



# 2024

## VISIT PEARLAND ANNUAL REPORT

10.1.2023 – 9.30.2024

Visit Pearland  
— Texas —





# MISSION



The role of Visit Pearland is to promote and coordinate tourist related activity within the city of Pearland. To accomplish this mission, Visit Pearland 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.

## THANK YOU!

To our Visit Pearland 2024 Advisory Board Members

**Yahaira Castillo**

Position #1

Courtyard by Marriott

**Bea Aguilera**

Position #6

Texas Volleyball United

**Jay Merchant**

Position #2

Pearland Resident

**Michelle Huber**

Position #7

And a Little Hope Boutique

**Raj Das**

Position #3

Best Western

**Manny Patel**

Position #8, Non-Voting

Representative

Sleep Inn and Suites

**Matt Peno**

Position #4

Pearland Town Center

**Don Bertram**

Position #5

Pearland Artist

# PREPEAR FOR GROWTH!


## 2024 Year in Review

Our Visit Pearland team is proud to showcase the city of Pearland and the many tourism-forward initiatives we have supported and nurtured over the past 11 years. We are pleased to share that Fiscal Year (FY) 2024 was another record-breaking year for the highest annual Hotel Occupancy Tax Revenue since the inception of Visit Pearland as a City department in 2013. We also saw continued growth in visitors, visitor spending and local and state tax revenue. All revenue and lodging metrics continue to be above pre-pandemic levels, and our team remains committed to driving local impact and delivering measurable results.



Among the major milestones in FY2024, we unveiled our new name and new website. Previously referred to as the Pearland Convention and Visitors Bureau, we are now simply Visit Pearland, a change that more accurately reflects the work of the department's dedicated staff. Our role to promote and coordinate tourist related activity within the city of Pearland has not changed! We continue to build our extensive network of local contacts and partners, and provide our insights, expertise and resources in the promotion of our incredible city, while staying steadfast to our Mission.

The positive impact of visitation on Pearland continues to be a driving force for economic growth. I'm enthusiastic about what's to come in the future as we continue to champion Pearland's unique experiences. Thank you to all of our community partners, leaders, elected officials and residents for your hard work in helping Pearland thrive, and for creating a truly welcoming community!



**Tracy Rohrbacher**

Visit Pearland Executive Director



# PREPEAR TO LOVE IT

## 2024 Highlights



Pearland was one of the **first 10 cities** in Texas to receive the prestigious **Tourism Friendly Texas Certified Community** certification from the Office of the Governor. This recognizes Visit Pearland's significant efforts in pursuing tourism as an economic strategy and highlights Pearland's welcoming spirit and unique offerings, which attract visitors from across Texas and beyond.



**Good Morning America** selected Pearland as the only city in Texas to be featured in their July 3, 2024 **Main Street USA** segment. Segment video garnered 9,343 views on the GMA YouTube page.



Visit Pearland secured a **4-year agreement** with the **Ronald McDonald City of Lights Division Tournament**, which has been hosted in Sugar Land for the last 30 years. This new partnership with Triple Crown Sports allows us to welcome the next level of play in girls fastpitch softball to the city. Teams traveled to Pearland from across the country.



Image courtesy of Triple Crown Sports

In July 2024, Pearland City Council voted unanimously to **approve the Cultural Arts Master Plan**. The plan creates a shared vision for the role arts and culture should play in the community and to guide policy and programming that enhance the quality of life for residents, businesses, and visitors.



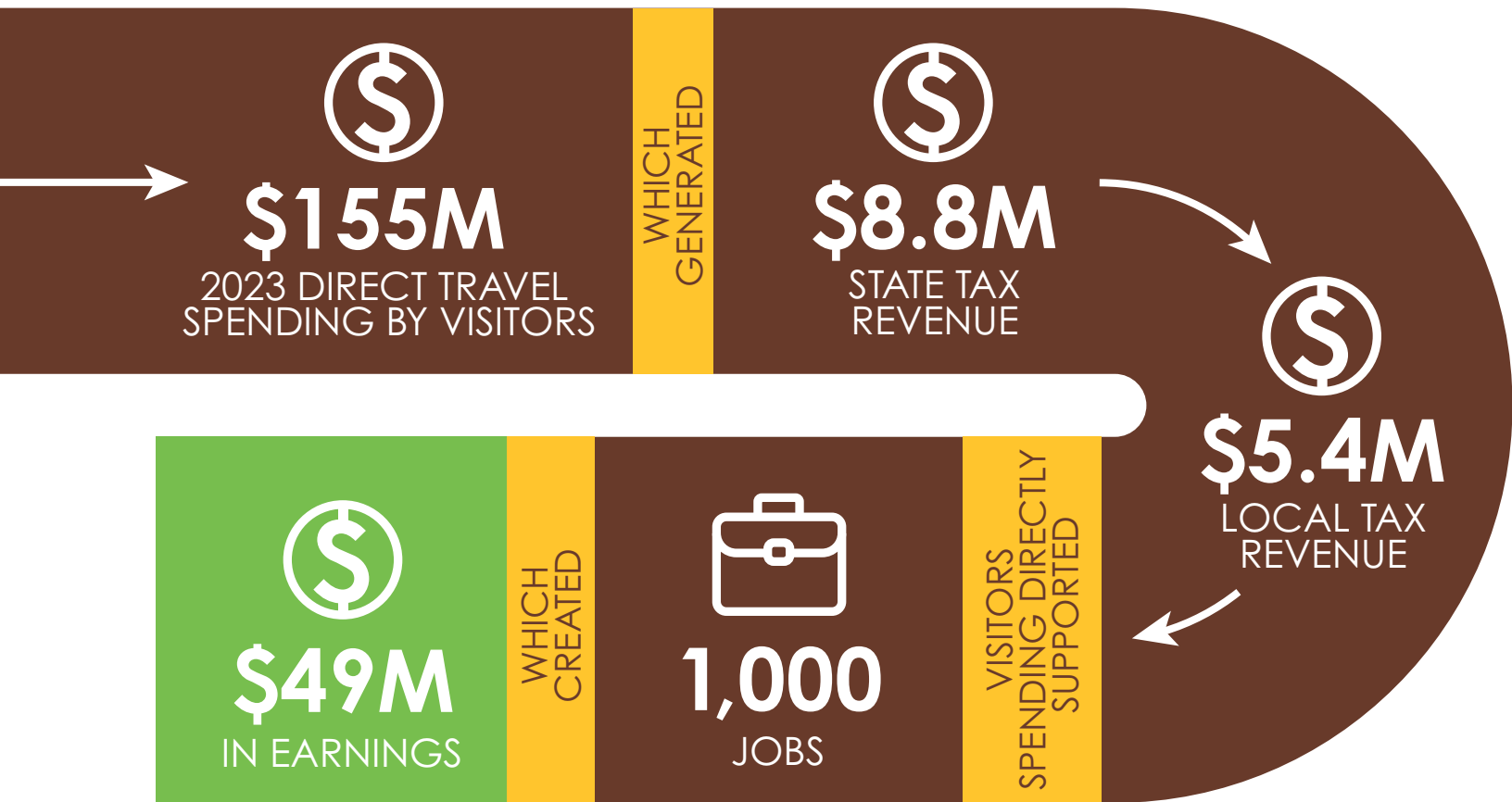
Visit Pearland was very excited to work with local Pearland resident Vince King, and his team, in relocating **King Music Fest** to Pearland in 2024. The three-day festival showcases some of the best Elvis tribute-performers from across the country and **generated 95 room nights**.





# ECONOMIC IMPACT

Key tourism metrics remain strong



Source: Dean Runyan & Associates

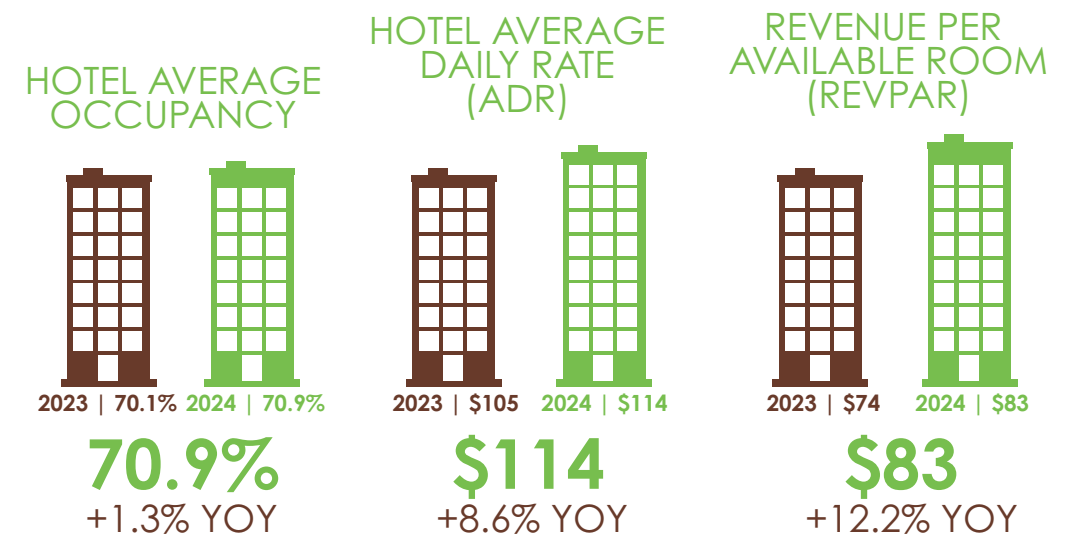


“As both the Mayor of Pearland and a longtime resident of this great city, I can speak to the undeniable influence that tourism has on our community and the valuable work that the Visit Pearland team has dedicated towards its prosperity.”

- Pearland Mayor Kevin Cole

# KEY LODGING METRICS

**\$1,915,179** TOTAL HOTEL OCCUPANCY TAX REVENUE +10% YOY



Source: Smith Travel ResearchV Fiscal Year 2024 (10/23 – 9/24)

## VISITOR STATS



Source: Placer.ai

**380,000**  
VISITORS

**\$155M DIRECT TRAVEL SPENDING**  
+ 6% YOY

Source: Dean Runyan & Associates



## ORIGIN MARKETS OUR 2024 VISITORS CAME FROM

1. DALLAS-FORT WORTH
2. AUSTIN
3. SAN ANTONIO
4. COLLEGE STATION
5. BEAUMONT

Source: Placer.ai

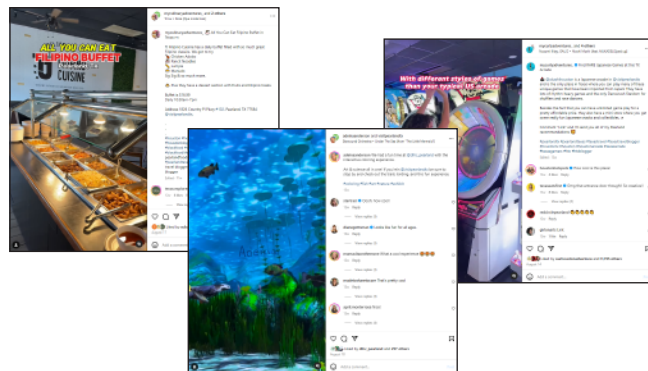


# MARKETING HIGHLIGHTS

The Visit Pearland team coordinates all marketing efforts including VisitPearland.com, as well as advertising, email marketing, social media, collateral and publication development, video production, and photography efforts. Key marketing initiatives in FY24 included the design and launch of the new VisitPearland.com website, social media promotions with three content creators, the redesign of the Pearland Visitors Guide and the launch of the Sip and Save Trail.

## SOCIAL MEDIA HIGHLIGHTS

Partnered with three content creators with a total of 500K followers and influencers. Posts focused on things to do and places to eat while visiting Pearland. Audiences reached spanned across Texas and neighboring drive market states.





The Business Spotlight Video Series highlights local businesses on the Visit Pearland YouTube page.

**7 VIDEOS | 1,300 YOUTUBE VIEWS**  
**20K PLAYS ON FACEBOOK**



SCAN TO  
VIEW  
SPOTLIGHT  
VIDEOS

## SOCIAL MEDIA CHANNEL STATS

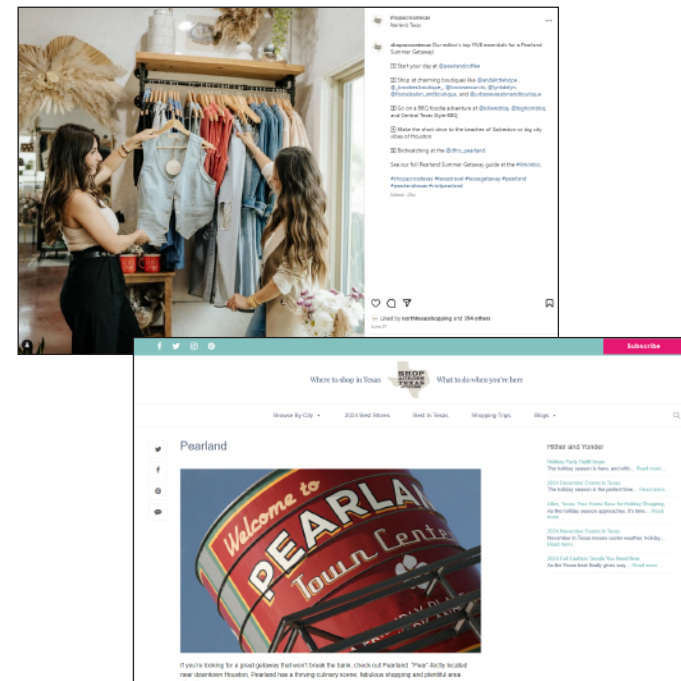
<b>12,000</b> TOTAL FOLLOWERS IN 2024	<b>1,883</b> TOTAL AUDIENCE GROWTH IN 2024
 	<b>+54% YOY</b>
<b>357,368</b> 2024 REACH	<b>20,300</b> 2024 PROFILE VISITS
<b>+61% YOY</b>	<b>+86% YOY</b>

## VISITPEARLAND.COM LAUNCHED IN MAY 2024

<b>98,000</b>	UNIQUE VISITORS
<b>194,000</b>	TOTAL PAGE VIEWS
<b>47,000</b>	TOP 5 PAGE VISITS Includes: Homepage, What To Do, Events, Experiences and Rodeo
<b>17</b>	CONTENT BLOGS PUBLISHED
<b>432</b>	NEWSLETTER OPT-INS With 38% average open rate

## PRINT & DIGITAL MEDIA HIGHLIGHTS

TARGETED ADVERTISING  
CAMPAIGNS GENERATED  
**3.7M** IMPRESSIONS ONLINE



SHOP ACROSS TEXAS CAMPAIGN  
GENERATED 1.8M IMPRESSIONS

Campaign included published sponsored articles, social media content, and banner ads.

SEARCH ENGINE  
MARKETING (SEM)  
**234,000**  
IMPRESSIONS

## PRINT ADS



LOUISIANA  
LIFE

## GUIDES & TRAILS

### PEARLAND VISITORS GUIDE

Redesigned the Pearland Visitors Guide. Printed 15,000 copies, available at the Visitors Center; digital version available on the website.

### SIP AND SAVE TRAIL

Mobile exclusive Trail that allows users to redeem discounts and taste specialty drinks at Pearland taprooms, tea houses, restaurants, and coffee spots.





# SALES AND EVENTS HIGHLIGHTS

Visit Pearland works assertively to promote Pearland to various market segments and position our community as a prime location for a variety of events. We build relationships that result in referrals and leads for our lodging partners, securing business and making a positive economic impact on our community.

## FY24 RESULTS



FROM THESE MARKET SEGMENTS:

- SPORTS: 19
- FAMILY REUNIONS: 7
- CONCERTS/FESTIVALS: 5
- CONFERENCES: 4



FROM THESE MARKET SEGMENTS:

- SPORTS: 3,077
- FAMILY REUNIONS: 100
- CONCERTS/FESTIVALS: 395
- CONFERENCES: 123

**+50%  
YOY**

**ROOM  
NIGHTS UP**

## FOCUS ON SPORTS TOURISM

Visit Pearland has played a large role in Sports Tourism by attracting an increasing number of sports tournament rights holders to choose the city as their host destination. The staff at both Visit Pearland and the Pearland Parks and Recreation Department work closely together to create a seamless experience for the tournament organizers, managing the details of the tournament accommodations and facilities.



**United States Fastpitch Association (USFA) and College Rugby Association of America (CRAA) Tournaments resulted in:**



## VISIT PEARLAND SUPPORTED EVENTS

**15** LEISURE EVENTS

**17K** ATTENDANCE

Visit Pearland sponsored and supported 15 tourism-forward events throughout FY24. These events included cultural festivals, music and film festivals, as well as holiday events and markets. Our community events help to foster a sense of belonging among Pearland residents and attract visitors not just from Texas, but from the region as well.

Highlights this year included the Pearland Country Music Showcase, the annual Pearland Art on the Pavillion, the inaugural Pearl Theater ShortFlix Film Festival, the King Music Festival and the Tejano Super Jam.



## CULTURAL ARTS GRANTS

**\$36,200 AWARDED**

Visit Pearland awarded a total of \$36,200 to six local nonprofits with arts-centric programming. Beneficiaries this year include Bharathi Kalai Manram, the Global Organization for Divinity, the Pearland Chinese Association, the Pearland Community Band, the Pearland Theatre Guild, and Silambam Houston.





# THE VISIT PEARLAND STAFF



The Visit Pearland staff includes a dedicated team of professionals representing a combined 57 years of hospitality experience with an average tenure of 3.5 years with the City.



**Tracy Rohrbacher**  
Executive Director



**Teri Mazhar**  
Sales Manager



**Rebekah Burns**  
Marketing Manager



[VisitPearland.com](http://VisitPearland.com)