



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

Advertising - International Media

OVERVIEW:

International efforts will focus on the following markets and media strategies to generate travel to Texas:

<ul style="list-style-type: none">• <i>Canada</i><ul style="list-style-type: none">* TV* Online video & display advertising* Search media* Social* Out of home media* Consumer/trade magazine • <i>Mexico</i><ul style="list-style-type: none">* TV* Online video & display advertising* Search media* Newspaper* Consumer/trade magazine* Social • <i>Brazil</i><ul style="list-style-type: none">* Online display advertising* Search media* Newspaper* Consumer/trade magazine* Social • <i>China</i><ul style="list-style-type: none">* Online video & display advertising* Search media	<ul style="list-style-type: none">• <i>Germany</i><ul style="list-style-type: none">* TV* Online video & display advertising* Search media* Social* Consumer/trade magazine • <i>UK</i><ul style="list-style-type: none">* TV* Online video & display advertising* Search Media* Social* Consumer magazine* Out of home media • <i>Australia</i><ul style="list-style-type: none">* Online video & display advertising* Search Media* Social* Consumer magazine* Out of home media
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INTERNATIONAL OBJECTIVES:

The advertising efforts in each country are aimed to build awareness of Texas as a premier vacation destination that appeals to all interests among the international consumer and travel trade audiences. Additionally, seek to leverage media to maximize inquiries/requests for travel packages while also providing co-op opportunities for partners in the international markets.

To view full International Media Plan please visit <http://travel.texas.gov>.