

Visit San Antonio Marketing - Update

- Marketing efforts are starting to gear up for San Antonio to rebound into post COVID times.
 - Earlier this week, US Travel Association has launched the “Let’s Go There” campaign as a national effort with new language to build consumer confidence. Visit San Antonio will join US travel by adopting this campaign to spur bookings and drive business, while regaining consumer confidence.
 - Creative is in development, but we expect to start promoting towards the end of September thru December.
- Data from social media and reactions to social posts allows to better understand our markets. Key learnings about new travelers and their interest in San Antonio as a destination.
 - Millennial and History/Cultural audiences are more interested in the destination than our traditional family audience causing significant shift in the type of traveler that is coming to San Antonio.
 - “Work from Here” shows an opportunity to entice a traveler that may stay longer.
 - “Learn from Here” poses an opportunity with family audiences.
 - Holiday promotion will be also included in the plan.
- Visit San Antonio and Airport Marketing Collaboration
 - Includes constant communication in search of maximizing mutual marketing efforts
 - Optimize and leverage each other’s social media outreach
 - Share key markets intel to optimize key markets within respective marketing plans
 - Identify Marketing, Communication (PR) and Tourism industry mutual outreach opportunities.