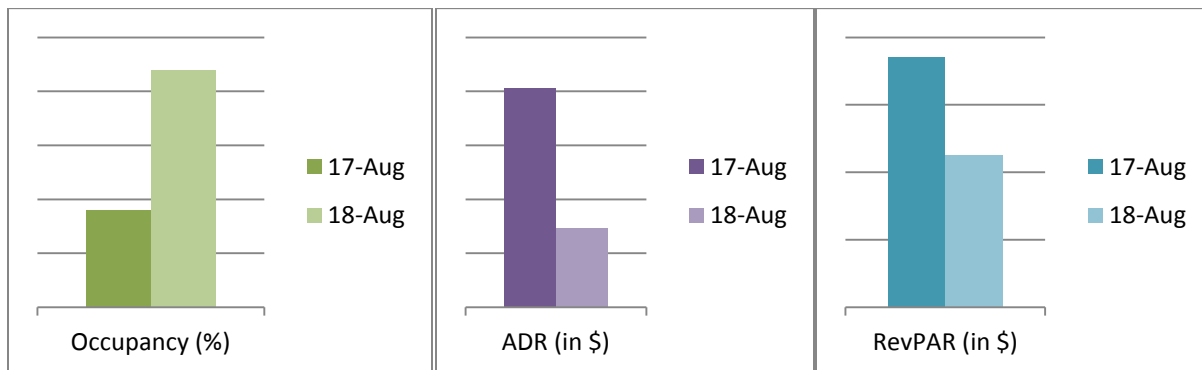


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 686,927	AUG	\$ 576,869	\$ 625,963	\$ 686,927	9.7% up
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	\$ 6,090,744	YTD	\$ 7,870,732	\$ 8,717,946	\$ 6,090,744	8.0% up

2018 COMPARED TO 2017



Up 7.1% in Occupancy

Up 4.4% in ADR

Up 7% in RevPAR

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

August Overview

- In August, the Convention Development Department was able to secure a time to visit the Exxon Mobil Campus to present to all the Exxon Mobile Meeting Planners. This offered the opportunity to explain to the meeting planners how Visit The Woodlands can assist in their meeting process and spread the word about our hotel properties and destination as a location for upcoming meetings and events. Since this presentation Visit The Woodlands has already received and distributed one RFP for an Exxon Mobil event. In addition, we plan to host an extensive site visit with 3 of the meeting planners later in the fall of 2018 to show off a few updates and new venues in the area.
- Visit The Woodlands submitted a proposal for the TACVB Annual Conference RFP earlier in the year and made the top three destinations for consideration out of nine submitted RFP's. The three selected destinations were able to do a presentation to the membership at the 2018 annual conference. After a lot of preparation by Visit The Woodlands, the RFP was awarded to South Padre Island for the 2020 Annual Conference. Although the RFP was not won, Visit The Woodlands did have another exciting win at the 2018 Annual Conference. Convention Development Manager, Josie Lewis, was awarded the TACVB Catalyst Award which is presented to one TACVB member every year.
- In August the Convention Development team attended Connect Marketplace in Salt Lake City, UT. This event brings together top meetings planners from around the nation for a tradeshow and educational sessions. Visit The Woodlands participated in the corporate track and was able to meet with 33 meeting planners for one-on-one appointments. After the event the Convention Development team personally reached out to each planner to follow up on possible leads that these meetings brought to light.
- In August the Convention Development team hosted the Q3 All Hotel Meeting where they welcome 15 hotel partners and 8 other industry partners to hear about what Visit The Woodlands is currently working on. These meetings offer a great platform for brainstorming and finding new ways that Visit The Woodlands can be a resource for our partners. This event was graciously hosted at Glade Gallery where aside from lunch networking, and a presentation, all attendees were also welcome to do an interactive art project. In addition to the All Hotel Meeting, The Convention Development Department met with the Advisory Committee Meeting to start looking at new areas of focus for the end of 2018 and to begin planning for 2019.
- As September approaches, the Convention Development Department is preparing for many exciting things coming up. In early September, Visit The Woodlands will be attending TSAE New Ideas

Conference in Dallas, TX. In addition the team is beginning to secure a location and partners for the Rendezvous South Conference Opening Night Reception and has begun to prepare some of the logistics for a successful event. With IMEX America approaching in mid-October, the team is laying the groundwork now to ensure a full meeting schedule list at the show.

Meeting Connections

- Q3 Convention Development Advisory Committee Meeting
- Q3 All Hotel Meeting- Hosted at Glade Gallery
- Exxon Meeting Planner Showcase
- Goen South Partnership lunch
- Board of Directors Meeting- August 15, 2018
- Del Frisco's Restaurant Tour
- Marketing Committee Meeting
- Scrap Yard Sports Partnership Lunch
- AFR Furniture Partnership Meeting

Convention Services and Development

- 10 Organic leads worked and distributed
- 27 CVENT leads received
- 675 Welcome Bags Distributed
- 2 Groups Serviced
- 1 Site Tour Organized

August Travel

- TACVB Annual Conference- Sugarland (August 14-16, 2018)
- Connect Marketplace- Salt Lake City (August 23-26, 2018)

2018: August Monthly Report

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

Advertising Photoshoot: In August, the Marketing Department worked with Adcetera, its Agency of Record, to plan and execute a two-day photoshoot to support the new creative, which was approved by the Board of Directors in June. New creative is expected to rollout in September.

Brand Identity Guidelines: To build upon the recent branding & creative study, the Marketing Department worked with Adcetera, its Agency of Record, to develop The Woodlands Brand Identity Guidelines. This document includes official guidelines for Logo Usage, Color Values, Typography and Graphic Elements.

Journalists Hosted: In August, the Marketing Department welcomed two journalists to The Woodlands: Melody Pittman (Blogger) and Lauren Monitz (Chicago-based Influencer). Both 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.

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.

- **Major Media Placements:**
 - **Galveston Daily News: Swan Paddleboats at The Woodlands**
https://www.galvnews.com/news_ap/texas/article_ac2b3100-3363-51a8-bd3d-bc2113583bb0.html
 - **Woodlands Villager:** New Visitor Campaign Coming This Fall
- **Media Placements Value (August Totals):**
 - **Ad Equivalency:** \$15,787
 - **PR Value:** \$47,362
 - **Daily Impressions:** 2,206,123
- **Story Ideas / Pitches:**
 - **AAA Texas Journeys:** Mosaics in The Woodlands
 - **The Magnolia Journal:** Artisanat Home Décor
 - **Texas Highways:** Art Bench Tours
 - **Dallas Morning News:** Glade Art Gallery
 - **Freelance Writer (Cheryl Ng Collett):** The Woodlands Resort
 - **The Daily News (Galveston):** 10 for Texas
 - **Freelance Writer (Amanda Ogle):** Arts in The Woodlands
 - **Catersource:** Chef B Catering
 - **Corporate & Incentive Travel:** Why Active Travelers Like Meeting in The Woodlands

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.

- **August Media Placements: Meetings**
 - Cvent

- 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 Houston Area
- **August Media Placements: Leisure**
 - Search: PPC Targeting those searching to vacation to or stay-cation in Houston
- **Advertising Leads:**
 - Visitor Guides Mailed – 94

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**
 - Why The Woodlands is the Next Big Place to Have a Wedding
 - 8 Cool Things to Do on Labor Day Weekend in The Woodlands
 - Visit The Woodlands Chef of the Month: Justin Santellana
 - National Honey Bee Day
 - Best Happy Hour Spots Around The Woodlands
 - Breakout Sessions that Hit the Road
 - Top Things to Do in The Woodlands this September
 - The Westin Running Concierge
 - **Reporting**
 - 36,386 Page Views
 - 16,882 Users
 - 1.73 Pages/Session
 - 1:07 Average Session Duration
 - **Conversions**
 - Visitor Guides Requested – 18
 - **Technology Initiatives**
 - Website Rebuild – Issued
 - Simpleview CRM – Data cleanup, training & customized setup in progress
- **Email Marketing**
 - **Consumer Spotlight:** Chef of the Month, Labor Day, Weddings, Honey Bees
 - **Event Spotlight:** Labor Day in The Woodlands
 - **Meetings Spotlight:** Breakout Sessions
 - **Board Updates:** Bi-weekly
- **Social Media**
 - 136,300 Impressions across Facebook, Instagram & Twitter
 - 2,773 Engagements across Facebook, Instagram & Twitter
 - 614 Website Conversions via Social
- **Video Production**
 - TACVB Bid Presentation

Printed Collateral

- **Current Newsletter:** Fall 2018 Edition Produced
- **One Sheet:** TACVB Bid Presentation

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Marketing Committee Meeting
 - Swan Boats Launch Ceremony
 - Visit Houston: Houston & Beyond Meeting
 - Parks & Recreation Meeting: The Woodlands Ice Rink
 - Visit The Woodlands Board Meeting
 - Texas Association of Convention & Visitor Bureaus Annual Conference
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider
 - The Woodlands Community Magazine

VISITOR SERVICES

	Market Street	The Woodlands Mall
AUGUST 2018	2,554 guests	3,139 guests
2018 YTD	18,563 guests	23,436 guests
YTD Unique Texas Visits	4,725 guests from 257 Texas zip codes	11,578 guests from 584 Texas zip codes
YTD Unique State Visits	548 guests from 43 US States, districts & territories	777 guests from 49 US States, districts & territories
YTD Unique Country Visits	225 guests from 36 countries	682 guests from 60 countries
YTD Undetermined Visits	13,065 guests did not share their zip code	10,399 guests did not share their zip code
Visitors Tracked	5,693 between both Market Street & The Woodlands Mall	
Visitor Bags Distributed	90 between both Market Street & The Woodlands Mall	
Relocation Packets Distributed	84 between both Market Street & The Woodlands Mall	

Upcoming Events

- **September 20:** Tribute to Composers (Glade Cultural Center)
- **September 21:** Dierks Bentley with Special Guests Brothers Osborne and Lanco
- **September 22:** Arts in the Park (Rob Fleming Park)
- **September 22, 29:** The Woodlands Farmer’s Market
- **September 23:** Kidz Bop
- **September 28:** Ozzy Osbourne with Stone Sour
- **September 29:** NEEDTOBREATHE with Johnnyswim and The Rocketboys
- **September 30:** Florence + The Machine with Kamasi Washington
- **October 6, 13, 20, 27:** The Woodlands Farmer’s Market
- **October 7:** Cars & Coffee for a Cause
- **October 7:** Woodlands BBQ Festival
- **October 11, 18, 25:** Rock the Row
- **October 12:** Houston Symphony: Hocus Pocus Pops
- **October 13:** Memorial Hermann 10 for Texas
- **October 18:** Music Macabre and More
- **October 20:** Scuderia Exotic Car Show
- **October 27:** Truck-or-Treat Halloween Food Truck Festival
- **October 28:** Trick-or-Treat Trail