



# ANNUAL REPORT

— 2 0 1 8 —

WICHITA FALLS  
CONVENTION & VISITORS  
BUREAU



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"This Texas city in the northeast corner of the state has evolved into a family-friendly destination. In between Oklahoma City and Dallas, Wichita Falls boasts museums, a waterpark and a little bit of quirk. While smaller than other cities in the Lone Star State, Wichita Falls still has plenty of activities and attractions to offer to its residents and tourists."

•  
Anas, B. (May 23, 2018).

*Top 10 Things To Do In  
Wichita Falls, Texas. Retrieved from: [https://  
traveltips.usatoday.com/top-10-things-wichita-  
falls-texas-60039.html](https://traveltips.usatoday.com/top-10-things-wichita-falls-texas-60039.html)*



## Who We Are

### Our Mission, Purpose and Funding

The Wichita Falls Convention and Visitors Bureau (CVB) is a department within the city of Wichita Falls. As the destination marketing organization, the CVB is responsible for marketing an image of Wichita Falls that positions it as a destination for conventions, meetings, events and visitors. The CVB staff is comprised of the Director, a Senior Sales Manager, a Sales and Services Coordinator, a Marketing Coordinator and the Visitor and Office Coordinator.

Funding for the Convention and Visitors Bureau is derived solely from the Hotel Occupancy Tax (HOT).

***The HOT tax is charged to a person who, under a lease, concession, permit, right of access, license, contract, or agreement, pays for the use or possession or for the right to use or possession of a room that is in a hotel, costs \$2 or more each, and is ordinarily used for sleeping (Tax Code § 351.002).***

Per the Texas Comptroller of Public Accounts, HOT revenue can only be used for expenditures that directly enhance and promote tourism and the convention and hotel industry.

## A Letter from the Director



**Lindsay Barker**  
Convention & Visitors  
Bureau Director

### "Welcome to Wichita Falls..."

***That's a phrase that we look forward to saying as often as we can. Welcoming a visitor to our wonderful city means that we get the opportunity to tell our story. We get to share the history of the Wee-Chi-Tah sculpture, the legend of the World's Littlest Skyscraper, the historic Wichita Theatre and community Backdoor Theatre. We are able to introduce visitors to our live music venues, restaurants, museums, art galleries and SO much more! Wichita Falls is a special place, and it's our goal that each and every visitor experience that specialness firsthand for themselves.***

2018 brought significant changes for the Convention and Visitors Bureau. We officially opened our brand new visitor's welcome area and CVB offices. Having a store front location has allowed us to be more accessible and visible to the public and visitors. Two new team members were added to the department. Bids were awarded for new events as well as bids re-signed for reoccurring events. Marketing efforts included print and digital advertising, billboards, video marketing, a revamped website and Visitor Guide.

While not new in concept, a new project we have undertaken is to release an annual report. We want to communicate what we do and why it is important. Travel and tourism have a direct impact on the local economy and in turn on our local citizens. My hope is to be able to convey and highlight the impact of travel and tourism through this report.

Looking ahead to 2019, we are excited to again host the annual Texas Six Man All-Star Basketball and Football games. In July, the 2019 National Horseshoe Pitchers Association World Tournament will be held in Wichita Falls. This will be the first time this event is held in Texas, and we can't wait to show our true Southern hospitality. The Texas Shrine Association's Annual Convention will take place in the Fall of 2019. These three events alone will bring thousands to our city, not to mention the many more that will take place in 2019 and beyond.

The CVB staff, and myself, are passionate about our work to attract conventions and events to our city. I am proud of this team and their dedication to promoting Wichita Falls. We are also proud to partner with local organizations, non-profits, and businesses whose purpose and mission also focus on the overall growth and development of our city. We can't do it alone and our partners in the tourism industry are vital to our mission.

We are looking forward to what this next year has in store for the CVB and Wichita Falls. I hope you'll join us in welcoming visitors to our great city!

— Lindsay Barker





# 2018 Major Achievements

## ANNUAL REPORT — 2018 —

**1** The Texas Association of Convention and Visitors Bureaus (TACVB) announced that the Wichita Falls Convention and Visitors Bureau **won a Sports Marketing People's Choice Idea Fair Award** in our budget category. The award was presented during TACVB's Annual Conference in August, 2018.

**2** The Texas Six Man Coaches Association **re-signed another five-year contract** to host the Six-Man All Star Football and Basketball camps and games, as well as the Coaches Conference, in Wichita Falls.

**3** The **US Quidditch Southwest Regional Championship** brought 22 teams from 5 different states all to Wichita Falls. While we didn't see people flying on brooms, there was plenty of fun had during the tournament.

**4** The **Wichita Falls Chapter 99's International Organization of Women Pilots** hosted the South Central Section Annual Conference in celebration of their 50th anniversary. The Ninety-Nines, Inc. is the international organization of licensed women pilots from 35 countries with over 5,500 members throughout the world. Attendees enjoyed hearing from guest speaker, Monica Hew, who is in training to become one of the astronauts who will travel and work on Mars.

**5** **Ink Masters Tattoo Expo** selected Wichita Falls as a host for the first time for their annual tattoo convention. The event sold out with over 80 exhibitors, some of whom were local, and some from all over Texas, Florida, California and Mexico. Currently the event is in negotiations to make this an annual event and return in the summer of 2019.

**6** The **2018 Feathered Horse Spring Classic** was held in J.S. Bridwell in April. This event is the longest and largest running show for pure bred Gypsy Horses in North America.

**7** **Signature Equipo Vision, LLC**, the largest Hispanic business support group of independent business owners marketing Amway, brought over 4,000 attendees to the first time event in Wichita Falls.

**8** The **CVB hosted seven journalists from the Netherlands and Belgium**. The journalists all work for different publications and included Wichita Falls as a stop on their tour through parts of West Texas. While here they enjoyed an authentic chuck wagon cookout, they experienced the Downtown nightlife and they also visited the Museum of Art at Midwestern State University.

**9** Every year, US Travel celebrates National Travel and Tourism Week as a way for tourism professionals to unite and celebrate the value of travel. The theme for 2018's Travel and Tourism Week was "Then and Now". **Mayor Santellana issued a proclamation on May 1st for National Travel and Tourism Week**. The CVB invited our tourism partners to be a part of the proclamation. We also presented our video honoring travel and its history in Wichita Falls.

**10** In 2020 Wichita Falls will host the **West Texas Justices of the Peace and Constables Association** and **The Texas Cushman Club of America**. **The Texas Amateur Athletic Federation** will be held in 2021.

**11** **Wichita Falls will be hosting the 2019 National Horseshoe Pitchers Association World Tournament** from July 22nd - August 3rd. To help market the event while providing information to the potential 1,000+ competitors, CVB staff produced the [worldhorseshoes.com](http://worldhorseshoes.com) website.

**12** **2017 visitor spending equaled \$192 million in Wichita Falls**. As a direct result of that visitor travel spending, \$54.81 was saved per person in property taxes.







# 2018 Major Achievements

(CONT.)

## Marketing

In an effort to promote Wichita Falls both as a tourist destination and location to host conventions, meetings and sporting events, the CVB utilized a variety of marketing mediums. This included print and digital advertising, social media, static and digital billboards, a direct mailer, local TV and radio advertising, co-op partnerships and program advertising.

- The CVB advertised in **18** different publications, which resulted in **47** different print and digital ads.
- Wichita Fall is featured on a billboard along I-44 headed South to Wichita Falls.
- The CVB’s Facebook page has over **8,500** likes, **8,300** followers and reached over **35,000** people in 2018.
- Videos posted on the Facebook page were viewed over **15,000** times.
- The CVB designed, printed and distributed **12,000** official visitor guides.



“The arts and tourism are inseparable! The Wichita Falls Alliance for Arts and Culture appreciates the efforts of the Wichita Falls CVB in helping make the arts visible to guests in our city.”

**Margie Reese**  
Wichita Falls Alliance for Arts and Culture,  
Executive Director





# 2017 Travel Impact

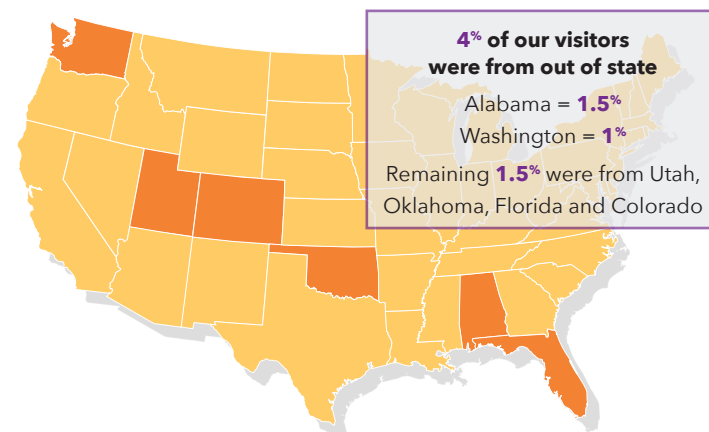
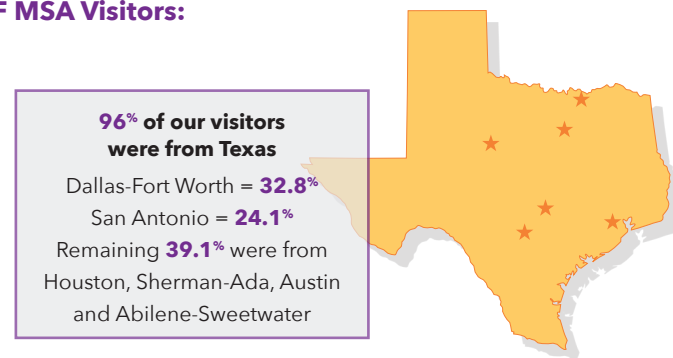
## City of Wichita Falls:

- The occupancy rate for the city of WF was **65.8%** which is higher than the state of Texas average occupancy rate.
- 2017 visitor spending equaled **\$192** million in WF. This is an increase of **\$4** million from 2016.
- As a direct result of that visitor travel spending, **\$54.81** was saved per person in property taxes.
- Travel employment equaled a little over **3,000** jobs.

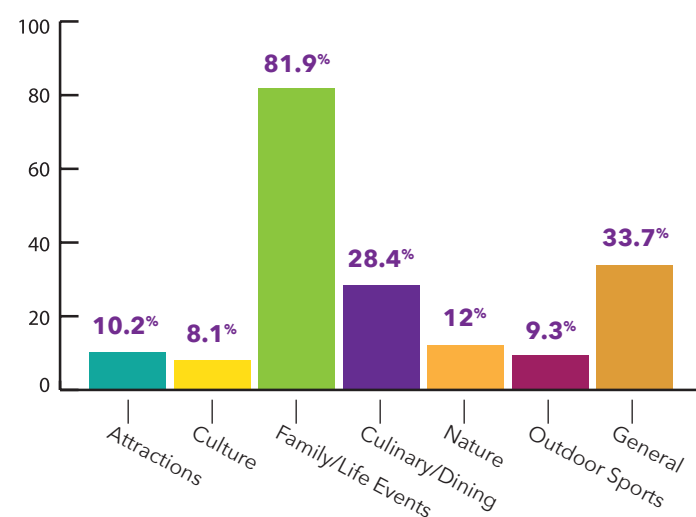
## Wichita Falls Metropolitan Statistical Area:

- The Wichita Falls MSA (Metropolitan Statistical Area) had **2.55** million visitors.
- **194** miles was the average distance traveled.
- **\$83.00** was the average per person spending per day.

## WF MSA Visitors:



## WF MSA Summary of our Visitors Activities:



Source: Texas Destinations 2017 prepared for The Office of the Governor, Economic Development & Tourism Division; DK Shifflet

## 2018 Total CVB Related Events:

31

**2018 events** resulted in over **8,500** room nights and over **24,500** attendees.

## Events Recap:

14

New Events

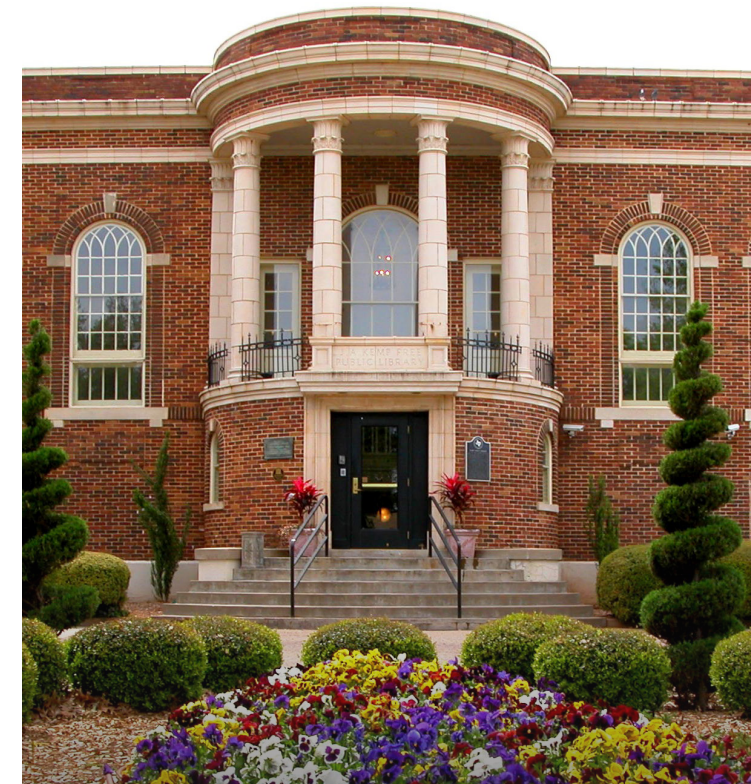
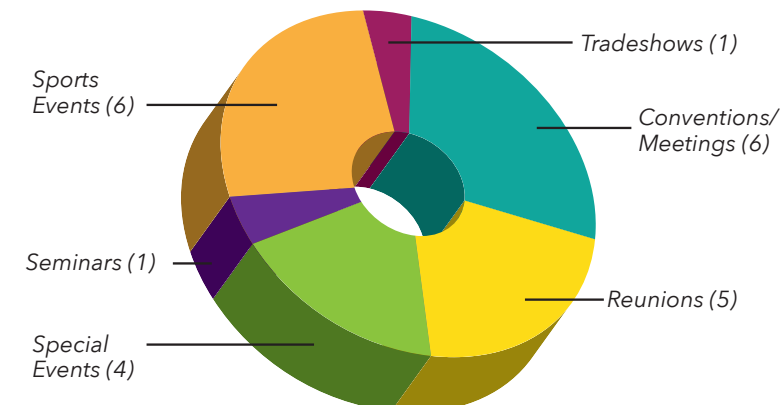
23

Events Serviced

22

New Bids

## 2018 Event Servicing by Type:



"The Kemp is a 100-year-old historic building that welcomes everyone to experience the culture and deep roots heritage of Wichita Falls. The partnership between the CVB and Arts Council brings visitors and tourists to see our galleries and Sculpture Garden with visitors often returning for performances and events."

**Carol Sales**

Arts Council Wichita Falls Area, Inc., CEO





# 2019 Goals

- **Increase** website session traffic by 2%.
- **Identify and target** 15 new events and conventions to bid on.
- **Increase** regional and state-wide marketing.
- **Continue** co-op marketing with stakeholders and community partners.
- **Develop** an official CVB referral program.