

MONTHLY REPORT
JULY 2021

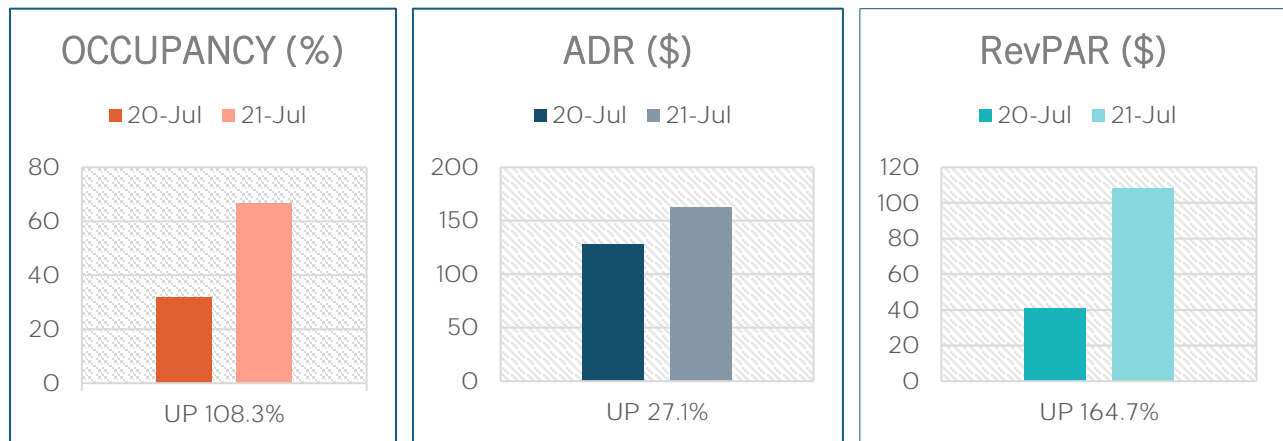
VISIT
THE WOODLANDS
— T E X A S —

HOTEL OCCUPANCY TAX COLLECTIONS | 3-YEAR DATA & YEAR-OVER-YEAR COMPARISON

In July, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. This is attributed to people feeling more comfortable traveling for leisure activities and with a slow pickup in conferences and tradeshow activity.

	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	\$ 338,286	-57.8%
APR	\$ 880,321	\$ 306,002	\$ 538,102	\$ 527,633	72.4%
MAY	\$ 879,981	\$ 36,751	\$ 543,703	\$ 497,469	1253.6%
JUN	\$ 919,789	\$ 76,026	\$ 589,898	\$ 569,445	649.0%
JUL	\$ 776,760	\$ 204,550	\$ 494,866	\$ 609,472	198.0%
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	\$ 3,464,323	\$ 3,010,826	14.5%

STR DATA | YEAR-OVER-YEAR



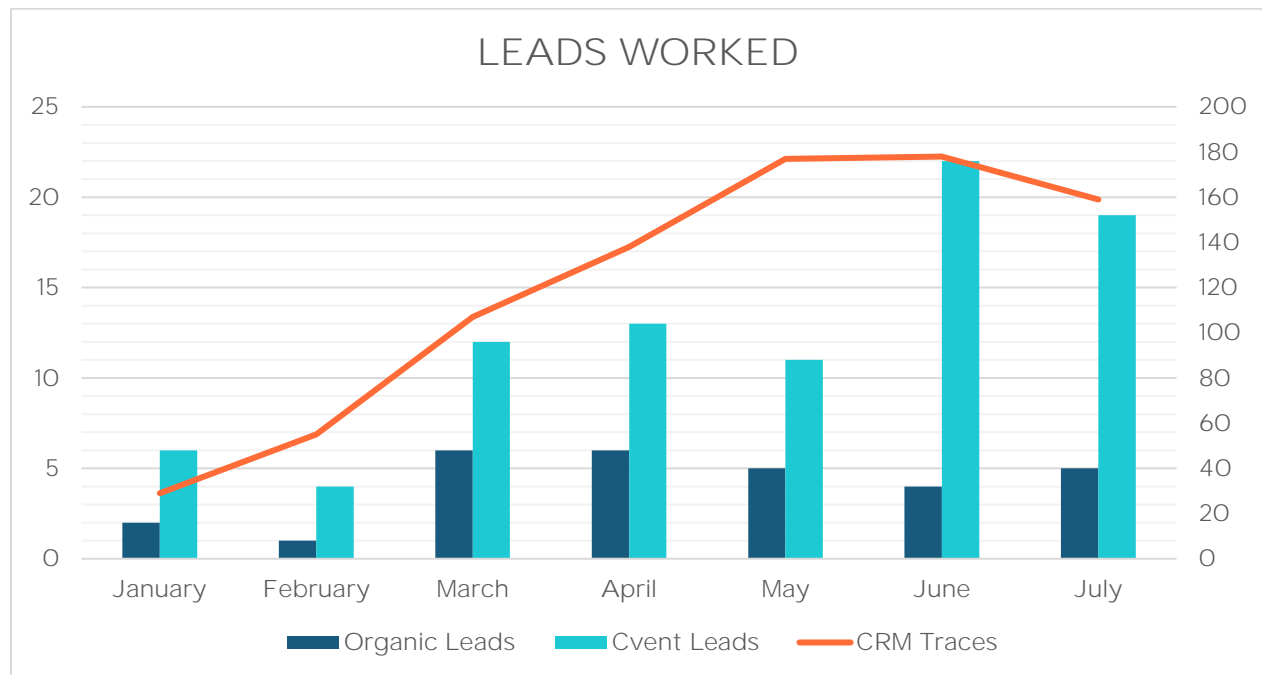
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In July, the Sales Department continued to see a rise lead activity, both organically and through Visit The Woodlands' partnership with Cvent. This is a positive sign, showing that meeting planners are ready to start planning meetings again. Towards the end of July, an increase of Covid-19 cases began to affect lead volume.



TRADESHOWS & SALES MISSIONS

Texas Association of Counties in Person Bid Presentation: In July, Josie Lewis traveled to Waco for an in person bid presentation in front of the planning committee for the Texas Association of Counties North and East Texas Convention 2023. This presentation included an overview of The Woodlands area, The Woodlands Waterway Marriott Bid Proposal, and a time for questions with the committee. Ultimately, this group decided on booking in Galveston due to time of year for the event and ensuring attendees were near the beach, along with rate sensitivities. However, since this presentation, the Texas Association of Counties has shared two additional RFPs for other events.

Site Tours: In July, the Sales Team was able to execute three in person site tours with clients currently sourcing group business. These groups included Global Blood Therapeutics, an HPN Global sourced Lead with a confidential end client, and a Shock Doctor 7v7 Flag Football Tournament. So far one of these groups has confirmed with the other two pending decision.

SALES PROJECTS & INITIATIVES

Web Based Incentive Fund Process Update: Over the years, Visit The Woodlands has offered an Incentive Fund Program that has funds available specifically for group business that are in the midst of competing with other destinations. The sales team recently working in conjunction with the Marketing Team, transitioned this process to a web-based process that allows our partners to easily submit the requests to Visit The Woodlands, and the full process has been streamlined and now works in conjunction with the CRM system. The Sales team is ironing out the agreement portion of the process to ensure a seamless agreement process for clients and staff alike.

Invoicing Process: A few times throughout the year, Visit The Woodlands has the need to invoice partners. These invoices are to cover combined tradeshow costs, co-op marketing initiatives, and much more. Recently, Sales staff started to develop a streamlined invoicing process by utilizing the Simpleview CRM. The goal is to have this process fully operational by September.

Servicing: In July, Ashley Fenner who oversees servicing for Visit The Woodlands, serviced two groups who hosted events in The Woodlands. This included the Annual Convention for The Woodlands Financial Group and the TASO event. This included Show Your Badge Program coordination, welcome booth presence, welcome bag development, and more.

PARTNERSHIPS

- Global Blood Therapeutics Site Tour
- 7V7 Flag Football Site Tour
- ABS Site Tour
- Cooper Lake State Park Virtual Tour
- Corporate Incentives Meeting
- The Woodlands Hotel Rate Program Hospital Discussions
- Visit The Woodlands Weekly Staff Meeting
- Sales Weekly Team Meeting
- Texas Association of Counties Bid Presentation
- Simpleview Monthly CRM call
- Aimbridge Partner Lunch
- Visit The Woodlands Board of Directors Meeting
- TACVB Sales Blitz Committee July Meeting
- LMC Connection Meeting
- The Woodlands Resort New Sales Manager Meet and Greet
- ALHI Virtual Event: World Day Against Trafficking

MARKETING

Ashley White, Marketing Director
Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. Below is an overview of upcoming advertising placements, which were fulfilled in July.

Leisure:

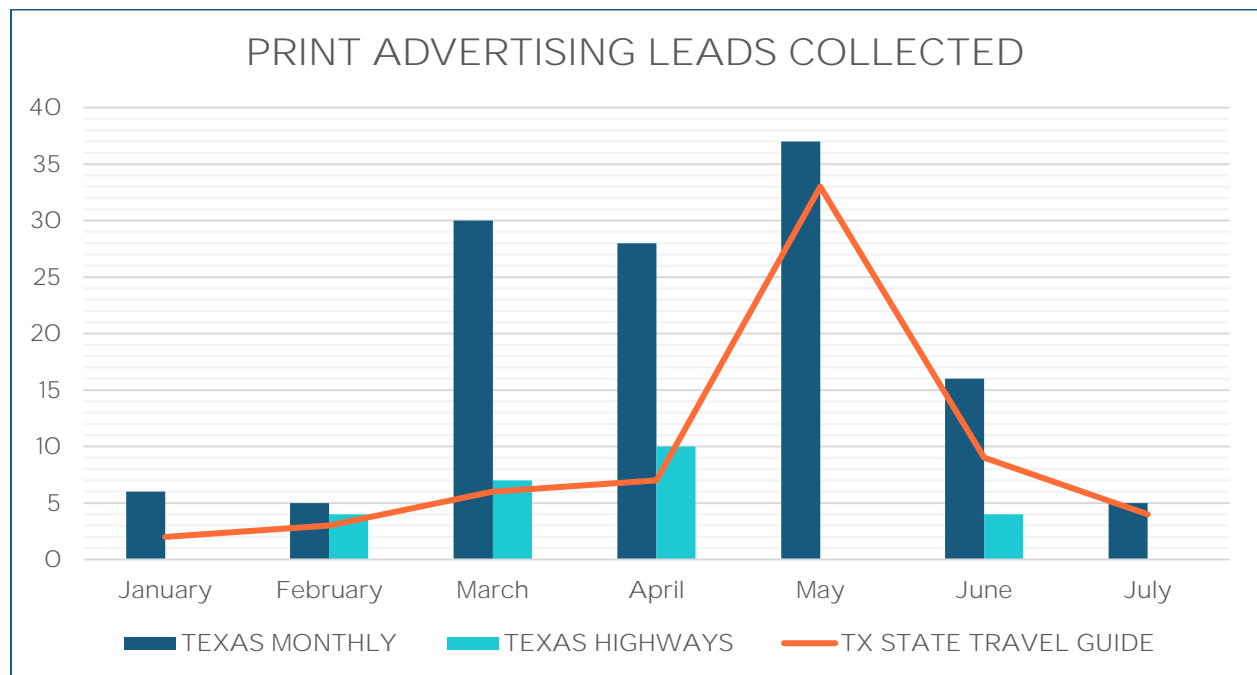
- Texas Monthly - Print Ad + New/Next (September)
- TravelZoo - Sponsored Gallery with Around Houston (Sept/Oct)
- Paid Search - Google Discovery Ads, SEM (August)
- Paid Social - Facebook, Instagram & Pinterest (August)

Meetings:

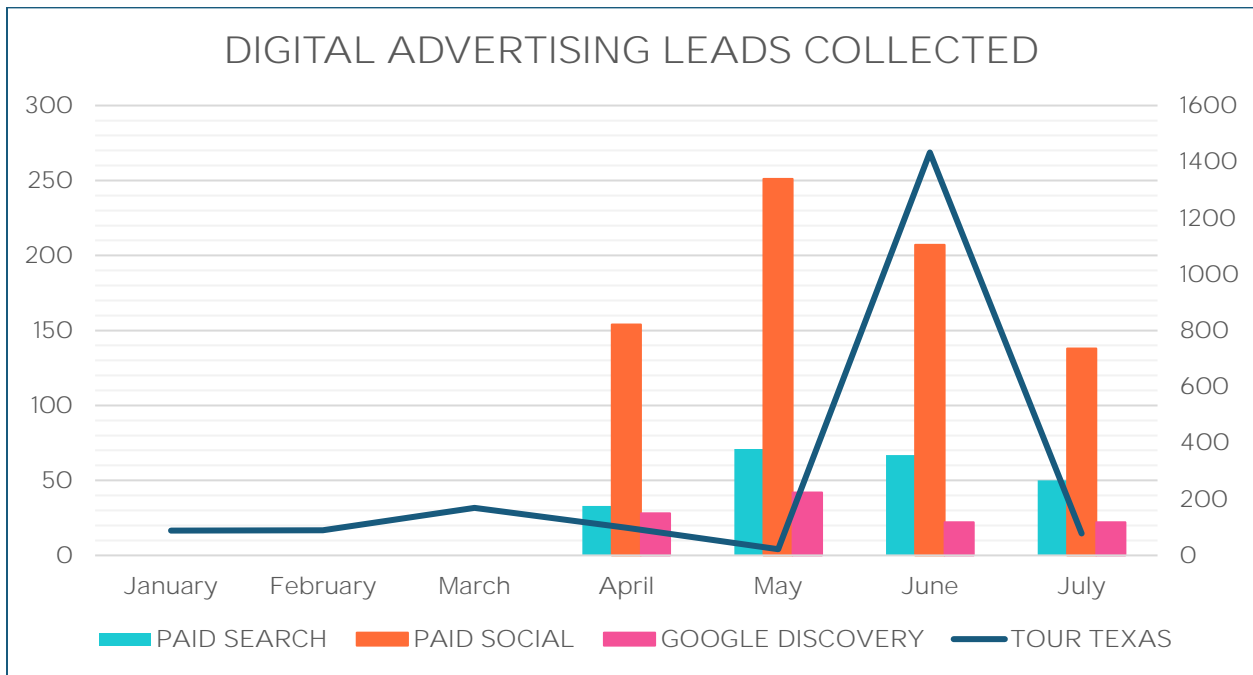
- Texas Society of Association Executives - Print Ad (Sept) + ROS Banner (Annual)
- Connect - Meetings Guide (Sept)
- Paid Search - SEM (August)
- Paid Social - Facebook & Instagram (August)

ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to advertise in official tourism publications for the State of Texas include Texas Highways and the Texas State Travel Guide. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts.



Paid digital advertising continues to impact advertising leads collected through the website. These come primarily from paid social. The spike seen in June is due to running a paid contest giveaway on TourTexas.com.



ADVERTISING | EXAMPLES IN MARKET

Leisure - Pinterest

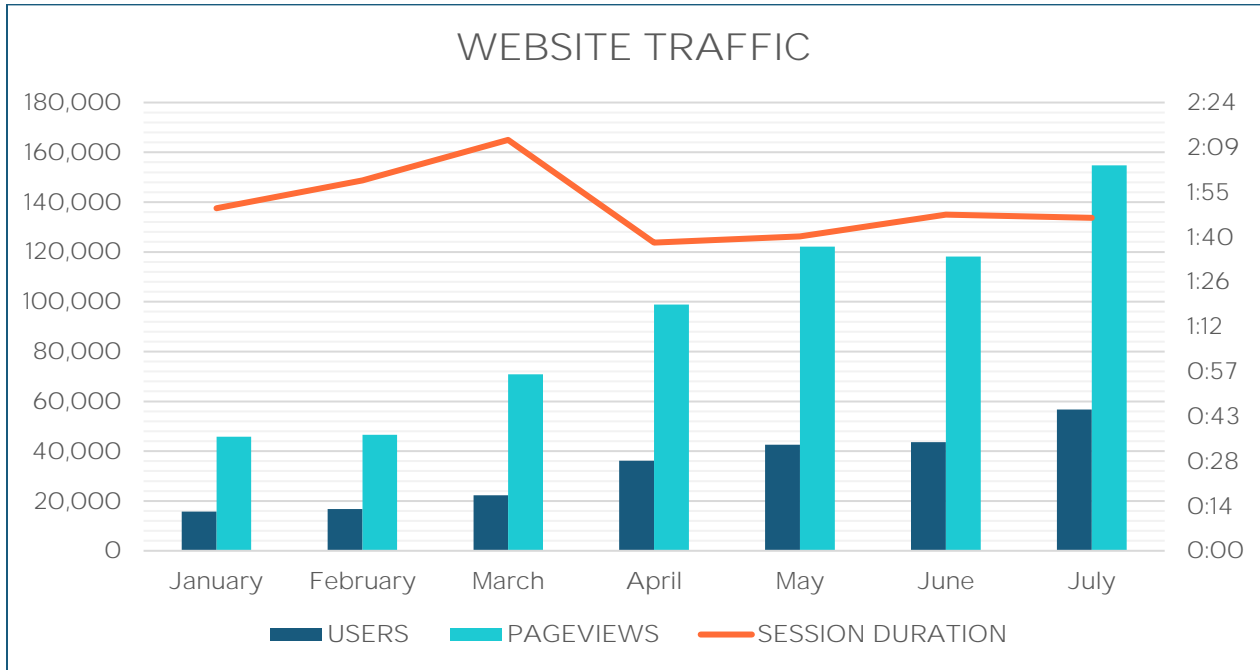


Meetings - Facebook



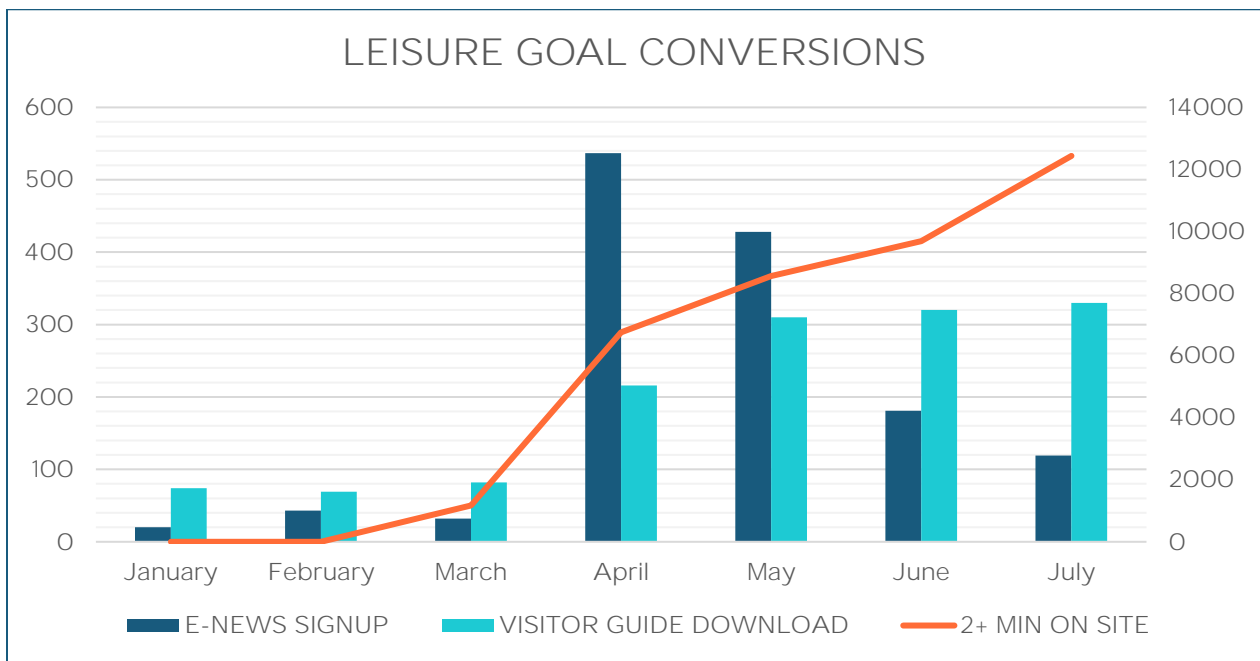
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic continues to improve month-over-month. In July, total number of users was up nearly 26%, sessions up 27%, pageviews up 27% while average session duration down 1%.

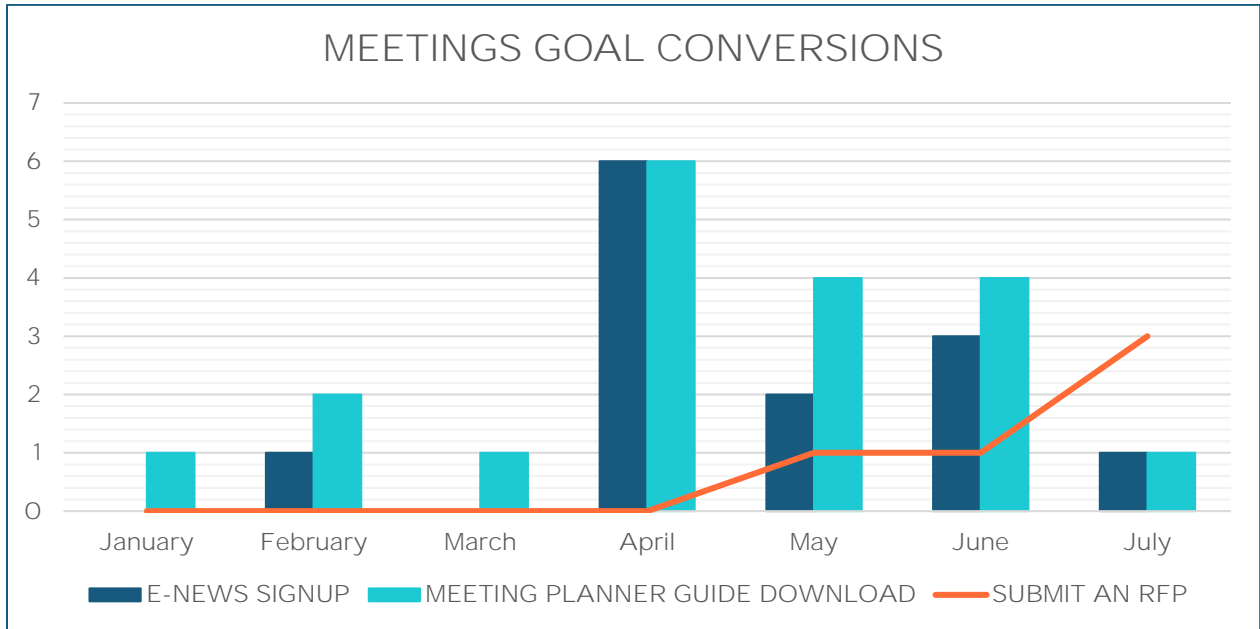


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions including e-newsletter signups and Visitor Guide downloads. More than 12,000 users spent 2+ minutes on the site.

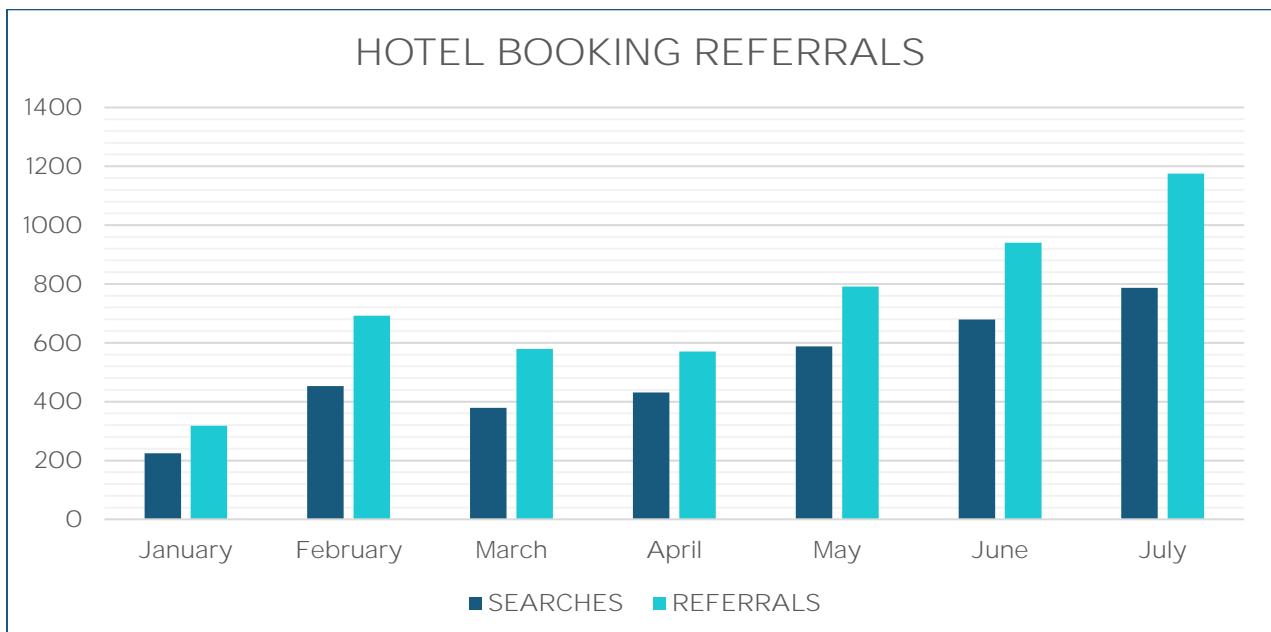


Paid advertising continues to drive more traffic to the website which resulted in higher meetings goal conversions including Meeting Planner Guide Downloads, RFP Submissions and e-newsletter signups. The website generated 3 RFP submissions in July from meeting planners interested in hosting a meeting in The Woodlands.



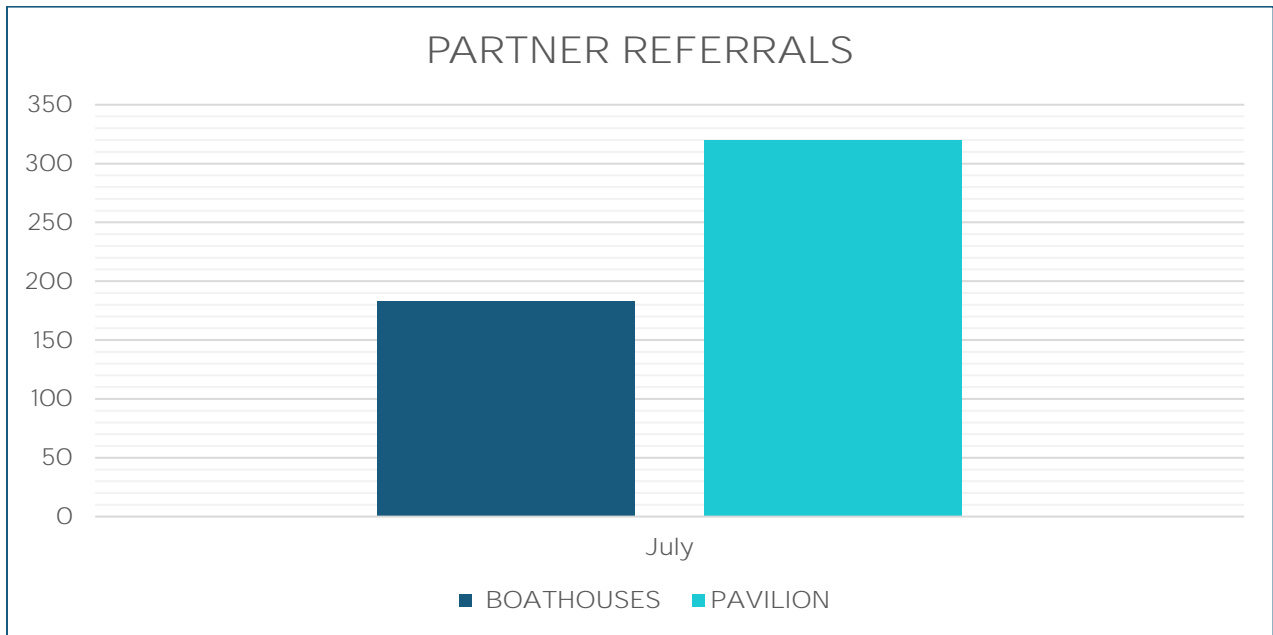
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In July, the website had 1,175 referrals to hotel properties in The Woodlands, up 25% from the previous month. Top referral U.S. states continue to be Texas at 68% with California and Florida following at 6% and 2% respectively. The top referring country behind the U.S. is Mexico.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH COMPARISON

In July, additional tracking was implemented on the website to better understand referrals Visit The Woodlands sends to partner websites. Visit The Woodlands sent 320 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 183 referrals to The Woodlands Township boathouse website for visitors to make reservations. As additional partner pages are built, more specific tracking will be implemented for other partners and analytics will be added to future monthly reports.



WEBSITE | CONTENT DEVELOPMENT

The Marketing Department continues to develop new content and update existing for the website to support sales and marketing initiatives. Below is an overview of efforts for July.

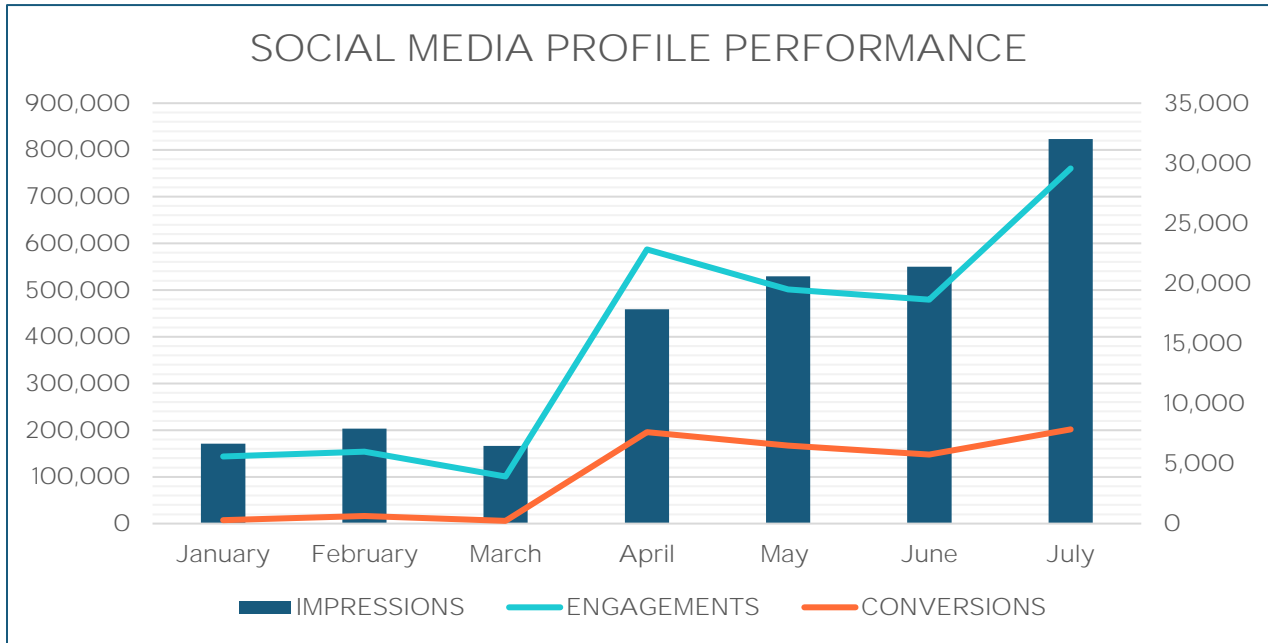
- New Partner Pages: The Woodlands Mall, Market Street
- [Events](#): New Events Added, 10 for Texas
- [Special Offers](#): New Offers Added, Restaurant Weeks, Labor Day
- [Public Documents](#): Monthly Reports Added
- [Privacy Policy](#) Updated
- [Blog Posts](#): Private Group Dining Options in Waterway Square

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 34K followers across social platforms, Visit The Woodlands received a total net audience growth of 1,012 for the month of July.

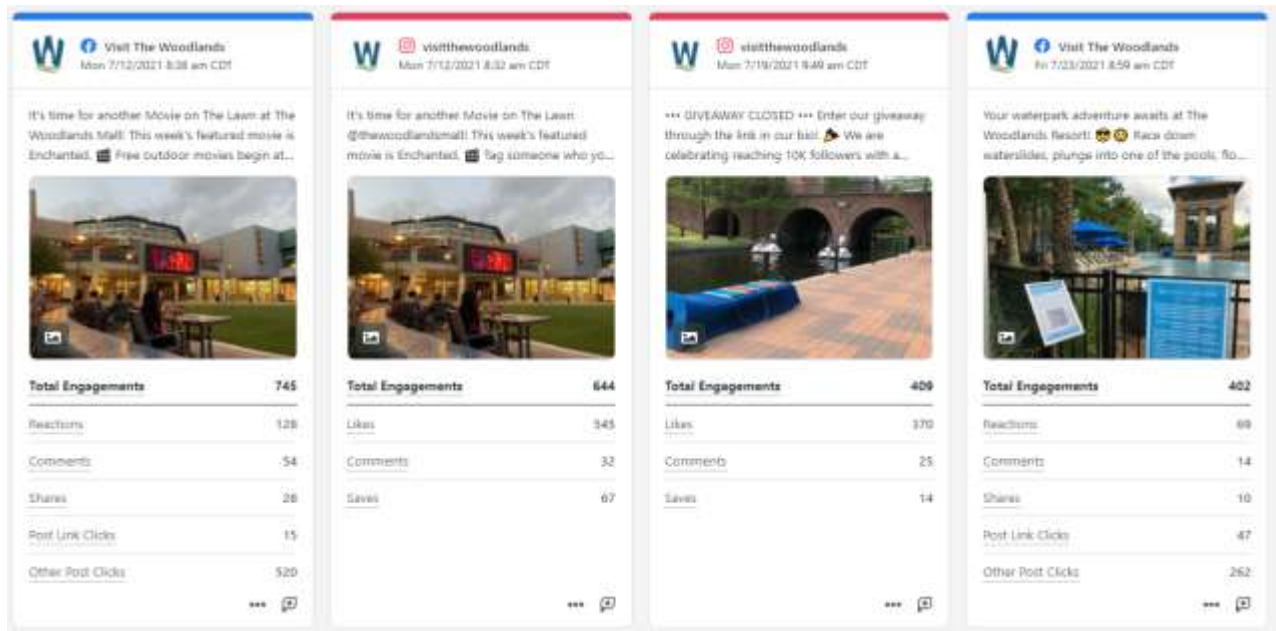
Facebook Verification: In July, Visit The Woodlands received account verification from Facebook. This is important because it gives the account credibility and authority as Visit The Woodlands is now recognized as the official tourism account for The Woodlands, Texas.

Instagram 10K Followers: In July Visit The Woodlands surpassed 10,000 followers on Instagram. In addition to giving the account more credibility and authority, this also allows for more features and functionality to help drive social media traffic to the website.



SOCIAL MEDIA | TOP PERFORMING POSTS

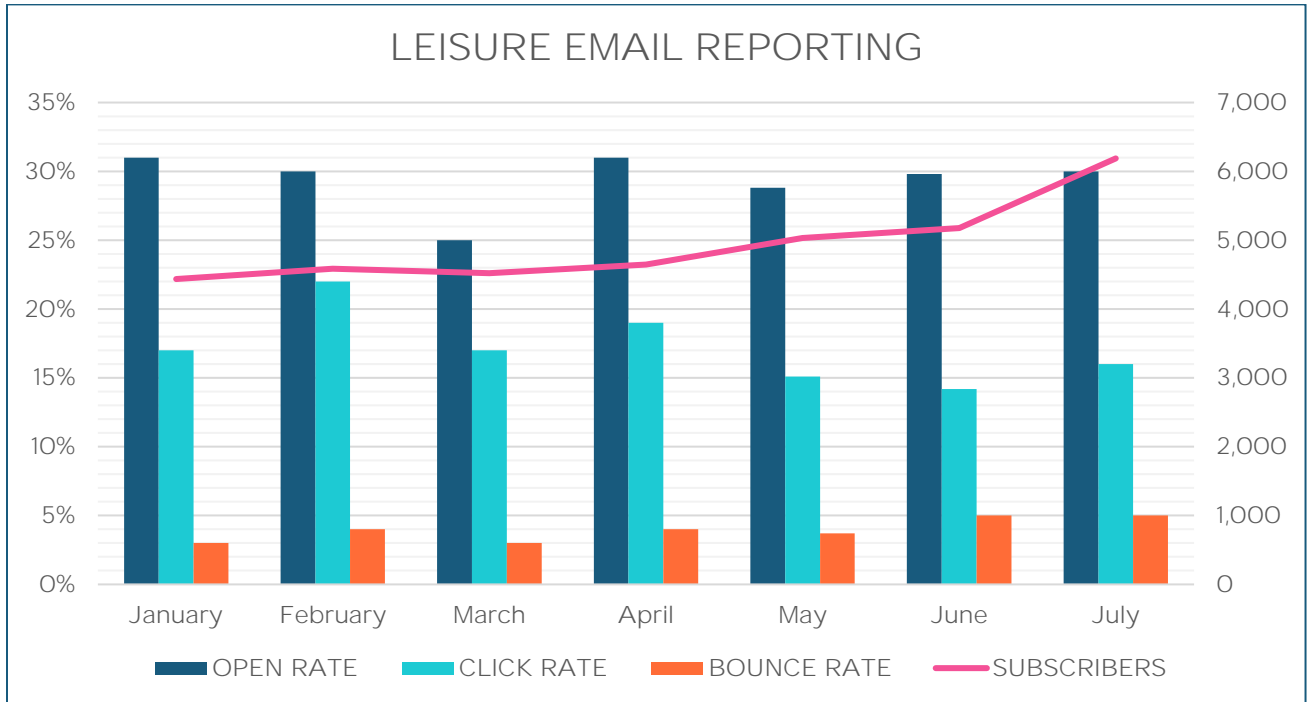
The Marketing Department continues to develop unique and engagement content across all social media platforms. Below are the top performing posts for July.



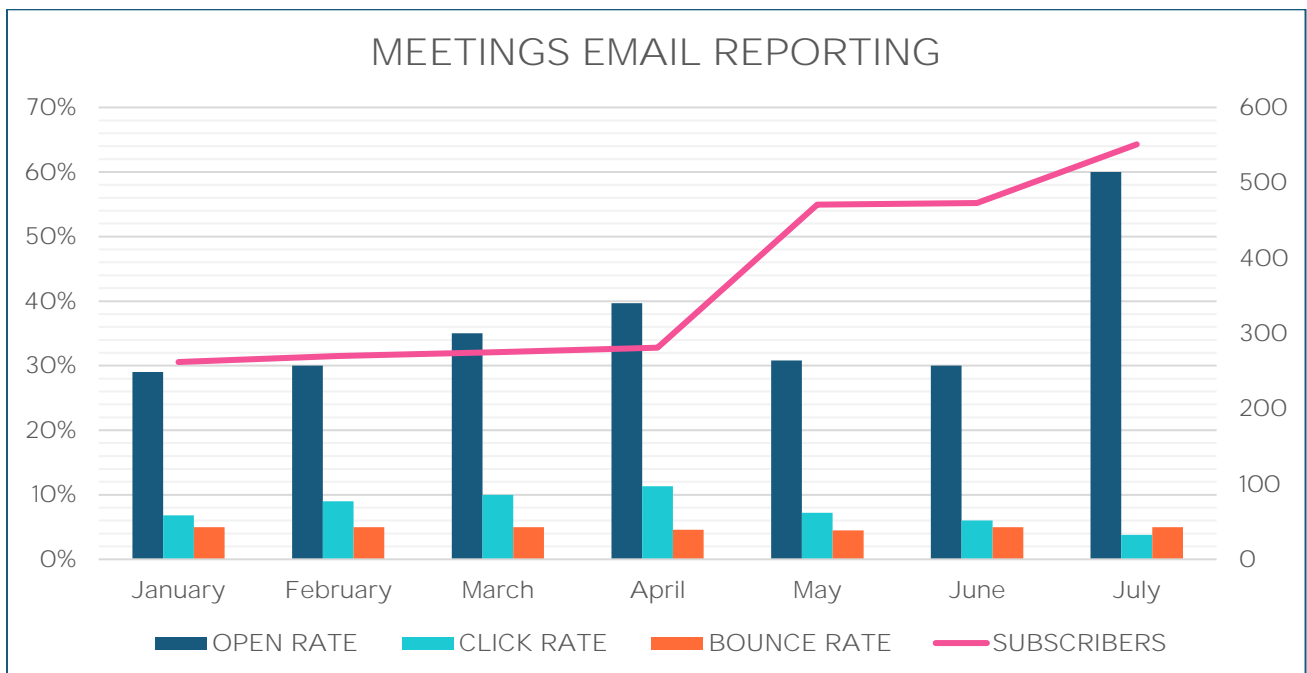
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

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.



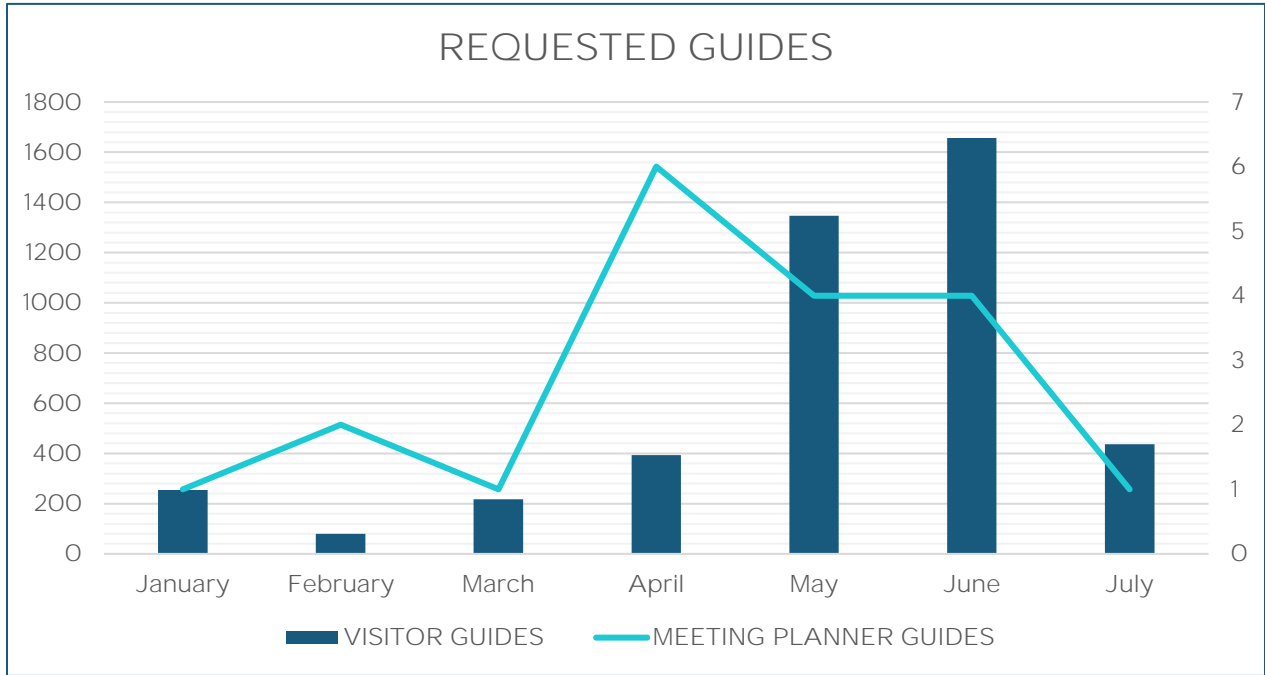
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



Meetings Industry Averages: Bounce Rate: 9%, Click Rate: 1%, Open Rate: 16%

MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

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



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

The Marketing Department handles creative production & content development in-house. Below is an overview of efforts for July.

- Photoshoots: The Woodlands Resort, The Westin, The Woodlands Waterway Marriott

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 efforts for July.

FAM Trips:

- Texas Lifestyle Magazine, Marika Flatt - In partnership with The Woodlands Resort
- Ongoing - Vet influencers that fill out the FAM Trip Request form on the website

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

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:

- Team Meetings: Weekly Staff Meetings, Mexico FAM Planning, Board of Directors Meeting
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR, One Percent, Tamborrel, Crowdriff, SanMarez Media
- Partner Meetings: Market Street, The Cynthia Woods Mitchell Pavilion, The Woodlands Arts Council, The Woodlands Hotels, Parks & Recreation Department

Webinars: Tik Tok to Instagram Reels

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Glade Gallery Partnership with Around Houston: Visit The Woodlands marketing and tourism teams met with Glade Gallery to see how the organizations can work together to support events and tourism in The Woodlands. The Tourism Department encouraged Glade Gallery's president, Dragos Tapu, to sell their special events to a bigger audience by joining the Visit Houston Marketplace. Houston has a Marketplace for seasonal and permanent events and museums where visitors can purchase passes to an experience in the Greater Houston area. By using this partnership, venues like Glade Gallery can have better exposure to their target audience.

International Media & PR Efforts: Visit The Woodlands met with The One Percent Agency to regroup and re-plan the Tourism and Marketing international plans that were put on hold due to the COVID-19 pandemic. As things have started to open again for both The United States and Mexico, Visit The Woodlands took the opportunity to plan an event at one of the most popular cities in Mexico, San Miguel de Allende, to create exposure to the destination and to build strategic partnerships with media in Mexico.

Around Houston Meeting: Visit The Woodlands attended the Around Houston Meeting to discuss new trends and changes in the greater Houston Area. This is a meeting of Houston and its surrounding destinations that work together to promote Tourism in a bigger scale. An update on hotel information per area was provided as well as marketing options that the group has been exploring.

MEETING CONNECTIONS

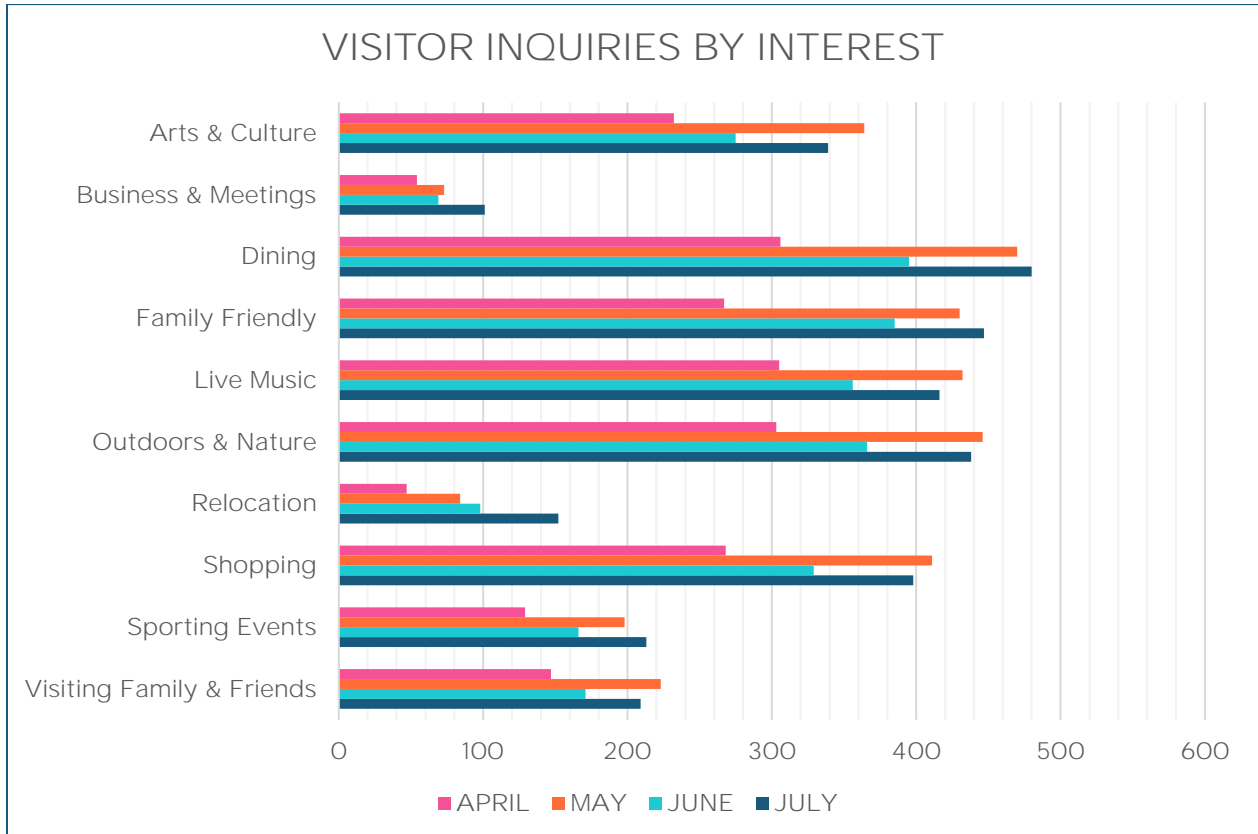
- Webinars from Connect Tour, US Travel Association, etc.
- Meeting with Glade Gallery
- Meeting for IPW
- Meeting with Around Houston
- Meeting with TravelPulse
- Meeting with One Percent Agency
- Attended Mexico Chamber of Commerce event
- Meeting with Visit Shenandoah and Visit Conroe

TOURISM SERVICES AND DEVELOPMENT

- Assisted 2 wedding inquiries

VISITOR SERVICES

- Total Kiosk Visitors: 111
- Local Visitors: 7
- TX Zip Codes: 51
- Out of State Visitors: 31 (Arizona, Colorado, New York, etc)
- Foreign Visitors: 29 (Mexico, Pakistan, Panama, Netherlands, Venezuela)



THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Experience Makers Government Forum: Staff attended Adobe's conference and received CPE certification for continuing education classes to expand digital experience and deliver exceptional government services.

FILM COMMISSION SERVICES AND DEVELOPMENT

- Film Applications Received
 - Vice Media Documentary
- CVB partner information for Laredo, TX
- 1 locations call for independent feature film: "Dancing On The Elephant"