



# TTIA

## Texas Travel Industry Association

### Who is TTIA?

TTIA is the umbrella organization for the Travel Industry representing a diverse membership of over seven hundred Texas travel destinations, accommodations, attractions, transportation and support businesses.

### What does TTIA do?

Our mission is to improve the quality of life in Texas by strengthening travel and tourism through our strategic pillars of advocacy, communication, engagement and value. It is within these pillars that we connect, promote and engage with our members, state and local legislators, and partner organizations to ensure that *Life is Better in a State of Travel*.

ADVOCACY



VALUE



COMMUNICATION



ENGAGEMENT

## Why Travel Matters

# \$74.7 BILLION

in Annual Direct Travel Spending

# 1.1 Million Texas Jobs

1 in 10 Texas Jobs supported by Travel

# \$8 Returned on every \$1 Spent

on Texas Tourism Advertising

# \$7.0 BILLION

in State and Local Tax Revenues

# 68.5 Million

travelers visited Texas from outside the state

## Member Benefits

Leadership Development Council

DMO Council

Legislative Affairs Committee

Legislative Alerts

- ACT Now!
- Voter Voice

Research

Tourism Caucus

[www.TTIA.org](http://www.TTIA.org)

E-Newsletter

Travel News Report

TTIA Membership Directory

Constant Contact

Social Networking

Partners in the Park

Career Center

Business to Business Opportunities



CONTACT US

[WWW.TTIA.ORG](http://WWW.TTIA.ORG)

512-328-8842

## Our Members



**Destination Marketing Organizations** - Convention and Visitor Bureaus, Chambers of Commerce, Economic Development Committees, Cities.



**Accommodations** - Hotels, Short Term Rentals, Campgrounds



**Attractions** - Theme parks, Waterparks, Zoos, Show Caves, Historical sites

**Transportation** - Airlines, Airports, Bus Tours, Ride sharing

**Allied** - Marketing agencies, brochure distributors, product and uniform suppliers



### Events

#### TTIA UNITY DINNER

This event provides the Texas travel industry the opportunity to show strength and unity to government decision-makers while recognizing the importance of travel as a major growth segment of the Texas economy. It allows members the opportunity to interact with elected officials and other major industry players and to understand the importance of the legislative process in achieving industry goals.

#### TRAVEL & TOURISM COLLEGE

TTC is the premier educational program for travel and tourism professionals in the Texas. Students from across the Southwestern US convene for one week for an intensive curriculum of tourism management and marketing courses. Designed as a three-year program, after finishing their third year of study and a capstone project, graduates receive their Certified Tourism Executive (CTE) designation.

#### TRAVEL SUMMIT

TTIA's annual conference offers its participants keynote speakers, educational and roundtable sessions and networking opportunities. Industry experts share their wealth of knowledge about travel industry topics including current and future trends, marketing and promoting activities, new products and services available, and advocacy issues.

#### PUBLIC POLICY FORUM

An annual event providing educational information related to the key legislative issues affecting the travel and tourism industry. The forum provides political analysis and insight into what the Texas travel industry can expect in the upcoming year and how industry will be impacted.

### Marketing Cooperatives

“See Texas First” Spring & Fall Inserts Provides TTIA members with direct access to prospective visitors. The program includes a magazine-style insert distributed in the Sunday paper directly to 1,275 million households in Texas and surrounding markets plus an online component. A response card generating direct inquiries from travelers, and online and email components extend the campaign even further. The program regularly generates in excess of 800,000 total responses each run.

#### Digital Storytelling

Using amplified storytelling, prospecting, and retargeting banner ads, and search engine marketing. Participants receive a cohesive, full-spectrum program that reaches travelers at all points of the conversion process.