



Pearland Convention & Visitors Bureau FY2019 Annual Report

October 1, 2018 – September 30, 2019



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.



Overview

The City of Pearland Convention & Visitors Bureau (PCVB) completed its sixth year under the Office of the City Manager. During FY2019, Pearland hosted the second year of the TAAF Winter Games of Texas. Funding was approved towards Phase 1 of the Railroad Depot Restoration. The Pearland Convention & Visitors Bureau contributed funding toward the completion of the new stage and lighting at the newly renovated Independence Park amphitheater.

Total FY 2019 hotel occupancy tax revenue was \$1,395,333. The economic impact of tourism within the City of Pearland is significant by bringing \$142 million, in 2018, in visitor spending, \$5.4 million in local tax revenues, and \$8.2 million in State tax revenues, a total employment of 1,170 and industry earnings of \$44 million.*



FY 2019
\$1,395,333
 HOTEL OCCUPANCY TAX REVENUE

*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.)

Highlights

TAAF Winter Games of Texas kicked off its 2nd year of play on January 18-21, 2019 with 2,185 registered athletes, 10 competitive sports, 337 hotel room nights booked bringing an estimated economic impact of \$981,361. This was a partnership with the Pearland Parks & Recreation and the Pearland Independent School District along with 15 sponsors and 118 volunteers.



Staff

FY19 proved challenging with Pearland convention & Visitors Bureau staffing changes including a vacancy with the Sales Marketing position in March of 2019 and the Executive Director vacancy in August of 2019. A part-time sales consultant contracted with the Pearland Convention & Visitors Bureau in June of 2019.

Marketing

Tourism marketing efforts included the continuation of the “Prepare to Love It” message in regional and state level campaigns. This year’s highlights include: Expedia Travel Ads delivered 10,389 clicks, 794,570 impressions and 1,344 rooms booked during FY19. The Shop Across Texas register to win campaign delivered 1,175 opt-in names, 2,463 total registrations, 14,230 pageviews. AJR Media campaigns on birding and the Sri Meenakshi temple delivered just under 3 million impressions and 12,695 clicks.

Website Activity – VisitPearland.com outperformed the previous year’s benchmarks with top producing pages including HLSR concert line-up, events in Pearland, plan your next reunion, 3 reasons to visit Sri Meenakshi, 5 reasons for birding in Pearland, what to do, where to eat, where to shop, and Pearland venues. 70% of traffic views the site on mobile devices, 25% of traffic views the site on desktops, 5% of traffic views the site on tablets. Strategic SEO efforts resulted in a 50% increase in new users, 48% increase in sessions; 83% increase in pageviews; 24% increase in pages per session and a 47% increase in organic searches compared to the previous fiscal year. Fifty-five (55) original content blog posts were featured on VisitPearland.com.

Visits to Website: 137,905

Unique Users: 137,638

Pageviews: 338,644

83%
INCREASE
IN PAGE VIEWS



Events

Events occur year round, which drive visitors to the website calendar listings, blog page and Facebook postings. This year, the Pearland Convention & Visitors Bureau supported several new events including an Art Walk, Music to My Beers, Girls Night Out, and Houston Bird Week Launch Party.



Pearland Art & Crafts on the Pavilion was held for a fifth year at the Pearland Town Center. A live painting was featured to commemorate the City’s 125th anniversary. 39 artists participated with a singer songwriter showcase featured on the live music stage sponsored by Kroger.

11,452
 CONSUMER INQUIRY LEADS



Sales

Sales efforts consisted of handling leads and inquiries, overseeing the Meetingmax housing reservation system, offering partner programs and developing relationships.

Year round distribution of collateral and processing inquiries totaled 23,154 including: 67 direct inquiries for event space, 11,426 guides distributed; 11,452 consumer inquiry leads; 608 walk ins to the office; and 276 newsletter sign-ups.

Partner Events offered this year included: Annual Meeting Holiday Luncheon, Trip Advisor Workshop, Front Desk Familiarization Tour and the Travel Rally Picnic.

The PCVB hosted a FAM trip for a bird guider from the UK in partnership with Visit Houston and Beyond. The stop in Pearland was one of a few traveling the Gulf Coast region.

**Thank you to the Pearland Convention & Visitors Bureau
Advisory Board members:**

Many Patel, Chair, Teir Allender, Margo Green,
Lonzie Helms, Keith Ordeneaux and Steve Saboe.



VisitPearland.com

281.997.5970 • 11200 Broadway St. • Suite 1390 • Pearland, TX 77584