

# MONTHLY REPORT

## APRIL 2021

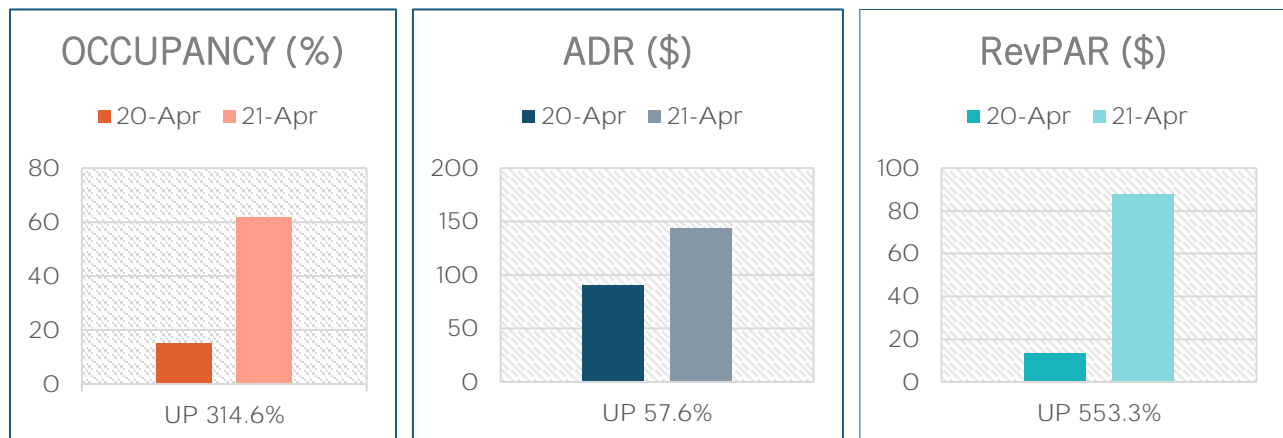
VISIT  
**THE WOODLANDS**  
— T E X A S —

## HOTEL OCCUPANCY TAX COLLECTIONS | 3-YEAR DATA & YEAR-OVER-YEAR COMPARISON

In April, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. This is attributed to people feeling more comfortable traveling & events like The Woodlands Waterway Arts Festival happening in person for the first time in more than a year.

	2019 ACTUAL	2020 ACTUAL	2021 BUDGET	2021 ACTUAL	% CHANGE
JAN	\$ 516,266	\$ 538,527	\$ 343,017	\$ 242,717	-54.9%
FEB	\$ 673,641	\$ 665,455	\$ 435,548	\$ 225,805	-66.1%
MAR	\$ 828,427	\$ 802,181	\$ 519,189	\$ 338,286	-57.8%
APR	\$ 880,321	\$ 306,002	\$ 538,102	\$ 527,633	72.4%
MAY	\$ 879,981	\$ 36,751	\$ 543,703		
JUN	\$ 919,789	\$ 76,026	\$ 589,898		
JUL	\$ 776,760	\$ 204,550	\$ 494,866		
AUG	\$ 736,665	\$ 228,590	\$ 461,393		
SEP	\$ 717,348	\$ 341,257	\$ 453,747		
OCT	\$ 759,279	\$ 365,547	\$ 482,460		
NOV	\$ 847,426	\$ 364,600	\$ 531,838		
DEC	\$ 686,639	\$ 262,589	\$ 430,904		
TOTAL	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665		
YTD	\$ 9,223,543	\$ 4,192,107	\$ 1,835,856	\$ 1,334,441	-42.7%

## STR DATA | YEAR-OVER-YEAR



## MEETING SALES

*Josie Lewis, Director of Sales*

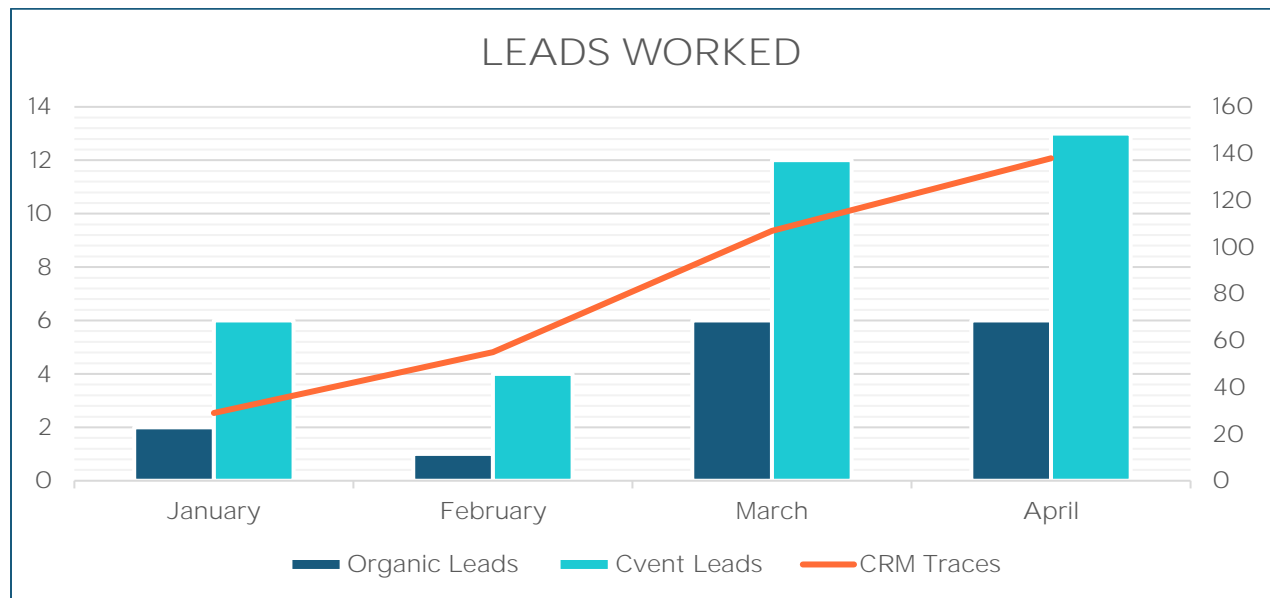
*Ashley Fenner, Sales & Servicing Coordinator*

## TRADESHOWS & SALES MISSIONS

Austin Sales Mission: The Sales team traveled to Austin in April for the Texas Travel Alliance (TTA) Unity Dinner. While there, the team set up appointments with Austin based Meeting Planners to discuss the outlook of meetings, promote updates and changes to The Woodlands areas hotels, and discuss future business.

## LEADS & SERVICING

In April, the Sales Department continued to see a rise in meetings leads coming in, both organically and through our partnership with Cvent. This is a positive sign, showing that meeting planners are ready to start traveling and hosting meetings again.



## PARTNERSHIPS

Sales Advisory Meeting: The monthly Sales Advisory Meeting offers an opportunity for The Woodlands hospitality Sales leaders to come together and discuss upcoming events, trends, opportunities, and wins. In April, the committee welcomed two new members and was hosted in person for the first time since before the Covid-19 pandemic began in March 2020. The committee discussed the HelmsBriscoe hotel Crawl, the Medical Hotel Rate Program, the Connect Texas 2024 win, and more.

## MEETINGS

- Leadership Montgomery County Economic Development Session
- TACVB Sales Blitz Committee planning call
- Global Meetings Industry Day
- Hilton Garden Inn Partner Lunch
- Economic Outlook Conference
- Emergent Virtual Reality Tour and Show Your Badge Participation
- Residence Inn and Fairfield Inn Partnership Lunch
- The Woodlands Waterway Marriott Partnership Lunch
- Visit The Woodlands Board of Directors Meeting
- Economic Impact Calculator Bootcamp Training
- TTA Unity Dinner and Austin Sales Blitz
- Marketing Committee Meeting

## SALES PROJECTS & INITIATIVES

CVENT Destination Page Buildout: CVENT is the world's industry standard platform for lead distribution within the meetings and event industry. In 2021, CVENT rolled out a new Destination Page that is an area to promote each destination. Visit The Woodlands was tasked with building this page out to ensure it is inviting, creative, and showcases The Woodlands in the best possible light as Meeting Planners use this platform to source venues. The sales teams finalized the page in April.

Economic Impact Calculator Training: Destinations International offers the Event Impact Calculator that measures the economic impact value of an event and calculated its return on investment to local taxes and communities. The Sales team recently integrated this calculator with its CRM system to be able to calculate the economic impact of each group and lead being worked. This calculator draws on ten different data sources to provide an industry-wide standard. In April, Josie Lewis went through the Economic Impact calculator book camp training.

Supplier Referral Program Development: Ashley Fenner, who oversees servicing for Visit The Woodlands, worked in conjunction with the Marketing Team to develop a Supplier Referral Program to offer Meeting Planners working within The Woodlands area. This platform, along with being a resource for planners, offers the chance for partners to be promoted for groups traveling into The Woodlands.

Show Your Badge Program: The Sales team continues to partner with new restaurants, retail outlets and attractions for the Show Your Badge Program, bringing the total to 31 partners.

## MARKETING

Ashley White, Marketing Director  
Amber George, Communication Coordinator

### ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities. Below is an overview of upcoming advertising placements, which were fulfilled in April.

#### Leisure:

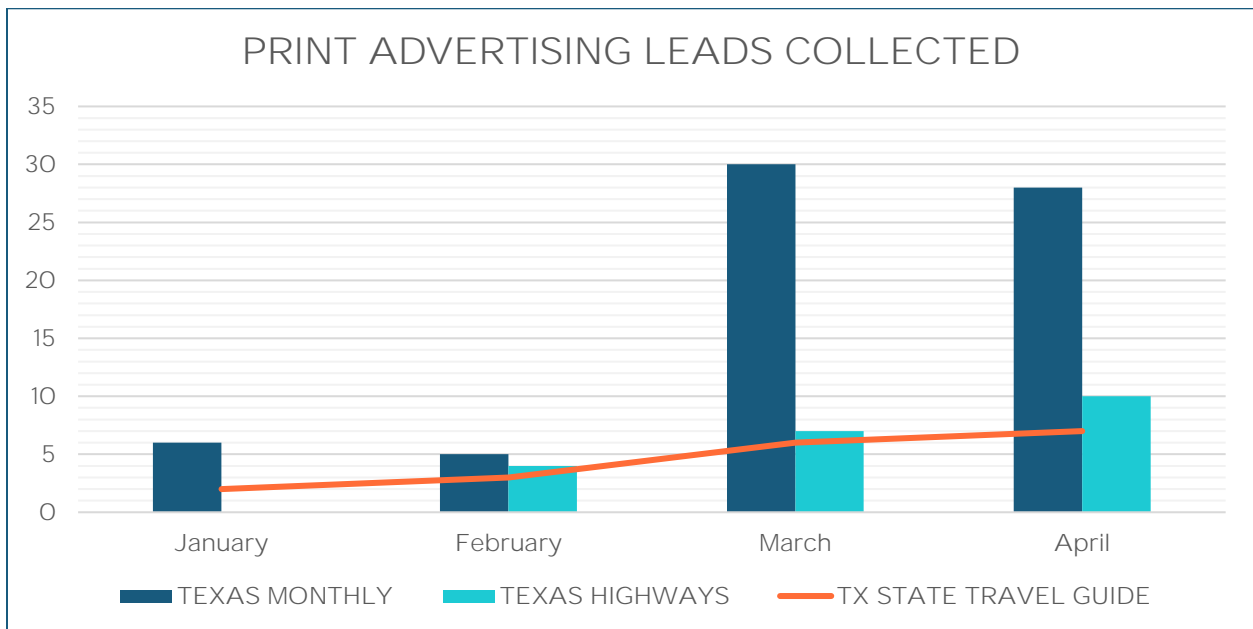
- Texas Highways (June)
- Tour Texas - Hot & Happening eNews (May), Tour Texas Website (May)
- Paid Search - Google Discovery Ads, SEM (May)
- Paid Social - Facebook & Instagram (May)

#### Meetings:

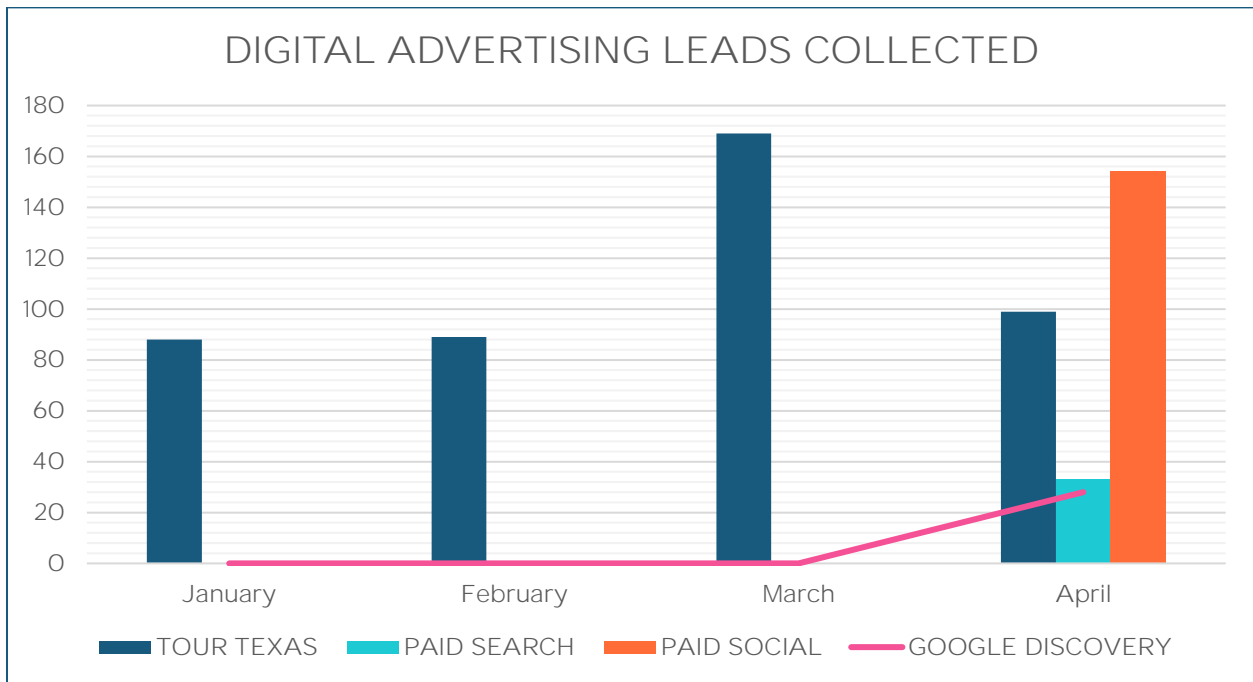
- Orange 142 Native Article (May)
- Paid Search - Google Discovery Ads, SEM (May)
- Paid Social - Facebook & Instagram (May)

### ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

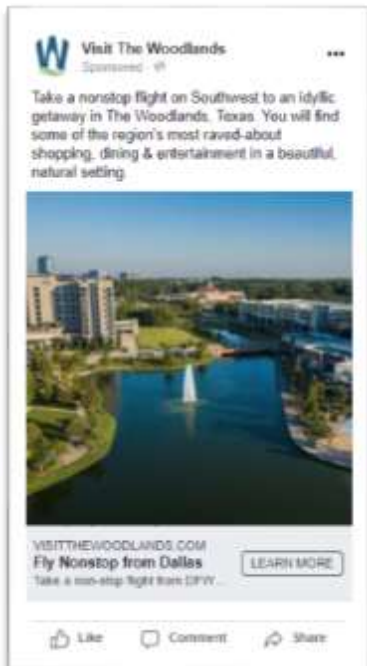
Visit The Woodlands continues to advertise in official tourism publications for the State of Texas include Texas Highways and the Texas State Travel Guide. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts.



In April, Visit The Woodlands resumed paid search and paid social advertising, which heavily impacted leads collected through the website. Tour Texas also continues to drive a large number of leads to the website.

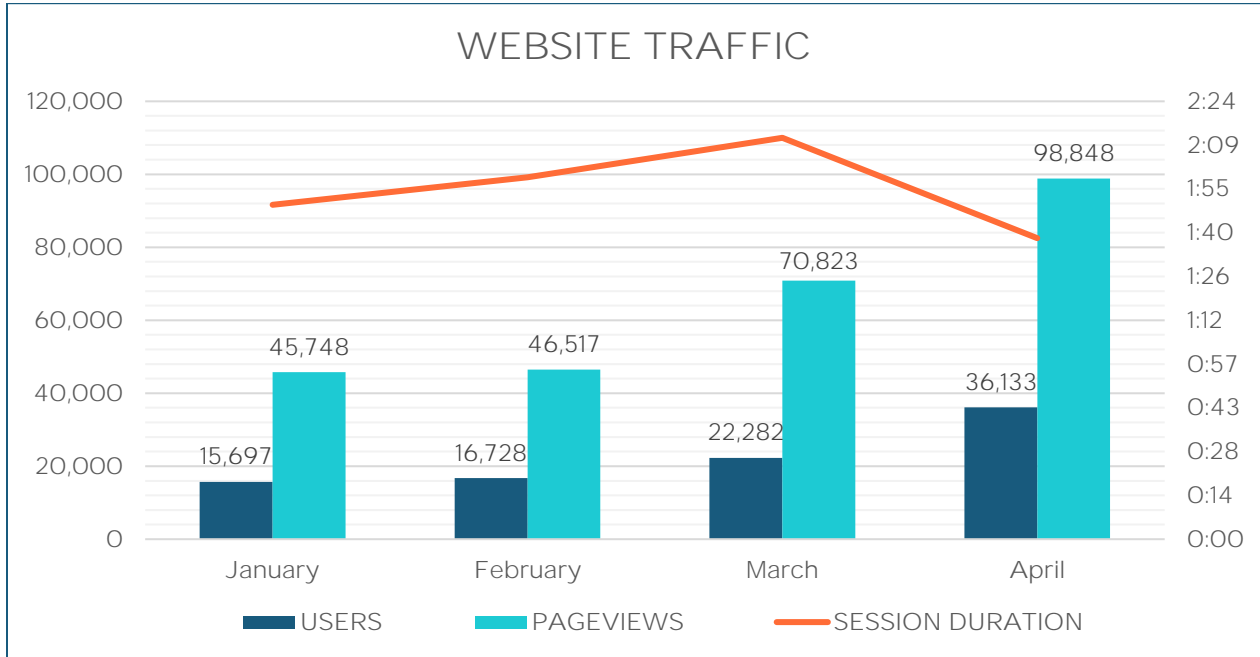


## ADVERTISING | EXAMPLES IN MARKET



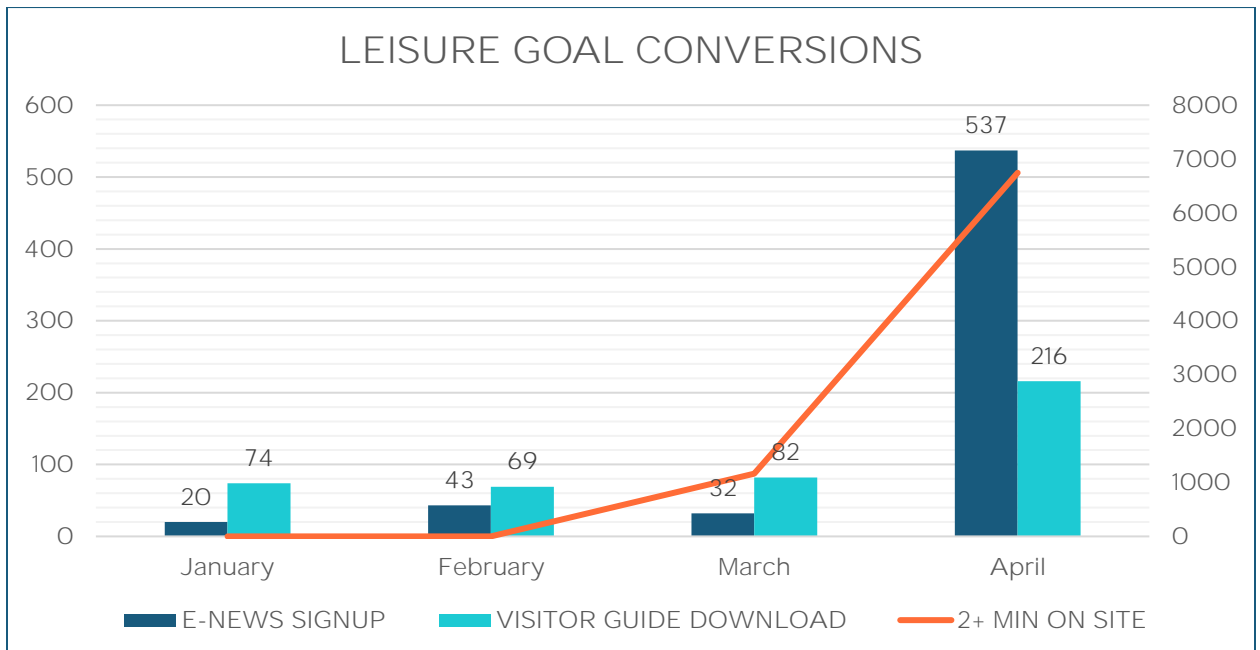
## WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

In April, staff continued to see improvements in website traffic month-over-month. Total users were up 65%, sessions up 61%, and pageviews up 42%. Average session duration was down 25% but this is to be expected with more advertising leads coming to the website.

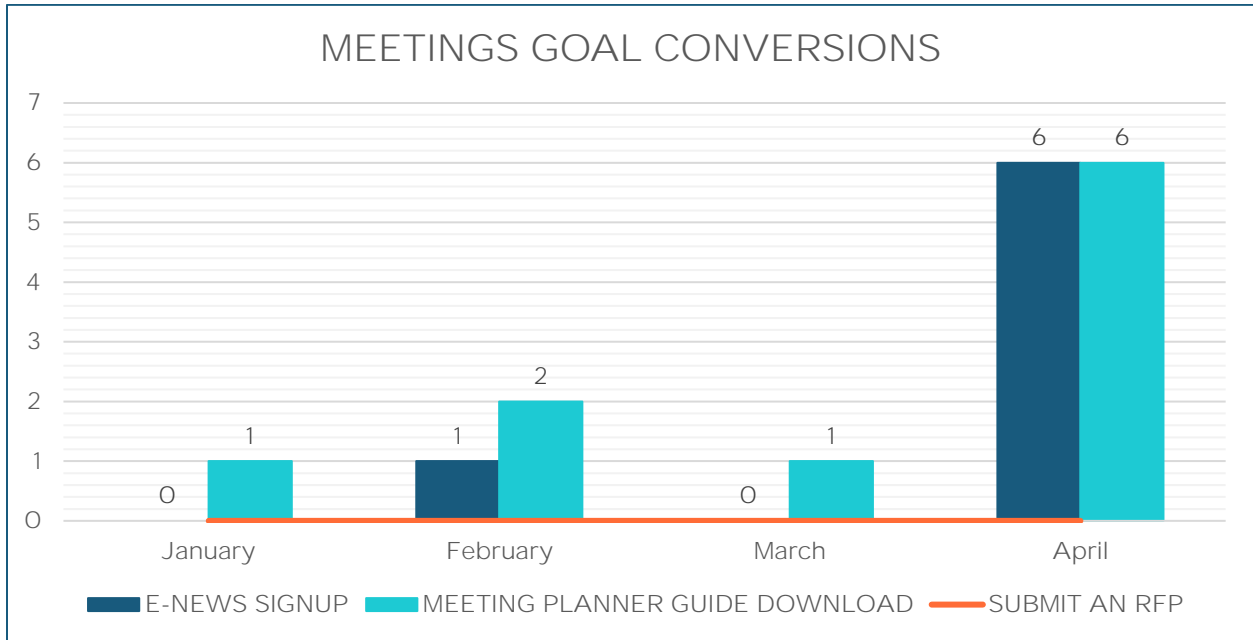


## WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions including e-newsletter signups and Visitor Guide downloads. Nearly 7,000 users spent 2+ minutes on the site.

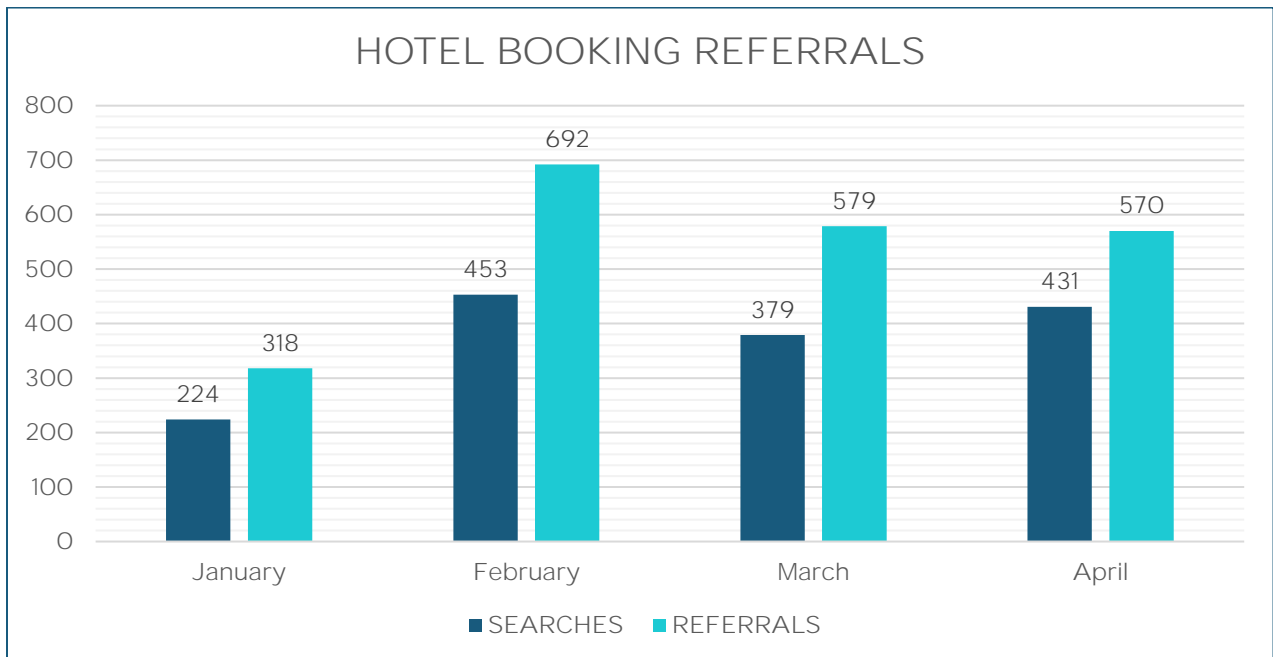


In April, paid advertising drove more traffic to the website which resulted in higher meetings goal conversions including Meeting Planner Guide Downloads and e-newsletter signups. These are highly qualified leads as they are meeting planners who are actively looking for information on hosting a meeting in The Woodlands.



### HOTEL | BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In April, the website had 570 referrals to hotel properties in The Woodlands, down 2% from the previous month. Top referral U.S. states continue to be Texas at 69% with California and Florida following at 5% and 3% respectively. Top referring country behind the U.S. is Mexico.





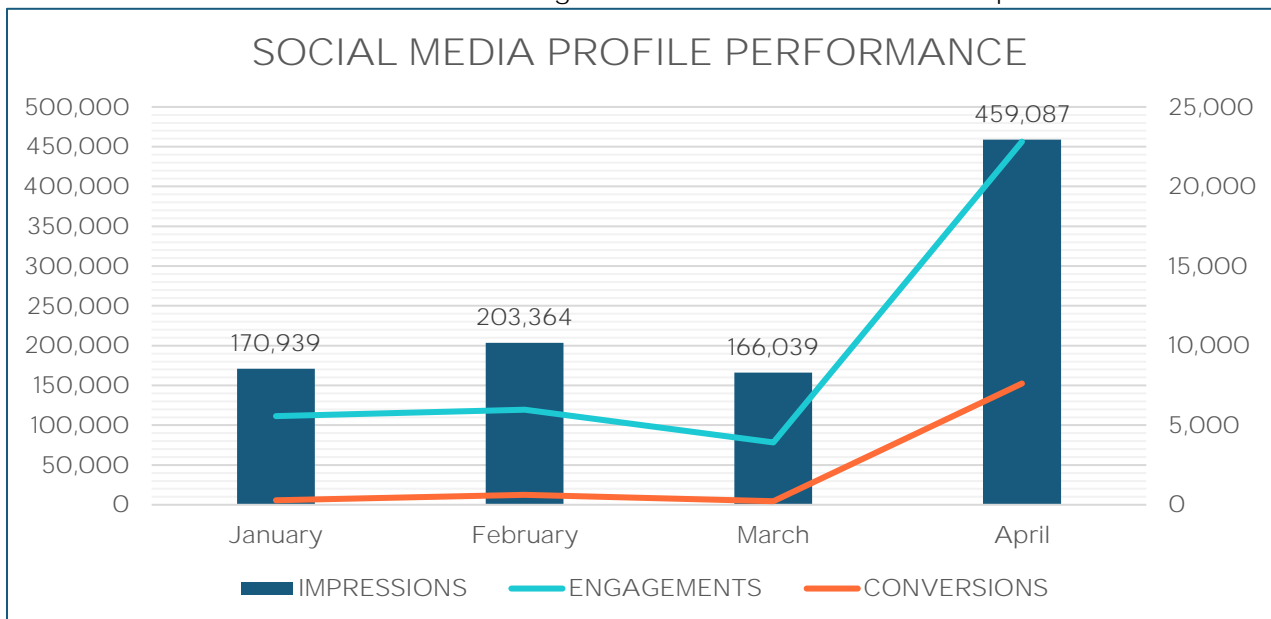
## WEBSITE | CONTENT DEVELOPMENT

The Marketing Department continues to develop new content and update existing for the website to support sales and marketing initiatives. Below is an overview of efforts for April.

- Microsites: [National Travel & Tourism Week](#)
- Events:
  - [Memorial Day](#)
  - [10 for Texas](#)
  - [Holiday](#)
  - [Ice Rink](#)
  - [Market Street in Lights](#)
  - [Lighting of the Doves](#)
- Meetings:
  - [Top Reasons to Meet](#)
  - [Venues & Facilities](#)
  - [Submit an RFP](#)
  - [Meeting Planner Guide Download](#)
  - [Team Building Activities](#)
  - [Guide to Hosting a Meeting](#)
  - [Meet the Sales Team](#)
- [Special Offers](#)
  - [Mother's Day](#)
  - [Graduation](#)
- Social Giveaway: Mahoney's Restaurant & Bar
- [Public Documents](#): Monthly Reports Added
- Blog Posts: <https://www.visitthewoodlands.com/blog>

## SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With more than 31K followers across social platforms, Visit The Woodlands received a total net audience growth of 876 for the month of April.



## SOCIAL MEDIA | CONTENT DEVELOPMENT

The Marketing Department continues to develop unique and engagement content across all social media platforms. Below is an overview of these efforts for June.

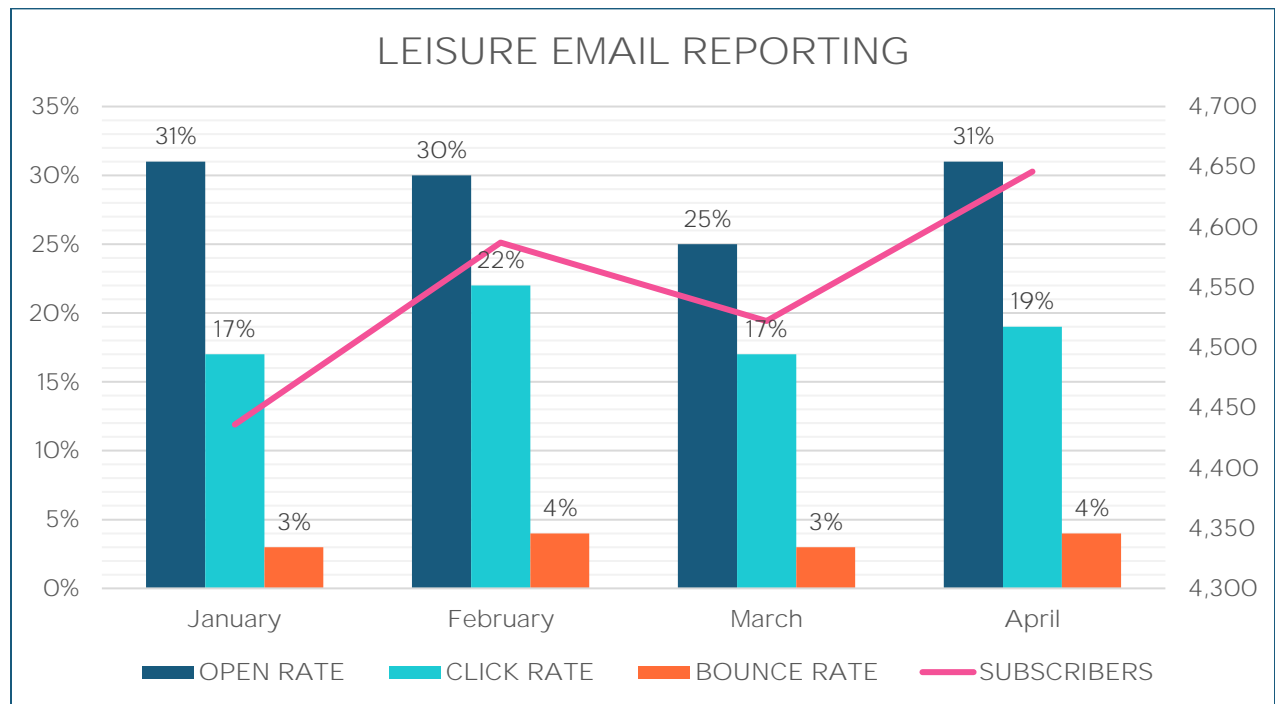
- The Woodlands Waterway Arts Festival (pre-promotion and event coverage)
- Blue Bonnets at Rob Fleming Park
- Boat House Offerings
- The Fountains at Waterway Square
- Swan Boats on The Woodlands Waterway
- Shopping at The Woodlands Mall
- Cinopolis Movie Theater

Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).  
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

## EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. Both campaigns continue to surpass industry averages.

Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%

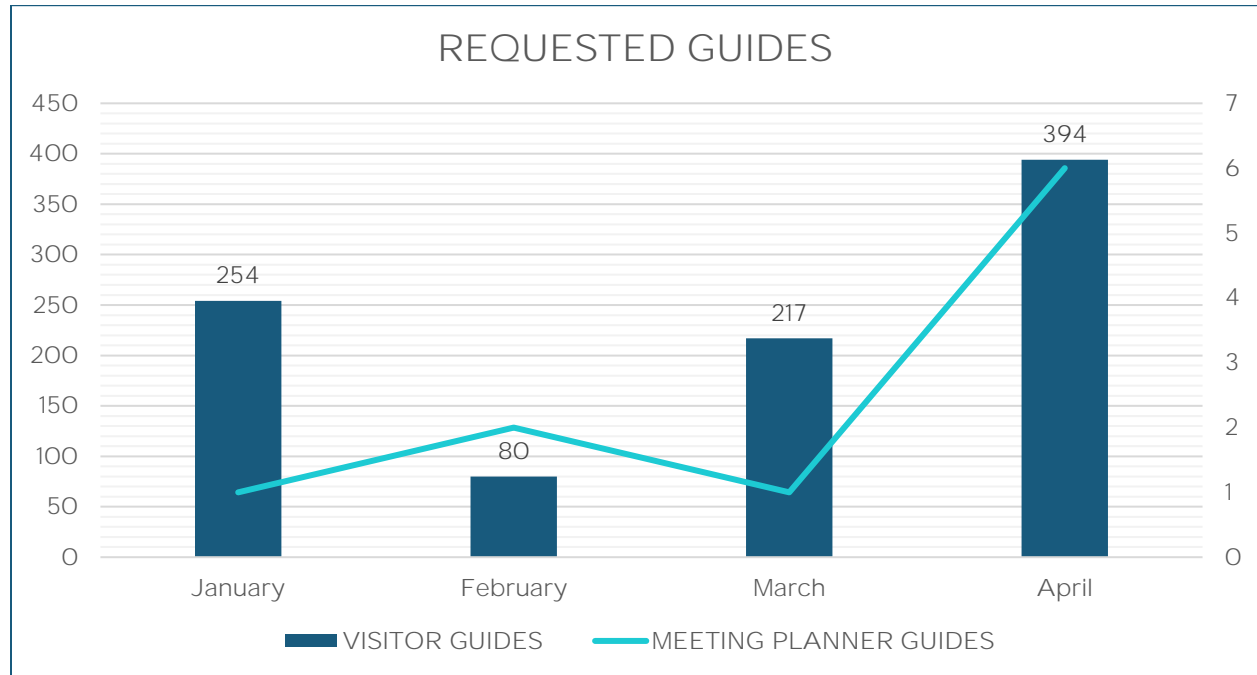


Meetings Email Reporting:

- April 2021: Bounce Rate: 5%, Click Rate: 10%, Open Rate: 39%
- Industry Averages: Bounce Rate: 9%, Click Rate: 1%, Open Rate: 16%

## MARKETING COLLATERAL | REQUESTED GUIDES MONTH-OVER-MONTH COMPARISON

The Marketing Department produces marketing collateral in-house to support Visit The Woodlands initiatives for sales, leisure tourism and overall brand awareness for the destination.



## MEDIA & PUBLIC RELATIONS

The Marketing Department manages media and PR efforts for Visit The Woodlands in-house. This includes pitching story ideas to journalists, working with social influencers, providing editorial fulfillment for industry publications & distributing press releases.

Press Releases: <https://www.visitthewoodlands.com/media/news-releases/>

- TravisMatthew Opens New Store in The Woodlands, Texas
- The Woodlands Area Chamber of Commerce Hosts Economic Outlook Conference
- Uli's Kitchen to Make its Big Debut in The Woodlands this Spring
- Big 12 Women's Golf Championship Set for Carlton Woods
- IRONMAN Texas to Return to The Woodlands 2021-2025
- Parker McCollum Coming to The Cynthia Woods Mitchell Pavilion

Pitches:

- The Woodlands Waterway Arts Festival
- IRONMAN Texas Rescheduled

## PARTNERSHIPS

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department meets with vendors and other team members to fulfill projects and tasks.

Meetings & Conferences:

- Visit The Woodlands Board of Directors Meeting
- Visit The Woodlands Marketing Committee Meeting
- Leadership Montgomery County (Alumni Session)
- Team Meetings: IT Budget Planning, Marketing Department, Weekly Staff Meetings
- Vendor Meetings: Simpleview, Meltwater, Madden
- Partner Meetings: The Woodlands Mall, Emergent VR
- Partner Events: The Woodlands Waterway Arts Festival, Economic Outlook Conference
- Travel & Conferences: Texas Travel Alliance Unity Dinner & Sales Calls

## TOURISM

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## MONTHLY OVERVIEW

**Attended Texas Travel Expo:** Visit The Woodlands attended the first virtual Texas Travel Expo on April 7<sup>th</sup> and 8<sup>th</sup>, 2021. This gave Tourism Specialist, Laura Haces, the opportunity to introduce The Woodlands and provide updates to all Travel Information Centers in Texas. Through quick appointments, the information centers gained knowledge on destinations that may be far from them but that they can recommend to people driving into the state. This creates great exposure for the driving market in Texas.

**The Woodlands Waterway Arts Festival Hotel Impact:** Visit The Woodlands is supportive of community events that bring tourism into the area. By being in constant communication with the 14 properties in The Woodlands, The Waterway Arts Festival was determined to bring great business to the area during their multiday festival. This helps the Tourism department provide data on the importance of leisure events and the business they bring to the community.

**Around Houston Meeting:** Visit The Woodlands attended the Around Houston Meeting to discuss new trends and changes in the greater Houston Area. This is a meeting of Houston and its surrounding destinations that work together to promote Tourism in a bigger scale. An update on hotel information per area was provided and an insight in ways the group can partner in Marketing and Convention opportunities was provided.

**Partnering with Travel Texas:** Visit The Woodlands has a strong partnership with Travel Texas and is always looking for opportunities to partner with them for tourism projects. From having a presence together in international events like IPW from US Travel Association, to

bringing travel writers to travel the Lonestar state, Travel Texas and Visit The Woodlands have partnered in multiple projects and plan to continue this relationship in the future.

**Visit The Woodlands on US Travel “The Power of Travel” video:** The Visit The Woodlands team partnered with the US Travel Association to participate in a video on the Power of Travel. The team was highlighted in this short video to show the importance of National Travel and Tourism Week as well as the importance of hospitality businesses.

## MEETING CONNECTIONS

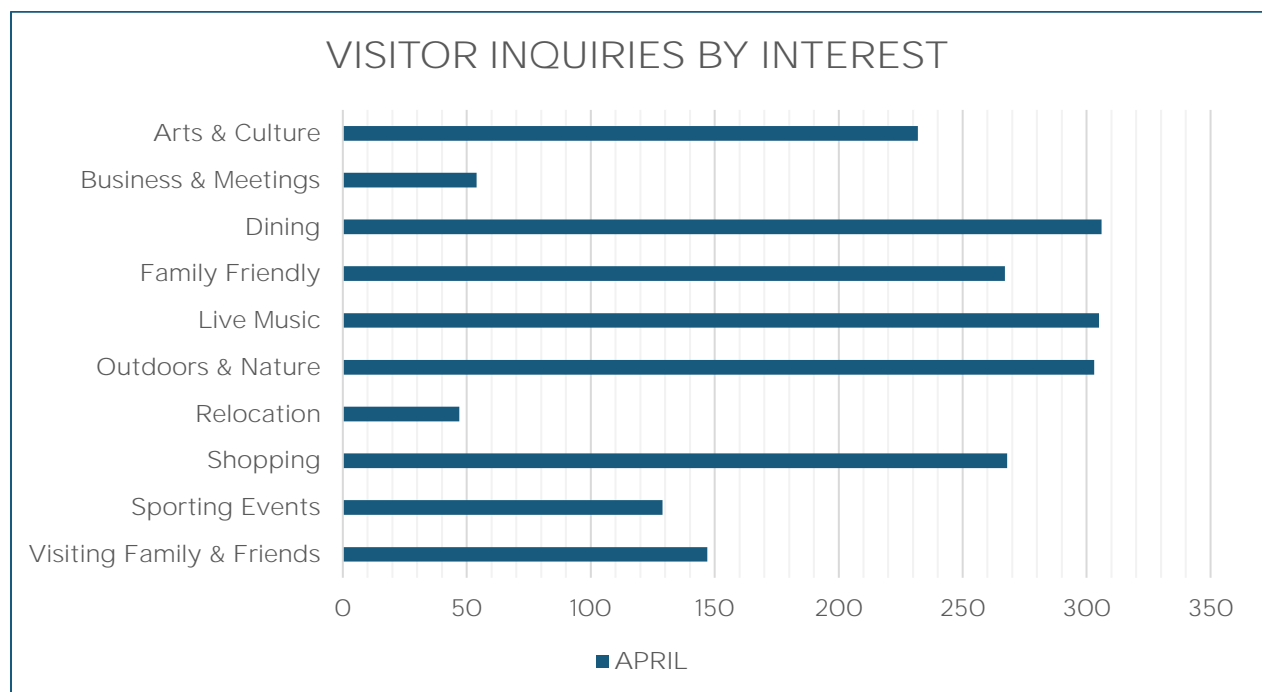
- Webinars from Madden, Connect Tour, etc.
- Attended Around Houston meeting
- Attended Visit The Woodlands Board Meeting
- Meeting with Visit Houston on potential partnership opportunity
- Attended Meeting with Travel Texas

## TOURISM SERVICES AND DEVELOPMENT

- Assisted 2 wedding inquiries
- Attended Texas Travel Expo

## VISITOR SERVICES

- Total Kiosk Visitors: 1,103
- TX Zip Codes: 136
- Out of State Visitors: 40 (Maryland, Hawaii, New York, Florida, Louisiana, Virginia, Massachusetts, California, Oregon, Colorado, Michigan, Alabama)
- Foreign Visitors: 48 (Mexico, Honduras, Canada, Argentina, Brazil, Italy)



## THE WOODLANDS FILM COMMISSION

*Sonia Guerrero, Administrative Analyst*  
*Laura Haces, Tourism Specialist*

### MONTHLY OVERVIEW

Around Houston Meeting: During a meeting with Around Houston, Alfred Cervantes who is the Executive Director for the Houston Film Commission spoke about what they do and how other destinations from the Around Houston partnership can join to be added to the data base they already have. Visit The Woodlands was highlighted as an example of the great partnership they have with the Houston Film Commission and how to showcase a destination to be “film friendly”.

### MEETING CONNECTIONS

Regional Film Friendly Meet-up: Virtual event provided by the Texas Film Commission. Representatives from the Houston Area, Southeast Texas, Coastal & Rio Grande Valley Area provided updates on each regional area along with industry input and Q&A session.

### FILM COMMISSION SERVICES AND DEVELOPMENT

- Film inquiries:
  - The Woodlands resident (personal project)
- 1 new local production added to internal directory