



Agenda Item: Present 2022 Winter Wonder Island Marketing Tactics

Background: For more than 10 years, Galveston tourism partners have worked together to create a robust list of events to lift visitation during the holiday season. This has created more than 50 days of holiday events and activities to unify messaging and generate increased awareness for Galveston Island.

The Visit Galveston marketing team will present an overview of strategies and tactics for 2022. This will include earned, owned and paid media channels.

Funding Source:

Funding is part of the FY22 and FY23 operational budget.