



Pearland Convention & Visitors Bureau

FY2017 Annual Report

October 1, 2016 – September 30, 2017



MISSION: The role of the Convention & Visitors Bureau is to promote and coordinate tourist related activity within the City of Pearland. To accomplish this mission, the Convention & Visitors Bureau will be responsible for the promotion of hotel rooms and convention attendance within the City; will work with tourist related organizations within the City to coordinate marketing, advertising, promotion and programming; will work with State and regional organizations which is responsible for the promotion of the region, and finally will work to coordinate activities within City Government which directly or indirectly impact tourism.



A Glimpse

The fourth year of the City of Pearland Convention & Visitors Bureau increased visibility of our destination and increased the growth in partnerships, which resulted in an increase of hotel occupancy tax revenue. FY 2017 hotel occupancy tax revenue was \$1.421 million (excluding a 1% rebate totaling \$8446) compared to FY 2016 hotel occupancy tax of \$1,408 million.

The economic impact of tourism within the City of Pearland is significant by bringing \$129 million, in 2016, in visitor spending, \$4.7 million in local tax revenues, and \$7.4 million in State tax revenues, a total employment of 1,230 and industry earnings of \$43 million.*

TOTAL TAX RELIEF PER HOUSEHOLD - \$291.37

Total local & state tax revenues (\$12.1 M)

Divided by # of households (41,537)

Equals the total tax relief per household

SUPER BOWL LI, hosted in Houston in February brought visitors into Pearland during the weekend. Super Concert featuring entertainers RaeLynn and Two Tons of Steel plus a trolley car service to move visitors between hotels and restaurants was coordinated during the four day weekend. Occupancy ran at 86% with ADR (average daily rate) at \$243.73 and total hotel revenue of \$654,744, as indicated by the STR report. Concert goers and trolley riders totaled about 1900.

PEAR-SCAPE came to a conclusion with the installation of 20 fiberglass pears, artistically painted by local artists and sponsored by local businesses. A total of \$69K in sponsorships was raised to develop a public art sculpture trail.

TAAF WINTER GAMES OF TEXAS has been in full planning mode for January 12-14, 2018. Fifteen sporting competitions for youth and adults will occur in nineteen locations. Registration is underway for this city-wide event and is set to bring in over 1 mil in economic impact.

The Pearland Convention & Visitors Bureau participated in the Pearland Economic Development Corporation feasibility study to research and identify the need for potential facility types in Pearland. The study reviewed all facets to form a consensus on developing several facility scenarios, including evaluating market potential, cost analysis, benefits and alternative funding.

Hurricane Harvey impacted our area from August 24 through the fall. A State of Emergency declared by Texas State Governor Abbott suspended hotel occupancy tax both on the state and local levels. We did see a rise in occupancy rates and average daily rate (ADR) during this time frame.

MARKETING - The promotion of Pearland as a Gulf Coast destination with easy access to Houston amenities utilizing “A Perfect Pick” reached a variety of audiences through digital, display ads, sponsored content, storytelling pieces and editorial content on a regional, state and national level. With an overarching goal to increase leisure travel and attract business travel to Pearland, a targeted approach is used toward consumer and business-to-business audiences. A leisure digital travel magazine feature drove **10,439 new sessions** to the visitpearland.com website securing a spot on the top 10 traffic sources. Likewise, the popular print campaign “See Texas First” features Pearland as a weekend getaway in neighboring states and **generated a 21% increase in leads**. Business to business advertising consisted of messaging geared to group tour, meetings, reunion, and religious based travel audiences in Reunions Magazine, Houston Business Journal, Dallas Business Journal, Austin Business Journal and Group Tour Media.

WEBSITE ACTIVITY - VisitPearland.com attracts audiences interested in cuisine, Pearland events and things to do as well as unique features. The ‘what to do in Pearland/events page’, which also includes the calendar, remains one of the most popular entry points to the website. Website **page views totaled 223,359** with an **average of 10,722 visitors per month indicating a 27% of increase in traffic from 2016 to 2017**. The website garners 82% new visitors with an average of 58% organic traffic. A spike in traffic occurred September 2017 with a new peak (25,620) in page views coinciding with event promotion for the Art Show, several occurring events and an editorial piece by Shop Across Texas featuring Pearland. Organic Search ranks as the top channel for traffic to visitpearland.com with Direct, CPC, Social and Referral coming in second, third, fourth and fifth respectively.



This year, added website enhancements and improvements included: reorganizing of the main navigation bar and addition of dedicated events button; improved flow and naming of drop down menu items for Play section; reworking the Meet dropdown menu and subsequent pages for meeting planning, sports tournaments, group tours, reunions and venues; updating the Venues page and the Pear-Scape page.

FACEBOOK LIKES – 4,266 - The Facebook post of the visitpearland.com story announcing the Nacho Nachos opening of a brick and mortar location in Pearland reached 11K people with 552 shares and 519 link clicks. During the Pear-Scape project, various posts on FB reached a total of 26,536 people with 63 shares and 381 likes.

MEDIA COVERAGE - News releases and web stories are written and distributed throughout the year about community events, news-related items, and promotions with YTD coverage. Eight (8) news releases resulted in coverage of six (6) stories via an online platform; twenty-one (21) stories/mentions in print format. Topics included: Pear-Scape Reveal, Pearland Super Weekend, Tony Booth Day, BJ’s Blanket Bingo Bash, Pearland Opry on the Square, New VisitPearland Logo Launch and Pearland Art & Crafts on the Pavilion. Several web stories generated media interest resulting in Pearland Convention & Visitors Bureau coverage with mentions on Fox 26, Great Day Houston, KPRC Click 2 Houston, and ABC 13 & Sunny 99.1.

SEASONAL CAMPAIGN - A summer marketing campaign to promote weekend hotel packages between Memorial Day and Labor Day were created, entitled “PopN Summer Fun.” Print and digital ads were placed in publications and websites geared to Texas travelers. A digital campaign was deployed on Expedia.com to capture hotel bookings and overnight stays. (The duration of the program was shortened with the impact of Hurricane Harvey to the Gulf Coast at the end of August.)

EVENTS & HAPPENINGS - Many special events occur during the year, which provide website calendar listings and press stories to promote Pearland. The year in review, provides a total of 245,802 attendees participated in a total of sixty-eight (68) events. Types of events included: athletic, festivals, arts and culture, musical and celebratory. The Pearland Convention & Visitors Bureau produced

the annual Art & Crafts on the Pavilion and Opry on the Square. Both events are held at the Pearland Town Center and provide visitors with an outdoor arts and music experiences.

SALES - Sales encompassed strong communications efforts for both clients and partners, programs and product development, lead generation and visitor services. Overall, interest of travel into Pearland remains steady due to continued promotion, networking, general inquiries, walk-ins, bulk distribution, e-newsletters, visitor services and sales outreach resulting in a total of **29,828 visitor inquiries**.

A total of twelve (12) group business leads were processed within the market segments of sporting tournaments, corporate, government, motor coach, events, weddings, education, religious, and reunions. Through combined efforts of lead distribution, visitor servicing, and hotel call-arounds, these markets brought a total of 4,006* room nights to Pearland indicating an approximate economic impact of \$10.5 Million. One highlight was the hosting of **Travel Alliance Partners**



(TAP) annual meeting included a familiarization trip showcasing Pearland as a hub and spoke destination in the greater Houston area. Thirty (30) tour operators experienced our destination.

NEW PRODUCT DEVELOPMENT occurred consisting of the creation of a self-guided tour for the Sri Meenakshi Temple and a scavenger hunt for the Pear-Scape public art sculpture trail. The Sri Meenakshi Temple **self-guided tour** highlights temple history, the

Hindu religion and represented deities. The Pear-Scape scavenger hunt features five (5) different options and is designed to move visitors throughout Pearland using a game-like approach. New multi-city itinerary, “**Waltz Across Texas**”, for the group tour market was developed featuring Pearland as a destination. A new housing software, **Meetingmax** was implemented, which will be used for an upcoming city-wide event in January 2018 entitled, TAAF Winter Games of TX. System preparation for this included training and partner collaboration.



(*The PCVB is aware that more business is being booked through the hotels directly, and that these numbers may not include all of the local hotel rooms utilized for any given event in Pearland that comes through our office. Local events are defined as both events that occur here in Pearland and Houston area events in which Pearland hotels are utilized.)

*Data research conducted by Dean Runyan Associates and prepared for the Texas Tourism, Office of the Governor, Texas Economic Development and Tourism. (FY indicates fiscal year; City of Pearland operates Oct. through Sept.)



Tracy Rohrbacher, Megan Flowers, Sharon Satterfield, Kim Sinistore

**Thank you to the
Pearland Convention & Visitors Bureau
Advisory Board members for their time, commitment & support**

Teir Allender, Tomika Gamble, Margo Green, Lonzie Helms,
Keith Ordeneaux, Manny Patel, Steve Saboe, Gary Shepherd and Alpesh Shukla

VisitPearland.com

