TEXAS TOURISM
FY17 INTERNATIONAL FLOWCHART
Version: Media Recommendation for ATB approval
Date: 10/7/16

	September				October					November				December					January				February				March				April					May				June				July					August			
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
DIGITAL																																																					
Mafengwo																																																					
Specific Destination Homepage – USA														11/28	12/11																		4/10	4/23													7/10	7/23					
Specific Destination Homepage – USA city														11/28	12/11																		4/10	4/23													7/10	7/23					
Travel Blog Page – USA Oriented														11/28	12/11																		4/10	4/23													7/10	7/23					
Lotour																																																					
U.S. Specific Destination Homepage														11/28	12/11																		4/10	4/23													7/10	7/23					
Homepage														11/28	12/11																		4/10	4/23													7/10	7/23					
Qyer																																																					
Destination Homepage														11/28	12/11																		4/10	4/23													7/10	7/23					
BBS_Travel Note Page – USA														11/28	12/11																		4/10	4/23													7/10	7/23					
Q&A Result Page - USA														11/28	12/11																		4/10	4/23													7/10	7/23					
i-Click																																																					
Travel Network Buy														11/28			12/25																4/10			5/7											7/10				8/6			
Online Video Sites														11/28	12/11																		4/10			5/7											7/10			7/30				
Baidu																																																					
Paid Search														11/28			12/25																4/10			5/7											7/10			7/30				
Ad Tracking (Miaoxhen)																																																					
DIGITAL TOTAL																																																					
Contingency																																																					
CONTINGENCY TOTAL																																																					
GRAND TOTAL																																																					

Notes:
- Media recommendation for approval by client