

MONTHLY REPORT
FEBRUARY 2021

VISIT
THE WOODLANDS
— T E X A S —

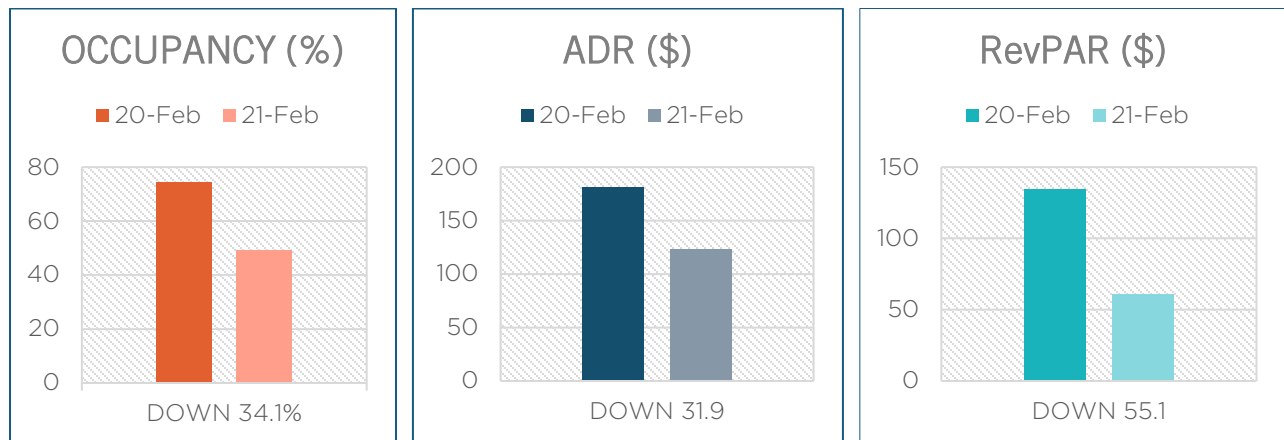
HOTEL OCCUPANCY TAX COLLECTIONS

3 Year Data & Year-Over-Year % Change

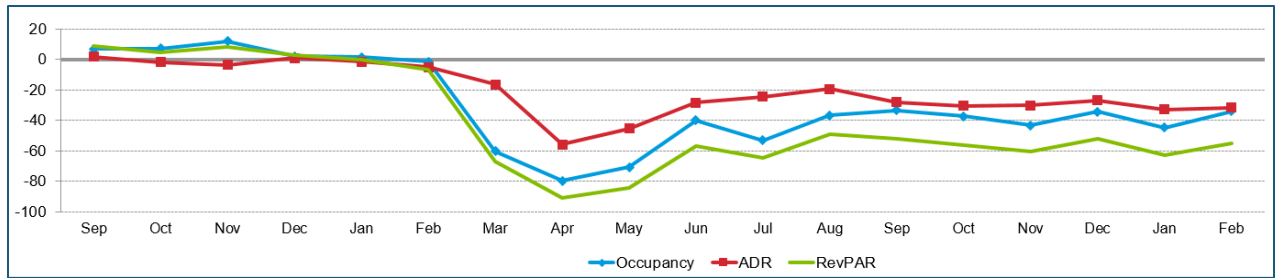
	2019 ACTUAL	2020 ACTUAL	2021 BUDGET	2021 ACTUAL	% CHANGE
JAN	\$ 516,266	\$ 538,527	\$ 343,017	\$ 242,717	-54.9%
FEB	\$ 673,641	\$ 665,455	\$ 435,548	\$ 225,805	-66.1%
MAR	\$ 828,427	\$ 802,181	\$ 519,189		
APR	\$ 880,321	\$ 306,002	\$ 538,102		
MAY	\$ 879,981	\$ 36,751	\$ 543,703		
JUN	\$ 919,789	\$ 76,026	\$ 589,898		
JUL	\$ 776,760	\$ 204,550	\$ 494,866		
AUG	\$ 736,665	\$ 228,590	\$ 461,393		
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	\$ 778,565	\$ 468,522	-61.1%

STR DATA | YEAR-OVER-YEAR

Occupancy, ADR and RevPAR continue to be down year-over-year as a result of COVID-19. Both leisure travelers and meeting planners remain hesitant to travel, but numbers are slowly returning to pre-pandemic levels.



STR DATA | MONTH-OVER-MONTH



MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

MONTHLY OVERVIEW

Certified Tourism Ambassador Class: Visit The Woodlands staff participated in a half day certification class to earn the CTA designation. This designation has 17,000 current CTA's and over 50,000 certified since it's inception and the program objective is "To increase regional tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience." This class offered great insight into the basic foundations of the tourism and hospitality industry.

Partnership Meetings: With many changes in partner contacts and industry professionals in 2020, Sales staff is working hard to develop and strengthen new partnerships with hotels, restaurants, venues, and regional industry partners. The Sales team is working to ensure at least 1-2 partner meetings per week to stay up to date on area developments and to keep strong bonds with our vital partners. See below meeting connections list for the February partner meetings.

February Sales Advisory Meeting: The monthly Sales Advisory Meeting offers an opportunity for The Woodlands hospitality Sales leaders to come together and discuss upcoming events, trends, opportunities, and wins. In February, the sales team discussed Connect Texas 2023 as a host destination opportunity, an upcoming HelmsBriscoe Hotel Crawl FAM event for buy in from key partners, and other initiatives coming up for the sales team.

February 2021 Winter Storm Hotel Assistance: During the 2021 Winter Storm, The Woodlands saw much impact on the 14 hotel properties. Visit The Woodlands sprang into action to help our hotel partners, restaurant partners, community members and more. As the storm began to affect power in the region, the team began calling each individual property 3 times a day to touch base with partners and stay up to date on if the hotel had power available, and if so if they had hotel availability. The marketing team created a webpage with resources, including information on available hotels and open restaurants throughout the week. During this time, Visit The Woodlands was able to offer resources and information to partners that were working around the clock and allowed us to be a resource for the community who were looking for hotel availability and restaurants/retail options.

MEETING CONNECTIONS

- Marketing and Sales Brainstorming Meeting
- Fountains at Waterway Square Brainstorming Meeting
- Leadership Montgomery County Workday and Public Safety Day
- Residence Inn Lakefront and Courtyard Lakefront Partnership lunch
- Monthly Simpleview Training Call
- Trolley Route Discovery and Tourism script review
- Visit Conroe Groups Sales Partnership Meeting
- Certified Tourism Ambassador Training Class
- Marriott Waterway Partner lunch
- TACVB Sales Blitz Committee Call
- Sendsites Simpleview Demo
- Galveston CVB Partnership call
- Copa Partnership Call

CONVENTION SERVICES AND DEVELOPMENT

- 1 Organic lead worked and distributed
- 4 CVENT leads received and distributed
- 55 CRM Traces

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING

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

Placements: Upcoming advertising placements, which were fulfilled in February

Leisure:

- Modern Luxury Magazine Dallas & Houston – ad + advertorial (Mar)
- Texas Events Calendar (Summer)
- Tour Texas – eNews (Mar), Homepage Banner (Mar)

Meetings:

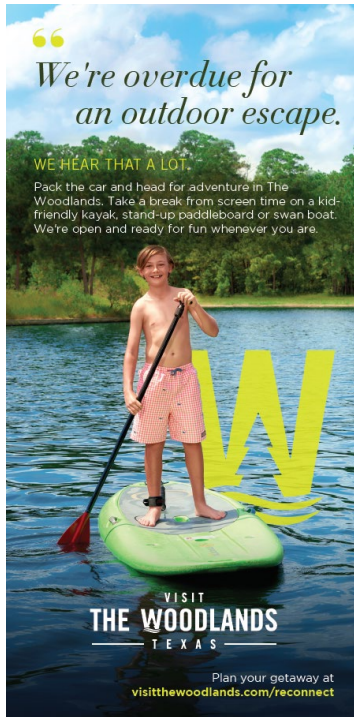
- Convention South – ad + advertorial (Mar)

Opportunities Reviewed: Texas Town & City, Smart Meetings

Leads Collected: Leads that were collected through advertising placements

- Tour Texas – 90
- Texas Monthly – 5
- Texas State Travel Guide – 3

Examples: Below are examples of ad placements currently in market.



Texas State Travel Guide, Leisure Meet Texas: TACVB Meeting Guide, Meetings

WEBSITE

The Marketing Department produces content to support Visit The Woodlands initiatives. Ongoing maintenance for the website includes updating listings, special offers, events & more.

Content Development, Dedicated Pages:

- Winter Storm Uri: Hotel Availability & Restaurant Openings
- Waterway Square
- Spring Break Offers
- Sweet Paris Social Giveaway
- Meetings: Virtual Hotel Tours – Marriott, Westin, Resort & Hyatt added
- Public Documents: Monthly & Quarterly Reports added

Content Development, Blog Posts: <https://www.visitthewoodlands.com/blog>

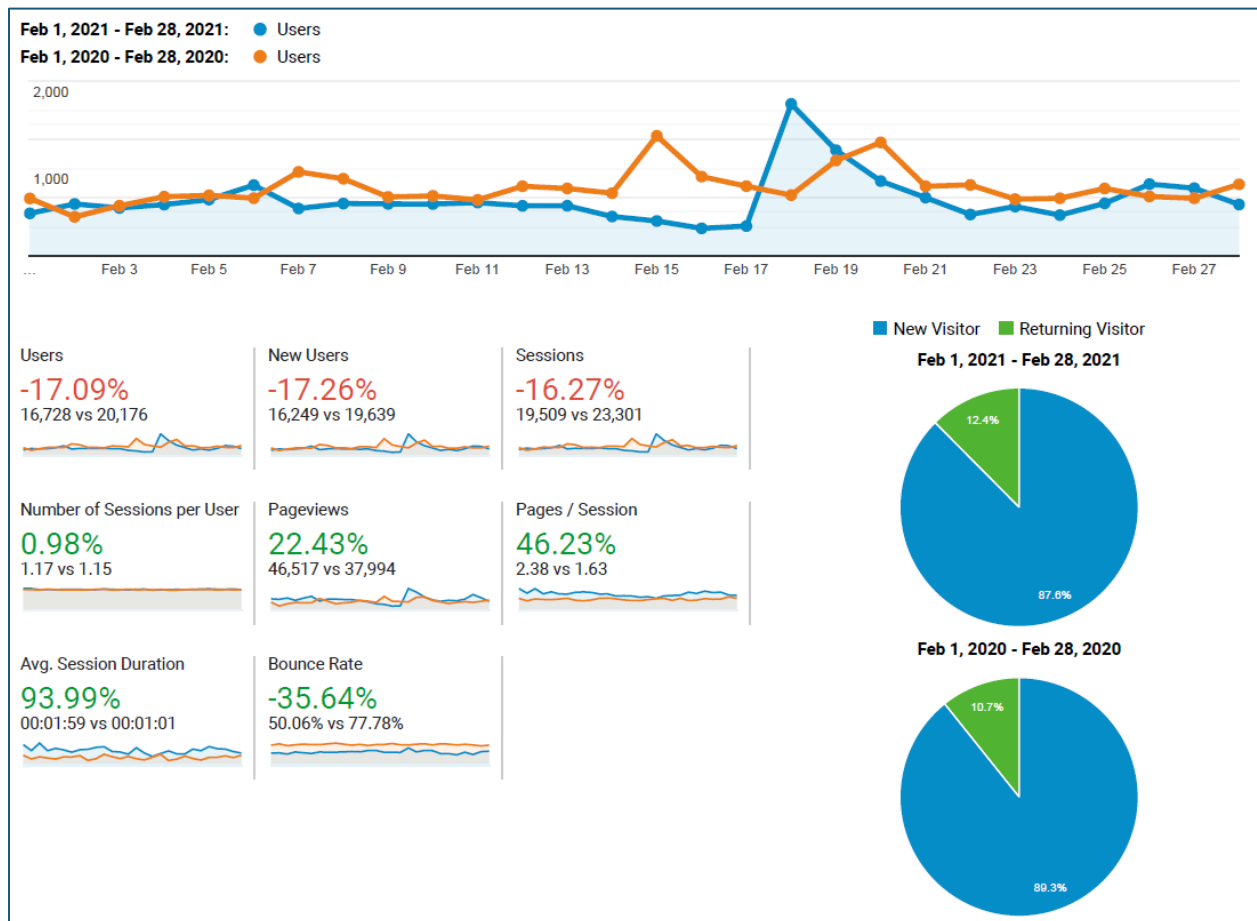
- Fun Facts About the Fountains at Waterway Square
- 6 Tips to Help Manage a Potential Crisis at Your Event
- Art at The Cynthia Woods Mitchell Pavilion

WEBSITE TRAFFIC | YEAR-OVER-YEAR COMPARISON

Total number of users & sessions were down for the month of February, compared to the same time last year. Total pageviews were up 22.43% and pages per session were up 46.23%, while average session duration was up 93.99% compared to last year. Organic search continues to be a top referral source for the website at 57.8% with direct following at 22.8%.

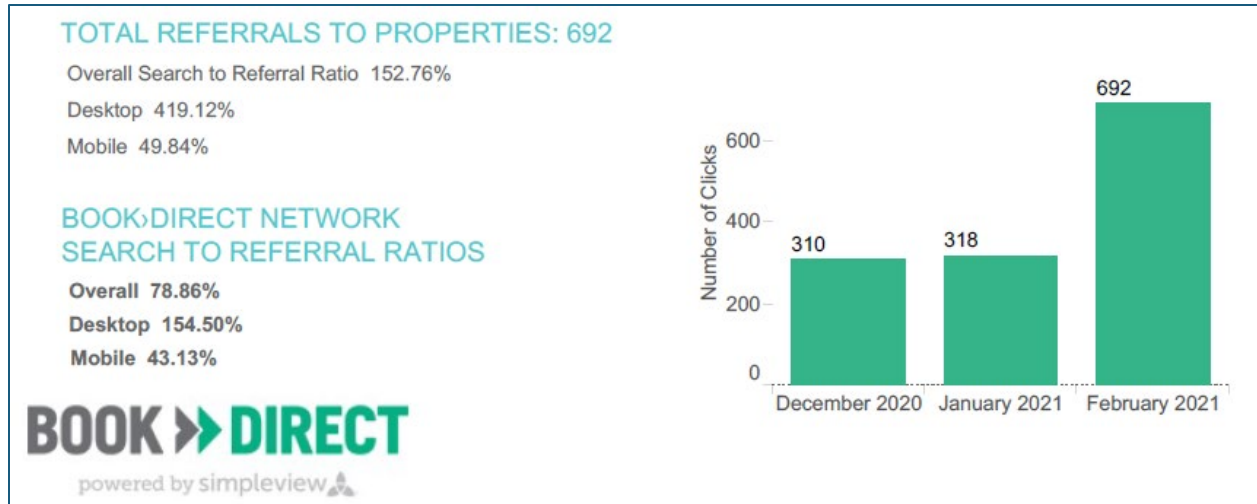
Winter Storm Uri Impact on Website Traffic:

As seen in the daily graph below, website traffic peaked on February 18. This is attributed to Winter Storm Uri when both visitors and locals were searching for hotel availability and open restaurants. The Winter Storm Uri information page was the third most visited page on the website in February, attributing to more than 4% of the total monthly website traffic in just a one-week time frame with 2,807 pageviews.



HOTEL BOOKING REFERRALS | MONTH-OVER-MONTH COMPARISON

In February, the website had 692 referrals to hotel properties in The Woodlands, up 117% from January. This spike in referrals was attributed to Winter Storm Uri with top referral cities being The Woodlands, Conroe and Houston, attributing for more than 38% of hotel booking referrals in February.



SOCIAL MEDIA

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Top outlets include Facebook, Instagram & LinkedIn with IG Reels driving the most social engagement.

Facebook Live: [View Facebook Live](#) (nearly 18K followers)

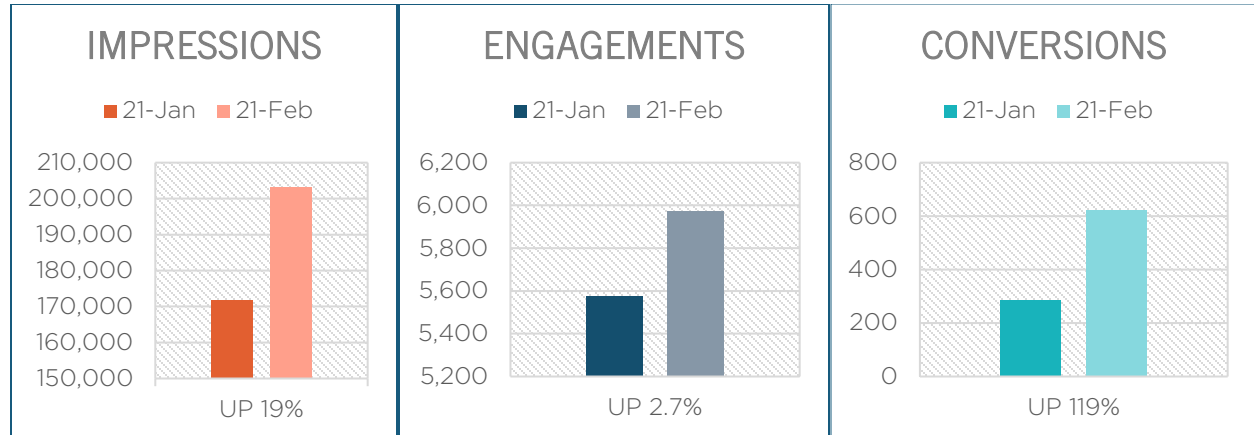
Instagram Guides & Reels: [View Guides](#) and [View Reels](#)

- Waterway Square Happy Hour
- Pizza in The Woodlands
- Public Art - You are LOVED
- Winter Storm Uri - Open Restaurants
- The Woodlands Marathon

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

SOCIAL MEDIA | MONTH-OVER-MONTH COMPARISON

Visit The Woodlands received a total net audience growth of 450 across social outlets for the month of February, up 46.1% from January. This is attributed to Winter Storm Uri with the largest audience growth as well as incoming and outgoing messages occurring between February 17-19 when people were searching for hotel availability and open restaurants.



EMAIL MARKETING

Each month, the Marketing Department sends targeted email campaigns to travelers and meeting planners that have opted to receive our information.

Leisure Email Campaign, Celebrate Spring with a Yaycation: Visit The Woodlands developed a leisure campaign to promote Spring Break travel. This drove traffic to the Spring Break Offers page on the website which included hotel packages, restaurant specials & more. Additional topics included: **Fountains at Waterway Square, Sweet Paris Social Giveaway & Kid-Friendly Restaurants.** Offers continue to be the highest driver of conversions with the Sweet Paris Social Giveaway driving 101 clicks and Spring Break Offers driving 84 clicks to the website.

Email Marketing Reporting:

- Open Rate: 30% (compared to the industry standard of 16%)
- Click Rate: 21% (compared to the industry standard of 0.9%)

New Signups:

- Leisure: 4
- Meetings: 0

MARKETING COLLATERAL

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.

Visitors Guide Requests:

- Printed – 96
- Digital – 5

Meeting Planner Guide Requests:

- Digital – 2

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.

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

- Support the Arts and Dine in Style at The Pavilion Annual Wine Dinner & Auction
- The 2021 Woodlands Waterway Arts Festival Comes to Life April 10 & 11
- Market Street Offers Valentine's Day Weekend Activities

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 & Conferences:

- Visit The Woodlands Sales & Marketing Planning Meeting
- Visit The Woodlands / Community Relations Meeting: Fountains at Waterway Square
- Next Generation Leadership (Mentor Program)
- Media Proposals & Review: Orange 142, Madden Media
- Vendor Meetings: Simpleview, Meltwater
- Partner Meeting: Kendra Scott
- Simpleview Summit All Access: Keynote Panel

TOURISM

Elizabeth Eddins, Executive Director
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Trolley Tourism Guide: Visit The Woodlands' tourism department partnered with The Woodlands Township Transportation department to improve the visitor experience for Town Center Trolley passengers. As a free mean of transportation, the Town Center Trolley is very popular both for visitors and residents. Visit The Woodlands created a brief script for each stop of the trolley to provide information on where passengers are and what they can do there. There is also the idea of providing information to link to the Visit The Woodlands website to obtain more information if necessary. This will encourage passengers of the trolley to explore the stops.

Getting ready to bring back events: Visit The Woodlands works closely with The Woodlands' biggest events annually to help them drive visitors to The Woodlands. The Tourism department met with the president of The Woodlands Art Council to discuss The Woodlands Waterway Art Festival, an event that brings thousands of people to the area including international artists and visitors. As The COVID-19 pandemic persists, the conversation centered on safety measures, ways Visit The Woodlands can assist and safety changes on hotels and restaurants.

Around Houston Meeting: Visit The Woodlands attended an Around Houston meeting to discuss a new member and different opportunities to collaborate together. Visit Houston as the leader of this destination group, provided an update on COVID-19 and encouraged each surrounding destination to do the same.

MEETING CONNECTIONS

- Webinars from Travel Texas, Connect Tour, etc.
- Attended Around Houston Meeting.
- Meeting with The Woodlands Art Council
- Meeting with Visit Houston

TOURISM SERVICES AND DEVELOPMENT

- Assisted 1 wedding inquiry

VISITOR SERVICES

- Total Kiosk Visitors: 515
- TX Zip Codes: 57
- Out of State Visitors: 14
- Foreign Visitors: 7

THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

TXMPA Film Friday: Staff attended the Texas Motion Picture Alliance “Film Friday” webinar. These webinars are designed to give information on important industry subjects and legislative updates.

The Woodlands Film Commission: The commission continues to take traction as part of the Township website. This will allow residents and interested filmmakers to expand their knowledge on the film commission and The Woodlands as a whole. Visit the page [here](#).

FILM COMMISSION SERVICES AND DEVELOPMENT

- 2 applications received
 - Stage 29 Productions for Dr. Phil Network
 - Daily Profit Publishing for “\$5 dollar Club” video series
- 1 inquiry - The Woodlands resident (personal project)
- 2 locations request
 - For Front Pocket Productions: parking lot, closed circuit and apartment complex
 - Shared lead from Houston’s Film Commission: 4 acre with river and woods