

MONTHLY REPORT

JULY 2022

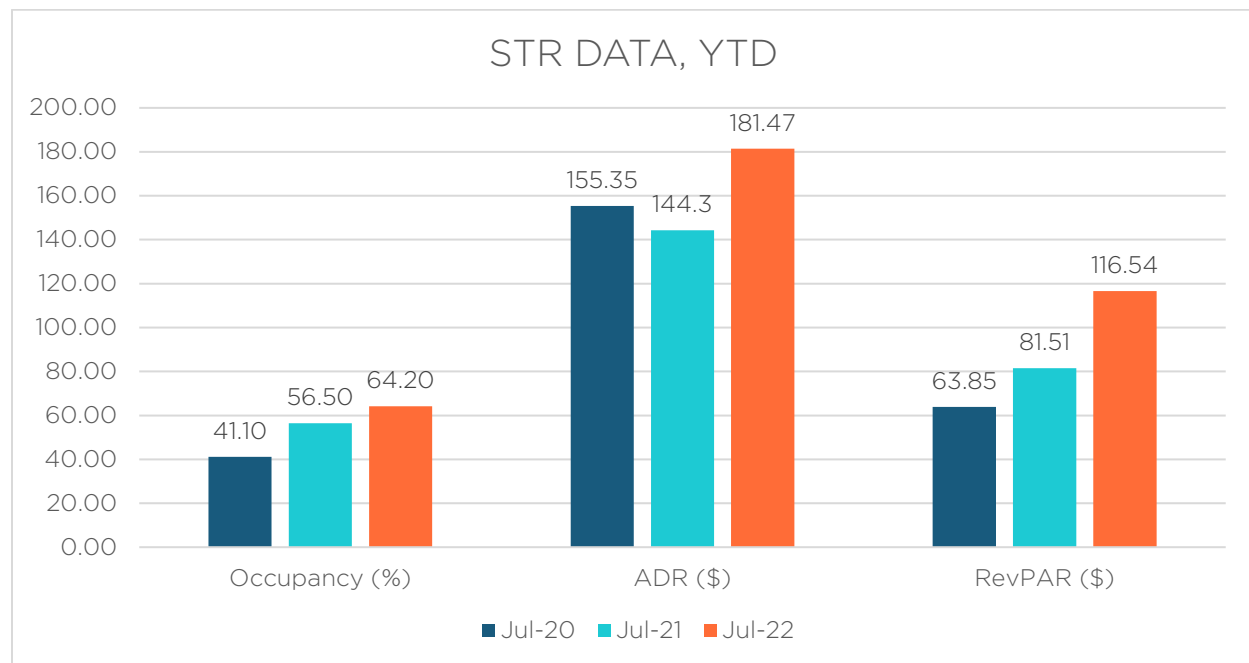
VISIT
THE WOODLANDS
— T E X A S —

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	\$594,014	75.6%
APR	\$306,002	\$527,633	\$642,627	\$781,476	48.1%
MAY	\$36,751	\$497,469	\$584,004	\$869,804	74.8%
JUN	\$76,026	\$569,445	\$652,373	\$887,820	55.9%
JUL	\$204,550	\$609,472	\$628,582	\$799,730	31.2%
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	\$ 2,629,493	\$ 3,010,826	\$ 3,992,279	\$ 4,925,975	63.6%

STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year.



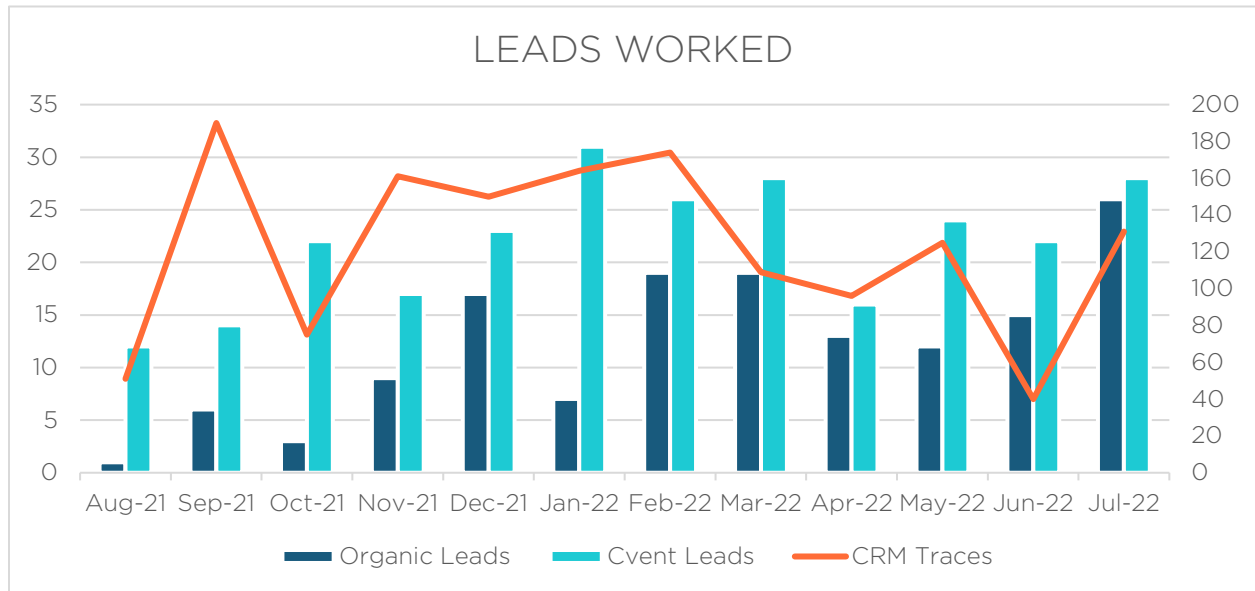
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist

LEADS & SERVICING

In July, the Sales Department continued to see a steady number of leads being sourced, both organically and through our partnership with CVENT. See full lead and progress details below.



BOOKED BUSINESS

In July, the sales team booked 2 pieces of business representing 700 attendees and 1,200 contracted rooms. In addition, the economic impact for these groups represents over \$448,000 dollars to the local economy. For more insight on lead development, please review the graph above.

TRADESHOWS & SALES MISSIONS



Visit The Woodlands Attends MPI HAC Educational & Networking Events: The Sales Team represented Visit The Woodlands at the July Meeting Professionals International Houston Area Chapter (MPI HAC) CAP'D Educational Luncheon. Meeting planners and industry suppliers from across the Houston region come together at these events to network and learn about emerging industry trends. Visit The Woodlands is a 2022 Legacy Sponsor for the MPI HAC.

SERVICING

In July, Ashley offered 3 groups servicing, sent out 9 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.

PARTNERSHIPS & MEETINGS

- Sales training for Ashley Fenner promotion
- Call with Resort partner regarding IMEX America participation
- Partner lunch with Alyssa Montoya of Main Event
- Bryan Hill of Green Business Bureau Venue Discussion
- Call with HB Dennis and Tracey Howe regarding Admin Professionals Association
- Servicing position interviews
- MPI HAC Education Committee Team call
- Dennis Muralles Partner Introduction and Welcome Bags
- Hosted Partner event at Pavilion
- Chevron Championship Kick Off call
- MPI HAC Educational Lunch Setup and Execution
- Madera Estates Partner Pop In
- Financial Update Email
- TSAE New Ideas Conference LOI Submission
- Copa Rayados Hotel update call

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

Mary Murphy, Public Relations 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 current placements is below.

Leisure:

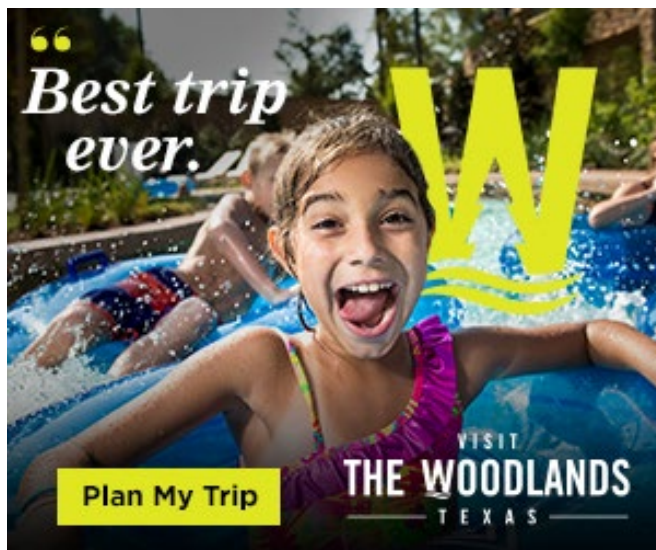
- *Texas Monthly* - print & digital
- Live Nation
- *Houstonia* - print
- *Texas State Travel Guide* - print
- *Texas Events Calendar* - print
- *Texas Highways Magazine* - print & digital
- Paid Search - Google Discovery Ads, SEM
- Paid Social - Facebook, Instagram & Pinterest

Meetings:

- *Association Leadership Magazine* – print & digital
- Lamont Co – digital
- *The Meeting Professional Magazine* – print
- *Connect* – digital
- *Texas Meetings + Events* – print & digital
- *Meet Texas* – print
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – *Texas Monthly*



Meetings – *Smart Meetings*

Smartmeetings



Located 28 miles north of Houston, Texas and a short drive from George Bush Intercontinental Airport, The Woodlands is an urban escape surrounded by 28,000 acres of protected forests. Here, you'll find luxury amenities, unique team building activities, and entertainment options for convention attendees to enjoy. Board kayaks on Lake Woodlands, attend a concert at the award-winning Cynthia Woods Mitchell Pavilion or unwind during happy hour at one of our many restaurants, lounges, or wine bars.

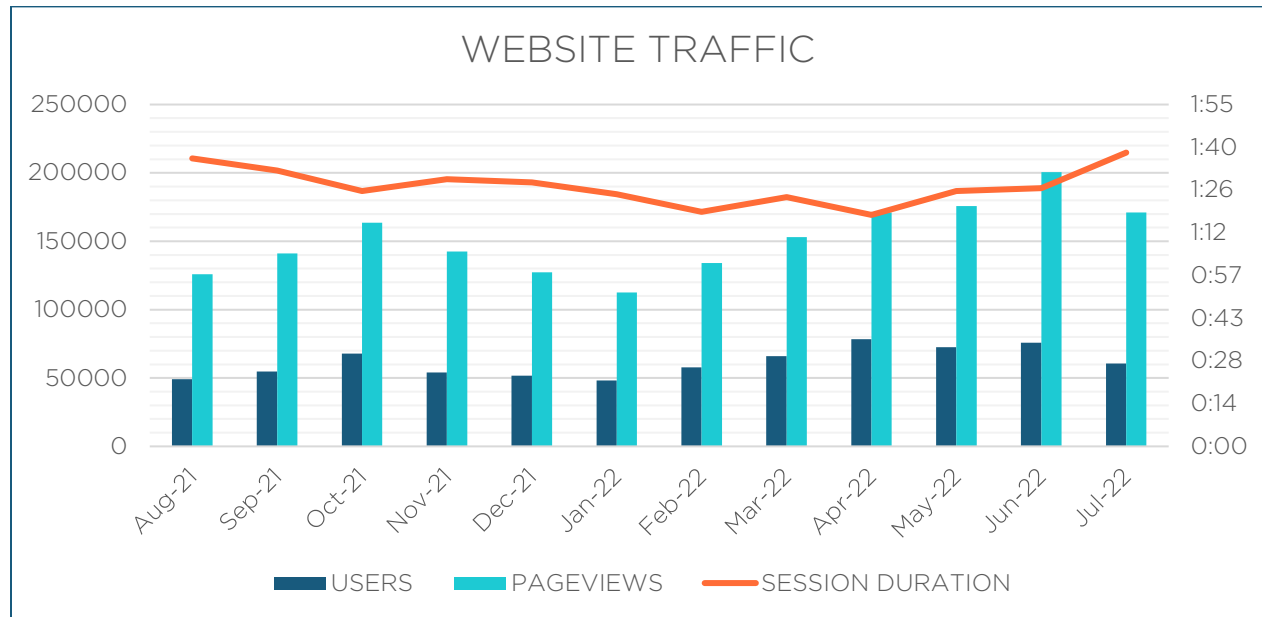
Start Planning

Our Meeting Planner Guide provides details on meeting venues, team building activities, CVB services, and more. Download a copy and start planning today.

[Download a Meeting Planner Guide](#)

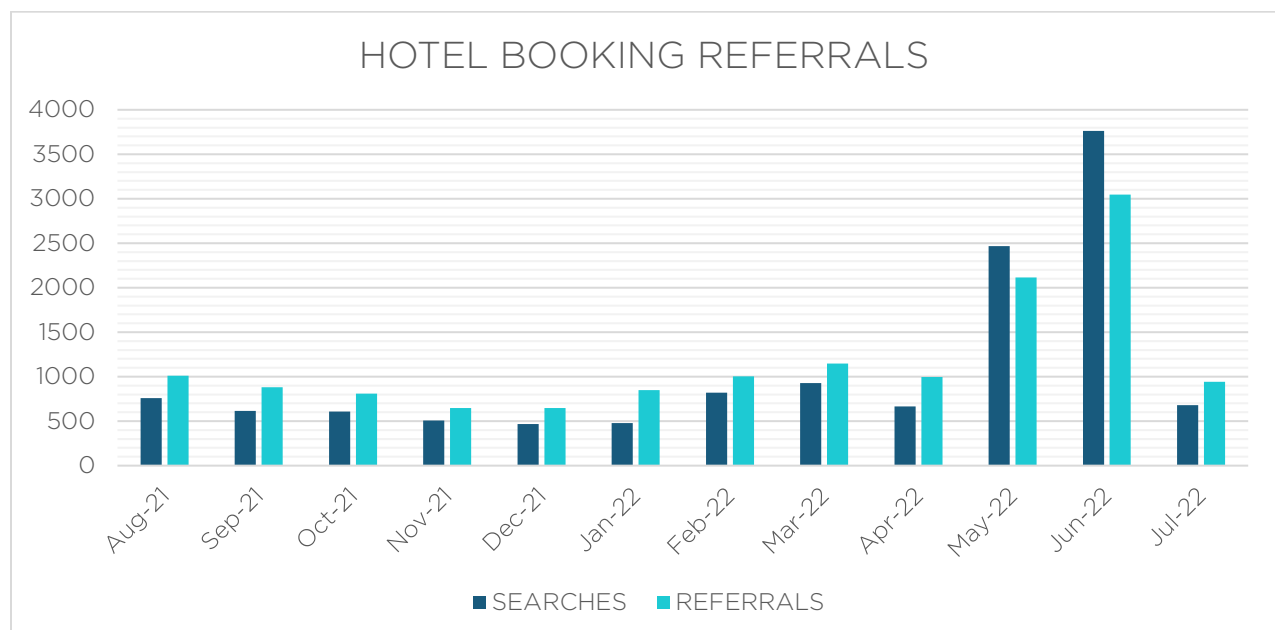
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see steady website traffic. Year-over-year, total number of users was up 7%, sessions up 11% and pageviews up 11%.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In July, the website had 918 referrals to hotel properties in The Woodlands, down 69% 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. *Note: The drop in referrals for the month of July is due to a data migration error.*



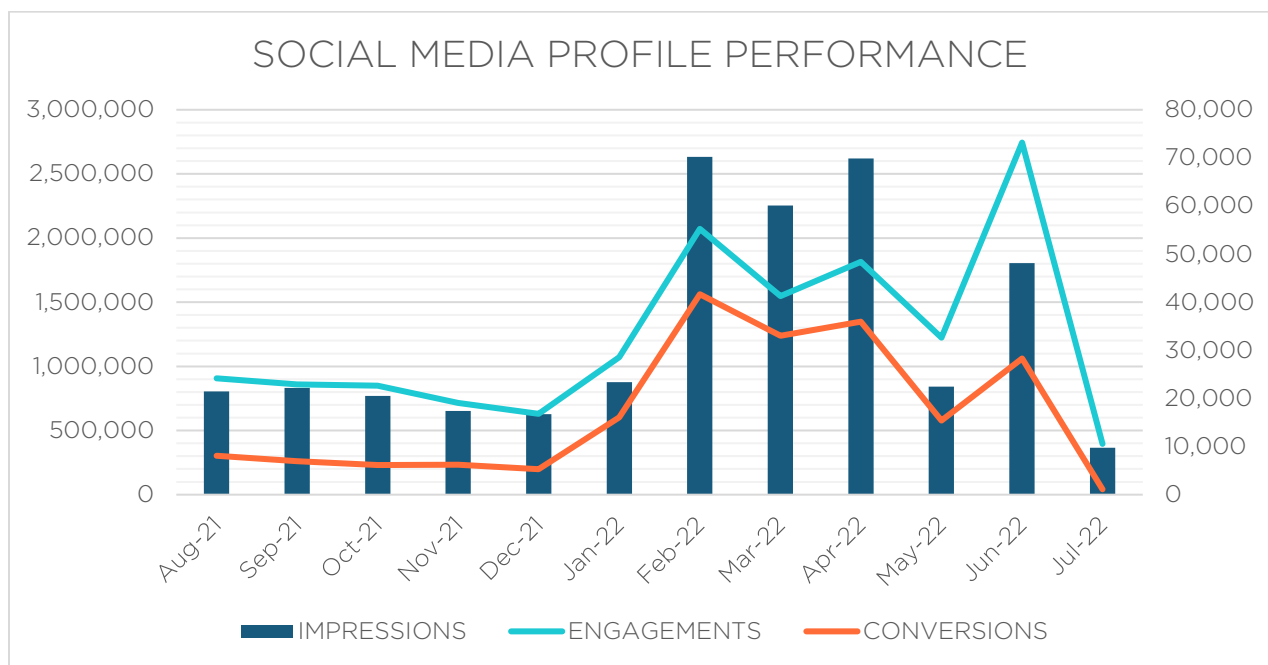
WEBSITE | CONTENT DEVELOPMENT

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](#): New Events Added
- [Special Offers](#): New Offers Added
- [Blog](#): Children's Museum
- [Public Documents](#): Monthly Reports Added

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

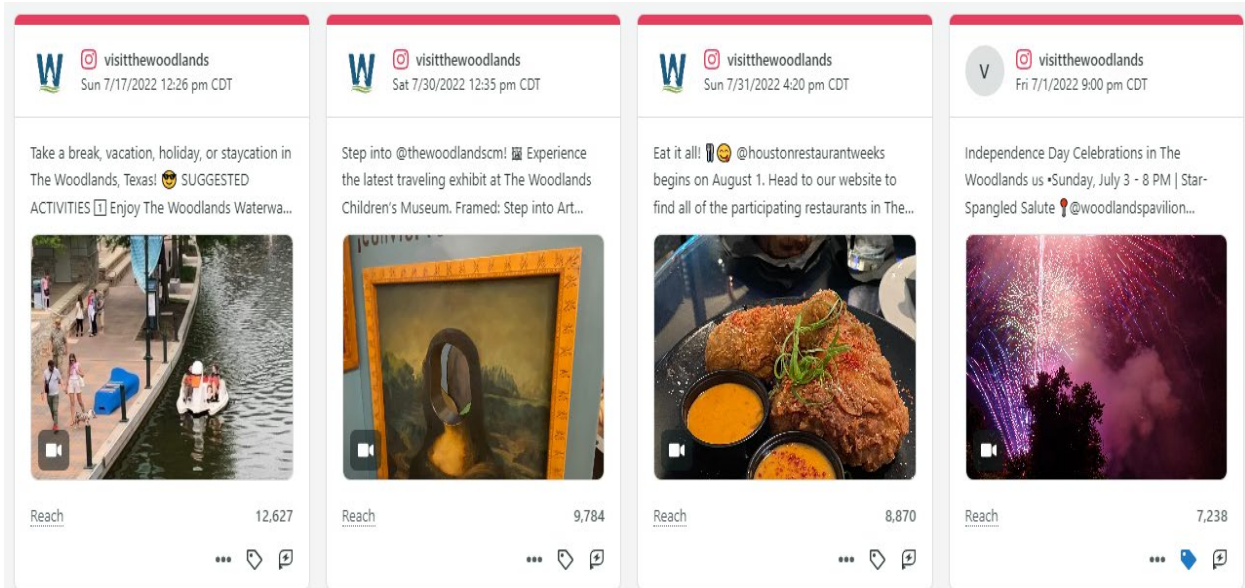
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 42K followers across social platforms, Visit The Woodlands received a total net audience growth of 685 for the month of July. *Note: The drop in performance for July is due to social advertising being delayed to market.*



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

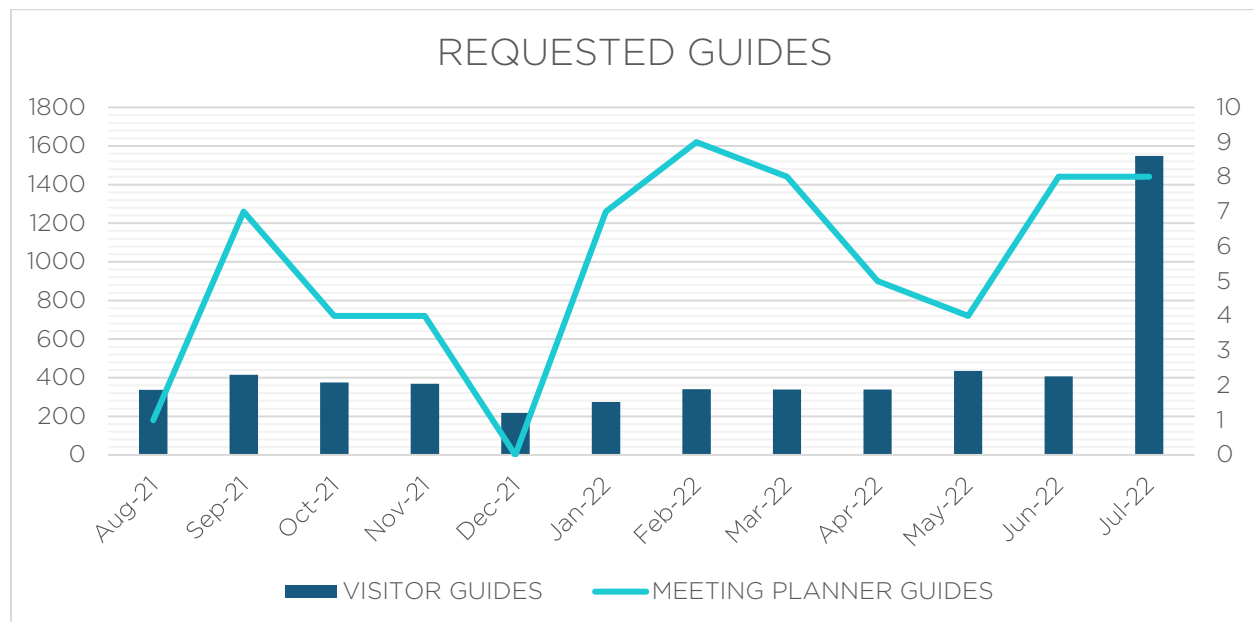
SOCIAL MEDIA | TOP PERFORMING POSTS

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



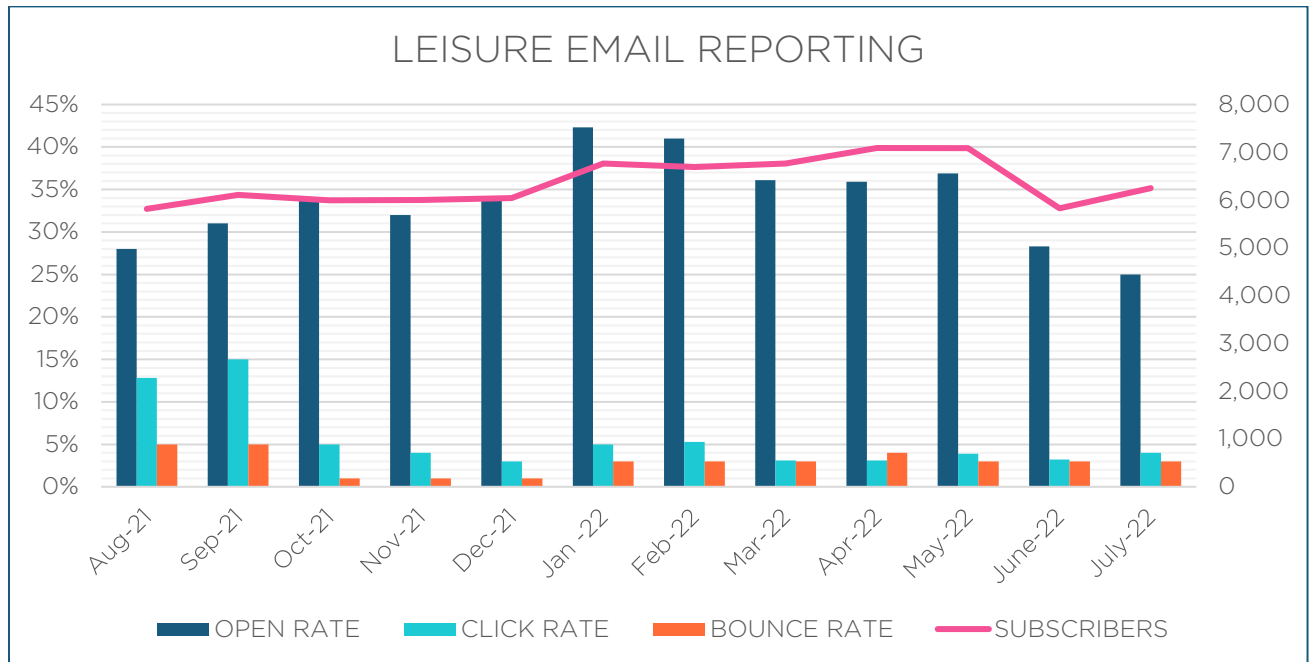
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. The spike in July is due to a paid advertisement for a contest giveaway.

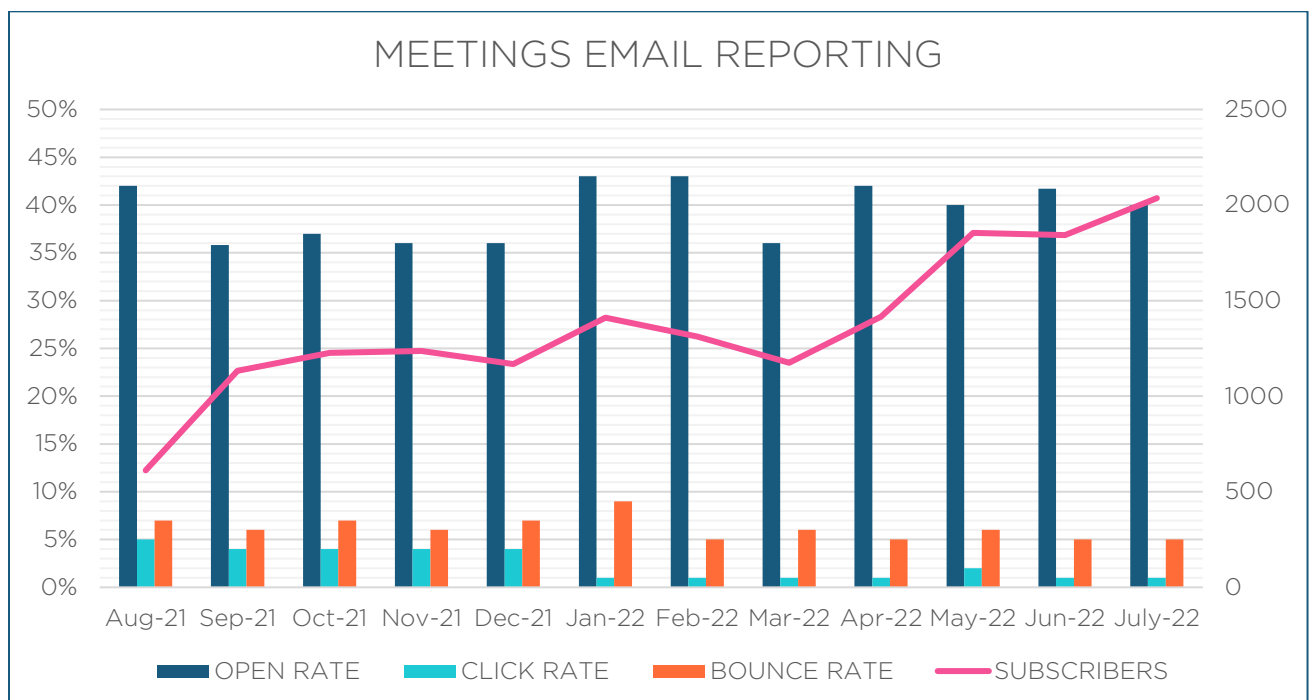


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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 | 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.



Mary Murphy Joins Visit The Woodlands as Public Relations Coordinator:

As the Public Relations Coordinator, Mary is responsible for developing strategic partnerships, gaining earned media coverage, and fostering media relations. She also serves as a liaison between Visit The Woodlands and local hospitality businesses. Mary has a bachelor's degree in Journalism with a Concentration in Strategic Communications.

FAM Trips: Sincerely Karin

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

Editorial: *Texas Monthly*, New/Next featuring Gucci

NEWNEXT

NEWSWORTHY HAPPENINGS FROM OUR PARTNERS

Chickasaw Country, OK

Enjoy Festival Fun this Summer

With summer in full swing, there has never been a better time to visit Chickasaw Country in south-central Oklahoma. Family-friendly festivals like the Stratford Peach Festival and Rush Springs Watermelon Festival are ripe with entertainment, locally grown food, and more.

CHICKASAWCOUNTRY.COM

Laramie, WY

Your Mountain Getaway is Calling

Explore the mountains of Wyoming without the crowds of the parks on the under-discovered Snowy Range Scenic Byway. Spend your days on the trails by ATV rental, with Laramie as the perfect home base for all of your Western adventures.




VISITLARAMIE.ORG

The Woodlands, TX

Gucci Debuts in The Woodlands

Market Street is adding iconic luxury house Gucci and wine purveyor Sixty Vines to its repertoire of more than 70 retailers and restaurants. The luxury boutique is set to debut in October 2022 next to Louis Vuitton, with Sixty Vines scheduled to open shortly after in November.

VISITTHEWOODLANDS.COM/WHATSNEW



STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

MEDIA ASSISTANCE

KPRC Houston: The Woodlands was featured on KPRC's Last Minute Road Trip segment in July. Executive Director, Elizabeth Eddins, assisted with a live interview from a balcony room at The Woodlands Waterway Marriott that overlooked The Waterway and The Cynthia Woods Mitchell Pavilion.



TRADESHOWS & SALES MISSIONS

San Miguel de Allende: The Woodlands and representatives of Market Street Shopping District met with San Miguel de Allende's Municipal Government President, Mauricio Trejo Pureco, to strengthen the ties between San Miguel de Allende and The Woodlands. Staff routinely hosts and attends sales, marketing, and media missions each year across the United States and Internationally.

