



GALVESTON
* ISLAND *
Park Board of Trustees

Community Committees
Tourism Development Advisory Committee (TDAC)

Mission:

The mission of the Tourism Development Advisory Committee (TDAC) is to support the Galveston Park Board of Trustees (GPBT) on issues related to marketing Galveston and its amenities, to promoting Galveston as a recreational and convention destination, to providing appropriate facilities and services for visitors.

Role:

The TDAC takes direction from the GPBT, and annual work plans authorized by the GPBT and provides recommendations and insight to the GPBT on issues related to tourism marketing, promotions, services and sales. TDAC's meetings, recommendations and reports are open to the public, with all written recommendation and findings sent to the GPBT for consideration by the GPBT.

Goals:

The TDAC's annual goals include, but are not limited to, the following:

- a. Project the revenue to be generating annually by the Hotel Occupancy Tax;
- b. Recommend approval/ denial for special events allocations through the Incubator Fund;
- c. Provide feedback on new marketing initiatives and marketing materials;
- d. Serve as a communications channel to disseminate information, encourage implementation and/ or participation in CVB sponsored programs for marketing, advertising, services, and product development;
- e. Recommend advocacy and outreach initiatives related to TDAC's mission;
- f. Monitor trends in bookings, public relations, marketing, economic impact and other metrics in order to make recommendations to enhance Galveston's tourism industry; and
- g. Review and recommend new initiatives to support the tourism industry.