

MONTHLY REPORT
JANUARY 2022

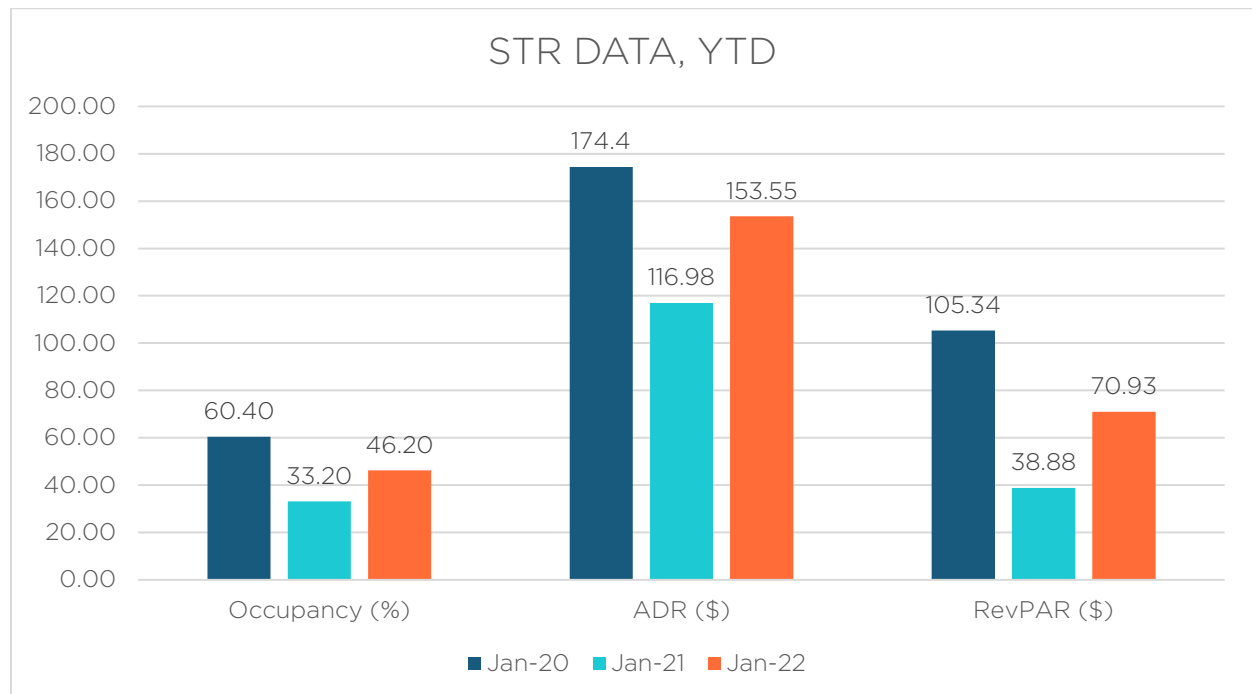
VISIT
THE WOODLANDS
— T E X A S —

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		
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	\$ 538,527	\$ 242,717	\$ 507,771	\$ 536,360	121.0%

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.

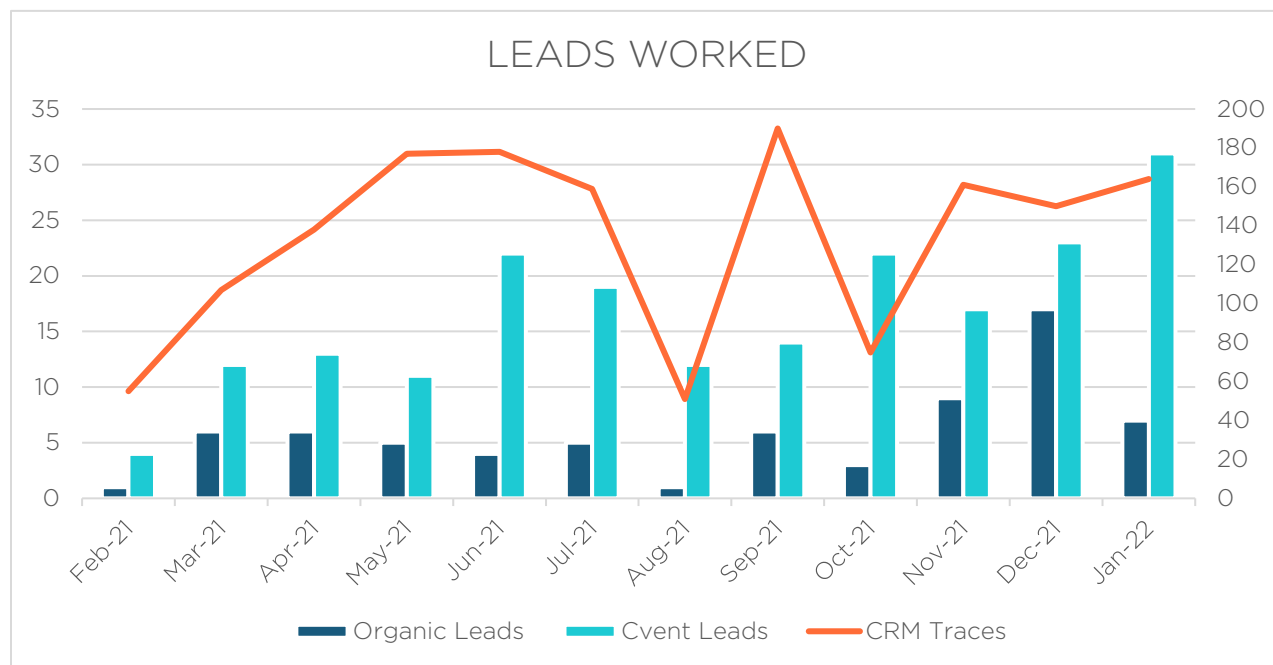


MEETING SALES

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

LEADS & SERVICING

In January, the Sales Department saw a significant increase in leads being sourced, both organically and through our partnership with CVENT. Although the Omicron variant had industry partners worried, Visit The Woodlands still saw a record high in lead volume since the beginning of the pandemic, pointing to a positive year of recovery.



BOOKED BUSINESS

In January, the sales team booked 4 pieces of business representing 224 attendees and 170 contracted rooms. In addition, the economic impact for these groups represents over \$84,000 dollars to the local economy.

TSAE Board of Directors Retreat: Visit The Woodlands is very excited to announce that the 2022 Texas Society of Association Executives Board of Directors Retreat will be coming to The Woodlands in June. This opportunity will bring in over 24 association executives for a two-day retreat and will offer an opportunity to showcase The Woodlands as a host for future association business and larger TSAE events.

TRADESHOWS & SALES MISSIONS

Southwest Showcase Participation: Southwest Showcase was the kickoff to a new year of tradeshow for Visit The Woodlands. This annual event brings together Texas based planners, many of which represent Texas Associations, third party meeting planners, and a handful of

corporate meeting planners. Visit The Woodlands worked in the months leading up to the show to develop a new tradeshow booth design and debuted the new booth at this show. In addition to beneficial networking, seeing and being seen, and some additional sales calls in the Austin Market, Josie Lewis came back from the show with 5 RFPs in hand.

MPI Houston January Luncheon: Meeting Professionals International has a Houston Chapter that Visit The Woodlands often participates in to showcase the destination. In January, Ashley Fenner 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.

TACVB Winter Conference Sales Track Moderation: Josie Lewis attended the Texas Association of Convention and Visitor Bureaus Winter Conference and participated in the Sales education track. This conference allowed staff to network with Texas based DMO's, discuss trade issues and roadblocks, and develop take home action items for the upcoming year. In addition, Josie was invited to moderate a panel to share educational tips on how to develop successful FAM events.



SERVICING

In January, Ashley Fenner added 12 new partners the vendor resource page that is available for Meeting professionals looking for resources while planning events in the destination. In addition, Ashley offered two January groups servicing, sent out 3 Meeting Planner Guide requests, and finalized some year-end promotion item ordering.

Food Truck Village: The Woodlands is happy to welcome back the Lunar Planetary Science Conference in March of 2022. This city-wide conference has been on a two year in person hiatus due to Covid-19, however they are coming back to a hybrid event this year. Ashley Fenner who handles group servicing has worked closely with the LPSC planning team to help develop a food truck village to be available for the attendees during their lunch hour. This will alleviate a difficulty in years past to get all attendees fed within the lunch hour available. In addition to this special project, Ashley has assisted with a wide variety of additional servicing opportunities to ensure LPSC 2022 is a huge success.

SALES PROJECTS & INITIATIVES

Weddings Market: With the kickoff of the 2022 year, Ashley Fenner will be taking over the Weddings Market. Ashley has some exciting ideas and initiatives planned to capture the hotel rooms associated with weddings that are taking place in north Houston and to promote The Woodlands as an ideal destination for a wedding and wedding related events. Ashley will be reaching out to local wedding venues in the area to form relationships with local vendors and to work out a way to capture the weddings hotel blocks from close by venues. She is also developing some ideas on a hosted Wedding Planner FAM towards the end of the year, a referral program for local vendors, and wedding specific servicing collateral.



PARTNERSHIPS & MEETINGS

- Weekly Sales Team Meetings
- Best of Texas Tournament Call
- Corrigan Sports Call
- Covid-19 Memorial Herman Update
- CDA 2023 Marketplace Site Visit
- TCSS Conference Site Tour

- NAKS Official Group Welcome
- Copa 2021 Follow Up Meeting
- USA Ultimate Frisbee Meeting
- Third Coast Trade Call
- Visit The Woodlands Annual Board Meeting
- 2022 Sales Blitz Committee Meeting
- Monthly Simpleview Call
- Residence Inn and Courtyard Partner Lunch
- NJLC Tournament Call
- Luxury Meetings Partner Call
- TSAE Board of Directors RFP 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 - Texas Events Calendar

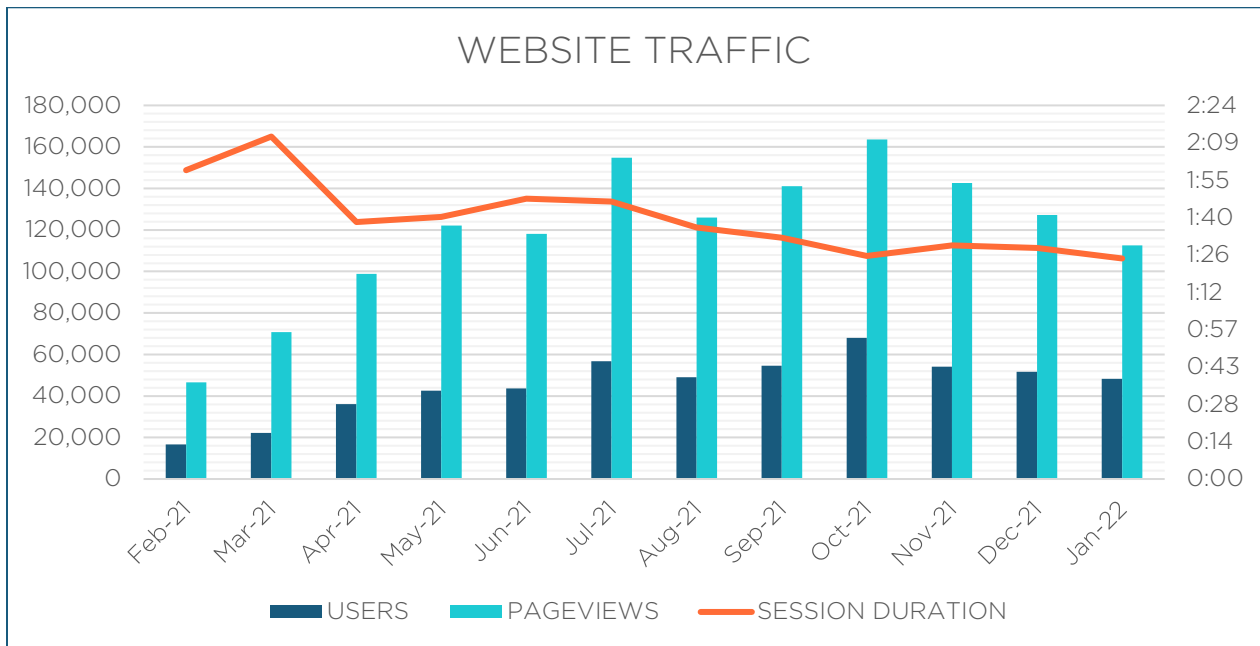


Meetings - Meet Texas



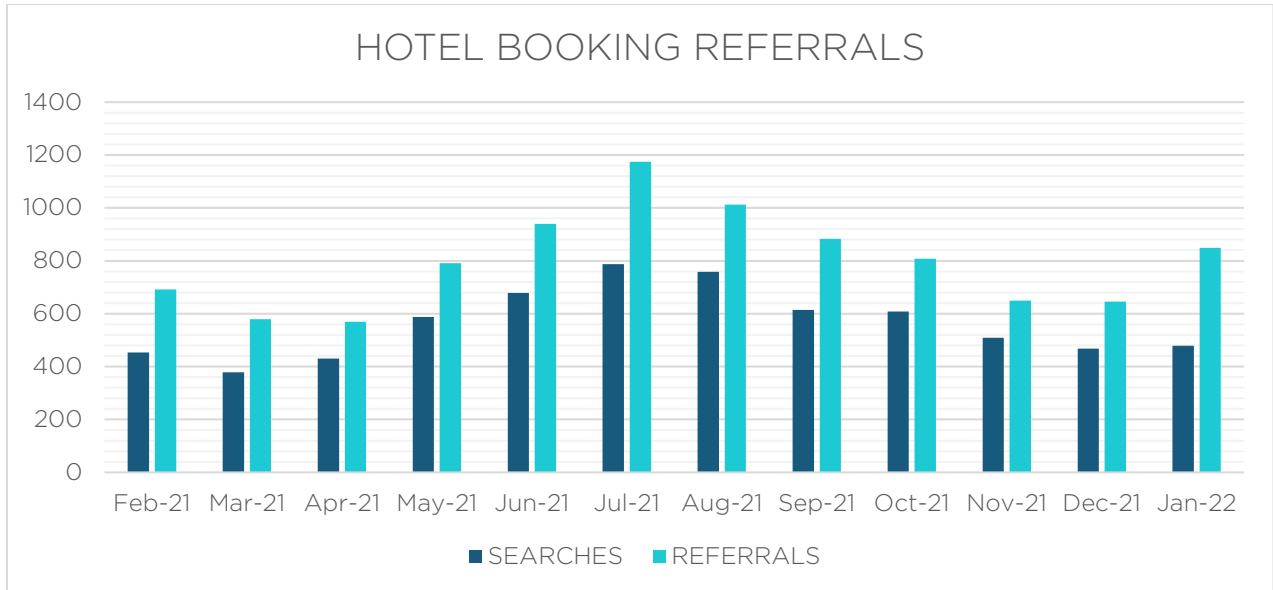
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands website traffic showed an increase in January. Year-over-year, total number of users was up 188%, sessions up 191%, pageviews up 142% and average session duration down 28%.



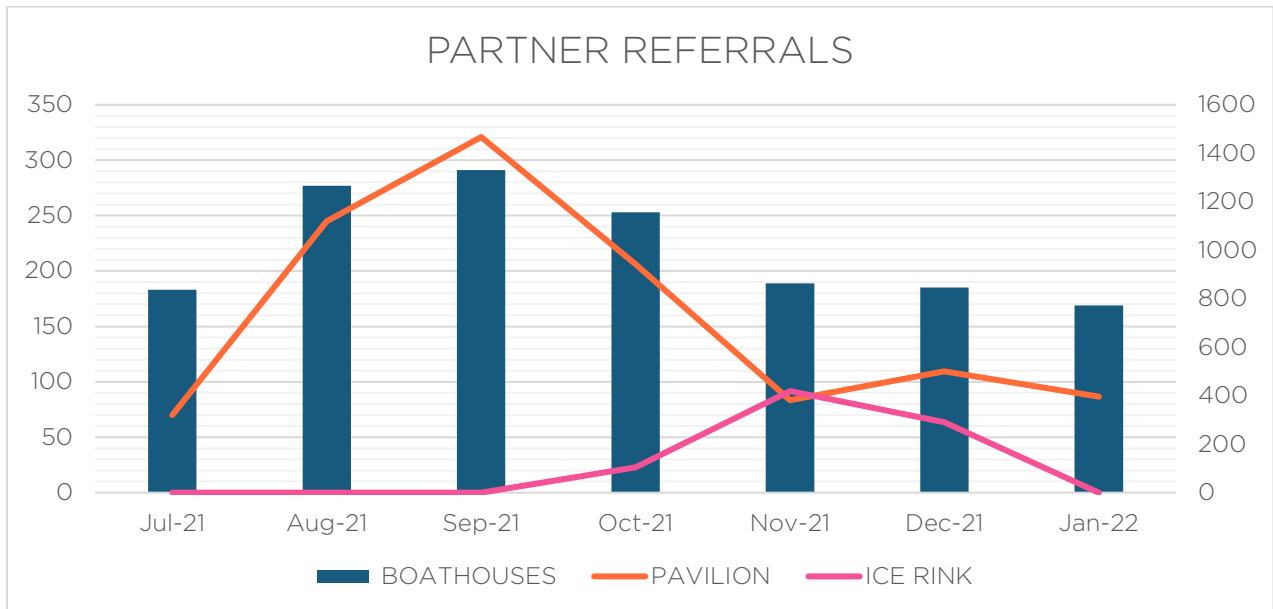
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In January, the website had 879 referrals to hotel properties in The Woodlands, up 32% from the previous month. Top referral U.S. states continue to be Texas at 66%, 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 January, Visit The Woodlands sent 396 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 169 referrals to The Woodlands Township boathouse website for visitors to make reservations.



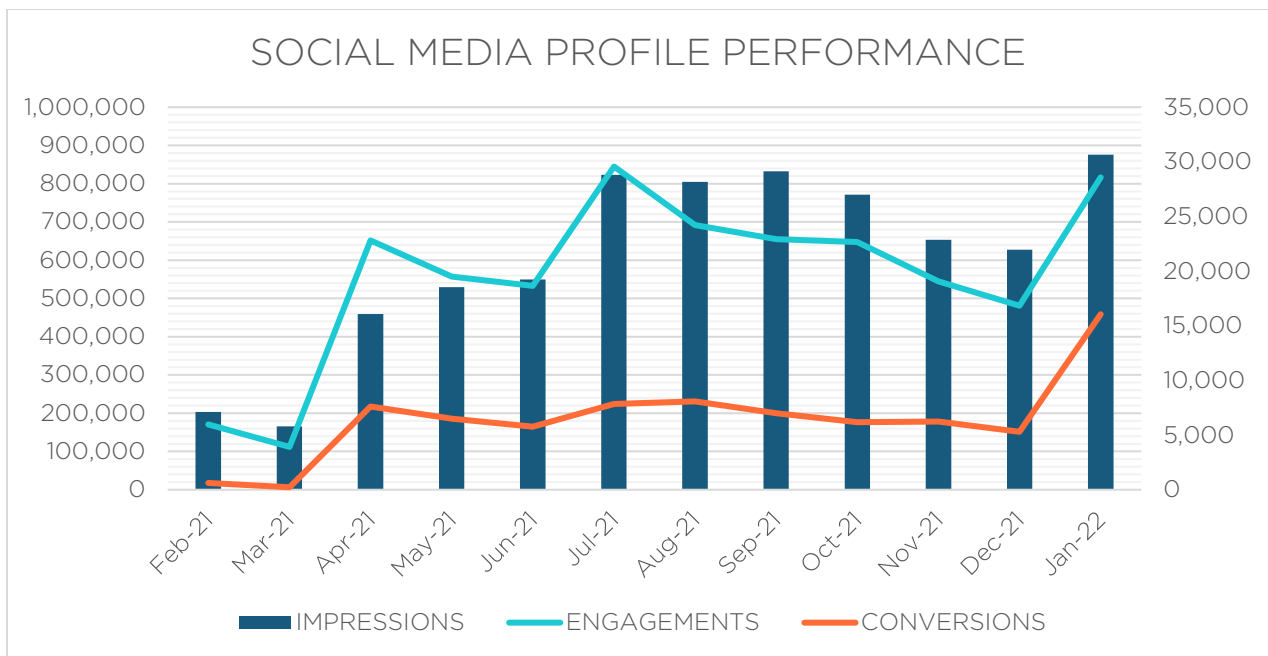
WEBSITE | CONTENT DEVELOPMENT

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](#): Muddy Trails Bash, Flow & Go 5K, Woodforest Bank Tri
- [Special Offers](#): New Offers Added, Valentine's Day
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Hotels with Heated Pools
- Microsites: [Rest Well Hospital Program](#)

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 37K followers across social platforms, Visit The Woodlands received a total net audience growth of 594 for the month of January.




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 January.

Visit The Woodlands
Fri 1/7/2022 1:38 pm CST


New year, a new restaurant... Amrina The Woodlands is coming to the Waterway Square area later this year. The new restaurant...



Total Engagements	1,428
Reactions	160
Comments	17
Shares	18
Post Link Clicks	182
Other Post Clicks	1,051

visitthewoodlands
Fri 1/7/2022 3:40 pm CST


Big things are coming up in 2022! @amrinathewoodlands is coming to the Waterway Square area later this year. The ne...



Total Engagements	392
Likes	333
Comments	24
Saves	35

visitthewoodlands
Tue 1/18/2022 12:20 pm CST

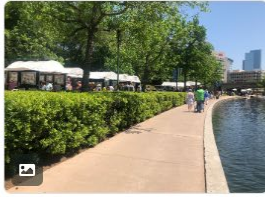
Enjoy live music at the Waterway Nights concert series on Saturdays beginning February 5! 📅 February 5, February 12,...



Total Engagements	303
Likes	263
Comments	12
Saves	28

visitthewoodlands
Wed 1/12/2022 11:11 am CST

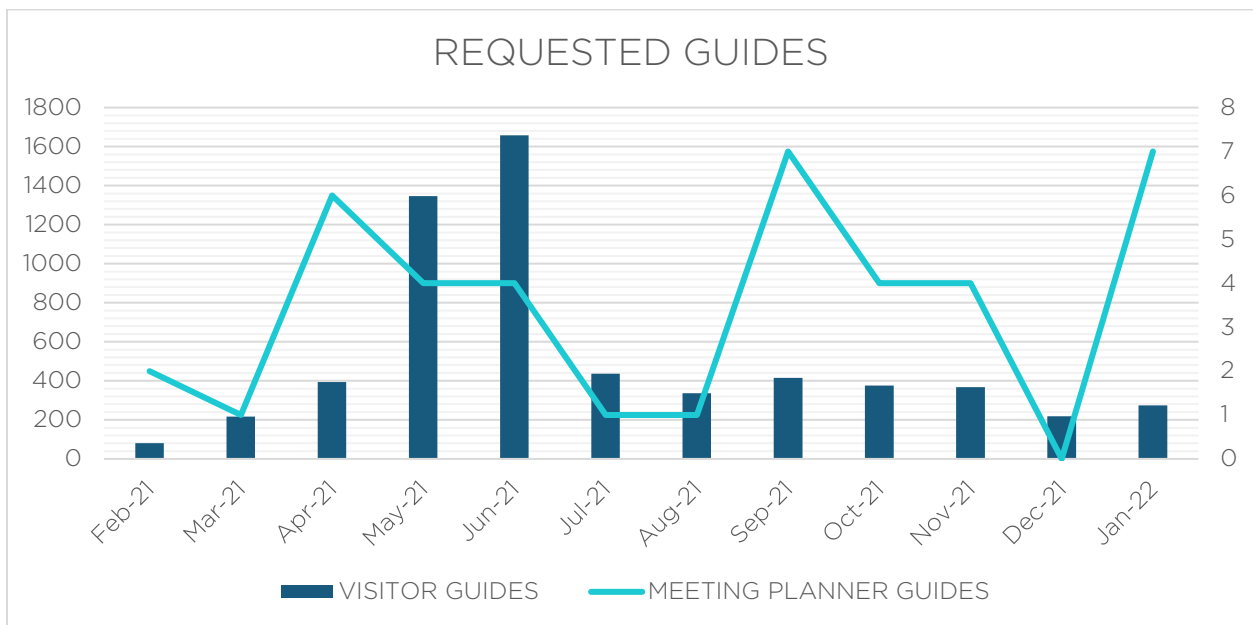
Save the date for The Woodlands Waterway Arts Festival on April 9 and 10!



Total Engagements	281
Likes	244
Comments	14
Saves	23

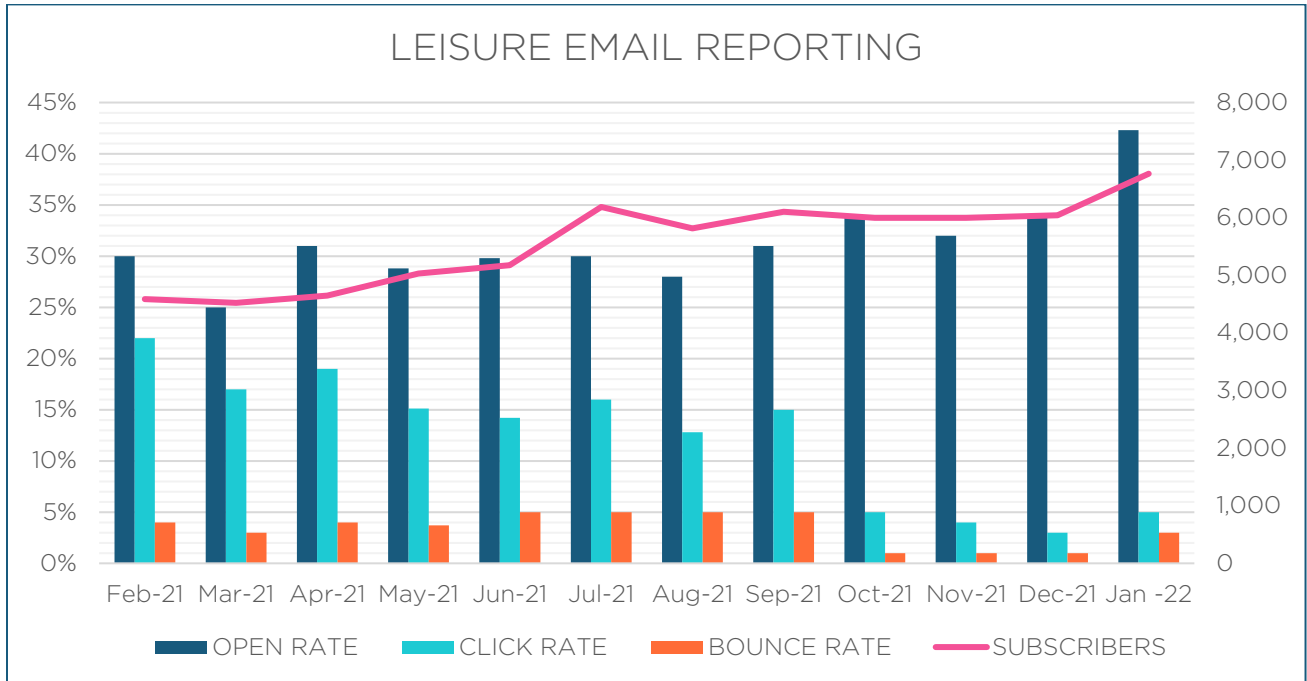
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

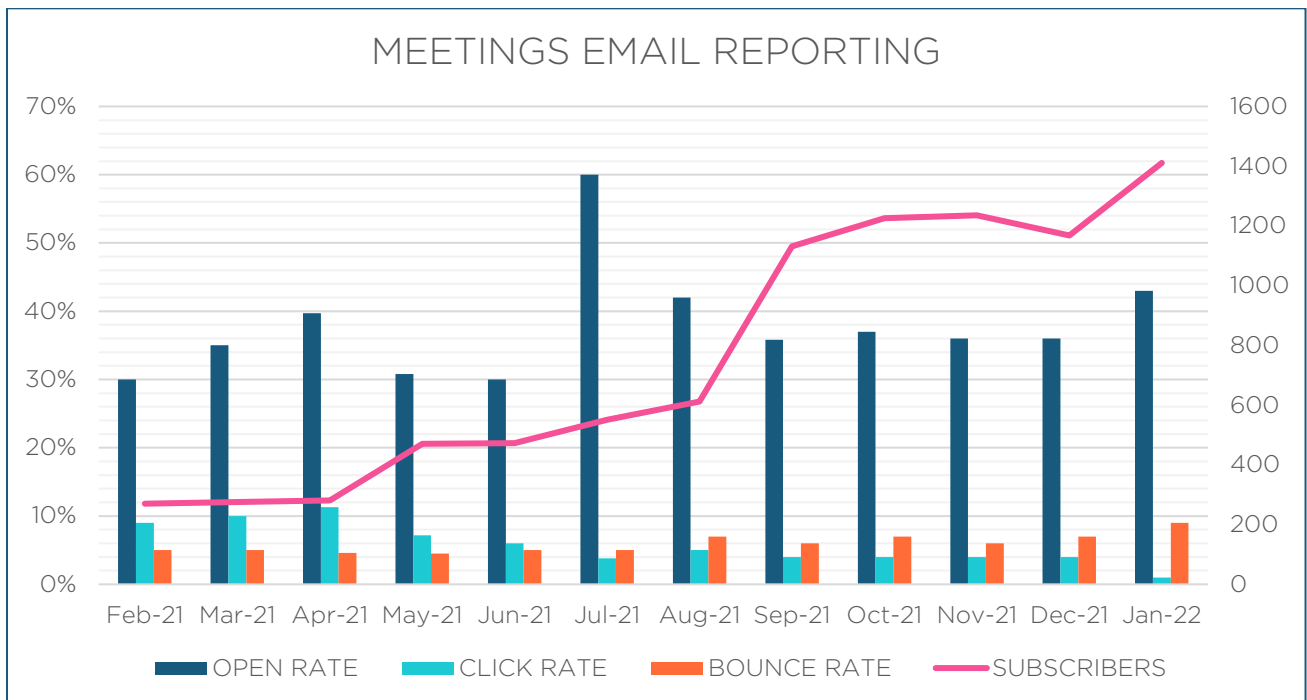


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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%

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 recent efforts.

FAM Trips:

- FAM Trips - Planning for 2022 Mexico Activations
- Ongoing - Evaluate influencers that fill out the FAM Trip Request form on the website

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

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: Academy, Spring