

EXECUTIVE SUMMARY & BUSINESS DEVELOPMENT GOALS

SUMMARY

- Establish Conroe as a premier destination for groups, events and leisure travelers.
- Attract visitors who spend time and money in the destination, visit multiple venues, visit year-round and leave with a positive experience in Conroe.
- Increase visitation to Conroe while focusing on building brand awareness.
- Solidify Visit Conroe's role as the trusted official source that informs and inspires travel to Conroe.
- Leverage Visit Conroe's resources through cooperative marketing programs that add value to the hospitality, event, and business partners in Conroe.
- Work with community leaders to encourage product development, infrastructure improvements and public policies that are consistent with Visit Conroe's mission and the destination brand.

GOALS

- Work with the new Hyatt Regency Conroe, as well as all other hotels & Venues, to create booking procedures and drive group business to Conroe
- Strengthen, enhance and create new partnerships to leverage more marketing and sales opportunities for a higher ROI
- Create an inviting, dynamic, and multifaceted Visitor Center on the 1st floor of Conroe Tower
- Increase positive exposure in media by sending press releases locally, regionally, state-wide ,and nationally
- Continue to strengthen and build upon a useful visitor website
- Utilize Social Media Platforms to the fullest
 - » By both utilizing Influencers & through Visit Conroe programming
- Group Sales / Service
 - » Work with both full-service convention hotels & other convention/meeting space to focus on bringing large groups into Conroe
 - » Focus on increasing the Average Daily Rate by soliciting groups with a higher ROI
- Aid in further downtown development through involvement with organizations such as CDAA, Conroe Live and the Main Street Program
- Certifications and recognitions invest in professional development for the staff to renew certifications and designations

Establish
Conroe
as a premier
destination
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MARKETING & PUBLIC RELATIONS

ACTION PLAN

- Market Conroe as a premier destination highlighting these 5 areas of promotion:
 - » The Great Outdoors
 - » Texas History
 - » Culinary Tourism
 - » Arts & Culture
 - » Music Friendly
- Work with ad agency to create an advertising schedule utilizing print, digital, social and other forms of media to best promote Conroe as a year-round leisure destination and create and expand upon branding and marketing Conroe as a meeting destination.
- Create a plan working with Social Media Influencers to bring awareness of Conroe leisure market to their followers.
- Create a new pass using Bandwango's Software highlighting local venues.
- Promote Conroe as a premier film destination using the Texas Film Commission platform
- Create a local awareness campaign





VISITOR SERVICES

ACTION PLAN

- Work with all area hotels, venue partners and premier wedding venues to promote our services to groups
- Work with local and regional partners to enhance or expand upon existing programs to attract visitors to Conroe.
 - » Conroe Crossroads Music Festival
 - » Sam Houston State University
 - » HOT Tax Grants Recipients, Sponsorships and Large Events
- Host and attend Familiarization Tours and site visits
- Develop Show Your Badge Program to offer to groups and visitors
- Create Wedding Planner and work with area wedding event venues







GROUPS & EVENTS

ACTION PLAN

- Continued participation in nationwide sales shows with a focus on Texas based shows – to actively pursue RFP's and bidding opportunities to fill our area hotels and conference space
 - » Seek ways to leverage more money through partnerships with State Tourism Office, Team Texas, Around Houston, etc.
- ▶ Target Houston based planners for site visits and familiarization tours
- Active presence on social media
- Work with local partners to respond to all RFPs submitted for bid
- Identify key events to our community and work to increase attendance and overnight visitors
 - » Grant/Sponsorship groups
- Work with event coordinators on polling attendees to obtain accurate overnight stay and economic impact information

GOALS

- Generate 95 room nights
- ▶ 12,000 definite group room nights
- ▶ 200 new meeting planners connections









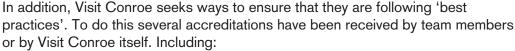
PROFESSIONAL AFFILIATIONS

The Visit Conroe Team will actively seek opportunities to get involved in industry related organizations. These opportunities will serve multiple purposes – including networking, professional development, sales, marketing or visitor service opportunities, etc.

The groups listed below are ones that team members are currently involved in – and we continue to seek others.

- » ABA American Bus Association
- » Around Houston
- » THLA Texas Hotel Lodging Association
- » CDAA Conroe Downtown Area Association*
- » Conroe Economic Development*
- » Conroe / Lake Conroe Chamber of Commerce*
- » Conroe Live*
- » DI Destinations International
- » Friends of Conroe*
- » GCAA Greater Conroe Arts Alliance*
- » Main Street Advisory Board*
- » Montgomery County Fair Association*
- » NTA National Tourism Association
- » TACVB Texas Association of Convention & Visitor Bureaus*
- » Texas Birding Association TTA Texas Travel Alliance
- » US Travel Association

*Indicates staff serves on board or committee involvement



- » CMP Certified Meeting Professional
- » CDME Certified Destination Management Executive
- » CTE Certified Tourism Executive
- » TDMC Texas Destination Marketing Certification
- » Texas Music Friendly Community
- » Texas Film Friendly Community
- » Texas Film Commission
- » DMAP Destination Management Accreditation Program









The Visit Conroe
Team will
actively seek
opportunities
to stay
up to date
& relevant
in the
tourism industry.