FORT WORTH

City of Cowboys and Culture

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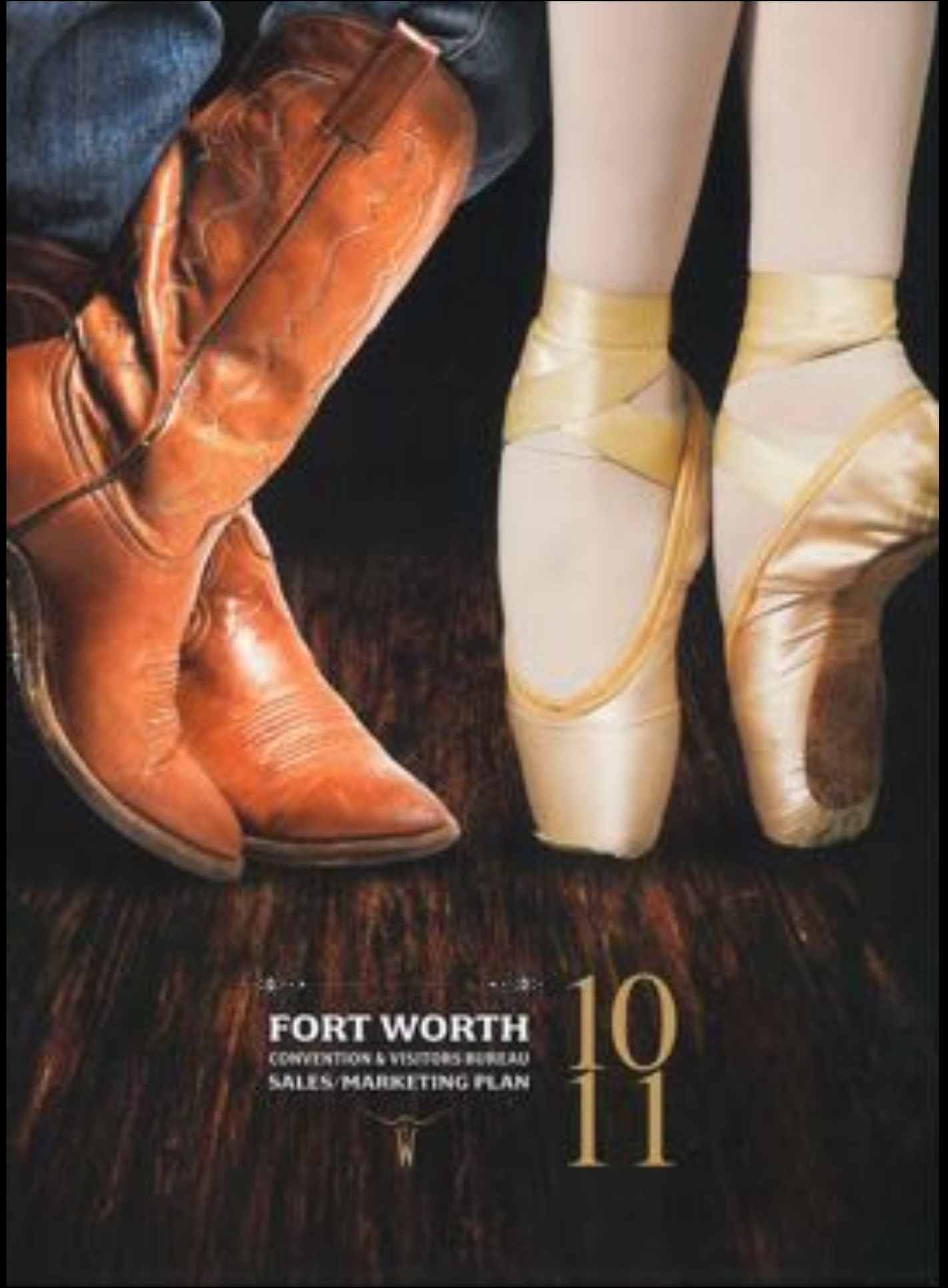
1892

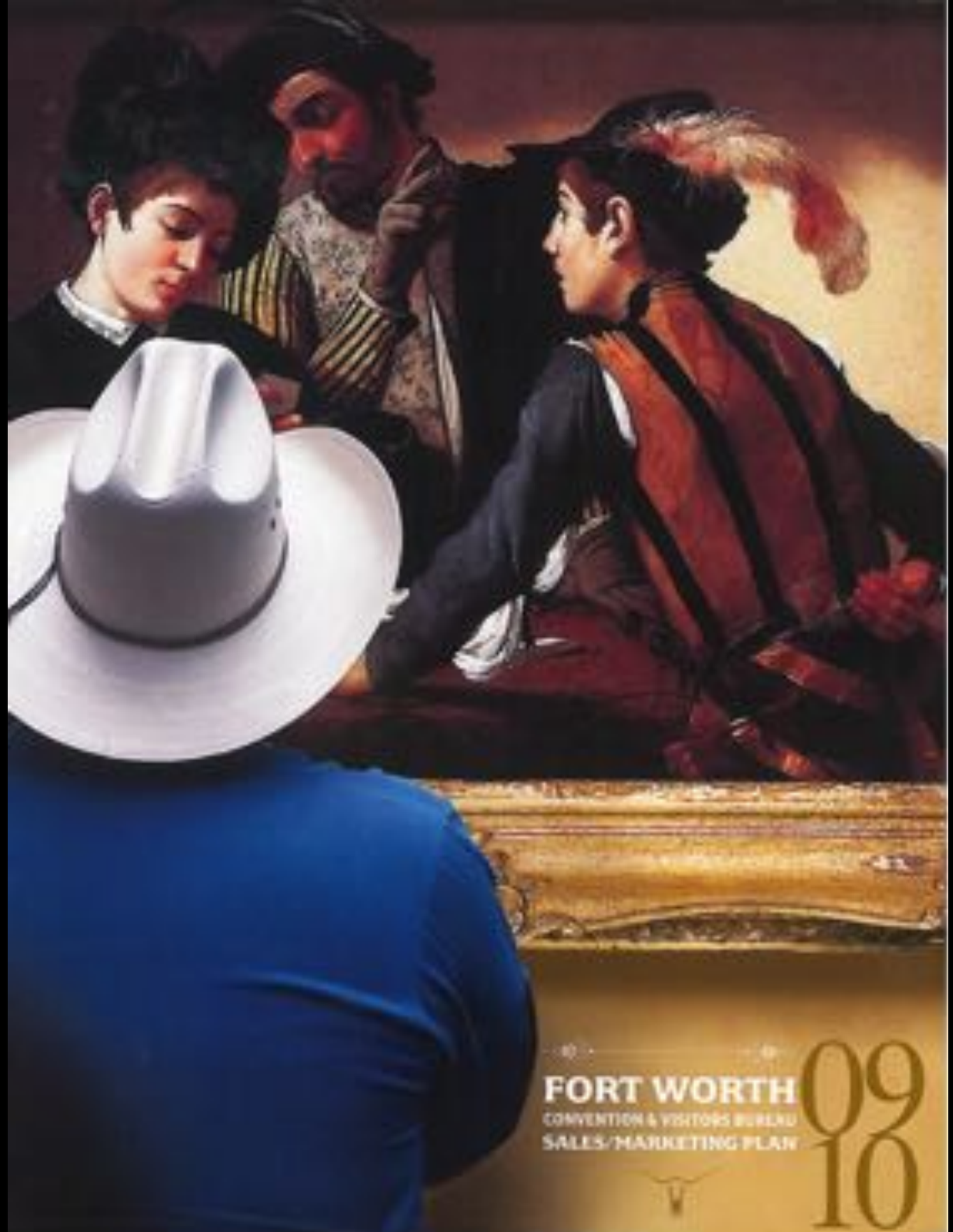
UNION
PACIFIC
BAGGAGE

4

FORT WORTH STOCK YARDS

City of Cowboys & Culture


FORT WORTH
CONVENTION & VISITORS BUREAU
SALES/MARKETING PLAN
10
11


FORT WORTH
CONVENTION & VISITORS BUREAU
SALES/MARKETING PLAN
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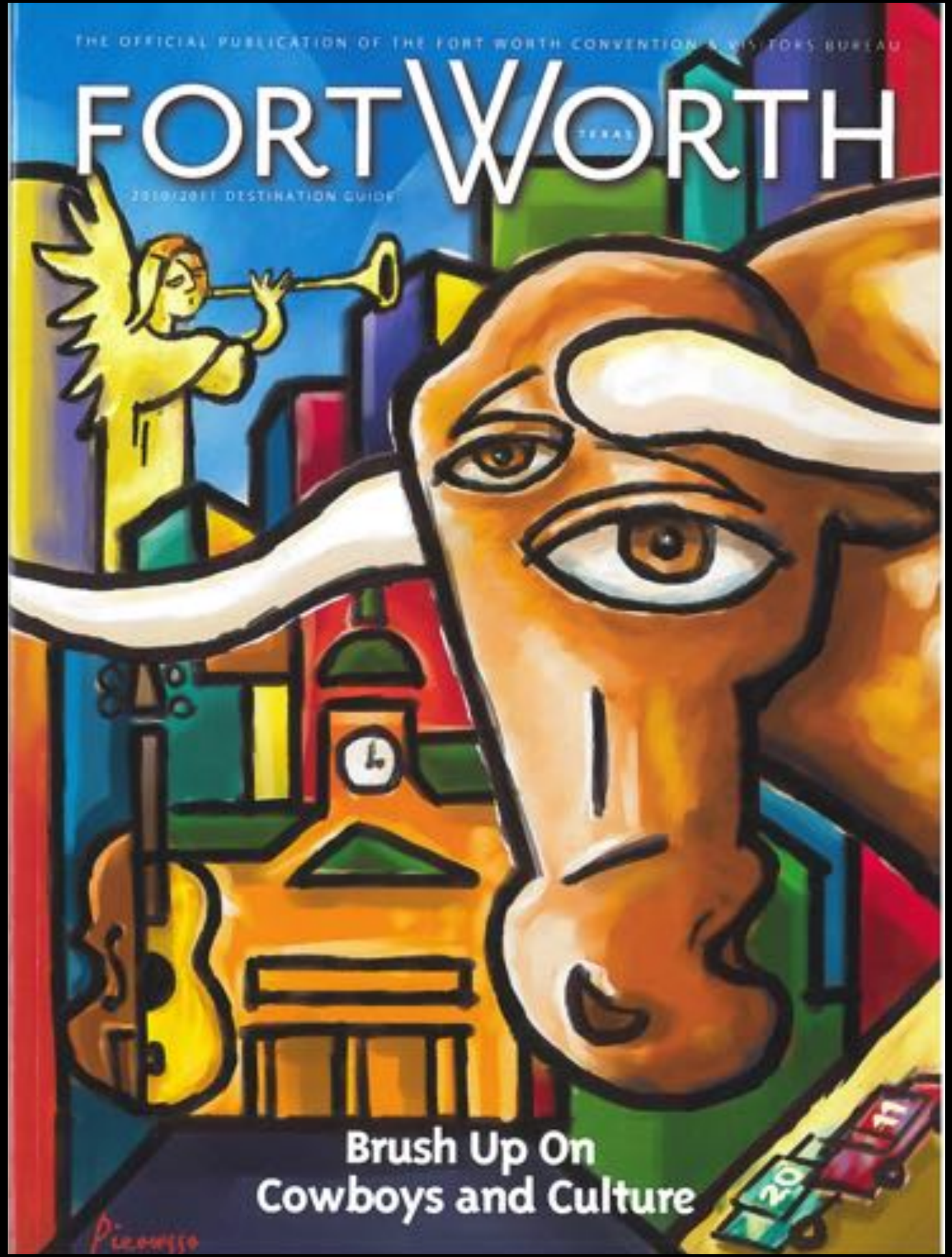
10

COWBOYS
and
Culture
PORT ARTH

THE OFFICIAL PUBLICATION OF THE FORT WORTH CONVENTION & VISITORS BUREAU

FORT WORTH TEXAS

2010/2011 DESTINATION GUIDE



Brush Up On Cowboys and Culture

City of Cowboys & Culture

“If you try to change that line, people are going to come unhinged!”

Mayor Betsy Price

IT'S THE
TEXAS
YOU WANT

WESTROPOLITAN

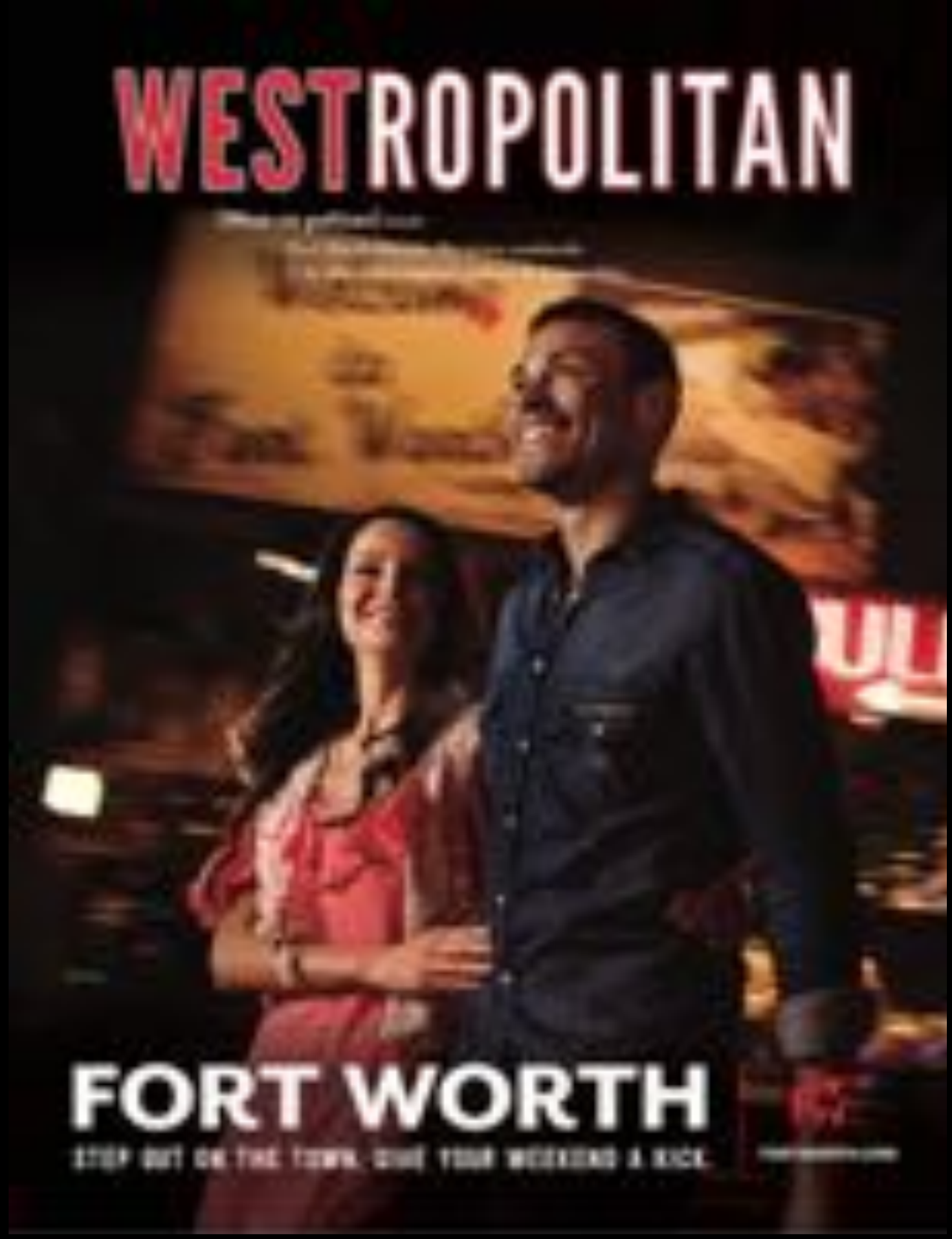
WESTROPOLITAN

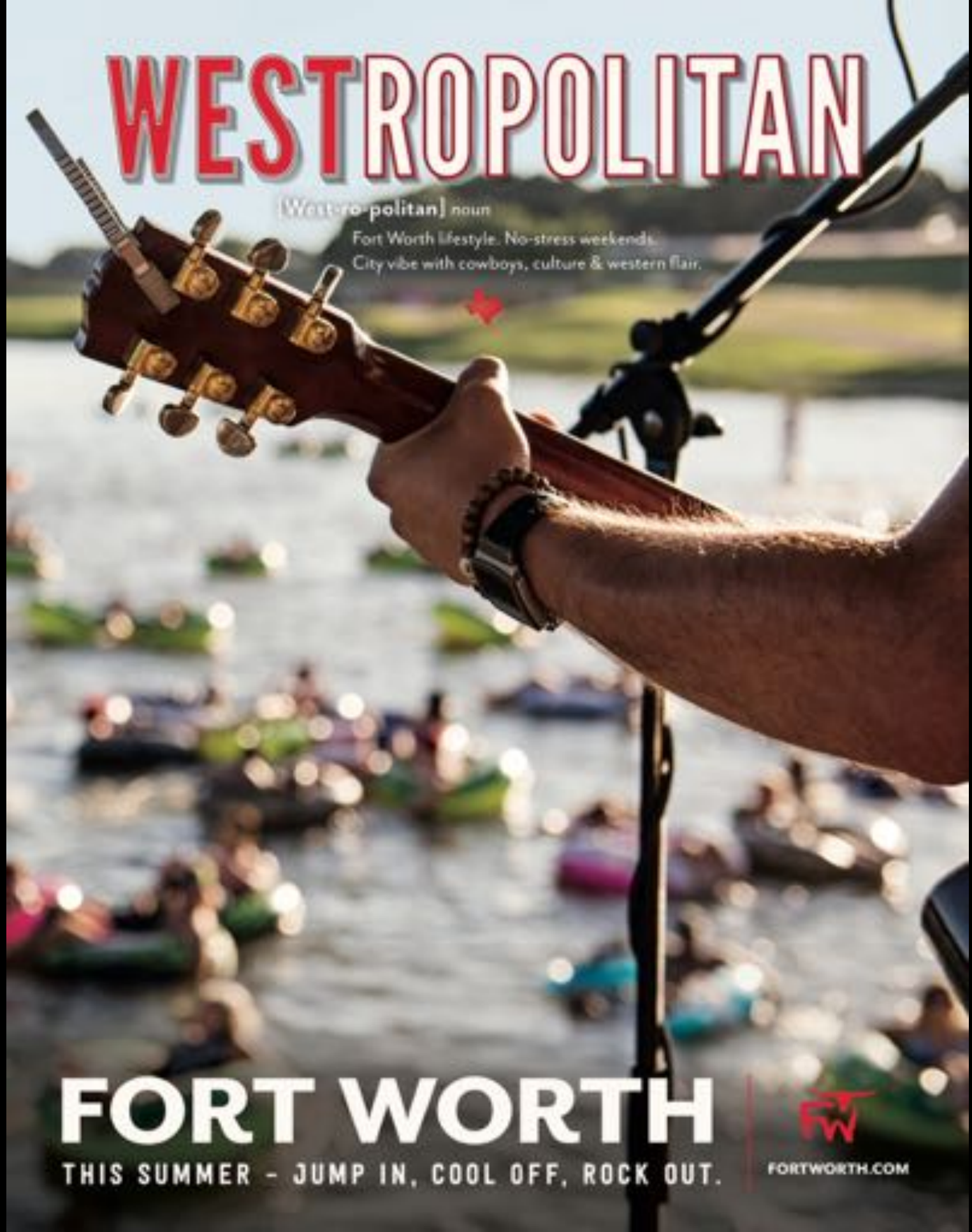
DISCOVER WHAT IT MEANS TO BE

WESTROPOLITAN

WEST-ROPOLITAN

Transfarency™


WESTROPOLITAN
FORT WORTH


WESTROPOLITAN
[West-ro-politan] noun
Fort Worth lifestyle. No-stress weekends.
City vibe with cowboys, culture & western flair.
FORT WORTH
THIS SUMMER - JUMP IN, COOL OFF, ROCK OUT.
FORTWORTH.COM

IT'S THE

TEXAS

YOU WANT

VS.

WESTROPOLITAN

Adara Exposures

3,497,535

IT'S THE TEXAS YOU WANT

2,082,535

WESTROPOLITAN

Adara Arrivals

4,571

IT'S THE TEXAS YOU WANT

2,505

WESTROPOLITAN

Sojern Impressions

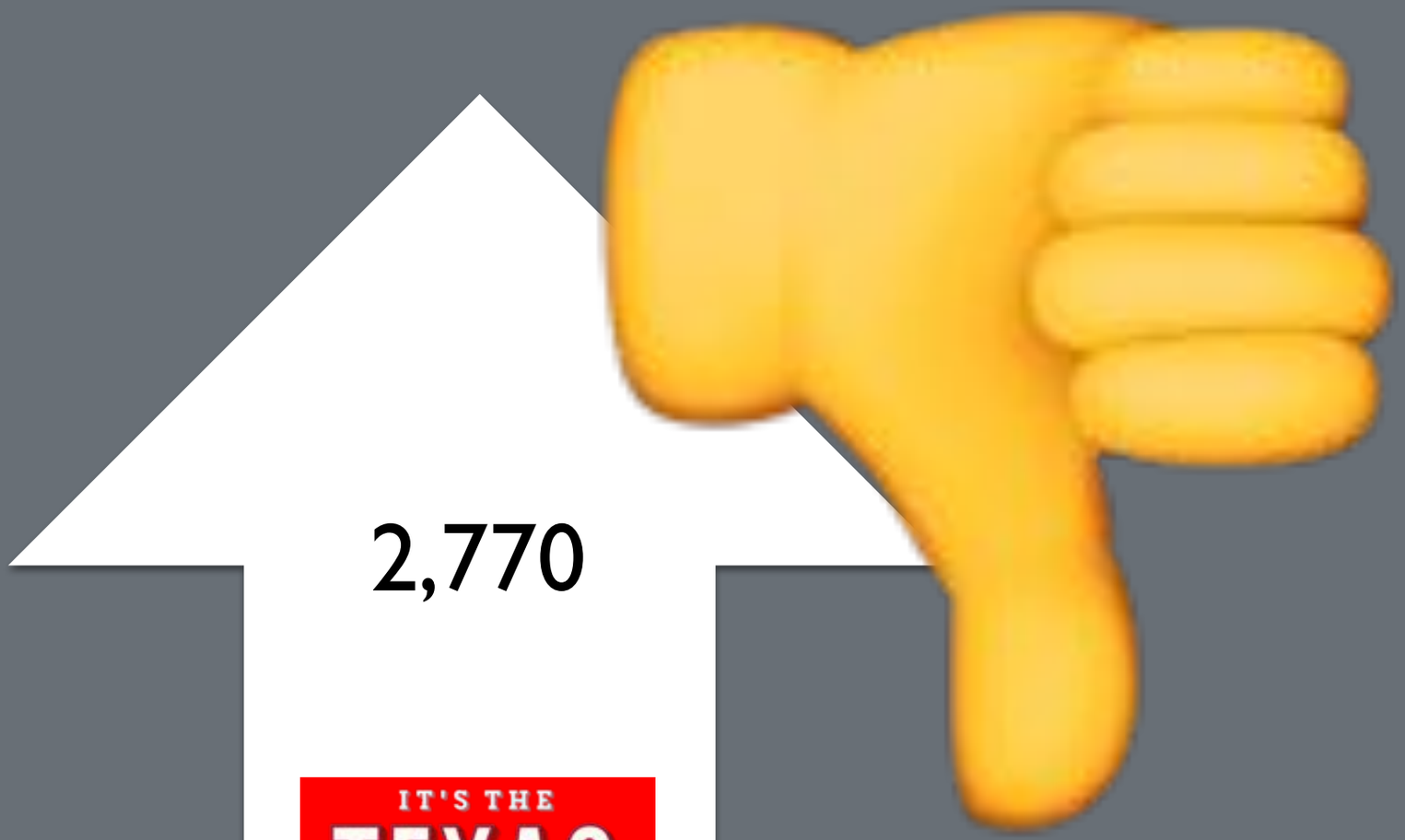
2,952,667

IT'S THE TEXAS YOU WANT

297,922

WESTROPOLITAN

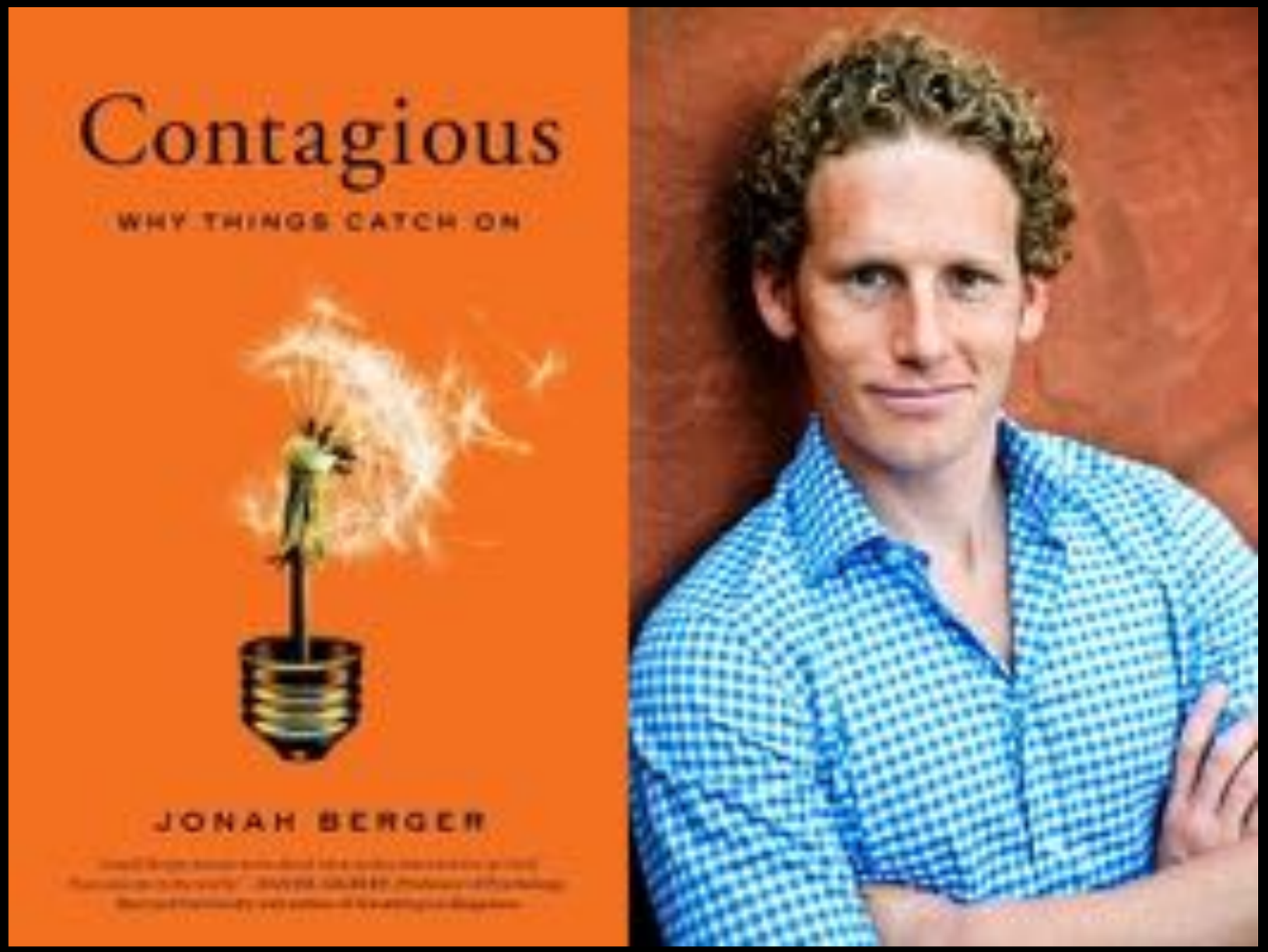
Sojern Clicks



2,770

239

WESTROPOLITAN


Contagious
WHY THINGS CATCH ON
JONAH BERGER

What is it? ✗

When do I need It? ✗

How do I feel? ✗

Do I care? ✗

“For me, Fort Worth is the city that’s most like Texas…the Texas that my friends back home imagine.”

FORT WORTH
City of Cowboys and Culture

- Appeal to customers emotions.
- Clever to you may not be to visitors.
- Test. Evaluate. Change as needed.

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