

MONTHLY REPORT
JANUARY 2021

VISIT
THE WOODLANDS
— T E X A S —

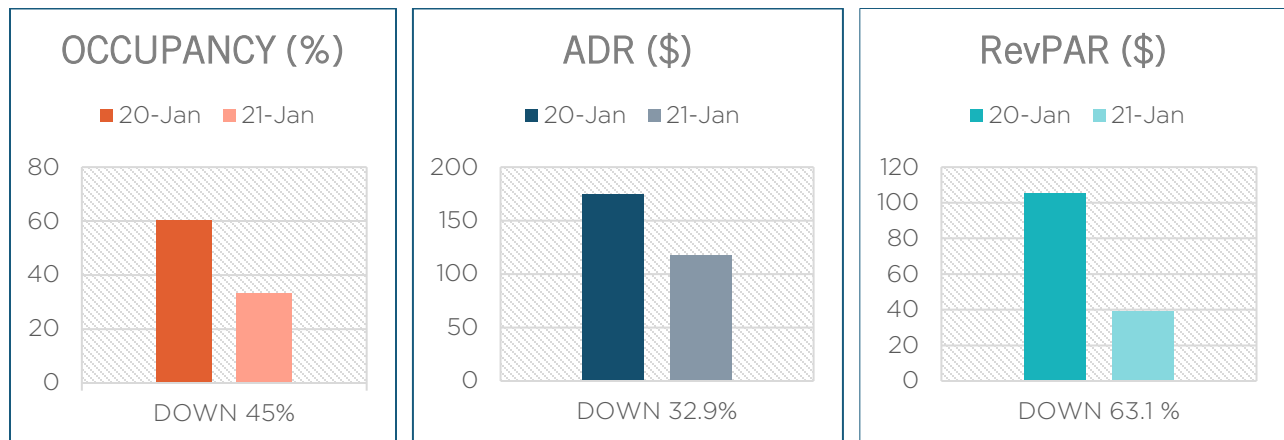
HOTEL OCCUPANCY TAX COLLECTIONS

3 Year Data & Year-Over-Year % Change

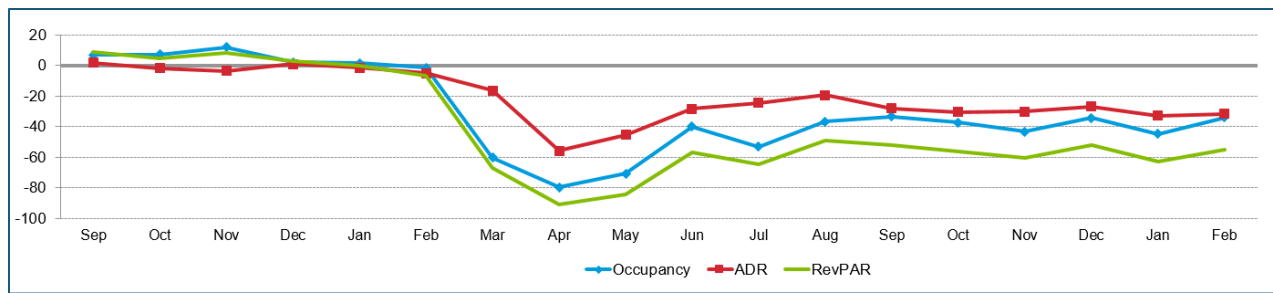
	2019 ACTUAL	2020 ACTUAL	2021 BUDGET	2021 ACTUAL	% CHANGE
JAN	\$ 516,266	\$ 538,527	\$ 343,017	\$ 242,717	-54.9%
FEB	\$ 673,641	\$ 665,455	\$ 435,548		
MAR	\$ 828,427	\$ 802,181	\$ 519,189		
APR	\$ 880,321	\$ 306,002	\$ 538,102		
MAY	\$ 879,981	\$ 36,751	\$ 543,703		
JUN	\$ 919,789	\$ 76,026	\$ 589,898		
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	\$ 343,017	\$ 242,717	-54.9%

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

2021 Sales Overview Plan: With Covid-19 still a very active influence in the Meetings and Conventions industry, Visit The Woodlands sales team has planned out a sales strategy to increase group leads and hotel room night utilization in The Woodlands. By adjusting to more regional and state groups for the remainder of 2021 and adjusting tradeshow participation lists to reflect this while still allowing room to gather traditional leads for future years. In addition to the tradeshow plan, the Sales Team is planning to resume traditional FAM events this summer. These events will invite local and national planners that have business that fits in The Woodlands. Additionally, the sales team is planning regional and Texas based Sales blitz to increase one-on-one time with meeting planners as they begin to plan out their programs for later this year and beyond. Finally, the sales team is working to secure local planner organization events to be hosted in The Woodlands to promote more exposure to The Woodlands hotel properties.

2021 Servicing Overview Plan: Servicing goes hand in hand with sales efforts for Visit The Woodlands. If the clients and attendees have an incredible in destination experience, they will want to re-book future events in The Woodlands. Ashley Fenner, who handles all servicing for Visit The Woodlands, has gone above and beyond to ensure the servicing process is flawless so that she can anticipate planner needs and ensure each group gets the attention to detail they need and deserve. With new processes, resources, and partners, Ashley is developing a well-rounded servicing program and internal processes to ensure The Woodlands over delivers to the planners working in The Woodlands hotels. Ashley has been working on developing new collateral such as a Know Before You Go sheet, CRM traces and updates for each step of the servicing process, locally sourced amenities and welcome items, and new partner additions to the Show Your Badge Program. In addition, Ashley is working closely with the marketing department to ensure she can offer marketing assistance and resources for the groups being serviced.

Marketing and Sales Annual Brainstorming Meeting: At the beginning of each calendar year, the sales department and marketing team have a brainstorming meeting. This opportunity

allows time to reflect on previous initiatives and discuss ways we can partner and hit common goals in the following year. During this meeting, the two departments discussed utilizing more microsite assistance for the servicing offerings, increasing a well-rounded presence on LinkedIn, working together on tradeshow booth buildouts, and updating collateral for groups.

MEETING CONNECTIONS

- Visit The Woodlands Annual Board Meeting
- Leadership Montgomery County- Healthcare Session
- TACVB Sales Blitz Planning Call
- Hyatt House Shenandoah Partner Call
- TACVB Virtual Winter Conference
- Westin and Resort Partner Lunch

CONVENTION SERVICES AND DEVELOPMENT

- 2 Organic lead worked and distributed
- 6 CVENT leads received and distributed
- 29 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 January

Leisure:

- Tour Texas – Destination Spotlight (Feb), eNews Header (Feb)
- Texas Highways.com (Feb)
- Texas Highways Magazine (April)

Meetings:

- Texas Meetings + Events – eNews (Feb)

Leads Collected: Leads that were collected through advertising placements

- Tour Texas – 91
- Texas Monthly – 6
- Texas State Travel Guide – 1
- Visit The Woodlands Website (leisure landing page) – 2

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



Texas Monthly, Leisure



Convention South, 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:

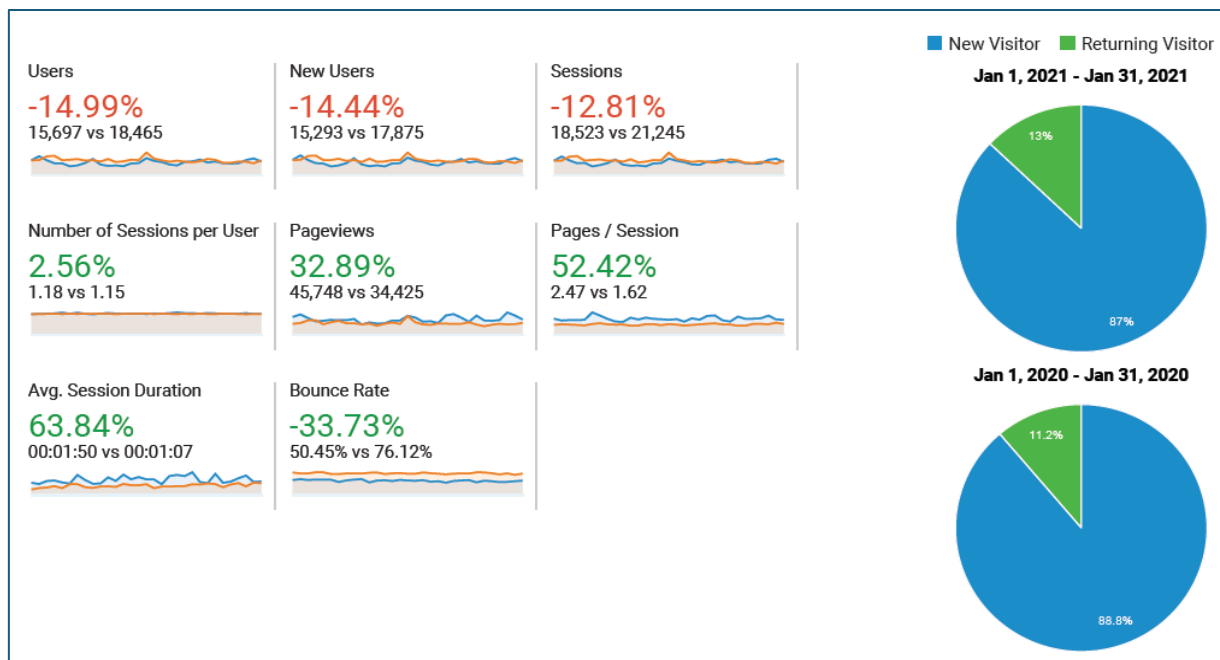
- Valentine's Offers
- The Woodlands Marathon
- Farmer's Markets
- Water Recreation & Boat Houses (updated)

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

- Nature in The Woodlands: The Koi Garden
- Indoor Activities for Kids
- How Working With a CVB Can Help You (updated)
- Public Art in Market Street
- Best Happy Hour Spots at Waterway Square (updated)

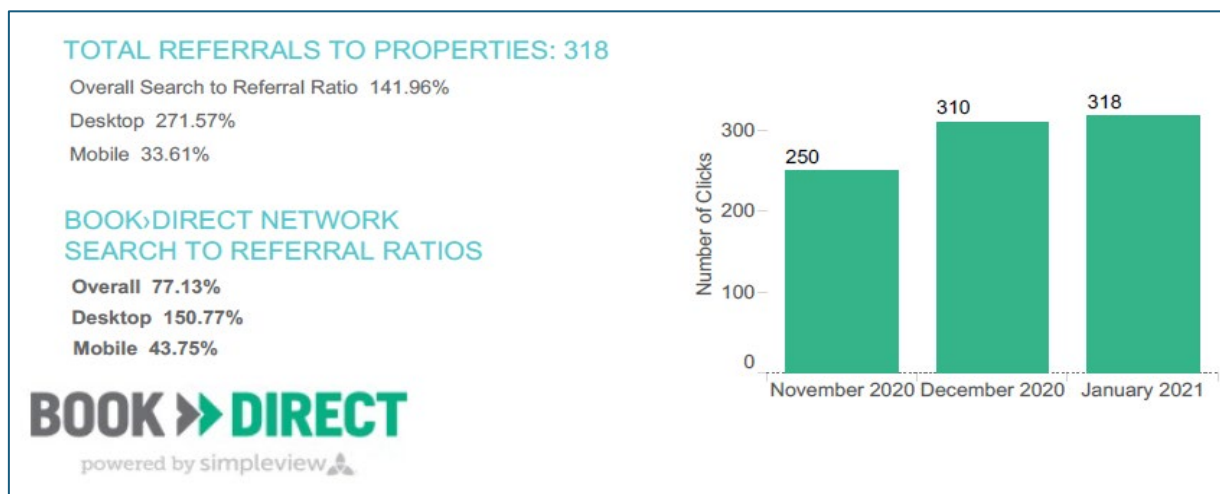
WEBSITE TRAFFIC | YEAR-OVER-YEAR COMPARISON

Total number of users & sessions were down for the month of January, compared to the same time last year. This is due to a lack of advertising in market driving traffic to the website. Average session duration was up at 1:50 versus 1:07 last year (up 63.84%). Bounce rate is down 33.73% compared to the same time last year and pages per session is up 52.42%. Top referral sources for the month are organic search at 66.8% and direct at 18.9%. Referral sites for January include VisitHouston.com and 365thingsinhouston.com.



HOTEL BOOKING REFERRALS | MONTH-OVER-MONTH COMPARISON

In January, the website had 318 referrals to hotel properties in The Woodlands, up 2.5% from December. Top referral cities include Houston, The Woodlands, Beaumont, Cypress, League City & Dallas.



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)

- Public Art in Market Street
- U.S. Travel: National Plan For Vacation Day

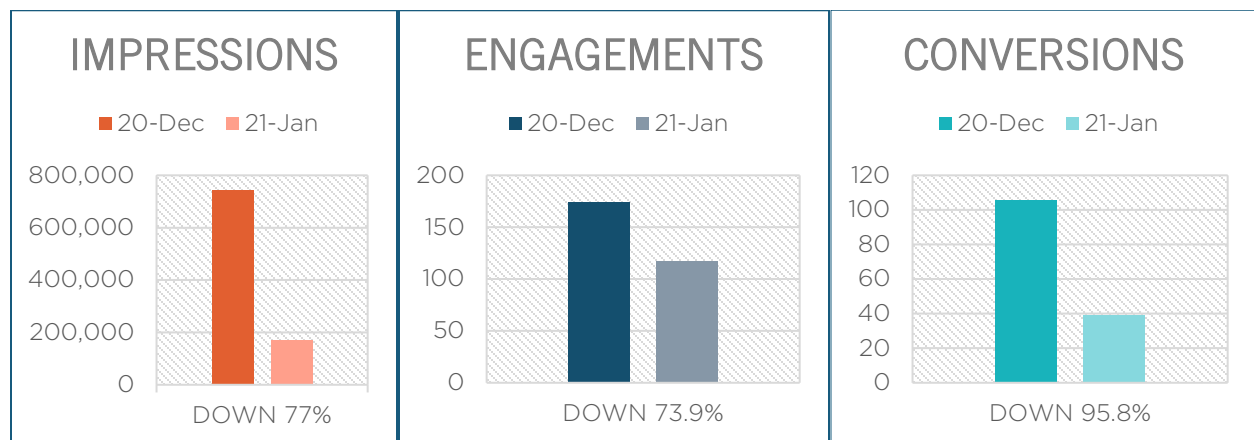
Instagram Guides & Reels: [View Guides](#) and [View Reels](#)

- Koi Garden
- Outdoor Places to Explore
- Best Tres Leches
- Public Art in Market Street
- US Travel: National Plan For Vacation Day
- Best Gumbo

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

Impressions, engagements, clicks & total audience growth were down for the month of January. This is expected for January, which is usually a less active month on social. This, combined with the lack of paid advertising or social influencer partnerships, contributed to the decline in social growth & engagement. Total net audience growth for the month was 308.



EMAIL MARKETING

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

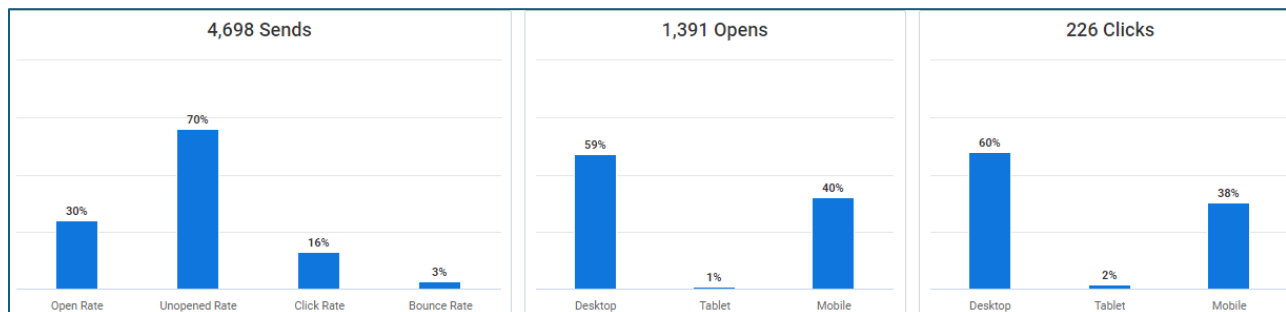
Leisure Email Campaign, Valentine's Day Travel: Visit The Woodlands developed a leisure campaign to promote Valentine's Day travel. This drove traffic to the Valentine's Offers page on the website which included hotel packages, restaurant specials and more. Additional topics included: National Plan For Vacation Day and Taste of the Town; however, Valentine's Day offers drove the most conversions with 85 clicks through the website, compared to 20 for Taste of the Town.

Email Marketing Reporting:

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

New Signups:

- Leisure: 1
- 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 - 262
- Digital - 14

Meeting Planner Guide Requests:

- Digital - 1

TOURISM

Elizabeth Eddins, Executive Director
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

TACVB Winter Conference: Visit The Woodlands attended the Texas Association of Convention and Visitors Bureau Winter Conference to learn how other destinations have been handling the pandemic over the past year and the opportunities to market destinations in the near future. This annual conference encourages industry partners to share ideas and to learn from one another in order to improve. Visit The Woodlands team members shared ideas on how to best promote their destination and how to focus on both visitors and residents.

Trolley Services: Visit The Woodlands team members had a meeting with The Woodlands Township Transportation department in order to better assist visitors of the Town Center Trolley. As it is a very convenient free method of transportation for anyone moving around town center, there was a discussion on how the experience of a visitor could improve.

Assistance to Wedding Market: Visit The Woodlands offers complementary services to wedding parties in The Woodlands. From providing information to helping wedding parties find the perfect spot for their rehearsal dinner, Visit The Woodlands has helped multiple wedding visitors to explore The Woodlands while they travel for such a special occasion. There are multiple services that the tourism department can offer at no cost.

The Woodlands as a film destination: The Film Commission for Visit The Woodlands has been hard at work to provide assistance for filmmakers that want to film in public areas of the township. As a film friendly destination, Visit The Woodlands encourages people to film in the area and also to provide assistance when needed.

MEETING CONNECTIONS

- Webinars from Travel Texas, Connect Tour, etc.
- Meeting with The Woodlands Township Transportation

TOURISM SERVICES AND DEVELOPMENT

- Attended TACVB Winter Conference
- Assisted 3 wedding inquiries

VISITOR SERVICES

- Total Kiosk Visitors: 988
- TX Zip Codes: 99
- Out of State Visitors: 6 (Massachusetts, Georgia, Pennsylvania, Missouri)
- Foreign Visitors: 8 (Mexico, Argentina)

THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Texas Motion Picture Alliance Webinar: Staff attended TXPMA webinar “Conversations With...Adriana Cruz & Stephanie Whallon,” Texas Executive Director of Economic Development & Tourism and Texas Film Commissioner, respectively. At this webinar, panelist and industry leaders provided an in depth look at the 87th Legislative Session, asking about the impact on our economy due to the pandemic and ways our industry is positioned to be a part of the recovery.

FILM COMMISSION SERVICES AND DEVELOPMENT

- 2 applications received
 - HGTV “classified” TV show
 - “Ready to Love” Game show
- 1 inquiry -The Woodlands resident
- 1 locations request:
 - Nebular Films for “Yes to Youth MOCO” project: warm business type rooms
- 1 request for ad placement for “The American Dream” TV show