



DESTINATION EL PASO

**VISITATION MATTERS**

**THIS IS HOW WE DO IT!**





# WHO *we* ARE

- Visit El Paso: City's destination marketing hub.
- El Paso Live: Manages city venues & events.
- Visit El Paso and El Paso Live: funded by HOT.

DESTINATION EL PASO

EL PASO  
LIVE

Visit  
EL PASO

EL PASO  
WATER PARKS



# ECONOMIC IMPACT » BY THE NUMBERS



**32.2K**  
TOTAL DIRECT  
EMPLOYMENT



**\$2.2B**  
TOTAL DIRECT  
TRAVEL SPENDING



**\$102.43**  
AVG. DAILY RATE

**\$75.10**  
REV. PER AVAIL. ROOM

**73%**

HOTEL OCCUP.  
IN EL PASO

**63%**

HOTEL OCCUP.  
IN TEXAS

**63%**

HOTEL OCCUP.  
IN THE U.S.

INFORMATION IS BASED ON FEB. 2025 YTD AVERAGES



# VISIT EL PASO

**Driving force behind  
El Paso's tourism**



- Tourism Driver: Crafts narratives to elevate El Paso's appeal.
- Economic Impact: Aims to boost visitor spending and support local businesses.
- Domestic Focus & International Reach: Targets regional drive markets and key foreign markets.





## ADVERTISING

Shining the light on what makes El Paso unique



- Multi-Channel Marketing: Broad & targeted campaigns.
- Core Message Pillars: Eco-tourism, History, Food, Culture.
- Data-Driven Targeting: Focused audience reach.
- Strong digital: Engaging social and targeted search ads.
- Social Followers: 158,346
- Website Unique Views: 1,137,615
- Earned Media: \$5,110,901





A photograph of a person standing on a large, reddish-brown rock formation in a desert landscape. The person is wearing a backpack and a hat. The background shows a vast, hazy desert valley under a cloudy sky.

## **TOURISM DEVELOPMENT**

- **Visitors Guides Printed and Distributed: 30,200**
- **Walk-ins to Centers/Interactions: 25,985**

- Tour Operator Outreach: Targeting travel professionals.
- Eco & Culture Focus: Positions El Paso as a premier destination.
- Visitor Information Centers
- FAM & Site Visits: Showcases destination capabilities.





## CONVENTION & SPORTS DEVELOPMENT



- **Definite Room Nights: 30,342**
- **Definite Attendance: 97,341**
- **Definite Economic Impact: \$32,695,741**

- Meetings & Conventions: Proactively attracts events.
- Financial Incentives: Boosts hotel and economic impact.
- Site Visits: Showcases venue & destination capabilities.
- Sports Resource: Supports all levels of organizations.





## FILM & CREATIVE INDUSTRIES

- Room Nights: 9,003
- Estimated Spend: \$6,608,500

**creativ** EL PASO  
FILM & CREATIVE INDUSTRIES

- Media Production Hub: Markets El Paso's accessibility and affordability.
- Local Resource Development: Cultivates local production assets.
- Film Permitting: Manages city film production permits.



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# EL PASO LIVE

**Manages city venues & events**

- **Overall Attendance: 390,510**
- **Total Events Hosted: 398**

- **Venue & Event Services:**  
Serves patrons and organizers.
- **Facility Management:**  
Oversees key city venues.
- **Special Events:** Produces festivals and events.
- **Marketing & Operations:**  
Drives event promotion and venue efficiency.





- Broadway in El Paso: Delivers acclaimed shows, enriching El Paso's cultural scene.
- Special Events & Festival: Grows festivals and creates new events for community and economic impact.
- Event Marketing: Promotes city venues through engaging content and strategic advertising.





QUESTIONS?

DESTINATION EL PASO

EL PASO  
LIVE

VIVA  
EL PASO

EL PASO  
WATER PARKS