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JT THE GALVESTON ISLAND CVB

Vision

The Galveston Island Convention and Visitors Bureau along with its business and community partners will work to further the success of Galveston Island as a premier tourist and meeting destination while supporting the quality of life for island residents.

Mission

The purpose of the Galveston Island Convention and Visitors Bureau is to advance the economic vitality of tourism on Galveston Island through the promotion of meetings, leisure travel, special events and the Galveston Island Convention Center at The San Luis Resort.

Purpose

The Galveston Island Convention and Visitors Bureau (CVB) is the official destination marketing organization for Galveston. The CVB is funded by a percentage of the local hotel occupancy tax and is an accredited member of Destinations International. CVB funds are restricted and can only be used on group sales and marketing efforts for the destination and to operate the Galveston Island Visitor Information Center.

The CVB's success in bringing visitors to Galveston directly affects funding for the beaches, arts, museums, and historic

properties while increasing property and sales tax collections.

PRIORITIES:

- ★ Position Galveston as a Gulf Coast Treasure
- ★ Attract an engaged visitor who spends more time in the destination, frequents multiple venues, visits year-round and is immersed in the Galveston Island experience
- ★ Increase visitation to Galveston Island while focusing on building brand awareness
- ★ Maximize deployment of marketing funds and public relations efforts to continue the positive momentum of Galveston's overall tourism performance
- ★ Solidify the CVB's role as the trusted official source that informs and inspires travel to Galveston Island
- ★ Provide community leadership to ensure that Galveston tourism is competitive and sustainable
- ★ Leverage CVB resources through cooperative marketing programs that add value to the hospitality and business partners in Galveston
- ★ Lead the effort to encourage product development and infrastructure improvements that are consistent with the CVB's mission and the destination brand



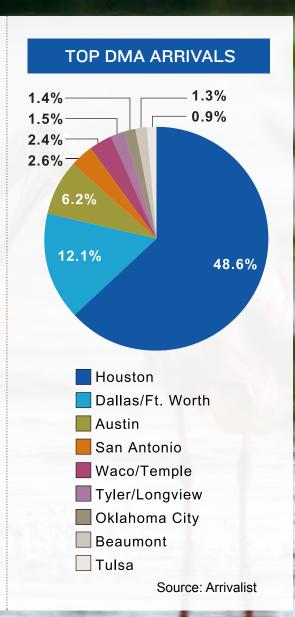
FACTS, FIGURES, & DATA

Galveston Outlook

Galveston Island, one of the top beach destinations in Texas, is located 50 miles from Houston – the fourth largest city in the United States. The majority of the island's visitors travel within a 300-mile radius with approximately 50% of business being generated within the Houston DMA. Dallas represents the second highest concentration of visitors, generating significantly less visitation at I2%, followed by Austin at 6% and San Antonio at 2.6%.

According to hotel partners, the average length of stay for hotels is 1.8 days, while vacation rentals report an average stay of 4.5 days.

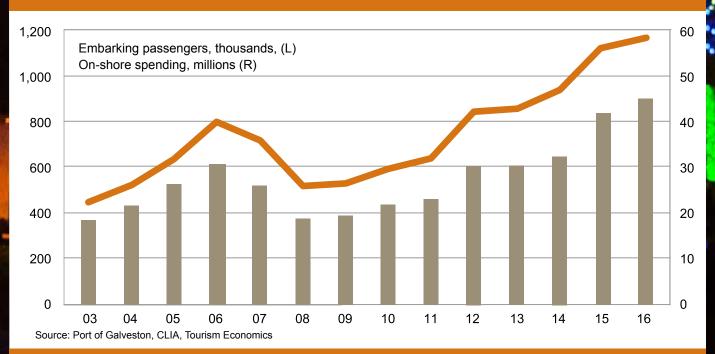
To increase length of stay, the Galveston Island CVB is seeking to grow tourism from key drive markets in Texas outside of Houston.



Tourism Economic Impact Tourism is an integral part of the Galveston Island economy and continues to be a key driver of business sales, employment

and tax revenue.

Cruise Passenger and On-Shore Spending



The number of cruise passengers visiting Galveston grew more than 4.7% in 2016. Cruise activity generated \$58.5 million in passenger on-shore spending. The Port of Galveston is the fourth busiest home port in the US when measured by embarkations.

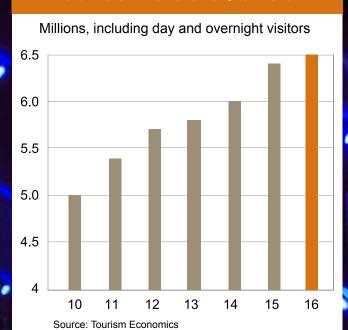


Which offset average household tax burden of more than \$3,771 per household



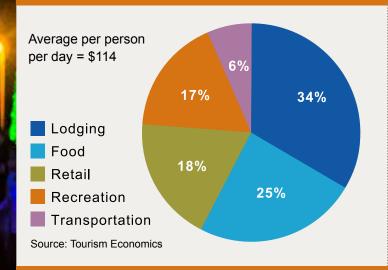
Nearly 11,000 jobs in Galveston were sustained by tourism in 2016, representing one in every three jobs.

Volume of Visitors to Galveston

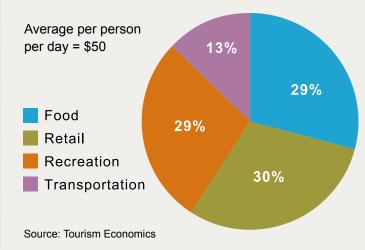


In 2016, Galveston Island welcomed **6.5 MILLION VISITORS**

Overnight Visitor Spending by Category



Day Visitor Spending by Category



Visitors to Galveston Island spent \$780 million in 2016, which generated \$1.1 billion in economic activity to the island's economy. For overnight visitors, lodging and food represented more than half of all expenditures while top spending categories for day-trippers included food and retail. An estimated 61% of all visitors were day-trippers.

According to the 2017 Portrait of American Travelers report by MMGY Global, the following outlines desirable vacation features in order of importance to travelers.

Galveston Island is fortunate to have a variety of amenities to fulfill the needs and wants of multi-generational visitors.

DESIRABLE VACATION FEATURES	2013	2014	2015	2016	2017
Beautiful scenery	86%	85%	88%	92%	89%
Safety of the destination	83%	78%	81%	86%	86%
Ease of getting to the destination	74%	68%	79%	83%	83%
Experience local cuisine/customs	N/A	N/A	N/A	N/A	78%
Historical sites	N/A	68%	73%	79%	78%
Museums	55%	56%	64%	68%	70%
Beach experience	65%	65%	71%	76%	70%
Notable architectural sites	N/A	50%	57%	62%	64%
Fine dining	N/A	N/A	60%	66%	62%
Guided tours with access to local experiences	57%	55%	53%	56%	56%
Shopping	46%	45%	54%	59%	54%
Outdoor adventures such as hiking, climbing, biking	44%	46%	52%	54%	52%
Nightlife/entertainment	42%	40%	44%	50%	51%
Film/music/art/other festivals	40%	39%	42%	49%	49%
Theme parks	42%	42%	50%	54%	49%
Attending performing arts events	41%	41%	45%	49%	48%
Adventure travel such as safaris, mountain climbing	N/A	N/A	N/A	N/A	45%
Exploring family's background/past on a heritage vacation	N/A	N/A	N/A	N/A	42%
Recreational boating/kayaking/whitewater rafting	39%	39%	46%	45%	41%
Participating in water sports such as surfing, diving	46%	39%	48%	41%	38%
Reminiscent of a childhood vacation	N/A	N/A	N/A	N/A	35%
Casino gambling	32%	30%	35%	39%	30%
Snow skiing/snowboarding	21%	20%	24%	26%	23%
Playing golf/tennis	25%	25%	27%	29%	22%
Gay/lesbian travel offerings	5%	8%	13%	15%	13%

Source MMGY

According to Destinations International, here are the Top 25 Trends affecting tourism and destination organizations.

TOP 25 TRENDS

- 1 Social media remains prominent in reaching the travel market (e.g. Facebook, Pinterest, Twitter, Weibo)
- Content creation and dissemination by the public across all platforms drives the destination brand and experience
- 3 Customers are increasingly seeking authentic and personalized travel experience
- 4 Mobile platforms and communication will become increasingly important to engage leisure customers from the destination consideration stage through to the trip experience stage
- 5 Mobile platforms and apps are becoming the primary engagement platform for travelers
- 6 Video is becoming the new currency of destination marketing and story-telling
- 7 Harvesting data and developing business analytics differentiates successful tourism enterprises and destinations
- 8 Smart technology (e.g. phones, bag tags and cards) creating new opportunities for innovative new services and processes
- 9 Technology is enabling faster decision-making by customers
- 10 Geotargeting and localization are becoming more prevalent
- 11 Organizations are developing strategic alliances in order to leverage resources
- 12 Governments are facing pressure to reduce or eliminate direct financial subsidies to the tourism sector
- 13 Customers increasingly expect highly curated and customized destination content from destination organizations
- 14 The brand of a destination is becoming a more important factor in consumer travel decisions
- 15 Customers are increasingly looking to experience a local's way of life
- 16 Air access to a destination is a key challenge in attracting business travelers and meeting planners
- 17 Travelers demanding more information, control, interaction, and personalization
- 18 Hotel taxes increasingly vulnerable to alternative politically based projects
- 19 Business events provide their delegates with more authentic, local experiences
- 20 The industry is moving from e-commerce through to m(mobile)-commerce and ultimately to v(video)-commerce in its communications and transactions with travel consumers
- 21 Brand identity for destinations is becoming more critical in terms of meeting planner perceptions about value and experience
- 22 Disruption, in the form of changing business models, terrorism, pandemics, or natural disasters, will increasingly impact how destinations think and act
- 23 Technology makes travel products and services more transparent to the customer
- 24 Communities are more engaged in the development and management of the destination experience
- 25 Talent attraction becoming a joint effort of tourism and other economics



2017 KEY ACCOMPLISHMENTS

Galveston Island's tourism industry continues to be one of the top three economic drivers for the City of Galveston. Despite ending the summer season with Hurricane Harvey, the island's overall hotel revenues grew 10% over last year. As a brand, Galveston Island remains one of Texas' top Gulf Coast tourist destinations, welcoming more than 6.5 million visitors annually.

The island's most popular attraction continues to be the beach with other advantages being accessibility, year-round tropical climate and its diversity of offerings. During the past fiscal year, the island completed a \$19.5 million beach nourishment project along Seawall Boulevard from 10th to 61st streets.

CVB Highlights

★ Hotel Occupancy Tax generated \$1,839,089 per penny, a 10% increase over last year

- ★ Group sales booked 79,760 Group Room Nights (28% YOY increase) with an economic impact value of \$53,541,742
- ★ Ivette Wilhelm, PR manager was one of the prestigious 30 under 30 recipients from Destinations International
- ★ Developed a city-wide Crisis Communications Plan for tourism partners
- ★ Group sales booked 11 future city-wide events
- ★ Trained 802 Certified Tourism Ambassadors (CTA)
- ★ Held third annual Tourism Summit with 299 attendees (48% YOY increase)
- ★ Sold 3,233 Galveston Island Passes with 18,426 total attractions booked
- ★ Booked 17 new sporting events
- ★ Developed a strategic marketing communications plan after Hurricane Harvey which included a successful 'Galveston Cares' weekend





PR TEAM GENERATED
OVER \$437 MILLION
POSITIVE MEDIA
STORIES FOR
GALVESTON

OUTPUT

GALVESTON



Occupancy Rate Galveston S. Padre Corpus San Antonio Houston Dallas Fort Worth Arlington

\$0

\$50

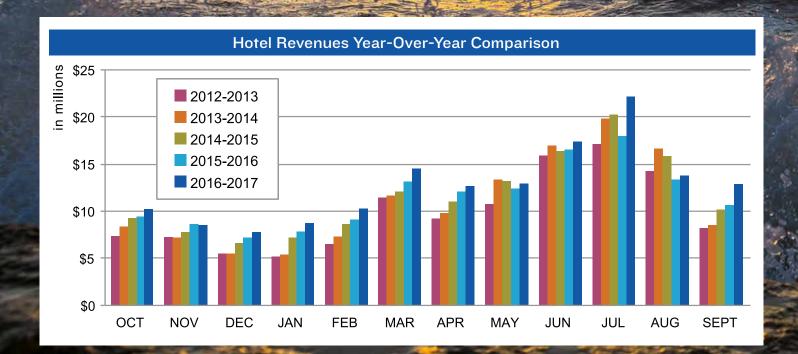
\$100

\$150

2017 Occupancy Rate & Average Daily Rate Comparison

Graphs above for June - August 2017 Occupancy and ADR from Smith Travel Research Weekly Reports

70%

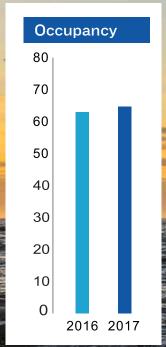


60%

50%

continue∂ Page 14

3RD
ANNUAL
TOURISM
SUMMIT
299
ATTENDES
+46% YOY INCREASE





more than

110MM
IMPRESSIONS
in paid media

53% IncreaseSocial Media Following

Sept 2016 - Sept 2017

FACEBOOK



TWITTER



PINTEREST



SNAPCHAT



INSTAGRAM



60%

LINKEDIN



13%



802111 CERTIFIED TOURISM AMBASSADORS (CTA)



3,233 GALVESTON ISLAND passes sold with 18,426 total attractions booked



The New Hork Times

"36 Hours in Galveston"

COASTAL LIVING

"Best Shelling Beaches in US"

Southern Living

"Best Islands to Visit"

COUNTRY LIVING

"The 20 Most Magical Islands in America"



"Best Beaches in Texas"

COUNTRY LIVING

"Sunniest Places in America to Escape the Winter Blues"



"Best Island Vacations You Can Take Without Leaving the Country"

TRAVEL+ LEISURE

"20 Perfect Summer Getaways"



- ★ Coastal Improvements –
 Galveston is in line to receive more
 than \$10 million in federal grants for two
 coastal improvement projects on the
 island in 2018 and 2019, including the
 addition of a pavilion at the East End
 Lagoon and a beach nourishment project
 along the seawall between 61st and
 103rd streets.
- ★ Downtown Development Galveston will continue to see revitalization in its historic downtown district, with ongoing renovations to several Victorian buildings (including the 1883 William L. Moody Building and 1920s City National Bank Building). Plus, The Tremont House will add extended stay suites to its historic downtown hotel in 2018.
- ★ Downtown Development Renowned Chef Paco Vargas will open a new restaurant concept in downtown Galveston in 2018. Vargas Cut & Catch will offer traditional steak house fare and Gulf seafood. The restaurant will be located across the street from Paco's Rudy and Paco Restaurant, which has made OpenTable's list of the Top 100 Best Restaurants in America for several years.
- ★ Cruise News The Port of Galveston will offer several new schedules in 2018 and will welcome the Carnival Vista, the newest ship in the Carnival Cruise Line fleet.

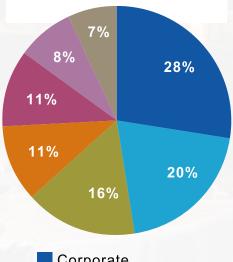
- ★ New Attractions & Special Events Galveston will play host to two new major special events in 2018, including Tall Ships America's annual TALL SHIPS CHALLENGE and the Third Coast Music Festival. The Galveston Nature Tourism Council will also offer new birding tours.
- ★ Partnerships The CVB will continue to partner with the Texas Office of Tourism to leverage national partnerships to gain additional media exposure and maximize sales initiatives to increase visitation. The CVB will participate with the Houston & Beyond co-op program being offered by Visit Houston.
- ★ Incentives The group sales team will utilize a \$200,000 development fund to incentivize groups to confirm Galveston Island when competing with other destinations.
- ★ Sports Tourism The CVB will continue to focus on sports tourism development by supporting the City of Galveston investments and targeting sports that utilize current and new facilities. The CVB will promote Galveston's natural resources as premier destinations to host sporting events. The CVB will facilitate development of adaptive sport opportunities.



WATER AND THE STATE OF THE STAT

Meanwhile, the outlook for 2018-2020 is cautious but optimistic. Compared to previous years, the industry has shortened its booking window, providing the CVB with more opportunities to book new business within the year. Additionally, the island's destination appeal continues to keep Galveston a preferred meetings location within the state, particularly for groups looking to boost attendance and provide added entertainment for attendees. The sports market has significant room for growth with new facilities being built and Galveston's plethora of natural resources.

Group Sales Breakdown



- Corporate
- Sports/Events
 - State Association
- National Association
- Tour & Travel
- SMERF
- Government

Target Markets

Key target markets for group sales include groups in both geographic and categorical market segments, including:

Geographic:

STORATE LOTOTORS

- ★ Austin ★ Houston ★ Dallas ★ Colorado
- ★ Washington DC ★ Mid-West Region

Market Segment:

- ★ Corporate ★ Sports ★ State Association
- ★ National Association ★ Tour & Travel
- ★ SMERF ★ Government

Priorities

The priorities of the CVB's sales department are to bring new business opportunities to Galveston and foster a mutually beneficial experience for meetings attendees and the island's tourism industry. From generating sales leads, confirming business, servicing the needs of meetings and conventions held on the island, and following up for repeat meetings, the CVB sales team strives to work at a level of excellence.

In 2018-2020, the sales team will work to better showcase the diverse amenities that set Galveston apart from the competition. The CVB will also continue to work with its partners to showcase a unified community spirit of customer service.



- ★ Review IDSS calendar for past group clients that meet during need periods
- ★ Host FAMs, client events and site visits with meeting professionals to bring new meetings and events to Galveston Island
- ★ Research and solicit viable vertical markets
- ★ Attend tradeshows, conferences and industry events to increase lead production
- ★ Actively solicit GICC targeted accounts for new and existing business
- ★ Create call-to-action email campaigns
- ★ Engage planners via social media to keep Galveston top-of-mind
- ★ Schedule in-market events and presentations for new and existing customers

GOAL: To position the Galveston Island Convention and Visitors Bureau as the preferred resource among planners for booking meetings in the destination.

STRATEGY: Implement a multi-platform campaign to engage meeting and event professionals on a continual and mutually beneficial basis.

TACTICS:

- ★ Host in-market client events that create excitement for Galveston as an event destination
- ★ Be the thought leader in-market by creating and hosting educational events
- ★ Engage meeting planners and event attendees via social media

- ★ Promote accolades on meetgalveston.com for industry awards won to engage meeting planners
- ★ Continue strategic and customer-focused meetings marketing campaigns that highlight the benefits of Galveston Island as an event destination
- ★ Strengthen meetgalveston.com by creating a robust testimonial section to include videos, written content and photos
- ★ Review meetgalveston.com on a quarterly basis to keep content current
- ★ Create targeted marketing collateral and web pages for each market segment
- ★ Continue to develop strategic marketing campaigns based on current industry trends
- ★ Create internal and external standardized sales tools for consistent messaging
- ★ Research and implement current and future technology meeting trends

STRATEGY: Target third party meeting professionals to keep Galveston Island top of mind for destination recommendations.

- ★ Research and identify top producing 3rd party planners
- ★ Host 3rd party conferences and events on Galveston Island to generate first hand destination experience and exposure



- ★ Assign sales managers to research and build relationships with specific 3rd party organizations
- ★ Create strategic 3rd party planner marketing campaigns

GOAL: Increase exposure of Galveston Island offerings to meeting and event professionals in order to enhance the attendee experience and economic impact on the destination.

STRATEGY: Encourage visitation to Galveston's tourism amenities by educating meetings professionals via innovative destination marketing tools and providing exclusive services and attendee experiences.

TACTICS:

- ★ Enhance destination services offerings to meet the needs and wants of meeting and event planners
- ★ Strategize and provide social media content to meeting and events planners to boost attendance and build excitement
- ★ Provide destination experience offerings to meeting and event planners to enhance the attendees' experience and increase economic impact
- ★ Continue to build on the preferred partner discount program within local business community
- ★ Create and manage a robust digital library of Galveston experiences
- ★ Continue and enhance customized messages for incoming groups to boost attendance
- ★ Query planners for any future business opportunities



RESERVITED RESERVE TO SERVER SERVICE S



AND CONVENTION CENTER

AT THE SAN LUIS RESORT

The Galveston Island
Convention Center (GICC)
at the San Luis Resort is
the official city convention
center offering I40,000
square feet of meeting
space just steps away
from the beachfront of
the Gulf of Mexico. While
Landry's Inc. manages the
operations of the center,
the Galveston Island



Convention & Visitors Bureau handles the majority of marketing efforts for the convention center.

In 2016, the Galveston Island Convention Center was utilized 308 days at 15% below budget. Events with hotel rooms accounted for 228 usage days and generated a total of 30,837 room nights, while events without rooms accounted for 80 days. This represents a decrease in usage days from 2015, when events with rooms accounted for 275 usage days. For future years, tentative and prospective business inquiries are pacing well while definite bookings are on target compared to past years. In 2016 Texas-based groups accounted for the largest number of room nights and usage days, booking 23,800 room nights and 184 usage days, while Colorado trailed second with 3,000 room nights. North Carolina was the third market that registered 1,247 room nights for the year. Significant market segments booked into the GICC (with room nights) in 2016 included associations (14,069 room nights and 67 usage days) and SMERF (6,025 room nights and 71 usage days).

The majority of bookings (20.3%) were made three to six months out, while 26.1% of bookings were made within a 60 day time frame. The GICC operates on a calendar year – 2017 data will be updated in the next fiscal year marketing plan.

Moving forward, the Galveston Island
Convention Center is in a strong position to
meet emerging needs. The complimentary
Wi-Fi is used as a strategic sales tool to attract
and service events seeking upgraded Wi-Fi.
Also the upgraded foyer furniture and carpet
help sell the center along with the gulf views.

Additional unique amenities associated with the center include: free parking, complimentary shuttle transportation to/from contracted hotels, offsite venue transportation for convention events and the convention incentive fund. The center is able to efficiently provide high quality and affordable catering as The San Luis resort handles all food and beverage services for the center.

Continued challenges for the GICC include its distance from Houston airports, increased hotel/meeting inventory throughout the Texas market and the ability to host meetings that fit the footprint for the GICC under one roof, the number of committable room blocks available, hotel rates, and a limited number of onsite breakout rooms.

The current business environment is still driving a strong rate for tourism but is forecasted to remain flat in the next year. Forecasts are showing that the meetings market should remain flat for next year and the anticipated switch from sellers to buyers market in 2017 did not occur. Sales managers are working to position Galveston as a premier meeting destination while using need time, weekday patterns and incentive funds to confirm meetings and conventions. In 2014 the GICVB established a Development Fund to help confirm business looking at other destinations and with financial objections.

Today, event planners are bombarded by thousands of advertising messages and branded destination options. Research has shown that planners are researching all options via the internet and destination sites before even contacting the destination. The Galveston Island Convention Center website has been and continues to be upgraded to offer all the information that planners need to make an informed and educated decision about Galveston. A Quick Reference Guide is used to help planners with information on the GICC and Galveston. Also, the marketing team will be producing videos with client testimonies as well as destination meeting activities.

TARGET MARKETS

Key target markets for the GICC include groups in both geographic and categorical market segments, including:

Geographic:

- ★ Houston ★ Austin ★ Dallas ★ Chicago
- ★ Washington DC ★ Mid-West Region

Market Segment:

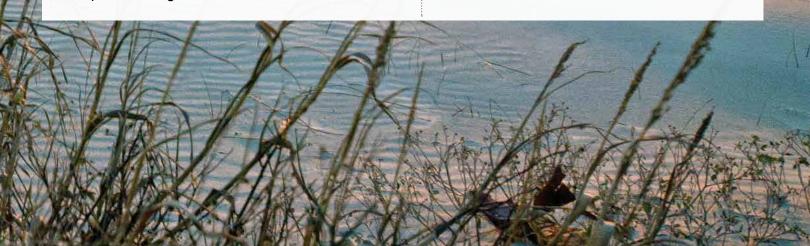
- ★ State Association ★ National Association
- ★ Corporate ★ Government ★ Sports ★ SMERF

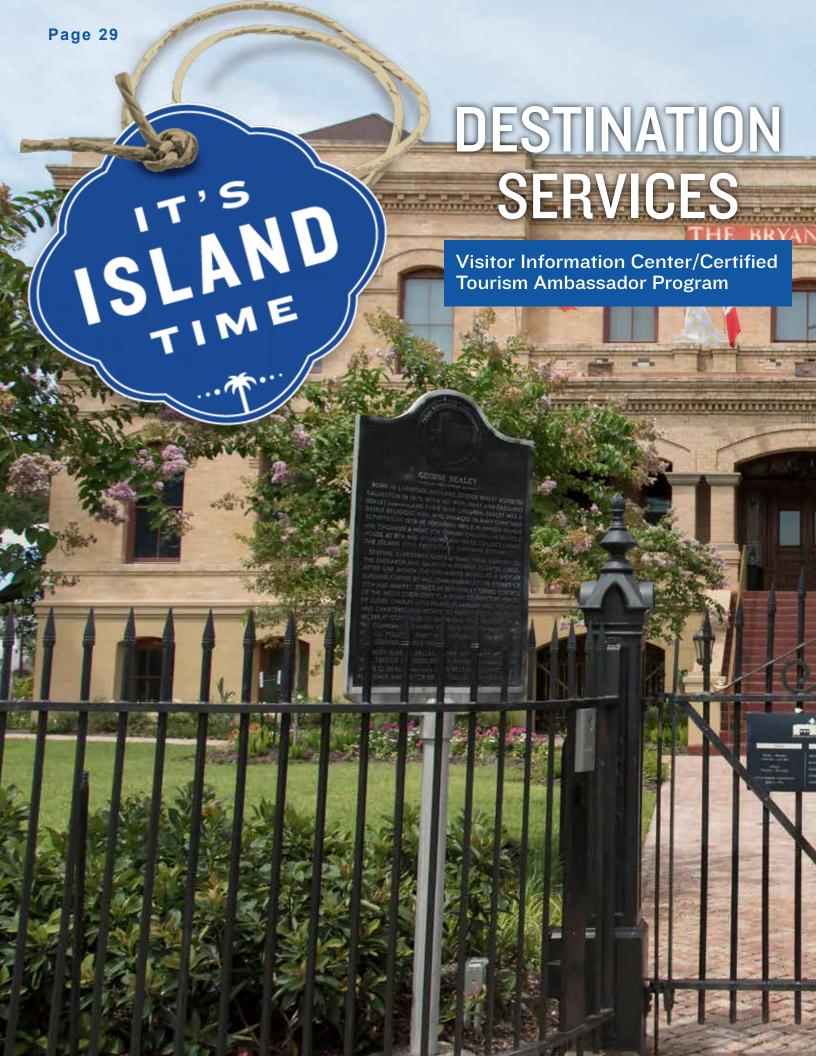
SALES OBJECTIVES

- ★ Develop short term goals for GICC target list accounts
- ★ Host Client events in Houston, Dallas and Austin highlighting the GICC
- ★ Utilize the GICC and GICVB incentive funds to confirm new business
- ★ Continued in-person sales calls that promote the GICC by all sales managers
- ★ Concentrate on Sunday through Thursday business to maximize room rates and center usage
- ★ Book six citywide groups that increase the usage of multiple hotels and compression
- ★ Enhance destination services offerings to help sell, fulfill expectations for client and facilitate repeat bookings

MARKETING COMMUNICATION OBJECTIVES

- ★ Increase awareness of the Galveston Island Convention Center and its amenities
- ★ Highlight the center's technological advancements and state-of-the-art facilities
- ★ Consistently update trade media on new features of the GICC plus new attractions, events and other island developments that could increase the attractiveness of hosting an event on the island
- ★ Incorporate the GICC into social media marketing initiatives on Facebook, LinkedIn, Twitter, and YouTube
- ★ Produce a video library with client testimonials and destination activities
- ★ Include trade media in invitations to yearly media familiarization tours
- ★ Promote "insider tips" to divulge unknown information for meeting planners and drive visitation to the GICC website
- ★ Utilize print publications that offer online availability and other benefits
- * Maintain annual online banner positioning





GOAL: Increase visitation at the official visitor information center.

STRATEGY: Promote the center to Galveston tourism partners and encourage visitation for more enhanced destination experiences.

OBJECTIVES: Increase visitation by 10% over 2016-2017 visitation.

TACTICS:

- ★ Meet with a minimum of 20 businesses per quarter to promote the visitors center
- ★ Host 4 open houses during the fiscal year to promote education and awareness
- ★ Create a rotating display every two months to increase visitor engagement with history and attractions
- ★ Create a "Kid's Corner" for families to increase extended stay in the center
- ★ Free Wi-Fi as an added amenity to our visitors
- ★ Daily coffee service to enhance visitor experience
- ★ Manage Galveston.com online chat service for visitor engagement
- ★ Develop new informational wall displays highlighting attractions, history, and heritage tourism to engage the visitor

GOAL: Expand the Certified Tourism Ambassador program.

STRATEGY: Identify and promote the Certified Tourism Ambassador Program to island partners who interact with visitors.

OBJECTIVES: Maintain or exceed renewal rate of 50% from last fiscal year.



TACTICS:

- ★ Meet with a minimum of 20 businesses per quarter to promote the CTA program benefits
- ★ Host 4 CTA networking events during the fiscal year to promote camaraderie and education
- ★ Implement new tours and experiences quarterly for CTA's education and exposure
- ★ Conduct a survey with current CTA's to better understand areas that could be improved upon with the program
- ★ Host a focus group of select CTA's to discuss best practices and ways to improve the program
- ★ Implement suggestions from survey and focus group to enhance program
- ★ Send out monthly CTA newsletter to keep current CTA's informed of offerings and happenings on the Island
- ★ Continue to query other destinations on CTA program best practices and attendance building



INTEGRATED MARKETING COMMUNICATIONS (IMC)

Situation Analysis

Galveston Island's tourism industry is healthy and strong, having continually grown for the past several years. Research shows Galveston has strong destination awareness and favorability among regional travelers, which make up a large portion of the tourism market. Nationally, the island's awareness and reputation as a "destination on the rise" is growing as well. Galveston's major selling points are its 32 miles of beaches, large collection of Victorian architecture and historic sites, being home to the fourth busiest cruise port in the United States, its plethora of family attractions and close proximity to Houston, the fourth largest city in the nation.

Galveston will have substantial exposure opportunities over the next two years. Positive publicity opportunities will be driven by a variety of new offerings on the island, including the TALL SHIPS GALVESTON® event and inaugural Third Coast Music Festival in 2018 as well as several new cruise ships departing from the Port of Galveston and the 10-year anniversary of Hurricane Ike. In 2019, positive exposure opportunities will be driven by continued expansion and nourishment plans for the island's seawall beaches and East End Lagoon among other story angles. With social media playing a dominant role in the lives of travelers, the CVB sees substantial possibilities to grow its audience and engagement with social media users as well. During the 2016-2017 year, the GICVB grew its social media following by 53% and continues to see steady growth across all channels.

Galveston's annual advertising program has been well received in the marketplace. During the 2016-2017 fiscal year, paid media generated more than 110 million impressions, received over 45,000 destination guide requests and had over 6.2 million visitor sessions on Galveston.com. These indicators demonstrate the effectiveness of the CVB's current messaging and placement strategy. With more than 300,000 new residents moving to Texas annually, the CVB has an increased opportunity to introduce Galveston to regional audiences via a mix of online, print, outdoor and grass roots advertising methods.

Target Markets

The Galveston CVB's target market consists of leisure and business tourists as outlined below:

TARGET AUDIENCE:

- ★ Active Adults 25-64
- ★ HHI: \$75,000
- ★ College Educated
- ★ Families
- ★ Couples
- ★ Baby Boomers
- ★ Group and Meeting Planners
- ★ Cruise Passengers
- ★ Active Military/Veterans
- ★ Winter Texans
- ★ Cultural and Historical Enthusiasts
- ★ Nature Tourism Enthusiasts
- **★** LGBT

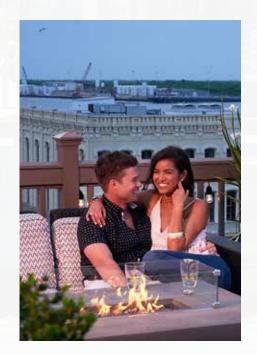
GEOGRAPHICAL TARGETS:

- ★ Houston Metro Area ★ Dallas Metro Area
- ★ Austin/San Antonio ★ Beaumont
- ★ Louisiana ★ Oklahoma ★ Arkansas
- ★ Missouri ★ Illinois ★ Wisconsin ★ Canada



Persona I "SUSAN"

Susan is Galveston's core demographic. She is married with children and often looks for easily accessible family friendly activities and destinations. Beach activities, family attractions and dining are her most important vacation activities, while arts and culture are the least important. Susan takes multiple family vacations each year and is more likely than average to visit beach destinations along the Gulf. She is more likely to be aware of annual events in Galveston, and is less likely than other personas to recognize Galveston's historical sites and arts and culture. Susan is upper middle class with a core age between 35-50. This demographic is more likely than average to have children and live in the suburbs.



Persona 3 "ZOE & ZACH"

Zoe and Zach represent a widely untapped demographic for Galveston. These potential tourists are young professionals without children. They enjoy traveling with friends or as a couple to exciting destinations that offer nightlife, special events and outdoor adventures. They travel frequently and often spontaneously to destinations within 300 miles from home. They also take at least one major vacation per year. Zoe and Zach skew higher on income, are likely to be married or in a relationship and fall within the age range of 25-34.



IMC Goals 2018-2020

The Galveston Island Convention & Visitors Bureau developed the following goals, strategies and tactics in consultation with the Tourism Development Advisory Committee (TDAC) and individual stakeholder groups, including; full, limited and vacation lodging venues, restaurants and attractions.

These strategies and tactics were deliberated by industry partners and CVB staff and designed for short-term (1-3 years) achievement milestones. These short-time goals support overarching longterm goals the Park Board of Trustees established in 2015 as part of a strategic planning process and input from City Council.

LONGTERM GOALS:

- 1. Position Galveston as a national treasure based on the destination's diverse entertainment, cultural, historic and environmental assets
- 2. Increase the value of tourism to the island by expanding overnight visitation during shoulder seasons and raising visitor spending

INTERMEDIATE GOALS:

- 1. Position Galveston as a Gulf Coast Treasure
- 2. Attract an engaged visitor who stays longer in the destination, frequents multiple venues, visits year-round and is immersed in the Galveston Island experience

2018-2020 Primary Focus

- ★ Increase statewide visitation in regional drive markets
- ★ Increase positive exposure for Galveston's historic and cultural amenities
- ★ Increase off-season visitation
- ★ Increase pre- and-post-cruise visitation

The CVB developed the following integrated marketing communications framework to attract, engage and monitor visitation to the Island.

GOAL I: Increase statewide visitation in regional drive markets.

STRATEGY: Expand marketing efforts in regional drive markets across Texas.

TACTICS:

Paid Tactics:

- ★ Identify and advertise in key media outlets that offer maximum penetration across Texas
- ★ Use indicators to optimize advertising spend based on origin market arrival
- ★ Use AdWords to keep Galveston.com at the top of Google search by developing a comprehensive list of key words in Texas
- ★ Schedule quarterly product placement segments on lifestyle morning talk shows across Texas
- ★ Create custom blogs and ads to target different parts of Texas (Dallas, Austin, Houston, West Texas)
- ★ Partner with high-end builders and realtors in Houston and Dallas to target new Texans
- ★ Serve as a sponsor/vendor at Plano Balloon Fest (North Texas) and Texas Book Festival

- (Austin) to distribute Galveston information to key travel markets
- ★ Promote Galveston.com TV app to Texans

Earned Tactics:

- ★ Conduct quarterly media (print and TV) missions to markets throughout Texas, including: Houston, Beaumont, Austin, San Antonio, Dallas/Ft. Worth, Waco/Central Texas, Tyler and others
- ★ Regularly host press trips targeting Texasbased travel/leisure writers
- ★ Regularly pitch Texas outlets and journalists on Galveston destination news, updates and story angles
- ★ Pitch social content to Texas social accounts (Texas Tourism, Instagram TX, TX Monthly, Houston & Beyond)
- ★ Invite Texas influencers to take over social channels for the day (Athletes, Youtubers, etc.) or ask them to pick their top island spots (example: JJ Watts Top Galveston Picks blog)

Owned Tactics:

- ★ Partner with Galveston.com to develop dynamic content that welcomes guests to the website based on origin market
- ★ Create a series of "This is your beach" visitor testimonial videos to promote across Texas
- ★ Utilize social channels to engage and build loyalty with Texans
- ★ Identify Texas pop culture trends and tie back to Galveston with timely content (Blue Bell Ice Cream, Football, Game of Thrones, etc.)
- ★ Develop video-on-demand content for Galveston.com TV app and YouTube



GOAL II: Increase positive exposure for Galveston's historic and cultural amenities.

STRATEGY: Position Galveston's historic/ cultural attractions as the island's most dominate selling point in marketing messaging and outreach efforts.

TACTICS:

Paid Tactics:

- ★ Identify and advertise in media outlets that reach an audience who travels for history and culture
- ★ Use indicators to optimize advertising spend based on origin market arrival
- ★ Develop a series of content articles and videos that feature Galveston's rich history
- ★ Develop a series of blogs and videos that highlight experiences, landmarks and personalities that relate to Galveston's history
- ★ Target ads to custom audiences that are interested in competitor historic destinations (Savannah, Charleston, etc.)
- ★ Develop and promote a Galveston history homeschool curriculum
- Partner with top history bloggers and influencers

Earned Tactics:

- ★ Pitch story angles focusing on Galveston's rich history, architecture and historical tourist offerings year-round. Pitch specialized stories focusing on Texas history and ties to Galveston
- ★ Provide special PR support for new Tall Ships America event to highlight presence of 1877 Tall Ship ELISSA in Galveston

- ★ Conduct media/PR campaign and event for Hurricane Ike 10-year anniversary, focusing travel story angles on Galveston's resilience and historic preservation efforts
- ★ Host a spring 2018 travel writer FAM tour with a "Historical Galveston" focus

Owned Tactics:

- ★ Develop inventory of historic attractions and points of interest
- ★ Develop next year's official destination guide keeping history as a main focus
- * Produce themed historic itineraries
- ★ Develop engaging historic content on all social channels
- ★ Partner with the Galveston Historic Foundation to create content, host live videos, etc.
- ★ Develop African American history self-guided tour and map/brochure
- ★ Utilize "Historic Galveston Island" Coloring Books at key consumer events as outlined in PR plan
- ★ Place videos featuring history on Galveston.com TV app and YouTube

GOAL III: Increase pre- and-post-cruise visitation STRATEGY: Promote pre- and-post-cruise opportunities to future cruise passengers through online and traditional media outlets

TACTICS:

Paid Tactics:

- ★ Develop an annual campaign with digital banners, content articles and pre-roll videos on CruiseCritic and TripAdvisor promoting pre- and-post-cruise opportunities
- ★ Use behavioral and contextual online methods to target future Galveston cruisers

- ★ Use indicators to optimize advertising spend based on origin market arrival
- ★ Create custom blogs and video itineraries for pre- and post-cruise visitors
- ★ Target ads to custom audiences that are interested in Carnival, Royal Caribbean and Disney Cruise Lines
- ★ Partner with the Port of Galveston on developing email distribution lists from Wi-Fi users inside cruise terminals
- ★ Attend annual Seatrade Convention with the Port of Galveston
- ★ Host travel agent events across Texas
- ★ Partner with top cruise influencers and bloggers

Earned Tactics:

- ★ Pitch stories/generate positive media exposure for cruise opportunities out of Galveston while using pre- and post-cruise vacations as a key message in all outreach
- ★ Provide PR support for launch of Royal Caribbean and Carnival's new ships, targeting cruise writers for individual pre- and postcruise FAM tours
- ★ Conduct regular outreach to cruise line PR contacts to foster collaboration in media outreach efforts
- ★ Host a group media FAM tour for cruise writers

Owned Tactics:

★ Produce themed pre- and post-cruise Galveston itineraries, targeting various types of cruisers (i.e. family, couples, foodies, budget, etc)



- ★ Develop a Galveston cruises blog that focuses specifically on the cruise industry and pre- and post-cruise opportunities, deals, etc. to use for social and website content
- ★ Develop shore excursions for port-of-call and pre- and post-cruise opportunities
- ★ Partner with the Port of Galveston to create a digital cruise guide
- ★ Partner with the Port of Galveston to promote pre- and post-cruise opportunities on portofgalveston.com
- ★ Develop engaging cruise related content on all social channels
- ★ Place videos featuring pre-and post-cruise offerings on Galveston.com TV app and YouTube

GOAL IV: Increase off-season visitation.

STRATEGY: Implement targeted marketing campaigns for spring and fall/winter season activities in Galveston.

TACTICS:

Paid Tactics:

- ★ Identify and advertise in key media outlets that focus on events and holiday travel, special events, nature tourism and family vacations
- ★ Use behavioral and contextual targeting to locate target audience
- ★ Develop a series of content articles and videos that feature shoulder season events
- ★ Identify and promote events to passengers sailing from the Port of Galveston

- ★ Purchase quarterly sponsored segments on regional Texas TV lifestyle shows in Dallas, Austin, San Antonio and Houston
- ★ Create a homeschool curriculum to promote year-round mid-week travel
- ★ Serve as a sponsor/vendor at Plano Balloon Fest (North Texas), Texas Book Festival (Austin) and Buffalo Bayou Kids Day (Houston) to distribute Galveston information to key travel markets

Earned Tactics:

- ★ Pitch stories/generate positive media exposure for year-round events and offerings
- ★ Host FAM for social influencers and give them a behind-the-scene look at attractions and special events
- ★ Host pop-up events in the Houston area (include Dickens characters singing and an ice carver sculpting)
- ★ Host individual writer and social influencer FAM tours focusing on holiday offerings

Owned Tactics:

- ★ Enhance event and holiday pages on galveston. com
- ★ Produce themed itineraries promoting year-round visitation
- ★ Develop engaging year-round event content on all social channels
- ★ Create a comprehensive calendar of year-round events on Facebook
- ★ Place event videos featuring year-round activities and events on Galveston.com TV app and YouTube



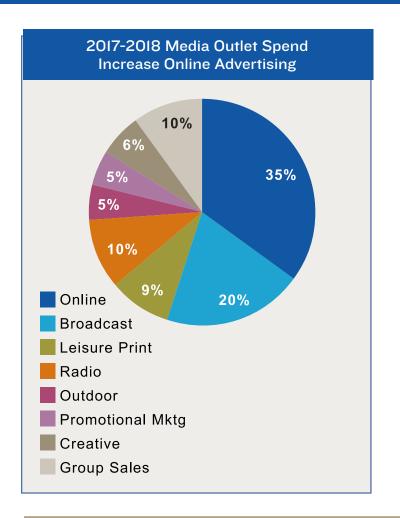
IMC ANNUAL INITIATIVES

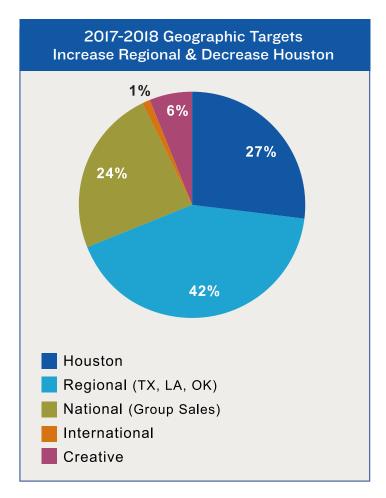
FALL	(OCT/NOV/DEC)
AD	Implement "Winter Wonder Island" Ad plan
AD	Print/Digital Ads for Fall Special Events
AD	Content Marketing Campaign on Multiple Platforms
AD	Print/Digital Ads for Winter Texans
AD	Print/Digital ads for Group/Meetings Market
AD	Cooperative Opportunities for Holiday Promotions
PR	Fall Festivals & "Haunted Galveston" Media Outreach
PR	New York Media Mission
PR	Texas Book Festival CVB Activity/Promotional Booth
PR	Texas & Regional Media Missions – Winter TV & Spring Print
PR	"Winter Wonder Island" Holiday Media Outreach
PR	Fall Media FAM Tour
PR	Individual Media FAM Tours (Year-Round)
SM	Posting Focus: Fall Special Events, Weddings, Weekend Getaways, Ghost Tours & Holiday Activities, Historic Galveston, Group Meetings, Cruising
SM	Promotions: Festival Ticket Giveaways, Ride with the Queen Contest, Holiday Themed Photo Contest
SM	Individual Influencer FAMs (Year Round)
SM	Man on the Street Video, 360° Videos, Live Videos
WINT	ER (JAN/FEB/MAR)
AD	Develop and Update Galveston Pocket Guide
AD	Print/Online Ads for Spring Events
AD	Print/Digital Ads for Mardi Gras, Galveston Restaurant Week & Spring Events
AD	Print/Digital Ads for Group/Meetings Market
AD	Cooperative Opportunities for Travel Promotions
AD	Print/Digital/Outdoor/Radio Ads for Spring Travel
AD	Broadcast Commercials in Regional Drive Markets
AD	Update Meeting Planner Guide
PR	Spring Festivals & Spring Break Media Outreach
PR	Galveston Restaurant Week Media Outreach
PR	Mardi Gras! Galveston PR Campaign
PR	National Media Missions with Texas Tourism
PR	Individual Media FAM Tours (Year-Round)
SM	Posting Focus: Winter Special Events, Mardi Gras, Restaurant Week, Spring Break, Island Pass, Beach Parks, Insider Tips, Cruising, Group Meetings
SM	Man on the Street Videos, Live Videos, 360 Videos

SM	Individual Influencer FAMs (Year Round)
SM	Promotions: Winter Event Ticket Giveaways
SPRII	NG (APR/MAY/JUN)
AD	Print/Digital Ads for Spring Special Events
AD	Print/Digital/Outdoor/Radio Ads for Summer
AD	Print/Digital Ads for Group/Meetings Market
AD	Cooperative Opportunities for Travel Promotions
AD	Broadcast Commercials in Regional Drive Markets
PR	Spring Media FAM Tour
PR	National Media Missions with Texas Tourism
PR	North American Travel Journalists Association (NATJA) Conference & Marketplace
PR	PRSA Travel & Tourism Conference
PR	Texas & Regional Media Missions – Summer TV & Fall Print
PR	Summer/Beach PR Campaign Events
PR	Individual Media FAM Tours (Year-Round)
SM	Posting Focus: Special Events, Spring Break & Summer Vacation Fun, Nature & Outdoor Activities, Juneteenth, Beach Parks, Historic Galveston, Group Meetings
SM	Man on the Street Videos, Live Videos, 360° Videos
SM	Promotions: Spring/Summer Photo Contest, Event Ticket Giveaways
SM	Individual Influencer FAMs (Year Round)
SUMI	MER (JUL/AUG/SEP)
AD	Print/Digital/Outdoor/Radio/Broadcast ads for Summer
AD	Print/Digital Ads for Group/Meetings Market
AD	Print/Digital Ads for Summer Special Events
PR	Summer/Beach PR Campaign Events (Cont.)
PR	Society of American Travel Writers (SATW) Annual Conference
PR	Plano Balloon Festival CVB Activity/Promotional Booth
PR	Individual Media FAM Tours (Year-Round)
SM	Posting Focus: Special Events, Vacation & Travel Guidance, Summer Learning Activities, Beach & Marine Life Education, Beach Houses, Island Pass, Cruising
SM	Man on the Street Videos, Live Videos, 360 Videos
SM	Individual Influencer FAMs (Year Round)
SM	Promotions: Summer Event Ticket Giveaways

ADVERTISING PLAN 2017-2018

GROUP MARKET ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
TSAE Association Leadership												
Texas Association of CVB's	•										•	
Smart Meetings												
Meeting Professional International												
Meetings Focus												
Connect	•				•							
SMERF MARKET ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Modern Brides												
Christian Meetings & Convention Assn					•							
The Reunion Network (TRN)												
TOUR & TRAVEL ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
NTA Directory/Courier Magazine												
ABA Destinations												
Cruise Critic	•											
Onboard Media - Cruise Publication												
Here Houston Relo Guide / GHP												
Vacations Magazine												
GROUP INTERNET ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Digital/Retargeting Campaign												
Meeting Professional International												
CVENT	•											
Houston and Beyond	•											
TSAE	•											
ABA, NTA & Bank Travel												
LEISURE PRINT ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Austin Monthly		•										
Canadian Traveller	•											
Dallas Child		•					•					
Houston Family Magazine			•			•		•	•		•	
The Buzz Magazines												
Outsmart Magazine												
Houstonia												
Where Houston Guestbook												





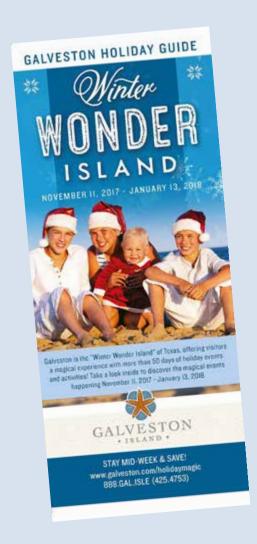
LEISURE PRINT ADVERTISING continued	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Modern Luxury												
AAA World												
AAA Southern Traveler/Oklahoma												
Midwest Living												
Southern Living							•	•				
Texas State Travel Guide							•	•				
MetroFamily Magazine							•					
Texas Monthly												
San Antonio Magazine								•				
Texas Highways					•							
AAA Texas												
AARP							•					
NEWSPAPER ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Houston Chronicle Insert								•				
TTIA See TX First Direct Mailer												
Best of American Travel												

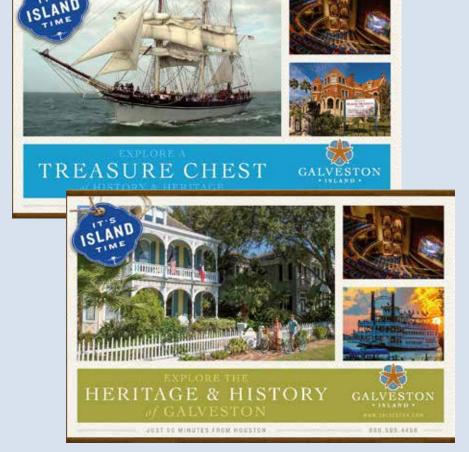
ADVERTISING PLAN 2017-2018

SPECIAL EVENT ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Texas Events Guide												
Mardi Gras Advertising				•	•							
Houston Film Commission Guide	•				•							
Texas Approach Consumer Shows					•							
Tour Texas Eblasts	•				•							
BILLBOARD ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Houston Rotary Boards		•			•		•	•		•		•
Dallas Billboard					•							
Special Event Billboard	•				•							•
Billboard Development & Install					•		•					•
RADIO ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
KUTF - NPR	•				•		•	•				
Radio					•							
Event/Tourism Promotion					•		•					
LEISURE INTERNET ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Misc. Leisure Travel Sites	•				•							
Social Media												
TripAdvisor					•							
Content Marketing	•				•							
TravelTex.com					•							
TourTexas.com					•		•		•		•	•
BeachesofTexas.com			•		•		•		•		•	•
Arrivalist												



TELEVISION ADVERTISING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Cable Networks												
Texas Tenors PBS Special												
Morning Talk Shows												
Time Warner Cable												
PROMOTIONAL MARKETING	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Pop-up Events												
Downtown Marketing												
Developer/Realtor Partnerships												
CrowdRiff												
CREATIVE	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Print & Banner Ad Development												
Website Enhancements												







Yaga's Chili Quest & Beer Fest	Januarv
Special Olympics of Texas Polar Plunge	·
Mardi Gras! Galveston	•
Galveston Marathon	February
Movie Nite on the Strand	March-October
Music Nite on the Strand	
Gulf Coast Volleyball Association Tournaments	March-September
Texas Marine Mammal Stranding Network Beach Festiv	
The Grand Kids' Festival	
Lone Star Ironman 70.3	•
Wicked Wine Run	·
Galveston FeatherFest	•
Galveston Island Food and Wine Festival	
Galveston Island Beach Revue	April
DIVAS Half Marathon	
TX Adopt-A-Beach Cleanup	April
Historic Homes Tour	May
Yaga's World Wild Game Championship and BBQ Cook	k-off May
Great Texas Catamaran	
July 4th Parade and Fireworks Display	July
AIA Sandcastle Competition	August
Sand Crab 5K/10K Night Run	August
Brewmasters Craft Beer Fest	September
Captain Kid's Triathlon	September
Redfish Rodeo	September
Galveston Triathlon	September
Island Girl Triathlon	September
Galveston Island Wild Texas Shrimp Festival	September
Galveston Greek Festival	October
Bike around the Bay	October
ARToberFEST	October
Galveston Island Oktoberfest	October
Lone Star Motorcycle Rally	November
Festival of Lights and ICE LAND	November-January
Downtown Lanterns & Lights	November-January
Dickens on the Strand	December
Holiday with the Cranes	December
Santa Hustle Half Marathon & 5K	December

This is not a comprehensive list of all Galveston Island events. For a complete listing, visit www.galveston.com.



Film Industry Promotion



The Galveston Island CVB, through the Galveston Island Film Liaison, promotes Galveston as a location for filming documentaries, feature films, television series, commercials and music videos. The film industry benefits Galveston through expenditures by cast and crew during film production and through increased visitation by exposing the island to a broad audience. The Film Liaison also provides scouting and support services to the filming industry.

Galveston has been featured in the following:

Television Series:

HGTV - Beachfront Bargain Hunt

HGTV – Beachfront Bargain Hunt: Renovation

HGTV - Brother vs. Brother

HGTV - Island Life

Travel Channel - Food Paradise

A&E – The Eleven

TLC - OutDaughtered

USA Network - Queen of the South

Discovery Channel - Fast N' Loud

Amazon TV – One Mississippi

Fox - Prison Break

Fox – American Idol

Commercial Productions:

Ford Motor Company

Ram Trucks

Mercedes-Benz

ExxonMobil

Galveston Island Convention & Visitor's Bureau

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Galveston Island Visitors Center (Located behind Ashton Villa) 2328 Broadway Galveston, TX 77550 (409) 797-5144



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Galveston Island Convention & Visitor's Bureau continued

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