

THE LOOP

► **MARKETING PLAN**

AIRBNB, HOUSTON FIRST PROMOTE BAYOU CITY AS TRAVEL DESTINATION

Home-sharing and short-term rental marketplace Airbnb has entered into a partnership with Houston First Corp. to market the Bayou City as a go-to destination for travelers looking to hit the road after being forced to remain home for nearly a year.

The marketing campaign will allow Houston First, which is responsible for marketing Houston's hotels to tourists and business conventions, to set up a website landing page that highlights homes for rent via Airbnb. The landing page will emphasize the unique characteristics of various neighborhoods, from Montrose's tree-lined streets and art galleries to Midtown's world-class restaurants.

Additionally, Airbnb will launch an email campaign, featuring stays and activities designed to promote Houston to travelers when they are ready to travel again.

"Rebuilding a stronger, more resilient hospitality community is a priority for us," said **Michael Heckman**, acting president and CEO of Houston First. "This strategic partnership is an innovative way to



Michael Heckman is acting president and CEO of Houston First.

COURTESY OF HOUSTON FIRST

inspire confidence and encourage both local and regional visitors to safely explore and enjoy all the amazing things Houston has to offer."

Go to HoustonBusinessJournal.com to read the full story.

