

MONTHLY REPORT

APRIL 2022

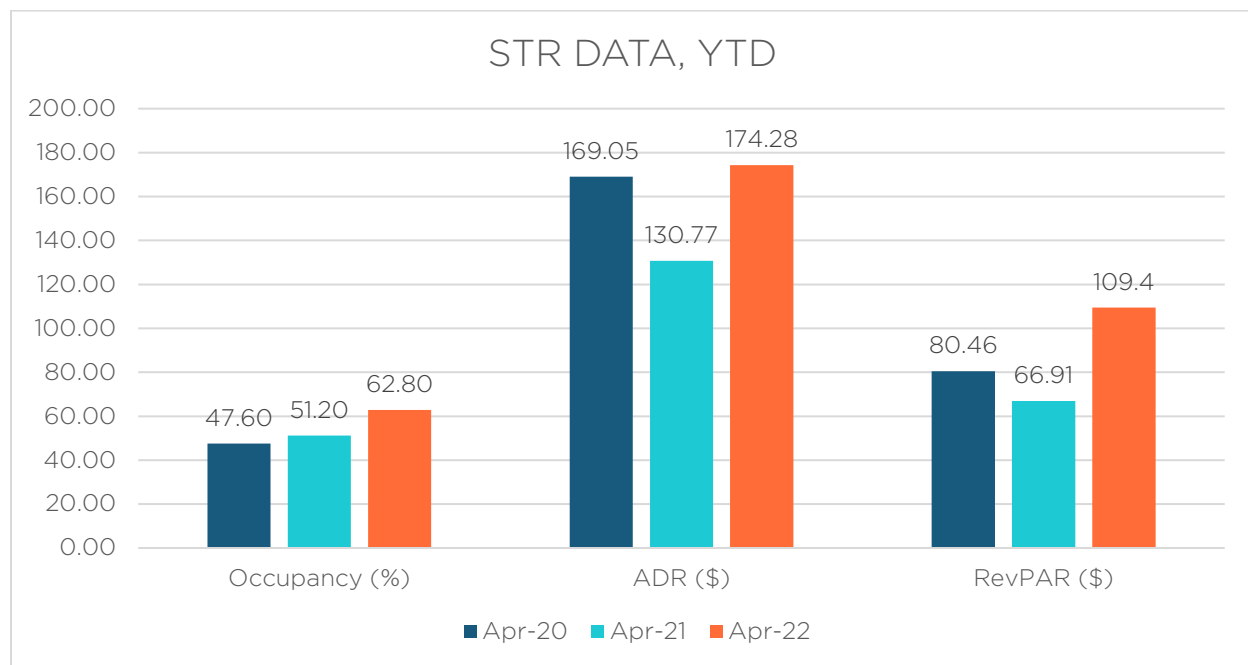
VISIT
THE WOODLANDS
— T E X A S —

HOTEL OCCUPANCY TAX COLLECTIONS | 3-YEAR & YEAR-OVER-YEAR

| | 2020 ACTUAL | 2021 ACTUAL | 2022 BUDGET | 2022 ACTUAL | YOY % CHANGE |
|-------|----------------|----------------|----------------|----------------|-----------------|
| JAN | \$538,527 | \$252,717 | \$507,771 | \$536,360 | 121.0% |
| FEB | \$665,455 | \$225,805 | \$497,935 | \$456,772 | 102.3% |
| MAR | \$802,181 | \$338,286 | \$478,987 | \$594,014 | 75.6% |
| APR | \$306,002 | \$527,633 | \$642,627 | \$781,476 | 48.1% |
| MAY | \$36,751 | \$497,469 | \$584,004 | | |
| JUN | \$76,026 | \$569,445 | \$652,373 | | |
| JUL | \$204,550 | \$609,472 | \$628,582 | | |
| AUG | \$228,590 | \$747,436 | \$761,116 | | |
| SEP | \$341,257 | \$576,081 | \$579,684 | | |
| OCT | \$365,547 | \$554,044 | \$603,076 | | |
| NOV | \$364,600 | \$692,026 | \$712,297 | | |
| DEC | \$262,589 | \$592,980 | \$632,380 | | |
| TOTAL | \$4,192,107 | \$6,173,393 | \$7,280,832 | | |
| YTD | \$ 2,312,165 | \$ 1,334,441 | \$ 2,127,320 | \$ 2,368,621 | 77.5% |

STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year. The Woodlands is seeing a rise in leisure, meetings and business travel.



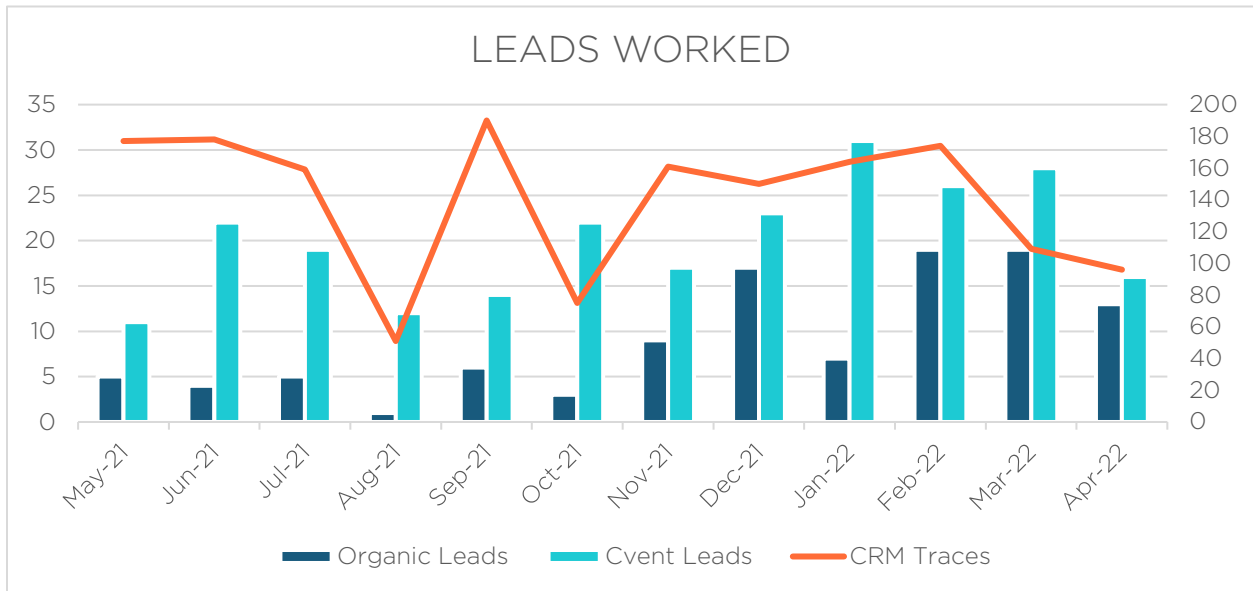
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In April, the Sales Department continued to see a steady number of leads being sourced, both organically and through our partnership with CVENT. See full lead and progress details below.



BOOKED BUSINESS

In April, the sales team booked 3 pieces of business representing 209 attendees and 398 contracted rooms. In addition, the economic impact for these groups represents over \$199,745.78 dollars to the local economy. For more insight on lead development in April, please review the graph above.

TRADESHOWS & SALES MISSIONS



CVENT Connect General Session

CVENT Connect Tradeshow Participation:

Josie Lewis was excited to represent Visit The Woodlands at CVENT Connect in Las Vegas in April. CVENT Connect brings together Meeting Planners and Suppliers for 3 days of industry specific education, and a tradeshow floor that is set up for appointments. Josie was able to meet with 23 Meeting Planners that had interest and business for The Woodlands.

Global Meetings Industry Day Activation:

On April 7, 2022 Visit The Woodlands celebrated Global Meetings Industry Day. This is an incredibly important opportunity for businesses and destinations across the world to recognize the undeniable impact of meeting in person. The Sales team set up an activation station at the MPI Houston Area Chapters CAP'D Luncheon and GMID Celebration that brought suppliers and planners together to celebrate the impact they have on this industry. In addition, Josie Lewis had the opportunity to represent Visit The Woodlands on a panel with CVB representatives to discuss the importance and impact of working with a local CVB.



MPI HAC GMID CAP'D Luncheon Panel Discussion

SERVICING

In April, Ashley offered 2 groups servicing, sent out 5 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.

SALES PROJECTS & INITIATIVES



Activation Station at GMID Celebration Event

New Sales Partner Training:

As group demand increases, local hotel properties are beginning to staff up their sales teams to support the returning demand. Visit The Woodlands has been doing onboarding meetings with new sales representatives to ensure they are aware of how to utilize the resources available to them through Visit The Woodlands, along with giving them a tour of The Woodlands area so they know more about the destination they are selling.

PARTNERSHIPS & MEETINGS

- Jill Rasco MPI BOD Education Committee Kick Off Call
- CVENT Connect Prep Call
- Weekly Sales and Team Staff Meetings
- PCCA International Site Visit
- The Woodlands Township Leadership Team Meeting
- CHIA Certification Exam
- GMID Preparation

- Discussion with MD Anderson regarding Rest Well Program
- GMID Event with MPI Houston Area Chapter
- Call with Erika Pearson of Even Hotel
- CVENT Connect Tradeshow Participation
- Rave Panic Button Training
- Visit The Woodlands Board of Directors Meeting
- MPI Chapter Business Summit 2022
- MPI BOD Office of the President
- New Hotel Sales Manager Resource Training
- Sales role Interviews
- CISD Hospitality and Tourism Training
- The Woodlands Township All Employee Service Breakfast
- Venue Scouting for TSAE BOD Retreat
- STR Partner Call
- MPI WEC Participation Call
- Transportation Update Call
- Hotel Drop Off's for NTTW
- Voyage Training Call
- NTTW Market Street Booth Assistance

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING

The Marketing Department places advertising on behalf of Visit The Woodlands targeting both leisure travelers and meetings planners. Emphasis is placed on peak planning times, market research, strategic media buys & trackable campaigns. An overview of current placements is below.

Leisure:

- Tour Texas - digital
- *Texas Monthly* - digital
- *Texas State Travel Guide* - print
- *Texas Highways* - print & digital
- *Texas Events Calendar* - print
- Paid Search - Google Discovery Ads, SEM
- Paid Social - Facebook, Instagram & Pinterest

Meetings:

- *Connect* - print
- *Lamont Co* - digital
- *The Meeting Professional Magazine* - print

- Association Leadership Magazine – print & digital
- Texas Meetings + Events – print & digital
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

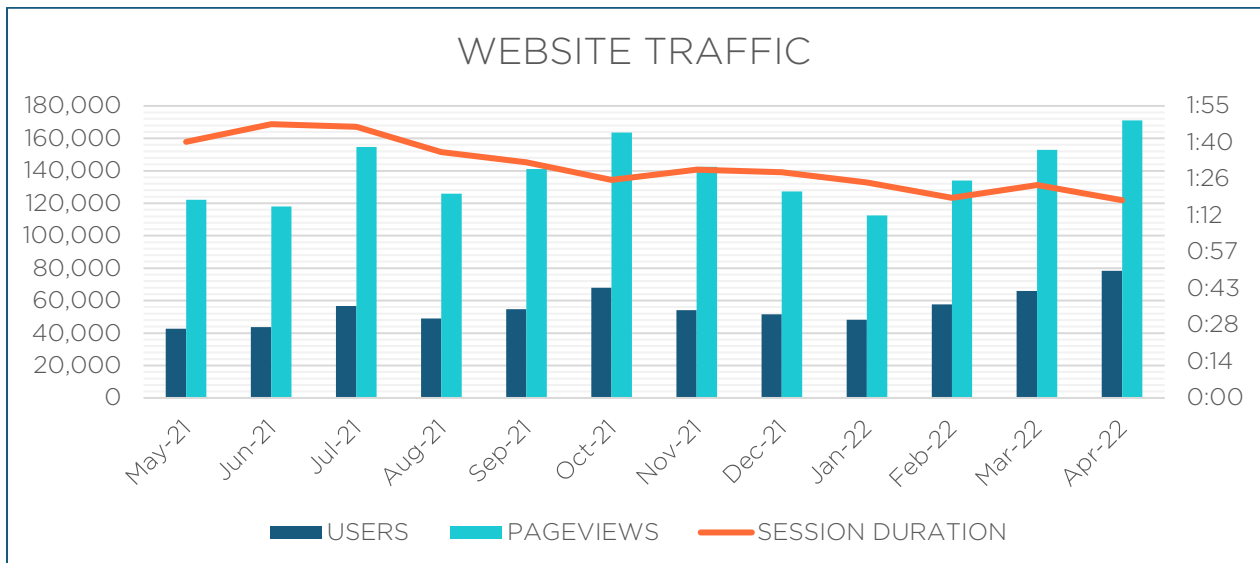
Leisure – Texas Monthly

Meetings – Connect



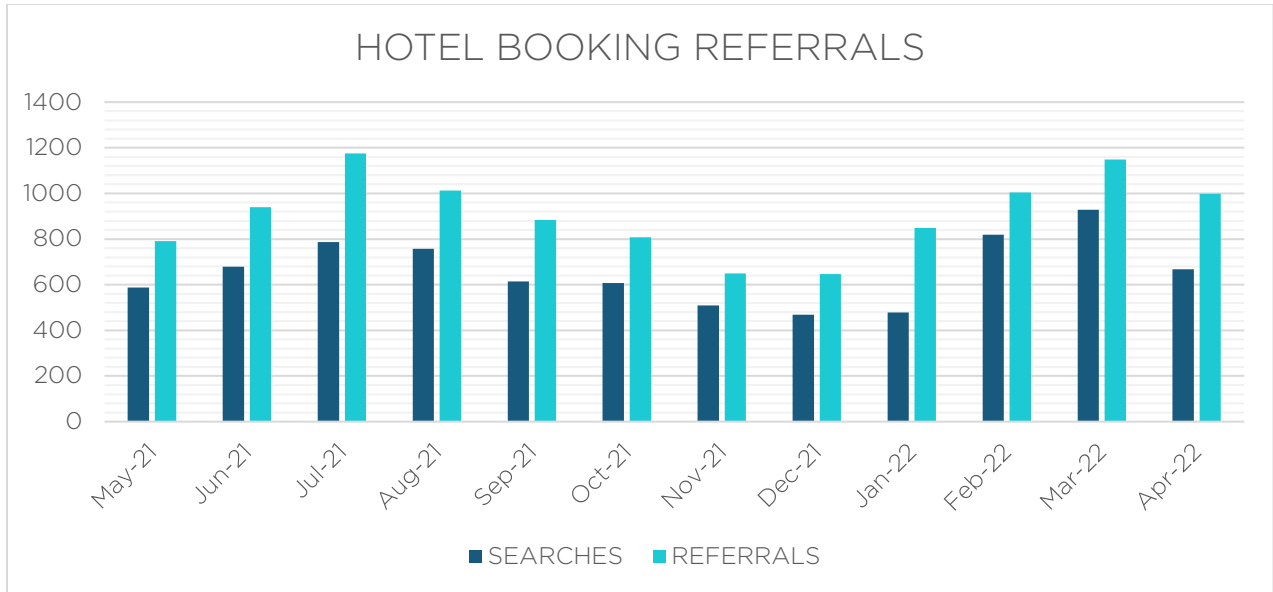
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see growth in website traffic. Year-over-year, total number of users was up 117%, sessions up 124%, pageviews up 73% and average session duration down 21%.



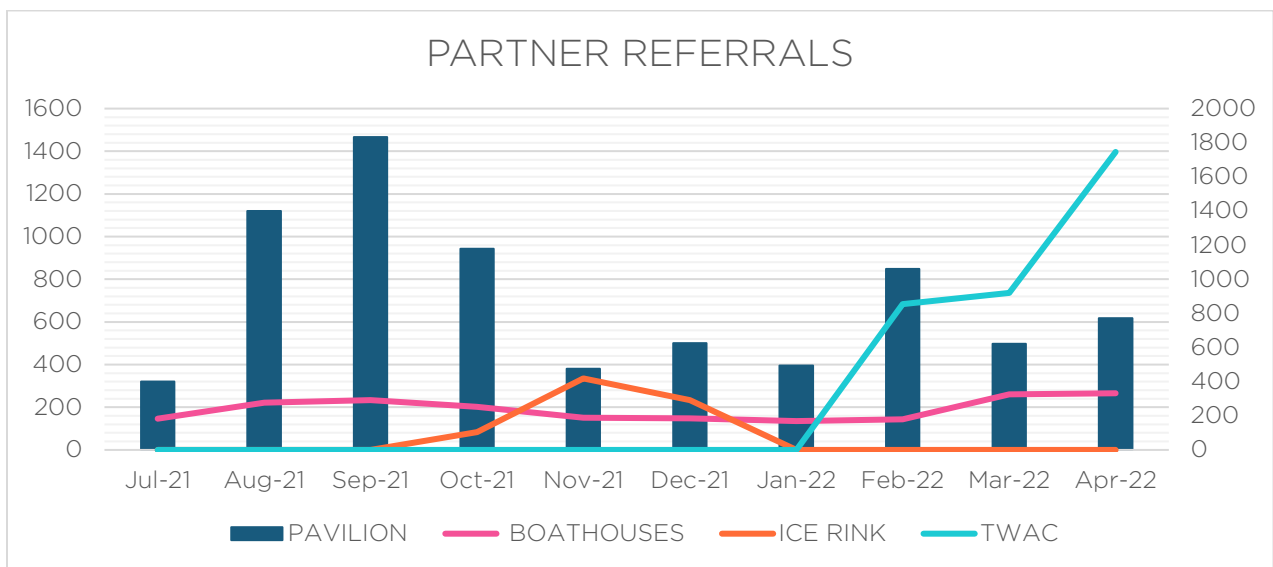
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In April, the website had 998 referrals to hotel properties in The Woodlands, down 13% from the previous month. Top referral U.S. states continue to be Texas at 67%, followed by California at 6%. Florida and Louisiana both brought in 3% of the referrals for the month. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH

In April, Visit The Woodlands sent 617 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 332 referrals to The Woodlands Township boathouse website for visitors to make reservations. 1,746 referrals were sent to The Woodlands Arts Council website for visitors to purchase tickets to The Woodlands Waterway Arts Festival.



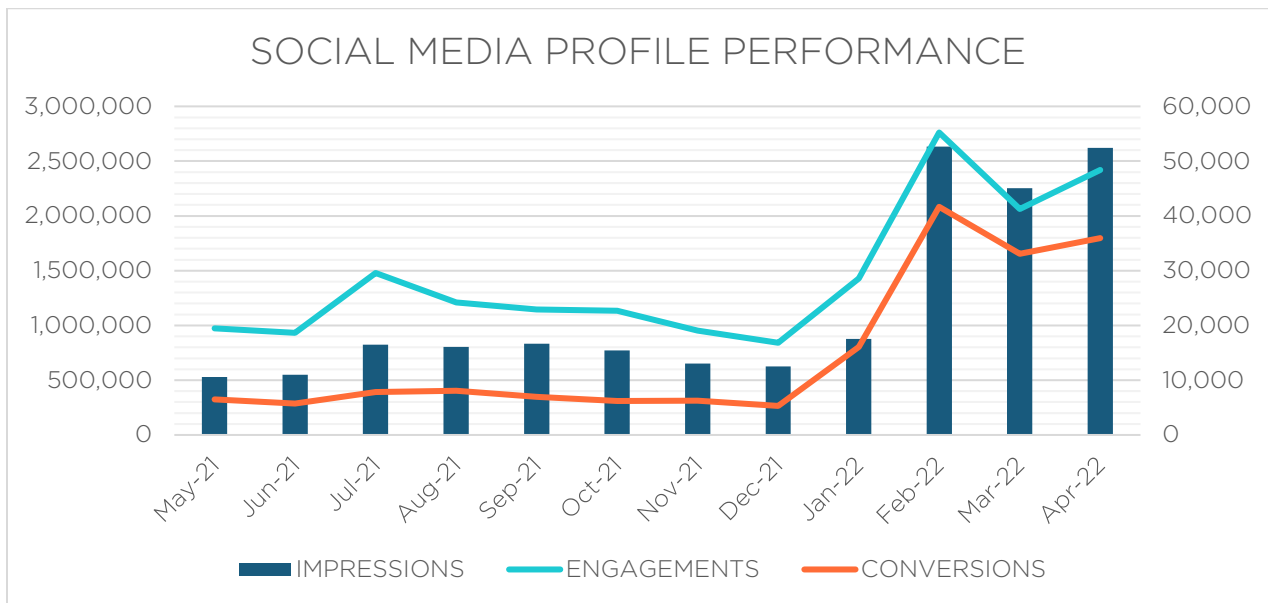
WEBSITE | CONTENT DEVELOPMENT

The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of recent efforts.

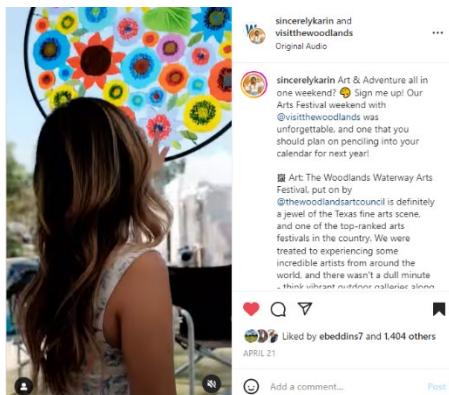
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Hotels Near The Pavilion, Pavilion Insider Tips
- Pages: Pages to support Live Nation advertising buy: [Concert Goers](#), Giveaway
- Microsite: [National Travel & Tourism Week](#) (update)

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 40K followers across social platforms, Visit The Woodlands received a total net audience growth of 677 for the month of April.



SOCIAL MEDIA | AMBASSADOR PROGRAM

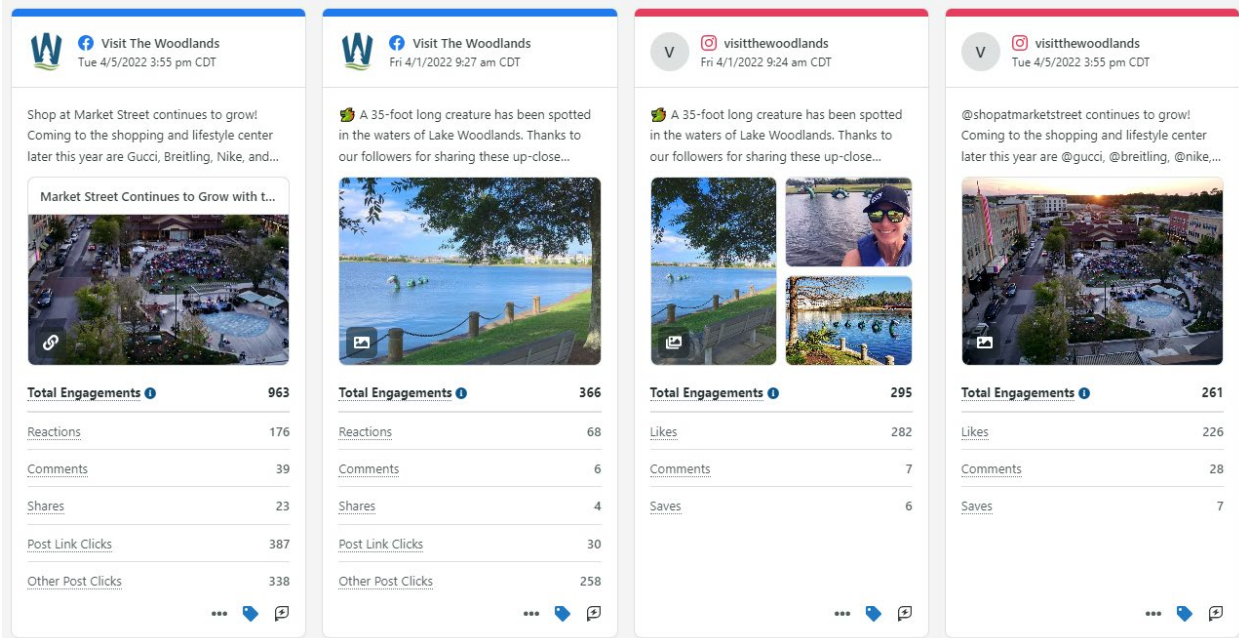


Visit The Woodlands social ambassador, Sincerely Karin, attended The Woodlands Waterway Arts Festival in April.

[View the Reel on Instagram here](#) to see highlights from her trip which also included Texas TreeVentures and several restaurants in The Woodlands.

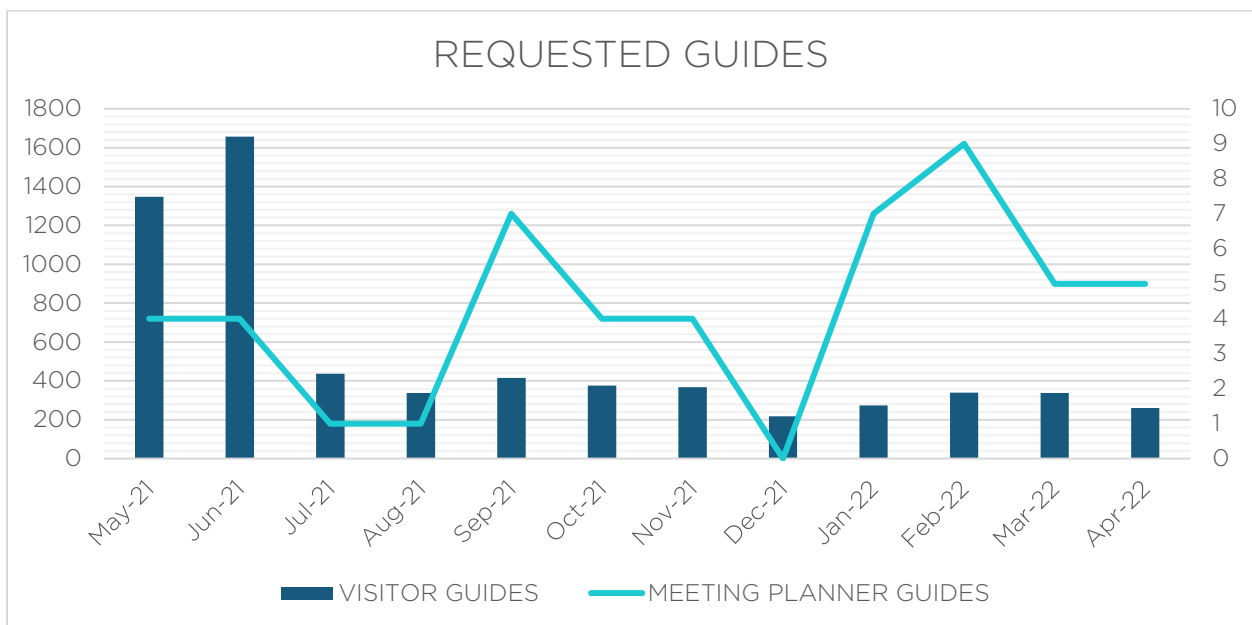
SOCIAL MEDIA | TOP PERFORMING POSTS

The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for April.



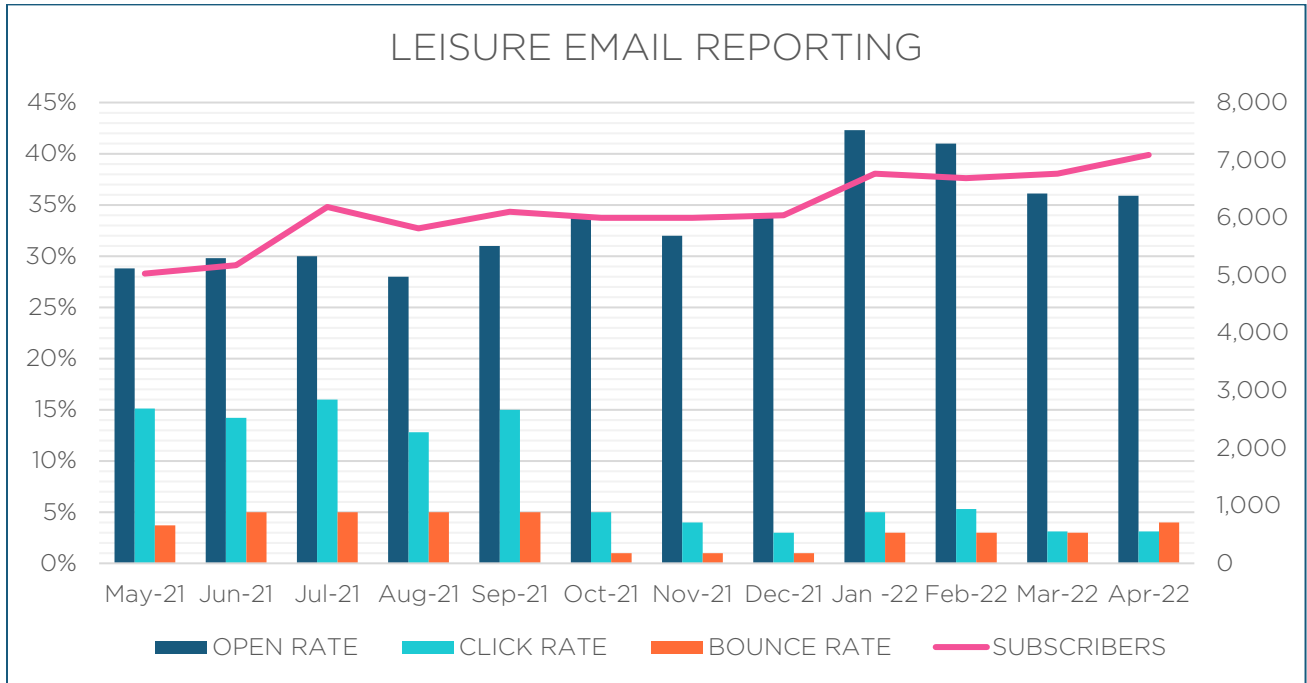
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide.

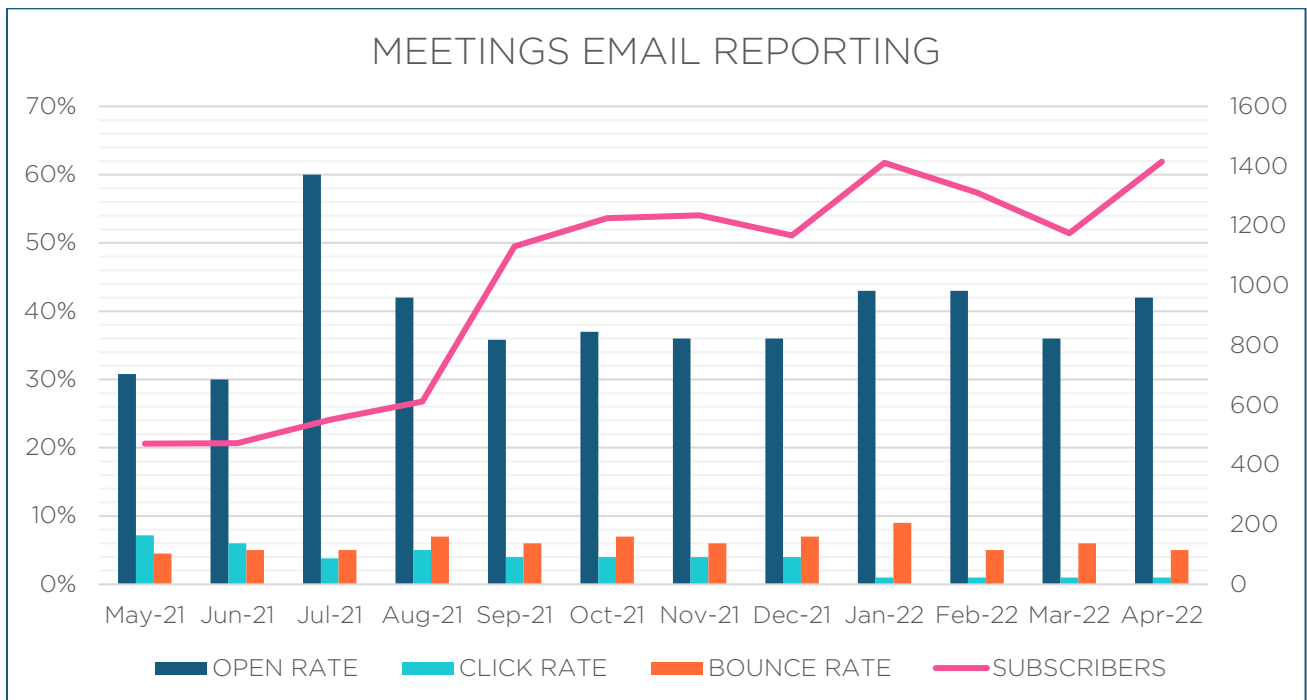


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. Both campaigns continue to perform well.



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



Meetings Industry Averages: Bounce Rate: 9%, Click Rate: 1%, Open Rate: 16%

MEDIA & PUBLIC RELATIONS | DOMESTIC MARKET

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/>

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

FESTIVALS & EVENTS

Visit The Woodlands is proud to support signature events that continue to bring tourists to The Woodlands and create economic impact for the community.

The Woodlands Waterway Arts Festival: Fidelity Investments The Woodlands Waterway Arts Festival attracted record-setting crowds during its 17th annual event, held April 9 & 10 along The Woodlands Waterway and in Town Green Park. More than 23,000 people attended the juried arts festival which featured the original artwork of 200 artists in a wide variety of artistic styles and mediums, along with live music, food and beverages, children's hands-on art activities and fun for all ages.

IRONMAN Texas: The Woodlands welcomed IRONMAN Texas on April 23 with nearly 3,000 elite athletes competing and thousands of spectators watching. One of more than 40 events in the global IRONMAN Series, the IRONMAN Texas triathlon leads athletes along a 2.4-mile swim, 112-mile bike and 26.2-mile run throughout The Woodlands and its surrounding areas. The race starts with a swim that takes place in Lake Woodlands and ends with a run entirely within The Woodlands that concludes with a finish on Waterway Ave.

MEDIA & PUBLIC RELATIONS | INTERNATIONAL MARKET

San Miguel de Allende Activation: With 11 million feet of shopping, dining, hospitality and entertainment, The Woodlands 14 hotels have become a key element in the economic vitality of The Woodlands for tourism dollars. According to Travel Texas, visitors in The Woodlands contribute \$214.1 million in direct spending and \$20.2 million in tax revenue. To continue supporting travel and tourism to The Woodlands, Visit The Woodlands is in planning an upcoming activation in San Miguel de Allende.

AWARDS & ACCOLADES

Staff Members Recognized for Years of Service. Several Visit The Woodlands staff members were recognized at The Woodlands Township Service Awards Breakfast in April. Communications Coordinator, Amber George, was recognized for 10 years of service; Director of Sales, Josie Lewis, was recognized for 6 years of service; Executive Director, Elizabeth Eddins, and Marketing Director, Ashley White, were both recognized for 5 years of service.