



Agenda Item Overview

Agenda Item: Presentation of Visit Galveston Multi-Year Marketing Plan and 2021 Economic Impact Report

Background: Staff will present a multi-year marketing plan for Visit Galveston. The plan is a comprehensive guide that outlines how the Visit Galveston team will market the island in keeping with the Park Board's strategic plan, destination sustainability plan, and market research.

The plan includes the following:

- Situational Analysis
- Current Travel Trends
- Economic Impact Data
- Upcoming Opportunities for Galveston
- Departmental priorities
- Key Strategies
- Sample Advertisements
- Partner Opportunities