



Galveston CVB

VANCOUVER'S BACHELORETTE STAR FALLS IN LOVE WITH GALVESTON

TV star Kaitlyn Bristowe and fiancé Shawn Booth have a romantic vacation on Galveston Island—and your clients will want to do the same thing too



Kaitlyn and Shawn
enjoy a romantic stroll.

The Bachelorette star Kaitlyn Bristowe and her fiancé Shawn Booth were spotted vacationing on Galveston Island recently, looking very much in love.

After a whirlwind engagement on the season 11 finale of ABC's hit reality dating show in July, Kaitlyn and Shawn took the chance to grab a romantic getaway on the Texas Gulf Coast to advance their blossoming relationship.

The couple stayed at The Villas at The San Luis Resort, a brand new luxury development that opened in July. Throughout their stay they were spotted holding hands on the beach, shopping in historic downtown Galveston and dining at several of the island's high-end restaurants, including Rudy & Paco, Gaido's, The Steakhouse and Shearn's Seafood and Prime Steaks.

Kaitlyn, a Vancouver resident and

"the most talked about star in *The Bachelorette's* history", said the couple enjoyed having their first date in Texas when filming the show and they were excited to return to the Lone Star State for leisure.

"This has been almost like a honeymoon for us after everything we've been through," she told the Galveston Island Convention & Visitors Bureau.*

Six Steps to Bachelorette Bliss

A Bachelorette-inspired itinerary for all of those romantic clients out there



Delicious delights at Number 13 Porterhouse.



Galveston's Historic Pleasure Pier.



Take off at the Lone Star Flight Museum.



The legendary lamb chops at the Steakhouse.



Historic downtown Galveston.



ENJOY LUXURY AT THE VILLAS AT SAN LUIS RESORT

Kaitlyn and her fiancé spent several nights at The Villas in a private residence-style suite. Each beachfront villa is accessible through an exclusive entrance and features a private veranda with a hot tub, separate pool area and personal butler service. Your clients will also have the option to upgrade to arrive by Bentley, limousine or helicopter!



TAKE A RIDE IN A WWII AIRPLANE

Your clients can take an aerial tour of the island in a historic T-41 Mescalero based at Galveston's Lone Star Flight Museum. This World War II-era aircraft is extremely rare and provides a truly unique thrill.



RELAX WITH 'THE BACHELORETTE TREATMENT'

Schedule an in-room 60-minute couple's massage for your client. Spa San Luis offers relaxation, deep tissue and seashell massages in the comfort of your client's room. After they relax, they can get dressed up for dinner at the resort's award-winning Steakhouse restaurant, where the Kaitlyn and Shawn enjoyed a candle-lit meal.



DISCOVER OLD-WORLD CHARM

Old-world charm isn't hard to find in Galveston and there is no place quite as charming as the Victorian-era downtown district. Kaitlyn and her sweetie were spotted exploring the district's unique boutiques, art galleries and shops after having lunch on Postoffice Street at the renowned Rudy & Paco Restaurant.



HAVE FUN AT THE PLEASURE PIER

From the looks of Kaitlyn and Shawn's SnapChat posts, the couple had a fun date at Galveston Island Historic Pleasure Pier. The amusement park pier, which stands over the Gulf of Mexico, has 16 thrill rides and plenty of midway games, but Kaitlyn and Shawn took a special liking to the views from the Ferris wheel.



BOOK A SUNSET CRUISE

For romance on the water, book your clients a sunset harbour cruise with Sun Time Watersports. Kaitlyn and Shawn took a private cruise in the tour company's pontoon boat, leaving from Pier 21 and ending at Pelican Rest Marina, where they dined at Number 13 Prime Steaks & Seafood.

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GOOD REASONS TO SEND YOUR CLIENTS TO GALVESTON

Though Texas' big cities—Austin, Dallas, Houston—can be great fun, sometimes it's nice to step outside the city buzz and experience a small-town atmosphere. Just an hour from Houston, Galveston Island boasts old-world class, a rich history and plenty of unique charm. It's the perfect place for your clients to experience the more chilled-out side of Texas during the winter months. Here are five good reasons why your clients will simply adore Galveston...

BY SAMARA MEADE

1. THE WINTER TEXAN PROGRAM

Galveston is home to a lot of snowbirds, approximately 30 percent of whom are Canadian. The Galveston Convention and Visitors Bureau designed the Winter Texan Program specifically with these Winter Texans in mind. With brewery tours, events and plenty of planned activities during the winter months, Galveston offers Winter Texans the perfect place to have fun while also escaping the harsh winter snow back home.

2. OFFSHORE OIL RIGGING MUSEUM

Galveston is home to the world's only retired offshore oil rig attraction. Now set up as a museum, your clients will love touring the inside of this one-of-a-kind attraction. They can dress up in real uniforms, play in Science Corner and enjoy interactive on-board activities.

3. GALVESTON TREE STRUCTURE TOUR

Galveston is rich in history and the first event many locals will tell you about is the devastation of Hurricane Ike in

2008, a disaster that uprooted and killed thousands of trees. Instead of tearing the remains down, Galveston homeowners turned these trees into beautiful works of art. Your clients can take a tour to see these unique masterpieces, including 'Dorothy and the Tin Man' in front of the creator of *The Wizard of Oz's* home.

4. SAND AND THE CITY

For those clients who are torn between a city or beach vacation, Galveston can provide both. And there are even more beaches on the way, as the city is currently dredging sand to create an additional 20 blocks of beaches to provide even more R&R under the hot Texan sun.

5. GALVESTON ISLAND BREWING COMPANY

Those clients who enjoy a cold beer will appreciate the family-friendly Galveston Island Brewing Company's tours. Your clients can even send their children to the outdoor playground while they sample a cold one. *



Beach life in the heart of the city.

HOT TIP

CASH-IN ON PRE AND POST CRUISE BUSINESS: Exploring Galveston Island is a natural addition to a cruise vacation. As an extra incentive, a number of hotels on the island offer complimentary parking and transfer packages to the cruise ship terminal with an overnight stay.



The official visitors' centre for Johnson Space Center features actual spacecraft and a guided tram tour of NASA and Mission Control.

HOUSTON, WE *DON'T* HAVE A PROBLEM

Despite being the fourth largest city in the USA, Houston has managed to maintain its friendly, small-town atmosphere. With its unique restaurants, fascinating history and gorgeous green spaces, it's a big winner with all kinds of Canadian clients. Here are five clients who definitely won't have a problem with Houston...

BY SAMARA MEADE

Greater Houston CVB/Julie Soefer



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1. THE SPACE HEAD

If your clients have a passion for space exploration, they won't be able to get enough of the Houston Space Center. They can learn about the Apollo Missions, sit in the original Mission Control Center that sent Neil Armstrong to the moon and visit the present day Mission Control Center. That's right, they'll get an up-close-and-personal look at the people who are in control of the present-day space mission. And in January a new exhibit is opening that will allow them to look inside NASA 905, the 747 Shuttle Carrier Aircraft.

2. THE FOOTBALL FAN

We all know that Canadians love watching the Super Bowl—and now you can send your football-crazy clients to Houston to be part of all the live action. Houston is due to host the Super Bowl in 2017 and six hotels are currently being constructed near the Convention Center. By the time the Super Bowl rolls around, Houston will have 2,200 hotel rooms in total.

3. THE CULTURE CULTURE

Not many people know that Houston

is home to the second-largest theatre district in the US. *Rent*, *Mathilda*, *Wicked* and *Beauty and the Beast*, to name just a few, have all graced the city's stages. The theatre district features nine world-renowned performing arts organizations, as well as many smaller, unique ones.

4. THE SHOPAHOLIC

Featuring a plethora of high-end stores and dining options, Houston's Galleria shopping centre even comes complete with its own ice-skating rink and a bungee-jumping trampoline! The best part? Your shopaholic clients can claim back their taxes if they keep their shopping receipts.

5. THE EXPLORER

There are multiple tour options available for your clients, including the 'first class' Houston Texas Tour—a smaller group tour that's accompanied by a walking, talking-text-book tour guide who is full of facts, figures and historical knowledge. Your clients can also personalize their tour itinerary so that it features all the attractions they specifically want to see. *

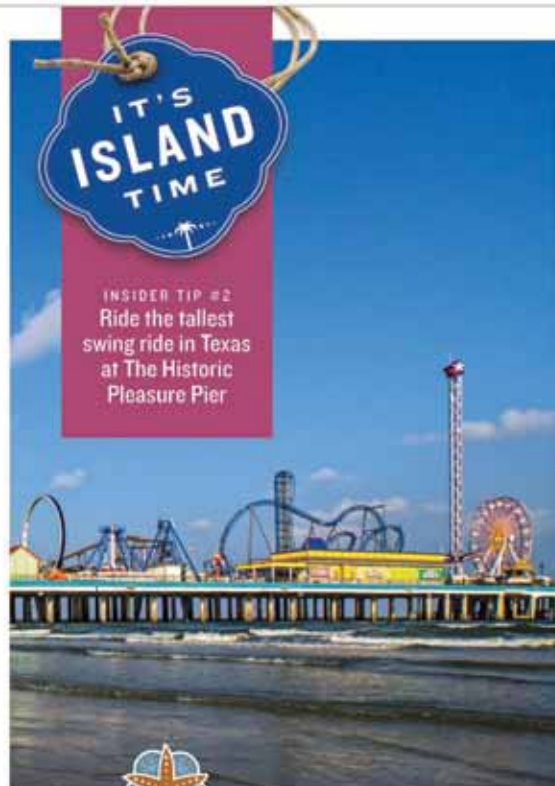
HOT TIP

EXTRA CONNECTIVITY:

WestJet's new daily direct flights from Calgary to Houston make visiting this part of Texas easier than ever before for western Canadians.



Rocket Park houses a collection of NASA vehicles, exhibits and artifacts.



INSIDER TIP #2
Ride the tallest
swing ride in Texas
at The Historic
Pleasure Pier



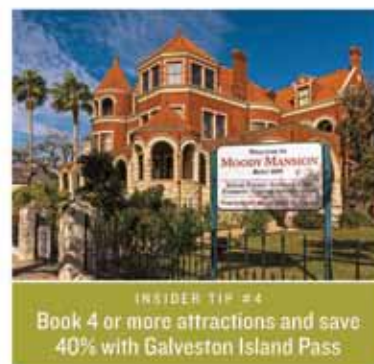
GALVESTON
• ISLAND •



INSIDER TIP #3
Meet a penguin behind
the scenes at the Moody
Gardens Aquarium Pyramid
through a "penguin
encounter" package



INSIDER TIP #1
Stay Sunday-Thursday for best lodging
rates and fewer crowds



INSIDER TIP #4
Book 4 or more attractions and save
40% with Galveston Island Pass

The beach is just the beginning.

FOR MORE TIPS, VISIT
WWW.GALVESTON.COM/INSIDER

10 WAYS TO TEMPT YOUR CLIENTS TO TEXAS

Big... Wide... Expansive... That's how to describe Texas—both its landscape and its indomitable “We Can!” spirit. With year-round sunshine, a booming culinary scene and a healthy respect for its unique heritage and culture, Texas is an easy-sell. Here are 10 ways to tempt your clients to Texas...

BY JOSEPHINE MATYAS

1. The photogenic Alamo, the shrine of Texas liberty, is the state's number one attraction. In 2015 it was named a UNESCO World Heritage Site.

2. The Sixth Floor Museum at Dealey Plaza—which is located in the red brick building previously known as the Texas School Book Depository—chronicles the life, death and legacy of President John F Kennedy. The assassination site at Dealey Plaza is the most visited historic site in northern Texas and it has been designated a National Historic Landmark District.

3. If your clients are looking for natural beauty in an urban destination, tell them about El Paso. During the day, the mountains take on shades of purple, vibrant orange and

pale green under a sun that shines on 305 days each year. Wide-open vistas, big skies and beautiful desert weather are the norm and almost every day ends with a breathtaking sunset.

4. The Moody Gardens Golf Course on Galveston Island has been described as “a sea-side course with a tropical feel”. The completely renovated par 72 course is considered one of the best in Texas. It's a must-play for Canadian golfers.

5. In 2016 the National Park Service will celebrate its 100th anniversary and a visit to Big Bend National Park is perfect for those clients who are craving a unique and inspirational outdoor experience. The park's river, desert and mountains boast some of the

most beautiful, uncluttered scenery in the US.

6. If your client wants to enjoy a drink in one of the most stylish bars in Texas, tell them to check out El Paso's Camino Real. Originally built in 1912 and listed on the National Historical Register, the property's 80-year-old Tiffany glass dome, which was once part of the hotel's lobby, is now the showcase of the elegant Dome Bar. The hotel has hosted guests like Pancho Villa and President Taft.

7. Suggest a round of relaxation at the Bliss Spa combined with a stay at the W Dallas-Victory, a popular boutique property. One unmissable celebrity-tested, signature treatment is the 75-minute Triple Oxygen Facial, a complexion reviver

that covers all the bases.

8. Calling all Canadian cowboys and cowgirls! Bandera calls itself the ‘Cowboy Capital of the World’, and it boasts more than a dozen dude ranches for your clients to explore.

9. The annual San Antonio Cocktail Conference each January is one of the country's best cocktail festivals. For four days, the city invites the world to celebrate the art of the crafted cocktail with tastings, special events and classes.

10. Clients in Dallas can stretch their battered Canadian dollar by buying a Dallas CityPASS, a single ticket that bundles discounted admissions to four of the city's top attractions. They cost just US\$44 for adults and US\$30 for children. *



The Alamo, San Antonio.



Downtown Dallas.



Big Bend National Park.



LONE STAR FILM STAR

Are 'TEXASTODO' videos the greatest free marketing tools out there, *or what?*

By Steve Crowhurst, CTC

As I checked out the TravelTex website I came across the 'TEXASTODO' video gallery and found 19 superb videos that play on the Vimeo platform.

I've written before about re-thinking your clients' TV screens and using them to showcase the destinations you sell. Well here's one more idea that will make good use of their TVs, especially if they have them hooked up to receive footage from their personal computers. If not, you can load all 19 videos onto a DVD and mail them. Or if that's a hassle you can email them to your clients directly from the TravelTex website.

Whatever way you do it, you simply HAVE to get these incredible videos into your clients' hands. Here's how...

GRAB A COFFEE

First things first: grab a coffee and sit down at your computer to watch each of the TEXASTODO videos. It'll take you

roughly 57 minutes to educate yourself on the Texas-to-dos and get a handle on which videos will work best for your particular marketing strategy.

SHARE AND SHARE ALIKE

On the video gallery webpage look for the 'Share' button on the top right. Click on that and select email. Your email program will open and in the message window there will be the link to the video plus some supporting text. Edit the text so your client knows how to contact you. If you're short on words, under each video in the gallery you will find a short review. Simply copy and paste this paragraph into your email along with your contact details.

GET TRIPPY

There is another call-to-action that requests the video viewer to: 'View Trip Guide'. Under that you will see: 'Like

what you saw in the video? Take a look at this potential itinerary'. If you download the Trip Guide as a PDF and save it on your PC you can then forward it as an attachment with your marketing emails.

AND FINALLY

Last but not least, you may want to ask your pals at TravelTex to send you a DVD with all the videos copied to it. This way you can copy and paste the videos you want to 'package' and post on your social media outlets or your website. You can now embed video into a PowerPoint presentation or a Word document too.

So there you have it. By tweaking the video concept here and there you can keep your clients excited about touring a fantastic state which, in their own words, 'Is Like a Whole Other Country'. So get selling. Yee-haaa! *