

AGENDA

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

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 – September 29, 2022 and November 7, 2022**
- IV. Presentations, Reports, and Updates**
 - A. Houston First President & CEO's Report
 - B. Marketing, Sales & Tourism Report
- V. Adjourn**

III. Minutes – September 29, 2022

MINUTES

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE

September 29, 2022 – 10:00 A.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 Thursday, September 29, 2022, 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), Sofia Adrogué, Meg Booth, Connie Cochran, Kim Davis, and Stephanie Haynes

1. The Committee Chair began the meeting at 10:04 a.m. A quorum was established.
2. **Public Comments.** None
3. **Review and approval of minutes from prior meeting.** Following a motion duly seconded, the minutes for April 8, 2021, and November 10, 2022, were approved.
4. **Presentations, Reports, and Updates**
 - A. **Houston First President & CEO’s Update**

Michael Heckman, President & CEO, stated there had been tremendous progress this year from a variety of initiatives. There are challenges facing the industry for out-year bookings of mega conventions and a tremendous lead volume in the short-term with a booking window that has shrunk dramatically, which is impacting Houston and other cities all over the country. There was a shift during the pandemic toward more of a digital strategy for marketing. HFC faces challenges related to state legislation that impacts attendance and future bookings. However, attendance has surpassed expectations with 80% of attendance from citywide conventions this year.

A campaign called Unified Brand is being conducted by HFC, which Mayor Turner asked HFC to lead. The campaign has been carried out in collaboration with the Greater Houston Partnership.

Mr. Heckman informed the Committee that HFC would exceed HOT collection by \$2 million.

B. Market Report

Cindy Decker, Vice President, Business Intelligence and Market Strategy, reported that total room revenues are back to 2019 trends since March 2022. Year-to-date, Houston is down by about 4.6% compared to 2021, which was down 22% compared to 2019. Ms. Decker stated that ADR year-over-year has seen rates ahead of 2019 and has shown a great deal of rate growth in the market. Houston runs about 30% business travel and was trending at 30% down at the beginning of 2022. However, it is currently about 17% down on business travel, which indicates an uptick in business travel. Houston has recovered 106% in rate compared to 2019. The Houston market measures low on the top 25 due to 67% of hotels being suburban or airport properties where rates are under \$100 and because the market is geographically distributed. Houston's rates are below that of its competitors. Ms. Decker stated that the focus is on placing the business in the proper space to drive occupancy.

Mr. Heckman stated that one of HFC's strategic priorities going into 2023 is how RevPar recovery is measured versus 2019, for an apples-to-apples comparison.

Ms. Decker informed the Committee that for the first time ever, a Moxy Hotel by Marriott will be opening in Houston in December 2022 with 119 rooms. She also stated that Hyatt will be opening a Thompson Hotel in Houston for the first time in the Spring of 2023.

C. Marketing and Sales Report

Holly Clapham, Chief Marketing Officer, mentioned five of the eleven campaigns for 2022: Top Chef Houston ran domestically, Marketplace which is a product of the Tourism department and a domestic retail campaign; Summer Travel was a first-time integration campaign with Mexico which is heavy in both domestic and digital; National Business & Meetings in the Wall Street Journal and meeting trades, and Hotel Deals to further assist hotels with a push for third and fourth quarters.

There was a special packaging opportunity with Expedia by creating a Houston experience in English and Spanish. Expedia used Houston's destination space to promote on its social network, and this was Expedia's first time partnering with a destination.

Ms. Decker stated that she and Ms. Clapham started using pixels in 2019 to start tracking how marketing campaigns performed. HFC is working with a company that tracks the pixels straight through the web into the hotels, providing an estimated room night count. Pixels have shown that 50,000 room nights have been generated since March 2022 as well as \$1.4 million in HOT revenue, and an estimated \$114 million economic impact.

Ms. Clapham reported that HFC launched its first annual Houston Week in late March 2022 in Mexico and integrated a marketing campaign in Mexico on April 1, 2022, featuring a mix of both brand awareness and retail hotel conversion. These events garnered over 260 million impressions and 500 attendees experienced “Hola Houston” branded client events.

Nielsen, a global rating company, is conducting Houston’s first brand lift study as a result of Houston generating over 680 million impressions, with the results of the study being available in January 2023.

John Solis, Senior Vice President of Sales and Client Services, stated there have been 17 key conventions with more than 218,000 attendees from January to August 2022 which is 84% of anticipated attendees. There are eight more scheduled conventions for the remainder of 2022 with 88% of those being association conventions and 60,000 anticipated attendees.

Mr. Solis stated that conventions are strong going into 2023. He emphasized that February would be a great month due to three first-time corporate groups coming representing retail, recreation, and technology. The spike in April 2023 is a result of the Final Four Basketball tournament being hosted in Houston. He informed the Committee that Houston is bidding for the DNC in 2024 and the RNC in 2028.

Mr. Solis stated that a priority for 2022 was to fill up the pipeline for future years. Pre-pandemic, the pipeline carried about four million room nights in the funnel and the goal is to get back to that. The goal in 2022 was to reach 2.5 million room nights, and it is currently at just over two million through September 2022. Actually, contracted room nights from January through September 2022 were at 189,945 for the 321 meetings that were booked.

The goal for 2022 was to get out to as many tradeshow and conferences as possible. The strategy had changed by going to smaller programs more frequently in the market.

Jorge Franz, Senior Vice President, Tourism and Industry Relations, stated that one of the key focuses for the Mexico Mission in 2022 was to meet with planners. Five participating agencies will be in Houston in October 2022. Mr. Franz also stated that Mexico tour operators are currently promoting Houston’s leisure travel products through digital and print advertising and the highest-selling travel agents will win a trip to Houston in December 2022 to participate in a familiarization tour.

Mr. Franz reported that HFC Brand USA India, in partnership with Turkish Airlines, invited India’s top tour operators to experience Houston and attend a familiarization tour to learn how to build and sell Houston products. Mr. Franz emphasized that India ranks #4 in overseas arrivals to the USA and Houston.

There will be a focus on improving the visitor experience due to complaints received regarding the lack of a visitor center. Mr. Franz stated that frontline personnel training will begin in 2023 with hotel staff on how to sell Houston the way HFC sells Houston. HFC is currently working with Houston Community College (HCC) to create a Houston

Certification. The Houston Insider Program will begin again in 2023 and will be solely for the hospitality sector.

D. Television and Film Report

Mr. Franz informed the Committee that the Houston Film Commission was highly involved with Comedian Mo Amer's film project called "MO," which was filmed in Houston and began airing on Netflix in August. He stated it was an eight-episode series that was filmed in 35 Houston locations from October to December 2021. The film was projected to have a \$24 million economic impact, and there are discussions for a second season. Mr. Franz mentioned that it had a 100% rating on Rotten Tomatoes and there was buzz for Emmy and Golden Globe consideration.

Mr. Franz reported that Hip Hop Family Christmas Part 2 will premiere on December 11, 2022. The show was produced by Jamie Foxx and filmed in Houston in 2021. The film has a projected economic impact of \$12 million, and there are discussions for a third show.

5. **Adjournment.** The meeting was adjourned at 11:42 a.m.

III. Minutes – November 7, 2022

MINUTES

HOUSTON FIRST CORPORATION

SALES, TOURISM, AND MARKETING COMMITTEE

November 7, 2022 – 9:00 A.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 Thursday, November 7, 2022, commencing at 9:00 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), Sofia Adrogué, James Batt, Meg Booth, and Kim Davis.

1. The Committee Chair began the meeting at 9:01 a.m. A quorum was not established. Tom Segesta, Board Member, was present.
2. **Public Comments**. None.
3. **Review and approval of minutes from prior meeting**. The minutes for September 29, 2022, were not presented due to a lack of quorum.
4. **Committee Business**
 - A. **Consideration and possible recommendation of the 2023 Sales, Tourism, Marketing, Film, and Partnership & Event Development Budgets.**

Michael Heckman, President & CEO, indicated that the COVID financial crisis is now in the past and that HFC has fully recovered. He emphasized that HFC believes that 2023 is expected to have the highest HOT tax collections in the City’s history and added that travel in 2023 is strong.

Mr. Heckman reported that HFC has overperformed on the budget for 2022 and will deliver a balanced budget for this year. He explained the process, as in previous years, for approving the budget. He stated that each committee reviews the strategies and budgets for each portion of the corporation’s budget, then the entire corporation’s budget is presented to the Benefits, Compensation, and Finance Committee for approval before presenting to the Board of Directors for ultimate consideration and approval.

Mr. Heckman highlighted the three strategic pillars: transformational leadership, destination development, revenue diversification, and asset growth. He stated that in order for departments to spend money on an initiative, it needs to touch one or more of the following value drivers: destination brand/image enhancement, operational efficiency, organizational innovation, exceptional visitor/customer experience, or revenue generation.

He reported that the budget for 2023 will be up by almost \$23 million from 2019.

Frank Wilson, Chief Financial Officer reported a 2022 Total Revenue Forecast of \$194.2 million compared to a 2022 Budget of \$183.3 million; a 2022 Total Expense Forecast of \$192.7 million compared to a 2022 Budget of \$196.5 million with a 2022 Revenue of Excess of Expense of \$1.5 million compared to 2022 Budget of \$-13.2 million resulting in a \$14.7 million change for CT 2022. Frank stated that HFC will finish 2022 in the black by \$1.5 million.

Mr. Heckman identified the priorities for 2023, which include: proliferating Houston's Unified Brand, leveraging and capitalizing on high-profile events, building upon the success of Houston Week in Mexico, developing a 10-year Destination Development Plan, understanding and enhancing the 360° visitor experience, continuing and improving digital 'smart targeting', increasing the use of social media influencers, accelerating long-term city-wide convention sales, attracting national impact events, developing annual events that drive economic impact, using the opening of Lynn Wyatt Square as a catalyst, amplifying Heritage Month, and developing infrastructure and economic models for TV & film projects.

Mr. Wilson presented the Proposed CY 2023 Budget with Total Revenues budgeted at \$207.6 million, Total Expenses at \$205.9 million, and Revenues in Excess of Expenses at \$1.6 million. Additionally, HFC budgeted \$29 million for Capital Expenditures based on assumptions.

John Solis, Senior Vice President of Sales and Client Services, stated that his team is going into 2023 with a solid and aggressive plan to increase involvement in trade shows, develop more sponsorship, and expand in-person networking opportunities across the industry.

Mr. Solis also added that other priorities for 2023 include rebuilding large-scale convention sales pipeline and bookings, improving the client experience through transitions from Sales to Client Service, conducting semi-annual meetings hosted in Houston with Client Advisory Board Members, supporting a 75% increase in Client Services pre-promotion schedule for 2024 GRB conventions, building consistent messaging and communication with stakeholders, continuing sponsorships/partnerships with Third Party organizations, and targeting high impact events for Houston.

Jorge Franz, Senior Vice President of Tourism and Industry Relations, identified the 2023 priorities for his departments. The Tourism department's focus will be on representing Houston's hospitality interests within the domestic and international tourism industry, invigorating Houston's hospitality industry, uniting and engaging Houston's hospitality sector, supporting the hospitality industry, increasing Houston's competitiveness and attractiveness as a tourist destination, and maximizing opportunities from Mexico.

Mr. Franz stated the priorities for the Houston Film Commission department include increasing awareness of the Houston film industry, leading advocacy efforts alongside the HFC Public Affairs team, increasing funding for the Texas Moving Image Industry Incentive Program, publicizing Houston as a film-friendly destination, promoting homegrown talent, and

advocating for the development and construction of a purpose-built soundstage facility in Houston.

Mr. Franz identified that the Event Services department's priorities include focusing on elevating the reputation of Houston and Houston First, providing a variety of cost-effective employee appreciation events, and supporting sales prospecting.

Holly Clapham, Chief Marketing Officer, reported on the 2023 priorities for the Marketing department, which include: broadening Houston's Brand Unification, strengthening Houston First's Hotel Convention Strategy in the United States and Mexico, increasing the value of the Houston Experience Marketplace, refining the media mix in Mexico, replenishing the Sales Lead Funnel, strengthening Houston's brand position, promoting Houston in targeted consumer and media markets, continuing to support the business objectives of Houston First, reducing the amount of time spent managing and increasing time spent in production, expanding voices of Houston's brand, and deploying a consumer campaign for Lynn Wyatt Square.

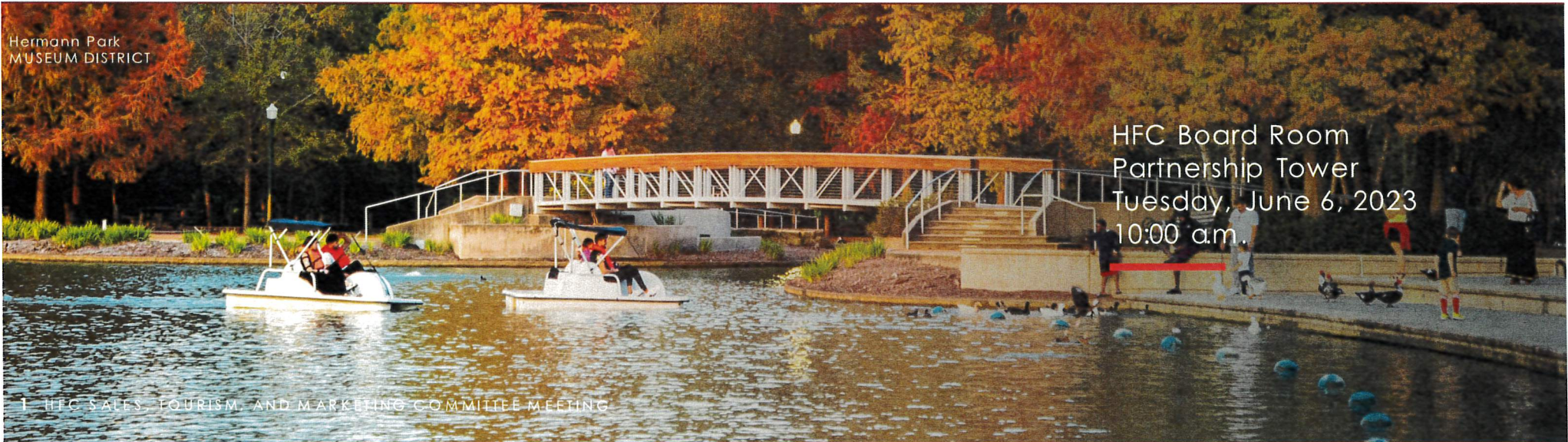
Aimée McCurtain, Vice President of Enterprise Strategy, informed the committee of the 2023 priorities for the Partnership & Event Development department. The priorities include creating an incentive program that motivates event professionals to select Houston, providing revenue streams to other HFC departments, rebooting to commercialize assets, driving room nights, ancillary revenue, and national media coverage, expanding Juneteenth celebrations, developing a 3 to 5-year plan for a start-up Food & Wine event, negotiating, managing, and reporting on external sponsorship opportunities, and supporting internal and possibly external events.

The 2023 Sales, Tourism, Marketing, Film, and Partnerships & Event Development budgets were not presented for approval due to a lack of a quorum.

5. **Adjournment.** The meeting was adjourned at 10:10 a.m.



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



Hermann Park
MUSEUM DISTRICT

HFC Board Room
Partnership Tower
Tuesday, June 6, 2023
10:00 a.m.

HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING

Railway Heights Market
TIMERCROVE / LAZYBROOK



2 HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING

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**

June 6, 2023

Houston**first**

Houston Botanic Garden
SOUTHEAST HOUSTON

MINUTES

- September 29, 2022
- November 7, 2022

HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING

June 6, 2023

Eastern Everglades
MEMORIAL PARK



HOUSTON FIRST PRESIDENT & CEO REPORT

MICHAEL HECKMAN

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

June 6, 2023

Houston**first**

LEGISLATIVE SESSION UPDATE

SENATE BILL 1057



POST Houston
DOWNTOWN



6 HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING

HOUSTON FIRST COMMITTEE UPDATE

Marketing Report

HOLLY CLAPHAM

Chief Marketing Officer

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

June 6, 2023

Houstonfirst

MARKETING UPDATE



AWARDS



BRAND UNIFICATION



ROOM NIGHT CONVERSION CAMPAIGN



EARNED MEDIA



SOCIAL MEDIA



44th ANNUAL TELLY AWARDS



HFC RECEIVED TELLY AWARDS DURING 2023 ANNUAL SHOWCASE:

- World's largest honor for video and television content across all screens.
- Judged by the Telly Award Judging Council, a group of leading video and television experts from some of the most prestigious companies in entertainment, publishing, advertising, and emerging technology.

VIDEO

AWARD

HOLOCAUST MUSEUM HOUSTON
(MUSEUMS & GALLERIES)

BRONZE

HOUSTON FIRST CORPORATION: WHAT WE DO
(CORPORATE IMAGE)

SILVER

PUDGY'S FINE COOKIES
(FOOD & BEV)

SILVER

THE POWER OF TOGETHER
(BRANDING)

SILVER

THE POWER OF TOGETHER CAMPAIGN
(BRANDING)

SILVER

BRAND UNIFICATION

Un espacio
por explorar.



El universo
en tus maletas.



2023 Houston Week Recap & Mexico Campaign

- 41% year-over-year increase with visitation numbers from Mexico (1.3 million)
- 68 percent increase in spending (\$432 million)
- Upcoming: Houston was invited to be the only US destination pavilion at the 2023 Mexico City Food & Wine (November)

Houstonfirst

HOUSTON WEEK | MAY 8 – 12, 2023



10 HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING



TMC

TEXAS
MEDICAL
CENTER



GREATER HOUSTON
PARTNERSHIP

- **2 MEMORANDUM OF UNDERSTANDING CEREMONIES**
- **4 DIPLOMATIC MEETINGS**
 - Luis Donaldo Colosio Riojas, Mayor of Monterrey
 - Samuel Alejandro Garcia Sepulveda, Governor of Nuevo Leon
 - Miguel Torruco Marqués, Secretaria de Turismo
 - Consejo Coordinador Empresarial (CCE)
- **27 MEDIA INTERVIEWS CONDUCTED**
- **45 TRAVEL AGENTS TRAINED**

Houstonfirst



HOUSTON WEEK | MAY 8 – 12, 2023

GOAL: CREATE LEAD GENERATION AND CONTRACT NEGOTIATION OPPORTUNITIES WITH WHOLESALERS, OPERATORS AND MEETING PLANNERS.

- 12 trade partners traveled with the Houston Trade Delegation.
 - Five hotels
 - Four attractions
 - Two DMC's
 - Houston Travel Fest
- Houston Trade Delegation attended presentations, roundtables and trade shows in Monterrey & Mexico.
- Mission provided opportunity for the Houston Trade Delegation to network and meet with top wholesalers, operators and OTA's in Monterrey and Mexico City.

HOUSTON WEEK
MEXICO MISSION 2023

HOUSTON WEEK | MAY 8 – 12, 2023



12 HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING

- **70 MEDIA RSVP'D** to Hola Houston CDMX
- **111 BUSINESSES ENGAGED**
 - Health Sciences, Aerospace, Airlines, Sports, and Tourism
- **199 TRAVEL TRADE CLIENTS RSVP'D** to Hola Houston events
- **212 MILLION EARNED MEDIA IMPRESSIONS GENERATED**
- **348 APPOINTMENTS WITH TRAVEL TRADE**

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HOUSTON WEEK | MAY 8 – 12, 2023



13 HFC SALES, TOURISM, AND MARKETING COMMITTEE MEETING



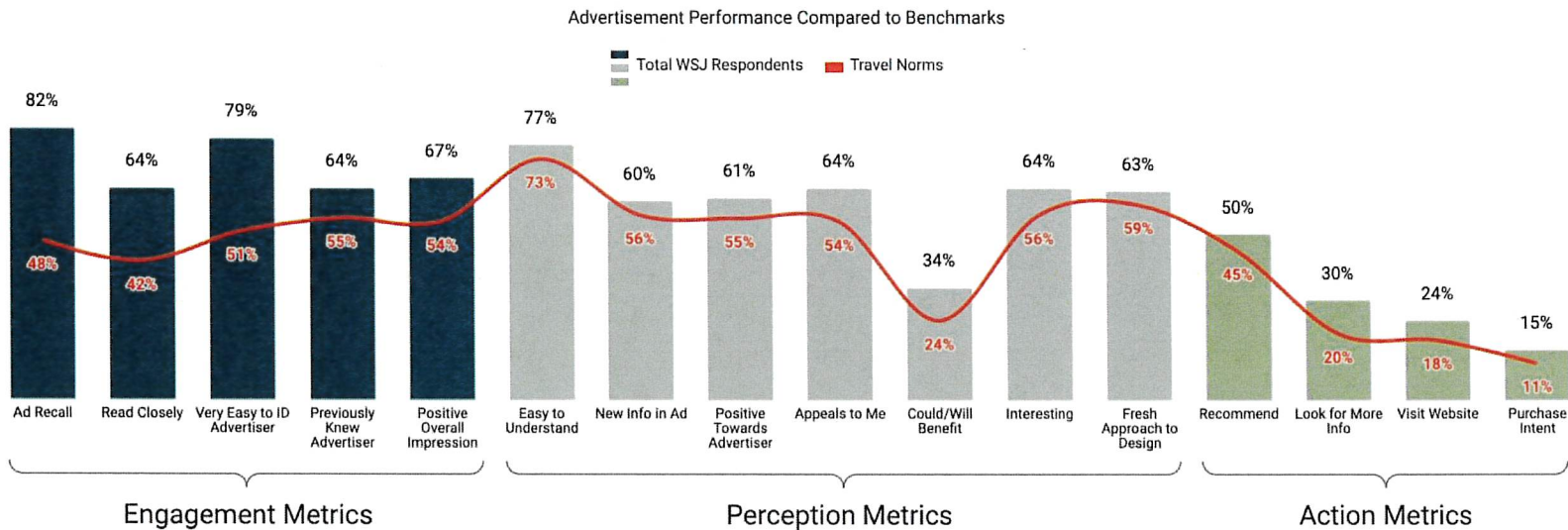
NATIONAL AD PERFORMANCE

WALL STREET JOURNAL

THE WALL STREET JOURNAL | BARRON'S GROUP

All Metrics Surpassed Benchmarks

Advertisement resonated with respondents; Average gain **+11 pts.** above benchmark. Ad Recall **+34 pts.** above benchmark; Read Closely **+22 pts.** above benchmark; Overall Impression **+13 pts.** above benchmark.



Base read issue on 4/22/23 n=250, base ad recall: n=205; Medians based on: U.S. Travel, Tourism, Transport & Distribution norms, running from 2013-2023 in 216 total ads; 86.3K respondents. Industry Code: 10 - Travel, Tourism, Transport & Distribution norms

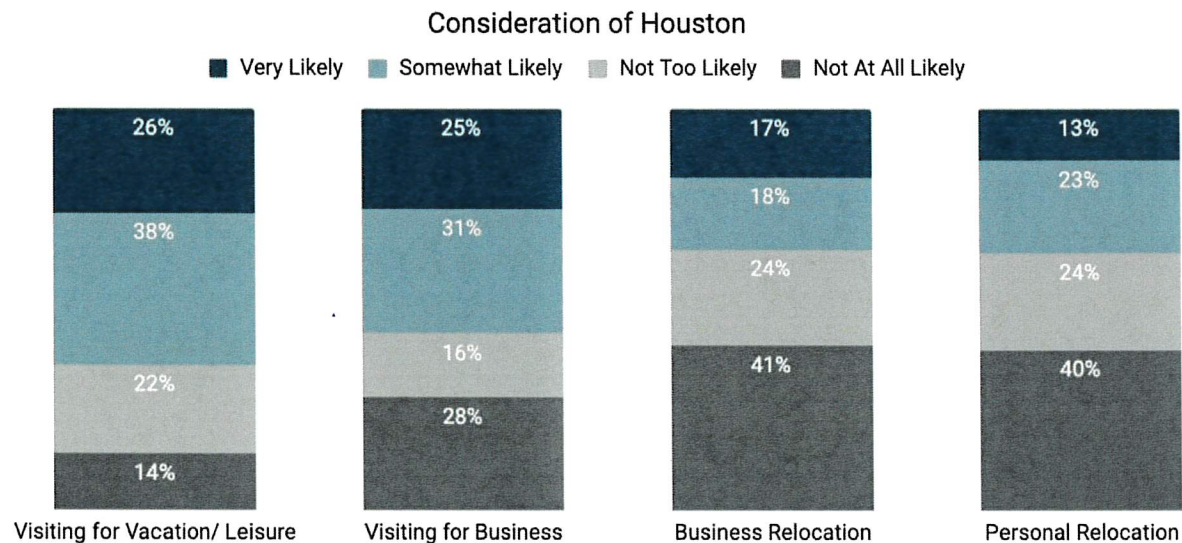
NATIONAL AD PERFORMANCE

WALL STREET JOURNAL

THE WALL STREET JOURNAL BARRON'S GROUP

2 in 3 Likely to Consider Houston as a Vacation Destination

Nearly 3 in 5 would consider visiting Houston for business



Proprietary Question: How likely are you to consider Houston as a destination/location for the following activities in the future? Base ad recall: n=140. *Sorted by top-box/very likely consideration



ROOM NIGHT CONVERSION CAMPAIGN

AMADEUS PERFORMANCE, APRIL 2023

(Sabre, Travel Port, Amadeus)

- **17,229** Room Nights Generated
- **226,328** Flight Bookings
- **\$170 ADR** (Compared to average market ADR of \$120)
- **\$2,931,213** Gross Bookings
 - Of those travel agencies that have been exposed to our ads, there was a **24% increase** of bookings YOY.
 - Of those travel agencies that have NOT been exposed to our ads, there was a **-8% decrease** in bookings YOY.

CVENT AD PERFORMANCE , APRIL 2023

(Meetings)

Ad performance numbers for our Video and Display client retargeting for March

- In 2019 our video retargeting average was 22%. Our 2023 average is **36%**.
- On average a good Click Thru Rate is **.08**, Our average is **1.15%**.

In April Houston overall converted **13.1%** of the received room nights. This was the highest conversion % of any of our competitors.



ROOM NIGHT CONVERSION CAMPAIGN

EXPEDIA PERFORMANCE, APRIL 2023 (Leisure)

- **12,000** Room Nights Generated
- **924** Hotel Bookings
- 894 Flight Bookings
- \$2,186,000 Gross Bookings

DOMESTIC DIGITAL DISPLAY, APRIL 2023 (Leisure)

- **6,500** Room Nights Generated



EARNED MEDIA

231 MILLION
IMPRESSIONS GENERATED (YTD)

- NCAA Media Welcome Event
- Deployment of the 1st media center inside the Men's Final Four Fan Fest presented by Capital One
- Upcoming: Media Event during NY Food & Wine Festival in October





SOCIAL MEDIA

Instagram 2023 Fan Engagement & Acquisition	2/7-3/12	3/13-3/26	3/27-4/9	4/10-4/23	4/24-5/7	5/8 - 5/21	Total
Followers	123,600	125,800	128,700	130,900	133,000	134,000	
Impressions <i>The number of times our ads were on screen</i>	278,000	334,500	383,500	314,900	333,800	310,600	1,955,300
Post Engagements <i>The total number of actions that people take involving our ads</i>	133,000	143,000	158,000	134,500	145,900	128,000	842,400

Facebook 2023 Fan Engagement & Acquisition	2/7-3/12	3/13-3/26	3/27-4-9	4/10-4/23	4/24-5/7	5/8 - 5/21	Total
Total Page Likes	786,600	790,600	794,000	800,000	802,300	806,900	
Impressions <i>The number of times our ads were on screen</i>	250,000	246,600	245,000	155,000	131,500	134,000	1,162,100

POST Houston
DOWNTOWN

HOUSTON FIRST COMMITTEE UPDATE

Sales Report

JOHN SOLIS

Senior Vice President, Sales & Client Services

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

June 6, 2023

Houstonfirst

CONVENTION SALES UPDATE

- Lead volume is **1.8M**
(71% increase YOY)
- **186** bookings for **117,383 room nights**
(23% increase YOY)
- **52** new business site visits
and **40** planning visits
- Client Events/Tradeshows/Sales Calls



2023 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES

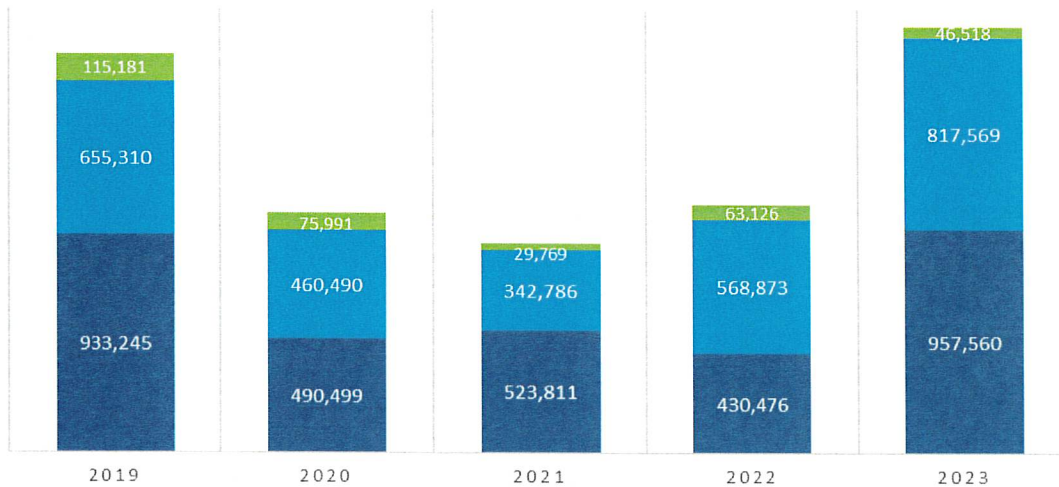
Maximize Lead Volume

Leads Generated (Jan-May):

- Leads – **1,056**
- Room Nights – **1,821,647**

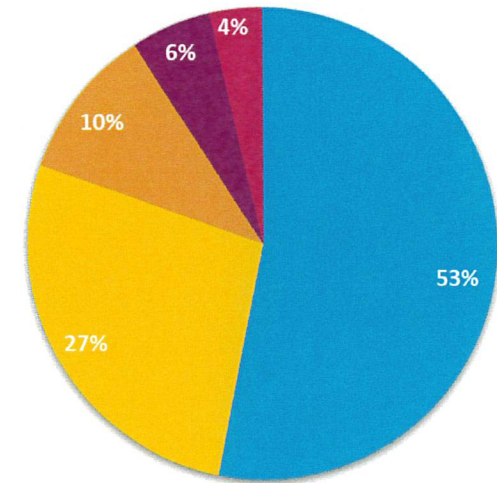
ROOM NIGHTS

■ Citywide ■ In-House ■ International



Lead Category

■ Corporate ■ Association ■ SMERF ■ Sports ■ Third Party Planner



2023 INITIATIVES, PRIORITIES AND OUTCOMES

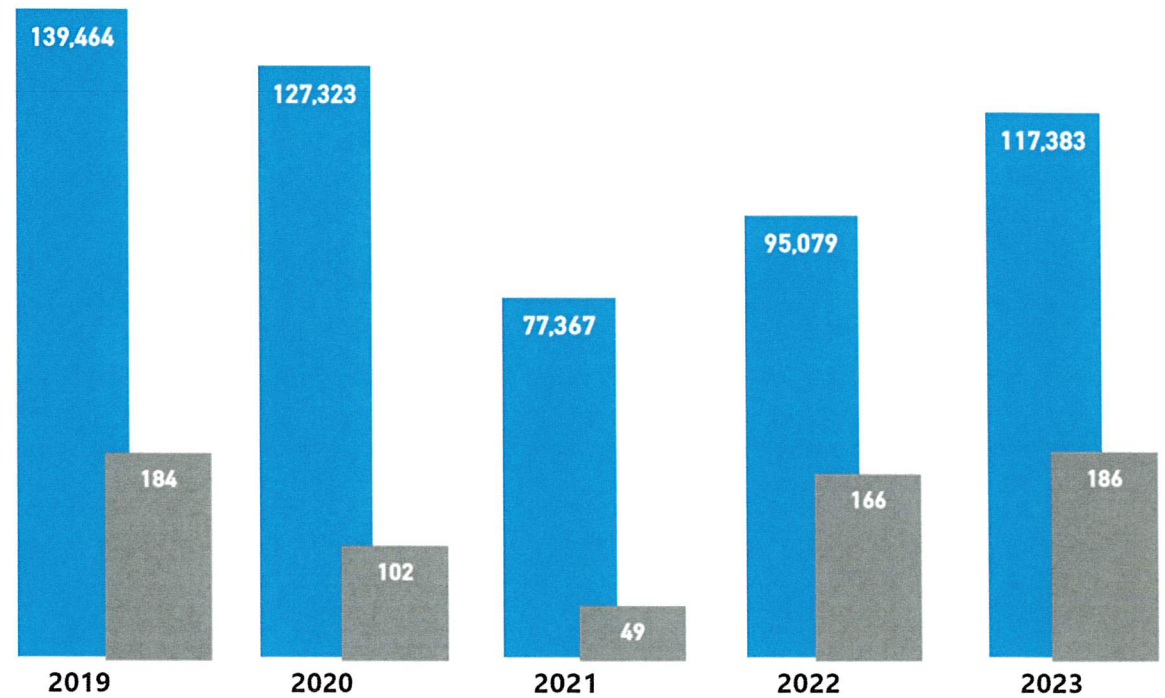
SALES AND CLIENT SERVICES

Definite Room Nights Booked

Definite Business (Jan - May)

- Meetings Booked – **186**
- Room Nights Booked – **117,383**

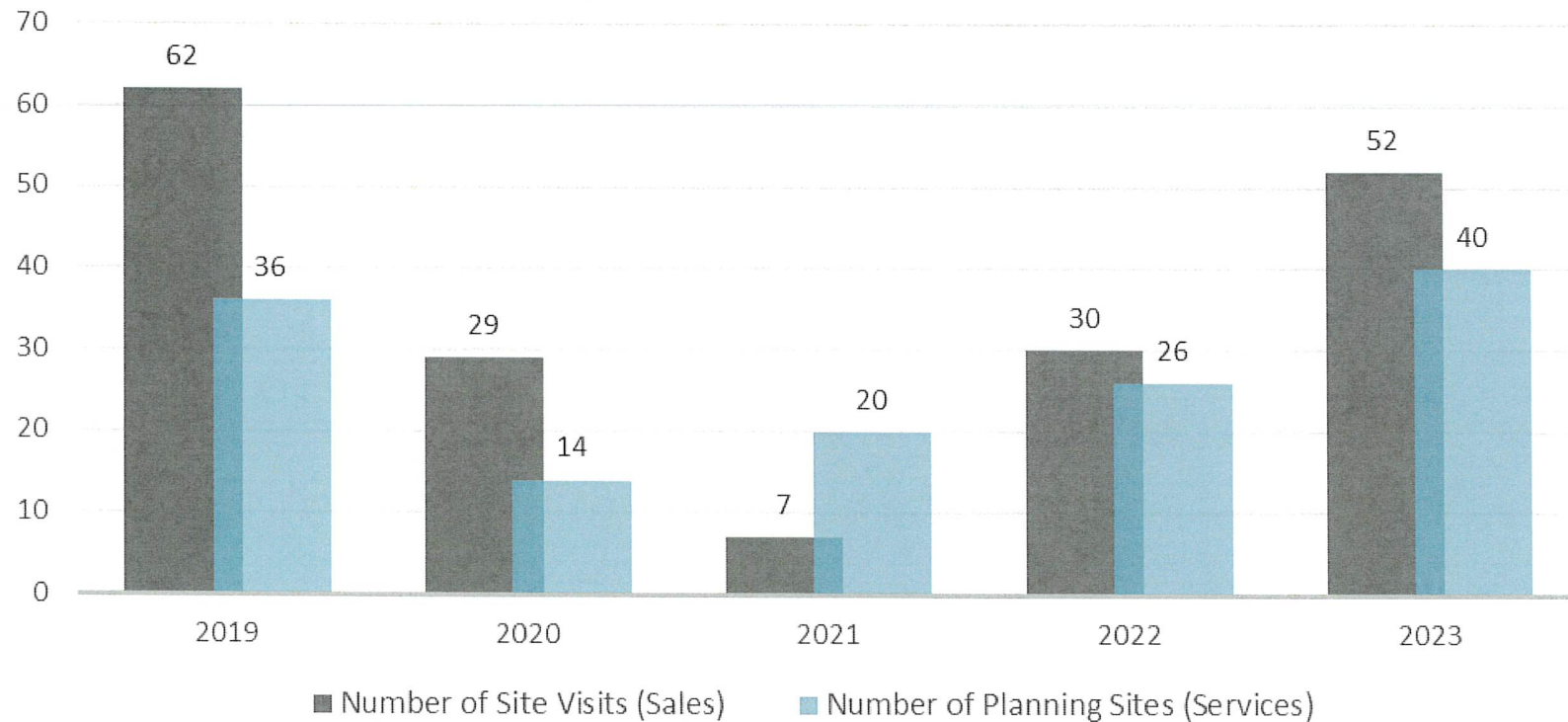
Definite Production YTD



2023 INITIATIVES, PRIORITIES AND OUTCOMES

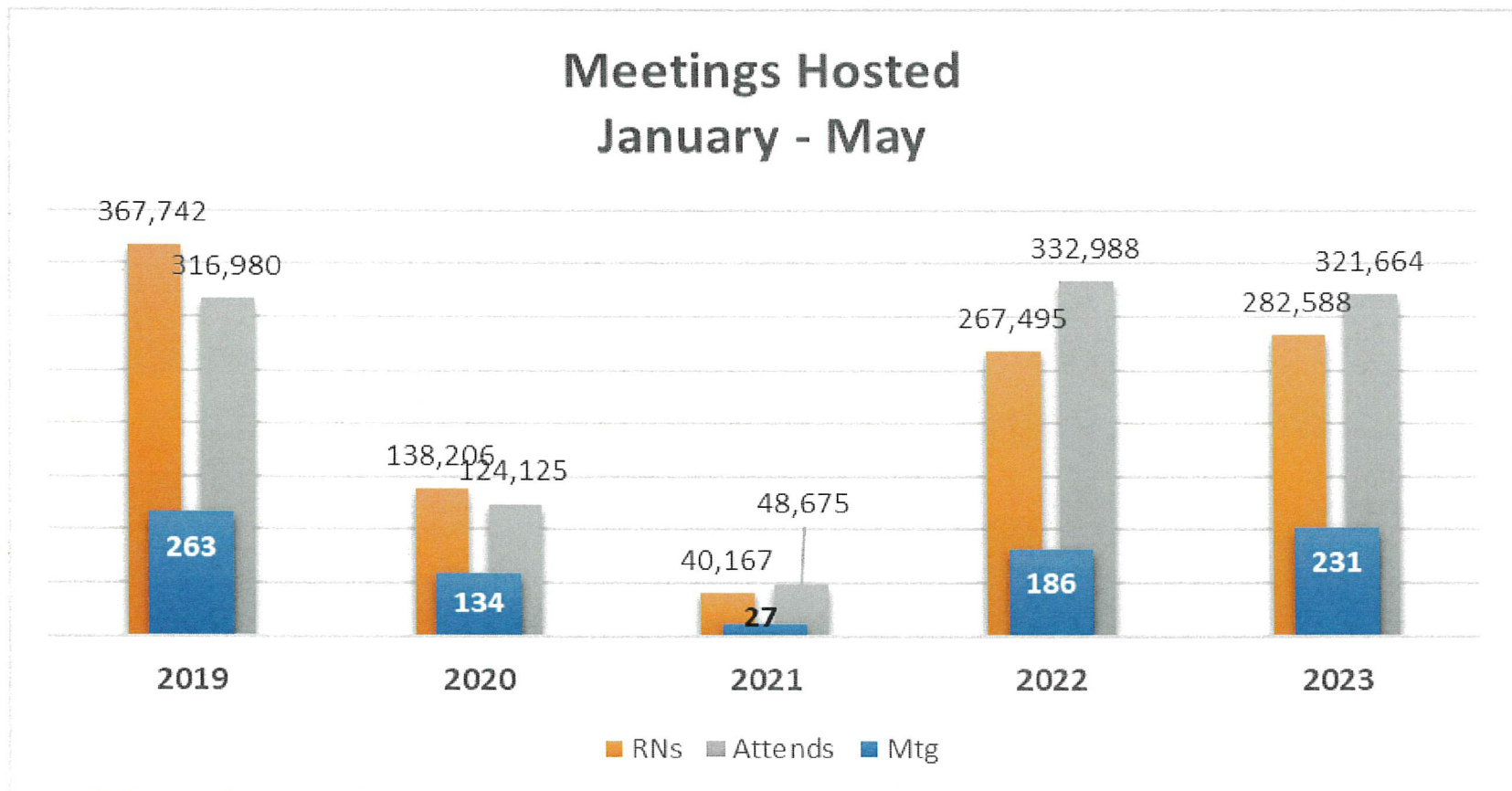
SALES AND CLIENT SERVICES

Sites



2023 INITIATIVES, PRIORITIES AND OUTCOMES

SALES AND CLIENT SERVICES



POST Houston
DOWNTOWN

HOUSTON FIRST COMMITTEE UPDATE

Tourism Report

JORGE FRANZ

Senior Vice President, Tourism & Industry Relations

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

June 6, 2023

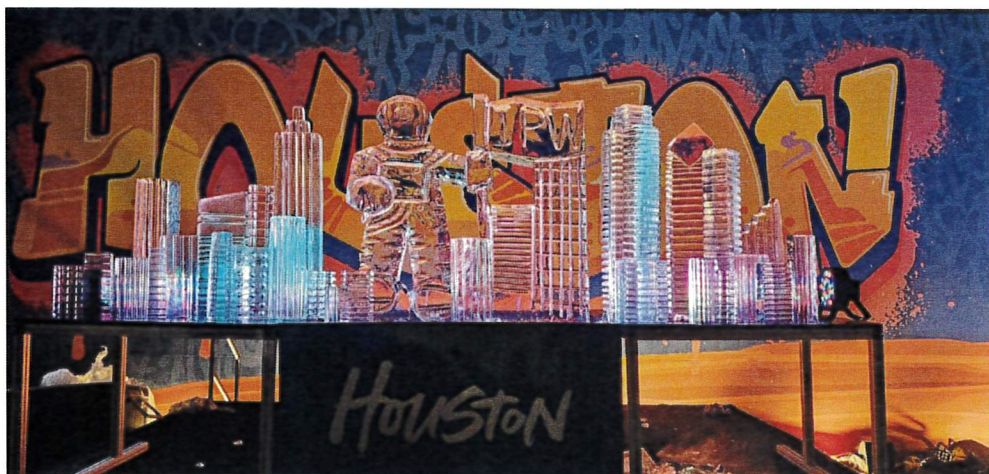
Houstonfirst

IPW MAY 20-24, 2023 | SAN ANTONIO, TX



U.S. TRAVEL ASSOCIATION'S PREMIER INTERNATIONAL MARKETPLACE AND LARGEST GENERATOR OF TRAVEL TO THE US.

- First time this show has been held in Texas in over 20 years. Perfect opportunity to showcase Texas tourism to buyers from all over the world.
- 6,000+ delegates from 70 countries attended. Houston held 200+ appointments with international and domestic leisure buyers, meeting and incentive buyers, and media.
- Houston hosted 25 international trade and media clients for a pre-IPW FAM, and 16 international trade and media for a post-IPW FAM.
- State of Texas Tourism Office, or Travel Texas, hosted the closing night reception at the Alamo. Houston had the largest activation area in the event footprint.



Houstonfirst

THE HOUSTON INSIDER PROGRAM IS BACK!



**HOUSTON
INSIDER**

GOAL OF THE HOUSTON INSIDER PROGRAM:

- Focus on education and engagement of Houston's hospitality industry to better sell Houston as a leisure destination.
- Train frontline staff to become Houston insiders via presentations and training to become certified Houston tourism ambassadors.
- Train hotel Sales Directors and Managers to work with operators and wholesalers.
- Give visitors to Houston a world-class experience when they come for business or pleasure.

MULTI-CULTURAL PRODUCT DEVELOPMENT

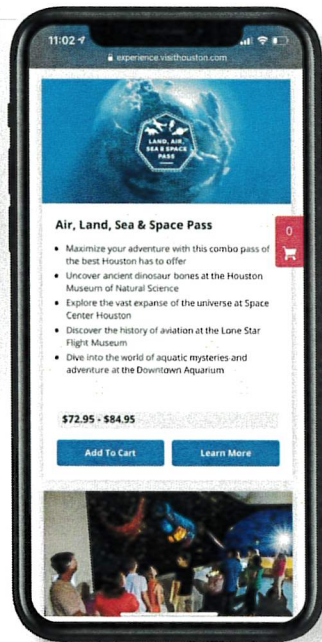


GOAL: CREATE AND ELEVATE SIX MULTICULTURAL EXPERIENCES THAT SPEAK TO HOUSTON'S DIVERSITY.

- Work in coordination with local African American community leaders to evaluate current offerings and uncover unique stories.
- Design, craft, script and stage new experiential offerings with local partners into a collection of new engaging and immersive experiences.
- Give visitors to Houston a world-class experience when they come for business or pleasure.
- Six sites will be ready for sale on the Houston Experience Marketplace by November 2023.



HOUSTON EXPERIENCE MARKETPLACE



GOAL: INCREASE PROFITABILITY OF HOUSTON EXPERIENCE MARKETPLACE

- Three Marketplace iPads were recently placed at GRB information desks for convention attendees. Staff at information desks were trained on how to sell and promote the Marketplace.
- Placing Marketplace iPads in hotels. Train front line staff, managers and directors on how to sell the marketplace.
- Creating and promoting themed experiences: Multi-cultural/Juneteenth; Wine Pass.
- Working to allow wholesalers, tour operators and travel agencies to sell the Marketplace.

TEXAS TRAVEL 'BEST OF TEXAS' AWARDS

LAURA HACES, SENIOR MANAGER OF PRODUCT DEVELOPMENT, NAMED "BEST STEP-ON GUIDE" AT THIS YEAR'S TEXAS TRAVEL AWARDS.

- Laura Haces guided 22 TxDOT Travel Counselors during their visit to Houston last October. TxDOT Travel Counselors work in the 12 statewide Travel Information Centers across the Texas.
- The group traveled to various Texas cities during a 5-day bus tour to better understand what Texas has to offer so they can share that knowledge to millions of travel to Texas each year.
- Travel Counselors voted for their choice of "Best Of" in several categories. Houston was voted "Best Of" in three categories:
 - **Best Step-On Guide:** Laura Haces
 - **Best Attractions/Museum Guides:** Buffalo Bayou Cistern, The Holocaust Museum
 - **Best Hotel:** The Whitehall Hotel



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HOUSTON FILM COMMISSION



TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM (TMIIP):

- \$200M for 2023 - 2025

HIGHEST SPENDING PROJECTS Q1:

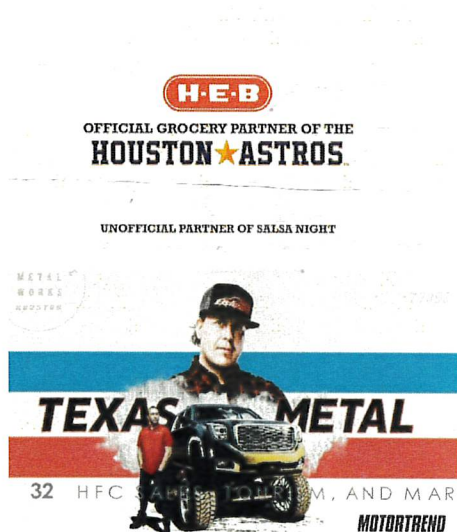
- **OutDaughtered**
- \$382,500
- **HEB Astros Commercial**
- \$340,000
- **Bad Boys Texas**
- \$200,000
- **Texas Metal**
- \$197,213
- **Killers Gone Viral**
(UK Production) - \$140,000



INTRODUCING ISAAC MUÑOZ:

- As graduate of Texas State University with a degree in Digital Media Innovation, Isaac is the Houston Film Commission's newest Locations Coordinator. Before joining the Commission, Isaac most recently worked freelance in film, TV, and media production.

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