



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

## *Public Relations*

### **OVERVIEW:**

This area works proactively to target consumers and works with the travel trade and media industries throughout the United States and international markets including Mexico, Canada, Europe, Latin America and Asia. Through trade shows, sales and media missions, trade and media familiarization tours, educational seminars, and consumer promotions; Public Relations promotes the Texas leisure travel and meetings market product. Public Relations creates co-op opportunities for travel industry partners, as well as offers travel trade and media leads online to Texas industry partners at [www.travel.texas.gov](http://www.travel.texas.gov).

### **OBJECTIVES:**

- Increase travel to Texas
- Build and maintain awareness and packaging of Texas as a premier vacation and meeting destination, targeting domestic and international audiences with the highest propensity for travel
- Increase awareness of the many and diverse travel experiences throughout Texas
- Market Texas as a meeting/convention destination
- Emphasize digital and social media delivery to drive consumer engagement

### **STRATEGIES:**

- Market Texas at travel trade events and tradeshow in key markets
- Organize sales and media missions to primary markets, allowing in-state travel partners co-op opportunities to promote and market their travel product
- Conduct media and travel trade familiarization tours
- Market the Texas travel product at consumer shows
- Work cooperatively with travel industry (i.e. tour operators, airlines, hotels, etc.) to increase Texas product packaging and leverage their extended consumer audience reach
- Leverage media opportunities such as digital, mobile and social channels to extend the Texas brand message, engage potential visitors and encourage viral activities
- Contract full-time representation or ad-hoc services as necessary within markets to assist in marketing the Texas travel product to consumers, travel trade, meetings and media markets