



Jorge Franz
Senior Vice President of Tourism, Visit Houston

Jorge Franz is the Senior Vice President of Tourism for Visit Houston. He has been working for the Houston office since 2001 and in this capacity, is in charge of promoting Houston as a great place to visit. As a part of the recent merger with Houston First his responsibilities include working with travel trade to create to new initiatives that show measureable returns to Houston hospitality partners and new economic impact to Houston. He is also spearheading efforts to create and improve Houston's tourism "product."

He oversees a team of professionals that focus on the international promotion of the City of Houston through Sales, Marketing and Public Relations efforts. This includes directing a staff of 12 in Houston along with representation agencies for Mexico, Canada, Latin America, Europe, and Asia.

Mr. Franz is very active in the Tourism community. He is staff liaison for the Houston First Joint Tourism Committee and most recently served on the 2017 Super Bowl International Host Committee, is a Past Chair of the Governor of Texas' Tourism Advisory Committee and a Past Chair of the Texas Medical Center's International Affairs Advisory Council.

Before his time with the bureau, Mr. Franz worked for six years at Time Warner Communications - Houston and spearheaded their education, internal relations and Hispanic market public relations initiatives. He won many industry awards including the Texas Cable Association's "Judge's Award" for his efforts.

Mr. Franz was born in Santiago, Chile and has lived in Chile, Venezuela, Spain and the United States. He has also represented Houston personally all around the world. He enjoys traveling immensely and thinks he has one of the best jobs in the world. He has a Bachelor's degree in Mass Communications from the University of Houston and has been a proud Houstonian and Texan for more than 30 years. He is married to Holly and is a proud father to Ethan Santiago.