



South Texas Tourism

Marketing Cooperatives

South Texas Tourism represents three tourism marketing cooperatives composed of South Texas area Chambers of Commerce, Convention & Visitor Bureaus, cities, counties and businesses.

Our main goal is to develop a unified tourism marketing strategy targeting three specific market sectors: Nature and bird watching, seniors & retirees, and the film industry.

We strongly believe it is imperative to work together as a region in order to position our destination at a competitive level among global markets. We firmly believe South Texas has all the resources necessary to accomplish this effort.



Together for the Rio Grande Valley of Texas

**Be a part of the South Texas
Tourism Marketing Cooperative.**

Winter Texan households spent an average of approximately \$7,400 on routine monthly purchases, and about \$3,500 on major and one time purchases representing an average expenditure of \$10,800 per household. This number, multiplied by the number of Winter Texan households in the Valley gives an estimated economic impact total of \$751 million for the 2011-2012 season.*



**Data provided by the Winter Texan Survey 2011-2012. University of Texas Rio Grande Valley.*

The climate, friendly people, social activities, cost of living and visiting Mexico are among the top reasons Winter Texans visit South Texas. The same reasons, in addition to first class healthcare, are what attract retirees to relocate to the area permanently.

Cities such as Las Vegas, Houston and San Antonio, among many others actively promote their destination among the Baby Boomer generation. Active senior destinations have become a competitive market. The South Texas Tourism Cooperative focuses on a marketing strategy to promote our area for what it is; a top destination for seniors and retirees.

We invite you to join and support the South Texas Marketing Cooperative and be part of this important vision of positioning the area as the ideal destination for active seniors enjoying retirement. By joining forces, we will be competitive in this global economy.



South Texas Tourism

Marketing cooperative

Partner Member Benefits & Fees:

Meetings—Participation in monthly meetings where strategies are planned and discussed.

Promotion—Categorical listing on main website with direct link to your website.

Social Media—Promotion of your business and events on the coop's social media sites.

Networking—Opportunity to host quarterly networking events.

Representation during national and international industry related trade shows and events.

Legislation—Access to legislative information and participation.

Resources - Access to the area's economic impact report by UTRGV

Media Missions - Opportunity to be part of hosting travel writers and media hosted by the South Texas Tourism Cooperative.

Advertising- Opportunity to advertise in major national & international publications.

Partner Membership annual fee for Chambers of Commerce, Economic Development Corporations, Convention & Visitor Bureaus, cities and counties is based on size and tourism promotion budget totals.

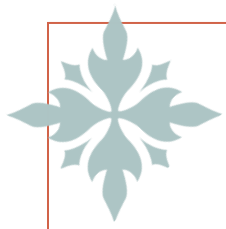
Sponsor Memberships are available for corporations, businesses, non-profit organizations and individuals.

For more information please contact Nydia Tapia - Gonzales

Email: Nydia@rgvtourism.com

Phone: (956) 202-1392





Rio Grande Valley

Tourism Cooperatives

2015-2016 Members of South Texas Tourism

Alamo Chamber of Commerce / City of Alamo, Texas

City of Hidalgo, Hidalgo Pump House

Edinburg Chamber of Commerce

Harlingen Economic Development Corporation

McAllen Convention & Visitors Bureau

Greater Mission Chamber of Commerce

South Padre Island Convention & Visitors Bureau

Weslaco Area Chamber of Commerce



Together for South Texas

When budgets are tight and our voices may be silenced, it is the ideal time to belong to a group that is focused on sending a loud and clear message to the world.

For additional information please contact:

Nydia Tapia-Gonzales Director - RGV Tourism

P: (956) 202-1392 or nydia@rgvtourism.com

