

# INVESTING IN HOUSTON'S FUTURE

THE TRAVEL ECONOMY



**GREATER HOUSTON  
CONVENTION AND  
VISITORS BUREAU**



GHCVB

# MEMBER SHIP

The Greater Houston Convention and Visitors Bureau (GHCVB) manages and maintains programs and benefits that provide exclusive member resources, tools, exposure, member engagement and the opportunity to garner potential business.

GHCVB members are the foundation of our visitor experience and our most important asset and advocate.

The strategic alliance with Houston First Corporation/ Visit Houston includes four GHCVB Executive Board Members serving on the HFC board and six GHCVB board members serving on HFC sub-committees, strengthening the alliance with a joint voice:

1. Operations Committee
2. Hotel Committee
3. Benefits, Compensation and Finance Committee
4. Entrepreneurial Committee
5. Sales, Tourism and Marketing Committee
6. Procurement Committee

Join the 1,100 active GHCVB Members and become an important part of the largest network of hospitality and tourism professionals in Houston/ Harris County.



## BASIC MEMBER BENEFITS



## MEMBERNET/ EXTRANET 4.0

- **Confidential Convention Calendar Access**
- **Convention Alerts**
- Timely Access to **Hotel Leads and Service Referrals**
- **Member Site Visits**
- **Show Your Badge Program** for restaurant and nightlife members
- **Member to Member Post Board**
- **GHCVB Membership Directory**
- Access to **Monthly Industry Reports and Hotel Trends**



## ADVERTISING & VISIBILITY

- **Enhanced Website Listings** for arts and culture, attractions, restaurants, nightlife, hotels, B&Bs, transportation, tours, shopping, and spa members, featuring photos and links
- **Monthly Sales and Marketing Updates**
- **Calendar of Events** on VisitHouston.com
- **Official Visitor Guide Listings** (select categories)
- **Special Offers and Discounts**
- **GHCVB Member to Member Business Outlet** (website)
- **Social Media Engagement** on Facebook, LinkedIn and Instagram
- **Mobile Media Engagement** via Houston Experience Marketplace
- **Member Visitor Experiences Spotlight, Coupons and Deals**
- **Website Advertising Discounts** of up to 20% off







## BASIC MEMBER BENEFITS



## MEMBERSHIP ENGAGEMENT

- Bi-Monthly **Member Orientation Showcase Connection**
- Business Spotlight and Coffee (Programs)
- Annual Tourism **Summit Showcase**
- U.S. Travel Association **Travel & Tourism Week** Celebration, Programs and Events
- Monthly Bi-Weekly **Houston First Brief & Alerts**
- MemberNet Access and Tutorials
- Member Market Place
- Annual Connection Events
- Houston Insider
- Invitations to **Monthly Connections, Quarterly Meetings**
- Invitations to **Specialty Trainings**

Houston's travel and tourism industry is huge and growing as the fourth largest city in America. The global spotlight shines on Houston as a premier city attracting visitors, conferences, new businesses and industries to the greater Houston area.

**BECOME A GHCVB MEMBER TODAY!**





# GREATER HOUSTON CONVENTION AND VISITORS BUREAU

**PAUL CASSO**

*Vice President of Membership and Events Services*

832-977-5730 | [PCasso@VisitHouston.com](mailto:PCasso@VisitHouston.com)

701 Avenida de las Americas, Ste. 200

Houston, TX 77010

[GHCVB.org](http://GHCVB.org)

