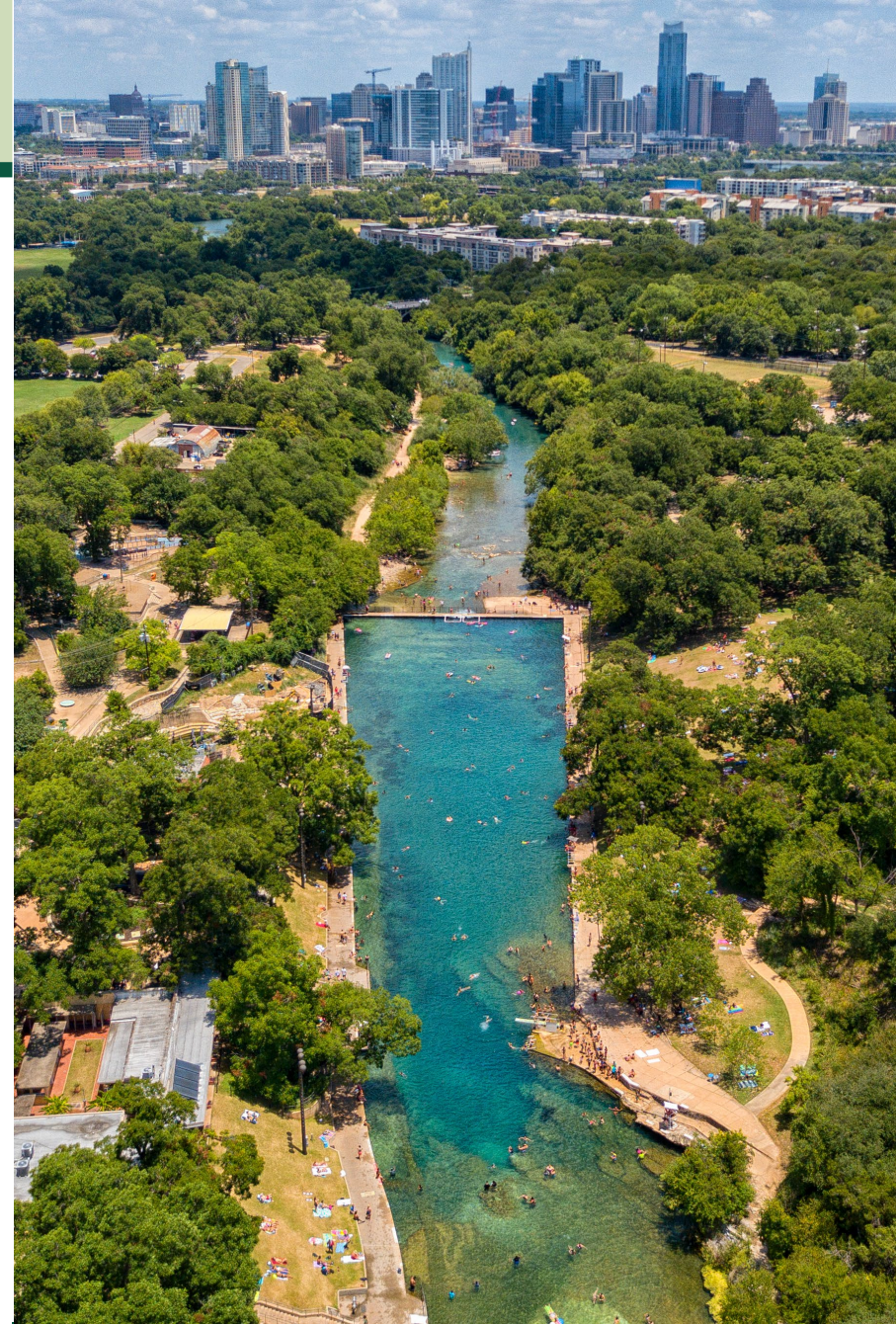




Continue to evolve our approach to social-first imagery and video to ensure alignment with platform best practices and users on key social media platforms, Facebook, Instagram, Pinterest, YouTube, and LinkedIn.

Tactics include:

- Curated content highlighting Texas destinations and activities.
- Introduction of episodic video series concepts to further drive engagement around priority/campaign messaging.
- Increasing the volume of UGC reels.
- Create and manage a traffic campaign on Meta with the goal of driving traffic to [TravelTexas.com](https://www.traveltexas.com).
- User Generated Content (UGC) engagement via the state's official hashtags, [#TexasToDo](#) and [#LetsTexas](#).
- Engage and partner with a diverse set of influencers to encourage new audiences to travel to Texas throughout the year.





Travel Texas works proactively to promote the Texas travel experience through marketing activities, such as:

- Travel Trade Shows
- Press Trips
- Consumer Promotions
- Social Media
- Media Relations
- Broadcast Opportunities





Virtual and in-person media missions continue to be an invaluable tool for connecting with journalists outside of major media markets.

In FY25, Travel Texas will execute a series of virtual and in-person media missions, inviting regional and national journalists to participate, keeping Texas top of mind for upcoming media opportunities.

- Feature major new openings, attractions, and events, blended with captivating under-the-radar destination offerings with unique story angles.
- Organize presentation format to offer more opportunities for conversation and interaction.

Locations for Media Missions will include:

- Texas
- Atlanta
- New York

Co-Op participation for FY25 Media Missions will be announced later this fall/winter.





Consumer engagement events for FY25 will be announced later this fall/winter.



TRADE MARKETING

FY 2025





The Trade Marketing team participates in domestic and international trade marketing and consumer programs, facilitating paths to make connections with top domestic and international trade contacts.

Travel Texas also promotes relationships with key destination partners to market Texas' many stories and keep Texas top of mind with travel trade professionals including tour operators, OTAs, travel agents, industry organizations, airlines, and media.

Current upcoming travel trade events are on the following pages. For the complete Travel Texas marketing & trade events calendar, including partner opportunities, visit: [Travel.Texas.gov](https://www.travel.texas.gov)





Travel Texas works proactively to promote the Texas travel experience through marketing activities, such as:

- Travel Trade Shows
- Sales and Media Missions
- Educational Seminars
- Familiarization Tours
- Consumer Promotions
- Social Media
- Media Relations





TRADE SHOWS & TRADE MISSIONS EVENTS

October 8-10, 2024	IMEX America – Las Vegas, Nevada
February 1-4, 2025	American Bus Association – Philadelphia, Pennsylvania
February 9-12, 2025	International Inbound Travel Association (IITA) – Salt Lake City, Utah
January 6-9, 2025	Go West Summit (GWS) – Palm Springs, California
June 14-18, 2025	IPW – Chicago, Illinois
August 22-26, 2025	Student & Youth Travel Association (SYTA) – Savannah, Georgia

MEDIA MISSIONS

January 22-23, 2025	International Media Marketplace (IMM) North America – New York City, New York
February 2025	Texas Media Mission
March 2025	Atlanta Mini Media Mission
April 2025	New York Media Mission
July 2025	Virtual Webinar

TEXAS TRAVEL INDUSTRY EVENTS

October 14-16, 2024	Travel Texas Summit – Houston, Texas
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ASIA

October 21-22, 2024	International Media Marketplace (IMM) Asia – Singapore
October 31- November 6, 2024	International Travel Fair – Taipei, Taiwan
January 19-24, 2025	Brand USA India Sales Mission – Hyderabad, India
July 2025	Brand USA Japan & South Korea Travel Media & Travel Trade Sales Mission



CANADA

February 21 – 23, 2025	Outdoor Adventure Show – Toronto, ON, Canada
March 1-2, 2025	Outdoor Adventure Show – Vancouver, BC, Canada
March 2025	Canadian Media Mission – Vancouver, BC, Canada
April 2025	Canadian Reverse Marketplace
June 2025	Brand USA Travel Trade Road Show – Toronto & Montreal, Canada



EUROPE

December 2-5, 2024

December 6-17, 2024

January 9-12, 2025

February 27-28, 2025

March 3, 2025

March 12, 2025

March 23-28, 2025

May 19-22, 2025

ILTM – Cannes, France

Germany/France Mission

Vakantiebeurs – Utrecht, Netherlands

FDM Travel USA Market – Copenhagen, Denmark

IMM – Berlin

IMM – Paris

The Great USA Road Trip by Brand USA – Spain, Italy, Switzerland, Germany

IMEX – Frankfurt



UK & IRELAND

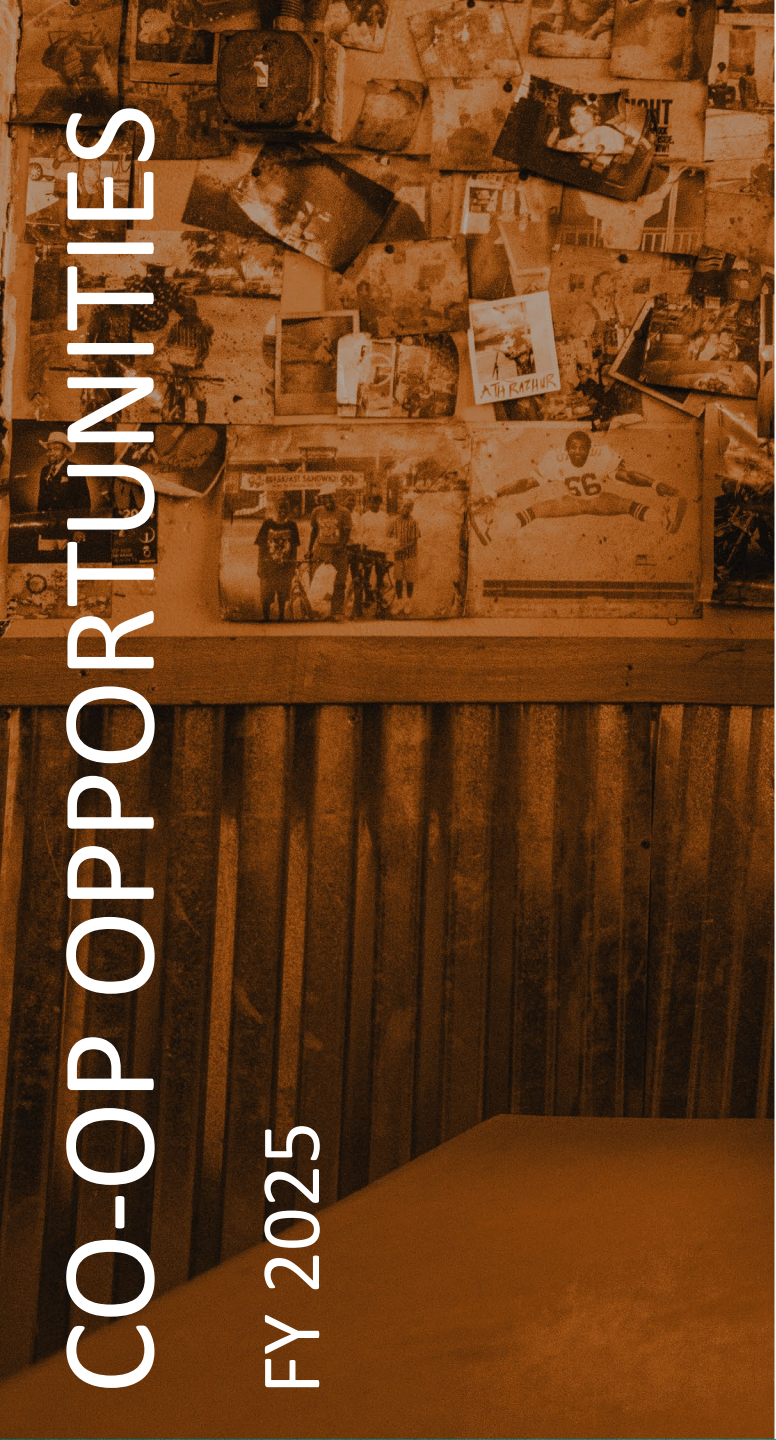
October 21-26, 2024	Brand USA Travel Week – London
January 30- February 2, 2025	Destinations – The Holiday & Travel Show – London
February 1 – 4, 2025	Destinations Consumer Show – London
March 11, 2025	Unite Visit USA – London

AUSTRALIA & NEW ZEALAND

February 10-13, 2025	Brand USA NZ/Aus
February 14, 2025	IMM Australia
February 17-20, 2025	Visit USA – Australia Sydney, Melbourne, Brisbane

CO-OP OPPORTUNITIES

FY 2025





The purpose of the Travel Texas Advertising, PR, and Trade Marketing Co-Op Programs are to leverage state and partner funding to elevate messages to travelers and encourage travel disbursement across the state.

Co-Op Programs are an opportunity to increase the value to partners and support travel campaigns and initiatives with year-round, calendar-specific, non-traditional, and bundled co-op packages.

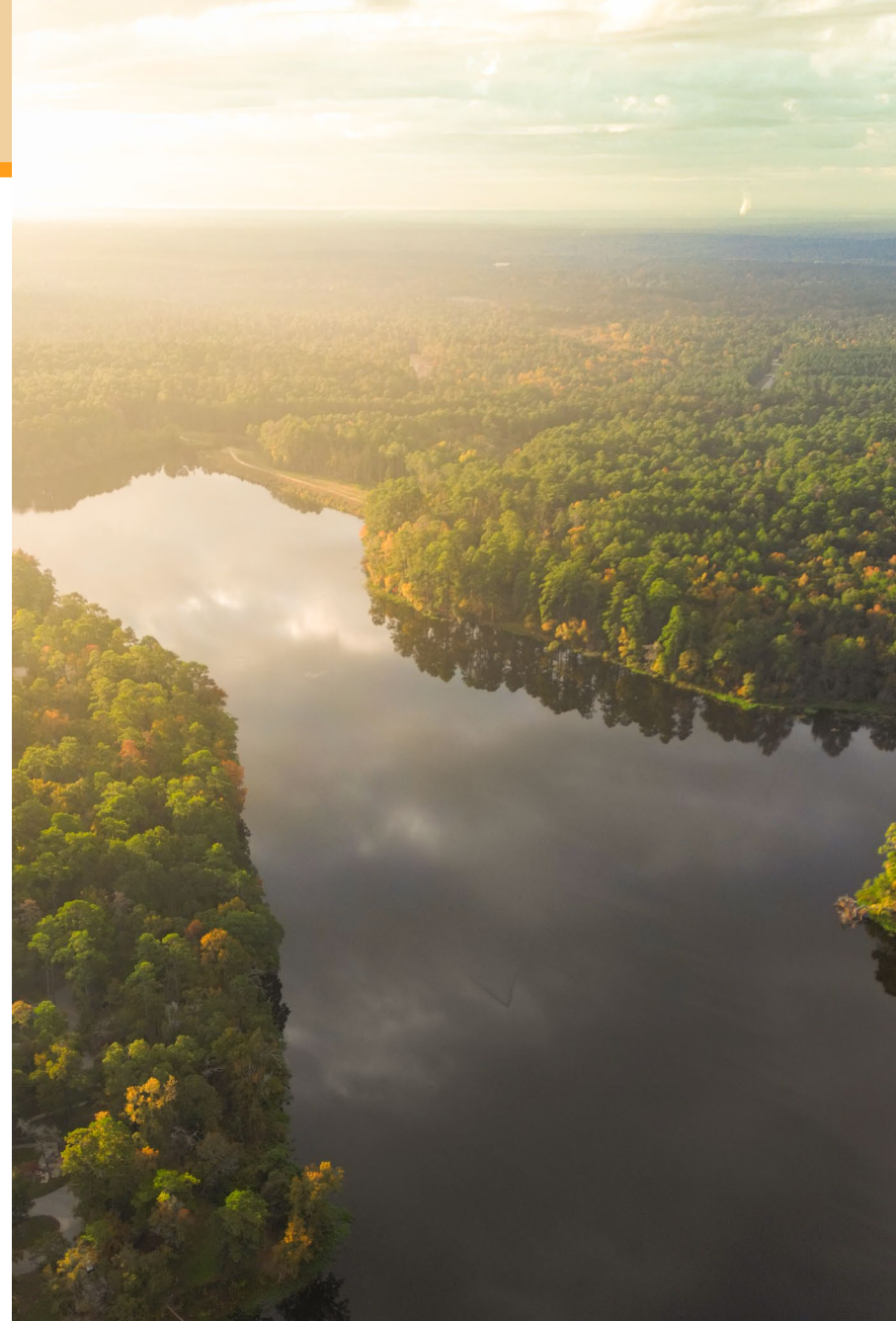
Co-Ops are available within the PR & social media, Trade Marketing (international & domestic trade events), and Advertising programs.



For a complete list of PR cooperative opportunities and program updates, please visit [Travel.Texas.gov](https://www.travel.texas.gov)

PR & Social Co-op opportunities include:

- Media Missions
- Educational Seminars
- FAM Tours
- Evergreen and Dedicated Instagram features on Travel Texas Social Media
- Consumer Activations





Advertising co-op offerings will run through August 2025 and offer low-cost opportunities to leverage Travel Texas programs to promote specific destinations or attractions.

Travel Texas will continue to offer evergreen co-op opportunities that include email newsletters and digital advertising opportunities.

For a complete list of advertising cooperative opportunities and program updates, please visit [Travel.Texas.gov](https://www.travel.texas.gov).





Contact the Marketing Trade Team at [Travel Texas](https://www.traveltexas.com) for details on how to participate. Co-op trade events include:

NORTH AMERICA

- Oct. 8-10, 2024 IMEX America – Las Vegas, Nevada
- Feb. 21 – 23, 2025 Outdoor Adventure Show – Toronto, Canada
- February 2025 Texas Media Mission
- March 2 – 3, 2025 Outdoor Adventure Show Plus Sales Calls – Vancouver, BC, Canada
- March 2025 Canadian Media Mission – Vancouver, BC, Canada
- March 2025 Atlanta Mini Media Mission
- April 2025 Canadian Reverse Marketplace
- April 2025 New York Media Mission
- June 14-18, 2025 IPW – Chicago, Illinois

EUROPE

- Dec. 2 – 5, 2024 ILTM – Cannes, France
- December 6-17, 2024 Germany/France Mission
- May 19-22, 2025 IMEX – Frankfurt

TRAVEL RESEARCH

FY 2025

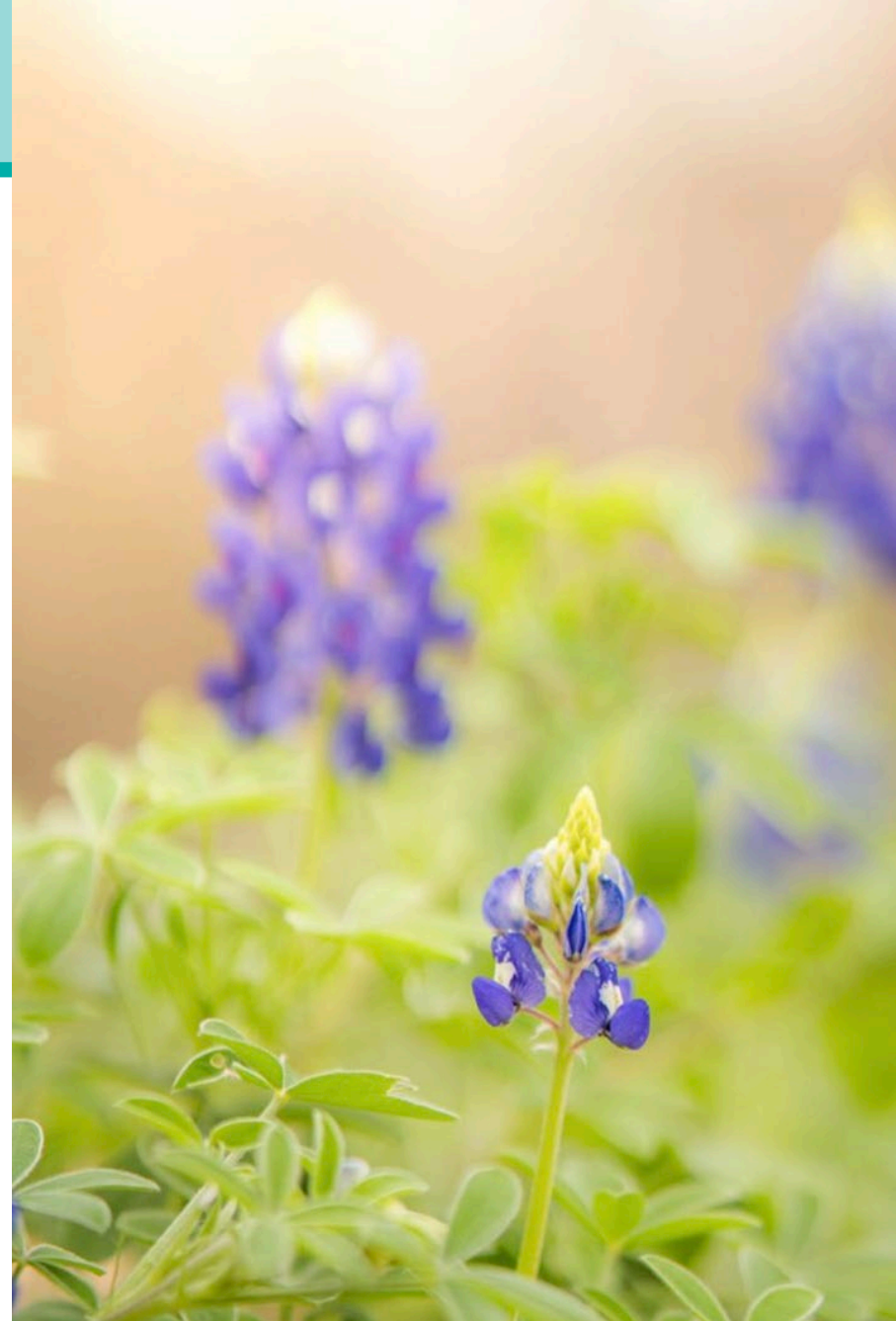




Travel Texas monitors many data points to track industry barometers and inform planning. Please visit [Travel.Texas.gov](https://www.travel.texas.gov) for curated research summaries and to request detailed reports.

Economic impact of travel data including spending, tax, and job impacts are available for Texas cities, counties, and regions in an interactive dashboard.

Visitor studies and ongoing advertising effectiveness research helps to guide tourism promotion and ultimately measure the return on investment.





Texas welcomed 226.9 million visitors between January and December 2023. Visitor trip volume to and within the state is up 9.5 percent from 2022 and is above 2019 visitor estimates. Visitors spent an average of 2.8 days traveling in the state, leading to over 634.3 million visitor days.

Trip volume from out-of-state visitors grew at a faster rate than in-state visitors in 2023. Visitor volume from out-of-state grew by 13.5 percent compared to 2022 estimates while in-state trip volume grew by 7.6 percent.





An estimated 6.6 million international travelers visited Texas on an overnight trip while traveling in the United States in 2023.

- 4.2M Mexican residents
- 580,000 Canadian residents
- 1.8M Overseas residents

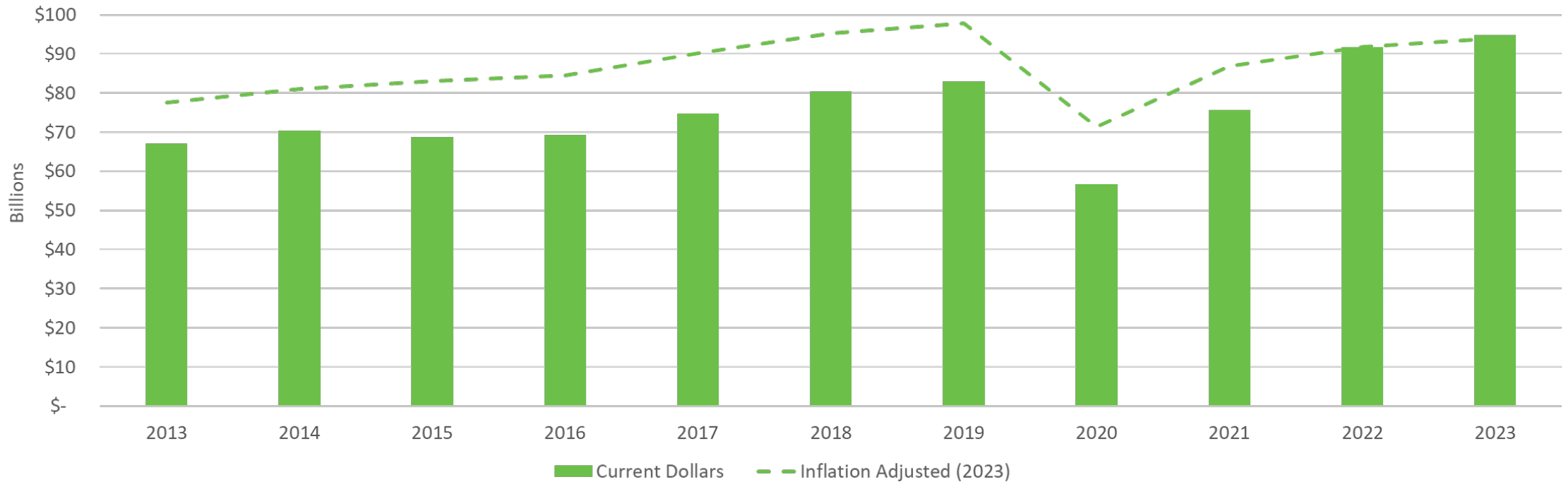
Top overseas markets by visitation include India, the United Kingdom, Germany, Australia, Brazil, France, Colombia, and Japan.



DIRECT TRAVEL SPENDING



In 2023, spending by travelers to and within Texas was estimated at \$94.8 billion. This spending generated an economic impact of \$193.8 billion supporting 1.3 million Texas jobs.



ECONOMIC IMPACT DASHBOARD



Dashboard

Impacts

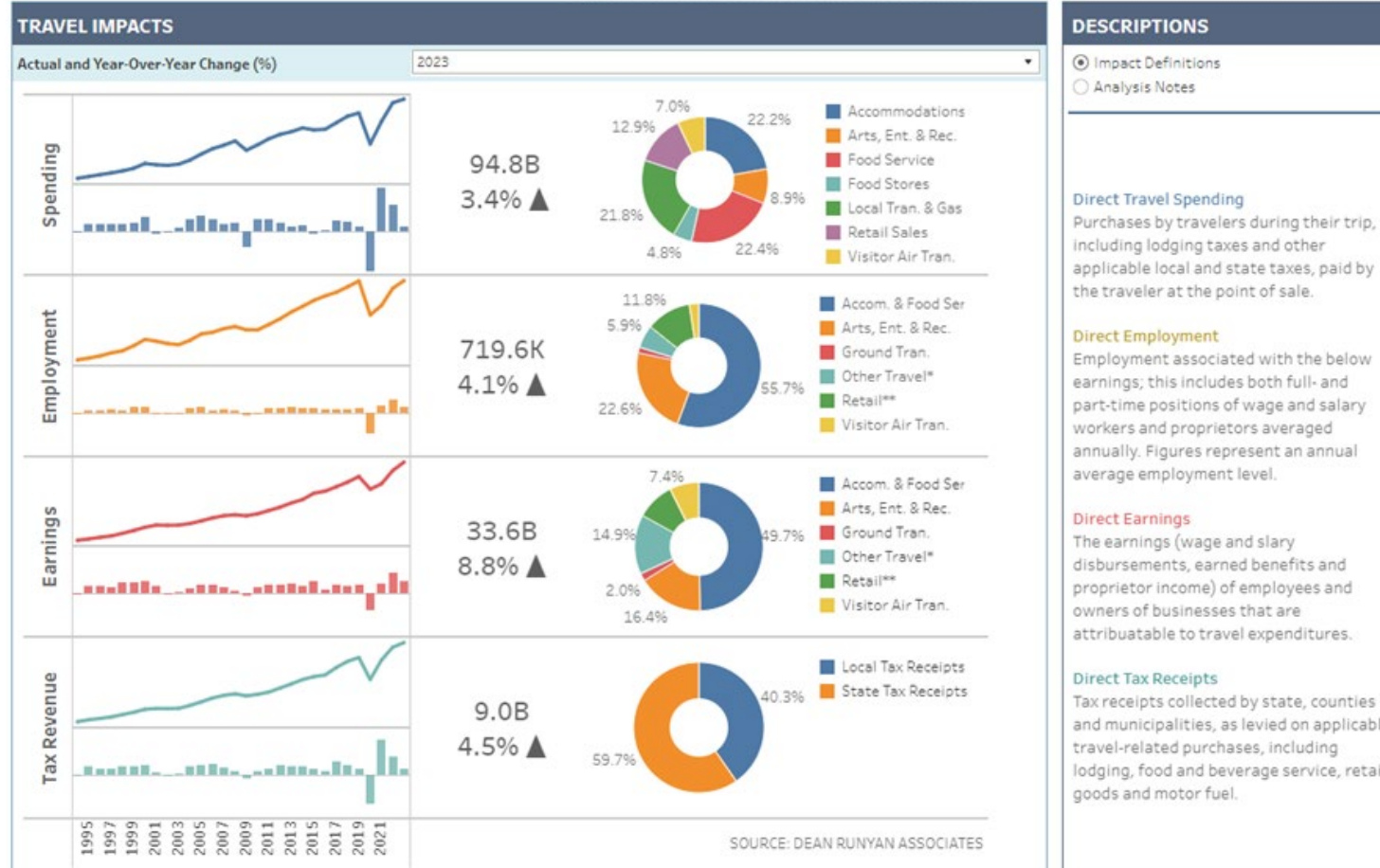
Tax per Household

Data Download

TEXAS TRAVEL RESEARCH DASHBOARD

Last updated April 2024. Estimates are preliminary and subject to revision as additional data becomes available.

Select a Location State: Texas



Use the economic impact dashboard to learn more about the impact of travel and tourism in your community. New this year, tax per household data is available on the dashboard.

View on Tableau Public

Share



Out-of-state advertising generated \$246 million in state tax revenue in FY24. An increase of 18% over FY23 with the continued Get Your Own Trip to Texas campaign.



TOURISM FRIENDLY TEXAS CERTIFIED
COMMUNITY PROGRAM

FY 2025





A new designation created to encourage communities across Texas to pursue tourism as an economic development strategy and provide resources to support those efforts.

The program is open to local governments or non-profit organizations that serve as the lead for tourism promotion and development efforts in the community.

Only ONE entity may apply for a Tourism Friendly Texas Certified Community designation for a given area.

Complete the certification in three steps:

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

Enrollment for the second year opens in January 2025. For more information, visit the [Tourism Friendly Texas website](#).



CONTACT TRAVEL TEXAS

Travel Texas is a division of the Texas Economic Development & Tourism Office in the Office of the Governor. Travel Texas markets Texas as a premier travel destination to domestic and international travelers, thereby generating travel to Texas destinations, that in turn, increase revenues and creates jobs for Texas communities.

Learn more about Travel Texas visit:
www.Travel.Texas.gov

