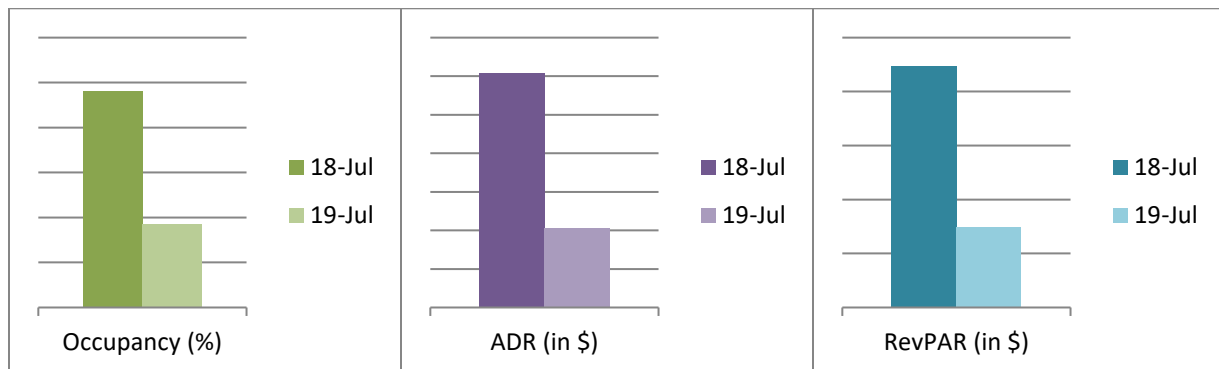


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 776,760	JUL	\$ 715,396	\$ 753,306	\$ 776,760	3.1%
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	\$ 5,703,719	YTD	\$ 8,717,946	\$ 8,997,682	\$ 5,703,719	1.3%

2019 COMPARED TO 2018



Down 9.7% in Occupancy

Down 4.6% in ADR

Down 13.9% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

July Overview

- **CVENT Connect and Certification-** On July 8-11, 2019 Visit The Woodlands staff attended CVENT Connect in Las Vegas. Cvent Connect brings together over 4,500 industry professionals together to offer exceptional educational opportunities, a dynamic tradeshow, and countless networking opportunities. In addition to the traditional tradeshow, Visit The Woodlands staff also participated in an in-depth training to view the CVENT platform and learn how to best update and position the platform to appeal to planners as they are sourcing destinations for leads.
- **Noria Site Visit-** Visit The Woodlands was happy to partner with our regional neighbors of Houston and Galveston for a combined site tour for the Noria team who is looking to place their 2020 conference. The planning team was very impressed with the easy accessibility of The Woodlands, the walkability for attendees, restaurant and entertainment options, and the hotel facilities they were considering. A decision on which location will be chosen should be made by the end of August.
- **MPI Houston Participation-** Visit The Woodlands sales staff attended the July MPI Houston Area CAP'D Luncheon that was hosted at the Magnolia hotel in Downtown Houston. The monthly MPI Houston lunches offer a unique opportunity for the local industry professionals to all get together for a networking and collaboration opportunity, while also hearing from top professionals on educational topics that effect the industry.
- **Win a Weekend in The Woodlands-** Last year, Visit The Woodlands staff participated in the Houston area MPI Plan Your Meetings mini tradeshow. At this event, Visit The Woodlands did a Weekend in The Woodlands giveaway to one lucky meeting planner that attended. In July, Visit The Woodlands welcomed a meeting planner from Air Liquide to come and utilize this package and a chance to check out the area with a hotel stay at the Embassy Suites, a gift card to Market Street, a restaurant gift card, and an amenity bag, along with a personalized itinerary. Opportunities like this give Visit The Woodlands the chance to bring in planners to experience The Woodlands for themselves so that The Woodlands comes to top of mind when sourcing new events.
- **July Meetings Blog Topic –** Connect FAM- Faming it Up

July Meeting Connections

- Copa Progress Update Meeting
- Partnership call with Independent Meeting Professionals
- Westin Partnership Meeting
- IMEX Participation Update Call with Texas Tourism
- July MPI CAP'D Luncheon
- Partner lunch with Embassy Suites
- Simpleview onsite training
- Associated Luxury Hotels International Site Tour Assistance

Convention Services and Development

- 3 Site Tour organized
- 9 Organic leads worked and distributed
- 14 CVENT leads received
- 1 Restaurant Map Packets Distributed
- 132 Visitor Guides Distributed
- 5 welcome bags distributed
- 14 Group serviced
- 3 Incentive Fund Requests worth over \$29,000in Hotel Occupancy Tax

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Simpleview CRM Training: Visit The Woodlands staff participated in an in-depth, 2-day training for the Simpleview CRM platform. Staff uses this platform for tracking sales leads, inventory management of promotional items, and tracking of partner benefits including: site visits, fam trips and earned media placements. This tool is also used to report metrics back to the Board in monthly reports. The goal of the training was to educate the team on how to utilize all features of CRM, improving tracking capabilities and office efficiency.

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.

Placements:

- **Click2Houston:** Houston Restaurant Weeks 2019
<https://www.click2houston.com/food/these-are-restaurants-participating-in-houston-restaurant-weeks-2019>
- **Houstonia:** 5 Things You Must Do This Weekend
<https://www.houstoniamag.com/articles/2019/7/26/5-things-you-must-do-this-weekend-july-26-28>

Planning:

- **Andrea Slaydon:** Meeting to discuss content planning and pitching through January 2020.
- **Brenda Kissko:** Meeting to discuss story ideas and pitching through Q1 of 2020.

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**
 - Connect Meetings: Corporate
 - Meeting Professionals International
 - Texas Meetings + Events
 - Madden Media: Amplified Storytelling
 - Geofencing: Conferences
 - Social: LinkedIn
 - Search: PPC targeting meeting planners

- **Media Placement: Leisure**
 - Texas State Travel Guide
 - Texas Highways Magazine
 - AAA Texas Journey (Discover Section)
 - Houstonia
 - TourTexas.com
 - TexasHighways.com
 - TripAdvisor.com
 - Digital: High Impact Display
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
- **Reporting:**
 - Impressions Served: 2,594,893
 - Clicks: 21,738
 - Conversions: 560
 - Hotel Revenue: \$18,752
 - Hotel Bookings: 40
 - Flight Bookings: 171

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**
 - Five Restaurants for Must-Try Vegetarian Meals in The Woodlands
 - Celebrate the Moon Landing in The Woodlands
 - The Pavilion: Celebrate the 80's and 90's this August
 - Labor Day in The Woodlands
 - Fam'ing in The Woodlands
 - Waterfront Dining in The Woodlands
 - **Reporting**
 - 50,793 Page Views
 - 27,933 Users
 - 1.48 Pages/Session
 - 0:52 Average Session Duration
- **Email Marketing**
 - **Emails Created:**
 - Consumer Newsletter: Upcoming Events, Blog Content, Insider's Guide
 - Board of Directors: Bi-monthly Update
 - **Reporting:**
 - Average Open Rate: 29%
 - Average Click Rate: 15%
 - New signups: 43

- **Social Media**
 - 228,800 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 5,406 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 2,177 Website Conversions via Social

Printed Collateral

- **Current Newsletter:**
 - Fall Edition produced and distributed
 - New signups: 1
- **Insider's Guide:**
 - Fall Edition produced and distributed
 - New signups: 79
- **Visitor's Guide Fulfillment:**
 - Visitor Guides Mailed – 303
 - Visitor Guides Downloaded – 110
- **Meeting Planner Guide Fulfillment:**
 - Meeting Planner Guides Downloaded via Website - 9

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Board Meeting
 - Visit The Woodlands Pop-Up: 50th Anniversary of the Moon Landing
 - CPR Training
 - Partner Lunch: Market Street
 - Partner Lunch: The Cynthia Woods Mitchell Pavilion
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

July Overview

- **Moon Landing Anniversary Pop-Up Event** – Visit The Woodlands along with their “Houston and beyond” partners created an unforgettable celebration of the 50th Anniversary of the Apollo 11 landing on the Moon. For this special occasion, Visit the Woodlands had a night under the stars at Waterway Square where families received a special message from the International space station, received information about the landing in July 1969 and watched a kid’s movie called “Capture the Flag”. Over a hundred people gathered to celebrate the special occasion and Visit the Woodlands had a tent to make sure everyone enjoyed the event and to provide information when needed.