



==== *It's like a* ====

WHOLE OTHER COUNTRY

====

TEXAS TOURISM FY 2015 MARKETING PLAN

MISSION STATEMENT:

Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a tourist destination in out-of-state domestic and international markets, thereby generating non-Texan travel to the state and ultimately creating revenues and jobs.

Texas Tourism provides a truly integrated marketing effort. The functions and services of each of the three interrelated program areas—advertising, public relations and travel research/development—support Texas Tourism's overall mission.