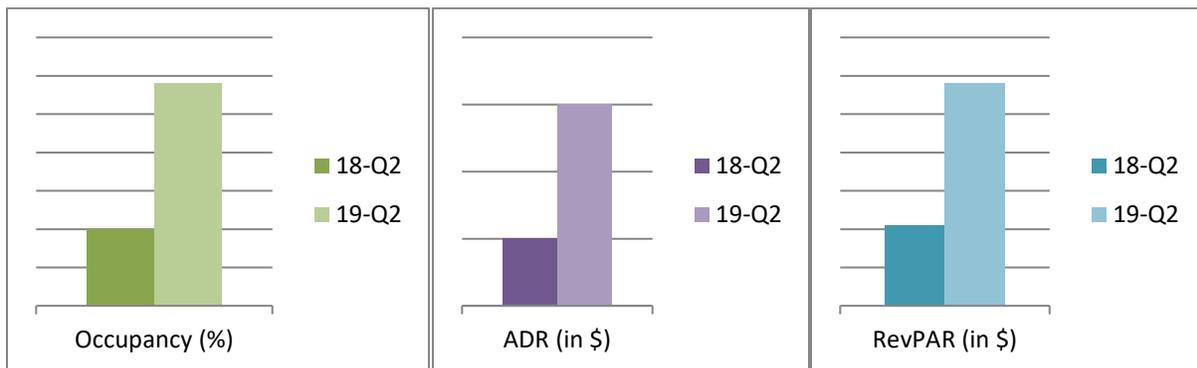


HOTEL OCCUPANCY TAX COLLECTIONS							
2019			3 Year Data				
	2019 Budget	2019 Actual		2017	2018	2019	Change
JAN	\$ 574,738	\$ 516,266	JAN	\$ 443,786	\$ 517,157	\$ 516,266	- 0.2%
FEB	\$ 727,058	\$ 673,641	FEB	\$ 673,504	\$ 769,611	\$ 673,641	-12.5%
MAR	\$ 824,824	\$ 828,427	MAR	\$ 847,172	\$ 789,850	\$ 828,427	4.9%
APR	\$ 891,026	\$ 880,321	APR	\$ 795,667	\$ 859,519	\$ 880,321	-2.4 %
MAY	\$ 878,108	\$ 879,981	MAY	\$ 774,946	\$ 876,653	\$ 879,981	0.3%
JUN	\$ 983,598	\$ 919,789	JUN	\$ 762,479	\$ 837,722	\$ 919,789	9.8%
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	\$ 4,697,426	YTD	\$ 8,717,946	\$ 8,997,682	\$ 4,697,426	1.0%

2019 COMPARED TO 2018



Up 2.8% in Occupancy

Up 0.1% in ADR

Up 3.0% 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 2, the Convention Development team worked on the following:

- **NASMM Site Planning Visit and Destination Tour** – The Woodlands area welcomed the main planners for the National Association of Senior Move Managers to the destination for a pre-event planning meeting and destination tour. The NASMM Annual Conference brings in over 900 total room nights which equates to over \$15,300 in hotel occupancy tax.
- **District Rotary Conference Servicing** – Mariana Almanza, Sales and Servicing Coordinator, 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. Mariana Almanza 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 and shows our dedication to assisting the very specific needs of varying groups.
- **ASAE XDP Tradeshow Participation** – For the first time, Visit The Woodlands participated in the American Society for Association Executives XDP tradeshow which brings together the nation's main planners for all association business. This show offered a booth and appointment schedule alongside educational and networking events.
- **VIP Oil and Gas Corporate Site Tour** – With interest to move the annual conference from the west side of Houston, Visit The Woodlands worked closely with the Marriott Waterway to arrange a personalized site tour of The Marriott and overflow hotel room options. With special coordination to have a swan boat ride from one hotel to the next, the site tour was a fun and over the top experience for the clients. This conference, if secured, would bring in over \$17,000 in hotel occupancy tax.
- **The Woodlands Financial Group Annual Conference Servicing** – The Woodlands Financial group hosted their annual convention in The Woodlands for the 5th year in a row. Visit The Woodlands had the opportunity to assist in the servicing of this group through organizing the restaurant discount program, interacting with attendees through a Visit The Woodlands welcome booth, offering offsite meal options for organizers and more.

- **Josie Lewis Earns CMP Certification** – Visit The Woodlands is proud to announce Director of Sales, Josie Lewis, is now a Certified Meeting Professional. The Certified Meeting Professional (CMP) program was launched in 1985 by Meeting Planners International to enhance the knowledge and performance of meeting professionals, promote the status and credibility of the meeting profession and advance uniform standards of practice. Today, the CMP credential is recognized globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam.
- **Connect FAM Trip in The Woodlands** – Visit The Woodlands was happy to welcome 14 meeting planners from all over the nation to come experience first-hand what The Woodlands has to offer for their meetings and events. The Connect FAM was approved in late 2018 by the Visit The Woodlands Board of Directors to work in conjunction with Connect, one of the leading industry tradeshow providers, to qualify and invite 14 meeting planners to The Woodlands. During the qualification process, Visit The Woodlands reviewed potential business, companies, rates, and ultimately the ROI of hotel occupancy tax for each planner before sending invitations for the event. Over a three day trip, these meeting planners were able to do site tours of our largest hotel properties, attend signature events and activities including Texas Tree Ventures, Wine and Food Week, Market Street shopping, iFly, Dosey Doe, and a Howl 2 Go event at The Westin. With very positive feedback from planners and already the distribution of one RFP from one of the planners in attendance, Visit The Woodlands is very thankful for the opportunity to build relationships with some great planners and partners within the industry.
- **Meeting Professionals International World Education Congress** – Visit The Woodlands sales team had a busy summer travel season to attend some of the industry’s top sales tradeshows throughout the nation. These shows offer a unique opportunity to meet directly with meeting planners from all over the nation and world, to discuss The Woodlands as an ideal location for their next meeting or conference. In June, Staff attended Meeting Professionals International’s World Education Congress, where Staff had a booth representation and sponsored the professional headshot station complete with a unique giveaway booth to interact with planners taking advantage of the headshot booth. In addition, Staff is gearing up and preparing for the next big tradeshow of the summer season for CVENT Connect.
- **Pure IT Cuso Financial Services, IT, Data Security Conference Site Visit** – Visit The Woodlands was happy to welcome the main planner for the Pure IT Cuso Conference that is looking for a new host venue. Visit The Woodlands organized hotel tours, a hosted meal, and an offsite destination tour to help give the planner a full picture of what The Woodlands has to offer their conference for future years.

Sales Blog Topics

April Meetings Blog Topic: Rendezvous South Recap

- **May Meetings Blog Topic:** 5 Icebreakers That Can Only Happen In The Woodlands
- **June Meetings Blog Topic:** A New Take on Services in The Woodlands

Sales Travel and Shows in Quarter 2

- ASAE XDP Tradeshow (April 11-13, 2019)
- Cinco De Mayo Austin Client Appreciation Event (May 1, 2019)
- HelmsBriscoe Annual Business Conference (May 29-31, 2019)
- Meeting Professionals International WEC (June 15-19, 2019)

Leads & Servicing

- 4 Site Tours Conducted
- 24 Organic Leads Worked and Distributed
- 64 CVENT Leads Received and Distributed
- 7 Restaurant Map Packets Distributed
- 1360 Visitor Guides distributed
- 1450 Welcome Bags Distributed
- 30 Groups Serviced
- 17 Meeting Connections
- 5 groups submitted through our incentive fund request representing nearly \$80,000 in Hotel Occupancy Tax

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. An overview of Quarter 2 initiatives is highlighted below.

Placements:

- **Smart Meetings:** Texas Two Step: Houston, Galveston & The Woodlands (pages 84-89)
- **Convention South:** WOW Factor: Visit The Woodlands (page32)
- **Small Market Meetings:** Texas Today: The Woodlands Resort (pages 32-33)
- **AAA Texas Journey Discover:** It's a Cool Summer in The Woodlands, Texas (Cover & page3)
- **Convention South:** Highlights from Rendezvous South (pages 10-11)
- **Houstonia:** The Road to Deliciousness (pages 70-71)

Pitches: In Q2, the Marketing Department developed and sent out 25 custom pitches to leisure and meetings publications on behalf of local partners. Topics covered this quarter include:

- Wine & Food Week
- The Cynthia Woods Mitchell Pavilion
- Vincent van Gogh Exhibit at The Woodlands Mall
- Sorriso Modern Italian Kitchen and Como Social Club Poolside Terrace + Bar
- Red, Hot & Blue Festival; Labor Day in The Woodlands; Lighting of the Doves
- Texas TreeVentures
- This Texas Pastry Chef Served Celebs at The Oscar's (Robard's Steakhouse Chef)

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.

- **Q2 Media Placements: Meetings**
 - Connect Meetings: Corporate
 - Convention South
 - Texas Meetings + Events
 - Smart Meetings
 - Madden Media: Amplified Storytelling
 - Meeting Professionals International: PYM
 - Geofencing: Conferences
 - Texas Town & City
 - Social: LinkedIn
 - Search: PPC targeting meeting planners

- **Q2 Media Placements: Leisure**
 - Town & Country
 - Food & Wine
 - Travel + Leisure
 - Community Impact
 - AAA Texas Journey (Discover Section)
 - Texas Highways Magazine
 - Texas Monthly
 - Houstonia
 - Buzz Magazine
 - Texas State Travel Guide
 - TexasHighways.com
 - TourTexas.com
 - TripAdvisor.com
 - Digital: High Impact Display
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers

- **Reporting:**
 - Impressions: 7,294,483
 - Clicks: 49,172
 - Hotel Revenue: \$64,227
 - Hotel Bookings: 231
 - Flight Bookings: 2,625

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 Redesign Update:** The Marketing Department has kicked off the website redesign project with Simpleview. In addition to initial discovery calls and planning meetings, the team has scheduled a familiarization (FAM) visit for Simpleview to visit The Woodlands in early August. The purpose of this visit is to give Simpleview a clear understanding of the destination so they can bring The Woodlands to life in their website creative. Following the FAM visit, a design style guide will be presented to the Board of Directors for review. The website is currently on track to launch in Q1 of 2020.
 - **Published Content:**
 - 20 custom blog articles
 - **Reporting**
 - 113,369 Page Views
 - 59,558 Users
 - 1.62 Pages/Session
 - 1:00 Average Session Duration

- **Email Marketing:** Visit The Woodlands creates monthly eNewsletters for a variety of target audiences including: leisure & business travelers and meeting planners, as well as our Visit The Woodlands Board of Directors, local stakeholders and departmental committees.
 - New signups - 129

- **Social Media**
 - 430,500 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 7,123 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 3,172 Website Conversions via Social

- **Video Production**
 - IPW

Printed Collateral

Visit The Woodlands produces a variety of print collateral to further The Woodlands message to meeting planners, leisure travelers, media and hospitality industry partners. An overview of Q2 efforts is below:

- **Visitors Guide Redesigned:** The Visitor Guide was redesigned to more accurately reflect VTW's new brand identity developed in 2018. A resource for visitors and meeting planners alike, the 23-page guide highlights attractions, hotels, events and experiences in The Woodlands. Sections include Outdoors & Nature, Arts & Culture, Live Music & Nightlife, Dining, Shopping, Celebrations and Accommodations.
 - **Visitor's Guide Fulfillment:**
 - Visitor Guides Mailed – 618
 - Visitor Guides Downloaded via Website – 228

- **Meeting Planner Redesigned:** The Meeting Planner Guide was redesigned to more accurately reflect VTW’s new brand identity developed in 2018. A resource for meeting planners, the 23-page guide highlights hotels and unique meeting venues along with vents and experiences convention goers can expect in The Woodlands. The guide also features details on Visit The Woodlands sales and servicing efforts, team building activities, group dining options, transportation information and more.
 - **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website – 16

- **Current Newsletter:**
 - Summer 2019 Edition produced & mailed/distributed
 - New signups: 0

- **Insider’s Guide:**
 - Summer 2019 Edition produced & mailed/distributed
 - New signups: 163

- **New Postcards Created:** Repurposing artwork from the Insider’s Guide each quarter, the Marketing Department developed postcards that are used as promotional items and a sales tool.

- **Tear Off Map Reimagined:** VTW recognized the need to develop a more impactful, yet portable and cost-efficient collateral piece that could be given to visitors. With this in mind, the Tear-Off Map was reimagined as a two-sided piece that could be utilized by both the Market Street Visitor Services kiosk as well as the 14 hotel properties in The Woodlands. Side one includes a newly redesigned map that was created from scratch, with custom illustrations and icons that feature attractions, hotels, shopping destinations and The Waterway Trolley route. Side two provides visitors a Top 10 list of recommendations for things to see and do while in town.

Tourism Sales

The Tourism Department works throughout the year to bring group tour and leisure travel business to The Woodlands. This is accomplished by attending trade shows, working leads and hosting site tours. In Quarter 2, the Tourism Department worked on the following:

- **Texas Travel Counselors Conference** – Tourism Specialist, Laura Haces, attended the Texas Travel Counselors Conference in downtown Houston April 1-4, 2019. This annual cooperative training conference is for TxDOT Travel Information Center travel counselors and other industry professionals who promote travel and tourism. The conference offers educational seminars, familiarization tours, and the opportunity to interact with other industry peers. In conjunction with the conference, the host city presents the Texas Travel Expo, which showcases attractions

and cities around the state. The expo allows the tourism industry to share vital information for the upcoming summer travel season about points of interest, tourist services and special events.

- **French tour operators** – Visit The Woodlands welcomed seven French tour operators from Brand USA in both France and Belgium in early April. They stayed overnight at The Westin and enjoyed an afternoon of shopping, relaxing and exploring the area. The group was able to experience everything The Woodlands has to offer with a live concert at The Cynthia Woods Mitchell Pavilion, a walk along The Waterway and dinner at Churrascos.
- **Ironman Texas** – The Woodlands welcomed athletes and their families for the IRONMAN North American Championship April 24-27, 2019. Visit The Woodlands staff had a booth in the IRONMAN Village, where team members distributed Visitor Guides, maps and promotional items to visitors as well as answered questions.
- **Neighborhood Watch** – For over 30 years The Woodlands Township Neighborhood Watch has provided award-winning crime prevention programming to all neighborhoods in The Woodlands. On April 25, 2019, Visit The Woodlands partnered with The Woodlands Township to provide residents with a better understanding of Visit the Woodlands and how tourism impacts the community.
- **Marketing Symposium** – Visit The Woodlands attended Texas Association of Convention and Visitor Bureaus (TACVB) Marketing Symposium May 1-3, 2019 gathering latest marketing trends in the travel and tourism industries. Amber George, Communication Coordinator and Laura Haces, Tourism Specialist, joined shirtsleeve sessions that focused on new sales, marketing and technology programs that have worked for peer destinations in Texas. Staff received credits toward earning the Texas Destination Manager (TDM) designation with each class.
- **German Tour Operators** – May 21, 2019, Visit The Woodlands hosted 15 German Tour Operators to The Woodlands. When unexpected weather delayed and stranded the group of professional tour planners flying out of Houston (IAH) the Texas Tourism office called upon the Visit The Woodlands team to offer a positive end to the exhausting travel day. The 19 tour operators representing Der Touristik, the largest and most popular tour planning company in Germany. With 30 minutes notice Visit The Woodlands team hosted the tour operators for a delicious dinner at Churrascos, enjoyed a walking tour along The Waterway and ended the evening shopping and sightseeing at Market Street. This experience reflects the strength of our destination, being ready for business and serving up great hospitality at all times.
- **IPW Anaheim** – Visit The Woodlands attended International POW WOW (IPW) in Anaheim, California from June 1-6, 2019. IPW is the largest travel, media and sales tradeshow for international planners in America where most US states participate in promoting their best assets. Planned by US Travel Association, this is a show of great importance to Visit The

Woodlands with a booth across Visit Houston. During this sales mission, Elizabeth Eddins, Executive Director, and Laura Haces, Tourism Specialist, conducted more than 30 appointments with international and U.S. markets to highlight The Woodlands. Visit the Woodlands was also one of the sponsors for the Travel Texas Reception and client appreciation event where key clients and cities had the opportunity to network and meet key partners in Texas.

- **International Association of Golf Tour Operators (IAGTO)** – Visit The Woodlands hosted the International Association of Golf Tour Operators (IAGTO) June 26-28, 2019. The group enjoyed overnight accommodations and outstanding golf at The Woodlands Resort. These planners travel the world to play golf and experience new destinations to sell to their global clientele. The 14 golfers attended from all over the world, including Switzerland, Singapore, Australia and Brazil. The planner's time in The Woodlands included golf in the morning, receptions in the evening at top spots like COMO Social Club at The Westin and Tommy Bahama at Market Street. The tour concluded at The Cynthia Woods Mitchell Pavilion for the Train concert. The group offered mostly positive feedback but also sharing some areas of potential improvement to make The Woodlands even more desirable to golf travelers.

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 2 partner initiatives:

- **Q2 All Hotel Meeting** – The Sales department welcomed over 20 hotel partners to the latest Q2 All Hotel Meeting, which was hosted at the Rob Fleming Recreation Center building for lunch, networking, and a presentation on staff efforts. After the presentation the group was welcomed by the Parks and Recreation Director, Chris Nunes, to discuss the new addition of Texas Tree Ventures as a new opportunity for team building activities for any convention or group business. Chris also included a walking tour of the Texas Tree Ventures course with insight on the booking process.
- **Booking and Blocking Committee Meeting** – In May, a formal lunch meeting for the Booking and blocking Committee took place for the committee to discuss language within the Booking and Blocking agreement. This meeting also offered the opportunity to ensure committee members were all on the same page about verbiage within the agreement, processes and procedures for the committee, and any suggestions or needs for the future of the committee.
- **Houston Tourism Summit** – Visit the Woodlands attended the Annual Houston Tourism Summit. The goal of the event is to bring together tourism professionals, community organizations, elected officials, and Houston First Corporation staff to discuss why travel matters and encourage engagement in tourism-related initiatives in the Greater Houston area.

- **Hotel Book Program Created** – Visit The Woodlands developed a Book Checkout Program for hotels in The Woodlands. How it Works: Hotel guests check out a book at the front desk, simply remembering to leave it in their room or return it to the front desk upon departure, leaving it for the next family to enjoy. As the first book in the program, Goodnight to The Woodlands features local landmarks and other elements commonly seen by visitors to The Woodlands.
- **Insider's Guide Artwork Featured at Market Street** – The artwork featured in the Spring 2019 issue of the Visit The Woodlands Insider's Guide was installed as window clings at Market Street. Shoppers and visitors alike can view this unique piece along with a calendar of upcoming events. Visit The Woodlands continues to update the events portion, extending the life of this Instagrammable marketing piece that also serves to provide awareness of Visit The Woodlands and drive traffic back to the website.
- **Local Event Participation** – The team participated in a variety of events and meetings to support our local partners including: Township BOD Meetings, The Woodlands Waterway Arts Festival, Economic Development Partnership Quarterly Luncheon, Market Street Renovation Reveal, IRONMAN North American Championship, Hilton Garden Inn Client Appreciation, Marriott Masters of the Craft Event, Toasted Yolk Opening, Wine & Food Week and others.