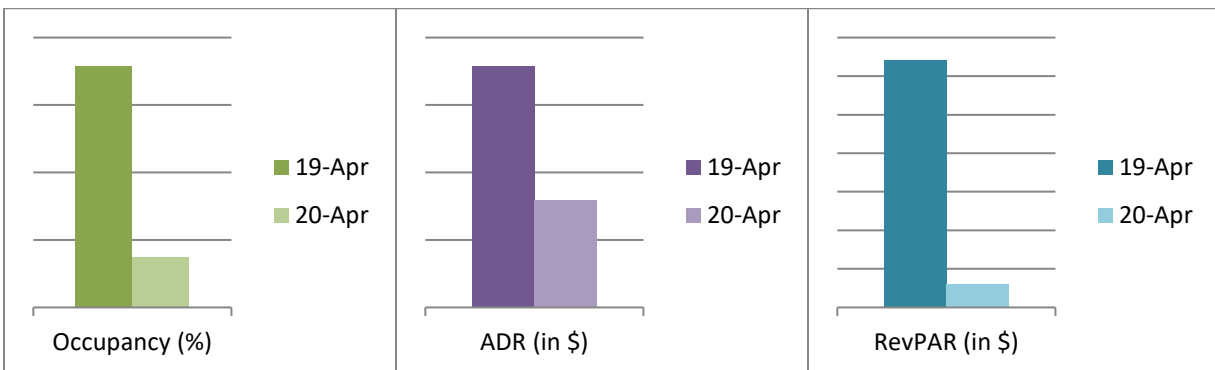


HOTEL OCCUPANCY TAX COLLECTIONS

2020			3 Year Data				
	2020 Budget	2020 Actual		2018	2019	2020	Change
JAN	\$ 571,695	\$ 538,527	JAN	\$ 517,157	\$ 516,266	\$ 538,527	4.3%
FEB	\$ 725,913	\$ 665,455	FEB	\$ 769,611	\$ 673,641	\$ 665,455	-1.2%
MAR	\$ 851,982	\$ 802,181	MAR	\$ 789,850	\$ 828,427	\$ 802,181	-3.2%
APR	\$ 896,836	\$ 306,002	APR	\$ 859,519	\$ 880,321	\$ 306,002	-65.2%
MAY	\$ 897,839		MAY	\$ 876,653	\$ 879,981		
JUN	\$ 983,164		JUN	\$ 837,722	\$ 919,789		
JUL	\$ 824,776		JUL	\$ 753,306	\$ 776,760		
AUG	\$ 760,655		AUG	\$ 686,927	\$ 736,665		
SEP	\$ 756,245		SEP	\$ 744,311	\$ 717,348		
OCT	\$ 804,101		OCT	\$ 711,010	\$ 759,279		
NOV	\$ 906,397		NOV	\$ 808,086	\$ 847,426		
DEC	\$ 728,173		DEC	\$ 643,530	\$ 686,639		
TOTAL	\$ 9,707,776		TOTAL	\$ 8,997,682	\$ 9,223,543		
YTD	\$ 3,046,426	\$ 2,232,165	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,232,165	-20.2%

2020 COMPARED TO 2019



Down 79.2% in Occupancy

Down 55.5% in ADR

Down 90.7% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

April Overview

Virtual Site Tour Conducted: Visit The Woodlands helped coordinate the organizations first virtual site tour for clients. With social distancing in place, Clients were not able to physically come to do a site tour for a 2021 event so we organized a multi hotel virtual site tour that allowed the clients a first-hand and personalized walk through of the hotels they were considering. This sparked the conversation to look into virtual site tour videos to have available for clients who are either not able to travel in or not comfortable with meeting in person.

Budget and Recovery Plan: With the new realities of Covid-19, Visit The Woodlands began to make adjustments to the budget for 2020 and started planning for recovery from Covid-19. This included new budget plans for each department and departmental recovery plans that were reviewed and presented to the Visit The Woodlands board of directors.

PCMA Virtual Happy Hour Events: PCMA is one of the leading events industry associations. Visit The Woodlands is a member with the Gulf States PCMA Chapter. This organization offers a great platform to network and meet with meetings and event professions within the state of Texas. In April, PCMA Gulf States started hosting virtual happy hour events that allowed the opportunity to network with industry professionals in a fun, relaxed setting. This is a great way to connect with both current and future clients.

The Woodlands Texas Hotel and Lodging Association Townhall Event: Texas Hotel and Lodging Association (THLA) is an organization that offers legal support, advocacy, marketing opportunities, and education to member destinations and hotel properties. Visit The Woodlands organized a virtual Townhall event with THLA for The Woodlands hotel properties to join. This event allowed THLA's legal counsel to go over some important Covid-19 related topics that are common questions for hotel properties and destinations alike. This was a great platform for The Woodlands hotel properties to ask specific questions on best practices, the CARES Act, and other operational questions in this changing hospitality landscape.

COVID- 19 Sales Strategy and Outlook: As COVID-19 started to have major effects on our industry, the Sales team began working hard to ensure we were a resource and connector for our hotel partners that are working through this time. With all travel and major initiatives on hold until we get to the other side of Covid-19, the team is helping in efforts to keep our community, partners, clients, and team up to date on our hotels. Team members worked closely with clients that had to postpone or make changes to their events, are keeping in close contact with hotel partners to stay up to date on closures and changes

and is assisting with needs from local first responders that have a need for hotel blocks. In addition to Covid- 19 related projects and support, the team is also working diligently on sales projects that have been on the to-do list for a while. This includes cleanup of accounts within the Simpleview CRM, photo updates to the CVENT platform, and updates to the Incentive Fund Program process. As we get through this time, Visit The Woodlands is looking forward to helping our community and our partners get back to business.

April Meeting Connections

- Weekly Hotel Partner Calls
- Client check in Calls
- PCMA Virtual Happy Hour
- Virtual THLA Townhall Event

Convention Services and Development

- 1 Organic lead worked and distributed
- 3 CVENT leads received and distributed
- 1 Virtual Site Tour conducted

Sales Tradeshows and Travel

- All April Travel Cancelled

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

COVID-19 Efforts: The Marketing Department continues to work with the rest of the team to keep www.visitthewoodlands.com/covid updated with the latest information and resources related to COVID-19. Website resources include guides for dining and shopping locally as well as idea for how visitors can explore The Woodlands from home.

Advertising

While advertising was put on hold due to COVID-19, some placements were paid for & released prior to VTW spending freeze. An overview of these placements is below.

- **Leisure**
 - Travel+Leisure
 - Food & Wine
 - Town & Country
 - Texas Town & City
- **Meetings**
 - Convention South
 - Texas Meetings + Events
 - Connect Corporate

Digital Marketing

In response to Covid-19, the Marketing Department refocused its digital marketing efforts on creative ways for visitors and residents to support local businesses from a distance. An overview of these efforts, along with reporting metrics are below.

Website

- **Website Launch:**
 - Interactive Map Review
 - CMS Training
 - Content Review
 - CRM Cleanup & Tagging
- **Published Content: Blog**
 - Woodlands Puzzles at Home
 - Woodlands Recipes for Home
 - Easter Meals at Home
 - Film Festival – At Home in The Woodlands

- **Reporting:**
 - 27,641 Page Views
 - 16,298 Users
 - 1.39 Pages/Session
 - 1:11 Average Session Duration

Email Marketing

- **Emails Sent:**
 - Weekly Board & Partner Updates
 - Contributions to The Woodlands Township Covid-19 Updates
- **New Signups**
 - Leisure: 4
 - Meetings: 2

Social Media

- **Live Videos:**
 - **The Woodlands Chamber of Commerce:** Between the Trees (Ted Harris & Jenny Taylor) – created a “watch party” for this on our VTW channel and aired Chairman Rieser’s COVID videos during commercial breaks.
 - **Glade Cultural Center:** Shared live stream of band performance at Glade.
- **Reporting:**
 - 176,114 Impressions across social networks
 - 5,248 Engagements across social networks
 - 1,041 Website Conversions via Social

Public Relations

Media Coverage Values:

- **Total Media Exposure:** 519 placements
- **Potential Reach:** 309.01M
- **Ad Value Equivalency:** \$2.86M

Placements:

- **Houston Chronicle:** Woodlands Mall, Market Street Offer Curbside Pickup
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Woodlands-Mall-Market-Street-offering-curbside-15225028.php>
- **San Antonio Express News:** Art Rock Artists Brighten Walking Trails in The Woodlands
<https://www.mysanantonio.com/neighborhood/woodlands/news/article/Art-rock-artists-brighten-walking-trails-in-The-15230076.php>

Marketing Collateral

Due to COVID-19, a number of marketing projects have been put on hold. This includes production of the quarterly Current Newsletter and Insider’s Guide. At this time, we do not have enough printed Visitor Guides to provide fulfillment for visitor requests. With this in mind, we continue to track signups and requests for these items for future purposes.

- **Insider’s Guide** – New signups: 8

- **Current Newsletter** – New signups: 1
- **Visitor’s Guide Requests**
 - Printed Requests – 41
 - Downloaded – 6

Partnerships

- **Virtual Meetings**
 - Township Employee Forum
 - Visit The Woodlands Board Meeting
 - The Woodlands Township Board Meeting
 - Leadership Montgomery County class sessions)
 - The Woodlands Area Chamber of Commerce: Between the Trees
 - Weekly Staff Meetings
- **Webinars**
 - Travel Texas: Covid Advertising Recovery Plan
 - Madden Media: Covid Marketing Response
 - Destinations Analysts: Travel Sentiment Survey
- **Marketing Committee**
 - Ongoing communication with partners to provide support during Covid-19.

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

April Overview

- **Around Houston virtual meeting** – Destinations from the Around Houston partnership joined in a virtual meeting to discuss the changes that have been implemented in each destination regarding COVID-19. Visit The Woodlands shared their status regarding staff and hotels as well as safety measures The Woodlands has taken to protect both visitors and residents during the pandemic.
- **Logistics for Visitor Kiosk** – Due to the COVID-19 Pandemic, Visit The Woodlands and Market Street took the decision to close the visitor kiosk available at Market Street. Safety measures have been taken to reduce exposure and materials for visitors are still available on the side of the kiosk. This will have a hand sanitizing station next to it for safety and will be restocked, as necessary.
- **Looking for New Opportunities with Partners** – Visit The Woodlands reached out to Visit Grapevine regarding their interest in creating Familiarity tours for the motor coach industry. Tourism Specialist, Laura Haces, reached out to them to consider The Woodlands as a great stop while people are traveling from the Dallas Area to the Houston Area. Due to cancelations of tradeshows, the tourism department has shifted to find new opportunities.
- **Variety on Itineraries** – Visit The Woodlands has created new itineraries to encourage proper social distancing while still enjoying the nature, fine shopping and dining that The Woodlands is known for. Visit The Woodlands has come up with several activities that ensure social distancing and that create a great experience for any visitor.

April Meeting Connections

- Visit Grapevine Meeting.
- Market Street meeting on Visitor Kiosk.
- Webinars from Brand USA, Travel Texas, Connect, etc.
- Meeting with The Woodlands Township to join efforts in support of the community.