



==== *It's like a* ====  
**WHOLE OTHER COUNTRY**  
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# TEXAS TOURISM FY 2017 MARKETING PLAN

## *Advertising- Co-Op*

### **CO-OPERATIVE OPPORTUNITIES:**

The 2017 Co-op Advertising is currently in development and will be available for purchase in September 2016. Please visit <http://travel.texas.gov/advertising-marketing/> for more information and to view the current co-op opportunities.