



# TRAVEL TEXAS

— [ 10-25-22 ] —

Travel Texas Overview

3-10

Travel Research

11-17

Advertising

18-20

Public Relations and Marketing

21-23

Commercials

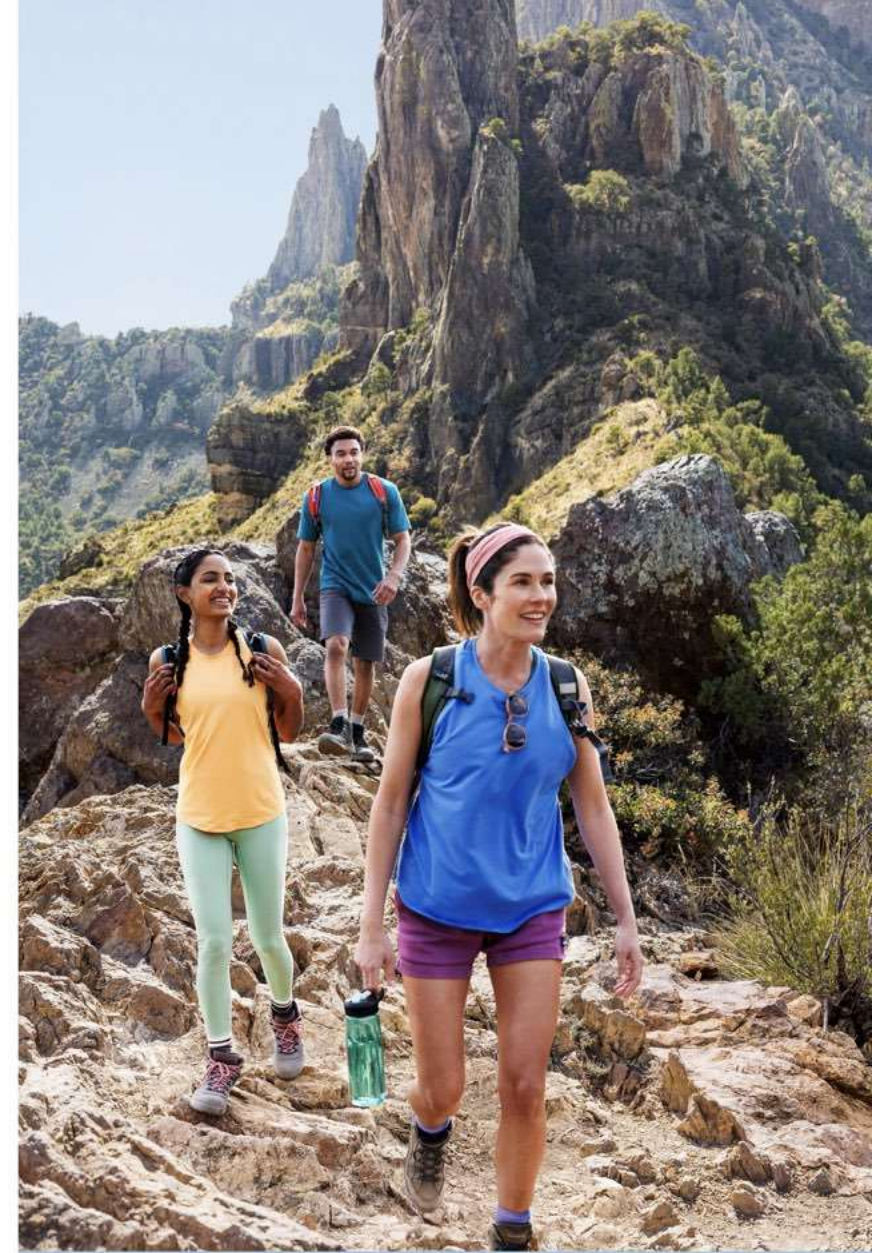
24-28

Co-op Program

29-55

Contacts

57





# TRAVEL TEXAS OVERVIEW





# TRAVEL TEXAS

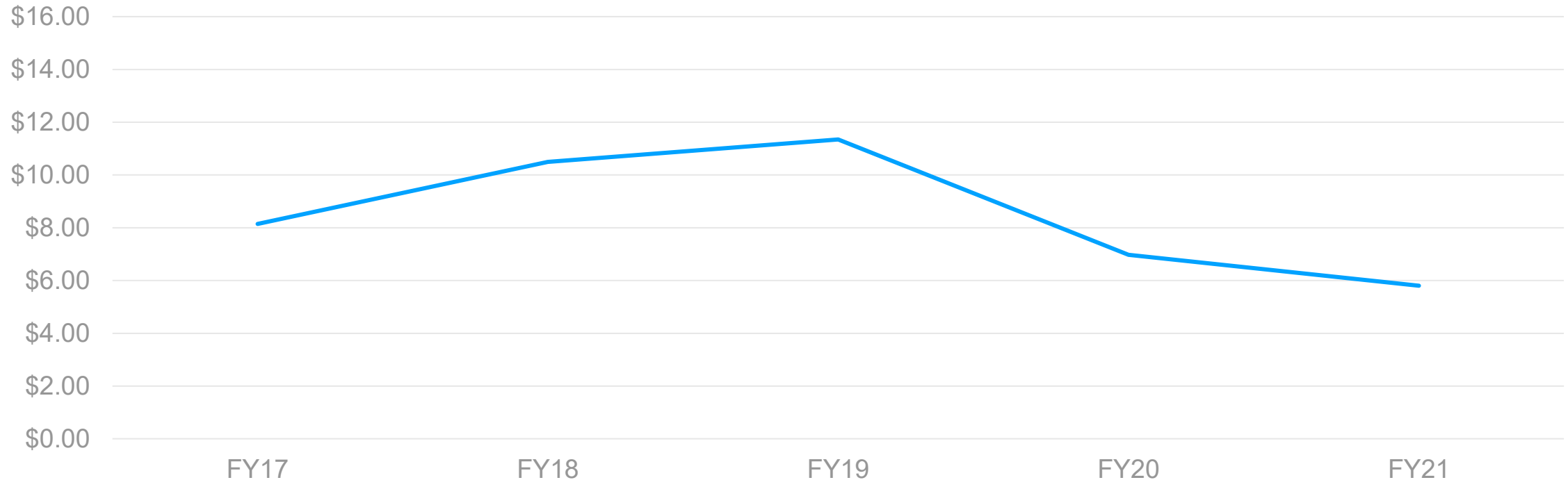
- Travel Texas (Tourism) is the only entity responsible for tourism promotion to non-Texans.
- Major activities performed under the program include advertising, public relations and marketing and travel research.
- Travel research is conducted to provide a foundation to inform and direct the program's tourism activities and encourage tourism development.

# MISSION STATEMENT

The division markets Texas as a premier travel destination to domestic and international travelers, thereby generating travel to Texas destinations that increase revenues and creates jobs for Texas communities.

# RETURN ON INVESTMENT

The efficiency measure for Travel Texas shows the return on investment in state tax dollars for each dollar invested in domestic advertising.



# HALO EFFECT OF TOURISM PROMOTION

Travel promotion helps to educate, inspire, and ultimately influence travel while also improving perceptions of the state as a good place to:

- Relocate a business
- Start a career
- Start a business
- Place to live
- Attend college



# TOURISM AND ECONOMIC DEVELOPMENT

Tourism contributes many economic development benefits beyond economic impacts:

- Creates attractive communities for visitors and residents.
- Inspires a sense of pride and place for residents.
- Assists with crisis management.
- Lifestyle, amenities and community brand are important to attract company investment.

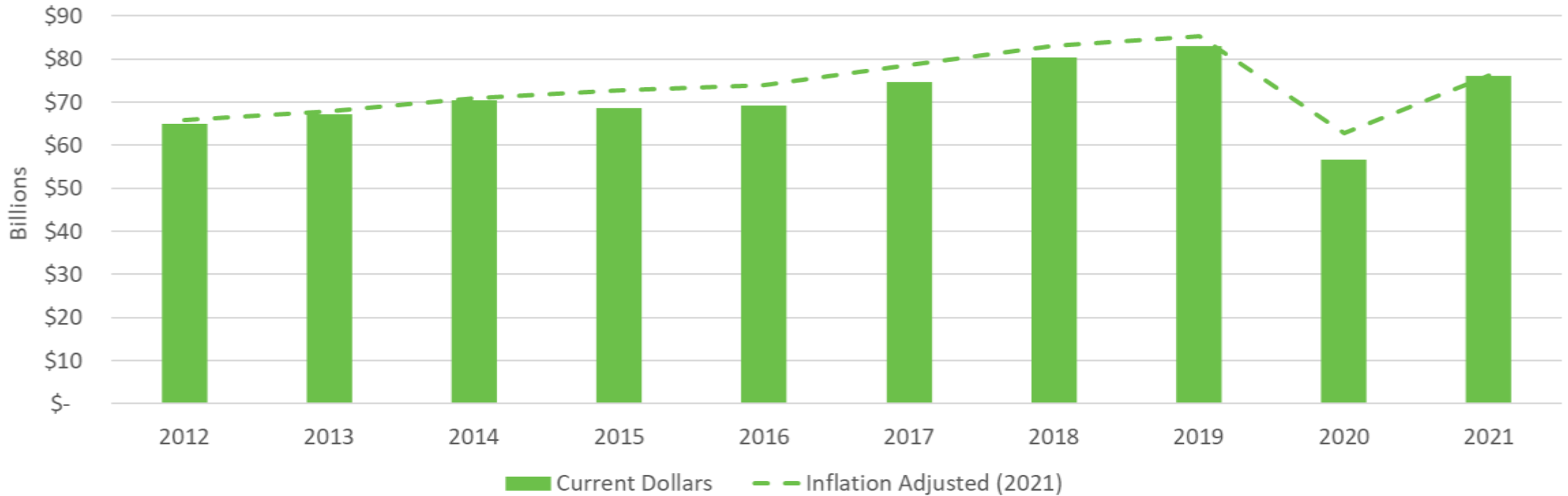


# Tourism Memorandum of Understanding (MOU)



# Direct Travel Spending

In 2021, spending by travelers to and within Texas was estimated at \$76.1 billion. This spending generated an economic impact of \$155.7 billion supporting 1.1 million Texas jobs.



# TRAVEL RESEARCH

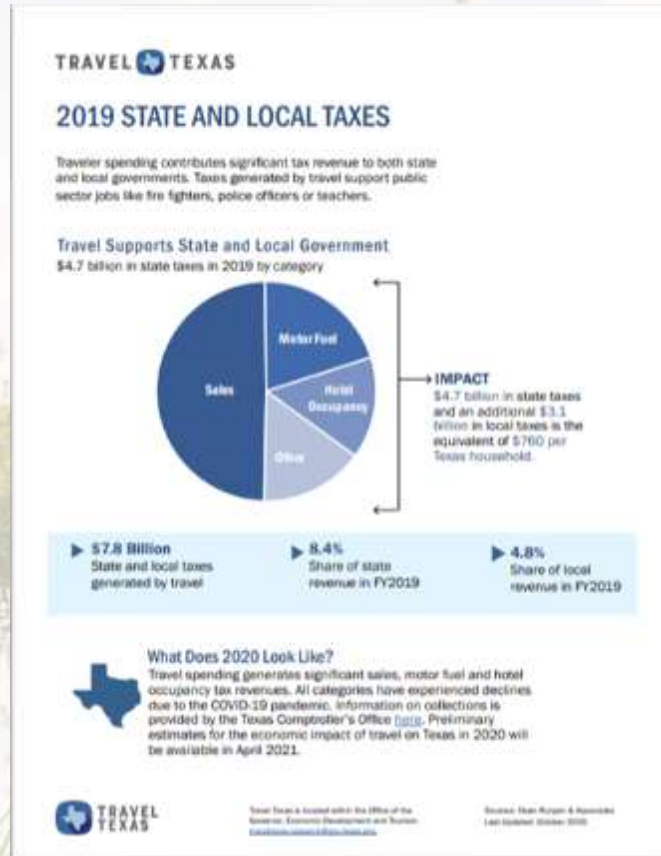
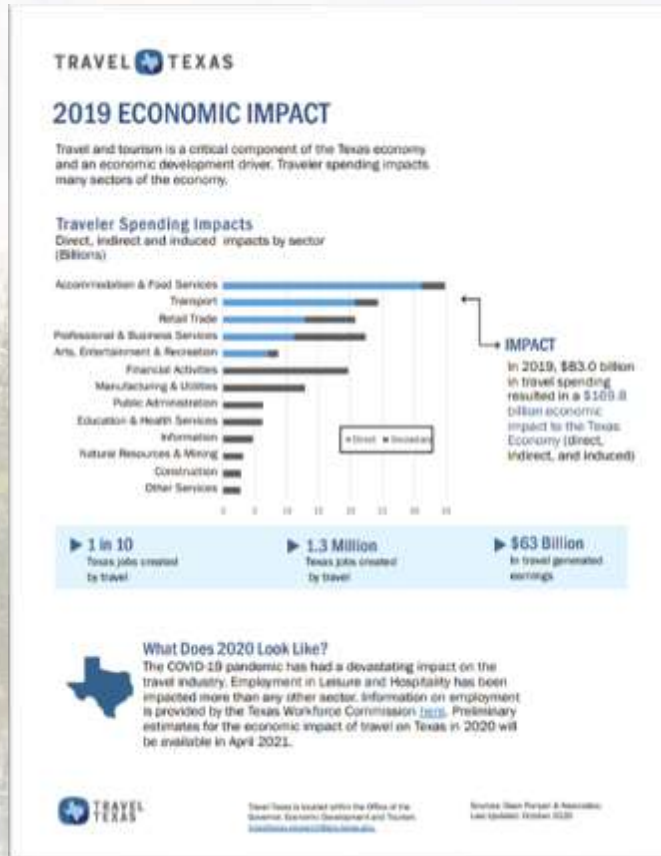




# Travel Research

- Travel industry research available to assist communities with tourism development.
- Economic impact portal with estimates of local level tourism impacts.
- Advertising effectiveness and accountability
- Detailed reports available upon request.
- Travel Texas program information and tourism research available at [www.Travel.Texas.gov](http://www.Travel.Texas.gov)

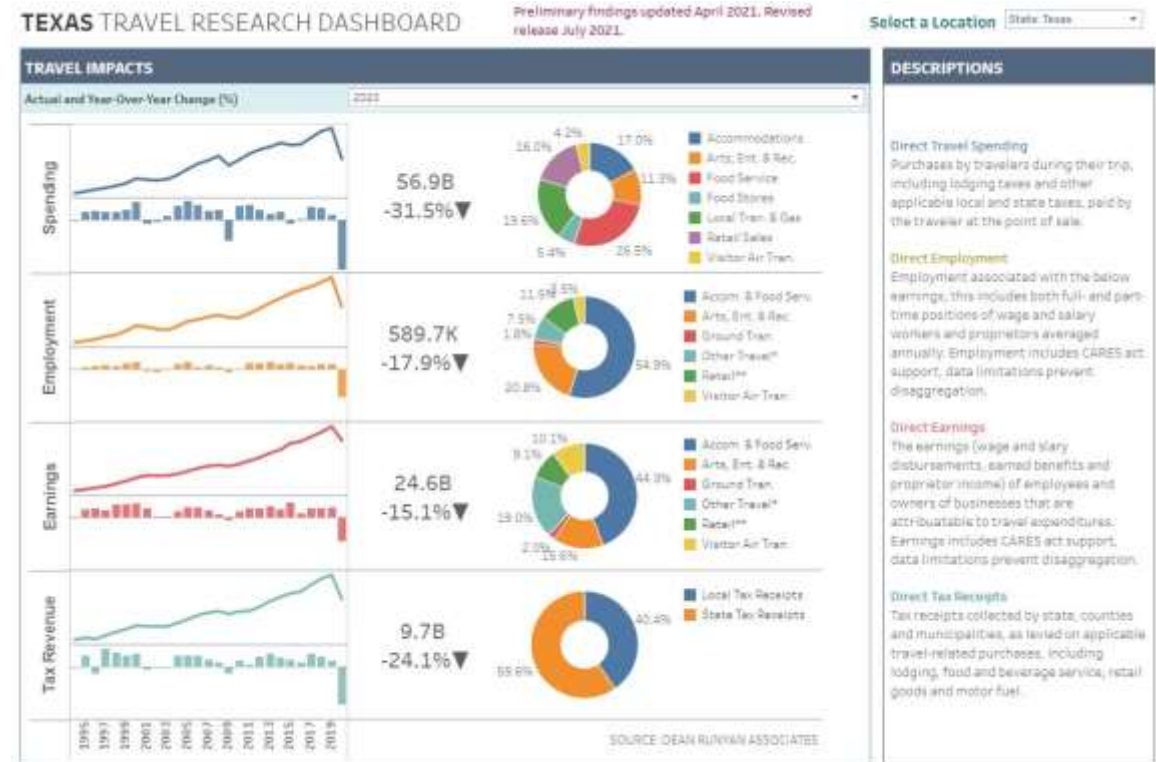
# Research One-Pagers



# Interactive Economic Impact Website

Local estimates are available to assist travel industry partners with developing tourism.

- Regional (tourism regions, heritage trails, MSA's)
- Legislative district
- All 254 Counties
- 300+ Cities

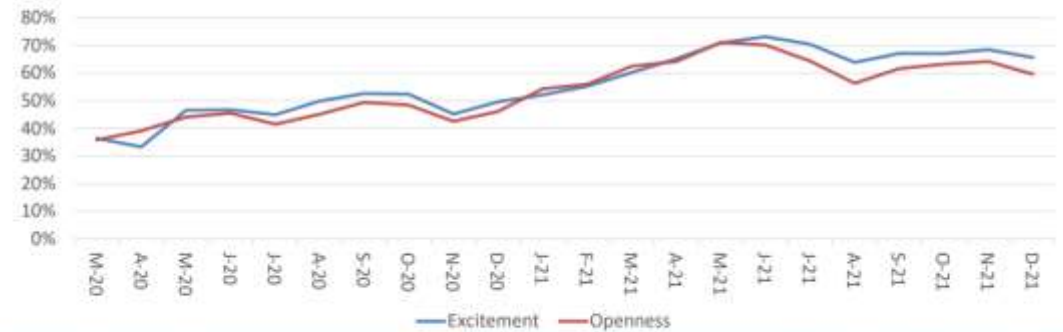


# Research Roundup



## Excitement and Openness to Travel Promotion

Excitement to travel and openness to travel increased throughout the fall before declining in December as consumers became less optimistic about the coronavirus situation within the U.S. and experienced a regression in safety perceptions.



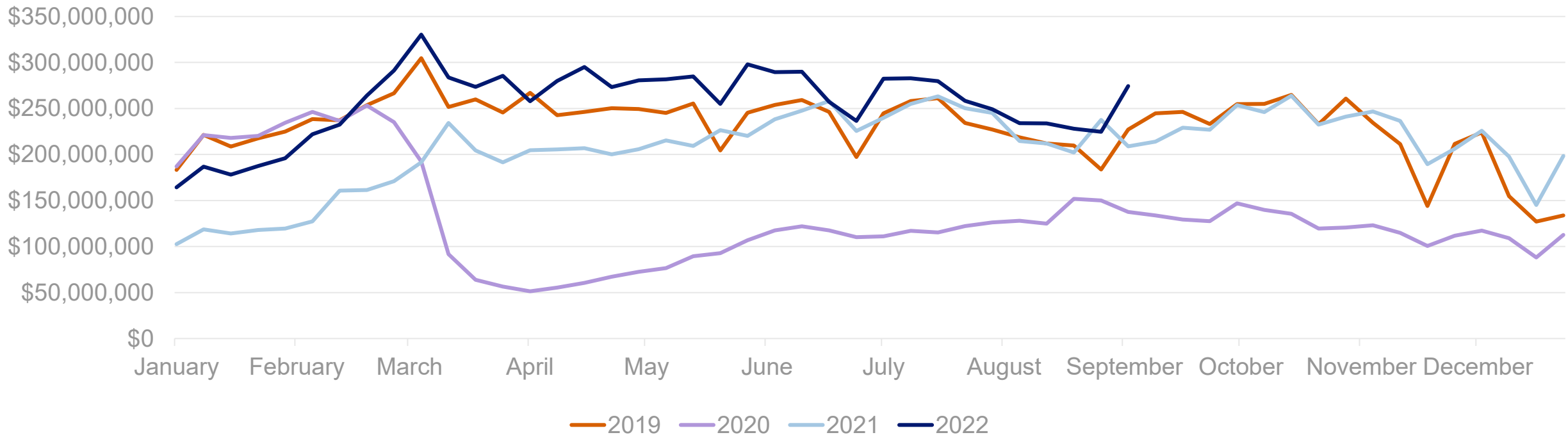
TRAVEL TEXAS

Source: Destination Analysts; Data is collected weekly and tabulated by month

5

# Hotel Revenue

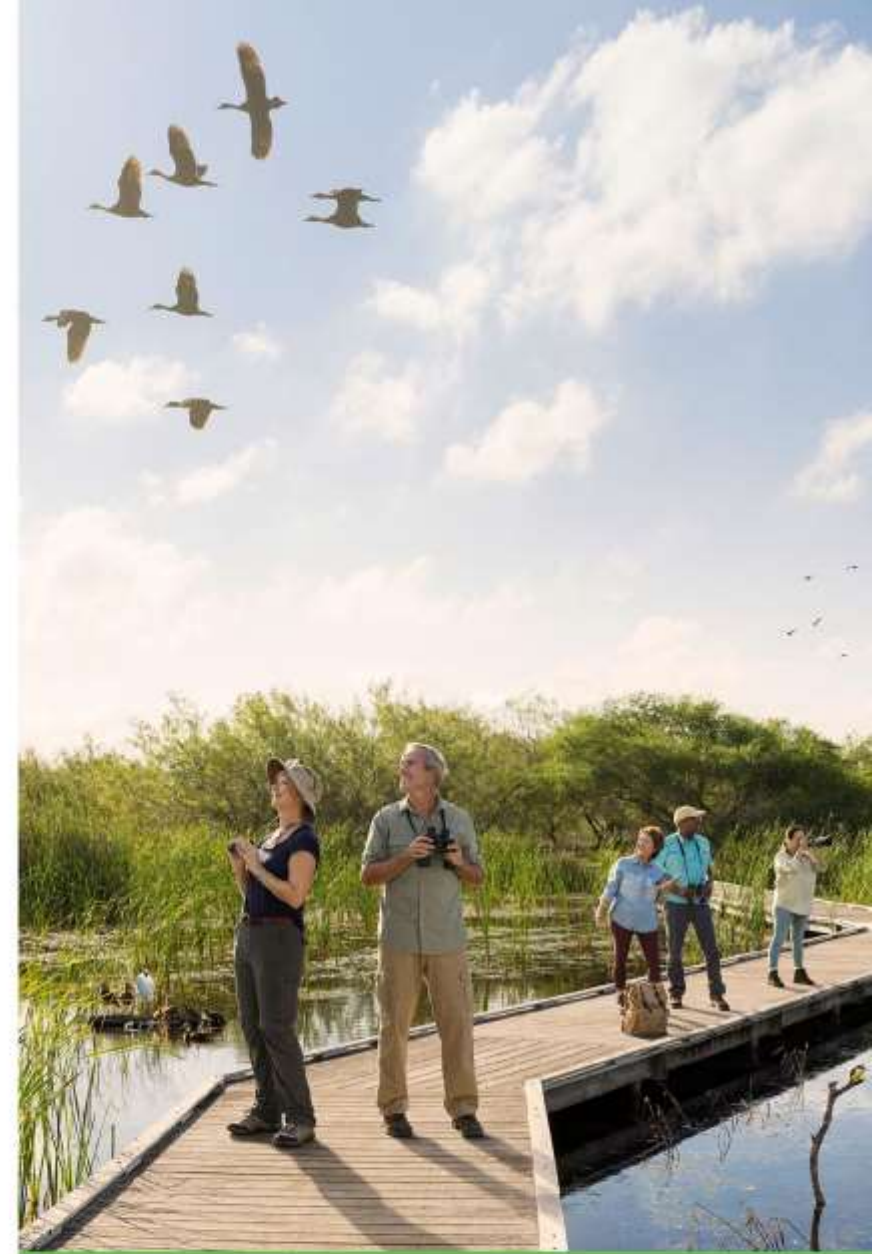
Record breaking hotel revenues were recorded across Texas in Summer 2022 driven by leisure travel demand and higher average daily rates.





# Community Tourism Assessments

- Lead a team of state agency Tourism MOU partners to assess tourism potential to requesting communities through a SWOT analysis.
- Recommendations are provided and communities are guided to state resources that support tourism development.
- Program targets small, rural or underserved areas of the state.





# ADVERTISING

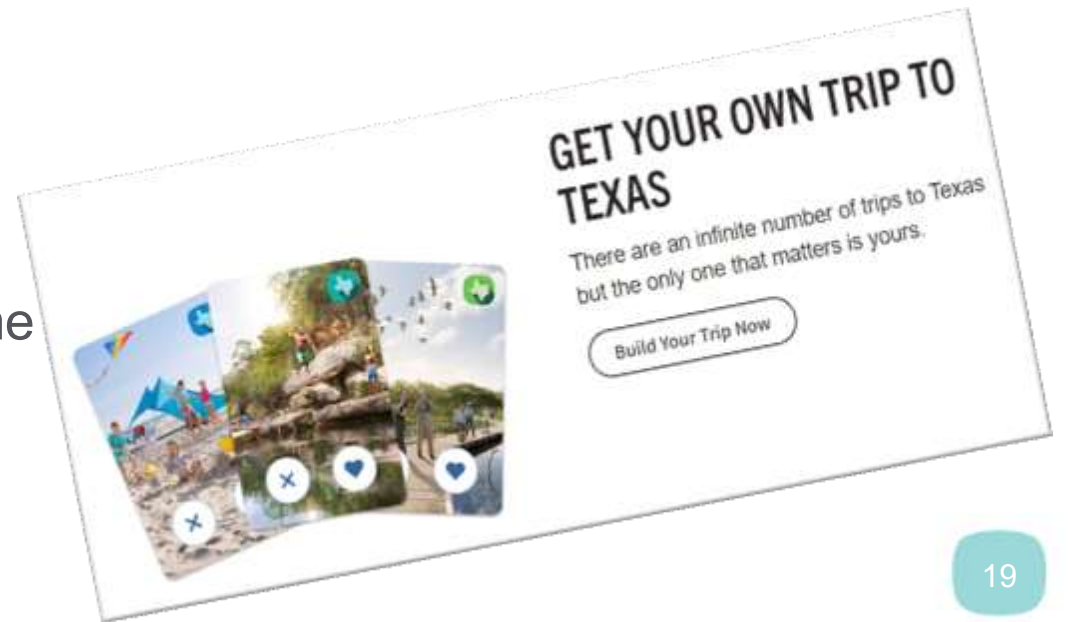




# Advertising

The Travel Texas Advertising program area produces advertising and marketing campaigns promoting Texas as a premier travel destination through regional, national and international advertising.

- Television
- Digital
- Social
- Print
- Out-Of-Home





## Advertising

The Advertising team also maintains the consumer website [www.traveltexas.com](http://www.traveltexas.com) to provide travel inspiration and information to both Texans and non-Texans.

In FY22 Travel Texas out-of-state advertising influenced:

- 1.5 million Trips
- \$2.9 Billion in Visitor Spending
- 4.9 Million Hotel Room Nights
- \$155.2 Million in Hotel Revenue
- \$182 Million in State Tax Revenue



# PUBLIC RELATIONS AND MARKETING





## Public Relations & Marketing

The PR/Marketing team conducts an integrated program of activities targeting media (traditional, digital and social), travel trade professionals, and consumers in the U.S. and primary international source markets.

The PR/Marketing team promotes and markets the Texas travel experience through such activities as: sales and media missions; trade show marketing; familiarization tours and both in-person and virtual media activities to generate media coverage of the Texas travel experience and direct-to-consumer promotions.

# Public Relations & Marketing

In FY21 Travel Texas Public Relations generated:

- 1.2 Billion Earned Media Impressions
- \$34 Million in Media Coverage\*
- 83 Million Social Media Impressions
- 1.8 Million Social Media Engagements

\*Ad equivalency estimate based on the cost of the equivalent space in paid advertising.



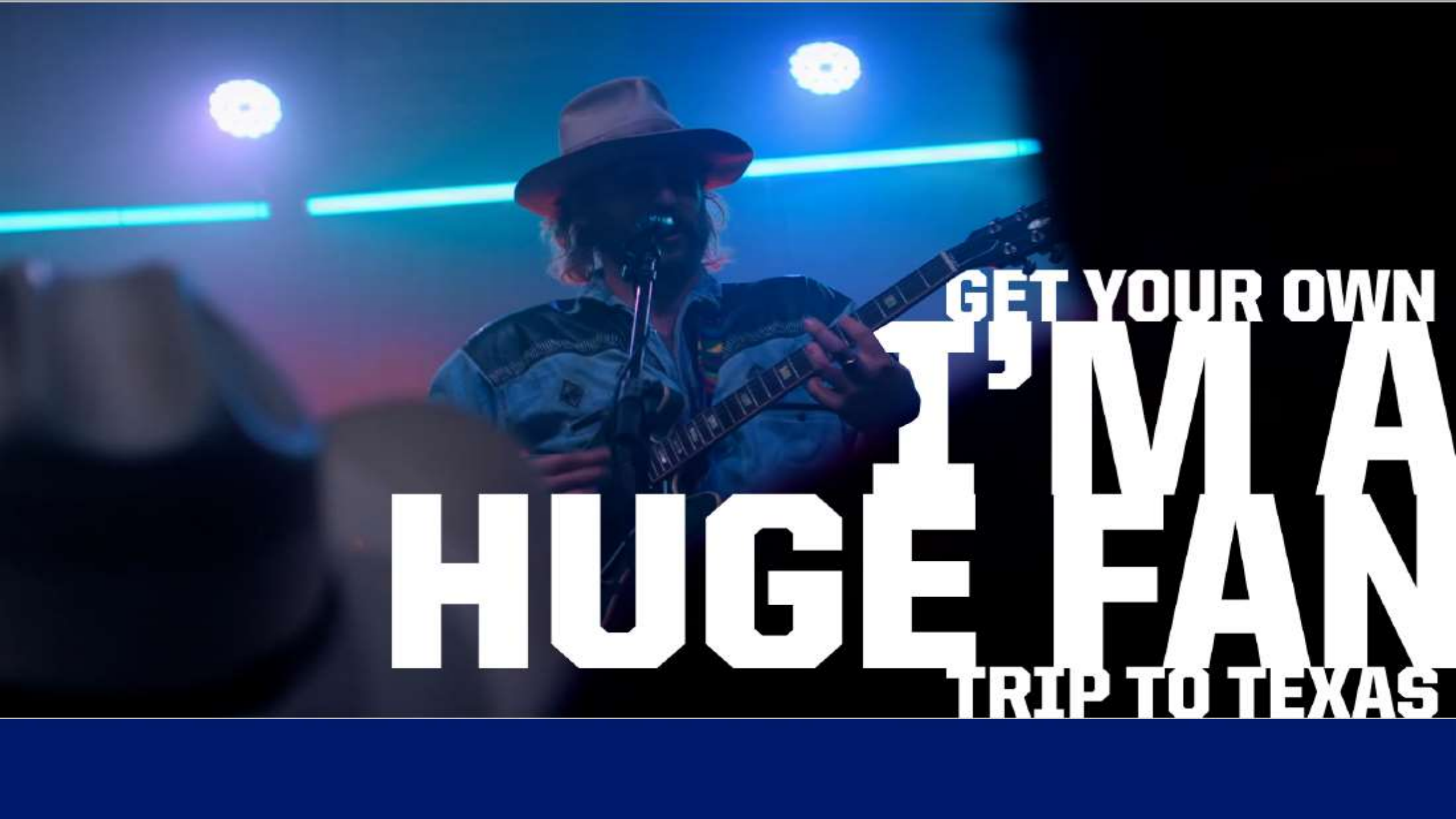


GET YOUR OWN  
**CAN'T**  
**BELIEVE**  
**WHY EYES**  
TRIP TO TEXAS









GET YOUR OWN  
**T' MA**  
**HUGE FAN**  
TRIP TO TEXAS







GET YOUR OWN

PATIENT

THE

TOWN

TRIP TO TEXAS





# CO-OP Program





# Menu of FY23 Advertising Offerings

Category	Co-Op Offering	Spots Available	FY23 Pricing	Timing Available
Research	Visitation dashboard	Unlimited	\$5,000 (for 12 months of access)	Annual
Social	Add a Custom Featured Pinterest board or Update existing Pinterest board from FY18-FY22		\$1,000 per board Updating: \$100 per batch of 10 pins	Dec 2022 - Aug 2023
	NEW: Social story format ads running programmatically (not directly on Facebook or Instagram)		Minimum \$500 per month*	
Digital	Targeted digital media ads leveraging the Travel Texas custom data warehouse		CO-OP dollars required No minimum spend	
	Mobile speed targeting		CO-OP dollars required No minimum spend	
	Cost per click (CPC) mobile display ads		CO-OP dollars required No minimum spend	
Audio	Pandora custom intra-state or inter-state packages below Pandora's standard minimum spend commitment		Multiple package options starting at \$2,000 per month	
Video	:15s online pre-roll video to run in desktop and mobile		Minimum \$2,000 per month*	
Content	NEW: Custom articles through in-state lifestyle website CultureMap	\$7,250		
Email	Placement in Travel Texas' monthly eNewsletter. Placement must fit editorial alignment	16	\$500 per placement	Feb - Sept 2023 except the month of May

Partners will be responsible for supplying all necessary creative to spec. All partner creative will click out to your specified landing page.

# Email: Featured within Travel Texas's monthly newsletter

## Offering

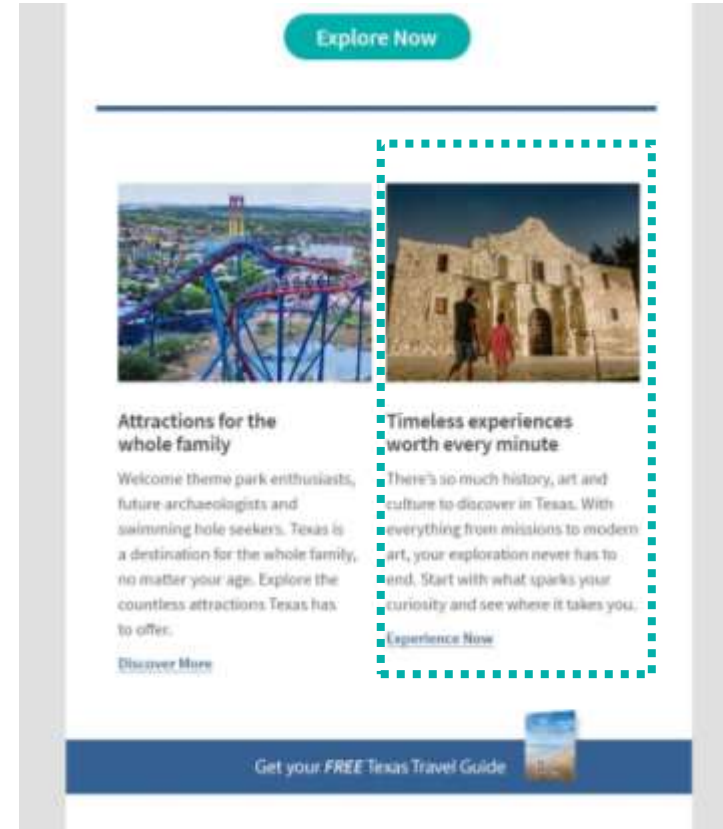
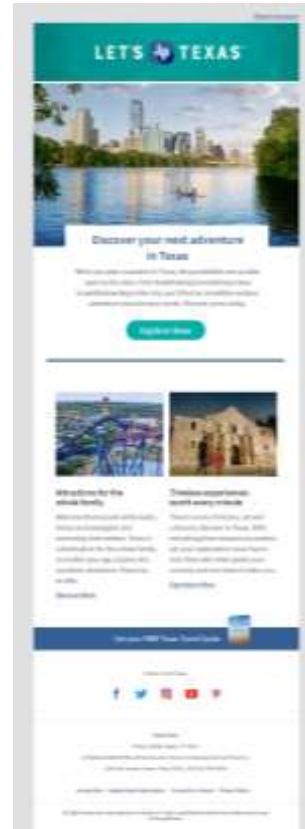
- Partner placement in the monthly newsletter going out to over 600K subscribers

## Pricing/Availability

- \$500 per placement
- 16 spots total (see next page for details)

## Specs

- Partner to provide image, headline, body copy, CTA and click through URL



Desktop



Mobile

# Email: 16 total spots available

- Sign ups are time-stamped and will be first come, first serve
  - Placements are limited
- Partners must select 1 month and 1 backup month at sign up

Month	Email Newsletter Theme
February 2023	Spark an Interest in Texas (Romantic Getaways)
March 2023	Event Extravaganza (SXSW, rodeo, other large event)
April 2023	Where to Stay in Texas (unique places to stay or accommodation as the destination)
May 2023	Not available (100% Travel Texas messaging)
June 2023	Dive into Texas/Make a Splash (swimming holes, etc)
July 2023	Red, White and Brew (drinks, bars, wineries)
August 2023	Camping & Glamping
September 2023	“Fall” into Texas (Outdoor Adventure)
October 2023	History & Haunts

# Social: Pinterest

## Offering

- Inspire our 400K Pinterest users with your destination
- Custom Featured board or update an existing board from FY18-FY22

## Pricing

- \$1,000 new board with 10 pins included
- \$100 add 10 pins to an existing board

## Specs

- Partner to provide 10x images or videos, description for each pin, board description, click through URL and image release form

## Featured: Bandera, Texas

10 Pins - 18,031 followers  
The starting point of the Great Western Cattle Trail, Bandera is the Cowboy Capital of the World for a darn good reason. Take a dip or go fishing in a local river or watering hole. Step into the General Store to cool your saddles at the soda fountain. Watch the Bandera Cattle Company historical reenactment at Rattlesnake Ridge! Mardi Gras to Rodeos, to the Texas Kingdom cattle drive at Experience Bandera, it just doesn't get any more John Wayne than this. Come hang your hat in Bandera.



# Social: Programmatic social stories

## Offering

- Leverage your vertical story assets outside of Facebook and Instagram to reach travel intenders

## Pricing

- \$500 minimum per month but can choose to spend more per month
  - No minimum on number of months

## Specs

- Display option: Partner to provide 2-5 display cards sized 540x960 (each image is displayed for 5s), logo, space for Learn More CTA, and click through URL
- Video option: Partner to provide 1-3 videos sized 540x960, logo, space for Learn More CTA, and click through URL



# Digital: Texas Data Warehouse

## Offering

- Partners will select targeting segments based off retargeting from visitors to [TravelTexas.com](https://www.traveltexas.com) and our paid media buy

## Pricing

- Co-Op dollars required but no minimum monthly spend required
  - No minimum on number of months

## Specs

- Partner to provide standard display sizes: 160x600, 300x250, 300x600, 728x90, 320x50 (Max 200KB file size), click through URL
- At a minimum need to supply at least 3 ad sizes

Thematic Segments	Target Demographics	Geotargeting Options (US Only)
Arts	MILLENNIALS (A20-34, HHI \$40K+)	State
Beach		
Birding		
Family	GENX (A35-49, HHI \$60K+ with kids in HH under 18)	DMA
Food		
Golf		
Historic		
Music	BOOMERS (A50+, HHI \$60K+)	Flexible to accommodate Co- Op partners' request
Outdoor		
Shopping		

Available impressions will predominately be outside of Texas to align with the state's paid media efforts. In-state availability will be case by case.

# What is our Texas Data Warehouse?

- Targeting is based on impression pixels from Travel Texas’s paid media buy along with retargeting pixels placed on Travel Texas
- Historically has been cookie-based but shifting to Unified ID based targeting ahead of third-party cookies going away in 2024



# Digital: Mobile speed targeting

## Offering

- Mobile ads are triggered based on user's travel patterns of speed, distance, and hotel stop(s) showing they are real world road trippers

## Pricing

- Co-Op dollars required but no minimum monthly spend required

## Specs

- Partner to provide 320x50 (max 200KB) mobile ad, click through URL



*For example purposes only*





# Digital: Mobile cost per click (CPC) ads

## Offering

- Media focused on driving clicks and traffic to your website through set CPC mobile display buy

## Pricing

- Co-Op dollars required but no minimum monthly spend required

## Specs

- Partner to provide 300x250, 320x480, 320x50 (max 200KB) mobile ads, click through URL



# Audio: Targeted packages with Pandora

## Offering

- Custom intra-state or inter-state packages at low monthly rates

## Pricing

- Multiple package options starting at \$2,000/month

## Specs

- Partner to provide :30s audio spot, 300x250 companion banner, click through URL
- If you do not have a finished audio spot you can provide a script and Pandora will record 1 audio spot as added value for all package levels

### INTRA-STATE (TX GEO ONLY)

#### SMALL

\$2K/month

193K impressions/month

#### MEDIUM

\$5K/month

438K impressions/month

#### LARGE

\$10K/month

877K impressions/month

### INTER-STATE (LA, AR, OK, CO, NM GEOS)

#### SMALL

\$5K/month

438K impressions/month

#### MEDIUM

\$10K/month

877K impressions/month

#### LARGE

\$15K/month

1.3MM impressions/month

# Video: Target travel intenders through OLV

## Offering

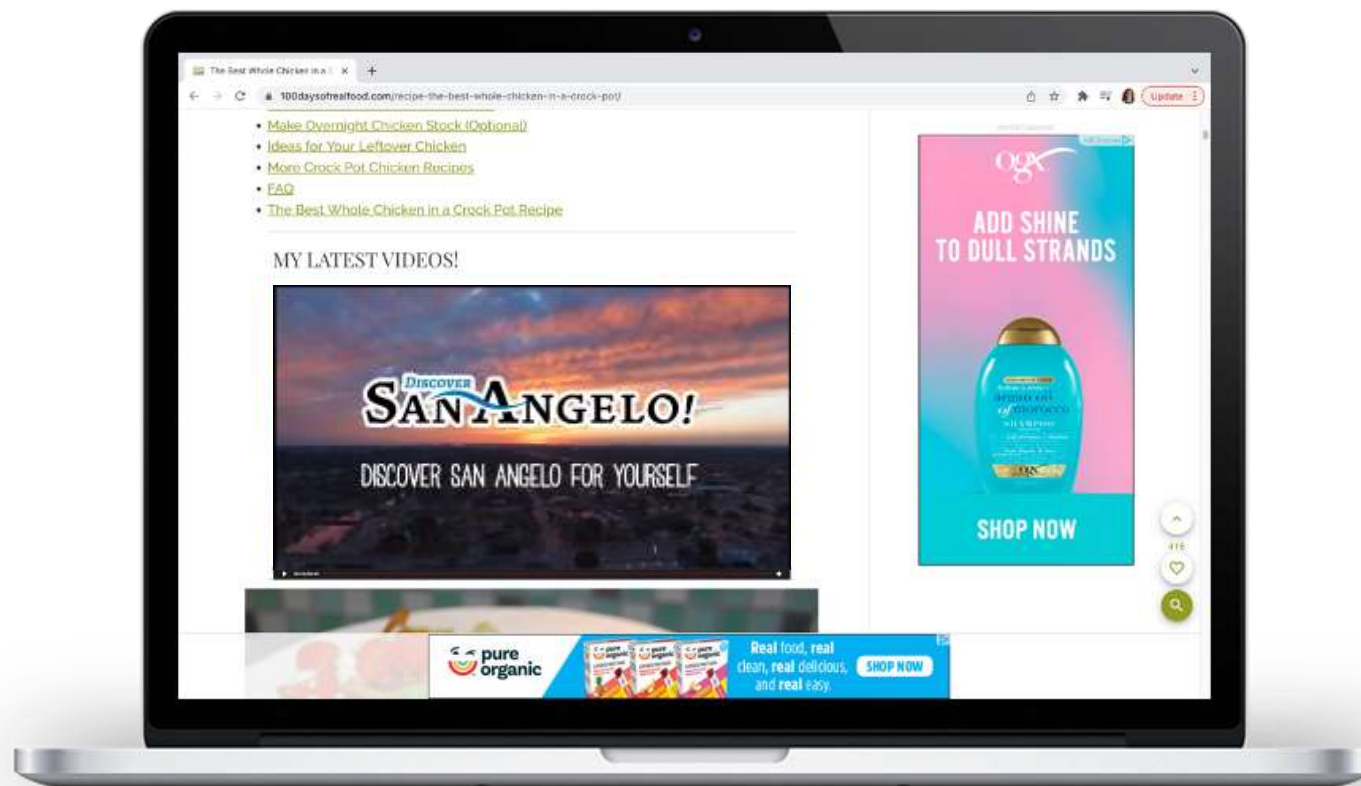
- :15s or :30s online video (OLV) ads on desktop and mobile devices targeting travel intenders

## Pricing

- \$2,000 per month minimum but can choose to spend more

## Specs

- Partner to provide :15s or :30s spot and click through URL



# Content: Promoted Articles focused on in-state traffic

## Offering

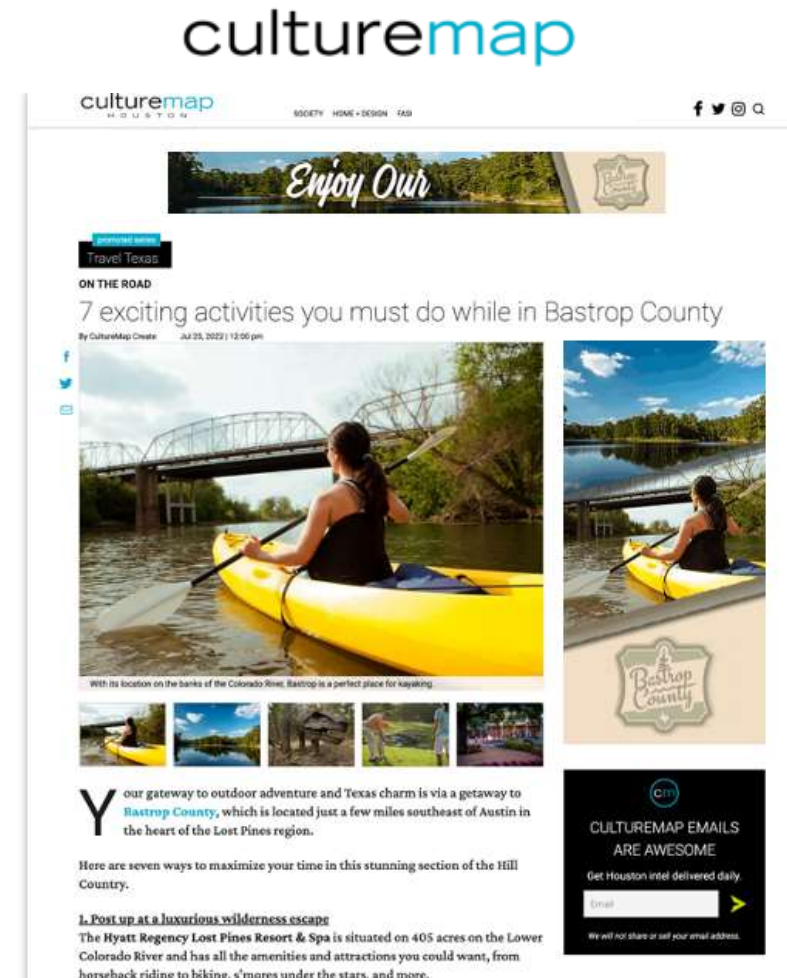
- Custom promoted article with cross-platform promotion through the Travel category onsite, Daily Digest Editorial newsletter as well as CultureMap's Facebook and Twitter

## Pricing

- \$7,250 per article
- Articles will run across all five markets (Austin, Dallas, Fort Worth, Houston, San Antonio)

## Specs

- Partner to complete CultureMap brief, at least one high-res horizontal image, click through URLs
- Optional: Banner ads if provided will be fixed to your article page (728x90, 300x600, 300x250, 320x100, must provide all four)



# Research: Arrivalist Texas Visitation Dashboard

## Offering

- Visitation Dashboard from Arrivalist with information at the county and city levels
  - Able to access origin markets, seasonality, length of stay information for your city or county as well as neighboring and competitive cities/counties in the state

## Pricing

- \$5,000 per year
- DMOs annual marketing budget must be \$500K or less to participate



# Advertising Contact Us

If you have any questions regarding the Advertising Co-Op opportunities or would like to discuss which might be right for you, please contact the following people

PROOF ADVERTISING

[Haley Thompson](#)

TRAVEL TEXAS

[Madeline Phillips](#)





# PR & SOCIAL MEDIA

Co – Op Opportunities



# Engaging Media: Always On

Travel Texas and MMGY continuously pitch media Texas news, experiences and attractions. Thus, it benefits partners to keep Travel Texas and MMGY apprised of relevant destination news on an ongoing basis.

Additionally, partners may have opportunities to support journalist/influencer press trips, pending media interest and story fit.

**Timing:** *Ongoing & Open*

**Partner Enrollment & Participation:** Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed.

**Partner Contribution:** There is no cost to be included in Travel Texas media pitching efforts.\*

*\* Potential for added costs that come with supporting journalist/influencer trips*



Home > Travel inspiration > Road Trips

## The 7 Best Texas Road Trips to Take This Summer

By Mae Hamilton | Jun 24, 2022



Photo by Sarah Woodhouse

With the largest highway system in the United States, Texas is ideal for road-tripping.



# New York & Austin Media Mission

To deepen relationships with influential national and regional media and ensure that Texas is top-of-mind, Travel Texas will host in-person media missions in New York City and Austin, Texas.

MMGY NJF will coordinate details of media events for the scheduled mission dates in each city and provide relevant information to participating partners

## New York City, NY – *Currently Full*

- **Timing:** November 15-16, 2022
- **Partner Fee:** \$1,250

## Austin, TX – *Currently Full*

- **Timing:** Week of December 5<sup>th</sup>
- **Partner Fee:** \$1,000



# Virtual Media Mission

Travel Texas will execute a virtual media mission to highlight major new openings, attractions and events blended with under-the-radar destination offerings and captivating media angles. Attendance is usually around 20-25 journalists.

- **Timing:** June 2023
- **Deadline:** Content submission for consideration will be due in early May
- **Partner Fee:** There is no cost to participate in this program

## Partner Enrollment:

Partners are invited to submit news to MMGY NJF throughout the year for consideration for the virtual media mission with a deadline of early May for inclusion in the 2023 presentation.

*\*Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.*



## Agenda

- New Hotels
- New Attractions
- Culinary Scene
- Makers & Masterpieces
- Beaches & Backpacking
- Mark Your Calendars
- Q&A



# Social Media Content Development: Always On

Travel Texas promotes partners on an ongoing basis, encouraging engagement by tagging partners and using any relevant hashtags as appropriate.

**Timing:** *Ongoing & Open*

**Partner Enrollment & Participation:** Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed.

**Partner Contribution:** There is no cost to be included in Travel Texas social media efforts.



# Social Media Opportunity: Dedicated Instagram Feature

Partner placements will be shared on Instagram and served to Travel Texas' organic audience of over 241,000. A customized report of each partner's results will be provided in conclusion.

**Targeting:** Current Travel Texas followers + friends of followers

**Placement:** 1 Instagram post + 1 IG Story Series (4 frames in total)

**Timing:** Post will be shared on a designated day within the month you opt-in. Designated month will be given on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever. Stories will live organically for 24 hours.

**Number of Partners:** 1-2x partners per month (November - August)

**Partner Fee:** \$500, matched by Travel Texas for a \$1,000 value.



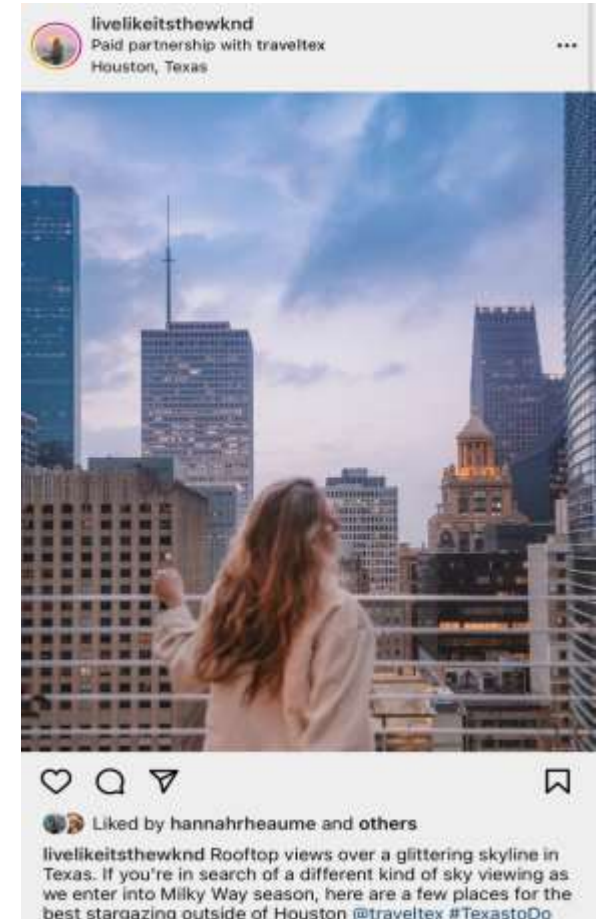
# Social Media Opportunity: Influencer Itinerary Inclusion

As Travel Texas maintains an 'always-on' approach to influencer partnerships, submit your interest in providing unique opportunities for an influencer partner to experience and cover during their time in Texas.

**Placement:** Influencer will provide light social media sharing in exchange for accommodations, attractions or restaurant support to be highlighted in the influencer's trip itinerary.

**Timing:** Opportunity is TBD pending influencer partnership timing. Partners should submit the accommodation, activity, restaurant, or event they would be able to provide for inclusion in the influencer's itinerary. Timing and availability will be taken into consideration for participation. If selected, MMGY will reach out to discuss logistics prior to inclusion in the final influencer itinerary.

**Partner Fee:** Comped or discounted accommodations, activities or restaurants.



# PR/Social Contact Us

If interested in or have any questions regarding the ongoing or new PR & Social Media Co-Op opportunities, please contact:

[texasocial@mmgy.com](mailto:texasocial@mmgy.com)

For all social media-related opportunities, please contact  
**MMGY**

[traveltexas@njfpr.com](mailto:traveltexas@njfpr.com)

For all PR-related opportunities, please contact NJF-PR

If participation is accepted, MMGY will contact you to confirm content and submit invoicing where relevant. Further details can be found on the Travel Texas industry website: [\*\*https://gov.texas.gov/travel-texas/page/publicrelations\*\*](https://gov.texas.gov/travel-texas/page/publicrelations)



# CO-OP PROCESS





# Co-Op Enrollment Process

## Enrollment:

Ongoing enrollment offered throughout the year and all limited offerings are on a first come first serve basis

## Advertising:

Space must be reserved a minimum of two (2) months in advance by signing a LOA, estimate, and providing funds for the program

Creative must be reviewed by Proof Advertising and Travel Texas to ensure it meets specs and standards. To avoid any campaign delays, creative must be provided to Proof Advertising a minimum of eight (8) weeks prior to campaign start date.

## PR/Social:

Creative must be reviewed by MMGY/NJF and Travel Texas to ensure it meets specs and standards. To avoid any campaign delays, creative must be provided to MMGY/NJF a minimum of (4) weeks prior to campaign start date.

Image release must be submitted at time of enrollment / submission

## Tracking:

Partners can supply first-party web analytics appended URLs (for instance Google Analytics) for tracking but we do not accept third-party pixels.





# Contacts & Links



Spencer Zamora  
[Spencer.Zamora@gov.texas.gov](mailto:Spencer.Zamora@gov.texas.gov)



Maddie Phillips  
[Madeline.Phillips@gov.texas.gov](mailto:Madeline.Phillips@gov.texas.gov)



Research Landing Page



Travel Texas Industry Page

