A photograph of a rocket launch at dusk. The rocket 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. The sky is a deep blue, and the overall atmosphere is dramatic and powerful.

SESSION:

CASE STUDY: TOURISM MARKETING SUCCESS



PATTI VOSS

SENIOR ACCOUNT
EXECUTIVE, MARRIOTT
INTERNATIONAL



JOELLE HARDIN

GROUP SALES &
RESERVATIONS
MANAGER, SPACE
CENTER HOUSTON



GWEN WATKINS

CHIEF MARKETING
OFFICER, HOUSTON
SYMPHONY



SELIECE WOMBLE

DIRECTOR OF PUBLIC
RELATIONS &
MARKETING, THE
HOUSTONIAN HOTEL,
CLUB, & SPA



Space Center Houston

*We inspire all generations through
the wonders of space exploration.*

spacecenter.org



Smithsonian
Affiliate

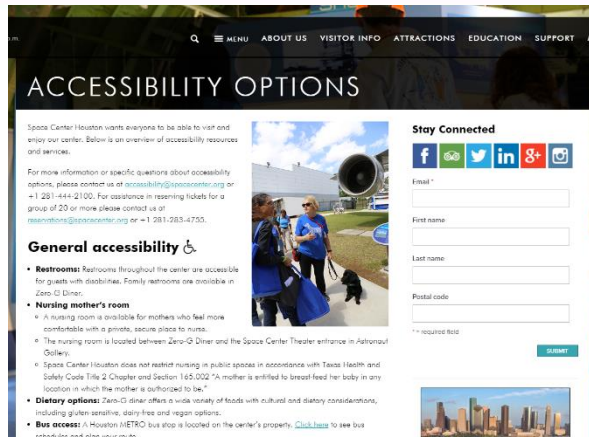
SPACE CENTER
HOUSTON
Manned Space Flight Education Foundation

Partners

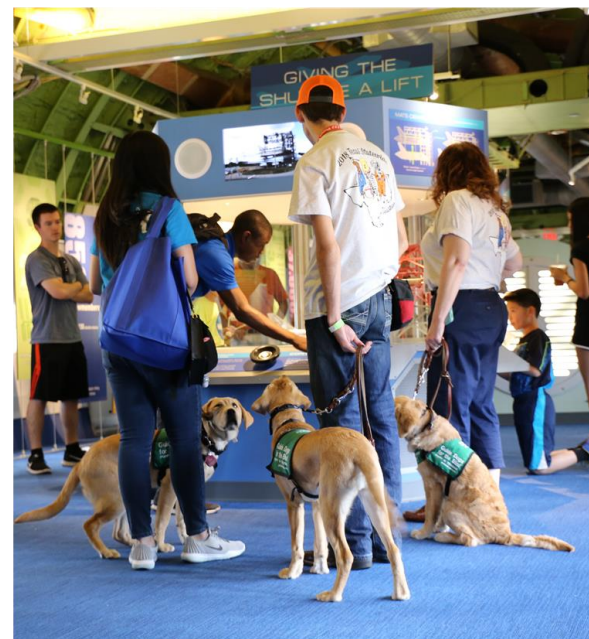


- FIRST Robotics
- Similar missions
- Unique programing catered to the audience





- Multilingual staff and materials
- Sensory Sensitive Evenings
- Alzheimer's Association of America collaboration
- Dogs for the Blind
- Inclusivity Officer and Cross Departmental Committee



Space Center Houston Mobile APP



MORE ADVENTURE
AWAITS

DOWNLOAD OUR FREE MOBILE TOUR

GET IT ON
Google Play

Download on the
App Store

**SPACE
CENTER
HOUSTON**

Manned Space Flight
Education Foundation



THE HOUSTONIAN
HOTEL, CLUB & SPA

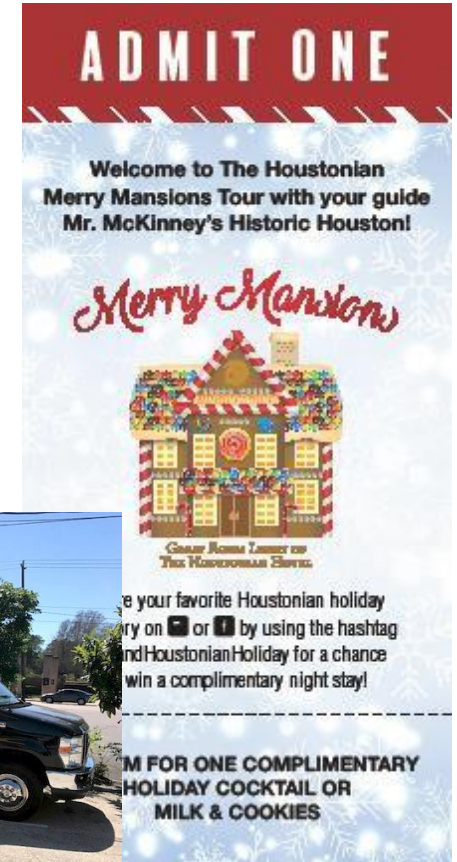
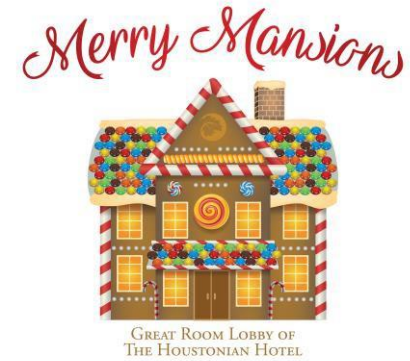
Tourism Marketing



Targeting local/regional audiences

Merry Mansions at The Houstonian

- Hotel Package
- Mansions Gingerbread Display in lobby
 - Storybook, Kids' Coloring Book
- Entertainment in lobby
- Merry Mansions Cocktail Menu
- Bus Tours (VisitHoustonTexas.com Marketplace)



Targeting local/regional audiences

Azalea Celebration Weekend

- Coordinate with River Oaks Garden Club's Azalea Trail
Ticket sales location
- Hotel Package includes ticket to tour
- Manor House Prix Fixe with rose'
- Trellis Spa Azalea Mani-Pedi Treatments
- Pink Potions in The Bar
- Regional Garden Clubs



Azalea Celebration!
The Houstonian Hotel, Club & Spa
March 6-12, 2017

Manor House Azalea Celebration Menu
March 6 - 11, 11:00am-2:00pm

First Course
Crawfish Bisque
green onion, garlic, toast

or
Bibb Wedge Salad
green goddess, tomato, bacon, local feta

Second Course
Pecan Crusted Trout
crab, mustard, brown butter

or
Pork Grillades
stone ground grits, red eye gravy

Third Course
Bread Pudding
brinche, raisins, pecans, butter-soaked sauce

or
Hazelnut Chocolate Brownie Crisp
nutella swirled ice cream, fudge sauce

Coffee, Tea or Glass of Miraval Rose'
\$40 per person

Please call for Lunch Reservations 713-685-6840



Travel Agents / Consortia



THE HOUSTONIAN

ADDITIONAL 20% OFF BEST FLEXIBLE RATE*

THE HOUSTONIAN HOTEL, CLUB & SPA

27 world-class amenities
Heart of Houston
Complimentary valet service
Prestigious location
Four outdoor pools
Two bars

*Texas elegance defined.
The Capital Suite at The Houstonian.*

THE HOUSTONIAN HOTEL, CLUB & SPA

Houstonian Hotel GDS Codes: Amadeus: PH- HOUHOU
Galileo/Apollo: PH- 44888, Worldspan: PH-HOUHH.

Please contact Houstonian Corporate Sales Manager
Direct: 713.685.6874 / Email: tmlanesi@houstonian.com


*Exclusively available when booked via R&M consortia program (Sabre: RMP, Amadeus: RM1, Galileo: RMK)

EXCLUSIVE HOUSTONIAN CLUB ACCESS WITH NO RESORT FEE + 2 POOLSIDE OR BAR COCKTAILS

THE HOUSTONIAN HOTEL, CLUB & SPA

BOOK NOW FOR 20% COMMISSION JUNE - AUGUST

DINNER ON US + 20% COMMISSION!



L V X
Sybil's
THE HOUSTONIAN HOTEL, CLUB & SPA

Your guests receive complimentary dinner in Olivette, Sunday in January, February and March. You receive 20% commission with that include a Sunday night.

When making your hotel reservation, please add this comment in 20% Commission for Sunday.

If dinner reservations are desired, please call Melinda Garrette at 713.685.6874 or email Mgarrette@houstonian.com

Dinner on Us promotion includes salad, entrée and dessert for Sunday night hotel guests booked by our VIP travel partners. Available Sunday evenings only in January, February and March 2018 for up to two guests per room. Alcohol not included. Gratuity not included.

www.houstonian.com

Cheers!



Cocktails & Commissions!

To Your Guests!
Your guests receive Two Poolside or Bar cocktails when they stay with us through August!

To You!
You receive 20% Commission for August reservations!

When making the reservation, comment in the SI field: 20% Commission.

Available only to Hotel Guests and Members, offering the best fresh, outdoor fare, bar and wood decking, an inviting fire pit and a cool poolside vibe. During Memorial Day through August, also available for cocktails at Great Room Lobby Bar.

Reservations may apply. Gratuity not offered per room, per stay.

Enjoy Two, Complimentary Poolside or Bar Cocktails

arbor | grill
AT THE HOUSTONIAN

Fresh, outdoor fare with bar and table seating, wood decking, fire pit, big screen TV's and a cool poolside vibe.

Arbor Grill is open only to hotel guests and Houstonian Club Members. Please present this to your server when ordering. Gratuity not included. One offer per room, per stay.

THE HOUSTONIAN HOTEL, CLUB & SPA

L V X
Sybil's
Raffles

Drive-Market Consumer Marketing

Thursday, April 25


Gwen Watkins | Chief Marketing Officer, Houston Symphony

MFAH Experience

Oscar de la Renta

Partnered with Visit Houston on co-op advertising & packaging

- A fashionable weekend experience
- The Visit Houston marketplace hosted a fashion weekend getaway package
- Social media retargeting included those who visited the Visit Houston webpage




The image shows a Facebook advertisement for The Museum of Fine Arts, Houston. At the top left is the MFAH logo, followed by the text "The Museum of Fine Arts, Houston" and "Sponsored". To the right is a "Like Page" button. The main text of the ad reads: "Enjoy a quick, luxurious getaway not too far from home! See the hit exhibition 'The Glamour & Romance of Oscar de la Renta' and get deals on hotel packages, too." Below this is a photograph of an exhibition space with several mannequins wearing elaborate, colorful gowns (yellow, pink, black, red) on a runway. At the bottom of the ad, it says "Plan a chic weekend in Houston" and "Find fashions by Oscar de la Renta at the MFAH + more fun in Houston!". There is a "Learn More" button and the URL "SHOP.VISITHOUSTON.COM" at the bottom left.

The Museum of Fine Arts, Houston
Sponsored

Like Page

Enjoy a quick, luxurious getaway not too far from home! See the hit exhibition "The Glamour & Romance of Oscar de la Renta" and get deals on hotel packages, too.



Plan a chic weekend in Houston

Find fashions by Oscar de la Renta at the MFAH + more fun in Houston!

SHOP.VISITHOUSTON.COM

Learn More

MFAH Experience

Oscar de la Renta

- Targeted Dallas primarily, along with other drive markets, with social media
- *Culturemap* Dallas promo alert
- Coverage on Dallas local TV
- Invited fashion influencers from Dallas and other markets to come to Houston and have a free exhibition experience and stay at partner hotels

 **The Museum of Fine Arts, Houston** Like Page

Sponsored · 

Why sit around on a long weekend when you could day-trip to Houston for "The Glamour & Romance of Oscar de la Renta"?



Visit Houston for art, shopping & more!
See art + fashion at the MFAH, plus options to add on to your trip today.

SHOP.VISITHOUSTON.COM Learn More



THE MUSIC OF
SELENA

at the **Houston Symphony** • July 12 & 13

houstonsymphony.org/selena

A Grassroots Approach

- Houston Symphony's Hispanic Leadership Council
- Local and Texas-based organizations
- Flyering at related events
- Social media "toolkit"

SAMPLE POSTS (ENGLISH & SPANISH)

Overall/general messaging • *Choices for posting any time before performances*

- **FACEBOOK OPTIONS**

The @Houston Symphony celebrates the Queen of Tejano this summer! @Isabel Marie Sanchez performs Selena's hits with a live orchestra on July 12 & 13. 🎫 Get tickets: houstonsymphony.org/selena

¡La @Houston Symphony celebra la Reina de la Música Tejana este verano! @Isabel Marie Sanchez realiza los éxitos de Selena en vivo acompañada de la orquesta el 12 & 13 de julio. 🎫 Consigue entradas: houstonsymphony.org/selenamusica

What's your favorite Selena song? From "Como la Flor" to "Dreaming of You," the @Houston Symphony & vocalist @Isabel Marie Sanchez bring Selena's best-loved songs to Jones Hall! Get tickets for July 12 & 13: houstonsymphony.org/selena

¿Cuál es tu canción favorita de Selena? ¡De "Como La Flor" a "Baila Esta Cumbia," la @Houston Symphony y la vocalista @Isabel Marie Sanchez realizan las canciones más queridas de Selena en Jones Hall! Consigue entradas para el 12 y 13 de julio: houstonsymphony.org/selenamusica

Public Relations

- Vocalist
Isabel Marie Sanchez
- Media visits in Houston in
early April
- Follow up visits in Corpus
Christi and San Antonio
with sister stations



Paid Support

- Digital geotargeting of look alike audiences on Facebook and Instagram
- Expanding zip codes in Pandora and Spotify ads
- Small radio buys and give aways in key markets

