



# Tourism Update

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# Texas Travel Awards!

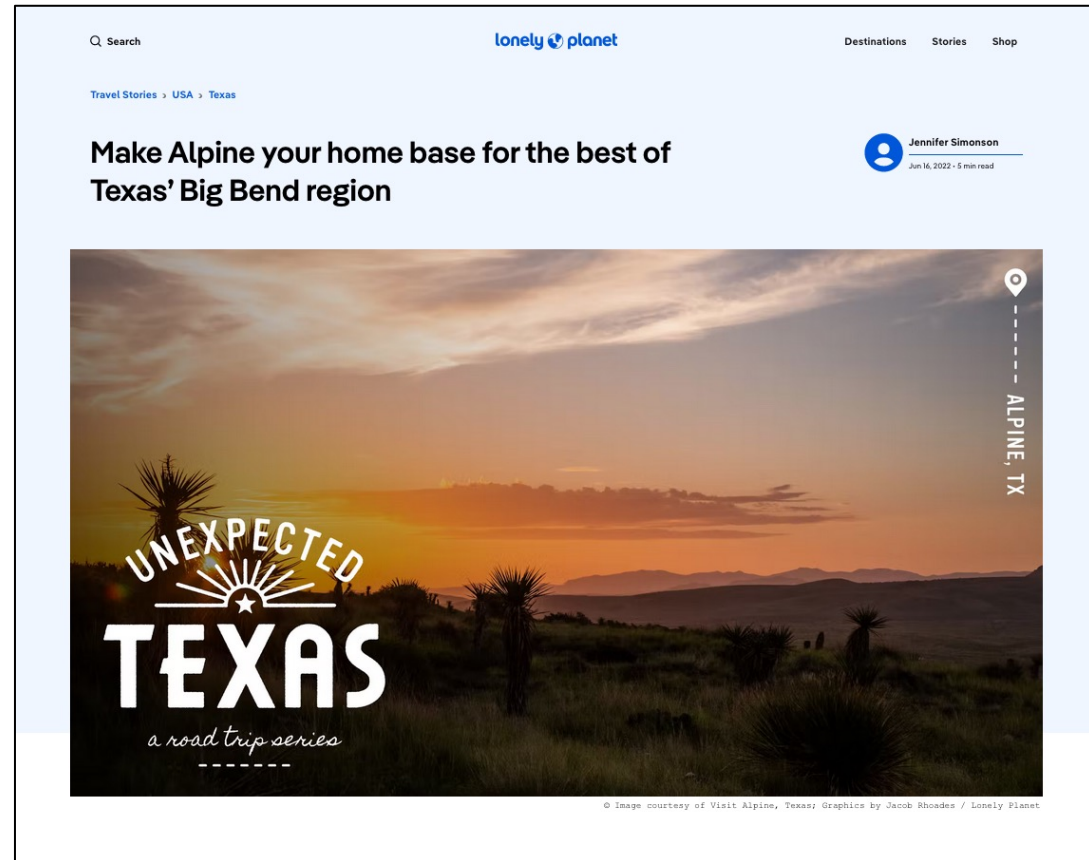
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- **We Won SEVEN Awards!**
- **Statewide**
  - Hiking/Biking Trail
  - Travel Destination Podcast
- **Small Market**
  - Art Festival
  - Music Festival
  - Museum
  - Sports Venue
  - Under the Radar Activity



# Media Placements

- **Lonely Planet**
- **CultureMap**
  - On websites in Austin, Houston, Dallas and San Antonio
- **Both were partnerships with Travel Texas**



# Event Planning and Support

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- **HOT Grant Applications**
  - Closed July 1
  - 22 Applications received
- **July 14 HOT Committee Meeting**
  - Reviewed applications for recommendation to Council
- **Regional Event Scheduling**
  - Coming in August

# Visitor Dashboard - Zartico

- Setup is complete!
- Orientation scheduled for next week

## What are your top origin markets & how do they compare to the previous year?

Source: Near, Note: This insight does not apply to the resident attribute in the trip type filter above. Tip: Click into an origin market to see the breakdown of trip type and identify the high value markets with strong overnight visitation or the opportunity markets with strong day trip visitation.

