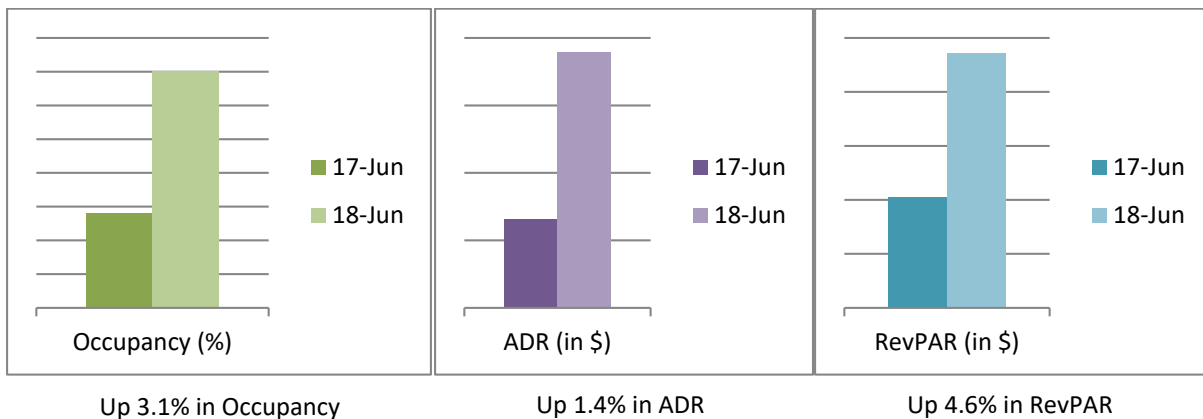


<b>HOTEL OCCUPANCY TAX COLLECTIONS</b>							
<b>2018</b>			<b>3 Year Data</b>				
	<b>2018 Budget</b>	<b>2018 Actual</b>		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Change</b>
<b>JAN</b>	\$ 445,057	\$ 517,157	<b>JAN</b>	\$ 459,264	\$ 443,786	\$ 517,157	16.5% up
<b>FEB</b>	\$ 675,875	\$ 769,611	<b>FEB</b>	\$ 620,075	\$ 673,504	\$ 769,611	14.3% up
<b>MAR</b>	\$ 827,580	\$ 789,850	<b>MAR</b>	\$ 692,966	\$ 847,172	\$ 789,850	6.8% down
<b>APR</b>	\$ 778,548	\$ 859,519	<b>APR</b>	\$ 700,284	\$ 795,667	\$ 859,519	8.0% up
<b>MAY</b>	\$ 775,180	\$ 876,653	<b>MAY</b>	\$ 739,255	\$ 774,946	\$ 876,653	13.1% up
<b>JUN</b>	\$ 763,637	\$ 837,722	<b>JUN</b>	\$ 830,188	\$ 762,479	\$ 837,722	9.9% up
<b>JUL</b>	\$ 713,765	\$	<b>JUL</b>	\$ 678,009	\$ 715,396	\$	
<b>AUG</b>	\$ 627,345	\$	<b>AUG</b>	\$ 576,869	\$ 625,963	\$	
<b>SEP</b>	\$ 666,979	\$	<b>SEP</b>	\$ 634,423	\$ 698,035	\$	
<b>OCT</b>	\$ 763,045	\$	<b>OCT</b>	\$ 633,081	\$ 800,509	\$	
<b>NOV</b>	\$ 839,518	\$	<b>NOV</b>	\$ 747,181	\$ 872,491	\$	
<b>DEC</b>	\$ 529,717	\$	<b>DEC</b>	\$ 559,137	\$ 707,999	\$	
<b>TOTAL</b>	\$ 8,406,256	\$	<b>TOTAL</b>	\$ 7,870,732	\$ 8,717,946	\$	
<b>YTD</b>	\$ 3,502,250	\$ 4,650,511	<b>YTD</b>	\$ 7,870,732	\$ 8,717,946	\$ 4,650,511	8.2% up

**2018 COMPARED TO 2017**



# Convention Development

*Josie Lewis, Convention Development Manager*

*Mariana Almanza-Cook, Sales & Servicing Specialist*

### June Overview

- June 1, 2018 through June 5, 2018 the Visit The Woodlands Convention Development Department attended Meeting Planners International World Education Congress (MPI WEC) in Indianapolis, IN. MPI WEC is one of the leading educational conferences for meeting planners internationally and in 2018 brought in over 2000 active meeting planners from all meeting segments. Visit The Woodlands participated in the Hosted Buyer Program which offered the opportunity to meet with 20 meeting planners for private 20 minute sessions to discuss with them all that The Woodlands has to offer their group business they are currently looking to source. In addition, Visit The Woodlands had a booth presence on the trade show floor. In an effort to boost booth traffic from the year prior, Visit The Woodlands sponsored the Dress For Success program that worked in conjunction with Kendra Scott. Through this sponsorship Kendra Scott set up a booth within the Visit The Woodlands booth area which brought in over 120 people to hear more about The Woodlands area and also brought in over \$1,458 back to the CSR Dress for Success program.
- Over the past few months the Convention Development Department has been planning and preparing to host the Houston area HelmsBriscoe Representatives in The Woodlands. HelmsBriscoe is one of the nation's leading third party sourcing companies and helps place many meetings in The Woodlands hotel properties. Visit The Woodlands staff welcomed 10 representatives to come and meet our hotel partners at a networking luncheon and then did brief hotel tours along with out-of-the-box-group activities at each property to help forge great relationships between our hotel partners and the HelmsBriscoe Representatives. The group toured The Embassy Suites where they did an omelet making competition, the Hyatt Centric where they did a hotel operations obstacle course, The Westin where they did a guacamole making class, and The Marriott Waterway where they were hosted for a reception. The Marriott Waterway also hosted the group to stay overnight at their property so that they could experience more of The Woodlands on their own agenda for Saturday. The Visit The Woodlands team coordinated optional activities of a Wine and Food Week Event, a flight at iFly, kayaking at RivaRow Boathouse, a pool pass for some of our signature hotel pools in The Woodlands, and the opportunity to experience a Pavilion concert. This was a great way to show off new amenities within The Woodlands that can help keep The Woodlands fresh in the HelmsBriscoe Representatives minds when sourcing their next group.
- Visit The Woodlands Convention Development Department Staff has been working closely with the Rendezvous South 2019 planning team to bring this event to The Woodlands. After submitting an official proposal for the event earlier on in 2018 staff welcomed three Rendezvous South representatives to

experience The Woodlands. During this three day site visit the team was able to tour two hotel properties that fit the group's needs, explore over 10 locations for offsite event options, and experience some of the best dining in The Woodlands. The Woodlands is being considered for the event along with two other destinations, after being selected in the top three out of 9 submitted proposals. Staff intends to hear back with a final decision in mid-July.

- Visit The Woodlands is partnering with the Chicago area MPI chapter by providing a weekend getaway in The Woodlands for an upcoming silent auction event. This event will offer additional exposure of The Woodlands area to meeting planners in the Chicago area and will help spread the word on all The Woodlands offers to groups and meetings.
- The Convention Development Department staff worked on putting together and submitting an official proposal for the TACVB Annual Conference in 2020. The top 3 destinations that are chosen will be asked to prepare a bid presentation at the upcoming TACVB Annual Conference being held in Sugarland.

### Meeting Connections

- HelmsBriscoe Hotel Crawl Familiarization Trip
- Partnership lunch with Howard Hughes Hospitality Marketing team
- Visit The Woodlands Board of Directors Meeting
- Rendezvous South site visit
- Partnership lunch with Nelson Gumm
- Mercedes- Benz North location space utilization meeting
- The Woodlands & North Houston Leadership Luncheon
- CVENT Connect Partnership Lunch
- Client meeting with Simon Boddison for room block increase in The Woodlands hotels
- Client lunch with Solution Tree site visit

### Convention Services and Development

- 12 Organic leads worked and distributed
- 19 CVENT leads received
- 450 Welcome Bags Distributed
- 2 Groups Serviced
- 3 Site Tours conducted

### June Travel

- Meeting Planners International WEC (June 1-6, 2018)

# Marketing Department

*Ashley White, Marketing Manager*

*Amber George, Marketing Specialist*

### Top Projects

**National Geographic Journalist Hosted:** In June, the Marketing Department welcomed Carlos Valerio with National Geographic Traveler Latin America Magazine to The Woodlands. The publication boasts more than 600,000 subscribers and 4.4 average monthly online impressions along with a large social media presence. While in town, Carlos visited the George Mitchell Nature Preserve, Market Street, Hughes Landing, The Woodlands Resort and other areas throughout town.

**New Advertising Creative Approved:** Over the past several months, Visit The Woodlands has worked with Adcetera to create a brand story and identity for The Woodlands, which is the driving force behind all marketing efforts, including advertising placements and website design. At the June Board of Directors meeting, the team presented a final creative concept which was quickly approved by the Board and met with many positive comments. Advertising that reflects this new creative is expected to rollout in August.

**2019 Advertising Planning:** In preparation for 2019, the Marketing Department has been reviewing 2018 advertising reports and analytics in an effort to secure a better return on investment for 2019 advertising buys. In addition, the team has had multiple planning calls to review new opportunities and current tracking tools, such as Adara. The Marketing Department plans to have a rough draft of the 2019 media plan for review by the Board of Directors at the August meeting.

### Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. June was a great month for The Woodlands with several major media placements, which were a direct result of the department's efforts and partnerships.

#### Major Media Placements:

- **Houston Chronicle:** Makeover planned for Market Street in The Woodlands <https://www.chron.com/business/retail/article/Makeover-planned-for-Market-Street-in-The-12966079.php>
- **Houston Business Journal:** Luxury outdoor mixed-use district in The Woodlands to undergo renovations <https://www.bizjournals.com/houston/news/2018/06/04/luxury-outdoor-mixed-use-district-in-the-woodlands.html>

#### Media Placements Value (June Totals):

- **Ad Equivalency:** \$115,320
- **PR Value:** \$345,960
- **Daily Impressions:** 1,231,103

## Press Releases:

- Request for Interest for the Sale, Removal, Transportation and Proper Use, Reuse, and/or Disposal of Water Vessels

## Advertising

The Marketing Department works in conjunction with Adcetera to develop a Strategic Marketing Media Plan with an emphasis on peak planning times, market research, strategic media buys and trackable advertising campaigns.

- **June Media Placements: Meetings**
  - Meetings Professional International
  - Connect Corporate
  - Connect Meetings – Content Activation & 360 Program
  - Programmatic Display / Mobile: Amplified storytelling w/presentation layer, Boomerang program (pixelated meeting planner phones), Retargeting (website visitors)
  - Search: PPC Targeting those searching for meeting & event planning in Greater Houston Area
- **June Media Placements: Leisure**
  - TourTexas.com
  - Social: Facebook, Instagram
  - Search: PPC Targeting those searching to vacation to or stay-cation in Houston
  - Domestic Programmatic Display / Mobile: Targeting Dallas to Galveston, SE Louisiana, Greater Houston Area – 150 mile radius)
  - International Programmatic Display / Mobile: Targeting Mexico, Brazil, Argentina, Columbia
- **Advertising Leads:**
  - Visitor Guides Mailed – 66

## 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**
    - Top Things to Do in The Woodlands this June
    - Best Happy Hour Spots at Waterway Square
    - Let the Kids Cool Off with a Splash
    - Guys' Night in The Woodlands
    - 8 Must Do Things to Do in the Summer
    - Top Things to Do in The Woodlands this July
    - 5 Stops for National Martini Day
    - Meeting Reboot: Ideas to Freshen Up Group Activities
  - **Reporting**
    - 29,508 Page Views
    - 13,167 Users
    - 1.18 Pages/Session

- 1:19 Average Session Duration
  - **Conversions**
    - Visitor Guides Requested – 9
  - **Technology Initiatives**
    - Website Rebuild – RFP to be issued July 2018
    - Simpleview CRM – Data cleanup, training & customized setup in progress
- **Email Marketing**
  - Consumer Spotlight eNewsletter: Guys Trip, Upcoming Pavilion Concerts
  - Event Spotlight eNewsletter: July 4<sup>th</sup> in The Woodlands
  - Weekly Update eNewsletters
- **Social Media**
  - 2.1 million Impressions across Facebook, Instagram & Twitter (*646% increase from May*)
  - 3,199 Engagements across Facebook, Instagram & Twitter
  - 1,934 Website Conversions via Social (*240% increase from May*)
- **Video Production**
  - HelmsBriscoe Meeting Planner Video

## Printed Collateral

- **Current Newsletter:** Fall 2018 Content Planning
- **Media Kit:** Updated for Convention Development Department
- **Visitor Guide:** Reorder

## Partnerships

- **Meetings & Local Event Participation:**
  - US / Mexico Chamber of Commerce: Marketing in a Diverse Marketplace
  - The Woodlands Resort: Marketing & Sales Lunch
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider
  - The Woodlands Community Magazine

<b>VISITOR SERVICES</b>		
	<b>Market Street</b>	<b>The Woodlands Mall</b>
<b>JUNE 2018</b>	2,543 guests	2,963 guests
<b>2018 YTD</b>	13,360 guests	17,447 guests
<b>YTD Unique Texas Visits</b>	3,433 guests from 226 Texas zip codes	8,690 guests from 521 Texas zip codes
<b>YTD Unique State Visits</b>	396 guests from 40 US States, districts & territories	552 guests from 47 US States, districts & territories
<b>YTD Unique Country Visits</b>	126 guests from 27 countries	556 guests from 56 countries
<b>YTD Undetermined Visits</b>	9,405 guests did not share their zip code	7,649 guests did not share their zip code
<b>Visitors Tracked</b>	5,506 between both Market Street & The Woodlands Mall	
<b>Visitor Bags Distributed</b>	95 between both Market Street & The Woodlands Mall	
<b>Relocation Packets Distributed</b>	35 between both Market Street & The Woodlands Mall	

## Upcoming Events

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- **July 7, 14, 21, 28:** The Woodlands Farmer's Market
- **July 9, 22, 23, 30:** Live Music with Chandler
- **July 15, 26, 29:** Live Music with JP Kendrick
- **July 16:** Houston Symphony: The Music of David Bowie
- **July 17-20:** Mixed Media Selfie
- **July 18:** Niall Horan with Maren Morris
- **July 20:** FOREIGNER with Whitesnake & Jason Bonham's Led Zeppelin Evening
- **July 20:** Comedy Night at The Westin
- **July 21:** Scuderia Exotic Car Show
- **July 21:** Bud Light Roast: Blue October, AWOLNATION, Theory of a Deadman, Robert Delong & more
- **July 22:** Counting Crows with Live
- **July 22, 29:** Let's Try Watercolor
- **July 24-27:** Expand Your Canvas
- **July 25:** Magic Shows at The Woodlands Children's Museum
- **July 28:** Logic with NF and Kyle
- **July 29:** Pentatonix
- **August 2, 9, 16:** Rock the Row
- **August 3:** Five Finger Death Punch and Breaking Benjamin with Bad Wolves
- **August 3:** Superhero Day at The Woodlands Children's Museum
- **August 4:** Imagine Dragons with Grace Vanderwall
- **August 5:** Cars & Coffee for a Cause
- **August 5:** 311 and The Offspring