

A photograph of the Houston skyline at dusk. In the foreground, a wooden walkway with a metal railing curves through a park area with trees and grass. The background features several tall skyscrapers, some of which are illuminated with lights. The sky is a mix of blue and orange, suggesting the time is either dawn or dusk. The text "INVESTING IN HOUSTON'S FUTURE" is written in large, white, sans-serif capital letters, slanted upwards from left to right. Below this, a dark blue banner with a white border contains the text "THE TRAVEL ECONOMY" in white, sans-serif capital letters, also slanted upwards.

**INVESTING IN  
HOUSTON'S FUTURE**  
**THE TRAVEL ECONOMY**

**VISITHOUSTON**





## ***Vision***

To improve Houston's quality of life and place through travel.

## ***Our Mission***

To promote and improve tourism by creating, developing and investing in major events/festivals in the Greater Houston area and advancing advocacy in the hospitality community that contributes to our quality of life and economic future.

## ***Structure & Funding***

Visit Houston, also known as GHCVB, is a 501(c)6 nonprofit corporation. The GHCVB is a marketing service organization with a budget comprised of certain reserved funds and private funds raised through a variety of means, including investment in events, membership annual investment, advertising and in-kind contributions.

Visit Houston and Houston First Corporation (HFC) enjoy a strategic alignment between the organizations to create a more effective approach to marketing and selling Houston to visitors and conventions. Visit Houston (GHCVB) employees became employees of Houston First in 2014 while maintaining its own board of directors and seats on the HFC board.





A large Ferris wheel is the central focus, its metal structure and colorful passenger cars (yellow, red, blue) extending across the frame. In the background, a city skyline with several skyscrapers is visible under a sky with soft, golden light, suggesting dusk or dawn. The Ferris wheel is situated in an outdoor fair setting, with string lights and other structures visible in the lower right.

# TELLING HOUSTON'S STORY

“Houston, is, in fact, about as multicultural a city as exists in the country. Houston has been, from what I experienced, particularly if not more welcoming to immigrants and refugees from all over the world than most other cities I know.”

Anthony Bourdain

ENTER  
←  
FRONT



“Over the past decade, the USA’s fourth-largest city has quietly become not just a powerhouse of intellect and culture in Texas, but a major player on the world stage. The Bayou City’s economic boom and urban renaissance have made Houston not just a magnet for travelers, but a permanent residence for many casual visitors.”

*USA Today*



“Anyone from little kids to great-grandparents can have a good time because there is such a diverse lineup of activities.”

*New York Times*



## POWER OF VISITOR SPENDING

- Generates \$17.5 million to the local economy
- \$1 billion in state and local taxes
- Saves each Houston household \$675 in taxes each year
- The travel and tourism industry supports 150,000 jobs in the Houston area
- Tourism ranks 10th in industry contribution to Houston's GDP





“The New Capital of  
Southern Cool”

*GQ Magazine*

The Greater Houston Convention and Visitors Bureau competes with cities across the country and internationally in an industry that is worth billions to the local economy. Community leaders and stakeholders are recognizing that Destination Marketing Organizations (DMO's) like the GCVB are securing business and contributing to the quality of life of our community for now and the future.

There is a significant return on dollars invested in attracting visitors to Houston supporting convention centers, hotels, restaurants, shops, events and attractions we all enjoy.





# INVEST IN US!

## Corporate Investor Exclusive Benefits: \$20,000

### Gold, Platinum and Diamond Investors

- Commissioned original painting by Houston Artist GONZO247 (Diamond Investor)
- GHCVB Committee/Board of Directors Opportunities
- 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

### Investment Benefits (ROI):

- Exclusive Member Resources Membernet/Extranet 4.0 (Confidential Convention Calendar, Leads & Referrals, Member Service Leads, Post Board)
- Exposure (Website Listings, GHCVB Member discounted advertising opportunities, Official Visitor Guide, Coupons & Special Offers, Houston Market Place, GHCVB Membership Directory & Member to Member Business Services Outlet)
- Houston Insider Ambassador Program (To educate, engage and excite Houstonians about being ambassadors for the city)
- Member Engagement (Social Media-Facebook/LinkedIn, Tourism Summit, Member to Member Connections/Showcase Events and Programs, Annual National Travel & Tourism Week Celebration and Member Appreciation Holiday Open House)



“I love Houston. Some of the best moments of my life took place there. This will always be home to me!”

*Beyoncé*





Houston's travel and tourism industry is huge and growing as the 4th largest city in America. Our future is even brighter as we all work together to achieve "Global Domination" as a premier city in America attracting visitors, conferences, new businesses and industries to the Greater Houston Area.

We will use your investment to:

- Remain competitive as a convention, leisure and sports destination
- Pursue initiatives and high profile events that further increase the visibility of Houston nationally and internationally
- To be an essential part of Houston's present and future economic growth and quality of life

**GREATER HOUSTON CONVENTION  
AND VISITORS BUREAU**

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**VISITHOUSTON**