

# **SAN ANTONIO & THE TEXAS HILL COUNTRY**

## **INTERNATIONAL MARKETING CAMPAIGN**

**2015-2106**

- **OBJECTIVE**

Promote San Antonio & the Texas Hill Country to encourage international travelers through media coverage to visit San Antonio and to extend their Stay by visiting the Hill Country areas of Boerne, Fredericksburg, and San Marcos.

- **2015 MEDIA FAMS – Resulting in \$1.3 Million Media Value**

- Food & Travel Mexico
- RitmoSon Televisa
- Entre Viaje y Viaje
- Volaris Media & Tour Operator FAM
- AeroMexico Media FAM

- **2016 MEDIA FAMS AND VISITS**

- Culinary FAM – January
- Mexico Travel Channel - June
- Mexico Media Mission – February
- Interjet Media FAM - September
- Marco Beteta: Social Influencer – April
- Canadian Rep Firm coming soon
- Travel & Leisure Mexico - May

- **BOERNE REPRESENTATION AT TOURISM MISSIONS**

- Feb 15 – 20 Spring Sales Mission – Mexico City, Guadalajara, Cancun
- July 11 – 15 State Mission Brazil – Sao Paulo, Rio, Curitiba
- June 18 – 22 International POW-WOW – New Orleans
- June 24 – July 3 Germany UK Mission – Frankfurt, Hannover, Hamburg London
- Oct 31 – Nov 6 World Travel Market – State Mission – London
- Nov 9 – 13 State Sales & Media Blitz – Hamilton, London, Barrie Ontario
- November 18 – 22 State Canadian Sales Mission – Montreal/Toronto
- May 29 – 31 Arlag - Guadalajara, Mexico

- **BOERNE REPRESENTATION ON TOP TRAVEL SITES**

- Despegar.com
- Aeromexico.com
- Hotels.com
- Volaris.com
- Tripadvisor.com
- Innerjet.com
- Kayak.com
- Expedia.com

- **BOERNE REPRESENTATION ON SOCIAL MEDIA – Resulting in 37,995,333 impressions in 2015**

- Expedia.mx
- Google
- CNN Mexico
- Opera Mediaworks
- Quien
- Facebook

- **BOERNE REPRESENTATION ON MOBILE DEVICE ADS**

- Hill Country Mobile – 2,889,826 Imps/9,809 clicks
- Hill Country Interstitial – 156,766 Imps/4,372 clicks

By participating in the San Antonio & Texas Hill Country Coop Advertising program, Boerne is included in a very large scale international marketing and advertising campaign that would not be possible independently.