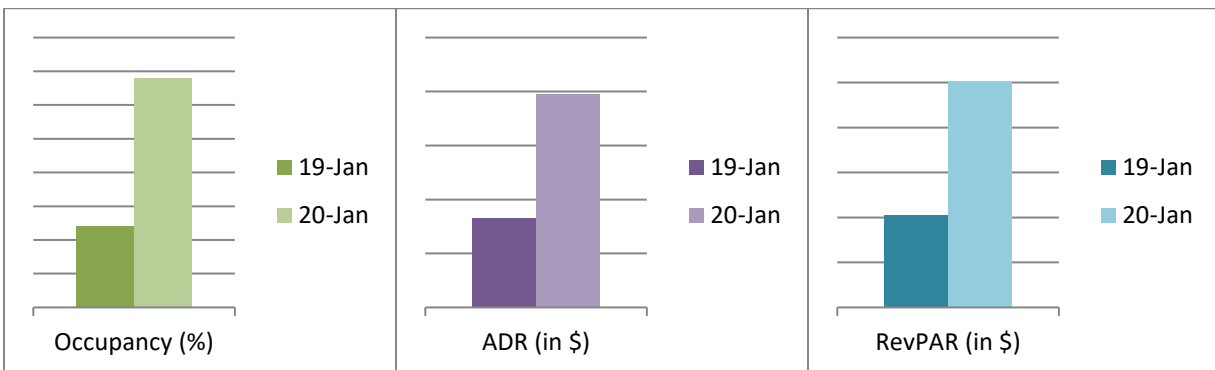


**HOTEL OCCUPANCY TAX COLLECTIONS**

2020			3 Year Data				
	2020 Budget	2020 Actual		2018	2019	2020	Change
JAN	\$ 571,695	\$ 538,527	JAN	\$ 517,157	\$ 516,266	\$ 538,527	4.3%
FEB	\$ 725,913		FEB	\$ 769,611	\$ 673,641		
MAR	\$ 851,982		MAR	\$ 789,850	\$ 828,427		
APR	\$ 896,836		APR	\$ 859,519	\$ 880,321		
MAY	\$ 897,839		MAY	\$ 876,653	\$ 879,981		
JUN	\$ 983,164		JUN	\$ 837,722	\$ 919,789		
JUL	\$ 824,776		JUL	\$ 753,306	\$ 776,760		
AUG	\$ 760,655		AUG	\$ 686,927	\$ 736,665		
SEP	\$ 756,245		SEP	\$ 744,311	\$ 717,348		
OCT	\$ 804,101		OCT	\$ 711,010	\$ 759,279		
NOV	\$ 906,397		NOV	\$ 808,086	\$ 847,426		
DEC	\$ 728,173		DEC	\$ 643,530	\$ 686,639		
TOTAL	\$ 9,707,776		TOTAL	\$ 8,997,682	\$ 9,223,543		
YTD	\$ 571,695	\$ 538,527	YTD	\$ 8,997,682	\$ 9,223,543	\$ 538,527	4.3%

**2020 COMPARED TO 2019**



Up 3.0% in Occupancy

Up 1.2% in ADR

Up 4.3% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

### January Overview

**New Team Member:** At the end of 2019, the Sales and Servicing Coordinator position was open and ready to be filled. Visit The Woodlands staff was happy to internally promote Ashley Fenner into this position. Ashley worked within Visit The Woodlands on a part time basis, where she proved to be very resourceful and strong in any tasks she handled. As Ashley steps into this role she will execute all servicing initiatives, oversee inventory, and assist with additional sales needs.

**Sales Advisory Committee Updates:** In 2019, Visit The Woodlands created a Sales Advisory Committee to offer resources, insight, and suggestions on all sales related initiatives. With one year under its belt, Visit The Woodlands invited 5 members onto the Sales Advisory Committee for 2020. With additional committee members, the committee will have additional insight into The Woodlands hotel market.

**2019 Copa Rayados Update Report:** In 2016, The Woodlands Township and Visit The Woodlands successfully enticed the Copa Rayados Internacional Soccer Tournament to relocate from the San Antonio, TX area to The Woodlands. The soccer tournament was contracted to bring in between 160-200 soccer teams over the Thanksgiving week for a 3-year agreement beginning in 2016 through 2018. In 2018, another 3- year agreement was signed with additional requirements to ensure beneficial room utilization within The Woodlands properties. As part of the agreement approved by the Visit The Woodlands Board of Directors, Premier Soccer Services is offered a 25% rebate of the hotel tax generated in The Woodlands 14 hotels; tax is 9% of the total room revenue. Along with the rebate program, The Woodlands Township offers the organizer complimentary use of Bear Branch Fields, Gosling Sports Complex, and Alden Bridge fields, based on a guaranteed pickup of 1400 hotel rooms within The Woodlands hotels. Below is a layout of the room pickup for each year of participation.

2016- 483 rooms utilized

2017- 440 rooms utilized

2018- 1385 rooms utilized

2019- 1407 rooms utilized

**January Meetings Blog Topic** – How to Create a Knockout Bid Presentation

### January Meeting Connections

- EDP Quarterly Partner Luncheon with Occidental Petroleum Corporation
- Visit The Woodlands Annual Board Meeting
- Dave and Busters Grand Opening Event

- Expedia Partner Meeting
- North Houston CVB Partner Lunch
- Marriott Waterway Partner Lunch
- Margaritaville Resort Site Tour
- Marriott Springwoods Village Site Tour

### Convention Services and Development

- 1 Site Tour organized
- 12 Organic leads worked and distributed
- 19 CVENT leads received
- 7 Restaurant Map Packets Distributed
- 400 welcome bags distributed
- 3 Group serviced
- 1 Incentive Fund Requests worth over \$5,000 in Hotel Occupancy Tax

### Sales Tradeshows and Travel

- PCMA Convening Leaders Conference (January 5-9, 2020)

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Top Projects

**Q1 Planning:** The Marketing Department is currently working on and planning for several Q1 projects. This includes the launch of a new website, a photo/video shoot and updating current marketing collateral such as the Visitor Guide and Meeting Planner Guide.

## 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:** 793 placements
- **Potential Reach:** 951.2M
- **Ad Value Equivalency:** \$8.8M

### Placements:

- **Golfweek:** Golfweek's Best 2020: Top 20 Residential Golf Courses  
<https://golfweek.usatoday.com/2020/01/16/golfweeks-best-2020-top-200-residential-golf-courses/>
- **The Courier:** Taste of the Town in The Woodlands  
<https://www.yourconroenews.com/neighborhood/woodlands/news/article/Food-enthusiasts-enjoy-samples-from-area-eateries-14984096.php>
- **The Courier:** The Woodlands Children's Museum Opens New Play Café  
<https://www.yourconroenews.com/neighborhood/moco/news/article/The-Woodlands-Children-Museum-opens-new-Play-Cafe-15004372.php>

## 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**
  - ConventionSouth
  - Plan Your Meetings
  - Texas Society of Association Executives
  - Madden Media: Amplified Storytelling
  - Search: PPC targeting meeting planners
  - Social: Facebook & Instagram
- **Media Placement: Leisure**
  - Texas State Travel Guide

- Texas Highways Magazine
- AAA Texas Journey
- TexasHighways.com
- TourTexas.com
- TripAdvisor.com
- 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**
    - Taste of the Town 2020
    - Inspire Film Festival 2020
    - Discover Your Adventure at Texas TreeVentures
    - 20 Events Not to Miss in 2020
    - How Our Team Can Help You Create a Knockout Bid Presentation
    - 5 Places to Watch the Big Game
    - Are you Real ID Ready? What Domestic Travelers Need to Know
    - An Argentine Art Exhibit on Display in The Woodlands
  - **Reporting**
    - 34,425 Page Views
    - 18,465 Users
    - 1.62 Pages/Session
    - 1:07 Average Session Duration
- **Email Marketing**
  - **New Signups**
    - Leisure: 27
    - Meetings: 7
- **Social Media**
  - 289,107 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 2,874 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 638 Website Conversions via Social

## Printed Collateral

- **Insider's Guide**
  - New signups: 38
- **Visitor's Guide Fulfillment**
  - Visitor Guides Mailed – 47
  - Visitor Guides Downloaded – 122
- **Meeting Planner Guide Fulfillment**
  - Meeting Planner Guides Downloaded via Website – 10

## Partnerships

- **Meetings & Local Event Participation:**
  - Visit The Woodlands Annual Board Meeting
  - Leadership Montgomery County
  - Partner Event: Dave & Buster's Grand Opening
  - Partner Event: Taste of the Town
  - Partner Event: Women Empowering Women
  - Partner Meeting: Conroe & Shenandoah CVBs
  - Partner Meeting: Tour of Margaritaville
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider

## Travel

- TACVB Winter Conference (AG)

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## January Overview

- **TACVB Winter Conference**– Visit The Woodlands team members attended the Texas Association of Convention and Visitor Bureaus Winter Conference in the city of Boerne on January 27-29. This annual training conference is for members of Texas CVBs to learn and share from other industry professionals. The conference offered educational seminars, round tables to discuss destination's different experiences and the opportunity to meet industry colleagues.
- **One Percent Agency meeting** – The Visit The Woodlands tourism and marketing teams had a meeting with local expert Maria Dorman to discuss expanding into the Mexican market. With key partnerships, both departments are looking into the international market to promote The Woodlands by creating excellent content and experiences.
- **Meeting with neighbor Convention Visitor Bureaus** –Visit The Woodlands united with Visit Conroe and the Shenandoah Convention and Visitor Bureau to discuss and share plans for the upcoming year. This was a crucial meeting for staff members to meet each other and to come up with ideas that can expand tourism into the area.

## January Meeting Connections

- International Art Opening in Glade Gallery
- Meeting with Expedia
- Meeting with One Percent Agency
- New terrace opening for Tommy Bahama

## Convention Services and Development

- 3 Wedding servicing
- Embassy Suite Tour
- Dave and Busters Site Tour