



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

United States

OVERVIEW:

Visitor volume to U.S. destinations increased by 3.3% in 2015 with business travel growing slightly faster than leisure (5.0% and 2.8% respectively). Popular activities for U.S. travelers on either a leisure or business trip in 2015 include visiting friends and relatives, a culinary/dining experience, shopping, beach/waterfront activities, touring/sightseeing, parks (national or state), nightlife, visiting historic sites, museums/art exhibits, and others.

Marketing and public relations activities will encourage engagement around these popular activities along with other events and attractions around the state of interest to travelers. The plan will leverage the power of traditional media – print and TV - to ensure that the Texas story reaches broad, mainstream audiences, along with the inclusion of digital media to amplify the public relations outreach. Within the digital media scope activities will utilize the states owned social media platforms including Facebook, Twitter and Instagram to amplify the audience reach via an extensive editorial calendar.

Marketing and public relations activities will target consumers, media and travel trade audiences in key domestic markets including in-market media missions to both national and local media.

The visitor data below represents all domestic travel to Texas destinations (leisure, business, resident, non-resident, day trip or overnight) while the target audience data looks at non-resident overnight leisure visitors to Texas only. On average, travelers from outside of Texas stay longer and spend more per visit than in-state travelers.

VISITOR DATA:

Domestic visitor volume to Texas destinations in 2015 was estimated at 255 million person-stays (visitors), an increase of 5.2%. Leisure travel related purposes account for roughly 70% of domestic travel to or within the state with the remaining 30% for business related purposes. Business travel increased faster than leisure travel at Texas destinations in 2015 (6.5% versus 4.8% respectively). The table below shows top Texas destinations for domestic travel by Metropolitan Statistical Area (MSA's) and rural or counties not within an MSA.

DOMESTIC VISITORS TO TEXAS DESTINATIONS (2015)

Top Five Texas Destinations by MSA (millions)		Texas Destinations by MSA (3,000,000 - 10,000,000 visitors)	Texas Destinations by MSA (1,000,000 - 3,000,000 visitors)
Houston-Baytown-Sugar Land	41.78	Corpus Christi	Longview
Dallas-Plano-Irving	38.27	Lubbock	Midland
San Antonio	34.45	Amarillo	Wichita Falls
Austin-Round Rock	24.11	Brownsville-Harlingen	Laredo
Fort Worth-Arlington	13.91	Waco	Sherman-Denison
		Killeen-Temple-Fort Hood	Texarkana
		College Station-Bryan	San Angelo
		Abilene	Victoria
		Beaumont	Odessa
		El Paso	
		McAllen-Edinburg-Pharr	
		Tyler	

Note: Rural or counties not within an MSA was 36.23 million. For MSA definitions visit: www.census.gov/population/metro/
 Source: Data displayed is Person-Stays (visitors, D.K. Shifflet & Associates.



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TARGET AUDIENCE:

In 2015, non-resident leisure travel to Texas continued to grow across all measures. Visitor volume increased by 8.2% which was higher than overall leisure travel across the state. Non-resident overnight leisure travelers to Texas stayed an average of 2.42 nights and spent an average of \$119.50 per person per day. Summer and spring were the most popular travel seasons. Travelers who participate in any activity on average are more valuable, with higher per party spending than those who do not participate in an activity on their trip.

NON-RESIDENT OVERNIGHT LEISURE VISITORS PROFILE (2015)

Average Trip	Popular Travel Seasons	Top Activities
Length of Stay – 2.4 nights Daily Spending - \$119	Summer (33%) Spring (25%) Winter (22%) Fall (20%)	Visit Friends/Relatives Culinary/Dining Shopping Historic Sites Touring/Sightseeing Nightlife Parks (National/State) Movies Museums/Art Exhibits Concerts/Theater/Dance

Texas draws visitors from across the country. The top ten origin Designated Marketing Area's (as defined by Nielsen Media Research, Inc.) in 2015 for non-resident overnight leisure travelers to Texas, accounting for 37.9% of travel, were Los Angeles, CA; New York, NY; Oklahoma City, OK; Chicago, IL; Atlanta, GA; Denver, CO; Monroe, LA; El Dorado, AR; San Diego, CA; Albuquerque-Santa Fe, NM; and Phoenix, AZ. The top six states, accounting for nearly 40% of travel, were California, Louisiana, Tennessee, Oklahoma, Illinois, and Florida.



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Media Missions and Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
NYC Media Mission	Oct 4-5, 2016	New York City, NY
Near Market Media Mission	November 17, 2016	Oklahoma City, OK
Near Market Media Mission	April 24-28, 2017	Memphis & Nashville, TN
West Coast Media Mission	March 23, 2017	Los Angeles, CA
PRSA Travel & Tourism Conference	May 21-24, 2017	Palm Springs, CA
Travel Trade Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
American Bus Association	Jan 14-17, 2017	Cleveland, OH
Go West Summit	Feb 20-23, 2017	Reno, NV
National Tour Association	Feb 26 – Mar 2, 2017	St. Louis, MO
IPW	June 3-7, 2017	Washington DC
East Coast Receptive Operator Sales Mission	June 26 – 29, 2017	Orlando and Miami, Florida
Travel Industry Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
TTIA Travel Summit	Oct 10-12, 2016	Houston, TX
PCMA	Jan 8-11, 2017	Austin, TX
TTIA Unity Dinner	Feb 16, 2017	Austin, TX
TTIA Texas Travel Fair	TBD	TBD
Texas Travel and Tourism Week	May 7-13, 2017	Austin, TX
Texas Association of Convention Visitors Bureau Annual Conference	TBD 2017	Fort Worth, TX
ESTO 2017	TBD	TBD