

HOUSE CONCURRENT RESOLUTION

1           WHEREAS, Texas Tourism, the state's official tourism  
2 marketing entity, is spreading the word about the wonders of the  
3 Lone Star State to social media users around the world with its  
4 Twitter hashtag, #TexasToDo; and

5           WHEREAS, A program of the Economic Development and Tourism  
6 Office of the Governor, Texas Tourism is active on Twitter with the  
7 handle @texastourism, where it posts and retweets countless  
8 opportunities for recreation across the state, sharing Instagram  
9 photos, online articles, and news about upcoming events; and

10           WHEREAS, The Twitter hashtag #TexasToDo enables individuals,  
11 organizations, and communities across the state to publicize and  
12 celebrate local activities, while also allowing visitors a one-stop  
13 location on Twitter to find exciting ideas for vacations or weekend  
14 trips and to share their photographs and experiences; and

15           WHEREAS, In addition, #TexasToDoFilms provides links to  
16 handsomely produced, high-definition videos on Vimeo and YouTube,  
17 showcasing such recreational pursuits as kayaking and offshore  
18 fishing, as well as such characteristic facets of Texas culture as  
19 swimming holes and custom cowboy boots; and

20           WHEREAS, #TexasToDo is part of a dynamic, cross-platform  
21 social media effort that includes the TravelTex website and the  
22 Travel Texas app for mobile devices, as well as active Texas Tourism  
23 efforts on Facebook, Pinterest, Instagram, and Google Plus; and

24           WHEREAS, This innovative and wide-ranging program brings the

1 marketing of Texas tourism into the 21st century, allowing social  
2 media users of all ages, backgrounds, and locations to instantly  
3 access information about what to see and do in the Lone Star State;  
4 now, therefore, be it

5       RESOLVED, That the 84th Legislature of the State of Texas  
6 hereby designate #TexasToDo as the official state hashtag of Texas  
7 Tourism.

Sheets  
Anderson of Dallas  
Canales  
White of Tyler  
Wu  
Burkett  
Minjarez

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President of the Senate

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Speaker of the House

I certify that H.C.R. No. 106 was adopted by the House on May 8, 2015, by the following vote: Yeas 138, Nays 6, 2 present, not voting.

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Chief Clerk of the House

I certify that H.C.R. No. 106 was adopted by the Senate on May 27, 2015, by the following vote: Yeas 29, Nays 2.

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Secretary of the Senate

APPROVED: \_\_\_\_\_

Date

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Governor