

AGENDA

HOUSTON FIRST CORPORATION

Sales, Tourism, and Marketing Committee Meeting

August 3, 2020 – 10:30 A.M.

Live Video and Audio Conference Meeting

Join the Meeting [Here](#)

Meeting Access Password: 229134

COMMITTEE MEMBERS:

Council Member Robinson (Chair), Bobby Singh (Co-Chair), Sofia Adrogué, James Batt, Elizabeth Brock, Scot Cotton, Kim Davis, Jacques D’Rovencourt, Stephanie Haynes, Jonathan Horowitz, Nicki Keenan, Reginald Martin, Ryan Martin, David Minckberg, Desrye Morgan, Eric Schmauch, Patricia Voss, Gerald Womack

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

Any questions regarding this Agenda, 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 1, 2020**
- IV. Presentations, Reports, and Updates**
 - A. United Airlines Safety Measure Report
 - B. Topline Report from Sales, Tourism & Marketing
 - C. Task Force Destination Management Group Update
 - D. Strategic Areas of Focus for Sales, Tourism & Marketing
- V. Adjournment**

III. Minutes – June 1, 2020

MINUTES

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE

June 1, 2020 – 10:30 A.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, June 1, 2020, commencing at 10:30 a.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 for the meeting: Council Member David Robinson (Chair), Bobby Singh (Co-Chair), Sofia Adroguè, James Batt, Elizabeth Brock, Scot Cotton, Kim Davis, Jacques D’Rovencourt, Stephanie Haynes, Jonathan Horowitz, Nicki Keenan, Ryan Martin, David Mincberg, Desrye Morgan, Patricia Voss, and Gerald Womack.

The Committee Chair called the meeting to order at 10:36 a.m. and a quorum was established, with all Committee members virtually present.

1. **Public Comments.** None.
2. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the Sales, Tourism, and Marketing Committee meeting minutes of April 30, 2020 were approved as presented. Committee members Elizabeth Brock, Jonathan Horowitz, and David Mincberg were not present for the vote.
3. **Presentations and Reports.**
 - A. **Sales Report.** John Solis, Sr. Vice President of Sales & Client Services, provided the Committee with the Sales Report. He began his report with a sales update from May 2020 through first quarter 2021. According to Mr. Solis, sales production is down 90% year-to-date compared to May 2019, and tentative lead activity reflects a decrease from 150 groups in 2019 to 56 groups in May 2020. He also stated there have been over 100 cancellations to-date, representing a loss of 350,000 room nights.

In May, according to Mr. Solis, there were five programs scheduled, three cancelled, one is exploring dates in the fall, and the Republican Party of Texas has

moved its meeting to July. The Sales team, he added, continues to monitor the event, which will have less attendees and include an in-person and virtual components.

Mr. Solis noted the ban on large gatherings from Governor Abbott and said that all city-wide events originally scheduled for the months of June and July were cancelled. He added that no events will be held in the month of September as the one event scheduled, Quilts, has moved to October, but the event organizers have reduced their tradeshow floor plan by 40%. In November, he added, one event has cancelled and the other is still surveying its organization to see if they will host an event. Mr. Solis said there are also no events scheduled for December as both events originally scheduled have moved to 2021 and 2022. Mr. Solis stated that Sales is still seeing movement in first quarter 2021, but not in the right direction. He stated that several of the events planned have either cancelled or re-scheduled for future years so of the ten events scheduled, four events may be held.

Mr. Solis informed the Committee that Sales continues to communicate with clients and discussed some of the messaging created that highlights Houston's core industries, including NASA and aerospace, the Texas Medical Center, logistics and the Houston Port Authority, and the oil and gas and energy sectors.

Mr. Solis shared recent survey results on travel behavior and safety concerns, noting that a majority of individuals still have concerns with travel or flying on a commercial airline and over 70% believe its unsafe to attend a convention. Through the month of September, he added, only 26% of individuals reported they would feel safe traveling and, additionally, individuals expect that hotels will provide increased sanitation and high-tech cleaning protocols, which will be an increased expense for hoteliers. Lastly, he said, the survey results suggest while a large number of individuals are in support of home state re-openings, they do not support travelers from other states coming into their community.

Mr. Solis concluded his report with an update on the Republican National Convention (RNC) at the request of Council Member David Robinson. Mr. Solis stated he has reached out to the RNC and the Executive Director of the Republican Party of Texas who welcomes the opportunity to host the event in Houston if the need arises; however, the RNC will face major penalties if they cancel the event in Charlotte, so he does not foresee the convention being held in Houston.

James Batt asked if Mr. Solis would provide a copy of his destination analysis. Georgette Weber, Senior Executive Assistant to the HFC President & CEO, informed the Committee that she will provide the information after conclusion of the meeting.

Scot Cotton stated HFC has a great opportunity with the Republican State Convention in July and asked if the Sales team had considered putting forth any marketing to showcase the Governor's support and that the City of Houston (City) is open for business. Mr. Solis stated there is a lot of media associated with the event already, but the Sales team is waiting to hear from the organization on how

they plan to conduct the program. He further explained that meeting organizers are hesitant to wear face mask and do not intend to follow the guidelines as HFC would like, so it is unclear how much of a marketing push HFC can draw from the event. Mr. Cotton clarified that he would like to see more marketing surrounding the efforts of the entire City with regard to restaurants, hotels, etc.

Council Member Robinson agreed with Mr. Cotton's point about highlighting the City's efforts as a way to draw positive attention from the event, whether the organization follows protocols. He also informed Mr. Cotton that there may be additional discussion on these efforts from other presenters.

Ryan Martin stated HFC has so many tools and so much alignment that there has to be ways that HFC can be more proactive in making Houston a viable option for the RNC. Mr. Martin stated he disfavors a "wait-and-see mentality," which may be related to the reality of the situation, and encouraged the organization to be more proactive.

- B. Market Overview Report. Cindy Decker, Vice President of Market Strategy, provided the Committee with a quick market report. Ms. Decker stated year-to-date RevPar in April was nearly \$45, but RevPar for the actual month of April was only \$15, which is the lowest the City has seen. In relation to our competitors, she added, the Houston hotel market is down 39% through April year-to-date, the Austin market is down 50%, and Atlanta is down 47%, although Atlanta expected slight declines due to hosting the Super Bowl last year. According to Ms. Decker, the hotels that have been impacted the most due to the pandemic are upscale, luxury, and mid-scale, and Houston is largely an upscale and luxury hotel market, whereas budget and economy class hotels are a minority and lay largely on the outskirts of the City. She noted that budget hotels are recovering the most as it relates to occupancy; however, certain areas, such as the Galleria, are seeing improvements over the last four weeks. Ms. Decker also explained there were a number of hotel closures, but as of the end of May many are scheduled to re-open by mid-June and only a handful of hotels will remain closed by the end of July. Occupancy trends show sharp declines in March, she added, but there have been improvements every week since April 5, which reflects the lowest occupancy levels. Not included in the data presented were hotel trends for Memorial Day weekend, which Ms. Decker discussed and reported that there were significant increases in hotel occupancy. Unfortunately, she said, occupancy levels in the downtown area continue to suffer due to cancelled conventions. Ms. Decker concluded her report by informing the Committee that Rootrez will go live on June 1 on the Visit Houston website to drive leisure travel and allow visitors to book hotels directly through the website.
- C. Marketing Report. Holly Clapham-Rosenow, Chief Marketing Officer, provided the Marketing Report. She announced that visitation to the Visit Houston website had previously fallen to an eight-year low, but since seen improvements due to curated hotel packages, staycation promotions, and pays-paper-click. Ms. Clapham-Rosenow thanked hoteliers for their efforts in curating hotel packages in April when hotels were at their lowest occupancy levels. A social media campaign was

deployed for Memorial Day weekend and Ms. Clapham-Rosenow shared the data from all social media outlets. She also discussed the use of artificial intelligence through tools such as ADARA to assess conversion pixel performance, which now reflects an upward trend.

Ms. Clapham-Rosenow showed a promotional video that was recently released and will be available on all social media platforms and broadcast by KHOU. Due to technical issues, Ms. Clapham-Rosenow advised the Committee that she would provide the link to the video after the meeting. She also informed Committee members that all graphics created are available to HFC's hotel and hospitality partners.

Marketing, she explained, is now in Phase 2 of the rebound plan, which requires testing of all creative materials and the beginning of paid promotion, starting with a Memorial Day weekend campaign. Ms. Clapham-Rosenow also shared recent survey results from Destination Analyst, a group conducting custom research for Marketing. The survey results, she added, show that individuals engaging with Visit Houston content are very likely to take a staycation. She also stated that she would be happy to share the entirety of the report with anyone who is interested. She then discussed Phase 3 of the rebound plan, which includes the digital display and streaming campaign, as well as the social display campaign. She shared an article called "2020's Best & Worst Cities for Staycations" sent by Committee member Reginald Martin that ranks Houston #25 for best staycations above San Antonio and Dallas.

In conclusion, Ms. Clapham-Rosenow stated she and her team is working closely with the Mayor to create a video presentation for the virtual graduation celebration on June 5, 2020. She also stated that the event has made history with twenty media partners who have agreed to preempt programming to air or stream the video tribute throughout the weekend. Lastly, Asian-Pacific Islander month recently ended and Ms. Clapham-Rosenow stated she would be happy to share any information on how the marketing and communication teams honored those communities during the pandemic.

Council Member David Robinson thanked Ms. Clapham-Rosenow for her report and work with the Mayor's Office. He stated that a correspondence recently went out to Mayor's across the region and the State of Texas about 4th of July celebrations, and an overwhelming majority supported moving forward with a celebration. He asked if Ms. Clapham-Rosenow could elaborate on what the City is doing to prepare for these types of events, including the RNC.

Ms. Clapham-Rosenow stated that, with regard to the RNC, she has asked HFC's operations team to connect her with the RNC communications team to ensure any communications or messaging is in-line with meeting organizers.

Desrye Morgan asked that Ms. Clapham-Rosenow share the information regarding Asian Pacific-Islander Heritage Month. Ms. Clapham replied that she would do so.

Bobby Singh commented that he received the information on Asian Pacific-Islander Heritage Month and was pleased with the overall outcome and what the Marketing team has been able to do during this difficult time.

Ms. Clapham-Rosenow added that Marketing will use Rootrez to highlight special events alongside hotel packaging.

Scot Cotton stated that he thinks the Marketing team is doing a great job promoting staycations and leisure travel, but emphasized the need to highlight meetings and the City's plan to keep visitors safe. Ms. Clapham-Rosenow stated there is an initiative with all venues and arenas within the City to create a branded initiative around safety with the working title "Houston Clean." She further explained that the initiative includes a twenty-point plan and said she will keep the Committee informed.

Elizabeth Brock stated we not only have the pandemic, but we also have protesting in the streets, which adds another level of complexity to feelings of safety and inclusivity. Ms. Brock asked if it was possible for HFC to make a statement that indicates we are an inclusive City that cares about what's happening and are listening to the pulse of the City. Ms. Clapham-Rosenow stated just this morning she reached out to the Downtown District and the City to talk about messaging and how to pay homage to George Floyd at tomorrow's peace march with his family, and that HFC wants to make sure it is in lock-step with the City and acting as a collective unit.

Jorge Franz suggested that Ms. Clapham-Rosenow look on social media to see the discussions from other convention and visitors' bureaus and destination management organizations faced with the same concerns. Ms. Clapham-Rosenow reiterated the need for a unified voice, especially given the additional media coverage as George Floyd is a Houston native.

Sofia Adroguè thanked Ms. Brock for her question and stated that she was in the downtown area working during the recent demonstrations and had difficulty navigating her way out. She also sent a note to Mayor Turner thanking him for his efforts during such a challenging time and stated that she was very proud to be a part of the Houston community.

Kim Davis also thanked Ms. Brock for her question. Ms. Davis stated that, as HFC works on creating a unifying message, which the organization does a great job of, it is important that the information is disseminated to a broader audience, namely those communities most affected, and that the message speaks to the African-American community as well as the community as a whole. Council Member Robinson stated Ms. Davis raised a great point and echoed her sentiments.

- D. Tourism Report. Jorge Franz, Sr. Vice President of Tourism, provided the Tourism Report. Mr. Franz stated that Tourism is working with local activity partners on the Houston Experience Marketplace. He stated they also continue to assess data from the Texas Medical Center to understand the pandemic and the appropriate

time for re-opening of attractions. Mr. Franz has also partnered with Cindy Decker to analyze search trends from our top leisure partners. Additionally, he said, the daily travel index shows an increase in drive travel to Texas since April 5. According to Mr. Franz, those are all good signs that people are comfortable leaving their homes and there is a pent-up demand to visit attractions. As an example, he said, when the Houston Zoo re-opened, the online system was overwhelmed and crashed from processing nearly 10,000 tickets sales per minute. Mr. Franz is hopeful that Tourism will generate sales again on the Houston Experience Marketplace and shared some of the ads for a new sales campaign. In order to ensure the safety of patrons, he said, a detailed description of health and safety guidelines has been added to the Houston Experience Marketplace website at booking. Mr. Franz noted that Houston City Pass has also made changes to their product to extend the validity of a pass from 9 days to 30 days and provide buyers with additional guarantees.

Mr. Franz explained that Tourism continues to post information on all Hola Houston social media platforms, and they are working alongside the Houston Airport System to promote international travel. He noted that international flights have come back online, but at a very slow pace, and that Cindy Decker is providing the airport system with data that tracks flight searches and bookings to determine where airlines can target route development. He explained that flights to Mexico have also started to pick-up, but non-essential travel is restricted on land at the border until June 21. He noted that this is significant because last year there were approximately 1.8 million visitors from Mexico. The new data collected on the Mexico market, he explained, also reflects more detailed information related to origin, length of stay, points of interest, etc. in order to maximize tourism dollars and target potential visitors more efficiently.

Lastly, Mr. Franz stated that Tourism will continue to use the Houston Insider program as a way to support local engagement. He noted that there are currently 3,000 active members and the program has moved to virtual events. He added that the platform will also be used to communicate health information, financial tips, and other forms of positive communication.

Sofia Adroguè asked if Mr. Franz might share the information regarding the Houston Insider program in order to generate more members. Mr. Franz responded that he would be happy to do so.

- E. Houston Film Commission Report. Rick Ferguson, Sr. Vice President of the Houston Film Commission, provided a brief report. Mr. Ferguson provided information on film production in 2019 and 2020. He stated that the number of productions were nearly identical, but starting in March 2020 filming has decreased significantly. He noted that Netflix has given the green light on a series, starring comedian Mo Amer, with a tentative September 2020 start date for production with a commitment for eight episodes. Mr. Ferguson stated this could be a great piece of business for the City from an economic standpoint, but also in telling a unique Houston story. The series, he said, has already hired writers and the Houston Film Commission will provide with any location or other on-the-ground assistance as

needed. Mr. Ferguson provided a list of other projects in pre-production, including a feature film by A-24 shot primarily on a farm, and noted that the Houston Film Commission has already provided the crew with location support and is hopeful that the film will be shot in Houston. He went on to say that another feature film project that has recently come about, "Aransas" is being produced by a well-respected producer that made several films in Houston in the late 1980s and Mr. Ferguson and his team have had several productive meetings.

Some of the challenges faced by film productions going forward, according to Mr. Ferguson, include new film set protocols that will be formulated by the Governor's Office. Additionally, he said, film was not included in Phase 1 or Phase 2 of the State's re-opening plan, but the Texas Association of Film Commissions has weekly meetings with the Governor's Office and there was discussion of an amendment to the Phase 2 plan that includes film productions. Production insurance is still a hot topic, he noted, because there is no insurance coverage against COVID-19 or the closing of film sets as a result of the virus. According to Mr. Ferguson, the Mayor's Office did state there may be a phased re-opening plan specific to films, meaning the State is likely to approve the re-opening of sound stages and studios first, followed by the release of guidelines regarding location shooting. Unfortunately, he said, Houston does not have a major sound stage and the City will not issue film permits through the month of June.

Mr. Ferguson concluded his report by sharing current film and tv series shot in Houston that are available for viewers to watch in their free time. He said that the HBO series, "House of Ho" will premiere on July 16 and, on Amazon Prime, a feature film called "Sacrifice." Lastly, he discussed the feature film highlighted at the previous Committee meeting, "Bull."

4. **Adjournment**. The meeting was adjourned at 11:55 a.m.

HoustonfirstSM



Houston First Corporation Sales, Tourism and Marketing Committee Meeting

Live Video & Audio Conference Meeting
Monday, August 3, 2020
10:30 a.m.

Houstonfirst™

Public Comments

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Houstonfirst™

Minutes – June 1, 2020

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

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United Airlines Safety Measure Report

Eric Schmauch, Director of Sales – United Airlines

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

UNITED
FOR BUSINESS



Airline Industry / Travel Update

August 3rd , 2020



Topics

- The Airline Industry
- United Traveler Update
- United Houston Update
- Q&A



The Airline Industry

The Impact of COVID-19 on the Airline Industry

Thousands of Planes Have Been Parked Worldwide



The Impact of COVID-19 on the Airline Industry continued:

The Evaporation of Air-Travel Demand Has Left Airports Nearly Empty



The Airline Industry– What’s Changed?

COVID-19 Has Forced Several Airlines Across the Globe to Restructure or Cease Operations
Airline Bankruptcies and/or Shutdowns From March 1 to Present

United States

Compass Airlines
Miami Air International
RavnAir Group
Trans States Airlines

Outside the USA

Air Mauritius (Mauritius)
Alitalia (Italy)
Avianca (Colombia)
Comair (South Africa)
Flybe (UK)
German Airways (Germany)
Germanwings (Germany)
LATAM (Chile)
South African (S. Africa)
Thai Airways (Thailand)
TAME (Ecuador)
Virgin Australia (Australia)

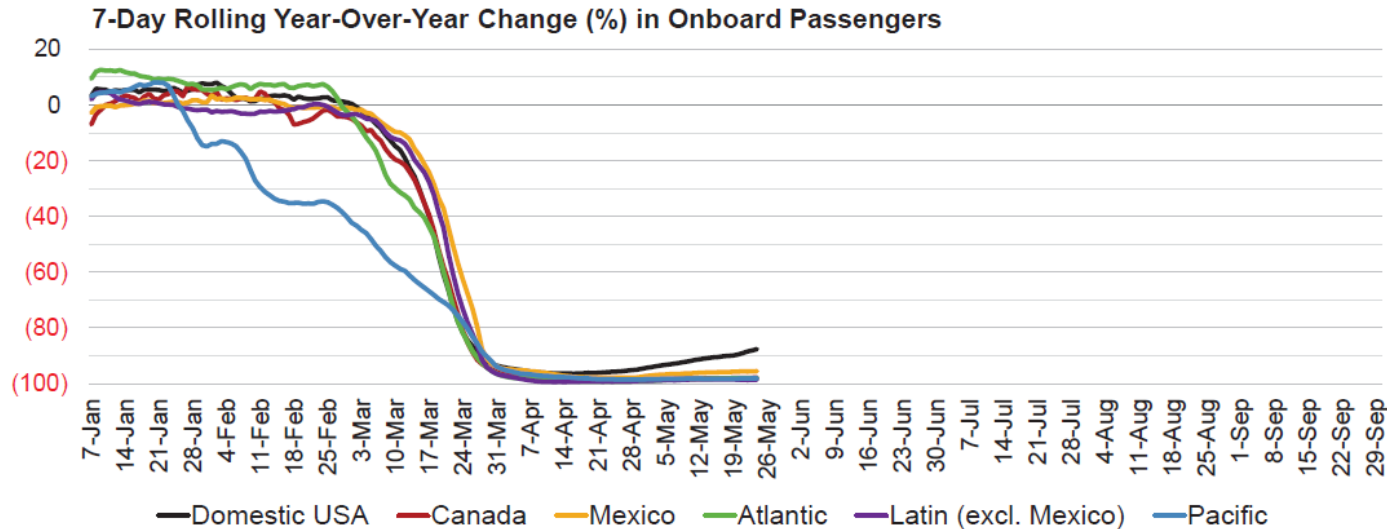
Source: A4A research



Measuring the Impact of COVID-19 on the Airline Industry

In Every Region, U.S. Airlines Have Seen Passenger Volumes* Decimated

After Growing ~5 Percent in January-February, Air Travel Fell 89 Percent in the Most Recent Week



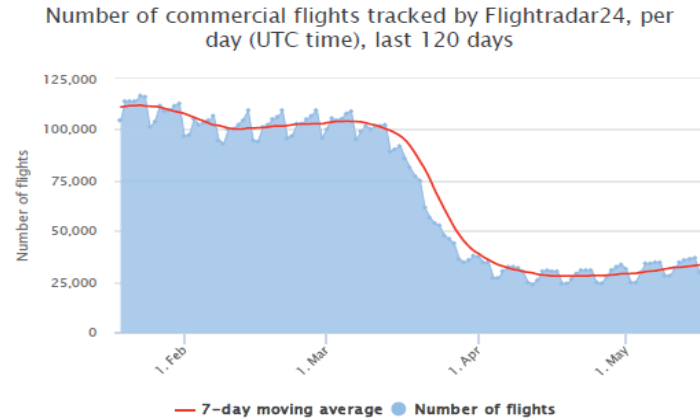
Source: A4A member passenger airlines as reported to A4A on a consolidated company basis (including branded code share partners)

* Onboard ("segment") passengers



When will Air Travel Return?

Worldwide Commercial Flights* Are Beginning to Resurface



Source: Flightradar24

* Commercial passenger flights + cargo flights + charter flights + some business jet flights



How Have Airlines Adapted?

Airlines Have Played an Integral Role in Transporting Essential Supplies



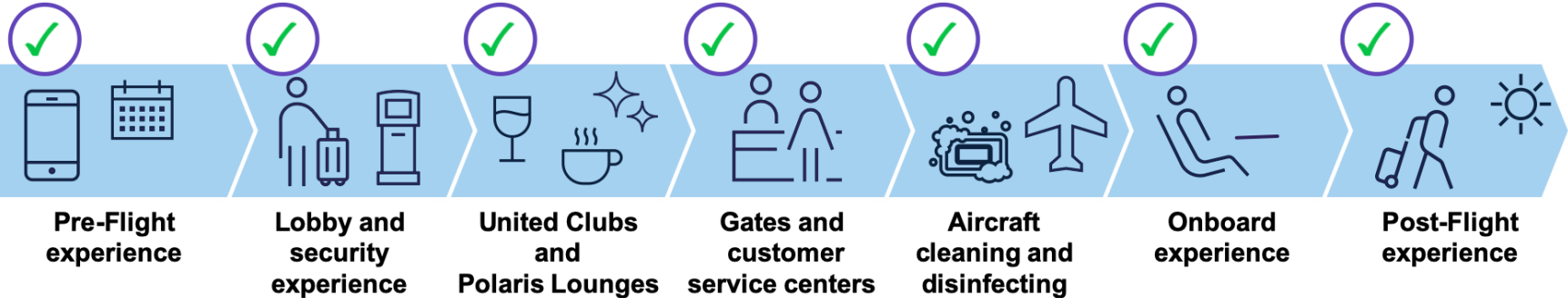
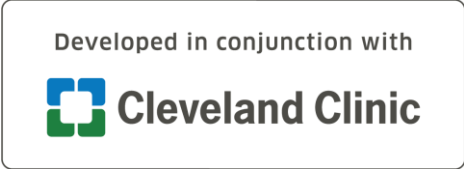
Bringing people home



Over 33,800 people helped on 256 humanitarian and repatriation flights since March 23rd

United Traveler Update

The coronavirus pandemic has brought cleanliness and hygiene standards to the forefront of customers' minds



Fundamental changes to keep our customers and employees safe

Employee temperature screening



Requiring face masks for employees and customers



Installing protective barriers in lobbies and gate areas

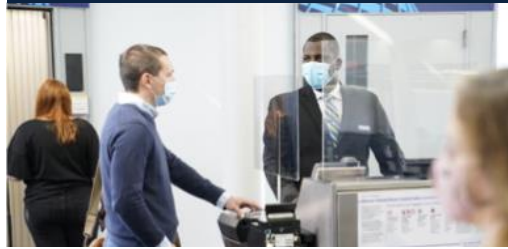


Enhancing cleaning and sanitization while promoting social distancing

Creating a "touchless" experience



Changing how we board and deplane



Providing hand sanitizing wipes and all-in-one kits



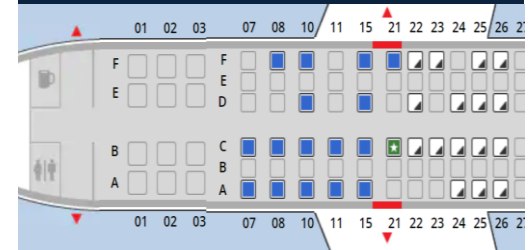
Electrostatic spraying



Using HEPA filters



Empowering customers to choose less crowded flights



4 tips to travel savvy

To keep you healthy, traveling through airports and airplanes may look a little different in today's environment. Here are a few tips for navigating the new normal.



ENJOY A MEAL BEFORE HEADING TO THE AIRPORT

We've modified our onboard food service to packaged items only and your favorite airport restaurant may be closed. Pack a snack.



BRING YOUR OWN HAND SANITIZER – TSA APPROVES

TSA now allows passengers to bring up to 12 oz. of hand sanitizer in carry-on bags.



DOWNLOAD THE UNITED APP FOR TOUCHLESS TRAVEL

The United app offers touchless boarding. Soon, kiosk check in and bag tag printing will be touchless, too.



WEAR YOUR FAVORITE FACE COVERING

Face coverings or masks are required for our crew and customers when flying United. For those who don't have a mask, we offer complimentary face coverings prior to boarding.

We are adapting to new challenges

(Electrostatic sprayers to be used before every departure starting this month)



Helping our partners

From March through May we've flown 1,376 cargo departures moving 21.2M KGS of cargo



What has changed in the customer journey?

Gates & Onboard

Plexiglass shields installed at the boarding gates



Extra masks available onboard and social distancing when load factor allows

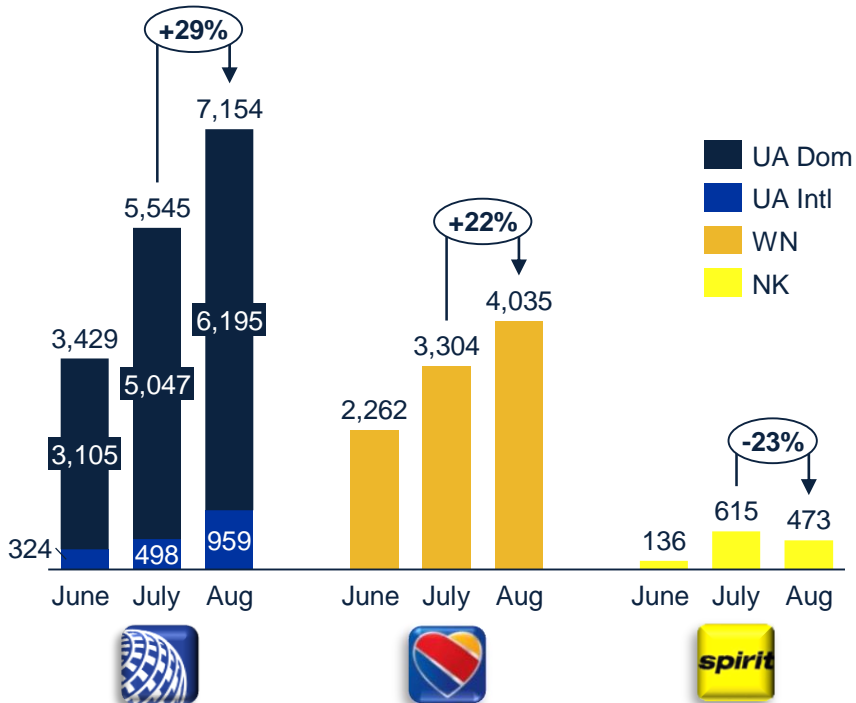


UA August Schedule Highlights - IAH

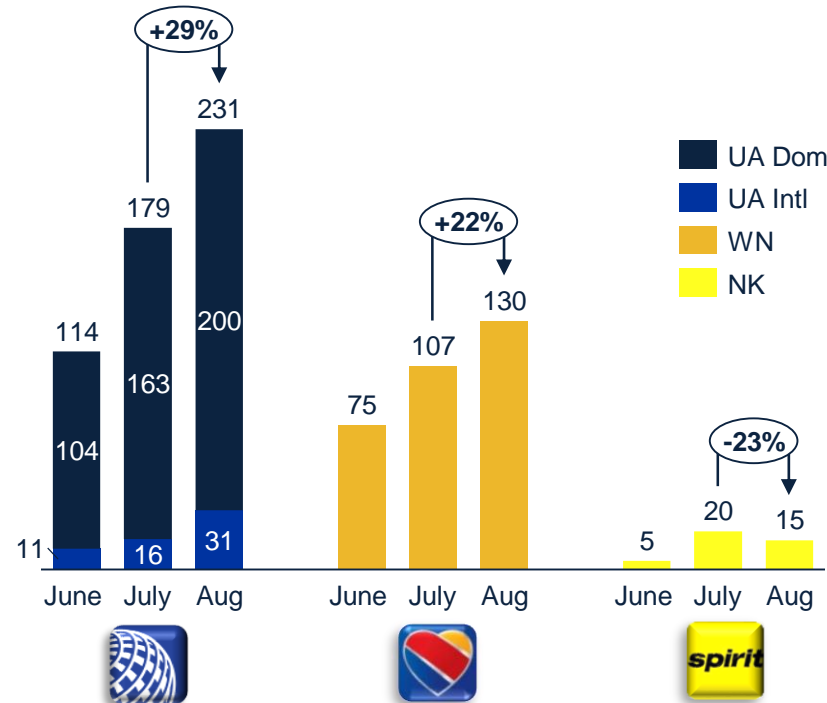
July 2020

United's August schedule averages over 230 daily flights from IAH

Total Monthly Departures



Average Daily Departures

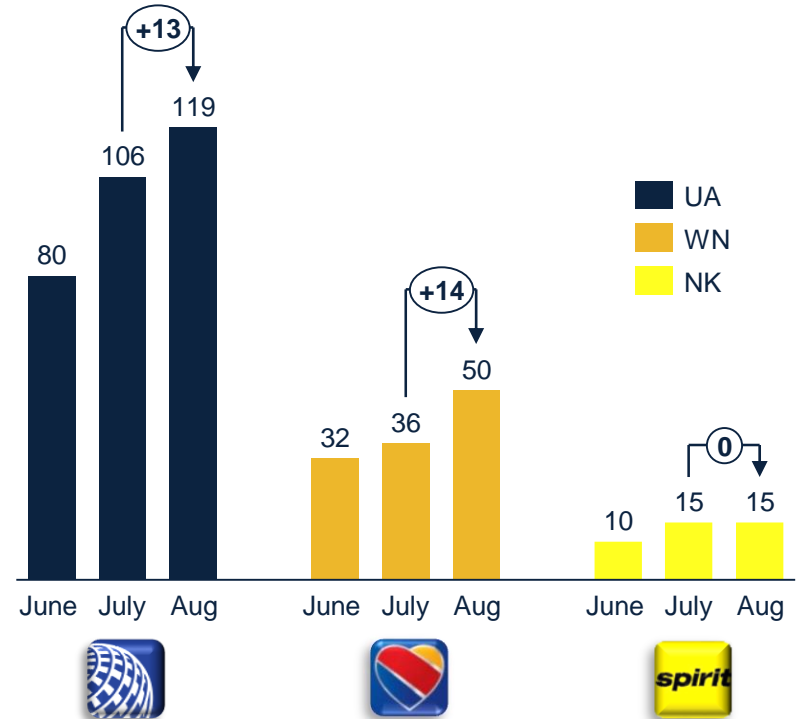


United expects to resume service to 13 destinations in August

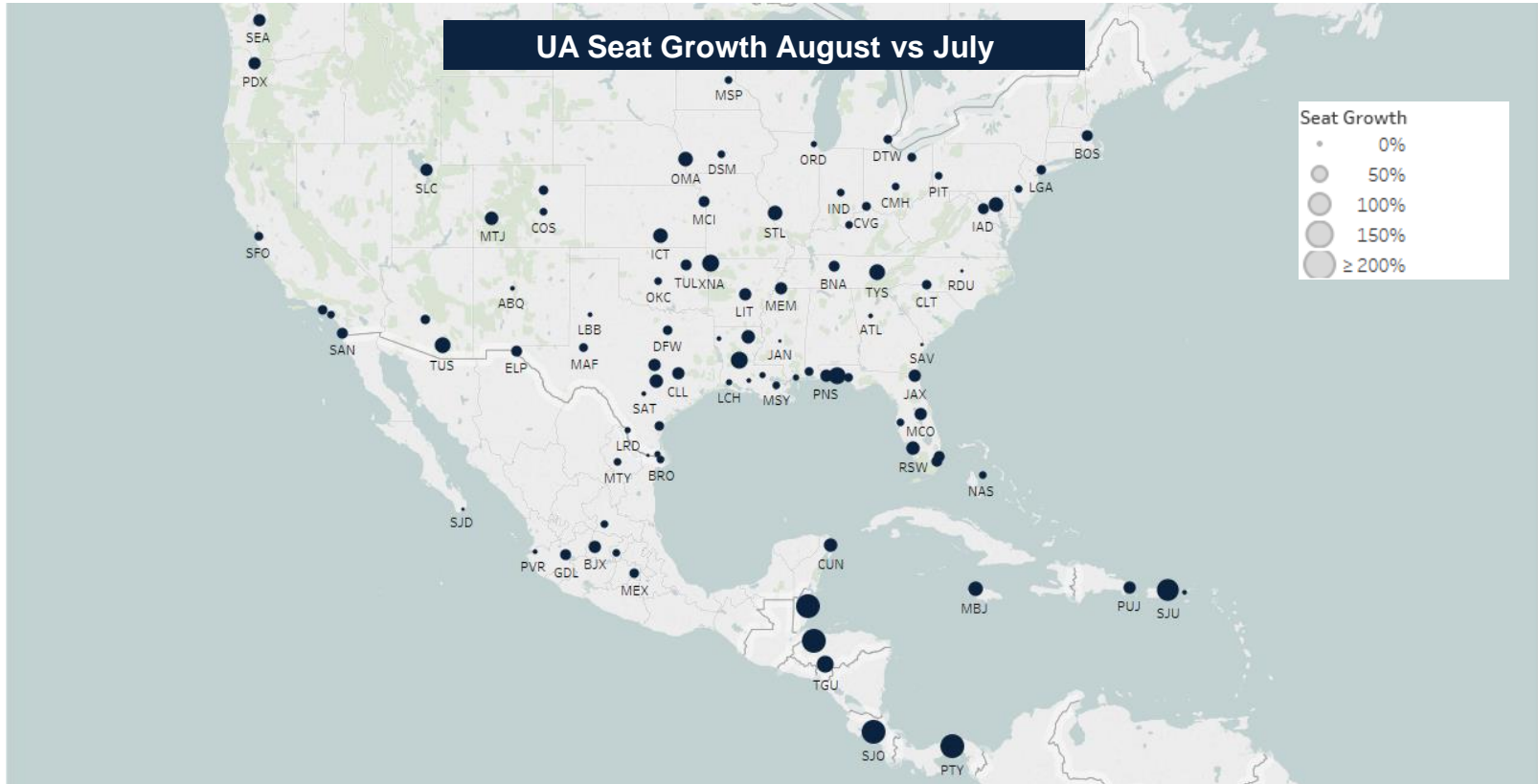
UA August Route Adds

Destination	UA August Service*	OA August Service
Amarillo, TX	Daily	WN 1x Daily
Aruba, AW	Saturdays	
Bozeman, MT	Saturdays	
Cozumel, MX	Saturdays	
Guatemala City, GT	2x Daily	
Jackson Hole, WY	Saturdays	
Lima, PE	3x weekly	
Libera, CR	5x weekly	
Managua, NI	Daily	
Ontario, CA	Daily	WN 1x Daily
Puebla, MX	4x weekly	
Rapid City, SD	Saturdays	
San Salvador, SV	2x Daily	

Destinations Served from Houston



In addition to 13 market resumptiosns, United will be growing in 95 additional markets in August



Thank you!

Questions?



THANK YOU

We appreciate your continued partnership!

Questions?

Eric Schmauch, Regional Sales Director, Houston, Texas

[united.com/business](https://www.united.com/business)

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Topline Report from Sales, Tourism & Marketing

Cindy Decker, Vice President of Market Strategy

Holly Clapham, Chief Marketing Officer

Rick Ferguson, Sr. Vice President/Executive Director – Houston Film Commission

John Solis, Sr. Vice President of Sales & Client Services

Jorge Franz, Sr. Vice President of Tourism

Sales, Tourism and Marketing Committee Meeting

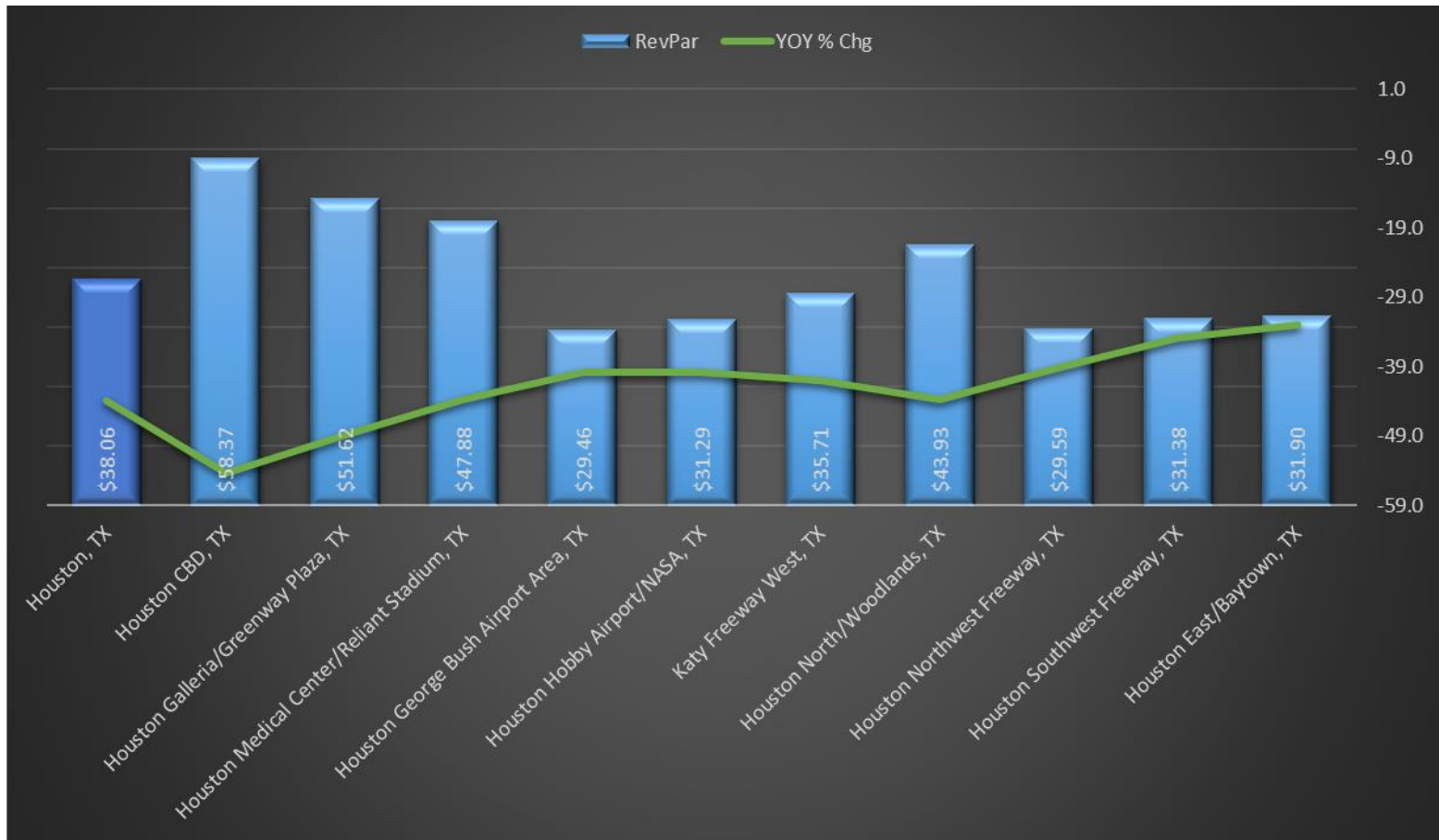
August 3, 2020

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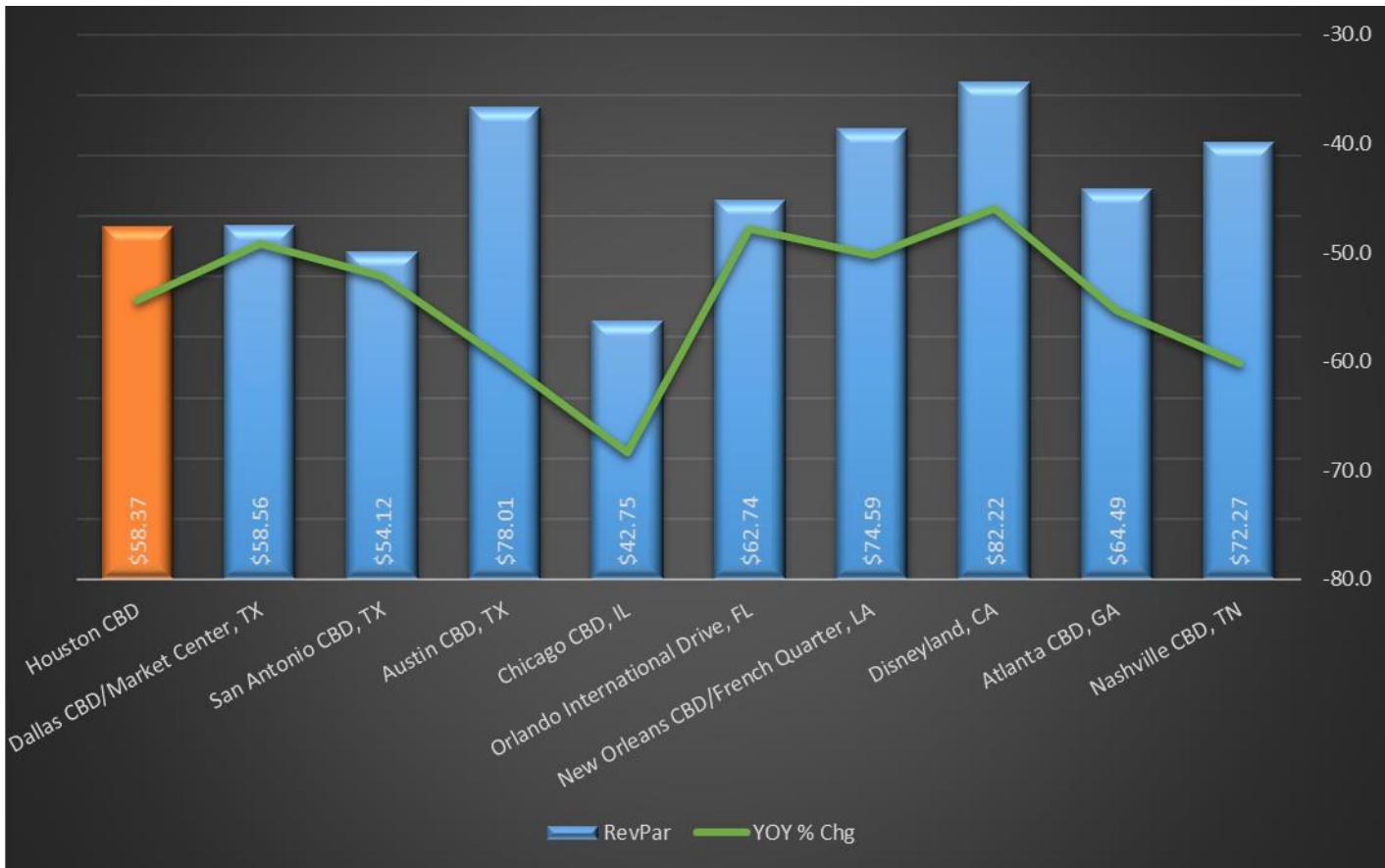
Market Update

Cindy Decker, Vice President of Market Strategy

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

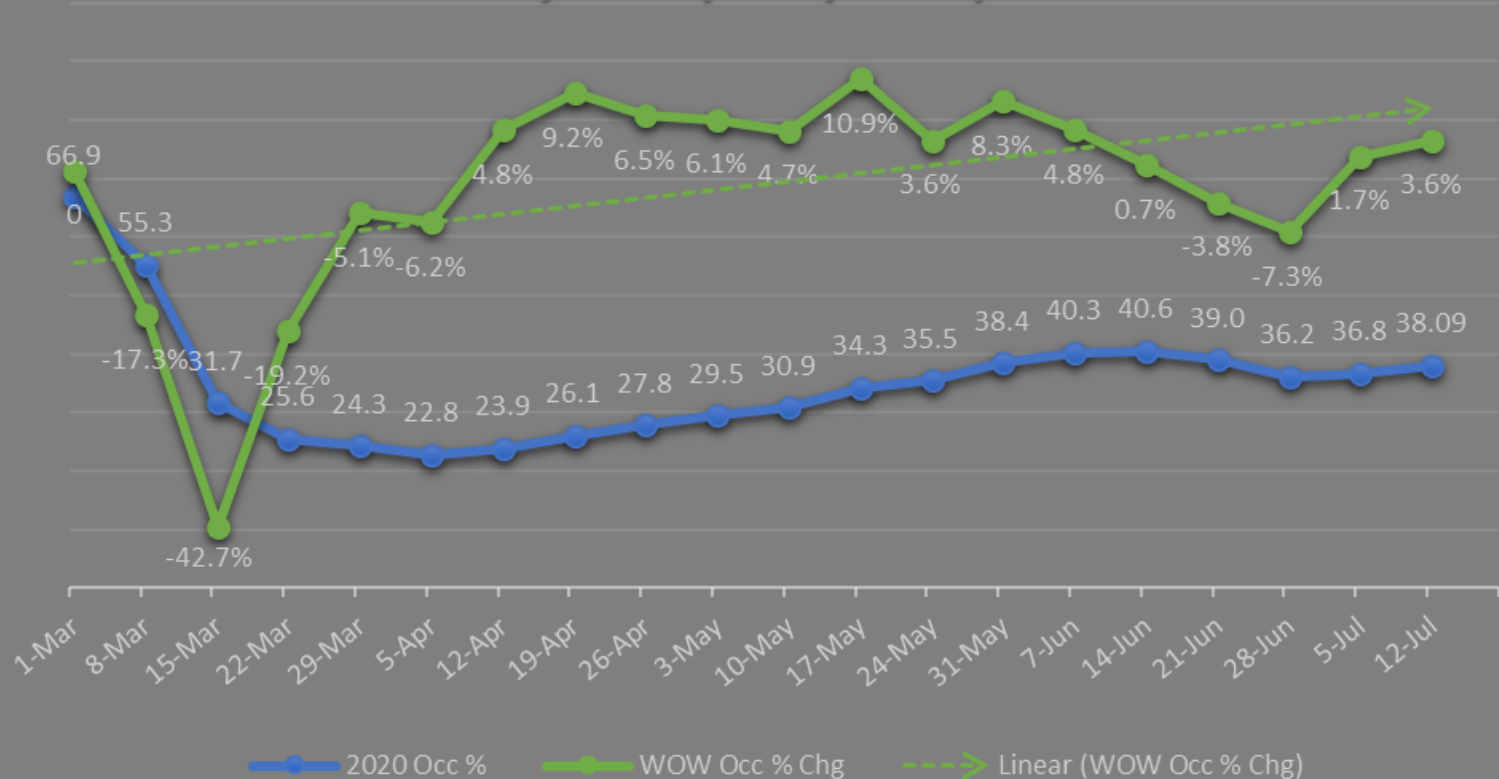


Source: STR, Inc



Source: STR, Inc

Weekly Occupancy Comparison



Houstonfirst™

Marketing & Communications Report

Holly Clapham, Chief Marketing Officer

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

5 Pillars of Relief & Rebound



Publicity



**Retargeting
Social Display**



**Retargeting
Digital Display**



**Online Travel Agency
Digital Display**



**Awareness
Social Content**



Publicity

June/July Highlights



Can't go to Europe?
Try These Places

Forbes

Celebrate Juneteenth With A Black History Inspired
Visit To One Of These Destinations

Black Art Matters to This Prominent Museum

- Museum of Fine Arts, Houston

America's Mural Magic: How Street Art Can
Transform Communities and Help

These Hotels Recognize Incredible Women

- C. Baldwin

99 Tourism features (June)

ESSENCE

CELEBRATE JUNETEENTH
WITH A BLACK HISTORY
INSPIRED VISIT TO ONE OF
THESE DESTINATIONS



TV Series - Messages of Hope from
Tourism Boards Around the World



**25 Discounts and Deals
on Summer Travel**

BLACK ENTERPRISE

Meet the Owner of Houston's
Only West African Pop-Up Dinner
Series

**- Ope Amuso
Chop'nBlok**

Houstonfirst



Publicity

June/July Highlights



**11 of the Best Mexican
Food Staples You Can
Order Online**
- Hugo Ortega



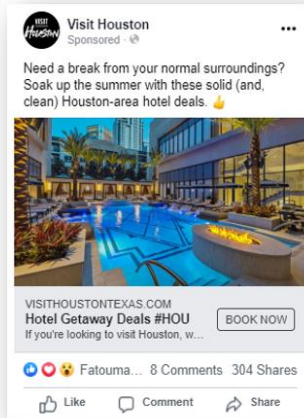
Navigating the Way Forward
- Westin Houston
Medical Center



**The 16 Best
Boutique Hotels in
America**
- The Lancaster Hotel

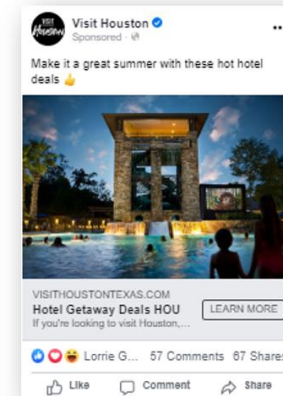
June/July Hotel Campaign – Social

Top Performing Ad - Phase 1







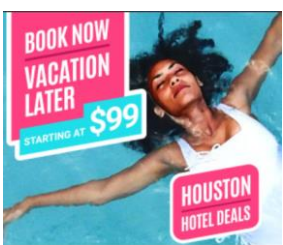
Static Ad 3 - Copy C
448,410 Impressions
2,404 Landing Page Views
\$0.93 CPLPV

Top Performing Ad - Phase 2



New Static Ad 3 - Copy F
690,365 Impressions
4,210 Landing Page Views
\$0.62 CPLPV

June/July Hotel Campaign – Digital Display

	Pool	Houston VFR	Texas VFR	Book Now, Stay Later	Book Now, Vacay Later	
Impressions	12,680,216	5,484,323	1,897,977	5,060,063	1,525,463	26,648,042
Clicks	22,083	10,796	919	9,919	2,711	46,428
7.20.20 CTR	0.19%	0.20%	0.05%	0.21%	0.19%	
Creative						



	Retargeting Digital Display Media & Website Impact (June 4 – July 24)	Retargeting Social Display Social Media (June 8 – July 24)	Online Travel Agency Digital Display Expedia Campaign (June 22 – July 20)	Total
Impressions (Million)	25.8M	7.9M	2.4M	36.1M
Actualized Room Nights	5,784	NA	6,714	12,498
Actualized Room Revenue	\$853,170	NA	\$674,253	\$1,527,423
Actualized Economic Impact	\$1,744,266	NA	\$1,508,517	\$3,252,783
Estimated Room Nights Generated	13,192	2,667	7,962	23,821
Estimated Room Revenue	\$1,427,861	\$293,411	\$674,253	\$2,395,525
Estimated Economic Impact	\$4,403,752	\$467,918	\$1,508,517	\$6,380,187
NOTES	<p>*ADARA tracks 40% of HFC media impressions and has access to roughly 40% of Houston hotel inventory booking data.</p> <p>The estimated calculation factors in 100% of actual media impressions that have run.</p> <p>Weighted Average Nights: 2.1</p>	<p>*Facebook/Instagram do not allow 3rd party tracking pixels.</p> <p>The estimated calculation represents social post engagements (69,790) from the campaign.</p> <p>Weighted Average Nights: 2.1 Average ADR \$110 (Based on Expedia data)</p>	<p>*Expedia reports on incremental room nights based on our advertising campaign.</p> <p>The numbers reported are based on audiences that have engaged with our ad and went on to book.</p>	



Awareness
Social Content

Reach Generated: 1,139,174

Shares: 75,261

Visit Houston • June 20

What are YOUR favorite taqqs in Houston? 🌮
 Pictured: Street Tacos Chilingos at La Cantina, by La Calle
 FoodBebo via Instagram

11,900 People Reached 280 Engagements [Boost Post](#)

Visit Houston • June 19

It's pronounced FA-HEE-TAS 🌮

VISITHOUSTEXAS.COM
 Get Your #FajitaFriday ON!
 Fajitas are without a doubt a Houston staple with a long, delicious hi...

9,812 People Reached 184 Engagements [Boost Post](#)

Visit Houston • July 9 at 12:00 PM

"Staff from a rotating Houston bar will take over the outdoor area at Lucille's for one evening, collecting 100 percent of sales and tips from the event. Each bar team will be encouraged to present a curated cocktail list that embodies who they are as a brand and community." story via Houston Chronicle

CHRON.COM
 Lucille's restaurant steps up to help Houston bars with launch of patio pop-up series

7,532 People Reached 135 Engagements [Boost Post](#)

1 Comment 8 Shares

Visit Houston • May 8

Question of the Day: If you could relax for an entire day in ONE Houston hotel pool, which one would it be? #NTTW20

23,710 People Reached 2,127 Engagements [Boost Post](#)

Visit Houston • June 19

Houston's very own La Maison in Midtown was featured in this wonderful list of the top black-owned hotels in the entire country! story via Forbes

FORBES.COM
 7 Black-Owned Hotels Across The U.S. To Visit On Your Next Road Trip

19,679 People Reached 463 Engagements [Boost Post](#)

24,974 People Reached 1,307 Engagements [Boost Post](#)

Visit Houston • July 2 at 11:49 AM

The long weekend is coming up and no matter your plans, you know what to do. #MaskUpHou

25,058 People Reached 1,112 Engagements [Boost Post](#)

There's still time! Houston Black Restaurant Week wraps up this weekend.
 story via KPRC2 / Click2Houston

CLICK2HOUSTON.COM
 See the 31 Black-owned restaurants participating in Houston Black Restaurant Week

6,817 People Reached 163 Engagements [Boost Post](#)

Visit Houston • June 22 at 8:41 PM

The time has come! Our summer hotel giveaway IS BACK! Six weeks. Six grand prizes. And a whole lotta fun. The first prize up: a complete staycation package at Hotel Alessandra Houston

VISITHOUSTEXAS.COM
 ENTER NOW: Houston Hotel Stay Giveaway
 ENTER NOW: Your clean and comfortable Houston hotel stay is just...

19,362 People Reached 612 Engagements [Boost Post](#)

113 16 Comments 17 Shares

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Film Commission Report

Rick Ferguson, Sr. Vice President/Executive Director – Houston Film Commission

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Film / Video Production in Houston January – June 2020

Number of film
and video
projects:
61

Number of
filming days:
208

Economic Impact:
\$10,092,300

Project-specific
Presentations:
98

Projects Filmed in June & July

- Gatorade – Commercial
- E-Bay – Commercial
- Pit Bull and Parolees – Reality Series
- Love After Lock-Up – Reality Series
- Ford-Built in America – Commercial
- Lara Logan Has No Agenda – Cable Series
- No Label – Feature Film
- Sunny – Feature Film
- Hot Wheels Toys – Commercial
- Champion – Feature Film

Projects in Pre-Production

- Netflix “Mo Amer Project” - Streaming Series
- A-24 “Untitled” - Feature Film
- ARANSAS - Feature Film
- DIRTY MONEY - Reality Series
- THE EVENT - Cable Series
- MAYDAY - Cable Series
- Verizon - Commercial
- LYFTUP - Cable Series
- ”Untitled” Children’s Show - Cable Series
- “Untitled” Nexus Productions - Feature Film
- OLD MAN JACKSON - Feature Film

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Sales Report

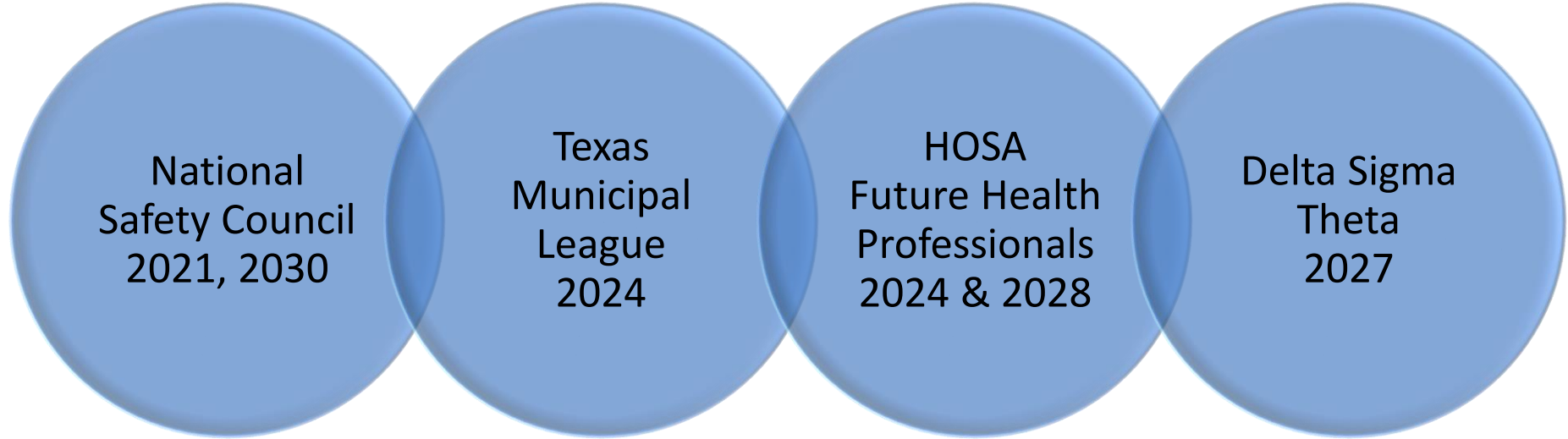
John Solis, Sr. Vice President of Sales & Client Services

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Sales Production

	July 2020	July 2019	YTD 2020	YTD 2019
Definite Meetings	3	22	108	245
Definite Room Nights	6,211	12,774	146,216	302,541
Tentative Leads	28	101	674	1,126
Tentative Room Nights	54,941	166,359	1,187,208	2,069,242
Lost Opportunities	79	91	1037	789
Lost Room Nights	65,639	284,986	1,549,028	2,166,256
Cancelled R/T COVID-19	22		175	
Cancelled R/T COVID-19	73,389		519,769	

Key Confirmations(6 meetings, 105,772 room nights)



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Tourism Report

Jorge Franz, Sr. Vice President of Tourism

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Houston Marketplace Sales Update

January 1, 2019 – July 31, 2019

Total Sales: \$70,742

Total # Items Sold: 2,444

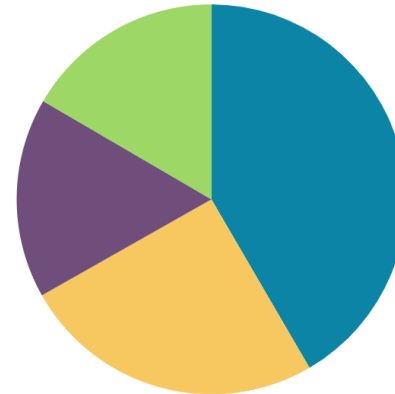


- 47.9% Inside Houston 50 Mile Radius
- 23.9% Outside of TX, Inside USA
- 19.1% From TX Outside 50 Mile Radius
- 9.2% Outside of US

January 1, 2020 – July 29, 2020

Total Sales: \$37,710

Total # Items Sold: 1,306



- 41.6% Inside Houston 50 Mile Radius
- 25.2% Outside of TX, Inside USA
- 16.6% From TX Outside 50 Mile Radius
- 16.6% Outside of US

Houston Marketplace Distribution Update

Goal: to partner with third party distribution and aligned organizations to increase the reach of our direct to consumer distribution for

Tour & Activity Wholesalers

- Get Your Guide – Museum Pass & Brew Pass Live
- Tiqets – Contract in Review
- Expedia Local Expert – Contract in Review

Local Partners

- Downtown District
- 365 Things to Do in Houston – In Development

Post-Confirmation Booking & Message Center Emails

- Expedia
- RootRez



Houston Marketplace New Product Update

Museums

- Printing Museum
- 1940s Air Terminal Museum
- Holocaust Museum
- Expanded Houston Museum Pass

New Breweries

- True Anomaly
- Bearded Fox Brewery
- Expanded Houston Brew Pass

Tours

- Fantastic Food Tours
- A Journey of Food & Flavor



Houston Marketplace Current Creative



Houston Insider Program Update

Program to Date Insider Graduates: 3,171

Year to Date New Insiders: 388

Recruitment Updates

- Around Houston Partners
- Local Partner Promotion
 - Realtors
 - Corporate & Residential Buildings
 - Tour & Attraction Partners

Promotional Partnership Updates

- CultureMap Tastemaker Awards
- Edible Houston



edible
HOUSTON

THANK YOU

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Task Force Destination Management Group Update

Angela Wise, Chief Destination Officer

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Strategic & COVID-19 Economic Recovery Task Force

Core Objectives

- Identify & Develop Short-Term COVID-19 Economic Survival Strategy for Destination & HFC
- Develop an Innovative Long-Term Planning Strategy
- Implement a Collaborative, Efficient & Focused Operational Plan
- Create Value for Community Hospitality Stakeholders

Working Groups

- Asset Management Work Group (Frank Wilson, Lead)
- Destination Management Work Group (Angela Wise, Lead)

Destination Management Work Group

The Destination Management Work Group is one of two working groups that are part of the Strategic Task Force.

Meeting Cadence

- DMO Work Group meeting daily, beginning July 8, 2020

DMO Working Group Participants:

- Angela Wise (Lead)
- Roksan Okan-Vick
- Jorge Franz
- John Gonzales
- Holly Clapman
- Cindy Decker
- Maureen Haley
- Aimee McCurtain
- Nathan Tollett

Strategic Areas of Focus

Following are the broad areas of focus, The Destination Management Work Group sought to focus on for both for immediate short-term revenue opportunities and long-term growth opportunities.

- Leisure Travel
- MICE (groups)
- Brand
- Industry Support
- Community
- Health & Safety
- Diversity
- Non-Traditional Use of Assets

Areas of further consideration / possible support categories:

- Education
- Business / Economic Development
- Communications

Revenue Generating Priority Focus Areas

- Avenida Houston/HFC Owned
 - New/Popup Events & Activations on Avenida Plaza/Theater District
 - Movie Theater in GRB or Pop-Up Movies on Avenida Plaza
 - Holiday themed events/activations
 - GRB Rooftop Sponsorship (recommended for Assets group)
- Leisure
 - Leisure Experiential Packages, leveraging marketplace product and expand distribution
 - Develop and deliver culinary/themed tours
- MICE
 - Virtual Studio in GRB
 - Leverage technology born out of Houston to support Houston Clean initiative (i.e. “Catch & Kill” Filter)
 - Houston Clean Launch Event in GRB
- Non-Traditional
 - Economic overlay district
 - Alternative finance options to support marketing
- Community Engagement/Industry Support
 - Expand Houston Insider
 - Promote ease of doing business in Houston

Programs in Progress

Concept	Highlights	Revenue Generating Opportunity	Timeline
Extend 2020 Rebound Campaign Beyond September 7	Secure funding to continue marketing campaign generating hotel bookings and visitation	<ul style="list-style-type: none"> - Ticket sales/ commission - Hotel booking/HOT - Support Restaurants/Attractions 	ASAP
Staycation Promotions	Leverage events, activations and thematic packaging to generate local/regional travelers into hotels. Work with hotel partners to create and provide content for marketing efforts and leisure travel agency/concierge bookings.	<ul style="list-style-type: none"> - Ticket sales/ commission - Hotel booking/HOT 	ASAP & ongoing
Expand Marketplace Offerings	<ul style="list-style-type: none"> - Create Houston Pass - Tours - Exclusive Experiences - Virtual Offerings - Food & Beverage Options - Add retail goods 	<ul style="list-style-type: none"> - Ticket sales/commission 	ASAP & ongoing
Review current contracts	Review sales, service and partnership contracts across the board	<ul style="list-style-type: none"> - Cost savings - Mitigate losses 	Ongoing

Programs in Place

Concept	Highlights	Revenue Generating Opportunity	Timeline
Expand Marketplace Reach	<ul style="list-style-type: none"> - Increase third party distribution - Sales incentives - Corporate gifting - Create rewards program 	<ul style="list-style-type: none"> - Ticket sales/ commission - Sponsorship 	Ongoing
Co-located Groups	Support ability of meetings to continue by leveraging shared space with like-groups as possible	<ul style="list-style-type: none"> - Mitigate losses 	Ongoing
Virtual Studio	Creation of virtual studio for meeting planners wanting to host meetings virtually or do hybrid events.	<ul style="list-style-type: none"> - Mitigate losses - New meetings revenue opportunity 	August

THANK YOU

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Strategic Areas of Focus for Sales, Tourism & Marketing

Angela Wise, Chief Destination Officer

Holly Clapham, Chief Marketing Officer

Rick Ferguson, Sr. Vice President/Executive Director – Houston Film Commission

John Solis, Sr. Vice President of Sales & Client Services

Jorge Franz, Sr. Vice President of Tourism

Sales, Tourism and Marketing Committee Meeting

August 3, 2020

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Marketing Future Focus

Holly Clapham, Chief Marketing Officer

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Houston Clean

Houston's hospitality, sports, entertainment, and air travel industries are committed to stopping the spread of Covid-19.

The Houston Clean Pledge

We pledge to maintain the highest standards of public safety and health across our city, both for our community and all of our visiting guests. We pledge to research, curate and implement the most medically effective sanitation and social distancing measures available for the health of our patrons. Finally, we pledge to present clear, consistent and timely operating guidelines and procedures in a way that promotes efficient communication.

Use the buttons below to see specific steps our partners are taking.

- Venues & Events
- Theaters
- Hotels
- Airports
- Museums

Houston Clean

VENUES & EVENTS

IN PARTNERSHIP WITH:

VENUES

SPORTS

SPECIAL EVENTS

MANAGEMENT



Enhanced Protective Measures



Physical Distancing



Enhanced Cleaning & Disinfecting



Temperature Checks & Health Screenings



Minimize Touchpoints



Cashless Options



Education & Communication

READ THE GUIDELINES

Communications Initiative – On the horizon



HOUSTON HOSPITALITY NEWS

Connecting and Strengthening our Industry.

Our voices are stronger together. Let's bring everyone to the table: Houston First, the Hotel Lodging Association of Greater Houston (HLA/GH), the Greater Houston Restaurant Association (GHRA) and the Greater Houston Convention and Visitors Bureau (GHCVB). This newsletter is created to reach everyone in the Houston hospitality community.



INSIGHTS and TRENDS

Stay on top of the shifts in consumer behaviors, needs, and beliefs that will help you unlock fresh insights to drive your business.

[Keep Reading](#)

HOUSTON CLEAN

Updates from the Houston Clean Advisory Council on initiatives and stakeholders groups. Log on to HoustonClean.com for more information.

[Keep Reading](#)



HIGHLIGHTING HOUSTON

Description of what has been done in Houston, what it accomplished for you and the community and what the plans are for the future of your organizations and community.

[Keep Reading](#)

WHAT'S THE BIG IDEA?

Each supporting organization can choose a member or partner to spotlight. The selected business would offer plans that they have implemented that are a success.

[Keep Reading](#)



TOOLS YOU CAN USE

[HOUSTON IN THE NEWS](#)

[HOUSTON ASSETS](#)

[COVID-19 SUPPORT RESOURCES](#)

[HOUSTON INSIDERS](#) Description of what the Houston Insiders Program is and does and what it takes to become a Houston insider including links and contact for more information.

[Read More](#)

We want to hear from you.

Anything new and notable, we want to know. Going above and beyond to ensure great customer service? We want to help you spread the word. Send us a note at stay@visithouston.com

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Future Coverage

Coverage on the Horizon

- **New York Times:** Gas station cuisine
- **New York Times:** 36 Hours in Houston
- **Food & Wine:** Labor Intensive Mexican Food
- **DuJour:** Cities section
- **Departures:** Art-focused hot spots
- **Essence:** Destination Story
- **Passport:** Houston Feature
- **USA Today**
- **Go Escape (Print):** Houston Feature

The logo for Houston First, featuring the word "Houstonfirst" in a white, serif font with a trademark symbol. The background is a blue-tinted photograph of a modern building with a glass facade and a large, curved architectural element.

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The title "Film Commission Future Focus" in a white, sans-serif font, positioned below the Houston First logo. A vertical yellow bar is on the left side of the slide.

Film Commission Future Focus

Rick Ferguson, Sr. Vice President/Executive Director – Houston Film Commission

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Film Commission Going Forward

**New Film Set
Protocols**

**Production
Insurance**

**Talent
Restrictions**



Travel

Lack Of Uniformed Rules

Union Rules

Incentives

Financing

Crew Base

Permits

AFCI Olsberg-SPI Report

Production spend positively impacts other sectors to a significant degree. On average, 67% of production costs are spent in other business sectors outside of screen production.

In 2019, screen production spending reached a new high watermark, which would very likely have been exceeded in 2020. The COVID-19 pandemic dramatically sent those expectations on an unprecedented downward spiral.

Overall, the COVID-19 shutdown has led to a loss of 10 million global screen sector jobs and \$145 billion in economic impact over in the first six months of 2020 – though the impact is likely to be temporary as production resumes.

Given the demonstrable power of screen production to deliver substantial spend in a short space of time, it will be a powerful sector for driving economic recovery in many regions.

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Sales Future Focus

John Solis, Sr. Vice President of Sales & Client Services

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

Key Leads (13 meetings, 134,288 room nights)

Amazon
Station
Managers
2021

Hewlett Packard
2021

Genentech
Inc.
2021

Confidential
2022

Amazon
re:Inforce
2022-2024

ADP
2023

Wal-Mart
2024

Learning
Forward Texas
2024

Confidential
Association
2025 & 2027

Alliance of
Crop, Soil and
Environmental
Science
Societies
2026

American
Assoc. for the
Advancement
of Science
2026

International
Dairy Deli
Bakery
Association
2027

SALES

- Managing 7 leads per week
 - 1,000+ peak: 18%
 - Less than 1,000 peak: 82%
- Average size group 500 peak/1,960 room nights
- Finding most year sourced are 2020, 2021

LEAD GENERATION

- Responsible for prospecting group meeting opportunities within current healthy industries, associations, corporation, SMERF, MINT, CRM, etc.
- Target markets determined by research whereby meetings are occurring post COVID

CLIENT SERVICES/VIRTUAL STUDIO SALES

- Combination of efforts led by the VisitHouston Client Services team and the GRB event managers.
- Target annual Houston programs, 2020-2021 association/corporate groups now in planning stages for virtual meetings.
- Local entities: Universities, corporations, Texas Medical Center, etc.
- Industry Associations – TSAE, PCMA, IAEE, MPI

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Tourism Future Focus

Jorge Franz, Sr. Vice President of Tourism

*Sales, Tourism and Marketing Committee Meeting
August 3, 2020*

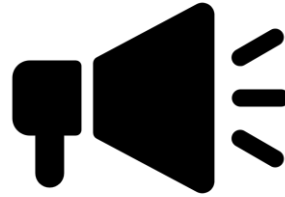
4 Pillars of Tourism Strategy



**Grow Houston
Marketplace**



**New Revenue
Streams**



**Advocacy
Programs**



**Refocus Key
Markets**

Grow Houston Marketplace

Overview:

The Houston Marketplace was established in 2018 to fill a gap in Houston's leisure offerings. It was created to sell Houston leisure experiences directly to consumers. In the first three years, it has exceeded expectations and generated \$39 million in economic impact to the city of Houston and \$282,844 in Hotel Occupancy.

Goals:

- Increase distribution of experiences to third parties focused on selling experiences to consumers
- Leverage Marketplace to sell experience as part of all inclusive packages
- Create better experiences for the consumer at existing partners
- Create new experiences that can generate maximum profit to HFC like Brew Passes and Museum Passes

New Revenue Streams – Leisure Experience Packages

Overview: Given existing resources and destination knowledge, Houston First is well positioned to provide visitors with information that helps convert to an amazing Houston vacation/staycation. By launching Leisure Experience packages, we can provide enhanced visitor experience offerings and generate revenue to Houston First through direct and indirect impact.

Goals:

- Attract more visitors to Houston and drive HOT tax
- Drive revenue through HFC owned assets including Hilton Americas-Houston, Houston First Theaters, and Parking
- Drive revenue through HFC owned platforms including Houston Marketplace and RootRez
- Provide increase level of customer service

Advocacy Programs – Houston Insider

Overview: Visit Houston launched the Houston Insider program in May 2018 with the mission to educate, engage and excite Houstonians about what makes Houston a great place to live and visit. The free program requires completion of a short online or in person course and has to date certified more than 3,100 Houstonians and growing.

Goals:

- Educate and engage the hospitality community on how to better promote Houston as a leisure destination
- Engage Houstonians in promotion of Houston family and friends generating increased visitation
- Engage Houston businesses in leveraging HFC assets including information and messaging, Travel Concierge and Houston Marketplace

Refocus Key Markets

Overview: The Tourism department had a strong focus on international markets prior to COVID-19. Now that travel from long haul markets have fallen to historic lows and the Mexico border remains closed to drive traffic, we must redefine where to focus our sales efforts to domestic markets. We can do this by using our Spanish language resources to target the affluent U.S. Hispanic traveler, focus on targeting the youth travel market and the reunions market.

Goals:

- To make up for lost visitation from Mexico and long-haul by targeting new domestic markets
- To generate HOT
- To repurpose Spanish language assets to a domestic audience and increase HolaHouston.com sessions from domestic Hispanic market by 10%

THANK YOU

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www.HoustonFirst.com