

2017

**TOURISM**  
S U M M I T

and

**GHCVB**  
A N N U A L M E E T I N G

H O U S T O N • T E X A S

**VISITHOUSTON** | Houstonfirst<sup>SM</sup>

A close-up portrait of Jorge Franz, a man with glasses and a suit, smiling. The image is dimmed to serve as a background for the text.

# JORGE FRANZ

SENIOR VICE PRESIDENT OF TOURISM

VISIT**HOUSTON**



1997 **20** YEARS 2017  
HAPPY TRAVELERS

Thanks to our partners for helping us create priceless memories for millions of happy travelers. Best wishes for the coming tourism season!

Mike Gallagher, Megan Allen and Mike Morey

HOUSTON  
**CityPASS**

Space Center Houston • Downtown Aquarium  
Houston Museum of Natural Science • Houston Zoo • Museum of Fine Arts, Houston  
Kemah Boardwalk • Children's Museum of Houston



# SCHEDULE

<b>9:00 – 10:00</b>	OPENING REMARKS & GENERAL SESSION
<b>10:00 – 10:40</b>	MORNING KEYNOTE
<b>10:40 – 11:00</b>	BREAK
<b>11:00 - 11:50</b>	MORNING BREAKOUT SESSIONS
<b>12:00 - 1:50</b>	LUNCH & GHCVB ANNUAL MEETING
<b>2:10 - 3:10</b>	AFTERNOON BREAKOUT SESSIONS
<b>3:10 - 3:30</b>	BREAK
<b>3:30 - 4:30</b>	AFTERNOON BREAKOUT SESSIONS
<b>4:30 - 6:00</b>	NETWORKING RECEPTION & RAFFLE

A close-up portrait of David Mincberg, an older man with glasses, smiling. He is wearing a dark blue checkered suit jacket over a white collared shirt. The background is a soft, out-of-focus grey.

# DAVID MINCBERG

CHAIRMAN OF THE BOARD

Houstonfirst.





NFL  
EXPERIENCE  
POWERED BY  
GENESIS

GEORGE R. BROWN CONVENTION CENTER

NFL  
EXPERIENCE  
POWERED BY  
GENESIS

SUPER BOWL  
LIVE

SUPER BOWL  
LIVE

CNN

ESPN  
NEW YORK

CNN

ESPN

ESPN

ESPN

ESPN











**EXPERIENCE**

CENTER

**LII SUPER BOWL**

GEORGE R. BROWN CONVENTION CENTER

WELCOME



**SUPER BOWL**

**GEORGE R. BROWN CONVENTION CENTER**

# SCOTT CAUFIELD

DMO SALES MANAGER – MIDWEST



2016

TRAVELERS'  
CHOICE®



tripadvisor®

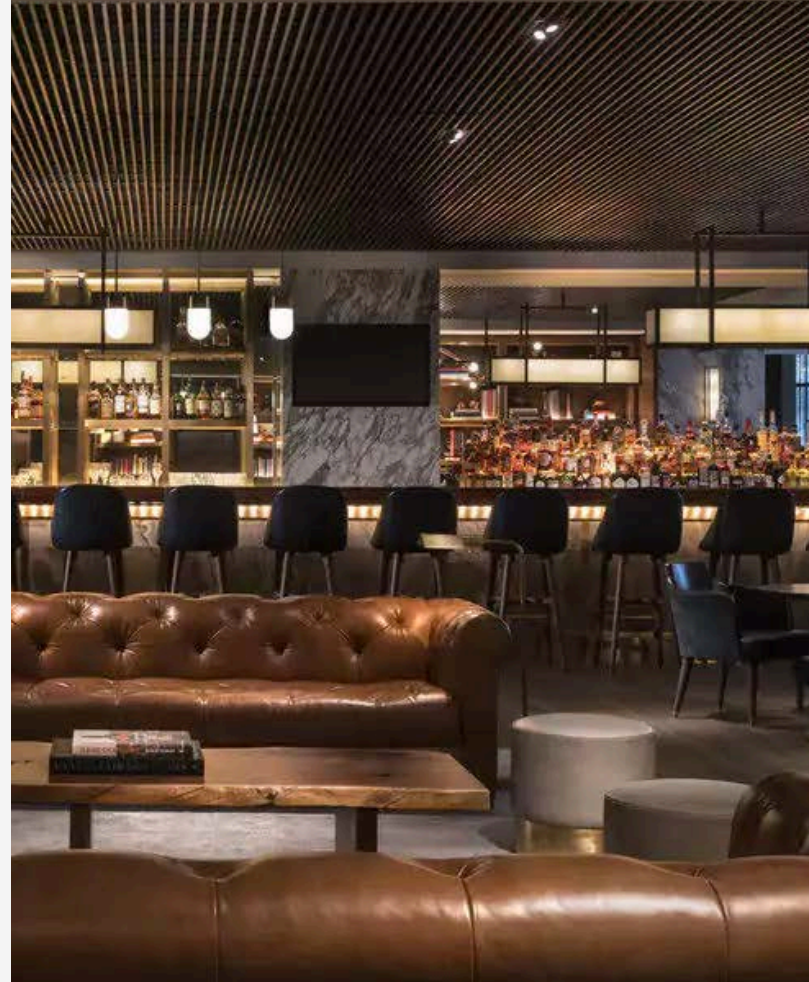
# MAYOR SYLVESTER TURNER

CITY OF HOUSTON



# THE HOSPITALITY INDUSTRY IN THE HOUSTON REGION:

- Supports more than 140,000 jobs
- Contributes \$16.5 billion to the economy





**“A changing Houston Puts its Best Face Forward”**

The Wall Street Journal

**“With or Without the Super Bowl: Houston is the Winner”**

The Chicago Tribune

**“The Super Bowl Returns to a Houston Transformed”**

The New York Times





**20.5 MILLION  
TOTAL VISITORS  
IN 2016**

**UP FROM 17.5 MILLION IN 2015.**



# WHERE WE'VE BEEN AND WHERE WE'RE GOING

**JORGE FRANZ**

SENIOR VICE PRESIDENT OF TOURISM

**VISITHOUSTON**

# TOURISM IMPACT ON HOUSTON

- From 14.8 million visitors in 2014 to 20.5 million visitors in 2016
- Houston area residents would pay approximately \$650 in additional taxes annually
- 140,000 jobs
- \$16.5 billion in travel spending



# WHERE WE'VE BEEN

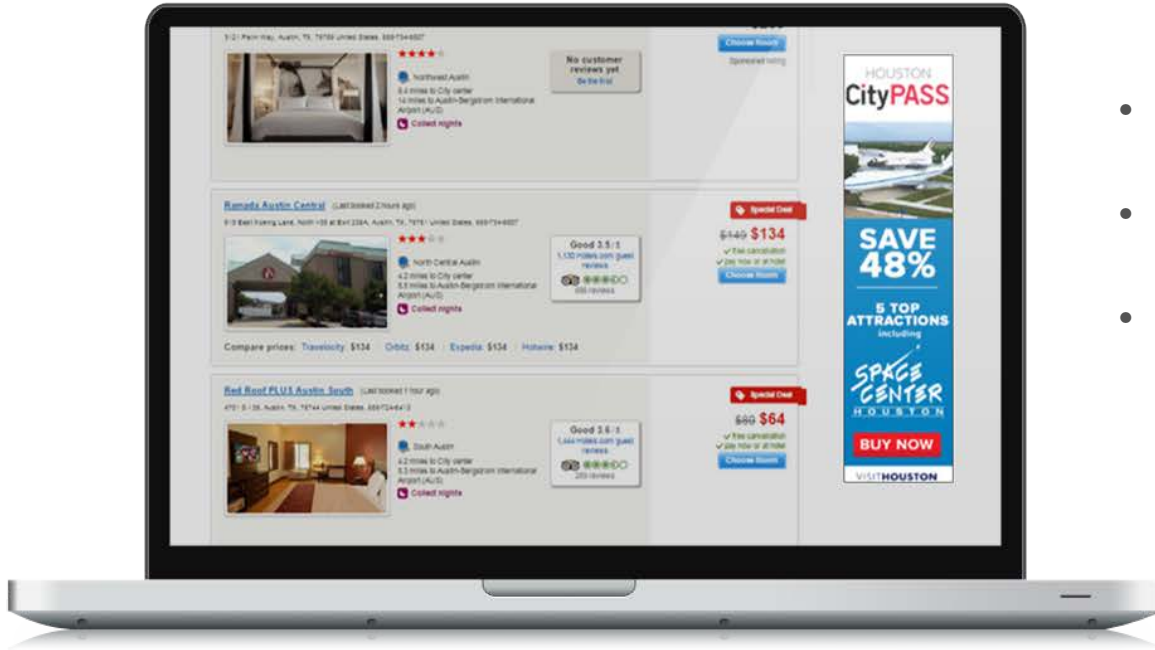


EARLY CRETACEOUS

A vibrant night scene of a public park. In the foreground, a large, illuminated fountain with multiple jets of water is the central focus. The water is lit with a bright blue light, and the fountain's base is decorated with glowing yellow dots. A large crowd of people is gathered around the fountain, some sitting on the edge, others standing and talking. The background is filled with lush green trees, some of which are illuminated with warm white lights. In the distance, a modern building with lit windows is visible against the dark night sky. The overall atmosphere is lively and social.

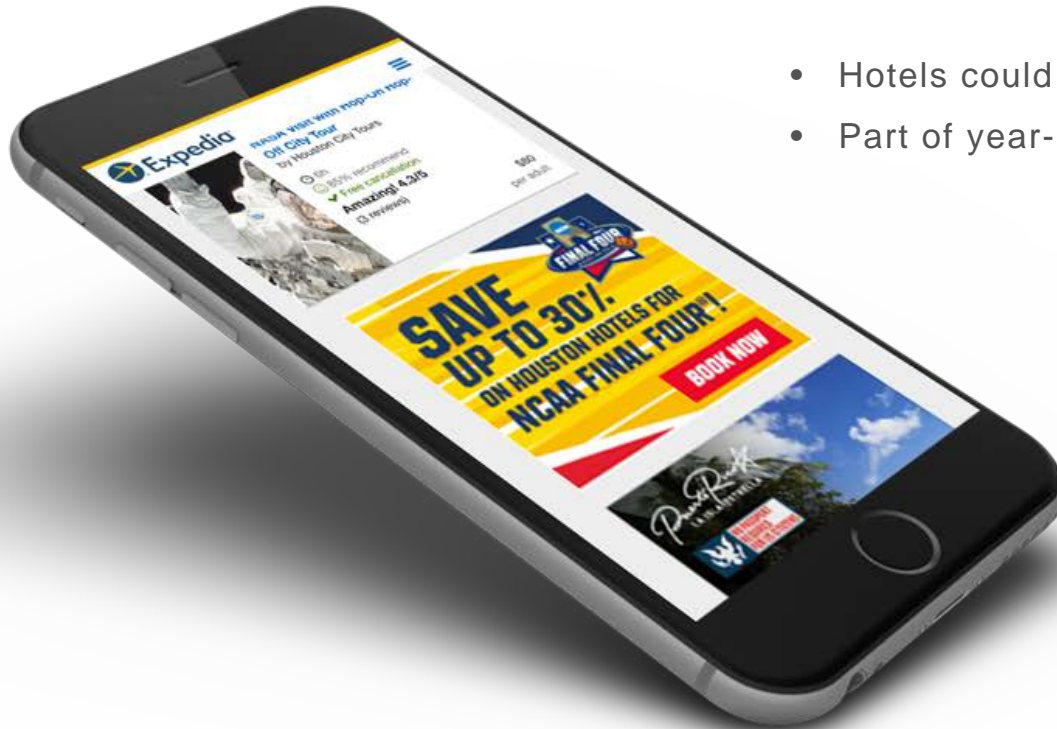
# FOCUSED ON LEISURE TOURISM PROMOTION

# 2016 SUMMER WEEKEND PROMOTION



- CityPASS and Space Center Houston
- Focused on Independence Plaza
- Ran during need periods around summer time

# FINAL FOUR AWARENESS CAMPAIGN



- Hotels could opt-in
- Part of year-long campaign with Expedia



# FALL ARTS TEST CAMPAIGN

First try packaging full experiences

**ART LOVERS: HOUSTON IS CALLING**  
Explore once-in-a-lifetime exhibits this fall.  
WEEKEND HOTEL + ARTS PACKAGES STARTING AT \$370  
[BOOK NOW](#)  
VISIT HOUSTON

**URBAN EXPLORERS: HOUSTON IS CALLING**  
WEEKEND PACKAGES + HOTEL STAY STARTING AT \$380  
[BOOK NOW](#)  
VISIT HOUSTON

**347 Reviews from our TripAdvisor Community**

**Read reviews that mention:**

- visitor center
- california history
- interesting history
- golfc holes
- worth a stop
- under construction
- minute movie
- transcendental railroad
- interactive displays
- local highways
- public boards
- beautiful area
- film
- pioneer
- camping
- campground
- status
- tragedy
- immigrants
- visitors

**Traveler rating**

- Excellent (172)
- Very good (123)
- Average (38)
- Poor (8)
- Terrible (1)

**Traveler type**

- Families (105)
- Couples (129)
- Solo (15)
- Business (2)
- Friends (44)

**Time of year**

- Mar-May (59)
- Jun-Aug (118)
- Sep-Nov (61)
- Dec-Feb (41)

**Language**

- All languages
- English (347)
- German (2)
- French (1)
- [More](#)

Showing 342: English reviews

**Start your review of Donner Memorial State Park and Emigrant Trail Museum**

[Click to rate](#)

**\*Great New Visitors Center\*** via mobile  
Reviewed 6 days ago  
This was our first visit since the opened the new visitors center, which gives and excellent introduction to the historical events that occurred here in the mid-1800's. The visitors centers and hiking trails are free, but they do charge a \$5 parking fee.

**ART LOVERS: HOUSTON IS CALLING**  
Explore once-in-a-lifetime exhibits this fall.  
WEEKEND HOTEL + ARTS PACKAGES STARTING AT \$370  
[BOOK NOW](#)  
VISIT HOUSTON

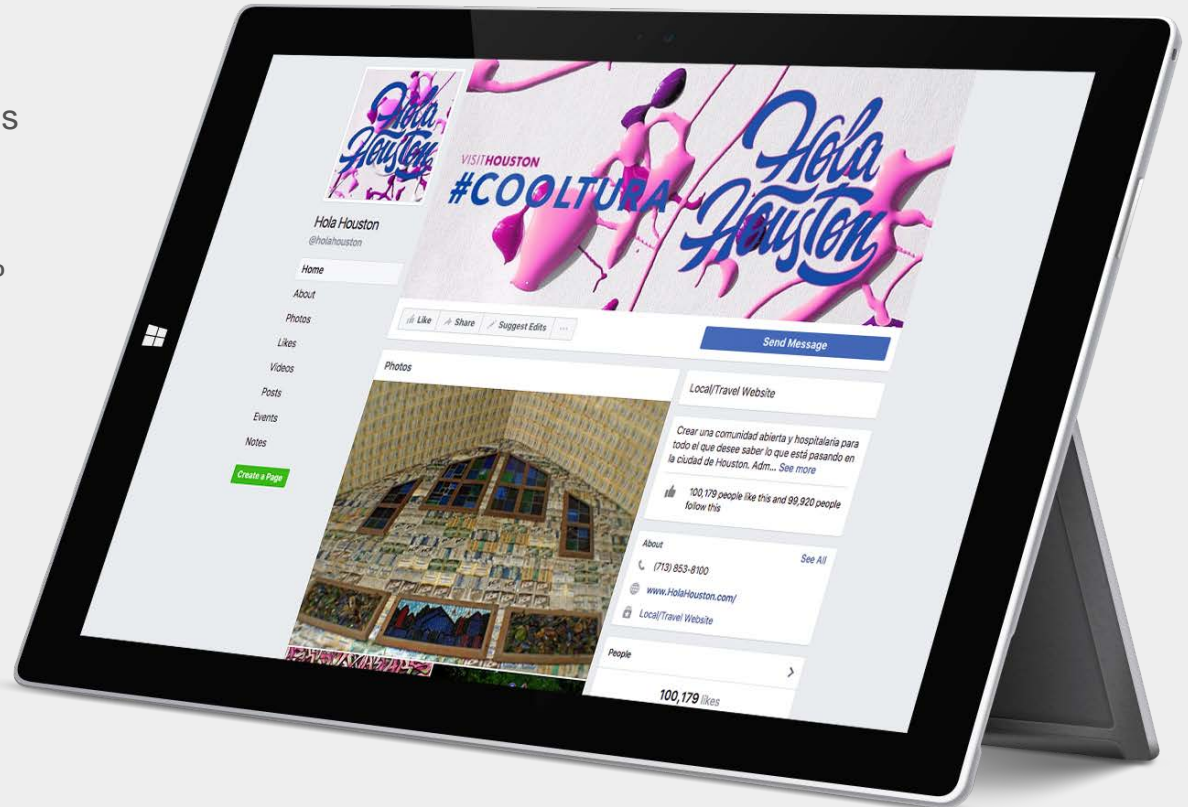
Which Truckee hotels are on sale?

**REFOCUSED  
ON OUR  
TOP FIVE  
INTERNATIONAL  
MARKETS**



# MEXICO

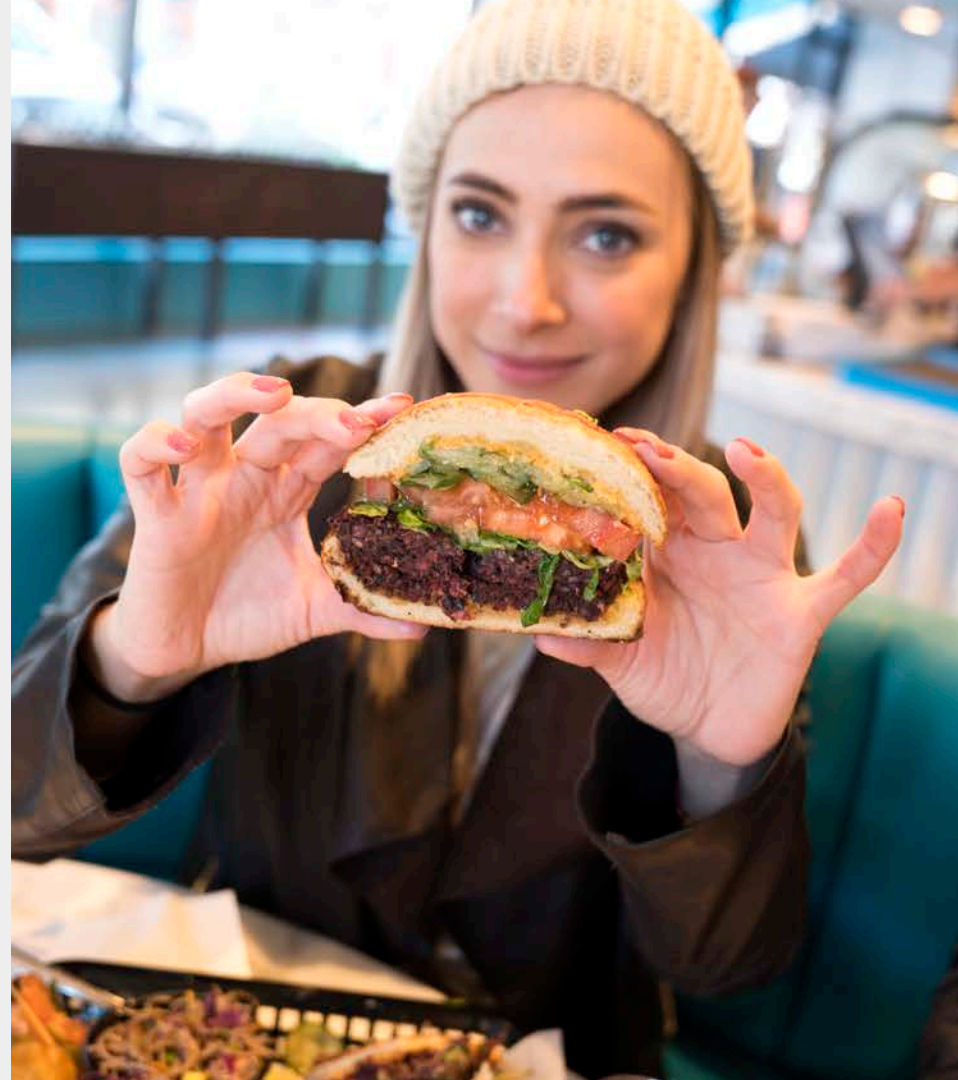
- Just surpassed 100,000 fans on social media
- Website traffic grew 9% in 2016, and growing at a 10% pace in 2017





# INFLUENCERS

- Focused on Culture, Style, and Food
- Generated \$1 million in media



# SUN TRAVEL

## GEM OF A DEAL: Emerald Waterways

Book a stateroom or balcony suite with Emerald Waterways and pay half price on the upgrade cost on select itineraries. Good for all sailings March through June, 2017. Seeemeraldwaterways.ca.

— Jim Byers

# CANADA

- Established local representation
- Focus on Toronto, Montreal, and Calgary

City's food scene is sizzling but attractions a big draw, too

**PAT LEE**  
Special to Postmedia Network

Chef Chris Shepherd has a list of awards as long as your arm. But when we showed up at his Houston restaurant — Underbelly — for a food tasting, it wasn't his own creations lovingly displayed on the huge table before us.

Instead of his Korean braised goat and dumplings, he encouraged us to dig into a Vietnamese grilled pork banh mi from Cali Sandwich, one of his favourite neighbour-

hood spots. I have tried chicken and we devoured gyms with us from All-day located away from Shepherd's city district.

### Would you sleep in Dracula's castle?

Most of us don't only like to eat, we want to eat somewhere interesting. Houston's exciting movement is in the middle of it. This city is here said of the us. "It's not restaurants that are cooking

our own culture, the people who have migrated here for one reason or another." Thanks to liberal land use policies, and a huge influx of immigrants from around the globe, Houston is cred-



ited with having the most restaurants per capita in the world as well as being one of the most culturally diverse cities in the United States. So not surprisingly, food tours — chef-led and other variations — are all the rage. On this day, we were taking part in one offered by Houston Culinary Tours, stopping at Shepherd's Underbelly, known for doing its own butchering, rotating daily menus, and soaking up the cultures that have formed the city the chef now calls home. We also checked out the eye-popping dining room and amazing food samples at Chef Michael Cardia's Americas, as well as the iconic Brennan's, where many Houston chef's have gotten their start. Decidedly old-school, we had turtle soup, bananas Foster made table-side and served with brandy-milk punch. Once your belly is full — and believe me, it will be — there is plenty else to do in this sprawling port city broken down by a variety of interesting neighbourhoods. So put down the smoked brisket for a minute and check out these other things to do while you're there:

### Neighbourhoods

Given Houston is the fourth-largest city in the U.S., it's not surprising that it's organized in neighbourhoods. From the funky 19th Street shopping district in the Heights, where you might come across some vintage clothing or hip cowboy boots, to the colourful murals and diversity of the Montrose district, throw a dart at the map and start exploring.

### Space Centre Houston

Houston, there is no problem whatsoever with the not-profit, educational arm of NASA's Johnson Space Centre. This amazing 22,225-square-metre complex features more than 400 artifacts from the space program displayed in eye-popping (and sometimes neck-cracking) fashion. Their newest exhibit, the eight-storey-tall Independence Plaza, allows you to literally walk aboard the retired NASA 905 shuttle carrier aircraft and a replica shuttle in a

# HOUSTON

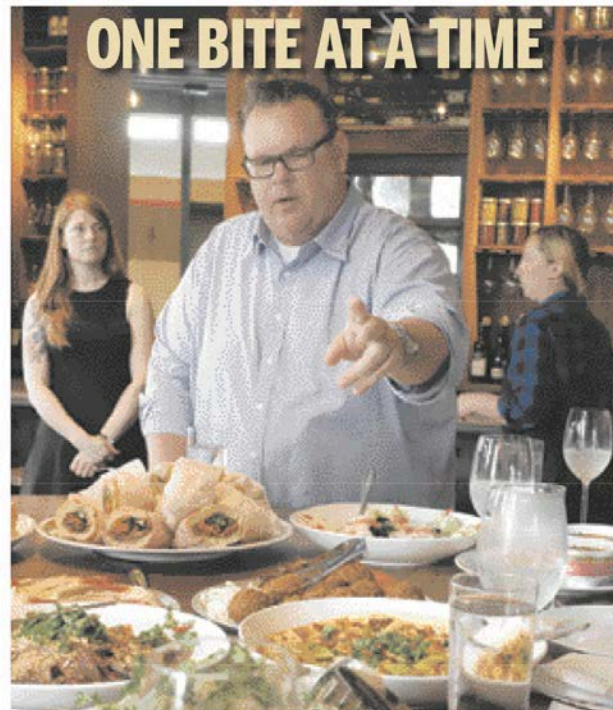


PHOTO BY PAT LEE

During a stop on a food tour of his Montrose neighbourhood, Chris Shepherd — owner of Houston's highly rated Underbelly restaurant — showcases not only his own popular dishes but also items from his favourite local eateries.

# UNITED KINGDOM

- Singapore Airlines Manchester Route
- Hosted Super Bowl Party with GridIron Magazine



# CHINA

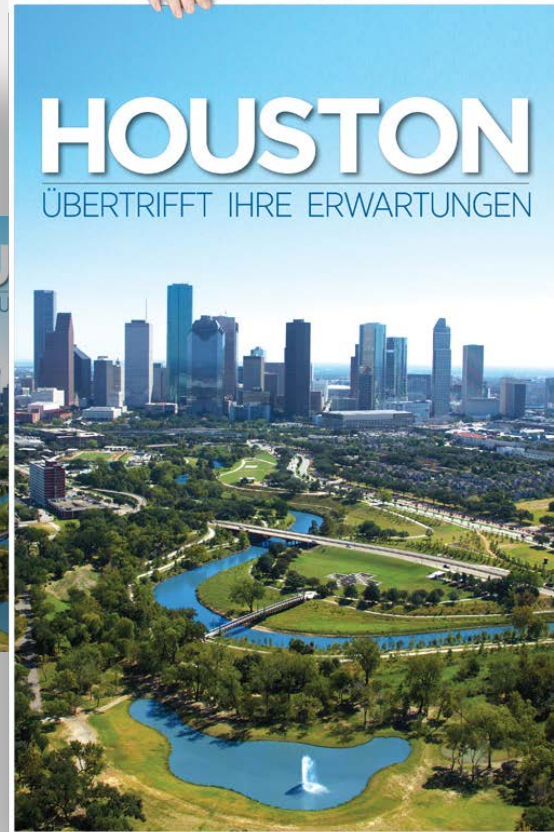
- 7,000+ WeChat Subscribers
- L&L Enterprise Travel opened Houston Branch





# GERMANY

- September 2016 Sales Mission
- In Language Visitor's Guide



# MATCHING GRANTS PROGRAM

\$250,000 DISTRIBUTED IN 2016

\$263,000 DISTRIBUTED IN 2017



# LAUNCHED THE HOUSTON & BEYOND REGIONAL INITIATIVE



# SOLIDIFIED TRAVEL PARTNERSHIPS



# HOSTED INDUSTRY, NATIONAL, & INTERNATIONAL EVENTS

- Tourism Summit
- Forbes Hospitality Training
- Texas Travel Industry Association Summit
- Copa America Centenario
- NCAA Final Four
- NFL Super Bowl 51

*34th Annual*  
**Texas Travel  
SUMMIT**  
Houston ★ October 2016



2016  
**TOURISM  
SUMMIT**  
HOUSTON - TEXAS



**Forbes** ★★  
TRAVEL GUIDE



**THIS IS JUST  
THE BEGINNING...**



20 MILLION VISITORS  
BY 2018



25 MILLION VISITORS  
BY 2020





# LOOKING AHEAD





# PROVIDE MORE EDUCATION AND PARTNERSHIP OPPORTUNITIES

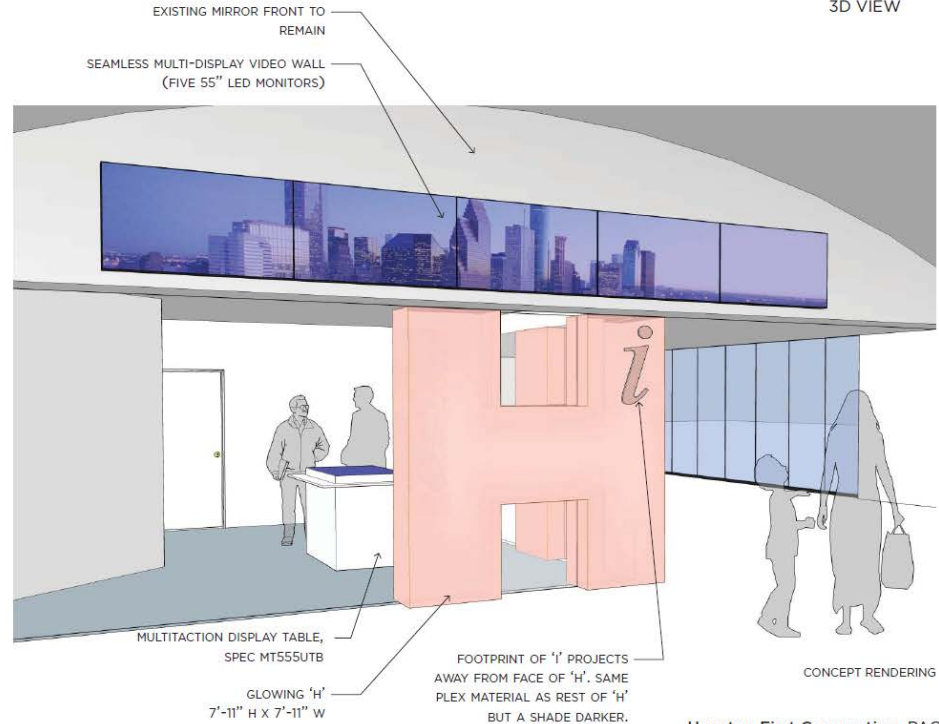
- Forbes Hospitality Training
- Certified Tourism Ambassador Program
- Matching Grant Program
- Speaker Series
- Travalliance – Travel Professional Training

# DEVELOP VISITOR CENTERS

- Hobby Airport
- Bush Intercontinental Airport
- Texas Medical Center
- Downtown Houston
- Other Major Tourism Hubs

BAGGAGE CLAIM

3D VIEW





# LAUNCH EXPERIENCES FOR TRAVELERS

## Convention & Events



# VISITHOUSTON MARKETPLACE



# VISITHOUSTON MARKETPLACE



# VISITHOUSTON MARKETPLACE





# VISITHOUSTON MARKETPLACE



VISITHOUSTON

BOOKING & TRANSPORTATION

ALL THINGS TO DO

CART (0)

## Checkout

### YOUR INFORMATION

Learn about our privacy policy and our commitment to protecting your information. You can view our privacy policy and our commitment to protecting your information.

First Name

Last Name

Country

City

State

Zip

Mobile Phone

Email Address

### 1 ITEM IN YOUR CART



Houston Art Lovers Pass

1 Adult

\$39.99

Subtotal

SUBTOTAL \$39.99

[CONTINUE SHOPPING](#)

### GIVE AS A GIFT



### PAYMENT METHOD

Name On Card

Card Number

Expiration Date

CVV (Security Code)

Promo Code

APPLY

## Complete Your Order

Mobile Number: 510-447-8714  
Email Address: [info@mygiftmarket.com](mailto:info@mygiftmarket.com)

Please check the box to confirm the information above is correct.

[COMPLETE PURCHASE](#)

# VISITHOUSTON MOBILE PASS



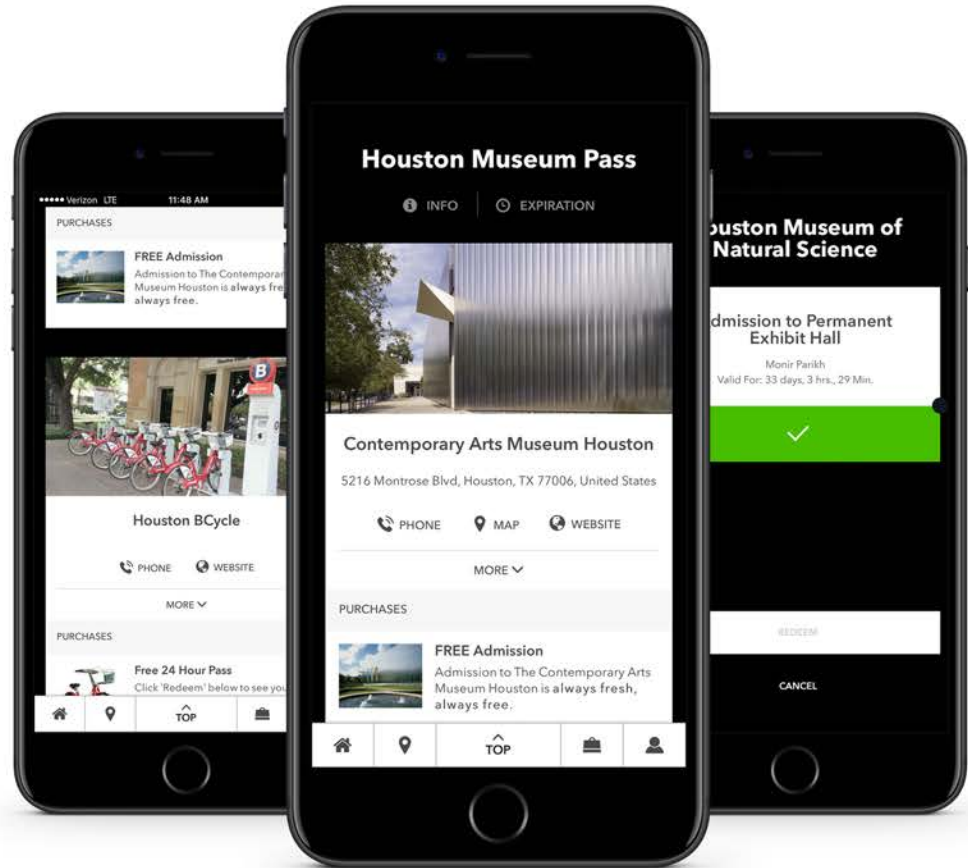
# VISITHOUSTON MOBILE PASS



# VISITHOUSTON MOBILE PASS



# VISITHOUSTON MOBILE PASS





# GET INVOLVED

SEE MO & MAUREEN

SAVE THE DATE FOR TOWN HALL MEETINGS

TUESDAY, APRIL 4: 10 AM / 2 PM

THURSDAY, APRIL 6: 3:30 PM

# THANK YOU TO OUR PACKAGE SPONSORS

*the Houston  
Museum of  
natural science*

HOUSTON **B** *cycle*

**MFA H**  
*The Museum of Fine Arts, Houston*

**Contemporary  
Arts Museum  
Houston**

A portrait of Holly Clapham-Rosenow, a woman with long, wavy brown hair, smiling. She is wearing a dark top and a necklace. The background is a soft, out-of-focus grey.

# HOLLY CLAPHAM- ROSENOW

CHIEF MARKETING OFFICER

Houstonfirst<sup>SM</sup>



A nighttime photograph of a city skyline, likely Atlanta, Georgia, featuring several prominent skyscrapers. In the foreground, there is a park area with a large, elevated concrete structure supported by pillars, possibly a walkway or bridge. The scene is illuminated by city lights and streetlights, creating a vibrant urban atmosphere. The sky is dark blue with some light clouds.

# 2016 VACATION PURSUITS

More Houston visitors  
come to see **friends  
and relatives**  
than the average  
US travelers





**This is not because  
Houston isn't a  
*"tourist town."***



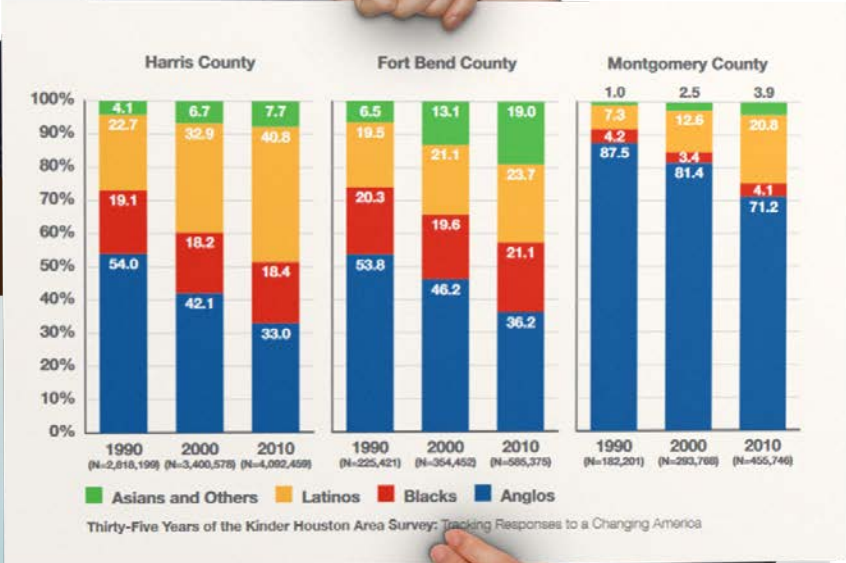
**This is not because**  
Houston isn't a  
*"tourist town."*

**It's because**  
Houston is  
the most diverse city in  
America.

# BIGGER

## TEXAS Keeps Getting Bigger

Lone Star State Metro Areas Lead U.S. in Population Gain



# DIVERSE

# VISITING FRIENDS AND RELATIVES (VFR)

Socio-Cultural behavior of diverse communities more often reflects “hosting” of Family / Friends.

**This is Leisure = Tourism.**



# PURPOSE OF VISIT

MOST (76%) VISIT HOUSTON TO PLAY (LEISURE)

CY 2016	All US Travelers	Houston Visitors Total	Houston Visitors Ls Overnight	Houston Visitors Ls Day Trip	Houston Visitors Bz Overnight	Houston Visitors & Houston Residents	Houston Visitor & DFW/Austin/ San Antonio Resident	Houston Visitor & NY/Chicago/ DC Resident*
<b>PRIMARY TRIP PURPOSE</b>								
NET Leisure/Personal	80%	76%	100%	100%	-	78%	79%	83%
Visit Friends/Relatives	43	48	66	50	-	52	53	55
Entertainment/Sightsee	14	14	18	21	-	10	11	12
Outdoor Recreation	8	5	6	7	-	5	3	14
NET Business	10	12	-	-	100	7	9	14
Personal Bs/Other	10	12				13	8	6
<b>PRIMARY MODE</b>								
% Own Auto/Truck	74%	74%	75%	88%	52%	92%	88%	18%
% Air Travel	13	14	14	7	36	2	2	65
% Rental Car	6	6	6	3	10	2	6	13
% Other	7	6	5	2	2	4	4	4

# +5% NORM

CY 2016	All US Travelers	Houston Visitors Total
<b>PRIMARY TRIP PURPOSE</b>		
NET Leisure/Personal	80%	76%
Visit Friends/Relatives	43	48
Entertainment/Sightsee	14	14
Outdoor Recreation	8	5
NET Business	10	12
Personal Bs/Other	10	12
<b>PRIMARY MODE</b>		
% Own Auto/Truck	74%	74%
% Air Travel	13	14
% Rental Car	6	6
% Other	7	6

# +10% NORM

CY 2015	All US Travelers	Houston Visitors Total
<b>PRIMARY TRIP PURPOSE</b>		
NET Leisure/Personal	78%	76%
Visit Friends/Relatives	42	52
Entertainment/Sightsee	13	8
Outdoor Recreation	8	3
NET Business	11	11
Personal Bs/Other	11	14
<b>PRIMARY MODE</b>		
% Own Auto/Truck	74%	76%
% Air Travel	14	14
% Rental Car	5	7
% Other	7	3

# +2% NORM

CY 2014	All US Travelers	Houston Visitors Total
<b>PRIMARY TRIP PURPOSE</b>		
NET Leisure/Personal	75%	62%
Visit Friends/Relatives	40	42
Entertainment/Sightsee	11	6
Outdoor Recreation	7	2
NET Business	12	18
Personal Bs/Other	13	20
<b>PRIMARY MODE</b>		
% Own Auto/Truck	74%	68%
% Air Travel	15	23
% Rental Car	4	5
% Other	7	4



# +5% NORM

CY 2016	All US Travelers	Houston Visitors Total
<b>PRIMARY TRIP PURPOSE</b>		
NET Leisure/Personal	80%	76%
Visit Friends/Relatives	43	48
Entertainment/Sightsee	14	14
Outdoor Recreation	8	5
NET Business	10	12
Personal Bs/Other	10	12
<b>PRIMARY MODE</b>		
% Own Auto/Truck	74%	74%
% Air Travel	13	14
% Rental Car	6	6
% Other	7	6

# +10% NORM

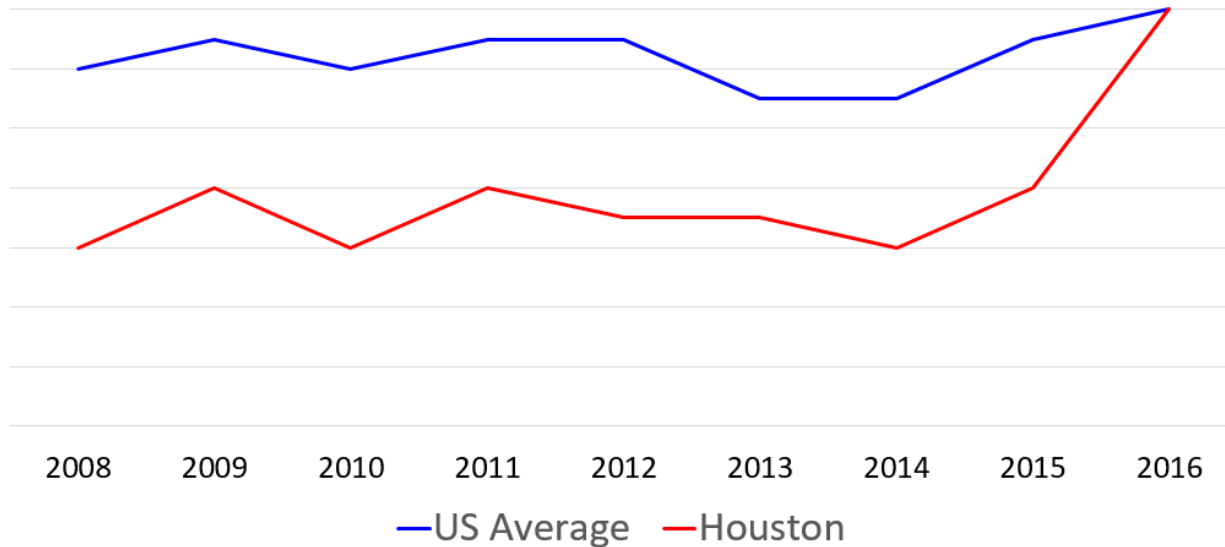
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<b>PRIMARY MODE</b>		
% Own Auto/Truck	74%	68%
% Air Travel	15	23
% Rental Car	4	5
% Other	7	4

# PURPOSE OF VISIT

% ENTERTAINMENT & SIGHTSEE



A silhouette of the Houston skyline is set against a vibrant sunset sky. The sun is positioned behind the buildings, creating a bright glow and casting long, shimmering rays of light across the scene. The sky is filled with scattered clouds, some of which are illuminated from below by the setting sun, giving them a golden and purple hue. The foreground is dark, suggesting a body of water or a dark landscape, which reflects the light from the sky and the city.

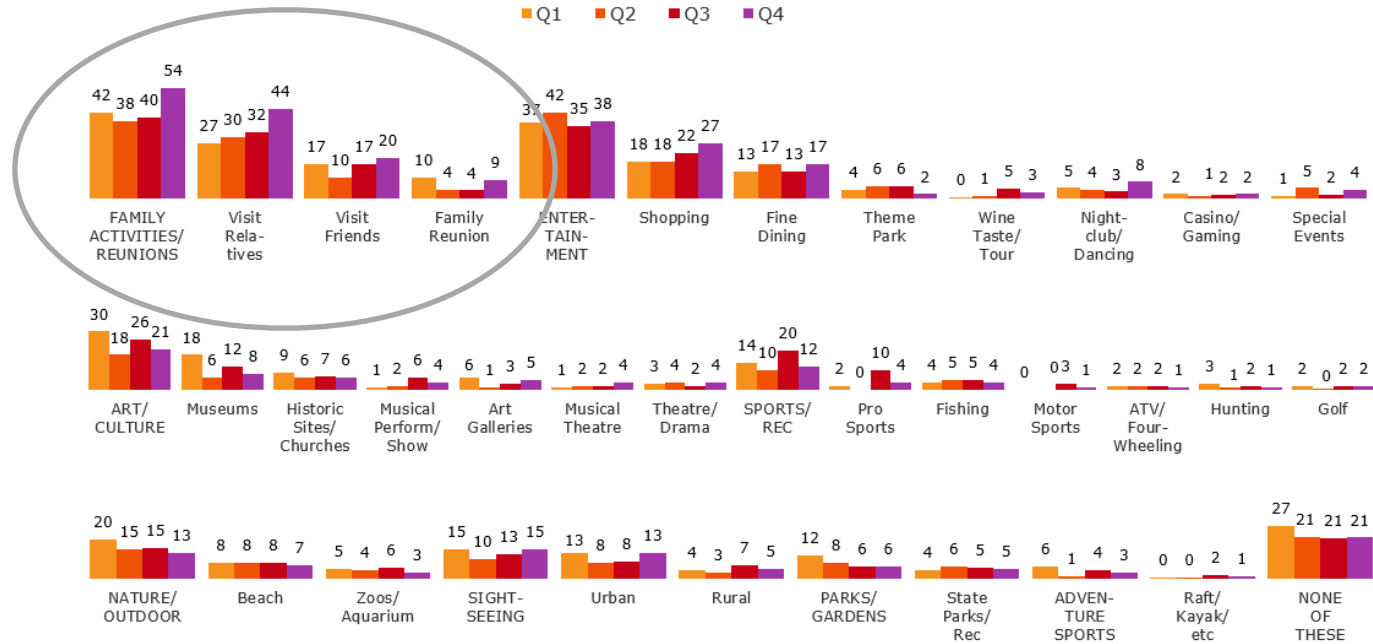
ADVENTURE SEEKERS

**HOUSTON**

— IS CALLING —

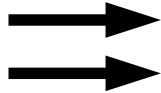
# ACTIVITIES BY WAVE

## ACTIVITIES MENTIONED (2+%)



# VACATION PURSUITS VARY BY SOURCE MARKET

Houston Visitors CY 2015	All Houston Visitors	Visitors From DFW	Visitors From Houston	Visitors From San Antonio/Austin	Visitors From Other Texas	Visitors from Outside Texas
Base:	784	128	141	109	135	271
Visiting relatives	37%	43%	22%	37%	46%	38%
Shopping	23	29	19	15	23	25
Visiting friends	18	33	10	26	15	15
Fine dining	18	20	17	8	20	21
Urban sightseeing	10	13	8	6	4	14
Museums	9	8	7	3	4	15
Historic sites/ Churches	9	6	6	1	8	16
Rural sightseeing	8	7	7	2	6	13
Beach	6	11	3	4	4	9
Family reunion	6	2	5	5	2	10
Zoos	4	4	4	3	3	6
Theme park/ Amusement	4	6	5	-	2	5
Nightclubs/ Dancing	4	9	3	4	1	4
Gardens	4	6	4	3	2	5
Musical performance	4	3	4	-	4	5
Fishing	4	4	3	3	5	5
State park/monuments, etc.	4	5	3	5	2	4
Special events/ festivals	3	9	1	4	2	2



A person is sitting on a dark metal fence in a field of tall grass. The scene is backlit by a warm, golden light, likely from a setting or rising sun, creating a silhouette effect on the person and the fence. The background is a soft, hazy sky. Overlaid on the center of the image is the text "HOW DO WE REACH THE VFR MARKET?" in a bold, white, sans-serif font.

**HOW DO WE REACH  
THE VFR MARKET?**

# VISITHOUSTON **WEB** NETWORK

# 2016

# 7.4 Million

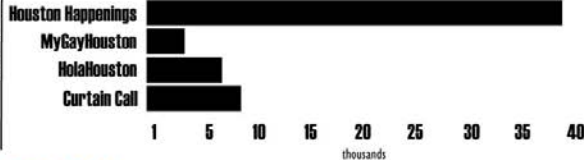
visitors per YEAR

Source: Google Analytics, January 1, 2016 - December 31, 2016

# 81,000

email subscribers

newsletters



COMICPALOOZA.COM

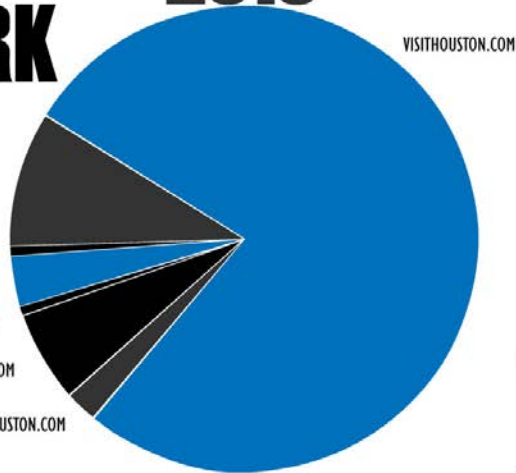
HOUSTONFILMCOMMISSION.COM

GRBHOUSTON.COM

HOUSTONFIRST.COM

HOLAHOUSTON.COM

MYGAYHOUSTON.COM



VISITHOUSTON.COM

VISITHOUSTON.COM  
5,697,214

COMICPALOOZA.COM  
693,569

HOLAHOUSTON.COM  
466,495

GRBHOUSTON.COM  
258,496

MYGAYHOUSTON.COM  
165,288

HOUSTONFILMCOMMISSION.COM  
47,234

HOUSTONFIRST.COM  
47,026

visits in 2016



11,030 physical OVG requests per year  
4,367 digital OVG requests per year  
15,397 overall OVG requests per year

# \$127 MILLION ECONOMIC IMPACT

TOTAL VISITOR SPENDING EXTENDED BY WEBSITE

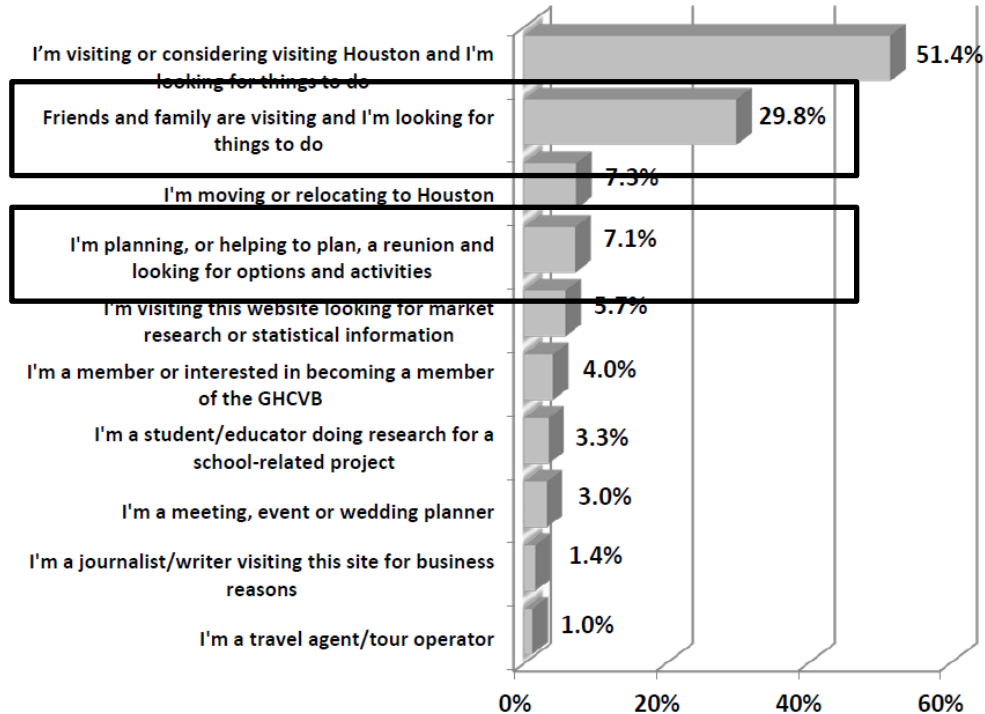
## \$19,388,987

INCREMENTAL ROOM NIGHTS GENERATED BY WEBSITE

## 206,622

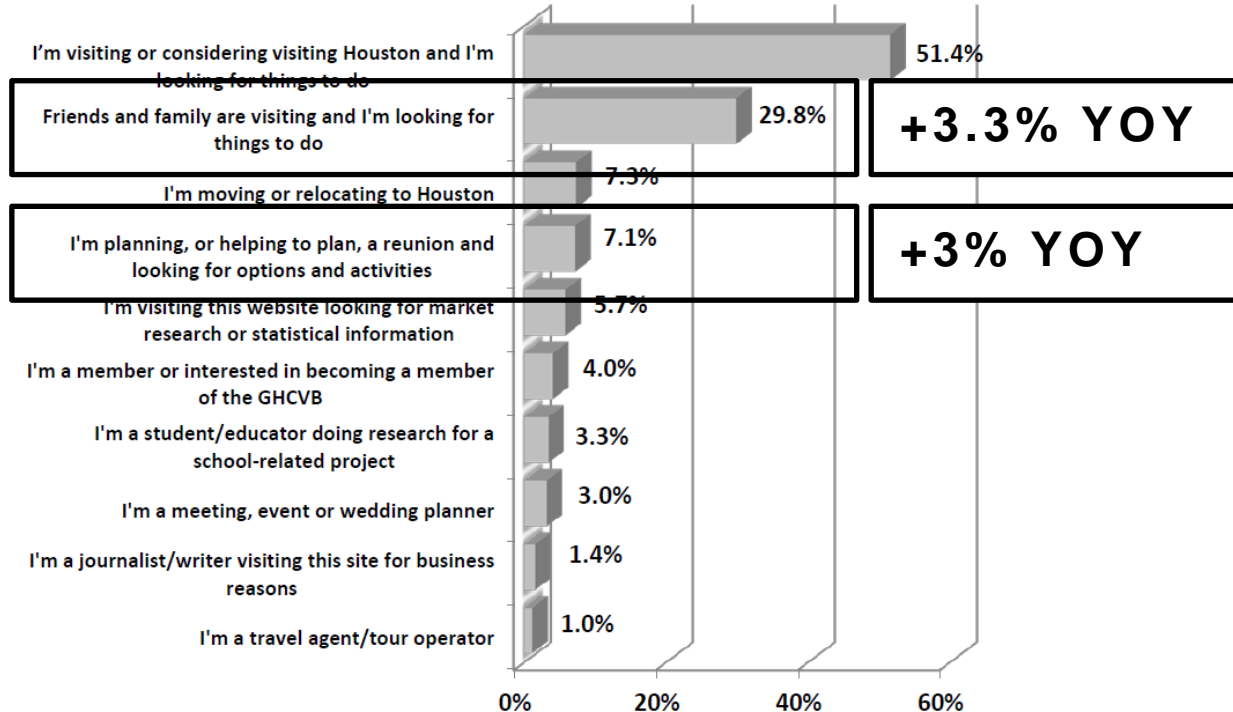
Source: Destination Analysis 2016 VisitHouston.com Intercept Study

# TYPE OF WEBSITE VISITOR



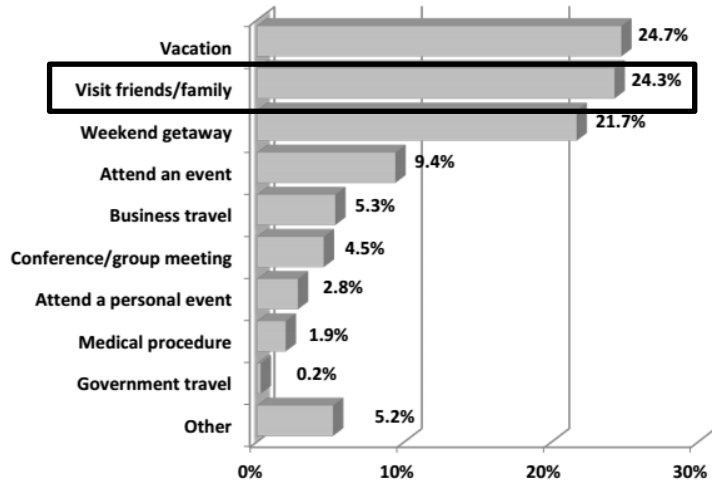


# TYPE OF WEBSITE VISITOR

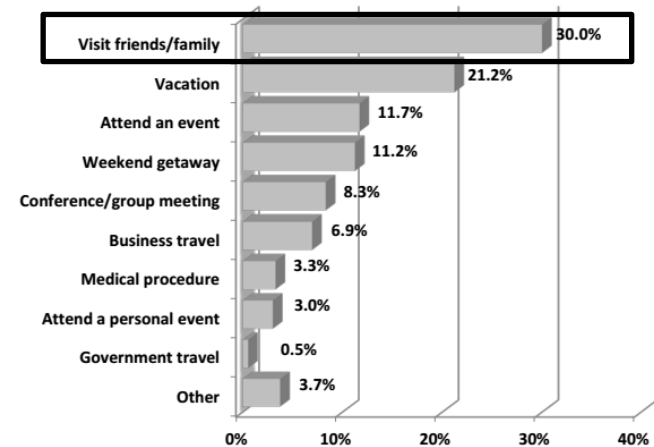


# TYPE OF TRAVEL TO HOUSTON

## PRE-TRIP

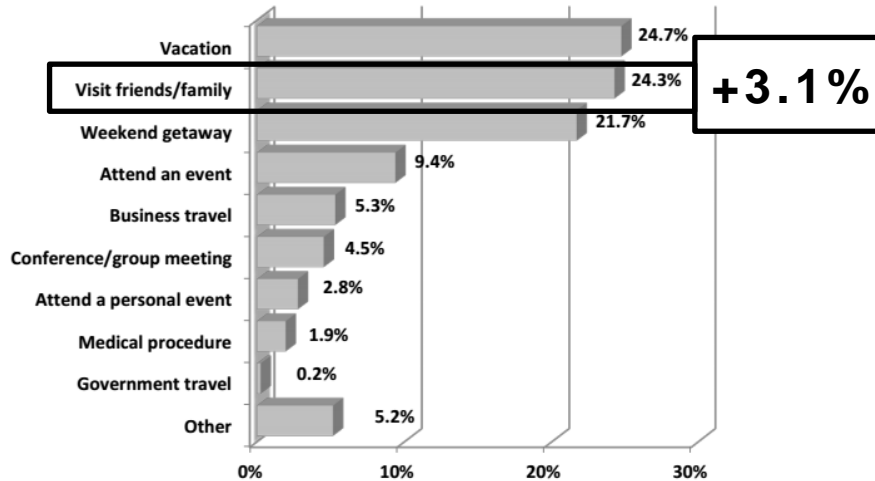


## POST-TRIP

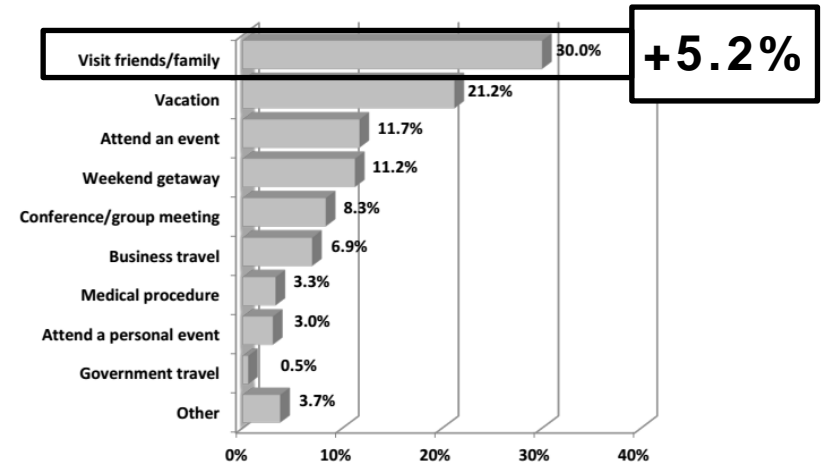


# TYPE OF TRAVEL TO HOUSTON

## PRE-TRIP



## POST-TRIP



**THANK YOU!**



# PETER YESAWICH

VICE CHAIRMAN OF  
MMGY GLOBAL





# SCHEDULE

<b>10:40 – 11:00</b>	BREAK
<b>11:00 - 11:50</b>	MORNING BREAKOUT SESSIONS
<b>12:00 - 1:50</b>	LUNCH & GHCVB ANNUAL MEETING
<b>2:10 - 3:10</b>	AFTERNOON BREAKOUT SESSIONS
<b>3:10 - 3:30</b>	BREAK
<b>3:30 - 4:30</b>	AFTERNOON BREAKOUT SESSIONS
<b>4:30 - 6:00</b>	NETWORKING RECEPTION & RAFFLE