

About Culinary Tours

After an incredibly successful inaugural year, Houston's 2011 "Where the Chefs Eat" culinary tours are hitting the ground running with more chefs and new tours. In its first year, all 12 tours sold out and left the organization with a waiting list that's more than 1,000 strong.

With a renewed sense of pride and enthusiasm, the city's top chefs—who are more interested in showcasing Houston's mom and pop restaurants than their own—continue their mission to introduce locals and visitors alike to Houston's culinary diversity by showing them where they eat on their days off. This chef-driven program gives participants intimate knowledge about the city and its chefs: unexplored neighborhoods, undiscovered



1 Feature Banner



Size: 300x100 (pixels)  
\$275/Quarter

2 Premium Banner



Size: 300x250 (pixels)  
\$275/Quarter

Member Benefit!

GHCVB Members receive a 15% discount off the open rate. Ask about our multi-site discount.

# Culinary™

TOURS Newsletter

**HoustonCulinaryTours.com** –

Tour announcement sent monthly to 1,400 with a 40% average open rate.

## 1 — Feature Banner



Size: 570x85 (pixels)  
Impressions: 1,400\*  
\$150/month

The Feature Banner is positioned prominently near content that our readers have indicated a strong interest in

## 2 — Vertical Rectangle Banner



Size: 180x300 (pixels)  
Impressions: 1,400\*  
\$150/month

The Vertical Rectangle Banner is positioned prominently near content that our readers have indicated a strong interest in

\*Average Monthly Impressions



## 2012 Tours

Sunday, January 22, 2012  
*Chinese New Year* with Chefs Chris Shepherd and Justin Yu

Saturday, February 18, 2012  
*Late Night Bars and Bites* with Chefs Seth Siegel-Gardner, Terrence Gallivan, Bobby Heugel and Kevin Floyd

Sunday, February 26, 2012  
*World BBQ* with Chef Chris Shepherd and Robb Walsh

Sunday, March 18, 2012  
*Oyster* with Chef Bryan Caswell and Robb Walsh

Sunday, April 22, 2012  
*Crawfish* with Chefs Mark Holley and Jonathan Jones

Sunday, May 13, 2012  
*Street Foods* with Chefs Jonathan Jones and Rebecca Masson

Sunday, May 20, 2012  
*Chef's Day Off* with Chefs Terrence Gallivan and Seth Siegel-Gardner

Sunday, June 10, 2012  
*Hong Kong City Mall/Secrets of Bellaire Blvd* with Chefs Randy Evans and Chris Shepherd

Sunday, July 22, 2012  
*Long Point Road* with Chefs Bryan Caswell and Chris Shepherd

Saturday, August 19, 2012  
*Southern Comfort* with Chefs Randy Evans and Mark Holley

Sunday, September 23, 2012  
*Indian* with Chefs Monica Pope and Chris Shepherd

Sunday, October 28, 2012  
*Day of the Dead/Airline Drive* with Chefs David Cordua and Hugo Ortega

Sunday, November 4, 2012  
*Coffee and Dessert* with Chefs Rebecca Masson, Ruben Ortega and Avi Katz

Saturday, November 10, 2012  
*Farm Tour* with Chefs Randy Evans and Claire Smith

Sunday, December 10, 2012  
*Vietnamese* with Chefs Bryan Caswell and Ryan Pera