



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

WHOLE OTHER COUNTRY

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# TEXAS TOURISM FY 2017 MARKETING PLAN

## **Mission Statement:**

*Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a premier travel 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.*