

HOUSTON museum DISTRICT

houstonmuseumdistrict.org

- HMDA produced 225,000 brochures that were distributed in southeastern states to showcase Houston to tourists
- HMDA placed print advertising showcasing the diverse offerings within the district, including the Convention and Visitors Bureau *Official Visitors Guide* and Where Guest Book in hotels across the region
- Produced and placed a 60 second video that aired on seat back TVs on 28,000 American Airline domestic and international flights over four months, reporting 3,000,000 traveler impressions each month
- Produced a 2-minute video about the combined economic impact of the museums including \$800,000,000 in completed, in progress, or planned capital improvements in 2018
- Social media interactions increased 949% over 2017 due to focused Facebook boosts
- Had a 52% increase in registration for the 22nd annual Educators Open House, which allows teachers from across the region to gain continuing education credits while learning how to incorporate the arts into their curriculum and meet TEKS, STEM and STEAM requirements
- Partnered with BikeShare and Hotel Zaza to promote the Cultural District as 4 walk-able, bike-able zones via a Houston First marketing grant
- Combined, the museums and HMDA spent over \$6.6 million to market and promote the district as a destination, resulting in 6.5 million visits
- 11 museums offered free admission at all times
- 8 offered dedicated free admission times, enabling equal access for 1.6 million people to visit those museums and attend programs for free
- Outreach programs and school field trips reached over 1,783,000 residents at 4300+ community locations

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