

2022

**2022-2023 STRATEGIC  
MARKETING & BUSINESS  
DEVELOPMENT PLAN**





## EXECUTIVE SUMMARY & BUSINESS DEVELOPMENT GOALS

### SUMMARY

- ▶ Establish Conroe as a premier destination for groups, events and leisure travelers.
- ▶ Attract visitors who spend time and money in the destination, visit multiple venues, visit year-round and leave with a positive experience in Conroe.
- ▶ Increase visitation to Conroe while focusing on building brand awareness.
- ▶ Solidify Visit Conroe's role as the trusted official source that informs and inspires travel to Conroe.
- ▶ Leverage Visit Conroe's resources through cooperative marketing programs that add value to the hospitality, event, and business partners in Conroe.
- ▶ Work with community leaders to encourage product development, infrastructure improvements and public policies that are consistent with Visit Conroe's mission and the destination brand.

### GOALS

- ▶ Work with the new Hyatt Regency Conroe, as well as all other hotels & Venues, to create booking procedures and drive group business to Conroe
- ▶ Strengthen, enhance and create new partnerships to leverage more marketing and sales opportunities for a higher ROI
- ▶ Create an inviting, dynamic, and multifaceted Visitor Center on the 1st floor of Conroe Tower
- ▶ Increase positive exposure in media by sending press releases – locally, regionally, state-wide ,and nationally
- ▶ Continue to strengthen and build upon a useful visitor website
- ▶ Utilize Social Media Platforms to the fullest
  - » By both utilizing Influencers & through Visit Conroe programming
- ▶ Group Sales / Service
  - » Work with both full-service convention hotels & other convention/meeting space to focus on bringing large groups into Conroe
  - » Focus on increasing the Average Daily Rate by soliciting groups with a higher ROI
- ▶ Aid in further downtown development through involvement with organizations such as CDAA, Conroe Live and the Main Street Program
- ▶ Certifications and recognitions – invest in professional development for the staff to renew certifications and designations

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## MARKETING & PUBLIC RELATIONS

### ACTION PLAN

- ▶ Market Conroe as a premier destination highlighting these 5 areas of promotion:
  - » The Great Outdoors
  - » Texas History
  - » Culinary Tourism
  - » Arts & Culture
  - » Music Friendly
- ▶ Work with ad agency to create an advertising schedule utilizing print, digital, social and other forms of media to best promote Conroe as a year-round leisure destination and create and expand upon branding and marketing Conroe as a meeting destination.
- ▶ Create a plan working with Social Media Influencers to bring awareness of Conroe leisure market to their followers.
- ▶ Create a new pass using Bandwango's Software highlighting local venues.
- ▶ Promote Conroe as a premier film destination using the Texas Film Commission platform
- ▶ Create a local awareness campaign



## VISITOR SERVICES

### ACTION PLAN

- ▶ Work with all area hotels, venue partners and premier wedding venues to promote our services to groups
- ▶ Work with local and regional partners to enhance or expand upon existing programs to attract visitors to Conroe.
  - » Conroe Crossroads Music Festival
  - » Sam Houston State University
  - » HOT Tax Grants Recipients, Sponsorships and Large Events
- ▶ Host and attend Familiarization Tours and site visits
- ▶ Develop Show Your Badge Program to offer to groups and visitors
- ▶ Create Wedding Planner and work with area wedding event venues







## GROUPS & EVENTS

### ACTION PLAN

- ▶ Continued participation in nationwide sales shows with a focus on Texas based shows – to actively pursue RFP's and bidding opportunities to fill our area hotels and conference space
  - » Seek ways to leverage more money through partnerships with State Tourism Office, Team Texas, Around Houston, etc.
- ▶ Target Houston based planners for site visits and familiarization tours
- ▶ Active presence on social media
- ▶ Work with local partners to respond to all RFPs submitted for bid
- ▶ Identify key events to our community and work to increase attendance and overnight visitors
  - » Grant/Sponsorship groups
- ▶ Work with event coordinators on polling attendees to obtain accurate overnight stay and economic impact information

### GOALS

- ▶ Generate 95 room nights
- ▶ 12,000 definite group room nights
- ▶ 200 new meeting planners connections





## PROFESSIONAL AFFILIATIONS

The Visit Conroe Team will actively seek opportunities to get involved in industry related organizations. These opportunities will serve multiple purposes – including networking, professional development, sales, marketing or visitor service opportunities, etc.

The groups listed below are ones that team members are currently involved in – and we continue to seek others.

- » ABA – American Bus Association
- » Around Houston
- » THLA – Texas Hotel Lodging Association
- » CDAA – Conroe Downtown Area Association\*
- » Conroe Economic Development\*
- » Conroe / Lake Conroe Chamber of Commerce\*
- » Conroe Live\*
- » DI – Destinations International
- » Friends of Conroe\*
- » GCAA – Greater Conroe Arts Alliance\*
- » Main Street Advisory Board\*
- » Montgomery County Fair Association\*
- » NTA – National Tourism Association
- » TACVB – Texas Association of Convention & Visitor Bureaus\*
- » Texas Birding Association TTA – Texas Travel Alliance
- » US Travel Association



*\*Indicates staff serves on board or committee involvement*

In addition, Visit Conroe seeks ways to ensure that they are following 'best practices'. To do this several accreditations have been received by team members or by Visit Conroe itself. Including:

- » CMP – Certified Meeting Professional
- » CDME – Certified Destination Management Executive
- » CTE – Certified Tourism Executive
- » TDMC – Texas Destination Marketing Certification
- » Texas Music Friendly Community
- » Texas Film Friendly Community
- » Texas Film Commission
- » DMAP – Destination Management Accreditation Program



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