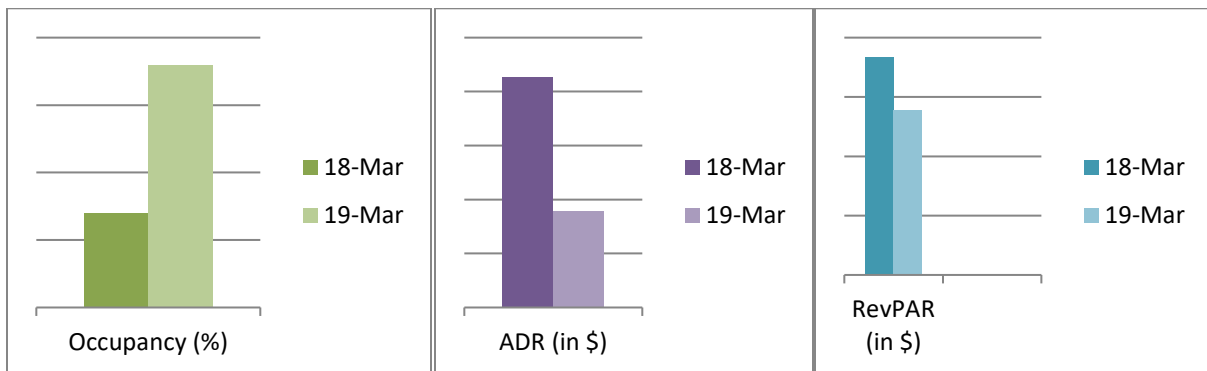


**HOTEL OCCUPANCY TAX COLLECTIONS**

2019			3 Year Data				
	2019 Budget	2019 Actual		2017	2018	2019	Change
JAN	\$ 574,738	\$ 516,266	JAN	\$ 443,786	\$ 517,157	\$ 516,266	- 0.2%
FEB	\$ 727,058	\$ 673,641	FEB	\$ 673,504	\$ 769,611	\$ 673,641	-12.5%
MAR	\$ 824,824	\$ 828,427	MAR	\$ 847,172	\$ 789,850	\$ 828,427	4.9%
APR	\$ 891,026		APR	\$ 795,667	\$ 859,519		
MAY	\$ 878,108		MAY	\$ 774,946	\$ 876,653		
JUN	\$ 983,598		JUN	\$ 762,479	\$ 837,722		
JUL	\$ 824,367		JUL	\$ 715,396	\$ 753,306		
AUG	\$ 742,663		AUG	\$ 625,963	\$ 686,927		
SEP	\$ 755,099		SEP	\$ 698,035	\$ 744,311		
OCT	\$ 803,402		OCT	\$ 800,509	\$ 711,010		
NOV	\$ 941,111		NOV	\$ 872,491	\$ 808,086		
DEC	\$ 746,433		DEC	\$ 707,999	\$ 643,530		
TOTAL	\$ 9,692,427		TOTAL	\$ 8,717,946	\$ 8,997,682		
YTD	\$ 9,692,427	\$ 2,018,334	YTD	\$ 8,717,946	\$ 8,997,682	\$ 2,018,334	- 2.8%

**2019 COMPARED TO 2018**



Up 1.5% in Occupancy

Down 1.3% in ADR

Up 0.1% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Mariana Almanza-Cook, Sales & Servicing Coordinator*

### March Overview

- **Q1 All Hotel Meeting-** On March 1<sup>st</sup>, 2019 the Visit The Woodlands hosted a combined All Hotel and Marketing Committee Meeting at Speedsportz Racing Park. Originally staff organized and set plans to host the Oil and Gas Admins International group along with our hotel partners to encourage networking and business development. After many hours of planning and preparation this format of the event had to be re-configured due to some unforeseen circumstances.
- **Rendezvous South Conference-** After nearly a year of proposals, site tours, planning visits, and many update calls- Rendezvous South 2019 was a successful event in The Woodlands! Visit The Woodlands welcomed 37 meeting planners and over 100 destination and industry professionals to connect over potential business and to create lasting relationships with meeting planners that book business in the South. Visit the Woodlands organized and planned the opening night reception that took place at Glade Gallery and also organized all transportation for the event. In addition, staff participated in the hosted buyer meet-ups and had the chance to meet with 18 planners one-on-one to discuss specific business. Visit The Woodlands staff is currently finishing follow-up from the event and hope to see business and RFP's come in before the end of 2019. Surveys came back with very complimentary comments on The Woodlands as a destination, many stating that The Woodlands is set up perfectly for convention business.
- **Mary Kay Conference Destination Tour-** Visit The Woodlands staff was excited to welcome representatives from Mary Kay's Annual Conference to The Woodlands for their first program in the area. This was a great kick-off year for this event and staff looks forward to a partnership with Mary Kay Conferences for years to come.
- **Solution Tree Site Tour and Confirmed Booking-** In early 2018, Visit The Woodlands staff met with a representative from Solution Tree to discuss an event later in 2018 to see if The Woodlands could host this event. With a few areas that did not quite line up for the 2018 program, this event did not book in The Woodlands. However, early in 2019 Visit The Woodlands was happy to assist with RFP distribution, incentive offerings, and set up event servicing for the an even larger program to take place in 2020. This program brings in over \$125,725 in total room revenue and over \$12,000 in Hotel Occupancy Tax.

- **Rotary District Conference Servicing-** The Visit The Woodlands staff has been working hard to ensure that the servicing program offers beneficial assistance to groups and events that are choosing to host their event in The Woodlands Area. For the Rotary Annual Conference, the servicing assistance request was out of the ordinary and a refreshing change up for staff. Staff assisted in preparing a scavenger hunt for the Rotary attendees to help showcase different areas of The Woodlands. This was a great opportunity to help our attendees and visitors experience some of the best spots in the destination.
- **March Meetings Blog Topic:** Site Planning Visit 101

### Meeting Connections

- Hyatt Place Sales Catch Up
- Morton's Grille Partnership lunch
- Young Investors Showcase Meeting

### Convention Services and Development

- 10 Organic leads worked and distributed
- 28 CVENT leads received
- 7 Restaurant Map Packets Distributed
- 1,246 Welcome Bags/Visitor Guides distributed
- 11 Group serviced
- 3 Site Tours conducted
- 2 Incentive Fund Requests worth over \$452,000 in room revenue

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

### Top Projects

**Website RFP Issued:** As Visit The Woodlands' primary marketing tool, the website plays a key role in fulfilling both the organization's mission and goals. As such, Visit The Woodlands issued an RFP for website development & redesign and new web content management system. The goals of this project are to provide a better website visitor experience and increase conversions, while also driving brand awareness, providing inspiration and ultimately bringing more visitors to The Woodlands. Proposals are due on Friday, April 5, 2019. Visit The Woodlands expects to have a vendor recommendation for the Board of Directors at the April meeting.

### 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.

#### Media Coverage Value (March Totals):

- **Ad Equivalency:** \$43,678
- **PR Value:** \$120,364
- **Daily Impressions:** 1,950,364

#### Pitching:

- Fam Trip Invitation: Wine & Food Week
- Story Idea: The Woodlands Waterway Arts Festival
  - Art News, Houstonia, Local Houston, Paper City, Arts & Culture Texas, Glasstire, Texas Lifestyles Magazine, Houston Chronicle, The Buzz Magazines
- Story Idea: Texas TreeVentures
  - AAA Texas Journey

#### Placements:

- Texas Meetings+Events (Winter, Page 36)

### 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.

- **Media Placement: Meetings**
  - Texas Meetings + Events
  - Connect Meetings: Corporate
  - Texas Society of Association Executives (TSAE)

- Convention South: Directory Listing
- Search: PPC targeting meeting planners
- **Media Placement: Leisure**
  - Airport Advertising: Chicago Midway & O'Hare
  - Online Display: Cold Weather Campaign targeting select U.S. cities
  - Texas Highways Magazine
  - Texas State Travel Guide
  - Texas Highways Events Calendar Magazine
  - AAA Texas Journey Magazine
  - Texas Monthly
  - Official Houston Visitors Guide
  - TourTexas.com
  - TripAdvisor.com
  - Social: Facebook & Instagram
  - Search: PPC targeting leisure travelers
- **Reporting:**
  - Impressions: 2,835,032
  - Clicks: 1,588
  - Hotel Revenue: \$19,737
    - Hotel Bookings: 52
    - Flight Bookings: 399

## 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**
    - What to Expect at the 2019 Woodlands Waterway Arts Festival
    - Ireland to The Woodlands: Goose's Acre Makes a Big Impact on the Community
    - Party & Performing Arts as Pavilion Celebrates 30 Years
    - 12 Best Viewing Spots for IRONMAN North American Championship
    - Ultimate Drink Flights to Order
    - Book Checkout Program Begins in Woodlands Hotels
  - **Reporting**
    - 44,282 Page Views
    - 23,390 Users
    - 1.61 Pages/Session
    - 0:58 Average Session Duration
- **Email Marketing**
  - **Emails Created:**
    - Rendezvous South: Reminder (2)
    - Consumer Newsletter: Upcoming Events, Blog Content, Insider's Guide
    - Events Newsletter: Arts Festival, Pavilion Concerts

- Board of Directors: Bi-monthly Update
  - **Reporting:**
    - Average Open Rate: 51.2%
    - Average Click Rate: 10%
    - New signups: 1
- **Social Media**
  - 299,000 Impressions across Facebook, Instagram, Twitter & LinkedIn
  - 2,172 Engagements across Facebook, Instagram, Twitter & LinkedIn
  - 1,507 Website Conversions via Social
- **Video**
  - Rendezvous South

## Printed Collateral

- **Current Newsletter:**
  - New signups: 3
- **Insider's Guide:**
  - New signups: 76
- **Visitor's Guide Fulfillment:**
  - Visitor Guides Mailed – 127
  - Visitor Guides Downloaded via Website – 152
- **Meeting Planner Guide Fulfillment:**
  - Meeting Planner Guides Downloaded via Website - 2

## Partnerships

- **Meetings & Local Event Participation:**
  - Q1 Marketing / All Hotel Committee Meeting
  - Supervisor Training
  - Houston & Beyond Partner Meeting
  - Community Relations / Visit The Woodlands Team Meeting
  - Sweet Paris Opening
  - Market Street Meeting
- **Editorial Fulfillment / Content Development:**
  - Houston & Beyond: Web & social
  - TACVB: DMO Insider