

Strategic Marketing Plan

2023 - 2024

BEAUMONT

CONVENTION & VISITORS BUREAU

LETTER FROM OUR EXECUTIVE DIRECTOR



DEAN CONWELL
EXECUTIVE DIRECTOR

WE ARE CONTINUALLY GROWING!

The Beaumont Convention and Visitors Bureau (CVB) started out managing two buildings, and we now manage four. Our location downtown at 505 Willow Street continues to be our offices and the Babe Zaharias Museum is still staffed by the CVB. We added the Cattail Marsh Wetlands Building a few years ago, and last year the Tyrrell Park Nature Center was completely renovated. We have been fortunate enough to add some incredibly talented and professional staff members in the last couple of years that continue to move our city forward.

The CVB is structured into the sales and marketing divisions. Our sales team brings conventions, sporting events, reunions, and meetings to Beaumont; working with hotels and other partners to host successful events. Our marketing team pushes out the messaging of all the things to do with a major emphasis on Eco-Tourism, as well as promoting our museums, restaurants, and other attractions. Both teams work with one another to create the best experiences for both leisure and business travelers.

We have been very resourceful with our funding, and we have also been able to create numerous co-op programs with our regional partners. Our divisions have also networked and formed long-term relationships with local civic groups and other forward-thinking stakeholders alike. By forming such strong relationships with these groups and organizations, we have learned how to stretch our dollars further. It has also allowed us to develop programs that in the past we would not have been able to afford.

The ongoing support from the leadership at city hall has always been magnificent. They constantly provide funding so that we can continue to have the capability to develop new programs and make Beaumont a more attractive destination for not only visitors but for the citizens that reside here as well. We would also like to thank our CVB Advisory Board members for their valuable feedback and insight into many of our award-winning programs. Last, but not least, we would like to thank our co-workers at other city departments for always getting involved and assisting us with events, and helping us maintain our facilities. Expect great things in 2023.

ADVISORY BOARD

The purpose of the CVB Board is advisory in nature to City Council and CVB Executive Director. It shall participate in an advisory capacity in the planning and implementation of the goals and objectives of the CVB by providing strategies, resources and evaluation as needed by the Executive Director.

Board Chair - Robert Calvert

Past Chair - Marc McDonald

Vice Chair - Cheryl Guillory

Board Members - Nakisha Burns, Sharita Gardner, Charlie Gibbs, Ava Graves, Sondra Nelson, Glenda Segura, LaDonna Sherwood-Haile, Dayna Simmons, Ryan Smith, Jake Totorice, Stephen "Doc" Watson, Roy West

Ex-Officio Members - Dr. Richard Leblanc and Ann Rothkamm

CITY LEADERSHIP

Mayor - Robin Mouton

City Manager - Kenneth R. Williams

City Attorney - Sharae Reed

City Clerk - Tina Broussard

Assistant City Manager - Chris Boone

Assistant City Manager - June Ellis

Council Member, At-large - Albert "AJ" Turner

Council Member, At-large - Randy Feldschau

Council Member, Ward 1 - Taylor Neild

Council Member, Ward 2 - Mike Getz

Council Member, Ward 3 - Audwin Samuel

Council Member, Ward 4 - Charles Durio

The Beaumont CVB Executive Director reports to the City Manager. The CVB Advisory Board Members are appointed by the Mayor and the Beaumont City Council Members. Board Members serve two-year terms.

WHO WE ARE & WHAT WE DO

GOING BEYOND "HEADS IN BEDS" THE CVB WORKS TO MOVE THE DESTINATION FORWARD

The Beaumont Convention and Visitors Bureau, also known as Visit Beaumont, TX, is a Destination Marketing Organization. Our goal is to share everything Beaumont has to offer. Visit Beaumont actively uses research and economic indicators to increase tourism strategically and expand the tangible offerings with an emphasis on sales and travel. Visit Beaumont strives to inspire both leisure and business travelers to choose Beaumont as their next destination. Our goal is to increase visits that positively affect hotel occupancy and economic impact through tourism and brand awareness. We use both sales and tourism-driven strategies to both amplify the brand and facilitate economic growth for local businesses. We do this by focusing on the "unique experiential" message which offers unique attractions, shopping, dining, music, nightlife, and entertainment. This includes promotion and partnership to build awareness of the culture, culinary, art, and events offered in the area. Within the community, we collaborate with local partners and serve as an advocate and leading positive voice for the destination.

To inspire the traveler to choose Beaumont as their next destination, we advertise guaranteed "good times," focused on affordable unique experiences assured to be memorable. Our message is simple: Expect the unexpected. *All times lead to good times in Beaumont.*

So, how does it work?



VISIT BEAUMONT'S MISSION

- Create Tourism Demand
- Bring it (business) to Beaumont
- Build a community of Ambassadors (Localist)
- Create tangible assets to enhance the visitor experience
- Inclusion, Inclusion, Inclusion
- Content for website, stories, and brochures
- Hotel stays, increase visitor spending

DIVERSITY AND INCLUSION

- Niche Marketing Pillars
- Wheelchair Accessibility Guide
- Plus-Size travel
- LGBTQ+ Guides
- Diversity among influencers
- Multicultural events
- Spanish translated brochures and videos



ECONOMIC IMPACT

BEAUMONT TOURISM & ECONOMIC IMPACT 2021

DIRECT SPENDING ————— **\$322.3 MILLION**

EMPLOYMENT ————— **3,000 JOBS**

EARNINGS ————— **\$72.3 MILLION**

STATE & LOCAL TEXAS ————— **\$28.9 MILLION**



GULF COAST REGION

The Gulf Coast tourism region contains 28 counties and includes five prominent Metropolitan Statistical Area's (MSA's) Beaumont-Port Arthur, Corpus Christi, Houston-The Woodlands-Sugar Land, Victoria, and Brownsville-Harlingen.

ECONOMIC IMPACT OF TRAVEL

Travelers spent an estimated \$20.1 billion during their trips in the Gulf Coast region in 2021. This spending directly supported an estimated 152,200 jobs with \$6.6 million in earnings and generated \$2.0 billion in state and local taxes. Travel spending also generates secondary impacts on the economy.



\$20.1 BILLION

Direct Travel Spending



152.200 JOBS

Directly supported by tourism



\$2.0 BILLION

State and local taxes

HOW DOES TRAVEL IMPACT MY COMMUNITY?

Economic impact estimates are available for all 254 Texas counties and more than 300+ cities. To access, visit the Travel Research page at the Travel Texas industry website: www.travel.texas.gov

VISITOR INTELLIGENCE DISPLAY

Through our partnership with Datafy, visitors that live out of a 50-mile radius of the area, are detected by the geo-targeted system to notify the Beaumont CVB when those visitors are in Beaumont.

The Beaumont CVB monitors over 25 points of interest so we can identify those visitors and learn their spending habits, demographics, and where they are going throughout Southeast Texas. Further information on data can be found on pg. 18.

Total Trips

3,246,755



Visitor Days

8,872,242



Avg Length of Stay

2.7 Days

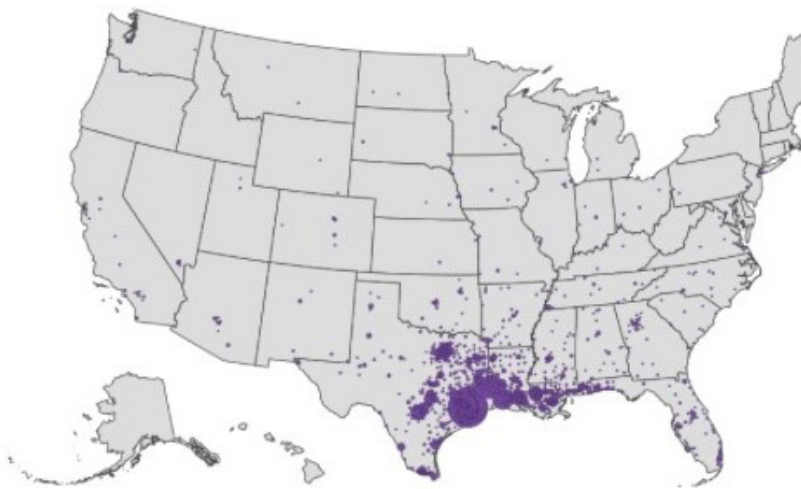


Unique Visitors

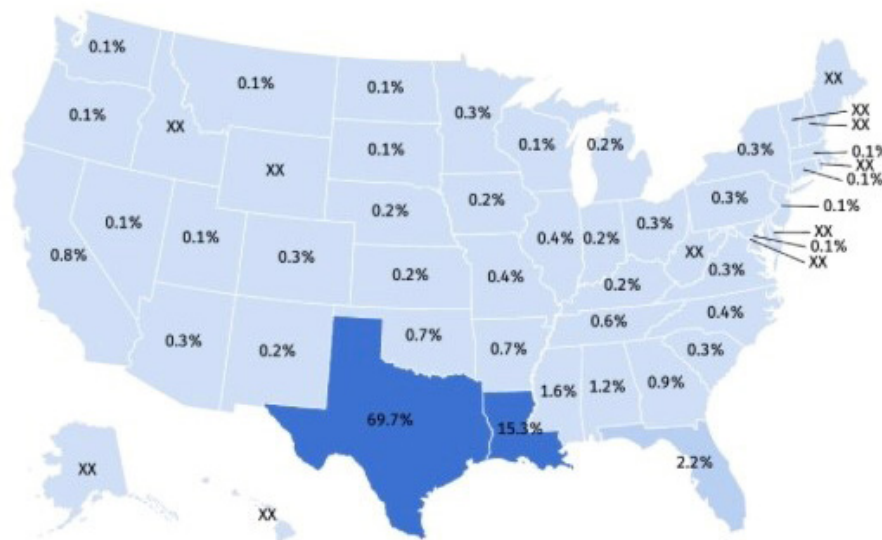
1,214,434



DENSITY MAP



SHARE OF TRIPS BY STATE



POINTS OF Interest

Visitors within 50+ miles

January 1, 2021 - December 31, 2021

Ford Park Arena	109,211
Neches River Wheelhouse	33,348
Gator Country	31,674
Texas Point National Wildlife Refuge	23,550
Tyrrell Park	20,512
Big Thicket National Preserve	19,723
Birding Site: Sea Rim State Park	14,763
Village Creek State Park	13,702
Sabine Woods	12,381
Beaumont Childrens Museum/ Civic C...	6,033
Julie Rogers Theatre	5,721
The Event Center	5,537
Little Woodrows	4,221
Lakeside Center - Tevis Room	4,188
5 Under Golf Center	3,866
Spindletop Gladys City Boomtown M...	3,778
Shangri La Botanical Gardens	3,311
Jefferson Theatre	2,378
Art Museum of Southeast Texas	1,433
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Shangri La Botanical Gardens	3,311
Jefferson Theatre	2,378
Art Museum of Southeast Texas	1,433
McFaddin Ward House	556
Fire Museum of Texas	416

MEET *Our* TEAM



Dean Conwell

Executive Director



Freddie Willard

Director of Sales



Virtue Alexander

Senior Convention Sales Manager



Latasha Sames

Administrative Assistant II



Watterine Brown

PT Administrative Assistant

ADMINISTRATION

Provides office support to the team and manages visitor information for the Beaumont Convention and Visitor Bureau.

MEETING SALES

The Beaumont Convention and Visitors Bureau sales team works to sell Beaumont as a meeting destination. They attend shows, and conferences and work with local meeting planners to bring business to Beaumont.



Tessa Myers

Convention Sales Manager



Nancy Aviles

Engagement Servicing Coordinator

MARKETING & TOURISM

The marketing and tourism team works with local museums, attractions, restaurants, businesses, and local community members to share all the opportunities Beaumont offers. They promote through content, ad placements, and by working with travel influencers to write about the area.



Christina Lokey
Director of Marketing & Tourism



Mallory Cross
Marketing Manager



Susan Jackson
Tourism Manager



Chandhor Talbert
Digital Media Specialist



Emma Kethan
Marketing Specialist



Jason Torres
Tourism Specialist

ECOTOURISM

The ecotourism team is tasked with promoting nature and birding to visitors, more specifically the Tyrrell Park Nature Center and Cattail Marsh through programming and events.



Rebecca Woodland
Nature Center Manager



John Beaver
Ecotourism Development Coordinator



Kenyan Guidry
Nature Tourism Coordinator

2022 Highlights



BEEP BASEBALL

The Beaumont Convention and Visitors Bureau hosted the National Beep Baseball World Series in July 2022. The National Beep Baseball Association (NBBA) is a sports organization for athletes who are blind or visually impaired that includes 37 teams throughout the United States, Taiwan, Canada, and the Dominican Republic.



MURAL FESTIVAL

The inaugural Beaumont Mural Festival took place in March 2023, bringing 16 artists from across the country to create public art in downtown Beaumont and around the city, adding to the area's public art scene.

RESTAURANT WEEK

In its fourth consecutive year, EATBMT Restaurant Week continues to be a highlight for the community and restaurants. With over 50 restaurants participating, Restaurant Week was a success after the year of COVID, giving restaurants much-needed publicity and support.



BEAUCYCLES

The Beaumont Beaucycles allow visitors and the community to explore downtown Beaumont businesses, museums, and art through tours or rentals.



WEBSITE

The website is the mouthpiece of all that the Beaumont CVB does. Here, you can find information about conventions, meeting tips, things to do, events, and more. We are constantly producing and updating content to make sure that the website has everything a visitor needs.



VIVA BEAUMONT

The Beaumont CVB partnered with Beaumont Events to enhance Viva ARTACO, now VIVA Beaumont. With multiple vendors, entertainment, and art, the event was able to highlight the Hispanic culture in the area.



LOCALIST

The Beaumont CVB launched the Localist Program, working with the local “movers and shakers” in the community to create an awareness of what is going on in the area and to share the abundance of opportunities with both visitors and other residents.



GEOCACHING

The Geocaching pass gives visitors and community members who are interested in visiting museums, attractions, and favorite spots, the ability to win swag and other gifts by locating the “caches” at each location and solving the puzzle.

EVENTS

MARDI GRAS BEAUMONT



In its second year in Beaumont, Southeast Texas Mardi Gras has become a staple event that continues to grow.

MAIN STREET MARKET



The Beaumont CVB was able to sell items from the Tyrrell Park Nature Center Gift Shop at the Junior League of Beaumont’s annual Main Street Market.

MUSEUM MADNESS



The Beaumont CVB partnered with local museums for a full weekend of family friendly events.

ROTARY GOES TO WORK

The Beaumont CVB hosted a meet and greet with Rotary and then took them on a tour of Beaumont on Beaucycles. The Beaumont CVB got to share what we do and promote, as well as get the chance to hear from community members about how they see Beaumont, want it to grow, and how we can work together to bring meetings, business, and visitors to the area.



CHAMBER MIX AND MINGLE

The Beaumont CVB hosted the Beaumont Chamber of Commerce’s October mix and mingle. The staff decorated pumpkins to be judged by the guests, raffles, and refreshments for a fun-filled night of mingling with locals.

BON TEMPS:

GOOD TIMES FOR ALL Y'ALL

The Good Times campaign, also known as “Bon Temps Beaumont,” welcomes the new year with a fresh mindset and a renewed sense of community by pledging to create entertaining and fun experiences for both locals and visitors. This campaign won First Place at the Texas Association of Convention and Visitors Bureau Conference in the Leisure Tourism Marketing category.

Our mission is simple. We want to bring visitors – and their money – to Beaumont to benefit businesses and the community. Visitor spending has a huge impact on the area, bringing in over \$320 million annually. Working together, we can increase that income and all profit by bringing even more travelers to town.

RESTAURANTS

Promote current specials, add new specials, extend happy hour, new menu items (Beau Mary), special event nights (trivia, or eating competitions), or late-night menu.

ATTRACTIONS

Host Events (Lock-in, stay open late once a month, midnight skating/bowling), curated experiences (escape room, scavenger hunt, McFaddin Key Hunt, selfie stations – photo booth, dress up costumes), outdoors – group campouts, full moon kayaks, have food trucks.

SHOPS

Special discounts, good time bundles, good times popup shops around town with food/entertainment, and artist/local product spotlights.

REALTORS

Host architectural tours – BMT through the ages, “open doors BMT” – house tours. Bring new residents to the Beaumont CVB and receive a welcome packet with brochures and information on all things Beaumont.

HOTELS

Coupons to restaurants, drink vouchers, discounted hotel packages, “trick or treat” for things, staycation bundle, get an itinerary of events at check-in, add a personalized local touch – note/product, surprise themed rooms (Spindletop, crawfish, etc.), “spin to win” wheel.

CLUBS/ ORGANIZATIONS/ NFPS

Open participation to events, host volunteer days, hosted happy hours with the various groups, Downtown Beaucycle bike tours, and Destination Training tours.

LAMAR

Campus block party, “fair” showing off the various student groups to the public, concerts in the courtyard, karaoke nights, campus hide and seek, field day games for the community (tug of war, capture the flag, water balloon fight, festival) – be a college kid for a day, have big red in photos around town.

ELECTED OFFICIALS/ PUBLIC FIGURES

Town halls - cocktails and conversation with the council, ask _____ anything, invite them to be special guests at events – Cattail, kayaking with the Mayor, etc.

HOW WE IMPLEMENT *Good Times*



Mural Festival

The Inaugural Mural Festival took place in 2022 with over 16 artists from around the country, putting their artistic abilities on display for years to come, leaving a lasting impact on the community with public art.



Meetings Mean Business

The opportunity to host meetings, conventions, and sporting events, gives visitors a direct introduction to Beaumont. By offering unique extras and experiences, visitors leave with a lasting impression.

Mardi Gras

This 4-day festival is a huge draw to visitors coming to Beaumont. It encourages visitor spending at local restaurants, shopping, and hotel stays.



Beaumont Cajun Trail

This mobile foodie passport gives visitors the opportunity to get a taste of Cajun cuisine and its influence in our area while working with local eateries.



Restaurant Week

The Beaumont CVB and Lauren Bebeau of SETX Foodies started the first Restaurant Week in 2018 and continue to grow the week year after year. Each year, more restaurants continue to be a part of it, driving more business.



Geocaching

The Geocaching passport draws visitors from near and far to experience Southeast Texas. By following clues from each location, participants are able to local landmarks, museums, attractions, and more.



Localist Program

The Localist Program was created to bring together like-minded individuals in the community who want to see the city grow. Through monthly meet-ups, volunteering, and sharing of experiences, the Localist uplifts the community through the experiences of those in it.

Viva Beaumont

In collaboration with Beaumont Events, Viva Beaumont, previously ARTACO, is a culturally diverse event, celebrating art, dancing, music, culture, food, and more.



Beaumont Attraction Pass

Highlighting local museums and attractions, the Beaumont Attraction Pass gives visitors the opportunity to visit over 10 attractions all at a discounted price.

MEETING SALES

CONVENTION SALES

The Convention Sales Team markets and sells Beaumont as a premier meeting and convention destination to associations and groups across Texas. These efforts drive occupancy and the average daily hotel rate which ultimately contributes to positive economic growth. The overall objective is to maximize the number of conventions, meetings, seminars, and sporting events with overnight stays utilizing Beaumont hotels.

The Sales Team strives to build a strong and solid foundation with meeting planners and

works with local partners to book more meetings at local hotel properties and meeting venues. Product development, sales initiatives with digital marketing, local awareness, and social media campaigns, community involvement, and promotional travel along with geofencing will be part of the convention sales strategies for this fiscal year to book convention business.



Freddie Willard TDM | Director of Sales

Freddie leads the convention sales team and has been with the Beaumont Convention and Visitors Bureau for 25 years. She is a graduate of Leadership Beaumont, Leadership Southeast Texas and received her accreditation for Texas Destination Marketing, in 2016. Freddie is a member of SportsETA, MPI and SGMP. A reliable source for all things meetings, Freddie oversees the sports market, reunions, and annual events.



Virtue Alexander | Senior Convention Sales Manager

Virtue has an extensive background in the hospitality industry with 18 years of experience. She is currently working on her Texas Destination Marketing accreditation and have been on staff with the Beaumont Convention and Visitors Bureau for a year. She's a graduate of Leadership Beaumont, Champions of Beaumont, and Leadership Southeast Texas. Working with state associations and government agencies, is her specialty.



Tessa Myers, CMP | Convention Sales Manager

Tessa has 22 years of experience in the hospitality & tourism industry and is a certified meeting professional. She has been on staff with the Beaumont Convention and Visitors Bureau since February 2022. She is a member of SGMP, The Links Inc., and Delta Sigma Theta Sorority Inc. Tessa's clients range from faith-based groups to military reunions and weddings.



Nancy Aviles | Engagement Coordinator

Nancy acts as the welcoming ambassador for all convention and sporting groups. She makes sure groups have the "extras" they need for their attendees. She oversees the Give Back, Volunteer, and Sports Activity Tent Programs. Nancy has been on staff with the Beaumont Convention and Visitors Bureau for three years.

PRIMARY MARKETS

SPORTS

- Partner with Ford Park Entertainment Complex, Lamar University, Lamar State Port Arthur, and the City of Beaumont's Parks and Recreation Department to bring state and national sporting events and tournaments to Beaumont. to attract national sporting organizations with the focus on indoor space.
- Attend Connect Sports Marketplace, Sports ETA Symposium, TEAMS Sports Conference, and USA Softball Texas to bid on softball tournaments.
- Continue to build relationships with promoters, tournament directors and local members of sporting organizations.
- Advertise in key industry magazines such as Sports Travel, Sports Events, Sports Destination Management and Connect Sports.
- Continue local sports initiative to provide a positive experience for athletes and fans by hosting onsite promotional ten at sporting tournaments.
- Development of a promotional video of sporting facilities and venues

STATE ASSOCIATIONS & GOVERNMENT AGENCIES

- Conduct (4) sales missions in Austin to position Beaumont as the premier meeting destination for state association planners.
- Attend Southwest Showcase, Connect Texas Marketplace, Texas Society of Association Executives Annual Conference, Lone Star Chapter of SGMP monthly meetings and MPI Hill Country Chapter IAEE-Central Texas Chapter monthly meetings, and Small Market Meetings Tradeshow.
- Advertise in target top industry publications, both in print and on-line.
- Conduct local sales calls.

MILITARY REUNIONS

- Attend the Military Reunion Network Marketplace.
- Create direct campaign.

EDUCATIONAL MEETINGS

- Work with Lamar University and Beaumont Independent School District to bring conferences to Beaumont.
- Conduct local sales calls and host a mixer.

RELIGIOUS MEETINGS

- Attend Religious Conference Management Association Marketplace, Going On Faith Tradeshow, and Connect Faith Marketplace.
- Advertise in targeted religious meeting planning media.
- Conduct local sales calls.

LIVESTOCK MEETINGS

- Conduct direct mail out to various Livestock Associations/Cattle Groups.
- Continue cooperative effort with Ford Park Entertainment Complex, Jefferson County and the Young Men's Business League in conjunction with local independent cattlemen to attract livestock groups to Beaumont.

WEDDINGS

- Alternate exhibiting at the Love Struck & First Look Wedding Expositions.
- Stay in close contact with wedding venues.

NOTE: To increase the visibility of Beaumont as a meeting destination, special sponsorships have been obtained for Connect Meetings, SW Showcase and Texas Society of Association Executives events.

2021- 2022 ACCOMPLISHMENTS

- Launch Eat, Play, Stay Sports Program
- Planned & Hosted the National Beep Baseball World Series
- Sent out (2) Direct Mail Campaigns
- Developed new Faith Trail Brochure
- 60 Leads generated
- 141 definite bookings
- 115 meetings & 33,826 attendees hosted
- 9 Site Inspections
- 10 Speaking Engagements

SPECIAL PROGRAMS

The Convention Sales Team's calendar is packed with events, sales campaigns, and special programs.



Hall of Fame Reception

The Annual CVB Hall of Fame Reception honors and shows the CVB's appreciation for planners who contributed to the meeting industry and economic impact during the previous year.



Meetings Blog

Convention Sales works closely with the marketing team to create topics of interest for meeting planners and push out blog posts monthly.

Professional Development Initiatives

Webinar Wednesday has been incorporated in the work week for professional development. Simpleview Forum, The Travel Alliance, SGMP, MPI, and TACVB are among the resources used to gain additional knowledge of the industry to better serve the BCVB.

Bring it to Beaumont Local Awareness Campaign

Ongoing program that was created to boost awareness of meeting business and local connections that help bring them to the city. City Leaders with Jefferson County, City of Beaumont and Lamar University have been very instrumental to help book convention business in Beaumont because of their affiliations.



Eat, Play, Stay Program

Incentive program for sports teams to play in Beaumont multiple times a year for a chance to win substantial prizes. This program assists local tournament directors with capturing repeat business. Information is shared on participating sports organization websites and Facebook pages.



Meeting of the Minds

This meeting is typically held twice a year and used as an opportunity to share sales initiatives with our hospitality partners. Training is also offered to partners on our lead database system, the Extranet.

Convention Sales Travel

The Beaumont CVB Sales team attends conventions and travel expos to sell Beaumont as a convention, meeting, and sports tournament destination.

MEETBEAUMONT & Social Media Outlets

Followers will see new information posted every Monday promoting Beaumont as a meeting destination with helpful information.

Out & About Local Sales Initiatives

Includes local sales calls, speaking engagements, and attendance at local meetings/events to reintroduce the Beaumont CVB roll in the community and highlight services offered for convention planning.



CONVENTION SERVICES

The Beaumont CVB provides convention and sporting groups services that help to elevate their events. The convention sales and services team assists with everything from site selections to tours, accommodation bids and on-site registration.

Client Experiences

Servicing enhancements which offer clients a taste of local products during registration or receptions. Groups with 100 or more room nights are offered this service.

Give Back Program

This program creates community outreach opportunities for meeting and convention clients. It introduces the association to the community, and the community to the association. We encourage the association to give back through volunteering, gifting supplies, or donating.

Sports Activity Tent Program

Sports Activity Tent, a program geared towards weekend tournaments to provide activities during down time of teams. This program has been recognized by industry peers and voted best Sports Marketing program in 2021.

Volunteer Program

Due to a major recruitment initiative in 2022, the program has doubled in size. CVB volunteers assist the BCVB staff weekly with front desk coverage, mailouts and bundling of products. They also assist with on-site registration for convention groups. An annual appreciation luncheon will be held in the Spring of 2023 and a volunteer of the year will be named based upon service hours.



What our Clients are Saying

Darlene Mills – Local Coordinator

Skills USA District 7 Conference

Thank you very much for what you have done for SkillsUSA. You are awesome.

Debbie Richardson

Golden Triangle Quilt Guild Show & Market 2022

I want to thank you again for stepping in and making this so painless. We appreciate the assistance. The show was an absolute success! Our judges loved their gifts! Our next show isn't until 2024! We will definitely get with you again for the next one!

Seth Wells

Texas Centers for Independent Living, Inc. DBA TEXCIL

Everyone LOVED the bags, and your staff was fantastic as always. Thank you for helping us make the meeting a success. The MCM Elegante staff and service was great.

Cheryl Williams

American Legion – Division 2 Annual Spring Convention

It was awesome and the attendance surpassed our initial estimates. There were approximately 150 people on hand. I have heard that many people enjoyed the Convention Bureau's presence and engaged with Tessa. The amenity bags were filled with many goodies that were donated and were a huge success.

Timolin Colbert

Texas Annual Conference of the United Methodist Church

Thank you for all you and your team are doing and have done to help me plan this event. I feel like you and Tessa have gone over and above anything I could have ever imagined or expected. I hope the City of Beaumont is aware of how well you represent and present them to incomers and hometown persons. Blessings Galore to each of you!!!



TOURISM & MARKETING

Niche Marketing Strategy

Beaumont has a wealth of opportunities and amazing things to do, but to encourage specialized itineraries by interest, the Beaumont Convention and Visitors Bureau has narrowed the scope of what we promote into four separate categories: Eco-Tourism, Culinary Tourism, Historic Tourism, and Experiential Tourism.



Christina Lokey | Director of Marketing & Tourism

Christina leads the marketing team and has been with the Beaumont Convention and Visitors Bureau for 5 years. As the Director of Marketing & Tourism, she is responsible for creating Restaurant Week, Birding Programs, Beaumont Birdies Passport, Special Event planning, and future growth at Cattail Marsh and Tyrrell Park Nature Center.



Mallory Cross | Marketing Manager

Mallory has been a part of the marketing team with the Beaumont Convention and Visitors Bureau for 5 years. She powers CVB's digital communications strategy. Along with developing and managing content for the Beaumont CVB's blog, website, and social platforms. She oversees email marketing efforts and the calendar of event management.



Susan Jackson | Tourism Manager

Susan has worked at the Beaumont Convention and Visitors Bureau for over 10 years but just recently switched to the marketing team last year. She works with local partners to create and manage visitation to Beaumont. She is active in the community and handles information for the Beaumont Birdie Passport, Geocaching Passport, and Cajun Trail.



Chandlhor Talbert | Digital Media Specialist

A member of the marketing team for 2 years, Chandlhor handles all design for the Beaumont Convention and Visitors Bureau. She creates all advertorials, billboards, social graphics, flyers, and assists with campaigns and various events in the city. As the digital media specialist, she also works on new designs for logos, swag, and other promotional materials.

Ecotourism

Beaumont's location on two migratory flyways has made the area a hotspot for birding. With over 230 species sited in the area, Beaumont has become well known in the birding community as a must-visit destination. Ecosystems ranging from beaches to swamps offers a variety of opportunity. Hiking, biking, camping, fishing, and kayaking can be done within 40 miles of the area including two national parks.





Culinary Tourism

While it seems like every city has a food scene, Beaumont stands out due to the influence of cultures in our area. Not only does Beaumont's proximity to Louisiana and the coast have a prominent fixture in our Cajun seafood, but Mexican, Tex-Mex, Asian, and of course BBQ ring true. With three local establishments making the Texas Monthly Top 50 in the last five years, our culinary scene is only just scratching the surface. In addition to the delectable cuisines that we have to offer, you won't break the bank while enjoying the food and drink.

Historic Tourism

Beaumont changed the world on January 10, 1901, when the Lucas Gusher exploded with oil on Spindletop Hill. The birth of the Petroleum Age grew the city of Beaumont exponentially with those looking for their chance at a new life. Spindletop-Gladys City Boomtown Museum depicts what life was like in the early 1900s and attracts visitors from near and far. In addition to the museum, Beaumont has three historic homes that show what life was like before the oil and what it was like during and after. Downtown Beaumont showcases beautiful historic buildings and has a number of them listed on the National Historic Register.



Experiential Tourism

What makes Beaumont great is the people and the stories they tell. Our local museums and businesses dedicated to storytelling make our area desirable to those outside of Southeast Texas to explore. The Art Museum of Southeast Texas is a museum dedicated to highlighting fine and folk arts of the 19th-20th century. The Dishman Art Museum features local artists, students, and a permanent collection of over 1500 artifacts and sculptures throughout the campus. The Art Studio Inc. offers classes, workshops, and events that give local artists the opportunity to work and showcase their pieces. Public art has been a big part of beautifying Beaumont. Through mural projects and the Mural Festival, there are over 20 murals throughout the city for all to see. Gator Country gives visitors experiences like no other by holding alligators and other reptiles, learning about the animals, and getting a taste of Southeast Texas. The Big Thicket National Preserve Ivory Bill Boat Tour cruises the Neches River giving patrons the opportunity to see what makes our area so naturally diverse.



Target Audience

We didn't just create target markets out of thin air. Over the past four years, the Beaumont CVB has been looking at data and reports to see where our visitors are coming from. Through our collections, those within the state, particularly the Houston area, as well as up north have become frequent guests in Beaumont. Our location off Interstate 10 allows increased visibility and partnerships across state lines into Louisiana. We are geo-fencing residents who live up to 300 miles away but reside off or near Interstate 10 to capture those individuals to serve them with content about making the stop and visiting Beaumont.

Ecotourism targets a larger range include those mentioned above and Birding States targeted through local Audubon groups: California, Arizona, Ohio, Pennsylvania, Maryland, New Jersey, Virginia, Oregon, Washington, Colorado, Montana, Michigan, New York, South Carolina, New Mexico.

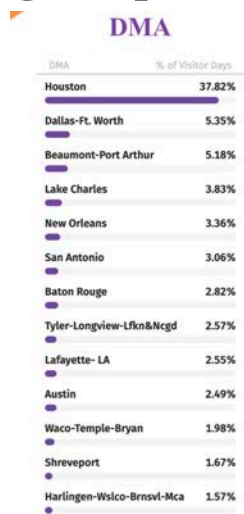


The Houston-The Woodlands-Sugar Land Metropolitan Statistical Area (Houston MSA) consists of nine counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller. The metro area's '20 population is 7.2 million.

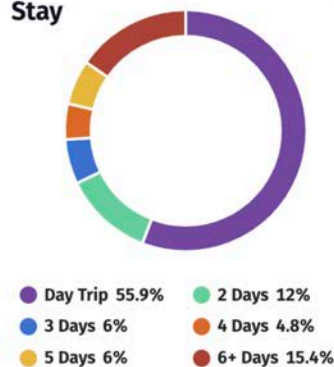
Visitor Demographics

Through the use of the data from Datafy we are able to know our target audience - where they are coming from, their age, income, interests, etc. so that we can better target those areas with appropriate information.

For instance, targeting a family in the Lake Charles area with an interest in outdoors, birding, and hiking with information on upcoming events dealing with nature and family-friendly opportunities.



Visitor Days by Length of Stay



POI	Trips
MCM Elegante Hotel	41,156
Holiday Inn Plaza	33,727
Howard Johnson	21,936
Hampton Inn	19,391
Days Inn by Wyndham	18,859
Hilton Garden Inn	17,339
Comfort Suites	14,432
Laquinta Inn and Suites	14,350
Residence Inn by Marriott	14,057
Holiday Inn East Medical Plaza	13,624
Home2 Suites	13,179

DMA	% of Visitor Days
Houston	32.41%
Dallas-Ft. Worth	7.94%
New Orleans	4.34%
San Antonio	4.28%
Baton Rouge	3.73%
Austin	3.01%
Lafayette- LA	2.53%
Waco-Temple-Bryan	2.34%
Lake Charles	2.21%
Shreveport	2.18%
Harlingen-Wslco-Brnsvl-Mca	2.17%

Overview : 1/1/22 - 11/28/22

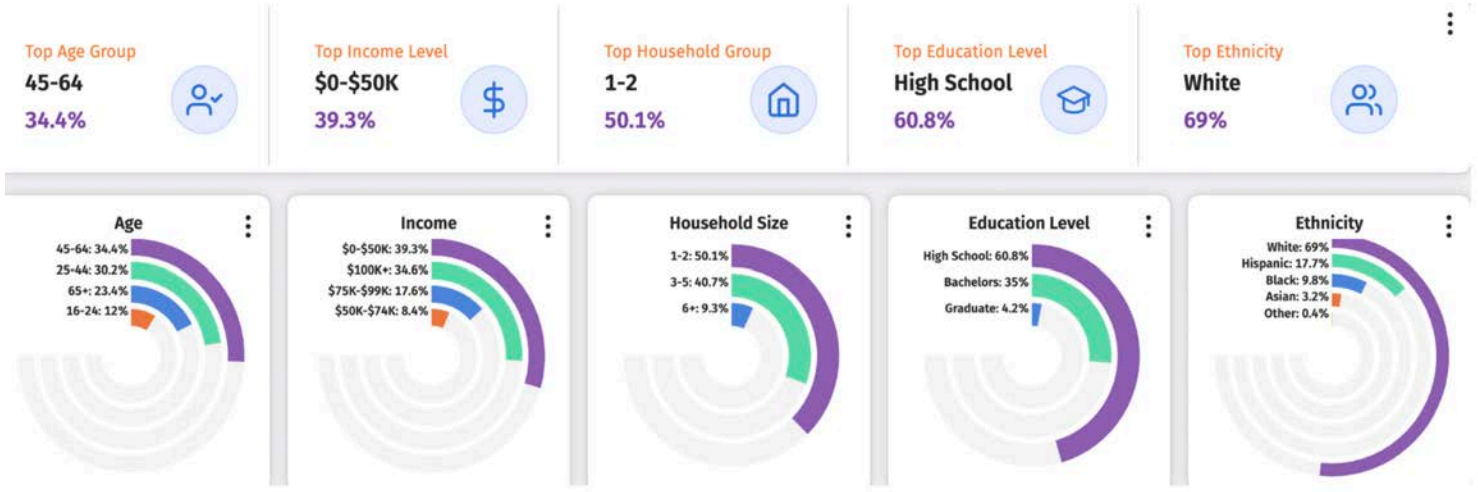
Total Trips 357,036 ↑ 12.6% vs. 1/1/21 - 11/28/21

Visitor Days 1,252,224 ↑ 11.4% vs. 1/1/21 - 11/28/21

Day Trip Visitor Days	2-Day Trip Visitor Days	3-Day Trip Visitor Days	4-Day Trip Visitor Days	5+ Day Trip Visitor Days
386,617	240,478	116,244	73,122	457,259

Comparison of Trips





Co-Op Opportunities



We work with Visit Houston's **Around Houston** program where we are a part of a co-op with surrounding cities that get the opportunity to share information about what we have to offer with Houston's target market.



We also have a birding co-op with Lake Charles, **Birding Between Borders**, that brings in those travelers from Louisiana. **Lonestar Coastal Alliance** is another partnership that the Beaumont CVB is a part of that connects our area to other cities on the coast. Through the alliance, itineraries, information, and events are shared through social media, ads, and other outlets.

SAVE THE *Date*



BEAUMONT TX LAKE CHARLES LA



Birding Between Borders
APRIL 22 - 28, 2023



In 2011, a group of private property owners, local government leaders and managers of parks, preserves, refuges and historic sites along the upper Texas Gulf coast met to strategize about regional economic development and coastal resilience. On the table was a strategy to enhance Texas-led stewardship and conservation, develop an economic sector compatible with periodic flooding, and expand and promote nature and heritage tourism and outdoor recreation opportunities. From this grew the proposed Lone Star Coastal National Recreation Area and a related collaboration to enhance coastal resilience through regional nature, heritage and cultural tourism promotion.



Innovation

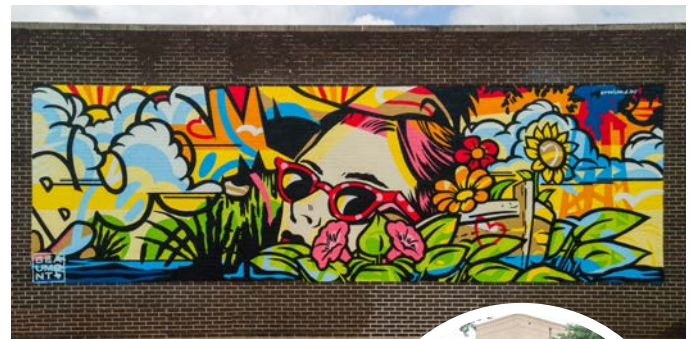
The Beaumont CVB does not stop with new ways to entice visitors both for leisure and business. We think big and want things to happen for the city. In doing so, our programming and offerings have changed and will continue to get better each year.

Save the Date! 

The Beaumont CVB is happy to work with the community on various events. Multi-day festivals are always good for the community but also draw overnight stays from visitors wanting to experience the fun!



In the past three years, the Beaumont CVB has worked closely with the community to launch new events. ARTACO, which is now **VIVA Beaumont**, highlights the Hispanic heritage and those in our community. By strengthening these partnerships with Hispanic media outlets, we are able to produce information in both English and Spanish so the whole community can enjoy these events. This event is now a part of Beaumont Events regular schedule. The inaugural **Mural Festival** took place in 2022 and is back for another year to increase the number of murals and public art throughout Beaumont. The Beaumont CVB is working to make Mural Festival 2023 even bigger and better.



In conjunction with the Olympics, the Beaumont CVB hosted **Beaulympics**, a community event that offered free activities to all and included local businesses, museums, and Lamar University. **Restaurant Week** is now in its fifth year and continues to grow. The community now looks forward to the deals and the restaurants that participate each year.



Museum Madness brought all of the museums together on one weekend to create events and opportunities in the month of October. The Beaumont CVB worked with the directors to promote and come up with events so that the weekend could be packed with opportunities. The third Museum Madness will take place this October 2023.

To see public art without getting in and out of your car and exploring downtown, the **Beaumont Beaucycles** became a way to do just that. With stations at the Beaumont CVB and Civic Center, the Beaucycles are a fun way to see all that downtown has to offer and get some exercise while doing it!

Cattail Marsh has become a highlight for the community and a highly trafficked tourism spot for visitors. Whether you are into birding or not, tourists flock to Tyrrell Park for the beauty and opportunities. Free yoga on Saturdays, van tours, and programming hosted by 409 Family every month, make Cattail a desirable place to visit. Our marketing strategy for expanding Beaumont's footprint in the ecotourism industry is focused on promoting the city and surrounding area as a birding destination through participation in birding festivals throughout the country. At these events, we build strong relationships with leaders in the ecotourism industry and get our name in front of thousands of willing tourists looking for new birding destinations.



The Beaumont CVB continues to strive to make new opportunities and partnerships to propel our city forward. Every year, we work to make Beaumont better and we aren't stopping anytime soon.

Community Driven

The Beaumont CVB started **The Localist** to encourage community involvement and sharing of stories. It is a group of passionate residents who embody the Beaumont spirit. They are individuals who already see Beaumont as a vibrant place with untapped potential. Through monthly events, and happenings in the community, those within the group help show the opportunities that Beaumont has to offer.

Partnerships are important and the Beaumont CVB has found that giving back and working with others in the community only increases the love that is shared for Beaumont. The CVB has gotten the chance to work with **Lamar University** at Beaulympics, where the athletic department helped throughout the event. They also partnered with **BISD** for a Taco Eating Challenge with Tacos La Bamba to award a school with prizes as well as taking Big Red from Lamar and the football players to the elementary schools.



The Beaumont CVB worked with the **United Way** on a Bites for Beaumont passport, working with local restaurants to give back to 20 area non-profits. We partnered with **ExxonMobil** in the 12 Days of December Toy Drive to give children in the community gifts for the holiday. ExxonMobil continues to support our efforts and donates to community initiatives.

The **Junior League of Beaumont** continues to assist us with community events and volunteering opportunities as well as allowing us to have a booth at their annual Main Street Market. The CVB is able to sale items from our gift shop located at the **Tyrrell Park Nature Center** that helps fund activities and programming and **Cattail Marsh**. Cattail Marsh's popularity has grown, in part, because of our community outreach activities. Our education center staff has traveled to different schools and libraries throughout the city and provides educational programming to Beaumont youth. Additionally, we host school field trips and meetings for various local organizations at the Cattail Marsh Wetlands Education Center. For more information contact, John Beaver at john.beaver@beaumonttexas.gov.

ECOTOURISM

MARKETING & DESTINATION DEVELOPMENT

The Beaumont CVB is focused on expanding our presence and influence in the tourism market with a robust marketing effort combined with destination development. A number of integrated campaigns will grow Beaumont's awareness as a prime hub destination for birding. Focused content strategies along with continued supplemental messaging will draw more travelers to the destination.



Rebecca Woodland | Nature Center Manager

After 15+ years at the Beaumont Convention and Visitors Bureau, Rebecca has taken on a leadership role for the Tyrrell Park Nature Center (TPNC) where she is responsible for the coordination and evaluation of all activities and operations at Tyrrell Park Nature Center.



John Beaver | Ecotourism Development Coordinator

As the Ecotourism Development Coordinator, John's focus is the growth of nature tourism in our area. He promotes Cattail Marsh and Tyrrell Park by giving tours, giving presentations in the community, and traveling to birding festivals throughout the country. He also works on various initiatives throughout Beaumont as a part of the marketing team.



Kenyan Guidry | Nature Tourism Coordinator

You can find Kenyan at the Cattail Marsh Wetlands Education Center. After 5 years, Kenyan has become a large part of the marketing team and assists with the many visitors at Cattail Marsh. There, he gives tours, assists with programming, and is the resident nature photographer.



Cattail Marsh is Beaumont's premier attraction for nature lovers and ecotourists. Birding at the marsh brings in thousands of visitors from all over the country and internationally each season. These visitors not only make a large economic impact on ecotourism but also on businesses throughout the city.

Whether our visitors are interested in wildlife viewing, outdoor exercising, or just taking in the natural beauty on a leisurely stroll, the marsh is the best place to enjoy any of these activities. With a boardwalk over the scenic marsh and four covered rest areas situated throughout the twelve miles of trail, Cattail is an outdoor enthusiast's dream. Additionally, an elevated education center with a 360-degree viewing porch was added to the marsh in 2018. At the education center, we offer many free programs to make our

visitors' time at the marsh more enjoyable and provide activities to attract new guests. We have free binoculars and a spotting scope to be used at the marsh for easier up-close wildlife viewing. Every Saturday, we host a free yoga class at 9:30, followed by arts and crafts from 11:00-2:00.

Additionally, we offer tours of the marsh every Tuesday and Thursday that are free for anyone to enjoy. The tour is a great way for folks with mobility challenges to see the whole of the marsh from an air-conditioned vehicle. We provide an early childhood education program called Marsh Minions monthly and put on quarterly photography workshops taught by our very own nature photographer, Kenyan Guidry. These free programs and attractions, coupled with the natural charms of Cattail Marsh, are sure to please all of our traveling and local visitors.

Cattail Marsh leads the way in ecotourism for the City of Beaumont. Birding brings in thousands of visitors each season from all over the country and world. These visitors not only make a large economic impact on ecotourism but businesses throughout the city.



Cattail Marsh Wetlands Education Center



PROGRAMING, SIGNAGE & PROMOTIONS

New programming and promotional materials at the Cattail Marsh Wetlands Education Center will focus on the message of sustainability. Programs include: Cattail Explorers, Yoga @ Cattail, Photography Workshops, Marsh Minions & more!

Cattail Merch! New Cattail Marsh souvenirs are now available at the newly renovated Tyrrell Park Nature Center. All proceeds will help fund WEC programs and benefit the wetlands.



CATTAIL EXPLORERS

Cattail Explorers is a weekly program to get kids in touch with nature. Appropriate for all ages, there are arts and crafts like DIY birdhouses and origami lessons, photography workshops, and more.

MARSH MINIONS

Marsh Minions is a program designed specifically for toddlers and preschoolers aged 2-5, is a great way to introduce young children to the outdoors and birding. Each Marsh Minion event includes a storytime along with a corresponding craft.



YOGA ON SATURDAYS

Every Saturday, the public is invited to bring their yoga mat and enjoy a free yoga class overlooking the Cattail Marsh Boardwalk. Practicing yoga helps strengthen and soothe body and mind, the class is open to skill levels.



BEAUMONT BIRDIE PASSPORT

The Beaumont Birdie Passport is a fun tool for summer explorers to tour Beaumont and visit each of the Beaumont Birdies at area attractions and museums. The promotion will run throughout the summer, encouraging those in the community and visitors alike to explore Beaumont and the all the amazing things it has to offer. The passport has been updated to feature new locations to explore and new birdies to learn more about!

NEW AT THE MARSH

Cattail Marsh now has shaded benches for those who enjoy walking along the trails. Enjoy the sights from the scenic bench areas.

Head to the Tyrrell Park Nature Center, located in the center of the park, to enjoy the gift shop, carefully curated with unique gifts, books, and toys.



TYRRELL PARK NATURE CENTER



The Beaumont Convention and Visitors Bureau has taken occupancy of the Tyrrell Park Nature Center (TPNC) located at 3930 Babe Zaharias Drive. The 1935 CCC-built community center building is now the City's newest tourism attraction, sitting in the middle of Tyrrell Park.

The TPNC's mission is to provide understanding, appreciation, and conservation of nature with a focus on the wetlands through educational and recreational outreach to all ages and all people. The building will also pay homage to the unique history of the park, its historic structures, and its recreational components.

The Beaumont CVB used Hotel Occupancy Tax (HOT) dollars to salvage the building and renovate the historic structure so that it can expand our ecotourism offerings to both visitors and locals alike. While further HOT dollars will be used to help fund the interpretative, educational exhibits, it will not be the only funding source sought. Sponsorships, grants, fundraising revenue streams, and donations will be needed to underwrite all the components to turn the full vision of the TPNC into a reality

The gift shop, formerly at the Cattail Marsh Wetlands Education Center, is now exclusively housed at the TPNC. New gift items and merchandise focused on the wetlands, pollinators, birds, and recreational activities at the park are now available for purchase by credit card only. No cash accepted.

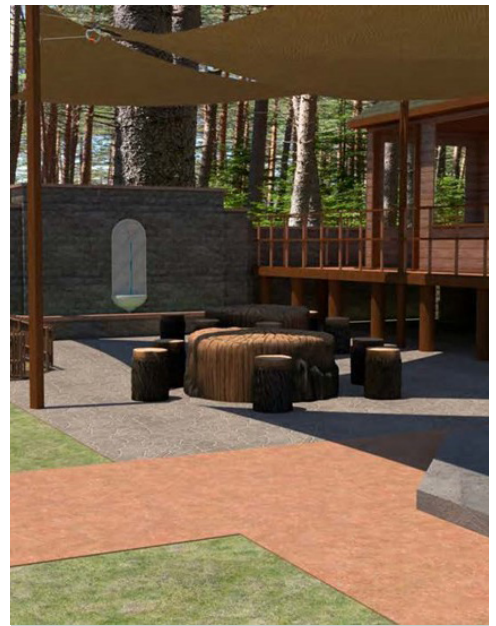
Currently, the gift shop hours open to the public are:

Monday - Friday from 9:00 a.m.–5:00 p.m.

Saturday from 9:00 a.m.–2:00 p.m.



Over time, as the TPNC increases its underwriting and fundraising efforts, it will grow with additional staff allowing the gift shop hours to expand. The TPNC serve as the hub or welcome center where visitors and residents can learn about the wildlife, environment, and ecology of the area but will also include other tourist amenities such as a visitor reception area with brochure racks of local visitor guides and maps, gift shop and restrooms. In addition, one wing of the building will be a parlor area where exhibits will highlight the history, art, and architecture of the building and Tyrrell Park.



SOCIAL MEDIA & PR EFFORTS

@VISITBEAUMONTTX

To keep up to date with the latest happenings in Beaumont, Texas, visitors and locals alike are encouraged to follow the Beaumont CVB on Facebook and Instagram @visitbeaumonttx. Posts are shared about events taking place, highlighting local businesses, and promoting visitation to local museums and attractions.

With over 20,000 followers combined, the Beaumont CVB social channels showcase the best of Beaumont in order to encourage visitors from near and far to see all Beaumont and Southeast Texas has to offer.



All of these accounts were built and managed by the Beaumont CVB. As of March 2022, the city of Beaumont created a communications department that plays a pivotal role in helping with social media' scheduling and facilitation.

facebook

@visitbeaumonttx
@meetbmt
@cattailmarshwec
@tpncbmt

Instagram

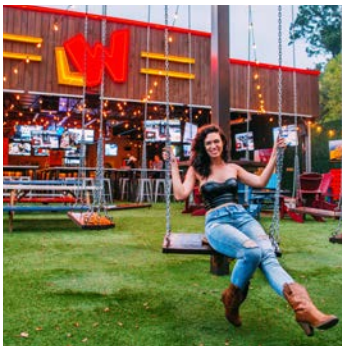
@visitbeaumonttx
@meetbmt
@cattailmarshwec

LinkedIn

@visitbeaumonttx

TikTok

@visitbeaumonttx



PUBLISHED ARTICLES

- New Year, New Meetings
- Youth Sports and Meetings in Beaumont, Texas
- National Beep Baseball World Series
- Summer Hotel Package
- Things to Do this Summer
- Top Things for Groups to Do in Beaumont
- Celebrate Pride in Beaumont
- Summer Camps in Beaumont, Texas
- There's a New Bakery in Town: Super Antojo Bakery
- Beaumont Farmers Market Celebrates National Farmers Market Week
- Beaumont Community Players Host White Linen Night
- State Fireman and Fire Marshals' Association - What Meeting Planners are Saying
- Southeast Texas Tennis Association Hosts the 102nd Annual Labor Day Tournament
- Detachment "A" Special Forces to hold Reunion in Beaumont, Texas
- Beaumont CVB Awarded at TACVB Annual Conference
- Beaumont is a One-Stop Shop for Meeting Needs
- Fall Events in Beaumont, Texas
- Museum Madness
- Visit the Haunted Hotel
- Sweet Treats in Beaumont, Texas
- Top 5 Things to do This Winter in Beaumont
- Your Guide to Shopping Small and Why it Matters
- Lacuna Brunch and Tequila Cafe
- Make Creative Space

PROMOTIONAL TRAVEL

Conference	Dates	Location	Attendee(s)
SGMP Texas	November 10-11, 2022	Austin, TX	Tessa Myers
Connect Texas	November 14-16, 2022	El Paso, TX	Virtue Alexander
MPI	December 6-7, 2022	Austin, TX	Freddie Willard
TSAE Holiday	December 14-16, 2022	Austin, TX	Virtue Alexander & Tessa Myers
USA Softball	January 13-15, 2023	San Marcos, TX	Freddie Willard
First Look Expo	January 15, 2023	Beaumont Expo	Tessa Myers
TACVB MidWinter	January 17-20, 2023	Plano, TX	Virtue Alexander
RCMA Emerge	January 24-26, 2023	Chattanooga, TN	Tessa Myers
SW Showcase	January 26-28, 2023	Round Rock, TX	Virtue Alexander
DI Marketing Summit	February 13-15, 2023	Norfolk, VA	Christina Lokey
Denver Travel Show	February 24-26, 2023	Denver, CO	Dean Conwell
San Diego Birding Festival	February 22-26, 2023	San Diego, CA	John Beaver
Dallas Travel Show	March 31 - April 2, 2023	Dallas, TX	Dean Conwell
Connect Marketplace	April 11-13, 2023	Las Vegas, NV	Freddie Willard
TSAE Open	April 17-21, 2023	Austin, TX	Virtue Alexander
Texas Travel Association Expo	April 19-21, 2023	Mesquite, TX	Dean Conwell
Featherfest	April 20 - 23, 2023	Galveston, TX	John Beaver
Simpleviw Summit 2023	April 23-26, 2023	Houston, TX	Mallory Cross
Biggest Week in American Birding	May 5-14, 2023	Oregon, OH	John Beaver
Sports ETA	May 8 - 11, 2023	Kansas City, MO	Freddie Willard
Sales Calls	May 8-12, 2023	Austin, TX	Tessa Myers
IPW	May 21-25, 2023	San Antonio, TX	Dean Conwell
CMCA	May 22-24, 2023	Conroe, TX	Tessa Myers
Sales Calls	July 10-14, 2023	Austin, TX	Virtue Alexander
DI CDME Summer Course	July 15-18, 2023	Dallas, TX	Christina Lokey
Southeast Arizona Birding Festival	August 9-13, 2023	Tucson, AZ	John Beaver
Going on Faith	August 22-24, 2023	Green Bay, WI	Tessa Myers
Connect Marketplace	August 22-24, 2023	Minneapolis, MN	Freddie Willard
SATW	September 7-11, 2023	Puerto Rico	Dean Conwell
OWAA Annual Conference	September 9-11, 2023	Gulf Shores, AL	John Beaver
TSAE New Ideas	September 24-26, 2023	Fort Worth, TX	Freddie Willard & Virtue Alexander
Small Market Meetings	October 2-4, 2023	Kansas City, MO	Virtue Alexander
TEAMS	October 2-5, 2023	W Palm Beach, FL	Freddie Willard
DI CDME Fall Course	October 7-10, 2023	Little Rock, AR	Christina Lokey
Cap May Birding Festival	October 19-22, 2023	Cape May, NJ	John Beaver
Connect Texas	October 23-25, 2023	The Woodlands, TX	Virtue Alexander & Dean Conwell
Rio Grand Valley Birding Festival	November 8-12, 2023	Harlingen, TX	John Beaver
Connect Faith	November 27-29, 2023	Washington, DC	Tessa Myers





CONVENTION & VISITORS BUREAU

BRAND STYLE GUIDE

(409) 880-3749 | VISITBEAUMONTTX.COM | @VISITBEAUMONTTX



PRIMARY	SECONDARY	ACCENT	ACCENT	ACCENT	CATTAIL MARSH
HEX : 8DC63F	HEX : 20438D	HEX : 31BDB3	HEX : F26F62	HEX : DC1A60	HEX : 108168
RGB : 141 198 65	RGB : 32 67 141	RGB : 49 189 179	RGB : 242 111 98	RGB : 220 26 96	RGB : 16 129 104
CMYK : 50 0 98 0	CMYK : 100 87 11 1	CMYK : 70 0 37 0	CMYK : 0 71 58 0	CMYK : 8 100 45 0	CMYK : 86 27 68 11
PANTONE : 2292U	PANTONE : 7687C	PANTONE : 7465C	PANTONE : 2345C	PANTONE : 2040C	PANTONE : 3288C

SECONDARY LOGO

CONVENTION & VISITORS BUREAU

SALES TEAM LOGO

TEXAS FRIENDLY. BAYOU FUN.

SOCIAL MEDIA LOGO

VISITBEAUMONTTX.COM

OTHER LOGO OPTIONS

CONVENTION & VISITORS BUREAU

ALTERNATIVE CONDENSED VERSIONS
WITHOUT ENCLOSING SHAPES

FONT USAGE

STANDARD COPY

Light | *Light Oblique*

Book | *Book Oblique*

Medium | *Medium Oblique*

Demi | *Demi Oblique*

Heavy | *Heavy Oblique*

Bold | *Bold Oblique*

Extra Bold | *Extra Bold Oblique*

TAGLINE

Better Times

Better Times ALT

LOGO TYPE

BEBAS REGULAR

GOOD TIMES CAMPAGIN BRANDING

BONTEMPS:
GOOD TIMES FOR ALL Y'ALL





BONTEMPS: GOOD TIMES FOR ALL Y'ALL

Beaumont draws visitors from near and far to fish, hunt, bird, paddle, and—yes—even hold live alligators. On the border of Louisiana, bringing the Cajun flair, but still as Texan as Texas can be, you'll find comfortable and friendly accommodations with plenty to do and see. In addition to our amazing biodiversity and nature hot spots, Beaumont is also a hub of oil boom history— with museums and landmarks dedicated to telling our unique story. When visiting, you should expect the unexpected because, as we say, *all times lead to good times* in Beaumont!



Outdoor Opportunities
Cattail Marsh Wetlands



Unique Attractions
Gator Country Adventure Park

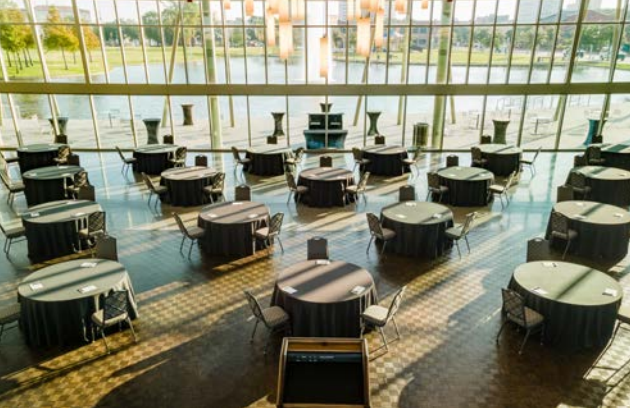


Annual Events
Mardi Gras - Beaumont

Visit our website for more information!



BEAUMONT
VISITBEAUMONTTX.COM



Your Meeting. Our Experience.

Beaumont is more than just a meeting destination; it is an introduction to our unique city of Texas friendly and bayou fun. Meetings are memorable because we strive to offer out-of-the box options to make you feel like a part of our community during your stay. Whether it is bringing a gator to a meeting, planning excursions for your attendees, or hosting your event at unique venues, we can offer it all.

Situated off Interstate 10 and just 90 miles from Houston, Beaumont, Texas is affordable and drivable, making our city a fantastic option as a meeting destination. Historic theatres, museums, venues, and hotels offer the space and ability to curate a tailored vision for your next event. Mul-

iple restaurants, activities, and a variety of things to do will give your attendees a chance to experience the area and culture.

In downtown Beaumont, you will find a mix of beautiful architecture. From Old Spanish to Art Deco, and everything in between, the buildings show the past of our area of the 1901 and 1930s oil booms, as well as the modernization of a growing city. Within six blocks of downtown Beaumont, you will find nine venues to choose from that can accommodate your meeting requirements, all within walking distance.

If you are interested in meeting under one roof, Beaumont's three meeting hotels, the MCM Eleganté Hotel and Conference

Center, the Holiday Inn Hotel and Suites Beaumont Plaza & the Holiday Inn East Medical Center offer ample space to host your event with hotel rooms within steps of your meeting space.

When you meet in Beaumont, you will have an entire team working day in and day out to make sure your event goes off without a hitch. From the initial proposal to the day-of coordination, our experienced staff is here for you and ready to welcome you to our city.



Freddie Willard, TDM
Director of Sales
Beaumont Convention & Visitors Bureau

Learn more at MeetBeaumont.com



HOLD A GATOR. HOLD A MEETING.

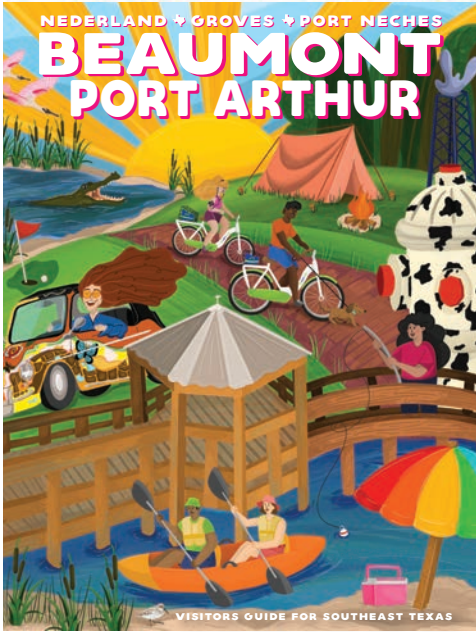
Beaumont has a lot to offer. Creative incentives. VIP planning. Unique venues. And after face-time with colleagues, the opportunity to get up close and personal with the locals.

MEET INNOVATIVE. MEET EXTRAORDINARY. MEETBEAUMONT.COM

BEAUMONT

CONVENTION & VISITORS BUREAU

800-392-4401 | Freddie Willard, Director of Sales



BEAUMONT

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*Digital
Visitors
Guide*



Cajun Trail



Geocaching



Beaumont Attraction Pass



24 - Hour Guide



Kid - Friendly Guide



Couple's Guide



Girlfriends' Guide



Dog - Friendly Guide



Beaumont Bucket List



BEAUMONT TX

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