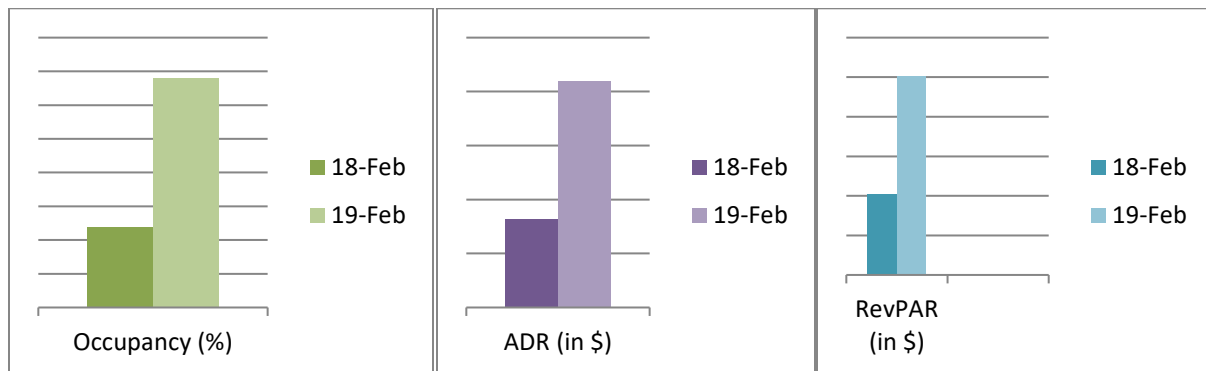


HOTEL OCCUPANCY TAX COLLECTIONS

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		MAR	\$ 847,172	\$ 789,850		
APR	\$ 891,026		APR	\$ 795,667	\$ 859,519		
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	\$ 1,189,908	YTD	\$ 8,717,946	\$ 8,997,682	\$ 1,189,908	- 7.5%

2019 COMPARED TO 2018



Up 3% in Occupancy

Up 1.2% in ADR

Up 4.3% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

February Overview

- **TACVB Sales Symposium and Blitz-** For the first time, the TACVB Sales Symposium and Blitz was hosted in the Houston region. This event is an opportunity for Sales and Servicing representatives from CVB's from all over Texas to come together for a deep dive educational symposium with the opportunity to join fellow CVB teams on a Sales Blitz. With the event being in Houston this year it gave the Visit The Woodlands Sales team an awesome reason to get out and about to meet new contact from the Houston/ The Woodlands area. Both Josie Lewis and Mariana Almanza attended both the Symposium and Sales Blitz.
- **TAM Event Proposal and Review –** Visit The Woodlands worked closely with one of the Board Members for the Texas Association of Mediators to prepare for an upcoming board review of proposals for the 2020 annual conference. Visit The Woodlands gathered hotel proposals, prepared Board review packets, prepared and incentive package, and created a presentation for review, along with gift bags for each board member. Visit The Woodlands plans to hear back on next steps in June during the next Board meeting.
- **Southern States Communications Association Site Visit-** Visit The Woodlands worked in conjunction with The Marriott Waterway to host the decision makers for the 2021 Southern States Communications Association Annual Conference. Staff worked with the hotel sales team on a hotel site tour and then proceeded to show the clients other areas of interest in The Woodlands. Staff plans to hear back in early March on next steps and site decisions for this group.
- **Rendezvous South Planning-** Staff has been hard at work planning for the quickly approaching Rendezvous South Tradeshow and Convention taking place in early March. This event brings in 35 meeting planners and over 100 industry professionals from all over the South. Staff is exclusively in charge of planning all logistics for the opening night ceremony, transportation for the conference, and are assisting with all supporting materials needed. With less than one month to go, this project took up the majority of the Sales Departments time in February through the event in early March.
- **February Meetings Blog Topic:** 5 Tips for Planning your Best Meeting

Meeting Connections

- AJR Media Partnership Lunch
- Economic Outlook Conference
- SSCA Site Tour
- Annual Service Awards Breakfast
- Rendezvous South Planning Site
- A+H Transportation Meeting
- TTIA Unity Dinner

Convention Services and Development

- 8 Organic leads worked and distributed
- 20 CVENT leads received
- 3 Restaurant Map Packets Distributed
- 121 welcome bags distributed
- 4 Group serviced
- 7 Incentive Fund Requests worth over \$760'000 in room revenue

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Cold Weather Advertising Campaign: In a recent advertising campaign, Visit The Woodlands encouraged airport travelers in Chicago's Midway and O'Hare International Airports to #EscapeChicago and travel to The Woodlands during the coldest months of the year. This campaign also included targeted digital advertising based on the number of cold weather days and other key factors that met Visit The Woodlands' demographic profile. Those who saw the airport advertising, were encouraged to visit the website to download a Visitor Guide and request more information. Utilizing Adara, the Marketing Department was able to track these advertising efforts.

Adara Analytics (February Insights):

- Hotels Booked – 20%
- Flights Booked – 39%

This means that of all the people who saw Visit The Woodlands advertising in February and ultimately ended up booking a hotel in The Woodlands, 20% of those were from Chicago.

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 (February Totals):

- **Ad Equivalency:** \$35,087
- **PR Value:** \$93,627
- **Daily Impressions:** 2,440,000

Pitching:

- Fam Trip Invitation: The Woodlands Waterway Arts Festival

Placements:

- Convention South: The Business Case for Family-Friendly Meetings (February, Pages 28-32)

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**
 - Convention South

- Texas Meetings + Events
- Texas Society of Association Executives (TSAE)
- Connect Meetings: Corporate
- Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Airport Advertising: Chicago Midway & O'Hare
 - Online Display: Cold Weather Campaign targeting select U.S. cities
 - Texas State Travel Guide
 - Texas Highways Magazine
 - Texas Highways Events Calendar Magazine
 - AAA Texas Journey Magazine
 - Texas Monthly
 - Official Houston Visitors Guide
 - Buzz Magazine
 - TourTexas.com
 - TripAdvisor.com
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
- **Reporting:**
 - Impressions: 1,706,568
 - Clicks: 6,294
 - Hotel Revenue: \$11,358
 - Hotel Bookings: 29
 - Flight Bookings: 86

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**
 - Unique Places to Pop The Question
 - Top Things to Do this February
 - 7 Must See Boutique Shops
 - 5 Tips for Planning Your Best Meeting
 - How to Get Inspired at Film Festival
 - Tableside Desserts That WOW!
 - Hotel Happy Hours
 - Mardi Gras in The Woodlands
 - Have a Spring Break to Remember
 - **Reporting**
 - 31,871 Page Views
 - 15,638 Users

- 1.64 Pages/Session
 - 1:05 Average Session Duration
- **Email Marketing**
 - **Emails Created:**
 - Rendezvous South: Save the Date
 - Consumer Newsletter: Upcoming Events, Blog Content, Insider’s Guide
 - Board of Directors: Bi-monthly Update
 - **Reporting:**
 - Average Open Rate: 51.66%
 - Average Click Rate: 24%
 - New signups: 2
- **Social Media**
 - 229,800 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 2,384 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 1,694 Website Conversions via Social

Printed Collateral

- **Current Newsletter:**
 - New signups: 1
- **Insider’s Guide:**
 - New signups: 53
- **Visitor’s Guide Fulfillment:**
 - Visitor Guides Mailed – 100
 - Visitor Guides Downloaded via Website – 73
- **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website - 7

Partnerships

- **Meetings & Local Event Participation:**
 - AJR Media Meeting
 - Economic Outlook Conference
 - Inspire Film Festival
 - New Horizons Hospitality / Hilton Meeting
 - TTIA Unity Dinner & Converge on the Capitol
 - Township Service Award Breakfast
 - Judith Dollar Planning Meeting
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider