

MONTHLY REPORT
DECEMBER 2021

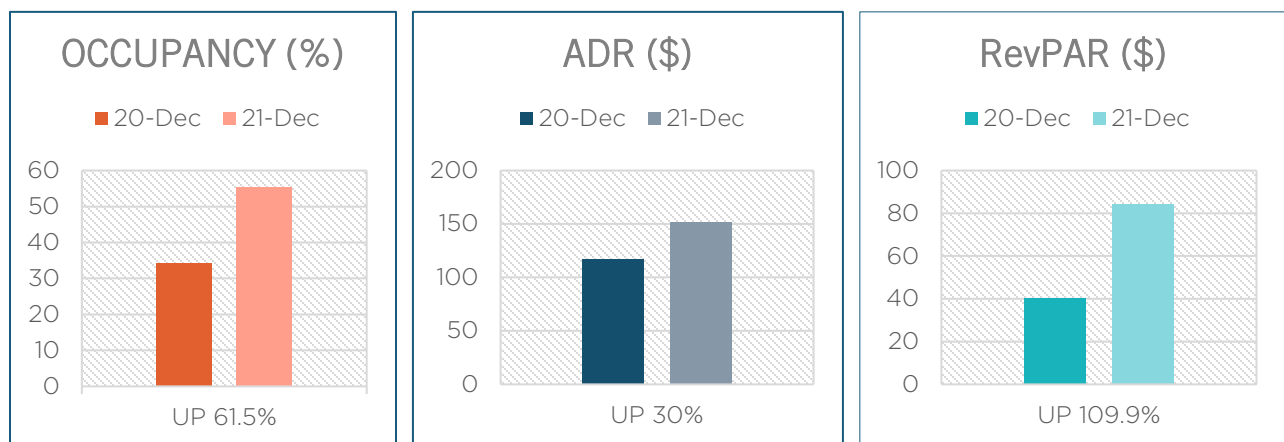
VISIT
THE WOODLANDS
— T E X A S —

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

In December, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year.

	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	\$ 576,081	68.8%
OCT	\$ 759,279	\$ 365,547	\$ 482,460	\$ 554,044	51.6%
NOV	\$ 847,426	\$ 364,600	\$ 531,838	\$ 692,026	89.8%
DEC	\$ 686,639	\$ 262,589	\$ 430,904	\$ 592,980	125.8%
TOTAL	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665	\$ 6,173,393	47.3%
YTD	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665	\$ 6,173,393	47.3%

STR DATA | YEAR-OVER-YEAR



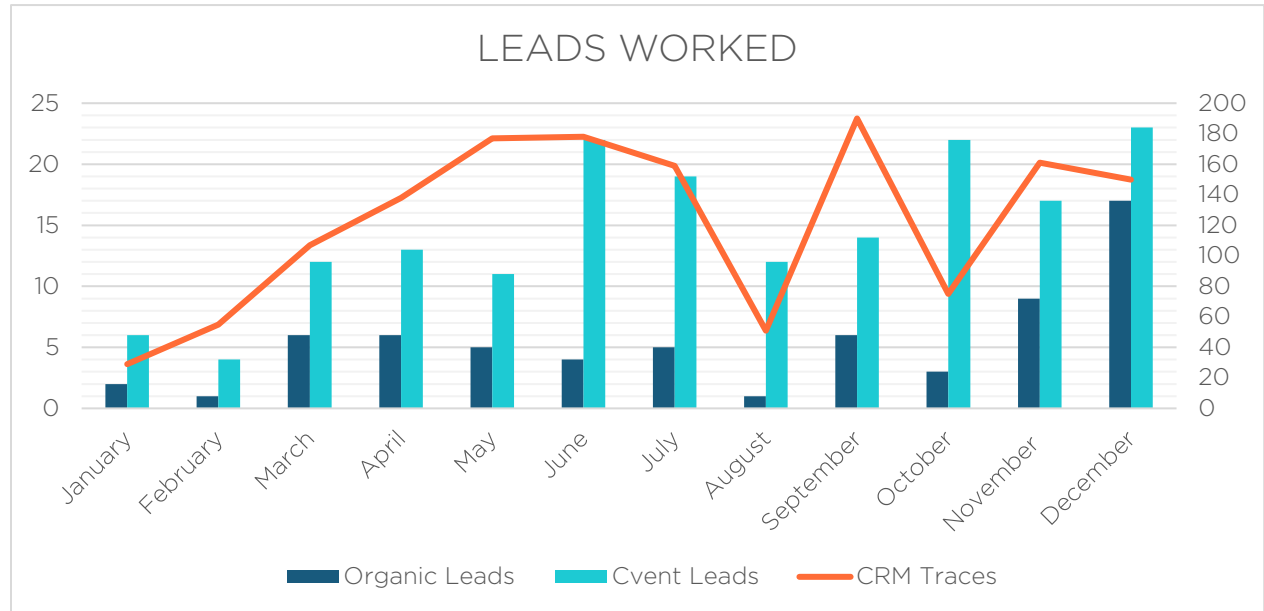
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In December, the Sales Department saw a significant increase in leads being sourced, both organically and through the partnership with CVENT. This in part was from Meeting Planners working on getting 2022 dates locked in and secured before the new year.



TRADESHOWS & SALES MISSIONS

Destination Texas Tradeshow: Visit The Woodlands attended Destination Texas for the first time in person. After participating virtually in 2020, staff recognized the value and quality of this tradeshow. Staff participated in over 35 one-on-one appointments. Visit The Woodlands sponsored the closing lunch reception which offered time to present to the whole group, followed up with each meeting planner after the show with requested resources and information.

PARTNERSHIPS AND MEETINGS

- Monarch Events Partnership Call
- Send Sites Development Kick Off Call
- Virtual Hotel Tour Video Development Kick Off Call with Embassy Suites
- CVENT Integration Demo Call
- Weekly Sales Staff Meeting
- Copa Recap Call
- Partner Promotion-Selfie Lounge Participation

- 2022 Advertising Review Meeting
- Destination Texas Tradeshow Participation
- Holiday Pop Up at Market Street
- Partner Holiday Visits
- 2021 Sales Committee Appreciation Lunch
- Monthly Simpleview Call
- Marriott Waterway Partner lunch

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 December.

Leisure:

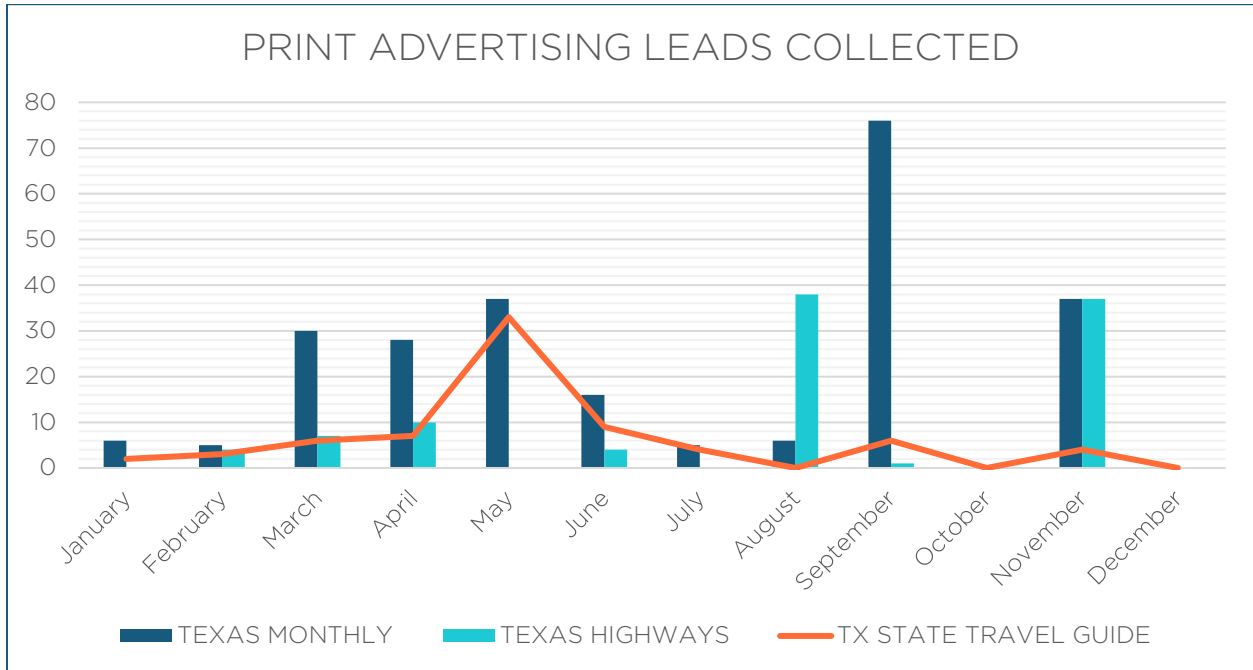
- *Texas State Travel Guide* - Print (Annual)
- *Texas Events Calendar* - Print (Spring)
- *Tour Texas - Destination Spotlight* (Dec)
- *Texas Monthly* - Digital (Jan), Print (Feb)
- Paid Search - Google Discovery Ads, SEM (Jan)
- Paid Social - Facebook, Instagram & Pinterest (Jan)

Meetings:

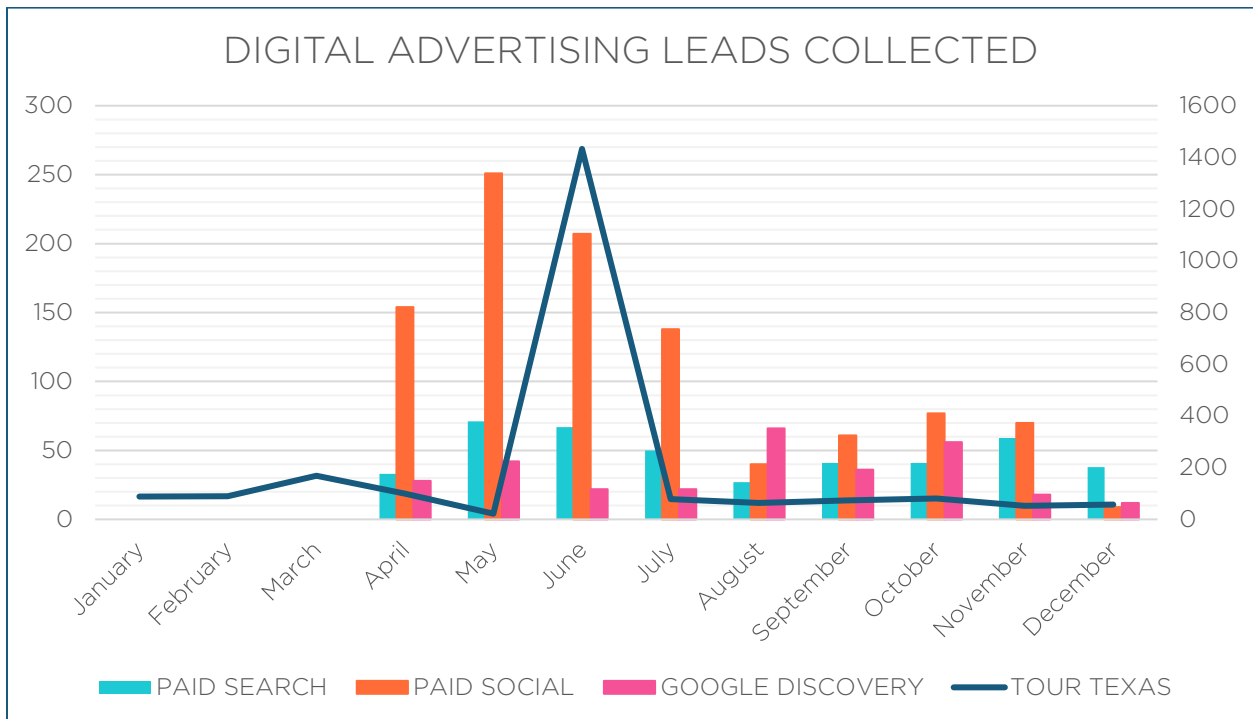
- *Convention South* (Jan)
- *Texas Meetings + Events* - Print (Winter)
- Paid Search - SEM (Jan)
- Paid Social - Facebook & Instagram (Jan)

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 Visit The Woodlands website. These come primarily from paid social.



ADVERTISING | EXAMPLES IN MARKET

Leisure – Texas Highways

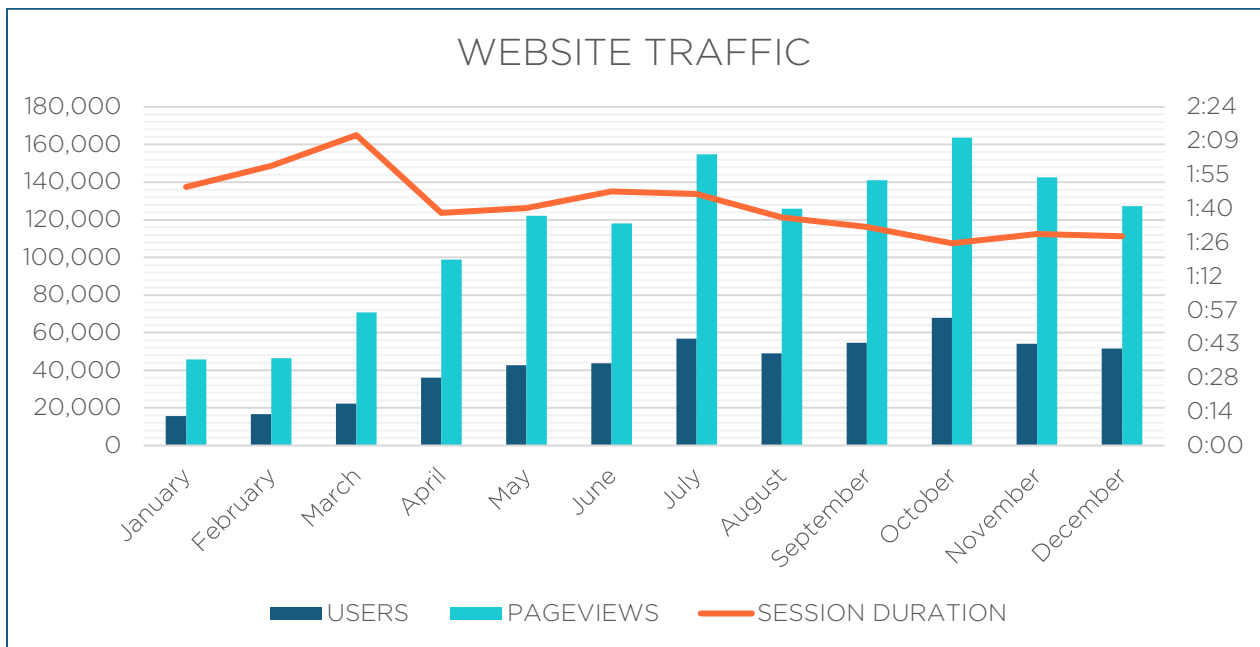


Meetings – Convention South Magazine



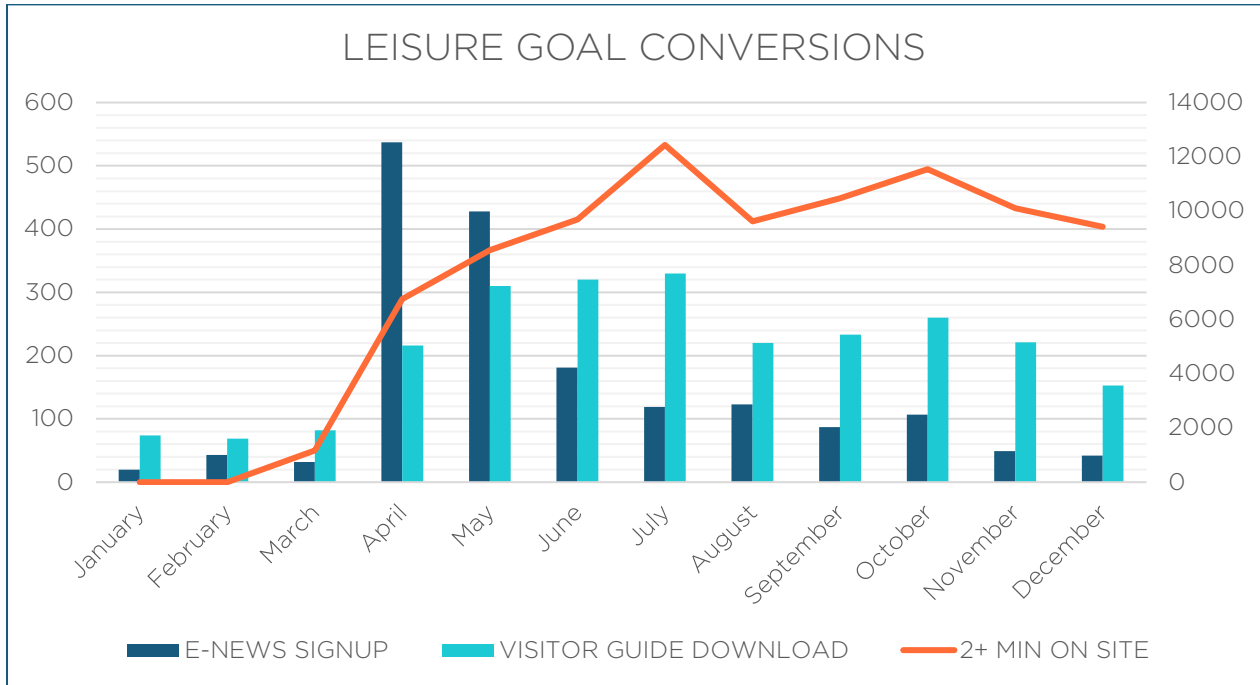
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Visit The Woodlands website traffic showed a decrease in December. Total number of users was down 18%, sessions down 16%, pageviews down 10% and average session duration up 5%.

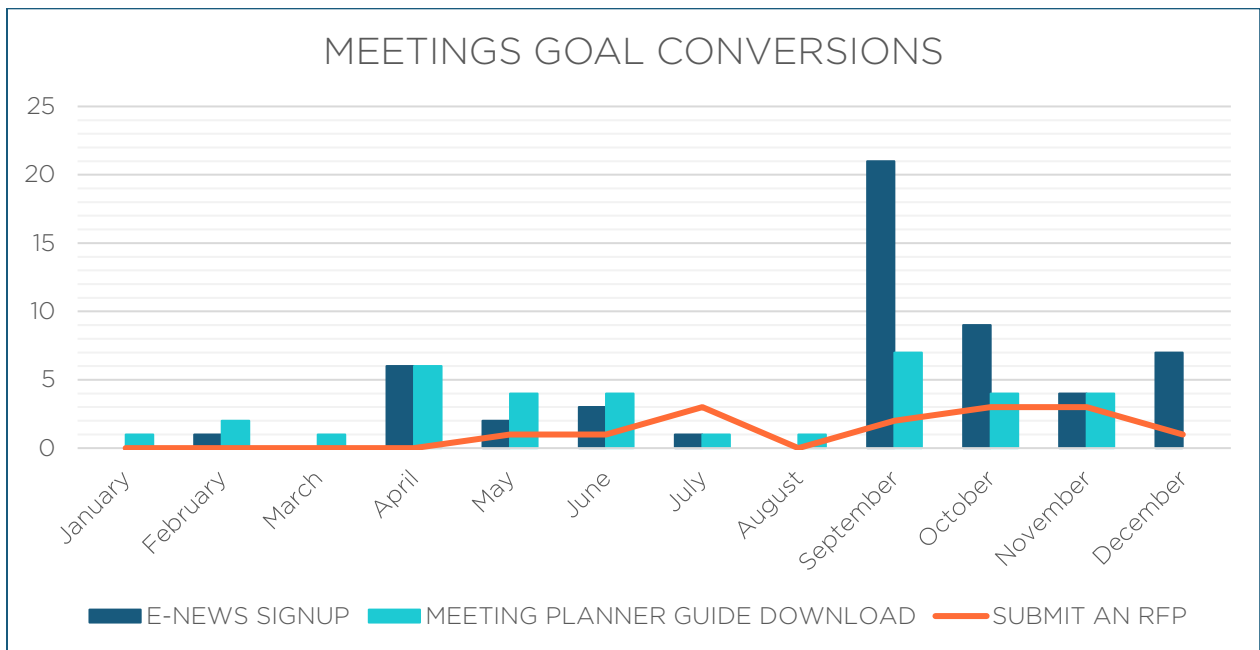


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions with a 153 visitor guide downloads and nearly 9,400 visitors spent 2+ minutes on the site in December.

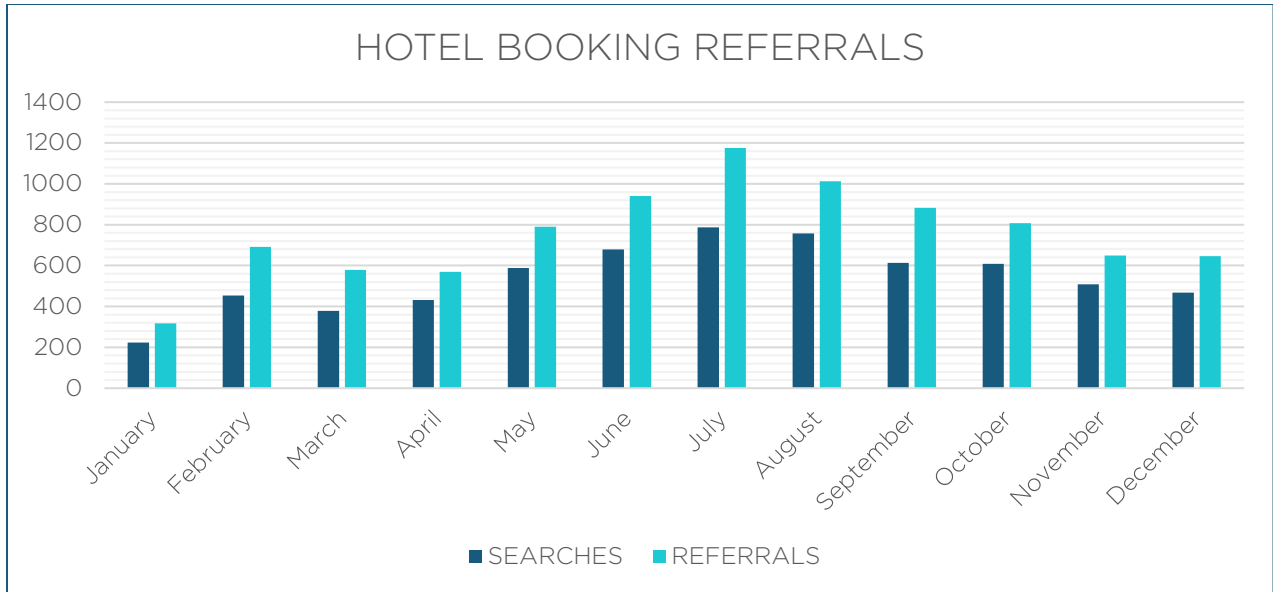


Paid advertising continues to drive traffic to the website and meetings goal conversions.



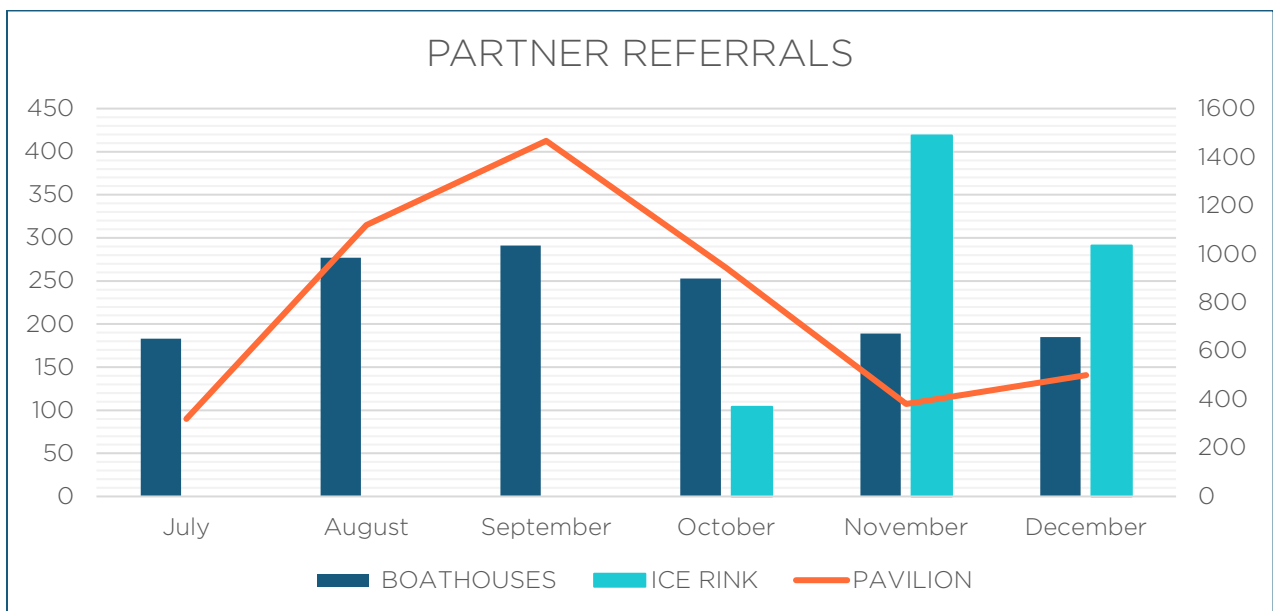
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In December, the website had 649 referrals to hotel properties in The Woodlands, down less than 1% from the previous month. Top referral U.S. states continue to be Texas at 67%, followed by California at 5%. 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 COMPARISON

In December, Visit The Woodlands sent 500 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 185 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also drove 291 referrals to The Woodlands Ice Rink website for ticket purchases.



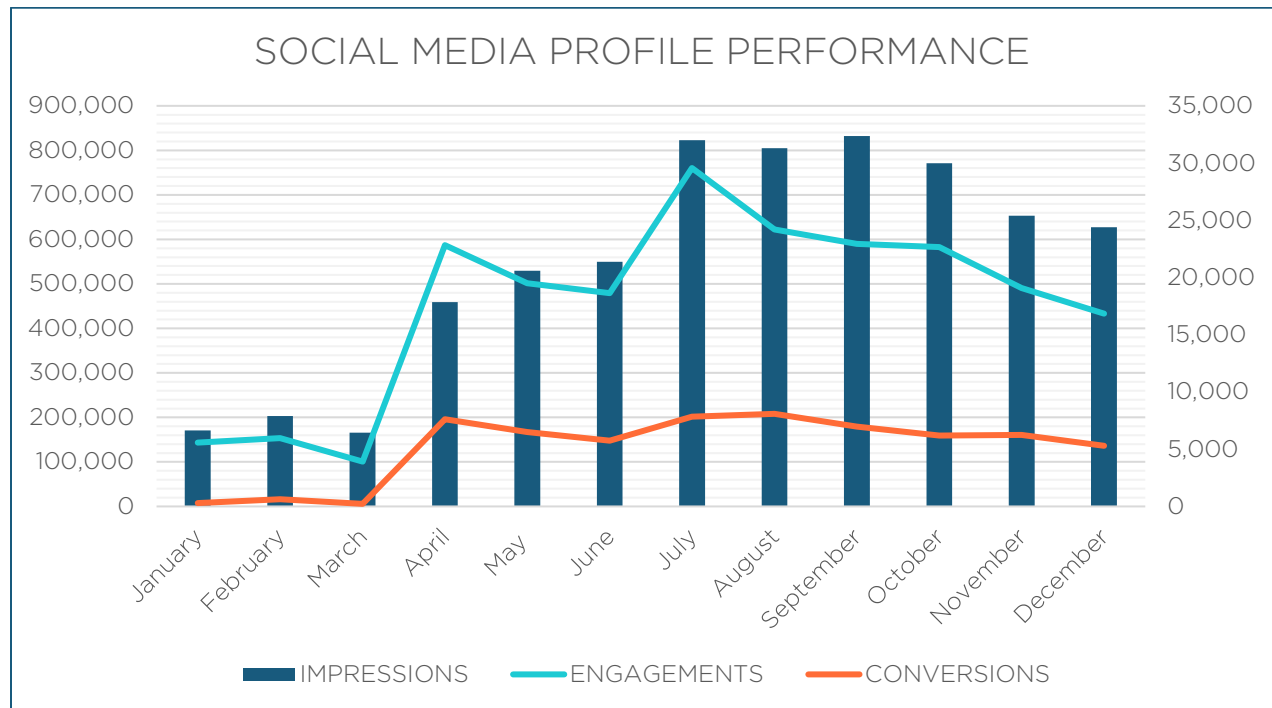
WEBSITE | CONTENT DEVELOPMENT

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

- [Events](#): New Events Added
- [Special Offers](#): New Offers Added, [Stay & Skate Hotel Packages](#)
- [Public Documents](#): Monthly Reports Added
- Giveaways: 12 Days of Christmas
- [Blog Posts](#): Christmas Trees & Holiday Lights
- Partner Pages: [Embassy Suites](#)

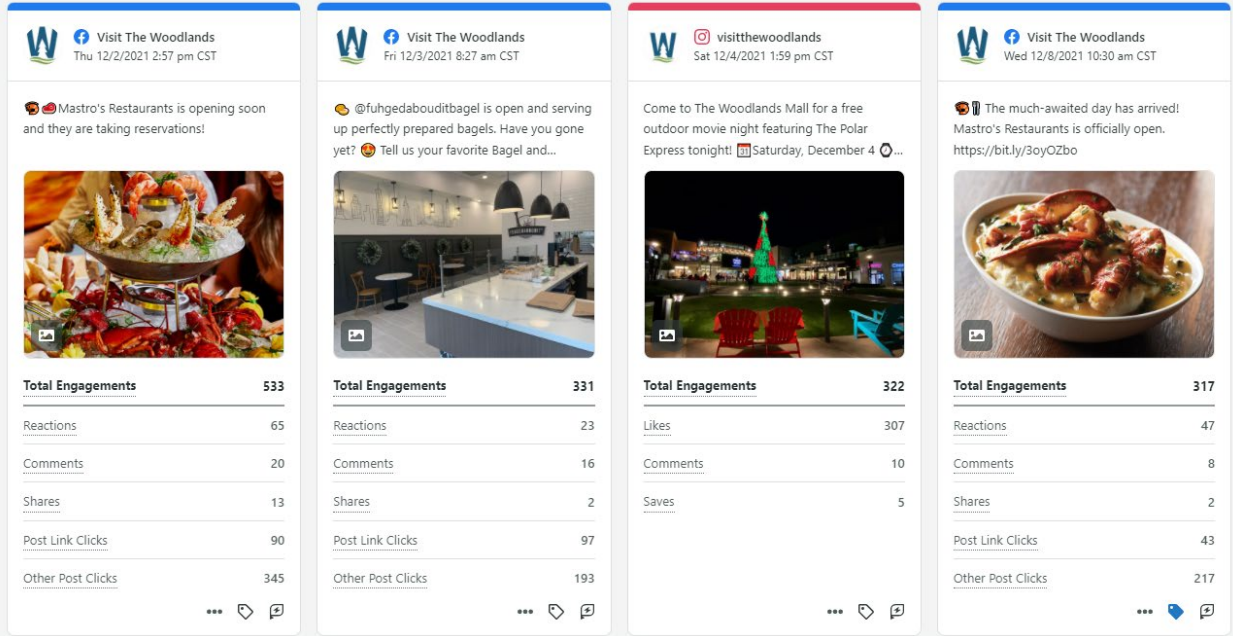
SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 37K followers across social platforms, Visit The Woodlands received a total net audience growth of 468 for the month of December.



SOCIAL MEDIA | TOP PERFORMING POSTS

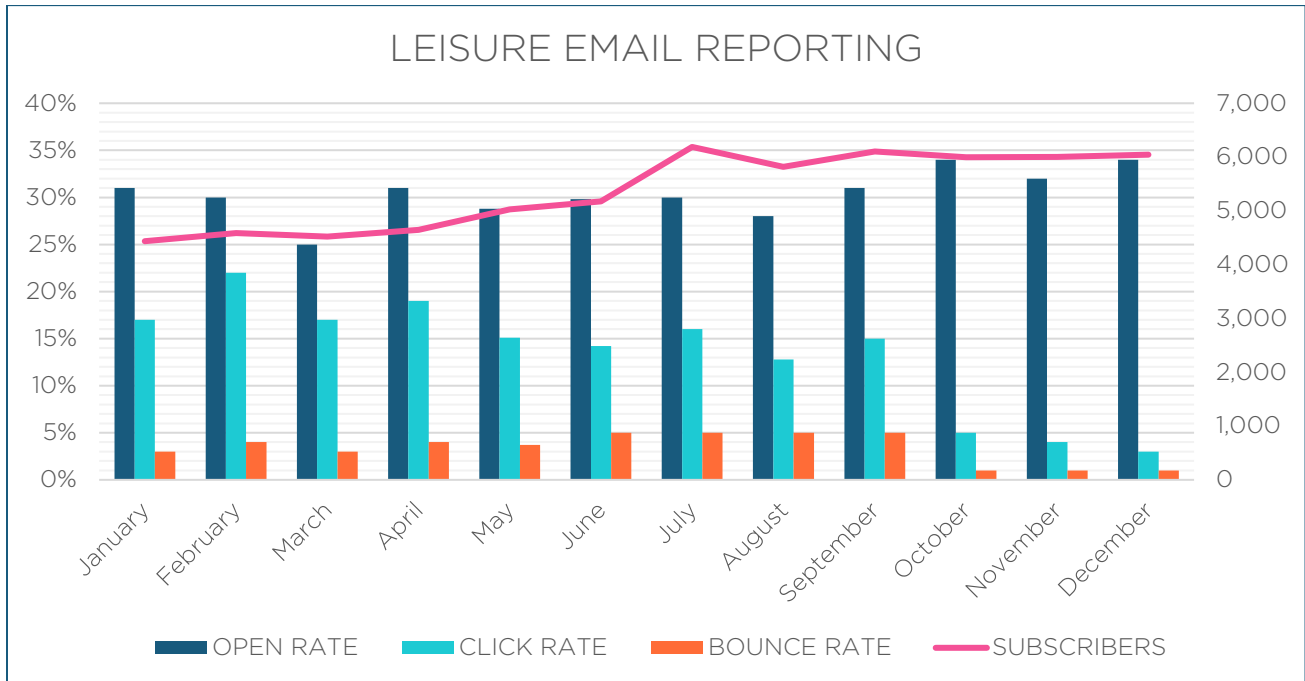
The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for December.



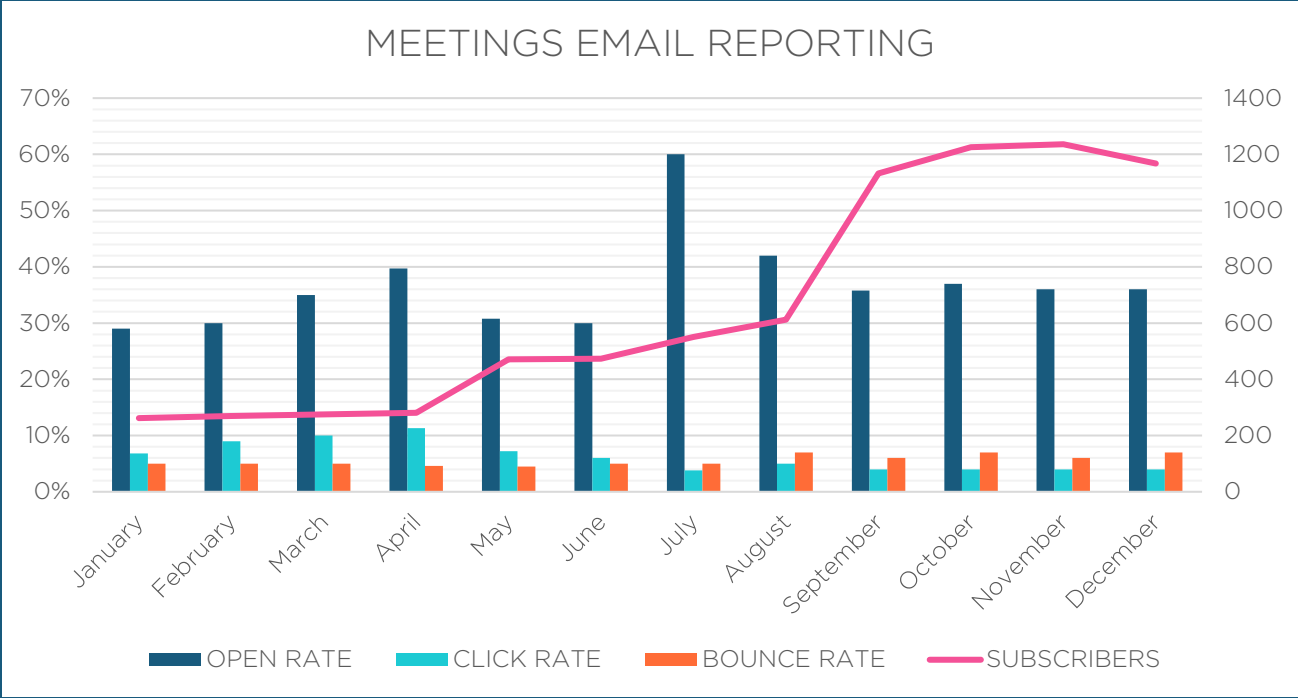
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

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.



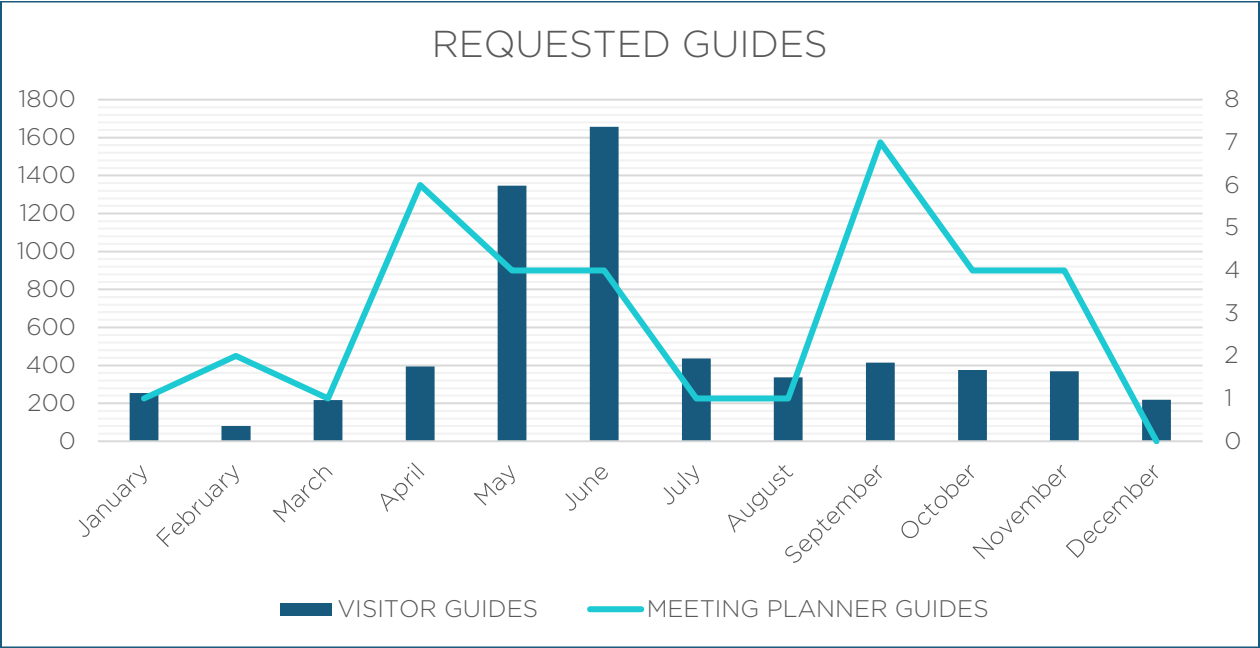
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

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



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

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

- **Flyers:** What a CVB Does
- **Illustrated Window Clings:** At Market Street
- **Coloring Pages:** Swan Origami, Work Seek, Owl Art Bench

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 November.

FAM Trips:

- FAM Trips – Support Mexico Media FAM
- Ongoing – Evaluate 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, Weekly Marketing Team Meetings
- Vendor Meetings: Simpleview, Meltwater, Madden, Epsilon, Silver Rock
- Partners: Holiday Partner Visitors for the Holidays

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Mexico Media FAM: Visit The Woodlands brought 2 very important media agents from Mexico to explore The Woodlands. *Chic Magazine* from Monterrey and *Food and Travel Mexico* from Mexico City were hosted by Visit The Woodlands and partners during 3 days of culinary experiences, outdoor activities and exclusive shopping. Along with their international agency The One Percent Agency, the tourism department worked hard creating an itinerary that explored a varied selection of food and travel but also included models to create content for

the Mexican audience. This will be a great opportunity to get exposure in these exclusive outlets and to showcase what the destination has to offer.

Holiday Pop up: Visit The Woodlands hosted its annual holiday pop up in Market Street on December 10, 2021. Along with a concert in the middle of Market Street, the Visit The Woodlands staff gave out branded cookies and hot chocolate to provide holiday cheer to visitors and residents alike. This is an annual opportunity for the team to be face to face with the community and to inform what the Convention and Visitors Bureau does.

Exploring additional exposure to The Woodlands hotels: Visit The Woodlands is always eager to help their partners grow. Two companies reached out to the Tourism department to share their services and they in turn shared them with all hotel properties. Hopper.com and Travel and Leisure both provide new booking engines for their audiences where people can easily book their vacations and create packages around them. These new platforms are used by younger generations and are growing in popularity.

PARTNERSHIPS & MEETINGS

- Meeting with Parks & Recreation
- Meeting with One Percent Agency

TOURISM SERVICES & LEAD DEVELOPMENT

- Wedding Leads: 1 wedding
- Servicing: Senior Citizen's Tour

VISITOR SERVICES

- Total Kiosk Visitors: 70
- Local Visitors: 9
- TX Zip Codes: 43
- Out of State Visitors: 13 (Florida, Illinois, Washington, etc.)
- Foreign Visitors: 14 (Mexico, Dominican Republic, Guatamala)

VISITOR INQUIRIES BY INTEREST

