

MONTHLY REPORT
AUGUST 2021

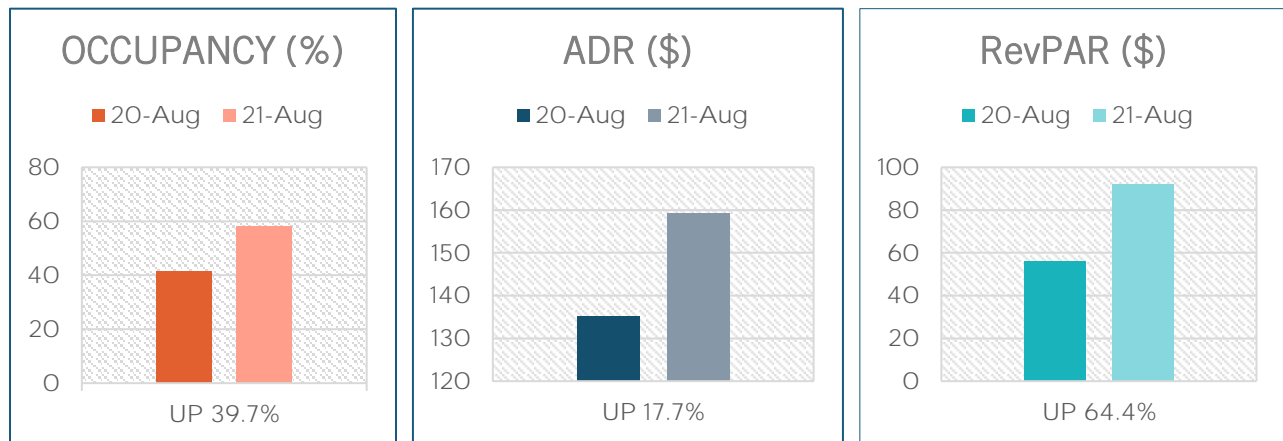
VISIT
THE WOODLANDS
— T E X A S —

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

In August, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. This is attributed to people feeling more comfortable traveling for leisure activities and with a slow pickup in conferences and tradeshow activity.

	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	\$ 497,469	1253.6%
JUN	\$ 919,789	\$ 76,026	\$ 589,898	\$ 569,445	649.0%
JUL	\$ 776,760	\$ 204,550	\$ 494,866	\$ 609,472	198.0%
AUG	\$ 736,665	\$ 228,590	\$ 461,393	\$ 747,436	227.0%
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	\$ 3,925,716	\$ 3,758,262	31.5%

STR DATA | YEAR-OVER-YEAR



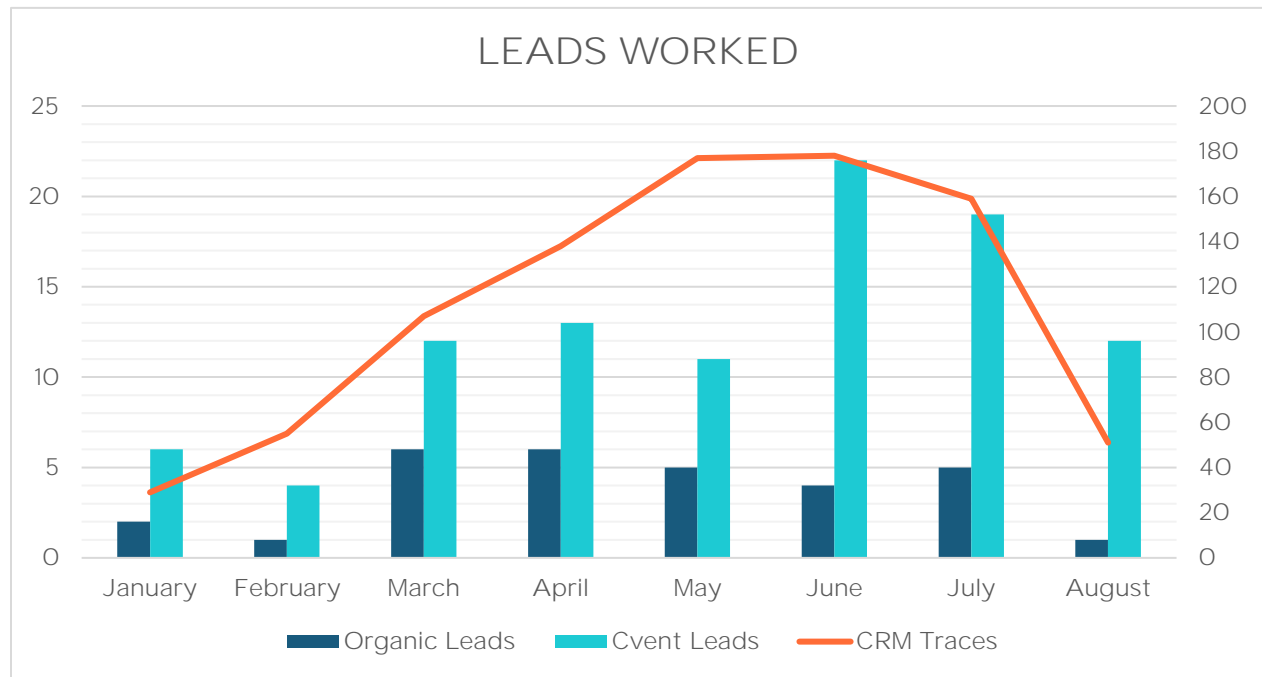
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In August, the Sales Department saw a decrease in leads being sourced, both organically and through the partnership with CVENT. This was a result of the COVID-19 Delta variant causing meeting planners to be hesitant to book business into the last half of the year, although there was not a complete halt in lead distribution.



TRADESHOWS & SALES MISSIONS

Connect Marketplace Participation: Josie Lewis represented Visit The Woodlands at Connect Marketplace in Tampa, Florida. This tradeshow opportunity brought together over 3,000 planners and suppliers to help catalyze the re-start of the large conferences and events sector of the industry. Josie participated in over 33 one-on-one appointments with Meeting Planners that had interest in learning more about The Woodlands. In addition, Visit The Woodlands has a booth presence in the Team Texas section of the tradeshow floor. This was a great opportunity to showcase The Woodlands to Meeting Planners specifically interested in Texas as a destination for their events.

August Site Tours: In August, the Sales Team was able to execute one in person site tour with clients currently sourcing group business. This group represented two large tradeshows in consecutive years, so brought in 3 Meeting Professionals for Texas Electric Cooperation. Visit The Woodlands should know of confirmed business by the end of September.

SALES PROJECTS & INITIATIVES

TACVB Idea Fair Awards for Sales Initiatives: The Sales Team submitted two different 2020 projects into the 2021 TACVB Idea Fair program and received 3 awards. Projects represented were the Virtual Site Tour videos that were developed in house in 2020 to help showcase The Woodlands properties during the pandemic and the 2020 Virtual FAM Event that was produced in house in the height of Covid-19 travel restrictions. Both projects received a first-place award, and the Virtual Site Tour videos received the Judges Choice Award that is reviewed and chosen by industry leaders.

HelmsBriscoe Hotel Crawl Planning: With just a month to finalize plans for the September 28, 2021, HelmsBriscoe Hotel Crawl, the Sales team has dedicated a lot of time to planning the details and logistics for the crawl. This includes transportation logistics, invitations, RSVP tracking, welcome gifts, day of itinerary with hotel partners, and more.

Promotional Item Updates: With most sales tradeshows and in person client events being pushed to the second half of 2021, the Sales team has been working hard at updating inventory of promotional items.

PARTNERSHIPS

- Global Blood Therapeutics Site Tour
- Tris Partner Meeting
- 7v7 Flag Football Tournament Planning Call
- Team Texas Connect Meeting
- Industry Connections Meeting with Emily Tang
- Texas Electric Site Tour
- Trustmark Bank Partner Meeting
- Monthly Simpleview Call
- MPI Houston Area Chapter Call
- Visit Houston Sales Partner Breakfast
- Enfusia Meeting
- Marriott Waterway Partnership Lunch
- Bisnow Future of Montgomery County Event
- Visit The Woodlands Board of Directors Meeting
- Smith Travel Research Partner Call
- TACVB Annual Conference
- Connect Marketplace Corporate Appointment Track

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. Below is an overview of upcoming advertising placements, which were fulfilled in August.

Leisure:

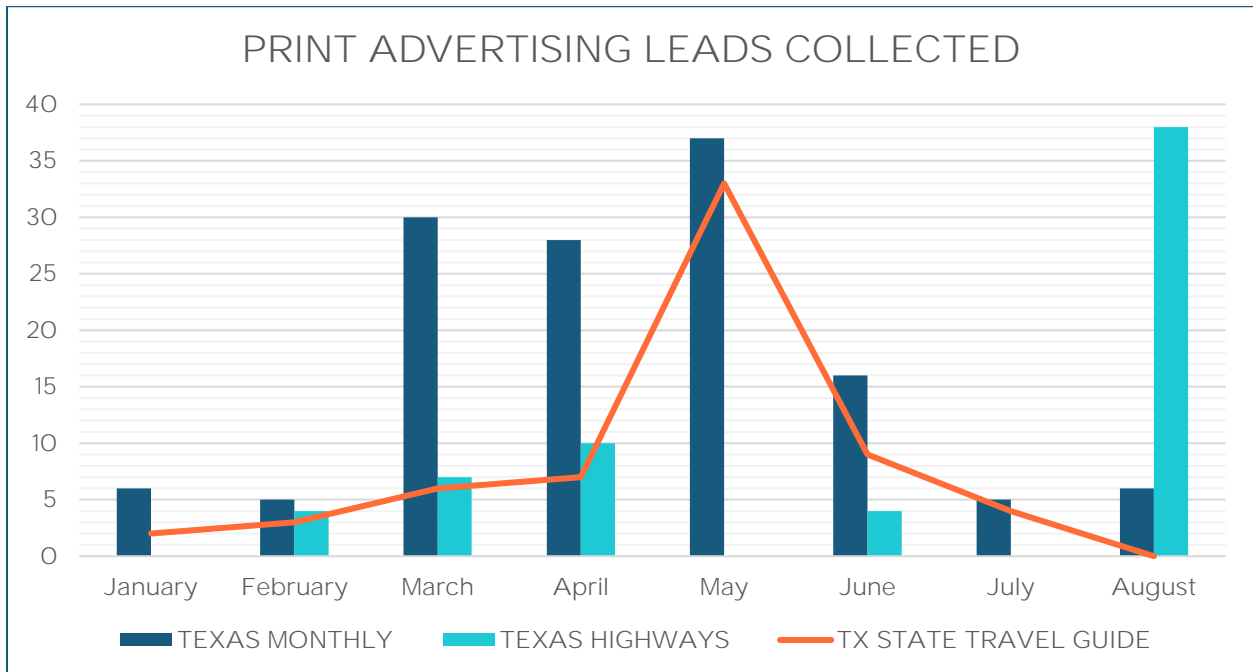
- Tour Texas – Featured Video (Aug), eNews (Sept), Med Banner (Sept), Destination Spotlight (Sept)
- Conde Nast Traveler – DFW & Chicago Markets (Nov)
- Texas Highways – eNews (Sept), Magazine (Nov)
- Texas Monthly – ROS Web (Fall), Magazine (Sept)
- Food & Travel Mexico – Magazine (Sept)
- Paid Search – Google Discovery Ads, SEM (Sept)
- Paid Social – Facebook, Instagram & Pinterest (Sept)

Meetings:

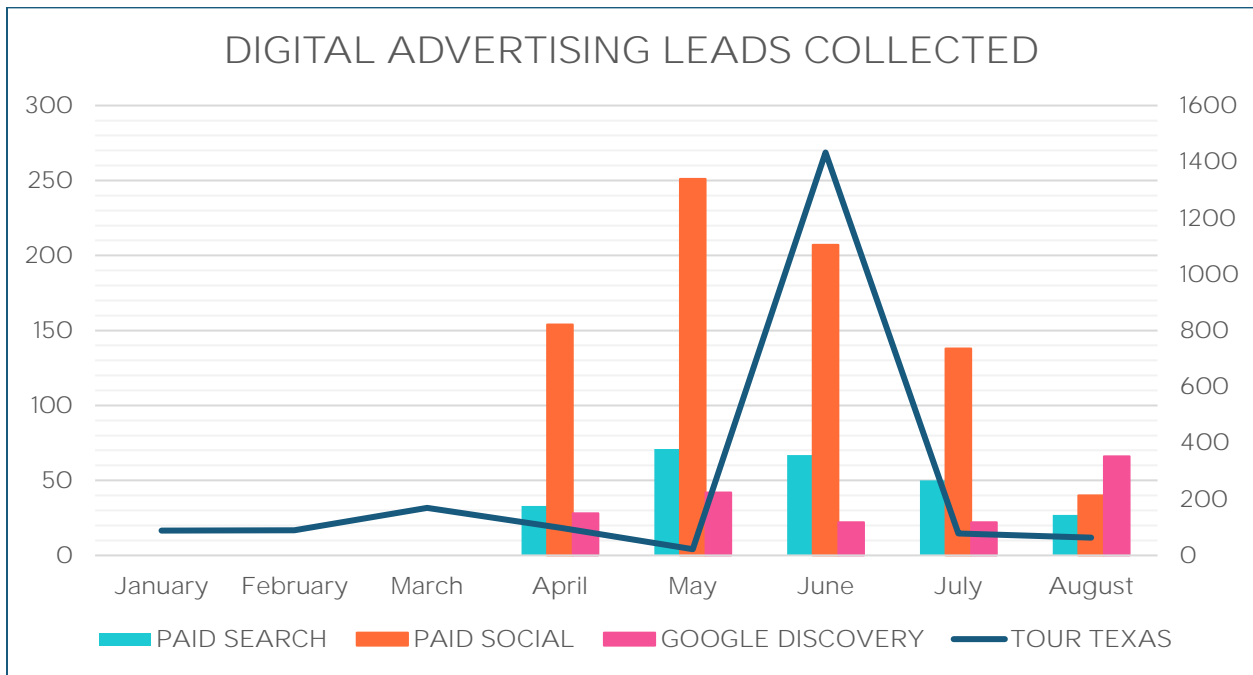
- Convention South – Annual Planner Directory (Fall)
- Texas Meetings+Events – Magazine (Sept)
- Paid Search – SEM (Sept)
- Paid Social – Facebook & Instagram (Sept)

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.



Paid digital advertising continues to impact advertising leads collected through the website. These come primarily from paid social. The spike seen in June is due to running a paid contest giveaway on TourTexas.com.




ADVERTISING | EXAMPLES IN MARKET

Leisure - Facebook

Visit The Woodlands Sponsored (demo)

Enjoy a fist-pumping night of live music at The Cynthia Woods Mitchell Pavilion. This year's lineup includes Pitbull, Maroon 5, Chris Stapleton, & more.



Buy Concert Tickets Now
Attend an unforgettable concert by the world's biggest artists at The Cynthia...

[Learn More](#)

Meetings - Facebook

Visit The Woodlands Sponsored (demo)

From venue information & team building activities to group dining, our Meeting Planner Guide is a valuable resource for planning your next meeting or event.

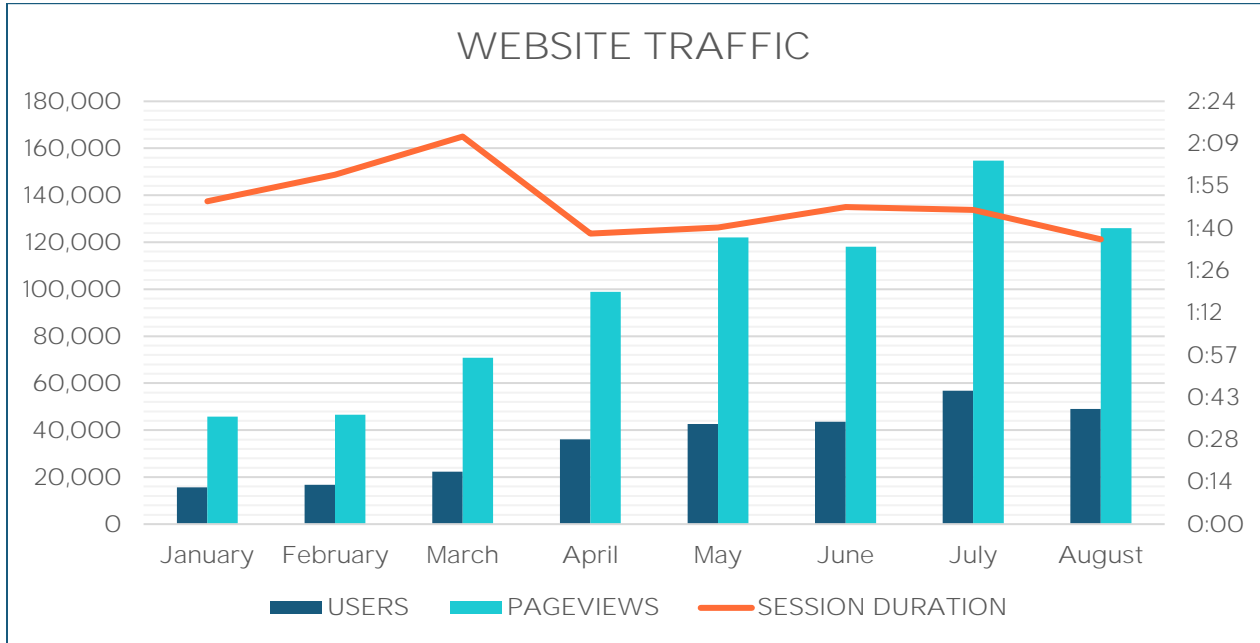


Download Our Meeting Planner Guide
Meeting Planners have it easy in The Woodlands because our versatile facilit...

[Learn More](#)

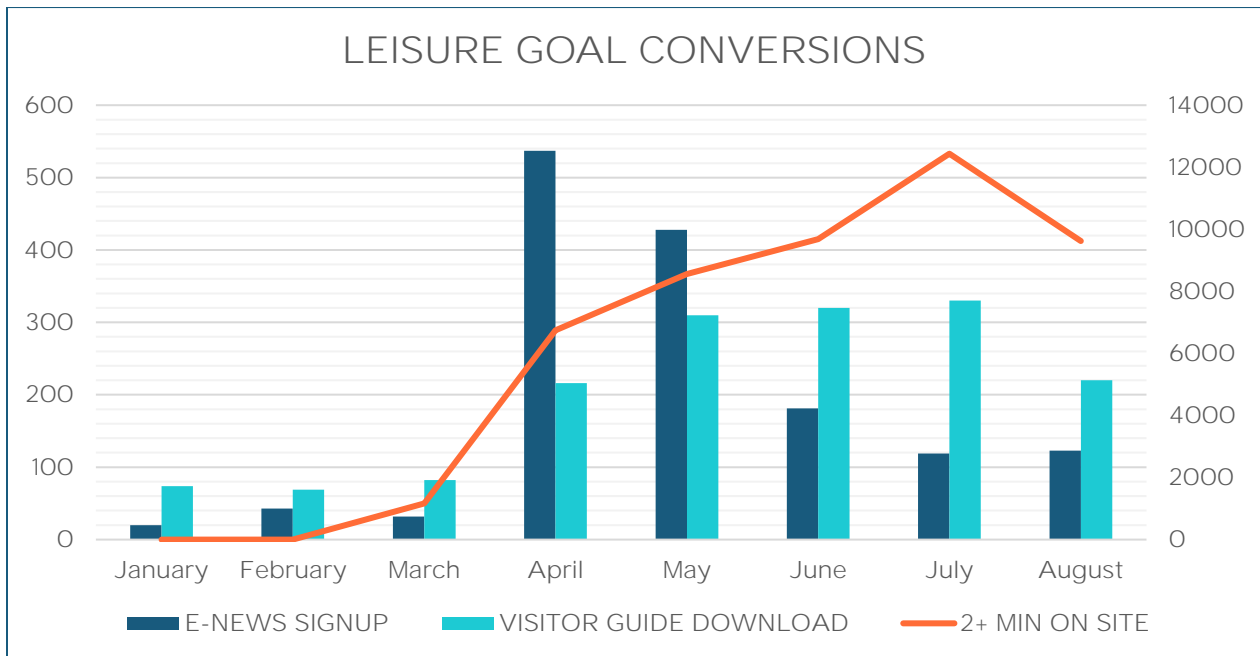
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic showed a slight decline in August, which is to be expected with the summer travel season drawing to a close. Total number of users was down nearly 14%, sessions down 16%, pageviews down 17% and average session duration down nearly 10%.

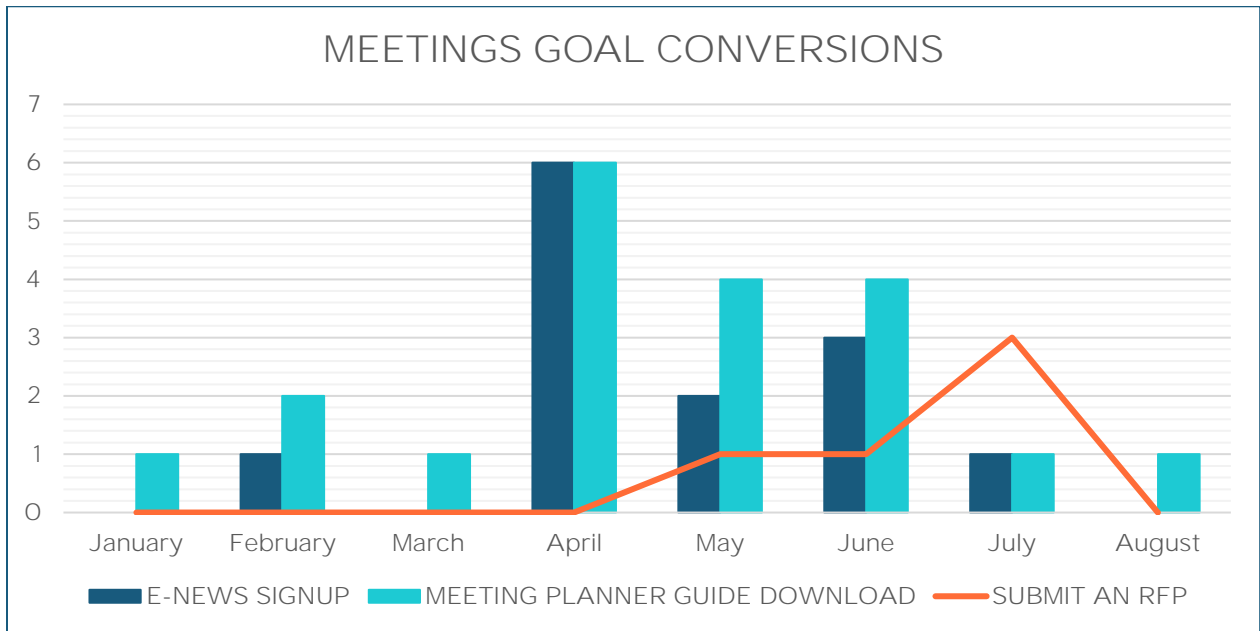


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions. While total number of website users was down, the website received a 3% increase in eNewsletter signups in August.

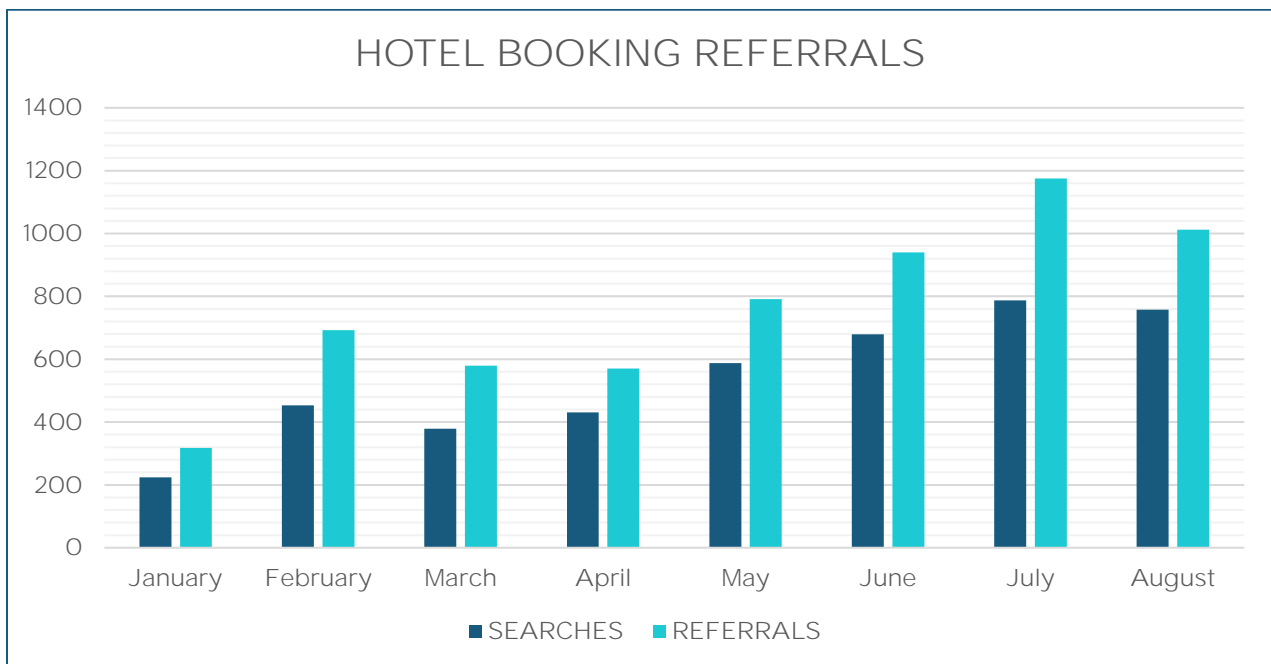


Paid advertising continues to drive traffic to the website and meetings goal conversions including Meeting Planner Guide Downloads, RFP Submissions and e-newsletter signups.



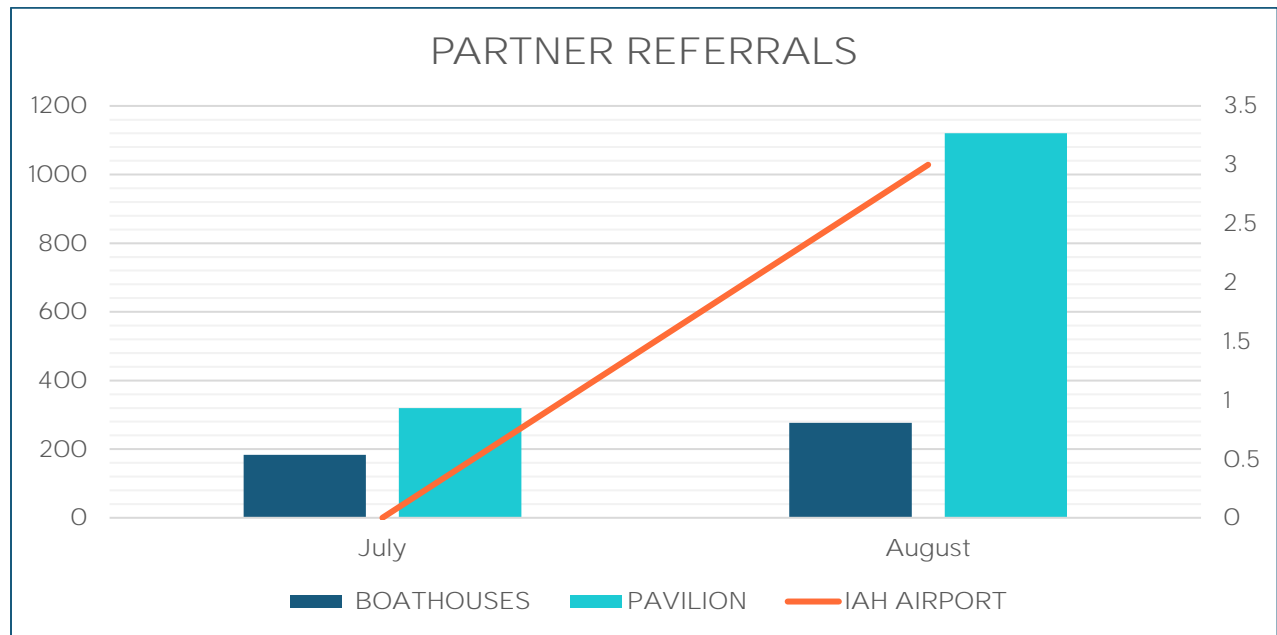
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In August, the website had 1,012 referrals to hotel properties in The Woodlands, down nearly 14% from the previous month. Top referral U.S. states continue to be Texas at 66% with California and Florida following at 6% and 3% respectively. The top referring country behind the U.S. is Mexico.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH COMPARISON

In August, Visit The Woodlands sent 1,120 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 277 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also received leads related to a paid advertising campaign promoting direct flights on Southwest Airlines from Love Field Airport (DAL) in Dallas to George Bush Intercontinental Airport (IAH) in Houston.



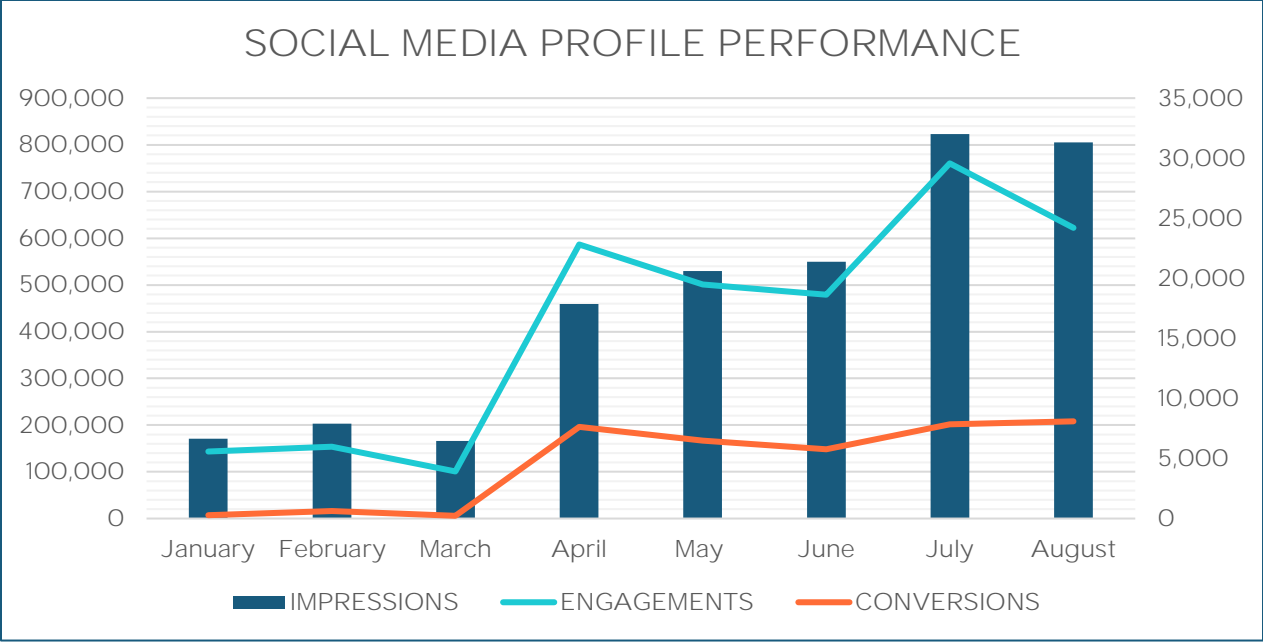
WEBSITE | CONTENT DEVELOPMENT

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

- New Partner Pages: The Woodlands Resort, The Woodlands Waterway Marriott
- [Events](#): New Events Added, Wine & Food Week
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Where to Dine at The Woodlands Mall

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 over 34K followers across social platforms, Visit The Woodlands received a total net audience growth of 726 for the month of August.



SOCIAL MEDIA | TOP PERFORMING POSTS

The Marketing Department continues to develop unique and engagement content across all social media platforms. Below are the top performing posts for August.

Total Engagements: 471

Reactions: 75
Comments: 23
Shares: 5
Post Link Clicks: 44
Other Post Clicks: 324

Total Engagements: 437

Reactions: 78
Comments: 5
Shares: 6
Post Link Clicks: 223
Other Post Clicks: 122

Total Engagements: 286

Likes: 275
Comments: 3
Saves: 8

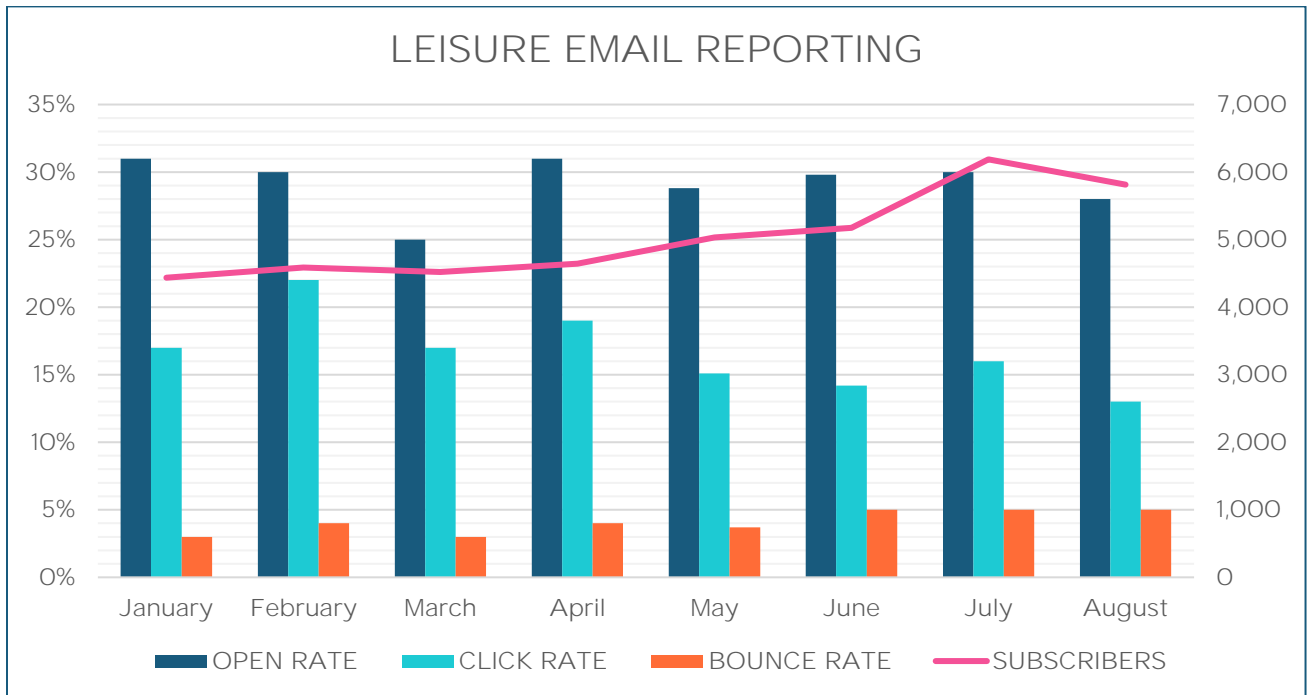
Total Engagements: 278

Reactions: 34
Comments: 3
Shares: 7
Post Link Clicks: 5
Other Post Clicks: 189

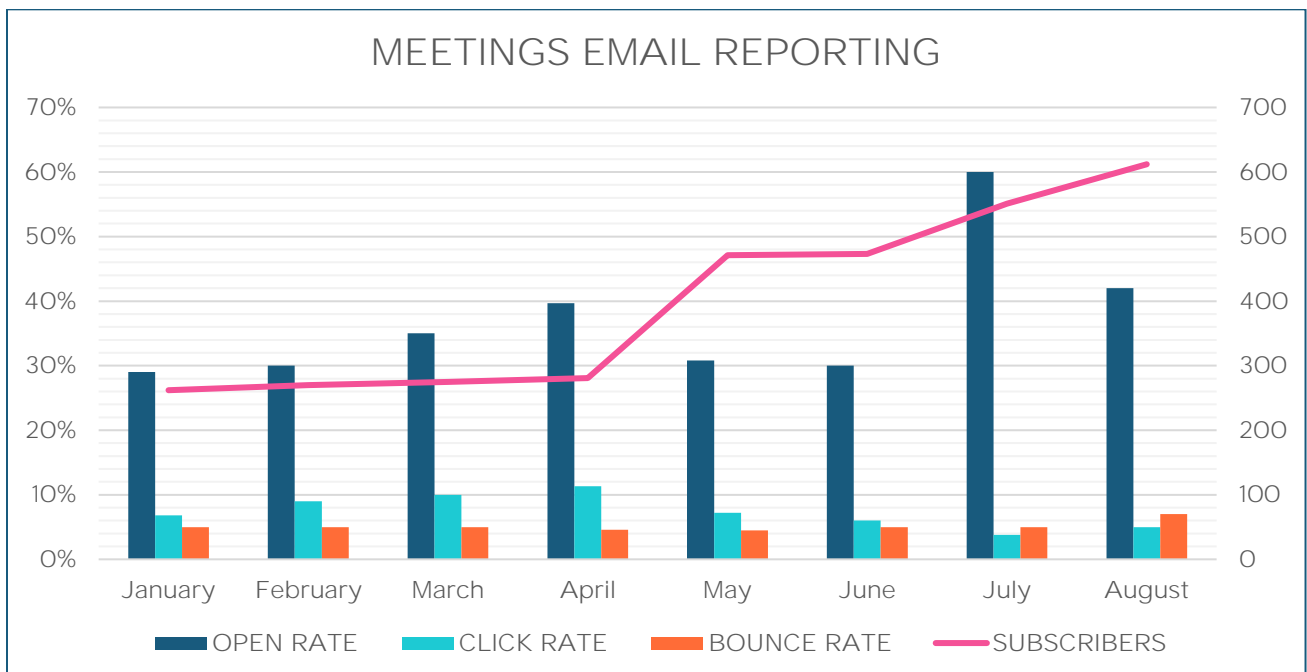
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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

MARKETING COLLATERAL | GUIDE REQUESTS 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.



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

The Marketing Department handles creative production & content development in-house. Below is an overview of efforts for August.

- Photoshoot: The Embassy Suites
- IPW Printed Piece: In partnership with Around Houston

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. Below is an overview of efforts for August.

FAM Trips:

- Dr. Kiarra King - Social Influencer
- Ongoing - Vet influencers that fill out the FAM Trip Request form on the website

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

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:

- Team Meetings: Weekly Staff Meetings, Film Commission Meeting, Board of Directors Meeting
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR, Tamborrel, Johanna Voss
- Partner Meetings: Bisnow – Future of Montgomery County, The Woodlands Economic Development Partnership Meeting, Conroe CVB

Conferences: Texas Association of Convention & Visitor Bureaus (TACVB) Annual Conference

Webinars: The Future of Tourism

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Yucatan Minister of Tourism visits The Woodlands: Visit The Woodlands welcomed Michelle Fridman, Minister of Tourism of Yucatan, Mexico to her first time in The Woodlands. Visit Houston and United Airlines joined Visit The Woodlands' Tourism Department for a dinner and meeting with the Minister to discuss joined opportunities and a partnership between the destinations.

Houston's Marketplace: Visit The Woodlands has worked with Visit Houston to bring more exposure to attractions in The Woodlands to the Houston Market. With stacations and local traveling increasing in popularity, Visit The Woodlands did a site tour and meeting with the Houston Marketplace representative to discuss attractions in The Woodlands. They visited Glade Gallery, Texas TreeVentures and Riva Row Boat House to see how to market them outside of The Woodlands and to encourage people to visit the area.

Around Houston Meeting: Visit The Woodlands attended the Around Houston Meeting for the first time in person. This was 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 as well as marketing options that the group has been exploring. As the team would be part of the welcoming for TACVB annual meeting attendees in Conroe, there was a discussion on how to best welcome people from all over Texas to the Greater Houston Area.

TACVB Annual Meeting: Visit The Woodlands attended the Texas Association of Convention and Visitors Bureau Annual Conference in person to connect with destinations from all over Texas and to learn from their approaches to better serve their visitors and the community. Visit The Woodlands team members shared ideas on how to best promote their destination

and how to focus on both visitors and residents. Staff members were awarded several awards and certifications by their peers at this year's event.

MEETING CONNECTIONS

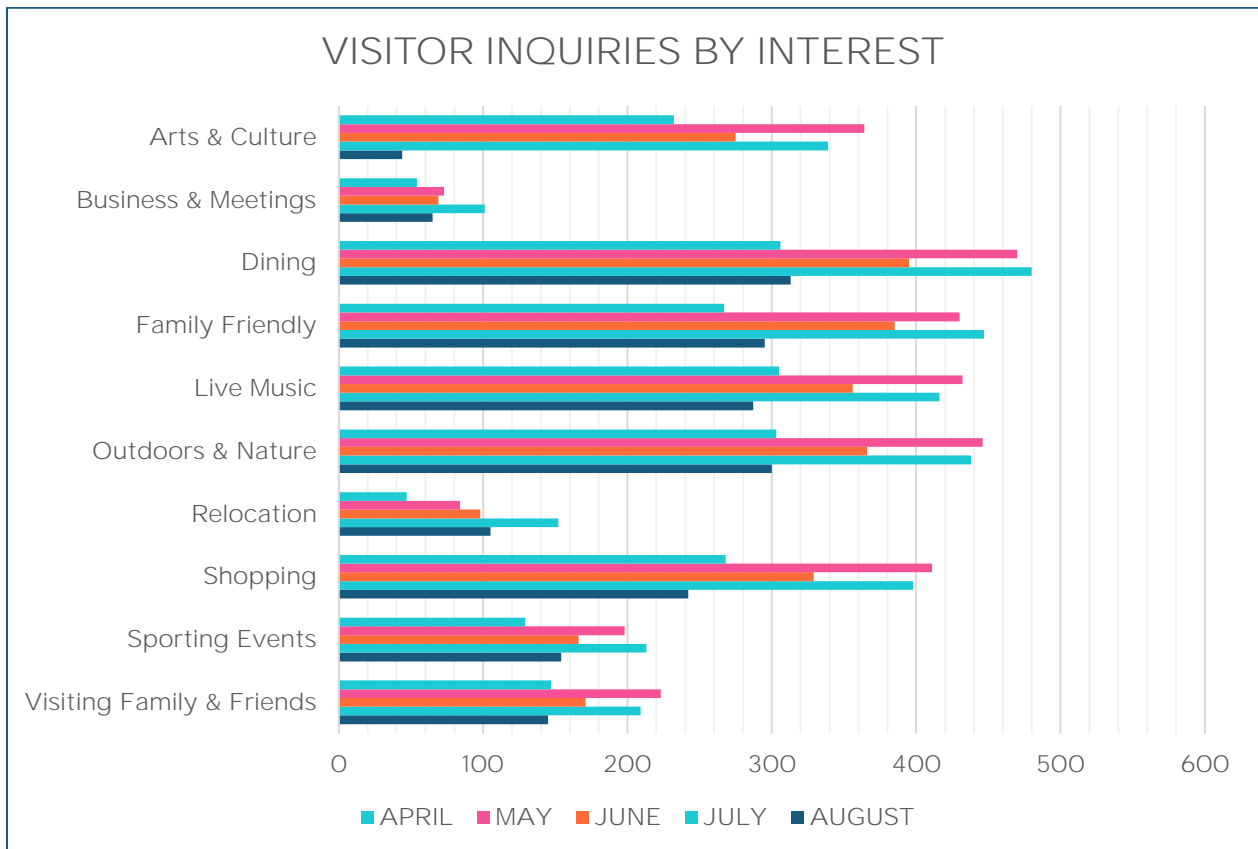
- Webinars from Connect Tour, US Travel Association, etc.
- Meeting with Glade Gallery
- Meeting for IPW
- Meeting with Around Houston
- Meeting with Yucatan's minister of Tourism
- Meeting with One Percent Agency

TOURISM SERVICES AND DEVELOPMENT

- Assisted 2 wedding inquiries
- Attended TACVB annual conference
- Assisted The Bayou Conservancy

VISITOR SERVICES

- Total Klosk Visitors: 120
- Local Visitors: 9
- TX Zip Codes: 51
- Out of State Visitors: 28 (Arizona, Colorado, Georgia, etc)
- Foreign Visitors: 41 (Mexico, Pakistan, Netherlands, Venezuela)



THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

The Woodlands Township Videos: TWFC assisted The Woodlands Township in development, and production of 29 short public information videos. These videos were created in partnership with Silver Rock productions.

Film Friendly Texas Forum Virtual Preview: Staff attended the virtual preview in advance of the 2021 Film Friendly Forum. The Texas Film Commission is celebrating 50 years of service to the state, including the enhancement and expansion of programs and resources; partnerships with organizations; and professional development opportunities.

FILM COMMISSION SERVICES AND DEVELOPMENT

- Film Inquiries:
 - The Woodlands resident (personal project)
- Leads:
 - HGTV “House Hunters.” CVB partner information for Conroe and Houston, TX.

AWARDS & ACCOLADES

TDM Certification: The Texas Association of Convention & Visitor Bureaus (TACVB) has announced that Amber George of Visit The Woodlands is a recipient of the Texas Destination Marketer certification, which rewards excellence in the convention & visitor bureau industry.

TACVB Idea Fair Awards: Visit The Woodlands received three awards from the Texas Association of Convention and Visitors Bureau (TACVB) Idea Fair at the organization’s annual conference in Conroe, TX on August 26, 2021.

Travel+Leisure Top 10: The Woodlands Resort was named one of the Top 10 Resorts in Texas by Travel+Leisure in August. The hotel came in third place behind the Commodore Perry Estate in Austin and the Four Seasons Resort & Club in Irving.