

MONTHLY REPORT
FEBRUARY 2022

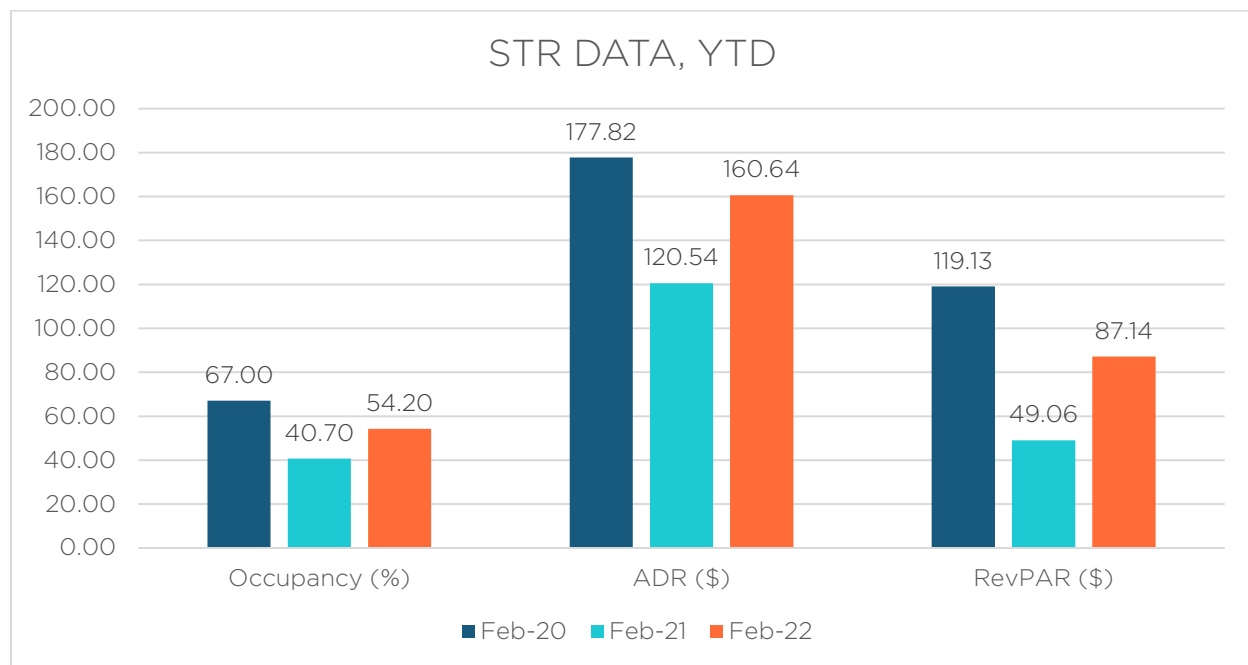
VISIT
THE WOODLANDS
— T E X A S —

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		
APR	\$306,002	\$527,633	\$642,627		
MAY	\$36,751	\$497,469	\$584,004		
JUN	\$76,026	\$569,445	\$652,373		
JUL	\$204,550	\$609,472	\$628,582		
AUG	\$228,590	\$747,436	\$761,116		
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	\$ 1,203,982	\$ 468,522	\$ 1,005,706	\$ 993,131	112.0%

STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year. The Woodlands is seeing a rise in leisure, meetings and business travel.

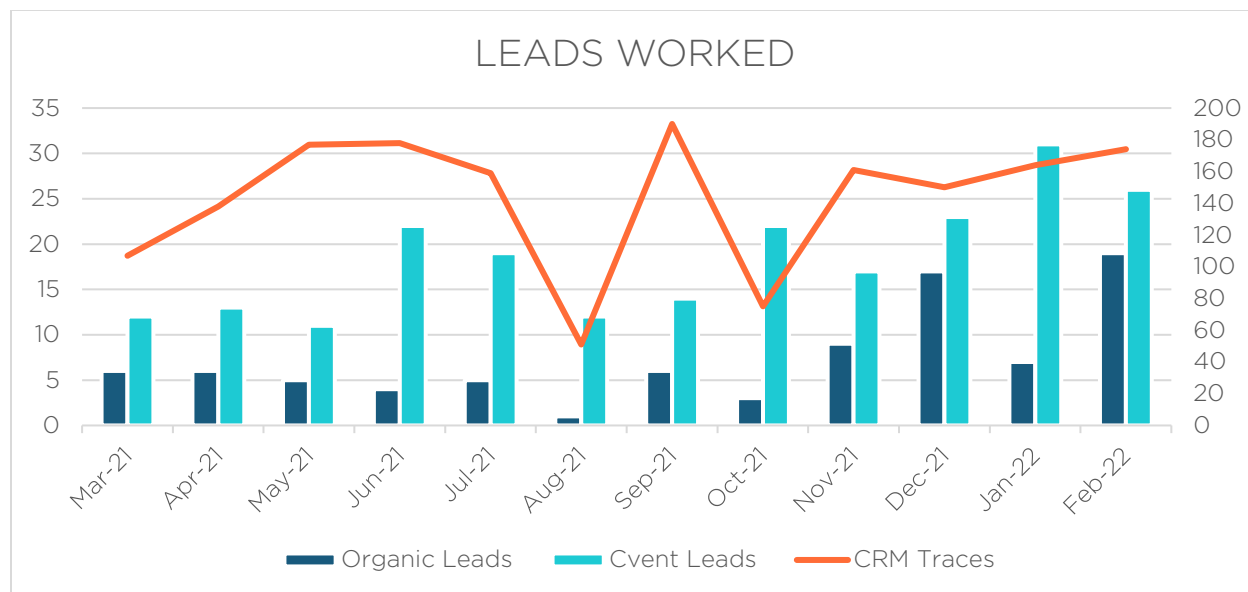


MEETING SALES

Josie Lewis, Director of Sales
Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In February, the Sales Department saw a significant increase in leads being sourced, both organically and through our partnership with CVENT. Visit The Woodlands continues to see high lead volume.



BOOKED BUSINESS

In February, the sales team booked 4 pieces of business representing 614 attendees and 966 contracted rooms. In addition, the economic impact for these groups represents over \$516,270.71 dollars to the local economy. For more insight on lead development in February, please review the graph on the previous page.

TRADESHOWS & SALES MISSIONS

MPI Houston February Luncheon: Meeting Professionals International has a Houston Chapter that Visit The Woodlands often participates in to showcase the destination. In February, Josie Lewis represented Visit The Woodlands at the monthly luncheon in Downtown Houston. This is a great opportunity to build connections with local planners, industry partners, and vendors.

Texas Tourism Alliance Unity Conference and Unity Dinner: Josie Lewis had the opportunity to moderate an educational session for the Texas Tourism Alliance Unity Conference. This session was titled Meeting Planning Outlook for 2022 and brought in 3 Houston area Meeting Professionals to speak about the Meeting Planning world, group business recovery, how CVB's can be good partners to Meeting Professionals and so much more. Josie was responsible for

inviting the speakers, developing the questions, coordinating details, and creating speaker gifts for the planners.



SERVICING

In February, Ashley Fenner added 3 new partners to the Show Your Badge Program that is available for group attendees. In addition, Ashley offered 7 February groups servicing, and sent out 9 Meeting Planner Guide requests.

SALES PROJECTS & INITIATIVES

Embassy Video Shoot: Visit The Woodlands sales staff worked closely with The Embassy Suites at Hughes Landing to develop a virtual site tour video for the property. This video will be utilized in the selling process. The Sales team developed the script, coordinated the videographers, kept the hotel property up to date on the process and much more. In addition to helping in the selling process, this video footage will be used for future videography development.



Incentive Fund Training Meetings: With a transition of local hotel sales team staff through the last year, Visit The Woodlands set up a zoom call to discuss the services available to partners that are selling the destination. This Zoom call went through our sales process, the servicing that we offer to groups, how to utilize our Incentive Fund Program, and a quick overview of what information and resources are available on the Visit The Woodlands website. Sales staff is planning to incorporate a new partner engagement process in 2022 to keep The Woodlands hotels up to date on what our office offers.

PARTNERSHIPS & MEETINGS

- Weekly Sales Team Meetings
- Cvent Simpleview integration Set Up Call
- Quarterly Township Leadership Meeting
- Admin Awards Meeting
- Lunar Planetary Science Conference Meeting
- USA Triathlon Endurance Exchange Conference RFP Zoom
- Sports ETA Discussion
- TACVB Winter Conference
- Destination Texas Destination Host Call
- Weekly Staff Meetings
- Weekly Sales Team Meetings
- Madden Media Dinner
- Visit The Woodlands Board of Directors Meeting
- MPI Houston CAP'D Luncheon Planning Call
- The Woodlands Township Board of Directors Meeting
- Embassy Suites Virtual Site Tour Video Production
- LMC Networking breakfast
- Texas Tourism Alliance Unity Conference and Dinner
- February MPI CAP'D Luncheon
- The Woodlands Hotels Incentive Fund Process Education Session
- Valvoline Site Tour
- Salvation Army Site Tour
- Lunar Planetary Science Conference Leadership Call
- Event Connect Call

MARKETING

Ashley White, Marketing Director

Amber George, Communication 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 Q1 placements is below.

Leisure:

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

Meetings:

- *Convention South* – print
- *The Meeting Professional Magazine* – print & digital
- *Association Leadership Magazine* – print & digital
- *Smart Meetings* – print & digital
- *Texas Meetings + Events* – print & digital
- MPI, Texas Hill Country & Houston Area Chapters – digital
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Tour Texas

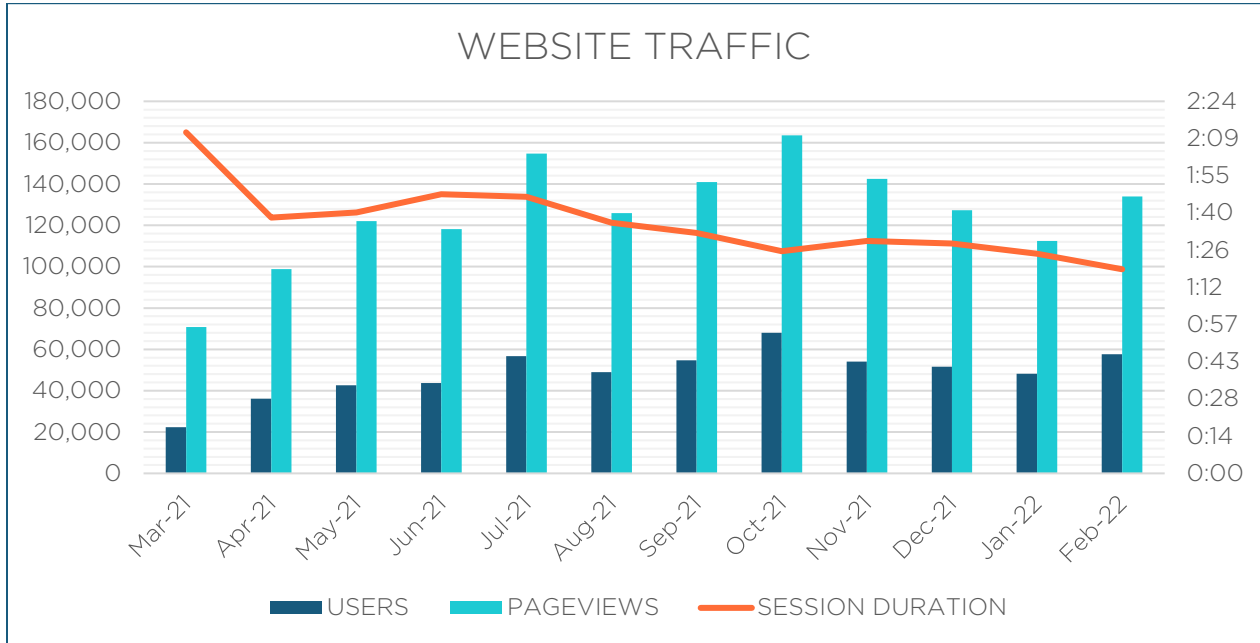


Meetings – Texas Meetings + Events



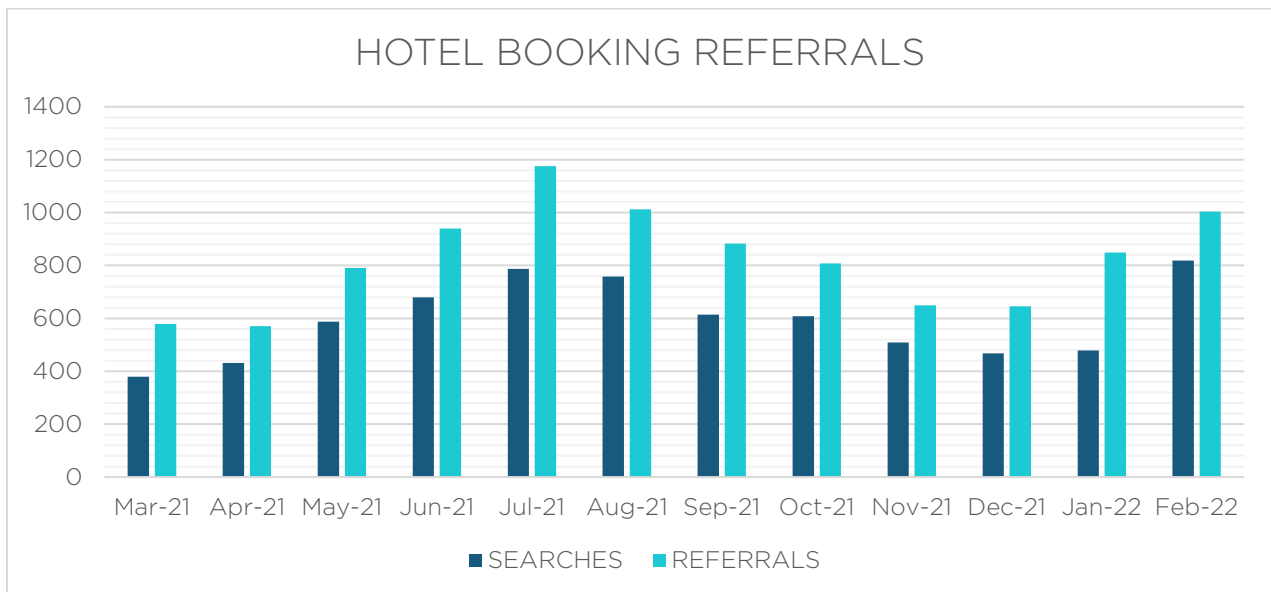
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands website traffic showed an increase in February. Year-over-year, total number of users was up 245%, sessions up 256%, pageviews up 188% and average session duration down 21%.



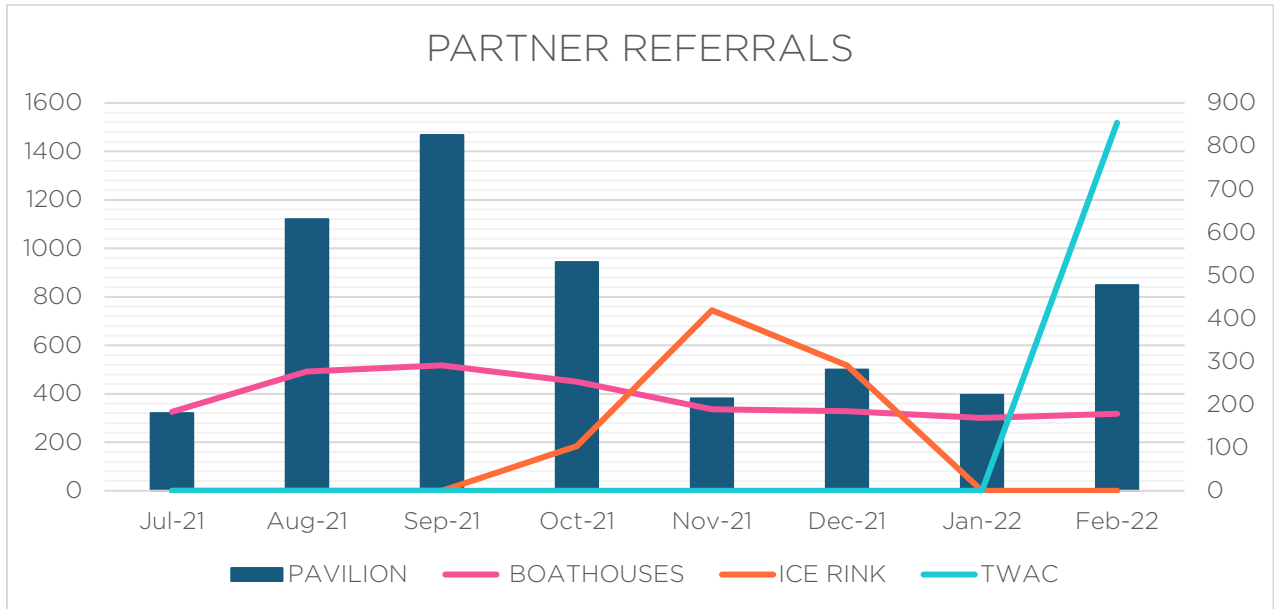
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In February, the website had 1,004 referrals to hotel properties in The Woodlands, up 18% from the previous month. Top referral U.S. states continue to be Texas at 67%, followed by California at 6%. 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

In February, Visit The Woodlands sent 848 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 179 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also sent 854 referrals to The Woodlands Arts Council website for visitors to purchase tickets to The Woodlands Waterway Arts Festival.



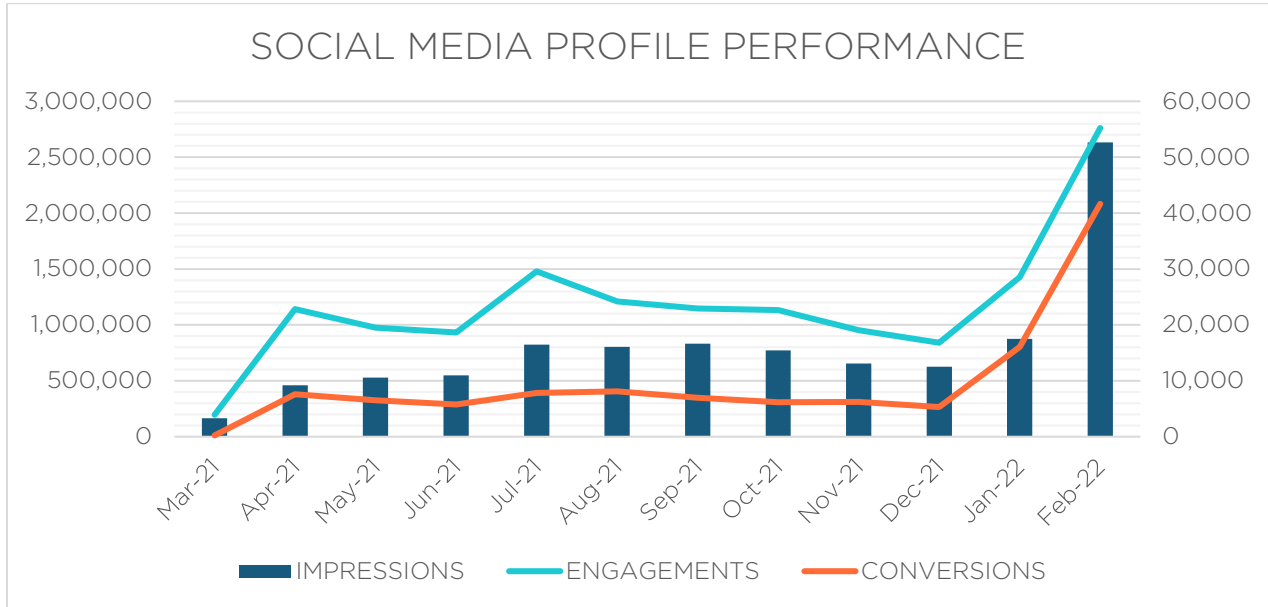
WEBSITE | CONTENT DEVELOPMENT

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.

- [Events](#): The Woodlands Waterway Arts Festival, Glade Seductions Exhibit
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Voluntourism Meetings Blog, Back Table
- Other: Rode Express Shuttle

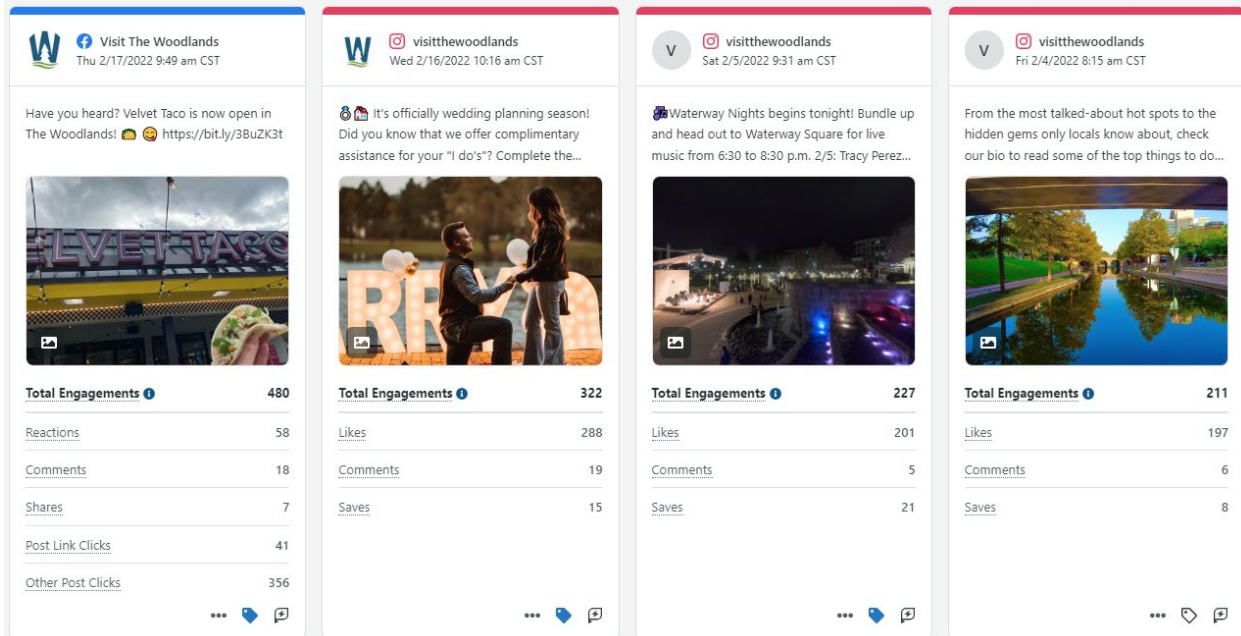
SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 38K followers across social platforms, Visit The Woodlands received a total net audience growth of 896 for the month of February.



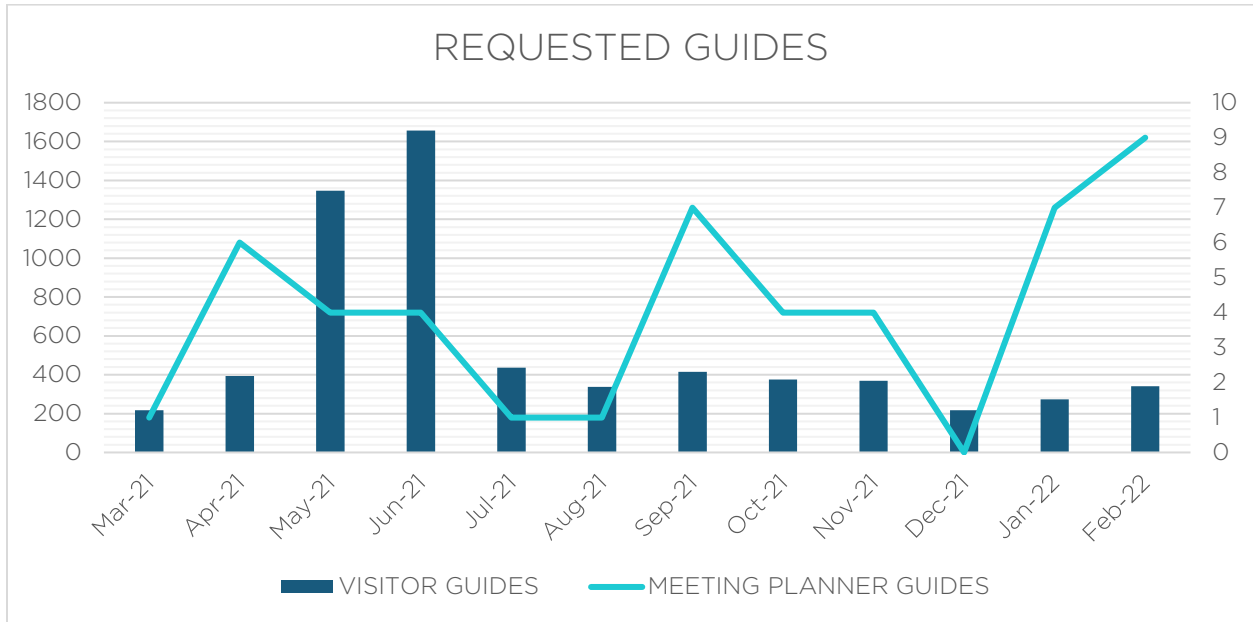
SOCIAL MEDIA | TOP PERFORMING POSTS

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



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.



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. Below is an overview of recent efforts.

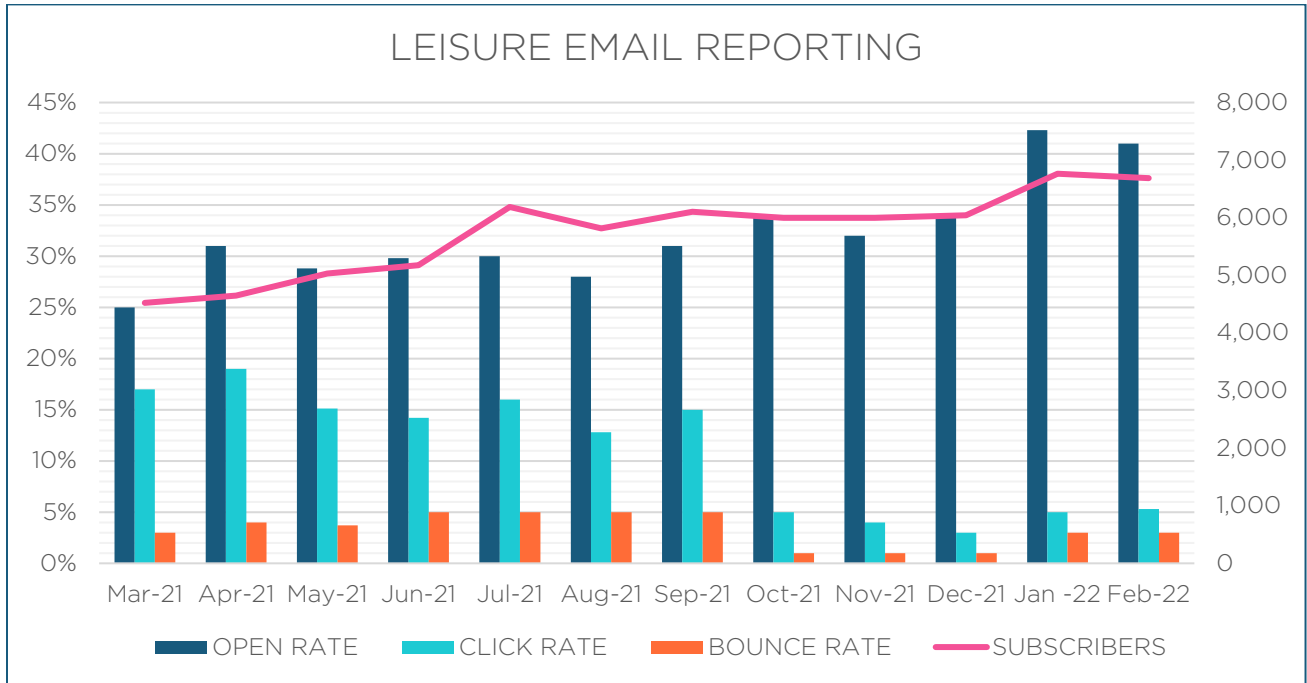
KPRC February Field Trip Segment: Visit The Woodlands provided media assistance & an interview for KPRC Ch. 2, Houston’s NBC station for its weekly series “Field Trip”. [View the story online here.](#)



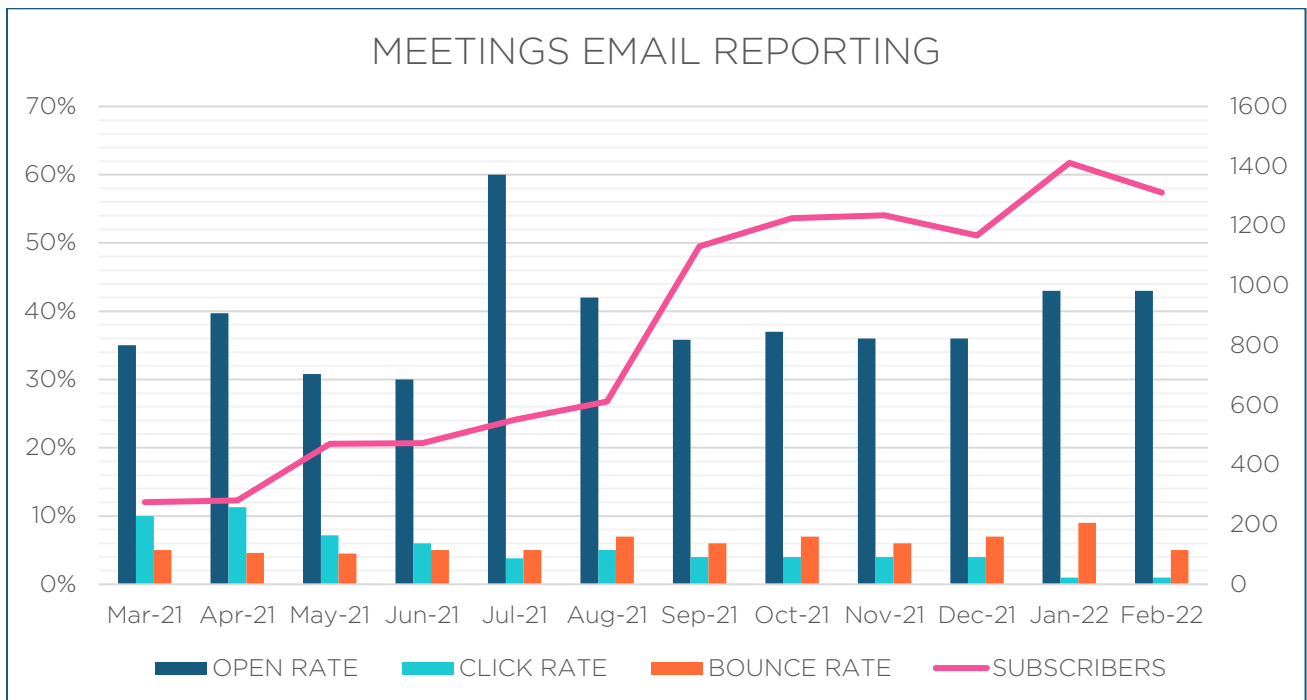
Press Releases: <https://www.visitthewoodlands.com/media/news-releases/>

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%

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

THE WOODLANDS FILM COMMISSION

Visit The Woodlands oversees The Woodlands Film Commission. This involves reviewing applications, providing film permits and sourcing film friendly locations in The Woodlands.

Inquiries: I Could Do That – Oikos

AWARDS & ACCOLADES

Executive Director, Elizabeth Eddins, was appointed to the Texas Travel Alliance Board of Directors. TTA is the leading travel and tourism advocacy association in the State of Texas. Ms. Eddins also serves as Chair of the 2022 Unity Dinner and Conference to be held on February 23, 2022 in Houston, TX.

Director of Sales, Josie Lewis, has been appointed to the Meeting Planner International (MPI) Houston Chapter, Board of Directors. Mrs. Lewis is a frequent speaker and panelist at industry conferences and meetings. She will moderate a panel of distinguished meeting planner experts at the TTA Unity Conference in Houston.

