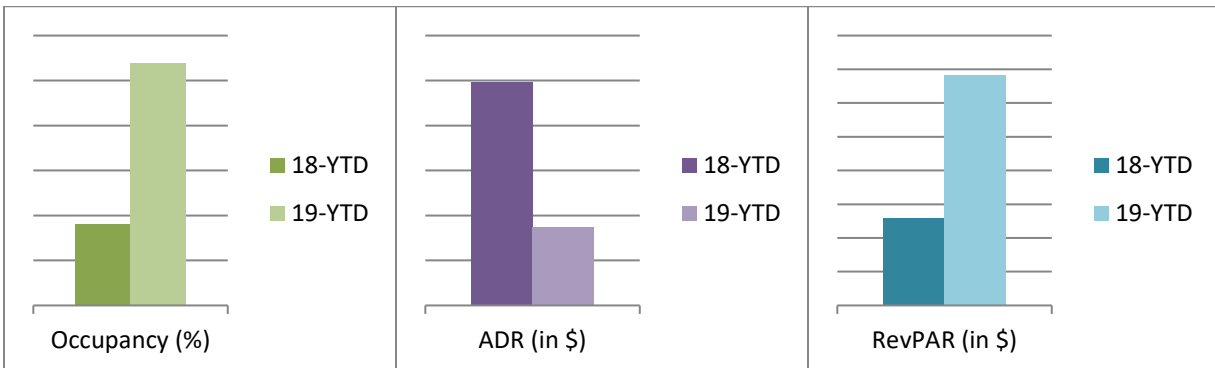


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 717,348	SEP	\$ 698,035	\$ 744,311	\$ 717,348	-3.6%
OCT	\$ 803,402	\$ 759,279	OCT	\$ 800,509	\$ 711,010	\$ 759,279	6.8%
NOV	\$ 941,111	\$ 847,426	NOV	\$ 872,491	\$ 808,086	\$ 847,426	4.9%
DEC	\$ 746,433	\$ 686,639	DEC	\$ 707,999	\$ 643,530	\$ 686,639	6.7%
TOTAL	\$ 9,692,427	\$ 9,223,543	TOTAL	\$ 8,717,946	\$ 8,997,682	\$ 9,223,543	2.5%
YTD	\$ 9,692,427	\$ 9,223,543	YTD	\$ 8,717,946	\$ 8,997,682	\$ 9,223,543	2.5%

2019 COMPARED TO 2018 (year to date, through November)



Up 2.6% in Occupancy

Down 0.9% in ADR

Up 1.7% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

December Overview

TSAE Celebration Luncheon- The Visit The Woodlands Sales Team attended the 2019 Texas Society of Association Executives celebration luncheon. This event offers the opportunity to network with association planners that specifically book business within Texas. This year, the sales team hosted a table of ten planners and hotel partners. In addition, the sales team sponsored the pre-reception and offered a personalized holiday coffee bar, miniature pies from House of Pies, a personalized poem station, and offered a Weekend in The Woodlands giveaway.

Austin Sales Calls- While in Austin for the TSAE Celebration Luncheon, the sales team took advantage of being in the area by setting up sales calls while in the area. This was a great way to touch base with current clients and to meet new planners that represent possible future business. The team was able to meet with over 15 planners and to drop off some helpful collateral and holiday cheer.

Holiday Partner Drop In- This year, the whole Visit The Woodlands team was able to get out of the office and go see our strategic partners around The Woodlands. This was a great opportunity to show our partners that we appreciate them and all their partnership and hard work in 2019.

Position Transition and Interviews- Visit The Woodlands has had the lucky opportunity to have Mariana Almanza on staff since 2016. During her time, Mariana joined the Sales team as the Sales and Servicing Coordinator. In December, Mariana accepted a very prestigious position with The Woodlands Area Economic Development Partnership. With this, the Sales department spent time interviewing potential candidates for the newly opened position. It is with great excitement to announce that Ashley Fenner will be joining the Sales team in early 2020.

Q4 Advisory Committee Meeting- The Sales team hosted their 4th and final Advisory Committee Meeting of 2019. This was an opportunity to discuss 2020 goals and initiatives for the committee and to discuss new additions to the committee in 2020.

December Meetings Blog Topic – Add Some “Extra” To Your Next Event In The Woodlands

December Meeting Connections

- Aimbridge Partner Lunch and Meeting
- Fairfield Inn Partner Lunch
- Visit The Woodlands Board of Directors Meeting
- Embassy Suites Client Appreciation Event
- Texas Tree Ventures Partnership Meeting
- Partner Holiday Drop In's

Convention Services and Development

- 2 Organic leads worked and distributed
- 15 CVENT leads received
- 1 Map Packet Distributed
- 40 welcome bags distributed
- 2 Group serviced

Sales Tradeshow and Travel

- TSAE Celebration luncheon and Austin Sales Calls

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

2020 Planning: The Marketing Department is currently working on and planning for 2020 projects, which includes the launch of a new website, creation of new printed collateral to support both sales & tourism, media activations and regular duties such as advertising, content creation and social media.

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:

- **Total Media Exposure:** 670 placements
- **Potential Reach:** 1000M
- **Ad Value Equivalency:** \$10M

Placements:

- **Houstonia:** Where to Eat and Party this New Year's Eve
<https://www.houstoniamag.com/articles/2019/12/27/restaurants-new-years-eve-2020-houston-2019>
- **Houston Chronicle:** Hundreds on Hand for Annual Lighting of the Menorah in The Woodlands
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Hundreds-on-hand-for-annual-lighting-of-the-14928444.php>
- **Culture Map Houston:** Where to Shop in Houston Right Now
<http://houston.culturemap.com/news/fashion/12-12-19-where-to-shop-in-houston-december-christina-greene-elizabeth-anthony-tecovas-kendra-scott/#slide=0>

Pitching:

- General Travel – Waterways Magazine
- The Woodlands Waterway Arts Festival – Texas Highways Magazine, Arts and Culture Texas, Glasstire, 360 West Magazine, Texas Monthly
- Races in The Woodlands – Austin Statesman
- The Cynthia Woods Mitchell Pavilion – Texas Music Magazine, STEAM Magazine, BUDDY Magazine, County Lines 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

- Texas Meeting Planner Guide
- Smart Meetings
- Texas Meetings + Events
- Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Texas State Travel Guide
 - AAA Texas Journey
 - Texas Highways Events Calendar
 - TourTexas.com
 - TripAdvisor.com
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers

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**
 - Celebrate the New Year Ringing in 2020
 - Food Flights in The Woodlands
 - Add Some “Extra” to Your Next Event in The Woodlands
 - 8 Selfie Spots in The Woodlands
 - Fun Things to Do With Kids in The Woodlands
 - 6 Must-Try Warm Drinks
 - 5 Great Runs With a View
 - **Reporting**
 - 43,512 Page Views
 - 24,151 Users
 - 1.60 Pages/Session
 - 0:59 Average Session Duration
- **Email Marketing**
 - **New Signups**
 - Leisure: 124
 - Meetings: 47
- **Social Media**
 - 223,900 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 6,030 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 2,869 Website Conversions via Social

Printed Collateral

- **Current Newsletter**
 - New signups: 1
- **Insider’s Guide**
 - New signups: 162

- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 63
 - Visitor Guides Downloaded – 33
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website – 7

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Board Meeting
 - Visit The Woodlands Pop-Up at Market Street
 - Visit The Woodlands Holiday Partner Deliveries
 - Leadership Montgomery County
 - John Cooper Signatures Luncheon
 - Partner Event: Embassy Suites Client Appreciation
 - Partner Meeting: Texas TreeVentures
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

December Overview

- **Lunch with Mexico Chamber of Commerce** – Visit The Woodlands' tourism department attended a lunch from the Mexico Chamber of Commerce in which the Secretary of Tourism of Tamaulipas, Mexico, Fernando Olivera Rocha, discussed the opportunity to work together in fomenting tourism. Their partner, Visit Houston, was interested in maintaining a close relationship to this Mexican state which shares a border with Texas.
- **Spreading Holiday Cheer to Partners** – The Visit The Woodlands team visited a few partners, including hotels, to wish them happy holidays but more importantly to strengthen their relationship and revisit plans for 2020. Team members were introduced to new sales and management team members that may have joined later in the year and may not know how Visit The Woodlands' partnership is beneficial.
- **Holiday pop up** – Visit The Woodlands hosted a pop up to spread the holiday spirit with The Woodlands community. Providing ice rink tickets and creating a donut and hot chocolate social at Market Street, Visit The Woodlands staff was able to engage with visitors coming to shop and also residents to inform them of activities in the area during Winter.

December Meeting Connections

- Hyatt Place Holiday Soirée
- Embassy Suites Holiday event
- US Mexico Chamber of Commerce Houston/The Woodlands networking lunch

Group Services and Development

- Organized holiday pop up for The Woodlands community
- Delivered Christmas cheer to our partners
- 1 Wedding servicing
- Lead for Hot Sauce Festival