



Biography of 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 realignment 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 also oversees the “Visit Houston Marketplace” – an initiative where travelers can buy authentic Houston experiences.

Mr. Franz also 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 11 in Houston along with representation agencies for Mexico, Europe, and Asia.

Mr. Franz is very active in the Tourism community. He currently serves on Expedia’s Media Solutions Select Board and most recently served on the 2017 Super Bowl International Host Committee. He is also a Past Chair of the Governor of Texas’ Tourism Advisory Committee.

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.