

# TRAVEL TEXAS<sup>SM</sup>

**The Stars of Texas Shine Bright in L.A. – Activation**



# NIGHT SKIES

## CONSUMER ACTIVATION

As post-pandemic travel skyrocketed from people eager to get out and explore again, they began to flock to the great outdoors and more rural destinations. Travel Texas had an opportunity to get out in front of these trends and find an unconventional way to capture this demand by encouraging travelers to experience the expansive outdoors activities available within the state of Texas. Astrotourism, space travel, celestial events and dark skies were trending topics among media and travelers. Being in the direct path of the 2024 total eclipse, Texas destinations are already beginning to build buzz and sell rooms for those travel dates. In addition, stargazing content is some of Travel Texas' highest-performing social media and advertising content to date, so we knew the appetite for these niche outdoor adventures was there.

In order to position Texas as a year-round travel destination for those interested in the great outdoors and camping underneath the stars, efforts were focused on one key fly market that we had to opt out of during the pandemic: Los Angeles. We decided to provide LA with a glimpse of Texas' expansive, bright, smog-free night skies.

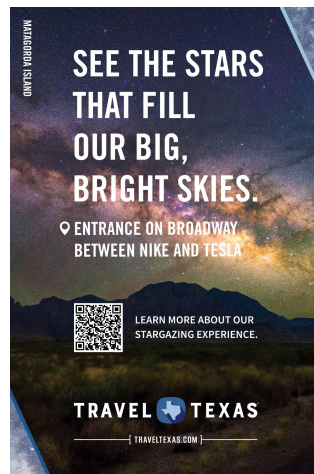
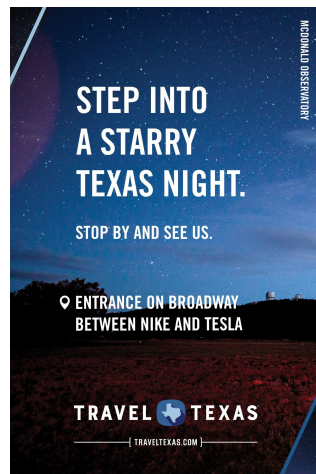
Whether it's stargazing at Big Bend, catching a glimpse of the Milky Way at Palo Duro Canyon or observing the night sky through a telescope at the McDonald Observatory, Travel Texas enticed these big city tourists to experience the Texas night sky in the heart of LA through an immersive starry skies room. When guests stepped inside, they watched, heard, smelled and felt what it's like to stand beneath a vast dark sky full of stars in Texas. The primary goal of this campaign was to drive meaningful consumer engagements – both in person and via owned social media channels – in a key fly market that Travel Texas had pulled back on and needed to reactivate. The campaign required a strong media angle and connection to current trends to garner attention, while also achieving our secondary goals of generating awareness of Texas night skies experiences in a highly trafficked area of LA and expanding exposure to the Travel Texas brand.





# CREATIVE MATERIALS

Travel Texas  
Consumer Activation

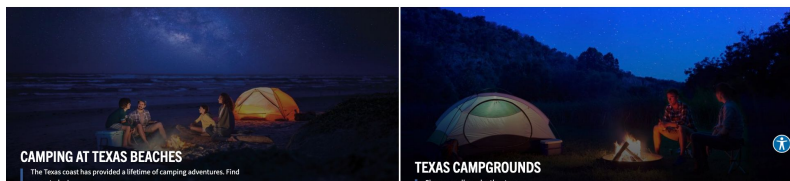




## BRAND AMBASSADORS

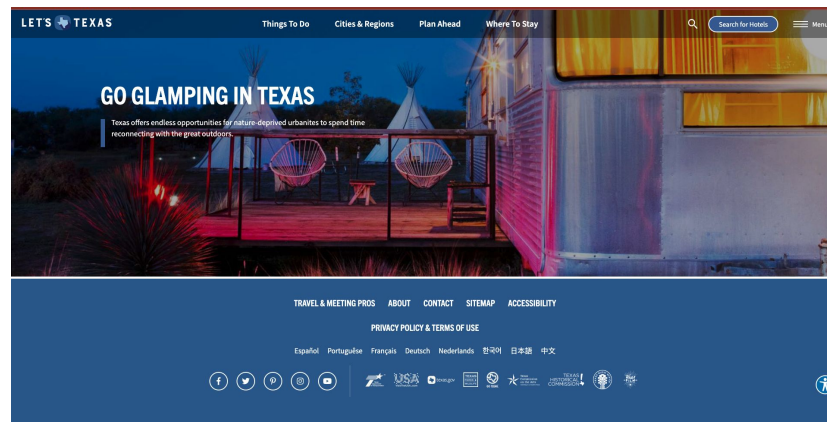
Travel Texas  
Consumer Activation





# LANDING PAGE

## Travel Texas Consumer Activation



[View Landing Page](#)

# PR+MEDIA

Travel Texas  
Consumer Activation



Home > Events

## Texas Night Skies Experience

More info

### About this Event

Come to our indoor stargazing experience at Santa Monica Place and immerse yourself in the wonders of a starry Texas night. From catching a glimpse of the Milky Way at Palo Duro Canyon State Park to observing the stars through a telescope at the McDonald Observatory, Texas' night skies simply can't be beat.



Jim Daniels/Getty

### Big Bend National Park, Texas

The University of Texas' McDonald Observatory, located 45 minutes north of the arts community of Marfa, offers evening stargazing parties—a perfect pit stop before heading to Big Bend National Park to traverse its soaring limestone canyons. With some of the darkest skies in the country, astronomy lovers can witness showstoppers year-round: In summer the sky features the Milky Way at its brightest and the Perseid meteor shower peaking in August. The notable Hercules, Virgo, and Scorpius constellations become visible during warm summer months, while the celebrated Orion, Taurus, and Andromeda appear with the crisp, clear air of winter. Set on the outskirts of the park, the Willow House in Terlingua offers guests sweeping views of the Chisos Mountain Range and starry nights around the campfire.

TRAVEL TEXAS

TEXAS STARS  
ARE COMING  
TO YOU.

Experience breathtaking views of the Texas night skies this weekend. Step into a Texas starry night March 11-13 at Santa Monica Place.

### TEXAS NIGHT SKY EXPERIENCE

Friday, March 11 | 11am-6pm  
Saturday, March 12 | Noon-8pm  
Sunday, March 13 | Noon-7pm

SANTA MONICA PLACE  
395 Santa Monica Place  
Santa Monica, CA 90401

LEARN MORE

If you have any questions related to this event,  
please contact [travelstays@traveltexas.com](mailto:travelstays@traveltexas.com)



TRAVEL TEXAS

STEP INTO  
A STARRY  
TEXAS NIGHT.

The Texas night skies are coming to Santa Monica Place March 11-13. Immerse yourself into a starry Texas sky.

### TEXAS NIGHT SKY EXPERIENCE

Friday, March 11 | 11am-6pm  
Saturday, March 12 | Noon-8pm  
Sunday, March 13 | Noon-7pm

SANTA MONICA PLACE  
395 Santa Monica Place  
Santa Monica, CA 90401

LEARN MORE

If you have any questions related to this event,  
please contact [travelstays@traveltexas.com](mailto:travelstays@traveltexas.com)

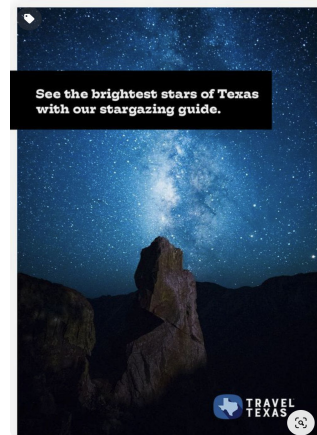


EMAIL INVITES  
Travel Texas Consumer Activation



Travel Texas (Default) in Texas  
Published by Macey Gossel January 16

Did you know 80% of Americans are unable to see the Milky Way? Switch it up and treat yourself to Texas' stunning skies! Tap the link to learn more about our best stargazing spots and how to visit: <https://bit.ly/3mH8Na3>



## Check out the Facts



Travel Texas @TravelTexas · Jan 28

More than 2,000 stars are visible in the skies over Big Bend at night. Learn more about Texas' dazzling skies and how to visit: [bit.ly/3Ej5bSZ](https://bit.ly/3Ej5bSZ) #TexasToDo

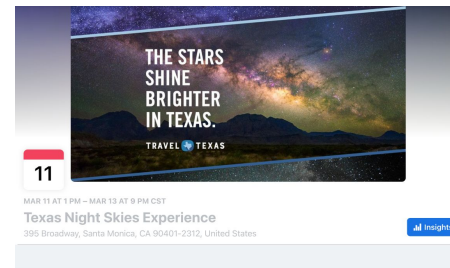
by: bigbendterrain



# SOCIAL

## Travel Texas

### Consumer Activation



#### Details

1.1K people responded

Event by Travel Texas (Default) and Santa Monica Place (395 Santa Monica Place, Santa Monica, CA)

395 Broadway, Santa Monica, CA 90401-2312, United States

Duration: 3 days

Public - Anyone on or off Facebook

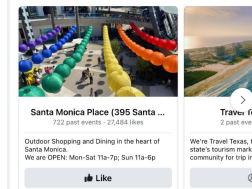
California friends - a stellar experience is headed your way! Step under a sparkling Texan night with our immersive installation at Santa Monica Place. Prepare to be surprised and ... See more

#### Group

Stay connected to your guests by linking a group to your event. You can create a new group around your event or link an existing group.

+ Link Group

#### Meet Your Hosts

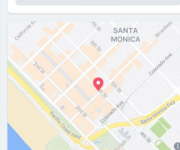


Like

#### Insights

Last 7 Days: Jun 8 - Jun 15

People Reached	Responses
128,193	1,068
+0 last 7 days	+0 last 7 days
Audience	Track ticket sal...
Women 35-44	Track ticket sales on your next event by adding a ticket link
20% of total respo...	
See more	



395 Broadway, Santa Monica, CA 90401-2312, United States

Guests See All

Texas... Save

traveltexas.com

The stars are big and bright in Texas! Learn more about our radiant and renowned night skies.

by: @get\_rowdy\_photography

Travel Texas  
443.9k followers

#### Note to self

What do you want to remember about this Pin?

Add note

#### Comments

Add a comment

You saved to Texas Originals

Travel Texas (Default) Sponsored

California friends - a stellar experience is headed your way! Join us at Santa Monica Place for a completely ... See more

THE STARS SHINE BRIGHTER IN TEXAS. TRAVEL TEXAS

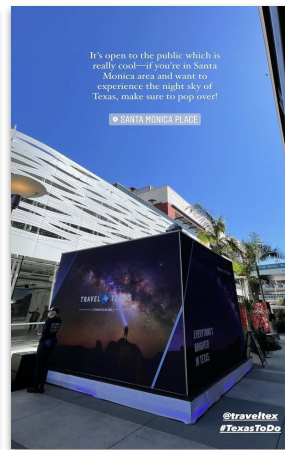
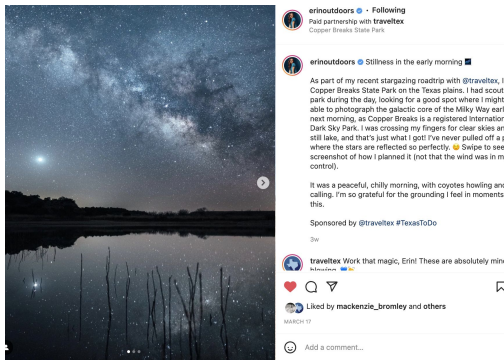
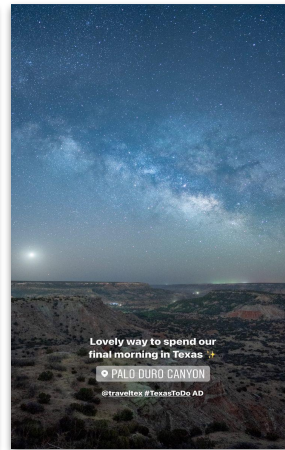
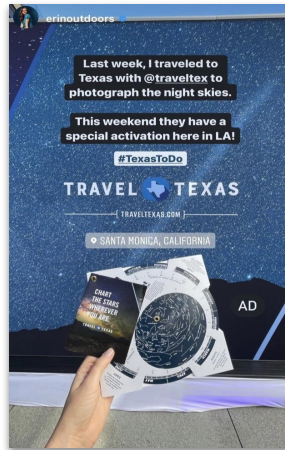
FRI, MAR 11

Texas Night Skies Experience

March 11 - March 13 - 395 Broadw...

INTERESTED

Bridget Fino and ... 229 Comments



# INFLUENCER MEDIA

## Travel Texas CONSUMER ACTIVATION

Click images to view media



