

## Geographic Advantage

The Houston region provides a central location for all business operations.



### Houston Region Geographic Advantages:

- **Population Reach:** From downtown Houston, more than 27 million people live within 300 miles, 41 million live within 500 miles and 145 million live within 1,000 miles.
- **Central Time Zone:** One hour behind East Coast, two hours ahead of West Coast, allowing for optimal communications with entire country.
- **Equidistant from East and West Coasts:** 1,629 miles to New York, 1,546 miles to Los Angeles; can reach any metro area within hours by air.
- Convenient to **Port of Houston** (9 miles from Houston's City Hall), **Port of Texas City** (45 miles), **Port of Galveston** (52 miles) and **Port Freeport** (64 miles), offering worldwide access.
- **Mild Climate:** In '17, Houston was sunny for 59 percent of the year, with average high temperatures at 82.0°F and average lows of 62.4°F.