

NATIONAL TRAVEL & TOURISM WEEK

MAY 3-9



Austin

NATIONAL TRAVEL & TOURISM WEEK

MONDAY: COOKING DEMO

- **Best Seat in the House Video Series Launch**
- **Episode 1: Chef Rick Lopez, Executive Chef of La Condesa, making ceviche**
- **2,086 total views across Instagram, Facebook, Twitter and Youtube from May 3-9, 2020.**



NATIONAL TRAVEL & TOURISM WEEK

TUESDAY: #TAKEOUTTUESDAY

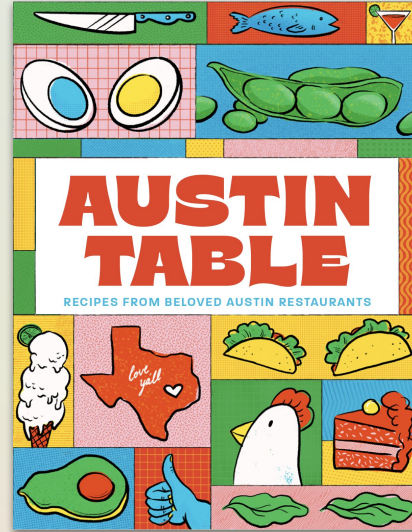
- An all day, social media push to inspire Austinites, and our national audience, to order local takeout & delivery
- Social channels directed followers to our growing list of local Austin restaurants on our website
- Followers shared photos of their meals and tagged us to be entered into a giveaway for Austin-themed prizes



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WEDNESDAY: SIP & SHOP, VISITOR CENTER

- Virtual Sip & Shop experience promoting the local products at the Austin Visitor Center.
- Launch of the Austin Table Cookbook, a book of beloved recipes from local restaurants, made in partnership with local partners. 100% of proceeds go directly to participating restaurants.



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WEDNESDAY: SIP & SHOP, VISITOR CENTER

- **May 6 (day of Sip & Shop):**
 - 92 orders, \$3,328 total sales
 - 1,343 online store total visitors
 - 72 cookbooks sold
 - \$323 in donations

- **Press coverage in Austin Monthly, Adweek, Austin 360**



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THURSDAY: IMPROV SHOWCASE

- Partnered with Austin's The Hideout Theatre on two virtual improv shows.
- Optional \$5 ticket donation to support the theatre



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FRIDAY: CHICKEN S#!T BINGO

- Partnered with Last Stand Brewing
- 4 games, 1 winner per game
- Winners will receive an Austin-themed backpack filled with local goods
- Streamed on Visit Austin Facebook Page: 2,615 total video views

 Visit Austin, Texas
May 8 at 4:00 PM · 📍 · 🌐

It's time for the event you've been waiting for - virtual Chicken S#!t Bingo! This only-in-Austin game is a must-see at a few Austin breweries and bars, including **Last Stand Brewing Company**. We hope you'll join us for one in the future. Until then, enjoy from the comfort of your home. Players, grab your tickets! Let's begin!



👍❤️😄 59 43 Comments 26 Shares 2.6K Views

👍 Like 💬 Comment ➦ Share

NATIONAL TRAVEL & TOURISM WEEK

SATURDAY: LIVESTREAM CONCERT

- Livestream concert featuring Austin artists paying tribute to Willie Nelson
- Donations benefited Health Alliance for Austin Musicians (HAAM)
- Streamed on Facebook via Visit Austin, with co-hosts Austin Texas Musicians, HAAM, The Long Center and ACL Live
- 19.8K Reach / 10.5K Views / 6.7K Engagement

BEST SEAT IN THE HOUSE
LIVE MUSIC EDITION
LIVESTREAM PRESENTED BY VISIT AUSTIN

AN EVENING OF WILLIE NELSON TRIBUTES
FEATURING AUSTIN ARTISTS:

RAY BENSON (ASLEEP AT THE WHEEL)
HAYES CARLL
CAROLYN WONDERLAND
KEVIN RUSSELL (SHINYRIBS)
MILES ZUNIGA (FASTBALL)
WALKER LUKENS
GINA CHAVEZ
SUZANNA CHOFFEL
HOSTED BY NAKIA
+ MORE SPECIAL GUESTS

WATCH LIVE
FACEBOOK.COM/VISITAUSTINTEXAS

SATURDAY
MAY 9TH
7:00PM CST

visit Austin
LIVE MUSIC CAPITAL OF THE WORLD

BENEFITING HEALTH ALLIANCE FOR AUSTIN MUSICIANS (HAAM)
DONATE AT MYHAAM.ORG/DONATE
POWERED BY AUSTIN TEXAS MUSICIANS

**NATIONAL
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WEEK**

5/1 - 5/9:
CAMPAIGN OVERVIEW

Visit Austin's National Travel & Tourism Week Campaign resulted in

642,634 Impressions

*organic impressions across web & social
from 5/1 - 5/9*

