

Houston Maritime Center & Museum Launches New Website to Enhance Visitor Experience

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HOUSTON, TX - December 18, 2025 -
The Houston Maritime Center & Museum has unveiled a redesigned website to better serve visitors and expand access to its educational resources about maritime history and industry. The new digital platform, developed by ASTOUNDZ, provides enhanced functionality for ticket purchases, membership enrollment, and tour bookings while showcasing the museum's extensive collections and programs.

The updated website represents a significant investment in the museum's digital infrastructure, reflecting the growing importance of online engagement for cultural institutions. The platform features streamlined navigation, improved mobile responsiveness, and integrated e-commerce capabilities that allow visitors to plan their museum experience more efficiently. The Houston Maritime Center & Museum now offers comprehensive information about its exhibits, educational programs, and special events through an intuitive interface designed to serve diverse audiences from students to maritime industry professionals.

"The launch of our new website marks an important milestone in our mission to make maritime history more

accessible to the Houston community and beyond," said Sara Howell, President of the Houston Maritime Center and Museum, "This digital transformation allows us to better showcase our collections, simplify the booking process for group visits, and provide educational resources that extend our reach far beyond our physical location on Buffalo Bayou."

Tours remain a cornerstone of the museum's educational mission, and the new website makes scheduling group visits more convenient than ever. School groups, corporate teams, and community organizations can now easily access information about guided tour options and make reservations online. The platform also highlights the museum's rotating exhibits and permanent collections, which chronicle the evolution of maritime commerce and its impact on regional development.

The website enhancement comes as the museum continues to expand its educational programming and community outreach efforts. Located along the banks of Buffalo Bayou, the museum serves as a vital educational resource for understanding the maritime connections that link Texas to global trade networks. The new digital platform supports these efforts by providing detailed information about the museum's various offerings, including venue rentals for corporate events, membership programs with exclusive benefits, and specialized educational activities for families.

The website redesign was undertaken in collaboration with ASTOUNDZ, a firm specializing in digital marketing services for cultural institutions and nonprofit organizations. The partnership focused on creating a user-centered design that balances aesthetic appeal with functional requirements, ensuring the website serves as an effective tool for both visitor engagement and operational efficiency.

The Houston Maritime Center & Museum operates as a nonprofit organization dedicated to preserving and sharing maritime heritage with the community. Through its exhibits, educational programs, and special events, the museum illuminates the crucial role that the maritime industry has played in shaping the economic and cultural landscape of the Houston region. The institution relies on memberships, donations, and corporate sponsorships to support its mission of maritime education and historical preservation.

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Houston Maritime Center & Museum

From the banks of Buffalo Bayou to the world?s oceans, Houston Maritime Center & Museum brings maritime history, industry insight, and global trade to life through immersive exhibits, education, and community connection.

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