



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

France

OVERVIEW:

The French continue to travel and have an average of 35 holiday days per year. They will most likely use this time for travelling to both short and long haul destinations depending on budget.

The National Institute of Statistics and Economic Information announced encouraging perspectives for showing a small but steady growth in French travelers which will most likely have an impact on the bookings for long haul destinations. Some of the trends in France are that travelers are looking for perceived safe destinations such as the US. The internet will further gain importance as an information gathering and booking tool for customized as well as last minute travel.

VISITOR DATA:

An estimated 52,000 travelers from France visited Texas in 2015, a decline of -8.8% from the previous year. These visitors stayed an average of 8.6 nights in Texas generating \$38 million in direct spending. There are direct flights from Paris to DFW and Houston on American Airlines and Air France, respectively, with each flight operating daily. Travel from France to Texas is forecast to increase by 16.8% by 2020.

FRANCE TO TEXAS (2015)
Visitor Volume: 52,000
Direct Travel Spending: \$38 million
Avg Nights: 8.6

Arrivals from France to the United States were estimated at 1.75 million in 2015, an increase of 6%. Direct travel spending within the U.S. from France was estimated at \$5.7 billion, a slight 3% decrease from last year's record-breaking spend. Travel from France to the United States is forecast to increase by 15% by 2020.

The Netherlands

OVERVIEW:

In the Benelux traveling is a passion for a lot of inhabitants; a vacation is considered a right rather than a privilege. In Belgium, The Netherlands and Luxembourg, employees receive “vacation money”, which is 8% of their annual gross income and paid between May 1 and June 30. In addition to the extra income, everyone receives 25 vacation days and an average of 9 bank holidays.

The Benelux traveler wants to truly experience the country and travel like a local. They are seeking an authentic experience, whether it's at a local off-the-beaten path destination or one that offers a unique cultural experience which they also want to share with their friends on social media platforms.

The trend to “give back” as in helping the environment and local communities will continue to grow in 2017. Hotels and professionals in the travel industry are making changes to enforce responsible travel and protect destinations. As travelers become more aware of the importance of sustaining and preserving the environment and communities, they are increasingly choosing to travel responsibly to ensure that their experience does not have a negative impact on their surroundings.

Festivals and events are becoming a very important reason to travel, especially those dealing with Music and food, which are attracting many tourists from all over the world. The festivals and events will be incorporated into their itinerary and may be a reason to plan for a specific destination.



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The Netherlands

VISITOR DATA:

An estimated 49,000 travelers from the Netherlands visited Texas in 2015, a decline of -9.3% from the previous year. These visitors stayed an average of 8.7 nights in Texas generating \$37 million in direct spending. There are direct flights from Amsterdam to DFW on KLM Royal Dutch Airlines and to Houston on KLM Royal Dutch Airlines and United Airlines. The DFW route is offered a couple of times a week, while the Houston routes are offered daily. Travel from the Netherlands to Texas is forecasted to increase by 33.8% by 2020.

NETHERLANDS TO TEXAS (2015)
Visitor Volume: 49,000
Direct Travel Spending: \$37 million
Avg Nights: 8.7

Arrivals from the Netherlands to the United States were estimated at 655,000 in 2015, an increase of 2%. Travel from the Netherlands to the United States is forecasted to increase by 9% by 2020. The direct travel spend by the Netherlands within the United States has not yet been made available.

MARKETING ACTIVITIES:

Within the secondary feeder markets in Europe, Texas Tourism promotes the state's travel product directly to European consumers through consumer shows, media and co-op marketing activities in order to increase awareness and demand for the destination. Packaged travel obtained from travel agents or directly from tour operators is still an important part of the European international long-haul travel purchase process. Because of this, Texas Tourism markets to tour operators and travel agents to increase Texas product offering and knowledge of the destination. To achieve these goals Texas Tourism markets the Texas travel product to tour operators at European and international trade shows while developing and coordinating co-op marketing opportunities, training travel agents and hosting familiarization tours for travel trade and media.

Travel Trade Shows:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
Vakantiebeurs	January 11-15, 2017	Utrecht, Netherlands

Consumer Shows:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
"USA Go Wild" Event	Sep. 23-25, 2016	Amsterdam, the Netherlands