

VISIT **HOUSTON**

A HOUSTON FIRST BRAND



Miller Outdoor Theater at Hermann Park



WHY HOUSTON?

Serving up nationally recognized dining, shopping, entertainment, and nightlife along with world-class attractions and events—in Houston, there’s something for everyone.

CAN'T MISS

- Space Center Houston
- Museum District
- Theater District
- Comicpalooza
- Houston Zoo
- Houston Livestock Show & Rodeo



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FOR SUGGESTED
ITINERARIES

COME HUNGRY

This year Texas was selected as the newest destination for the MICHELIN Guide. A haven for food lovers, Houston’s cultural diversity brings a delightfully varied food scene. Thai, Vietnamese, Texas Barbecue, Louisiana Creole, Tex-Mex, Middle Eastern, and African cuisines are just a small sampling of the many options available throughout the city. Considered one of the best dining destinations in the country, you can travel the culinary globe without leaving the city.

MARK YOUR CALENDAR

Houston boasts an exciting array of annual events throughout the year. Get your quintessential taste of all things Texas at the Houston Livestock Show & Rodeo or experience a truly one-of-a-kind spectacle at the annual Art Car Parade. No matter your interest, Houston is sure to have an annual event to peak it.

GET STAR STRUCK

You don’t earn the nickname “Space City” without some serious space-credentials. Discover the exciting future and remarkable past of America’s human spaceflight program set among the largest collection of space artifacts in the southwestern United States and home of the original Mission Control. Not to mention, with missions to Mars on the horizon, there is always something new to see and do at Space Center Houston.



We Love Houston Sculpture at 8th Wonder Brewery

MUSEUM DISTRICT

Houston's vibrant, culture-filled Museum District houses **The Menil Collection, Museum of Fine Arts Houston, the Houston Museum of Natural Science,** & so many more.

- 19 world-class institutions across 4 walkable zones
- Vast array of permanent & revolving exhibitions

THEATER DISTRICT

On any given night, it's a safe bet there's a show somewhere in Houston's Theater District—a 17-block area home to award-winning, resident performance companies including but not limited to:

- **Houston Ballet**
- **Houston Symphony**
- **Alley Theatre**
- **Theater Under the Stars**
- **Houston Grand Opera**

HOUSTON ZOO

55-acre zoological park located within Houston's **Hermann Park.**

- 2nd most visited zoo in the U.S.
- Brand new **Galapagos Islands** exhibit opened in April, 2023

POST HTX

Downtown Houston's mixed-use hub for culture, food, & recreation.

- **Post Market**, an International food hall features kitchens helmed by multiple James Beard Award winners & Michelin-starred chefs.
- **Skylawn**, an expansive 5-acre rooftop park offers breathtaking views & fun for all ages.
- Home of **713 Music Hall**, Houston's newest state-of-the-art, 5,000 person concert venue.

SPACE CENTER HOUSTON

Showcases the exciting future & remarkable past of America's human spaceflight program & home of the original Mission Control.

- Visit iconic destinations on the **NASA Tram Tour**
- Annual **Moon to Mars Festival** in March
- Seasonal attractions including **Galaxy Lights**
- Range of experiences including multiple theaters & VR simulators.

EAST RIVER DISTRICT

Dynamic, mixed-use development on the banks of **Buffalo Bayou** featuring vibrant green spaces, rich culture, shopping, dining, & entertainment.

- Multi-phase development with phase 1 completion in fall of 2023.
- Home to **East River 9**, a brand-new, 9-hole, par 3 golf course & driving range.

SHOPPING EXPERIENCES

Houston is home to a Project Runway winner & more than a dozen distinct shopping areas, with retail that runs the gamut from vintage to designer.

- **The Galleria** houses 375+ stores, 30 restaurants, 2 hotels, & a full-sized ice rink.
- Additional hot spots include **River Oaks District, Highland Village, & Memorial City Mall.**
- Unique shopping experiences can be found along **19th St in The Heights** & in **Montrose** along Westheimer Rd.
- Houston has no shortage of outlet malls including **Houston Premium Outlets, Tanger Outlets, & Katy Mills Mall.**

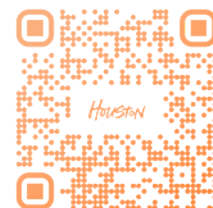
NEW DEVELOPMENTS

Houston is a dynamic city filled with constant change which means something new & exciting is always just around the corner. Some of the highly-anticipated new developments recently opened or coming to Houston in 2024 & beyond include:

- **Autry Park**
- **Great Wolf Lodge**
- **Lynn Wyatt Square for the Performing Arts**
- **The ION District**
- **1550 on the Green**
- **Puttshack Houston**
- **The Thompson Hotel**
- **Meow Wolf**

AWARD WINNING RESTAURANTS

- **Consevatory Galleria** – A former nightclub turned upscale food hall featuring 11 unique vendors and two bar concepts, including a cocktail lounge inspired by the Roxy Room. Offerings range from hot chicken to Peruvian and Pakistani street food.
- **Duchess Uptown Park** – A vibrant blend of modern and Victorian design offering coastal fusion cuisine. Enjoy Mediterranean and South American dishes like peach and pistachio burrata and wood-fired skewers, with a creative cocktail and wine menu.
- **Late August** – Located in the Ion, this Lucille Hospitality Group restaurant fuses mid-century modern design with cross-cultural dishes like gumbo, Texas Caesar salad, and citrus pork confit, reflecting Houston's diverse culinary scene.
- **PostScript** – A chic, pink-themed lounge and restaurant in River Oaks with plush seating, art installations, and a garden patio. Specializes in brunch, seafood towers, Wagyu filets, and decadent desserts.
- **Bludorn** – Chef Aaron Bludorn brings Gulf-inspired New American, French-influenced dishes to this neighborhood spot, featuring seasonal menus, global wines, and handcrafted cocktails.



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