



## **DESTINATION EL PASO**

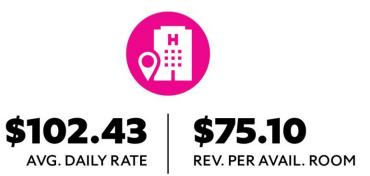






- Visit El Paso: City's destination marketing hub.
- El Paso Live: Manages city venues & events.
- Visit El Paso and El Paso Live: funded by HOT.







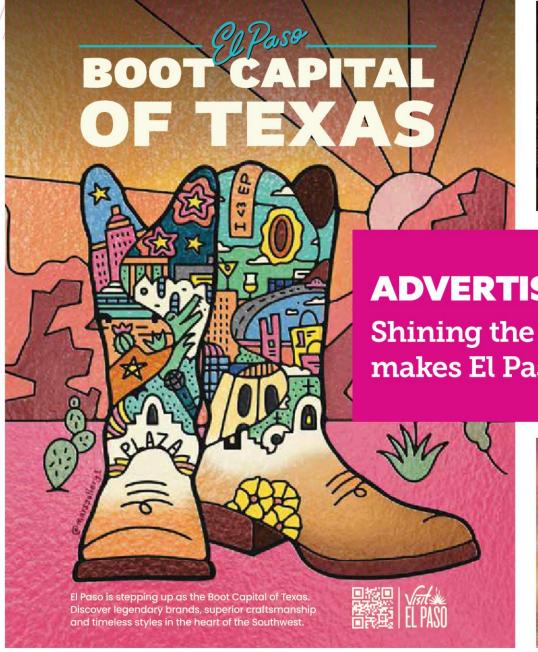




INFORMATION IS BASED ON FEB. 2025 YTD AVERAGES



- 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** 

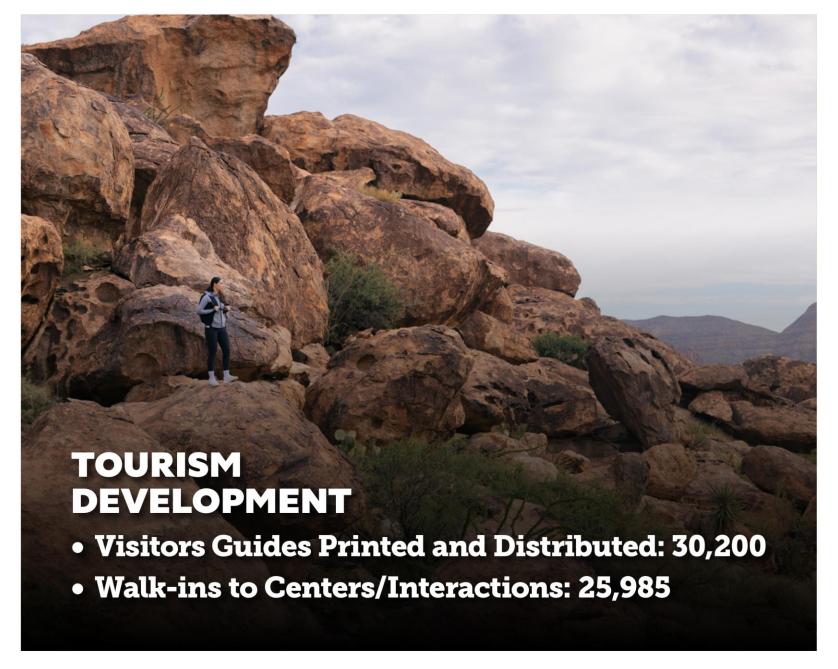
Shining the light on what makes El Paso unique



- Multi-Channel Marketing: Broad & targeted campaigns.
- Core Message Pillars: Ecotourism, 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





- 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.



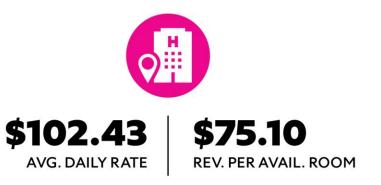


- Meetings & Conventions: Proactively attracts events.
- Financial Incentives: Boosts hotel and economic impact.
- Site Visits: Showcases venue & destination capabilities.
- Sports Resource: Supports all levels of organizations.



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



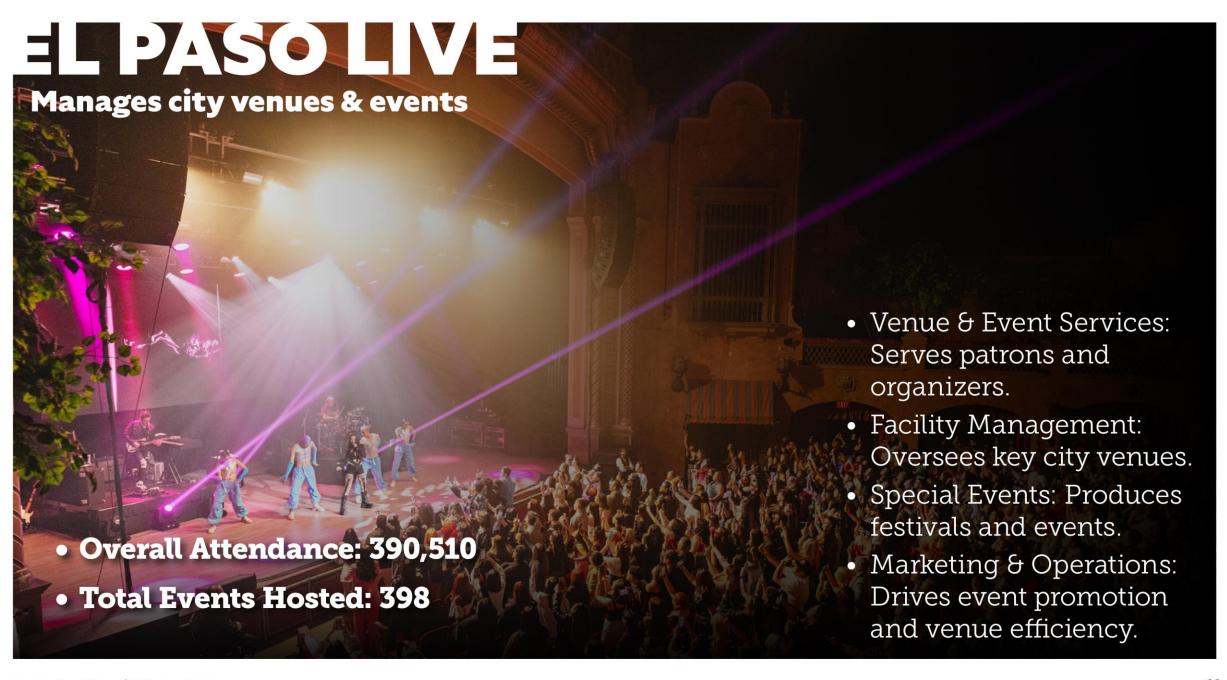








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- Broadway in El Paso:
   Delivers acclaimed shows,
   enriching El Paso's cultural scene.
- Special Events & Festival: Grows festivals and creates new events for community and economic impact.
- Event Marketing: Promotes city venues through engaging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

