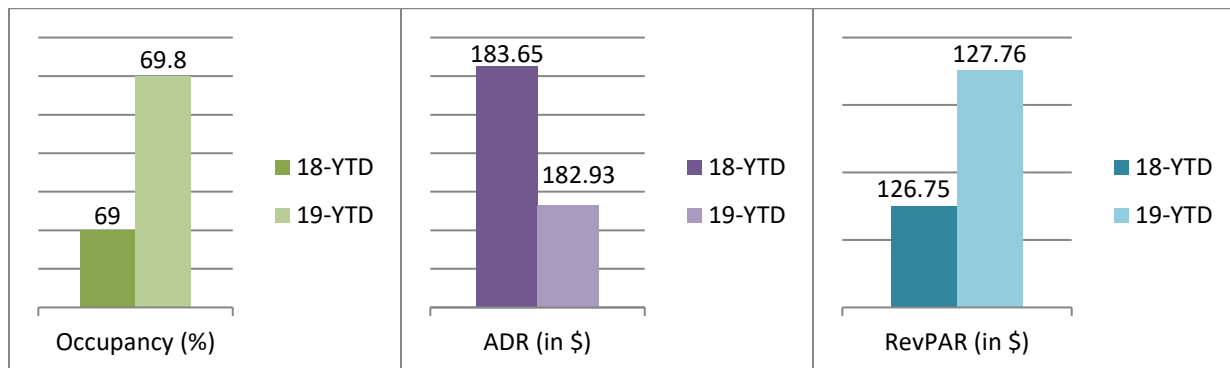


**HOTEL OCCUPANCY TAX COLLECTIONS**

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		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	\$ 6,930,199	YTD	\$ 8,717,946	\$ 8,997,682	\$ 6,930,199	1.4%

**2019 COMPARED TO 2018 (year to date through September)**



Up 1.2% in Occupancy

Down 0.4% in ADR

Up 0.8% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

The Convention Development Department works throughout the year to bring meetings business to The Woodlands. This is accomplished by attending trade shows, sales conferences, working leads and hosting site tours. In Quarter 3, the Convention Development team worked on the following:

### Quarterly Overview

- **CVENT Connect and Certification-** On July 8-11, 2019 Visit The Woodlands staff attended CVENT Connect in Las Vegas. Cvent Connect brings together over 4,500 industry professionals together to offer exceptional educational opportunities, a dynamic tradeshow, and countless networking opportunities. In addition to the traditional tradeshow, Visit The Woodlands staff also participated in an in-depth training to view the CVENT platform and learn how to best update and position the platform to appeal to planners as they are sourcing destinations for leads.
- **Noria Site Visit-** Visit The Woodlands was happy to partner with our regional neighbors of Houston and Galveston for a combined site tour for the Noria team who is looking to place their 2020 conference. The planning team was very impressed with the easy accessibility of The Woodlands, the walkability for attendees, restaurant and entertainment options, and the hotel facilities they were considering.
- **MPI Houston Participation-** Visit The Woodlands sales staff attended the July MPI Houston Area CAP'D Luncheon that was hosted at the Magnolia hotel in Downtown Houston. The monthly MPI Houston lunches offer a unique opportunity for the local industry professionals to all get together for a networking and collaboration opportunity, while also hearing from top professionals on educational topics that effect the industry.
- **Win a Weekend in The Woodlands-** Last year, Visit The Woodlands staff participated in the Houston area MPI Plan Your Meetings mini tradeshow. At this event, Visit The Woodlands offered a Weekend in The Woodlands giveaway to one lucky meeting planner that attended. In July, Visit The Woodlands welcomed a meeting planner from Air Liquide to come and utilize this package and a chance to check out the area with a hotel stay at the Embassy Suites, a gift card to Market Street, a restaurant gift card, and an amenity bag, along with a personalized itinerary. Opportunities like this give Visit The Woodlands the chance to bring in planners to experience The Woodlands for themselves so that The Woodlands comes to top of mind when sourcing new events.
- **Marriott Sales Cluster Meet and Greet-** Visit The Woodlands was excited to meet with the Marriott Sales Cluster team that came in to tour the Marriott Waterway to see the updated hotel renovations. This team works remotely to help sell our location, so it was a great

opportunity to get to know everyone in person and ensure they are all aware of the resources that Visit The Woodlands offers them in the selling process and for their clients.

- **MPI CAP'D Luncheon-** In August, Visit The Woodlands sales team attended the Meeting Professionals International CAP'D Luncheon that was hosted at the Goode Co. Armadillo Palace. This lunch and networking opportunity brings together Houston area meeting professionals and fellow suppliers, which helps spur business and build lasting professional relationships within our industry.
- **The Woodlands Chamber Sales Training Essentials-** Josie Lewis attended The Woodlands Area Chamber of Commerce Sales Essential Training that brought together fellow sales associates in the area to learn great tips and best practices of the selling process. Not only did this event offer some great insight and tips, it was also a great way to network with The Woodlands area sales representatives from many different industries.
- **Destinations International CEO Summit Site Tour-** Visit The Woodlands was honored to welcome Barbra Gustis with Destinations International to The Woodlands for an in-depth site tour of The Woodlands as they consider destinations for the 2021 CEO Summit. With a full itinerary consisting of the hotel site tour, offsite venue location tours, and a stop at Sorriso, Barbra was very impressed with The Woodlands. Barbra beamed about the accessibility, walkability, and amazing amenities and customer service available for attendees if they choose The Woodlands.
- **CAMT Board Meeting-** Visit The Woodlands was happy to welcome an industry planner that staff previously met at MPI WEC event. After an initial meeting at MPI, the planner was very interested in bringing her winter board meeting to The Woodlands. After a successful site tour, the planner moved forward with booking in The Woodlands.
- **Softball Opportunities In The Woodlands-** Staff has been excited to see increased interest in the hosting of sporting events in The Woodlands area. With interest in both soccer and softball opportunities, Visit The Woodlands Staff is assisting with connecting tournament directors and planners with venue options and assisting with site tours to help facilitate the booking. The event opportunities that have arisen present opportunities for amazing weekend room pickup and therefore are a great opportunity for some additional room utilization in The Woodlands.
- **All Hotel Meeting Transition –** Visit The Woodlands is looking to update and refresh the Quarterly All hotel Meetings that are offered to local hotel partners. This event traditionally is an opportunity for local hotel sales representatives to come out and hear about the efforts of our office, how they can get involved and any other big picture items coming up that will affect them. Visit The Woodlands Staff are looking to update this to also include new educational sessions that will cover topics from Diversity and Inclusion, to THLA, ADA Compliance, Human Trafficking Awareness, and Cvent Platform best practices.

## Sales Blog Topics

- **July Meetings Blog Topic:** Connect FAM
- **August Meetings Blog Topic:** Source Local in The Woodlands
- **September Meetings Blog Topic:** The Woodlands Loves Sports

### Sales Travel and Shows in Quarter 3

- Cvent Connect in Las Vegas, Nevada (July 8-11, 2019)
- Connect Market Place in Louisville, Kentucky (August 26-28, 2019)
- IMEX America in Las Vegas, Nevada (September 10-12, 2019)
- TSAE New Ideas Conference in Galveston, Texas (September 15-17, 2019)
- Connect Texas in Grapevine, Texas (October 2-4, 2019)

### Leads & Servicing in Quarter 3

- 7 Site Tours Conducted
- 24 Organic Leads Worked and Distributed
- 53 CVENT Leads Received and Distributed
- 27 Restaurant Map Packets Distributed
- 672 Visitor Guides distributed
- 333 Welcome Bags Distributed
- 23 Groups Serviced
- 22 Meeting Connections
- 11 groups submitted through our incentive fund request representing nearly \$109,000 in Hotel Occupancy Tax

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

### Top Projects

**Website Project:** The Marketing Department is overseeing the rebuild of the Visit The Woodlands website, which is expected to launch in Q1 of 2020. In early August, the team hosted Simpleview for a site visit to allow them to fully experience everything The Woodlands has to offer visitors and meeting planners. Their findings will be portrayed in the website design and functionality. In addition, the team is moving forward with CRM data clean-up in preparation of the website launch.

**Digital Asset Development:** To help further marketing efforts, The Marketing Department is working with several vendors to update photography and videography assets. These will be used to support the new website, advertising, social media, email marketing and more. In September, the marketing team coordinated a drone shoot for this purpose and was able to capture aerial footage that was used in an upcoming advertising placement for United Airlines' in-flight magazine, Hemispheres. The placement will be in market on November 1, 2019.

**Simpleview CRM Training:** Visit The Woodlands staff participated in an in-depth, 2-day training for the Simpleview CRM platform. Staff uses this platform for tracking sales leads, inventory management of promotional items, and tracking of partner benefits including: site visits, fam trips and earned media placements. This tool is also used to report metrics back to the Board in monthly reports. The goal of the training was to educate the team on how to utilize all features of CRM, improving tracking capabilities and office efficiency.

### 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 (Q3 Totals):

- **Total Media Exposure:** 1,560 placements
- **Potential Reach:** 1,874,425,062
- **Ad Value Equivalency:** \$17,338,433

#### Placements:

- **ABC 13 Plus:** Hughes Landing  
<https://abc13.com/community-events/hughes-landing-attracting-visitors-to-the-woodlands-/5167145/>
- **Houston Chronicle:** Dragon Boat Races  
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Hundreds-on-hand-for-kick-off-of-annual-YMCA-14471298.php>

- **Click2Houston:** Houston Restaurant Weeks 2019  
<https://www.click2houston.com/food/these-are-restaurants-participating-in-houston-restaurant-weeks-2019>
- **Houston Chronicle:** Louis Vuitton  
<https://www.houstonchronicle.com/life/style/luxe-life/article/The-Woodlands-Market-Street-gets-new-Louis-14461877.php>

#### **Pitching:**

- Chef Spotlight, Austin Simmons
- Artist Spotlight, Alex Bunch
- TreeVentures
- Meetings Icebreakers
- The Pavilion Concerts
- Artist Spotlight, Gaston Carrio
- Inspire Film Festival
- Holidays in The Woodlands
- The Woodlands Resort, Sustainable Food Practices
- Anniversary Getaway
- Outdoor Adventure for Meeting Attendees
- Women Spotlight, Cynthia Woods Mitchell

#### **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
  - Convention South
  - Texas Meetings + Events
  - Madden Media: Amplified Storytelling
  - 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
  - Texas Highways Events Calendar
  - AAA Texas Journey (Discover Section)
  - Texas Monthly
  - Buzz Magazine
  - Official Houston Visitors Guide
  - TexasHighways.com
  - TourTexas.com

- TripAdvisor.com
- High Impact Display: targeting leisure travelers
- Social: Facebook & Instagram
- Search: PPC targeting leisure travelers
- International: PPC targeting travelers from Mexico

## 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**
    - 14 custom blog articles
  - **Reporting**
    - 134,826 Page Views
    - 72,422 Users
    - 1.48 Pages/Session
    - 0:52 Average Session Duration
- **Email Marketing**
  - **New Signups**
    - Leisure: 89
    - Meetings: 7
- **Social Media**
  - 650,700 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 15,500 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 5,640 Website Conversions via Social
- **Asset Development**
  - Drone Shoot, video & photography

## Printed Collateral

- **Current Newsletter & Insider's Guide**
  - New signups: 151
- **Visitor's Guide Fulfillment**
  - Visitor Guides Mailed – 688
  - Visitor Guides Downloaded – 208
- **Meeting Planner Guide Fulfillment**
  - Meeting Planner Guides Downloaded via Website - 17

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

The Tourism Department works throughout the year to bring group tour and leisure travel business to The Woodlands. This is accomplished by attending trade shows, working leads and hosting site tours. In Quarter 3, the Tourism Department worked on the following:

## Q3 Overview

- **Moon Landing Anniversary Pop-Up Event** – Visit The Woodlands along with the “Visit Houston and Beyond” partners created an unforgettable celebration of the 50<sup>th</sup> Anniversary of the Apollo 11 landing on the Moon. For this special occasion, Visit The Woodlands had a night under the stars at Waterway Square where families received a special message from the International space station, received information about the landing in July 1969 and presented a kid’s space themed animated movie “Capture the Flag.” Over a hundred people gathered to celebrate the special occasion and Visit The Woodlands had a tent to make sure everyone enjoyed the event and to provide information when needed.
- **Texas Association of Convention and Visitor Bureaus Annual Conference** – Visit The Woodlands attended the Texas Association of Convention Visitor Bureaus Annual Conference in Denton, Texas. The conference brought together fellow destinations to discuss latest trends in the tourism industry, sales and marketing techniques and to share ideas. The conference offered great insight on the Texas tourism industry and provided an opportunity to network with neighbor destinations and industry partners. Executive Director, Elizabeth Eddins, serves on the TACVB Board and led the First Timer’s Reception hosted by Visit The Woodlands.
- **One Percent Agency meeting** – Visit The Woodlands met with the One Percent Agency to look into expanding Visit The Woodlands’ international markets in 2020 and strategize methods to best to approach the Mexico market. Visit The Woodlands Marketing and Tourism departments with One Percent collaborated to discuss how working together with the agency can create a new opportunities to partner with other tourism industries and to continue to promote our destination to an international audience.
- **Visitor Services Meeting** – Ashley White, Marketing Director, and Laura Haces, Tourism Specialist, met with Market Street representatives to discuss the Visitor Concierge Kiosk located within the shopping district. The meeting focused on making the kiosk the ideal place to obtain visitor information, while keeping in mind the needs of the residents.
- **BISNOW 2019** – Visit The Woodlands attended BISNOW, an event themed the Future of Montgomery County: The Woodlands, Conroe and More. The conference brought together people from different industries, from real estate to tourism, to discuss the changes occurring in the county over the past year and the projects expected in 2020. Visit The Woodlands had a table



featuring information on hosting meetings and groups in The Woodlands. Visit The Woodlands Board Chairman, Bruce Rieser, was a featured speaker on a panel presenting tourism related current and future opportunities.

- **Fall Art Show at Market Street** – Visit The Woodlands was part of the Fall Art show at Market Street on September 14, 2019. Team members from Visit The Woodlands welcomed both visitors and residents to the festival and provided information on upcoming events, hotel properties and seasonal things to do. Judith Dollar, an artist and resident of The Woodlands, attended the event to live draw in the Visit The Woodlands tent. Kids could join her by coloring different scenes from The Woodlands. A very well attended event, Visit The Woodlands welcomed people visiting from the area, including a family visiting from Brazil, in order to showcase the artistic community in the area.
- **World Tourism Day** – On September 27, 2019 the Visit The Woodlands team celebrated World Tourism Day by encouraging visitors on social media and at the Visitor Concierge Kiosk within Market Street to share their experiences as a visitor to The Woodlands. Communications Coordinator, Amber George, shared information on the important role and economic effect of tourism in The Woodlands. Team members shared a special photo promoting art themed postcards bundles for visitors to share with friends and family.