

# MONTHLY REPORT

## AUGUST 2022

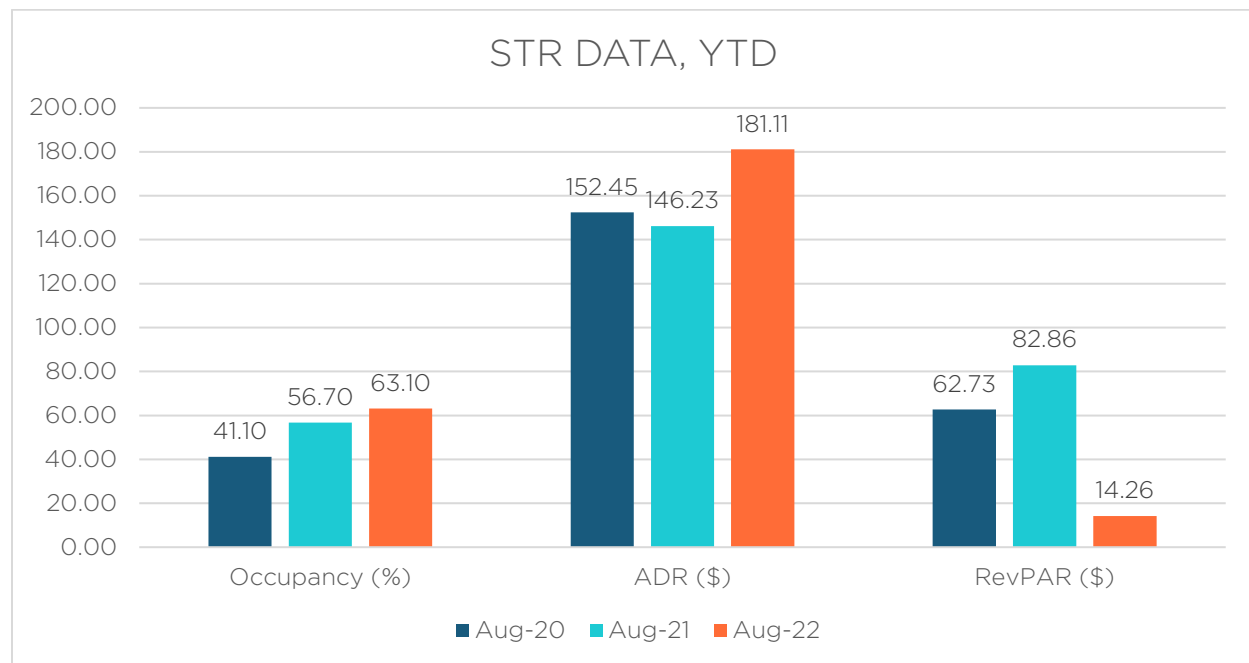
VISIT  
**THE WOODLANDS**  
— T E X A S —

## 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	\$869,804	74.8%
JUN	\$76,026	\$569,445	\$652,373	\$887,820	55.9%
JUL	\$204,550	\$609,472	\$628,582	\$801,430	31.2%
AUG	\$228,590	\$747,436	\$761,116	\$719,332	-3.8%
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	\$ 2,858,083	\$ 3,758,262	\$ 4,753,395	\$ 5,647,007	50.3%

## STR DATA | YEAR-OVER-YEAR | YTD

Occupancy and ADR are up year-over-year.



## MEETING SALES

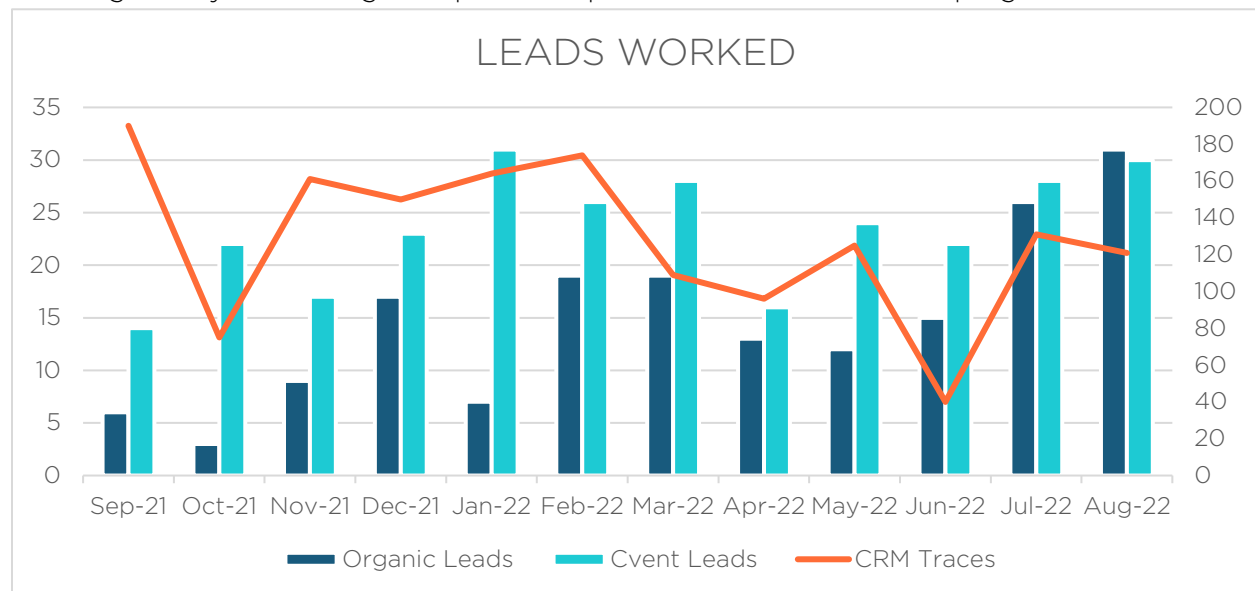
*Josie Lewis, Director of Sales*

*Ashley Fenner, Senior Sales Specialist*

*Julie Quinn, Servicing Specialist*

## LEADS & SERVICING

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



## BOOKED BUSINESS

In August, the sales team booked 2 pieces of business representing 740 attendees and 1,289 contracted rooms. In addition, the economic impact for these groups represents over \$462,383 dollars to the local economy. For more insight on lead development, please review the graph above.

## TRADESHOWS & SALES MISSIONS



**Connect Marketplace:** Josie Lewis, Director of Sales, and Ashley Fenner, Senior Sales Specialist, both represented Visit The Woodlands at Connect Marketplace in Detroit, Michigan. Connect Marketplace is a leading national industry tradeshow that brings together Meeting Planner for the Corporate Market, Association Market, Faith Based Meetings Market, Sports Market, and the Tour Operators Market. Visit The Woodlands participated in the corporate track and met with 32 Meeting Professionals for one-on-one appointments. In addition, Visit The Woodlands had a booth presence within the Team Texas aisle on the tradeshow floor.

### **Administrative Professionals Houston Event:**

Visit The Woodlands attended the inaugural Administrative Professionals Houston Summit. This event offered the opportunity to have a vendor booth and allowed team members to join in the summit and network with local administrative professionals who are responsible for booking meetings and events in the Houston region.



### **Smart Meetings 3 Day Tradeshow:**

Josie Lewis, Director of Sales, represented Visit The Woodlands at Smart Meetings in Nashville, TN. This three-day trade show offers 27 one-on-one meetings with qualified meeting planners and superior networking opportunities.

## **SERVICING**

In August, Ashley offered 3 groups servicing, sent out 4 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.



### **Julie Quinn Joins Visit The Woodlands as Servicing Specialist:**

Visit The Woodlands is excited to welcome Julie Quinn to the Sales Team as the new Servicing Specialist. Julie has a background in the hotel industry, top notch customer service, and over 7 years of working with The Woodlands Township prior to beginning her current role. As Servicing Specialist, Julie will oversee the servicing program that offers complimentary resources to qualified groups including welcome bags, oversight of the Show Your Badge Program, event welcome booth management, off site sourcing coordination, partner event planning and so much more.

## PARTNERSHIPS & MEETINGS

- Partner Drop in with Jennifer Moore
- MPI HAC Education Committee Call
- Connect Marketplace Participation
- Visit The Woodlands Board Meeting
- MPI HAC Education Event Prep Call
- Main Event Holiday Jingle and Mingle Event
- Call with Erik Secrest to discuss the Texas Firefighters Association
- Julie Quinn joins Team
- Partnership Lunch with Jennifer Gavin
- Servicing Training Program
- Tara Daley (HB Representative) and John Maynard Partner Coffee
- Madden Media QBR Meeting
- Porta'Vino Partner lunch

## MARKETING

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

*Mary Murphy, Public Relations 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:**

- Live Nation
- *Houstonia* – print
- *Texas State Travel Guide* – print
- *Texas Events Calendar* – print
- *Texas Highways Magazine* – print
- Paid Search – Google Discovery Ads, SEM
- Paid Social – Facebook, Instagram & Pinterest

### **Meetings:**

- *Connect Marketplace Guide* – print
- *Convention South* – print
- *Association Leadership Magazine* – print & digital
- Lamont Co – digital
- *The Meeting Professional Magazine* – print
- *Texas Meetings + Events* – digital

- Meet Texas - print
- Paid Search - SEM
- Paid Social - Facebook & Instagram

## ADVERTISING | EXAMPLES IN MARKET

### Leisure – Texas Highways Magazine

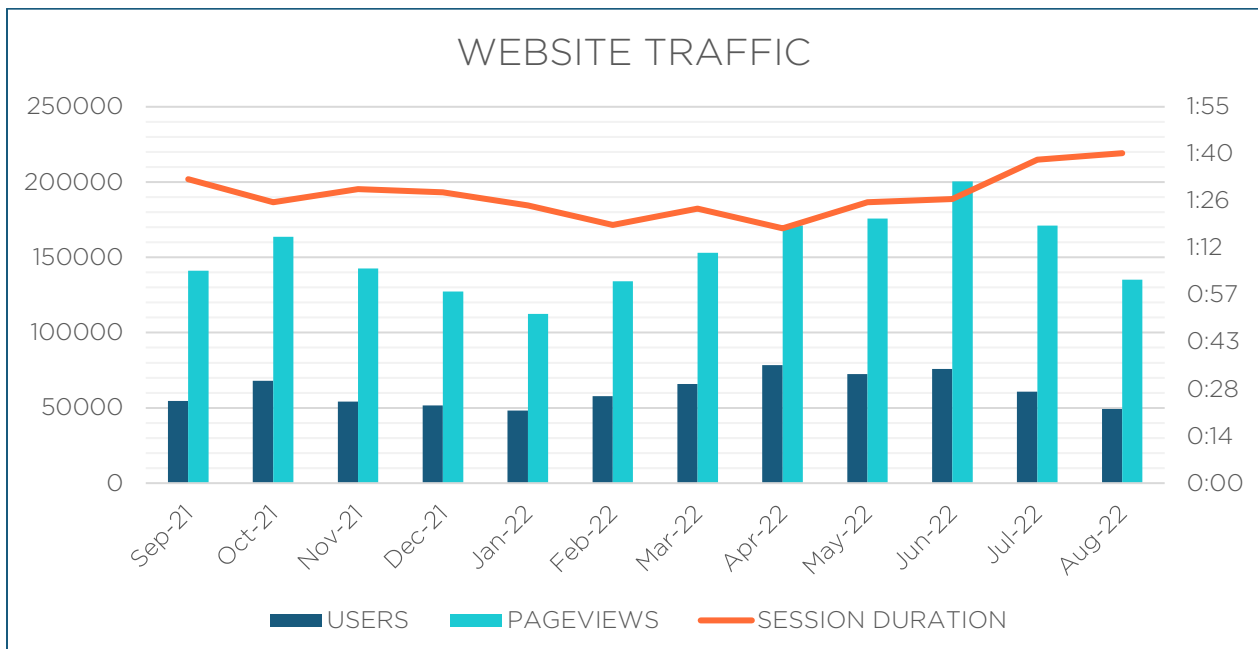


### Meetings – Association Leadership



## WEBSITE | TRAFFIC MONTH-OVER-MONTH

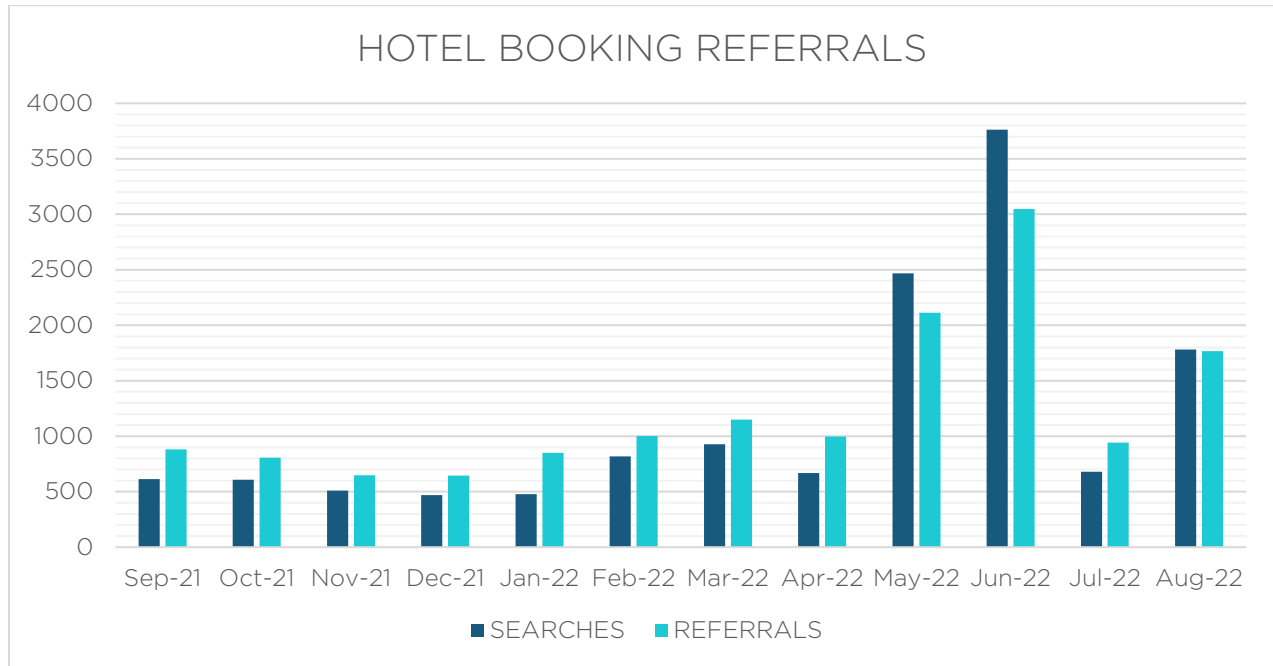
Visit The Woodlands continues to see steady website traffic. Year-over-year, total number of users was up .5%, sessions up 3% and pageviews up 7%.





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

In August, the website had 1,768 referrals to hotel properties in The Woodlands, up 88% from the previous month. Top referral U.S. states continue to be Texas, followed by California. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



## WEBSITE | CONTENT DEVELOPMENT

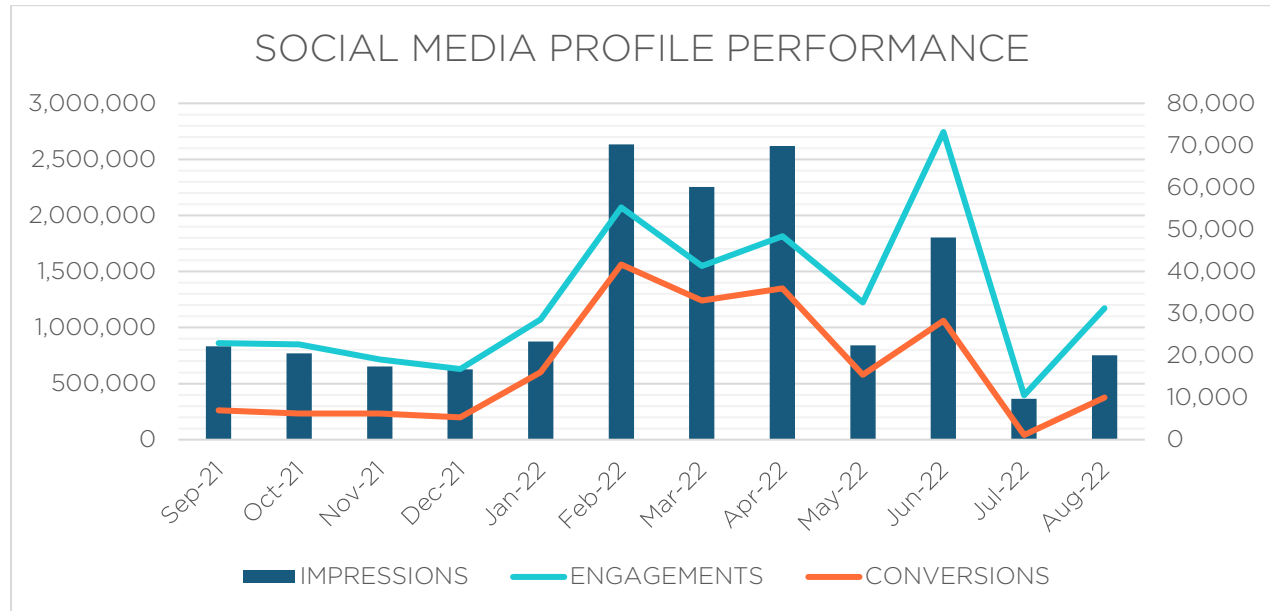
The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of recent efforts.

- [Spanish Microsite](#)
- Pages: [Houston Restaurant Weeks](#)
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Blog](#): Coloring The Woodlands
- [Public Documents](#): Monthly Reports Added



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

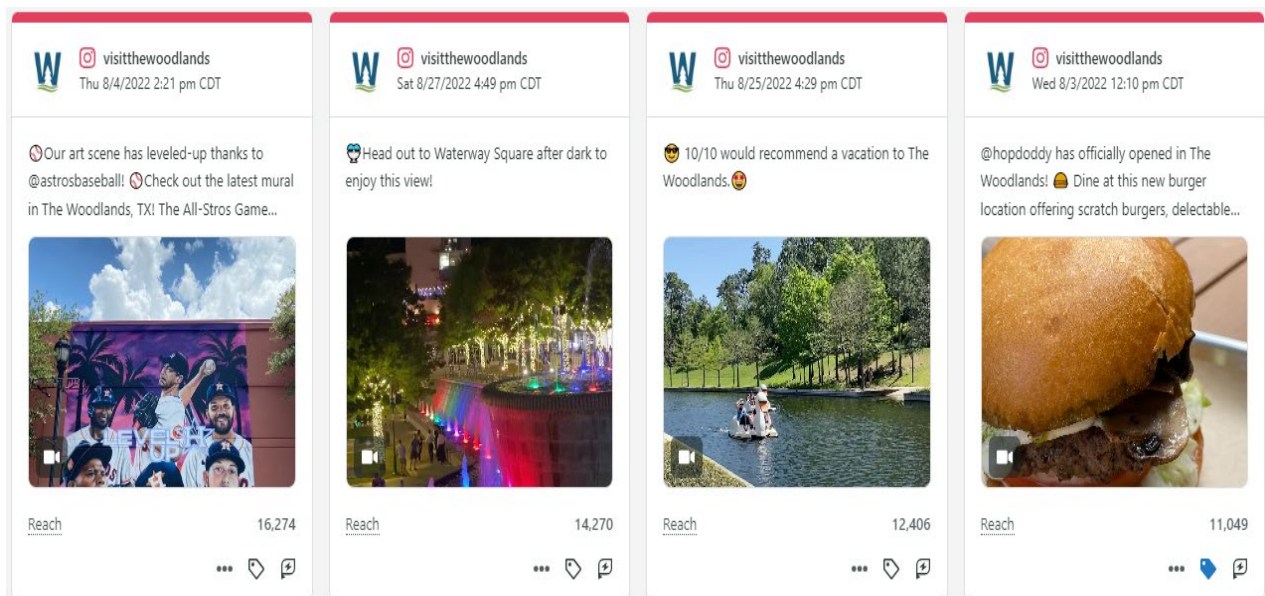
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 43K followers across social platforms, Visit The Woodlands received a total net audience growth of 732 for the month of August.



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

## SOCIAL MEDIA | TOP PERFORMING POSTS

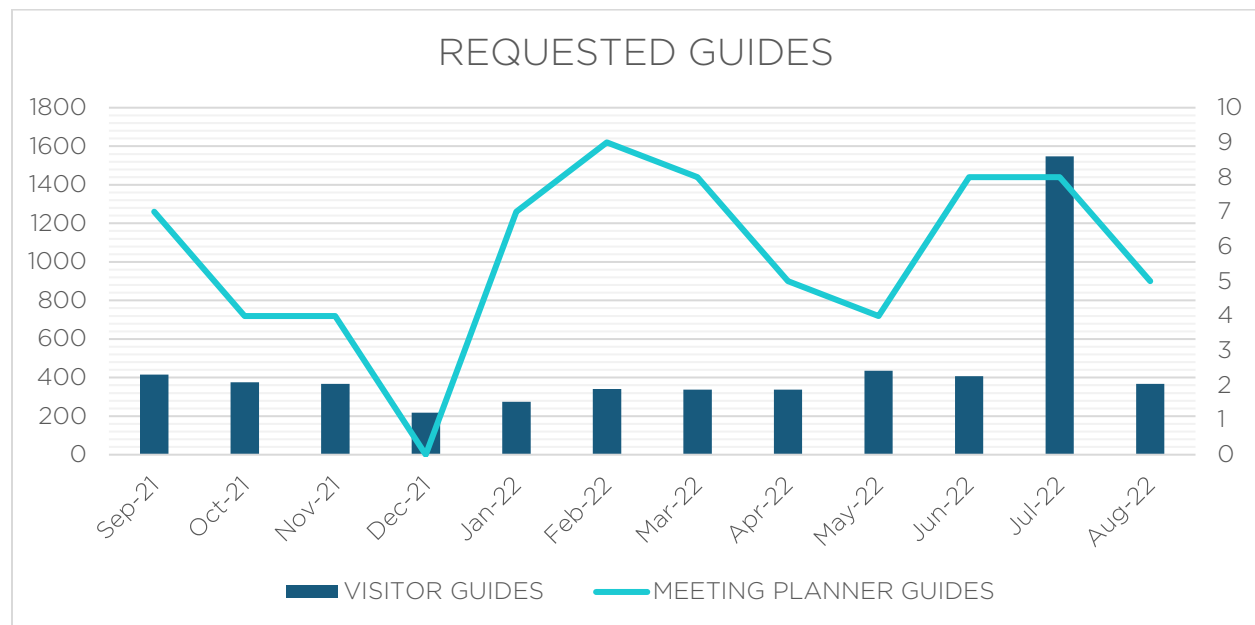
The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for August.





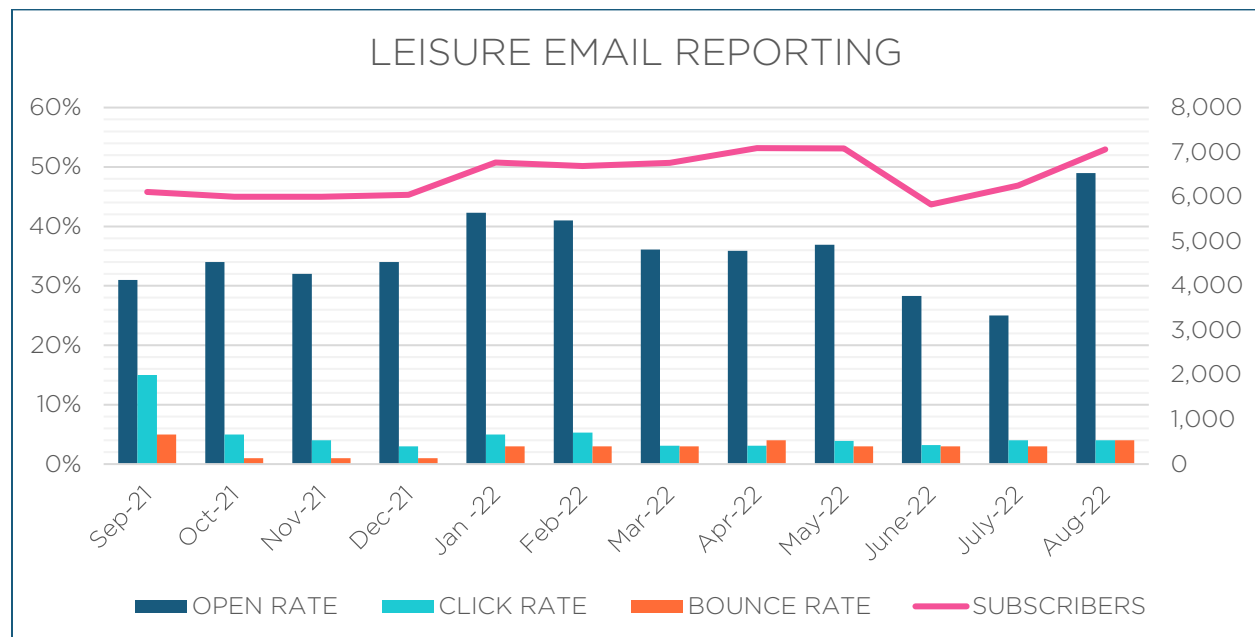
## MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

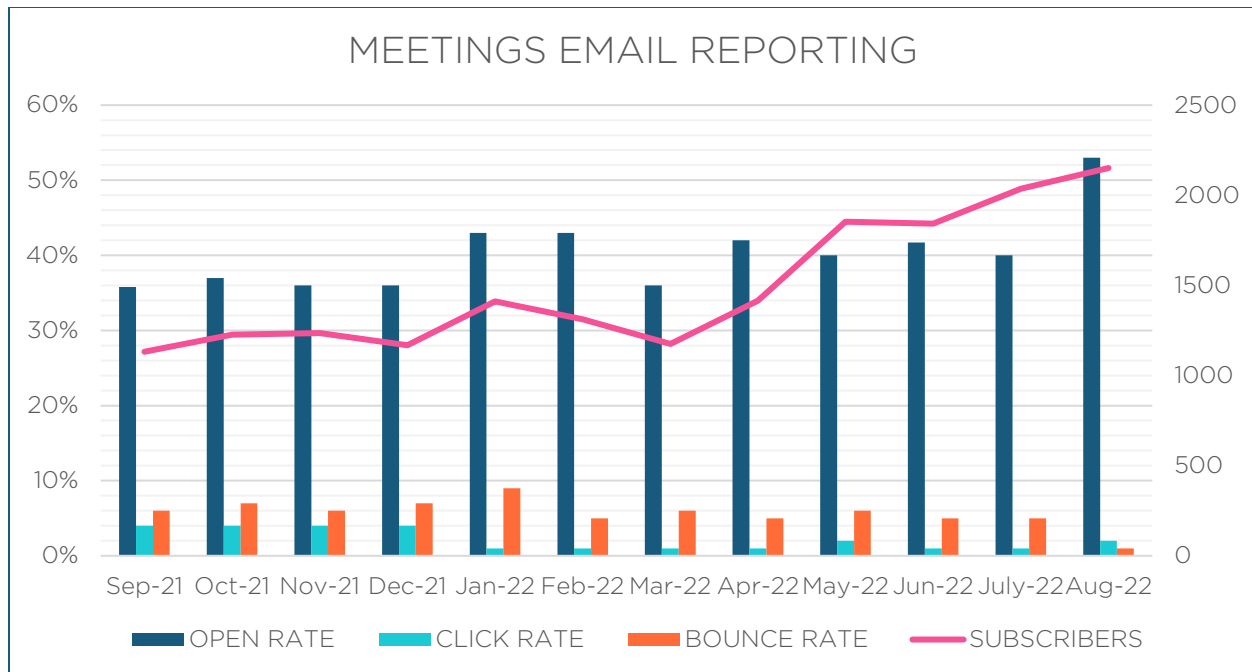


## EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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*

## LOCAL PARTNERSHIPS



**The Woodlands Area Chamber of Commerce Chairman's Ball:**  
Visit The Woodlands joined Market Street for The Woodlands Area Chamber of Commerce Chairman's Ball at The Woodlands Waterway Marriott.