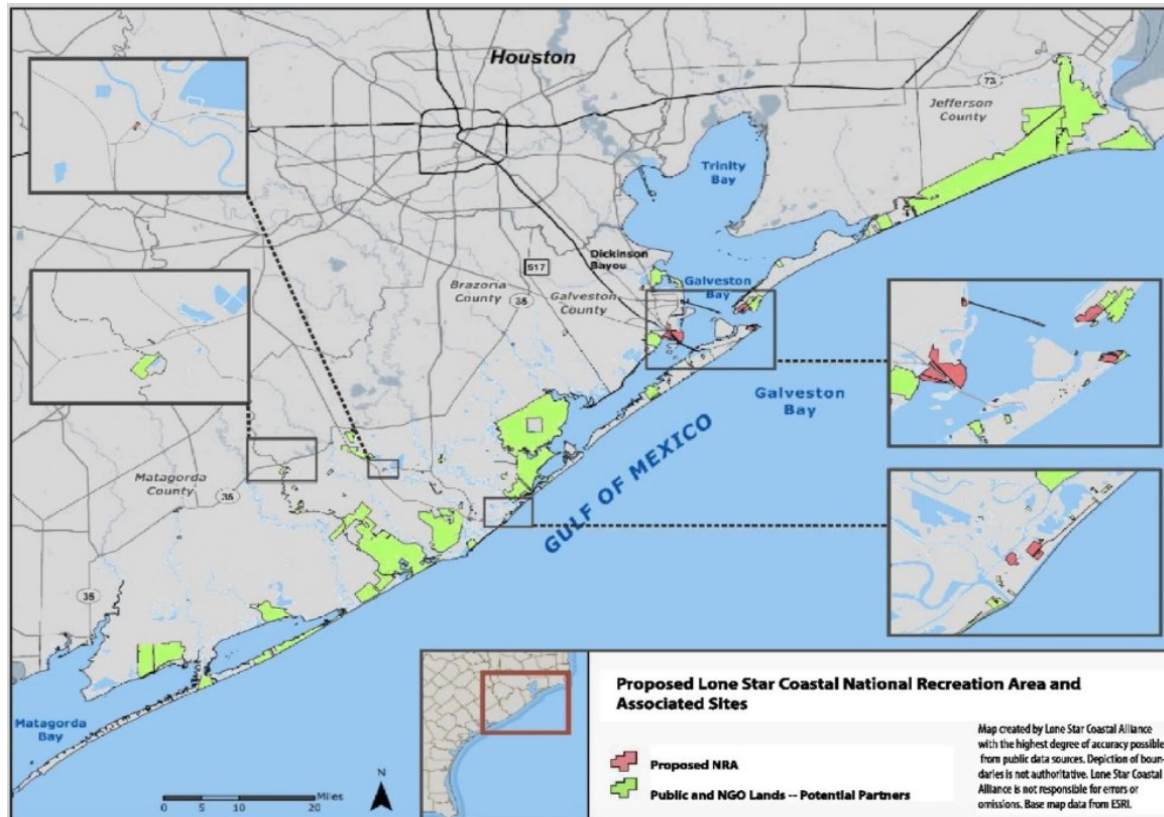


Regional Collaboration for Tourism & Coastal Resilience

Developing and strengthening destination partnerships to support economic development, celebrate local culture, conserve natural and cultural assets, and enhance the well being of residents through tourism management and marketing.





In 2011, a group of private property owners, local government leaders and managers of parks, preserves, refuges and historic sites along the upper Texas Gulf coast met to strategize about regional economic development and coastal resilience. On the table was a strategy to enhance Texas-led stewardship and conservation, develop an economic sector compatible with periodic flooding, and expand and promote nature and heritage tourism and outdoor recreation opportunities. From this grew our ongoing collaboration to enhance coastal resilience through regional nature, heritage and cultural tourism promotion.

LONE ★ **STAR**
COASTAL
ALLIANCE

Strategic plan framework

Engage stakeholders in Matagorda, Brazoria, Galveston and Jefferson counties to develop a unified strategic vision to create a regional brand identity and develop tourism in ways that promotes coastal resiliency and maximizes benefits to the regions people and places.

- 1 Common Ground — Vision, Brand & Indicators
- 2 Marketing & Communications
- 3 Product Development
- 4 Interpretation & Wayfinding
- 5 Workforce & Local Business Development
- 6 Institutional Development of the Alliance

Telling the story of our places.....



Identify, Develop, Market and Sustain
our Place Based Authenticity

ExploreLoneStarCoastal.com

LONE STAR
COASTAL
ALLIANCE

Map

Nominate

Blog

ABOUT

THINGS TO DO

WHERE TO STAY

EVENTS

TRIP PLANS



Welcome to Lone Star Coastal!

EXPLORE THE REGION

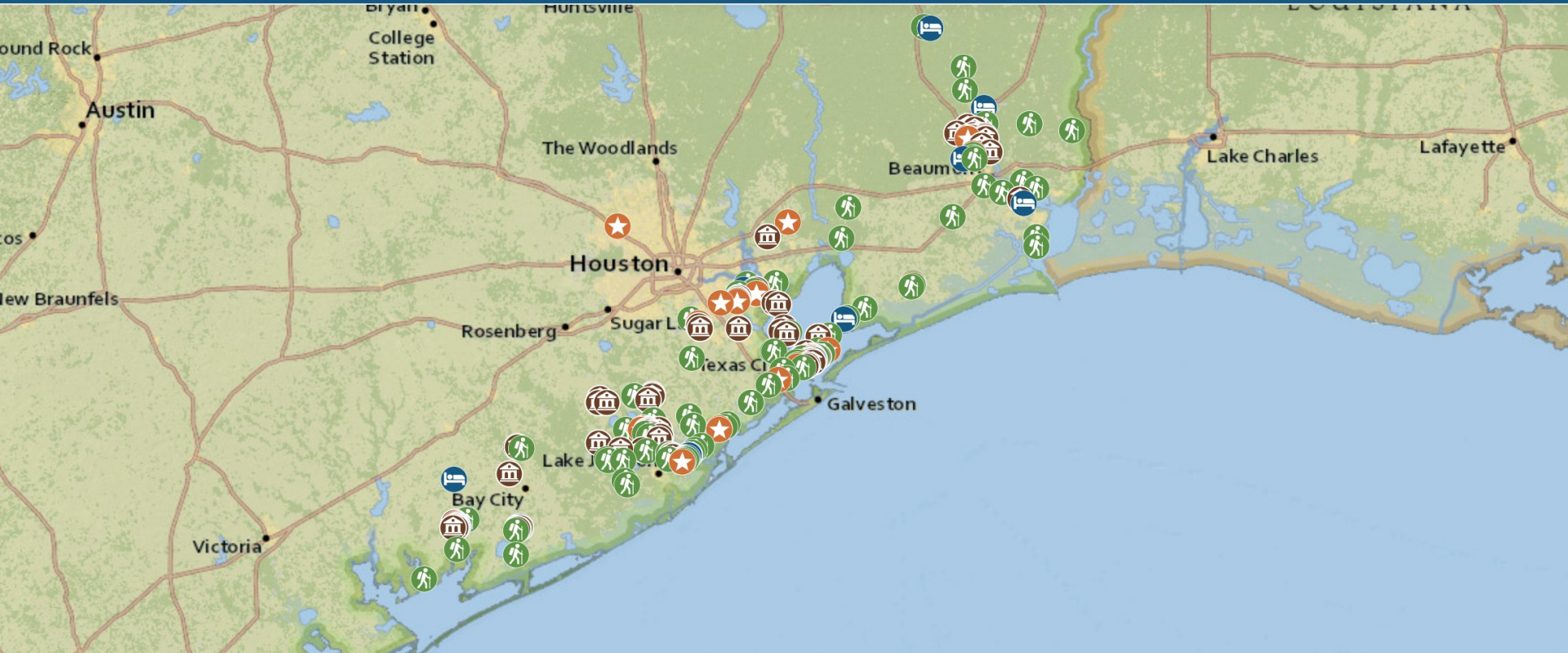
Lone Star Coastal region is a national treasure that is a unified visitor destination and a point of pride for Texans, recognized for its unique cultural, historical and natural assets and experiences. Inspire tourists to visit in ways that enhance benefits to local economies and conservation. Increase the value and importance of the natural and cultural heritage of Matagorda, Brazoria, Galveston and Jefferson counties and communities within them, and support stewardship of these vital assets across the region.



© Bob Howen Photography

Visit Lone Star Coastal!

Our on-line interactive travel guide is available at [ExploreLoneStarCoastal.com](https://www.explorelonestarcoastal.com). The website features over 400 points of interest recommended by local residents, businesses, organizations, public and private land managers, educators, and community establishments. To help you experience it all, outfitters, guide services, tour providers and great places to stay, shop and dine are included as well.



- Over 400 points of interest published – dynamic content management
- Regional Marketing Committee – Regional Communications Plan and Calendar
 - Cross Platform Marketing and Promotion
- Facebook and Instagram – Social Media Coordinator
- Visitor Experience Plan / 2022 - 2023
- Regional Trip Plans – Curated story-based trip experiences

LONE STAR COASTAL ALLIANCE



What's so special about Lone Star Coastal? We want to know!

Engage local tourism stakeholders...because local voices inspire global audiences

Engage communities...The product is the "place"
Protect our place-based authenticity

Engage leaders and decision makers....Great places to live are great places to visit

Engage stewards of our public lands...Protect our natural places

We can....

Enhance benefits for micro, small and medium businesses

Enhance coastal resiliency through well planned and managed tourism

Contact: **Elizabeth Winston-Jones, Executive Director,**
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