



FY2020 - 2021
Annual Report

Visit Conroe

TEAM



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MISSION STATEMENT, VISION STATEMENT & CORE VALUES

Mission Statement

The mission of Visit Conroe is to generate economic activity in Conroe, promoting the area as a preferred visitor destination and to establish the Conroe area as a premier destination for meetings, conventions, group tours and travelers.



Vision Statement

Visit Conroe's vision is to be the recognized and respected leader in the Conroe area responsible for the visitor industry by our community, stakeholders and customers.

We are dedicated to:

- Developing our employees personally and professionally.
- Provide a dynamic work environment with an opportunity, for training, education, and guidance whenever possible.
- Provide excellent customer services.



Core Values

- Leadership - We are leaders in the growth and promotion in Conroe's tourism industry. We are all ambassadors.
- Integrity - transparent, authentic and honest in how we work, always.
- Innovation - Resourceful and forward thinking through partnerships, industry trends and technology
- Service - We are here to serve our visitors, tourism partners, and community.
- Excellence - In every facet, we strive for excellence - in being fiscally responsible, producing results, growing as professionals and creating a premier destination.

CREATION OF A UNIFIED BRAND



Logo Variations

Turquoise:
Dark Background



Blue:
Light Background



Black & White
Dark Background



Black & White
Light Background



Turquoise:
Dark Background



Blue:
Light Background



Black & White:
Dark Background



Black & White:
Light Background



Visit Conroe created a new fresh brand that mirror's the City of Conroe's brand giving the city a unified look for promoting the Conroe to visitors. This new brand highlights important elements of Conroe such as the lake, the forest and birding.

DIGITAL SUCCESS



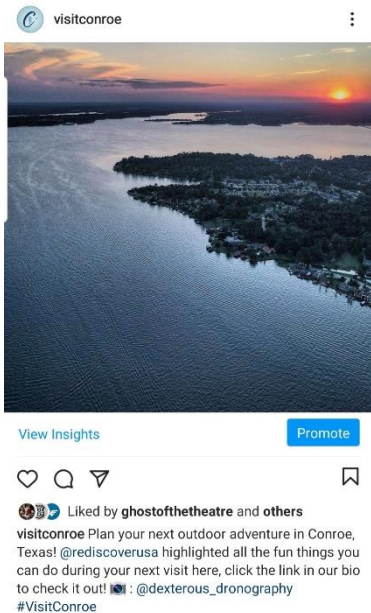
Top 5 Referral Sites

- Facebook
- Visithoustontexas.com
- HoustoniaMag.com
- Cityofcornroe.org
- Texas Highways

VisitConroe.com

- Unique Views – 123,000 (compared to 81,744 in FY19)
- Average Time spent on page – 1.10 mins (compared to 2.06 mins in FY19)
- 219,849-page views (compared to 199,774 in FY19)
- Bounce rate – 63.05% (compared to 56.11% in FY19)

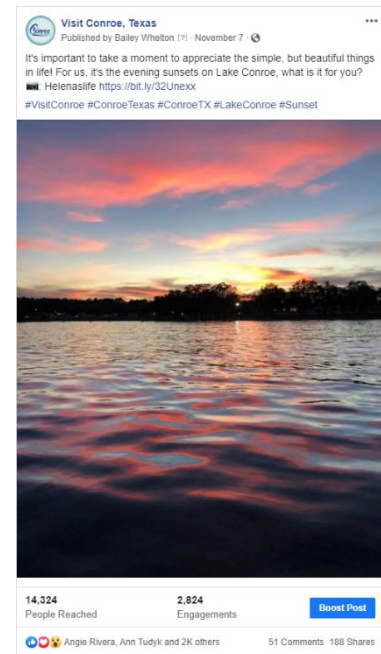
Social Media



- # of followers – 16,795 – increased 3,381 followers from FY2019
- Engagement – 42,000 people reached each month



- 1,761 followers



MEDIA EXPOSURE



WOODLANDSONLINE.COM
Visit Conroe Wins Big at TACVB Idea Fair
 TACVB is pleased to announce the Visit Conroe won 5 "People's Choice" Idea Fair awards in the \$1,000,000 - \$3,000,000 budget category.

Woodlands Online – Sept 2020

Gov. Greg Abbott names Conroe a Film Friendly Texas Community

From the Community | Published 11:27 am CST, Friday, November 22, 2019



Courier – November 2019

LOCATED APPROXIMATELY 60 miles north of Houston, Conroe, Texas is the ultimate destination for a vacation close to home. Whether you are longing for a getaway to the Lake Resort, or wanting to make the most of the day on Lake Conroe, your vacation will certainly be an unforgettable escape.



Houstonia

HEADLINES

Conroe, Texas: Your Ultimate Staycation

An escape close to home.

Sponsored by Conroe CVT - VISIT CONROE

Houstonia Magazine – Sept 2020



'Keeping Up With Conroe' – Lone Star Community Radio monthly show

By Andy Li | 3:05 PM Apr 13, 2020 CDT | Updated 4:40 PM Apr 13, 2020 CDT

Although businesses in the Lake Conroe area have struggled to deal with the ongoing coronavirus outbreak, some have found ways to stay afloat. The effects of the outbreak have been particularly felt by the hospitality industry, which has seen a significant decline in business. However, some businesses are finding ways to adapt and stay afloat.

Lake Conroe hospitality industry sees mixed business during coronavirus outbreak

COMMUNITY IMPACT NEWSPAPER

local BECOME A CI PATRON CONTRIBUTE TODAY

You could save with your local GEICO agent.

"We look forward to welcoming guests to the laid-back luxury of Margaritaville Lake Resort, Lake Conroe-Houston this summer," the statement said.

Community Impact -April 2020

*Due to the COVID 19 Pandemic, in March 2020 Visit Conroe's marketing Plan changed to more digital versus print and the messaging was altered from group/family events to individual outdoor events.

MEDIA EXPOSURE



YOLO Texas highlighting Margaritaville's opening

Renaissance Festival Media Day highlighting their COVID 19 safety practices

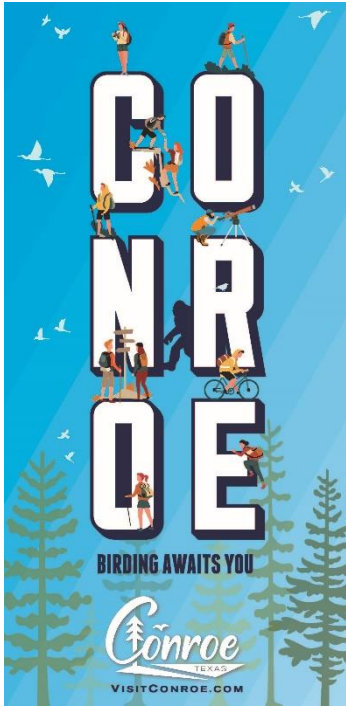


Visit Conroe bid and won TACVB's 2021 Annual Conference for Annual

Creation of new two-minute video and five-thirty second video highlighting each pillar



AD PLACEMENTS



Living Bird - Feb 2020



Texas Highways - August 2020



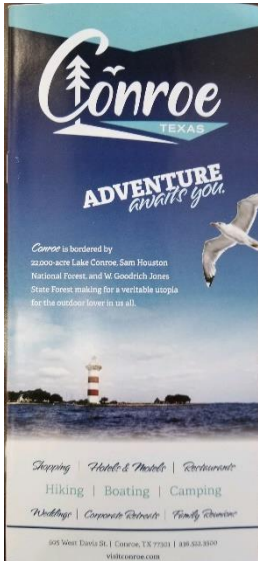
SHSU Ad - Fall 2020

FY2020 Ad Placements

- FishGame.com
- Living Birds & All About Birds
- Houstonia Magazine
- Texas Farm & Home
- TourTexas.com
- Texas Highways magazine
- TexasHighways.com
- Texas State Travel Guide
- Texas Events Calendar
- Texas Municipal League
- Houston Visitor Guide
- Texas Monthly
- Texas Parks & Wildlife
- Texas Fish & Game
- Sam Houston State University
- Conroe Playbook

AD PLACEMENTS

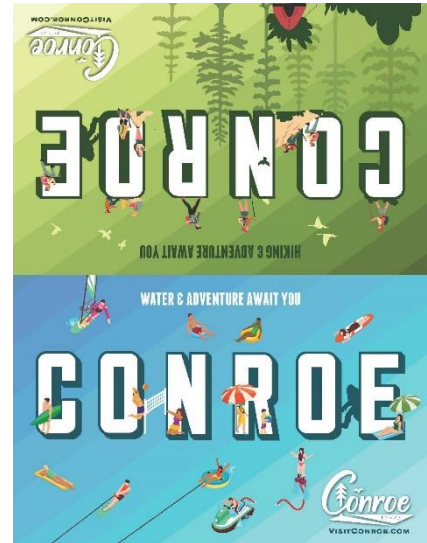
Visitor Guides



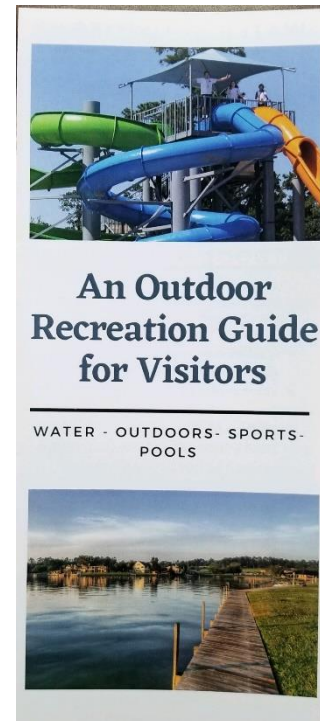
- 70,000 Visitor Guides Produced
- Reader Response to Ad Placement – 29,735
- Other guides distributed at
 - Texas Travel Information Centers
 - Travel and trade shows, and
 - In information bags to conference and event attendees in Conroe



Houston Visitor Guide – March 2020



Conroe Playbook – Summer 2020



Created an Outdoor Guide with Parks and Recreation Interns – Summer 2020

GROUP SALES & SERVICE

FY20 Grants

- \$285,500 total granted (included Arts Groups)
- 22 Groups
- 85,000 attendees
- 3,981 potential room nights
- \$1,790,979 total estimated economic impact*

*based on Destination International's Estimated

FY21 Grants

- \$80,000 total granted
- 8 Groups
- 36,920 attendees
- 2,345 potential room nights
- \$1,387,348 total estimated economic impact*

Groups Serviced

- 6 Activation tables/Tradeshows
- Serviced 10 Groups
- 27,360 attendees
- 2,154 room nights generated
- Estimated economic impact of over \$1.3million*



PARTNERSHIPS



Sam Houston State University

- 2 Activation Tables during tailgates, in student mall, etc
- Football, Basketball & Baseball tickets for marketing give a ways
- Digital Ads on Sam Houston Sports website
- Exposure on scoreboards and fence lines

Houston & Beyond

- 3 Blogs
- Ad in Houston Visitor Guide
- 4 Social Media Posts
- Brew Pass



Organization Involvement

- Friends of Conroe - Board Member
- Conroe Cajun Catfish Festival – Executive Board member
- Montgomery County Fair Association Lifetime Member
- Conroe Live Board Member
- Conroe Downtown Area Association – Ex-Officio Board Member
- Greater Conroe Arts Alliance – Ex-Officio Board Member
- Montgomery County Historical Commission - Member

HIGHLIGHTS



- Quarterly Hotel Meetings
- Bi-monthly Music Friendly Meetings
- Creation and Implementation of COVID recovery plan
- Earned Film Friendly Designation
- Distributed weekly/monthly e-newsletters to stakeholders
- Distributed quarterly e-newsletters to visitors
- Participated in networking activities for Chamber of Commerce and Economic Development Corporation
- Partnered with the Brand New Margaritaville Lake Resort
- Received "Accreditation with Distinction" from Destinations International
- Earned Texas Destination Marketer Designation through TACVB



Film Friendly Designation Presentation
- February 2020

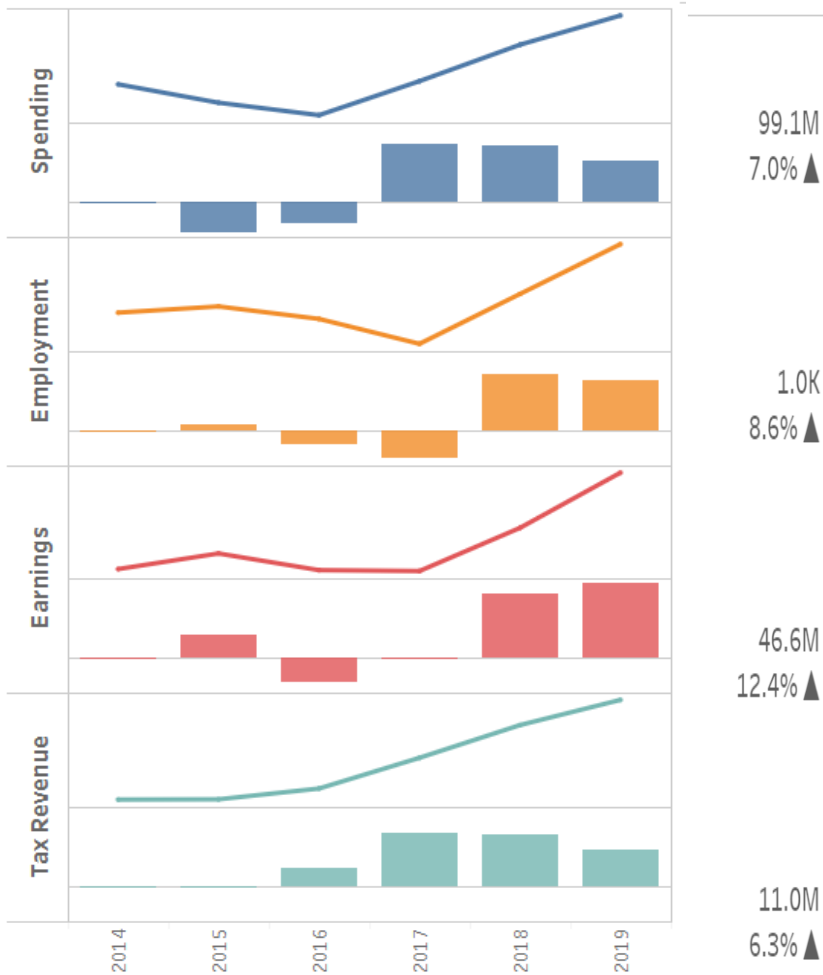


Visit Conroe wins 5 awards at Annual
TACVB Virtual Conference - August 2020

BY THE NUMBERS

Actual and YOY (%)

2019



Direct Travel Spending

Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.

Direct Employment

Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.

Direct Earnings

The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that are attributable to travel expenditures.

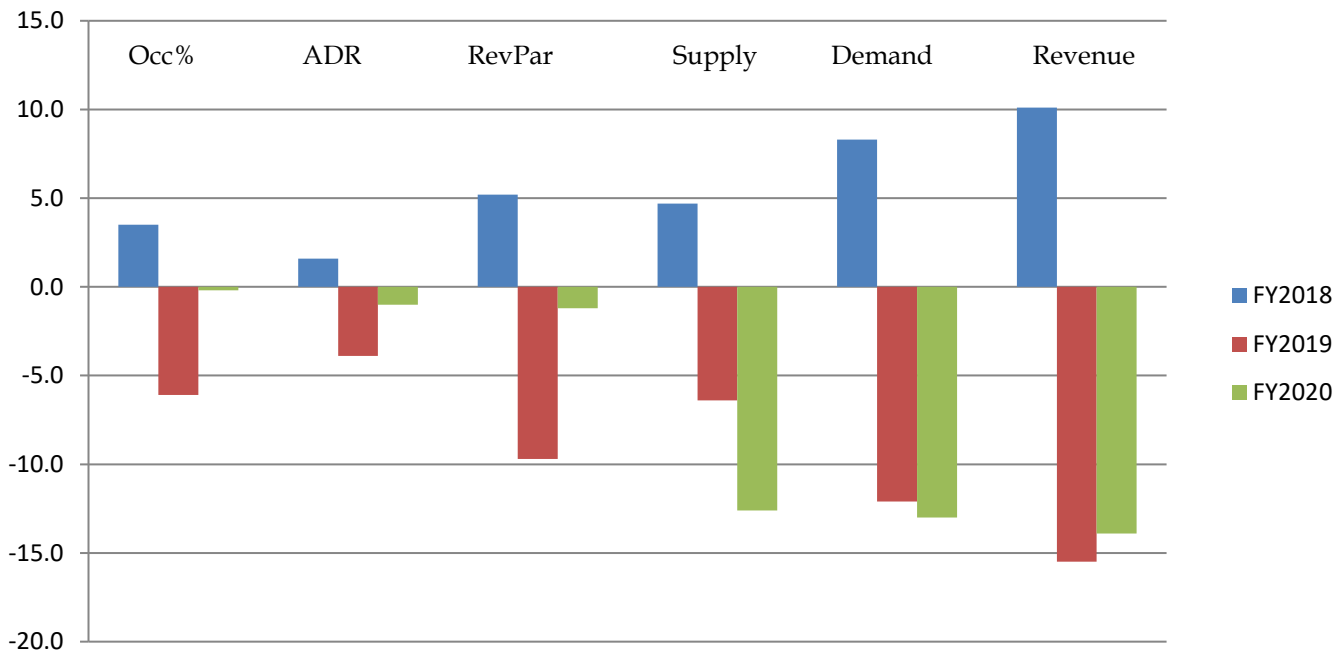
Direct Tax Receipts

Tax receipts collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel.

*<https://www.travelstats.com/dashboard> – State of Texas reports for City of Conroe

BY THE NUMBERS

Percentage Change YOY



*Smith Travel Research Data for City of Conroe

Occ% - Percentage of hotel room occupied. Calculated by dividing the total number of rooms occupied by the total number of available.

ADR – Average Daily Rate is a statistical unit that represents the average rental income per paid occupied room in a given period. ADR and Occ% are foundations of hotel community’s financial performance.

RevPAR – Revenue Per Available Room. Performance metric in the hotel industry calculated by dividing a hotel’s total guest room revenue by the total room count for a specified period of time.

Supply – Total number of room nights (number of rooms x number of nights) available in Conroe over the 12 month fiscal year.

Demand - Total number of room nights (number of rooms x number of nights) sold in Conroe over the 12 month fiscal year.

Revenue – Total amount of revenue collected by Conroe hotels in each fiscal year.



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