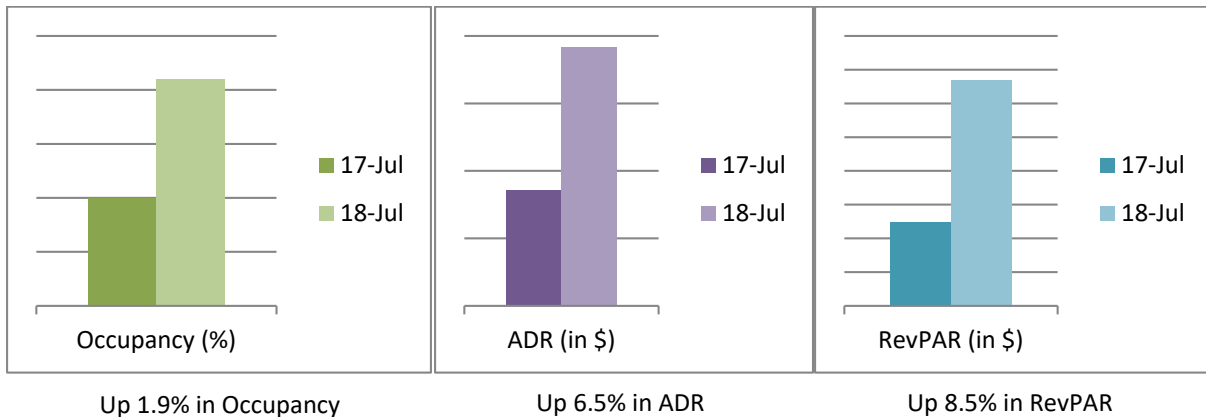


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 837,722	JUN	\$ 830,188	\$ 762,479	\$ 837,722	9.9% up
JUL	\$ 713,765	\$ 753,306	JUL	\$ 678,009	\$ 715,396	\$ 753,306	5.3% up
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	\$ 4,979,652	\$ 5,403,817	YTD	\$ 7,870,732	\$ 8,717,946	\$ 5,403,817	7.8% up

2018 COMPARED TO 2017



Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

July Overview

- 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 and welcoming staff to experience The Woodlands during a site visit, The Woodlands has officially been named the host for Rendezvous South 2019. This event will bring in between 30-45 meeting planners to experience firsthand all that is available in The Woodlands area for their future groups.
- In June the Convention Development Department staff submitted an official proposal for the TACVB Annual Conference in 2020. In May Visit The Woodlands was informed that they made the top three destinations to prepare an official presentation that will take place at TACVB Annual 2018 Conference. The Visit The Woodlands team has been preparing an out-of-the-box presentation for the TACVB attendees that will take place in August in efforts to secure the business for 2020.
- For the second year in a row Parker - Hannifin utilized the Visit the Woodlands services to assist in finding the perfect offsite venue locations for the upcoming annual conference in The Woodlands. During this site visit, the Convention Development Department organized site tours of 6 different locations and assisted in securing venues after the locations were chosen.
- The Visit The Woodlands Convention Development Department worked closely with the main meeting planner for the Professional Insurance Agents of Louisiana to show off our destination as a great location for the 2020 Annual Convention that has the potential to bring in over \$150,000 in room revenue alone. For this site visit the team organized site visits at two requested properties, created VIP welcome gifts, did a personalized tour of The Woodlands, and offered resources and collateral for the board presentation. The PIA LA group should make a decision on their destination for the 2020 Annual Convention by the end of August.
- July 22-26, 2018 Josie Lewis attended CVENT Connect in Las Vegas. During this educational conference and tradeshow, over 3,500 meetings and events professionals came together to learn about industry trends and to network with like-minded industry professionals. In addition to the educational portion of the conference, Visit The Woodlands had a booth at the tradeshow and filled every available time slot with 19 one-on-one meetings with meeting planners that were interested in all that The Woodlands offers as a destination for meetings and events.

Convention Services and Development

- 7 Organic leads worked and distributed
- 16 CVENT leads received
- 800 Welcome Bags Distributed
- 3 Groups Serviced
- 2 Site Tours conducted

July Travel

- CVENT Connect (July 22-26, 2018)

Marketing Department

Ashley White, Marketing Manager | Amber George, Marketing Specialist

Top Projects

Journalists Hosted: In July, the Marketing Department welcomed two journalists to The Woodlands: Kristin Finan with Austin American Statesman and Gabi De la Rosa with Texas Lifestyle Magazine. Both journalists had an opportunity to attend a concert at The Cynthia Woods Mitchell Pavilion as well as explore Market Street, Hughes Landing and other areas throughout town.

2019 Advertising Planning: Visit The Woodlands is on a calendar year budget cycle, which effects availability for prime media placement, since most Texas DMOs are on a fiscal year budget cycle. As such, the Marketing Department is planning ahead, currently reviewing media placements and opportunities. The department will have the 2019 media plan for approval by the Board of Directors at the September meeting. This will allow Visit The Woodlands to commit to media buys, nearly 4 months earlier than 2018, providing access to prime media placement, early commitment discounts and other incentives.

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 programs.

- **Major Media Placements:**
 - **ABC 13 (KTRK): The War on Terror Through a Lens**
<https://abc13.com/education/the-war-on-terror-through-a-lens/3721856/>
 - Woodlands Villager: Robard's Steakhouse Chefs Make History
- **Media Placements Value (July Totals):**
 - **Ad Equivalency:** \$23,709
 - **PR Value:** \$71,128
 - **Daily Impressions:** 1,535,072
- **Editorial Fulfillment:**
 - **Meetings Today (Texas Supplement):** State of the Industry, What's New
 - **Texas Meetings + Events:** True Food Kitchen
- **Story Ideas / Pitches:**
 - **Texas Monthly:** Glade Art Gallery
 - **Texas Highways:** Outdoor Adventures in The Woodlands
 - **Houstonia:** Guy's Night in The Woodlands
 - **Freelance Writer (Lacy Morris):** Women Power (Cynthia Woods Mitchell)
 - **Hemispheres (United Airlines Magazine):** What's New in The Woodlands
 - **Freelance Writers (Cynthia Drake):** What's New in The Woodlands
 - **Freelance Writer (Jimmy Im):** What's New in The Woodlands
 - **Meetings Today:** Meetings & Golf at The Woodlands Resort
 - **Smart Meetings:** The Woodlands: A Walkable Destination
 - **Houston Chronicle:** The Woodlands: A Walkable Destination

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 campaigns.

- **July Media Placements: Meetings**
 - Connect Corporate
 - Texas Meetings & Events
 - Programmatic Display / Mobile: Amplified storytelling w/presentation layer, Boomerang program (pixeled meeting planner phones), Retargeting (website visitors)
 - Search: PPC Targeting those searching for meeting & event planning in Greater Houston Area
- **July Media Placements: Leisure**
 - TexasHighways.com
 - TourTexas.com
 - 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)
- **Advertising Leads:**
 - Visitor Guides Mailed – 84

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 5 Restaurants to Get Mac & Cheese
 - 5 Things to Know: Rock the Row
 - Robard's Steakhouse Dishes it at Wine & Food Week
 - Hughes Landing: 9 Insider Tips
 - Happy Hour Hot Spots: Market Street
 - 3 Great Spots to Go Fishing in The Woodlands
 - Courseside, Stageside, or Lakeside: Unique Meeting Venues of The Woodlands
 - Top Things to Do in The Woodlands this August
 - Spotlight: 5 Things That Might Surprise you About Blend Bar
 - **Reporting**
 - 46,410 Page Views
 - 22,556 Users
 - 1.19 Pages/Session
 - 1:03 Average Session Duration
 - **Conversions**
 - Visitor Guides Requested – 8
 - **Technology Initiatives**
 - Simpleview CRM – Data cleanup, training & customized setup in progress

- **Email Marketing**
 - **Consumer Spotlight:** Happy Hour, Hughes Landing Insider Tips, Summer Activities
 - **Event Spotlight:** Rock the Row
 - **Meetings Spotlight:** Unique Meeting Venues in The Woodlands
 - **Board Updates:** Bi-weekly
- **Social Media**
 - 244,300 Impressions across Facebook, Instagram & Twitter
 - 3,362 Engagements across Facebook, Instagram & Twitter
 - 595 Website Conversions via Social

Printed Collateral

- **Current Newsletter:** Fall 2018 Content Planning

Partnerships

- **Meetings & Local Event Participation:**
 - The Woodlands Township Board of Directors Meeting
 - Morton's Grille: Holiday Preview
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider
 - The Woodlands Community Magazine

VISITOR SERVICES

	Market Street	The Woodlands Mall
JULY 2018	2,649 guests	2,908 guests
2018 YTD	16,009 guests	20,355 guests
YTD Unique Texas Visits	4,093 guests from 242 Texas zip codes	10,190 guests from 552 Texas zip codes
YTD Unique State Visits	464 guests from 42 US States, districts & territories	690 guests from 49 US States, districts & territories
YTD Unique Country Visits	184 guests from 33 countries	659 guests from 58 countries
YTD Undetermined Visits	11,268 guests did not share their zip code	8,846 guests did not share their zip code
Visitors Tracked	5,557 between both Market Street & The Woodlands Mall	
Visitor Bags Distributed	51 between both Market Street & The Woodlands Mall	
Relocation Packets Distributed	33 between both Market Street & The Woodlands Mall	

Upcoming Events

- **August 23:** Wiz Khalifa & Rae Sremmurd with Lil Skies & O.T. Genasis
- **August 24:** Charlie Puth with Hailee Steinfeld
- **August 25:** Lindsey Stirling and Evanescence
- **August 25:** The Woodlands Farmer’s Market
- **August 26:** Let’s Try Watercolor
- **August 30:** Houston Symphony: Blue Suede Tunes
- **August 31:** Comedy Night at The Woodlands Resort
- **September 1:** 34th Annual Kids’ Fishing Tournament
- **September 1, 8, 15, 22, 29:** The Woodlands Farmer’s Market
- **September 2:** Cars & Coffee for a Cause
- **September 2:** Labor Day at Waterway Square
- **September 4:** Houston Symphony: Rebels, Raiders & Superman
- **September 6:** A Night at the Museum (Glade Cultural Center)
- **September 7:** Luke Bryan with Special Guests Jon Pardi and Carly Pearce
- **September 15:** Scuderia Exotic Car Show
- **September 15:** The Woodlands Oktoberfest