

## **Margaritaville Lake Resort, Lake Conroe | Houston**

**Entry Category:** Publicity Campaign

### **Situation Analysis:**

Margaritaville Lake Resort, Lake Conroe | Houston, is the first Margaritaville resort in Texas. Storyteller Communications was brought in to help generate publicity to attract guests from all over Texas and beyond.

When Storyteller Communications was commissioned for the project in December of 2019, little did we know that a pandemic would enter the picture. Our publicity campaign changed from a basic awareness campaign of “Margaritaville Lake Resort, Lake Conroe is now open” to “Margaritaville Lake Resort, Lake Conroe is opening during a pandemic and here’s how they will keep you safe.”

Every story we generated needed to reinforce to prevent the transmission of COVID-19, reassuring visitors they could relax there and not worry about their safety.

The vision of the resort to have a mix of business: leisure, transient, and group. Due to travel restrictions and cancellations of meetings and conferences, the group and transient business was shifted to focus on the leisure sector. Our challenge was to get “heads in beds” during a time of great uncertainty, especially when it came to vacations and travel.

### **Objective:**

Our objective was to generate business for Margaritaville Lake Resort, Lake Conroe | Houston, despite the ongoing pandemic playing out in the background.

### **Challenges:**

- We had to rethink and retool our critical messaging to make sure we were addressing the realities of COVID-19.
- We had to reconfigure the original vision for a ribbon-cutting ceremony that was initially going to include hundreds of people down to just a few. We also had to strategically change how we were going to invite media to attend.
- The resort successfully opened on June 26, 2020 – the day that Judge Lina Hidalgo declared a disaster in Harris County, the neighboring county to Montgomery, where Margaritaville is located.

### **Materials**

We created a fun and festive ribbon-cutting media kit for select media representatives and sent them via snail mail. They were well-received and received shout outs via social media by at least two of the recipients.

We also wrote and distributed a press release about the opening and set up a digital media kit for members of the media to access via DropBox that contained imagery, videos, fact sheets, and other helpful information.



### **Results:**

Margaritaville Lake Resort, Lake Conroe | Houston, was featured in media outlets throughout the Greater Houston area and the state.

The news of the resort was picked up on all the major stations in Houston and TV stations in Bryan/College Station and San Antonio. Newspapers and other publication outlets from across the state carried the news as well, including CultureMap.

### **Metrics:**

- 325 Million – Online Readership
- 1.07 million coverage views
- 108 thousand social shares

According to [Smith Travel Research](#), the authority on hospitality, Margaritaville Lake Resort, Lake Conroe | Houston **doubled its occupancy rate and nearly tripled revenue per room** when compared to the local competition in July and August.



## Opening Coverage Highlights

