

## Geographic Advantage

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



### Houston region geographic advantages:

- **Population Reach:** from central Houston, more than 25 million people live within 300 miles, 40 million live within 500 miles and 141 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:** 1,675 miles to New York, 1,546 miles to Los Angeles; can reach any metro area within hours by air.
- Convenient to **Port of Houston** (8 miles from Houston's City Hall), **Port of Texas City** (37 miles), **Port of Galveston** (51 miles), and **Port Freeport** (61 miles), offering worldwide access.
- **Mild Climate:** In '16, Houston was sunny for 73 percent of the year, with average high temperatures at 81.2°F and average lows of 61.6°F.