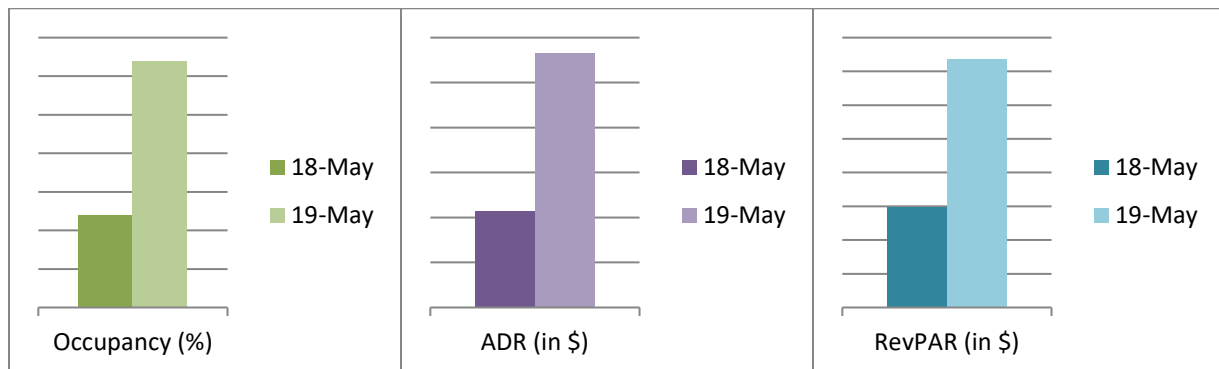


HOTEL OCCUPANCY TAX COLLECTIONS

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		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	\$ 3,777,636	YTD	\$ 8,717,946	\$ 8,997,682	\$ 3,777,636	- 0.9%

2019 COMPARED TO 2018



Up 5.6% in Occupancy

Up 0.9% in ADR

Up 6.6% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

May Overview

- **The Woodlands Financial Group Annual Conference Servicing** – The Woodlands Financial group hosted their annual convention in The Woodlands for the 5th year in a row. Visit The Woodlands had the opportunity to assist in the servicing of this group through organizing the restaurant discount program, interacting with attendees through a Visit The Woodlands welcome booth, offering offsite meal options for organizers and more.
- **Q2 All Hotel Meeting** – The Sales department was happy to welcome over 20 partners to the latest Q2 All Hotel Meeting which was hosted at the Rob Fleming Recreation Center building for lunch, networking, and a presentation on staff efforts. After the presentation the group was welcomed by the Parks and Recreation Director, Chris Nunes, to discuss the new addition of Texas Tree Ventures as a new opportunity for team building activities for any convention or group business. Chris also included a walking tour of the Texas Tree Ventures course with insight on the booking process.
- **Booking and Blocking Committee Meeting** – In May, a formal lunch meeting for the Booking and blocking Committee took place for the committee to discuss language within the Booking and Blocking agreement. This meeting also offered the opportunity to ensure committee members were all on the same page about verbiage within the agreement, processes and procedures for the committee, and any suggestions or needs for the future of the committee.
- **Josie Lewis Earns CMP Certification** – Visit The Woodlands is proud to announce Director of Sales, Josie Lewis, is now a Certified Meeting Professional. The Certified Meeting Professional (CMP) program was launched in 1985 by Meeting Planners International to enhance the knowledge and performance of meeting professionals, promote the status and credibility of the meeting profession and advance uniform standards of practice. Today, the CMP credential is recognized globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam.
- **May Meetings Blog Topic** – 5 Icebreakers That Can Only Happen In The Woodlands

April Meeting Connections

- EDP State of the Township Luncheon
- Advisory Committee Meeting
- Visit The Woodlands Board of Directors Meeting
- Q2 All Hotel Meeting
- Hilton Garden Inn Client Appreciation Event
- Booking and Blocking Committee Lunch
- Expedia Woodlands Area Strategy Series
- Go Red for Women Networking Event
- Marriott's Masters of the Craft Competition Judging

Convention Services and Development

- 1 Site tour organized
- 6 Organic leads worked and distributed
- 19 CVENT leads received
- 3 Restaurant Map Packets Distributed
- 992 Visitor Guides Distributed
- 647 welcome bags distributed
- 12 Group serviced
- 1 Incentive Fund Requests worth over \$27,000 in Hotel Occupancy Tax

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

In effort to establish Visit The Woodlands as an authority, both inside and outside of the market, The Marketing Department continues to evaluate marketing tools for content, relevance and brand standards.

- **Visitors Guide Redesigned:** The Visitor Guide was redesigned to more accurately reflect VTW's new brand identity developed in 2018. A resource for visitors and meeting planners alike, the 23-page guide highlights attractions, hotels, events and experiences in The Woodlands. Sections include Outdoors & Nature, Arts & Culture, Live Music & Nightlife, Dining, Shopping, Celebrations and Accommodations.
- **Meeting Planner Redesigned:** The Meeting Planner Guide was redesigned to more accurately reflect VTW's new brand identity developed in 2018. A resource for meeting planners, the 23-page guide highlights hotels and unique meeting venues along with vents and experiences convention goers can expect in The Woodlands. The guide also features details on Visit The Woodlands sales and servicing efforts, team building activities, group dining options, transportation information and more.
- **Tear Off Map Reimagined:** VTW recognized the need to develop a more impactful, yet portable and cost-efficient collateral piece that could be given to visitors. With this in mind, the Tear-Off Map was reimagined as a two-sided piece that could be utilized by both the Market Street Visitor Services kiosk as well as the 14 hotel properties in The Woodlands. Side one includes a newly redesigned map that was created from scratch, with custom illustrations and icons that feature attractions, hotels, shopping destinations and The Waterway Trolley route. Side two provides visitors a Top 10 list of recommendations for things to see and do while in town.

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:

- **AAA Texas Journey Discover:** It's a Cool Summer in The Woodlands, Texas (Cover & page3)
- **Smart Meetings:** The Woodlands Resort & Conference Center (page 110)
<https://pubs.royle.com/publication/?i=582018&ver=html5&p=112>
- **Convention South:** Highlights from Rendezvous South (pages 10-11)
<https://lsc-pagepro.mydigitalpublication.com/publication/?i=584910&ver=html5&p=14>

Pitching:

- Story Idea: Wine & Food Week
 - Houstonia, Local Houston, The Buzz Magazines, Austin Statesman
- Story Idea: Sorriso Modern Italian Kitchen and Como Social Club Poolside Terrace + Bar
 - Edible Houston, Business Traveler
- Story Idea: Red, Hot & Blue Festival; Labor Day in The Woodlands; Lighting of the Doves
 - Fort Worth Star-Telegram
- Story Idea: Texas TreeVentures
 - Texas Highways
- Story Idea: 5 Icebreakers That Can Only Happen in The Woodlands
 - Connect Meetings
- Story Idea: Treat Dad to One of These Concerts This June
 - Austin Monthly

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: PYM
 - Texas Meetings + Events
 - Smart Meetings
 - Madden Media: Amplified Storytelling
 - Geofencing: Conferences
 - Social: LinkedIn
 - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Community Impact
 - Texas State Travel Guide
 - Texas Highways Magazine
 - AAA Texas Journey (Discover Section)
 - Town & Country
 - Food & Wine
 - Travel + Leisure
 - TourTexas.com
 - TripAdvisor.com
 - Digital: High Impact Display
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
- **Reporting:**
 - Impressions Served: 2,272,991
 - Clicks: 20,995 (+138%)
 - Hotel Revenue: \$23,396

- Hotel Bookings: 79
- Flight Bookings: 1,092

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**
 - Rendezvous South Meets a Serene and Inspiring Home in The Woodlands
 - 7 Must-try Burgers in The Woodlands
 - Wine and Food Week: 6 Things You Can't Miss
 - Listen Up: Pavilion Picks for Dad this June
 - Texas TreeVentures is Here in The Woodlands
 - 5 Icebreakers that Can Only Happen in The Woodlands
 - **Reporting**
 - 37,999 Page Views
 - 19,211 Users
 - 1.69 Pages/Session
 - 1:07 Average Session Duration
- **Email Marketing**
 - **Emails Created:**
 - Consumer Newsletter: Upcoming Events, Blog Content, Insider's Guide
 - Board of Directors: Bi-monthly Update
 - All Hotel / Marketing Committee
 - **Reporting:**
 - Average Open Rate: 30%
 - Average Click Rate: 18%
 - New signups: 31
- **Social Media**
 - 106,200 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 3,066 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 325 Website Conversions via Social

Printed Collateral

- **Current Newsletter:**
 - New signups: 0
- **Insider's Guide:**
 - New signups: 58
- **Visitor's Guide Fulfillment:**
 - Visitor Guides Mailed – 261
 - Visitor Guides Downloaded – 58
- **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website - 7

Partnerships

- **Meetings & Local Event Participation:**
 - Township Budget Meetings
 - Economic Development Partnership Quarterly Luncheon
 - Q2 Combined Convention Development / Marketing Committee Meeting
 - Visit The Woodlands Board Meeting
 - Q2 All Hotel Meeting
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

May Overview

- **Marketing Symposium** – Visit The Woodlands attended Texas Association of Convention and Visitor Bureaus (TACVB) Marketing Symposium May 1-3, 2019 gathering latest marketing trends in the travel and tourism industries. Amber George, Communication Coordinator and Laura Haces, Tourism Specialist, joined shirtsleeve sessions that focused on new sales, marketing and technology programs that have worked for peer destinations in Texas. Staff received credits toward earning the Texas Destination Manager (TDM) designation with each class.
- **Meeting with Market Street Representative** – Amber Perry, Visitor Relationship Manager for Market Street met with Visit The Woodlands team members to discuss the newly created Visitor Services Partnership. The two groups discussed resources and promotion needed to make the Market Street visitor kiosk the #1 stop for visitors to gather information. Visit The Woodlands also provided stock of new printed collateral including Visitor Guide, maps, postcards and events information.
- **Expedia Strategy Series** – Hotel partners and Visit The Woodlands staff attended an Expedia training meeting to gather latest trends influencing leisure travel to The Woodlands. Mary Megan Mullins, Expedia Area Manager, shared year-to-year numbers on the market to demonstrate improvement as well as areas of opportunity. Expedia has helped both the hotels and Visit The Woodlands to learn the thought process of guest booking on their site and the travel periods in which they do.
- **German Tour Operators** – May 21, 2019, Visit The Woodlands hosted 15 German Tour Operators to The Woodlands. When unexpected weather delayed and stranded the group of professional tour planners flying out of Houston (IAH) the Texas Tourism office called upon the Visit The Woodlands team to offer a positive end to the exhausting travel day. The 19 tour operators representing Der Touristik, the largest and most popular tour planning company in Germany. With 30 minutes notice Visit The Woodlands team hosted the tour operators for a delicious dinner at Churrascos, enjoyed a walking tour along The Waterway and ended the evening shopping and sightseeing at Market Street. This experience reflects the strength of our destination, being ready for business and serving up great hospitality at all times.