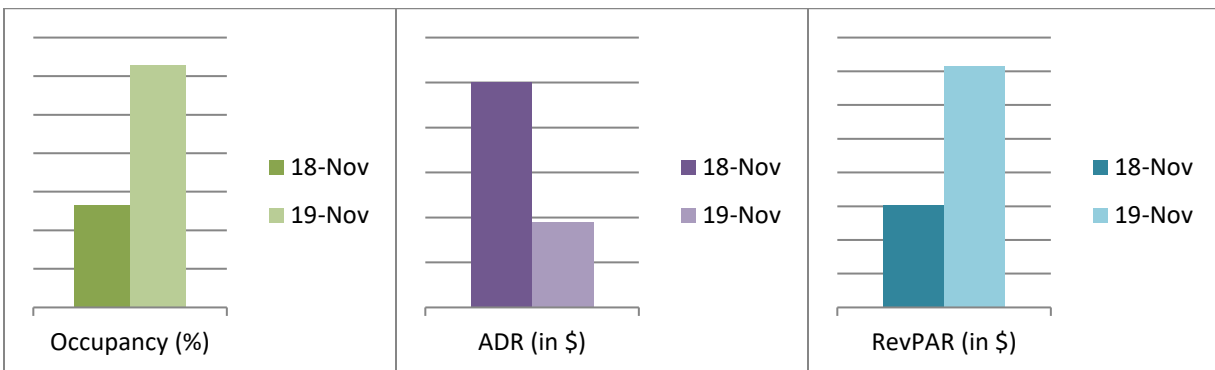


**HOTEL OCCUPANCY TAX COLLECTIONS**

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	\$ 776,760	JUL	\$ 715,396	\$ 753,306	\$ 776,760	3.1%
AUG	\$ 742,663	\$ 736,665	AUG	\$ 625,963	\$ 686,927	\$ 736,665	7.5%
SEP	\$ 755,099	\$ 717,348	SEP	\$ 698,035	\$ 744,311	\$ 717,348	-3.6%
OCT	\$ 803,402	\$ 759,279	OCT	\$ 800,509	\$ 711,010	\$ 759,279	6.8%
NOV	\$ 941,111	\$ 847,426	NOV	\$ 872,491	\$ 808,086	\$ 847,426	4.9%
DEC	\$ 746,433		DEC	\$ 707,999	\$ 643,530		
TOTAL	\$ 9,692,427		TOTAL	\$ 8,717,946	\$ 8,997,682		
YTD	\$ 9,692,427	\$ 8,536,905	YTD	\$ 8,717,946	\$ 8,997,682	\$ 8,536,905	2.2%

**2019 COMPARED TO 2018**



Up 11.9% in Occupancy

Down 3.7% in ADR

Up 7.8% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

### November Overview

**MPI's Plan Your Meeting Event Booked in The Woodlands for 2020-** MPI hosts events in many major cities within America each year. Visit The Woodlands has participated in the Houston area Plan Your Meeting event for over two years and has found it to be a very beneficial way to meet new local planners. In November, the Sales team hosted a site tour with the MPI team and successfully booked the MPI Plan Your Meeting event in The Woodlands for 2020. This is a great way to bring between 40-50 qualified planners to see The Woodlands.

**HelmsBriscoe Area Site Tours-** The Sales team was happy to coordinate two separate site tours for new Houston area HelmsBriscoe representatives. Visit The Woodlands has worked hard over the past two years to develop a strong relationship with our close by planners. In addition to individual tours, the Sales Team is planning to invite the Houston area HelmsBriscoe team out to do a FAM visit in The Woodlands in 2020.

**MPI PYM Houston Event-** The Sales Team attended the 2019 MPI Houston Area Plan Your Meeting Event in Downtown Houston. This event offered an opportunity to meet with local Meeting Planners to discuss current business and discussing ways to bring these events to The Woodlands area. The Visit The Woodlands team was joined by hotel partners representing The Embassy Suites at Hughes Landing and The Westin The Woodlands.

**Connect Texas 2021 Bid-** Visit The Woodlands attended the Connect Texas Tradeshow in Grapevine this year. This event brings in planners that specifically only book business in Texas. The Sales team met many valuable partners and future business at this event. The Sales team is working hard and has successfully begin negotiations to host Connect Texas 2021 in The Woodlands. Not only does this bring in over 350 room nights to The Woodlands, but it brings in 75 meeting planners who represent over 10 million dollars in business. This is an opportunity to show off the best of what The Woodlands offers to help confirm new business. Dates and details are currently being worked out and are soon to be confirmed.

**November Meetings Blog Topic –** How to WOW Your Boss or Clients on your next Site Tour

### November Meeting Connections

- Connect Partner Meeting
- Residence Inn Holiday Party
- Houston Area HelmsBriscoe Site Tours
- Westin Partner Lunch

- Visit The Woodlands Board Meeting
- The Woodlands Leadership Series
- United Mexico Sales Managers Welcome Reception
- The Woodlands Resort Partnership Meeting
- Visit Conroe Partnership Meeting

### Convention Services and Development

- 3 Site Tour organized
- 4 Organic leads worked and distributed
- 15 CVENT leads received
- 6 Restaurant Map Packets Distributed
- 304 welcome bags distributed
- 9 Group serviced
- 2 Incentive Fund Requests worth over \$15,000 in Hotel Occupancy Tax

### Sales Tradeshows and Travel

- MPI PYM Houston

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Top Projects

**Website Project:** The Marketing Department has approved the website design and is now working on gathering content and photography to support the new website. The team is also updating CRM, which will support listings once the website launches.

**Lighting of the Doves / Ice Rink Photo Shoot:** The Marketing Department coordinated a photo and video shoot during the Lighting of the Doves and at The Woodlands Ice Rink. These new assets will be used in future advertising placements as well as on the website.

## 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:** 402 placements
- **Potential Reach:** 1000M
- **Ad Value Equivalency:** \$7.5M

### Placements:

- **Syndicated Article:** The Lumineers, The Doobie Brothers & More at The Pavilion
- **Multiple Placements:** Black Friday & Shop Small Saturday
- **Houston Chronicle:** Where to eat near The Pavilion  
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Where-to-eat-near-the-Woodlands-Cynthia-Woods-14860938.php>

### Pitching:

- Family Travel – Hustle Mom Repeat Blog
- Races in The Woodlands – Austin Monthly, Dallas Morning News
- Icebreaker Ideas – TSAE: Association Leadership
- Voluntourism – Successful Meetings
- Artist Spotlight: Gaston Carrio – ARTnews
- Creative Entrepreneurs – Paper City
- New Restaurants in The Woodlands – Austin Food Magazine, Edible Houston, Texas Meetings + Events

## 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
  - Texas Meeting Planner Guide
  - Convention South
  - Smart Meetings
  - Meeting Planners International
  - Texas Meetings + Events
  - Social: LinkedIn
  - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
  - Texas State Travel Guide
  - AAA Texas Journey
  - Texas Monthly
  - Houston Ballet
  - TourTexas.com
  - TripAdvisor.com
  - High Impact Display: targeting leisure travelers
  - Social: Facebook & Instagram
  - 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**
    - Giving Tuesday: Simple Ways to Give Back
    - Nature in The Woodlands: The Koi Garden
    - Movember: Beard Tips & Barbershops
    - Top Holiday Activities in The Woodlands this Winter
    - Black Friday & Shop Small Saturday in The Woodlands
    - How to Wow Your Clients on Your Site Tour
    - Restaurant Spotlight: Radunare Italian American Table
    - Family Photo Locations Around The Woodlands
    - Christmas at The Resort
  - **Reporting**
    - 55,686 Page Views
    - 30,713 Users
    - 1.58 Pages/Session
    - 0:51 Average Session Duration
- **Email Marketing**
  - **New Signups**
    - Leisure: 168
    - Meetings: 55

- **Social Media**
  - 430,300 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 13,800 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 7,989 Website Conversions via Social
- **Photography & Video**
  - Lighting of the Doves / Ice Rink

## Printed Collateral

- **Current Newsletter**
  - New signups: 0
- **Insider's Guide**
  - New signups: 250
- **Visitor's Guide Fulfillment**
  - Visitor Guides Mailed – 168
  - Visitor Guides Downloaded – 54
- **Meeting Planner Guide Fulfillment**
  - Meeting Planner Guides Downloaded via Website – 6

## Partnerships

- **Meetings & Local Event Participation:**
  - Visit The Woodlands Board Meeting
  - Leadership Montgomery County
  - Partner Meeting: Market Street
  - Partner Meeting: Howard Hughes Leadership Series Luncheon
  - United Airlines Mexico Sales Mangers
  - The Woodlands Township Thanksgiving Luncheon
  - Market Street in Lights
  - Lighting of the Doves
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## November Overview

- **Germany and UK mission** – Visit The Woodlands, along their close partner Visit Houston, traveled abroad to promote their destinations. Executive Director, Elizabeth Eddins, spent her time between Germany and the UK meeting tour operators and media to show them why The Woodlands is a great destination to the European market.
- **UNITED Airlines Mexico Managers meeting** – Executive managers of United Airlines Mexico visited The Woodlands to have an important meeting including people from several Mexican States. Visit The Woodlands welcomed the group with the southern hospitality we are known for and created a bond with them, creating future opportunities for The Woodlands.
- **Wild and Scenic Film Festival** – Visit The Woodlands coordinated a site tour for the Wild and Scenic Film Festival that is annually hosted over the summer in Houston. They have been looking to The Woodlands as they continue to expand their festival with more attendees every year. Visit The Woodlands provided several options to the Wild and Scenic Film Festival Community Relations Manager to see the possibility of bringing the festival to the area in the years to come.

## November Meeting Connections

- The Woodlands Leadership Speaker Series Luncheon
- The Woodlands Means Business event
- Around Houston Full Partner Meeting
- Market Street holiday and networking event
- Three Meetings with Restaurant partners

## Group Services and Development

- 1 Site Tour organized
- 2 Wedding servicing lead
- UNITED Airlines Mexico meeting welcome reception assistance
- UNITED Airlines Mexico meeting logistics assistance

## Tradeshows and Travel

- Germany and UK Sales Mission with Visit Houston