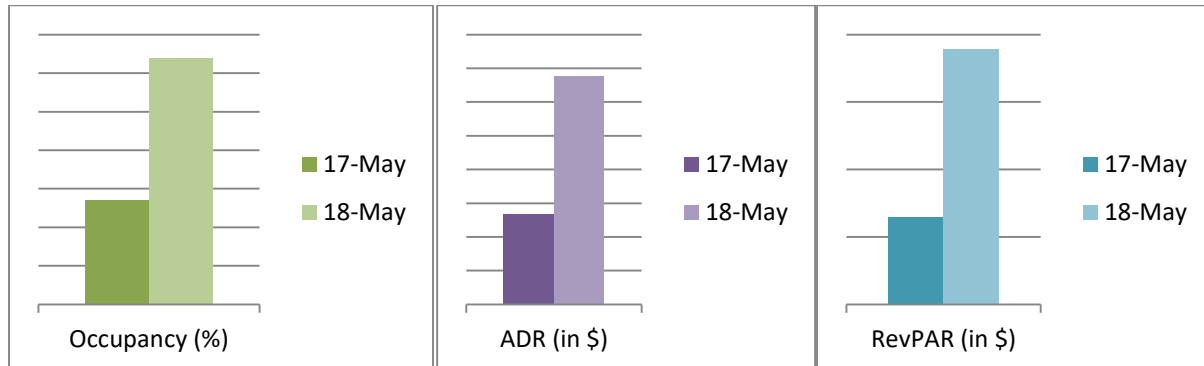


HOTEL OCCUPANCY TAX COLLECTIONS

2018			3 Year Data				
	2018 Budget	2018 Actual		2016	2017	2018	Change
JAN	\$ 445,057	\$ 517,157	JAN	\$ 459,264	\$ 443,786	\$ 517,157	16.5% up
FEB	\$ 675,875	\$ 769,611	FEB	\$ 620,075	\$ 673,504	\$ 769,611	14.3% up
MAR	\$ 827,580	\$ 789,850	MAR	\$ 692,966	\$ 847,172	\$ 789,850	6.8% down
APR	\$ 778,548	\$ 859,519	APR	\$ 700,284	\$ 795,667	\$ 859,519	8.0% up
MAY	\$ 775,180	\$ 876,653	MAY	\$ 739,255	\$ 774,946	\$ 876,653	13.1% up
JUN	\$ 763,637	\$	JUN	\$ 830,188	\$ 762,479	\$	
JUL	\$ 713,765	\$	JUL	\$ 678,009	\$ 715,396	\$	
AUG	\$ 627,345	\$	AUG	\$ 576,869	\$ 625,963	\$	
SEP	\$ 666,979	\$	SEP	\$ 634,423	\$ 698,035	\$	
OCT	\$ 763,045	\$	OCT	\$ 633,081	\$ 800,509	\$	
NOV	\$ 839,518	\$	NOV	\$ 747,181	\$ 872,491	\$	
DEC	\$ 529,717	\$	DEC	\$ 559,137	\$ 707,999	\$	
TOTAL	\$ 8,406,256	\$	TOTAL	\$ 7,870,732	\$ 8,717,946	\$	
YTD	\$ 3,502,250	\$ 3,812,789	YTD	\$ 7,870,732	\$ 8,717,946	\$ 3,812,789	

2018 COMPARED TO 2017



Up 5.4% in Occupancy

Up 4.6% in ADR

Up 10.2% in RevPAR

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

May Overview

- In May Josie Lewis, Convention Development Manager, attended the Simpleview Summit which is an educational conference that allows industry professionals to gather and discuss new ways to implement the Simpleview CRM database. Early in 2018 TWCVB Board of Directors approved an extended version of this platform for staff to utilize. Since Simpleview Summit, the Convention Development Department has begun tracking all inventory and welcome bag distribution through the Simpleview CRM.
- Josie Lewis represented Visit The Woodlands on a sales blitz in Austin, Texas on Wednesday May 2, 2018. This Cinco De Mayo themed event allowed 89 association based planners to come out and mingle with partners representing Visit The Woodlands and 13 other Houston area partners. As part of the event each partner offered a fun giveaway to a selected association planner and Visit The Woodlands provided a weekend shop and stay in their destination to the head Texas Society Association Executives planner. Partnership opportunities such as these offer an incredible platform to cultivate new relationships with future clients.
- With June quickly approaching, The Convention Development Department is preparing and planning for the upcoming Helmsbriscoe Hotel Crawl that is set for early June. With 10 Helmsbriscoe Representatives confirmed to attend, TWCVB staff is preparing a lively itinerary to show off The Woodlands and our beautiful hotel properties as well as preparing group activities that encourage great networking and relationship building between the hotel representatives and our hotel sales managers.
- Additionally, the team submitted a proposal to bring Rendezvous South to The Woodlands. This tradeshow brings in 50-60 meeting planners and close to 200 total attendees. The Woodlands has officially been selected to be on the short list with two other destinations out of a total of 10 proposals submitted. The Convention Development team is preparing for the upcoming site visit to highlight all the best aspects of The Woodlands to show the Rendezvous South team that The Woodlands is a great place to host this event.
- The Convention Development Staff additionally met with the Copa Rayados soccer tournament director to discuss hotel room acquisition for this event is on track and ensure open lines of communication are available to help create a great turnout for the 2018 tournament.

Meeting Connections

- Q2 Convention Development Advisory Committee Meeting
- Visit The Woodlands May Board of Directors Meeting
- Economic Development Partnership Quarterly Partner Luncheon
- Legislative Priorities Planning Session: Economic Development and Tourism

- Marriott Waterway Partnership Lunch
- The Woodlands Resort Partnership Lunch
- Q2 All Hotel Meeting
- Copa Rayados Tournament Hotel Meeting
- Hilton Garden Inn new Director of Sales Meet and Greet lunch
- Courtyard and Residence Inn new Director of Sales Meet and Greet lunch

Convention Services and Development

- 8 Organic leads worked and distributed
- 18 CVENT leads received
- 867 Welcome Bags Distributed
- 4 Groups Serviced
- 2 Site Tours conducted (1 group has already confirmed booking in The Woodlands)

May Travel

- Austin Cinco De Mayo Sales Blitz Event (May 2-3, 2018)
- Simpleview Summit (May 6-10, 2018)

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

2019 Budget Planning: In preparation for 2019, the Marketing Department has been reviewing advertising opportunities along with costs for new initiatives including: photography, videography, website redesign and updated marketing collateral. In addition to being re-organized to ensure the budget meets the goals and mission of the organization, the 2019 budget has also been updated to reflect new initiatives and opportunities.

Brand Development: In May, Visit The Woodlands continued with Adcetera's One Voice Program (OVP) in order to create a brand story and identity. The agency presented three creative concepts to Visit The Woodlands team members and Board Chairman, Bruce Rieser. After discussion and further direction from Visit The Woodlands, Adcetera will present a final creative concept for approval by the Board of Directors at the June 2018 meeting.

National Travel & Tourism Week: National Travel and Tourism Week took place May 6-12, 2018. Visit The Woodlands was proud to join this collective effort with U.S. Travel Association, along with many other destinations throughout the United States. As part of this initiative, the Marketing Department put together a holistic campaign to educate local stakeholders on the economic impact of travel and tourism on The Woodlands including: press release, video, email marketing, social media, blog and more. The State of Texas estimates that tourism in Texas is a \$69 Billion industry with \$289 million in Total Direct Travel Spending in The Woodlands alone. In addition, more than 3,800 people are employed by the travel and tourism industry in The Woodlands.

Media Kit Development: In an effort to streamline public relations efforts and provide concise information in one document, the Marketing Department has produced a professional media kit which includes facts and a destination overview, along with information on hotels, transportation, entertainment, museum/arts, meeting facilities, outdoor recreation, sporting venues and events in The Woodlands. The document also contains contact information for Visit The Woodlands marketing team members.

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. May 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:** Wine and Food Week Slated for June 4-10 in The Woodlands
<https://www.chron.com/neighborhood/woodlands/news/article/Wine-and-Food-Week-slated-for-June-4-10-in-The-12955300.php>

- **Houston Chronicle:** Wine & Food Week in The Woodlands to feature ‘Master Chef’ winner, Master Sommelier
<https://www.houstonchronicle.com/life/food/article/Wine-Food-Week-in-The-Woodlands-to-feature-12931660.php?cmpid=gsa-chron-result>

Media Placements Value (May Totals):

- **Ad Equivalency:** \$90,598
- **PR Value:** \$271,794
- **Daily Impressions:** 2,115,788

Press Releases:

- Request for Interest for a New & Innovative Water Vessel Operation on The Woodlands Waterway

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.

- **May Media Placements: Meetings**
 - Meetings Professional International
 - Smart Meetings
 - Convention South
 - Programmatic Display / Mobile: Amplified storytelling w/presentation layer, Boomerang program (pixelated meeting planner phones), Retargeting (website visitors)
 - Social: Facebook, Instagram
 - LinkedIn: InMail
 - Search: PPC Targeting those searching for meeting & event planning in Greater Houston Area
- **May Media Placements: Leisure**
 - TourTexas.com
 - 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 – 129

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**
 - Visit The Woodlands Celebrates National Travel & Tourism Week
 - Top 3 Picks for Wine & Food Week
 - 11 Insider Tips for The Pavilion
 - Ride on The Woodlands Waterway Trolley

- 8 Nightlife Spots in The Woodlands
 - Top Things to Do in The Woodlands this May
 - Three Meeting Spaces to “Wow” Your Guests
- **Reporting**
 - 30,490 Page Views
 - 13,985 Users
 - 1.88 Pages/Session
 - 1:24 Average Session Duration
- **Conversions**
 - Visitor Guides Requested – 32
- **Technology Initiatives**
 - Website Rebuild – RFP to be issued July 2018
 - Simpleview CRM – Data cleanup, training & customized setup in progress
- **Email Marketing**
 - Event Spotlight eNewsletter: Wine & Food Week
 - Meetings Spotlight eNewsletter: Three Spaces to “Wow” Your Guests
 - Weekly Update eNewsletters
- **Social Media**
 - 281,500 Impressions across Facebook, Instagram & Twitter
 - 3,231 Engagements across Facebook, Instagram & Twitter
 - 569 Website Conversions via Social
- **Video Production**
 - Tourism Means Business in The Woodlands

Printed Collateral

- **Current Newsletter:** Summer 2018 Edition
- **Media Kit:** New
- **Visitor Guide:** Updated
- **Hotel / Restaurant Tear-off Map:** Updated

Partnerships

- **Meetings & Local Event Participation:**
 - Robard’s Steakhouse Re-Grand Opening
 - Convention Development Advisory Committee Meeting
 - Economic Development Partnership Quarterly Luncheon
 - True Food Kitchen Grand Opening
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider
 - The Woodlands Community Magazine

Recent Travel

- **Simpleview Summit:** May 6-10, 2018
- **IPW Travel Show:** May 20-24, 2018

VISITOR SERVICES

	Market Street	The Woodlands Mall
MAY 2018	2,549 guests	2,675 guests
2018 YTD	10,817 guests	14,490 guests
YTD Unique Texas Visits	2,547 guests from 204 Texas zip codes	7,044 guests from 475 Texas zip codes
YTD Unique State Visits	316 guests from 39 US States, districts & territories	418 guests from 46 US States, districts & territories
YTD Unique Country Visits	94 guests from 23 countries	478 guests from 55 countries
YTD Undetermined Visits	7,560 guests did not share their zip code	6,550 guests did not share their zip code
Visitors Tracked	5,224 between both Market Street & The Woodlands Mall	
Visitor Guides Distributed	116 between both Market Street & The Woodlands Mall	
Relocation Packets Distributed	58 between both Market Street & The Woodlands Mall	

Upcoming Events

- **June 22:** Howl at the Moon (The Westin)
- **June 22:** Arts Under the Stars (The Cynthia Woods Mitchell Pavilion)
- **June 22-24:** Self-Portrait in Clay (Glade Cultural Center)
- **June 23:** Kesha with Macklemore (The Cynthia Woods Mitchell Pavilion)
- **June 23, 30:** Waterway Nights (Waterway Square)
- **June 26-29:** Figure Drawing in Charcoal (Glade Cultural Center)
- **June 28:** Chris Brown with H.E.R., 6lack and Rich the Kid (The Cynthia Woods Mitchell Pavilion)
- **June 29:** Weezer with The Pixies & The Wombats (The Cynthia Woods Mitchell Pavilion)
- **June 30:** Chicago & REO Speedwagon (The Cynthia Woods Mitchell Pavilion)
- **July 1:** Cars & Coffee for a Cause (Market Street)
- **July 1:** Outlaw Music Festival (The Cynthia Woods Mitchell Pavilion)
- **July 3:** Houston Symphony: Star Spangled Salute (The Cynthia Woods Mitchell Pavilion)
- **July 4:** Red, Hot & Blue Festival (Throughout The Woodlands)
- **July 4:** Fourth of July Parade (Market Street)
- **July 6:** Thirty Seconds to Mars with Walk the Moon & others (The Cynthia Woods Mitchell Pavilion)
- **July 7:** Majic 102.1 Summer Block Party (The Cynthia Woods Mitchell Pavilion)
- **July 7, 14, 21, 28** The Woodlands Farmer's Market
- **July 12, 19, 26:** Rock the Row (Hughes Landing)
- **July 13:** Paramore with Foster the People (The Cynthia Woods Mitchell Pavilion)
- **July 15:** 3 Doors Down & Collective Soul with Soul Asylum (The Cynthia Woods Mitchell Pavilion)