



2021 - 2022
Strategic Marketing &
Business Development Plan

Visit Conroe

visitconroe.com



visitconroe.com

OUR TEAM



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TOURIST ADVISORY COUNCIL

Stephen Naleway, Chairman.....	Events Plus
Denton Florian.....	Spirit of Texas Bank
Councilman Todd Yancey.....	City Council
Randy Young.....	Cut & Shoot Studios
Keith Amador.....	Southern Star Brewery
Tom Faust.....	Margaritaville Lake Resort
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
Kathy King.....	Homewood Suites
<i>Ex-Officio</i>	
Maria Avila.....	Holiday Inn Express
Scott Harper.....	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, 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

- Aid in further downtown development through involvement with organizations such as CDAA, Conroe Live and the Main Street Program
- Work with the new Hyatt Regency Convention Center to create booking policies and drive group business to Conroe
- Strengthen, enhance and create new partnerships
- Create an inviting, dynamic and multifaceted Visitor Center on the 1st floor of Conroe Tower
- Increase positive exposure in media by sending press releases
- 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
- Certifications and recognitions
 - Two of the staff continue to work towards the Texas Destination Marketer Program
 - One of the staff complete their Certified Tourism Executive
 - And one of the staff begin the Certified Meeting Planner program

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 Arsenal Advertising to create an advertising schedule utilizing print, digital, social and other forms of media to best promote Conroe as a year-round destination.
3. Create a plan working with Social Media Influencers to bring awareness of Conroe leisure market to their followers.
4. Create passes using Bandwango's Software highlighting local venues.
5. Promote Conroe as a premier film destination using the Texas Film Commission platform



VISITOR SERVICES

Action Plan

1. Work with all area hotels, venue partners and premier wedding venues to promote our services to groups
2. Work with local and regional partners to build new or expand upon existing programs to attract visitors to Conroe.
 - a. Visit Conroe GeoTour
 - b. Sam Houston State University
 - c. HOT Tax Grants Recipients, Sponsorship & Large Events
3. Host and attend Familiarization Tours and site visits
4. Develop Show Your Badge Program to offer to groups and visitors
5. Create concierge books for first floor visitor center and local hotels
6. Attend servicing webinars and conferences to learn about the trends and expectations from the CVB team



GROUPS AND EVENTS

Action Plan

1. Continued participation in nationwide sales shows with a focus on Texas based shows - to actively pursue RFP's and bidding opportunities
2. Target Houston based planners for site visits
3. Active presence on social media
4. Work with hotel partners to respond to all RFPs submitted for bid
5. Identify key events to our community and work to increase attendance and overnight visitors
 - a. Conroe Crossroads Music Festival
 - b. Cajun Catfish Festival
 - c. Grant/Sponsorship groups
6. Work with event coordinators on polling attendees to obtain accurate overnight stay information.

Goals

1. 85 leads generated
2. 10,500 definite group room nights
3. 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 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
Texas Film Commission
DMAP – Destination Management Accreditation Program





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