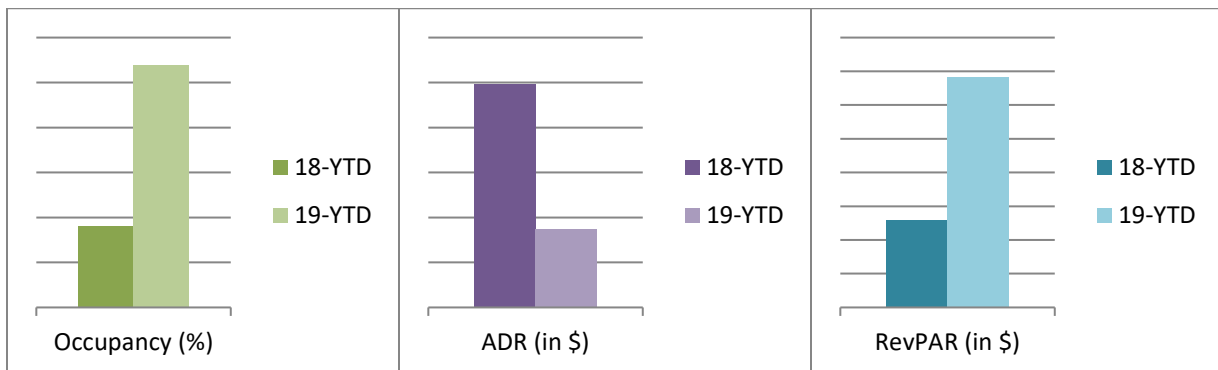


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 686,639	DEC	\$ 707,999	\$ 643,530	\$ 686,639	6.7%
TOTAL	\$ 9,692,427	\$ 9,223,543	TOTAL	\$ 8,717,946	\$ 8,997,682	\$ 9,223,543	2.5%
YTD	\$ 9,692,427	\$ 9,223,543	YTD	\$ 8,717,946	\$ 8,997,682	\$ 9,223,543	2.5%

2019 COMPARED TO 2018 (year to date, through November)



Up 2.6% in Occupancy

Down 0.9% in ADR

Up 1.7% 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 group meetings business to The Woodlands. This is accomplished by attending trade shows, sales conferences, working leads and hosting site tours. In Quarter 4, the Convention Development team worked on the following:

Quarterly Overview

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.

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, the nation, and the world.

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.

TSAE Celebration Luncheon- The Visit The Woodlands Sales Team attended the 2019 Texas Society of Association Executives celebration luncheon. This event offers the opportunity to network with association planners that specifically book business within Texas. This year, the sales team hosted a table of ten planners and hotel partners. In addition, the sales team sponsored the pre-reception and offered a personalized holiday coffee bar, miniature pies from House of Pies, a personalized poem station, and offered a Weekend in The Woodlands giveaway.

Austin Sales Calls- While in Austin for the TSAE Celebration Luncheon, the sales team took advantage of being in the area by setting up sales calls while in the area. This was a great way to touch base with current clients and to meet new planners that represent possible future business. The team was able to meet with over 15 planners and to drop off some helpful collateral and holiday cheer.

Holiday Partner Drop In- This year, the whole Visit The Woodlands team was able to get out of the office and go see our strategic partners around The Woodlands. This was a great opportunity to show our partners that we appreciate them and all their partnership and hard work in 2019.

Position Transition and Interviews- Visit The Woodlands has had the lucky opportunity to have Mariana Almanza on staff since 2016. During her time, Mariana joined the Sales team as the Sales and Servicing Coordinator. In December, Mariana accepted a very prestigious position with The Woodlands Area Economic Development Partnership. With this, the Sales department spent time interviewing potential candidates for the newly opened position. It is with great excitement to announce that Ashley Fenner will be joining the Sales team in early 2020.

Q4 Advisory Committee Meeting- The Sales team hosted their 4th and final Advisory Committee Meeting of 2019. This was an opportunity to discuss 2020 goals and initiatives for the committee and to discuss new additions to the committee in 2020.

Sales Blog Topics

- **October Meetings Blog Topic:** Adding Voluntourism to Your Meeting in The Woodlands
- **November Meetings Blog Topic:** How to WOW Your Boss or Clients on your next Site Tour
- **December Meetings Blog Topic** – Add Some “Extra” To Your Next Event In The Woodlands

Sales Travel and Shows in Quarter 4

- Connect Texas
- MPI PYM Houston
- TSAE Celebration luncheon and Austin Sales Calls

Leads & Servicing in Quarter 4

- 4 Site Tours Conducted
- 17 Organic Leads Worked and Distributed
- 51 CVENT Leads Received and Distributed
- 13 Restaurant Map Packets Distributed
- 665 Welcome Bags Distributed
- 22 Groups Serviced
- 23 Meeting Connections
- 5 groups submitted through our incentive fund request representing nearly \$70,000 in Hotel Occupancy Tax

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.

Photo & Video Shoots: The Marketing Department has coordinated several photo shoots to gather new digital assets that will help elevate awareness of The Woodlands. Assets captured include The Cynthia Woods Mitchell Pavilion, Lighting of the Doves and The Woodlands Ice Rink.

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 (Q4 Totals):

- **Total Media Exposure:** 1,640 placements
- **Potential Reach:** 300M
- **Ad Value Equivalency:** \$30M

Placements:

- **Houston Chronicle:** TRIS
<https://www.houstonchronicle.com/neighborhood/article/Top-100-suburban-restaurants-for-2019-Alison-Cook-14571327.php>
- **Houstonia:** Where to Eat and Party this New Year's Eve
<https://www.houstoniamag.com/articles/2019/12/27/restaurants-new-years-eve-2020-houston-2019>
- **Syndicated Article:** The Lumineers, The Doobie Brothers & More at The Pavilion

Pitching:

- Taste of the Town
- Holidays in The Woodlands
- General & Family Travel
- Luxury & Adventure Travel
- Luxury & Wellness Travel
- IRONMAN North American Championship
- TRIS, The Kitchen & Cureight
- Races in The Woodlands
- Icebreaker Ideas for Meetings

- Voluntourism
- Artist Spotlight: Gaston Carrio
- Creative Entrepreneurs
- New Restaurants in The Woodlands
- The Woodlands Waterway Arts Festival
- The Cynthia Woods Mitchell Pavilion

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
 - Meeting Planners International
 - 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
 - Texas Highways Events Calendar
 - AAA Texas Journey (Discover Section)
 - AAA Texas Journey
 - Texas Monthly
 - Houston Ballet
 - 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**
 - 23 custom blog articles
 - **Reporting**
 - 145,490 Page Views
 - 79,081 Users
 - 1.60 Pages/Session
 - 0:53 Average Session Duration
- **Email Marketing**
 - **New Signups**
 - Leisure: 313
 - Meetings: 105
- **Social Media**
 - 884,500 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 25,600 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 14,200 Website Conversions via Social
- **Video & Photography**
 - Around Houston Video Shoot
 - Pavilion Video & Photo Shoot
 - Lighting of the Doves / Ice Rink Photo Shoot

Printed Collateral

- **Insider's Guide**
 - New signups: 445
- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 371
 - Visitor Guides Downloaded – 159
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website - 20

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 4, the Tourism Department worked on the following:

- **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 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 oppportunities 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.
- **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.
- **Lunch with Mexico Chamber of Commerce** – Visit The Woodlands’ tourism department attended a lunch from the Mexico Chamber of Commerce in which the Secretary of Tourism of Tamaulipas, Mexico, Fernando Olivera Rocha, discussed the opportunity to work together in fomenting tourism. Their partner, Visit Houston, was interested in maintaining a close relationship to this Mexican state which shares a border with Texas.
- **Spreading Holiday Cheer to Partners** – The Visit The Woodlands team visited a few partners, including hotels, to wish them happy holidays but more importantly to strengthen their relationship and revisit plans for 2020. Team members were introduced to new sales and management team members that may have joined later in the year and may not know how Visit The Woodlands’ partnership is beneficial.
- **Holiday pop up** –Visit The Woodlands hosted a pop up to spread the holiday spirit with The Woodlands community. Providing ice rink tickets and creating a donut and hot chocolate social at Market Street, Visit The Woodlands staff was able to engage with visitors coming to shop and also residents to inform them of activities in the area during Winter.

Q4 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
- The Woodlands Leadership Speaker Series Luncheon
- The Woodlands Means Business event
- Around Houston Full Partner Meeting
- Market Street holiday and networking event
- 3 Meetings with Restaurant partners
- 2 Hotel holiday events
- US Mexico Chamber of Commerce Houston/The Woodlands networking lunch

Group Services and Development

- 2 Site Tour organized
- 4 Wedding servicing lead
- 1 Family reunion servicing lead
- UNITED Latino American manager meeting welcome table
- UNITED Latino American manager meeting welcome reception assistance

- UNITED Latino American manager meeting logistics assistance
- UNITED Airlines Mexico meeting welcome reception assistance
- UNITED Airlines Mexico meeting logistics assistance
- Organized holiday pop up for The Woodlands community
- Delivered Christmas cheer to our partners
- Lead for Hot Sauce Festival

Tradeshows and Travel

- Germany and UK Sales Mission with Visit Houston