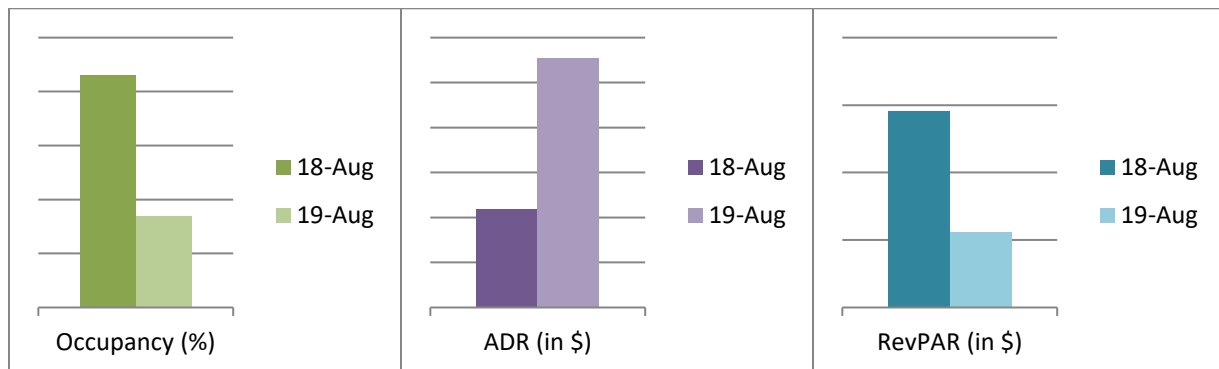


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 879,981	MAY	\$ 774,946	\$ 876,653	\$ 879,981	0.3%
JUN	\$ 983,598	\$ 919,789	JUN	\$ 762,479	\$ 837,722	\$ 919,789	9.8%
JUL	\$ 824,367	\$ 776,760	JUL	\$ 715,396	\$ 753,306	\$ 776,760	3.1%
AUG	\$ 742,663	\$ 736,665	AUG	\$ 625,963	\$ 686,927	\$ 736,665	7.5%
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	\$ 6,212,851	YTD	\$ 8,717,946	\$ 8,997,682	\$ 6,212,851	2.0%

2019 COMPARED TO 2018



Down 3.8% in Occupancy

Down 3.8% in ADR

Down 7.5% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

August Overview

- **Marriott Sales Cluster Meet and Greet-** Visit The Woodlands was excited to meet with the Marriott Sales Cluster team that came in to tour the Marriott Waterway to see the updated hotel renovations. This team works remotely to help sell our location, so it was a great opportunity to get to know everyone in person and ensure they are all aware of the resources that Visit The Woodlands offers them in the selling process and for their clients.
- **MPI CAP'D Luncheon-** In August, Visit The Woodlands sales team attended the Meeting Professionals International CAP'D Luncheon that was hosted at the Goode Co. Armadillo Palace. This lunch and networking opportunity brings together Houston area meeting professionals and fellow suppliers, which helps spur business and build lasting professional relationships within our industry.
- **The Woodlands Chamber Sales Training Essentials-** Josie Lewis attended The Woodlands Area Chamber of Commerce Sales Essential Training that brought together fellow sales associates in the area to learn great tips and best practices of the selling process. Not only did this event offer some great insight and tips, it was also a great way to network with The Woodlands area sales representatives from many different industries.
- **August Meetings Blog Topic – Source Local in The Woodlands**

August Meeting Connections

- Sorrisso and Westin team partnership lunch
- Hyatt Place Partner Meeting
- Resort and Westin Partnership meeting
- Main Event Holiday Sneak Peak
- Expedia and Visit The Woodlands Lunch
- Residence Inn and Courtyard Partner Meeting
- Goode Co Partner Lunch
- Convention South Article Information Call

Convention Services and Development

- 1 Site Tour organized
- 7 Organic leads worked and distributed
- 22 CVENT leads received
- 22 Restaurant Map Packets Distributed
- 50 Visitor Guides Distributed
- 324 welcome bags distributed
- 3 Group serviced
- 4 Incentive Fund Requests worth over \$27,000in Hotel Occupancy Tax

Sales Travel

- Connect Marketplace - Louisville, Kentucky

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Website Project: The Marketing Department is overseeing the rebuild of the Visit The Woodlands website, which is expected to launch in Q1 of 2020. In early August, the team hosted Simpleview for a site visit to allow them to fully experience everything The Woodlands has to offer visitors and meeting planners. Their findings will be portrayed in the website design and functionality. In addition, the team is moving forward with CRM data clean-up in preparation of the website launch.

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.

Media Coverage Value (August Totals):

- **Total Media Exposure:** 522 placements
- **Potential Reach:** 750,136,270
- **Ad Value Equivalency:** \$7,306,000

Placements:

- **Houston Chronicle:** Luxe Custom Collective
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/New-home-decor-jewelry-wine-store-open-in-14400142.php>
- **Houston Chronicle:** Roger Galatas
<https://www.chron.com/neighborhood/woodlands/news/article/Roger-Galatas-key-figure-in-Woodlands-history-14402735.php>

Pitching:

- Holidays in The Woodlands – Texas Highways, San Antonio Magazine, AAA Journeys
- Chef Spotlight, Austin Simmons – Edible Houston
- Artist Spotlight, Alex Bunch – Paper City
- TreeVentures – Dallas Morning News
- Meetings Icebreakers – Texas Meetings+Events
- The Pavilion Concerts – Caller Times
- Artist Spotlight, Gaston Carrio – Woven Magazine

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
 - Madden Media: Amplified Storytelling
 - Geofencing: Conferences
 - Search: PPC targeting meeting planners

- **Media Placement: Leisure**
 - Texas State Travel Guide
 - Texas Highways Magazine
 - TourTexas.com
 - TripAdvisor.com
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
 - International: PPC targeting travelers from Mexico

- **Reporting:**
 - Impressions Served: 7,973,325
 - Clicks: 24,009
 - Conversions: 363
 - Hotel Revenue: \$2,270
 - Hotel Bookings: 8
 - Flight Bookings: 145

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**
 - Kid Friendly Restaurants in The Woodlands
 - We Tried It: Play Street Museum
 - Listen Up: September Pavilion Shows
 - **Reporting**
 - 45,177 Page Views
 - 24,250 Users
 - 1.48 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

- **New Signups:**
 - Leisure Signups: 36
 - Meetings Signups: 2
- **Social Media**
 - 223,500 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 4,959 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 1,570 Website Conversions via Social

Printed Collateral

- **Current Newsletter**
 - New signups: 0
- **Insider's Guide**
 - New signups: 44
- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 184
 - Visitor Guides Downloaded – 48
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website - 8

Partnerships

- **Meetings & Local Event Participation:**
 - Partner Meeting: Market Street
 - Partner Meeting: The Cynthia Woods Mitchell Pavilion
 - Partner Meeting: The Woodlands Arts Council
 - Partner Meeting: Goode Co.
 - Partner Meeting: Jasper's
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Travel

- **U.S. Travel, ESTO:** August 17-20, 2019 (AW)
- **TACVB Annual Conference:** August 12-16, 2019 (AG)

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

August Overview

- **TACVB Denton Annual Conference** – Visit The Woodlands attended the Texas Association of Convention Visitor Bureaus Annual Conference in Denton, Texas. The conference brought together fellow destinations together in order to discuss the changes in the tourism industry and to share ideas. The conference offered great insight on the Texas Tourism industry and provided an opportunity to network with neighbor destinations and industry partners.
- **One Percent Agency meeting** – Visit The Woodlands met with the One Percent Agency to look into expanding the International market in 2020 but also to learn more about how to approach the Mexican market. Both Marketing and Tourism departments joined forces during the meeting to discuss how working together with the agency can create a new opportunity to partner with other tourism industries and to promote our destination at the International level.
- **Visitor Services Meeting** – Ashley White, Marketing Director, and Laura Haces, Tourism specialist, met with Market Street representatives in order to discuss the Visitor Kiosk located at the heart of the shopping center. The meeting centered in making the kiosk the ideal place to obtain visitor information, while keeping in mind the needs of the residents.