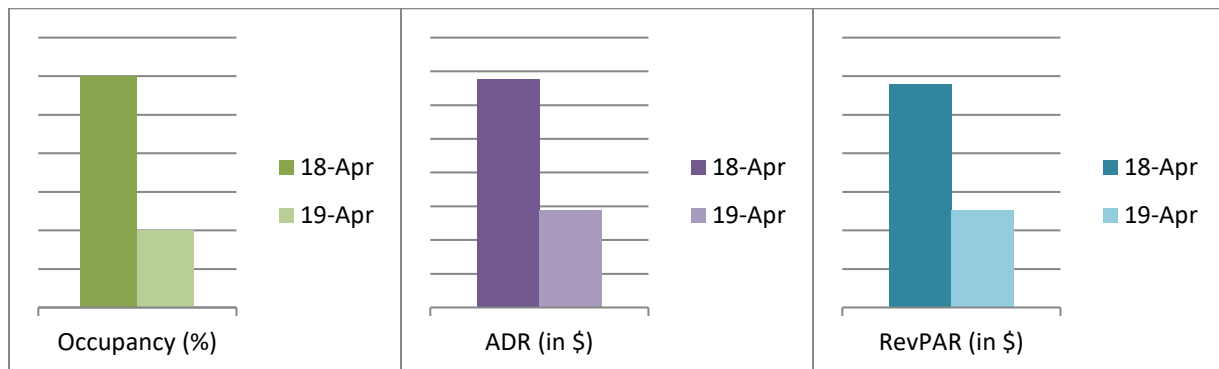


HOTEL OCCUPANCY TAX COLLECTIONS

2019			3 Year Data				
	2019 Budget	2019 Actual		2017	2018	2019	Change
JAN	\$ 574,738	\$ 516,266	JAN	\$ 443,786	\$ 517,157	\$ 516,266	- 0.2%
FEB	\$ 727,058	\$ 673,641	FEB	\$ 673,504	\$ 769,611	\$ 673,641	-12.5%
MAR	\$ 824,824	\$ 828,427	MAR	\$ 847,172	\$ 789,850	\$ 828,427	4.9%
APR	\$ 891,026	\$ 880,321	APR	\$ 795,667	\$ 859,519	\$ 880,321	-2.4 %
MAY	\$ 878,108		MAY	\$ 774,946	\$ 876,653		
JUN	\$ 983,598		JUN	\$ 762,479	\$ 837,722		
JUL	\$ 824,367		JUL	\$ 715,396	\$ 753,306		
AUG	\$ 742,663		AUG	\$ 625,963	\$ 686,927		
SEP	\$ 755,099		SEP	\$ 698,035	\$ 744,311		
OCT	\$ 803,402		OCT	\$ 800,509	\$ 711,010		
NOV	\$ 941,111		NOV	\$ 872,491	\$ 808,086		
DEC	\$ 746,433		DEC	\$ 707,999	\$ 643,530		
TOTAL	\$ 9,692,427		TOTAL	\$ 8,717,946	\$ 8,997,682		
YTD	\$ 9,692,427	\$ 2,898,656	YTD	\$ 8,717,946	\$ 8,997,682	\$ 2,898,656	- 1.3%

2019 COMPARED TO 2018



Down 0.3% in Occupancy

Down 1.9% in ADR

Down 2.2% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

April Overview

- **NASMM Site Planning Visit and Destination Tour** – The Woodlands area welcomed the main planners for the National Association of Senior Move Managers to the destination for a pre-event planning meeting and destination tour. The NASMM Annual Conference brings in over 900 total room nights, which equates to over \$15,300 in hotel occupancy tax.
- **District Rotary Conference Servicing** – Mariana Almanza, Sales and Servicing Coordinator, has been working hard to ensure that the servicing program offers beneficial assistance to groups and events that are choosing to host their event in The Woodlands Area. For the Rotary Annual Conference, the servicing assistance request was out of the ordinary and a refreshing change up for staff. Mariana Almanza assisted in preparing a scavenger hunt for the Rotary attendees to help highlight different areas of The Woodlands. This was a great opportunity to help our attendees and visitors experience some of the best spots in the destination and shows our dedication to assisting the very specific needs of varying groups.
- **ASAE XDP Tradeshow Participation** – For the first time, Visit The Woodlands participated in the American Society for Association Executives XDP tradeshow which brings together the nation's main planners for all association business. This show offered a booth and appointment schedule alongside educational and networking events.
- **VIP Oil and Gas Corporate Site Tour** – With interest to move the annual conference from the west side of Houston, Visit The Woodlands worked closely with the Marriott Waterway to arrange a personalized site tour of The Marriott and overflow hotel room options. With special coordination to have a swan boat ride from one hotel to the next, the site tour was a fun and over the top experience for the clients. This conference, if secured, would bring in over \$17,000 in hotel occupancy tax.
- **April Meetings Blog Topic** – Rendezvous South Recap

April Meeting Connections

- Candlewood Suites Sales Meet and Greet
- Shane Sorenson Servicing Training
- Visit The Woodlands Board of Directors Meeting
- Houston Tourism Summit
- Partner Lunch with New Residence Inn Lake Front Sales Manager

Convention Services and Development

- 2 Site tours organized
- 11 Organic leads worked and distributed
- 30 CVENT leads received
- 7 Restaurant Map Packets Distributed
- 435 welcome bags distributed
- 11 Group serviced
- 1 Incentive Fund Requests worth over \$27,000 in Hotel Occupancy Tax

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Insider's Guide Artwork Featured at Market Street: The artwork featured in the Spring 2019 issue of the Visit The Woodlands Insider's Guide was installed as window clings at Market Street. Shoppers and visitors alike can view this unique piece along with a calendar of upcoming events. Visit The Woodlands continues to update the events portion, extending the life of this Instagrammable marketing piece that also serves to provide awareness of Visit The Woodlands and drive traffic back to the website.

New Postcards Created: Repurposing artwork from the Insider's Guide each quarter, the Marketing Department developed postcards that are used as promotional items and a sales tool.

Hotel Book Program Created: Visit The Woodlands developed a Book Checkout Program for hotels in The Woodlands. How it Works: Hotel guests check out a book at the front desk, simply remembering to leave it in their room or return it to the front desk upon departure, leaving it for the next family to enjoy. As the first book in the program, Goodnight to The Woodlands features local landmarks and other elements commonly seen by visitors to The Woodlands.

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. Below is an overview of these efforts.

Placements:

- **Smart Meetings:** Texas Two Step: Houston, Galveston & The Woodlands (pages 84-89)
https://pubs.royle.com/publication/?i=575778&ver=html5&p=90#%22page%22:90,%22issue_id%22:575778
- **Convention South:** WOW Factor: Visit The Woodlands (page32)
https://lsc-pagepro.mydigitalpublication.com/publication/?i=580697#%22issue_id%22:580697,%22page%22:32
- **Small Market Meetings:** Texas Today: The Woodlands Resort (pages 32-33)
https://issuu.com/grouptravelleaderinc/docs/smm_apr19_de/32

Pitching:

- Story Idea: Wine & Food Week
 - AAA Texas Journey, Tribeza, Austin Woman, Dallas Morning News, Austin Food Magazine, Caller Times, Texas Monthly
- Story Idea: Vincent van Gogh Exhibit at The Woodlands Mall
 - The Buzz Magazines, The Huntsville Item, The Eagle

Advertising

The Marketing Department works in conjunction with Adcetera to develop a Media Plan with an emphasis on peak planning times, market research, strategic media buys & trackable campaigns.

- **Media Placement: Meetings**
 - Connect Meetings: Corporate
 - Convention South
 - Texas Meetings + Events
 - Smart Meetings
 - Madden Media: Amplified Storytelling
 - Texas Town & City
 - Social: LinkedIn
 - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Town & Country
 - Food & Wine
 - Travel + Leisure
 - AAA Texas Journey
 - Texas Monthly
 - Houstonia
 - Buzz Magazine
 - Texas State Travel Guide
 - TexasHighways.com
 - TourTexas.com
 - TripAdvisor.com
 - Digital: High Impact Display
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
- **Reporting:**
 - Impressions Served: 2,837,851
 - Clicks: 8,821
 - Hotel Revenue: \$28,612
 - Hotel Bookings: 108
 - Flight Bookings: 1,200

Digital Marketing

The Marketing Department consistently works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results is below.

- **Website**
 - **Published Content: Blog**
 - What You Need to Know About the Market Street Spring Concert Series

- Site Planning Visit 101
 - A Woodlands Pop-Up You Must Gogh To
 - Must-try Menu Items to Try at the Newest Restaurants in The Woodlands
 - Three Events to Plan Your Summer Around in The Woodlands
 - Listen Up: Sounds Coming to The Pavilion this May
- **Reporting**
 - 38,106 Page Views
 - 21,315 Users
 - 1.55 Pages/Session
 - 0:53 Average Session Duration
- **Email Marketing**
 - **Emails Created:**
 - Consumer Newsletter: Upcoming Events, Blog Content, Insider’s Guide
 - Board of Directors: Bi-monthly Update
 - All Hotel / Marketing Committee
 - **Reporting:**
 - Average Open Rate: 31%
 - Average Click Rate: 15%
 - New signups: 33
- **Social Media**
 - 153,100 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 2,409 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 937 Website Conversions via Social
- **Video**
 - IPW

Printed Collateral

- **Current Newsletter:**
 - Summer Edition features National Travel & Tourism Week, welcoming Laura Haces to the team, sales and marketing efforts and the Market Street renovation.
 - New signups: 0
- **Insider’s Guide:**
 - Summer Edition features TreeVentures, restaurant openings, upcoming events, itineraries and trip suggestions.
 - New signups: 57
- **Visitor’s Guide Fulfillment:**
 - Visitor Guides Mailed – 169
 - Visitor Guides Downloaded via Website – 62
- **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website - 0

Partnerships

- **Meetings & Local Event Participation:**
 - The Woodlands Waterway Arts Festival and Art Dash
 - IRONMAN North American Championship
 - Toasted Yolk Opening

- Market Street Renovation Reveal
- Houston Tourism Summit
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

April Overview

- **Texas Travel Counselors Conference** – Tourism Specialist, Laura Haces, attended the Texas Travel Counselors Conference in downtown Houston April 1-4, 2019. This annual cooperative training conference is for TxDOT Travel Information Center travel counselors and other industry professionals who promote travel and tourism. The conference offers educational seminars, familiarization tours, and the opportunity to interact with other industry peers. In conjunction with the conference, the host city presents the Texas Travel Expo, which showcases attractions and cities around the state. The expo allows the tourism industry to share vital information for the upcoming summer travel season about points of interest, tourist services and special events.
- **French tour operators** – Visit The Woodlands welcomed seven French tour operators from Brand USA in both France and Belgium in early April. They stayed overnight at The Westin and enjoyed an afternoon of shopping, relaxing and exploring the area. The group was able to experience everything The Woodlands has to offer with a live concert at The Cynthia Woods Mitchell Pavilion, a walk along The Waterway and dinner at Churrascos.
- **Ironman Texas** – The Woodlands welcomed athletes and their families for the IRONMAN North American Championship April 24-27, 2019. Visit The Woodlands staff had a booth in the IRONMAN Village, where team members distributed Visitor Guides, maps and promotional items to visitors as well as answered questions.
- **Neighborhood Watch** – For over 30 years The Woodlands Township Neighborhood Watch has provided award-winning crime prevention programming to all neighborhoods in The Woodlands. On April 25, 2019, Visit The Woodlands partnered with The Woodlands Township to provide residents with a better understanding of Visit the Woodlands and how tourism impacts the community.
- **Houston Tourism Summit** – On April 25, 2019 Visit the Woodlands attended the Annual Houston Tourism Summit. The goal of the event is to bring together tourism professionals, community organizations, elected officials, and Houston First Corporation staff to discuss why travel matters and encourage engagement in tourism-related initiatives in the Greater Houston area.