

Houston = Energy AND Business

People Come To Houston To Do Business

"We picked Houston because it is the perfect blend of two things vendors and buyers asked for. First, they wanted a place where they could see product and place orders early, without having to worry about winter-time travel problems. Because of its warm climate, traveling to and from Houston in January won't be an issue. Second, while the city has numerous first-class restaurants and entertainment venues, it is not loaded with the unnecessary distractions that lead to poor show attendance and slow business. In short, with its superb convention center, great hotels, and myriad of networking-friendly entertainment options, Houston is custom-made for conducting business." -- **Jonathan Erwin, Halloween & Party Expo**



Jim Steeg
NFL – Super Bowl XXXVIII (2004)

"We ended up having over 207,000 people attend the NFL Experience at the Brown. It was convenient, easy for people to get to, and a first-class facility. We actually made money, which was very good. And then we threw on top of that the Media Center, which was an even better set of circumstances, because often the media doesn't get to see the NFL Experience – they hear about it. Everybody I've heard from that came back from there was excited about what took place. I don't think they were expecting the city that they saw, and that's probably the best thing about it. They were surprised and excited, and I think they've got the feeling they're coming back."

07/2008 Kiplinger's Personal Finance 10 Great Places to Live, Work and Play Our 10 Best Cities Will Only Get Better 1—Houston (The Come Back Kid)

You can hardly afford not to. Back with a roar after the oil bust of the 1980s, Houston has reclaimed its title as energy capital of the U.S. and added aerospace, technology and medical companies to the mix, generating more than 100,000 jobs in 2007. Not only does the Houston metro area lead the nation in job growth, but also its cost of living stands well below the national average. Housing prices run half those of other metro areas its size. Houston's comeback didn't happen by accident. "Before the energy business returned, the city made the wise decision to invest in its downtown," says Guy Hagstette, who directs Discovery Green, a new 12-acre park in central Houston. Upgrades include an expanded convention center, a new stadium, a spiffed-up Main Street and a light-rail system.



Houston has been home to the Offshore Technology Conference (OTC) since 1969-- providing hotels for 50,000 attendees each year. OTC ranks among the largest 200 trade shows held annually in the United States and is among the 10 largest meetings in terms of attendance. More than 2,000 companies participate in the exhibition. OTC includes attendees from around the globe, with more than 110 countries represented at recent conferences.

- Fourth most populous city in the United States, trailing only New York, Los Angeles and Chicago.
- Home to 13 of the 2006 Fortune 100 Fastest Growing Companies. With more than one in eight of the firms on this list, Houston easily surpasses all other metro areas. Los Angeles and New York tied for second, with eight a piece.
- The Houston MSA's Gross Area Product (GAP) in July 2007 was \$336.8 billion, according to The Perryman Group — slightly larger than Austria's, Poland's or Saudi Arabia's Gross Domestic Product (GDP). Only 21 nations other than the U.S. have a GDP exceeding Houston's.
- Houston is listed as one of the top 25 cities for convention, conference and seminar travelers, according to the Travel Industry Association of America (TIA). TIA also ranks Houston as a top city for general business travelers.
- Each year more than 38 million people zip in and out of Houston's two major airports.
- Houstonians eat out more than residents of any other city. While in Houston you can choose to indulge in one of the more than 11,000 restaurants ranging from award-winning and upscale to memorable deli shops.
- Located downtown, the 17-block Theater District is home to eight performing arts organizations with more than 12,000 seats.
- Houston is home to the Texas Medical Center, the largest medical center in the world, with a local economic impact of \$10 billion. More than 52,000 people work within its facilities, which encompass 21 million square feet. Altogether 4.8 million patients visit them each year.