State of Texas

Marketing and Tourism Campaign

Background

Texas has consistently not been ranked high for travel and tourism.

Let's Confirm The Issue

Texas Overall Rank According to Sources

#8

Source: "Most Fun States in America"

#13

Source: "Survey Finds America's Most and Least Favorites States to Visit on Vacation."

#35

Source: "2021's Best States to Visit this Fall"

#25

Source: "U.S. States Ranked By 2021 Google Travel Search Recovery"

Business Opportunity

By elevating multiple options for marketing campaigns, it will high likely increase travel and tourism in Texas. In return, Texas's rank will improve.

How to take advantage of the opportunity?

To create a campaign that will market all that Texas has to offer!

Addressing the problem with 3 options:

1. Social Media/ Marketing
2. Improving Trip Builder
3. Partnerships

1. Social Media/Marketing

Constraints/Challenges

Budget
Influencer contacts and connections
COVID-19 Restriction (CDC Guidelines
and Protocols)
Set Clear Expectations

Feasibility

Yes. Cost can be flexible for
different budgets. Multiple big
brands have been doing this.

Benefits

Increase word by mouth
Increase visibility
Increase visitor number
80% of Influencer users reported
50% outperforming brand-created
content

Risks if Selected

Low engagement
Visitor Counts staying the same
same or reducing it
It could attract a type of market,
but reduce the interests of other
market.
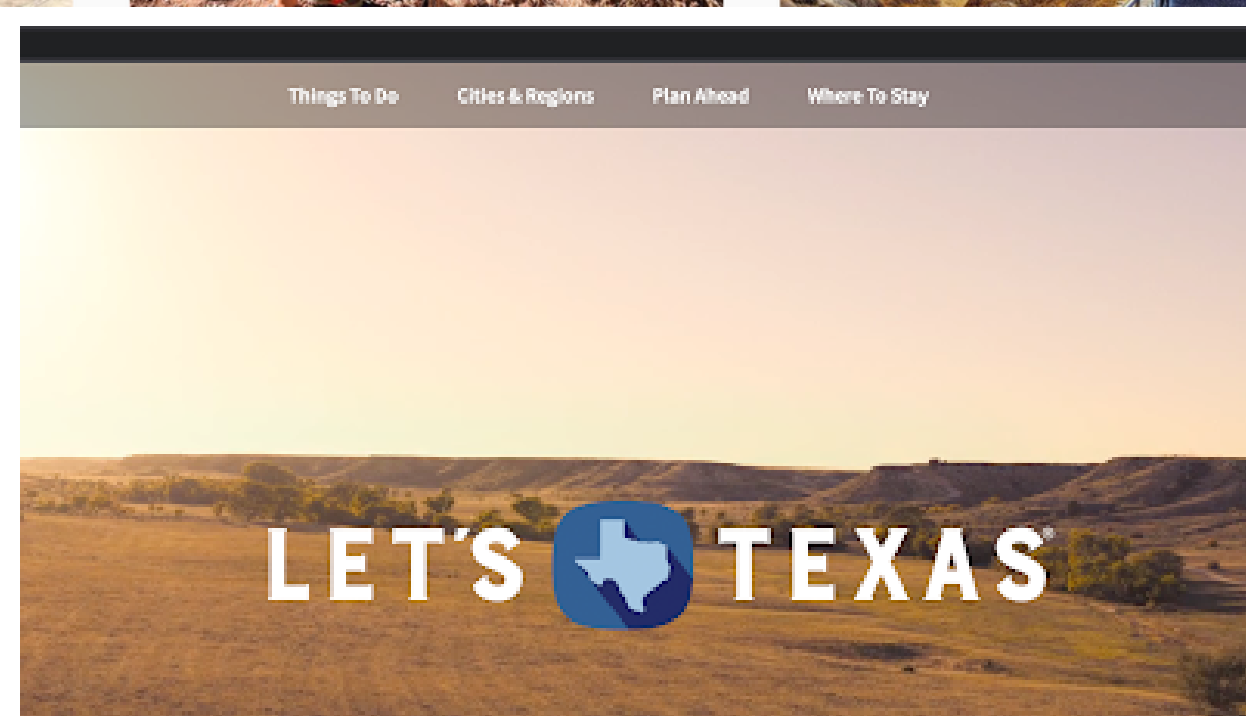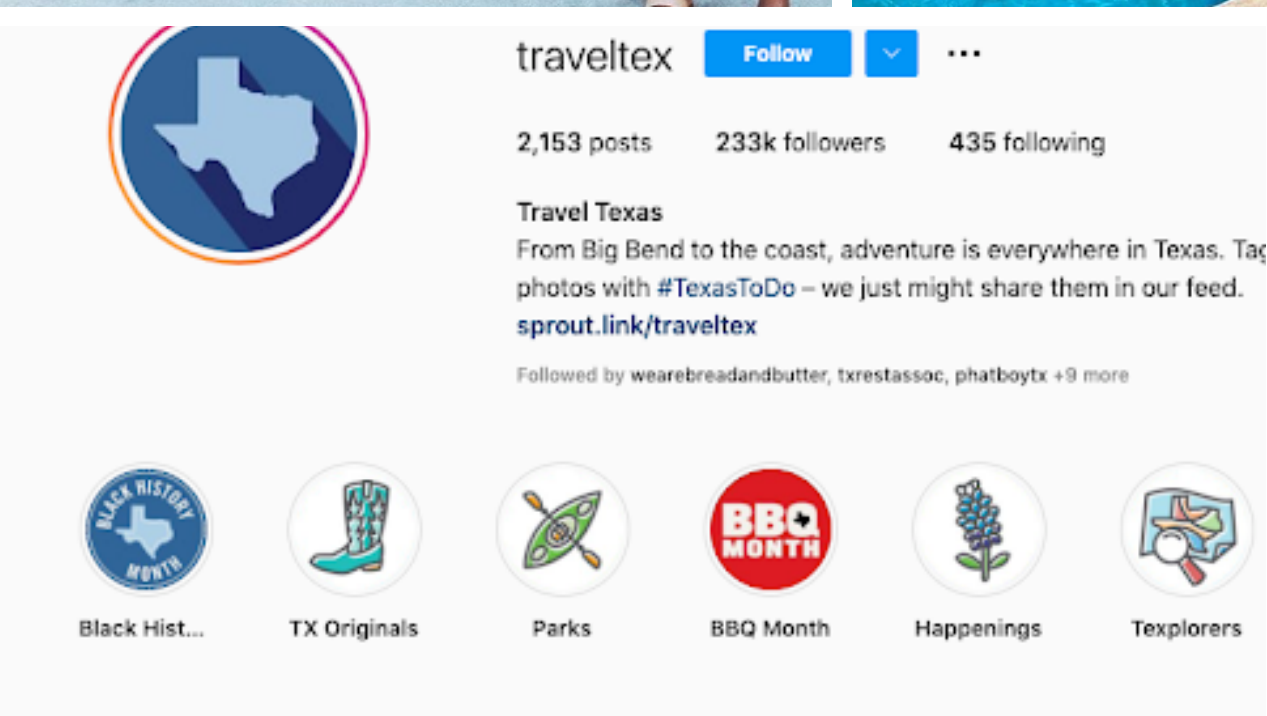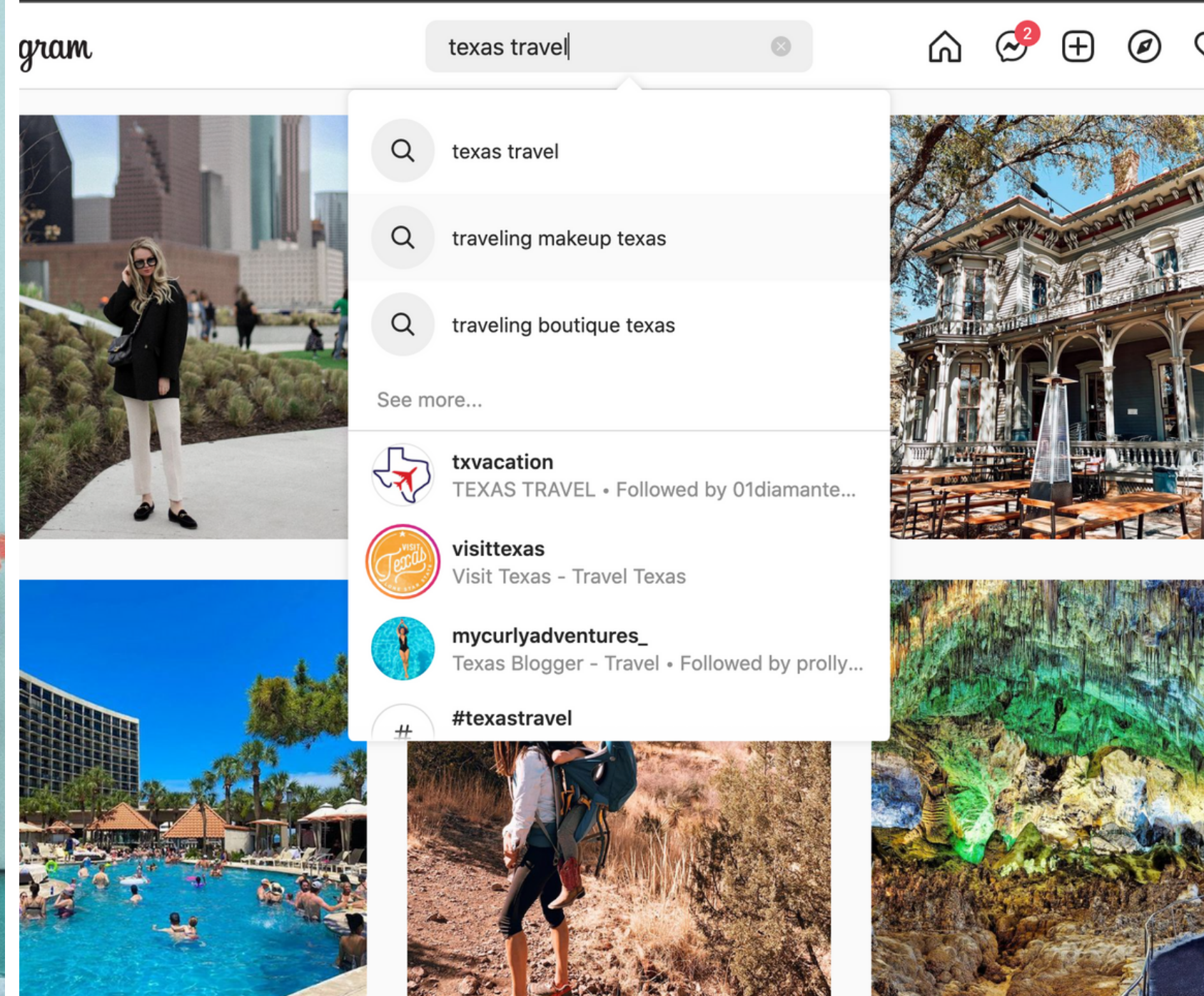
1. Use Current Tools:

Travel Texas currently has a beautiful website, app and Instagram.

2. Why Hire Influencers?

It has proven effective by big brands. For example:
- PepsiMoji (26k more clicks) after influencers posted the content.
- National Donut Day (Dunkin' Donuts), gained 10x more followers in 1 month, 3 million reach and 40k engagements.
- Suggestion: Provide college internship opportunity from different Texas schools to work on social media. This would encourage free local influencers.
- Focus on paying out-of-state influencers

3. How to Hire Influencers?

- Reach out via Social Media
- Approach the manager/agency
- Request data from previous campaigns to validate legitimacy
- Analyze Follower number, Engagement percentage, Likes per post, etc

4. How Much Does an Influencer Cost?

- Depends on how many followers they have and how many posts will you require per week/month
- Multiple Micro influencers or one Mega Influencer

Average cost of an Instagram post in 2021

Type of Influencers	Rate
Nano (1-10k followers)	$10-100
Micro (10-100k followers)	$100-500
Mid (100-500k followers)	$500-$5k
Macro (500k-1m followers)	$5-$10k
Mega (1m+ followers)	$10k+

5. 2019 Campaign (360-degree immersive view in site)

- Boosted Non-Texan tourism arrivals 25% based on ad exposure
- Engagement rate of 2.2%
- Higher average time spend with the ad (67%)
- 80% of people trust the word of mouth.

2. Improving Trip Builder

Example

Trips can be customized for vacation length and approximate budget

Destination/Travel Time	Arrive	Depart		
Austin TX	THURS 7AM	SAT 12AM	Overnight	
47 minutes				
Krause Springs	SAT 1PM	SAT 6PM		
6 minutes				
Iron Wolf Ranch	SAT 6PM	SUN 7AM*	Overnight	
6 HOURS				
Marfa TX	SUN 1PM	TUES 7AM	Overnight	
4 Hours				
Val Verdes Winery	TUES 11AM	TUES 3PM		
3 HOURS				
San Antonio TX	TUES 6PM	N/A		
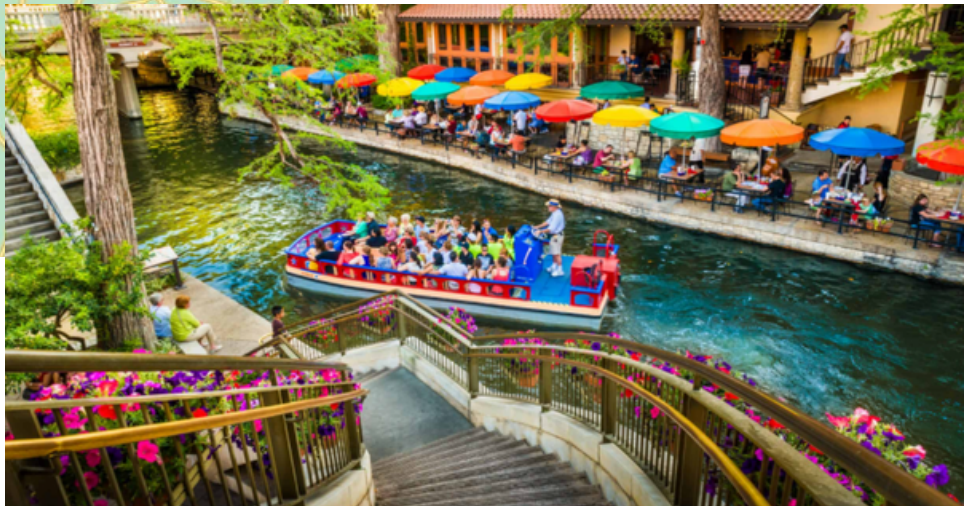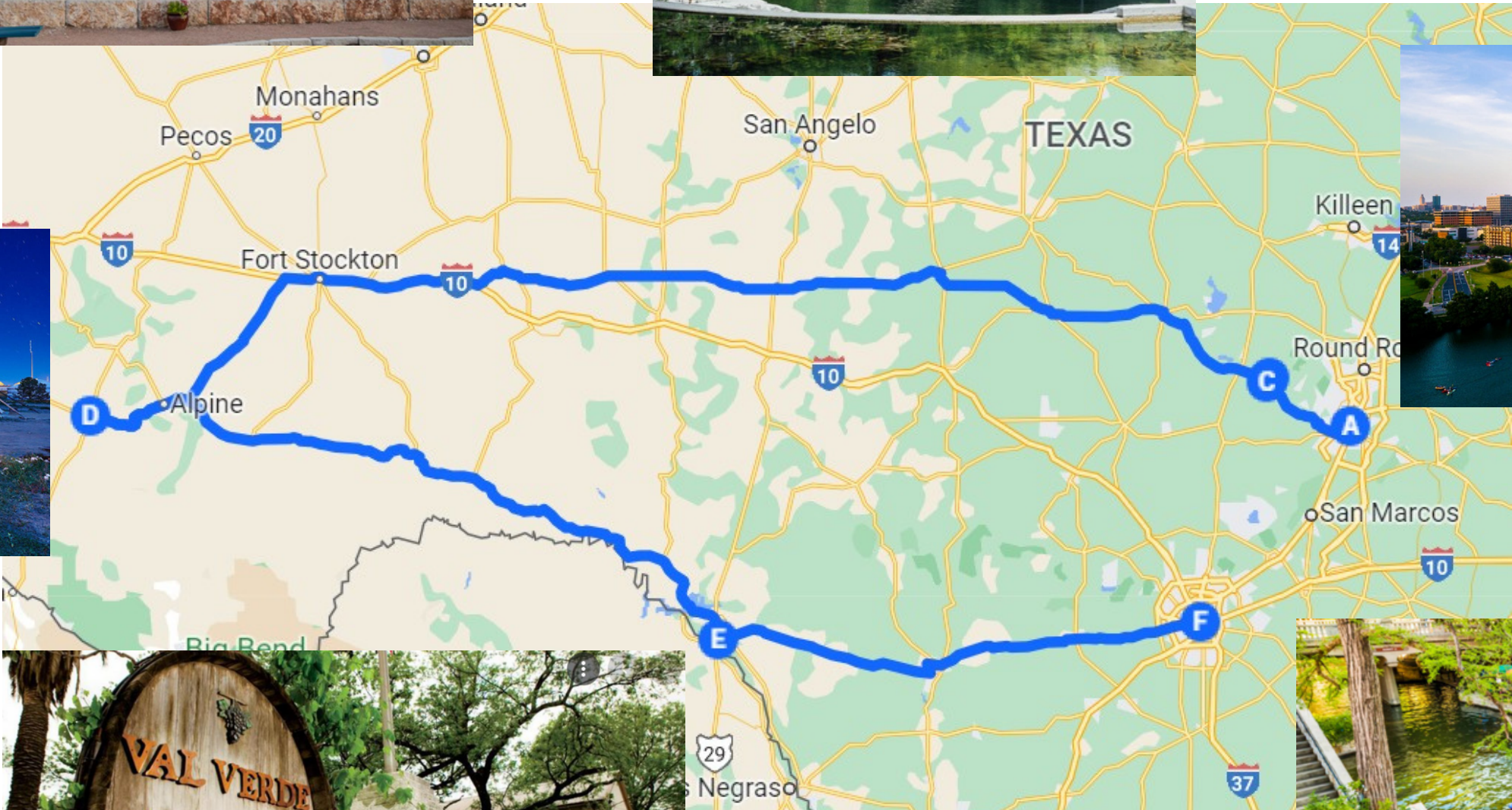
83% of Millenials Prefer All-inclusive
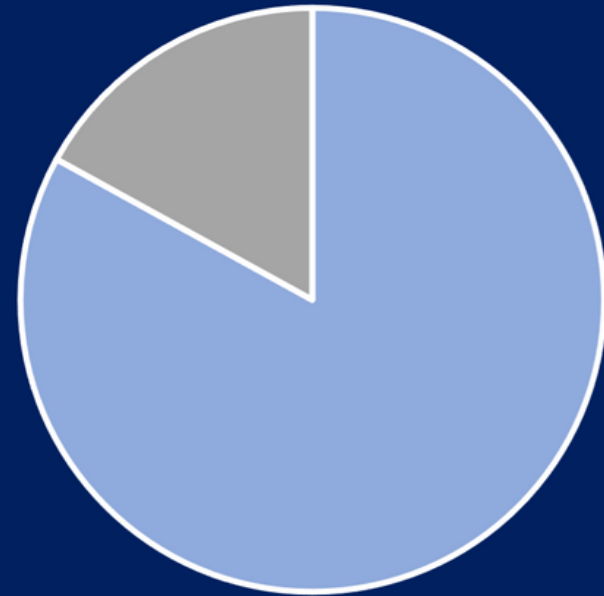
"Planning? Gross." "I love to plan."

Constraints:
- Texas state budget for hiring web developers to make these improvements.
- Purchasing logistics software to utilize.
- Time to curate small and diverse businesses list.

Benefits:
- Increase usage of the already built/invested site.
- Increase appeal to millennials. (Millennials travel more frequently than other gar groups, see wandering rv link)

Feasibility:
- Yes. Requires web development and time to curate a small and divers businesses list but is possible.

Risks:
- No increase usage after augmentation/wasted funds and time.

Risk of Not Implementing:
- Continued minimal use of site at no cost.

3. Partnerships

Car Rentals

Enterprise has one the largest car rental share in its market.

Hotels

Texas Hotel and Lodging Association would be the connection to get in partner with multiple hotel brands for different budgets road trips.

Small Businesses

In reference to the example shown previously, this resort is five minutes away from Krause Springs. They do not allow pets. Having connection with this business helps alleviate any travelers concern from a short distance. In addition, it helps promote the business in return.

Constraints
Obligations to each other
No flexibility with own ideas
Follow certain criteria of the partnered brand

Benefits
Financial Assistance
Promoting each partner
Potential increase in capital
Private Business Affair

Feasibility
Yes. Requires clear communication between
multiple partners
Recommended contract between parties to
ensure set protocols and reputations

Risks if Selected
Lack of mutual understanding
Tension if disagreements
Liability of other partner

Ranking

1. Social Media/ Marketing
2. Improving Trip Builder
3. Partnerships

The ranking is based on assumed budgets and the flexibility with the options. However, our top choice is would be social media/marketing. The existing tools such as Instagram, apps, websites provide a foundation for this option. We just need to shine more light to provide greater exposure interchangeably.

Conclusion

Overall, Texas already has the existing tools needed for any kind of marketing campaign. However, this business opportunity will allow for more exposure of such tools to promote tourism and travel in Texas in hopes of achieving the desired results.

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