

2022

# ANNUAL REPORT





## 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.

## 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.

## DIRECTORY

PAGE	CONTENT
3	Director's Letter
4	2022 Highlights
6	Marketing News
8	Servicing
9	Sales Initiatives
10	Annual STR Report
11	Board of Directors

---

300 West Davis St., Suite 515  
Conroe, Texas 77301  
936.522.3500  
877.426.6763 (Toll Free)

**VISITCONROE.COM**



**Share with us!**

@visitconroe | #visitconroe

## DIRECTOR'S LETTER

**A**s fiscal year 2022 is wrapping up, the Visit Conroe Team is proud to share with you all – updates on all of the great things we have been able to accomplish this year; as well as to provide you with some insights on our 2023 strategic plan.

Conroe has long been known as a premier leisure destination. The stunning Lake Conroe, the vast Sam Houston National Forest and the unique W.G. State Forest have attracted visitors for decades. However, over the past several years, with the opening of the Margaritaville Lake Resort and the pending opening of the new Hyatt Regency & Convention Center, Visit Conroe has been intentional in marketing to group business. And while the pandemic may have delayed the return of conferences, meetings and group business, the pipeline that our team has been able to create is substantial and beginning to actualize for the near future.

We have been able to do this by pivoting some of our marketing to target group business. In addition, we have partnered with Team Texas, the State of Texas Tourism Office, the Around Houston Partnership, and our local tourism industry to identify feeder markets, sales mission opportunities, and marketplaces that provide the highest ROI and exhibit or market at them.

Also, intentional this year, Visit Conroe has strengthened their HOT Grant Program to ensure transparency, accountability and to maximize the return on investment of every dollar. Working with our partners, Visit Conroe was able to provide \$149,550 in grants and sponsorships to groups who used the funds in accordance with state law to market outside of our community and bring in more visitors – generating an estimated \$3,415,843 in direct visitor spending.

And finally, the Visit Conroe team has worked diligently in creating an environment for meetings and events. We have coordinated and held quarterly hotel/convention space meetings, co-hosted a variety of familiarization tours with meeting planners, tour operators and travel information center staff, we work with community partners to streamline the process for meeting planners, event promoters, sports tournament organizers or tour operators to plan and hold their event in our community.

FY22 saw pre-pandemic numbers in our hotels with pre-pandemic revenues! The Visit Conroe Team is excited to be a part of Conroe and work together with our partners to see what we can all accomplish in FY23!

Yours in Tourism,

*Shannon Overby*

Shannon Overby, CDME  
Director



“

Known for the 'Great Outdoors', Conroe was able to still promote to leisure travelers and small groups to come visit the lake or forest.

”



### CONROE CROSSROADS MUSIC FESTIVAL

A PARTNERSHIP WITH OPEN SKY MEDIA

► With over 2,500 attendees, the Inaugural Conroe Crossroads Music Festival was the fun family event Visit Conroe hoped it would be. This music festival hosted 40 acts in 8 venues throughout Conroe.



### HARD HAT TOUR OF HYATT REGENCY CONROE

► The Visit Conroe Team toured the construction site of the future home of Hyatt Regency Conroe that opens May 2023. This full service hotel and conference center will join Conroe's list of great hotels.

### NATIONAL TRAVEL & TOURISM WEEK

► In May, Visit Conroe celebrated National Travel & Tourism Week. Recognizing the importance of travel is key to the growth of Conroe. This year's theme was appropriately named "The Future of Tourism" and we highlighted the week honoring important individuals in the tourism industry. This year's Hospitality Hero was awarded to Farralyn Withrow; this year's Hometown Hero was awarded to Keith Odom with Trifecta Fishing; this year's Committed to Conroe award went to Janese & Robert Sokulski and this year's Community Champion was awarded to Rodney Pool.



LEFT TO RIGHT: MAYOR JODY CZAJKOSKI, RODNEY POOL, AND REBEKAH KOLB.



### AMERICAN BUS ASSOCIATION FAMILIARIZATION TOUR

► Visit Conroe hosted 12 tour operators over 2 ½ days to showcase Conroe as a future destination to fall on their tour routes.



## 2022 HIGHLIGHTS



LEFT TO RIGHT: REBEKAH KOLB, ALEX ZAVOYNA, SHANNON OVERBY, AND JODI WILLARD

### PREMIER OF *THE AUTHOR* AT THE CREIGHTON THEATER

► In August, the Visit Conroe team attended the premiere of *The Author* which is the first film directed and produced under the new Conroe Film Commission. The film debuted in Conroe's Historic Crighton Theatre in Downtown Conroe. Over 500 attendees enjoyed the premiere.



### TXDOT STUDY TOUR

► Visit Conroe Hosted the Travel Alliance TxDOT Study Tour, with 16 travel counselors over 2 days to learn about what there is to see and do in Conroe so they can share with the visiting public who enter Texas and stop in at the TxDOT Travel Information Centers.

### AWARDS AT TACVB

► This year, South Padre hosted our annual TACVB conference where Visit Conroe was recognized by our peers for Best Website. Visit Conroe's new user friendly website turned one this year and has continued to see an increase in traffic. Rebekah Kolb completed the requirements to earn her Texas Destination Marketer Certification.



LEFT TO RIGHT: REBEKAH KOLB, ALEX ZAVOYNA, AND JODI WILLARD



### TEXAS GEOCASHING CHALLENGE

► Visit Conroe hosted the Texas Geocaching Association Texas Challenge. Rebekah helped service this group from beginning to end including 500 give away items for welcome bags, table at Friday and Saturday registration, CITO event on Sunday at Candy Cane Park.



*Jodi Willard*  
Marketing Manager  
& Conroe Film  
Commissioner

Promoting Conroe this year has been exciting. New businesses are opening and with more events coming to Conroe, Visit Conroe has been provided ample new opportunities to market. This year, Downtown Conroe welcomed MoCo Food Hall, Dragon Bowl C, Almost August and MOD Boutique. New businesses like these remind everyone why Conroe is a unique place to live and visit.

## CONROE CROSSROADS

► Last April, businesses throughout Downtown welcomed guests and musical talent at the Inaugural Conroe Crossroads Music Fest. Our partnership with Open Sky Media introduced residents and visitors to over forty bands at eight venues.



Conroe Crossroads brought over 2500 attendees, many from out of town to enjoy Conroe's thriving live music scene. We are already planning next April's festival and are excited for an even bigger and better event.

**"THE AUTHOR,"** written and produced by Conroe local Walker Cable Productions, was the first feature film directed and produced under the new Conroe Film Commission. In August, The Crichton Theatre hosted the premiere debut of this thought-provoking film. Over 500 attendees, including the actors attended. Since "The Author" wrapped, Conroe has become the backdrop for two primetime commercials and two indie films. Our unique landscape and ease of the planning process make Conroe a prime location for producers and directors.



## FY 2022 ADVERTISING PLACEMENTS

Connect • FishGame.com  
Houstonia Magazine  
Living Birds & All About Birds  
Meeting Planners International  
Smart Meetings  
Texas Events Calendar  
Texas Highways  
Texas Meetings & Events  
Texas Monthly  
Texas Municipal League  
Texas State Park Guide  
Tour Texas • Travel Texas



LEFT TO RIGHT: REBEKAH KOLB, ALEX ZAVOYNA, JODI WILLARD, AND STEWART RAMSER

## "BEST" AWARDS

► Promoting Conroe as a premiere tourist destination continues to be so much fun! Visit Conroe earned the Best Website Award from Texas Association of Convention & Visitors Bureau and was recognized for Best Lake from Texas Travel. Margaritaville and Conroe were also featured in Texas Meetings & Events magazine, even gracing the cover! Our Group Sales Manager recently gave an interview to Smart Meetings, a lead media source for meeting professionals which will focus on Texas cities in their December issue.



## MARKETING NEWS

### TRAVEL WRITERS AND INFLUENCERS

► This year Visit Conroe worked with travel writers and influencers to highlight the best of Conroe to their digital audience. We welcomed three social media influencers and created tours that interested their specific audience educating them on why they should travel to Conroe.

We also worked with Travel Texas to host a Brazilian influencer and a Canadian travel writer to introduce a new audience to our little town. We were also able to work with a Texas Monthly, Better Homes & Gardens and various other travel writers this year.



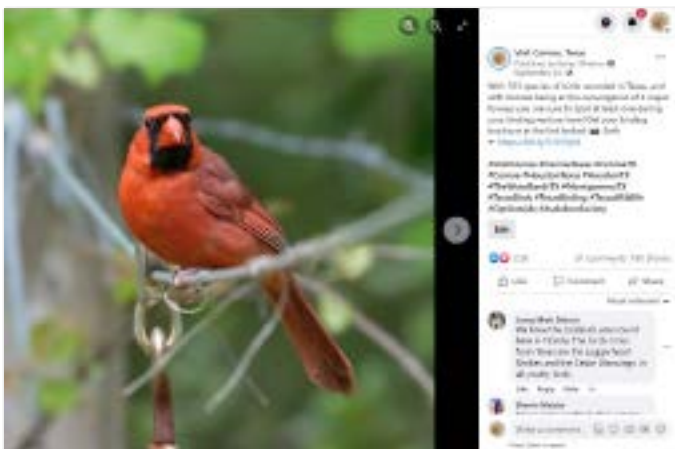
### WEBSITE ANALYTICS

► With the success of our website and social media, tourism continues to thrive and our data proves it. In the last year, our social media continues to increase in audience, engagement and click through links. Our social media audience grew 53.5% in 2022 compared to the year before. Our engagements increased 90.1% and click through links increased by 165.1%!

Visit Conroe's website saw an increase of over 13,000 in new visitors with a total more than 41,000 pageviews. Blogs continue to be the most visited pages. As we close 2022, Visit Conroe reflects on the success of our marketing initiatives, both online and in person.



### DIGITAL ADVERTISING



FACEBOOK POST



ONLINE ADS





*Rebekah Kolb*  
Servicing Coordinator



## JANUARY 2022

- ▶ American Bus Association Post Familiarization Tour at Margaritaville Resort. This was a group of tour operators from across the country who plan large group travel for travel minded individuals.
- ▶ Rebekah made 160 welcome bags for the Lions Club Mid-Winter Conference held at Margaritaville Resort.
- ▶ Visitor information was provided for the 4H Shooting Club for about 100 people.



## FEBRUARY 2022

- ▶ Visit Conroe provided visitor information at the Lake Conroe Boat Show held at Papa's on the Lake.
- ▶ Lone Star Luau was held at Margaritaville – Visit Conroe sponsored the event in 2022 and will attend festival with booth in 2023.
- ▶ Visit Conroe had a table at registration at Big Bass Tournament held at Papa's on the Lake.

## MARCH 2022

- ▶ Visit Conroe hosted the Texas Geocaching Association Texas Challenge. Rebekah helped service this group from beginning to end including 500 give away items for welcome bags, table at Friday and Saturday registration, and CITO on Sunday.
- ▶ 30 Welcome bags for the Texas Highland Lake Airstream Club attending gathering at the KOA.
- ▶ Alex and Rebekah had a table at AJGA registration held at Bentwater Country Club.



## APRIL 2022

- ▶ Visit Conroe sent Visitor Information to the Dallas Travel and Adventure Show.
- ▶ Visitor information was available at the ticket table at Conroe Crossroads Music Festival held at the Conroe Art League building.
- ▶ Rebekah attending the SHSU Community Resource Fair at the Medical School location in Conroe.
- ▶ Rebekah and Alex set up a table with information at SpringHill Suites for The Woodlands Marathon weekend attendees.

## MAY 2022

- ▶ 50 Welcome Bags for Bauer Equipment America, Inc meeting held at Homewood Suites.
- ▶ 85 Welcome bags for the Lonestar Ladies Travel Club held at Margaritaville Resort.
- ▶ Rebekah created a "Conroe's Favorites" flyer and welcome bags for 50 Crown Cork & Seal individuals meeting at plant.

## JUNE 2022

- ▶ Visit Conroe serviced the Montgomery County Sheriff Citizens' Academy Alumni Association with visitor information.
- ▶ Visit Conroe hosted Anna Cook, a travel influencer, with Stuck on the Go.
- ▶ Visit Conroe provided Kimo Kawaii information at the Lone Star Convention Center.

## JULY 2022

- ▶ Rebekah helped coordinate the Stars and Stripes event held at Heritage Place, estimated about 6000 people in attendance.

## OCTOBER 2022

- ▶ Rebekah coordinated 200 welcome bags for a large wedding held at Margaritaville Resort.
- ▶ Rebekah created a Conroe Restaurant flyer and welcome bags for Home Depot meeting of 30 people held at Margaritaville Resort.
- ▶ Visit Conroe hosted 15 Texas Travel Counselors from across the state with the TXDot Travel Study Tour.





## SALES INITIATIVES



2022 was a year of tremendous growth for Conroe, local businesses, and groups coming to experience Conroe as a premier meetings destination. That said, given the current trend showing an uptick of planners sourcing 2nd and 3rd tier cities (vs. large convention destinations – this Las Vegas, Chicago, Orlando), as well as the addition of the highly anticipated Hyatt Regency Conroe and Convention Center, all coupled with the tremendous efforts of the entire Visit Conroe team – I do not believe it will hold a candle to 2023. Let's take a look at the past 12 months and focus on where Conroe group business is heading!



*Alex Zavoyna*  
Group Sales Manager

### GROUP BUSINESS GENERATED IN FY22 AT A GLANCE:

- ▶ 157 leads generated
- ▶ YoY increase of 98% with 62,433 room nights & 197,770 delegates
- ▶ 39 definite bookings totaling 8,862 nights
- ▶ 38 tentative bookings currently being negotiated totaling 23,337 nights
- ▶ 300+ new accounts
- ▶ 17 incentive groups of which 10 have turned definite

### SALES MISSIONS

Travel and meeting face to face with planners is an integral part of the group sales manager role. Each year, sales trips and missions are evaluated to maximize ROI, stay relevant with sales trends, and analyze partnership opportunities with Team Texas, Around Houston, and hotel partners.

### ONE-ON-ONES

All of the following sales shows include one-on-one appointments with planners and several networking opportunities over multiple days. Some also include a Visit Conroe booth, or Visit Conroe presence in a Team Texas booth. A select few include continuing education courses to obtain industry certifications as well as courses taught by industry titans to sharpen skills.

#### SALES SHOWS

- » Destination Texas
- » American Bus Association
- » TACVB Winter
- » Southwest Showcase
- » Simpleview Summit
- » Connect Marketplace
- » TACVB Annual
- » Texas Society of Association Executive
- » Texas Municipal League
- » Smart Meetings
- » Connect Texas

#### FAMILIARIZATION (FAM) TOURS/SITE VISITS

- » SITE Texas – city presentation to meeting planners
- » American Bus Association FAM
- » Tour operator city site
- » Margaritaville meeting planner FAM
- » CMCA group city site
- » Margaritaville meeting planner FAM



### LOOKING FORWARD

As we enter FY23 my goal is once again increase group leads coming into Conroe. With Hyatt Regency Conroe and Convention center slated to open May of 2023 my primary focus will be to assist in filling Hyatt's sales funnel as well as Margaritaville, and all limited service properties. In addition to my primary goal of lead generation and assisting hotels with closing business I will also be focusing on the following:

- ▶ Continued streamlining of the grant and sponsorship process/application and to maximize ROI
- ▶ Continued revision of CRM to maximize group reporting efforts moving forward
- ▶ Implement the Simpleview extranet for hotel and community partner use to more seamlessly respond to RFPs.

# ANNUAL STR REPORT

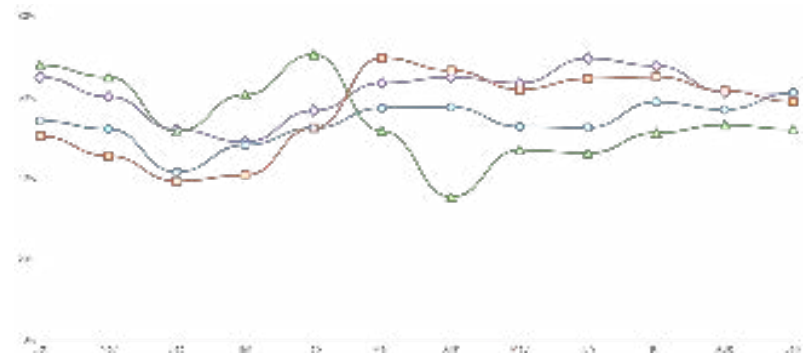
In all areas, FY22 numbers continue to outpace pre-pandemic numbers in most months.

► According to all of our KPIs, Conroe hotels continue to exceed pre-pandemic numbers.

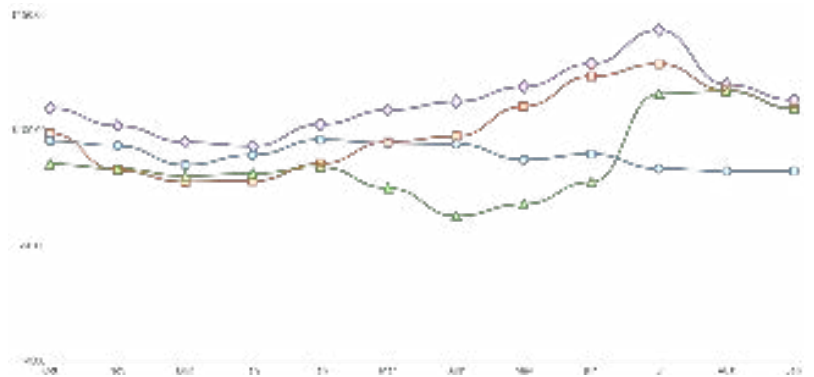
► When compared to our competitive set, Conroe hotels continue to be in the top 4 for Occupancy, Average Daily Rate and Revenue Per Room.

○ FY 2019  
 ▲ FY 2020  
 ■ FY 2021  
 ◆ FY 2022

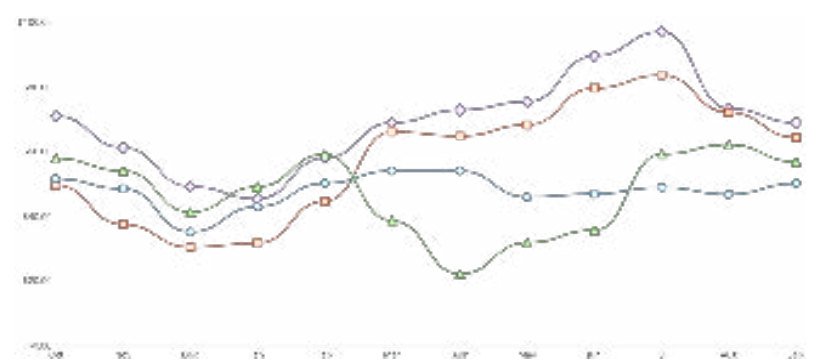
OCCUPANCY PERCENTAGE



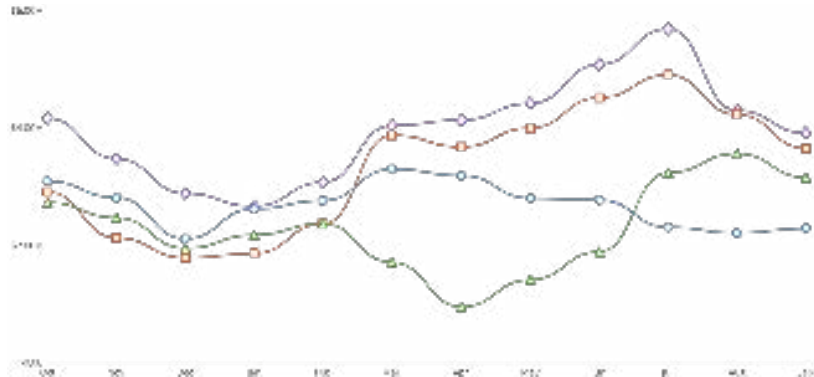
AVERAGE DAILY RATE



REVENUE PER ROOM



REVENUE TOTAL



## 2022 BOARD OF DIRECTORS

### TOURIST ADVISORY COUNCIL

The Tourist Advisory Council aids in recommending policies, budgets, grant funding, marketing programs and sales outreach for Visit Conroe. Twelve members of the Tourist Advisory Council are appointed by the Mayor of Conroe. The Tourist Advisory Council members can also appoint up to twelve ex-officio members to ensure that all community partners are represented. All appointed members serve up to two three-year terms. The Tourist Advisory Council meets bi-monthly.

Stephen Naleway, Chairman.....	Events Plus	Todd Yancey .....	City Council Appointee
Denton Florian.....	Spirit of Texas Bank	Tom Faust.....	Margaritaville Resort
Keith Amador.....	Southern Star Brewing Company		
Connor Murnane .....	Texas Forest Service		
Frank Jackson .....	Smith Music		
Kathy King .....	Homewood Suites		
Randy Young.....	Cut & Shoot Studios		
James Winkler .....	The Shoreline at Waterpoint Marina		
Janice Parish .....	Brownlee Jewelers		
Gloria White .....	Heritage Museum		

### EX-OFFICIO

Scott Harper .....	Chamber of Commerce
Danielle Scheiner .....	City of Conroe – EDC
Terri Strozier .....	Lone Star Convention Center
Mike Riggins.....	City of Conroe – Parks & Recreation
Frank Robinson .....	Downtown Manager

### CONROE MUSIC ADVISORY COUNCIL

Conroe Music Advisory Council is established for the purpose of aiding and promoting the music industry within the city. CMAC shall encourage the music industry, and raise the public visibility of local activity which may attract visitors, musicians, music related businesses or events to the city, and to promote and enhance all music related businesses and events.

Frank Jackson, Chairman.....	Smith Music	Raymond McDonald.....	Musician
Stephen Naleway .....	Events Plus	Rodney Pool.....	Corner Pub
Mark Taylor .....	Brock Agency	Melvin Franklin .....	Musician
Clint Wright .....	Media	Debbie Glenn .....	Red Brick Tavern

### FILM FRIENDLY ADVISORY COUNCIL

Conroe Film Commission Advisory Council is established for the purpose of aiding and promoting the film industry within the city. The CFCAC shall encourage the film industry, and raise the public visibility of local activity which may attract visitors, musicians, music related businesses or events to the city, and to promote and enhance all film related businesses and events.

Denton Florian, Chairman.....	Independent Filmmaker	Sam Cable .....	Walker Cable Productions
Randy Young .....	Cut & Shoot Productions	Trent Soto .....	Cut & Shoot Productions
Michael Huffine.....	Silver Rock Production	Carl White .....	Cam Light Video





**VISITCONROE.COM**

936.522.3500