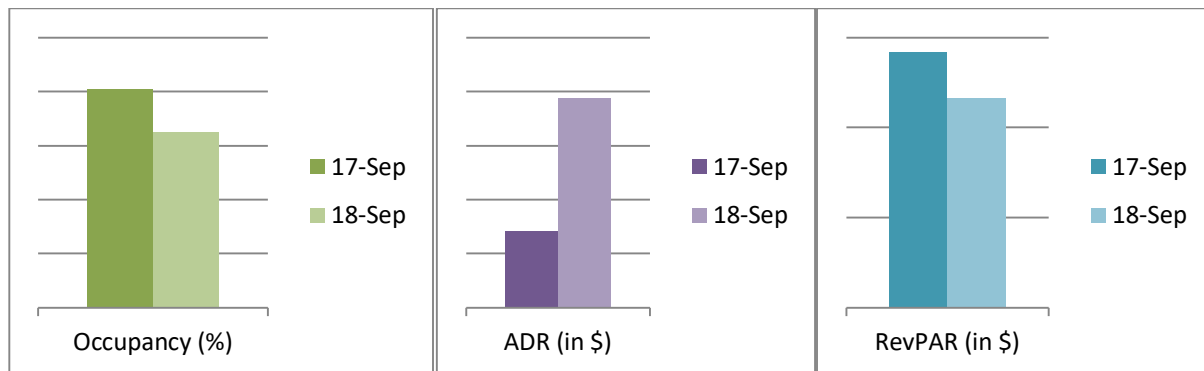


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$	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	\$ 6,273,976	\$ 6,835,055	YTD	\$ 7,870,732	\$ 8,717,946	\$ 6,835,055	7.9% up

2018 COMPARED TO 2017



Down 20% in Occupancy

Up 2.8% in ADR

Down 17.8 % in RevPAR

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

September Overview

Top Projects

- **Convention South Reader Choice Award Nomination:** Visit The Woodlands has been nominated for a Convention South Reader Choice Award as Texas' best meeting site of 2018. The Convention Development team has been working hard to get the word out regarding the nomination to bolster votes for Visit The Woodlands.
- **TSAE New Ideas Conference:** Josie Lewis represented Visit The Woodlands at the 2018 Texas Society Association Executives New Ideas Conference hosted in Dallas. This is a conference that representatives from nearly every Texas society attends to gain education on their field and to network with new potential venue options for their respective annual conference or meetings. With two representatives from The Westin, The Woodlands was represented well at the 2018 conference.
- **SPWLA Opening Night Site Tour:** The Convention Development team has been working with the SPWLA planning team for their upcoming 2019 event that will be hosted in The Woodlands. This event will bring in close to 500 people to the area for the annual conference. The SPWLA planning team specifically requested assistance on venue options for their opening night reception party venues. We spent a whole afternoon dedicated to showing off the best venue options that they can incorporate for the 2019 conference. With an increase in similar servicing requests to offer out-of-the-box offsite venue options, the team has been touring and researching additional options to be able to suggest to clients and has plans to create a formal off site activity list that can be presented in early 2019.
- **University of Houston Panel Invitation:** Convention Development Manager, Jose Lewis, was invited to speak on a panel at The University of Houston' Hilton College of Hospitality Management College to offer advice for soon-to-be hospitality graduates and to give insight into the DMO industry.

Meeting Connections

- Exxon Site Visit of Glade Gallery and Woodforest Bank Club
- Tris Restaurant Tour
- September Visit The Woodlands Board of Directors Meeting
- University of Houston Hilton College Panel Participation
- Dosey Doe Venue Tour

- SPWLA Site Tour
- Speedsportz Racing Park Venue Tour
- Rendezvous South Opening Night Ceremony Site Selection Tour
- Partnership Lunch with Area Director of Sales for TMI Hospitality

Convention Services and Development

- 10 Organic leads worked and distributed
- 11 CVENT leads received
- 75 Welcome Bags Distributed
- 2 Groups Serviced
- 2 Site Tours conducted
- 3 Site tours being planned for October

September Travel

- TSAE New Ideas Conference (September 16-18, 2018)

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

Strategic Marketing Media Plan: Marketing and advertising play a key role in fulfilling Visit The Woodlands' mission and goals. The Marketing Department worked in conjunction with its Agency of Record, Adcetera Design Studio, Inc., to develop a Strategic Marketing Media Plan with an emphasis on peak planning times, market research, strategic media buys and trackable campaigns.

In September Visit The Woodlands Board of Directors approved the 2019 Strategic Marketing Media Plan, which is broken down into five major components: Leisure, Meetings, International, Co-op & Promotional Materials.

Visit The Woodlands 2019 Media Budget Allocation is as follows:

- Leisure Advertising – 60%
- Meetings Advertising – 35%
- International Advertising – 2%
- Co-Op Advertising – 3%

Key components of the Strategic Marketing Media Plan are highlighted below:

- The Media Flow Chart provides a high-level overview of ongoing efforts throughout 2019, which includes both print and digital campaigns targeting meeting planners and leisure travelers.
- New placements for 2019 include: weather-based engagement, airport advertising, high impact display and inclusion in major Texas print publications such as the Texas State Travel Guide, Texas Highways and AAA Texas Journey.
- To capitalize on the success of 2018 buys, Visit The Woodlands will continue partnerships with both Connect and Madden Media to target meeting planners through integrated marketing campaigns. In addition, the organization will continue partnerships with both AJR Media and TripAdvisor.
- Reporting will continue to be a key factor in 2019, focusing on increased return on investment and adjusting advertising efforts throughout the year as necessary. The plan also allows for Visit The Woodlands Marketing Manager to take advantage of unique media opportunities that may arise throughout the year.

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:

- **Houston Chronicle:** Inspire Film Festival returns in February
<https://www.chron.com/neighborhood/woodlands/events/article/Inspire-Film-Festival-returns-to-The-Woodlands-in-13191367.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 (September Totals):

- **Ad Equivalency:** \$34,563
- **PR Value:** \$103,690
- **Daily Impressions:** 1,944,305

Advertising

An overview of September media placement is below:

- **September Media Placements: Meetings**
 - Cvent
 - Social: Facebook, Instagram
 - Search: PPC targeting those searching for meeting & event planning in Greater Houston Area
 - Programmatic: retargeting previous website visitors to the meeting planner pages
- **September Media Placements: Leisure**
 - 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 – 67
 - Visitor Guides Downloaded – 24 (through website 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**
 - New Art Experience: Chamber Concert Series
 - 10 Things to Know about the Popular 10 for Texas
 - Chef of the Month: Austin Simmons

- 5 Ways to Celebrate National Hispanic Heritage Month
 - Hauntingly Fun Halloween Activities in The Woodlands
 - Host Your Holiday Party in The Woodlands
 - Top Things to do in The Woodlands This October
 - **Reporting**
 - 37,301 Page Views
 - 19,409 Users
 - 1.63 Pages/Session
 - 1:01 Average Session Duration
 - **Conversions**
 - Visitor Guides Mailed – 15
 - Visitor Guides Downloaded – 1
- **Technology Initiatives**
 - Updated website forms to feed into Simpleview CRM to capture visitor data and track Visitor Guide requests as well as email marketing signups
- **Email Marketing**
 - **Event Spotlight:** 10 for Texas, Symphony at Glade Gallery
 - **Consumer:** Symphony at Glade Gallery, Chef of the Month: Austin Simmons, Latin Influences, 10 for Texas, Westin Run Concierge
 - **Meetings Spotlight:** Holiday Parties, Featured Hotel
- **Social Media**
 - 72,000 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 1,738 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 491 Website Conversions via Social

Printed Collateral

- **Current Newsletter:** Fall 2018 Edition

Partnerships

- **Meetings & Local Event Participation:**
 - Patriot Day of Remembrance
 - First Responders Day
 - TRIS Re-Opening
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider
 - The Woodlands Community Magazine

VISITOR SERVICES

	Market Street	The Woodlands Mall
SEPTEMBER 2018	1,783 guests	2,321 guests
2018 YTD	20,346 guests	25,818 guests
YTD Unique Texas Visits	5,248 guests from 269 Texas zip codes	12,760 guests from 613 Texas zip codes
YTD Unique State Visits	578 guests from 43 US States, districts & territories	839 guests from 49 US States, districts & territories
YTD Unique Country Visits	243 guests from 37 countries	804 guests from 60 countries
YTD Undetermined Visits	14,283 guests did not share their zip code	11,415 guests did not share their zip code
Visitors Tracked	4,104 between both Market Street & The Woodlands Mall	
Visitor Bags Distributed	60 between both Market Street & The Woodlands Mall	
Relocation Packets Distributed	54 between both Market Street & The Woodlands Mall	

Upcoming Events

- **October 7:** Woodlands BBQ Festival (Town Green Park)
- **October 7:** Concert in the Park (Northshore Park)
- **October 11:** Rock the Row (Hughes Landing)
- **October 12:** Houston Symphony: Hocus Pocus Pops (The Cynthia Woods Mitchell Pavilion)
- **October 12-27:** The Haunting at Bear Branch (Bear Branch Park) *Fridays and Saturdays only
- **October 13:** Memorial Hermann 10 for Texas (Northshore Park)
- **October 14:** Concert in the Park (Northshore Park)
- **October 17:** Friends Fest (Market Street)
- **October 18:** Music Macabre and More (Glade Cultural Center)
- **October 19:** Haunting at Glade (Glade Cultural Center)
- **October 20:** Majic 102 Under the Stars (The Cynthia Woods Mitchell Pavilion)
- **October 21:** Arts in the Park (Rob Fleming Park)
- **October 21:** Concert in the Park (Northshore Park)
- **October 25:** Rock the Row (Hughes Landing)
- **October 26:** Halloween Howl at the Moon (The Westin)
- **October 27:** Truck or Treat Halloween Festival (Town Green Park)
- **October 27:** Buzzfest (The Cynthia Woods Mitchell Pavilion)
- **October 28:** Trick or Treat Trail (Northshore Park)
- **October 31:** Spooktacular (The Woodlands Children's Museum)
- **October 31:** Monster Mash Trick-or-Treat Stop (The Recreation Center at Rob Fleming Park)