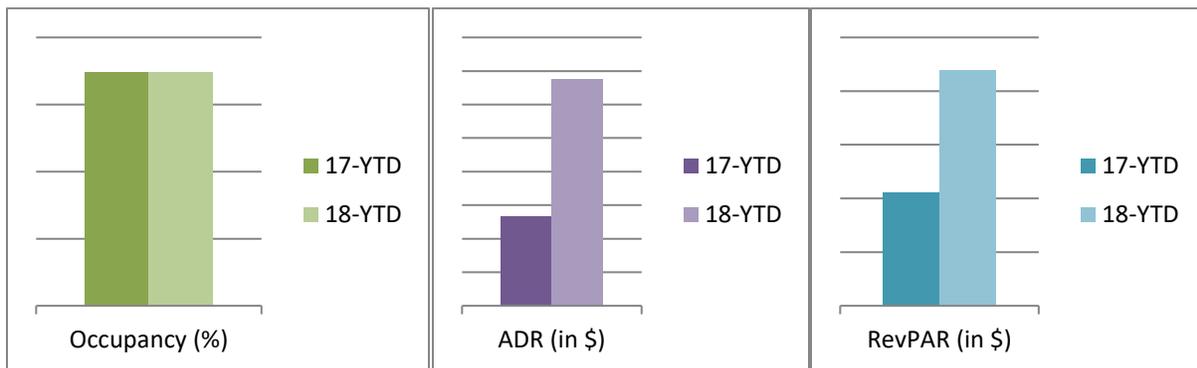


HOTEL OCCUPANCY TAX COLLECTIONS						
2018			3 Year Data			
	2018 Budget	2018 Actual				
			2016	2017		
			2018	Change		
JAN	\$ 445,057	\$ 517,157	\$ 459,264	\$ 443,786	\$ 517,157	16.5% up
FEB	\$ 675,875	\$ 769,611	\$ 620,075	\$ 673,504	\$ 769,611	14.3% up
MAR	\$ 827,580	\$ 789,850	\$ 692,966	\$ 847,172	\$ 789,850	6.8% down
APR	\$ 778,548	\$ 859,519	\$ 700,284	\$ 795,667	\$ 859,519	8.0% up
MAY	\$ 775,180	\$ 876,653	\$ 739,255	\$ 774,946	\$ 876,653	13.1% up
JUN	\$ 763,637	\$ 837,722	\$ 830,188	\$ 762,479	\$ 837,722	9.7% up
JUL	\$ 713,765	\$ 753,306	\$ 678,009	\$ 715,396	\$ 753,306	5.5% up
AUG	\$ 627,345	\$ 686,927	\$ 576,869	\$ 625,963	\$ 686,927	9.5% up
SEP	\$ 666,979	\$ 744,311	\$ 634,423	\$ 698,035	\$ 744,311	11.6% up
OCT	\$ 763,045	\$	\$ 633,081	\$ 800,509	\$	
NOV	\$ 839,518	\$	\$ 747,181	\$ 872,491	\$	
DEC	\$ 529,717	\$	\$ 559,137	\$ 707,999	\$	
TOTAL	\$ 8,406,256	\$	\$ 7,870,732	\$ 8,717,946	\$	
YTD	\$ 3,502,250	\$ 6,835,055	\$ 7,870,732	\$ 8,717,946	\$ 6,835,055	8.9% up

2018 COMPARED TO 2017



Down 0.9% in Occupancy

Up 4.7% in ADR

Up 3.7% in RevPAR

# Visit The Woodlands

### Group Sales

The Convention Development Department works throughout the year to bring meetings business to The Woodlands. This is accomplished by attending trade shows, sales conferences, working leads and hosting site tours. In Quarter 3, the Convention Development team worked on the following:

- **Rendezvous South Convention Booked in The Woodlands:** 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 and between 60-70 destination vendors to participate in this tradeshow style conference. Visit The Woodlands is excited to be hosting and planning the opening night reception for the group and have already begun preparing for the event.
- **Exxon Mobil Meeting Planner Showcase:** 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.
- **Q3 All Hotel Meeting Hosted at Glade Gallery:** 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.
- **SPWLA 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.

- **Hilton College Panel Discussion 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.
- **Nomination for Convention Souths Reader Choice Award:** 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.
- **TACVB Catalyst Award:** Josie Lewis received the Texas Association of Convention & Visitor Bureaus (TACVB) Catalyst Award during its annual convention in Sugar Land on August 16, 2018. This award is given to one person each year that displays service, innovation, involvement, commitment, and leadership to the CVB industry.

### Sales Travel in Quarter 3

- CVENT Connect (July 22-26,2018)
- TACVB Annual Conference ( August 14-16, 2018)
- Connect Marketplace ( August 23-03, 2018)
- TSAE New Ideas Conference (September 16-18, 2018)

### Leads & Servicing

- 6 Site Tours Conducted
- 27 Organic Leads Worked and Distributed
- 54 CVENT Leads Received and Distributed
- 1,550 Welcome Bags Distributed
- 7 Groups Serviced
- 28 Meeting Connections
- 8 groups submitted through our incentive fund request with estimated room revenue over \$1,100,000

### Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. In Quarter 3, the Marketing Department worked on a variety of public relations initiatives.

**Hosted Lifestyle Influencer Molly Rooney of Champagne Getaway,** In September, Visit The Woodlands hosted a Chicago-based lifestyle influencer, Molly Rooney from Champagne Getaway. Earlier this year, Assistant Director, Elizabeth Eddins participated in the Texas Tourism Media Mission where she met Molly. By coincidence, Molly

was attending a conference at The Woodlands Waterway Marriott and a plan was hatched to mix her business trip with a media visit. Molly shared her adventures throughout The Woodlands to her audience of almost 25,000 followers. She dined at TRIS, shopped all over Market Street and jogged along The Waterway. Molly will be providing a custom video detailing her experience that Visit The Woodlands can share for further promotion. The Visit The Woodlands team will continue to build similar industry relationships to extend our brand awareness, reach new audiences and fulfill our mission to spread word about The Woodlands.

**Editorial Pitch Calendar:** The team developed an editorial pitch calendar targeting relevant leisure and meeting publications. With roughly 8-10 personalized pitches going out each month, the department's goal is to bring in additional travel journalists to experience The Woodlands and receive more story placements.

#### **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/>
- **Galveston Daily News:** Swan Paddleboats at The Woodlands
- **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 (Q3 Totals):**

- **Ad Equivalency:** \$65,554
- **PR Value:** \$303,792
- **Daily Impressions:** 5,901,000

#### **Press Releases:**

- Josie Lewis Named 2018 Catalyst Award Recipient by Texas Association of Convention & Visitor Bureaus (TACVB)

### **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. An overview of Quarter 2 media placements and their results is below.

- **Q3 Media Placements: Meetings**
  - Meetings Professional International
  - Smart Meetings
  - Convention South
  - Connect Corporate
  - Connect Meetings – Content Activation & 360 Program

- Programmatic Display / Mobile: Amplified storytelling w/presentation layer, Boomerang program (pixeled meeting planner phones), Retargeting (website visitors)
- Social: Facebook, Instagram
- Search: PPC Targeting those searching for meeting & event planning in Greater Houston Area
  
- **Q3 Media Placements: Leisure**
  - TourTexas.com
  - Social: Facebook, Instagram
  - 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)
  - International Programmatic Display / Mobile: Targeting Mexico, Brazil, Argentina, Columbia
  
- **Advertising Leads:**
  - Visitor Guides Mailed – 430

## 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**
    - 25 custom blog articles
  - **Conversions**
    - Visitor Guides Requested – 90
  - **Technology Initiatives**
    - Website Rebuild – RFP to be issued by year end 2018
    - Simpleview CRM – Data cleanup, training & customized setup in progress
  
- **Email Marketing**
  - Monthly Consumer Spotlight eNewsletters
  - Monthly Event Spotlight eNewsletters
  - Monthly Meetings Spotlight eNewsletters
  - Weekly Update eNewsletters
  
- **Social Media**
  - 286,100 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 6,588 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 897 Website Conversions via Social
  
- **Video Production**
  - Bid Video for Texas Association of CVBs Annual Conference
  - Multiple Spotlight Videos created for and shared via social channels

## Print Collateral

The Marketing Department produces a variety of print collateral to further The Woodlands message to meeting planners, leisure travelers, media and hospitality industry partners.

- **Media Kit:** In quarter 3, the team produced a professional media kit which includes facts and a destination overview, along with information on hotels, transportation, entertainment, museum/arts, meeting facilities, outdoor recreation, sporting venues and events in The Woodlands. The document also contains contact information for Visit The Woodlands marketing team members.
- **Current Newsletter:** The Fall 2018 Edition of the Current Newsletter was produced and distributed to 6,500 people who have expressed interested in The Woodlands.
- **Visitor Guide:** The Visitor Guide was updated to include The Woodlands Trolley expansion to Hughes Landing, along with details on Mobike. In addition, Waterway Cruiser information was removed from the guide.
- **Hotel / Restaurant Tear-Off Map:** A valuable resource to hotel partners, the hotel/restaurant tear-off map was updated to include The Woodlands Trolley expansion to Hughes Landing and Waterway Cruiser information was removed from the map. The list of restaurants was also updated.

## Partnerships

Visit The Woodlands works with industry partners and local stakeholders to amplify the destination message. This is accomplished through regular communication, attending industry events and participating in partner initiatives. Below is an overview of the team's Quarter 3 partner initiative:

**Convention Development Advisory Committee Meeting:** The department held the Quarter 3 Convention Development Advisory Committee Meeting on August 29, 2018. During this meeting, the team was able to discuss 2019 strategic sales initiatives and 2019 tradeshow planning.

**All Hotel Meeting:** The Convention Development Department had the opportunity to host several hotel partners for the all hotel meeting on August 30, 2018. This meeting allowed the team to educate partners on department initiatives including upcoming tradeshow travel, the new marketing creative and more.

**Marketing Committee Meeting:** On August 6, 2018 the 3<sup>rd</sup> marketing committee meeting of the year was held. During this meeting Website RFP distribution, new branding and creative campaign, and new Media kit development were discussed.

**Local Event Participation:** The team participated in a variety of events and meetings to support our local partners including: Morton's Grille holiday party preview, Exxon Meeting Planner Showcase, TRIS Restaurant Rebranding opening, Frist Responders Day and more.

## Product Development: The Waterway Cruisers

The Woodlands Waterway is a centerpiece of the "downtown" shopping district. The Waterway features some of The Woodlands most iconic venues and events, such as The Cynthia Woods Mitchell Pavilion and the Memorial Hermann IRONMAN North American Championship. Other events, like The Woodlands Waterway Arts Festival, The Red, Hot & Blue Festival and Lighting of the Doves consistently bring tens of thousands of people to The Woodlands Waterway each year.

The Woodlands Waterway currently has millions of square feet of Class A office space, numerous restaurants and hotels, and residential living.

Part of that success and notoriety has been the boat service on The Woodlands Waterway. The Waterway Cruisers operations first began as a private operation by Water Taxi, Inc. out of Fort Lauderdale, Florida in 2004. For several years, The Woodlands Development Company owned and operated the boats until the company gifted them, free of charge, to The Woodlands Convention & Visitors Bureau, the organization responsible to position The Woodlands as a regionally, nationally and internationally recognized destination for leisure, convention and business travel.

The Waterway Cruisers have logged over 434,000 trips along The Woodlands Waterway serving an estimated total number of passengers more than 500,000 in 14 years of service.

No property tax funding from The Woodlands residents was ever used in the operation; the CVB being funded by hotel occupancy taxes. The boats were operated until early 2016 by Brazos Transit District and at such time, the CVB issued a Request for Interest to assume ownership, operations and maintenance of the boats. Two proposals were received and Waterway Events LLC was selected. The company ran the boats for approximately 18 months up to Hurricane Harvey. Suffering damage from the hurricane and lack of attention to the boats by Waterway Events forced the CVB shut down the operations. The original useful life of the vessels was estimated at 15 years and the CVB Board, Staff and Consultants believe the boats have reached their useful life without investing tens of thousands of dollars to refurbish.

#### **Over the past several months, the CVB has issued three different Request for Interest (RFI's):**

##### **1. RFI for Waterway Cruiser Assessment and Survey:**

At its February 28, 2018 meeting, The Woodlands Convention & Visitors Bureau authorized President Nick Wolda to seek a third party contractor to assess, investigate and/or provide recommendation regarding the current value of the assets for the purpose of the possible liquidation or disposal.

TWCVB inquired of experienced firms/professionals in the marine vessel ownership/operation business for initial qualifying proposals for interest in contracting to perform an assessment and suggestions for maximizing value of the watercraft through repurposing/final disposition of the vessels (including processes and cost for removal from The Woodlands Waterway).

TWCVB advertised, heavily promoted and contact approximately 20 boat companies and surveyors. Lone Star Marine Surveyors, located in Kemah area, visited the Waterway Cruiser marina in early April and submitted a bid to assist TWCVB.

At its April 18, 2018 meeting, The Visit The Woodlands Board of Directors authorized, President Nick Wolda to contract with a third party contractor to assess, investigate and/or provide recommendation regarding the current value of the assets for the purpose of the possible liquidation or disposal of six Waterway Cruisers.

Lone Star Marine Surveyors, located in Kemah area was chosen from two submitted proposals. Lone Star Marine Surveyors conducted an inspection of the six cruisers on May 1, 2018.

#### **Results of Lone Star Marine Survey:**

- Terminal Value: The value of an asset at the end of its economic or useful life.
- With an income producing asset, it may be its market value at the end of its economic life. It may still be useable but not in its original use or original design
- It may be a salvage value. It may be a scrap value.

- It may have a negative terminal value (fiberglass hull, black oil or asphalt barge, vessel with asbestos or red lead) this is where it will cost to remove and dispose of an asset at a greater value than the fair market value. I believe this fleet has a negative terminal value. (Captain David E. Ghidoni, Lone Star Marine Surveyors)

**2. RFI for Water Vessel Operation on The Woodlands Waterway:**

The CVB issued an RFI publically March 29, 2018 seeking an innovative approach to boat service on

The Woodlands Waterway. All interested submissions are due by July 31, 2018.

Visit The Woodlands heavily promoted the issuance of the available RFI to local, state and national boat service operators, manufacturers and vendors. A colorful and dynamic ad was designed and placed in boating/manufacturing industry newsletters and publications. The ad was also used in online promotion on boating industry websites. Hard copy RFIs were compiled and mailed to dozens of companies through web searches for companies offering similar services in other destinations. TWCVB reached out through their travel and tourism network to find additional vendors that other CVBs have worked with.

A full accounting of all correspondence with anyone seeking additional information or asking questions was recorded and filed by TWCVB staff.

President Wolda scheduled three days of site visits of the marina and area for vendors interested in seeing the facility in person. Vendors are visiting of their own interest and at their own expense.

This RFI will conclude July 31, 2018.

**3. Request for Interest for the Sale, Removal, Transportation and Proper Use, Reuse, and/or Disposal of Water Vessels:**

On June 21, 2018, the CVB issued an RFI to seek an experienced firm/professionals who are wanting six (6) Water Vessels currently located in The Woodlands, Texas.

The CVB is inquiring of experienced firms/professionals in boat sales and operations who are willing to purchase the Water Vessels, bear the costs of removal and transportation, and might make use of the Water Vessels in destinations like cities, amusement venues and other destinations. Alternatively, TWCVB is inquiring of parties or who specialize in purchasing and salvaging similar boats or who would be willing to safely remove, transport and dispose of the watercraft at their cost.

4. Q3 Update: A planning and logistics meeting with participating partners and agencies was held Tuesday, September 18, 2018 at The Woodlands Township. Information from the meeting was discussed with the Visit The Woodlands Board of Directors at the September 19, 2018 meeting.

As of October 12, 2018, Visit The Woodlands President Nick Wolda continues to oversee the coordination of the logistics with chosen vendor MGSIII Maritime LLC, obtaining necessary insurances and appropriate permissions to ensure safe removal of the Waterway Cruisers.

## VISITOR SERVICES

	<b>Market Street</b>	<b>The Woodlands Mall</b>
<b>Q3 2018</b>	6,986 guests	8,368 guests
<b>2018 YTD</b>	20,346 guests	25,818 guests
<b>YTD Unique Texas Visits</b>	5,248 guests from 269 Texas zip codes	12,760 guests from 613 Texas zip codes
<b>YTD Unique State Visits</b>	578 guests from 43 US States, districts & territories	839 guests from 49 US States, districts & territories
<b>YTD Unique Country Visits</b>	243 guests from 37 countries	804 guests from 60 countries
<b>YTD Undetermined Visits</b>	14,283 guests did not share their zip code	11,415 guests did not share their zip code