

AGENDA

HOUSTON FIRST CORPORATION

***Sales, Tourism, and Marketing Committee Meeting
September 12, 2023 – 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 – June 6, 2023**
- IV. Presentations, Reports, and Updates**
 - A. Houston First President & CEO's Report
 - B. Marketing, Sales & Tourism Report
- V. Adjourn**

III. Minutes – June 6, 2023

MINUTES

HOUSTON FIRST CORPORATION

Sales, Tourism, and Marketing Committee Meeting
June 6, 2023 – 10:00 A.M.
Partnership Tower, 701 Avenida de las Americas, Suite 200
Houston, Texas 77010
HOUSTON FIRST 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 the Partnership Tower, 701 Avenida de las Americas, 2nd Floor Boardroom, Houston, Harris County, Texas 77010 on Tuesday, June 6th, 2023, commencing at 10:00 a.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: Bobby Singh (Chair), Nicki Keenan (Vice-Chair), James Batt, Meg Booth, Connie Cochran, Stephanie Haynes, Ryan Martin, Eric Schmauch, Gerald Womack.

- I. **Call to Order.** The Committee Chair called the meeting to order at 10:00 a.m. and a quorum was achieved at 10:04 a.m.
- II. **Public Comments.** None
- III. **Review and approval of minutes from prior meeting.** Following a duly seconded motion, the September 29th, 2022, and November 7th, 2022, minutes were approved as presented.
- IV. **Presentations, Reports, and Updates.**
 - A. **Houston First President & CEO’s Report**

Michael Heckman, President and CEO, announced that Senate Bill 1057 passed the legislature and awaited the Governor’s signature. He explained that the bill would allow Houston to benefit from a funding stream that Dallas and Fort Worth legislatively acquired in 2013. Mr. Heckman emphasized that the bill would provide about \$2 billion from State Hotel Occupancy Tax to update Houston’s George R. Brown Convention Center (“GRB”) and convention district. He then clarified that funding restrictions limited the funds to defined projects.

Mr. Heckman transitioned and noted that HFC planned to promptly circulate a press release about the achievements of Houston Week during the Mexico Mission. He explained that the event had unified representation, including HFC, the Greater Houston Partnership, and the Texas Medical Center.

B. Marketing, Sales & Tourism Report

Holly Clapham, Chief Marketing Officer, announced that HFC's Marketing team received five Telly Awards, the video and television production industry's highest accolade. She added that three of the five awards were related to brand unification and that HFC was now seven awards from its one-hundredth award.

Ms. Clapham transitioned into reporting on Houston Week. She explained that Houston Week was an alignment of activations in Mexico. Ms. Clapham added that after Houston Week, HFC planned to initiate an annual integrated marketing campaign to highlight Houston. According to Ms. Clapham, from 2022 to 2023, Mexican visitors to Houston increased by 41% year-over-year, and visitor spending increased by 68%. Similarly, she highlighted that HFC would announce that Houston planned to return to Mexico in November 2023 as the only international destination highlighted in Mexico City's Food & Wine Event. In parallel, Ms. Clapham indicated Houston Week resulted in two memorandums of understanding, involved four diplomatic meetings, included twenty-seven media interviews, and trained forty-five travel agents.

Jorge Franz, Senior Vice President of Tourism and Industry Relations, indicated that Houston Week aimed to facilitate lead generation and contract negotiation opportunities with wholesalers, operators, and meeting planners. Mr. Franz emphasized that it was important for HFC and its partners to re-engage with contacts in Mexico. He explained that Houston's Trade Delegation included 12 trade industry partners from hotels, attractions, and Destination Marketing Companies. He then noted that during Houston Week, Houston's Trade Delegation attended presentations, roundtables, and trade shows in Monterrey & Mexico City, which provided networking opportunities with top wholesalers.

Ms. Clapham reported that 70 media outlets RSVP'd to the Hola Houston event in Mexico, three times the number of media outlets compared to 2022. She added that Hola Houston engaged with 111 businesses, had 199 travel trade clients RSVP, generated 212 million earned media impressions, and scheduled 348 appointments with travel trade.

Ms. Clapham and Mr. Franz emphasized the importance of the participation of the Texas Medical Center, United Airlines, and the Museum of Fine Arts.

Ms. Clapham transitioned to covering advertising. According to Ms. Clapham, HFC dominantly placed a Houston ad in the Wall Street Journal for twelve years. She highlighted that tracked performance indicated that the Houston ad's recall was 34% above benchmark and 13% above benchmark in overall impression. Correspondingly, she conveyed that the Houston ad caused two out of three travelers to consider Houston as a vacation destination, and about three out of five would visit for business.

Houstonfirst

Ms. Clapham stated that HFC tasked its Marketing team with defining and implementing a strategy to boost room night occupancy. She conveyed that in April 2023, HFC generated 17,229 room nights, 226,328 flight bookings, \$170 ADR, and \$2,931,213 gross bookings from its Houston ad. She added that HFC measured the Houston ad via the Amadeus program (Sabre, Travel Port, Amadeus) and that April 2023 was the first month HFC used the program. In parallel, Ms. Clapham conveyed that according to Cvent (Meetings), in April 2023, the Houston ad had an overall conversion of 13.1% for room nights, a higher conversion percentage than any of HFC's competitors. Similarly, she described that according to Expedia, in April 2023, Houston had 12,000 room nights, 924 hotel bookings, 894 flight bookings, and \$2,186,000 gross bookings. In parallel, Ms. Clapham described that Domestic Digital Display demonstrated that the Houston ad generated 6,500 room nights.

Ms. Clapham reported that to date, HFC attained 231 million earned media impressions, including domestic and international. She added that the total impressions included impressions from the NCAA Media Welcome Event and deployment of the first media center inside the Men's Final Four Fan Fest, which Capital One sponsored.

According to Ms. Clapham, HFC's social media numbers totaled 134,000 followers and accomplished 1,955,300 impressions. In parallel, she noted HFC's Instagram had 842,400 post engagements, and HFC's Facebook had 806,900 Likes, and 1,162,100 impressions.

John Solis, Senior Vice President of Sales and Client Services, reported on HFC's production from January 2023 through May 2023. He stated that HFC had a 1.8 million lead volume, a 71% year-over-year increase. In parallel, Ms. Solis expressed that Houston had 186 for 117,383 bookings for room nights, a 23% year-over-year increase. According to Mr. Solis, HFC had 52 new business site visits and 40 planned visits. He explained that HFC's lead volume consisted of several categories, which included Corporate at 53%, Association at 27%, SMERF (Social, Military, Educational, Religious, and Fraternal groups) at 10%, Sports at 6%, and Third-Party Planner at 4%.

Mr. Solis indicated that HFC's year-to-date definite business in 2023 was on pace with 2019. He emphasized that HFC terminated all virtual programs and that in-person attendance was over 90%. Mr. Solis also reported that site visits were increasing, with 52 site visits as of May 2023 compared to 62 at the end of 2019 and 40 planned site visits as of May 2023 compared to 36 at the end of 2019.

Mr. Solis emphasized that hosted meetings through May 2023 totaled 231 with 282,588 room nights and 321,664 attendees, compared to 263 total hosted meetings with 367,742 room nights and 316,980 attendees. Mr. Solis then covered the First Robotics Competition. He stated that the 2017 First Robotics Competition had 26,000 attendees, the 2022 competition had 33,000 attendees, and the 2023 competition had 48,000 attendees. He then highlighted that HFC anticipated First Robotics' future event would have 50,000 attendees.

Mr. Franz reported that he recently returned from IPW, the United States Travel Association's premier international marketplace and the United States' largest generator for travel. He explained that Houston had over 200 appointments with international and domestic leisure buyers, meeting and incentive buyers, and media. He also detailed that Houston hosted 25 international trade and media clients for a pre-IPW FAM and 16 international trade and media client for a post-IPW FAM. Similarly, Mr. Franz highlighted that Houston had the largest activation footprint at the closing night reception hosted by the State of Texas Tourism Office or Travel Texas.

Mr. Franz revealed that the Houston Insider program would return and aimed to focus on frontline staff to sell Houston with an online certification tool.

According to Mr. Franz, HFC would focus on multicultural product development to create and elevate six multicultural experiences emphasizing Houston's diversity. Correspondingly, he added that HFC would prepare six site sales on the Houston Experience Marketplace by November 2023.

Mr. Franz further recounted that HFC aimed to increase the profitability of the Houston Experience Marketplace. He noted that HFC placed Marketplace iPads at the GRB and in hotels and trained frontline staff, managers, and directors on how to sell through the Marketplace to increase profitability. In parallel, Mr. Franz included that HFC sought to allow wholesalers, tour operators, and travel agencies access to sell in the Marketplace.

Mr. Franz proudly announced that the Texas Travel Awards awarded Laura Haces, Senior Manager of Product Development, the "Best Step-On Guide" award this year.

According to Mr. Franz, the Houston Film Commission ("Film Commission") was focused on partnering with film industry members to increase funding for the Texas Moving Image Industry Incentive Program, which recently increased from \$45 million to \$200 million for 2023-2025. He illuminated that Alfred Cervantes, Film Commission Executive Director, sought to increase funding and announced that the Film Commission hired Isaac Muñoz as a Film Location Coordinator.

Mr. Heckman suggested that the Committee hold another meeting in September 2023 and again at the end of 2023 to approve the budget.

V. **Adjourn.** The meeting adjourned at 11:05 a.m.

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE MEETING

Buffalo Bayou and Wortham
DOWNTOWN

HFC Board Room
Partnership Tower
Tuesday, September 12, 2023
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 12, 2023



MINUTES

June 6, 2023

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

September 12, 2023

HOUSTON FIRST PRESIDENT & CEO REPORT

MICHAEL HECKMAN

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

September 12, 2023



HOUSTON FIRST COMMITTEE UPDATE

Market Report

NATHAN TOLLETT

Vice President, Citywide Convention Sales

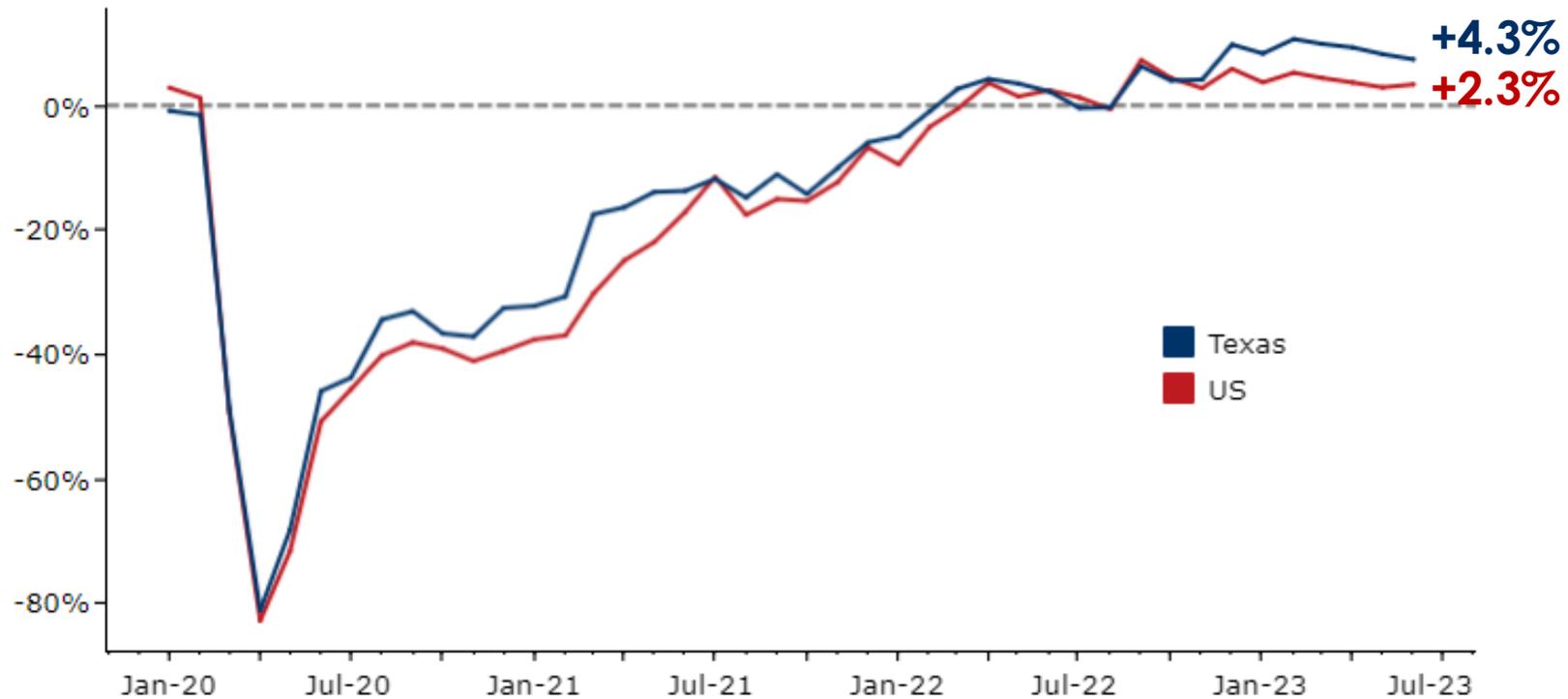
**HFC SALES, TOURISM, AND MARKETING
COMMITTEE MEETING**

September 12, 2023

TX CONTINUES TO OUTPERFORM THE NATIONAL AVERAGE

Travel Spending

Texas vs U.S. total, % change vs 2019

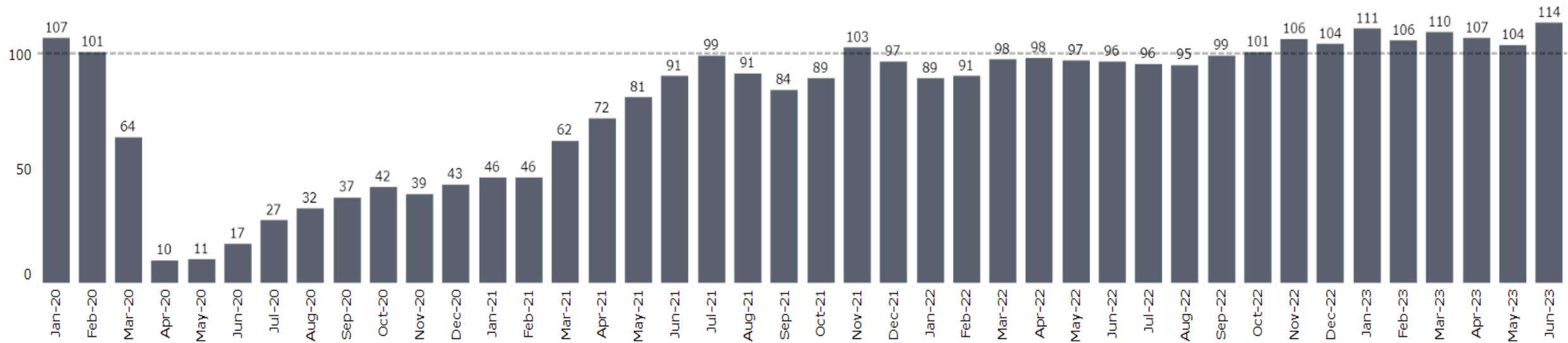


Source: Tourism Economics

AIR PASSENGER RECOVERY

Visitor Arrivals by Air

Houston (Index 2019=100)



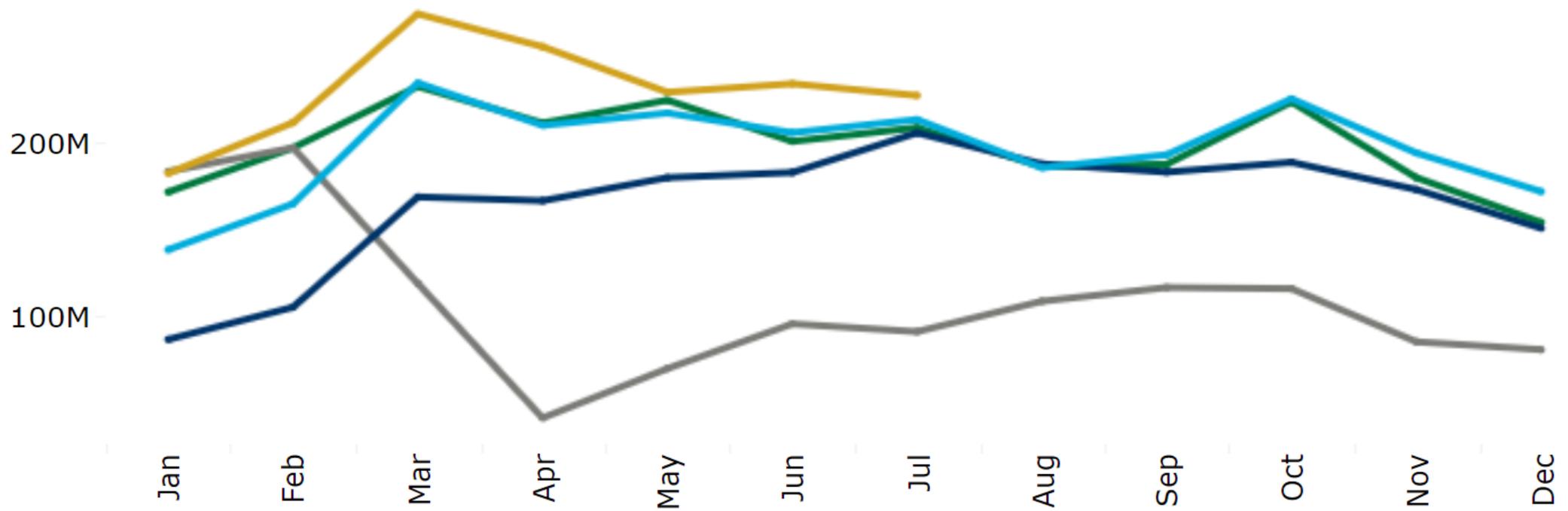
HOUSTON ROOM REVENUE COMPARISON

Room Revenue YOY Comparison

Room Revenue ▾

Years:

CY2023 CY2022 CY2021 CY2020 CY2019



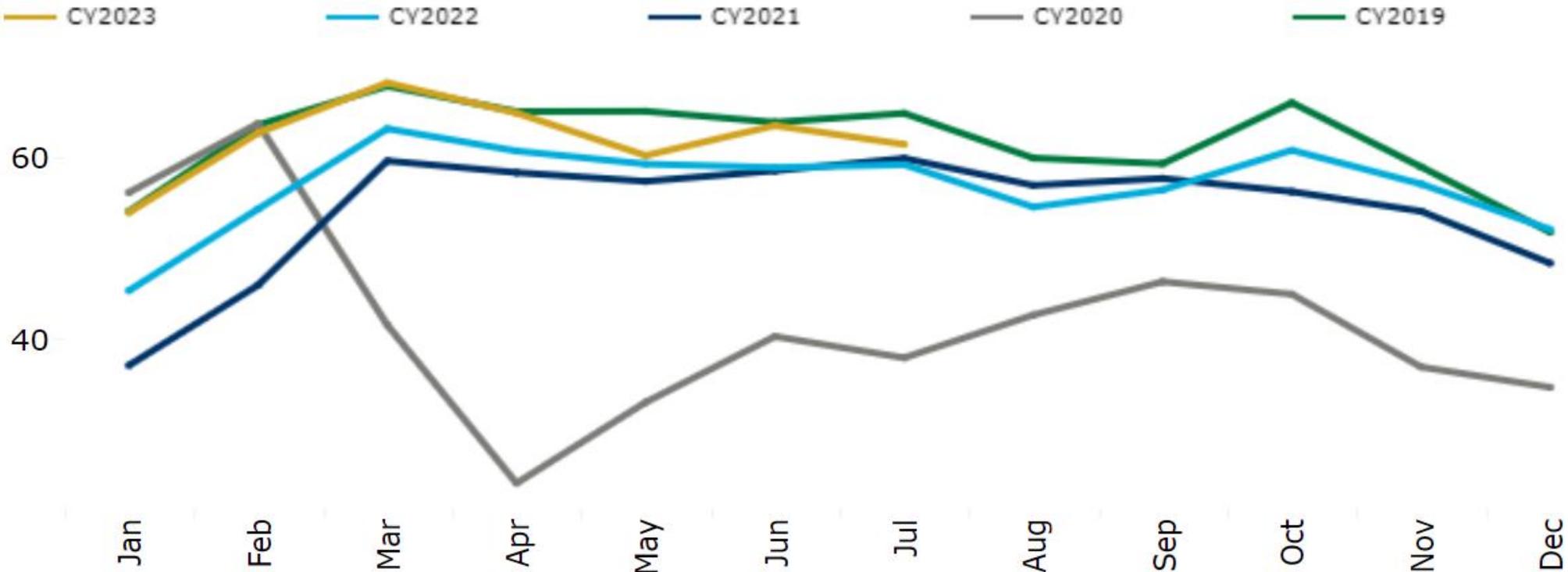
Source: STR, Inc

HOUSTON OCCUPANCY COMPARISON

Occupancy YOY Comparison

Occupancy ▾

Years:



Source: STR, Inc

HOUSTON MARKET COMPSET

Segment Name	Occ	Var 2019
Nashville CBD/Downtown, TN	76.2	-4.6%
Dallas CBD/Market Center, TX	66.1	-5.1%
Orlando International Drive, FL	77.3	-6.1%
Disneyland, CA	76.2	-7.2%
Houston CBD, TX	61.1	-11.0%
San Antonio CBD, TX	65.3	-12.3%
Chicago CBD, IL	62.5	-12.8%
Austin CBD, TX	69.8	-12.9%
Atlanta CBD, GA	65.2	-15.4%
New Orleans CBD/French Quarter, LA	64.1	-15.9%

Segment Name	RevPar	Var 2019
Nashville CBD/Downtown, TN	\$225	25.4%
Disneyland, CA	\$185	18.2%
Dallas CBD/Market Center, TX	\$125	11.0%
Orlando International Drive, FL	\$126	6.9%
San Antonio CBD, TX	\$117	2.7%
Houston CBD, TX	\$131	1.5%
Chicago CBD, IL	\$138	-2.1%
Austin CBD, TX	\$179	-4.0%
New Orleans CBD/French Quarter, LA	\$133	-7.0%
Atlanta CBD, GA	\$128	-8.2%



HOUSTON FIRST COMMITTEE UPDATE

Sales Report

JOHN SOLIS

Senior Vice President, Sales & Client Services

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

September 12, 2023

SALES PRODUCTION JULY 2023

CVB Definite Future Meetings Bookings					
Calendar 23	Calendar 22	Calendar 19	Difference	% Ch	% Ch vs '19
350	240	245	110	46%	43%
224,567	156,751	302,541	67,816	43%	-26%
194,906	202,591	356,315	-7,685	-4%	-45%
\$137,389,889	\$106,714,524	\$182,843,739	\$30,675,365	29%	-25%

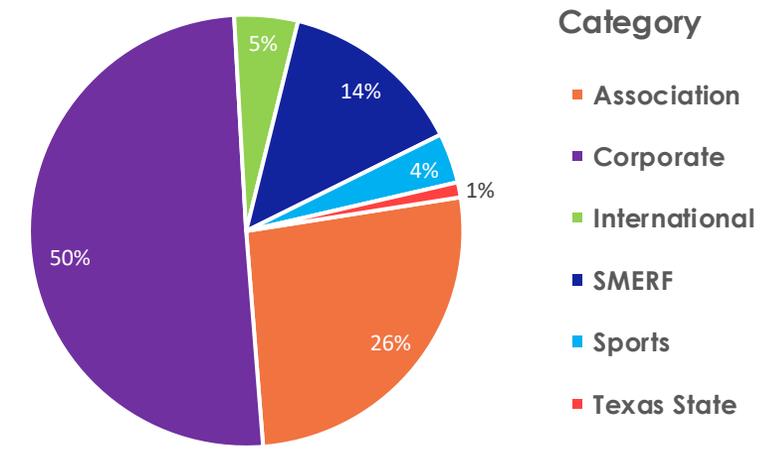
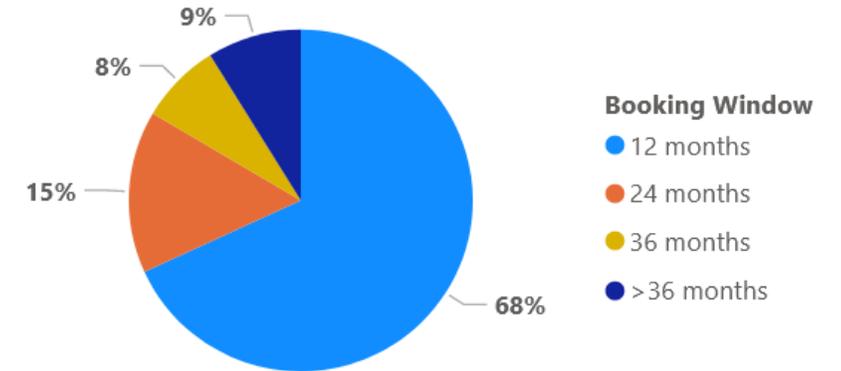
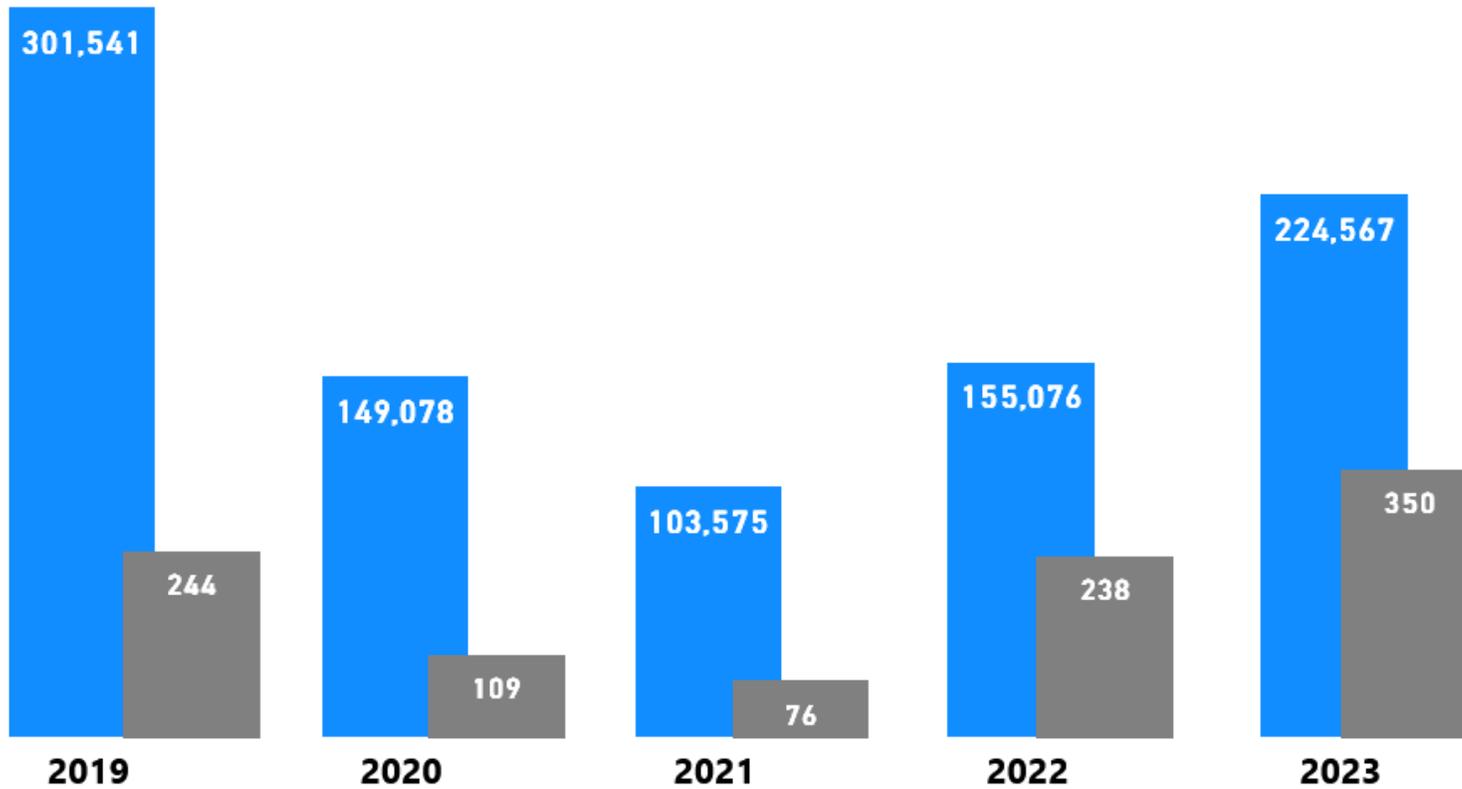
Meetings Lead Production					
Calendar 23	Calendar 22	Calendar 19	Difference	% Ch	% Ch vs '19
1,388	1,135	1,126	253	22%	23%
2,332,643	1,592,119	2,069,242	740,524	47%	13%
1,495,579	930,072	1,223,925	565,507	61%	22%

Site Visits					
Calendar 23	Calendar 22	Calendar 19	Difference	% Ch	% Ch vs '19
62	43	106	19	44%	-42%
52	32	46	20	63%	13%

DEFINITE PRODUCTION YTD

JANUARY – JULY

■ Meetings ■ Room Nights

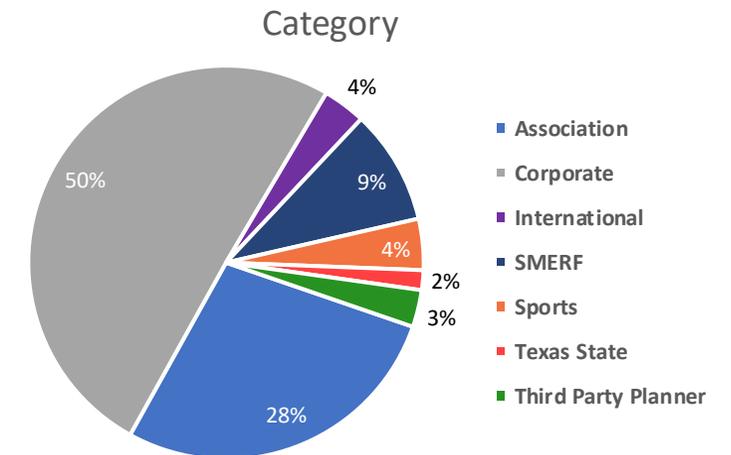
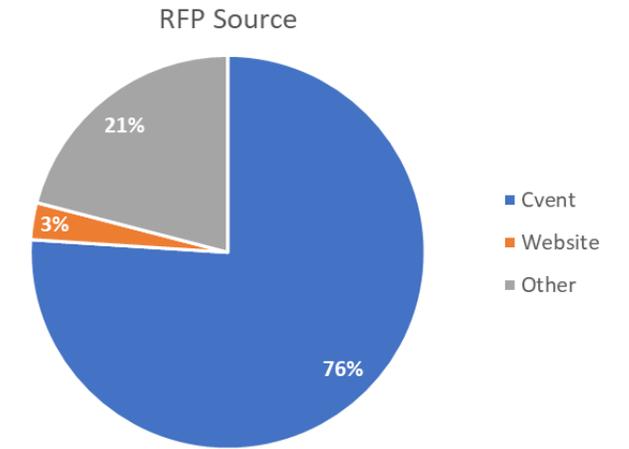
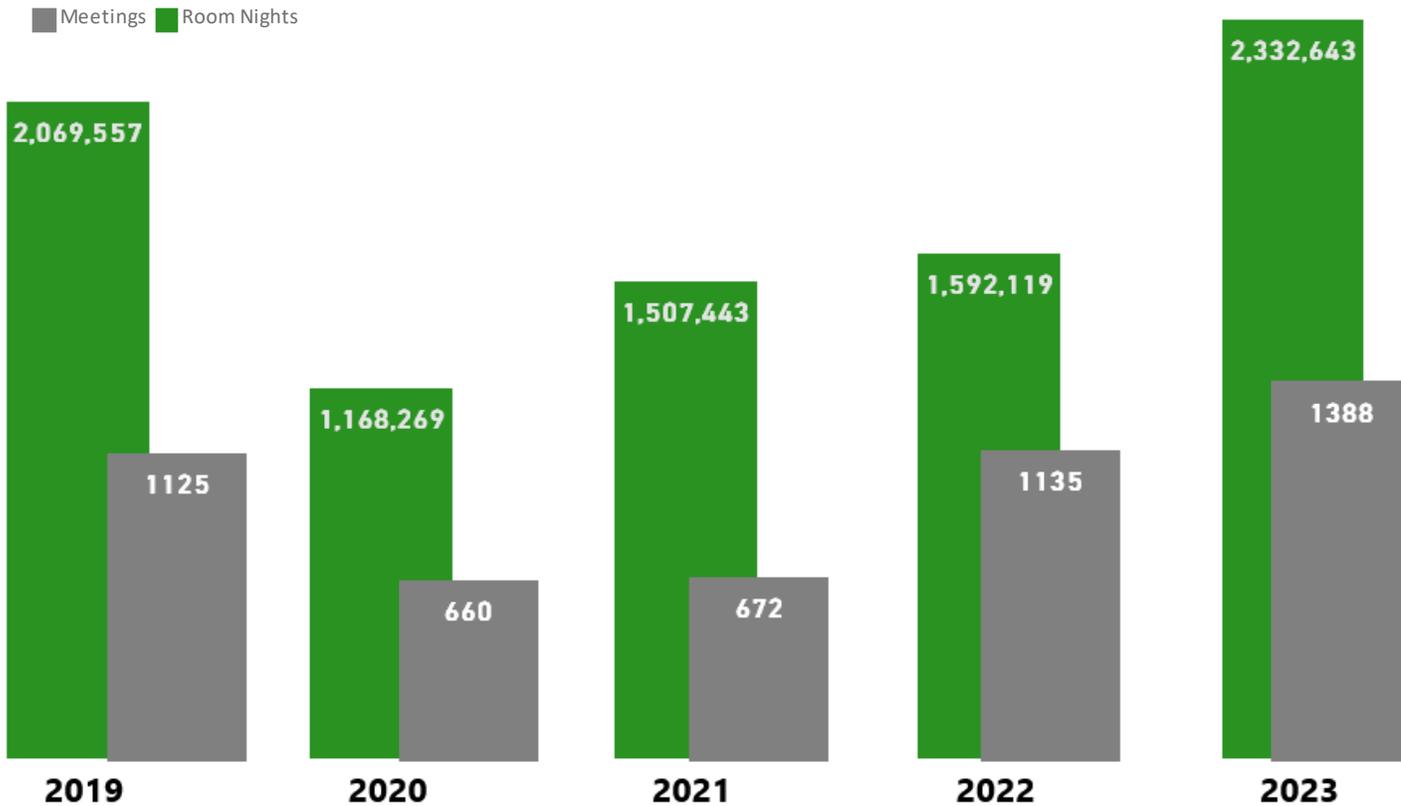


DEFINITE PRODUCTION YTD

JANUARY – JULY

			Definite Production per Team					
			Calendar 23	Calendar 22	Calendar 19	Difference	% Ch	% Ch vs '19
Domestic	10-999 peak rooms	Meetings	315	222	224	93	42%	41%
		Room nights	121,642	102,163	104,591	19,479	19%	16%
	1,000-1,499 peak rooms	Meetings	3	3	4	0	0%	-25%
		Room nights	13,826	12,396	13,550	1,430	12%	2%
	1,500+ peak rooms	Meetings	10	4	9	6	150%	11%
		Room nights	78,695	22,454	181,271	56,241	250%	-57%
	International	Meetings	22	11	8	11	100%	175%
		Room nights	10,404	19,738	3,129	-9,334	-47%	233%
	Total	Meetings	350	241	245	109	45%	43%
		Room nights	224,567	158,301	302,541	66,266	42%	-26%

TENTATIVE PRODUCTION YTD JANUARY – JULY



TENTATIVE PRODUCTION YTD

JANUARY – JULY

			Meetings Lead Production per Team					
			Calendar 23	Calendar 22	Calendar 19	Difference	% Ch	% Ch vs '19
Domestic	10-999 peak rooms	Meetings	1,177	974	941	203	21%	25%
		Room nights	868,786	659,755	677,052	209,031	32%	28%
	1,000-1,499 peak rooms	Meetings	47	46	40	1	2%	18%
		Room nights	200,015	186,134	180,044	13,881	7%	11%
	1,500+ peak rooms	Meetings	114	67	93	47	70%	23%
		Room nights	1,196,917	623,410	1,068,296	573,507	92%	12%
	International	Meetings	50	48	52	2	4%	-4%
		Room nights	66,925	122,820	143,850	-55,895	-46%	-53%
	Total	Meetings	1,388	1,135	1,126	253	22%	23%
		Room nights	2,332,643	1,592,119	2,069,242	740,524	47%	13%

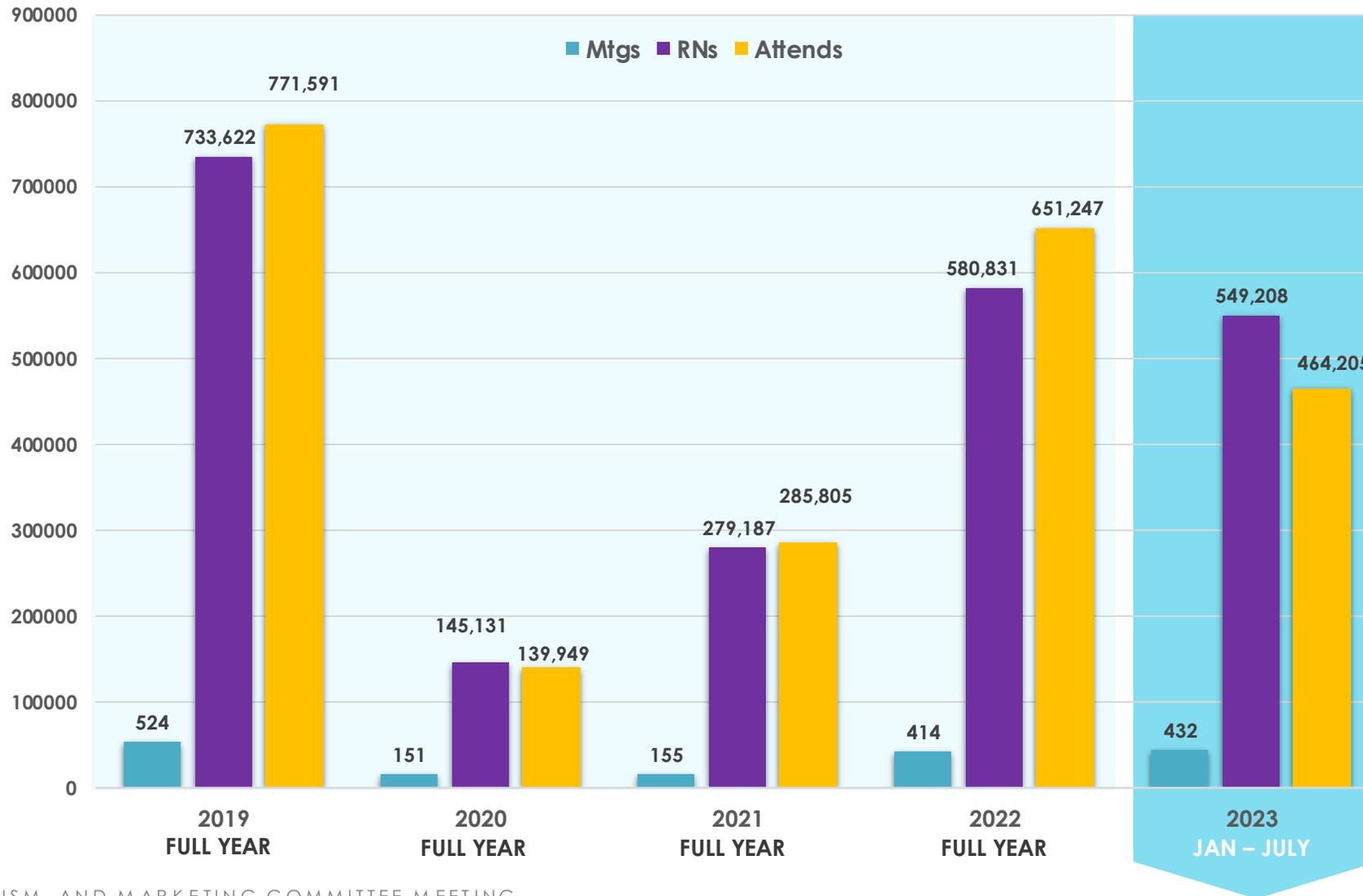
KEY TENTATIVE MEETINGS

CATEGORY	MEETINGS
Corporate	7
Association	7
State	4
International	2

SITE AND PLANNING VISITS JANUARY-JULY



MEETINGS HOSTED 2023



KEY DEFINITE MEETINGS

MEETING YEAR	MEETINGS	TOTAL ROOM NIGHTS	AVERAGE PEAK
2023	29	368,241	3,481
2024	28	327,156	3,391



HOUSTON FIRST COMMITTEE UPDATE

Marketing Report

HOLLY CLAPHAM

Chief Marketing Officer

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

September 12, 2023

2023 STRATEGY

In 2022 the marketing department assumed responsibility for **marketing in Mexico as well as the United States** giving us the opportunity to align brand positioning and drive occupancy.

In 2023 we will generate **direct economic impact for hotels and attractions** via a diverse mix of retail campaigns.

- **REVENUE GENERATION**
- **EXCEPTIONAL VISITOR CUSTOMER EXPERIENCE**
- **DESTINATION BRAND/IMAGE ENHANCEMENT**

DIGITAL DISPLAY -
HOTEL CONVERSION
87,800,000+



Amadeus/Travel Click
Expedia
Sojern

Sojern
Washington POST



DIGITAL DISPLAY
66,800,000+

PRINT - BRAND
44,900,000+



Texas Monthly
Wall Street Journal
Meeting Trades
Local Outlets

MIQ
Tremor
Pixability
Gamut



DIGITAL VIDEO - BRAND
30,550,000+

ADVERTORIAL
23,194,000+



Local Outlets

META
TikTok



SOCIAL DISPLAY
7,400,000+

DOMESTIC PAID MEDIA

HOUSTON

You're a local. You're one of us.

So we want to give you a richer, more exciting experience. We'll share the food that wows national cooking shows and the culture that landed us on Top Places to Visit lists. Let Houston take you further.

Let's get together. Book your stay today.

Save on rooms at [VisitHouston.com/HotelDeals](https://www.VisitHouston.com/HotelDeals)

Mural by: @Empires13
Featuring: Felice @wankymaven
Shanna @yepthatsahan

DISCOVER NEW REASONS TO
FALL FOR HOUSTON

Whether brews & murals or bites & sites, Houston has an experience for you.

Book a tour on Houston Marketplace today!

BREWERIES

CULINARY SCENE

MURALS

SIGHTSEEING

SHOP TICKETS & TOURS
[HOUSTONMARKETPLACE.COM](https://www.HoustonMarketplace.com)

HOUSTON MARKETPLACE

HOUSTON TAKES YOU *Further*

SHOP HOTELS

HOUSTON TAKES YOUR VACATION FURTHER

PLAN YOUR Summer FINALE

Last Chance → **SUMMER** — HOUSTON —

SHOP HOTELS

Last Chance → **SUMMER** — HOUSTON —

SHOP HOTELS

HOUSTON

ENJOY A RICHER EXPERIENCE
PLAN YOUR VISIT

HOUSTON

ENJOY A RICHER EXPERIENCE
BOOK YOUR STAY

RESULTS

Digital Display - Hotel Conversion (Amadeus)	TOTALS
Booked Flights	945,480
Hotel Bookings	20,400
Booked Room Nights	57,344
Revenue	\$10,839,790
ADR	\$191
Cost Per Hotel Booking	\$1

Digital Display - Hotel Conversion (Expedia)	TOTALS
Booked Flights	4148
Booked Room Nights	45,000
Gross Bookings	\$8,055,000
Cost Per Hotel Booking	\$3

RESULTS

Digital Display - Hotel Conversion (Sojern)	TOTALS
Booked Flights	16,493
Booked Room Nights	13,825
Gross Bookings	\$2,765,000
Cost Per Hotel Booking	\$23

MEXICO PAID MEDIA

DIGITAL DISPLAY - MEXICO
54,042,399

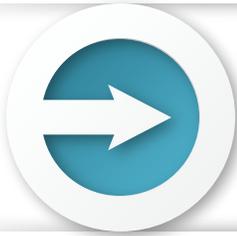


Food & Wine
In Style
Conde Nast Americas

Sojern
Near

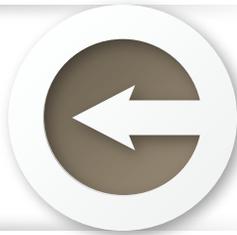
Food & Wine
GQ
In Style
Robb Report

Forbes
El Universal
Reforma



PRINT - BRAND
27,690,265

DIGITAL VIDEO - MEXICO
714,285



Conde Nast Americas

Food & Wine
Robb Report

In Style
Forbes



SOCIAL DISPLAY
6,700,000+

Space Center Houston

Un espacio por explorar

HOUSTON

HolaHouston.com

#HoustonSabeMejor

Hickover Centennial Gardens

Una experiencia por vivir.

HOUSTON

HolaHouston.com

#HoustonSabeMejor

Pulpo landoort, MUSAafer

No has probado nada igual.

HOUSTON

HolaHouston.com

#HoustonSabeMejor

INTEGRATED MEETINGS SUPPORT

DESIGN SUPPORT:

Presentations

- 214 hours / 180 files

Signage

- 289 hours / 1039 files

Promo Items

- 156 hours / 250 files

Maps

- 21 hours / 35 files

*YTD JANUARY - SEPTEMBER

**AD BUY SPEND
OVER \$1M**

TRADE PUBLS: 20+ ADS

- Connect
- CVENT
- IMEX Frankfurt
- LinkedIn
- Meetings Today
- Meeting Mentor
- MNI – Food & Wine
- MNI – Travel + Leisure
- MPI
- PCMA Convene
- Smart Meetings
- USAE

INTEGRATED MEETINGS SUPPORT

POWERPHYL
MEDIA SOLUTIONS

Houstonfirst

Campaign Parameters			
Client Campaign:	Houston First	Video Campaign KPI: Video Views	
Media Partner:	LinkedIn	Static Campaign KPI: Link Clicks	
Campaign Flight:	8/1-9/3		
Report Date:	8/14-8/27		



Monthly Performance													
Campaign	Dates	Reach	Impressions	Link Clicks	CPLC	CTR	Video Views	Completion Rate	View Rate	CPV	CPM	Frequency*	Amount Spent
Video	8/14-8/27	5,531	107,956	--	--	--	79,641	44.30%	73.77%	\$0.03	\$22.39	19.52	\$2,417
Static Image	8/14-8/27	4,403	197,000	1,558	\$1.61	0.79%	--	--	--	--	\$12.73	44.74	\$2,508
Total	--	--	304,956	1,558	--	--	79,641	--	--	--	\$16.15	19.52	\$4,925

*Frequency metric is in beta, please use linkedin

LINKEDIN-CAMPAIGN:

- 10,000 Top Client Targets
- .79% Click Thru Rate (CTR) – 3X average benchmark
- 73.77 Video View Rate (VVR) - 2X average benchmark

Landing page: /meetings



Creative Performance:

Video Horizontal
Video Views: 39,871
Completion Rate: 45.22%
View Rate: 73.78%
CPV: \$0.03
Total Spend: \$1,207

Creative 1 Square Copy 1
Link Clicks: 655
CPLC: \$1.37/CTR: 0.97%
Total Spend: \$896

2023 STRATEGY

STRATEGY *cont'd*

We will invest more in social and influencer content for conversions.

In an effort to further maximize the investment beyond conversions, content created by social influencers will be used as advertising content also editorially across our website network.

SOCIAL CONTENT STRATEGY

LOCAL INFLUENCERS

- Support Campaigns via their channels

*Generate Content that HFC Owns
5-7 Influencers

EDITORIAL CONTRIBUTORS

- Generate content for blogs on HFC channels
- Photography and videography for articles and social promotion

*Generate Content that HFC Owns
80 stories per month

DOMESTIC & INTERNATIONAL FAMS

- Support Campaigns via their channels

*Generate Content that HFC Owns
35 Hosted Social FAMS

SOCIAL CONTENT STRATEGY

Edits / Deploys

ORGANIC (BOOSTED) POSTS

- Support Campaigns on HFC Channels
- Evergreen content

50 posts per month

Edits / Deploys

PAID CAMPAIGN

- Supports Fan Acquisition
- Supports Ad Campaigns

Campaign refreshed every two weeks with new creative



PAGE FOLLOWERS

▶ **842,733**

CHANNEL FOLLOWERS

▶ **151,153**

IMPRESSIONS

▶ **2,040,000+**

IMPRESSIONS

▶ **4,200,000+**

POST ENGAGEMENT

▶ **93,900+**

POST ENGAGEMENT

▶ **1,600,000+**

REACH

▶ **8,300,000+**

REACH

▶ **5,660,000+**

SOCIAL @VISITHOUSTON (META)

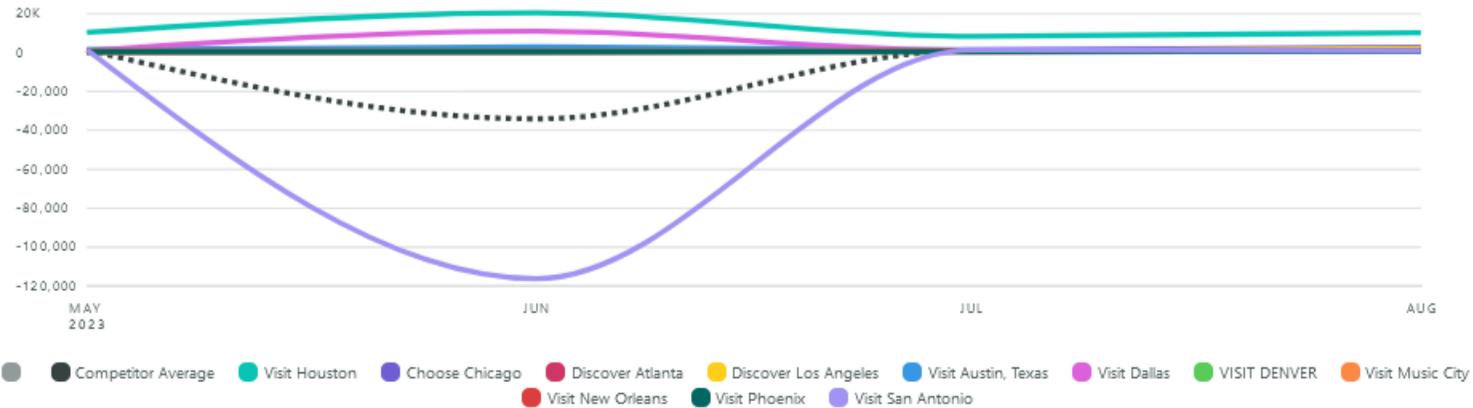
2023 FAN ENGAGEMENT &
ACQUISITION



Audience Growth

See how your audience grew compared to your competitors.

Net Follower Growth, by Day



Audience Metrics, by Page		Followers	Net Follower Growth	% Follower Growth
Your Average	<div style="width: 85%;"></div>	851,502.00	47,542.00	5.91%
Competitor Average	<div style="width: 47%;"></div>	417,205.60	-8,921.60	-2.09%
1	■ Discover Los Angeles <div style="width: 95%;"></div>	1,153,670	1,763	0.15%
2	■ Visit Houston <div style="width: 85%;"></div>	851,502	47,542	5.91%
3	■ Visit New Orleans <div style="width: 75%;"></div>	598,789	677	0.11%
4	■ Visit San Antonio <div style="width: 65%;"></div>	473,930	-114,208	-19.42%
5	■ VISIT DENVER <div style="width: 55%;"></div>	361,251	176	0.05%
6	■ Visit Austin, Texas <div style="width: 50%;"></div>	355,373	4,940	1.41%
7	■ Choose Chicago <div style="width: 45%;"></div>	351,036	3,233	0.93%
8	■ Discover Atlanta <div style="width: 40%;"></div>	258,810	1,199	0.47%
9	■ Visit Phoenix <div style="width: 35%;"></div>	255,065	63	0.02%
10	■ Visit Dallas <div style="width: 30%;"></div>	202,971	12,272	6.44%
11	■ Visit Music City <div style="width: 25%;"></div>	161,161	669	0.42%



CHANNEL FOLLOWERS

▶ 14,200+



PAGE FOLLOWERS

▶ 226,500+

AD IMPRESSIONS

▶ 9,345,900+

POST ENGAGEMENT

▶ 261,000+

REACH

▶ 5,200,000+

SOCIAL @HOLAHOUSTON (META)

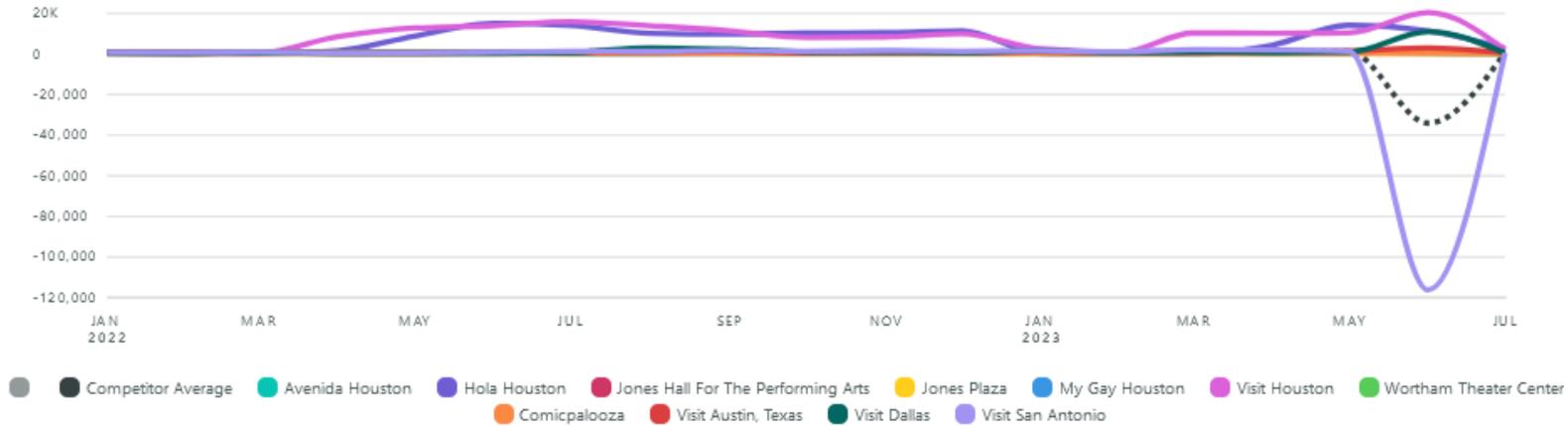
2023 FAN ENGAGEMENT &
ACQUISITION



Audience Growth

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Audience Metrics, by Page		Followers	Net Follower Growth	% Follower Growth
Your Average	<div style="width: 30.74%;"></div>	168,014.14	39,500.29	30.74%
Competitor Average	<div style="width: -6.61%;"></div>	342,913.00	-24,265.33	-6.61%
1 Visit Houston	<div style="width: 22.60%;"></div>	835,228	153,945	22.60%
2 Visit San Antonio	<div style="width: -17.74%;"></div>	472,670	-101,964	-17.74%
3 Visit Austin, Texas	<div style="width: 2.64%;"></div>	354,175	9,107	2.64%
4 Hola Houston	<div style="width: 111.64%;"></div>	223,757	118,034	111.64%
5 Visit Dallas	<div style="width: 11.03%;"></div>	201,894	20,061	11.03%
6 My Gay Houston	<div style="width: -0.61%;"></div>	55,682	-343	-0.61%
7 Wortham Theater...	<div style="width: 10.29%;"></div>	23,295	2,173	10.29%
8 Jones Hall for the...	<div style="width: 13.50%;"></div>	15,053	1,790	13.50%
9 Avenida Houston	<div style="width: 7.09%;"></div>	13,058	865	7.09%
10 Jones Plaza	<div style="width: 0.38%;"></div>	10,026	38	0.38%

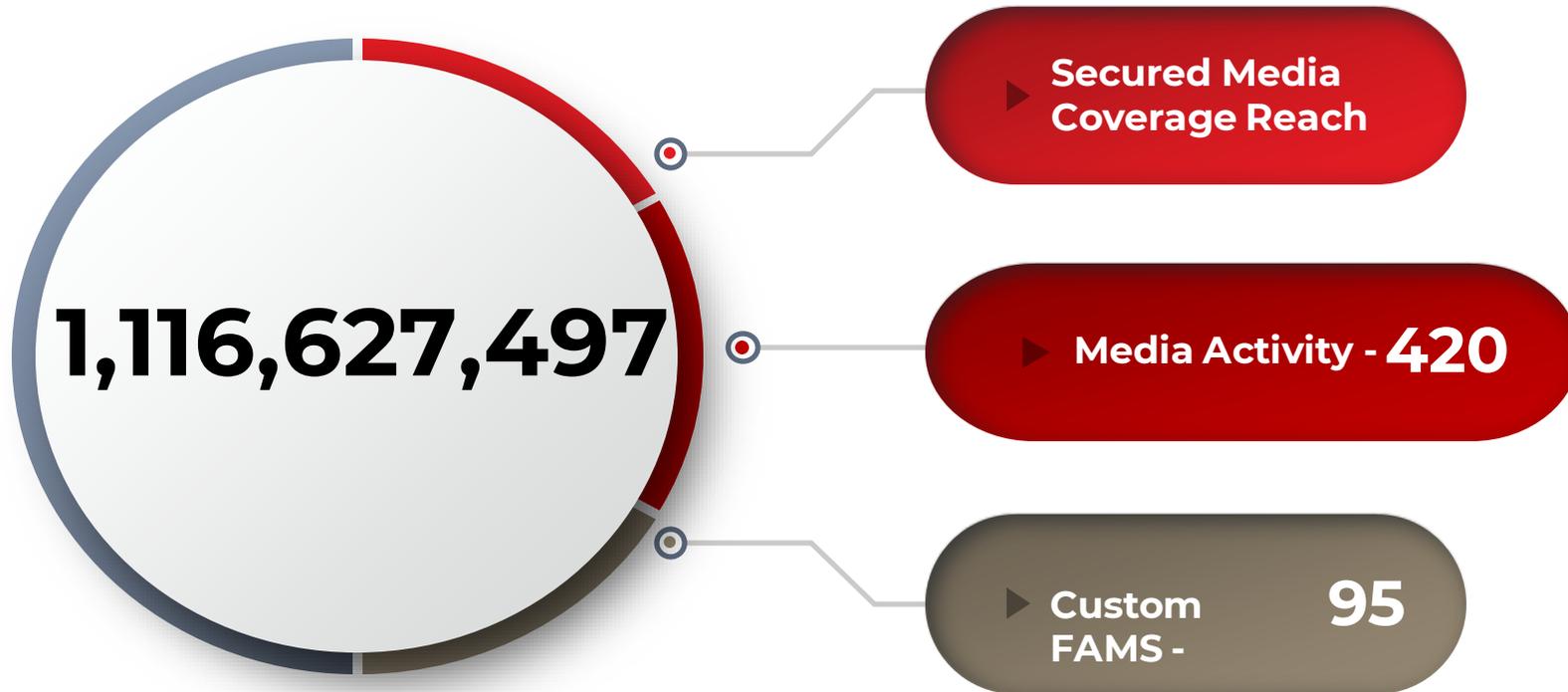
STRATEGY

Strengthen Houston's brand position via, proactive pitching, responsive media assists and hosting media. All are necessary for maximum results.

1. Proactive pitching introduces and inspires media to think Houston and produces more volume of articles (Quantity).
2. Responsive media assists lead to strong media relations. This leads directly back to the proactive pitching in the communications cycle.
3. Hosted media tend to produce multiple stories with more destination value (Quality).

2023 STRATEGY

EARNED MEDIA





HOUSTON FIRST COMMITTEE UPDATE

Tourism Report

JORGE FRANZ

Senior Vice President, Tourism & Industry Relations

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

September 12, 2023

COLLABOR8TE



- **Tourism Summit being rebranded to Collabor8te.**
- **November 8, 2023 at the GRB from 9am - 5pm.**
- **Keynote by PCMA President and CEO, Sherrif Karamat.**
- **Three tracks with focus on the following:**
 1. How to work with HFC.
 2. Promoting your hotel or attraction to potential visitors.
 3. Updates from top attractions in Houston.

IMPROVING VISITOR EXPERIENCE



- **Five Houston Insider trainings scheduled for September:**
 - Moxy Hotel
 - Four Seasons
 - Hilton Americas
 - Marriott Marquis
 - Westin Galleria
- **New bi-monthly Houston Mixers for the Hospitality industry to start October 5th**

UK CAMPAIGNS



BRITISH AIRWAYS HOLIDAYS

Take one small step beyond the Space Center to discover cultural, food and sporting experiences that are out of this world



Park life: Houston has a whopping 53,000 acres of green space

Houston, the biggest city in Texas, has built a reputation as one of the most affordable destinations in the United States. As befits the home of the original Mission Control, you'll find it's a frontier well worth exploring.



British Airways Holidays

- 69% increase in sales YOY
- Currently includes hotel and air
- This year, we will include experiences in Houston

UK CAMPAIGNS

SINGAPORE AIRLINES | PLAN TRAVEL | FLYING WITH US | TRAVEL INFO | PPS CLUB / KRISFLYER | FOR BUSINESSES | HELP | FEEDBACK | UNITED KINGDOM | ENG

Fly Nonstop from Manchester to Houston

Explore Houston, Texas

"Houston, we have a solution!" With out-of-this-world attractions, globally renowned cuisines, and more than 150 museums, Space City is a destination unlike any other.

[BOOK NOW](#)



Singapore Airlines Campaign

- Total impressions delivered 6,248,231 (vs 5,420,000 target)
- The campaign generated a total of 18,450 SQ.com arrivals (total of 7,443 clicks and 11,007 view-throughs)
- The campaign reached a total of 1,145,517 users (vs 700,000 target)

EXPLORE HOUSTON

HOUSTON: EXPERIENCE IT ALL

DISCOVER HOUSTON'S CULINARY SCENE

FAMILY ATTRACTIONS IN HOUSTON

WHY FLY SINGAPORE AIRLINES

MANCHESTER AIRPORT

HoustonfirstSM

www.HoustonFirst.com