



# 2023

## PEARLAND CONVENTION & VISITORS BUREAU ANNUAL REPORT

10.1.2022 – 9.30.2023

Visit Pearland  
— Texas —





# 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 are 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 Pearland Convention and Visitors Bureau (CVB) commemorated its 10th year as a City of Pearland department with a jam-packed calendar of both leisure and sporting events, robust marketing campaigns, and the adoption of Pearland's first ever Cultural Arts Master Plan project.

Pearland welcomed 360,000 visitors to the City during 2023 with visitors originating from the top five cities including DFW, Austin, San Antonio, College Station and New Orleans.

FY2023 culminated in ranking at the top spot for highest Hotel Occupancy Tax revenue generated since inception of the CVB as a City department in 2013. Total FY2023 Hotel Occupancy Tax revenue equaled \$1,743,243 representing a 14% year over year increase.

According to Travel Texas' Texas Research Dashboard, Pearland saw \$150 million in direct spending by visitors in 2022, which generated \$5.2 million in tax revenue for Pearland and \$8.4 million in State tax revenue. This visitor spending also contributed to \$49 million in earnings for tourism employees, including those who work at hotels, shops, and restaurants in Pearland\*.



★★★★★  
**FY 2023**  
**\$1,743,243**  
**TOTAL 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



The CVB continued to nurture the partnership with United States Fastpitch Association (USFA) to expand their footprint in Pearland to 10 tournaments in a calendar year.

During FY2023 the partnership produced a total of 1,361 room nights for Pearland hotels with 470 participating teams (94 traveling teams), an overall attendance of 22,904 and an estimated total economic impact of \$3.3 million.

USFA served as a catalyst for major improvement projects including the upgraded restroom facilities at Centennial Park and the newly turfed baseball fields (allowing play for both softball and baseball) at the Sportsplex at Shadow Creek Ranch. The upgrades benefit sports tournaments organizers, local user groups, and residents.

Pearland Restaurant Weeks (PRW) launched in November of 2022 to entice visitation through the promotion of Pearland as a culinary destination, subsequently supporting Pearland business owners and stimulating the local economy.

Social media posts from the Visit Pearland channels and event partner Houston Food Finder garnered a total of 9,875 impressions, and organic coverage

of the event spanned many outlets. PRW 2022 inspired discussion and promotion of the growing culinary scene in Pearland and strengthened the CVB's partnerships with local restaurateurs.

The first Cultural Arts Master Plan project commenced with City Council approval of the contract to the Cultural Planning Group (CPG) during the March 6, 2023 meeting. The CVB team created a Steering Committee roster, coordinated 14 internal stakeholder meetings, and conducted over six hours of tours during the three-day site visit in August as Phase 1 of the four-phase project.

For the first time, the CVB hosted the TxDOT Fall Study Tour in October 2022. Comprised of 17 Travel Information Center Counselors and leadership from Texas Travel Alliance, the entourage explored several Pearland stops including a dinner at Killen's Barbecue during their 10-hour tour. Pearland was voted as "Best Dinner" and received recognition during the Travel Expo held in Mesquite.

The Pear-Scape Trail expanded with two new additions to the Trail including the "Expressionist" pear at Koza's and the "Pearalicious" design at the Ed Thompson Inclusive Park.





The CVB staff includes one part-time and three full-time team members representing a combined 57 years of hospitality experience with an average tenure of 3.5 years with the City.

# STAFF

# MARKETING

Promotional efforts in FY23 invested in print, digital, and audio advertising to promote Pearland as a multi-faceted destination to potential visitors. The CVB social media channels saw growth in both followers and engagements.

Outlet	Reach	Profile Visits	New Followers
Facebook	131,613	4,168 (55.9% increase)	456
Instagram	90,485 users (45% increase)	6,742	764

New initiatives included web banners promoting summer in Pearland on LouisianaLife.com, event publicity with D Magazine in Dallas, and social media campaigns with South Houston Moms to reach their 11.5k family-oriented followers across the region and beyond.

The CVB's video series highlighting local businesses extended into FY23 with 2,708 views on the Visit Pearland YouTube page, and channel watch time of 76.5 hours.

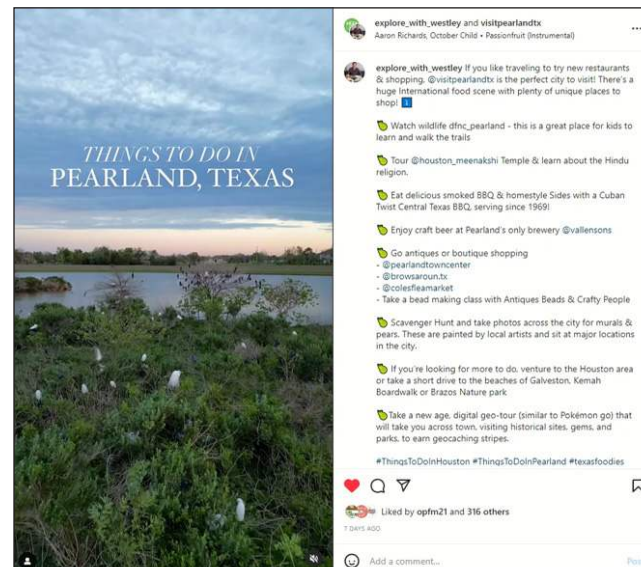


**SPOTLIGHT  
VIDEOS**

In effort to spread awareness of Pearland as a destination city, the CVB partnered with five successful content creators with a total of 180k followers and digital influencers. Posts focused on places to eat and things to do while visiting Pearland, and each creator's audience spans across the state of Texas and neighboring drive-market states.

## Regional campaigns accumulated over 2M impressions and a multitude of beneficial returns, including:

- Expedia Travel Ads delivered 10,310 clicks, 257,744 impressions and 5,792 rooms booked during FY23.
- Shop Across Texas partnerships garnered 1,575,460 total impressions. The Summer Getaway Project earned 10,309 social media impressions, 1,830 click-throughs on ShopAcrossTexas.com, and 255,278 e-blast impressions
- Tour Texas landing page for Pearland delivered 13,384 page views, 33 PDF requests, 793 postal requests, 2,263 video views, 60 newsletter opt-ins, and 135 website click-views.
- Pandora audio and graphic advertisement garnered 199,372 impressions and 86 clicks.



## Gamified Trails

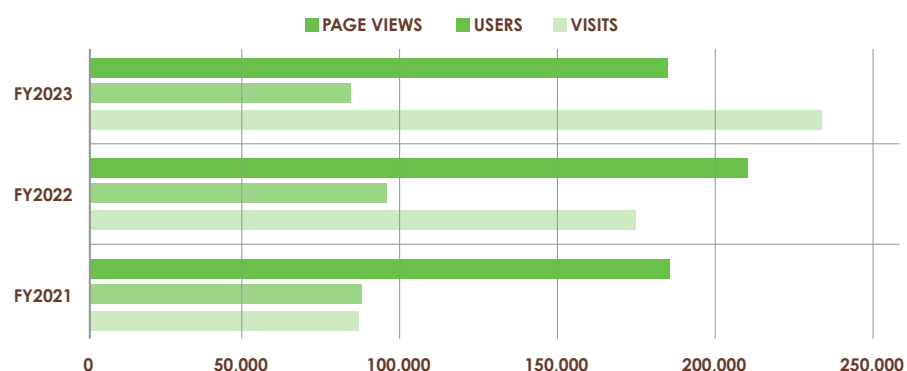
The Pearland Mural Tour and the Pearland Visitor Savings Pass were added to the CVB's Bandwango platform; digitized and gamified alongside the Pearland Cuisine Trail and the Pear-Scape Trail.

In FY23 there were 153 registered trail users, with 56% of users from zip codes outside of Pearland.

## Website Activity

VisitPearland.com saw a 34% increase in visits to the website\*. Strategic website updates began in FY23 including menu design and improvements to the user experience.

### WEBSITE TRAFFIC



\*Google migrated website analytics from GA3 to GA4 in March of 2023; counting user visits differently than before. The site continued to adjust to the new reporting through the end of October, which also affects FY23 numbers.

The top five landing pages overall for VisitPearland.com included Events in Pearland, Tejano Super Jam, What to Do in Pearland, Where to Eat in Pearland, and Pearland Art on the Pavilion. 22 original content blogs were published with a total of 5,695 post views.

The CVB initiated a new Search Engine Marketing (SEM) venture in December 2022. The initiative has improved Google impressions leading to VisitPearland.com with top campaigns highlighting leisure and sports tourism to Pearland.

Outlet	Clicks	Impressions	CTR
Google Ads	10,881	359,992	3.02%



**Visits to Website:**  
**233,713**  
**(34% increase)**  
**Unique Users: 83,340**  
**Pageviews: 184,343**







# SALES

Sales efforts include various market segments with the sports tourism sector rising to the top as an integral driver of economic impact to the City. The USFA partnership garnered 1,361 room nights with an estimated \$3.3 million economic impact this year.

Additionally, a referral through USFA resulted in an introduction, site visit, and agreement with the organizer of the City of Lights, a division of the Ronald McDonald Tournament. This event utilizes the stay-to-play format and will be home to Pearland in 2024 after a 30-year run in Sugar Land.

The CVB partnered with the College Rugby Association of America (CRAA) for the second year in a row for the 2023 College Rugby Men & Women's National Championship Tournament held at the SaberCats Stadium generating 782 room nights with an estimated economic impact of \$797,015.

A total of 209 room nights were generated by several partnerships including: Fastpitch America Softball Association (FASA), BWS 100 Ride Fest, USSSA Tournament, Rien Cup Karate Championship,

HERPS Exotic Reptile & Pet Show, Water Polo 6-8 College Showcase Series, Pearland Warriors Basketball, Pomona Triathlon, John Turner Classic Volleyball Tournament, and IOSTK Open Kume Tomodachi Karate Tournament.

**22,089** TOTAL COLLATERAL & PROCESSING INQUIRIES



In other market segments, the CVB partnered with hoteliers to promote an inaugural special holiday December rate resulting in 16 room nights. The CVB team held a site visit and secured a partnership to host the 2024 King Music Fest featuring Pearland resident and Elvis tribute artist Vince King. The three-day event will be held at the Hilton Garden Inn with overflow at the SpringHill Suites.

The CVB received seven leads for family reunions that generated 98 room nights, and also assisted with referring local venues for dinners, day activities, and delivery of welcome bags.

Year-round distribution of collateral and processing inquiries totaled **22,089**:

	2023	2022	YOY % Change
<b>Walk-Ins</b>	382	145	163.45%
<b>Direct Inquires for event space, visitor services, relocation and general information</b>	49	30	63.3%
<b>Phone inquires</b>	855	589	45%
<b>Newsletter Sign-Ups</b>	226	166	36.1%
<b>Consumer Inquiries</b>	2,368	2,513	-5.8%
<b>Guides Distributed</b>	18,209	20,207	-9.8%

# EVENTS



FY23 kicked off with BAKFISH Brewing Company's final Music to My Beers: Oktoberfest event, again supported by the CVB, followed by the annual Pearland Art on the Pavilion. The art show, produced entirely by the CVB, welcomed attendees from across the region and featured 25 artist vendors, six musicians, four food trucks, two art cars, and a kids' interactive station. 77% of visitors to the Pearland Town Center that weekend were from outside of Pearland zip codes.

November saw the inaugural Pearland Restaurant Weeks and the return of the Pearland Country Music Showcase. The CVB sponsored and supported 20 tourism-forward events throughout the year, including the Mommy and Me fair, the Pearland Boutique Shop and Hop, the Holi Extravaganza Festival, Pura Nava, Latin Fest, and the Tejano Super Jam debut.



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

Teir Allender, Tony Caro, Margo Green,  
Richard Rogers, Jay Merchant,  
Yahaira Castillo, Michelle Huber,  
Manny Patel (non-voting)

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Visit Pearland   
— Texas —

**VisitPearland.com**

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