

AGENDA

HOUSTON FIRST CORPORATION

Sales, Tourism, and Marketing Committee Meeting
September 29, 2022 – 10:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Suite 200
Houston, Texas 77010
HOUSTON FIRST BOARD ROOM

COMMITTEE MEMBERS:

Bobby Singh (Chair), Nicki Keenan (Vice-Chair), Sofia Adrogué, James Batt, Meg Booth, Connie Cochran, Kim Davis, Stephanie Haynes, Ryan Martin, Eric Schmauch, Jackie Wallace, Gerald Womack

In accordance with the Texas Open Meetings Act, this Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located on the exterior wall of the Houston City Hall building, located at 901 Bagby. The Agenda is also available online at <https://www.houstonfirst.com>.

To reserve time to appear, come to the meeting at least ten minutes prior to the scheduled public session shown on the Agenda.

Any questions regarding this Agenda, or requests for special needs assistance, should be directed to Lisa K. Hargrove, General Counsel at either 713.853.8965 or Lisa.Hargrove@houstonfirst.com

- I. Call to Order**
- II. Public Comments**
- III. Minutes** – April 8, 2021, and November 10, 2021
- IV. Presentations, Reports, and Updates**
 - A. Houston First President & CEO's Update
 - B. Market Report
 - C. Marketing and Sales Report
 - D. Television and Film Report
- V. Adjourn**

III. Minutes – April 8, 2021

MINUTES

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE
April 8, 2021 – 1:30 P.M.
Live Video and Audio Conference Meeting

The Sales, Tourism, and Marketing Committee (“Committee”) of Houston First Corporation (the “Corporation” or “HFC”), a Texas local corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX LOC. GOV’T. CODE ANN. §394.001 et seq., posted a meeting via live video and audio conference on Thursday, April 8, 2021 commencing at 1:30 p.m.

In accordance with the modified Texas Open Meetings Act provisions announced by Texas Governor Greg Abbott on March 16, 2020, the Agenda was posted for public information, at all times, for at least 72 hours preceding the scheduled meeting time online at <https://www.houstonfirst.com>.

The following Committee Members were present virtually: Bobby Singh (Vice-Chair), Sofia Adrogué, James Batt, Kim Davis, Jacques D’Rovencourt, Stephanie Haynes, Nicki Keenan, Ryan Martin, Desrye Morgan, Eric Schmauch, Sharmagne Taylor, and Gerald Womack.

1. The Committee Vice-Chair called the meeting to order at 1:36 p.m. and a quorum was established.
2. **Public Comments.** None.
3. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the Sales, Tourism, and Marketing Committee meeting minutes of November 9, 2020 were approved as presented.

Council Member David Robinson was not present for the vote, but did appear later in the meeting.

4. **Presentations, Reports and Updates.**
 - A. **Update on 2021 Strategic Plan and Covid-19 Response.** HFC Vice President of Market Strategy, Cindy Decker, gave an update on market trends. According to Smith Travel, in comparison to the top twenty-five markets for condensed numbers of hotels in the U.S market, Houston is now leading the top 25 markets in the U.S, whereas on average Houston is ranked 21. Ms. Decker further explained that Houston began to see a lift the week of February 14th during the winter storm and the re-opening of the State of Texas. In April 2020, Houston had an average occupancy of 28% and has continued to improve to 40% occupancy by the summer. Houston hotels have also exceeded the forecast for occupancy levels of 48% by year-end to 66%, and some of

the sub-markets, including the Galleria, have reached over 80% occupancy although hotel rates remain low.

Nicki Keenan discussed the record-breaking numbers for hotels in Galveston during Spring Break and asked if those figures were included in the data presented for the greater Houston market. Ms. Decker stated that Galveston and Brazoria County are not included in the data for Smith Travel.

Ms. Keenan also asked what major U.S. cities are included in the top 25 list. Ms. Decker stated that Houston is actually ranked top five in hotel occupancy. She further explained that the lowest demand in the Houston market is the downtown market that has gone from single digit occupancy levels to approximately 32% due to an increase in leisure demand. Ms. Decker then shared information on the top 25 U.S. markets by comparing the data from 2019 to 2021.

Lastly, Ms. Decker shared similar trends in RevPar in the Houston market similar to that of occupancy. Houston has a healthy supply of hotel inventory and continues to outgrow the U.S. and top twenty-five markets in the U.S.

Bobby Singh then asked for any predictions on hotel trends in the next quarter based on the data presented. Ms. Decker provided further information.

HFC Senior Vice President of Sales and Client Services, John Solis, provided an update on events. Mr. Solis stated that over 31 meetings will take place in the second half of the year, including a record number of city-wide events starting in July 2021 with Shriner's International. In August, both OTC and NAPE will meet and in the month of September Houston will host three city-wide events, including the NRA that will meet over the Labor Day holiday. Mr. Solis stated that the remainder of the year will be full, ending with three city-wide events in the month of December and the World Petroleum Congress. Mr. Solis also stated that a number of groups have expressed interest in hosting events in Houston due to COVID-19 restrictions that remain in place in other cities. Mr. Solis then discussed the road to recovery and priorities of the Client Services team and working collaboratively with meeting planners and stakeholders. He stated that the Sales team has to build for the future and is seeing a huge increase in lead volume and continues to bring members of the Sales team back to HFC. Mr. Solis stated that HFC is taking a very aggressive approach to prospecting over the next sixty days and has created a profile of key accounts that the Sales team will target.

Mr. Solis stated that there is a lot of demand for short-term business, so 40% of the Sales team is dedicated to short-term business, but starting in June the Sales team will re-focus its attention on larger programs and hopes to be fully staffed.

Council Member David Robinson stated as things ramp up it is important that HFC has the appropriate resources. He stated that he is sympathetic to all of the resources, both financial and human, that HFC has to support getting back through the balance of the year and into 2022. He then introduced HFC Senior Vice President of Tourism & Industry Relations, Jorge Franz, to provide a brief tourism update.

Mr. Franz discussed the tremendous increase in air service to Mexico with over half of all international travel into Houston coming from Mexico. Mr. Franz stated that long-haul travel to Europe and Asia will take much longer to recover, but the recovery in the Mexico market is happening right now with all six major airlines offering flights into Mexico. Ticket sales for the Houston Experience Marketplace continue to increase and are now trending higher than the sales numbers for 2019 with almost \$11,000 in sales in April of 2020 due to changes on the website and working directly with third party travel companies to increase distribution. Management is also developing new experiences that can only be purchased on the marketplace website. Tourism has also redirected its marketing efforts toward the U.S. Hispanic market and the promotion of staycations. Mr. Franz then concluded his update by discussing the new structure of his department and the inclusion of the Houston Film Commission. He then introduced the Executive Director of the Film Commission, Alfred Cervantes, to provide a brief report.

Sofia Adroguè offered a suggestion for another slogan for the U.S. Hispanic marketing campaign.

Alfred Cervantes stated that he is the new Executive Director of the Houston Film Commission stepping in for Rick Ferguson who has retired and will truly be missed. He then explained that the Houston Film Commission is seeing similar trends from other departments with an increase in productions. He then discussed the services provided by the Houston Film Commission such as location scouting assistance. Mr. Cervantes then discussed some of the productions filmed in Houston and noted the increase in productions in the month of March. He also discussed the independent film, "In Between Girl" by Mei Makino that was shot in Galveston and is now getting a lot of positive reviews. In conclusion, Mr. Cervantes provided a brief biography of himself and his experience working with the Film Commission for members of the Committee.

Desrye Morgan then asked about the television show "Ready to Love" and if the data presented reflects when productions are filmed or aired. Mr. Cervantes then clarified how the data is reported.

Committee Members then congratulated Mr. Cervantes on his new role as Executive Director.

Bobby Singh stated that he was unable to properly recognize retired HFC staff due to social distancing and wanted to publicly thank Mr. Rick Ferguson for his service to the organization and to convey his sincere gratitude to all employees no longer with HFC.

Gerald Womack echoed the sentiments of Committee Members. He stated that he looks forward to working with Mr. Cervantes and he should take note of the activity in Atlanta because the removal of many film productions in Georgia could be a great opportunity for Houston. He also stated that it is important to continue to advocate for

film incentives in the Texas Legislature, so please inform Committee members of any further assistance as needed.

Council Member Robinson asked how to best contact Mr. Cervantes and direct potential leads for productions to the Houston Film Commission. Mr. Cervantes stated that his door is always open and he is willing to help anyone interested in assistance.

Mr. Womack also congratulated Mr. Franz on his new duties and stated that he looks forward to the collaboration between the departments.

Council Member Robinson also recognized Maureen Haley before introducing HFC Chief Marketing Officer, Holly Clapham, to provide a brief marketing report.

Ms. Clapham began her report by discussing the hotel relief strategy of the Marketing team and her work with Cindy Decker to promote leisure travel through the use of artificial intelligence. She then shared the first quarter leisure ROI report in more detail. She also clarified that the data presented does not include editorial or earned-media efforts. Ms. Clapham then stated that Marketing will launch the “Do Something New Campaign” in May #ExploreHOU to transition back to an editorial and brand focus and shared several of the advertisements. She then discussed the CRM Meetings market and strategy for client targeting. Houston continues to see an upward trend in meetings as does the meetings market as a whole. Ms. Clapham then discussed the importance of advertising as it relates to bid proposals and the direct relationship between Marketing and the Sales team. Ms. Clapham then informed the Committee of the launch of H-Town Bites in May to provide resilience for the culinary community and amplify one of the destinations strongest brand attributes. Lastly, Ms. Clapham discussed the relationship between HFC and its partners such as KHOU and the University of Houston to create a great event on Avenida Plaza with the UH Watch Parties. She also discussed a new campaign called “The Land of Milk and Honey” in partnership with Instagram that will highlight the untold stories of immigrant communities.

HFC Acting President & CEO, Michael Heckman, made final remarks.

5. **Adjournment.** The meeting was adjourned at 2:38 p.m.

III. Minutes – November 10, 2021

MINUTES

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE
November 10, 2021 – 2:30 P.M.
Partnership Tower, 701 Avenida de las Americas, Suite 200
Houston, TX 77010
HFC Board Room

The Sales, Tourism, and Marketing Committee (“Committee”) of Houston First Corporation (the “Corporation” or “HFC”), a Texas local corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX LOC. GOV’T. CODE ANN. §394.001 et seq., held a meeting at Partnership Tower, 701 Avenida de las Americas, Suite 200, Houston, Harris County, Texas 77010, on Wednesday, November 10, 2021, commencing at 2:30 p.m.

Written notice of the meeting including the date, hour, place, and agenda for the meeting was posted in accordance with the Texas Open Meetings Act.

The following Committee Members participated in the meeting: Council Member David Robinson (Chair), James Batt, Sofia Adrogué, Kim Davis, Stephanie Haynes, Sharmagne Taylor, Patricia Voss, and Gerald Womack.

1. The Committee Chair began the meeting at 2:41 p.m. A quorum was not established.
2. **Public Comments.** None.
3. **Review and approval of minutes from prior meeting.** The minutes were not presented due to a lack of a Committee quorum.
4. **Committee Business.**

A. **Consideration and possible recommendation of the 2022 Sales, Tourism, Marketing, Film, and Partnerships & Event Development Budgets.**

Michael Heckman, President and CEO, stated that Houston First Corporation (“HFC”) would be coming into a transition year in 2022. HFC accomplished much during 2021, and management had done a tremendous job.

Mr. Heckman discussed value creation and the value drivers that flow from them (operational efficiency, organization innovation, experience, revenue generation, destination, and brand enhancement).

Frank Wilson, Chief Financial Officer, discussed the 2021 budget forecast and stated that HFC intends to finish the year better than expected. This is due to the Hilton Americas-Houston Hotel providing more net cash to HFC due to the strength of the

business and the Astros' World Series run. HFC will, however, be in recovery mode through 2022.

Mr. Wilson presented the CY 2022 budget, which he calls "Return to Normal", but believes will be a transitional year. Revenues are growing modestly, but will not beat the volume of expenses.

Mr. Heckman discussed the 2022 Sales & Client Services priorities and stated that over 30 citywide conventions had been booked for 2022, which does exceed the number reported for 2019. There are no groups discussing contingency plans or cancellations for 2023. Due to COVID, getting clients to see the convention facilities in person is essential. Our Client Services team will advance and promote attendance and stakeholders' involvement. Mr. Heckman stated he would prioritize and focus business resources on many short-term business opportunities.

The sales pipeline is not what it has been; because of delays in decision-making due to COVID, many significant conventions have been booked for out years. The Sales team will work with Marketing to unify messages and discussions with meeting planners. Third-party affiliations are also crucial to the pipeline and face-to-face sales calls. Authentic activations promote Houston's brand such as watch parties for DC and Chicago.

Sharmagne Taylor asked if there were any plans for special incentives as a City. Mr. Heckman stated that deals differ from property to property, but they show flexibility in working with clients. Ms. Taylor said everyone is doing a hybrid option and asked if there is city-wide support for that. Mr. Heckman stated that the convention center has technology in place and an Avenida virtual studio. He expects meeting planners to move away from hybrid meetings because it undermines in-person attendance.

Mr. Wilson discussed the 2022 Sales & Client Services budget. He reported variance due to convention district fees, personnel (increased staff), travel promotion, events, and consulting.

Stephanie Haynes asked about personnel headcount. Mr. Wilson indicated that HFC would not return to pre-pandemic levels. The current headcount is as follows: The Sales department in 2022 has 23 employees, previously 19. The Tourism department has five employees, previously 13; and the Marketing department has 17 employees, previously 18.

Jorge Franz, Senior Vice President, Tourism and Industry Relations, discussed the 2022 Tourism priorities. He reported the Houston Experience Marketplace is doing great and has returned to 2019 numbers since August 2021. Tourism will create more experiences through the Houston Marketplace for individual and group travelers, supporting Houston's brand as a culinary and cultural destination. He is working on obtaining a grant to develop a Juneteenth leisure product in connection with Galveston, as well as creating new individual and group travelers, building group leisure, and focusing on areas that have not previously been targeted.

Mr. Franz reported that the Mexico border reopened on November 8, 2021, and numerous individuals are coming to Texas, with many travelers coming into Houston.

Kim Davis asked if Tourism is looking to partner with future travel in the African diaspora. Mr. Franz discussed challenges due to the lack of direct flights into Africa and discussed the Ethiopian flight plan that was initiated pre-Covid. He sees an opportunity for the African market in the future.

Mr. Franz reported that Tourism would focus on creating experiences. Houston has many historical sights, but no one to tell the story. Council Member Robinson stated that a great model is the Freedom Trail in Boston.

Patricia Voss inquired about Canada. Mr. Franz stated there is a market there; however, it is not generating as much travel as Mexico, which is the largest market.

Mr. Franz discussed the priorities for the Film Commission. There has been a resurgence in Houston as a film destination with an increase in direct expenditures and economic impact at 80% of 2019 levels. The Film Commission is working with the Mayor's Office of Cultural Affairs to establish a Houston Music Directory database and identify a warehouse property for a sound stage facility.

Mr. Franz reported that Texas has a small incentive program; the Film Commission will support efforts to increase funding for the Texas Moving Image Industry Incentive Program. HFC will continue to use the Film Commission's social media accounts to promote films/TV/media made in Houston and support Marketing in developing the Houston brand as a film/TV media destination.

Gerald Womack asked if there was a database of local talent. He stated that the Film Commission should create resources to educate groups on how to apply for film incentives through a yearly summit and provide further education to help promote and support at the legislative level. He also asked about the Texas legislative session.

Jonathan Newport, Vice President of Public Policy, stated that film incentives did go up, but there are only \$45 million in film incentives for Texas.

Kim Davis stated that Houston Community College has a sound stage and thinks there is a real opportunity to partner with the College and its students who want real practical experience.

Holly Clapham, Chief Marketing Officer, stated warehouses are costly and difficult to find. She has scouted many Houston locations for Top Chef filming and operators wanted \$300,000 a month.

Mr. Franz discussed priorities for the Event Services team. He stated that the department would collaborate with and leverage internal Houston First event-

associated departments to reduce outsourcing costs and to increase sales prospects through outstanding, first-class event experiences.

Mr. Wilson discussed variances due to revenues from the Tourism Summit and Marketplace. He stated there is an increase in personnel as well as ads and promos.

Ms. Clapham discussed priorities for Marketing. There is a window for film productions now that Houston has hosted the Bachelor and Top Chef. HFC can go out and talk about Houston as a film location, but Houston needs a venue in which to shoot. Production teams are, as of now, attempting to pitch Houston. However, Houston is confronted with this challenge.

The Marketing team would continue strengthening Houston's brand as the culinary capital, regain lost market share in Mexico, develop targeted marketing campaigns, highlight promotional pillars, and maintain the meeting's market by generating awareness.

Sharmagne Taylor asked about media outreach to publications of color and investments in black-owned media. Ms. Clapham discussed the conversation regarding Juneteenth with TSU.

Ms. Taylor stated that HFC must spend money in those communities when HFC shares their stories. In her research, publications question the authenticity and seriousness of your intent without information about how you are investing in specific neighborhoods. It is about building relationships, not just when a need arises.

Gerald Womack stated that we should also be targeting black visitors with marketing campaigns.

Ms. Clapham reported that Marketing would deploy a dedicated retail conversion strategy that has a direct economic impact on hotels. Like media outlets, HFC will have an in-house contact team to align all people.

Stephanie Haynes stated that the marketplace and website have been a lifeline for so many hoteliers due to their unique experiences and wanted to thank management.

Aimée McCurtain, Vice President, Enterprise Strategy Partnership Event Development, presented the 2022 Partnerships & Event Development priorities.

Ms. McCurtain intends to focus on launching new and annual events. She will assess and prioritize events based on several success factors that include extending the Houston brand, market alignment, opportunities, and potential attendance.

Her team will maximize opportunities generated from managed events by focusing on attendee experience and operational excellence and extend the Houston Brand through integrated, organized, and paid promotions and earned media.

Ms. McCurtain further explained that HFC would pursue revenue generation through the commercialization of assets with signage on HFC facilities and online advertising. Strengthening overall prospects and relationships with agencies and sponsors through ongoing communication and the improved process should be a part of a transition to the new team. This requires further collaboration with all HFC departments, and she would develop a dashboard to share internal and external communications better.

5. **Adjournment.** The meeting was adjourned at 4:02 p.m.



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HOUSTON FIRST CORPORATION
**SALES, TOURISM, AND
MARKETING COMMITTEE MEETING**

White Oak Bayou Path
BUFFALO BAYOU

HFC Board Room
Partnership Tower
Thursday, September 29, 2022
10:00 a.m.

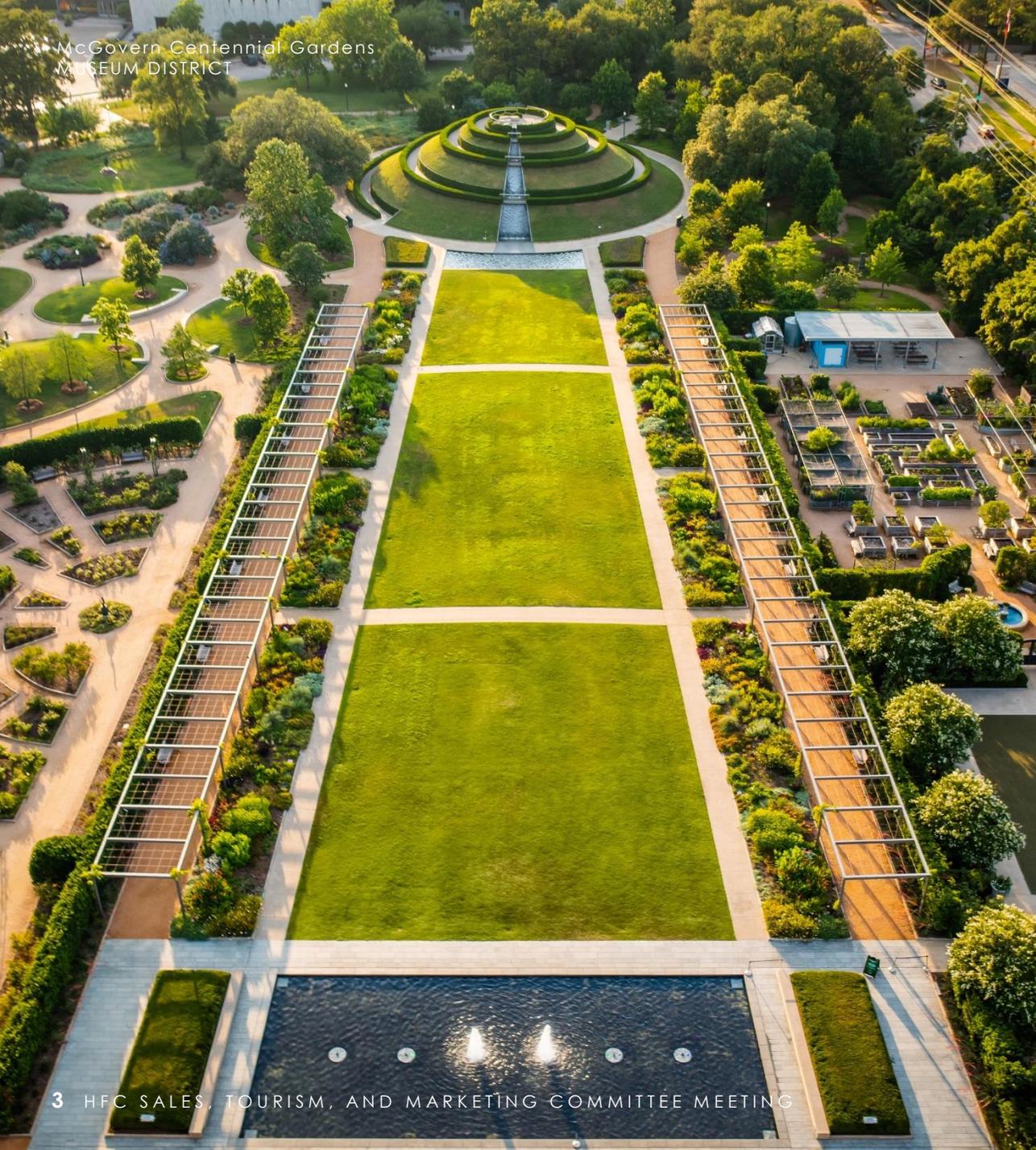


PUBLIC COMMENTS

Anyone who wishes to address the committee during the Public Comment session may do so by signing up on the Public Comment sheet at the front of the room.

**HFC SALES, TOURISM, AND MARKETING
COMMITTEE MEETING**

September 29, 2022



MINUTES

April 8, 2021 &
November 10, 2021

**HFC SALES, TOURISM, AND MARKETING
COMMITTEE MEETING**

September 29, 2022



HOUSTON FIRST PRESIDENT & CEO UPDATE

MICHAEL HECKMAN

**HFC SALES, TOURISM, AND MARKETING
COMMITTEE MEETING**

September 29, 2022



HOUSTON FIRST COMMITTEE UPDATE



Sales, Tourism, Marketing & Film

**HFC SALES, TOURISM, AND MARKETING
COMMITTEE MEETING**

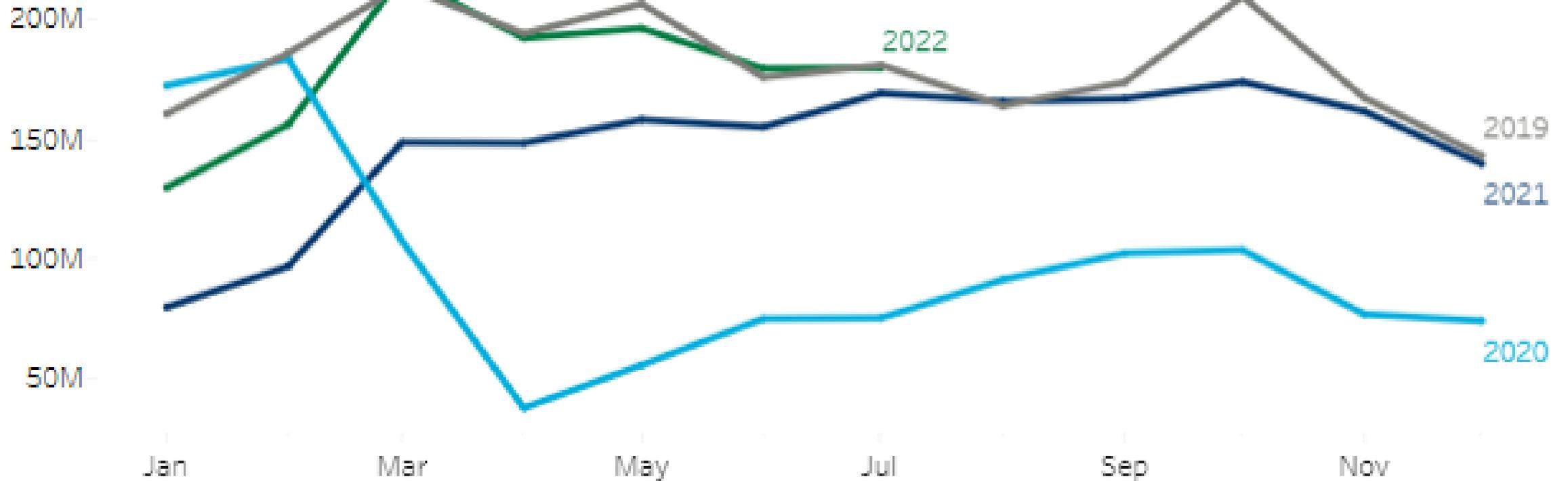
September 29, 2022

HOUSTON ROOM REVENUE COMPARISON

Room Revenue YOY Comparison

Houston, TX

Room Revenue ▼

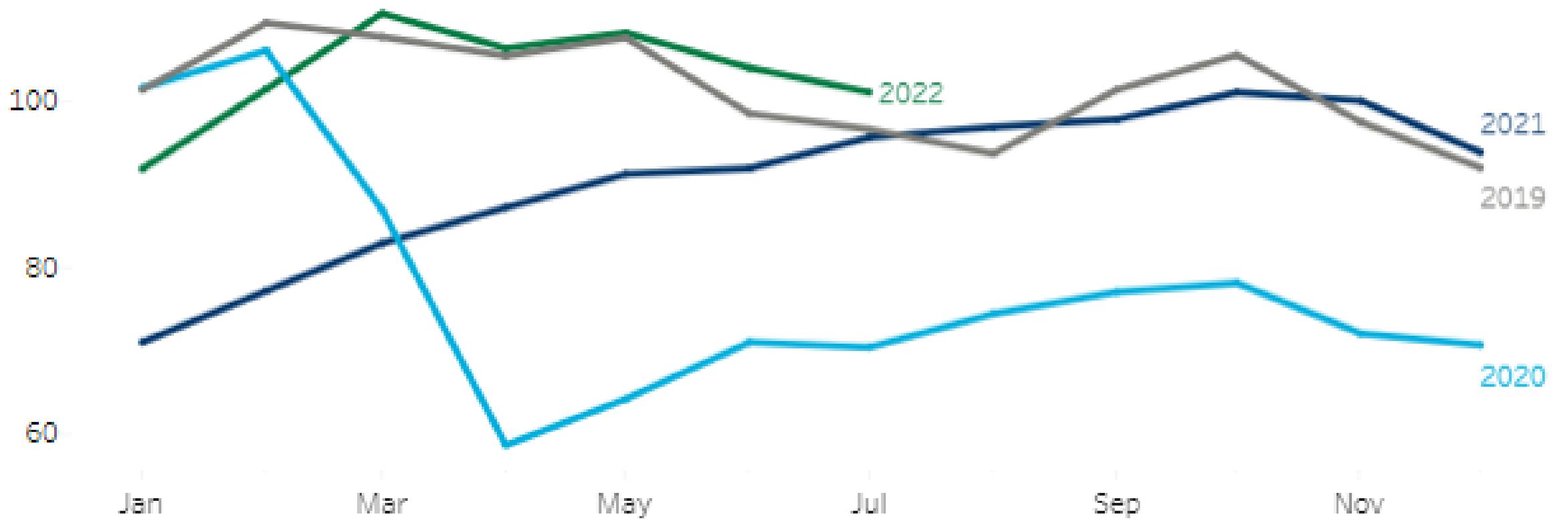


HOUSTON ROOM REVENUE COMPARISON

ADR YOY Comparison

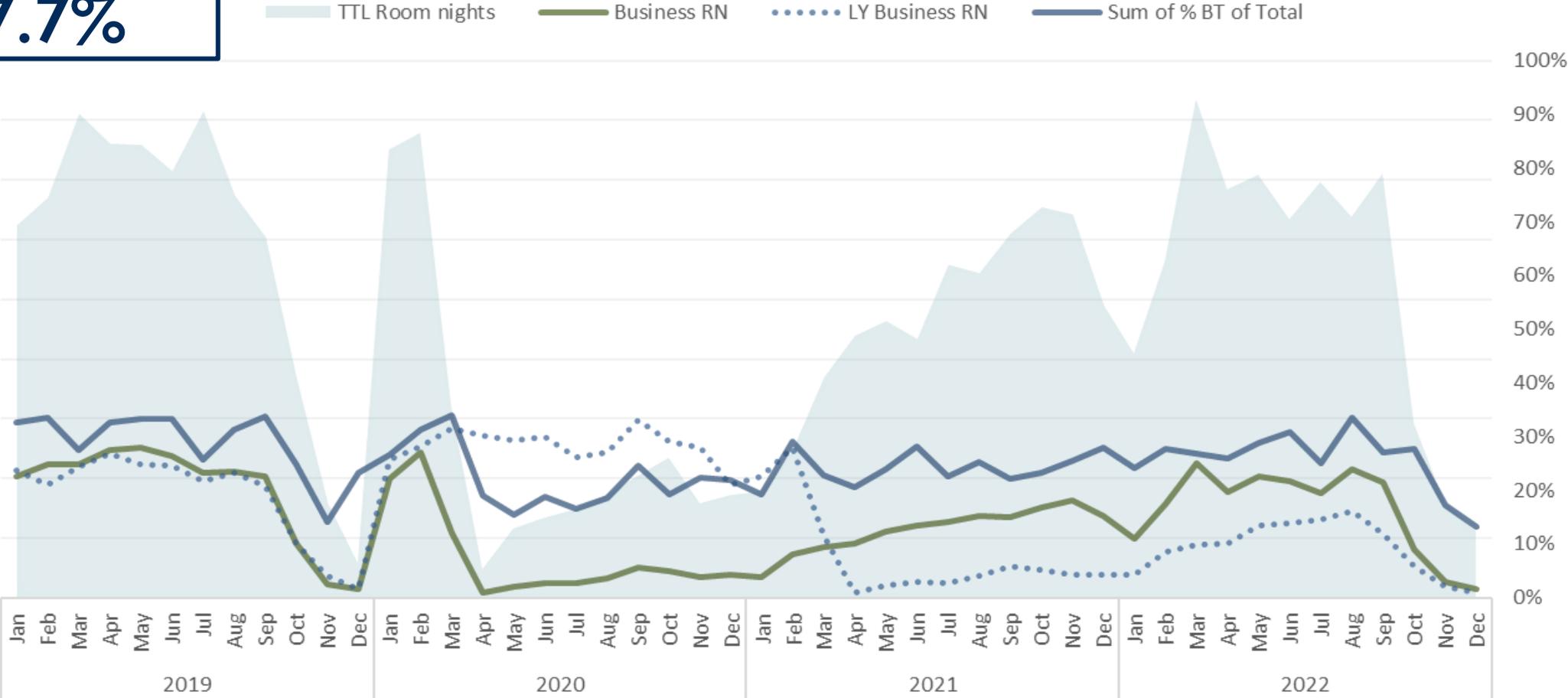
Houston, TX

ADR ▼



TITLE ?

Business RN % Change
-17.7%



COMPETITIVE MARKET ADR



HOUSTON MARKET SUPPLY



HOUSTON MARKET ADR

| Market ADR Ranking | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 YTD Jul |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------------|
| Miami, FL | 5 | 5 | 5 | 2 | 2 | 1 |
| Oahu Island, HI | 2 | 3 | 3 | 1 | 1 | 2 |
| New York, NY | 1 | 1 | 1 | 4 | 3 | 3 |
| San Francisco/San Mateo, CA | 3 | 2 | 2 | 3 | 8 | 4 |
| San Diego, CA | 7 | 7 | 7 | 7 | 5 | 5 |
| Boston, MA | 4 | 4 | 4 | 8 | 7 | 6 |
| Los Angeles, CA | 6 | 6 | 6 | 5 | 6 | 7 |
| Orange County, CA | 10 | 9 | 8 | 6 | 4 | 8 |
| New Orleans, LA | 11 | 11 | 12 | 9 | 11 | 9 |
| Tampa, FL | 16 | 16 | 17 | 10 | 9 | 10 |
| Phoenix, AZ | 17 | 17 | 16 | 11 | 12 | 11 |
| Nashville, TN | 13 | 13 | 11 | 15 | 10 | 12 |
| Seattle, WA | 8 | 8 | 9 | 14 | 13 | 13 |
| Washington, DC | 9 | 10 | 10 | 12 | 17 | 14 |
| Orlando, FL | 18 | 18 | 18 | 13 | 14 | 15 |
| Chicago, IL | 12 | 12 | 13 | 18 | 16 | 16 |
| Philadelphia, PA | 15 | 14 | 14 | 16 | 15 | 17 |
| Denver, CO | 14 | 15 | 15 | 17 | 19 | 18 |
| Norfolk/Virginia Beach, VA | 25 | 25 | 23 | 19 | 18 | 19 |
| Minneapolis, MN | 19 | 19 | 19 | 21 | 22 | 20 |
| Atlanta, GA | 21 | 20 | 20 | 20 | 21 | 21 |
| Saint Louis, MO | 23 | 23 | 22 | 23 | 20 | 22 |
| Dallas, TX | 22 | 21 | 21 | 22 | 24 | 23 |
| Detroit, MI | 24 | 24 | 24 | 24 | 23 | 24 |
| Houston, TX | 20 | 22 | 25 | 25 | 25 | 25 |

2022 CAMPAIGN RECAP



Top Chef/Taste Houston

Paid Social
Digital/Smart Targeting
Connected TV



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 Domestic US, Paid Social
 Domestic US, Digital/Smart Targeting
 Domestic US, Expedia/Hotels

Mexico, Print
 Mexico, Paid Social
 Mexico, Digital
 Mexico, Expedia/Hotels

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 A CITY FOR ALL

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 WELCOME TO HOUSTON.**

**DISCOVER WHAT MAKES
 HOUSTON A CITY FOR ALL.**

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National Business & Meetings

Wall Street Journal



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TRAVEL PLANNING THINGS TO DO EVENTS RESTAURANTS & BARS HOTELS ABOUT HOUSTON CHECK HOTEL DATES (0) 88°

View By: Grid List Map Sort By: Random Distance Price (Low) Price (High) 1 - 12 of 30

| | | | | |
|--|--|--|--|--|
| <p>Houston.Clean The Westin Oaks Houston at the Galleria Feed Your Sense Of Adventure Starting at \$299 Valid: August 05, 2022 - December 31, 2022 Enjoy breakfast for 2 before shopping the Galleria mall. Valet parking included each night you stay.</p> <p>View Details</p> | <p>Houston.Clean The Westin Galleria Houston Let The Good Times Roll Starting at \$299 Valid: August 05, 2022 - December 31, 2022 Relaxing in our vibrant guestrooms and enjoying two complimentary drinks and valet parking.</p> <p>View Details</p> | <p>Houston.Clean Omni Houston Hotel Love & Luxury Starting at \$299 Valid: August 17, 2022 - December 31, 2022 Experience love and luxury at Omni Houston Hotel. Enjoy two mini bottles of Sparkling wine paired...</p> <p>View Details</p> | <p>Houston.Clean Hilton Garden Inn - Houston Medical Center / Houston Museum District Breakfast Included Package Starting at \$149 Valid: August 10, 2022 - December 31, 2022 Hungry? We've got you covered with tasty cooked-to-order breakfast. Include it in your relaxing stay...</p> <p>View Details</p> | <p>Houston.Clean Hampton Inn Downtown Advance Purchase Starting at \$132 Valid: August 10, 2022 - December 31, 2022 Book 7 days in advance to save up to 15% off your stay!</p> <p>View Details</p> |
| <p>Houston.Clean The Post Oak Hotel at Uptown End Of Summer Savings</p> <p>View Details</p> | <p>Houston.Clean Blossom Hotel Houston End Of Summer Savings</p> <p>View Details</p> | <p>Houston.Clean Hilton Garden Inn - Houston Medical</p> <p>View Details</p> | <p>Houston.Clean The Post Oak Hotel at Uptown</p> <p>View Details</p> | <p>Houston.Clean Hilton Americas-Houston</p> <p>View Details</p> |

HOUSTON
END OF SUMMER SAVINGS

SHOP HOTEL DEALS

HOUSTON
END OF SUMMER SAVINGS

SHOP HOTEL DEALS

HOUSTON
END OF SUMMER SAVINGS

SHOP HOTEL DEALS

2022 CAMPAIGN PRODUCTION

| ALL Campaigns Combined | Media & Website Impact | Social Media Post Engagement Impact | Expedia Campaign Results | Total 2022 | Total 2021 |
|----------------------------------|------------------------|-------------------------------------|--------------------------|----------------------|---------------------|
| Pixeled Room Nights | 50,634 | 2,230 | 132,469 | 183,103 | 146,861 |
| Pixeled Room Revenue | \$7,210,856 | \$318,115 | \$18,656,058 | \$25,866,914 | \$15,544,751 |
| Estimated HOT Revenue | \$407,413 | \$17,974 | \$1,054,067 | \$1,461,481 | \$878,278 |
| Estimated Economic Impact | \$31,720,800 | \$5,178,944 | \$82,988,163 | \$114,708,963 | \$34,541,944 |

HOUSTON WEEK 2022

Our strategy was to pair a large-scale activation with an integrated campaign to maximize impact.

- In **late March** we launched the first annual Houston Week in Mexico, a multi-tiered economic development strategy to reinforce Houston's position as the top city for global trade, tourism, business, and leisure travel from Mexico.
- On **April 1st** we launched an integrated marketing campaign in Mexico featuring a mix of both brand (awareness) and retail (hotel conversion).



1ST ANNUAL HOUSTON WEEK RESULTS

- Earned Media – **260+ million impressions**
- **500 attendees experienced ‘Hola Houston’ branded client events**
 - Top Travel Agencies
 - Wholesalers and Tour Operators
 - Online Travel Agencies
 - Media
 - Influencers
 - Special Guests (US Commercial Service, Travel Associations, Brand USA and Strategic Partners)
- **Diplomatic Meetings:**
 - Monterrey Mayor Luis Donaldo Colosio Riojas
 - Mexico’s Minister of Economy Tatiana Clouthier
 - Mexico’s Vice-Minister of Foreign Affairs Roberto Velasco
 - Mexico’s Secretary of Tourism Minister Miguel Torruco
 - Mayor of Mexico City Claudia Shienbaum



HUGO ORTEGA, EXECUTIVE CHEF/OWNER
H TOWN RESTAURANT GROUP



KIRAN VERMA, EXECUTIVE CHEF/OWNER
KIRAN'S HOUSTON



DAVID MALDONADO
ARTIST



CHRIS WILLIAMS, FOUNDER/OWNER/CHEF
LUCILLE'S HOSPITALITY GROUP



DEMOLA THE VIOLINIST
MUSICIAN



RUBEN ORTEGA, EXECUTIVE PASTRY CHEF
H TOWN RESTAURANT GROUP



CHRIS MORRIS, MIXOLOGIST
KAU BA KITCHEN



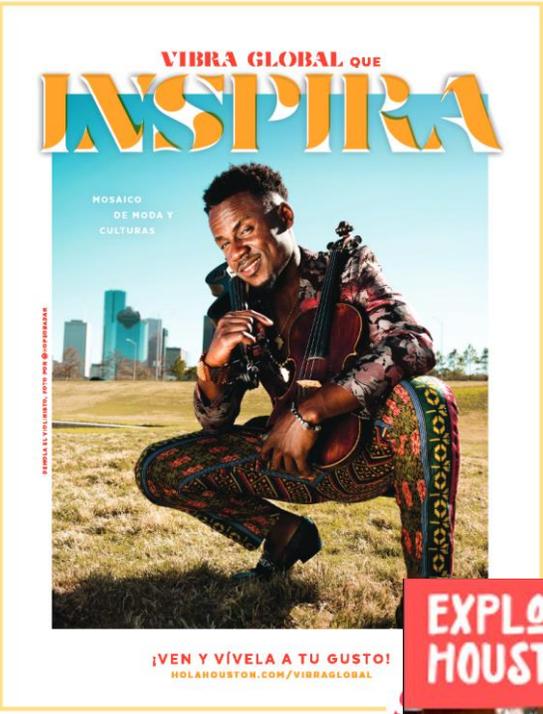
MAGPIES AND PEACOCKS: A NON-PROFIT DESIGN HOUSE
CO-FOUNDERS: AHSHIA BERRY AND SARAH-JAYNE SMITH

Houston Week kicked-off integrated campaign

Integrated Campaign

Paid Campaign - 200 Million Impressions

Print | Advertorial | Paid Social | Digital/Smart Targeting | Expedia/Hotels



EMPRESAS

Houston: destino que inspira



Si tienes unos días libres tenemos una super sugerencia para ti. Sabemos que te gusta viajar y te llenan de inspiración y se convierten en recuerdos. Conoce este destino, todo lo que te puedas imaginar, vivirla y disfrútala.

Houston, el destino

Houston es la cuarta ciudad más grande de Estados Unidos, con una enorme variedad de sabores, culturas y expectativas de cualquier ciudad de millones de habitantes.



GO PARA HO...
Ho...
cul...

Las vacacio...

Por CRK

1 de agosto de 2023



- Gastronomía
- Arte
- Cultura
- Shopping
- Hotels
- Diversión
- Novedades

LIFE AND STYLE

INSPIRATE EN Houston

FOOD & WINE EN ESPAÑOL

Inicio » Destinos »

Montrose, el vecindario que te invita a conocer Houston a través de sabores

Atrevido, diverso y excéntrico. Así es uno de los vecindarios más queridos de este destino.



Integrated Campaign Expedia Group (Expedia/Hotels/Orbitz)

First native content campaign deployed via Expedia social + digital display.

17,000+ room nights
\$3.7 million in hotel revenue

SE TÚ. ASÍ. ERES DE LOS NUESTROS. TE DAMOS LA BIENVENIDA A HOUSTON.

DESCUBRE HOUSTON, UNA CIUDAD PARA TODOS

Una ciudad auténticamente global en la que culturas de todo el mundo se han unido para crear un hogar. En Houston, somos una comunidad con una energía nacida de nuestros residentes que palpita por todas nuestras calles.

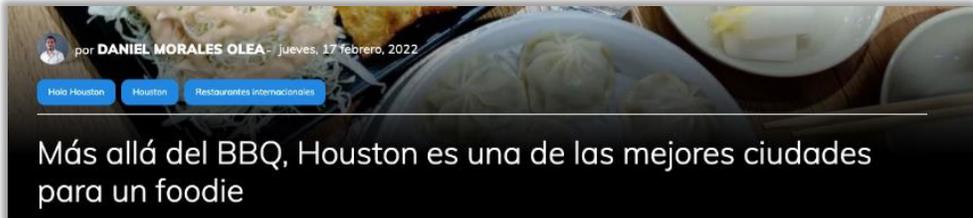
Cuando nos visitas, formas parte de ese mundo. Ven a descubrir los personajes y las influencias que han forjado nuestra identidad, y entrelaza tu historia con nuestro extraordinario tapiz de culturas para ver la vida de la ciudad desde dentro.

The image shows a video player interface for an Expedia campaign. At the top left is the Expedia logo. At the top right is a red button with the text "COMENZAR PLANES". The main video frame shows a scenic view of a park with a large, tiered, grassy mound. Overlaid on the video is the word "Houston" in a large, white, cursive font, and below it, "CIUDAD PARA TODOS" in a white, bold, sans-serif font. In the bottom right corner of the video frame, there is a pause icon and a progress bar showing 0.4. In the bottom left corner, there is a "Watch on YouTube" button. The video player also features a "James Beard Award Featured Chefs" overlay and a "Watch later" button.

This image shows a video player interface for a Houston food culture video. The video title is "DISFRUTA LOS SABORES DE HOUSTON". Below the title is a subtitle: "Ya sea comida sureña, opciones veganas de alta calidad o tentempiés callejeros pakistaníes, esta ciudad satisfará todos tus antojos." The video content shows a group of people sitting at a table in a restaurant, and a close-up of hands shaping a pie crust. The video player includes a "Watch later" button and a "Share" button. In the bottom left corner, there is a "Watch on YouTube" button.

Integrated Campaign Public Relations / Earned Media

Audience Impressions
260+ million in print and digital
160+ million in broadcast



5 cosas para hacer o visitar en Houston que valen mucho la pena

by JOSÉ CARLOS LÓPEZ FIGUEROA
JULIO 27, 2022

Haaland entrena al parejo para el Manchester City vs América

Nos lanzamos directamente a Houston, sede del partido entre Citizens y Águilas, y un día antes del partido pudimos observar el entrenamiento con



Getty Images

Así es el NRG Stadium, la joya tecnológica de Houston para el Mundial del 2026

EXPANSIÓN EN LA MIRA

HOUSTON QUIERE MÁS TURISMO MEXICANO

Para la ciudad texana, el turismo de vacacioneros marcó el inicio de una recuperación y un crecimiento económico de un segmento más importante del negocio. Ahora, una exitosa campaña es la ruta a seguir.

6 Texas abrió la posibilidad de que los turistas se integren en vacaciones con el uso de la tecnología. A finales de 2020, comenzó la recuperación de un sector importante de viajeros internacionales. El momento ideal para Houston, una ciudad que en el momento que más personas de otras partes presencian, y ahora hay un gran potencial de captar a más turistas mexicanos.

Antes de la pandemia, México representaba 2.5 millones de viajeros para Houston, un número de 70% del turismo internacional que la ciudad recibe, con un nivel de crecimiento de 1.5 millones más por año. Houston, además, es una de las ciudades más importantes del mundo, con una gran cantidad de hoteles y restaurantes que atraen a millones de turistas mexicanos.

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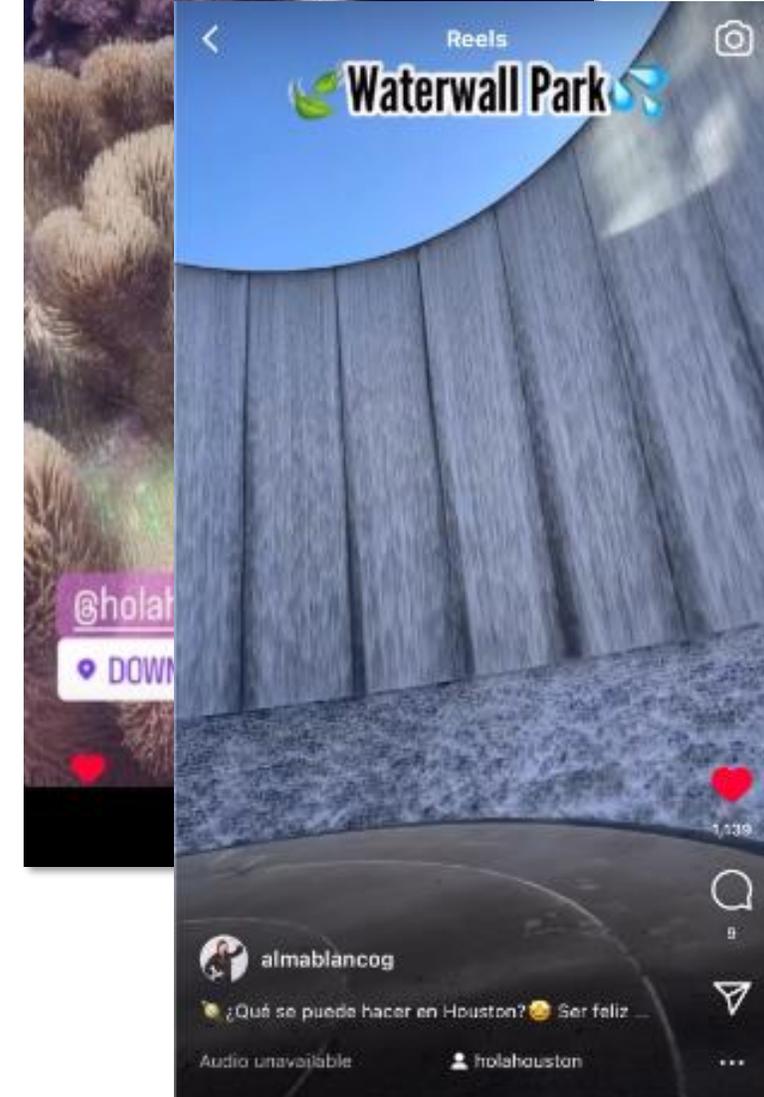
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Integrated Campaign Social Influencer Campaigns

29+ million views

9+ million in audience reach

2+ million engagement



Meeting Professionals

Traditional Trades

- Convene
- Collinson
- MPI
- Meeting Mentor
- Smart Meetings
- Meetings Today
- Tradeshow Executive

Traditional Targets

- PCMA
- IMEX America
- IMEX Frankfurt



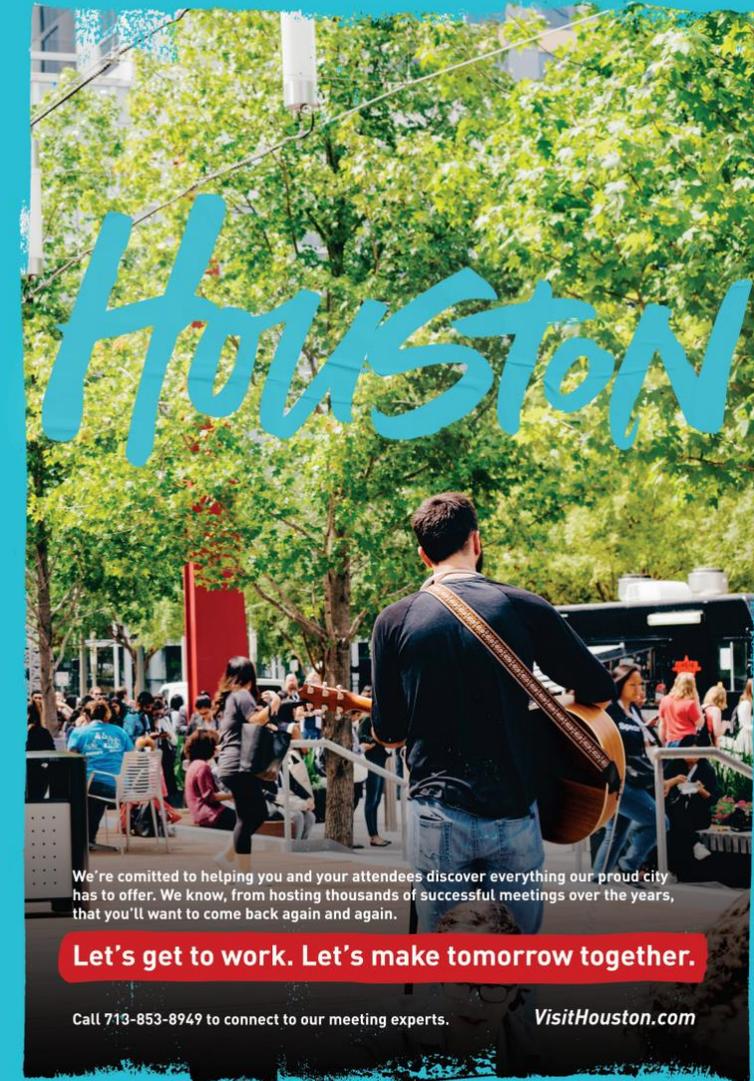
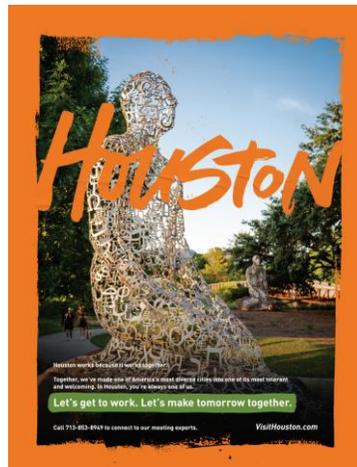
Meeting Professionals

Geographic Target

- Washington D.C. WAMU, WashingtonPost.com, and Wall Street Journal

Direct to Client

- MNI Wrap



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BUSINESS TRAVEL (NEW)

Campaign began 8/17

2 Week Performance

- 2,355 Room Nights
- 426,000+ Revenue

Houston First Corporation

GDS Advertising Performance Overview

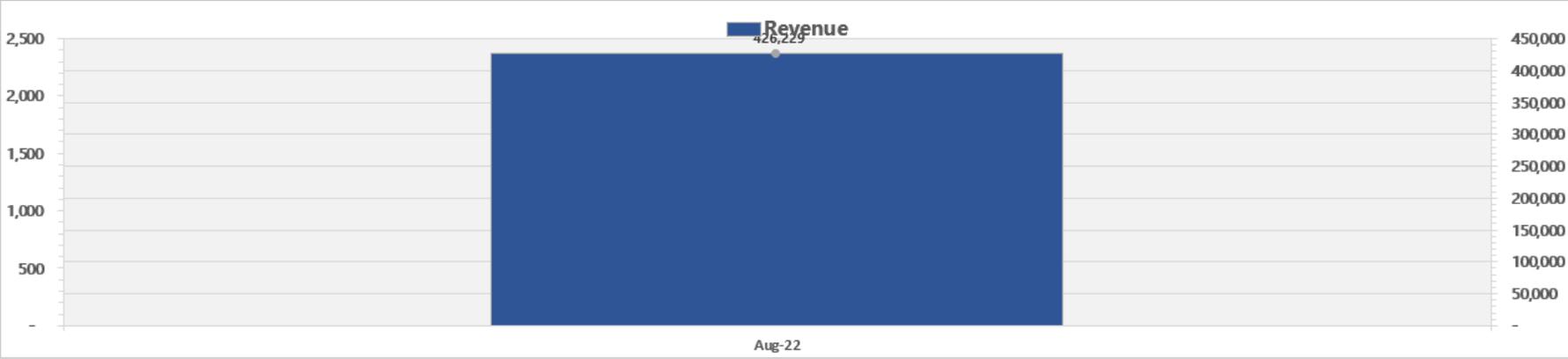
Data reflects bookings made during selected Campaign Display Dates

Booking data updated as of 31-Aug-22

Campaign: 7427975

Advertised GDS: Amadeus, Galileo, Sabre

Currency: USD



Monthly Performance

| | Aug-22 | Total |
|-------------|---------|---------|
| PCC Count | 246 | 246 |
| Bookings | 829 | 829 |
| Room Nights | 2,355 | 2,355 |
| Revenue | 426,229 | 426,229 |
| ADR | 181 | 181 |
| ALOS | 2.8 | 2.8 |
| Ad Spend | 1,643 | 1,643 |
| ROAS | 259.5 | 259.5 |

BRAND IMPRESSIONS

| APRIL 1 ST - AUGUST | IMPRESSIONS (BRAND) |
|--------------------------------|---------------------|
| Integrated Campaign (Paid) | 200,000,000 |
| Public Relation (Earned) | 420,000,000 |
| Social Display | 44,000,000 |
| Social Influencer | 29,000,000 |
| TOTAL | 693,000,000 |

HOUSTON'S 1ST BRAND LIFT STUDY

JANUARY 2023



Nielsen Brand Impact shows how campaigns influence consumer mindsets.

- They use survey methodology, robust sample size and advanced modeling to uncover how people are engaging with brands. They separate control and exposed groups to reveal impact.
- Brand Impact will help us understand if our media strategy is working to drive short and long term success.

CONVENTION ATTENDANCE

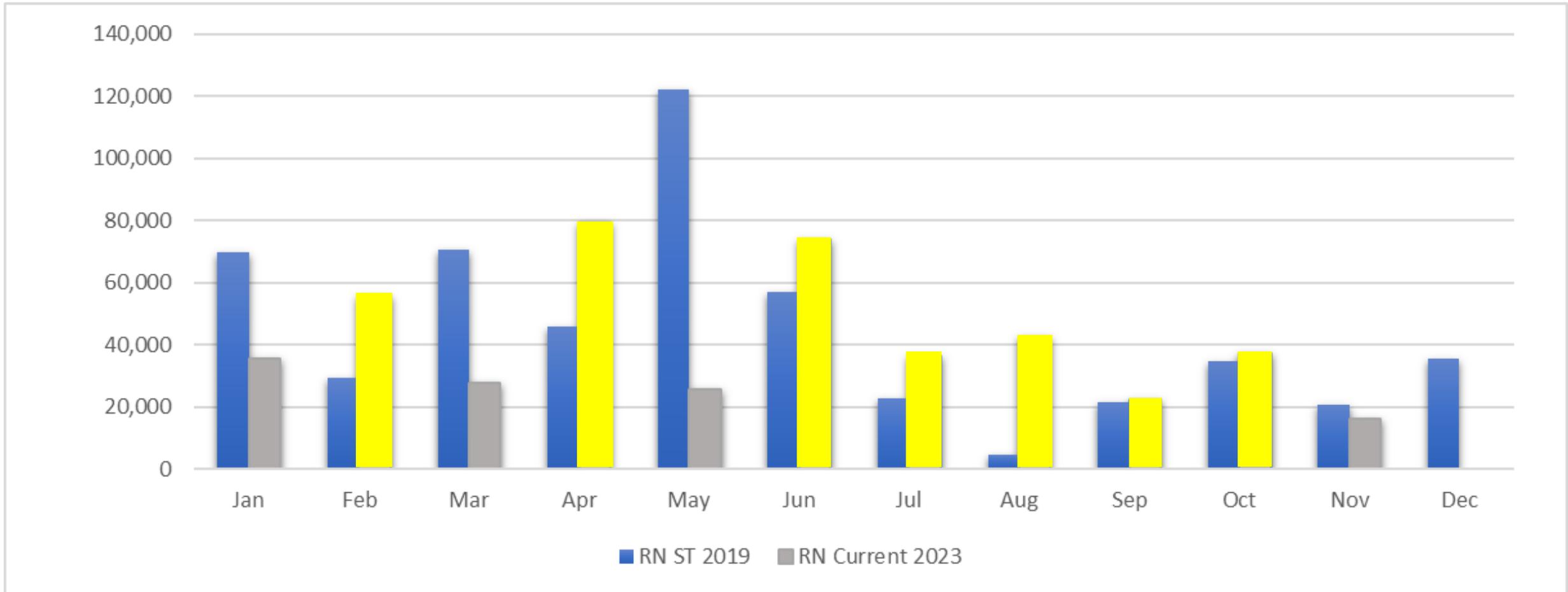
January – August

| Month | Conventions | Historical Attendance | Actual Attendance | % of Attendees |
|---------|-------------|-----------------------|-------------------|----------------|
| Jan-Aug | 17 | 262,200 | 218,650 | 84% |

September – December

| Month | Conventions | Historical Attendance | Projected Attendance | % of Attendees |
|-----------|-------------|-----------------------|----------------------|----------------|
| September | 3 | 22,500 | 11,500 | 51% |
| October | 3 | 58,500 | 45,500 | 78% |
| November | 1 | 2,200 | 2,000 | 91% |
| December | 1 | 1,900 | 2,500 | 132% |

2023 HIGHLIGHTS

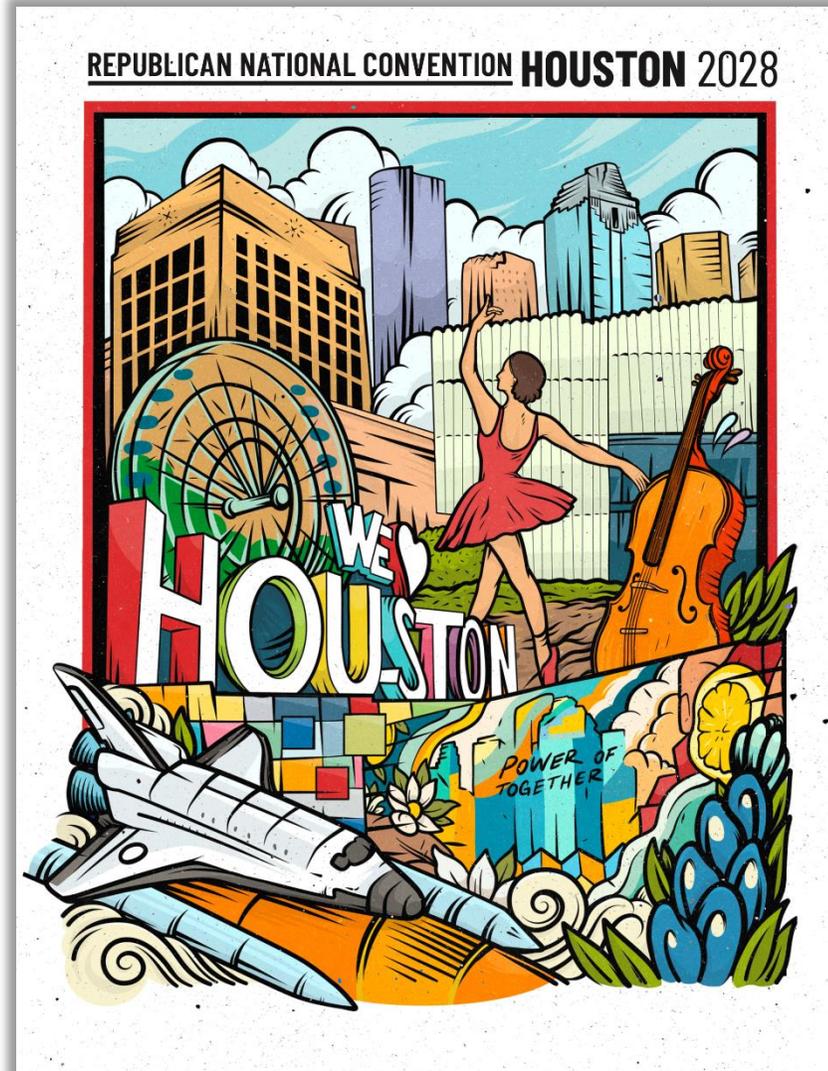
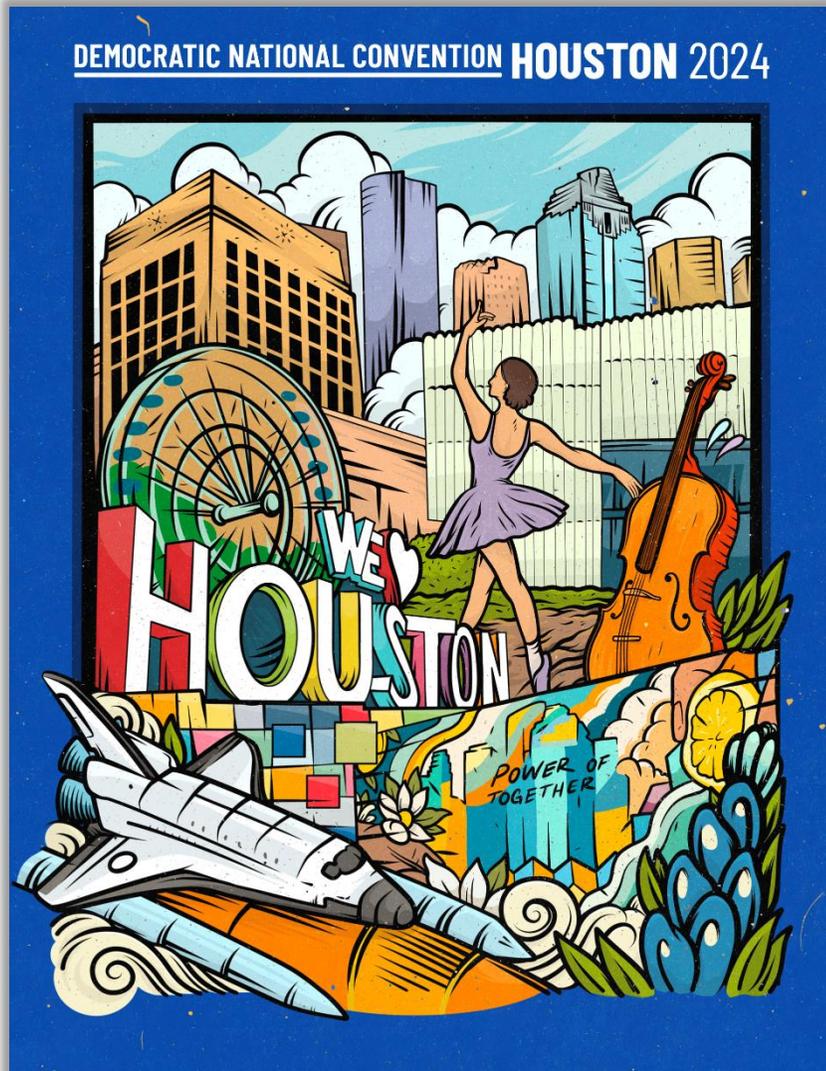


CONVENTION SALES UPDATE

- Lead volume is **91%** of 2019 production – room nights are at **64%**
- Lead volume is **1.8M** (8% increase YOY)
- **281** bookings for **178,000 room nights** (34% increase YOY)
- **48** new business site visits and **40** planning visits
- Client Events/Tradeshows/Sales Calls



DNC/RNC UPDATE



2022 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES

Maximize Lead Volume

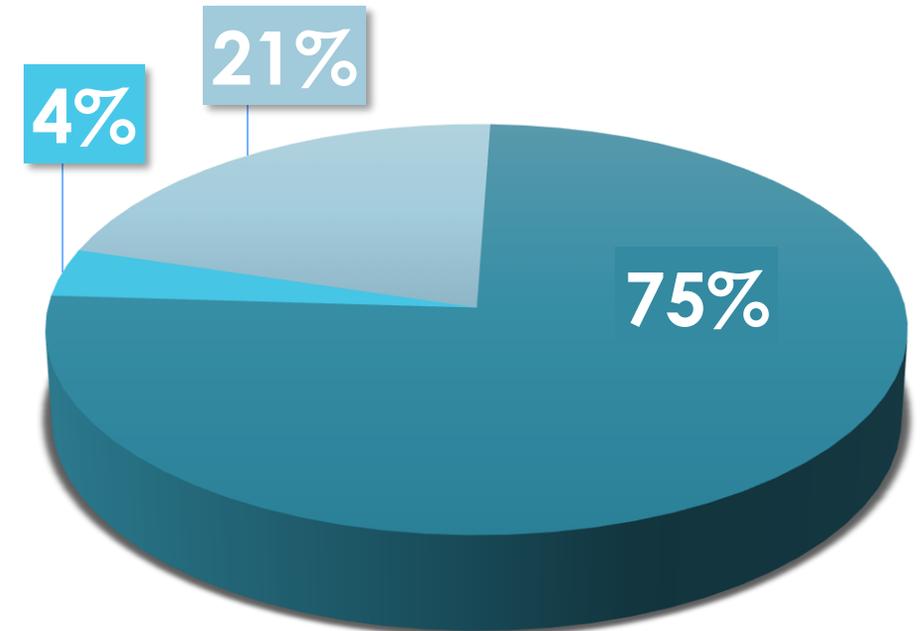
Leads Generated (Jan-Sept):

- Leads – **1,463**
- Room Nights – **2,031,597**

| | LEADS | ROOM NIGHTS |
|------------------------|-------|-------------|
| IN-HOUSE 10-900 | 1,248 | 811,003 |
| MINI-WIDE 900-1,499 | 68 | 266,487 |
| CITYWIDE 1,500+ | 84 | 822,591 |
| INTERNATIONAL | 63 | 131,516 |

LEAD SOURCE

■ Cvent ■ Web RFPs ■ Direct/Other



2022 INITIATIVES, PRIORITIES AND OUTCOMES

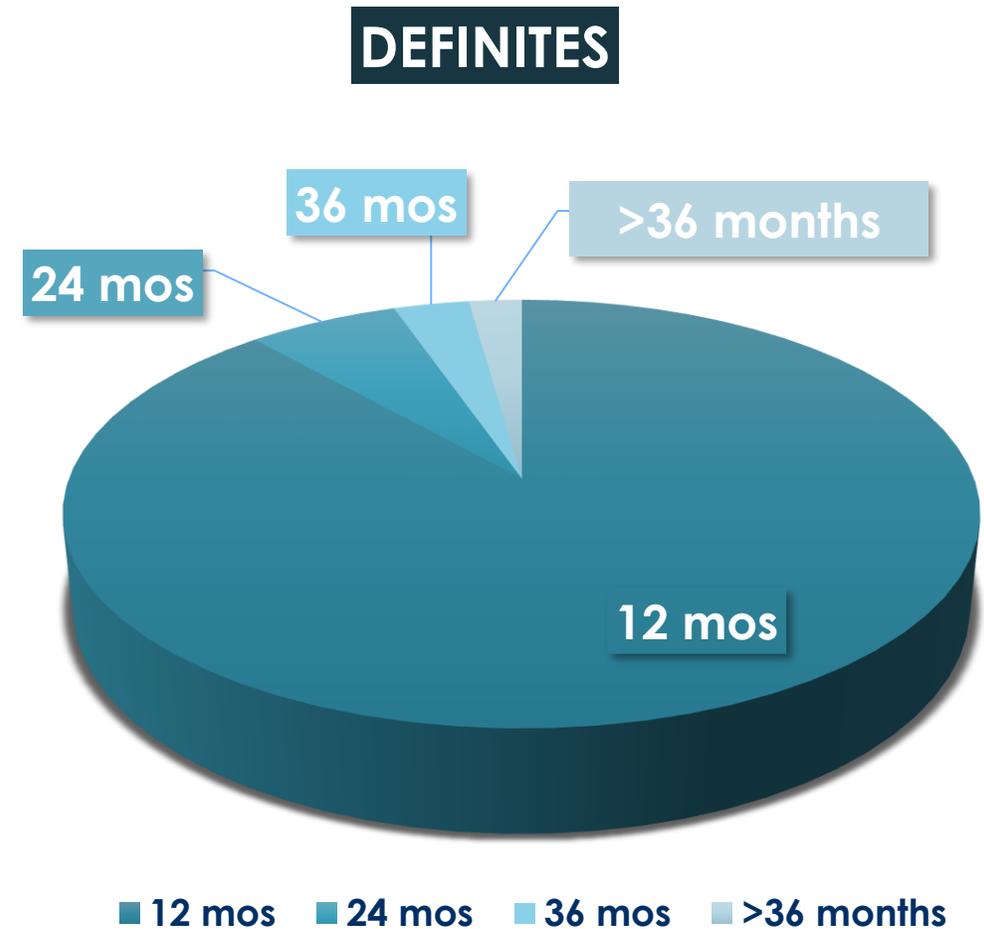
SALES AND CLIENT SERVICES

Definite Room Nights Booked

Definite Business (Jan - Sept)

- Meetings Booked – **321**
- Room Nights Booked – **189,945**

| | LEADS | ROOM NIGHTS |
|------------------------|-------|-------------|
| IN-HOUSE 10-900 | 302 | 128,098 |
| MINI-WIDE 900-1,499 | 3 | 12,396 |
| CITYWIDE 1,500+ | 5 | 29,713 |
| INTERNATIONAL | 11 | 19,738 |



2022 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES

Tradeshows, Conferences and Client Events



JAN – SEPT 2019

- Hosted – **24**
- Remaining – **6**

JAN – SEPT 2022

- Hosted – **27**
- Remaining – **5**

2022 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES

Maximize Support for Scheduled Conventions/Conferences

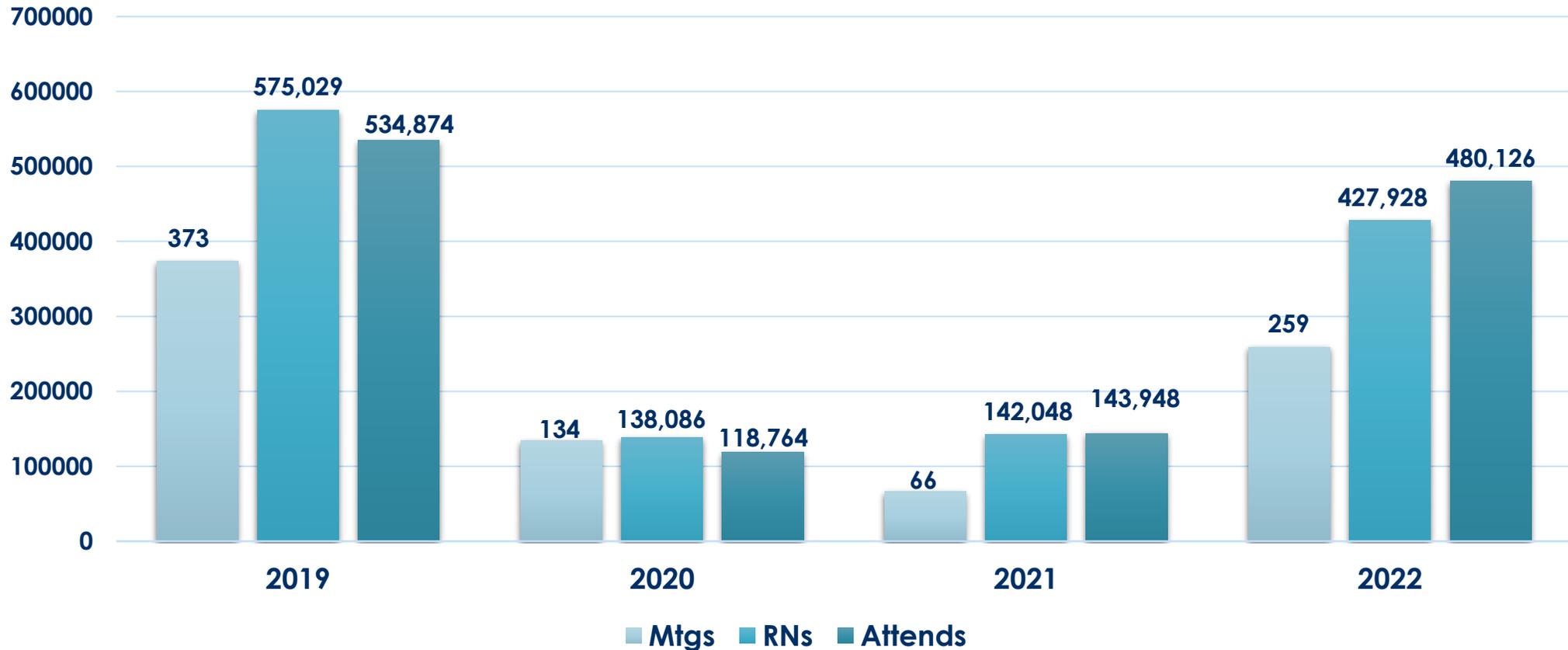
- Customized videos from our Mayor, marketing support, boost local and regional attendance



2022 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES

HOSTED EVENTS JAN - AUG



MEXICO MICE FAM

- Mexico agencies focused on MICE will visit Houston in October for **meeting space site inspections**, hotel and attractions visits.
- FAM attendees **include five (5) meeting planners**.
- Three (3) from Mexico City, one (1) from Monterrey, one (1) from Guadalajara.

Participating Agencies



Sevilla Sol



Touring Plus



BCD Travel



Villatours



El Corte Ingles

MEXICO TRAVEL TRADE FAM

- Top **Mexico Operators** are currently **promoting Houston's leisure travel product** through digital and print advertising.
- The highest selling **Travel Agents will win a trip to Houston** in December to participate in a familiarization tour.

Participating Tour Operators

Mega Travel
NAO Travel Collection
Price Travel
Petra Operadora
Sierra Madre



TURKISH AIRLINES TRAVEL TRADE FAM

- **Brand USA India**, in partnership with **Turkish Airlines**, invited India's top tour operators to experience Houston.
- The operators' Senior Product Development Team will attend the FAM and learn how **to build and sell Houston product**.
- **India ranks #4 in overseas arrivals to the USA, and Houston**

Participating Agencies



**Thomas
Cook**

Thomas Cook India Ltd.



Flamingo Transworld



Veena World Pvt Ltd.



Travel Boutique Online



Make My Trip



Ease My Trip

IMPROVE VISITOR EXPERIENCE

- **Consumer Complaint** - After Billy Joel Concert a leisure visitor was told there was nothing to do by front desk agent then sent to questionable bar
- **Frontline training** – starting next year, we will start to focus on training frontline personnel
- **Selling Houston** – We will also focus on training Directors of Sales and others in top positions on how to sell Houston as a destination
- **Certification** – We are working with HCC to create a Houston Certification
- **Houston Insider Program** - We will bring this successful initiative as a hospitality focused training initiative



**HOUSTON
INSIDER**

TV & FILM UPDATE

MO

- Comedian Mo Amer
Netflix project
- 8 episode series
- Filmed at **35 locations in Houston**
October-December 2021
- Projected economic impact: **\$24m**
- Discussions for a second season



TV & FILM UPDATE

HIP HOP FAMILY CHRISTMAS PART 2

- Executive Produced by Jamie Foxx
- VH1 / MTV Original Movie
- Filmed in **Houston August - September 2022**
- Projected economic impact: **\$12M**
- VH1 / MTV Premiere on December 11, 2022
- Discussions for another in the series



HoustonfirstSM

www.HoustonFirst.com