

A rocket launch at dusk. The rocket is ascending vertically, leaving a large, billowing plume of white smoke and fire. The scene is set against a dark, twilight sky. In the foreground, there is a body of water reflecting the light from the launch. The overall atmosphere is dramatic and powerful.

SESSION:

# LAUNCHING THE NEW JOINT TOURISM MARKETING PROGRAM



## **EMILIE HARRIS**

TOURISM PROJECT  
MANAGER, VISIT  
HOUSTON



## **BILL STEINKE**

GROUP MEDIA DIRECTOR,  
MMGY GLOBAL



Houstonfirst.

**PROGRAM OVERVIEW**

The Houston First Co announce the third "TIP" this year to m plan includes a focu strives to encourag tourism industry s themed promotio investing \$275,00

**The 2018 Touris**

- Invest f
- Provid
- Encou
- Give
- En
- Si
- C

**The 201**

- 
- 
- 
- 

Or  
yc

DIFFICULT  
DIFFICULT



LEMON  
DIFFICULT

DUSTON

25

25

15

5

?

0

has  
is

rth

# SO WHAT'S THE GOAL?

**Easy**  
**Affordable**  
**Relationship forming**





### Houston Tickets, Tours and Experiences

The Houston Experience Marketplace curates the best of Houston's cultural attractions and things-to-do into unique experience passes. Passes are 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? Isn't it time you fell in love with Houston?

Category	Data
Total Views of Marketplace Home Page	17,350
Average time on Marketplace Home Page	02:12
Total Views of Bayou City Art Festival Product Detail Page	1,410
Average time on Product Detail Page	02:38
Passes sold	74






FEATURED 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 made to use immediately with nothing to download. So what are you waiting for? Experience Houston. Today!

 <p><b>Dance Salad Festival 2019</b></p> <ul style="list-style-type: none"> <li>• Performances by New York City Ballet, Royal Danish Ballet, Miami Bachchella, Singapore Ballet Theatre &amp; more from Italy, Finland and USA</li> <li>• Tickets starting at \$23</li> <li>• Apr 18, 19 and 20, 7:30 p.m. at Wortham Center</li> </ul> <p><a href="#">LEARN MORE</a></p>	 <p><b>Vincent van Gogh: His Life in Art</b> <span>\$20.00 - \$25.00</span></p> <p>Museum of Fine Arts, Houston</p> <ul style="list-style-type: none"> <li>• Discover van Gogh's portraits, landscapes, and still lifes as they relate to the collections of the Van Gogh Museum in Amsterdam and the Kröller-Müller Museum in Otterlo, the Netherlands.</li> <li>• Mar 10 - Jun 21, 2019</li> </ul> <p><a href="#">ADD TO CART</a> <a href="#">LEARN MORE</a></p>	 <p><b>Houston CityPASS</b></p> <ul style="list-style-type: none"> <li>• "Holding Houston!" Save 47% on admission to Houston's top attractions</li> <li>• Spend less, experience more at 7 Houston locations!</li> <li>• Including: Space Center Houston, Downtown Aquarium, Houston Museum of Natural Science, Houston Zoo (at Museum of Fine Arts, Houston) and Marsh-Bowling Off Children's Museum of Houston</li> </ul> <p><a href="#">LEARN MORE</a></p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



Save at Marriott Hotels this Spring

This spring experience inspired artist exhibits, world-class dining, authentic shopping markets and more that come alive in spaces 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
- 2U Marriott Houston
- The St. Regis Houston

Marriott Bonvoy members receive an extra 25% off!

[LEARN MORE](#)

 <p><b>1-Day Houston Brew Pass</b> <span>\$28.95</span></p> <ul style="list-style-type: none"> <li>• Pick four breweries to visit</li> <li>• Instant delivery - valid for 24 hrs after first use</li> <li>• Additional discounts included</li> </ul> <p><a href="#">ADD TO CART</a> <a href="#">LEARN MORE</a></p>	 <p><b>1-Day Houston Museum Pass</b> <span>\$20.00 - \$27.95</span></p> <ul style="list-style-type: none"> <li>• 9 paid museum admissions delivered seamlessly to your phone</li> <li>• Exclusive discounts and perks</li> <li>• Valid for 24 hrs after first use</li> </ul> <p><a href="#">ADD TO CART</a> <a href="#">LEARN MORE</a></p>	 <p><b>Space Center Houston General Admission</b> <span>\$21.95 - \$23.95</span></p> <p>Space Center Houston</p> <ul style="list-style-type: none"> <li>• Admission to one of Houston's top attractions</li> <li>• Take a behind-the-scenes look at NASA</li> <li>• More than 400 things to see and do!</li> </ul> <p><a href="#">ADD TO CART</a> <a href="#">LEARN MORE</a></p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

# HOUSTON CityPASS

- Native Pass
- Enhanced Partner for Spring Break
- 311 Clicks



**PLAY AROUND IN H-TOWN**

HOUSTON CityPASS

SAVE 47% >

VISITHOUSTON

# **MEDIA STRATEGY**





01  
PROSPECTING

INTEREST SEGMENTS  
CONTEXTUAL  
DEMOGRAPHIC  
GEO



02  
INTENT

TRAVEL BEHAVIOR  
SEARCH RETARGETING  
PAST VISITATION



03  
IN-MARKET

RETARGETING  
ENGAGED USERS



01

## PROSPECTING

### Demographic

- Adults 25-54
- HHI \$75K+

### Geographic

- Primary
- Secondary

### Contextual

- Travel
- Entertainment
- Events



02

## INTENT

### Travel Behavior

- Hotel Searches & Bookings
- Flight Searches & Bookings
- Trip Planning & Intent

### Search Retargeting

- Targets users based on web searches

### Past Visitation

- Target users who have previously visited Houston



03

## IN-MARKET

### Retargeting

- Past site visitors

### Engaged Users

- Users interacting with brand placements
- Actively looking for things to do on the Marketplace site

# CAMPAIGN SUMMARY

**PROGRAMMATIC  
DIGITAL**



Data driven display delivered to audiences based on demo, geo, and behavior indicators

**MOBILE**



Reach consumers on their mobile devices and target based on visitation or travel behaviors – in market visitation measurement

**NATIVE**



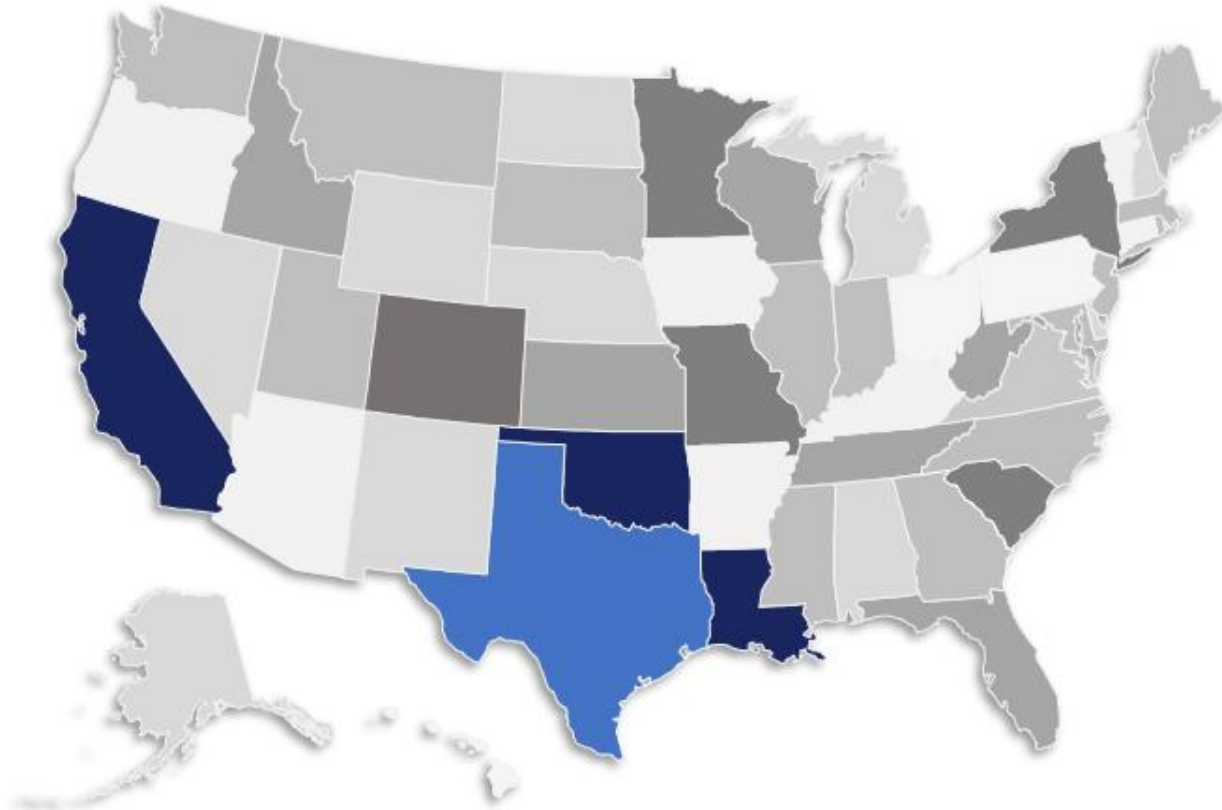
Position media and content within the natural environment of the websites consumers are already interacting with

**EMAIL**



Deploy custom emails to reach consumers within a direct response environment

# TARGET MARKETS



## PRIMARY IN-STATE:

- Dallas-Ft. Worth
- San Antonio
- Austin
- Beaumont-Port Arthur
- Waco-Temple-Bryan
- Tyler-Longview(Lufkin & Nacogdoches)
- Harlingen-Weslaco-Brownsville-McAllen
- Corpus Christi

## SECONDARY OUT-OF-STATE:

- Los Angeles CA
- Baton Rouge LA
- Oklahoma City OK
- New Orleans LA
- Lafayette LA
- Shreveport LA
- Lake Charles LA

**CREATIVE**



**BULL  
RIDES**



**FULL  
SLABS**



**HOT  
BANDS**



**IT'S GOING  
DOWN IN  
H-TOWN**

**HOUSTON  
LIVESTOCK  
SHOW AND  
RODEO™**

[PLAN YOUR TRIP >](#)

**VISITHOUSTON**



**FAMILY  
FRIENDLY**



**FROM  
HANDS-ON**



**TO  
LIFTOFF**



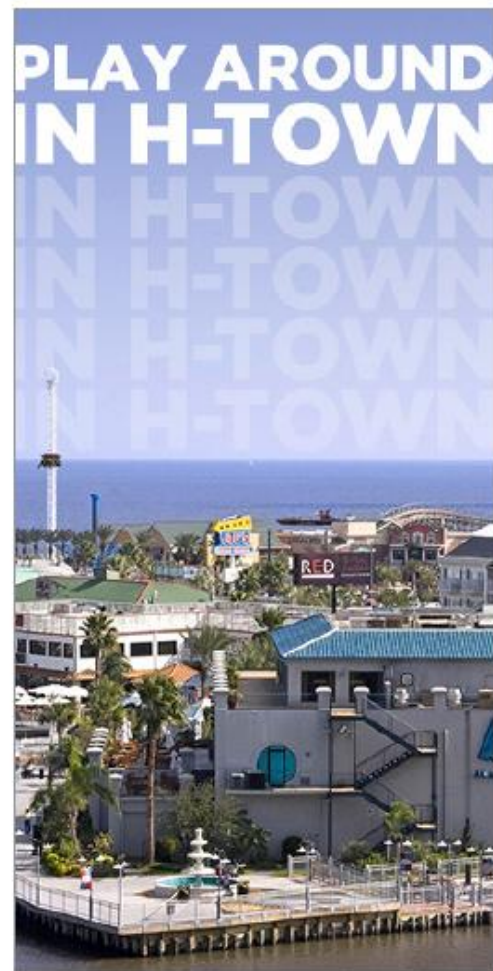
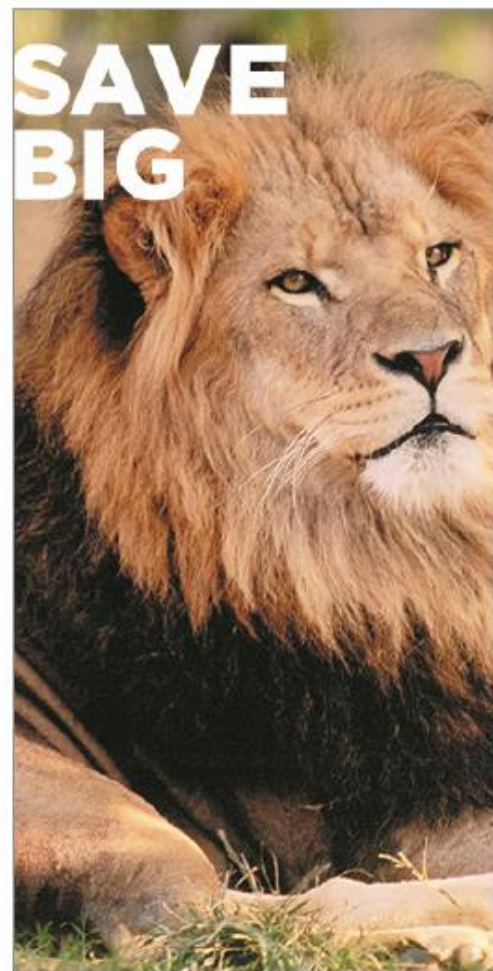
**PLAY AROUND IN  
H-TOWN**



VISIT  
**HOUSTON**

PLAN YOUR TRIP >





**HOUSTON CityPASS**

SAVE 47% WITH CITYPASS

[GET DEAL >](#)

**VISIT HOUSTON**

## VISITHOUSTON



### It's All Found in H-Town

THE MUSEUM OF FINE ARTS

Houston is home to rich history, 150+ museums, endless attractions – including a space center, aquarium, and zoo – and was recently named “the newest capital of great food.” Don’t be surprised if spring in Houston becomes your favorite season.

PLAN YOUR TRIP



### NON-STOP VAN GOGH

Follow the four key stages of Van Gogh's career with more than 50 masterpieces when you visit the Houston Museum of Fine Arts. Don't miss your chance to experience these iconic works of art all in one place – the exhibition runs through the end of June.

GET TICKETS



### YOUR BEST STAY

When you visit a new town, the last thing you want to worry about is if you're staying in the right place. When you book with Marriott, not only will you save up to 15% off but you're guaranteed to be staying close to the city's rich history, world-class dining, the arts and shopping meccas.

BOOK YOUR STAY

MUSEUM PASS

### EXPLORE THE CITY

The museums of Houston's museum district are more than the exhibits they house, they are centers of learning that inspire visitors of all ages. The Houston Museum pass offers exclusive discounts and perks when it comes to discovering the city's culture.

LEARN MORE

BREW PASS

### SIP & SAVOR

From lagers to IPAs and stouts to sours, Houston is home to a huge variety of craft beers – and the Houston Brew Pass is the best way to try them all. Check out 14 craft breweries and enjoy unique flights at each.

DRINK UP

## VISITHOUSTON



### Play Around in H-Town

THE MUSEUM OF FINE ARTS

There are family experiences you can have anywhere, but that's not what Houston offers. Our amusement parks, museums and the zoos are full of one-of-a-kind adventures your kids won't soon forget.

PLAN YOUR TRIP

CITYPASS

### DO IT ALL

Houston is full of can't-misses and must-dos. With CityPASS, you can do everything and still save. Get tickets to the top museums and attractions, including the Space Center, aquarium, Museum of Natural Science, and many others all with just one pass.

PLAY BIG

MUSEUM PASS

### EXPLORE THE CITY

The museums of Houston's museum district are more than the exhibits they house, they are centers of learning that inspire visitors of all ages. The Houston Museum pass offers exclusive discounts and perks when it comes to discovering the city's culture.

LEARN MORE

BREW PASS

### SIP & SAVOR

From lagers to IPAs and stouts to sours, Houston is home to a huge variety of craft beers – and the Houston Brew Pass is the best way to try them all. Check out 14 craft breweries and enjoy unique flights at each.

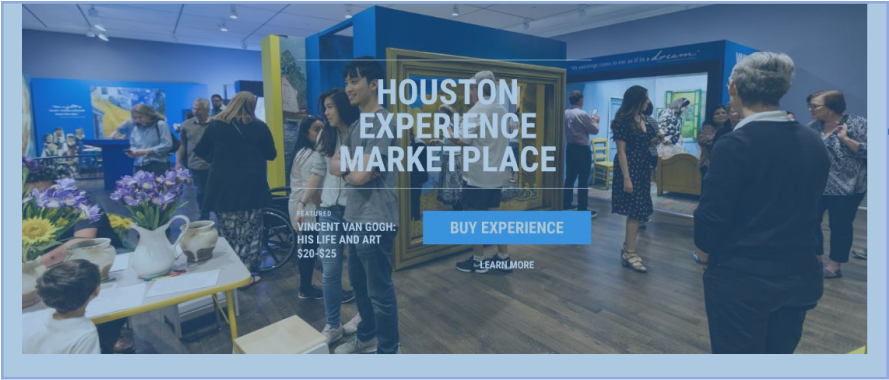
DRINK UP

# PRELIMINARY RESULTS



**13.6MM  
Impressions**

**207K  
Site Actions**



## Marquee Partner - \$5,000

- Prime placement in marquee banner with button for spotlight experience in marquee
- Featured in primary campaign creative
- Experience featured in call to action creative that leads to product detail page
- Option for pixel placement in banner ads

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!

## Featured Partner - \$2,000

- Prime placement at top of page

## Native Ad Partner

- Non-Marketplace partners will have a link off to their sites and different buy-in levels
  - **Marquis** - \$6,000
  - **Featured** - \$2,500
  - **Enhanced** - \$4,000
  - **Highlighted** - \$1,500
  - **Basic** (below Highlighted) - \$1,000

## Enhanced Partner - \$3,500

- Prime placement as rotating content piece on page
- Experience featured in call to action creative that leads to product detail page

## Highlighted Partner - \$1,000

- Prime placement of your experience on page

A background image of several white daisies with yellow centers, set against a soft, out-of-focus green background.

**SUMMER – 5/27 – 9/2**

A background image of dense autumn foliage with leaves in shades of green, yellow, and orange, set against a soft, out-of-focus background.

**FALL – 9/9 – 11/18**

A background image of holiday decorations, including a gold bell, a red Christmas ornament, and green garlands, set against a soft, out-of-focus background.

**HOLIDAY – 11/18 – 12/31**

# QUESTIONS?



Bill Steinke  
Group Media Director, MMGY Global  
[bsteinke@mmgyglobal.com](mailto:bsteinke@mmgyglobal.com)



Emilie Harris  
Tourism Project Manager, Visit Houston  
[eharris@visithouston.com](mailto:eharris@visithouston.com)