



Texas Tourism

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Representative(s) at the International Tourism and Travel Show 2016:

- **TBC**

About the Organization:

- The Office of the Governor, Economic Development and Tourism (Texas Tourism) is responsible for promoting Texas as a premier travel destination. The office works in concert with its partners (convention and visitors bureaus, local chambers of commerce, private travel-related organizations and associations) to promote travel to Texas in both the domestic and international tourism marketing arenas. Texas continues to attract an ever growing number of Canadian travelers with a diverse range of vacation experiences throughout seven different regions of the state. From about 750 golf courses and resorts, more than 100 dude ranches, 1,000 km of pristine Gulf Coast to arts/culture in cities like San Antonio, Dallas, Fort Worth, Austin and Houston and outdoor adventure in West Texas – Big Bend National Park; Texas has a range of vacation experiences, something for every type of traveler. (<https://www.traveltexas.com/>)

Objective at the International Tourism and Travel Show 2016:

- To increase awareness of Texas as a leading U.S. travel destination to the travel trade, media, and consumers.