A photograph of the Houston skyline at dusk, with several skyscrapers illuminated. In the foreground, there is a large green park area with a paved walkway and a modern pavilion structure. The image is framed by a white border and a teal gradient overlay on the left side.

HOUSTON

AS A LEISURE DESTINATION

VISIT *HOUSTON*

JORGE FRANZ

SENIOR VICE PRESIDENT OF TOURISM
& INDUSTRY RELATIONS



Gerald D. Hines Waterwall Park

Houston is a place to
be yourself and belong
to something bigger.

We connect people and opportunity, creating energy you won't find anywhere else. Our culture, at its very core, is an intersection of global ideas, innovation and opportunity.

HOUSTON

WE'RE A DIVERSE GROUP OF PEOPLE

Year after year, America becomes more multi-national. By very definition, Houston's plurality is the roadmap for America. By one measure of diversity – how evenly distributed the population is between Black, White, Latino, and Asian – Houston is the most diverse city in the United States.

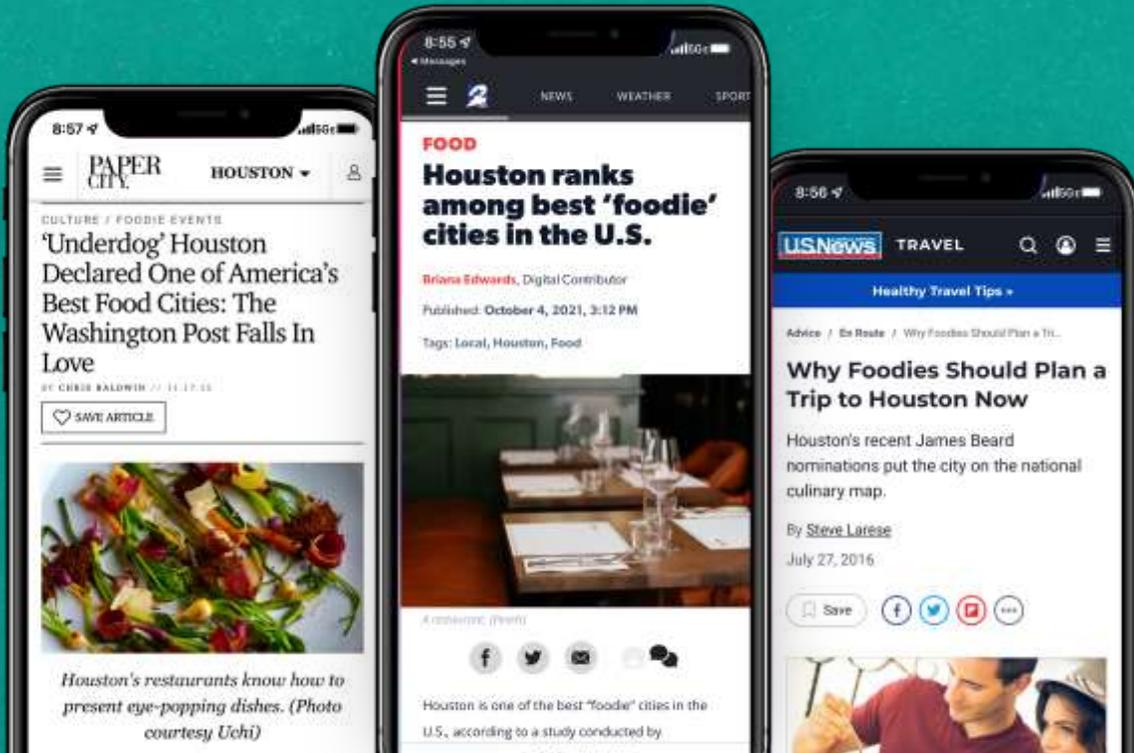
By 2060, the Census Bureau predicts the country will follow in Houston's footsteps, with no single race claiming a majority of the population. One in four Houstonians were born outside of the United States.





HOUSTON IS AN AMERICAN CULINARY CAPITAL

With 10,000 restaurants representing cuisine from more than 70 countries and American regions, Houston's restaurant scene is as ethnically diverse as its more than 6-million residents.



Backstreet Cafe

Houston is one of the best "foodie" cities in the U.S.

-Wallet Hub



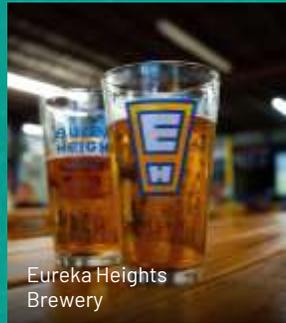
8th Wonder Brewery



Post HTX

One of America's Best Food Cities

-Washington Post



Eureka Heights Brewery



Lucille's Fine Southern Food

Multiple James Beard Semifinalists Annually



St. Arnold Brew Co.

HOUSTON



MUSEUM DISTRICT

Home to Hermann Park, the Houston Zoo and 19 world-class museums, Houston's Museum District is a cultural destination that welcomes millions of visitors every year.

For families, the Museum District offers a wide array of activities, including playing in the Children's Museum interactive exhibits, or learning about dinosaurs and butterflies at the Houston Museum of Natural Science.



Houston Museum of Natural Science

19 MUSEUMS IN 4 WALKABLE ZONES



Museum of Fine Arts - Houston

HOUSTON



THEATER DISTRICT

THEATER DISTRICT SPANS 17
BLOCKS & HOUSES OVER 13,000
SEATS



 HoustonBallet

Houston Ballet's *Swan Lake*



**HOUSTON BALLET MAKES ITS
GRAND DEBUT IN TOKYO WITH
SWAN LAKE**

**October 29th & 30th
Tokyo Bunka Kaikan**

HOUSTON

SPORTS



HOUSTON ASTROS



HOUSTON TEXANS



HOUSTON ROCKETS



HOUSTON DYNAMO

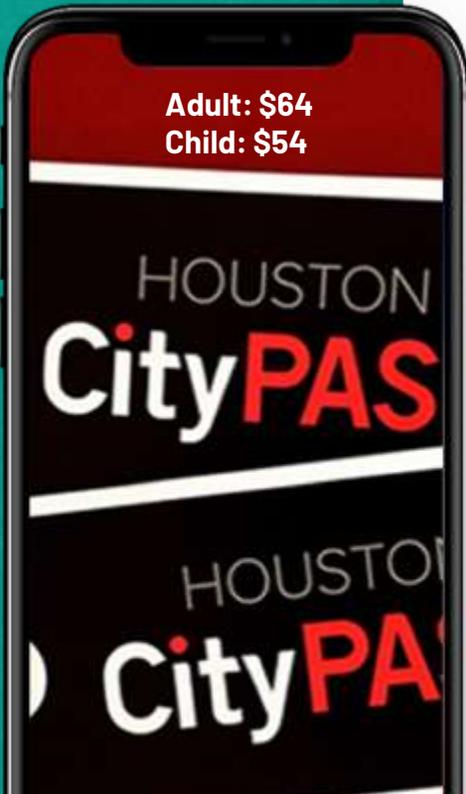
HOUSTON



ATTRACTIONS

There's something
for everyone in
Houston.

From the depths of the ocean to the limitless boundaries of space, Houston is filled with world class attractions ready to thrill visitors of any kind.



Downtown Aquarium



Houston Zoo

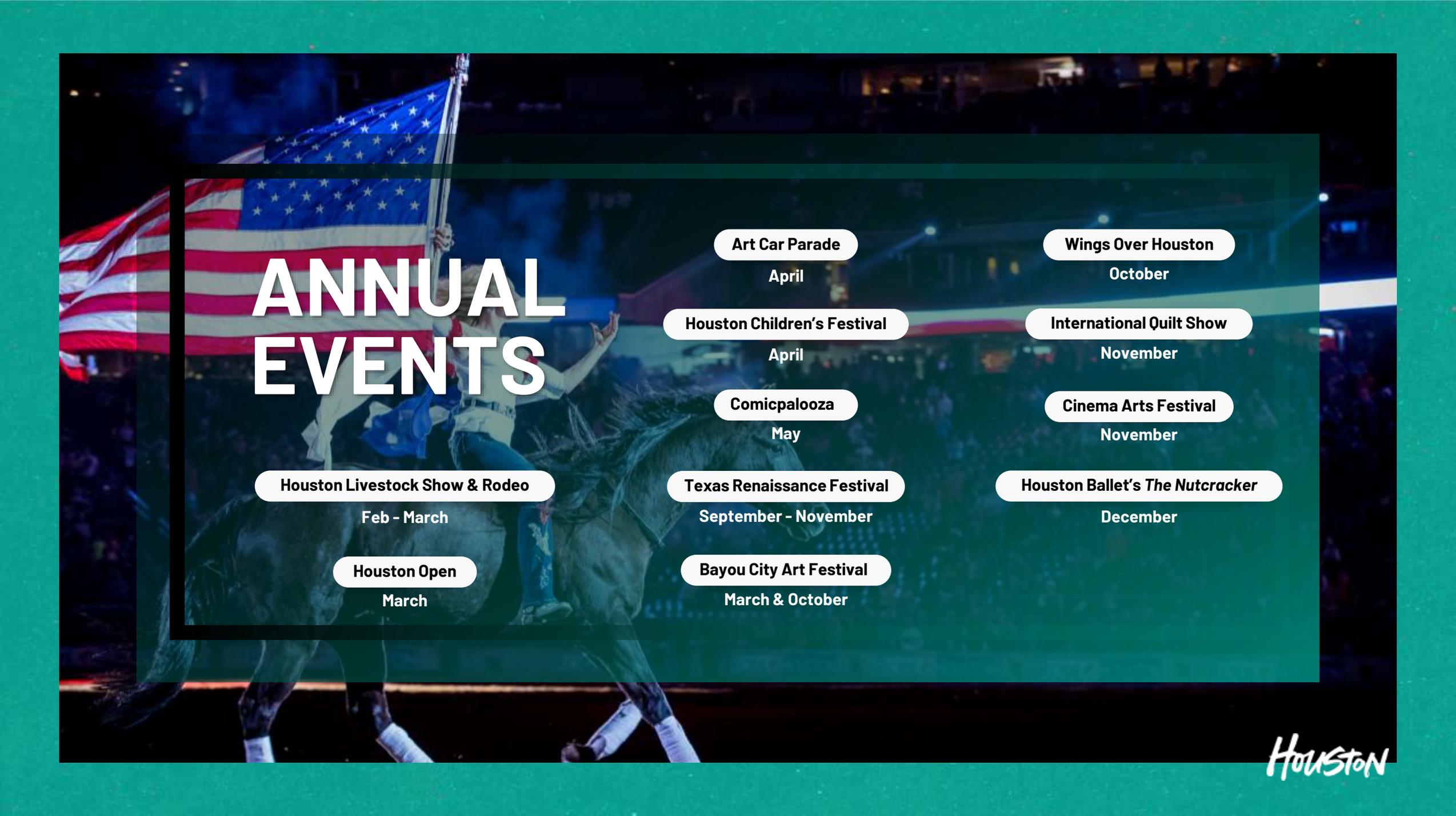


Kemah Boardwalk



Space Center Houston

Houston



ANNUAL EVENTS

Houston Livestock Show & Rodeo

Feb - March

Houston Open

March

Art Car Parade

April

Houston Children's Festival

April

Comicpalooza

May

Texas Renaissance Festival

September - November

Bayou City Art Festival

March & October

Wings Over Houston

October

International Quilt Show

November

Cinema Arts Festival

November

Houston Ballet's *The Nutcracker*

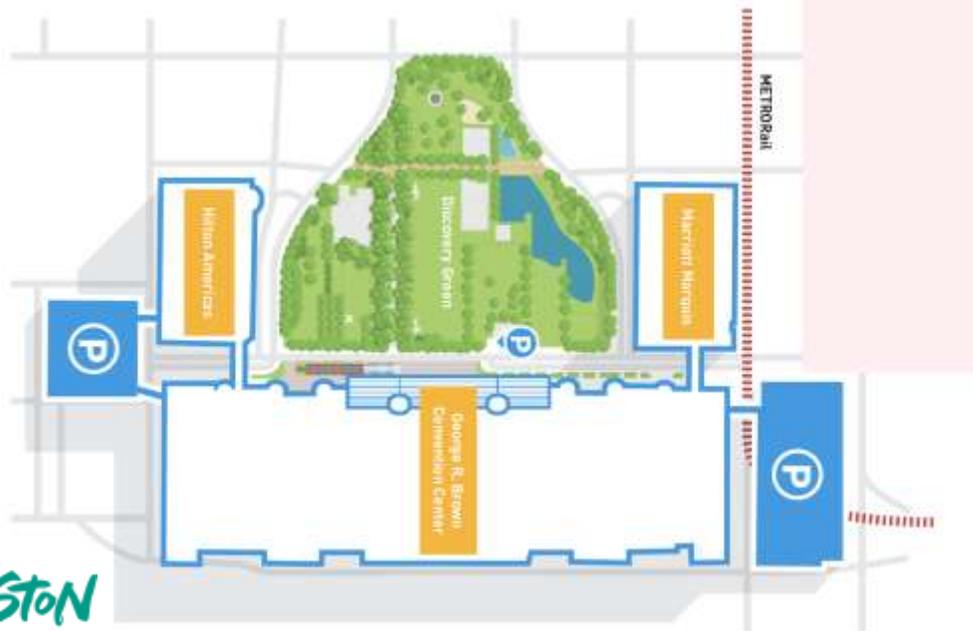
December

HOUSTON

GEORGE R. BROWN CONVENTION CENTER

PREMIER MEETING DESTINATION

- Covers 1.8 million square feet
- Ranks among the 10 largest convention centers in the nation
- Parking garages are connected and provide over 3,000+ spaces
- Walking distance to more than 7,000 hotel rooms



George R. Brown Convention Center

An aerial night view of the Houston skyline, featuring numerous illuminated skyscrapers and a complex network of highways. The image is overlaid with a teal gradient and a white border around the central text.

**THANK
YOU**

HOUSTON