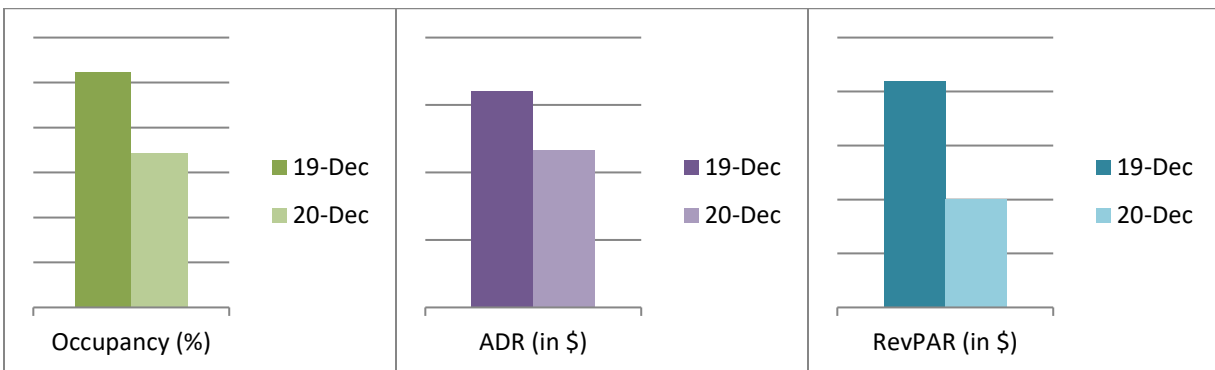


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 341,257	SEP	\$ 744,311	\$ 717,348	\$ 341,257	-52.4%
OCT	\$ 804,101	\$ 365,547	OCT	\$ 711,010	\$ 759,279	\$ 365,547	-51.9%
NOV	\$ 906,397	\$ 364,600	NOV	\$ 808,086	\$ 847,426	\$ 364,600	-57.0%
DEC	\$ 728,173	\$ 262,589	DEC	\$ 643,530	\$ 686,639	\$ 262,589	-61.8%
TOTAL	\$ 9,707,776	\$ 4,192,107	TOTAL	\$ 8,997,682	\$ 9,223,543	\$ 4,192,107	-54.5%
YTD	\$ 9,707,776	\$ 4,192,107	YTD	\$ 8,997,682	\$ 9,223,543	\$ 4,192,107	-54.5%

2020 COMPARED TO 2019



Down 34.3% in Occupancy

Down 27.2% in ADR

Down 52.1% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

December Overview

Marriott Waterway Virtual Site Tour Video Production- Lights, Camera....Action! Visit The Woodlands Sales Team was thrilled to film footage for our upcoming Virtual Site Tour Video of The Woodlands Waterway Marriott . A huge thanks to General Manager and Visit The Woodlands Board Secretary/Treasurer, Fred Domenick and Area Sales Leader, Jayson Garcia at The Woodlands Waterway Marriott. These videos will be used to sell and promote The Woodlands to meeting planners and visitors that would like to see the property without leaving their home or office. Staff continues to add to the digital resources available in the Meetings section of the Visit The Woodlands website. We look forward to sharing the finished result with the Board after the beginning of the new year.

HelmsBriscoe Client Site Tour- Sales Staff had the opportunity to welcome Victor Ocampo, Senior Director of Global Accounts with HelmsBriscoe, to The Woodlands area for a destination site tour. Mr. Ocampo had a chance to see The Woodlands Waterway Marriott, The Westin, The Woodlands Resort and The Embassy Suites, along with a driving tour of the destination. In addition, Mr. Ocampo plans to include photos, videos, and a full review of the destination on the HelmsBriscoe internal site for representatives around the globe to access and learn more about the area.

Destination Texas Virtual Tradeshow Participation- Sales staff attended Destination Texas for the first time. This Virtual tradeshow offered the opportunity to meet “Screen to Screen” with over 10 qualified meeting planners that are looking to book business in Texas. The event was a smooth process and allowed networking times, education sessions, and the one-on-one meeting planner appointments. Sales Staff received one RFP and has already distributed it to The Woodlands hotels with hopes of bringing this event to The Woodlands in 2022.

Ice Rink Ticket Partner Drop Off- Sales Staff organized the Ice Rink Ticket partner distribution process on behalf of Visit The Woodlands. This is one of the Sales teams favorite tasks during the year as it is the best excuse to stop by every hotel property, see all the hotel partners, and share some ice rink tickets.

December 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 December the Advisory Committee came together to discuss group business insights, upcoming virtual site tour video production, sales projects and the state of the industry.

December Meeting Connections

- HSAE Partner Call
- Hotel Partner Drop In's
- Leadership Montgomery County Class participation
- TRAPS Client RFP Discussion
- Copa Follow Up Meeting with Tournament Director

Convention Services and Development

- 3 Organic lead worked and distributed
- 4 CVENT leads received and distributed

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Advertising

The Marketing Department handles advertising placement and fulfillment in-house. In addition, the department continues to review proposals for 2021 media placements and opportunities.

Advertising Placements: Upcoming advertising placements, which were fulfilled in December

Leisure:

- Texas Monthly (January)
- Texas Highways (February)
- Texas State Travel Guide

Meetings:

- Convention South (January)
- Orange142 (email campaign & display ads)

Advertising Reporting: Reporting for advertising placements that were in-market in December

Leisure

- Paid Social – 6,515 clicks with 74,041 engagements
- High Impact Display – 3,404 unique engagements, more than 2.1 million impressions

Meetings

- Orange 142 Meetings Campaign – native article, email & display ads
 - Email 16,854 impressions
 - Display Ads - 1,210 clicks with 289,576 impressions, 0.42% click through rate

Website

The Marketing Department produces 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

- Taste of the Town (page created)
- Christmas & New Year's Offers (page created)
- 12 Days of Christmas Giveaway (page created)

Published Content: Blog Posts - <https://www.visitthewoodlands.com/blog>

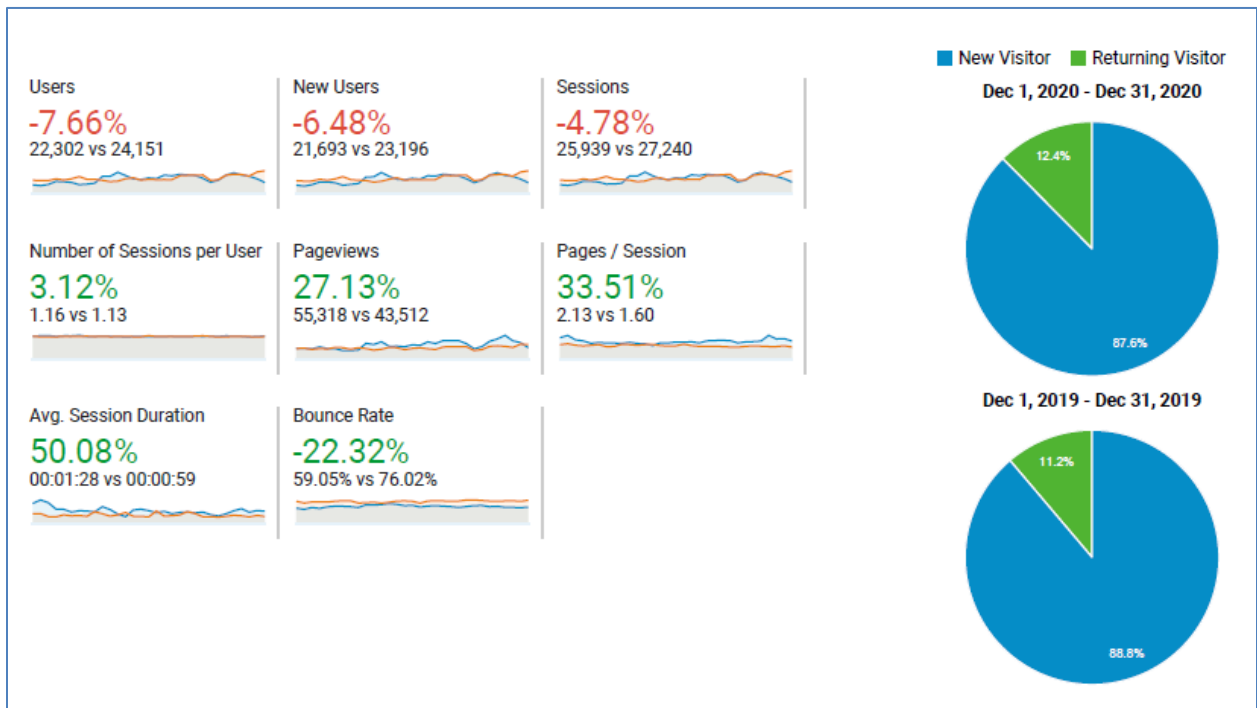
- Staff Favorites: Things We Love About The Woodlands

- Coloring The Woodlands From Home (updated with holiday coloring pages)
- Boutiques in The Woodlands

Website Traffic: December Year-Over-Year Comparison

Total number of users, sessions & pageviews were down for the month of December, compared to the same time last year. This is due to a lack of advertising in market driving traffic to the website. While number of users is down, the average session duration was up at 1:28 versus 0:59 last December (up 50.08%). Bounce rate is down 22.32% compared to the same time last year. Top referral sources for December are organic search at 51.5% and direct at 16.5%. Top pages for the month include: 5 Ways to Enjoy Holidays in The Woodlands, shopping, and things to do.

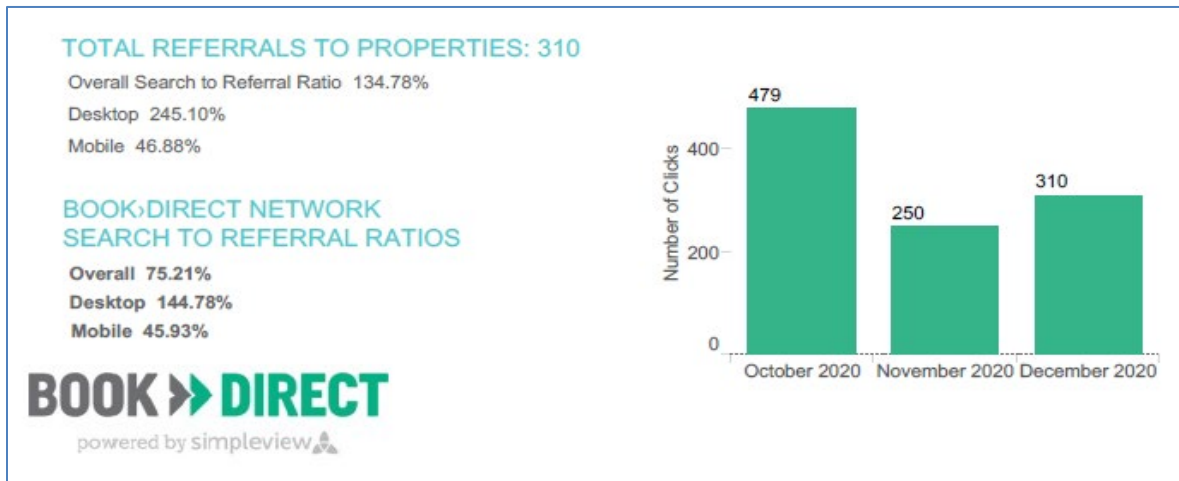
Figure 1: Website Traffic, December 2020 compared to December 2019



Hotel Booking Referrals: December 2020

Visitors can compare hotel rates directly on Visit The Woodlands’ website and then book their stay on the hotel website. In December, the website had 310 referrals to hotel properties in The Woodlands, up 24% from November.

Figure 2: Hotel Booking Referrals, December 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.

Facebook Live: Earlier this year, Visit The Woodlands actively started promoting The Woodlands via Facebook Live, which now has over 17K followers. Several playlists have also been created to feature specific topics like dining, art and more.

Recent Live Videos: [View Facebook Live video playlist here.](#)

- Santa at Market Street
- Grinch's Grotto at The Woodlands Mall
- Santa at the Woodlands Mall
- Happy Holidays from Chairman Rieser & Visit The Woodlands
- Ice Rink Holiday Hours & Highlight Reel
- Christmas Lights in Tangle Brush Neighborhood

Dine in The Woodlands Video Mini-Series: [View Dine The Woodlands video playlist here.](#)

- Guide to Gumbo in The Woodlands
- Via Emilia New Year's Eve
- Sweet Paris
- Shake Shack

Art in The Woodlands Video Mini-Series: [View Art in The Woodlands video playlist here.](#)

Instagram Guides: Visit The Woodlands has recently launched Instagram Guides. From [Coffee Spots in The Woodlands](#) to the best [Christmas Tree Photo Locations](#), Visit The Woodlands continues to be a resource for the insider tips. [View all Instagram Guides here.](#)

"Let's Go There" Campaign: In December, Visit The Woodlands joined U.S. Travel and destinations around the country in an industry-wide initiative called "Let's Go There" aimed to spark a conversation

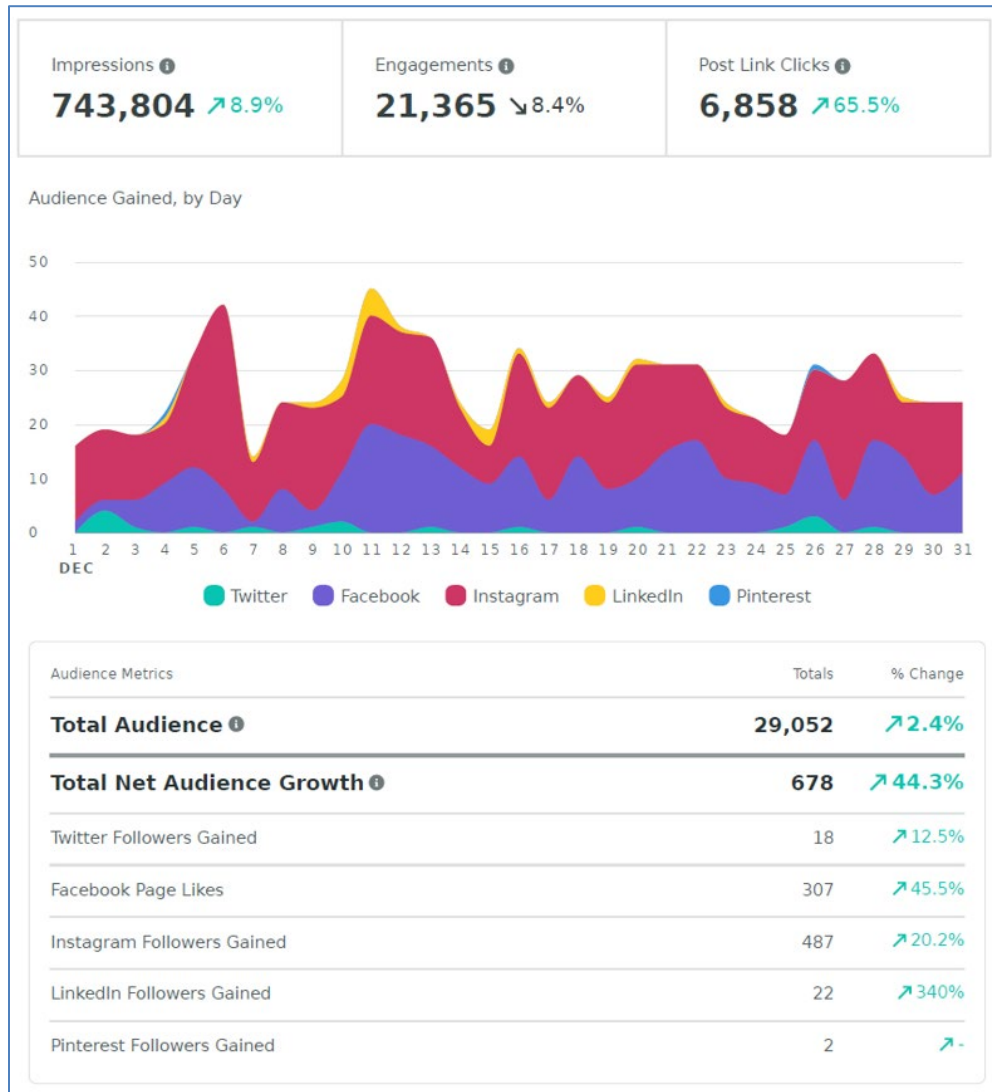
about future getaways. The campaign kicked off on September 8 and the second wave of activations began in December to promote the holidays and help inspire Americans to plan future trips. [Read more about the campaign here.](#)

The Woodlands Film Commission: The Marketing Department provides support to the Tourism Department for The Woodlands Film Commission social including [Facebook](#), [Instagram](#) & [Twitter](#).

Social Media Reporting: December 2020 Compared to November 2020

Visit The Woodlands received a total audience growth of 678 across social outlets for the month of December, up 44.3% from November. This is a result of recent social influencer partnerships and the increase of using both Instagram Guides & Reels, which are receiving good engagement.

Figure 3: Social Media Audience Growth & Engagement, December 2020 Compared to November 2020



Email Marketing

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

Tour Texas Road Trips eNewsletter: In December, Visit The Woodlands partnered with TourTexas and Around Houston to feature holiday activities in The Woodlands for their Road Trips eNewsletter.

[View the email here.](#)

Leisure Email Campaign, Plan Your Holiday Getaway: Visit The Woodlands continued to promote holiday offerings for those looking for a vacation close to home. Topics included: Stay & Skate hotel packages, holiday meals and specials, boutique shopping options, hotels with heated pools and holiday activities.

- Open rate 28.7%, compared to an industry average of 14.35%
- Click rate 14.1%, compared to an industry average of 5.11%

Meetings Email Campaign, Top Reasons to Book a Meeting in The Woodlands: In December, Visit The Woodlands sent a meetings email campaign to help meeting planners begin planning for 2021. Topics included: The Westin virtual hotel tour, How to pull off an amazing hybrid event, servicing assistance, meeting planner guide and more.

- Open rate 27%, compared to an industry average of 14.35%
- Click rate 7.2%, compared to an industry average of 5.11%

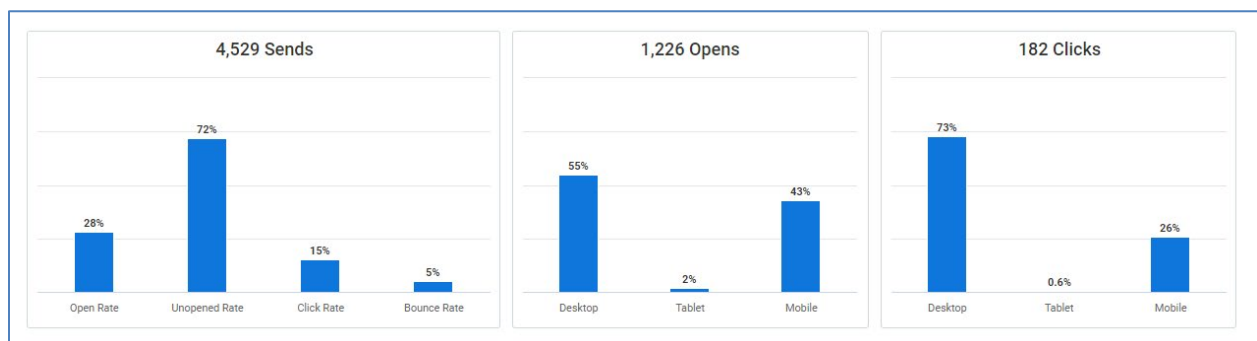
New Signups: December

- Leisure: 149
- Meetings: 12

Email Marketing Reporting: December 2020

- Open Rate: 21% (compared to the industry standard of 13%)
- Click Rate: 21% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, December 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 December.

- **Insider’s Guide Requests – 18**
- **Visitor’s Guide Requests – 205 (printed), 7 (digital)**

Holiday Coloring Pages & Letter to Santa: In December, Visit The Woodlands created several printed collateral pieces for people to download and use, from the comfort of their home. Items included custom holiday-themed coloring pages as well as a letter to Santa.

Ice Rink Flyer: To support hotel partners during the holidays, Visit The Woodlands created “Stay & Skate” hotel packages, offering complimentary ice rink tickets to hotel partners to distribute to guests. To help promote and explain the program, the Marketing Department created a flyer for this initiative.

The Woodlands Film Commission: Flyer proof and printing.

Media & Public Relations

Media Coverage for November focused heavily on dining & shopping at 65.52% share of voice with attractions & activities receiving 21.35% share of voice. This is to be expected as people begin to plan for holiday shopping.

Social Influencer Campaign: In December, Visit The Woodlands continued its social influencer campaign to help promote hotels, shopping, dining and other hospitality partners during the holiday season.

- **Pepco:** [View Instagram Stories Here](#)
- **Ashton Sedita:** Ice Rink Ticket Giveaway

Texas Meetings+Events Magazine, Feature Story: The Woodlands was recently featured in Texas Meetings+Events magazine as a direct result of staff efforts. The 2-page spread showcases meeting hotels, local attractions and more. [View the digital magazine here.](#)

Figure 5: Texas Meetings+Events Magazine Feature Story

BY THE NUMBERS

- 220 PILES OF MEALS AND DRINKS PER MONTH
- 4,442 TICKETS TO THE RINK
- 60-plus THIRDS, FIFTHS, SEVENTHS
- 109,000-plus INCIDENTS
- 1974—THE YEAR THE WOODLANDS WAS FOUNDED
- 200 ACRES—THE SIZE OF LAKE WOODLANDS

level adventure course, which neighbors the 1,800-acre George Mitchell Nature Preserve. It's also available for private events or corporate team-building activities.

Cynthia Woods Mitchell Pavilion
One of the top outdoor amphitheaters in the world, the Cynthia Woods Mitchell Pavilion has hosted an impressive list of performers, including Britney Spears, Demi Lovato, Taylor Swift, and Lady Gaga. Other acts include Jason Mraz, Alabama, Lynyrd Skynyrd, and Kenny Chesney. The pavilion also hosts community events, movie nights and performances by the Houston Symphony, Houston Ballet and Houston Grand Opera.

Riva Row Boathouse/Lakes Edge Boat House
Take to Lake Woodlands via Riva Row Boathouse or Lakes Edge Boat House, where you can rent stand-up paddleboards, kayaks, swim buoys or water bikes.

For post-meeting exploring on their own, your guests can log on the complimentary The Woodlands Insider, which will connect them to the Woodlands Mall, Market Street, Town Center, The Woodlands Waterway, and Hughes Landing restaurant row and hotels.

Need more help navigating the area? Lewis encourages planners to "Reach out to us anytime so we can help make your planning process a breeze!"

Get Connected
VISIT THE WOODLANDS
www.thewoodlands.com

Texas TreeVentures
Texas TreeVentures is an outdoor aerial, three-

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

- Visit The Woodlands Receives Multiple MarCom Awards
- The Pavilion's Holly Jolly Jingle Goes Virtual
- Can Art Help Unify and Heal Our Community and Our Nation

Partnerships

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department met

Meetings

- Taste of the Town Press Conference
- Next Generation Leadership (Mentor Program)
- Leadership Montgomery County (Alumni Session)
- Media Proposals & Review: AJR Media, Madden Media
- Simpleview: Digital Asset Manager, CRM, Crowdriff

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

December Overview

- **Ice Rink Hotel Packages**– Visit The Woodlands coordinated with hotel partners to encourage a holiday package in which visitors could also enjoy free ice skating. As the Holidays arrived, they hoped people doing staycations or just visiting would take advantage of a package that included a holiday related activity. Several hotels launched such promotion to encourage The Woodlands experiences.
- **Around Houston Meeting**– Destinations from the Around Houston partnership joined in a virtual meeting to discuss the changes and updates each destination has experienced due to COVID-19. Visit The Woodlands shared their status regarding partners and the opportunities to social distance while visiting. Partners discussed in how to safely promote their destinations.
- **Visitors during the holidays**– Visit The Woodlands wanted to encourage visitors to make the most out of their visit by joining 2 favorite holiday activities. Visit The Woodlands partnered with Market Street and encouraged people to purchase a gift card from the visitor kiosk and they would receive a holiday bundle that included complimentary ice rink tickets and holiday postcards.

December Meeting Connections

- Webinars from Travel Texas, Connect Tour, etc.
- Attended Around Houston Meeting.
- Meeting with Expedia.

Tourism Services and Development

- Hotel and Ice Rink offer.