

Y'ALL COME BACK NOW, YA HEAR...!

DOWNTOWN REVITALIZATION SUMMIT FOR RURAL AND
SMALL TOWNS



HOW TO BRING TOURISM BACK TO YOUR TOWNS

- ☁️ WHAT STORY DOES YOUR TOWN TELL?
- ☁️ DIGITAL/SOCIAL MEDIA PRESENCE
- ☁️ UTILIZING TRAVEL TRENDS
- ☁️ SAFETY

What Story Does Your City Tell? Do You Understand Your Town's Story?

SHOWCASE YOUR TOWN'S ASSETS

01

Enhance Your Town's Curb Appeal

02

Use Your Citizens To Tell Your Story

03

Highlight Your Uniqueness

HIGHLIGHT YOUR UNIQUENESS



The London Bridge, Lake Havasu City, AZ

HIGHLIGHT YOUR UNIQUENESS



Munster Mansion, Waxahachie, TX

HIGHLIGHT YOUR UNIQUENESS

Fly Your Texas Flag, Montgomery, TX



HIGHLIGHT YOUR UNIQUENESS



Lighthouse Beach and Bird Sanctuary, Port Lavaca, TX

Digital/ Social Media

01

BUILDING AWARENESS

02

ADVERTISING

03

HOT FUNDS

04

INCREASE ENGAGEMENT

BUILDING AWARENESS

#TakeBackYourHashTag

Utilizing these no cost options



Advertising

01

Working With Your Travel Partners

02

Unconventional Advertising Ideas

INCREASED ENGAGEMENT

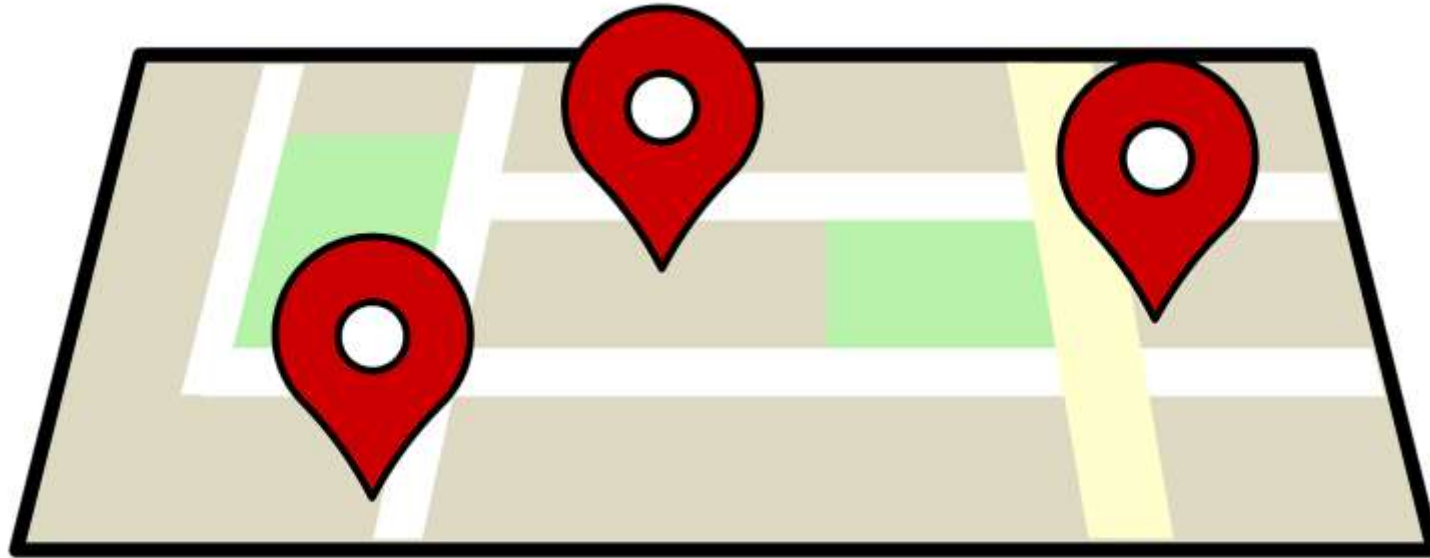
Instagramable Spots and Augmented Reality



East End, Houston, TX



GEOCACHING/ SCAVENGER HUNTS



Utilizing Travel Trends

01

WHO IS YOU'RE "TYPICAL" TOURIST

02

POST-COVID TRENDS

03

SOCIAL MEDIA INSIGHTS

04

DOES YOUR MARKETING REFLECT THIS?

YOUR “TYPICAL” TOURIST



9.1% Weekend Getaway Overnight.

7.5% General Vacation Overnight.

29.4% Visiting Family.

43.4% Visiting For Family Events.

28.4% 1 male and 1 female.

16.1% Adults with Children.

43.5% 1-3 Night Stays.

48.4% stay in Hotels/ Motels.

89.9% Travel By Car.

74% Travel 250 miles or less.

46.3 is the average age (Gen X)

43% have children in the household.

POST-COVID TRAVEL TRENDS

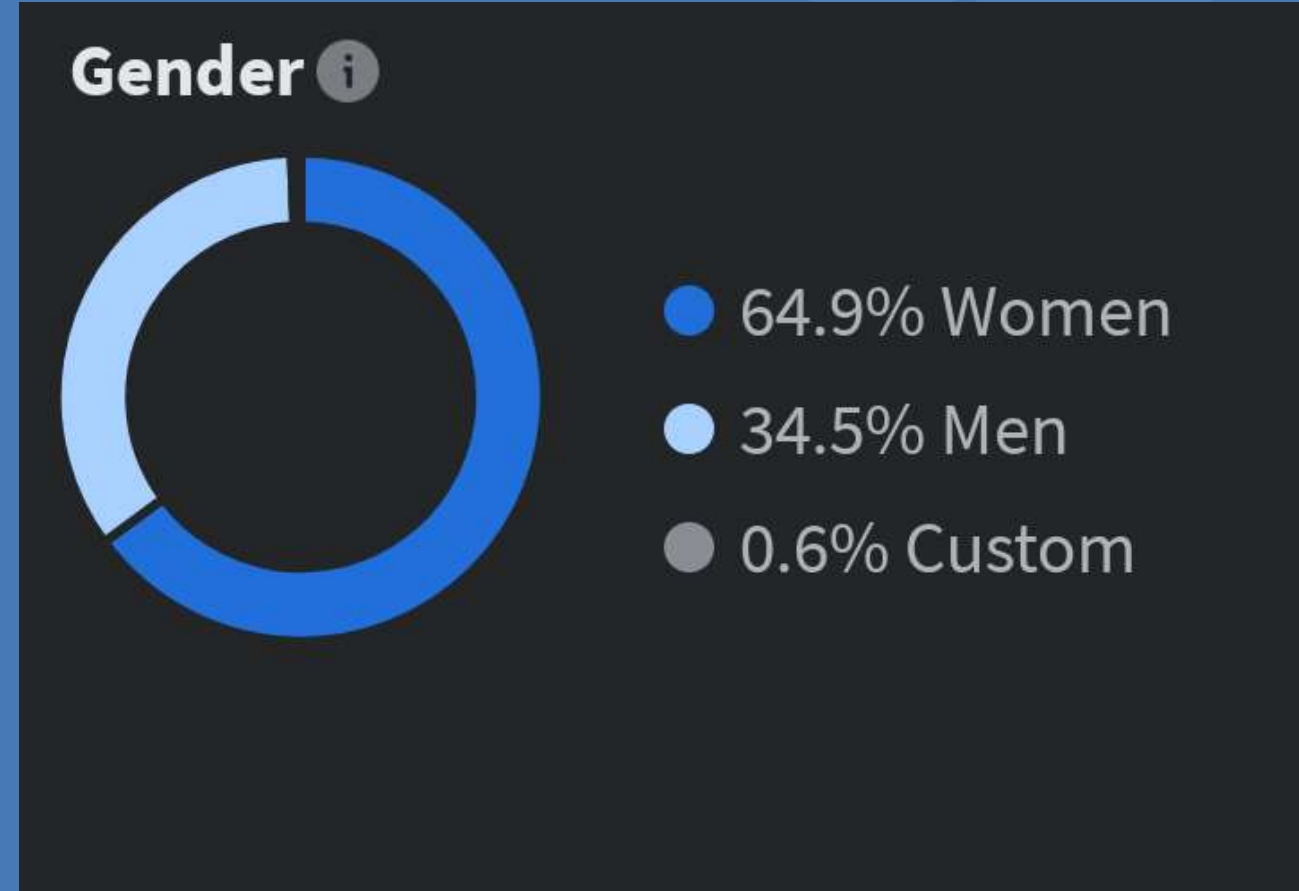
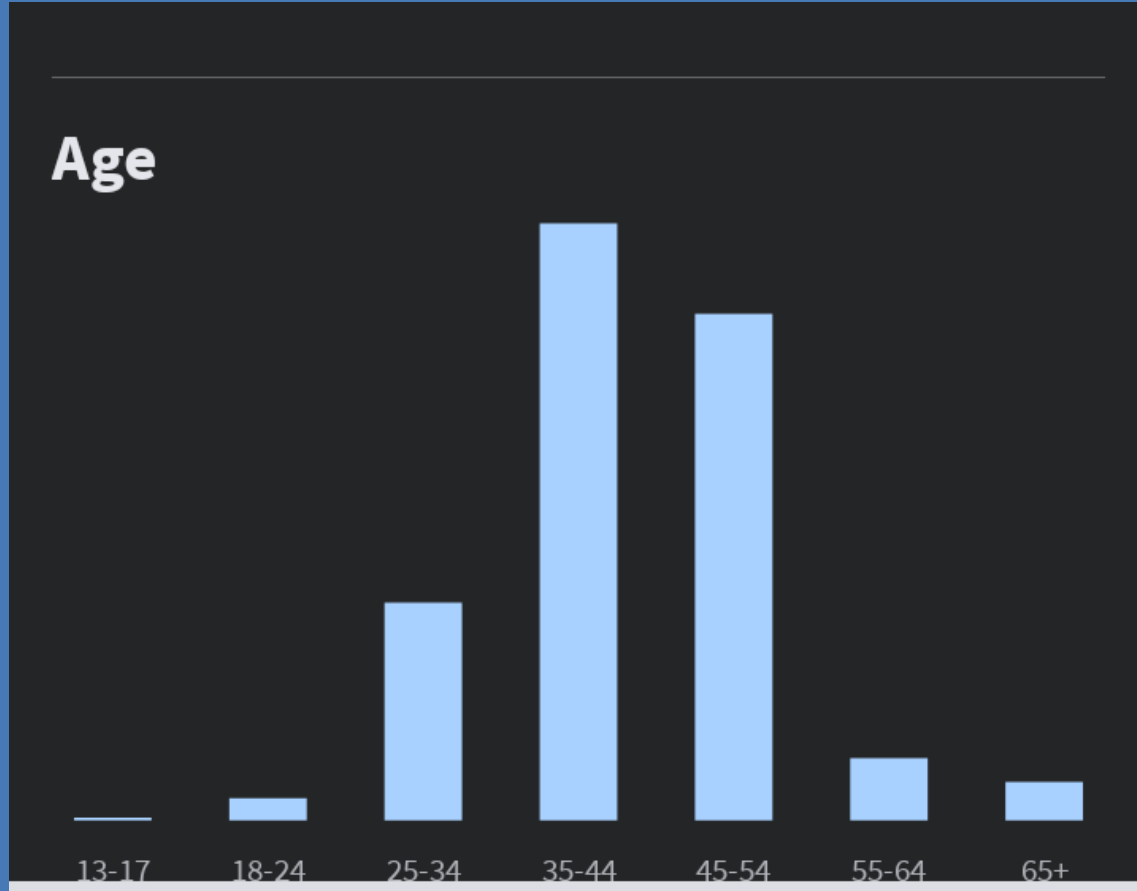


Multi-generational



Traveling By Car

SOCIAL MEDIA INSIGHTS



SOCIAL MEDIA INSIGHTS

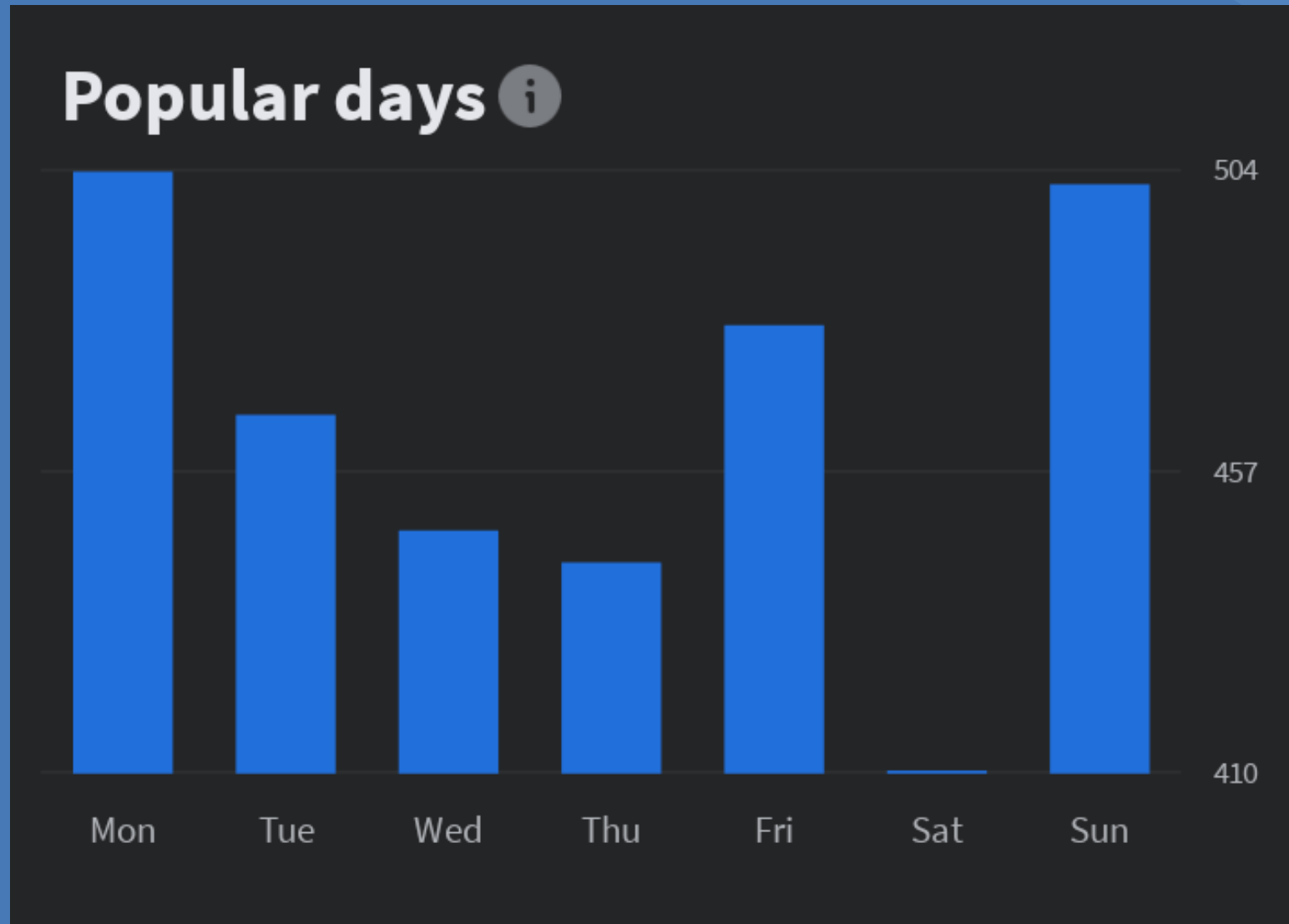
← Top Cities

Houston, TX	211
Spring, TX	18
Chicago, IL	9
Fort Worth, TX	9
Atlanta, GA	8
Cypress, TX	7
Humble, TX	6
Washington D.C., DC	6
Atascocita, TX	5
Charlotte, NC	5

← Top Countries

United States	645
United Kingdom	4
The Bahamas	3
Australia	2
Canada	2
Israel	1
Philippines	1
Nigeria	1
Mexico	1

SOCIAL MEDIA INSIGHTS



Safety

01

COVID-19

02

Gun Safety/ Event Logistics

COVID-19



Gun Safety/Event Logistics



Flip Flop Festival, Port Lavaca, TX

Gun Safety/Event Logistics



Flip Flop Festival, Port Lavaca, TX

Let's Connect, Shall We?

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