

WOMEN MOVING TEXAS

LEADERSHIP, LEGACY, AND THE POWER OF TRAVEL

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President CEO
Texas Travel Alliance



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★ President & CEO of i l' f* i, f l' ' l f v e l

👏 President of i l' f* i, f l' l f^ A l' v y f l z v

✈ Executive Director of i l' f* -, ^ ^ l, d f' l z, l, J* **, d z f l z v

🏠 Native Texan, born & raised in New Braunfels

👉 UT Alum, "Texas Ex"

👨👩 Proud mom of Henry & Grace



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Advocacy. Education. Networking. The Texas Travel Alliance is the collective voice and leading authority for the Texas travel industry. Through advocacy, education, and networking we champion policies that create a better Texas for everyone.

Travel and tourism help drive the growth in Texas' population and industry across sectors. Texas is the leading destination for companies moving here from other states. Nobody relocates their family or their business without first visiting. Our industry rolls out the state's welcome mat, ensuring visitors have a unique and memorable experience, whether they are here for business or leisure. Our Texas hospitality ensures they want to come back.

PURPOSE-DRIVEN LEADERSHIP POWERED BY A WOMEN-LED TEAM



Julie Ann Smith
President
& CEO



Andrea Brundage
Chief Public
Affairs Officer



Lynn L. Smith
Vice President
of Operations



Lisa L. Smith
Director of
Strategic
Partnerships



Yvonne Brundage
Marketing &
Communications
Manager

ECONOMIC IMPACT & OPPORTUNITY

- **1.3 million jobs** supported by travel in Texas
- **\$199.5 Billion** in economic impact
- **\$9.2 Billion** in state and local taxes
- Careers in marketing, airports, events, conservation
- Travel businesses are mostly small businesses



WOMEN IN TRAVEL: A POWERFUL FORCE

Women make up the [^] ʃ^w ɪ
ˌh ɪ ˈtæl , ˌ ˈh ɪ ˌeɪ in hospitality and
tourism.

Roles from ɪ^v ɪ ˌ ˈtɪ ɪ to ɪ^l ɪ ˌ ɪ ˌ
ˌɪ ʃ ɪ ˌ ˈtɒ ʒ ɪ

Offers ɪ^l ˌ ɪ ˌ ˈtɒ ʒ ɪ , ˌ ˈ ɪ ˌ ˈtɒ ʒ ɪ , and strong
ɪ ʃ ˌ ˈtɒ ʒ ɪ , ɪ ˌ ˈtɒ ʒ ɪ





The Women in Travel Conference is a space dedicated to women in the travel industry where you can

Together, we explore strategies to **improve** the **quality** of **care** and **highlight** innovative programs designed to **improve** the **quality** of **care**.

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From hotel founders to park rangers,
women have always been at the heart of
Texas travel. Today, we honor their legacy -
and build on it.

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ẏ ṫ ġ, ḟ, ṫ ḋ ż Ā̇ v̇ ẏ

0z0 u l̇ ż l̇ v̇ j̇ ṅ

Ariana Escobar, Texas Tech University





ADVOCACY & EDUCATION

The Texas Travel Alliance is **the leading voice for the travel industry in Texas**. We advocate for policies that help our industry grow and thrive. We provide professional development opportunities to elevate our industry's leaders. And we create connections that will help our members flourish and succeed.

- **Be the voice of the travel industry in Texas**
- **Join the leading voice for the travel industry in Texas**
- **Grow your business and your industry**
- **Yield to the leading voice for the travel industry in Texas**

A family of four is kayaking on a calm lake. In the foreground, a woman with curly hair and a young child are in a blue kayak, both wearing orange life jackets. The woman is smiling and looking towards the child. In the background, two men are in another kayak, also wearing life jackets. The lake is surrounded by trees and a clear sky.

CALL TO ACTION

Support Women-Owned Travel Businesses

Foster the Growth of Emerging Professionals

Advocate for Travel's Role in Driving Texas Forward





LIFE'S BETTER IN A STATE OF TRAVEL

Thank You!

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STAY CONNECTED

