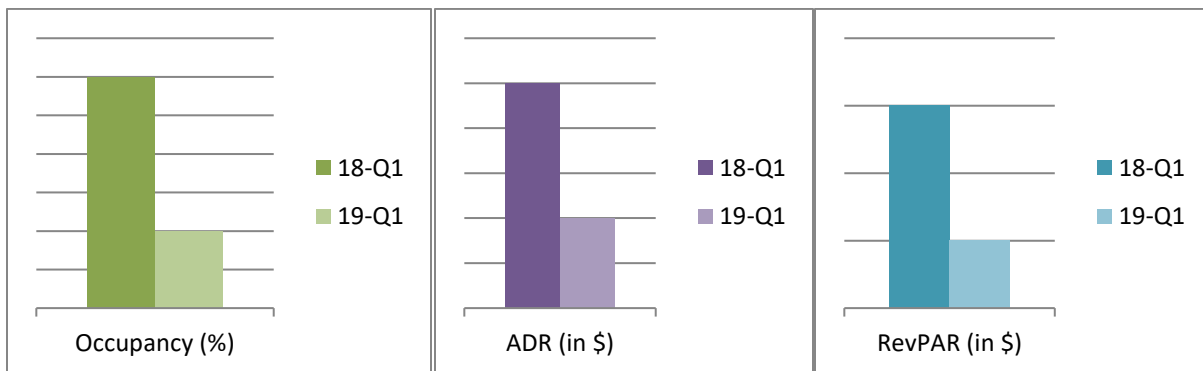


HOTEL OCCUPANCY TAX COLLECTIONS							
2019			3 Year Data				
	2019 Budget	2019 Actual		2017	2018	2019	Change
JAN	\$ 574,738	\$ 516,266	JAN	\$ 443,786	\$ 517,157	\$ 516,266	- 0.2%
FEB	\$ 727,058	\$ 673,641	FEB	\$ 673,504	\$ 769,611	\$ 673,641	-12.5%
MAR	\$ 824,824	\$ 828,427	MAR	\$ 847,172	\$ 789,850	\$ 828,427	4.9%
APR	\$ 891,026		APR	\$ 795,667	\$ 859,519		
MAY	\$ 878,108		MAY	\$ 774,946	\$ 876,653		
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	\$ 2,018,334	YTD	\$ 8,717,946	\$ 8,997,682	\$ 2,018,334	- 2.8%

### 2019 COMPARED TO 2018



Down 1.5% in Occupancy

Down 1.3% in ADR

Down 2.7% in RevPAR

# Visit The Woodlands

### Group Sales

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 4, the Convention Development team worked on the following:

- **Copa Rayados Soccer Tournament Contract and Agreement Updated for New Three-Year Term** - At the first annual Board of Directors meeting, the Convention Development Team presented a study of the Copa group's performance over the previous three-year term. In 2016 the tournament brought in 483 hotel room nights to The Woodlands hotels, in 2017 the tournament brought in 440 hotel rooms nights to our hotels, and in 2018 1385 hotel rooms nights were utilized. During the January Visit The Woodlands Board of Directors Meeting, the Board agreed to move forward with another three year term that offers complimentary field usage contingent upon the utilization of 1400 hotel room nights.
- **SPWLA Final Offsite Venue Site Visit** - The Society of Petrophysicists and Well Log Analysts will descend on The Woodlands in June of 2019. Staff has been assisting the planning team with offsite location options for the opening night ceremony of 400-500 people. Staff organized and executed a second site tour for the planning team to come do a final walk through of the top two venue options. This event offers over \$15,000 in hotel occupancy.
- **Texas Association for Pupil Transportation (TAPT) Site and Presentation** - Staff assisted in booking the TAPT 2023 convention that brings in over \$191,000 in room revenue and over \$18,000 in Hotel Occupancy Tax back to Visit The Woodlands. Staff prepared welcome gifts and worked in conjunction with the host property to give an overview presentation to the TAPT board of directors, also offering them incentive funds to help confirm their business. The business has been confirmed to The Woodlands for a least two years!
- **TACVB Houston Sales Blitz** - The Convention Development team participated in the 2019 Texas Association of Convention and Visitor Bureau's annual Sales Symposium and Sales Blitz. This was the first year this event has been held in the Houston Market and offered staff the opportunity to assist the association in planning and were able to touch base with local meeting planners from companies within multiple markets. This event also offered educational components and the opportunity to discuss upcoming trends, ways to offer our partners value, and areas of improvement that CVB sales teams from across the state are addressing.

- **Rendezvous South Conference** - After nearly a year of proposals, site tours, planning visits, and many update calls- Rendezvous South 2019 was a successful event in The Woodlands! Visit The Woodlands welcomed 37 meeting planners and over 100 destination and industry professionals to connect over potential business and to create lasting relationships with meeting planners that book business in the South. Visit the Woodlands organized and planned the opening night reception that took place at Glade Gallery and also organized all transportation for the event. In addition, staff participated in the hosted buyer meet-ups and had the chance to meet with 18 planners one-on-one to discuss specific business. Visit The Woodlands staff is currently finishing follow-up from the event and hope to see business and RFP's come in before the end of 2019. Surveys came back with very complimentary comments on The Woodlands as a destination, many stating that The Woodlands is set up perfectly for convention business.
- **Mary Kay Conference Destination Tour** - Visit The Woodlands staff was excited to welcome representatives from Mary Kay's Annual Conference to The Woodlands for their first program in the area. This was a great kick-off year for this event and staff looks forward to a partnership with Mary Kay Conferences for years to come. This conference is worth over \$13,800 in hotel occupancy tax. With a great event under foot, the Mary Kay team has confirmed additional conference years in The Woodlands.
- **Solution Tree Site Tour and Confirmed Booking** - In early 2018, Visit The Woodlands staff met with a representative from Solution Tree to discuss an event later in 2018 to see if The Woodlands could host this event. With a few areas that did not quite line up for the 2018 program, this event did not book in The Woodlands. However, early in 2019 Visit The Woodlands was happy to assist with RFP distribution, incentive offerings, and set up event servicing for the an even larger program to take place in 2020. This program brings in over \$125,725 in total room revenue and over \$12,000 in Hotel Occupancy Tax. In addition, since this group booked, Visit The Woodlands staff has already received one additional conference lead from the group.
- **Rotary District Conference Servicing** - The Visit The Woodlands staff has been working hard to ensure that the servicing program offers beneficial assistance to groups and events that are choosing to host their event in The Woodlands Area. For the Rotary Annual Conference, the servicing assistance request was out of the ordinary and a refreshing change up for staff. Staff assisted in preparing a scavenger hunt for the Rotary attendees to help showcase different areas of The Woodlands. This was a great opportunity to help our attendees and visitors experience some of the best spots in the destination.

## Sales Blog Topics

- **January Meetings Blog Topic:** Balancing Health & Meetings in The Woodlands
- **February Meetings Blog Topic:** 5 Tips for Planning your Best Meeting

- **March Meetings Blog Topic:** Site Planning Visit 101

## Sales Travel and Shows in Quarter 1

- TACVB Sales Symposium and Blitz (February 11-13, 2019)
- Rendezvous South (March 10-13, 2019)
- American Association of Association Executives (April 10-13, 2019)

## Leads & Servicing

- 6 Site Tours Conducted
- 43 Organic Leads Worked and Distributed
- 64 CVENT Leads Received and Distributed
- 1,492 Welcome Bags Distributed
- 22 Groups Serviced
- 18 Meeting Connections
- 10 groups submitted through our incentive fund request with estimated room revenue over \$1,403,000 and representing over \$126,270 in Hotel Occupancy Tax

## Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. An overview of Quarter 1 initiatives is highlighted below.

### Major Media Placements:

- **AAA Texas Journey:** Taste of the Town (January/February, Page 52)
- **Convention South:** The Business Case for Family-Friendly Meetings (February, Pages 28-32)
- **Texas Meetings+Events:** The Woodlands Overview (Winter, Page 36)

### Media Placements Value (Q1 Totals):

- **Ad Equivalency:** \$107,832
- **PR Value:** \$301,193
- **Daily Impressions:** 5,526,620

**Story Ideas / Pitches:** In Q1, the Marketing Department developed and sent out 11 custom pitches to leisure and meetings publications on behalf of local partners. In addition, the team sent Fam Trip invitations to 42 journalists inviting them to visit The Woodlands. Topics covered this quarter include:

- The Woodlands Waterway Arts Festival
- Texas TreeVentures
- Wine & Food Week

## 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.

- **Q1 Media Placements: Meetings**
  - Convention South
  - Texas Meetings + Events
  - Connect Meetings: Corporate
  - Texas Society of Association Executives (TSAE)
  - Convention South: Directory Listing
  - Search: PPC targeting meeting planners
- **Q1 Media Placements: Leisure**
  - Airport Advertising: Chicago Midway & O'Hare
  - Online Display: Cold Weather Campaign targeting select U.S. cities
  - Texas Highways Magazine
  - Buzz Magazine
  - TourTexas.com
  - TripAdvisor.com
  - Texas State Travel Guide
  - Social: Facebook & Instagram
  - Search: PPC targeting leisure travelers
- **Reporting:**
  - Impressions: 7,185,086
  - Clicks: 15,642
  - Hotel Revenue: \$65,543
    - Hotel Bookings: 159
    - Flight Bookings: 703

## 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:**
    - 19 custom blog articles
    - Developed landing page to track cold weather advertising campaign
  - **Reporting**
    - 109,201 Page Views
    - 56,611 Users
    - 1.61 Pages/Session
    - 1:01 Average Session Duration
- **Email Marketing:** Visit The Woodlands creates monthly eNewsletters for a variety of target audiences including: leisure & business travelers and meeting planners, as well as our Visit The Woodlands Board of Directors, local stakeholders and departmental committees.
  - New signups - 16

- **Social Media**
  - 669,100 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 5,896 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 4,139 Website Conversions via Social
- **Video Production**
  - Rendezvous South

## Printed Collateral

Visit The Woodlands produces a variety of print collateral to further The Woodlands message to meeting planners, leisure travelers, media and hospitality industry partners. An overview of Q1 efforts is below:

- **Current Newsletter:**
  - Spring 2019 Edition produced & mailed/distributed
  - New signups: 5
- **Insider's Guide:**
  - Spring 2019 Edition produced & mailed/distributed
  - New signups: 154
- **Visitor's Guide Fulfillment:**
  - Visitor Guides Mailed – 345
  - Visitor Guides Downloaded via Website – 305
- **Meeting Planner Guide Fulfillment:**
  - Meeting Planner Guides Downloaded via Website – 17

## Partnerships

Visit The Woodlands works with industry partners and local stakeholders to amplify the destination message. This is accomplished through regular communication, attending industry events and participating in partner initiatives. Below is an overview of the team's Quarter 1 partner initiatives:

**All Hotel / Marketing Committee Meeting:** On March 1, Visit The Woodlands hosted a combined All Hotel and Marketing Committee Meeting at Speedsportz Racing Park. Originally staff organized and set plans to host the Oil and Gas Admins International group along with our hotel partners to encourage networking and business development. After many hours of planning and preparation this format of the event had to be re-configured due to some unforeseen circumstances.

**Local Event Participation:** The team participated in a variety of events and meetings to support our local partners including: Township BOD Meetings, Economic Outlook Conference, Houston & Beyond Partner Meeting, Taste of the Town, Hyatt Place Sales Meeting, Inspire Film Festival, New Horizons Hospitality Meeting, TTIA Unity Dinner & Converge on the Capitol, Sorriso Opening and others.

## Product Development: The Waterway Cruisers

The Woodlands Waterway is a centerpiece of the “downtown” shopping district. The Waterway features some of The Woodlands most iconic venues and events, such as The Cynthia Woods Mitchell Pavilion and the Memorial Hermann IRONMAN North American Championship. Other events, like The Woodlands Waterway Arts Festival, The Red, Hot & Blue Festival and Lighting of the Doves consistently bring tens of thousands of people to The Woodlands Waterway each year.

The Woodlands Waterway currently has millions of square feet of Class A office space, numerous restaurants and hotels, and residential living.

Part of that success and notoriety has been the boat service on The Woodlands Waterway. The Waterway Cruisers operations first began as a private operation by Water Taxi, Inc. out of Fort Lauderdale, Florida in 2004. For several years, The Woodlands Development Company owned and operated the boats until the company gifted them, free of charge, to The Woodlands Convention & Visitors Bureau, the organization responsible to position The Woodlands as a regionally, nationally and internationally recognized destination for leisure, convention and business travel.

The Waterway Cruisers have logged over 434,000 trips along The Woodlands Waterway serving an estimated total number of passengers more than 500,000 in 14 years of service.

No property tax funding from The Woodlands residents was ever used in the operation; the CVB being funded by hotel occupancy taxes. The boats were operated until early 2016 by Brazos Transit District and at such time, the CVB issued a Request for Interest to assume ownership, operations and maintenance of the boats. Two proposals were received and Waterway Events LLC was selected. The company ran the boats for approximately

18 months up to Hurricane Harvey. Suffering damage from the hurricane and lack of attention to the boats by Waterway Events forced the CVB shut down the operations. The original useful life of the vessels was estimated at 15 years and the CVB Board, Staff and Consultants believe the boats have reached their useful life without investing tens of thousands of dollars to refurbish.

### **Over the past several months, the CVB has issued three different Request for Interest (RFI’s):**

#### **1. RFI for Waterway Cruiser Assessment and Survey:**

At its February 28, 2018 meeting, The Woodlands Convention & Visitors Bureau authorized President Nick Wolda to seek a third party contractor to assess, investigate and/or provide recommendation regarding the current value of the assets for the purpose of the possible liquidation or disposal.

TWCVB inquired of experienced firms/professionals in the marine vessel ownership/operation business for initial qualifying proposals for interest in contracting to perform an assessment and suggestions for maximizing value of the watercraft through repurposing/final disposition of the vessels (including processes and cost for removal from The Woodlands Waterway).

TWCVB advertised, heavily promoted and contact approximately 20 boat companies and surveyors. Lone Star Marine Surveyors, located in Kemah area, visited the Waterway Cruiser marina in early April and submitted a bid to assist TWCVB.

At its April 18, 2018 meeting, The Visit The Woodlands Board of Directors authorized, President Nick Wolda to contract with a third party contractor to assess, investigate and/or provide recommendation regarding the current value of

the assets for the purpose of the possible liquidation or disposal of six Waterway Cruisers.

Lone Star Marine Surveyors, located in Kemah area was chosen from two submitted proposals. Lone Star Marine Surveyors conducted an inspection of the six cruisers on May 1, 2018.

**Results of Lone Star Marine Survey:**

- Terminal Value: The value of an asset at the end of its economic or useful life.
- With an income producing asset, it may be its market value at the end of its economic life. It may still be useable but not in its original use or original design
- It may be a salvage value. It may be a scrap value.
- It may have a negative terminal value (fiberglass hull, black oil or asphalt barge, vessel with asbestos or red lead) this is where it will cost to remove and dispose of an asset at a greater value than the fair market value. I believe this fleet has a negative terminal value. (Captain David E. Ghidoni, Lone Star Marine Surveyors)

**2. RFI for Water Vessel Operation on The Woodlands Waterway:**

The CVB issued an RFI publically March 29, 2018 seeking an innovative approach to boat service on

The Woodlands Waterway. All interested submissions are due by July 31, 2018.

Visit The Woodlands heavily promoted the issuance of the available RFI to local, state and national boat service operators, manufacturers and vendors. A colorful and dynamic ad was designed and placed in boating/manufacturer industry newsletters and publications. The ad was also used in online promotion on boating industry websites. Hard copy RFIs were compiled and mailed to dozens of companies through web searches for companies offering similar services in other destinations. TWCVB reached out through their travel and tourism network to find additional vendors that other CVBs have worked with.

A full accounting of all correspondence with anyone seeking additional information or asking questions was recorded and filed by TWCVB staff.

President Wolda scheduled three days of site visits of the marina and area for vendors interested in seeing the facility in person. Vendors are visiting of their own interest and at their own expense.

This RFI will conclude July 31, 2018.

**3. Request for Interest for the Sale, Removal, Transportation and Proper Use, Reuse, and/or Disposal of Water Vessels:**

On June 21, 2018, the CVB issued an RFI to seek an experienced firm/professionals who are wanting six (6) Water Vessels currently located in The Woodlands, Texas.



The CVB is inquiring of experienced firms/professionals in boat sales and operations who are willing to purchase the Water Vessels, bear the costs of removal and transportation, and might make use of the Water Vessels in destinations like cities, amusement venues and other destinations. Alternatively, TWCVB is inquiring of parties or who specialize in purchasing and salvaging similar boats or who would be willing to safely remove, transport and dispose of the watercraft at their cost.

Q3 Update: A planning and logistics meeting with participating partners and agencies was held Tuesday, September 18, 2018 at The Woodlands Township. Information from the meeting was discussed with the Visit The Woodlands Board of Directors at the September 19, 2018 meeting.

As of October 12, 2018, Visit The Woodlands President Nick Wolda continues to oversee the coordination of the logistics with chosen vendor MGSIII Maritime LLC, obtaining necessary insurances and appropriate permissions to ensure safe removal of the Waterway Cruisers.

Q4 Update: The Waterway Cruisers were successfully removed from The Woodlands Waterway on November 13, 2018.

**4. Q1 2019:**

As of April 15, 2019, President Nick Wolda, continues to seek a new Waterway water vessel operator and service provider. Multiple site visits with industry leaders have yielded renewed enthusiasm, new ideas and avenues to research for possible partnerships.