



# Tourism Update

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CHRIS RUGGIA  
ALPINE TOURISM DIRECTOR  
MAY 10, 2022

# Media Placements

- **Texas Highways April issue**
  - 175,000+ circulation
  - Feature on visiting Alpine (\$15,000+ advertising value)
  - Cover story on McDonald Observatory
  - Inside front cover co-op ad placement
- **AAA Explorer Texas April/May/June issue**
  - Feature on Alpine downtown murals
  - 1,250,000 circulation
  - \$40,000+ advertising value



# Event Planning and Support

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- **Event Scheduling Session**
  - Input from Regional Event Organizers
  - Google Spreadsheet & Google Calendar
- **Event Promotion Workshop**
  - HOT Grant Recipients
  - Distributed Video and PDF Handout to Regional Event Organizers
- **MAY 25: HOTEL OCCUPANCY TAX WORKSHOP**
  - THLA Lead Counsel Justin Bragiel
  - Taking HOT grant applications May 23-July 1

# Regional Cooperation

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- **Print & Digital Advertorials**
- **Travel Texas statewide co-op ads**
- **Visitor Dashboard (market research)**
- **Other Regional Partnerships**

# Print & Digital Advertorial

- Alpine, Marfa & Fort Davis
- *Texas Monthly* print & digital
- *Discover West Texas*

*The prairie sky is wide and high...*

*The stars at night are big and bright...*

DEEP IN THE HEART OF WEST TEXAS

**R**eady to reconnect with your inner Texan in the land of the last frontier? This summer, head to Far West Texas and swap your big city blues for mountain views and a taste of small town life in Alpine, Fort Davis and Marfa.

**ALPINE**  
Nestled in the shadow of Twin Peaks Mountain, Alpine sits in the middle of relaxation, giving visitors easy access to all the treasures of Big Bend Country. Hang your hat in the historic Holland Hotel and take a hike or mountain bike up Hancock Hill, winding your way to The Desk for a view that will make you sing. "Now THIS is Texas."

Off the trails of tranquility, dive into the rich history of the Big Bend of Texas and Mexico at Museum of the Big Bend on the 5th Ross State University campus. Experience fine art and artifacts of the region from prehistory to the present through visual and interactive exhibits for the entire family. Back in town, be dazzled by the rows of art galleries and small boutiques along Holland and Murphy streets, where unique is the new norm.

**FORT DAVIS**  
Join the friendly folks in Fort Davis, the highest town in Texas, and embrace the slow pace set by the timeless landscapes visible in every direction. Stretch your legs at Davis Mountains State Park where you can hike some of the highest trails in the state and keep an eye out for the birds and wildlife.

The stars at night are big and brighter at McDonald Observatory, a short drive north up Mount Locke. Day and evening programs include solar viewings and the family-friendly star parties that give you an up close and personal view of our planetary neighbors in the solar system, as experienced through one of the observatory's powerful telescopes.

**MARFA**  
Get squared away at Chinati Foundation, south of Marfa, where minimalism meets a stretch of big blue sky on the high desert plains. World-renowned artist Donald Judd arrived in the tiny town of Marfa in the 1970s where he transformed a historic military base into the now-famous art museum. For decades, art enthusiasts from around the world have made the journey to Marfa for what many have declared a transformative experience of art, architecture, and land.

Take your time with a walk or bike ride around the quaint, quiet streets lined with art galleries and small businesses, and then choose from one of the town's independently owned and operated restaurants for a memorable meal. When the sun sets and the sky goes dark, head on out to Mitchell Flie for a visit to the Marfa Light Viewing Area. Look toward the Chinati Mountains for a chance to witness the mysterious Marfa Lights.

one of the greatest unsolved mysteries of the world. Are they natural gases? Are they spirits? Come see for yourself!

While you're here, make memories to share:

**Viva Big Bend** July 27-31  
**Cooler Fourth of July** July 2-4 (Fort Davis)  
**Spirits of the West Wine & Beef Fest** May 27-29 (Alpine)  
**Marfa Invitational** May 58

- Article by Kerry Laird

**ALPINE** [visitlpinetx.com](http://visitlpinetx.com)  
**FORT DAVIS** [fordavis.com](http://fordavis.com)  
**MARFA** [visitmarfa.com](http://visitmarfa.com)

PHOTOS: FROM TOP, BEN WALTER, STEPHEN CHAMBERLAIN, CHARLES DAVID SMITH

ADVERTISEMENT

# Travel Texas EDA Co-op

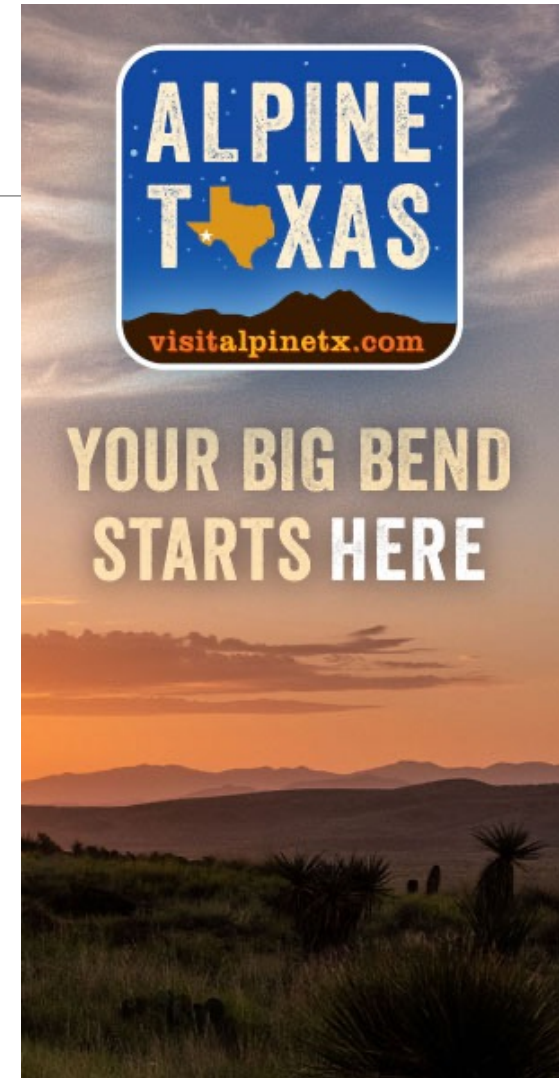
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# Travel Texas EDA Co-op

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- **Funded by Federal EDA Grant**
- ***COMPLETELY FREE to Alpine***
  - Paid & Programmatic Social Stories
  - Online Video
  - Mobile App Banners
  - Custom Content on CultureMap websites
  - Custom Article on Lonely Planet
  - Expedia Texas Destination Hub



# Visitor Dashboard - Zartico

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- Co-op with Marfa for cost savings
- Mobile Data network of 1.6 billion devices plus Credit Card spending data
- Evaluate Event Performance for HOT Grants
- 3 years of past plus real-time data on Tri-County Area Visitors:
  - When they come
  - Where they come from
  - Where they stay / how long
  - Where they go while they are here
  - How much they spend, and what they spend their money on

# Regional Partnerships

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- **Texas Mountain Trail Region Board of Directors**
- **Big Bend National Park – wilderness designation**
- **Greater Big Bend Dark Sky Working Group**
- ***International Dark Sky Reserve designation has been GRANTED!!!***

# Alpine Parks – Tourism Considerations

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- **Alpine Municipal Dark Sky Park?**
- **Event Permits for Alcohol Concessions?**