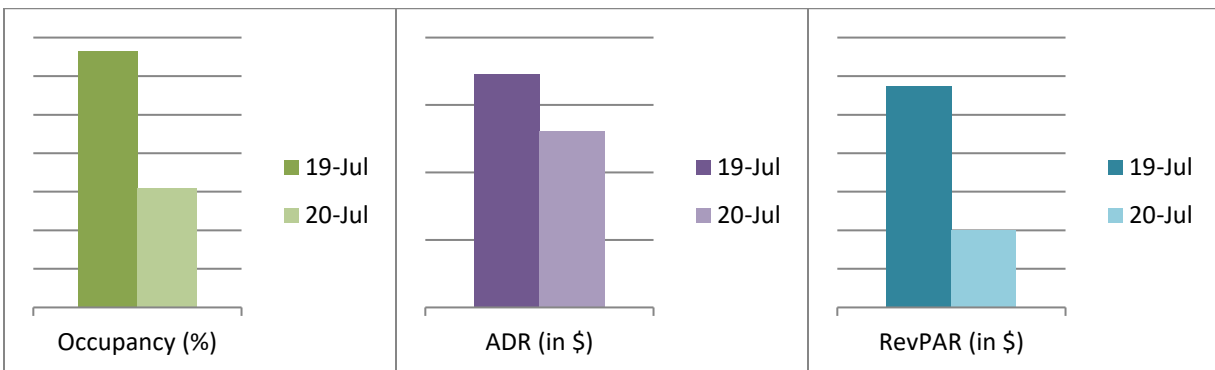


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 802,181	MAR	\$ 789,850	\$ 828,427	\$ 802,181	-3.2%
APR	\$ 896,836	\$ 306,002	APR	\$ 859,519	\$ 880,321	\$ 306,002	-65.2%
MAY	\$ 897,839	\$ 36,751	MAY	\$ 876,653	\$ 879,981	\$ 36,751	-95.9%
JUN	\$ 983,164	\$ 76,026	JUN	\$ 837,722	\$ 919,789	\$ 76,026	-92.3%
JUL	\$ 824,776	\$ 204,550	JUL	\$ 753,306	\$ 776,760	\$ 204,550	-75.2%
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	\$ 5,474,185	\$ 2,629,493	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,629,493	-52.0%

2020 COMPARED TO 2019



Down 53.4% in Occupancy

Down 24.7% in ADR

Down 64.9% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

July Overview

July Advisory Meeting- Over the last few months, the Sales Department has been tasked with hosting monthly Sales Advisory Meetings to allow a platform for our hotels to give updates and changes to opening dates, services, group sales insights, and suggestions on needed projects from the sales team. In June, the advisory committee came together to discuss upcoming openings, renovation updates, group business insights, July 4th event plans, pavilion updates, and much more.

TSAE Lunch and Learn Event- Staff was happy to virtually welcome over 45 Texas Society of Association Executive (TSAE) members to The Woodlands. For the first virtual Lunch and Learn event hosted by TSAE, Visit The Woodlands had a chance to highlight The Woodlands hotel properties and hotel partners during a 20 minute deep dive into the destination. This time offered a chance to showcase the Como Social Club within The Westin, offered a demo on a Westin favorite drink, the Vasco Rossi, and allowed staff and three hotel properties to highlight tips and tricks for planners to keep in mind during this Covid-19 season. Visit The Woodlands staff also offered information on an upcoming Virtual FAM Event in The Woodlands and followed up with personalized thank you notes to each planner for spending time with Visit The Woodlands.

CVENT Safety Hub- CVENT is the event industry's main mode of distribution and response for qualified RFPs'. Recently, CVENT started offering the CVENT Safety Hub which is a space for each destination and hotel to give updates on safety measures and how each destination is adjusting to COVID-19 and how they are encouraging safe and responsible meetings. In July, Staff prepared and provided photos, verbiage, video links, and additional resources so the CVENT team can put together a personalized page for Meeting Planners to view.

Virtual Site Tour Planning- Staff is working with a local vendor, Silver Rock, on producing virtual site tour videos of our convention properties. This will be a major sales tool over the upcoming months and years. In July, this included planning out of the script, logistics, and coordinating with local partners. The first tour to be developed is at The Woodlands Resort with filming planned for early August.

Virtual FAM Event Planning- With Covid-19 still directly affecting travel and in person meetings, Staff is still working hard to offer unique and personalized ways to interact with clients. Staff is currently planning out Visit The Woodlands first Virtual FAM Event for early August. This event will invite clients to a virtual platform where we will be able to offer fun interactive demo's, trivia games, impressive giveaways, and a quick virtual tour. Staff is currently working on invitations, welcome gifts, logistics, and follow-up effort planning for this event.

July Meeting Connections

- Marriott Waterway Site Tour
- CVENT New Representative Update Call
- Orange 142 Blog Development Call
- MPI Partner Call
- MPI Houston Area CAP'D Virtual Luncheon
- Destinations International Meeting Planners Unplugged Session

Convention Services and Development

- 3 Organic leads worked and distributed
- 4 CVENT leads received

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

COVID-19 Update:

With The Woodlands still feeling the impact of COVID-19 on hotel taxes, many projects that have historically been produced by an outside vendor, have been brought in-house to be produced and managed by the Marketing Department. Additional details are noted within each section of the report below, if necessary.

Advertising

Due to limited funding, minimal paid advertising is currently in market; however, Visit The Woodlands recognized the need to update messaging to speak to COVID-19. New messaging will be rolled out in phases; an overview is below.

Post-COVID Messaging:

- **Phase 1, Daycation:** This phase targets day-trippers driving to The Woodlands from locations within a 100-mile radius. Messaging in this phase highlights outdoor activities for audiences looking to maintain social distancing.
- **Phase 2, Staycation:** This phase targets overnighters and weekenders within a 200-mile radius. Messaging in this phase highlights relaxation at our local attractions and resorts.
- **Phase 3, Yacation:** This phase targets vacationers driving to The Woodlands from locations within a 200+ mile radius, including Texas's bordering states. Messaging highlights the total range of attractions and amenities during a full vacation.

Community Impact, July Edition:

Visit The Woodlands had the opportunity to purchase the back cover of Community Impact in July, which was mailed to over 95,000 households. The ad reflects Phase 1 of our post-COVID messaging strategy.

Website

Visit The Woodlands launched a new website in June of 2020. The Marketing Department continues to tweak design and monitor functionality. In addition, the team produces new content to support both the leisure and meetings markets. Ongoing maintenance for the website includes updating listings, special offers, events and more.

Published Content: Blog

- 5 Things to Do While Visiting The Woodlands Resort
- Dog Parks in The Woodlands
- Travel with Family to The Woodlands
- Hotel Safety Measures and Event Planning Tips

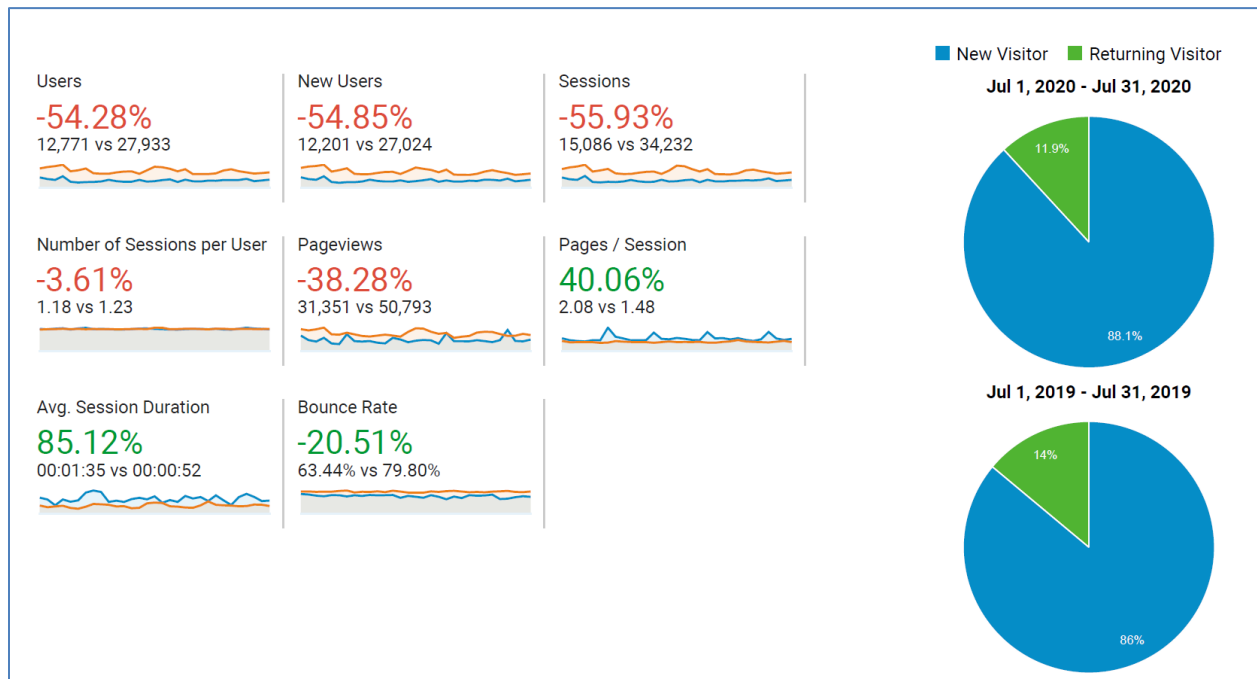
Published Content: Dedicated Pages

- Summer Getaway Giveaway Signup Page
- Houston Restaurant Weeks Offers Page

Website Traffic: July Year-Over-Year Overview

Compared to the same time last year, total number of users, sessions and pageviews were down for the month of July, but this is to be expected with less advertising in market to drive traffic to the website. Pages per session and the average session duration was up. In addition, bounce rate on the website was down. This tells us that while we are receiving less traffic on the website, the traffic we are receiving is more qualified as they spend longer on the site and engage with the content more.

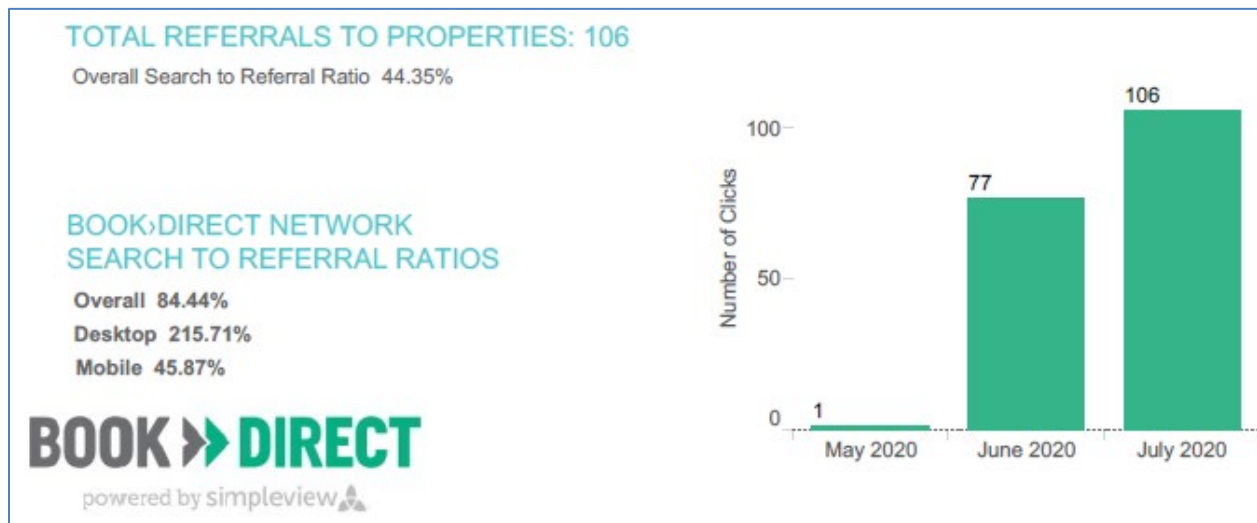
Figure 1: July Website Traffic, Year-Over-Year (2020 compared to 2019)



Hotel Booking Referrals: July 2020

The new website includes a booking tool that allows visitors to compare hotel rates directly on Visit The Woodlands' website and then book their stay by referring them to the hotel website to finalize their transaction. In July, the website had 106 referrals to hotel properties in The Woodlands, up 44.35% from June.

Figure 2: Hotel Booking Referrals, July 2020



Social Media

In addition to regularly posting and monitoring across Visit The Woodlands social platforms, the Marketing Department works to create unique content to keep our audience engaged. An overview of these efforts and their impact is below.

Getaway Giveaway Campaign: Visit The Woodlands hosted a multi-week giveaway on social media during July & August to bring awareness to The Woodlands. The 6-week campaign was a partnership with hotels, shopping, restaurants and other hospitality partners to help drive visitor travel this summer. The campaign launched on July 14, 2020 and we received 625 submissions through the end of July. Complete campaign results will follow in the August monthly report.

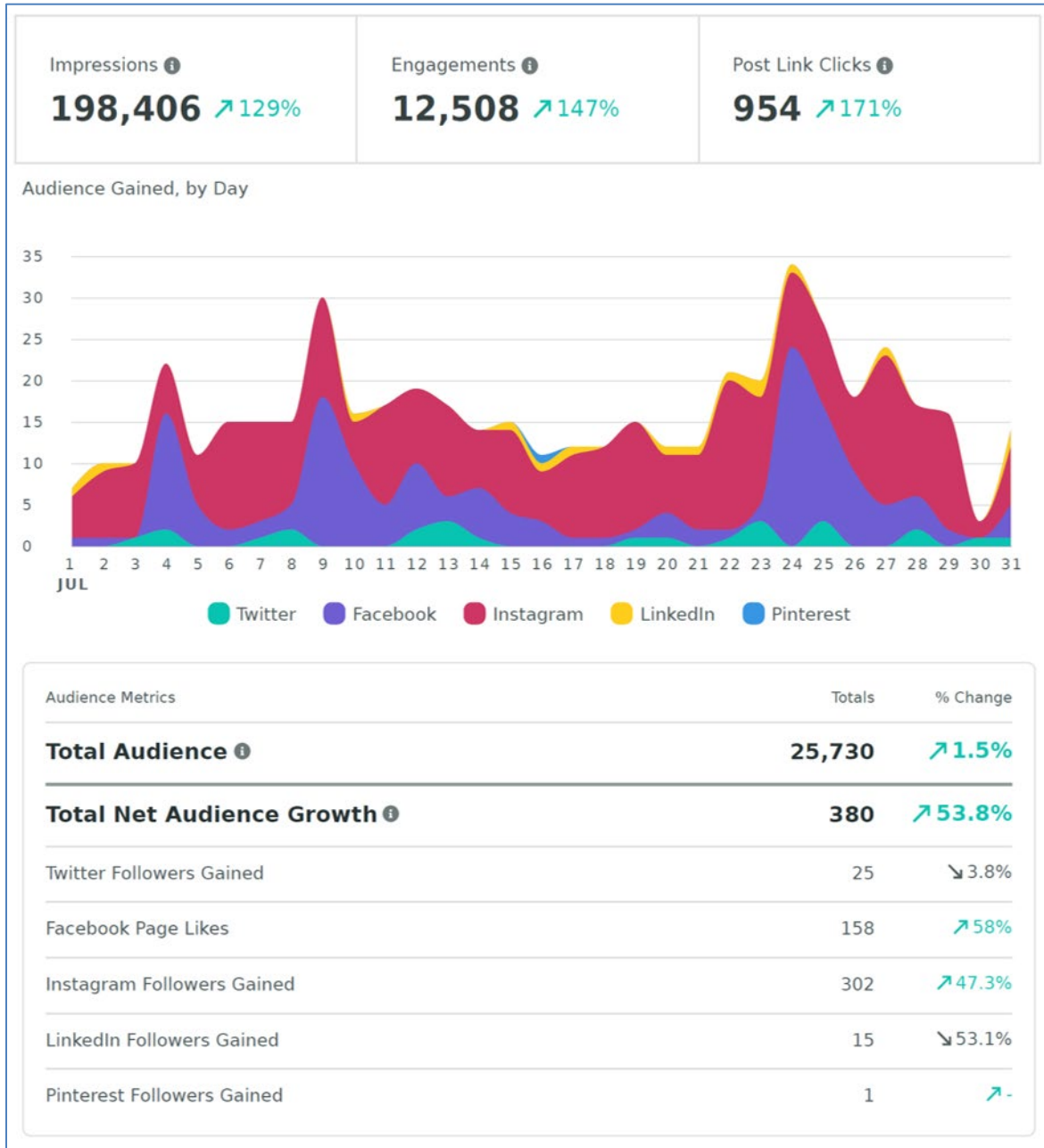
Live Videos: [View Facebook Live Video Playlist here.](#)

- The Woodlands Waterway Marriott Room Tour
- Rock the Row
- Embassy Suites Pool
- George Mitchell Nature Preserve
- The Woodlands Resort Pool
- Peli Peli Menu Items
- July 4th Fireworks Show

Social Media Reporting: July 2020 Compared to June 2020

The Summer Getaway Giveaway campaign has had a positive impact on our social media numbers for the monthly of July with an audience growth of 53.8% across all social outlets.

Figure 3: Social Media Audience Growth & Engagement, July 2020 Compared to June 2020



Email Marketing

Each month, the Marketing Department sends targeted eNewsletters to travelers and meeting planners that have opted to receive our information. In addition, bi-weekly updates are sent to the Visit The Woodlands Board and local stakeholders (the Current Digital Newsletter).

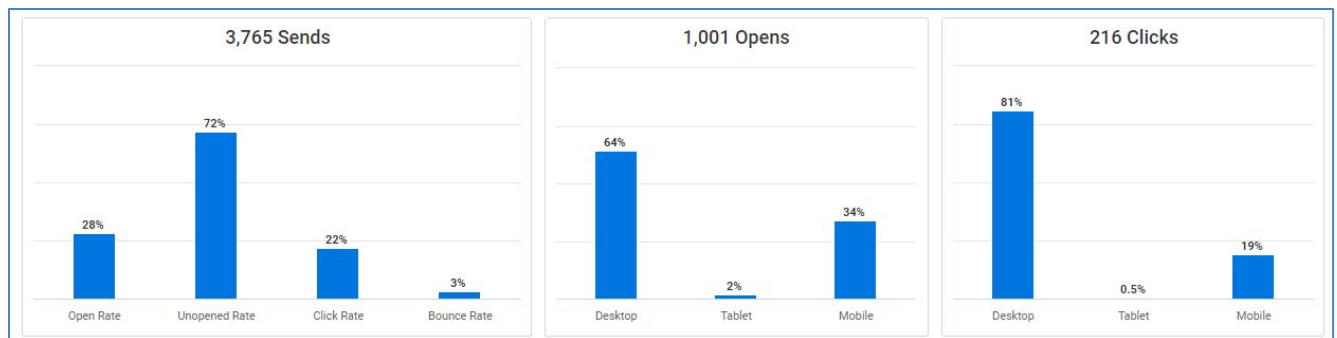
New Signups: July

- Leisure: 65
- Meetings: 22

Email Marketing Reporting: July 2020

- Open Rate: 28% (compared to the industry standard of 13%)
- Click Rate: 22% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, July 2020

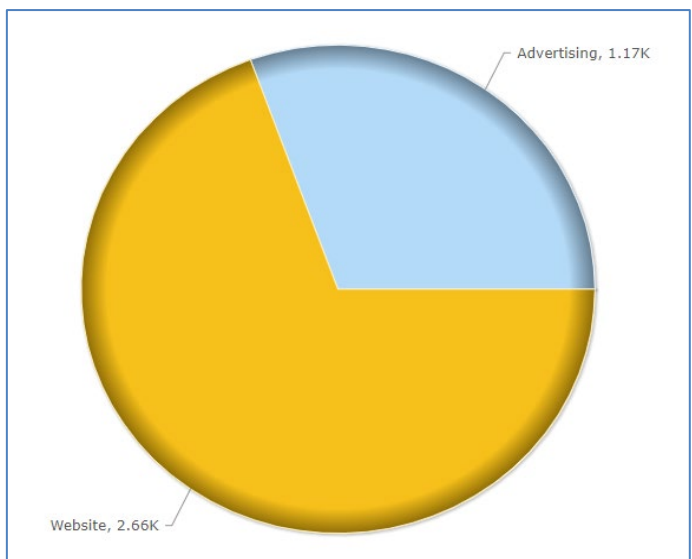


Marketing Collateral

Due to limited funding, marketing collateral will temporarily only be available digitally via Visit The Woodlands website. Below is overview of requested marketing collateral for July.

- **Insider's Guide Requests** – 104
- **Visitor's Guide Requests** – 87

Figure 5: Marketing Collateral Inquiries by Type, FY 2020



Video

Prior to the initial COVID-19 shutdown, Visit The Woodlands was working on a new destination video to help create brand awareness for The Woodlands. The video was launched in July to help drive summer travel.

[View the video on YouTube here.](#)

Media & Public Relations

Media Coverage for July focused heavily on dining and shopping. This is to be expected with restaurant closures, stores re-opening and renovations resuming in response to COVID-19.

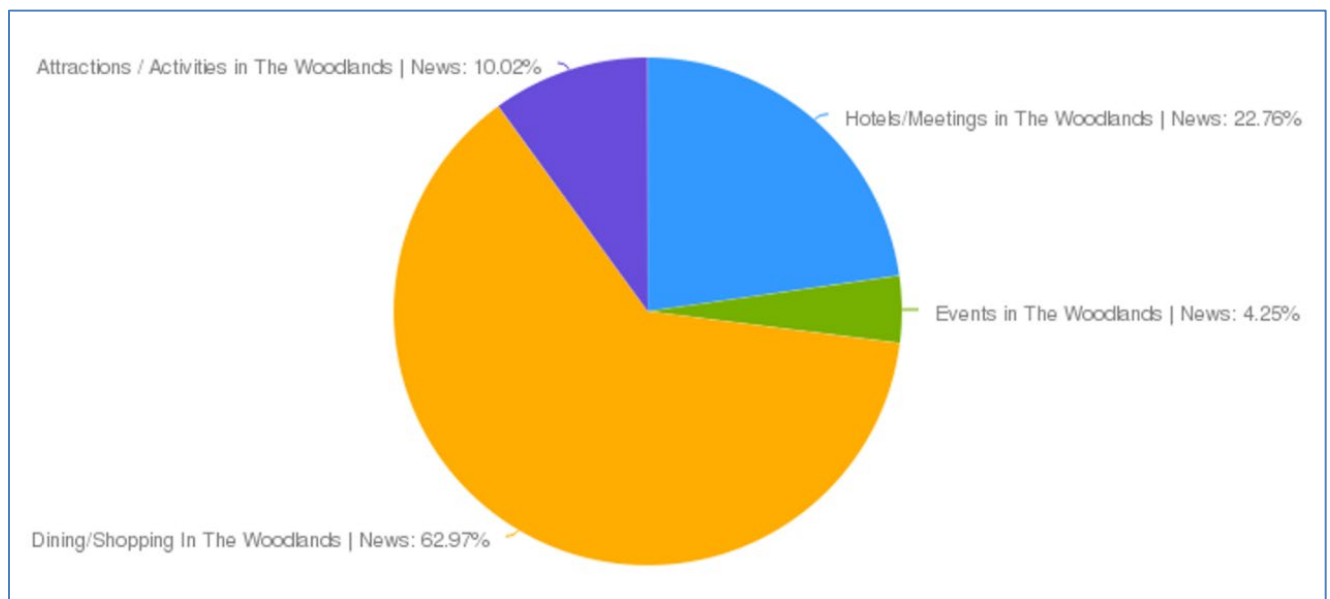
Media Coverage:

- **Total Media Exposure:** 714 placements
- **Potential Reach:** 778.39M
- **Ad Value Equivalency:** \$8.56M

Placements:

- **Community Impact:** [The Rose Lounge Coming Soon to Waterway Square](#)
- **Trips to Discover:** [Staycations in Houston](#)

Figure 6: Ad Value Equivalency with Breakdown by Topic, July 2020



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

- The Pavilion Goes Virtual for Free Arts Outreach Programs
- Winning Artists & Designs Selected for Phase IV Art Bench Project

Special Projects

The Marketing Department often assists other department and team members with special projects. In July, the team helped the Sales Department with the Texas Association of Society Executive (TSAE) virtual FAM luncheon. This included creating a special recipe card and email invitation as well as handling the video feed for the live Zoom event.

Partnerships

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department met virtually with local partners and participated in several industry webinars.

Virtual Meetings

- Market Street
- The Woodlands Arts Council
- The Woodlands Area Economic Development Partnership
- Leadership Montgomery County

Webinars

- Google & Apple Privacy Updates
- TTIA: Blogging
- Race, Media & Allyship
- Destination Marketing & the Power of Travel Metasearch
- Discussing Diversity in Tourism Marketing

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

July Overview

- **Travel Texas international webinar**– Tourism Specialist, Laura Haces, presented to over 200 tour operators in Mexico via a Zoom webinar hosted by Travel Texas and Publitur. Along Visit Houston and Bay area, The Woodlands presented the multiple activities people can enjoy while staying safe and social distanced. The presentation was done in Spanish and it was a great way to expose the Houston area.
- **Approach wedding venues** – Visit The Woodlands has been approaching multiple wedding venues in the area to inform them of the free services they offer for wedding parties staying in The Woodlands. With multiple hotels and opportunities to host an unforgettable rehearsal dinner, The Woodlands has everything needed for a perfect destination wedding.
- **Around Houston meeting**– Destinations from the Around Houston partnership joined in a virtual meeting to discuss the changes that have been implemented in each destination regarding COVID-19. Visit The Woodlands shared their status regarding partners that are open and opportunities to social distance while visiting. As things start opening in Texas, partners discussed how they are handling social measures for visitors.

July Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect and others
- Around Houston Meeting
- Waterway Marriott site tour