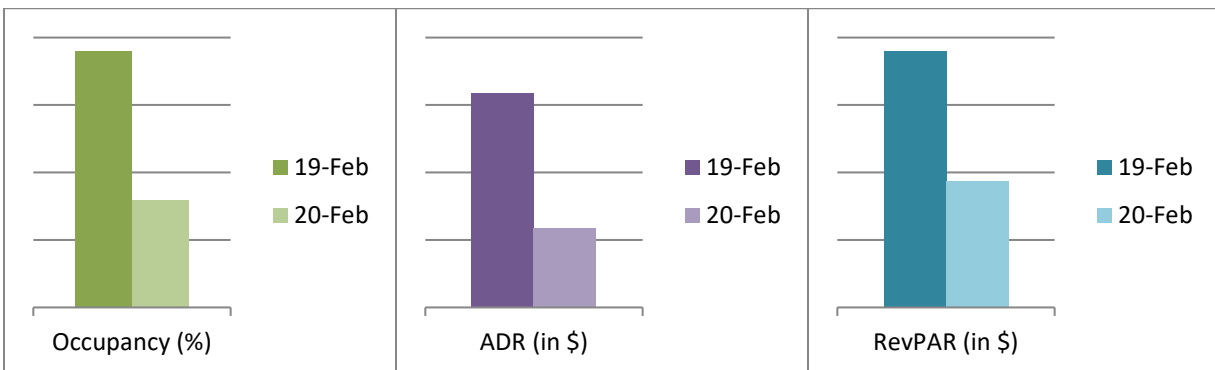


HOTEL OCCUPANCY TAX COLLECTIONS

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		MAR	\$ 789,850	\$ 828,427		
APR	\$ 896,836		APR	\$ 859,519	\$ 880,321		
MAY	\$ 897,839		MAY	\$ 876,653	\$ 879,981		
JUN	\$ 983,164		JUN	\$ 837,722	\$ 919,789		
JUL	\$ 824,776		JUL	\$ 753,306	\$ 776,760		
AUG	\$ 760,655		AUG	\$ 686,927	\$ 736,665		
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	\$ 1,297,608	\$ 1,203,982	YTD	\$ 8,997,682	\$ 9,223,543	\$ 1,203,982	1.2%

2020 COMPARED TO 2019



Down 1.5% in Occupancy

Down 5.2% in ADR

Down 6.7% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

February Overview

Q1 Sales Advisory Committee Kick Off Meeting- In 2019 the Sales Advisory Committee was created to encourage efforts in creating partnerships, local, state and national network building and identifying opportunities for The Woodlands to gain enhanced visibility with meeting and event planners. This group of industry leaders also supports staff's role to offer meeting planning assistance through available incentives, servicing and inclusion in the sales process at hotel properties in The Woodlands. Visit The Woodlands was able to invite additional members to the committee this year to include Kevin Viteri, Jayson Garcia, Kim Lowe, Daniel Villareal, and Nicole Kubitza. The Q1 Sales Advisory Meeting was hosted at the Marriott Waterway and offered an opportunity to discuss strategic initiatives for 2020 with the committee.

Connect Texas Win-Visit The Woodlands has been working to bring Connect Texas to The Woodlands for the 2021 event. This two- and half-day trade show brings in 75+ qualified meeting professionals who specifically book business in Texas along with 75+ industry vendors. Connect is one of the nation's leading tradeshow opportunities that was specifically created to connect destination and hotel suppliers to qualified event professionals. Connect Marketplace and Connect Texas are shows attended by Visit The Woodlands sales staff on an annual basis in an effort to spread the word about The Woodlands as an ideal meetings destination and to capture new and beneficial business. Visit The Woodlands is excited to say that Connect has chosen The Woodlands as the host for the 2021 event!

Show Your Badge Program Revamp-Visit The Woodlands offers many servicing assistance to conventions and groups that are hosting their events in The Woodlands. One of the popular opportunities that we offer is the Show Your Badge program. This program allows attendees of conventions to receive discounts and perks at local restaurants and retail. In 2020, this program has expanded from 12 participants to over 26 and now includes retail as previously it only offered restaurant discounts. Visit The Woodlands is also looking to update the printed collateral that promotes this program in the upcoming months.

February Meetings Blog Topic – Transportation Options for your Attendees

February Meeting Connections

- Fairfield Inn and Suites Grand Reopening Event
- Q1 Advisory Committee Meeting
- Quarterly Adcetera Business Review
- iFly Site Visit and Partner Meeting
- Hilton Garden Inn Partner Meeting

- Visit The Woodlands Board of Directors Meeting
- Economic Outlook Conference Booth Coordination
- Top Golf Partner Meeting
- Marketing Committee Meeting

Convention Services and Development

- 3 Organic leads worked and distributed
- 16 CVENT leads received
- 16 Restaurant Map Packets Distributed
- 381 welcome bags distributed
- 2 Group serviced
- 4 Incentive Fund Requests worth over \$68,000 in Hotel Occupancy Tax

Sales Tradeshows and Travel

- Destinations International Sales and Servicing Summit (February 2-4, 2020)

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Q1 Marketing Committee Meeting: The Marketing Department held its first Marketing Committee Meeting of 2020 on February 27. The largest committee meeting to date, the group discussed upcoming Visit The Woodlands initiatives and opportunities for collaboration with partners, including quarterly social media giveaways and digital asset management.

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. Below is an overview of these efforts.

Media Coverage Value:

- **Total Media Exposure:** 1,290 placements
- **Potential Reach:** 960.66M
- **Ad Value Equivalency:** \$8.89M

Placements:

- **The Courier:** Blogger Closet Sale Returns to Market Street
<https://www.yourconroenews.com/neighborhood/woodlands/news/article/Blogger-Closet-Sale-returns-to-Market-Street-15083649.php>
- **SpaceRef:** NASA R&A Proposal Writing Workshop at LSPC March 15
<http://www.spaceref.com/news/viewstr.html?pid=53320>
- **iHeart Radio Music News:** Santana & Earth, Wind & Fire Announce Joint Summer Tour
<https://majic959.iheart.com/content/2020-02-25-santana-earth-wind-fire-announce-joint-summer-tour-see-the-dates/>

Advertising

The Marketing Department works in conjunction with Adcetera to develop a Media Plan with an emphasis on peak planning times, market research, strategic media buys & trackable campaigns.

- **Media Placement: Meetings**
 - High Impact Display
 - ConventionSouth
 - Texas Meetings+Events
 - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Texas State Travel Guide
 - Texas Highways E-Newsletter
 - TexasHighways.com

- TourTexas.com
- TripAdvisor.com
- Search: PPC targeting leisure travelers

Digital Marketing

The Marketing Department consistently 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**
 - **Published Content: Blog**
 - A Flower Shop in The Woodlands That's Blooming
 - Guide to Gumbo in The Woodlands
 - The Woodlands Waterway Arts Festival
 - Spring Break in The Woodlands: 5 Pools With a View
 - Transportation Options: Getting To & Around The Woodlands
 - Where to Enjoy Live Music Outdoors in The Woodlands
 - **Reporting**
 - 39,317 Page Views
 - 21,008 Users
 - 1.62 Pages/Session
 - 1:00 Average Session Duration
- **Email Marketing**
 - **New Signups**
 - Leisure: 16
 - Meetings: 6
- **Social Media**
 - 592,267 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 3,461 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 919 Website Conversions via Social

Printed Collateral

- **Insider's Guide**
 - New signups: 22
- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 55
 - Visitor Guides Downloaded – 142
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website – 13

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Board Meeting
 - Leadership Montgomery County
 - The Woodlands Township Volunteer Reception
 - Partner Event: Inspire Film Festival

- Partner Event: Economic Outlook Conference
- Partner Meeting: Peli Peli Introduction
- Meeting: Executive Women's Alliance
- Meeting: Thrive Conference Organizers
- Meeting: Woman Percent
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

February Overview

- **Home and Garden Show**– Visit The Woodlands attended the 2020 Home and Garden Show at NRG Stadium along their Around Houston Partners. This show brings thousands of people from the Greater Houston area over a period of 3 days. Several members of this partnership shared a table at the show to share the different opportunities that are close but that people may not know of. This was a great opportunity to showcase stacations and daytrips.
- **Site Tour of Hotels** – Vanessa Warren, Visitor Services Manager for Market Street, is the person supervising the Visitor Kiosk that both Market Street and Visit The Woodlands share. In order to help her train the people working at the kiosk, Visit The Woodlands team members Laura Haces and Ashley Fenner provided a site tour of several properties in The Woodlands so she could learn about some of the amenities offered in the community. The purpose of the site tour was to appropriately train people of the kiosk on hotel properties and the goal is to keep the visitor kiosk as informed as possible.
- **Site Tour Visit Houston** –Visit The Woodlands hosted Esmeralda Estrada from Visit Houston to strengthen a partnership and foment site tours to come to The Woodlands. Esmeralda was taken to several spots that visitors enjoy and the Tourism department provided her with different options to create experiences to the multiple Familiarity Trips they bring to he Houston area each year.
- **Economic Outlook Conference**–Visit The Woodlands attended the Economic Outlook Conference to learn about the changes in the area over the past year and to look at how the economy will affect tourism. This is an annual event in the area in order to learn more about the community and how different businesses mold the economy.

February Meeting Connections

- Around Houston Partner Meeting
- One Percent Agency Meeting
- Hilton Garden Inn Sales meeting and Site tour
- Top Golf Meeting

Convention Services and Development

- 1 Wedding servicing
- Fairfield Renovation Tour
- Woman Percent group welcome