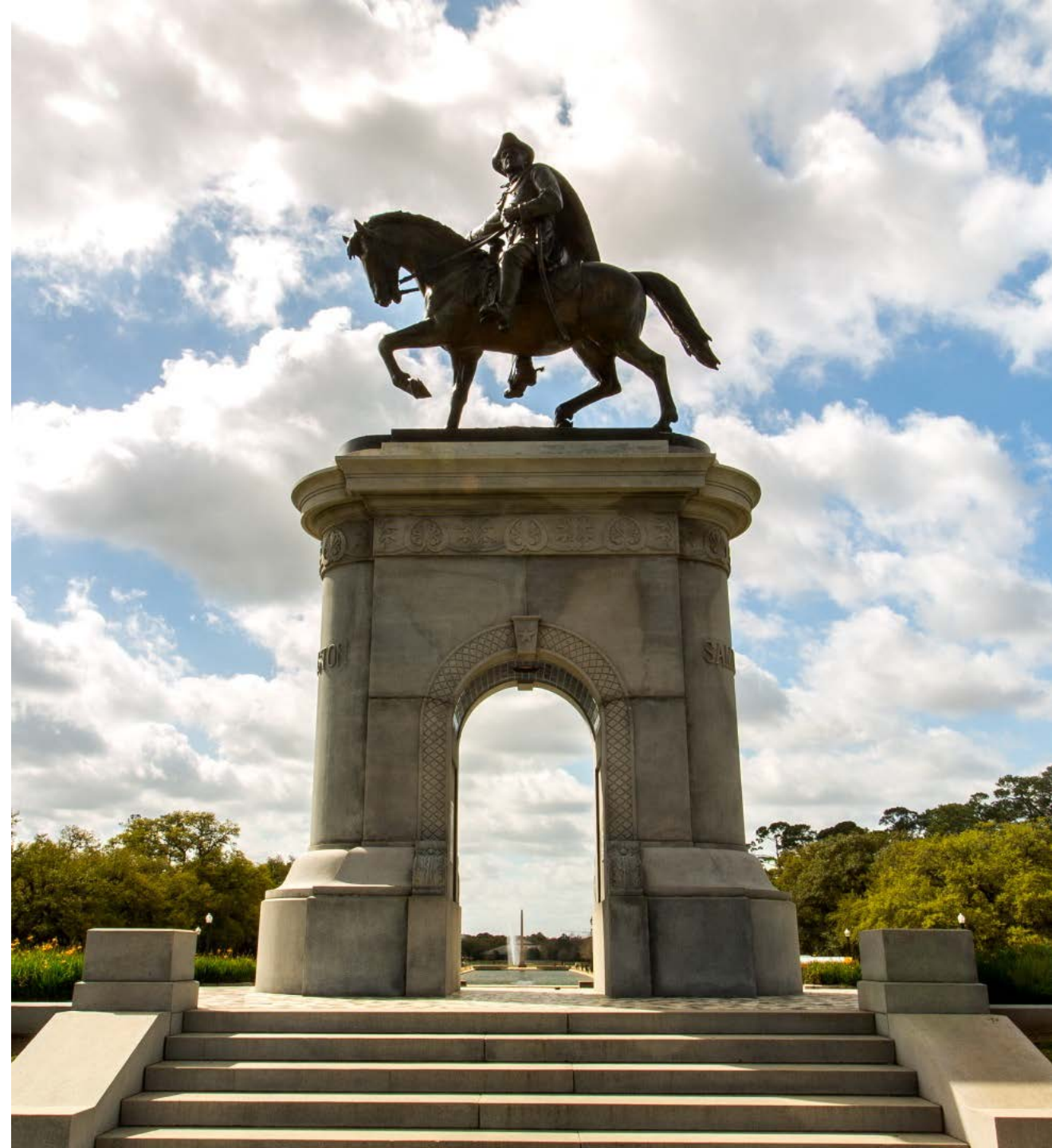


The Big Picture: Selling Houston as a Destination

2018
TOURISM
SUMMIT
and
GHCVB
ANNUAL MEETING
HOUSTON • TEXAS





Don Welsh
Destinations International



Jorge Franz
Senior Vice President of Tourism
Visit Houston



Cindy Decker
Vice President of Market Strategy
Visit Houston



Nathan Tollett
Director of Sales
Visit Houston

leisure



EVERYONE'S TALKING ABOUT US

“Houston is the most exciting food city in America”

- DAVID CHANG, UGLY DELICIOUS

“A Livestock Show and Rodeo Worth Seeing, but So Much More”

- NEW YORK TIMES

“One of the Best Urban Mural Festivals in the Country”

- FORBES

“Long known for its oil and natural gas industries, this diverse city is now defined by a new kind of energy.”

- WINE ENTHUSIAST

“Houston is like New York City with its density of mom and pop ethnic restaurants. It has huge areas of sprawl with malls and strip centers where no English is spoken and you can find kumquat trees, bootlegged electronics, and food carts selling fried chicken, crawfish, and noodles.”

- ESQUIRE MAGAZINE

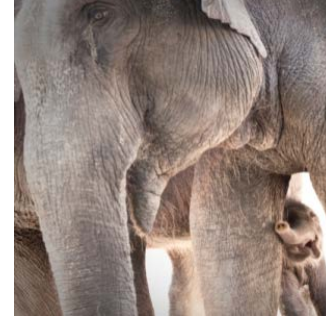
CityPASS DESTINATION

HOUSTON
CityPASS

Adult (12+) **\$59.00**

Child (3-11) **\$49.00**

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





REASONS TO LOVE HOUSTON

- Museum District
- Arts Investment
- Theater and Performing Arts
- 5 state designated cultural districts
- Sports
- Green Space
- Food
- Diversity
- Shopping

EVENTS

- Houston Livestock Show & Rodeo – **Attracted 2.5 million**
- Art Car Parade
- Chevron Houston Marathon
- ComicPalooza
- Day for Night
- Renaissance Festival
- Wings Over Houston



ENGAGE WITH US



**HOUSTON
INSIDER**

- Visit Houston Newsletter
- Facebook VisitHouston
- Instagram Visit_Houston
- Become an Insider
- Marketplace
- Use our Assets

meeting & convention sales



Accessibility



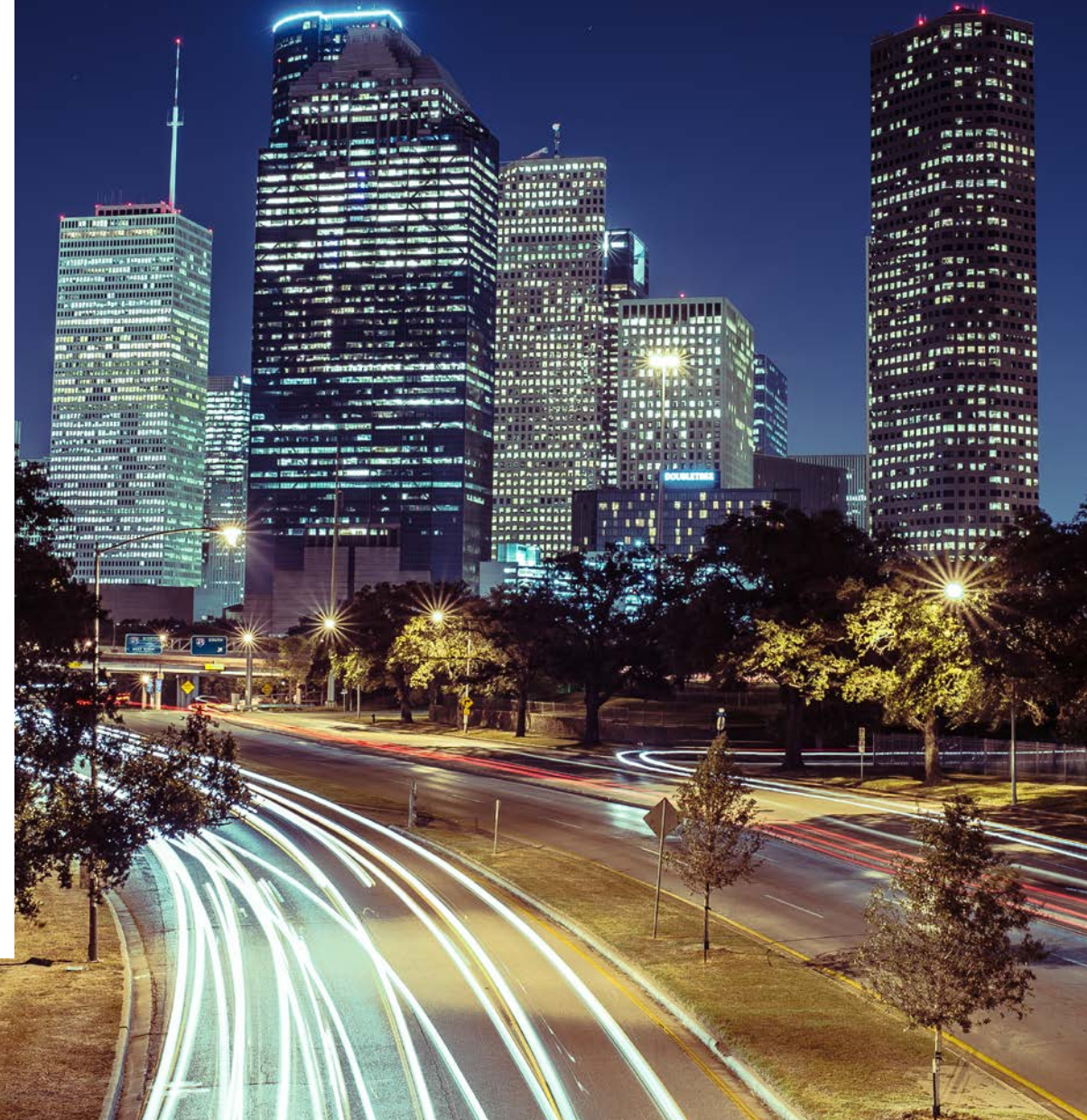
Convention Center/
Venues



Hotels



Attractions



An aerial photograph of several skydivers in freefall against a blue sky. The skydivers are silhouetted against the bright sky, with their limbs outstretched. Below them, a landscape of green fields and a town is visible from a high altitude.

DEPLOYMENT STRATEGIES

CITYWIDE TEAM

- 1,500 Peak or more
 - 7 Managers
 - 3 Houston
 - 1 Austin, TX
 - 2 Washington, DC
 - 1 Chicago, IL
-

NON-CITYWIDE TEAM

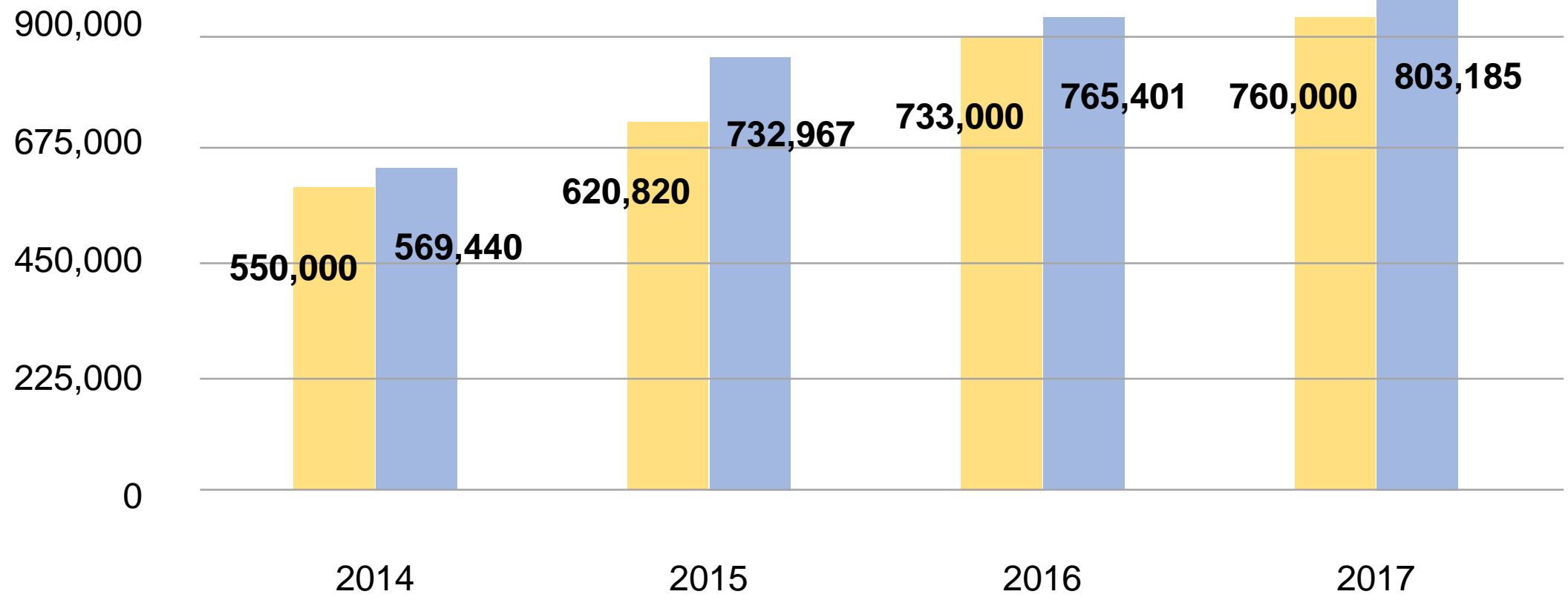
- 1,499 Peak or less
 - 6 Managers
 - 2 Account Development
 - Weekend/Need Period
-

INTERNATIONAL

- All groups
- 1 Director

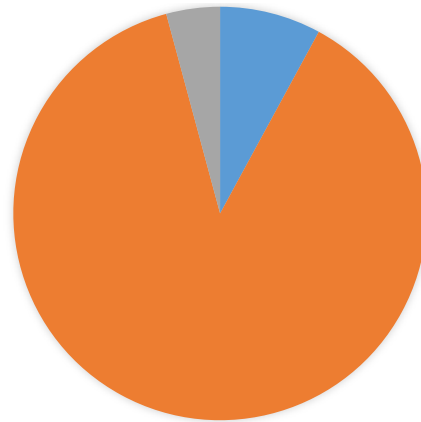
SALES TEAM PRODUCTION

Goal Production





2017 PRODUCTION



■ Citywide ■ Non-Citywide
■ International

CITYWIDE

- 34 Groups
 - 505,615
-

NON-CITYWIDE

- 377 Groups
 - 252,329
-

INTERNATIONAL

- 18 Groups
- 44,915



AMERICAN ASSOCIATION *of* CRITICAL-CARE NURSES

- May 2017
- 4,000 peak – 15,000 total room nights
- 7,000 attendees
- Past Destinations: Atlanta, San Diego, New Orleans, Chicago, Boston

AMERICAN
ASSOCIATION
of CRITICAL-CARE
NURSES



253 HOSPITALS



655 HOME HEALTH CARE



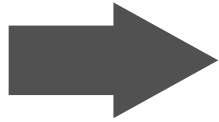
17,000 NURSES



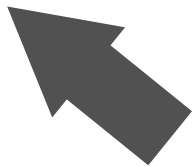
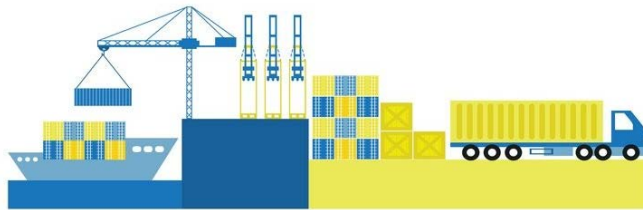
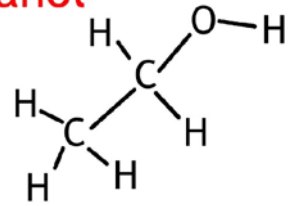
- 5 Associations
- 4,000 peak – 15,000 total room nights
- 9,000 attendees
- Past Destinations: Atlanta, San Diego, New Orleans







Ethanol



KINDER MORGAN
INC.



economic impact

ECONOMIC IMPACT

DIRECT



INDIRECT



INDUCED



TOOLS USED



TravelClick™



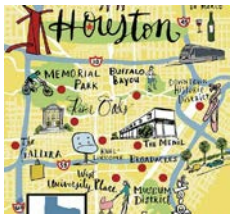
ECONOMIC ANALYSIS AND STRATEGY FOR GROUPS



Convention Center Availability –
Current Annual Occupancy 58.4%



Hotels – Review of Demand strategy
Houston Weekday Occ 65.7%
Houston Weekend Occ 60.9%

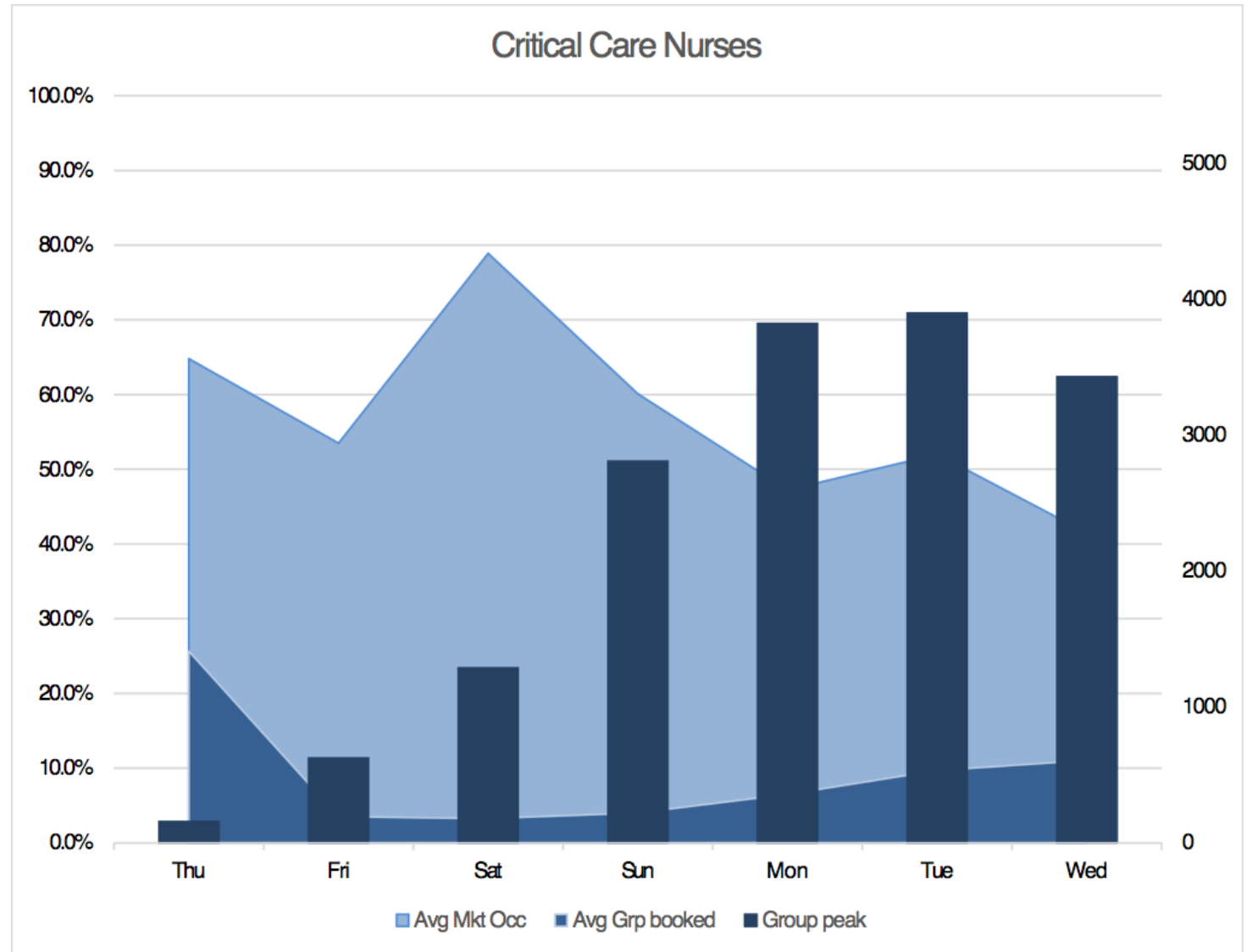


Understanding Attendance and overall
impact to Retail, F&B, transportation,
and compression Demand

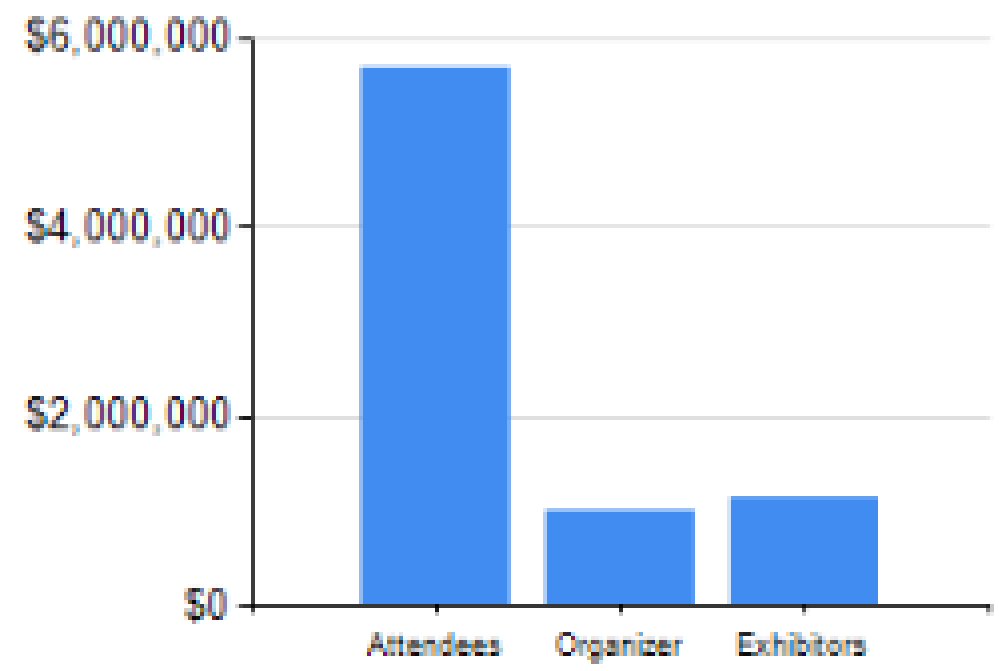


DEMAND IMPACT EXAMPLE

AMERICAN
ASSOCIATION
of CRITICAL-CARE
NURSES



Sales by Source



Sales by Sector

