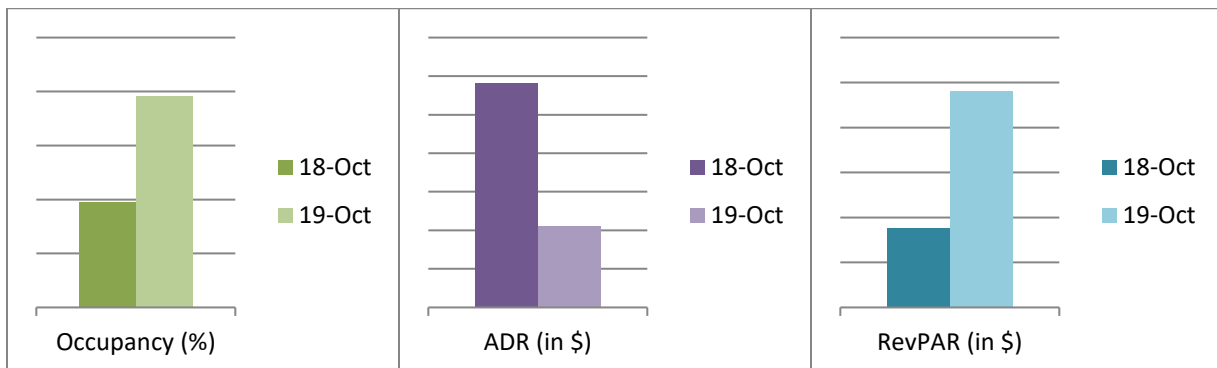


**HOTEL OCCUPANCY TAX COLLECTIONS**

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		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	\$ 7,689,478	YTD	\$ 8,717,946	\$ 8,997,682	\$ 7,689,478	1.9%

**2019 COMPARED TO 2018**



Up 6.9% in Occupancy

Down 2.0% in ADR

Up 4.8% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

### October Overview

**Q3 Convention Development Advisory Committee Meeting-** The Sales department conducted their Q3 Convention Development Advisory Committee Meeting. This included discussing the expected 2020 Travel and Tradeshow schedule, discussing FAM opportunities for 2020, discussing the new approved sales position, and a transition of the All Hotel Meetings to include educational components. The Convention Development Advisory Committee members are board directed and approved at the beginning of each year as a resource for the sales team to collaborate with local hotel properties and industry partners on sales staff initiatives.

**Booking and Blocking Committee Updates and Review-** The Woodlands Township has a Booking and Blocking Agreement with The Marriott Waterway regarding the convention center space. This Agreement led to the creation of a Committee to oversee utilization of the space and to ensure favorable rooms to space ratio of convention center space utilization. Visit The Woodlands sales staff is working closely with the committee to help organize and update the booking and blocking agreement to ensure it is easy to use, work, and understand nearly 20 years after its creation.

**TSAE Holiday Event Planning-** The Sales team is looking to kick up the holiday cheer this year at the Texas Society of Association Executives Annual Celebration Luncheon that will take place in December in Austin. Visit The Woodlands will be hosting a table of clients and local hotel partners, will be doing an activation event before the lunch begins for extra exposure, and offering a Weekend in The Woodlands giveaway to one lucky Association executive in the crowd. While partners and our team is in Austin for this activation event, the team is also coordinating an Austin Holiday Sales Blitz for a chance to stop by and touch base with Austin based clients.

**Exxon Meeting Planner Showcase Partnership-** The Sales team worked with their partners at Hyatt Place The Woodlands to welcome over 45 Exxon administrative assistants within the company who are responsible for planning and setting up travel and meeting space. It was a great way to showcase our team, efforts, and how we assist in their process of planning.

**LPSC 2020 Planning and Servicing-** Visit The Woodlands is gearing up for another successful Lunar Planetary Science conference in 2020. Staff has already begun to help with servicing and to start preparing for the 2020 event.

**Q3 All Hotel Meeting and Educational Lunch-**The Sales team produces a Quarterly All Hotel Partner Meeting that allows an opportunity for networking between our hotels and our team. Traditionally this event has been based around a presentation our team creates to keep our partners up to date on our initiatives and how they can get involved. For the first time, this event was a purely educational session,

or lunch and learn. Visit The Woodlands had the honor of welcoming Detective John Godden of the Montgomery County Law Enforcement team to give an informative presentation on Human Trafficking. With a record attendance of 34 partners, this event and educational set up was very well received by our partners. The Sales Department is passionate about this topic and believes that education on this area is the best way to combat and prevent this issue within Montgomery County.

### **HMA Site Planning Visit**

**October Meetings Blog Topic – Adding Voluntourism to Your Meeting in The Woodlands**

### October Meeting Connections

- Q3 Convention Development Advisory Committee Meeting
- Scrap Yard Sports Site Tour
- Morton's Grille Partnership Lunch
- Aimbridge Hotel Properties Partnership Meeting
- Smart Meetings Partner Meeting
- Business Voter Day Registration Chamber Event
- CMP Insight Call with Planner Tanya Roof

### Convention Services and Development

- 1 Site Tour organized
- 11 Organic leads worked and distributed
- 21 CVENT leads received
- 6 Restaurant Map Packets Distributed
- 19 Visitor Guides Distributed
- 322 welcome bags distributed
- 10 Group serviced
- 3 Incentive Fund Requests worth over \$55,500 in Hotel Occupancy Tax

### Sales Tradeshows and Travel

- Connect Texas

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Top Projects

**Website Project:** The Marketing Department continues to work on the website rebuild. To date, the team has approved the Digital Style Guide (the first phase of design) and the Sitemap, which determines the organization of the new website. In addition, the team continues to update CRM, which will support listings once the website launches.

**The Pavilion Photo / Video Shoot:** The Marketing Department coordinated a photo and video shoot at The Cynthia Woods Mitchell Pavilion. 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:** 565 placements
- **Potential Reach:** 750M
- **Ad Value Equivalency:** \$7.5M

### Placements:

- **Syndicated Article:** Journey & Pretenders Announce 2020 Tour
- **Multiple Placements:** Halloween Activities in The Woodlands
- **Houston Chronicle:** TRIS  
<https://www.houstonchronicle.com/neighborhood/article/Top-100-suburban-restaurants-for-2019-Alison-Cook-14571327.php>

### Pitching:

- Taste of the Town – Houstonia, The Buzz Magazines
- Holidays in The Woodlands – Kids Are a Trip Blog
- General Travel – Family Vacation Critic Blog
- Luxury & Adventure Travel – Travelocity & Points and Travel Blog
- Luxury & Wellness Travel – The Lemon Bowl Blog
- IRONMAN – Texas Monthly, Shape Magazine, Strong Fitness Magazine, Women’s Health
- TRIS, The Kitchen & Cureight – Food & Wine Magazine, Edible Houston

## 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
  - Texas Meeting Planner Guide
  - Smart Meetings
  - Texas Meetings + Events
  - High Impact Display: targeting meeting planners
  - 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
  - Travel & Leisure
  - Food & Wine
  - Town & Country
  - TexasHighways.com
  - 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**
    - The Woodlands Love Sports
    - The Children's Festival
    - Fashion & Compassion in Market Street: Philanthropy
    - 5 Paleo Meal Options in The Woodlands
    - Adding Voluntourism to Your Next Meeting
    - The Pavilion: More Than a Concert Venue
    - Artist Spotlight: Alex Bunch
  - **Reporting**
    - 46,292 Page Views

- 25,092 Users
  - 1.62 Pages/Session
  - 0:52 Average Session Duration
- **Email Marketing**
  - **New Signups**
    - Leisure: 21
    - Meetings: 3
- **Social Media**
  - 190,300 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 5,746 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 3,332 Website Conversions via Social
- **Video**
  - Around Houston Video Shoot
  - Pavilion Video Shoot

## Printed Collateral

- **Current Newsletter**
  - New signups: 0
- **Insider's Guide**
  - New signups: 33
- **Visitor's Guide Fulfillment**
  - Visitor Guides Mailed – 140
  - Visitor Guides Downloaded – 72
- **Meeting Planner Guide Fulfillment**
  - Meeting Planner Guides Downloaded via Website - 7

## Partnerships

- **Meetings & Local Event Participation:**
  - Leadership Montgomery County
  - Partner Meeting: The Cynthia Woods Mitchell Pavilion
  - United Airlines Executive Luncheon
  - In The Pink Luncheon
  - VTW Educational Lunch: All Hotels / Marketing Committee
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

### October Overview

- **Girl Scouts Tour** – Visit The Woodlands welcomed a group of girl scouts to The Woodlands Township to show them about different careers in the tourism industry and to learn how the Township Board works. After a tour of the board chambers and a video showing them how women can make a difference in the work place, the girls where excited to learn what Visit The Woodlands does.
- **United Airlines Latin American Managers Meeting** – Executive managers from United Airlines Latino America had been planning their annual meeting in Quito for 8 months, when the social turmoil of the country had them looking for a new place to host their meeting. Visit The Woodlands, with the help of Visit Houston, jumped on board to help plan this meeting in 60 hours and to have 57 executives have their meeting in The Woodlands. The Visit the Woodlands board members along with the staff gave the executives a warm welcome to the area and bonded with them, creating future opportunities for The Woodlands.
- **Visit Houston Video Shoot** –Visit The Woodlands coordinated with Visit Houston to do a video shoot showcasing the best features of the Woodlands for a promotional video. Team members from Visit Houston spent a day filming along team members of Visit The Woodlands to make sure the essence of The Woodlands was captured correctly. Partners like the Westin Waterway, Churrascos and Market Street jumped on board on the project and provided tools for a successful video shoot. Visit Houston will be releasing a video of “Around Houston”, with the Woodlands included, at the end of this year.

### October Meeting Connections

- Market Street Visitor Service Meeting
- Morton’s Grille Partnership Lunch
- Business Voter Day Registration Chamber Event
- Visit Houston Pre-Production Meeting
- Visit Houston UK/Germany Mission Meeting
- Wild and Scenic festival phone meeting

### Group Services and Development

- 1 Site Tour organized
- 1 Wedding servicing lead
- 1 Family reunion servicing lead
- United Airlines Latino American manager meeting welcome table

- United Airlines Latino American manager meeting welcome reception assistance
- United Airlines Latino American manager meeting logistics assistance