

# 2019 HOUSTON TOURISM SUMMIT





# TRAVEL MATTERS

- 22.3 Million Visitors
- \$9.8 Billion Direct Spending
- 88,000 Total Houston Employment
- 140,000 Total Metro Employment
- 5th Largest Industry in Houston
- \$513 Million Local Tax
- \$718 Million State Tax



**NATIONAL**  
**TRAVEL &**  
**TOURISM**  
**WEEK** MAY 5-11, 2019

★ **TRAVEL** ★  
**MATTERS**

#ntw19



## *City Hall Rally Day*

Tuesday, May 7

Celebration at City Hall  
Reading of Proclamation at 1:30PM  
Reception following



## *Avenida Houston/ Comicalooza Event*

Friday, May 10, 11AM – 1:30PM

Visit [HoustonStreetFair.com](http://HoustonStreetFair.com) and Free Comicalooza Day Passes



## *Houston Dynamo Hospitality Night*

Wednesday, May 15

Go to [VisitHouston.com/DynamoTix](http://VisitHouston.com/DynamoTix)





**25 MILLION VISITORS  
BY 2020**

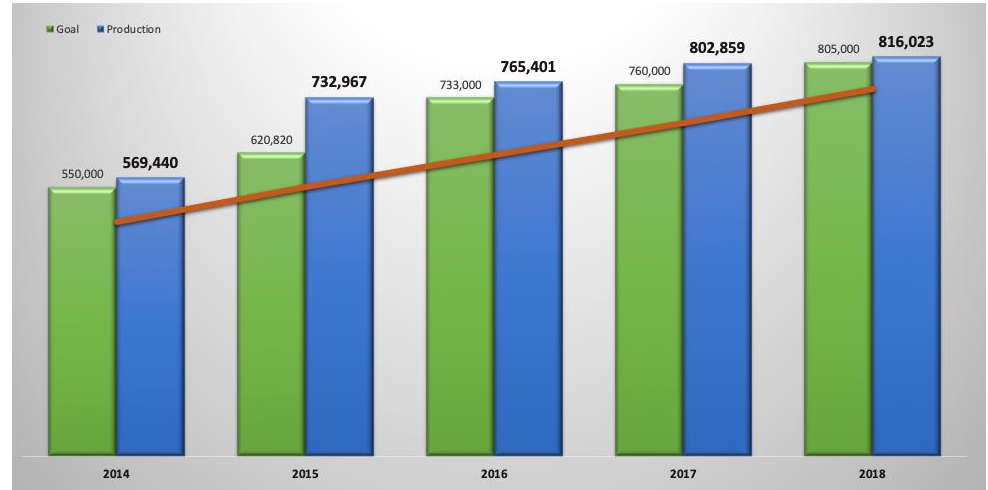
The background of the image is a deep space scene. It features a dense field of stars of various colors, including white, yellow, and blue. A prominent feature is a large, diffuse nebula or galaxy core in the center, glowing with vibrant purple and magenta hues, with some reddish-orange tones at its base. The overall color palette is dark, dominated by blacks and deep blues, with the bright colors of the nebula providing a focal point.

**WE ARE ON A  
GREAT TRAJECTORY**

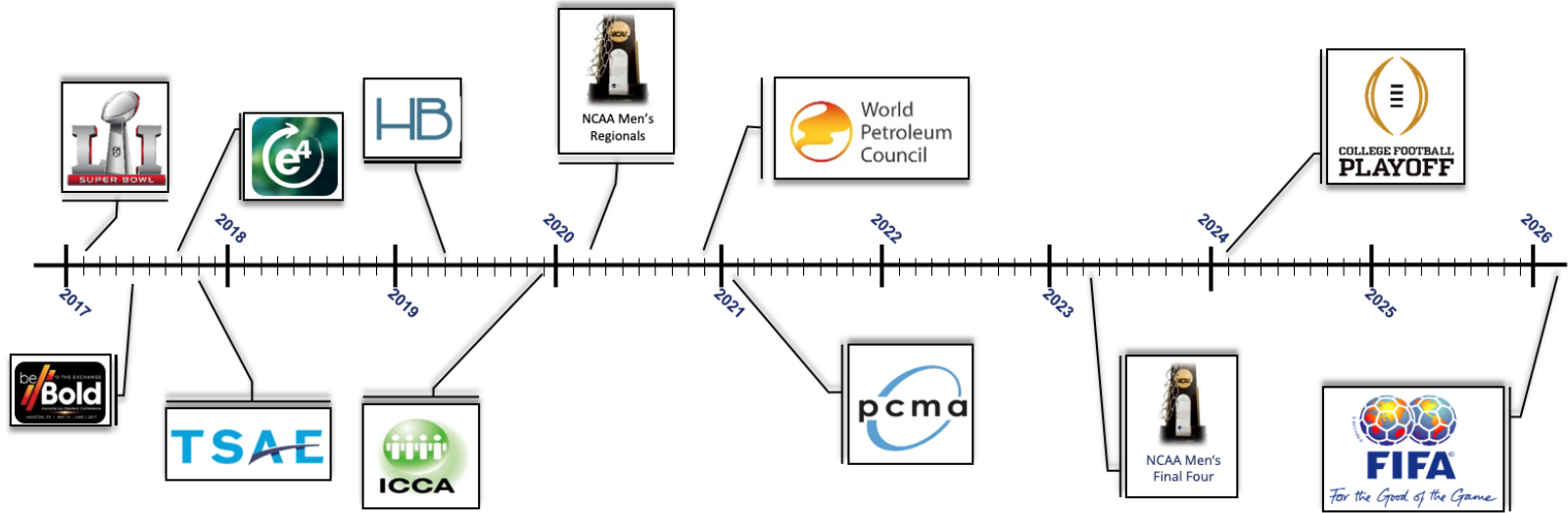
# A LOOK AT LEISURE VISITATION TO HOUSTON



# CONVENTION SALES ROOM NIGHTS GENERATED

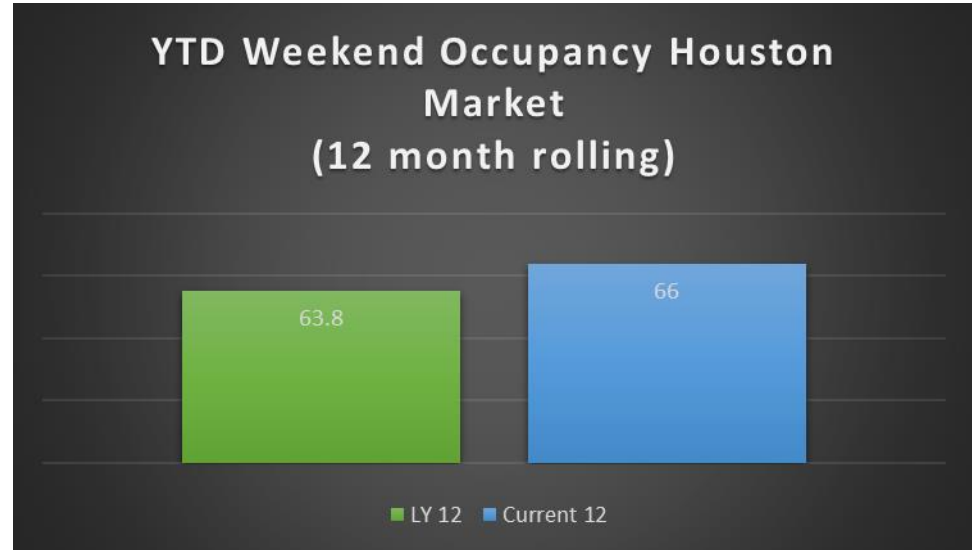


# INDUSTRY & MAJOR EVENTS





# WEEKEND OCCUPANCY



**FEATURED GUEST**

# EMILIA CLARKE

**GAME OF  
THRONES**

DAENERYS  
TARGARYEN

**SOLO:  
A STAR WARS  
STORY**

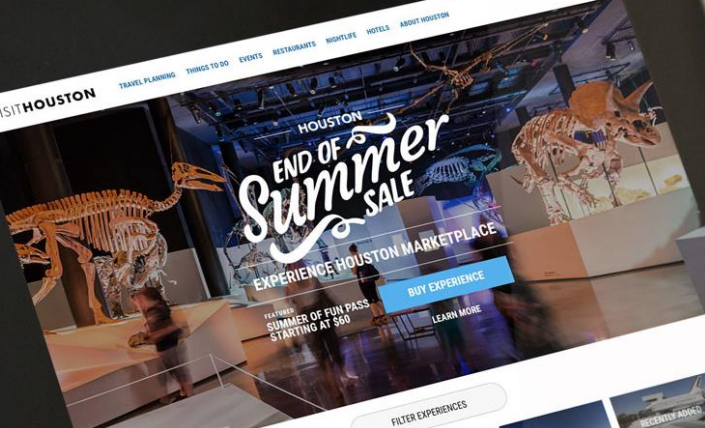
TERMINATOR  
GENISYS



**CP COMiCPALOOZA**

**MAY 10 - 12 | HOUSTON, TX**

GEORGE R. BROWN  
CONVENTION CENTER



FEATURED  
SUMMER OF FUN PASS  
STARTING AT \$68

BUY EXPERIENCE

LEARN MORE

FILTER EXPERIENCES



### Houston Tickets, Tours and Experiences

The Houston Experience Marketplace curates the best of Houston's happenings and year-round attractions into unique experience passes delivered instantly to your phone via text and email and are ready to use immediately with nothing to download. So what are you waiting for? Experience Houston today!



**1-Day Houston Brew Pass**

\$28.95

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

ADD TO CART

LEARN MORE



**1-Day Houston Museum Pass**

\$20.00 - \$27.95

- 9 paid museum admissions delivered seamlessly to your phone
- Exclusive discounts and perks
- Valid for 24 hrs after first use

ADD TO CART

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**Space Center Houston General Admission**

\$21.95 - \$23.95

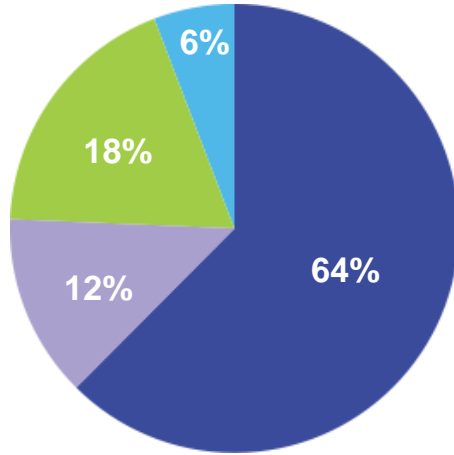
- Admission to one of Houston's top attractions
- Take a behind-the-scenes look at NASA
- More than 400 things to see and do

ADD TO CART

LEARN MORE



# 2018 HOUSTON MARKETPLACE RESULTS



GEOGRAPHIC SALES BREAKDOWN

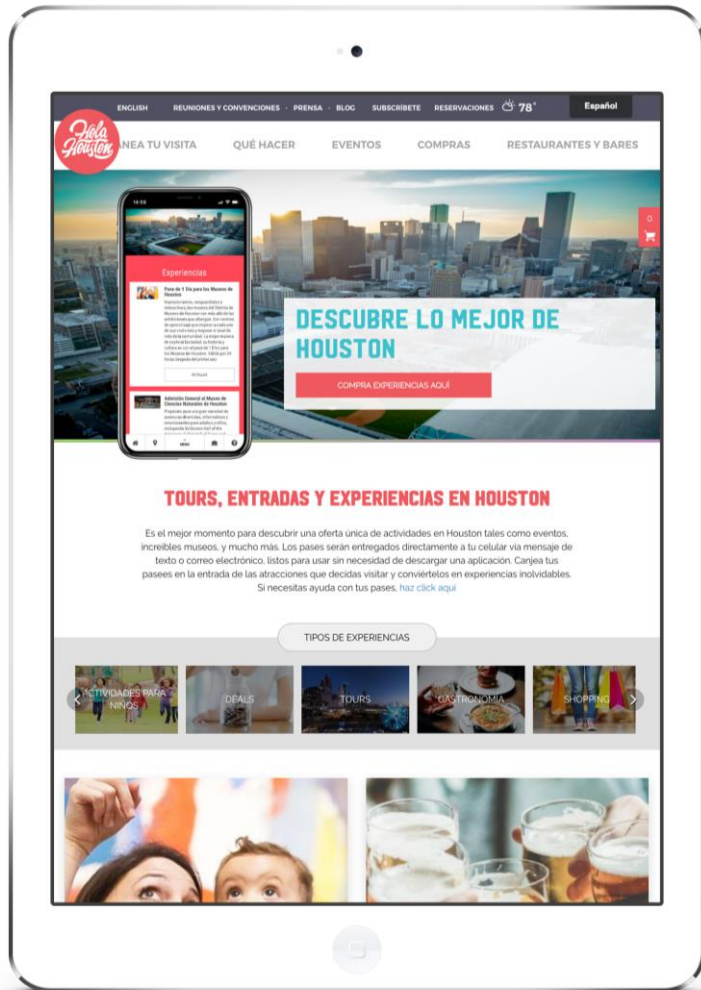
- Inside 50 miles of Houston
- Texas, outside Houston
- U.S. outside Texas
- International

EXPERIENCES SOLD

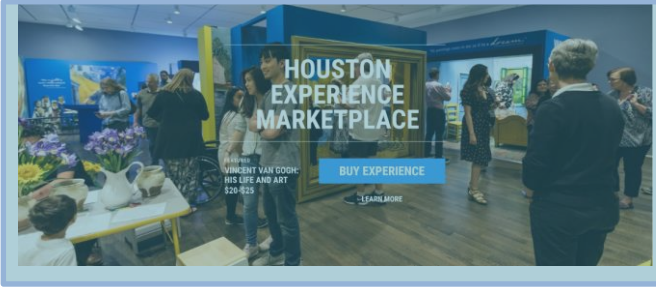
**4,136**

DOLLARS SOLD

**\$140,856**



# HOLA HOUSTON MARKET



Marquee Partner - \$5,000

FILTER EXPERIENCES

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#### Dance Salad Festival 2019

- Performances by New York City Ballet, Royal Danish Ballet, Maria Achirova, Singapore Ballet Dancers & more from Italy, Finland and USA!
- Tickets starting at \$25
- April 18, 19 and 20, 7:30 p.m. at Wortham Center

LEARN MORE



#### Vincent van Gogh: His Life in Art

\$20.00 - \$25.00

- Museum of Fine Arts, Houston
- Showcase portraits, landscapes, and still life drawn primarily from the collections of the Van Gogh Museum in Amsterdam and the Kröller-Müller Museum in Otterlo, the Netherlands.
- May 10 - Jun 27, 2019

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#### Houston CityPASS

- Visit Houston! Save 47% on admission to Houston's top attractions!
- Spend less, experience more at 7 Houston locations!
- Including Space Center Houston, Downtown Aquarium, Houston Museum of Natural Science, Houston Zoo, Museum of Fine Arts, Houston and Kemah Boardwalk, OR Children's Museum of Houston

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Featured Partner - \$2,000



Marriott INTERNATIONAL

#### Save at Marriott Hotels this Spring

This spring experience inspired artist exhibits, world-class dining, romance including beaches and history that comes alive in space as well as on Earth. Enjoy the best of Houston when you travel with Marriott. Book early and save 10% throughout Houston including these amazing properties.

- Marriott Marquis Houston
- The Westin Galleria Houston
- Le Meridien Houston Downtown
- 28 Marriott Houston
- The St. Regis Houston

Marriott Bonvoy members receive an extra 5% off

LEARN MORE

Enhanced Partner - \$3,500



#### 1-Day Houston Brew Pass

\$28.95

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

ADD TO CART

LEARN MORE



#### 1-Day Houston Museum Pass

\$26.00 - \$27.95

- 8 paid museum admissions delivered seamlessly to your phone
- Exclusive discounts and perks
- Valid for 24 hrs after first use

ADD TO CART

LEARN MORE



#### Space Center Houston General Admission

\$21.95 - \$23.95

- Space Center Houston
- Admission to one of Houston's top attractions
- Take a behind-the-scenes look at NASA
- More than 400 things to see and do

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Highlighted Partner - \$1,000

Native Ad Partner









**HOUSTON  
INSIDER**





# A WHOLE NEW UNIVERSE

The new Visit Houston AR Scanner brings two-dimensional objects to life with stunning visuals that enhance the visitor experience. Tour the city and scan murals and other art pieces for a world of digital content waiting to be discovered.


## DIRECTIONS TO DOWNLOAD

- Go to your device's app store
- Search "Visit Houston AR Scanner"
- Download/install

Experience a city woven by a tapestry of cultures.



#HoustonIsInspired

**Houston**



**BRING THIS SCENE TO LIFE!**

- Go to your device's app store
- Install "Houston AR Scanner"
- Scan this ad


Location: Graffiti Park  
 Mural by: Daniel Anguilo  
 Featuring: Felice + Shanna  
 @UrbanSwank

VISITHOUSTON

Discover a city where fresh ideas and local pride unite our community.



#HoustonIsInspired

**Houston**



**BRING THIS SCENE TO LIFE!**

- Go to your device's app store
- Install "Houston AR Scanner"
- Scan this ad

Location: Graffiti Park  
 Mural by: Gordon  
 Featuring: Gordon  
 @BlueWinkids

VISITHOUSTON

"A city where if you dream big, big things can happen."

#HoustonIsInspired

**Houston**



**BRING THIS SCENE TO LIFE!**

- Go to your device's app store
- Install "Houston AR Scanner"
- Scan this ad




Location: Graffiti Park  
 Mural by: PinkLowe  
 Featuring: Anahi  
 @TheStacyMom

VISITHOUSTON

# SPACE CITY SUMMER



PRESENTING SPONSOR



TOURISM SUMMIT SPONSORS



TOURISM SUMMIT MEDIA SPONSORS



# AFTERNOON BREAKOUT SESSIONS

- 2:45 - 3:30** HOUSTON INSIDER CERTIFICATION
- 2:45 - 3:30** DEVELOPMENT SPOTLIGHT: DOWNTOWN & UPTOWN
- 2:45 - 3:30** CULTURAL PLAN TO CULTURAL ACTION
- 2:45-3:30** CASE STUDY: TOURISM MARKETING SUCCESS
- 3:45 - 4:30** HOUSTON INSIDER CERTIFICATION
- 3:45 - 4:30** DESIGNING FOR THE FUTURE: GREEN SPACE UPDATE
- 3:45-4:30** HOW HOUSTON MOVES: TRANSPORTATION UPDATES
- 3:45-4:30** A NEW UNIVERSE OF RESEARCH

