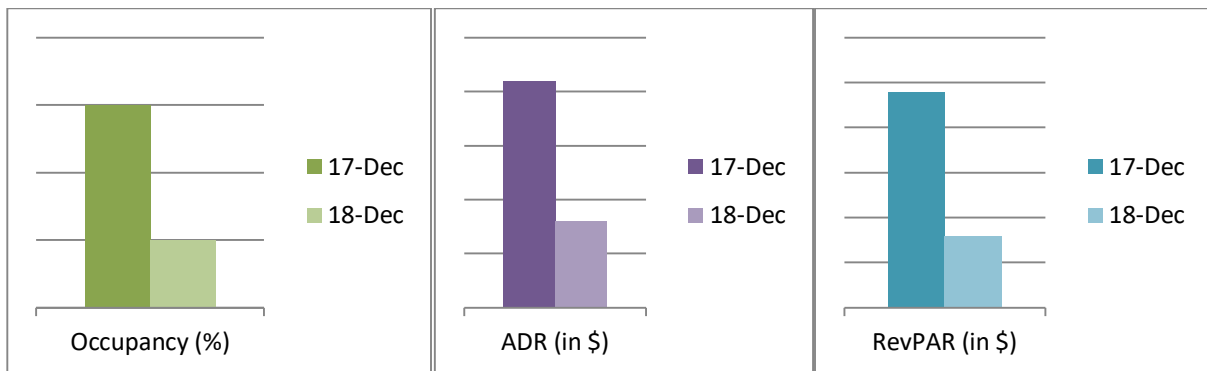


**HOTEL OCCUPANCY TAX COLLECTIONS**

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	\$ 744,311	SEP	\$ 634,423	\$ 698,035	\$ 744,311	6.6% up
OCT	\$ 763,045	\$ 711,010	OCT	\$ 633,081	\$ 800,509	\$ 711,010	11.2% down
NOV	\$ 839,518	\$ 808,086	NOV	\$ 747,181	\$ 872,491	\$ 808,086	7.4% down
DEC	\$ 529,717	\$ 643,530	DEC	\$ 559,137	\$ 707,999	\$ 643,530	9.1% down
<b>TOTAL</b>	<b>\$ 8,406,256</b>	<b>\$ 8,997,682</b>	<b>TOTAL</b>	<b>\$ 7,870,732</b>	<b>\$ 8,717,946</b>	<b>\$ 8,997,682</b>	<b>3.2% up</b>
<b>YTD</b>	<b>\$ 7,876,539</b>	<b>\$ 8,997,682</b>	<b>YTD</b>	<b>\$ 7,870,732</b>	<b>\$ 8,717,946</b>	<b>\$ 8,997,682</b>	<b>3.2% up</b>

**2018 COMPARED TO 2017**



Down 0.1% in Occupancy

Down 0.1% in ADR

Down 0.2 % in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

## December Overview

- For the first time, Visit The Woodlands Convention Development Department attended the TSAE Annual Celebration Luncheon. This event brings together the Texas Association Meeting Planners to reflect on a year of partnership and community. This event offers a great way to connect with association executives and offers the opportunity to do Holiday Gift drop offs for Austin clientele.
- The final 2018 All Hotel Meeting was held at iFly The Woodlands. Visit The Woodlands welcomed over 11 hotel partners to discuss current initiatives, upcoming events and strategies, and to network before the end of the year. Not only did everyone come together for the official meeting, but iFly allowed the group to take networking to the next level and fly together.
- 2018 was the final year of a 3 year contract with Premier Soccer Services for the Copa Rayados Soccer Tournament. In 2016 483 rooms were utilized within The Woodlands, in 2017 440 rooms were utilized within The Woodlands, and in 2018 over 1380 rooms were utilized within The Woodlands. Throughout the year, Staff worked closely with the Tournament Director to ensure the hotel pickup better reflected the size of the total hotel rooms associated with the tournament that is being held in The Woodlands destination. Visit The Woodlands staff is currently pursuing a new 3 year contract with Premier Soccer Services to continue hosting Copa Rayados Soccer Tournament within The Woodlands, with caveats in place to ensure a minimum hotel room pickup.
- Visit The Woodlands Board of Directors recently approved partnering with Connect on a FAM trip opportunity for early 2019 which will bring in 10-12 qualified meeting planners that have interest in our destination. Staff has been preparing date options along with itinerary content.
- With the end of 2019 rapidly coming to an end, below is a snapshot of the 2018 lead generation efforts, servicing programs, and the 2018 high points for the Convention Development team.

### **2018 High Points:**

- SXSU Activation
- Creation of a permanent restaurant discount program
- New Sales Proposal template
- Rendezvous South Meeting Planner Conference Win

- Helmsbriscoe Hotel Crawl
- Exxon Mobil Meeting Planner Showcase
- Convention South Reader Choice Award
- TACVB Catalyst Award
- Creation and implementation of Convention Development Advisory Committee Meeting

**2018 Annual Leads:**

- 20 Site Tours Conducted
- 88 Organic Leads Distributed
- 206 CVENT Leads Received
- Over 5,800 Welcome Bags Distributed
- 31 Groups Serviced
- Over 77 Meeting Connections

### Meeting Connections

- Q4 All Hotel Meeting held at iFly The Woodlands
- Lancaster Hotel Tour
- Reviewit Magazine Tour
- Adcetera Office Reveal
- Post Copa Event Meeting
- Marriott Holiday Reception
- TSAE Annual Luncheon
- Marriott Partner Lunch
- Marketing Committee Meeting
- The Butler House Tour
- Basil Event Room Tour

### Convention Services and Development

- 2 Organic leads worked and distributed
- 10 CVENT leads received
- 2 Restaurant Map Packets Distributed
- No Welcome Bag Requests
- 1 Group serviced
- 1 Incentive Fund Requests worth over \$60,000 in room revenue

### October Travel

- TSAE Annual Luncheon- Austin, TX

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Top Projects

**Journalists Hosted:** In December, the Marketing Department welcomed two journalists to The Woodlands: Amanda Ogle is freelance writer, formerly at American Way. She writes for Travel+Leisure, Culture Trip, Texas Highways, etc. Brittany Ashmore is a Houston-based Influencer who focuses on family travel. Both had an opportunity to explore The Woodlands including a visit to The Ice Rink, Market Street, Hughes Landing and other areas throughout town.

**Marketing Collateral Updates:** The next phase in refreshing the Visit The Woodlands brand is updating marketing and sales collateral. To accomplish this, the Marketing Department is working in conjunction with Adcetera to update the following printed pieces: Visitors Guide, Meeting Planner Guide, Hotel Tear-Off Map. Estimated completion date for these projects is February 2019. In addition, the team is developing new website landing pages that reflect the new creative direction. These pages, for both leisure and meeting planner audiences, are used to track advertising efforts.

**2019 Q1 Media Approvals:** In preparation for 2019, the Marketing Department has approved several media places for quarter 1. This includes a cold weather campaign that features airport advertising in Chicago as well as digital advertising that targets: Chicago; Illinois, Omaha, Nebraska; Kansas City, Missouri; Traverse City, Michigan; Detroit, Michigan; Indianapolis, Indiana and Columbus, Ohio.

## 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:

- **Smart Meetings:** The Woodlands: Beauty Meets Business (December edition, page 8)
- **Houston Chronicle:** Woodlands Oks name, map, logo for new Waterway Arts District
- **Conroe Courier:** Woodlands Chamber's 33<sup>rd</sup> Taste of the Town set for Jan. 17

### Media Placements Value (December Totals):

- **Ad Equivalency:** \$59,963
- **PR Value:** \$179,890
- **Daily Impressions:** 2,077,302

### Story Ideas / Pitches:

- **Texas Meetings + Events:** Outdoor Add-Ons for Meeting Attendees
- **Austin Woman Magazine:** Cynthia Woods Mitchell

- **San Antonio Magazine:** Inspire Film Festival
- **Austin Chronicle:** Inspire Film Festival
- **Austin American Statesman:** Inspire Film Festival
- **Fort Worth Star-Telegram:** Inspire Film Festival
- **Southwest Art:** The Woodlands Waterway Arts Festival
- **American Art Collector:** The Woodlands Waterway Arts Festival
- **Fine Art Connoisseur:** The Woodlands Waterway Arts Festival
- **Freelance Writer, Becca Hensley:** Biking in The Woodlands

## 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.

- **December Media Placements: Meetings**
  - Social: Facebook, Instagram
  - Search: PPC targeting those searching for meeting & event planning in Houston Area
  - Programmatic: retargeting previous website visitors to the meeting planner pages
- **December Media Placements: Leisure**
  - Texas Monthly
  - Houstonia
  - Travel + Leisure
  - Food & Wine
  - Town & Country
  - Austin Monthly
  - Search: PPC targeting those searching to vacation or staycation in Houston
- **Advertising Leads:**
  - Visitor Guides Mailed – 71
  - Visitor Guides Downloaded – 25 (through advertising landing page)

## 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**
    - Chef of the Month: Michael Gaddy Jr.
    - Holy Smokes! Award Winning Drinks Made with Fire
    - Celebrate NYE in The Woodlands
    - Cupcakes & Bubbles – A Sweet Spot in The Woodlands
    - 5 Reasons to Attend Taste of the Town 2019
    - How Working With a CVB Can Help You

- **Reporting**
  - 23,725 Page Views
  - 22,177 Users
  - 1.48 Pages/Session
  - 0:55 Average Session Duration
- **Conversions**
  - Visitor Guides Requested - 52
- **Technology Initiatives**
  - Simpleview CRM – Updating partner information
- **Social Media**
  - 243,600 Impressions across Facebook, Instagram, Twitter & LinkedIn
  - 3,821 Engagements across Facebook, Instagram, Twitter & LinkedIn
  - 829 Website Conversions via Social
- **Video**
  - Ice Rink – B-roll footage
  - 2019 planning

## Partnerships

- **Meetings & Local Event Participation:**
  - Township BOD Meeting, Adventure Course Presentation
  - Visit The Woodlands Marketing Committee Meeting
  - Visit The Woodlands All Hotel Meeting
  - Expedia Holiday Event
  - Glade Cultural Center – Enchanted Forest Exhibit
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider
  - The Woodlands Community Magazine

## VISITOR SERVICES

	Market Street	The Woodlands Mall
<b>DECEMBER 2018</b>	Market Street kiosk closed for renovations	3,954 guests
<b>2018 YTD</b>	Market Street kiosk closed for renovations	36,611 guests
<b>YTD Unique Texas Visits</b>	5,248 guests from 269 Texas zip codes	16,165 guests from 679 Texas zip codes
<b>YTD Unique State Visits</b>	578 guests from 43 US States, districts & territories	1,032 guests from 49 US States, districts & territories
<b>YTD Unique Country Visits</b>	243 guests from 37 countries	959 guests from 64 countries
<b>YTD Undetermined Visits</b>	14,283 guests did not share their zip code	36,611 guests did not share their zip code
<b>Visitors Tracked</b>	Market Street kiosk closed for renovations	3,953 at The Woodlands Mall
<b>Visitor Bags Distributed</b>	Market Street kiosk closed for renovations	0 at The Woodlands Mall
<b>Relocation Packets Distributed</b>	Market Street kiosk closed for renovations	23 at The Woodlands Mall
<b>YTD Visitors Tracked</b>	57,183 at Market Street and The Woodlands Mall	
<b>YTD Visitor Bags Distributed</b>	727 at Market Street and The Woodlands Mall	
<b>YTD Relocation Packets Distributed</b>	498 at Market Street and The Woodlands Mall	

## Upcoming Events

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- **January 1-7, 2019:** Enchanted Forest (Glade Cultural Center)
- **January 5, 12, 19, 26:** Farmer's Market (Grogan's Mill)
- **January 17:** Taste of the Town (The Woodlands Waterway Marriott)
- **January 18-May 12:** Adventures with Clifford The Big Red Dog (Children's Museum)
- **January 19:** Wine Tasting (Kirby's Steakhouse)
- **January 19:** Wine Tasting (Cellar 24!)
- **January 20:** Chef's Table (Broken Barrel)
- **January 23-February 27:** Oil Painting with Susan Sheets (Glade Cultural Center)
- **January 24:** Houston Astros Caravan Jam (Waterway Square)
- **January 24:** MAAL Wine Dinner (Churrascos)
- **January 26-April 26:** The Woodlands Symphony Orchestra Master Series
- **January 29:** French Country Wine Dinner (Jasper's)
- **January 30:** Art Feel (Crush Wine Lounge)
- **January 30:** Café & Croissants Guided Run (The Westin at The Woodlands)