

7 Creative Visual Marketing Examples from Texas DMOs



Photo: Adam Baker, Big Bend National Park

CrowdRiff's visual content marketing platform is loved by 17 (and counting) travel & tourism brands in the State of Texas and 500+ worldwide.





Hello!

As a travel marketer, you know how impactful visuals can be.

Because we work with so many DMOs across the State of Texas we have a unique vantage point into what different organizations are doing to attract more travelers. More and more, we're seeing brands using great visuals as anchors for their message.

To celebrate the success of Texas destinations, we've curated a compilation of great marketing campaigns that use visual content in creative ways. From photos and videos, and beyond, these Texas DMOs are breaking the mold and adopting new technologies and approaches to wow travelers.

I hope these examples get your creative juices flowing with new inspiration on how to connect with more travelers through visuals.

Enjoy the read!



Amrita Gurney
VP Marketing at CrowdRiff

Hola Houston's mural in Queretaro. Photo courtesy of Visit Houston.



1 Visit Houston

Using influencers and artwork to connect with Spanish speaking travelers

Launched in 2016 to connect with Mexican travelers in their own language, Hola Houston is a collaborative effort between Visit Houston and a Mexico-based PR firm.

The goal was to transform Houston's reputation from a business hub to a true leisure destination. Visit Houston developed Hola Houston to appeal to young new travelers and connect directly with their largest international market: visitors from Mexico.

The Spanish-language campaign included launching a [new website](#) and leveraging

traditional marketing and social media to build awareness and grow an online following. One of the most creative aspects of the campaign was sending artists from Houston to create colorful 'Hola Houston' murals in cities throughout Mexico.

Visit Houston also partnered with Mexican influencers, who were invited to rediscover the city and share videos, photos, and blog posts online to inspire their followers to do the same. The initiative was a huge success and helped Hola Houston achieve nearly 10 million impressions in their target market over the course of a three-day trip.

What makes this noteworthy

Visit Houston not only reinvented their city as a leisure destination but also reimagined how visual content can be used to connect with international demographics. Visit Houston developed the entire campaign in Spanish, worked with influencers from south of the border, and painted murals throughout Mexico to make a lasting impression on Mexican travelers.

2 Visit Frisco

Using traveler photos to bring their visitor guide to life

Visit Frisco uses UGC in their digital visitor guides to showcase the best local restaurants, hotels, and attractions as captured by visitors and locals. Social media photos are placed alongside ads and professional visuals to create a balance between the aspirational, branded content and the authentic experiences of real travelers. This includes shots of “Insta worthy” artwork, restaurants, activities, shops, and hotels around the city.

By including social media photos next to the map of Frisco, they also leverage UGC to shine a spotlight on some of the most noteworthy attractions marked on the map. To encourage more visitors to share their photos on social media, the guide includes several CTAs reminding future travelers to use the #iheartfrisco hashtag during their visit.

ART | Frisco

insta worthy

"The Wizard" by Art Shirer

TEXAS SCULPTURE GARDEN
@ashlightaylor

THE HUDDLE
@tsvc.lahoot

PRAIRIE BELLS
@calaniljeanc

Arts in the Square

farmer holding on to the front of a train engine. The figure celebrates the arrival of the railroad to Frisco. "Frisco First" is located in the front of George A. Purefoy Municipal Complex (6101 Frisco Square Blvd.).

"Ghost Train & Mule in the Sky" was created by Tom Askman and Lea Anne Lake in 2008. These two gateway entry markers are located at the entrance to Frisco Heritage Village (6455 Paige St.) and reference bridge trestles, a nod to Frisco's railroad history.

"The Guardian" was created by Michelle O'Michael in 2008. The sculpture is located outside Fire Station #6 (3535 Eldorado Flowy) and is influenced by O'Michael's West Texas roots. The Guardian is a tribute to Frisco's firefighters.

"The Pitch" is located outside the front gate of Dr Pepper Ballpark (7300 Roughriders Trail). The sculpture is 12 feet tall and depicts a baseball pitcher in a post-release follow-through. It was created in 2010 by Gail Folwell and was selected for the 2010 National Art Museum of Sports Art Competition and Exhibition.

"Prairie Bells" was created in 2010 by Bill and Mary Buchen. The outdoor art installation commemorates each year since the founding of Frisco, from 1902 to 2010. The installation is located on the west side of the George A. Purefoy Municipal Center (6101 Frisco Square Blvd.).

"Slapped Pipes" was created in 2007 by Bill and Mary Buchen. The Buchens formed SonArc, a design firm specializing in interactive installations for children's museums, public sites and galleries throughout the United States in 1980. The installation, a stainless steel percussion instrument, is located in Tuscany Meadows Park (5611 Sims Way). Visitors can play "Slapped Pipes" by slapping the end of the open pipes which each feature a different tone.

"The Sky's the Limit" was created by David Hickman in 2007. This wind-activated kinetic sculpture is designed in the shape of a traditional diamond kite and represents dreaming of possibilities and extending one's imagination. The Sky's the Limit is located in Vivian Stark McCallum Park (9700 Snowberry Dr.).

18 2019 → [iheartfrisco.com](#)

The rights-approved UGC shown here were acquired through CrowdRiff.

What makes this noteworthy

The combination of aspiration and UGC visuals makes the guide feel relatable and accessible to visitors, rather than strictly promotional. By featuring social UGC in their visitors' guide, Visit Frisco is inviting travelers to come to their city and participate in a shared experience.

Furthermore, the UGC they've chosen doesn't look out of place next to branded content, which demonstrates that social media can be a treasure trove of high-quality visuals.

3 Visit Dallas

Mixing cityscapes and dance to capture the energy of Dallas on film

An eight-minute film by director Jevan Chowdhury, “Moving Dallas” draws inspiration from the energy and culture of this iconic city. The film showcases the cityscape as a backdrop for movement; the skyline, architecture, parks, and even freeways are used as a stage for talented local dancers.

“[Dallas has] the largest contiguous arts district in the United States and a rich diversity of people, dance styles and cultures. [This film is] a modern and moving demonstration of Dallas’ performing arts scene,” says Phillip Jones, President and CEO of Visit Dallas.

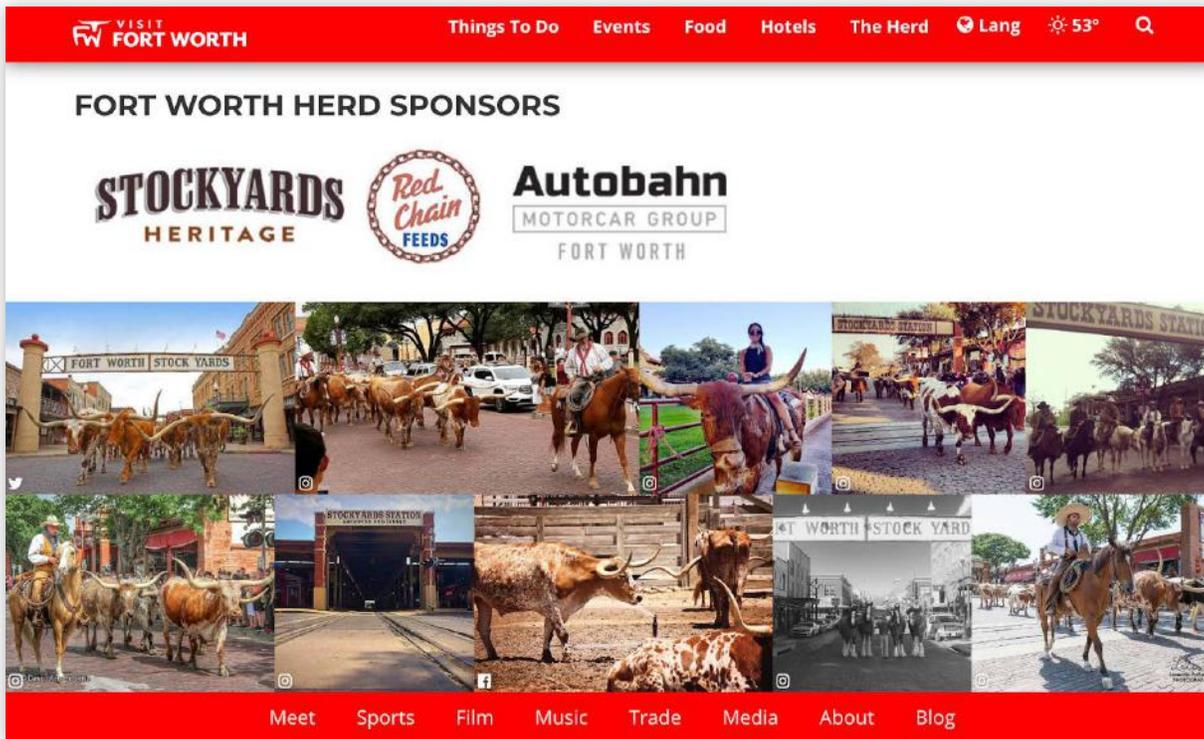
Shot in September 2016 across 17 locations in Dallas, the film features 56 dancers from 10 different dance companies, including the Dallas Cowboy cheerleaders, Dallas Black Dance Theatre, and Bruce Wood Dance Project.



What makes this noteworthy

Dallas was the first American city to participate in Chowdhury’s “Moving Cities” film project. The film incorporates visuals of the city and highlights some of Dallas’ most interesting locales in a creative way, while incorporating local dance culture.

A still taken from “Moving Dallas”.



The UGC gallery depicting Visit Fort Worth's popular cattle drive on The Herd page, powered by CrowdRiff.

4 Visit Fort Worth

Using UGC galleries to increase engagement across their website

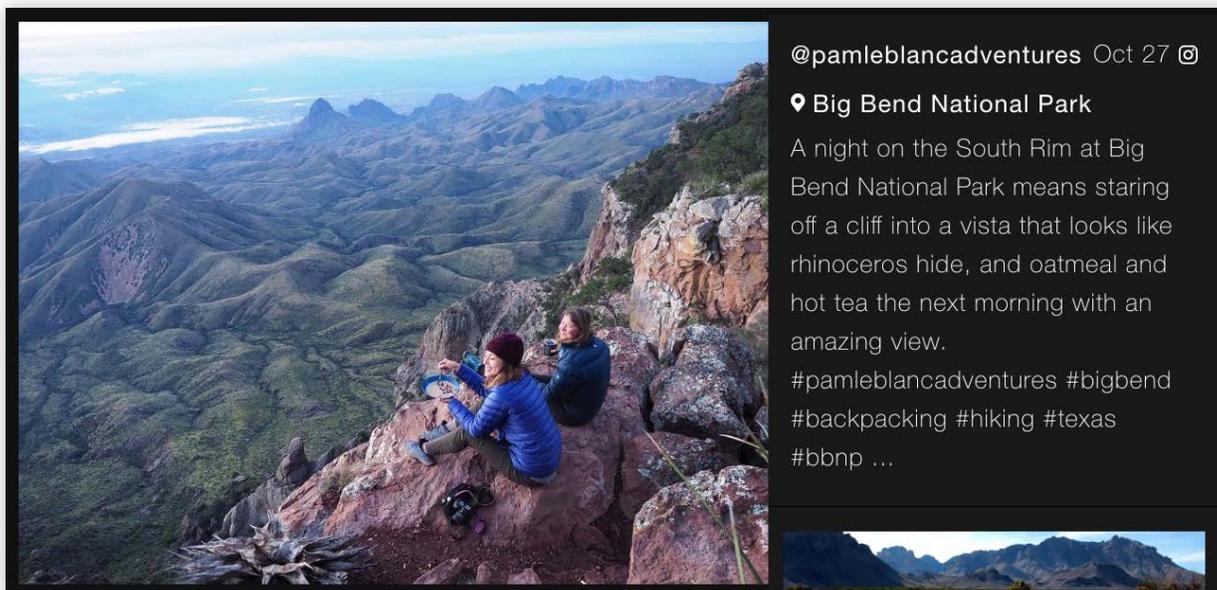
Visit Fort Worth incorporates social UGC throughout their website using galleries powered by CrowdRiff. From things to do and see to places to stay and eat, the galleries provide an unfiltered look at local attractions, hotels, and restaurants featured on the page.

When Visit Fort Worth started testing UGC galleries on their website, they experienced a significant increase in website traffic. In fact, pages with CrowdRiff galleries had a 32% increase in time on site compared to pages without CrowdRiff. Furthermore, they experienced an 18% increase in overall sessions, a 19% increase in users, and a 10% increase in page views.

Their restaurants page, in particular, received a serious uptick in traffic – an impressive 785% increase – after they introduced UGC galleries on the page.

What makes this noteworthy

As an early adopter of UGC for marketing purposes, Visit Fort Worth went above and beyond in its use of visual content, repurposing UGC as a powerful engagement driver on their website. Their success showed other DMOs that social UGC has the potential to make an impact outside of social media.



One of the great traveler pictures in Visit Big Bend's UGC slideshow.

5 Visit Big Bend

Using UGC to inspire visitors as soon as they arrive

Visit Big Bend displays a rotating slideshow of recent UGC on-site in their visitor center. So, it's one of the first things new visitors see when they come to the park. It features UGC that's been geotagged with 'Big Bend National Park' and displays the Instagram handle of the original poster, along with their caption and date posted.

By using CrowdRiff to curate the best UGC visuals, Visit Big Bend is able to keep the content fresh and show off what the park has to offer all year round. The authenticity of these images resonates with viewers, especially when they see real people exploring and enjoying the park.

What makes this noteworthy

It's important for DMOs to excite viewers at every touchpoint. Visit Big Bend achieves this by using UGC to get people excited about their experience as soon as they arrive at the visitor's center. Not only does the slideshow inspire a sense of adventure, but it also encourages visitors to share their own visuals on social media, thus generating even more UGC for Visit Big Bend to choose from.

6 Waco CVB

Setting the stage for filmmakers by pulling in views from their peers

Waco CVB does something a little different with UGC sourced from local film sets. Using a curated UGC gallery on their website, they promote their city to filmmakers and studios as a great place to shoot. The gallery includes examples from production companies, shots from film sets, photographers, videographers, directors, and performers.

Not only does this serve to establish Waco as a potential backdrop for future films and

bring in money associated with those projects, but it can also intrigue tourists looking for a cinematic location or Hollywood-esque experience.

What makes this noteworthy

Waco CVB has found a unique angle to market their city using relevant UGC visuals to appeal to the directors and location scouts. This initiative positions Waco as an ideal place to shoot by giving filmmakers a first-person look at what it's really like to film there.



Load More

The City of Waco is certified by the Texas Film Commission as a Film Friendly community.
The Waco Convention & Visitors Bureau is dedicated to helping grow the film industry in Waco.

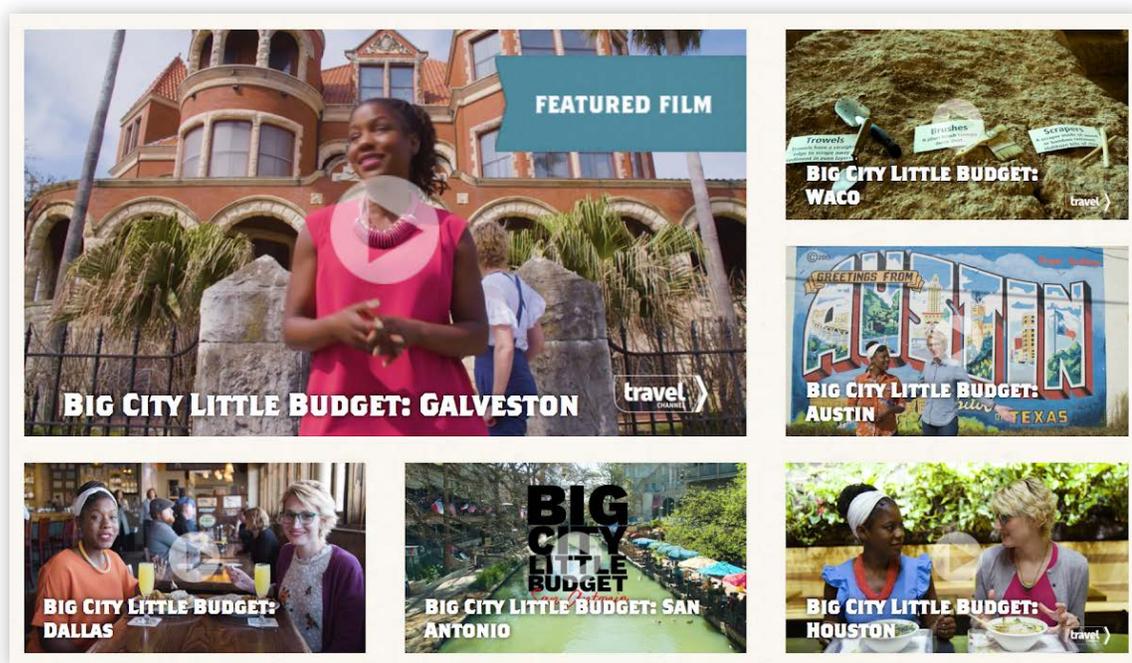
Services include:

- Assistance with information about permits for street closures
- Assistance with contacts for local services and vendors
- Assistance with hotel rooms for your crew
- Assistance with location scouting

Contact: Carla Pendergraft at (254) 750-5806, or [Email Carla](#).



The UGC gallery found on Waco's page for filmmakers, powered by CrowdRiff.



The Travel Texas Film page shows multiple videos from a variety of different original series.

7 Travel Texas Films

Using video content to inspire travelers to explore Texas

Travel Texas produces informative videos to promote different locations around the state and inspire travelers to start planning out their experience. Viewers can search by interest or region depending on how they want to plan their vacation.

With a huge selection of videos, including a series called “Big City Little Budget” for money-conscious travelers, there really is content for everyone. There are also activity-specific videos on everything from local swimming holes and rock climbing to biking and hiking trails; as well as videos on popular attractions, ranging from museums to caverns to historic forts.

Since many of the videos focus on one specific region or look at similar activities across the state, viewers are able to learn about whatever interests them most in a quick, digestible, visual format.

What makes this noteworthy

By creating informative, engaging videos of the top tourist destinations and activities in the state, Travel Texas makes it easier for potential travelers to visualize their trip. The series also inspires users to check out different parts of Texas and extend their stay by visiting multiple cities or taking a road trip.

Who else should be featured?

Did we miss anyone? If you know of a Texas DMO doing some creative marketing with visuals, email us at marketing@crowdriff.com and let us know!



Why 500+ DMOs use CrowdRiff for their visual marketing

When it comes to travel and tourism, a gorgeous visual can be the determining factor for when someone finally decides to say yes to your destination.

Many of the visual experiences shown here in this eBook were created with the help of CrowdRiff's visual content marketing platform.

Over 500 travel and tourism brands, including 17 (and counting) in Texas, already use CrowdRiff to discover and deliver the visuals that matter the most to travelers.

Typical results CrowdRiff customers see:

4x

Increase in time on site

\$10k

Average value of UGC visual library

90%

Decrease in time spent searching for visuals

Discover what you could be doing with CrowdRiff

[Book your product tour!](#)

