

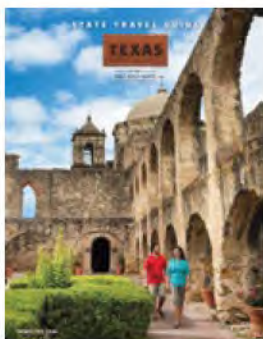
# STATE TRAVEL GUIDE



It's like a  
WHOLE OTHER COUNTRY

EDITORIAL PROFILE AND  
MARKET INFORMATION

# EDITORIAL PROFILE



**THE TEXAS STATE TRAVEL GUIDE** is Texas' premier tourism publication promoting travel to and throughout the state. As the primary fulfillment publication for Texas Tourism and the 12 Texas Travel Information Centers, the guide is the most comprehensive, authoritative and exclusive collection of information on Texas travel available. **It encourages travelers to stay longer, see more and explore further.**

**SEVEN TOURISM REGIONS** break the massive size of the state into easier-to-enjoy pieces. Grouping cities by proximity enhances trip planning and makes the state feel more accessible.

**REGIONAL MAPS** create snapshots of each region to help travelers visualize proximity and see other places they might want to include during an extended visit.

**REGIONAL FEATURES** give travelers a feel for some of the quintessential attractions of each region and provides suggestions regarding places to explore or itineraries to consider.

**TOPICAL SIDEBARS** group information regarding some of the popular places in which to enjoy a particular activity. These include wildflower drives, aquariums, historic sites, and scenic drives.



**“The Denton ad near our city description adds emphasis, draws the reader’s attention to our content. And, by advertising, we invest in the continuation of this important state-wide publication.”**

–Kim Phillips, Vice President, Denton Convention & Visitor Bureau

**ACTIVITIES OF INTEREST** include department-style features (history, arts, food, music, outdoors, sports, shopping, family fun, cultures, photo stops) to provide travel ideas for visitors who aren’t sure where to start. They also encourage travelers to explore some alternatives they may have missed.

**EDITOR’S TO-DO LISTS** highlight some of the must-not-miss attractions within each region.

**TOWN AND ATTRACTION LISTINGS** feature information about more than 400 Texas cities in an easy-to-find format.

**FUTURE EDITIONS** continue to update, expand and adjust features and lists to provide a more experiential feel and inspire travel.



# A SMART INVESTMENT

## PROVEN RETURN ON INVESTMENT

- In 2016, the *Travel Guide* generates more than **86,000 leads** for additional information from our advertisers. This translated to an average **ROI of \$32,872** for our advertisers, based on economic value of **\$39.70 per request**.\*

## COST EFFICIENT

- Low cost per impression
- Year round distribution and a long shelf life means your money works all year.

## GOOD COMPANY

Advertisers in the Texas State Travel Guide include:

- Convention and Visitors Bureaus
- Chambers of Commerce
- Departments of Tourism
- Hotels, Motels, and Lodges
- History and Art Museums
- Arboretums and Botanical Gardens
- Zoos and Nature Centers
- Presidential Libraries

\*2014 Western Association of CVB Visitor Guide conversion study, \$39.70 value per lead.





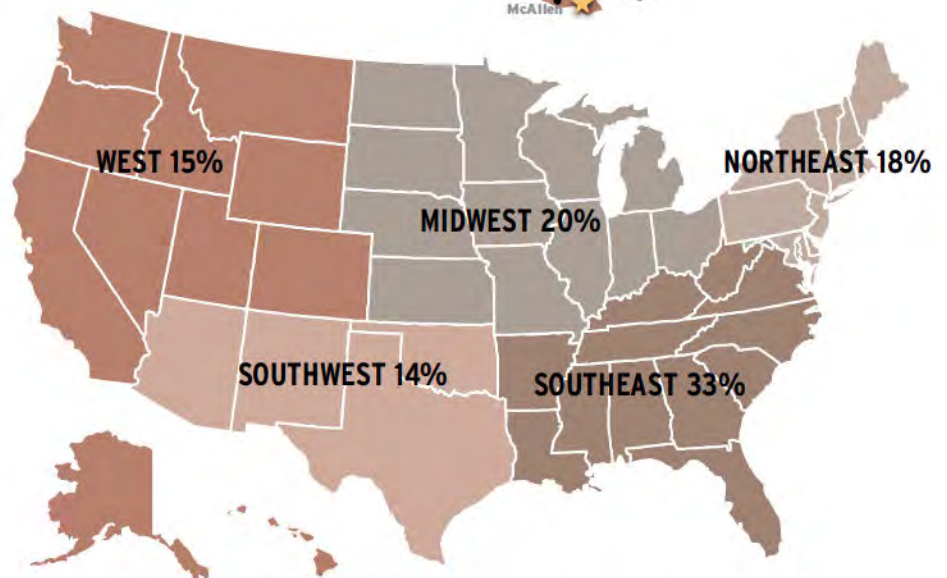
**“You need to put your message in front of your potential customers. The beauty of the *Texas State Travel Guide* is that people ask for this. They are basically seeking your message. It would be foolish to miss this opportunity.”**

—Dan Quandt, CAE, Vice President,  
Amarillo Convention and Visitors Council



## TARGETED, QUALITY DISTRIBUTION

- Reaches interested travelers in all 50 states
- Available year-round at the 12 Texas Travel Information Centers located at entry points throughout the state and at the State Capitol, which receive more than 2 million visitors annually.
- Mailed by direct request—people are actively seeking out the Travel Guide
- The printed guide and a digital version are available on Texas Tourism’s official site, [TravelTexas.com](http://TravelTexas.com)

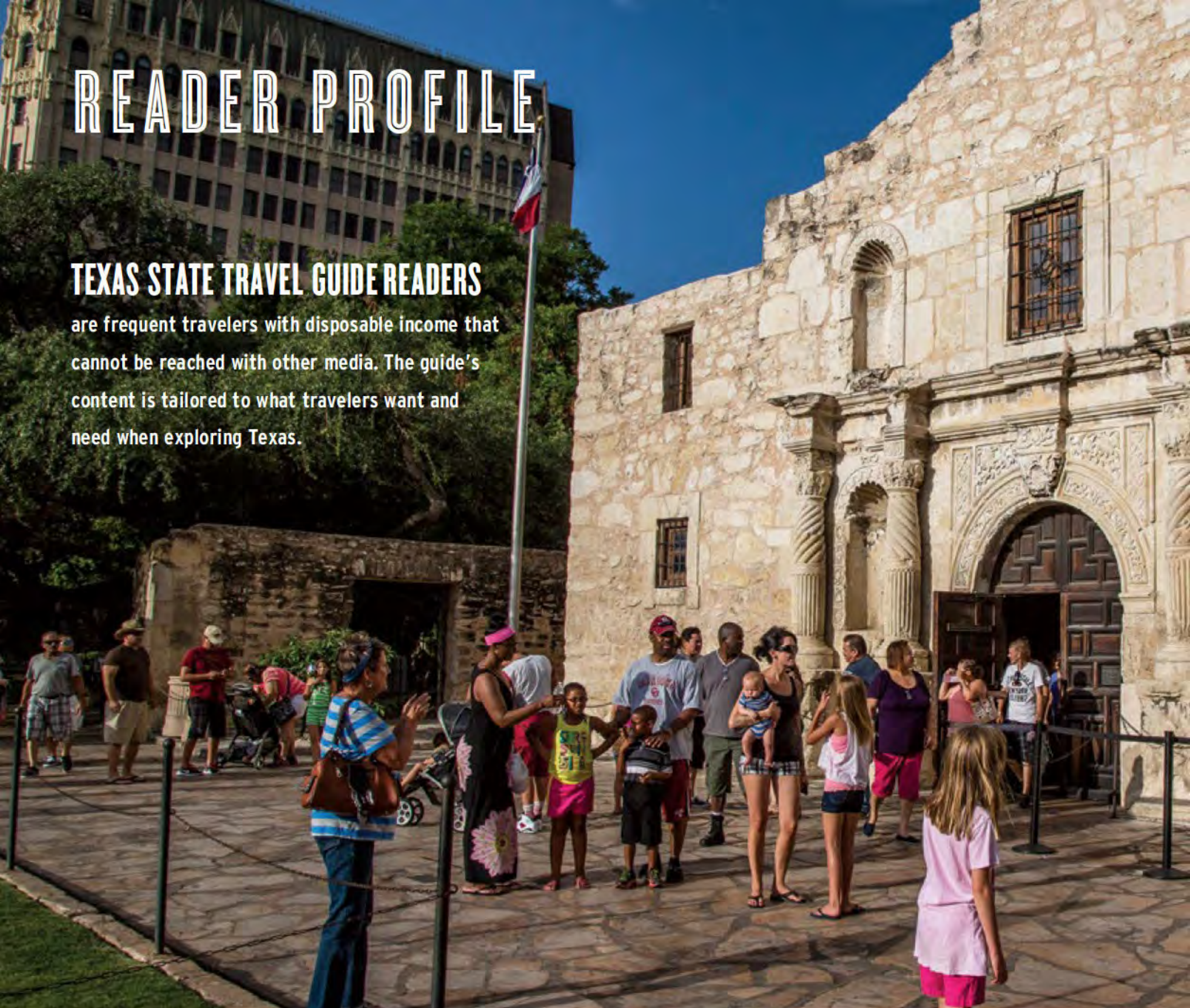


Less than 1% of copies are distributed internationally and to U.S. Armed Forces.

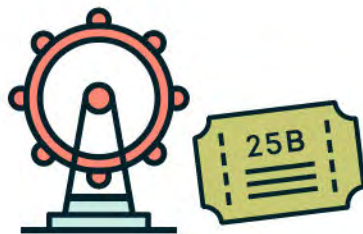
# READER PROFILE

## TEXAS STATE TRAVEL GUIDE READERS

are frequent travelers with disposable income that cannot be reached with other media. The guide's content is tailored to what travelers want and need when exploring Texas.



**Printed media**, such as travel brochures and state-sponsored sources play an outsized role in **influencing travel**.



Readers of the guide are nearly **three times as likely** to travel for a specific attraction or event.



Readers travel nearly **three times as often** as non-readers, with **5.2 trips** in the past two years.



## HIGHLY INFLUENTIAL CONTENT

- The Travel Guide is used during both the **planning and traveling phases** of a trip. Readers get more out of their trip.
- **Nearly half** read the guide thoroughly before traveling
- **64%** rate Travel Guide content as **'very useful.'**
- **74%** **use** the Travel Guide during the trip.
- Readers mention **40% more activities** on their last trip than non-readers.



Sightseeing, cultural events, historical sites, shopping and national parks are particularly **appealing to readers.**



They like to be **well-prepared**, often planning their trips at least **three months** in advance.



Traveling is a **family affair**, and readers often travel with their spouses and children.

## FOR MORE INFORMATION CONTACT:

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