

# Diann Bayes

TOURISM CONSULTANT,  
GRANFLUENCER,  
BLOGGER, PODCASTER,  
AND PHOTOGRAPHER



## ABOUT ME

I'm Diann Bayes, a storyteller and proud Native Texan, navigating the highways and byways of the Lone Star State. I have over 30 years of experience in travel and tourism, which includes more than 18 in destination marketing, crafting narratives that encourage visitors to embark on adventures and discover the beauty of Texas.

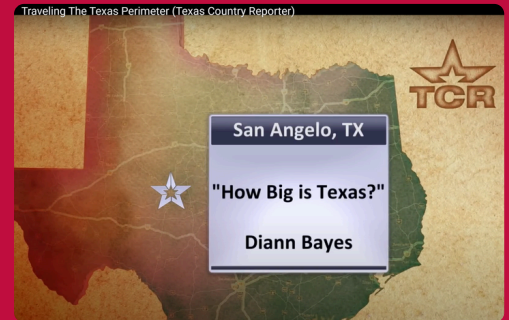
## Destination Marketing & Tourism Experience

- Visit Tyler - 2 years, 9 months
- Discover San Angelo - 5 years, 9 months
- Texas Travel Alliance - 4 years
- Visit McKinney - 5 years, 7 months
- Explore Hillsboro - 1 year, 1 month
- Visit Manhattan, KS - 2 years, 10 months



# —HOW **BIG** IS— Texas and Diann Bayes

## In the Press



### HOW BIG IS TEXAS AND DIANN BAYES FEATURED TELEVISION/PRINT/DIGITAL

- Texas Country Reporter
  - *Texas Perimeter Tour*
- NBC News
  - *New Year's Eve Ball Drop*
- Texas Highways
  - *Meet the Friendliest Tour Guides in Texas*
- Abilene Living
  - *How Big Is Texas - A Lifelong Quest to Explore the Lone Star State*
- San Angelo Living
  - *How Big Is Texas - A Lifelong Quest to Explore the Lone Star State*
- Rewritten by Her
  - *Turning a Pandemic Hobby into a New Chapter: The Story of Diann Bayes*

### DIANN BAYES' PHOTOS FEATURED IN PRINT/DIGITAL

- Texas Monthly
- Texas Standard
- TripSavvy
- House Beautiful
- Houston Chronicle
- Deep South Magazine
- Town & Country Magazine
- MSN.com
- Thrillist.com
- Family Destination Guides
- Yahoo Life
- Route 66 News
- TravelHost West Texas
- Authentic Texas
- National Wildlife Federation

**Big miles. Big tastes. Big adventures.**

# —HOW BIG IS— Texas

## By the Numbers

Total  
Followers  
across  
Platforms



25K+

Facebook  
Quarterly  
Engagement  
Rate



2.21

Instagram  
Quarterly  
Engagement  
Rate



3%

TikTok  
Quarterly  
Engagement  
Rate



25%

Pinterest  
Quarterly  
Engagement  
Rate



3.52%

Podcast  
Listeners  
over 12  
months



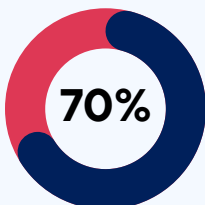
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Blog  
Average  
Views per  
Post

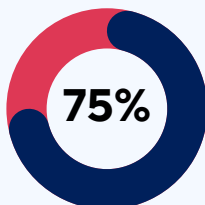


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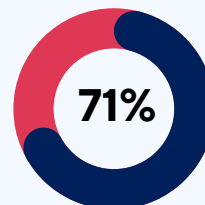
## DEMOGRAPHICS



Women



Texas



35-64  
yrs old

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