

# VISITHOUSTON

As you know we live in an awesome city, recognized as “The New Capital of Cool” by GQ Magazine. We’re not surprised. As the most diverse city in the nation, with more than 145 languages spoken and food from most parts of the world, there’s something for everyone. Not only will you find some of the friendliest people here, Houston is a cultural mecca attracting visitors from nearby/neighborhood counties as well as from countries around the globe.

The role of Visit Houston/Greater Houston Convention and Visitors Bureau (GHCVB), the official marketing and promotional organization for the greater Houston area, is to increase the number of leisure and business travelers to the city. That is what our sales, tourism and marketing teams work hard every day to accomplish.

In 2017, more than 21.8 million domestic and international visits, were welcomed to Houston, a record number. The travel and tourism industry supports more than a 150-thousand jobs in the Houston region and pumps an estimated \$17.5 billion into the local economy as well as saves every household \$675 in taxes each year. Tourism ranks 10<sup>th</sup> in industry contribution to Houston’s GDP. Our goal is to increase the number of visitors to Houston to 25 million by 2020.

Houston is not static, but continues to grow and develop creating a quality of place for Houstonians and visitors, so our challenge is to continue telling the world about Houston’s exciting changes. We must be aggressive in marketing Houston because we compete with other dynamic cities. It’s more important than ever to continue creatively promoting and selling Houston, and raising awareness by strategically targeting our message to as many audiences as possible.

As you plan your company’s budget for 2019 community contributions we invite you to help us tell Houston’s story by investing in one of our investment levels, Gold, Platinum or Diamond, investing in Houston’s future. There is a significant return on dollars invested in attracting visitors to Houston. Visit Houston/GHCVB is a 501(c) (6) a non-profit corporation.

## **Corporate Investor Level Exclusive Benefits: Gold (\$5000) Platinum (\$10,000) Diamond (\$20,000)**

- **Commissioned original painting by Houston Artist GONZO245(Diamond Investor (\$20,000)**
- **GHCVB Committee/Board of Directors Opportunities**
- **Tourism experts willing to come to your place of work and speak about the Houston experience, what to do, see, values and deals.**
- **Access to Houston Insider Program: exclusive offering for members. (Registration required).**
- **VIP Table and Sponsorship Recognition (Tourism Summit/GHCVB Annual Meeting)**
- **HFC/GHCVB Ticketed Event Opportunities for Corporate Employees,**
- **Annual Travel Industry Forum (Invitation Only)**
- **Recruitment Resources (Tourism Research and Statistics, Visit Houston Destination Marketing Video)**
- **Itineraries and Assistance with Corporate Site Visits & Recruitment**

We hope you will invest in Houston’s future and consider becoming a Gold, Platinum, or Diamond Visit Houston/GHCVB vested member. We believe if we do our job well, retaining and recruiting top talent gets easier. Thank you for your support.

Mike Waterman



President and CEO  
Greater Houston Convention & Visitors Bureau