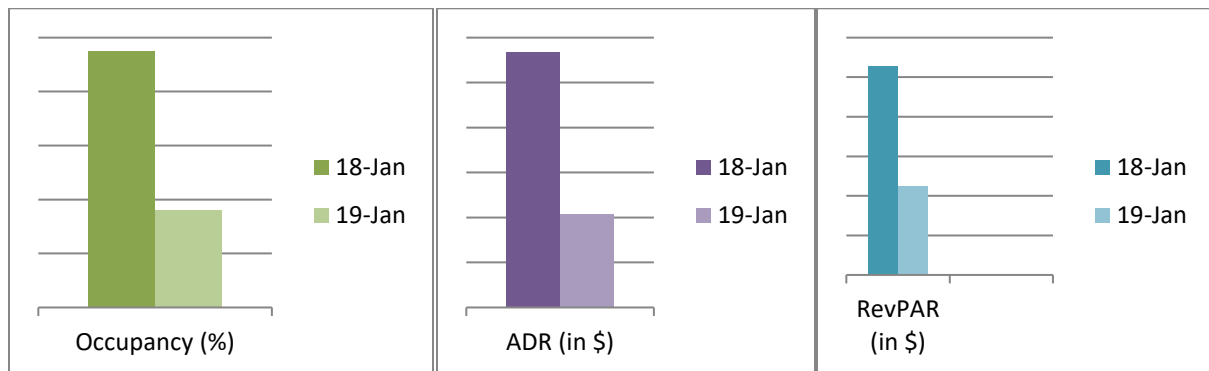


HOTEL OCCUPANCY TAX COLLECTIONS

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		FEB	\$ 673,504	\$ 769,611		
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	\$ 516,266	YTD	\$ 8,717,946	\$ 8,997,682	\$ 516,266	- 0.2%

2019 COMPARED TO 2018



Down 9% in Occupancy

Down 3.9% in ADR

Down 12.5 % in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

January Overview

- **Q1 All Hotel Meeting at Speedsportz Racing Park** - Each Quarter the Convention Development Department hosts an all hotel meeting where The Woodlands hotel partners are invited to come see a new offsite venue option that they can recommend to their clients and to hear updates on all the work the Convention Development Department is doing. For the kick off meeting for 2019, staff organized a lunch and learn at Speedsportz Racing Park that can offer a venue for up to 500 people groups. This is a great opportunity for the local hospitality partners to network and get involved and capitalize on initiatives that Visit The Woodlands is heading up.
- **Southern States Communications Association Site Tour** - Staff assisted with the Southern States Communication Association Site Tour for the 2023 annual convention that brings in over 766 hotel room nights and over \$153,000 of room revenue and nearly \$15,000 in hotel occupancy tax back to Visit The Woodlands. Staff assisted with organizing transportation, hotel accommodations, and an itinerary for the group while touring The Woodlands area. The Woodlands has been placed in the top two hotel contenders for consideration and staff should hear back on a final decision in late February.
- **SPWLA Final Offsite Venue Site Visit**- The Society of Petrophysicists and Well Log Analysts will descend on The Woodlands in June of 2019. Staff has been assisting the planning team with offsite location options for the opening night ceremony of 400-500 people. Staff organized and executed a second site tour for the planning team to come do a final walk through of the top two venue options.
- **Texas Association for Pupil Transportation (TAPT) Site and Presentation** - Staff assisted in booking the TAPT 2023 convention that brings in over \$191,000 in room revenue and over \$18,000 in Hotel Occupancy Tax back to Visit The Woodlands. Staff prepared welcome gifts and worked in conjunction with the host property to give an overview presentation to the TAPT board of directors, also offering them incentive funds to help confirm their business. The business has been confirmed to The Woodlands for a least two years!
- **TACVB Houston Sales Blitz** - The Convention Development team participated in the 2019 Texas Association of Convention and Visitor Bureau's annual Sales Symposium and Sales Blitz. This was

the first year this event has been held in the Houston Market and offered staff the opportunity to assist the association in planning and were able to touch base with local meeting planners from companies within multiple markets. This event also offered educational components and the opportunity to discuss upcoming trends, ways to offer our partners value, and areas of improvement that CVB sales teams from across the state are addressing.

- **Copa Rayados Soccer Tournament Contract and Agreement Updated for New Three-Year Term**
At the first annual Board of Directors meeting, the Convention Development Team presented a study of the Copa group's performance over the previous three-year term. In 2016 the tournament brought in 483 hotel room nights to The Woodlands hotels, in 2017 the tournament brought in 440 hotel rooms nights to our hotels, and in 2018 1385 hotel rooms nights were utilized. During the January Visit The Woodlands Board of Directors Meeting, the Board agreed to move forward with another three year term that offers complimentary field usage contingent upon the utilization of 1400 hotel room nights.
- **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.
- **January Meetings Blog Topic** - Balancing Health & Meetings in The Woodlands

Meeting Connections

- Sorriso Soft Opening Lunch
- Visit The Woodlands Board of Directors Meeting
- Meet and Greet Lunch with New Horizons Hospitality VP
- ABS Meeting Planner Lunch
- Taste of the Town
- Clifford Exhibit Sneak Peak- The Woodlands Children's Museum
- Meeting Planner's International January Houston Luncheon
- Pillar properties partnership lunch

Convention Services and Development

- 25 Organic leads worked and distributed (316 % increase from 2018)
- 16 CVENT leads received (11% decrease from 2018)
- 13 Restaurant Map Packets Distributed
- 125 welcome bags distributed (108 % increase from 2018)
- 7 Group serviced (250 % increase from 2018)
- 1 Incentive Fund Requests worth over \$191,000 in room revenue

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Marketing Collateral Changes: In effort to establish Visit The Woodlands as authority, both inside and outside of the market, it's important to evaluate VTW marketing tools for content, relevance and brand standards. With this in mind, The Marketing Department has made the following changes:

- **Current Newsletter Reimagined:** The Current Newsletter has been creatively refreshed to more accurately reflect Visit The Woodlands' new brand identity. The content has also been adjusted to provide a better focus for its intended audience, local stakeholders & industry partners. The objective of this publication is to educate this audience on the organization's mission and strategic initiatives such as, VTW sales and marketing efforts.
- **New Insider's Guide Created:** The Marketing Department has developed a new visitor newsletter called the Insider's Guide. Designed for leisure and business travelers, the goal of this publication is to inspire people to travel to The Woodlands and entice them to visit VTW digital outlets – website, social media, e-newsletters, etc. In addition to being mailed, the piece is distributed to all hotels in The Woodlands, Market Street Visitor Services kiosk and select businesses around town. The first edition (Spring 2019) has been well-received with many positive comments.

Editorial Pitch Calendar Developed: The 2019 Editorial Pitch Calendar has been developed and targets both leisure and meetings publications with a focus on the following:

- New for The Woodlands (Attractions, Restaurants, etc.)
- Signature Events
- Hotel Renovations
- Unique Team Building Activities
- Meeting Venue Spotlights

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 (January Totals):

- **Ad Equivalency:** \$29,067
- **PR Value:** \$87,202
- **Daily Impressions:** 1,136,256

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: E-newsletter, Online Display
 - Connect Meetings: Corporate
 - Texas Society of Association Executives (TSAE)
 - Convention South: Directory Listing
 - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Online Display: Cold Weather Campaign targeting select U.S. cities
 - Texas Highways Magazine
 - TourTexas.com
 - TripAdvisor.com
 - Texas State Travel Guide
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
- **Reporting:**
 - Impressions: 851, 6111
 - Clicks: 85,064
 - Hard Conversions: 285
 - Top Flight Origin Market: Chicago (22.7% of travelers)
 - Top Hotel Origin Market: Houston (50% of 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**
 - 5 Healthy Meal Options in The Woodlands
 - 8 Things to Know About Clifford's Visit to The Woodlands
 - Balancing Health & Meetings in The Woodlands
 - How to Get Inspired in The Woodlands
 - **Reporting**
 - 33,048 Page Views
 - 17,621 Users
 - 1.57 Pages/Session
 - 0:59 Average Session Duration
- **Email Marketing**
 - **Consumer Newsletter:** Inspire Film Festival, Clifford Exhibit, Coffee Spots, Valentine's Day, Insider's Guide & more

- **Social Media**
 - 141,002 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 1,284 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 728 Website Conversions via Social
- **Video**
 - Meetings B-Roll
 - Leisure B-Roll

Printed Collateral

- **Current Newsletter:**
 - Spring 2019 Edition produced & mailed/distributed
 - New signups: 1
- **Insider's Guide:**
 - Spring 2019 Edition produced & mailed/distributed
 - New signups: 25
- **Visitor's Guide Fulfillment:**
 - Visitor Guides Mailed – 118
 - Visitor Guides Downloaded via Website – 80
- **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website - 8

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Annual Board Meeting
 - Sorriso Soft Opening
 - New Horizons Hospitality Meeting
 - Taste of the Town
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider