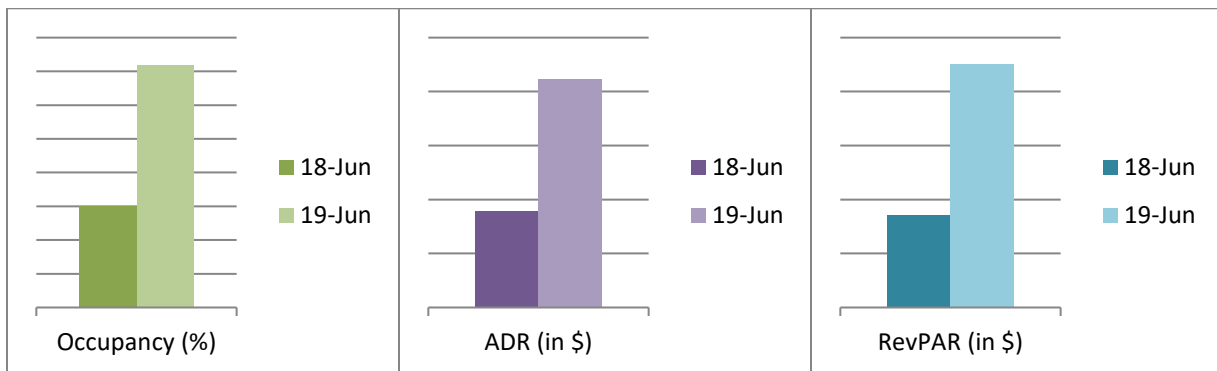


**HOTEL OCCUPANCY TAX COLLECTIONS**

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		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	\$ 4,697,426	YTD	\$ 8,717,946	\$ 8,997,682	\$ 4,697,426	1.0%

**2019 COMPARED TO 2018**



Up 3.1% in Occupancy

Up 1.4% in ADR

Up 4.6% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

### June Overview

- **Connect FAM Trip in The Woodlands** – Visit The Woodlands was happy to welcome 14 meeting planners from all over the nation to come experience first-hand what The Woodlands has to offer for their meetings and events. The Connect FAM was approved in late 2018 by the Visit The Woodlands Board of Directors to work in conjunction with Connect, one of the leading industry tradeshow providers, to qualify and invite 14 meeting planners to The Woodlands. During the qualification process, Visit The Woodlands reviewed potential business, companies, rates, and ultimately the ROI of hotel occupancy tax for each planner before sending invitations for the event. Over a three day trip, these meeting planners were able to do site tours of our largest hotel properties, attend signature events and activities including Texas Tree Ventures, Wine and Food Week, Market Street shopping, iFly, Dosey Doe, and a Howl 2 Go event at The Westin. With very positive feedback from planners and already the distribution of one RFP from one of the planners in attendance, Visit The Woodlands is very thankful for the opportunity to build relationships with some great planners and partners within the industry.
- **Meeting Professionals International World Education Congress** – The Visit The Woodlands sales team had a busy summer travel season to attend some of the industry's top sales tradeshows throughout the nation. These shows offer a unique opportunity to meet directly with meeting planners from all over the nation and world, to discuss The Woodlands as an ideal location for their next meeting or conference. In June, Staff attended Meeting Professionals International's World Education Congress, where Staff had a booth representation and sponsored the professional headshot station complete with a unique giveaway booth to interact with planners taking advantage of the headshot booth. In addition, Staff is gearing up and preparing for the next big tradeshow of the summer season for CVENT Connect.
- **Pure IT Cuso Financial Services, IT, Data Security Conference Site Visit** – Visit The Woodlands was happy to welcome the main planner for the Pure IT Cuso Conference that is looking for a new host venue. Visit The Woodlands organized hotel tours, a hosted meal, and an offsite destination tour to help give the planner a full picture of what The Woodlands has to offer their conference for future years.
- **June Meetings Blog Topic** – A New Take on Services in The Woodlands

## June Meeting Connections

- Fogo De Chao Partner Lunch
- CVENT Connect Partner Appointment Meeting
- MPI Plan Your Meetings Venue Location Meeting

## Convention Services and Development

- 1 Site tour organized
- 7 Organic leads worked and distributed
- 15 CVENT leads received
- 4 Restaurant Map Packets Distributed
- 378 Visitor Guides Distributed
- 368 welcome bags distributed
- 7 Group serviced
- 3 Incentive Fund Requests worth over \$24,000 in Hotel Occupancy Tax

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

### Top Projects

**Website Redesign Update:** The Marketing Department has kicked off the website redesign project with Simpleview. In addition to initial discovery calls and planning meetings, the team has scheduled a familiarization (FAM) visit for Simpleview to visit The Woodlands in early August. The purpose of this visit is to give Simpleview a clear understanding of the destination so they can bring The Woodlands to life in their website creative. Following the FAM visit, a design style guide will be presented to the Board of Directors for review. The website is currently on track to launch in Q1 of 2020.

### 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.

#### Placements:

- **Houstonia:** The Road to Deliciousness (pages 70-71)  
<https://online.fliphtml5.com/nxcu/ibqg/>
- **The Woodlands Community Magazine:** Why Tourism is Important to The Woodlands (page 22)

#### Pitching:

- Story Idea: This Texas Pastry Chef Served Celebs at The Oscar's (Robard's Steakhouse Chef)
  - Texas Monthly
- Story Idea: Rock Out in The Woodlands This Summer (The Pavilion)
  - Texas Lifestyles Magazine, Houston Chronicle, Wacoan, The Banner-Press

### 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
  - Meeting Professionals International
  - Texas Meetings + Events
  - Madden Media: Amplified Storytelling
  - Geofencing: Conferences
  - Social: LinkedIn
  - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
  - Texas State Travel Guide

- Texas Highways Magazine
- AAA Texas Journey (Discover Section)
- Houstonia
- TourTexas.com
- TexasHighways.com
- TripAdvisor.com
- Digital: High Impact Display
- Social: Facebook & Instagram
- Search: PPC targeting leisure travelers
- **Reporting:**
  - Impressions Served: 2,183,641
  - Clicks: 19,356
  - Hotel Revenue: \$12,219
    - Hotel Bookings: 44
    - Flight Bookings: 333

## 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**
    - How to Let Your Summer Shine in The Woodlands
    - Where to Dine at The Woodlands Mall
    - Woodlands Nightlife: Restaurants & Bars
    - Listen Up: Summer Tunes are Getting Hot at The Pavilion
    - A New Take on Services in The Woodlands
    - Celebrate the Red, White & Blue in The Woodlands
    - Top Things to Do in The Woodlands this July
    - Top 7 Places to Picnic in The Woodlands
  - **Reporting**
    - 37,264 Page Views
    - 19,247 Users
    - 1.62 Pages/Session
    - 1:02 Average Session Duration
- **Email Marketing**
  - **Emails Created:**
    - Consumer Newsletter: Upcoming Events, Blog Content, Insider's Guide
    - Board of Directors: Bi-monthly Update
  - **Reporting:**
    - Average Open Rate: 31%
    - Average Click Rate: 17%
    - New signups: 65
- **Social Media**
  - 164,500 Impressions across Facebook, Instagram, Twitter & LinkedIn

- 1,545 Engagements across Facebook, Instagram, Twitter & LinkedIn
- 1,890 Website Conversions via Social

## Printed Collateral

- **Current Newsletter:**
  - New signups: 0
- **Insider's Guide:**
  - New signups: 48
- **Visitor's Guide Fulfillment:**
  - Visitor Guides Mailed – 188
  - Visitor Guides Downloaded – 108
- **Meeting Planner Guide Fulfillment:**
  - Meeting Planner Guides Downloaded via Website - 9

## Partnerships

- **Meetings & Local Event Participation:**
  - Wine & Food Week
  - Partner Lunch: Market Street
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## June Overview

- **IPW Anaheim** – Visit The Woodlands attended International POW WOW (IPW) in Anaheim, California from June 1-6, 2019. IPW is the largest travel, media and sales tradeshow for international planners in America where most US states participate in promoting their best assets. Planned by US Travel Association, this is a show of great importance to Visit The Woodlands with a booth across Visit Houston. During this sales mission, Elizabeth Eddins, Executive Director, and Laura Haces, Tourism Specialist, conducted more than 30 appointments with international and U.S. markets to highlight The Woodlands. Visit the Woodlands was also one of the sponsors for the Travel Texas Reception and client appreciation event where key clients and cities had the opportunity to network and meet key partners in Texas.
- **International Association of Golf Tour Operators (IAGTO)** – Visit The Woodlands hosted the International Association of Golf Tour Operators (IAGTO) June 26-28, 2019. The group enjoyed overnight accommodations and outstanding golf at The Woodlands Resort. These planners travel the world to play golf and experience new destinations to sell to their global clientele. The 14 golfers attended from all over the world, including Switzerland, Singapore, Australia and Brazil. The planner's time in The Woodlands included golf in the morning, receptions in the evening at top spots like COMO Social Club at The Westin and Tommy Bahama at Market Street. The tour concluded at The Cynthia Woods Mitchell Pavilion for the Train concert. The group offered mostly positive feedback but also sharing some areas of potential improvement to make The Woodlands even more desirable to golf travelers.