



2020 - 2021
**Strategic Marketing &
Business Development Plan**

Visit Conroe

visitconroe.com



visitconroe.com

OUR TEAM



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TOURIST ADVISORY COUNCIL

Denton Florian, Chairman.....	Spirit of Texas Bank
Stephen Naleway, Vice Chairman.....	Events Plus
Councilman Jody Czajkoski.....	City Council
Dave Fougeron.....	Southern Star Brewing
Tom Faust.....	Margaritaville
Kathy King.....	Homewood Suites
James Winkler.....	The Shoreline at Waterpoint and Waterpoint Marina
Frank Jackson.....	Smith Music
Janice Parish.....	Brownlee Jewelers
Connor Murnane.....	Texas A&M Forest Service
Gloria White.....	Heritage Museum
Randy Young.....	Cut-N-Shoot Studios

Ex-Officio

Marieda Kilgore.....	Conroe Arts
Janet Chavez.....	Live Lake Conroe
Maria Avila.....	Holiday Inn Express
Tammy Kragh.....	Whitestone Printing
Brian Bondy.....	Greater Conroe/Lake Conroe Area Chamber of Commerce
Danielle Scheiner.....	City of Conroe - CIDC
Terri Strozier.....	Lone Star Convention Center
Mike Riggins.....	City of Conroe - Parks & Recreation
Frank Robinson.....	Downtown Manager

MISSION STATEMENT, VISION STATEMENT AND 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.

EXECUTIVE SUMMARY & BUSINESS DEVELOPMENT GOALS

- Establish Conroe as a premier destination for groups, events and leisure travelers.
- Attract visitors who spend time and money in the destination, visits multiple venues, visit year-round and leaves 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.

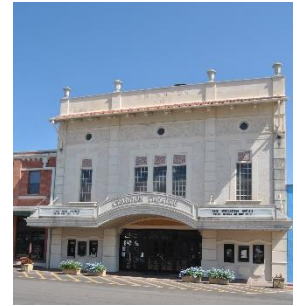
Goals

- Aid in further downtown development
- Serve on board for City Convention Center Development
- Strengthen, enhance and create new partnerships
- Provide excellent visitor services
- Create three new offerings to attract visitors
- Increase positive exposure in media
- Provide a robust visitor website
 - Increase unique visitors by 5% annually
 - Increase time spent by 10 seconds
- Utilize Social Media Platforms to the fullest
 - Facebook – consistently increase followers from
 - Instagram – increase followers by 25% annually
 - LinkedIn – continue building our LinkedIn page
- Group Sales / Service
 - Increase number of Groups serviced by 25% annually
 - Promote increased attendance at these events by 25%
- Certifications of recognitions
 - Register all staff in the program and take classes towards certifications
 - Begin the DMAP accreditation for the CVB through Destinations International
 - Become a Certified “Texas Film Commission” Community

MARKETING & PUBLIC RELATIONS

Action Plan

1. Market Conroe as a Premier destination highlighting these 5 areas of promotion
 - a. The Great Outdoors
 - b. Texas History
 - c. Culinary Tourism
 - d. Arts & Culture
 - e. Music Friendly
2. Work with Advertising Agency to advertise utilizing print, digital, social and other forms of media to best promote Conroe as a year-round destination.
3. Work with media – local, regional, state-wide and industry specific – including travel writers and bloggers to help tell and spread the story of Conroe
4. Elevate awareness of Visit Conroe through speaking engagements, radio and TV appearances and a variety of local networking opportunities
5. Digital Marketing
 - Complete the upgrades and changes on the website
 - Focus on increasing engagement on social media platforms



Goals

1. Send out 10 Press Releases promoting events.
2. Hand out 15 Press Kits to the media, bloggers, and social influencers
3. Create 1 new package via Bandwango to offer to tourists highlighting local businesses.
4. Increase unique visitors on website by 20%
5. Increase engagement on social media platforms by 10%

VISITOR SERVICES

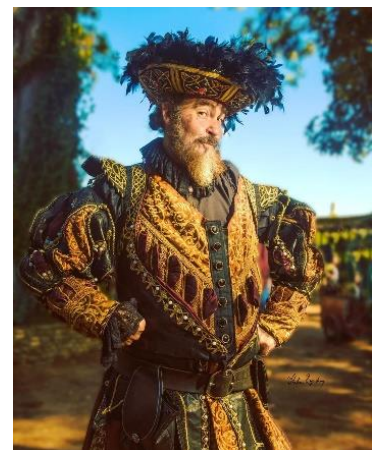
Action Plan

1. Work with all area hotel and venue partners to promote our services to their groups.
2. Work with local and regional partners to build new or expand upon existing programs to attract visitors to Conroe.
 - a. GeoTour
 - b. Sam Houston State University
 - c. Birding / Nature / Health
 - d. Area Festival & Events
3. Host and attend FAM (Familiarization) Tours and site visits
4. Develop Restaurant Discount Program to offer to groups and visitors
5. Survey visitors (leisure and group)
6. Grant Program & Sponsorships
 - a. Continue to streamline the grant process.
 - b. Create & utilize sponsorship program as a sales tool to entice more groups and events.
 - c. Host and attend FAM (Familiarization) Tours and site visits.



Goals

1. 10 Groups/Events Serviced
2. 500 of potential rooms night associated with groups
3. 5 of activation tables
4. Attend 5 site tours or FAM Visits



GROUPS SALES

Action Plan

1. Partner with group – regional, statewide and national – to actively pursue RFP and bidding opportunities.
2. Work with local hotel and venue partners to respond to all RFPs.
3. Identify and service key events to our community and work to help increase attendance and overnight visitors.
 - a. Bull Mania
 - b. Cajun Catfish Festival
 - c. Grant groups

Goals

1. 20 leads generated
2. 1,000 potential room nights from leads
3. 50 new contacts at trade shows/sales calls



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



*Indicates staff serves on board or committee involvement

In addition, Visit Conroe seeks ways to ensure that they are following 'best practices'. To do this several accreditations have been received by team members or by Visit Conroe itself. Including:

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
DMAP – Destination Management Accreditation Program





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