





Vision

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

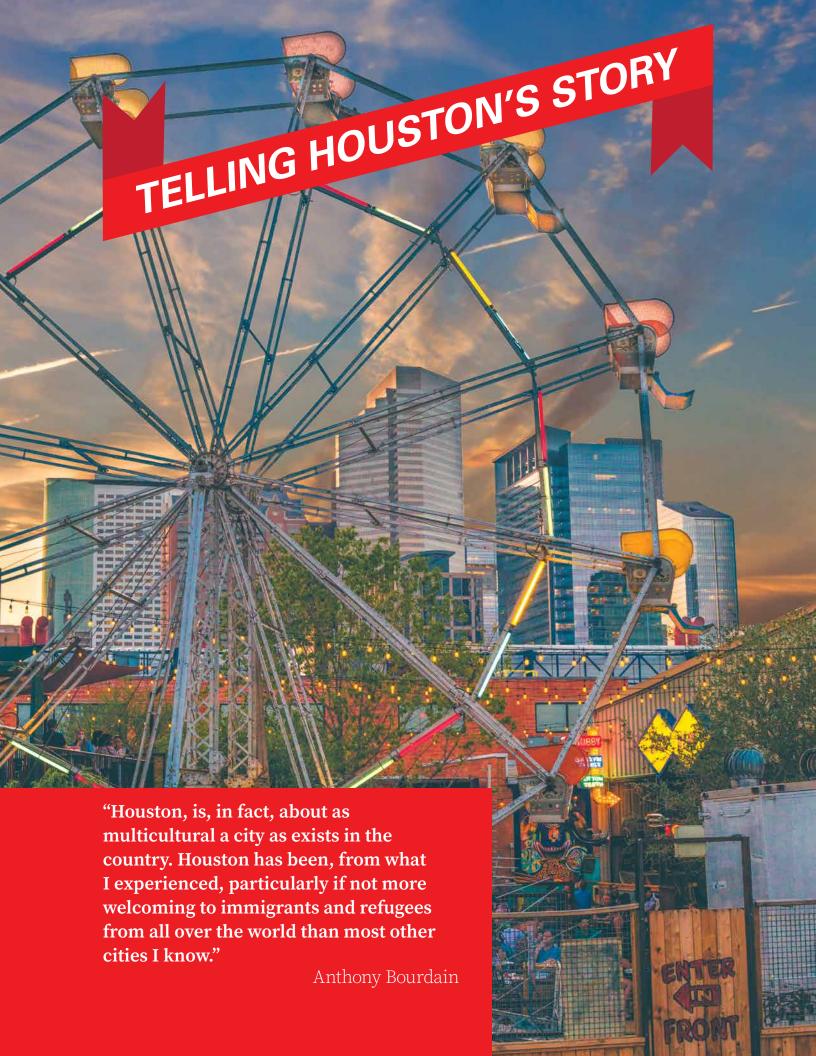
Our Mission

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.

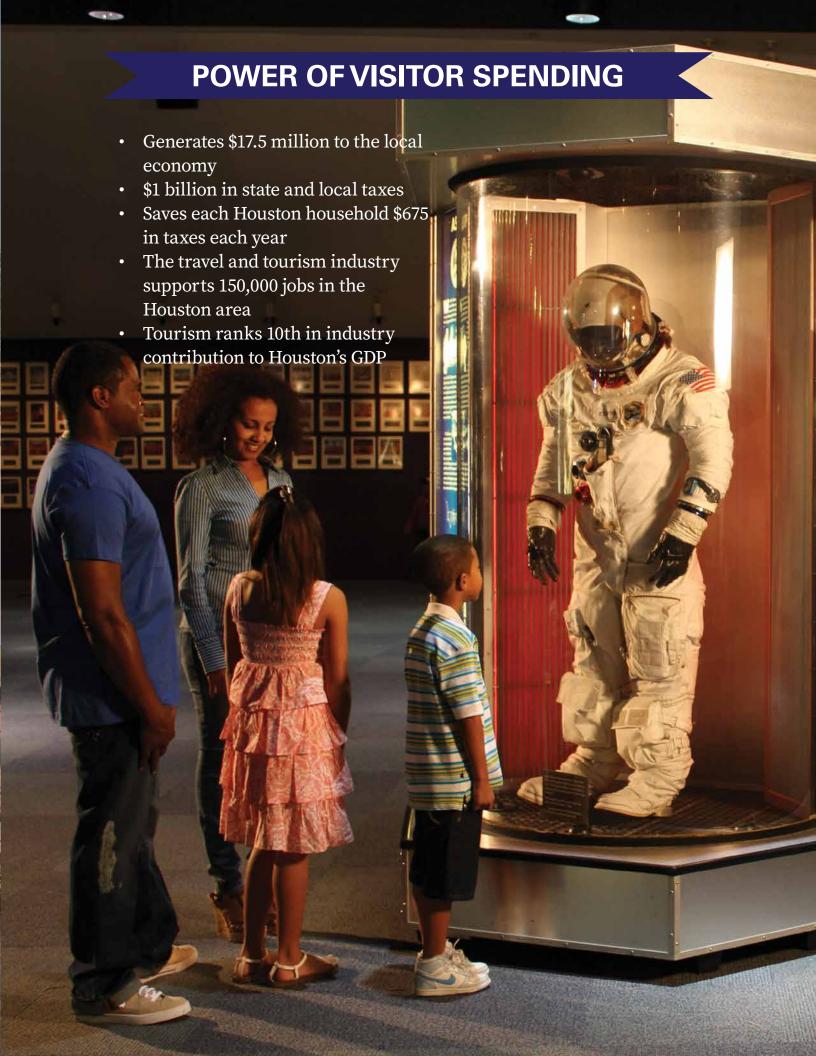
Structure & Funding

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.











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)



Hilton

