

A photograph of a space shuttle launch at dusk or dawn. The shuttle is ascending vertically, leaving a large, billowing plume of white smoke and fire. The scene is reflected in a body of water in the foreground. A water tower is visible on the right side of the launch pad. The sky is a deep blue with some clouds. The text "SESSION: HOUSTON EXPERIENCE MARKETPLACE" is overlaid in white, bold, sans-serif font in the center of the image.

SESSION:
**HOUSTON EXPERIENCE
MARKETPLACE**



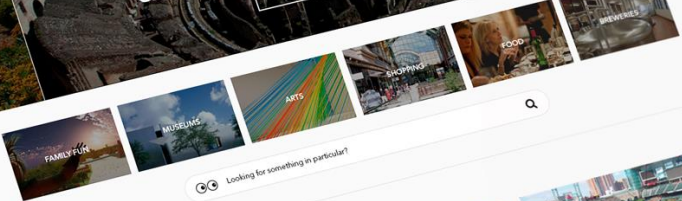
ASHLEY MCKENNEY

TOURISM PROJECT
MANAGER, VISIT
HOUSTON



MO PARIKH

CEO, BANDWANGO



Looking for something in particular?

Featured Passes and Packages



Houston Museum Pass
• Lorem ipsum dolor sit amet
• Odio magna aliqua
• Finish for lunch at somewhere nearby

\$39.00
20% Discount

ADD TO CART

LEARN MORE

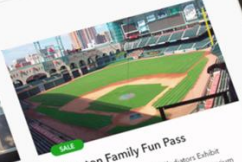


Houston Arts Lover Pass
• Includes Metro Pass, Merrill Collection, OverlookWorks
• Museum of Fine Arts Houston
• Contemporary Art Museum Houston

\$35.99 - 39.99
20% Discount

ADD TO CART

LEARN MORE



Houston Family Fun Pass
• Museum of Natural Science Gladiators Exhibit
• Houston Museum of Natural Science Planetarium
• Astros Stadium Tour

\$35.99 - \$45.99
20% Discount *Reservation Required*

ADD TO CART

LEARN MORE



Houston History Lover
• Includes Buffalo Soldiers National Museum
• Center Museum Houston
• Downtown's Evolving Skyline

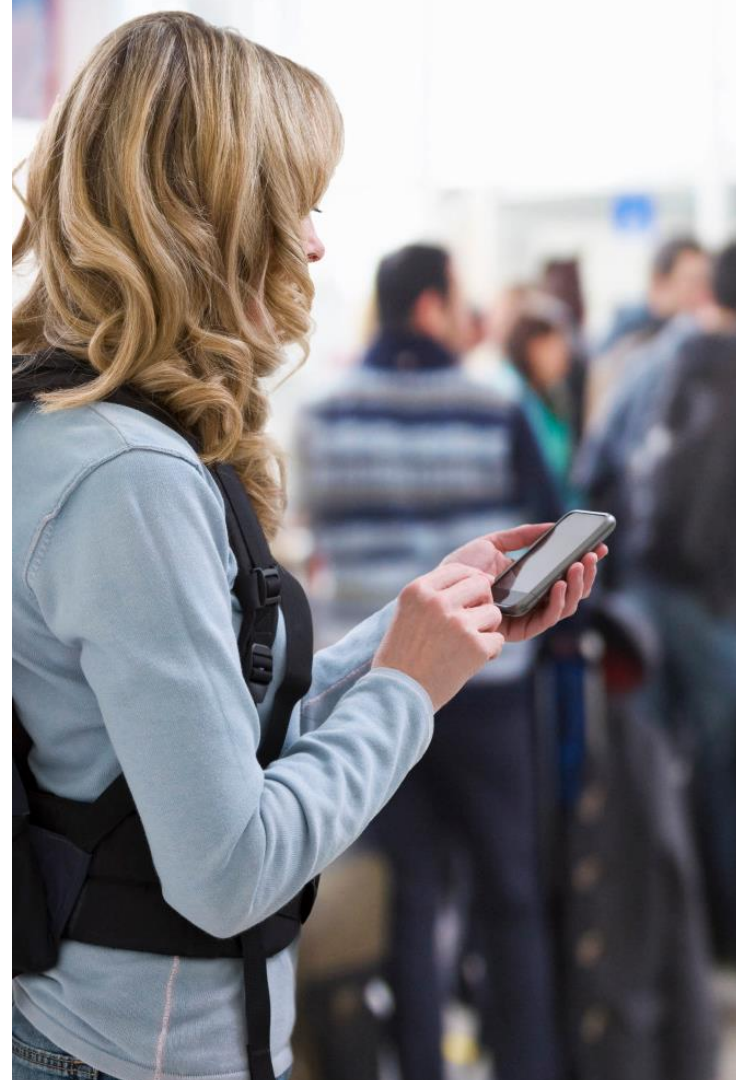


Houston Craft Beer Taster
• VIP Tour & Tasting at Saint Arnold
• Flight of Beer at Eureka Hoptics and Town in City
• Uber Credit

WHAT IS THE HOUSTON EXPERIENCE MARKETPLACE?

WHAT IS THE **HOUSTON EXPERIENCE MARKETPLACE?**

- Find, buy, and experience the best things to do in Houston
- Unique experiences crafted by Visit Houston and partnerships between local businesses
- A new way for Visit Houston to promote our great city
- Available to locals, visitors, and convention attendees





DATA COLLECTED

- Google Analytics
- Customer information
 - Name
 - Phone Number
 - Zip code, city, state, country
- Item(s) purchased
- Date purchased
- Date redeemed

TYPES OF PARTNERS AND EXPERIENCES

- Attractions
- Tour Operators
- Performing Arts Organizations
- Festivals and Events
- Local Businesses



2018 RE-CAP

Total Sales

\$140,856.20

Total Paid to Merchants

\$102,000.16

Total Experiences Sold

4,136

Total Pass Redemptions

4,756

Total # of Merchants

82

TOP 10 BEST SELLERS

1. Space Center Houston General Admission
2. The Houstonian Merry Mansions Tours
3. Typhoon Texas Single Day Passes
4. Magical Winter Lights Admission
5. 1-Day Houston Museum Pass
6. 1-Day Houston Brew Pass
7. Sugar Land Holiday Lights
8. HMNS Value Access Pass
9. HMNS General Admission
10. 90-Day Houston Brew Pass

2019 TO DATE

Total Sales

\$19,656.59

YoY Growth (YTD)

277% (\$19,656 vs \$5,209)

TOP 10 BEST SELLERS

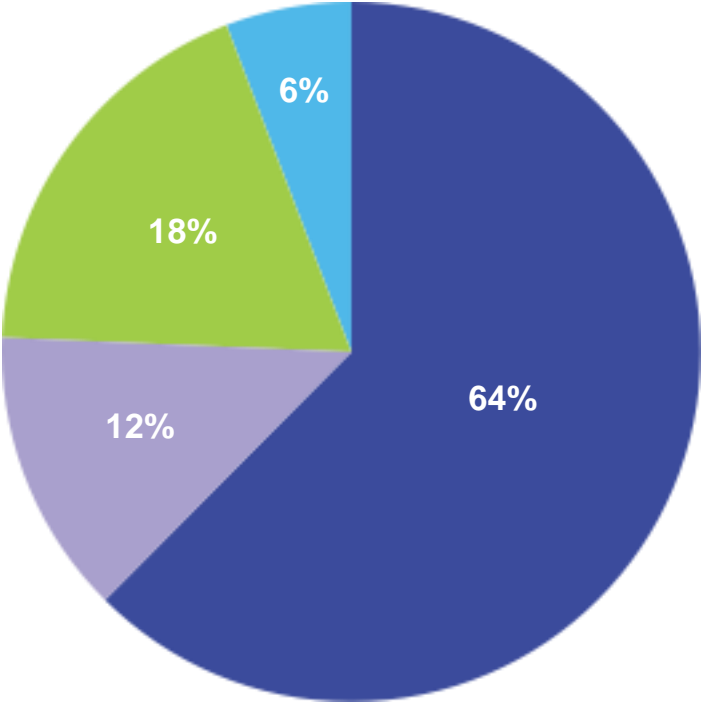
1. Space Center Houston General Admission
2. 1-Day Houston Museum Pass
3. 1-Day Houston Brew Pass
4. Space Explorer Pass
5. HMNS Butterfly Center & Planetarium
6. HMNS Value Access Pass
7. HMNS General Admission
8. City Tour & Space Center Tour
9. Vincent Van Gough: His Life in Art
10. Gator Country Admission

KEY LEARNINGS

- Thematic and geographic combinations for passes have been successful
- Customers are interested in both stand-alone products and combination passes
- Increased interest in seasonal experiences and events
- Persuasive language in product listings can make a big impact
- Users coming from VisitHouston.com show high conversion
- Gifting was popular (291 items gifted in 2018)



2018 GEOGRAPHIC SALES BREAKDOWN



Inside 50 miles of Houston



Texas, outside Houston

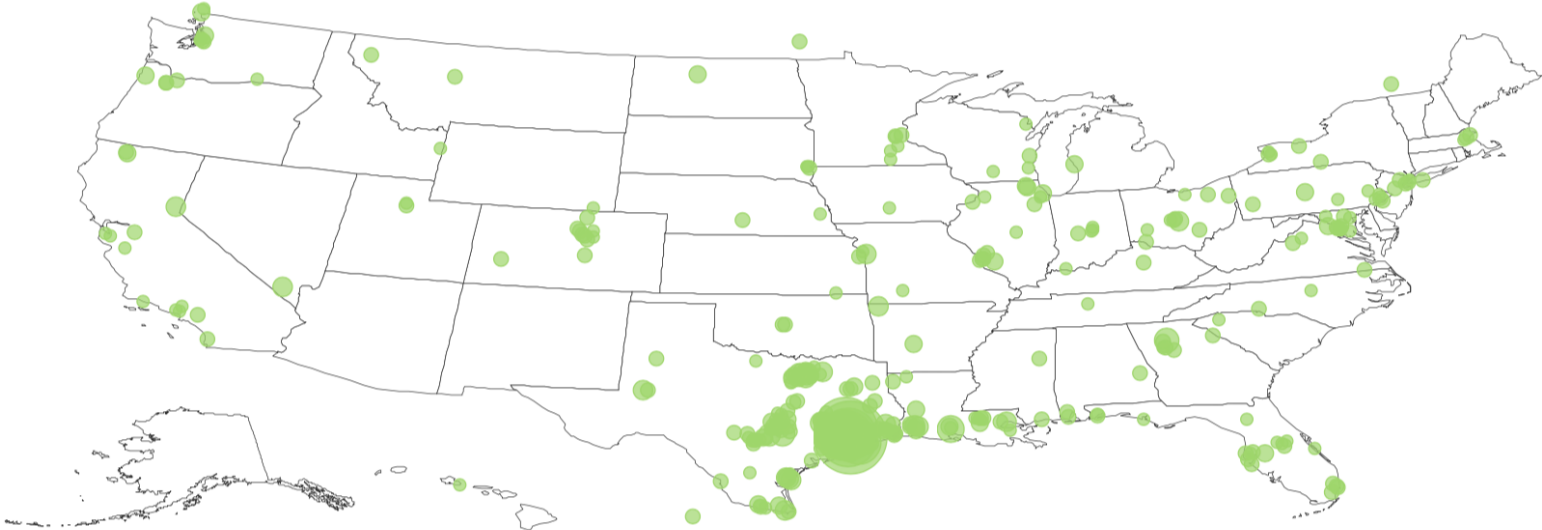


U.S. outside Texas



International

U.S. PURCHASES BUBBLE MAP



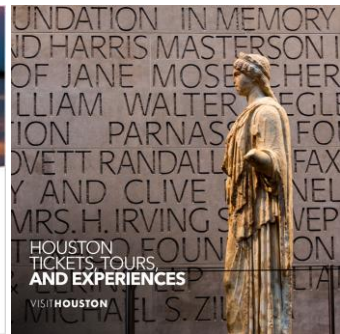


2018 MARKETING TACTICS

- Digital Display
- Social Media
- Paid Search/SEO
- Visit Houston Website
- Conferences
- Hotels
- Geofencing and Retrofencing
- E-mail

2018 MARKETING CAMPAIGNS

- “Always On”
- Spring: Spring Break
- Summer: Regional & Family/Value Friendly
- Fall: Festivals & Arts and Culture
- Winter: Holiday Experiences & Gifting Experiences





INTERESTING CONSUMER BEHAVIOR

Mobile Phone Use:

99% of redemptions are via mobile phone

Purchase Window

Type of Experience

Average Time Between Purchase and First Use

Recurring Tours	10.6 days
Seasonal Tours	26.7 days
Festivals & Events	2.4 days
Museums	4.9 days
Attractions	6.2 days
Brew Passes (1-Day, 3-Day, Conroe)	4.6 days
90-Day Brew Pass	46.8 Days

CREATING NEW EXPERIENCES



A Journey of Flavors Food Tour | \$53.99

A Journey of Flavors in Tomball, Texas

- Excite your senses with coffee, chocolate and BBQ!
- Lunch included
- The last Friday of each month - limited capacity!



Mixology Class

Poltin Bar & Kitchen

\$82.00 -
\$328.00

- Learn to make 3-4 delicious and unique cocktails
- Poltin: one of Houston's hot new bars restaurants
- Cocktail swag bag included!



1-Day Houston Brew Pass

\$28.95

- Pick four breweries to visit!
- Instant delivery - valid for 24 hrs after first use
- Additional discounts included



THE POWER OF PARTNERSHIPS

Building partnerships between community businesses enables us to develop new, unique experiences that have the flavor of Houston

EARLY CRETACEOUS

OTHER DESTINATION SUCCESSSES

365 Day passes are popular among locals and drive-markets

- Visit Salt Lake: 365-Connect Pass provides 1 admission to 16 attractions
 - \$260,000 sales in 2018 (54% of total)
 - 28,287 attraction redemptions (73% of total)
 - 63.3% outside of Salt Lake County vs 36.7% within Salt Lake County

Free drives BIG visitation

- Visit Colorado Springs – Free Crafts & Draft Passport - discounts @ 26 craft beverage locations (breweries, wineries, distilleries, cafes, restaurants)
- ~7,000 redemptions in 6 months at local businesses, \$360,000 economic impact
- 8,000 email addresses collected for future marketing efforts



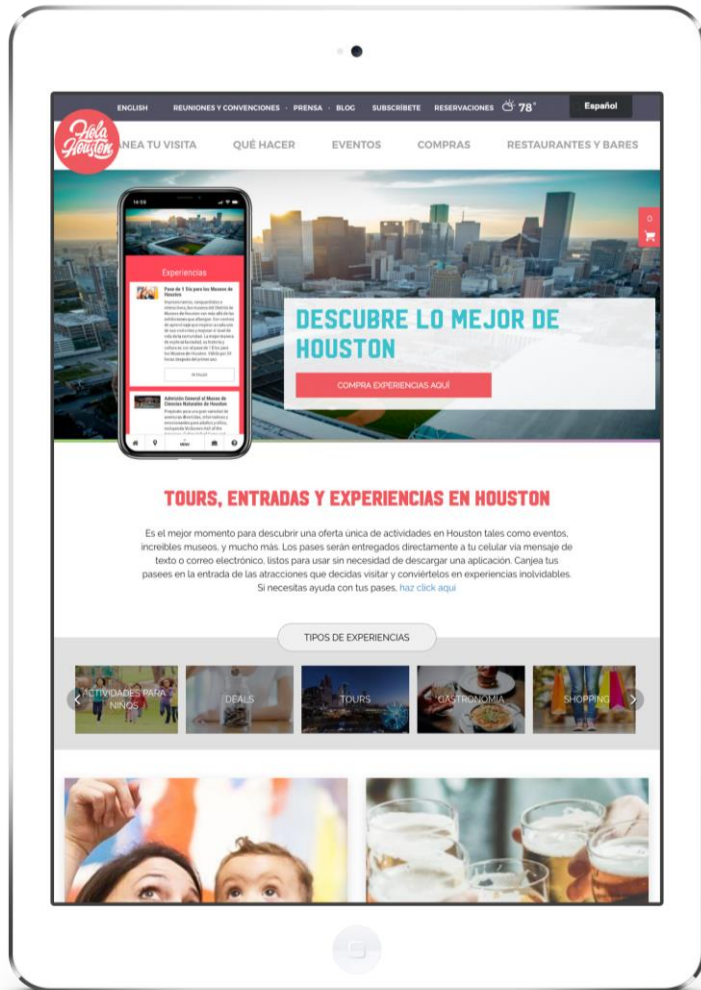


THE POWER OF PERKS

- Additional spending incentives can increase per-visitor spend
- High intent customers are great candidates for upsells
- Examples
 - Visit Denver
 - Visit Salt Lake
 - Bloomington CVB

2019 DEVELOPMENTS

A scenic view of a city skyline at sunset, reflected in a river, with the text '2019 DEVELOPMENTS' overlaid in white. The sky is filled with soft, orange and purple clouds, and the city buildings are silhouetted against the bright horizon. The river in the foreground reflects the sky and the city lights, creating a mirror-like effect. The overall atmosphere is peaceful and serene.



SPANISH MARKETPLACE

PERSISTENT CART

- ~10M visitors to Visit Houston web network annually
- Dynamically detects content on each page to provide highly relevant experiences to customers
- Allows customer to browse website, adding items to their cart along the way (“persists the cart”)

