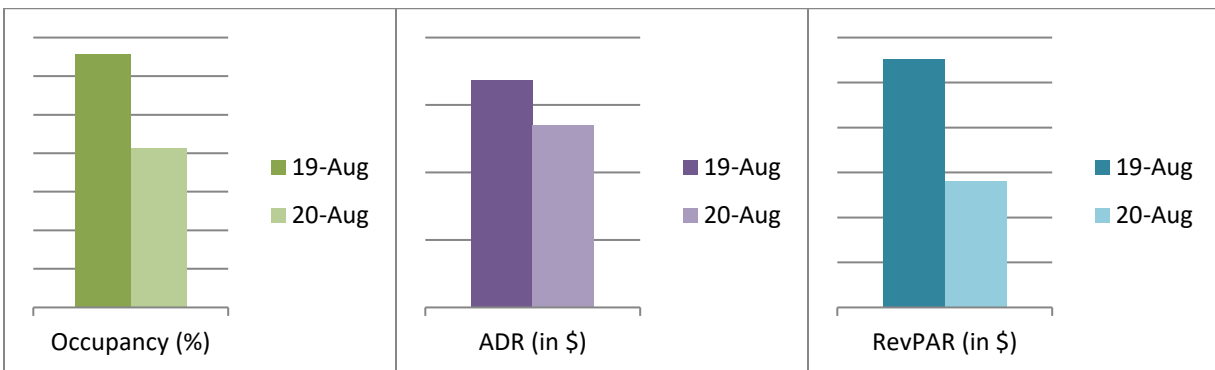


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 36,751	MAY	\$ 876,653	\$ 879,981	\$ 36,751	-95.9%
JUN	\$ 983,164	\$ 76,026	JUN	\$ 837,722	\$ 919,789	\$ 76,026	-92.3%
JUL	\$ 824,776	\$ 204,550	JUL	\$ 753,306	\$ 776,760	\$ 204,550	-75.2%
AUG	\$ 760,655	\$ 228,590	AUG	\$ 686,927	\$ 736,665	\$ 228,590	-69.1%
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	\$ 5,474,185	\$ 2,858,083	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,858,083	-54.0%

2020 COMPARED TO 2019



Down 36.9% in Occupancy

Down 19.7% in ADR

Down 49.4% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

August Overview

August Sales Advisory Meeting- Over the last few months, the Sales Department has been tasked with hosting monthly Sales Advisory Meetings to allow a platform for our hotels to give updates and changes to opening dates, services, group sales insights, and suggestions on needed projects from the sales team. In August, the advisory committee came together to discuss group business insights, upcoming virtual FAM event, sales projects and more.

The Woodlands Resort Virtual Site Tour Video- Staff is working with a local vendor, Silver Rock, on producing virtual site tour videos of our convention properties. This will be a major sales tool over the upcoming months and years. In August, this included updating the script and all the filming and edits. The Virtual Site Tour Video of The Woodlands Resort is complete and ready for use in the sales process. Staff is now beginning to plan out details for the next video which will showcase The Westin. Check out this tool on the Visit The Woodlands YouTube channel.

Virtual FAM Event Planning- With Covid-19 still directly affecting travel and in person meetings, Staff is still working hard to offer unique and personalized ways to interact with clients. Staff is currently planning out Visit The Woodlands first Virtual FAM Event for August 11,2020. This event will invite clients to a virtual platform where we will be able to offer fun interactive demo's, trivia games, impressive giveaways, and a quick virtual tour. Staff is currently working on invitations, welcome gifts, logistics, and follow-up effort planning for this event.

Hurricane Laura Effect on Hotels In the Woodlands- Hurricane Laura was a very unpredictable Hurricane that ended up requiring many coastal areas to evacuate. The Woodlands area saw full capacity reached for at least 2 nights due to the Hurricane evacuations and service companies coming in to prepare for the hurricane.

August Meeting Connections

- Virtual TACVB Annual Conference
- Marketing Committee Meeting
- Aimbridge Partnership Meeting

- Visit The Woodlands August Board Of Directors Meeting
- PCMA Communications Committee Update Call
- TxMet and TACVB Sales Blitz Planning Call
- Cvent Connect Virtual

Convention Services and Development

- 4 Organic leads worked and distributed
- 2 CVENT leads received

2020: August Monthly Report

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Advertising

Visit The Woodlands has relaunched advertising placements that were postponed due to COVID. An overview of August placements and their impact is below.

August Placements:

- Social – Facebook & Instagram
 - 6,620 click-throughs
 - 106 form submissions
 - 350,000+ impressions
- Display – PPC Targeting Leisure Travelers
 - 1,078 click-throughs
 - 27 form submissions
 - 506,000+ impressions

Tracking Updates: The Marketing Department implemented more than 90 UTM tracking codes on the website in order to accurately track advertising efforts following the new website launch in July.

Digital Marketing

Visit The Woodlands works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results is below.

Website

The Marketing Department produces new content to support Visit The Woodlands departments and initiatives. Ongoing maintenance for the website includes updating listings, special offers, events and more.

Published Content: Dedicated Pages

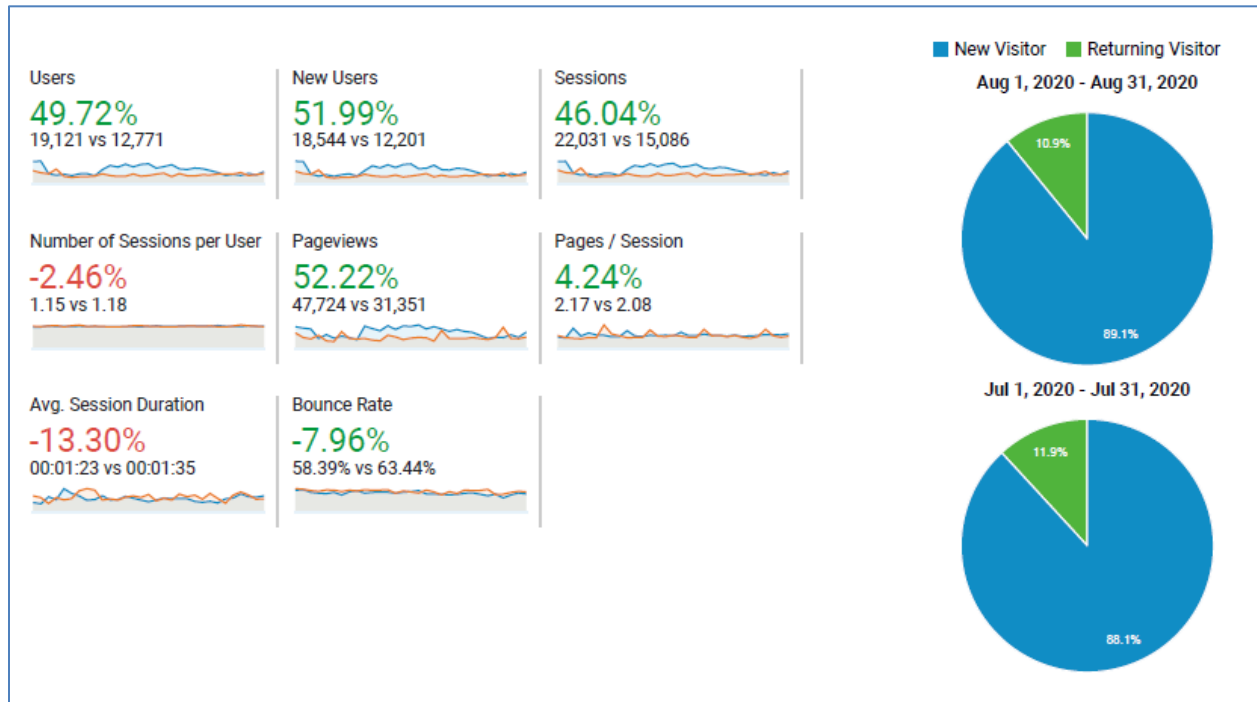
- COPA Rayados International Cup – Tournament Page
- Houston Restaurant Weeks – Special Offers Page

Website Traffic: August Website Traffic, Month-Over-Month (August 2020 compared to July 2020)

Total number of users, sessions, pageviews and pages per session were up for the month of August, compared to July. Average session duration was down slightly at 1:23 versus 1:35 in July. Bounce rate continues to decline, down 7.96% from July and more than 27% compared to the same time last year.

This is good sign as it means our audience is both more qualified and is able to find what they're looking for on the new website.

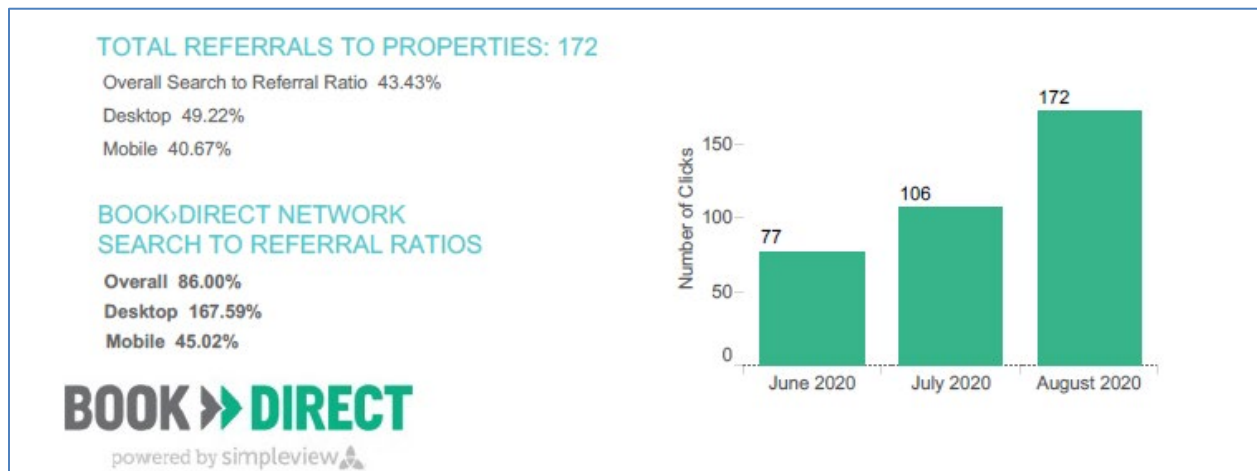
Figure 1: August Website Traffic, Month-Over-Month (August 2020 compared to July 2020)



Hotel Booking Referrals: August 2020

The website includes a booking tool that allows visitors to compare hotel rates directly on Visit The Woodlands' website and then book their stay by referring them to the hotel website to finalize their transaction. In August, the website had 172 referrals to hotel properties in The Woodlands, up 62% from July. The team also integrated the booking widget into individual hotel listings to increase referrals.

Figure 2: Hotel Booking Referrals, August 2020



Social Media

In addition to regularly posting and monitoring across Visit The Woodlands social platforms, the Marketing Department works to create unique campaigns to keep our audience engaged.

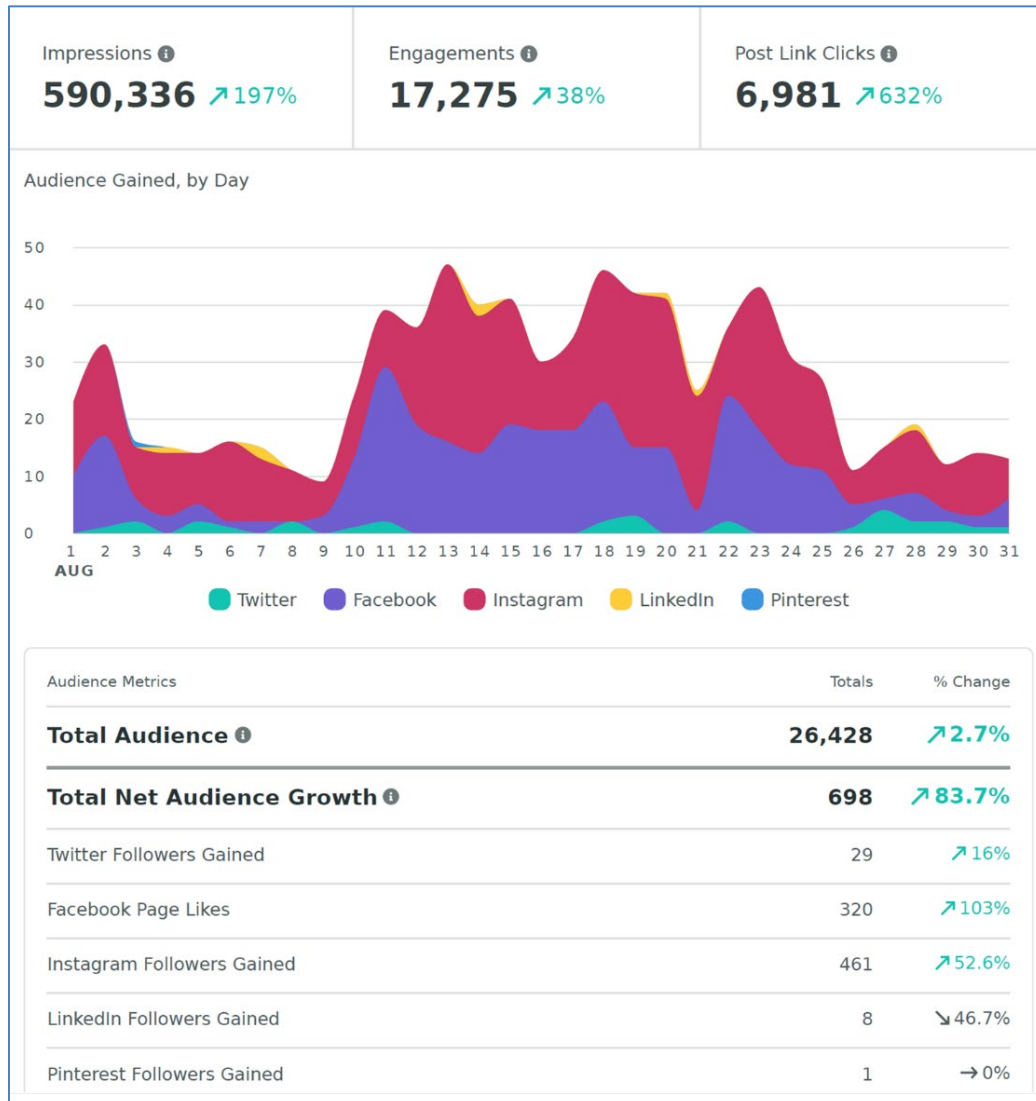
Getaway Giveaway Campaign: Visit The Woodlands hosted a 6-week social campaign to bring awareness to The Woodlands and help drive visitor travel this summer. A total of 1,266 submissions were received for the weekly giveaways.

Houston Restaurant Weeks: Along with adding Houston Restaurant Weeks offers to the website and creating a dedicated landing page for these, Visit The Woodlands promoted these heavily on social.

Social Media Reporting: August 2020 Compared to July 2020

Visit The Woodlands received a total audience growth of 698 across social outlets for the month of August, up 2.7% from July. This is contributed to multiple social campaigns running including finishing the Getaway Giveaway and launching Houston Restaurant Weeks.

Figure 3: Social Media Audience Growth & Engagement, August 2020 Compared to July 2020



Email Marketing

Each month, the Marketing Department sends targeted eNewsletters to travelers and meeting planners that have opted to receive our information. Below is overview of these efforts.

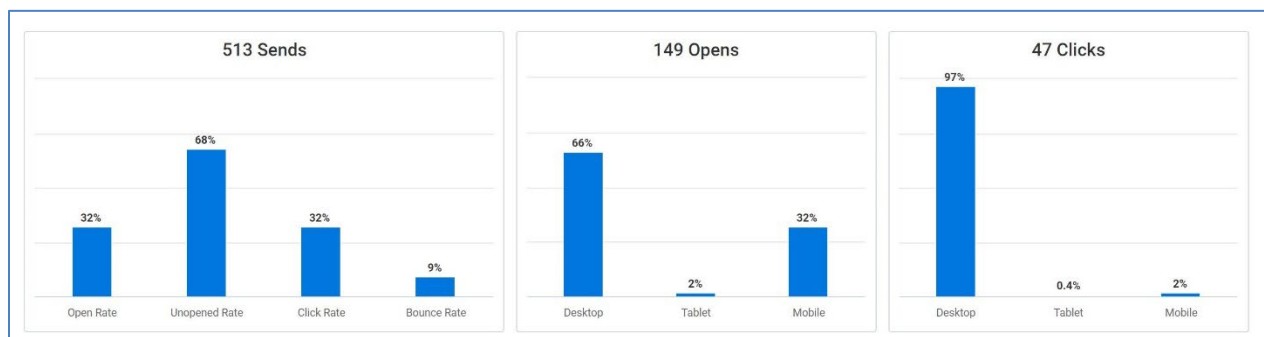
New Signups: August

- Leisure: 91
- Meetings: 17

Email Marketing Reporting: August 2020

- Open Rate: 32% (compared to the industry standard of 13%)
- Click Rate: 32% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, August 2020



Marketing Collateral

Due to limited funding, marketing collateral will temporarily only be available digitally via Visit The Woodlands website. Below is overview of requested marketing collateral for August.

- **Insider's Guide Requests** – 78
- **Visitor's Guide Requests** – 194

Visitor Services: The Marketing Department created a window cling for the Visitor Services Kiosk to allow visitors to scan a QR code & easily access maps along with hotel, restaurant and shopping listings on the website.

Media & Public Relations

Media Coverage for August focused heavily on dining and shopping at 54% share of voice with hotels receiving 21% share of voice.

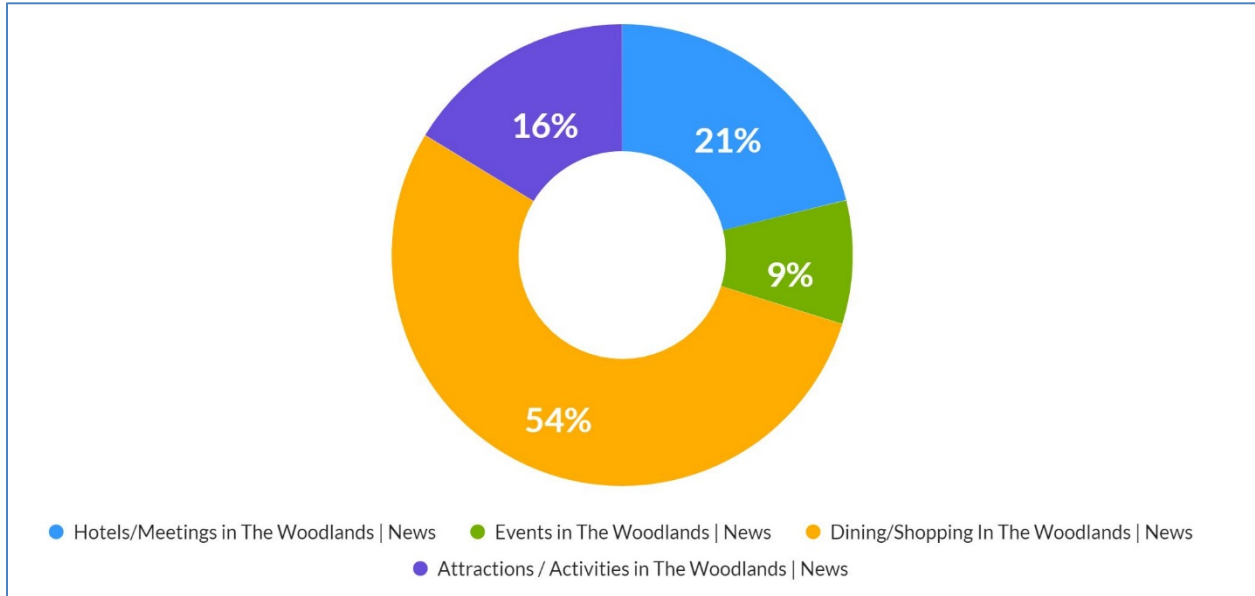
Media Coverage:

- **Total Media Exposure:** 660 placements
- **Potential Reach:** 597.79M
- **Ad Value Equivalency:** \$5.069M

Media Coverage:

- **Culture Map Houston:** [Houston Restaurants Weeks Pushes Healthy Eating Options in Tribute to Beloved Founder](#)
- **Laredo Morning Times:** [Hotels in The Woodlands Brace for Influx of Hurricane Laura Evacuees](#)

Figure 5: Ad Value Equivalency with Breakdown by Topic, August 2020



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

- Hurricane Laura Evacuation And Lodging Information
- The Woodlands Waterway Arts Festival Pivots to Interactive Online Arts Festival
- Visit The Woodlands Receives Five Awards at Virtual TACVB Annual Conference

Special Projects

The Marketing Department often assists other department and team members with special projects. In August, the team helped provide support for The Woodlands Film Commission. This includes developing a new logo, setting up social ([Facebook](#), [Instagram](#) & [Twitter](#)); working with IT to purchase relevant domains & set up redirects to the [VTW website](#) as well as setting up an [email alias](#); and creating a tag in CRM so film-friendly locations can be tagged.

Partnerships

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department met virtually with local partners and participated in several industry webinars or virtual trainings.

Q3 Marketing Committee Meeting: The Marketing Department held the Q3 Marketing Committee Meeting on August 14 via Zoom. Committee members discussed the impact of COVID as well as plans to return to business as normal with capacity limit increases, events being scheduled and new strategies in place to welcome visitors.

Virtual Meetings

- The Woodlands Area Chamber of Commerce
- Leadership Montgomery County Alumni Session
- Avanti Italian

Webinars & Virtual Training

- TACVB Annual Conference
- Facebook Advertising
- Connecting the Department Dots with Privacy Compliance
- Simpleview - Campaign & Contest Data
- Google Tag Manager Training
- Google Analytics Certification Training
- Crowdriff Training

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

August Overview

- **Texas Association of Convention and Visitors Bureau Annual Meeting**– All members of the staff from Visit The Woodlands were able to attend the Texas Association of Convention and Visitors Bureau Annual Conference as this was their first online event in history. With over 500 members of destinations across Texas, the team was able to learn how destinations are handling new and creative ways to attract visitors.
- **Summer Giveaway Getaway** – Visit The Woodlands’ marketing department created a successful campaign this summer where people could win a weekend in The Woodlands for 6 weeks of the summer. This was intended to promote and highlight partners in The Woodlands and to encourage people to come to the destination. Tourism Specialist, Laura Haces, was in charge of contacting hotels, restaurants and other partners to create a weekly package for each giveaway. Each week a winner was picked and the tourism department would gather and send the package to the lucky winner.
- **Visitor Kiosk opens**– Visit The Woodlands, in partnership with Market Street, opened their doors to the visitor kiosk, making sure there where health and safety protocols in place. The kiosk has had over 200 people stop by in their few weeks since opening and it has proven successful to assist visitors with their needs.

August Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect, etc.
- TACVB Annual Conference