2027 WINTER CONFERENCE

FEBRUARY 2 – 4, 2027 • WESTIN OAKS AT THE GALLERIA Houston, TX

CONFERENCE AT A GLANCE

TUESDAY, FEBRUARY 2

8:00 AM – 5:00 PM	**DMO 101 | Full-Day Pre-Conference Session** Six essential areas of destination operations · Separate registration
8:00 AM – 5:00 PM	**Registration**
6:00 PM – 8:00 PM	**Opening Reception** Sponsored by Visit Houston · Location to be announced

WEDNESDAY, FEBRUARY 3 — CONFERENCE SESSIONS BEGIN

7:30 AM – 8:30 AM	**Breakfast**
8:00 AM – 10:00 AM	**Registration**
8:30 AM – NOON	**Master Class Tracks** Communications | Advocacy | Sales
NOON – 1:00 PM	**Lunch**
1:00 PM – 5:00 PM	**Master Class Tracks Continue**

THURSDAY, FEBRUARY 4

7:30 AM – 8:30 AM	**Breakfast**
8:30 AM – NOON	**Master Class Tracks Continue**
1:00 PM – 4:00 PM	**Discover Houston: A Cultural & Destination Experience Tour** Explore Houston on a guided three-hour experience highlighting the city's rich history, diverse culture, unique attractions, and evolving neighborhoods. Discover the people, places, and experiences that make Houston vibrant.