

2020-2021 ANNUAL REPORT





IT'S ALL HERE.

Visit Plano is the official destination management and marketing organization for the City of Plano and is completely funded through the Hotel/Motel Occupancy Tax. This 13% tax is levied on those who are spending the night in one of Plano's 56 hotels, plus short-term rentals. Six percent of this tax goes to the State of Texas and the remaining 7% local tax stays here in Plano to help fund Visit Plano, Plano Event Center, special events, and support the arts and historic preservation. The State Legislature mandates how these funds may and may not be spent.

The primary goal of our marketing efforts is to build and maintain awareness of Plano as a premier meetings, sports, corporate, and leisure destination to targeted audiences

with an end result of positively promoting travel and overnight stays in Plano. Visit Plano also supports and partners with the Parks and Recreation Department, Plano Event Center, area meeting facilities, and all lodging, attraction, and hospitality partners to impact sports tournaments, meetings, and conventions markets.

This is accomplished through Visit Plano's ongoing destination brand and advertising campaign, which includes digital, print, radio, video media buys, social media engagement strategies, Plano Insider blogs, VisitPlano.com website initiatives, public relations programs, direct sales efforts, research initiatives, and sales and servicing.

Our major objectives this past year have been:

- Assisting partners in regaining their market share amid COVID-19.
- Promoting Plano as a premier meetings, sports, corporate, and leisure destination.
- Achieving broader awareness of Plano and driving inquiries that best convert to overnight stays.
- Adjusting our plan as needed to address the ever-changing environment.
- Maintaining our Monday through Thursday corporate, meeting, and convention markets.
- Promoting weekend overnight stays in sports and leisure markets. This includes return weekend stays as couples or with families from the corporate market.
- Leveraging success for greater economic development of the City of Plano.
- Partnering with other hospitality entities when possible to better promote Plano and the region.
- Expressing urgency in “booking now” for those in our drive market to encourage overnight visitation with shorter booking windows.

As we know, the COVID pandemic has greatly impacted the travel industry. In the spring of 2020, we saw airline and hotel bookings drop by more than 90% worldwide and 91% of the world’s population was living in countries with travel restrictions.

In the late winter and early spring of 2021, we began to see an up-tick with people’s desire to travel. We saw Plano’s hotel occupancy numbers increase; these travelers were seeking travel in order to escape the home for the first time in over a year. We continued to see progress through most of the summer, but progress stalled going into the fourth quarter of the year with the surge of new COVID variants and the continued absence of the business traveler.

This has proven to be an extremely challenging time for Visit Plano, whose mission is to generate a greater demand for travel to Plano. In ordinary times, Visit Plano operates with a relatively high degree of certainty - planning is an annual process, setting budgets is a formality, traveler behavior is understood, and marketing is clear and in place.

Visit Plano is having to use its resources to understand COVID’s impact on travel, now and in the future. How have consumers’ attitudes toward travel changed in response to the pandemic? When will they begin to seek out travel opportunities again? Where will they want to go? And what can Visit Plano do to prepare for the new traveler and what they are looking for?

During the past two years, we have had to make our marketing efforts as fluid as possible to make sure we are answering the needs and wants of the traveler. During the past year, we have seen most of our statistics move slowly in the right direction, but at the same time, we have seen some peaks and valleys.

As we go through the review of the 2020-21 FY, you will see that in some cases the numbers seem very positive. It is important to note that you are looking at numbers compared to the 2019-20 FY, which was the worst year in our history of collecting numbers.



ECONOMIC IMPACT

As noted earlier, attracting visitors helps drive economic development for the City of Plano. During 2020-21 FY, Plano had an estimated 3 million overnight visitors, which is up 20% over 2019-20 FY, but down 19% over 2018-19 FY. These visitors spent their time and money enjoying our restaurants, shops, attractions, hotels, and other offerings.

— ESTIMATED —
3,000,000
MILLION
OVERNIGHT VISITORS

Many residents fail to see the importance of the visitor to our city because in most cases these visitors blend in with the rest of the city. However, visitor spending has an enormous impact on our city. Even with the pandemic, it is easy to see that Plano visitors have a substantial impact on our city's economic growth.

Visit Plano supports and partners with the Parks and Recreation Department, Plano Event Center, area meeting facilities, and all lodging, attraction, and hospitality partners. Through our marketing efforts, we target state, national, and international visitors. It is also important to note that the funds from the Hotel/Motel Occupancy Tax provide financial support to the Cultural Arts, Historical Preservation, Plano Event Center, Community and Cultural Events, music festivals, and the Wayfinding Project. If it were not for visitors to our city, many of the programs provided by these organizations would have to be cut.

Based on availability at the time of this report, the following numbers are from the 2020 calendar year: Plano employs over 5,610 people in the hospitality industry, which is a 25% decrease over pre-COVID numbers of 7,430. In 2020, Plano's visitor economy generated more than \$580,370,000 in direct visitor spending, which is down 30% over 2019 and more than \$56,350,000 in local and state taxes, which is down 27% over 2019. These numbers are provided by Texas Office of the Governor, Economic Development and Tourism, and Dean Runyan & Associates.



\$56,350,000
GENERATED IN LOCAL & STATE TAXES BY
VISITOR ECONOMY

HOTEL OCCUPANCY

During the past fiscal year, the Visit Plano sales team booked an estimated 40,178 room nights in Plano, which is equal to what was booked in the 2019-20 FY. In addition, Visit Plano has

BOOKED AN ESTIMATED
40,178
ROOM NIGHTS



seen visitor inquiries remain very low during the past several years. Visit Plano expects this trend to continue as the new traveler finds newer methods to discover destinations.

Plano's average hotel occupancy during this past year was 58.24%, which is up 18% over last year's 49.3%. These numbers are favorable, but we are still down over our 2018-19 FY occupancy of 65.47%. The average daily room rate (ADR) for the past year was \$78.08. This was down 8% from last year's \$85.05, which was also down from 2018-19's \$106.14 ADR. This is attributed to COVID. In order to have a better understanding of how hotels are doing in different areas of the city, Visit Plano started tracking the hotels east and west of Independence Pkwy. The average occupancy east of Independence Pkwy. during the 2020-21 FY was 68.79%, which is up over last year's 59.84%. The average daily room rate for these same hotels for 2020-21 FY was \$65.20, which is up over last year's \$58.66.

The average occupancy for hotels west of Independence Pkwy. during the 2020-21 FY was 53.35%, which was up over the previous

year's 45.66%. The average daily room rate for the same hotels for 2020-21 FY was \$86.02, which was down over the previous year's \$89.96.

The total annual room nights in Plano during 2020-21 FY was 2,634,570. During this past year, the Hotel/Motel Occupancy Tax generated \$6,209,098, which is down 8.5% over last year's \$6,792,436, and down 45.88% over 2019-20 FY. Information provided by the City of Plano.

In Oct. 2020, Visit Plano started tracking these same numbers as they relate to the full-service hotels in our area. The hotels that are being tracked are: Hilton Dallas/Plano Granite Park, Marriott Dallas/Plano at Legacy Town Center, Renaissance Dallas at Plano Legacy West Hotel, Embassy Suites by Hilton Dallas Frisco Hotel Convention Center & Spa, Hyatt Regency Frisco Dallas, Omni Hotel Frisco and the Westin Stonebriar Hotel & Golf Club. It is important to note that the following numbers are an average of these hotels and that Visit Plano does not have access to this information as it relates to individual hotels. The average combined occupancy for these hotels from Oct. 2020 – Sept. 2021 was 38.7% and the average daily room rate for this same time was \$156.22.

The total hotel room revenue for Plano this year was \$121,784,695, up 9.9% over last year's \$110,839,910. Occupancy, ADR, and room revenue numbers are provided by Smith Travel Research.

HOTEL ROOM REVENUE
\$121,784,695



EVENTS

Going into the 2020-21 FY, the Visit Plano team had 89 events on the books, but during this time, there were 17 cancelations and we ended up hosting 72 total events, which is a 19% cancelation rate due to COVID; however, this was much better than the 2019-20 FY cancel rate of 44%.

Some of the larger events that did occur include: Cowboy Cup Lacrosse, NAPHL December Showcase, CCM World Invite Finale, NJCAA Men's Tennis Championship, Texas Glory Summer Shootout, USSSA Texas State Championship, AmerisourceBergen, Texas Citizen Police Academy Alumni Association, National Automotive Finance Association, Family Life, BOMA 2021 Southwest Regional, and PYSA Labor Day Invitational.

MEDIA PERFORMANCE

During the past year, Visit Plano tracked visitors that were influenced by our paid media efforts to travel to Plano. Using the report provided by Predictive Data Lab, we were able to confirm that 43,600 visitors were influenced by Visit Plano media.

The summer months yielded the most visitors and the report provided an aggregate view of the top 9 cities of origin in the following order:

1. Dallas/Fort Worth
2. Austin
3. Houston
4. Waco/Temple/Bryan
5. San Antonio
6. Tulsa
7. Tyler/Longview/Lufkin/Nacogdoches
8. Sherman/Ada OK
9. Oklahoma City/Odessa/Midland

Leisure Media Performance Overview

The leisure media plan delivered over 34 million impressions, generating a strong 1.28% CTR (click through rate), which was 24% above last year. Most of our media partners came in well above industry standards in video, Instagram, Facebook, and Device ID targeting 5-7 times above average.

**34 MILLION+
IMPRESSIONS
1.28% CTR**

Group Media Performance Overview

During the past year the Visit Plano Group media plan delivered 18.4 million impressions and 169,100 clicks; the plan generated .96% CTR (click through rate) representing a dip in engagement of -17%, despite strong increases in impressions and clicks from last fiscal year. We saw a strong performance with most of the media partners with Native (content we post directly), Device ID, and Contextual Targeting among the top performers.

**18.4 MILLION+
IMPRESSIONS
.96% CTR**

PR – Added Value

During the past year, Visit Plano generated 1,216 tour and travel PR-related mentions, which was down 14.6% over the previous year. During this same time period, these PR mentions had a reach of 1.8 billion, which was down 19.7% over the previous year. These mentions generated \$18,194,620 in free travel-related PR through print, internet, and broadcast mediums; amazingly, this is only down 1.75% over last year's \$18,514,470

— GENERATED OVER —
\$18 MILLION
IN FREE PR
FOR THE CITY OF PLANO

WEBSITE

During the past year, Visit Plano's website generated 411,027 sessions, which is down 5.53% over 2019-2020 FY sessions. The channels of display, referral, and organic searches increased in performance from last year, however, decreases in the channels of email, social, paid searches, and other yielded fewer web sessions. Visit Plano received over 727,775 page views, which was up 5.9% over last year's 686,616 page views.

Our top 10 performing pages in order were:

1. Home page
2. 20 Things to Do in Plano
3. Events page
4. Four Reasons to Utilize Visit Plano in 2021
5. Events – Annual Deerfield Holiday Lights
6. Things To Do
7. Activities & Attractions
8. Meetings page
9. Plano TX a North Texas Gem Ready for Families, Foodies and Pets
10. Create Your Plano Texas Itinerary with Visit Plano's Trip Planner

The top Texas geographical locations visiting the Visit Plano website in order are:

1. Dallas
2. Plano
3. Houston
4. Frisco
5. San Antonio
6. Fort Worth
7. McKinney
8. Allen
9. Austin



That's Tempting

Visit Plano completed its fourth and final year of the “That’s Tempting” video campaign series highlighting some of the great restaurants in Plano. During this past year, Visit Plano generated 18 long form videos, 18 short form video posts, 18 social links to blog posts, 9 YouTube posts, 36 tweets, and 36 stories for a total of 135 different That’s Tempting content elements on 4 platforms, for a total of 1.1 million social impressions for That’s Tempting.

Facebook total impressions	579,288
Instagram total impressions	403,169
YouTube video plays	114,000

This award-winning program has helped to generate a great deal of interest in the Plano restaurant community and has been a great asset during COVID as part of the recovery process.

Blogs

The Visit Plano team published 68 blogs for the website in 2020-21 FY. The top performing blogs include:

- 20 Things to Do in Plano
- Four Reasons to Utilize Visit Plano in 2021
- Create Your Plano Texas Itinerary with Visit Plano’s Trip Planner
- Plano TX: A North Texas Gem Ready for Families, Foodies and Pets
- 7 Things to Do in Plano Summer 2021
- Let’s Go to Plano, Texas
- Go Ape at Oak Point Park
- Dog Friendly Plano
- The Perfect Upscale Staycation in Plano, Texas

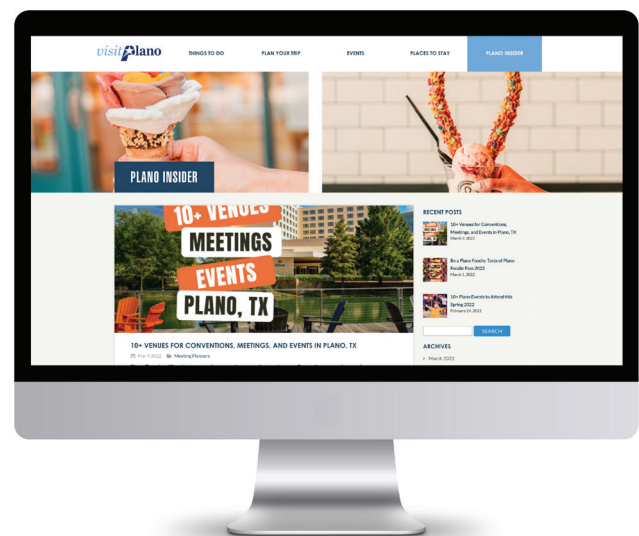


Virtual 360 Tours

In order to help promote hotels, restaurants, and attractions, Visit Plano has continued creating and updating 360 degree videos generating more than 83,076 video views, which is up 65% over last year’s 50,282 views.

These tours also generated:

- 22,850 engagement clicks which is 217% over last year (online visitor clicked into Virtual Tour to explore)
- 19 hours of total time spent watching tours
- 10 million Google views
- \$202,854 earned media value



SOCIAL MEDIA

Visit Plano's social media efforts have significantly helped the Visit Plano brand during this past year. Our social channels, Facebook, Twitter, and Instagram were a key component in our communications and marketing efforts in addition to LinkedIn, YouTube, and Pinterest during 2020-21 FY and they will remain a key part of our 2021-22 FY efforts as we work our way through COVID-recovery. Even with the pandemic, Visit Plano was able to grow our Facebook fans to 41,785, which is an increase of 3.5% over last year. On Twitter, we had a decrease of 1.8% in followers down to 9,435, but still well above competitors. Visit Plano was also able to increase its Instagram followers from 21,236 to 25,421, which is a 19.7% increase over last year. Instagram has proven to be one of Visit Plano's biggest outlets in the social media realm. Visit Plano Instagram impressions grew 18.4% over last year, engagements grew 31.8%, and profile actions grew 52.3% with over 1,700 published posts and stories.

 **INSTAGRAM
ENGAGEMENTS
GREW 31.8%**

Visit Plano Facebook videos were viewed over 196,100 minutes, which is an increase of 70.6% over last year.

**196,100
MINUTES OF
FACEBOOK
VIDEO VIEWS**



Cross-Network Performance Summary

Overall, Visit Plano's social media channels generated over 13,198,599 impressions, which was up 12.6% over last year. Other stats include the following:

Audience +8%	77,752
Published Posts -13.8%	3,011
Engagements +40.1%	336,663
Post Link Clicks +12.1%	76,115
Engagement Rate (per Impression) +24.4%	2.6%
Video Views +41.4%	961,100


Taste of Plano: Award-Winning Program

Visit Plano developed a “Taste of Plano Foodie Pass” that ran from Feb. 24 to May 24, 2021. The purpose of the mobile program was twofold – to broaden consumer awareness of the many delicious and diverse dining options available in Plano, and to bolster restaurant business as the COVID-19 pandemic continued.

- 4,564 landing page users
- 1,234 pass downloads
- 1,511 total check-in's/redemptions at Plano restaurants
- 47 prize winners
- Nearly 100 Plano restaurants participated


E-Newsletter Campaign

In the beginning of 2021, Visit Plano had roughly 110,000 emails in our email marketing platform; we made a difficult decision to purge emails that hadn't been engaging with our e-newsletter. We purged about 55,000 emails, however, since then we have drastically increased our open percentage rate and engagement. Our current database contains 65,000+ emails and we are averaging 14 sign-ups per day with an engagement rate of 29.9%.




IT'S ALL HERE

IT'S TIME!
Come Alive




THE GIRLS WEEKEND GUIDE TO PLANO

Since Plano is just a quick 20 minute drive from Dallas, we've visited so many times over the years, but checking in for a full weekend allowed us to not only visit our favorite spots, but also take the time to truly immerse ourselves into the city, explore new areas, and feel like we were on vacation. [Read the Guide](#)




20 PLANO EVENTS TO ADD TO YOUR 2021 FALL BUCKET LIST





There are so many events happening all over Plano this fall. From various sip, shop, and eat events to live music and Halloween goat yoga, there's a nice variety of outdoor events to keep everyone busy. Here's a list of 20 events to add to your fall 2021 bucket list. [Explore Now](#)



PLAN YOUR HOT AIR BALLOON RIDE OVER PLANO

Is a hot air balloon ride on your bucket list? Thanks to Plano being the Hot Air Balloon Capital of Texas, there are a few local opportunities to make your dream come true! [Learn More](#)





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ACCOMPLISHMENTS



Below are some additional accomplishments:

- Booked an estimated 40,178 room nights for Plano and the surrounding area.
- Wrote and published 65 new blog posts to visitplano.com and kept previous posts updated.
- Hosted 4 regional travel influencers to promote Plano's restaurants, attractions, and hotels.
- Continued implementation of the Global Biorisk Advisory Council (GBAC), STAR™ facility accreditation program for our hotels.
- Continued with our COVID-sensitive ad campaign, while converting back to a more traditional campaign.
- Helped meetings and events cancel or postpone their events.
- Developed successful Taste of Plano and Shop Across Plano campaigns.
- Developed a new Visit Plano website.
- Executed a COVID-safe photo shoot for our COVID-safe ad campaign.
- Executed a city-wide photo shoot for a new post-COVID ad campaign.
- Developed a new digital meeting planners guide & Trip Planner itinerary tool on website.
- Generated an estimated \$18 million in PR value.
- Produced 12 new featured restaurant videos for Visit Plano's award winning That's Tempting campaign.
- Coordinated 3 Good Morning Texas segments featuring Plano partners and events.
- Hosted the Plano Hot Air Balloon at 4 festivals.

RECOGNITIONS



Visit Plano was honored with five first place "People's Choice" Idea Fair awards by the Texas Association of Convention and Visitors Bureaus for the following campaigns: Taste of Plano, Plano Premier Holiday Shopping, That's Tempting, plus our website redevelopment and our Visitor Center local awareness initiatives. Visit Plano also received the ConventionSouth Magazine Readers' Choice Award for the 7th time.





