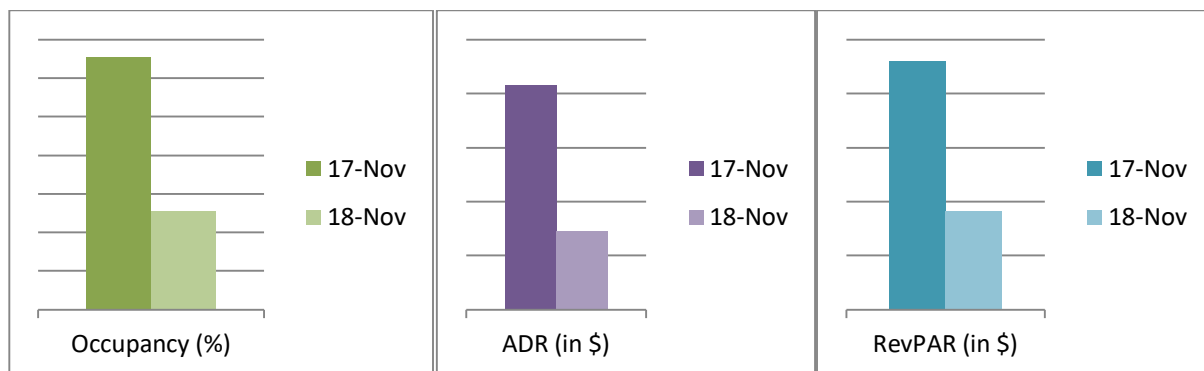


**HOTEL OCCUPANCY TAX COLLECTIONS**

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	\$	DEC	\$ 559,137	\$ 707,999	\$	
TOTAL	\$ 8,406,256	\$	TOTAL	\$ 7,870,732	\$ 8,717,946	\$	
YTD	\$ 7,876,539	\$ 8,354,152	YTD	\$ 7,870,732	\$ 8,717,946	\$ 8,354,152	4.3% up

**2018 COMPARED TO 2017**



Down 11.5% in Occupancy

Down 0.3% in ADR

Down 11.8 % in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

## November Overview

- **Health Management Associates:** In November, Visit The Woodlands worked closely with the Health Management Associates group to bring the HMA 2020 Annual Staff Meeting to The Woodlands. After planning and executing a site visit, competing with over 6 hotel properties and three Texas destinations, The Woodlands has been named the official host for the event. This event will bring in nearly \$170,000 in room revenue to our host hotel partner and will welcome over 700 room nights to The Woodlands.
- **Plan Your Meetings:** Meeting Planners International Plan Your Meetings events take place at various destinations throughout the country. This conference offers a platform for meeting planners and destinations to meet and discuss business in a condensed, half day event. In November, Josie Lewis attended the Houston PYM Event and had the opportunity to further relationships with meeting planners in the Houston area.
- **Convention Development Advisory Committee:** The final Q4 Convention Development Advisory Committee meeting was held on November 1, 2018. This was an opportunity for the committee and staff to reflect on the work and efficiency of the committee in its first year. This meeting also gave the committee the opportunity to discuss strategic plans for 2019 which includes partnerships, FAM trip planning, and the 2019 travel schedule.
- **Meeting Planner Guide:** In conjunction with the Marketing Department, the Convention Development Department has been working on a new and updated version of the Meeting Planner Guide. The Meeting Planner Guide is a tool that is utilized at sales shows and with meeting planners during the selling process. Along with this redesign, staff has worked hard on gathering updated information, new capacity charts, and design examples that the staff would like to see incorporated in the new and improved meeting planner guide.
- **Holiday Gifts:** As December approaches, staff has been putting together holiday gifts and lists for close partners and clients that we have worked closely with in 2018.
- **Rendezvous South:** With the 2019 Rendezvous South event rapidly approaching, Visit The Woodlands staff has been hard at work finding partners to join in with sponsorships for the opening night ceremony that will be hosted by Visit The Woodlands. With three secured sponsors and working on more, staff has begun the contract creation process along with setting up details for the invoicing process.

## Meeting Connections

- Q4 Convention Development Advisory Committee Meeting
- Hyatt Place Director of Sales Meet and Greet
- Biznow Event
- November 14, 2018 Visit The Woodlands Board of Directors Meeting
- MPI Houston Plan Your Meetings Tradeshow
- Rendezvous South Planning Site Visit

## Convention Services and Development

- 5 Organic leads worked and distributed
- 24 CVENT leads received
- 261 Welcome Bags Distributed
- 3 Groups Serviced
- 2 Site Tours conducted
- 3 Restaurant Maps Distributed
- 1 Incentive Fund Requests worth over \$249,000 in room revenue

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Top Projects

**Visit The Woodlands Blog Wins Gold MarCom Award:** Visit The Woodlands has recently been honored with a 2018 Gold MarCom Award in the Digital Media category for Overall Blog content. A project of the Marketing Department, the blog's purpose is to inform visitors and residents about the activities, restaurants and also provides helpful tips about what to expect when visiting The Woodlands. [View the full press release here.](#)

**Social Media Influencer Campaign:** In November, the Marketing Department worked with several social media influencers to amplify The Woodlands message. Over a three week time frame, these influencers visited The Woodlands and shared their experiences on their own social outlets. The campaign yielded great results with a reach of nearly 400,000 and more than 7,400 engagements. The team is planning to do a similar campaign in 2019.

**Current Newsletter Changes Coming:** Visit The Woodlands is making changes to the CURRENT Newsletter in 2019. Moving forward, the publication will be split into two separate pieces:

- **Magazine Insert** – The CURRENT Newsletter will become an insert into The Woodlands Community Magazine with a focus on local stakeholders and industry partners. The objective of this publication is to educate our audience on Visit The Woodlands – who we are, what we do and how they can work with us.
- **Visitor Newsletter** – A newly designed visitor newsletter will become the primary mailed piece for Visit The Woodlands. With a focus on leisure and business travelers, the objective of this publication is to inspire people to travel to The Woodlands and entice them to visit our digital outlets – website, social media, subscribe to our newsletter, etc.

Both pieces will be updated to more accurately reflect the new branding and will continue to be produced quarterly with the first editions of 2019 coming out in early February.

## 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:

- **Convention South:** All in Good Sport (November edition, pages 32-34)
- **Texas Monthly:** Winter Travel: The Woodlands (November edition, page 160)

- **Houston Chronicle:** Florida Company in Process of Removing Woodlands Waterway Cruisers  
<https://www.chron.com/neighborhood/woodlands/news/article/Florida-company-in-process-of-removing-Woodlands-13388818.php>

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

- **Ad Equivalency:** \$165,005
- **PR Value:** \$495,016
- **Daily Impressions:** 2,763,286

#### Story Ideas / Pitches:

- **Austin Monthly:** TRIS
- **Dallas Morning News:** Inspire Film Festival
- **New York Times:** Inspire Film Festival
- **Filmmaker Magazine:** Inspire Film Festival
- **Point of View Magazine:** Inspire Film Festival
- **Texas Highways (online):** Inspire Film Festival
- **Hemispheres:** Howard Hughes' Legacy in The Woodlands
- **Event Marketer Magazine:** The Woodlands: A Philanthropic Meeting Destination
- **The Meeting Professional Magazine (MPI):** Top Places to Meet on the Water in The Woodlands
- **Creative Entrepreneurs:** Why The Woodlands is a Destination for Creative Entrepreneurs

## 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.

- **November Media Placements: Meetings**
  - Meetings Professional International
  - Smart Meetings
  - Convention South
  - 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
- **November Media Placements: Leisure**
  - Texas Monthly
  - Houstonia
  - Travel + Leisure
  - Food & Wine
  - Town & Country
  - Austin Monthly
  - TourTexas.com
  - TexasHighways.com
  - Facebook / Instagram
  - Search: PPC targeting those searching to vacation or staycation in Houston
  - Programmatic: retargeting previous website visitors to the leisure pages

- **Advertising Leads:**
  - Visitor Guides Mailed – 90
  - Visitor Guides Downloaded – 53 (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**
    - Coffee Spots Worth a Visit in The Woodlands
    - Thanksgiving Desserts to Feast on in The Woodlands
    - Celebrate in The Woodlands this Holiday Season
    - Holiday Shopping & Helping The Woodlands Community
    - Chef of the Month: Edel Goncalves
    - Thankful for Dining Options in The Woodlands
    - Birds, Eagles & Deer, Oh My! Wildlife in The Woodlands
    - Over 20 Ways to Help Others in The Woodlands
    - Performance Like None Other: Enchanted Forest
    - Top Things to Do in The Woodlands this December
  - **Reporting**
    - 53,746 Page Views
    - 30,567 Users
    - 1.48 Pages/Session
    - 0:49 Average Session Duration
  - **Conversions**
    - Visitor Guides Requested – 12
- **Technology Initiatives**
  - Simpleview CRM – Updating partner information
- **Social Media**
  - 67,400 Impressions across Facebook, Instagram, Twitter & LinkedIn
  - 1,380 Engagements across Facebook, Instagram, Twitter & LinkedIn
  - 257 Website Conversions via Social
- **Video**
  - Holidays in The Woodlands

## Partnerships

- **Meetings & Local Event Participation:**
  - Township United Way Luncheon
  - Future of Montgomery County
  - Township Thanksgiving Luncheon
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider
  - The Woodlands Community Magazine

## VISITOR SERVICES

	Market Street	The Woodlands Mall
<b>NOVEMBER 2018</b>	Market Street kiosk closed for renovations	3,708 guests
<b>2018 YTD</b>	20,346 guests	32,659 guests
<b>YTD Unique Texas Visits</b>	5,248 guests from 269 Texas zip codes	15,439 guests from 666 Texas zip codes
<b>YTD Unique State Visits</b>	578 guests from 43 US States, districts & territories	986 guests from 49 US States, districts & territories
<b>YTD Unique Country Visits</b>	243 guests from 37 countries	909 guests from 64 countries
<b>YTD Undetermined Visits</b>	14,283 guests did not share their zip code	15,324 guests did not share their zip code
<b>Visitors Tracked</b>	3,708 at The Woodlands Mall	
<b>Visitor Bags Distributed</b>	25 at The Woodlands Mall	
<b>Relocation Packets Distributed</b>	44 at The Woodlands Mall	

### Upcoming Events

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- **December 1, 2018 – January 7, 2019:** Enchanted Forest (Glade Cultural Center)
- **December 1-12:** Twelve Days of Christmas (Market Street)
- **December 1, 8, 15, 22, 29:** Farmer’s Market (Grogan’s Mill)
- **December 2:** Grand Chanukah Celebration & Menorah Lighting (Market Street)
- **December 4:** Holiday Run (The Westin)
- **December 8:** Jingle Bell Run (Rob Fleming Park)
- **December 13:** La Nativite! (Market Street)
- **December 15:** Holly Jolly Food Truck Festival (Town Green Park)
- **December 15:** Comedy Night with Tommy Drake (The Woodlands Resort)
- **December 16:** It’s a Wonderful Life – The Musical (Nancy Bock Auditorium)
- **December 21-22:** Mrs. Claus’ Gingerbread House Workshop (The Children’s Museum)
- **December 31:** New Year’s Eve Celebration (Nick’s Fish Dive)
- **December 31:** New Year’s Eve Celebration (Broken Barrel)
- **December 31:** New Year’s Eve Masquerade (The Westin)
- **December 31:** New Year’s Eve Celebration (Glade Cultural Center)