



# Pearland Convention & Visitors Bureau FY2022 Annual Report

(October 1, 2021 – September 30, 2022)



**MISSION:** The role of the Convention & Visitors Bureau (CVB) is to promote and coordinate tourist related activity within the city of Pearland. To accomplish this mission, the CVB will be responsible for the promotion of hotel rooms 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

In its ninth year under the Office of the City Manager, the Pearland Convention and Visitors Bureau (CVB) embraced the resurgence of leisure events, sports tournaments, and travel to Pearland. Activity included the launch of new marketing initiatives, the expansion of sports tourism efforts, and the addition of leisure-based events to attract visitors to Pearland.

The CVB continues to feature the many unique offerings provided by local boutiques, hotels, parks, restaurants, and attractions. Promoting Pearland as a year-round, Gulf Coast destination to visitors remains the focus of the CVB. The fiscal year (FY) culminated in ranking at the number two spot for highest hotel occupancy tax revenue generated since inception of the Pearland CVB in 2013. Total FY2022 hotel occupancy tax revenue equaled \$1,526,658.20

Tourism plays a significant role in the economic impact of the City of Pearland by bringing in \$129.9 million, in 2021, in visitor spending, \$5.1 million in local tax revenues, and \$7.9 million in State tax revenues, a total employment of 930 and industry earnings of \$42 million.\*



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

# Highlights

The CVB’s partnership with the United States Fastpitch Association (USFA) expanded in 2022 and remained the primary driver of youth sports tournaments in Pearland. In addition to generating additional competitor leads and bookings, the partnership produced a total of 1,140 room nights for Pearland hotels representing a 30% increase from the previous year. Pearland welcomed a total of 303 teams with 72 traveling teams and an overall attendance of 13,810 with an estimated total economic impact of \$2,212,041.

The Pearland International Cuisine Trail launched in March of 2022, highlighting locally owned restaurants and inspiring visitation. Initiated by the CVB in tandem with a software vendor, the digital passport program has generated nearly 100 restaurant visits so far and continues to advance awareness of the ever-expanding Pearland culinary scene.



City Council adopted Ordinance 1611 addressing short-term rental (STR) properties in Pearland on April 11, 2022, with a July 1, 2022, effective date. Initiated by the CVB, the adopted ordinance is an effort to create a more equal regulatory and taxation structure for the STR properties as compared to traditional hotel/motel properties in the City. The CVB coordinated efforts with various City departments to support the July 1 launch date.

The CVB in conjunction with Mayor Cole conducted a Listening Tour with local, arts-related organizations to better understand each entity’s position in a post-pandemic setting as well as their plans for a path forward. A total of 26 sessions occurred between July 1 and November 22, 2022, revealing several similar themes, gaps in service and communication and the absence of a common vision for the city regarding arts initiatives. The work led to a request for proposal (RFP) for a Cultural Arts Master Plan. The contract award is slated for City Council consideration Spring 2023.

# Staff

The CVB team welcomed its newest member, Leonor Castillo, filling the part-time office assistant position in July 2022.



# Marketing

The CVB partnership with Houston Food Finder featured locally owned restaurants, generating daytrip interest and increased awareness of the Visit Pearland website. The Houston SaberCats agreement also delivered awareness of Pearland destinations and amenities by reaching their audience through newsletters, social posts, and on-site displays. Other campaigns included:



SPOTLIGHT VIDEOS

- Expedia Travel Ads delivered 11,964 clicks, 258,298 impressions and 5,601 rooms booked during FY22.
- Shop Across Texas partnership garnered 2,290,187 impressions, which is a 48% increase from the previous year. The Summer Getaway Project earned 15,437 social media impressions, 1,833 click-throughs on ShopAcrossTexas.com, and 295,000 e-blast impressions
- The CVB Facebook page experienced a total reach of 187,308 users (20% increase), 3,020 page visits (98% increase), and 359 new page likes
- The CVB Instagram saw a total reach of 68,987 users (23% increase), 8,632 profile visits (300% increase), and 782 new profile followers
- Tour Texas landing page for Pearland delivered 12,734 page views, 60 PDF requests, 1,061 postal requests, 1,890 video views, 104 newsletter opt-ins (25% increase), and 152 website click-views.



Website Activity – VisitPearland.com experienced a 13.3% increase in pageviews compared to the previous year. The top five landing pages overall for the site included: Events in Pearland, Where to Eat in Pearland, Music to My Beers, Family Fun, and Relocate to Pearland. 65% of traffic views the site on mobile devices, 33% of traffic views the site on desktops, 2% of traffic viewed the site on tablets. 44 original content blog posts were published to VisitPearland.com.

Visits to Website: 174,640  
Unique Users: 94,755  
Pageviews: 210,037

# Events

FY22 kicked off with Music to My Beers: Oktoberfest, the partner event organized by BAKFISH Brewing Company which generated an estimated 750 attendees, followed by the return of the Pearland Arts & Crafts on the Pavilion. The art show, produced entirely by the CVB, welcomed attendees from the region and featured 15 artist vendors, six musicians, four food trucks, two art cars, and a kids' interactive station.

The CVB sponsored and supported many special events that encouraged visitation to Pearland, including the new Pearland Country Music Showcase, the Pearland Jazz series, Tony Booth's Birthday Bash, the inaugural Holi Extravaganza Festival, the debut Pearland Boutique Shop & Hop, Pearland House Concerts, Summer Seoul, Pura Nava, and Latin Fest.

# Sales

Sales efforts consisted of handling leads and inquiries, attending trade shows, and developing partnerships. The USFA relationship, which has grown to seven tournaments this fiscal year, called for pre-planning efforts, hotel coordination, and on-site management for each event weekend by the CVB.

# 23,061

TOTAL COLLATERAL & PROCESSING INQUIRIES



The Houston SaberCats partnership generated leads for two rugby tournaments – National Collegiate Rugby (NCR) in December with 140 room nights and College Rugby Association of America (CRAA) in April with 202 room nights.

Several other collaborations with room night potential consisted of servicing needs for Fastpitch America Softball Association (FASA), BWS 100 Ride Fest, 14th Annual Haynie Spirit Out Cancer Tournament, Southwest Association Basketball of the Deaf, Rien Cup Karate Championship, HERPS Exotic Reptile & Pet Show, Water Polo 6-8 College Showcase Series, and Shadow Creek Triathlon.

The CVB assisted with 10 family reunions over the third and fourth quarters, including distributing welcome bags, securing the Mayor's welcome letter, and advising in venue selection. Year-round distribution of collateral and processing inquiries totaling **23,061 which is a 43% increase** from the previous year include:

- **20,207 guides distributed**
- **2,513 consumer inquiry leads**
- **166 newsletter sign-ups**
- **145 walks-ins;**
- **30 direct inquiries for event space, visitor services, relocation and general information.**

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

Teir Allender, Tony Caro, Margo Green, Manny Patel,  
Richard Rogers, Kris Szczy, Sandra Strachan



**VisitPearland.com**

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