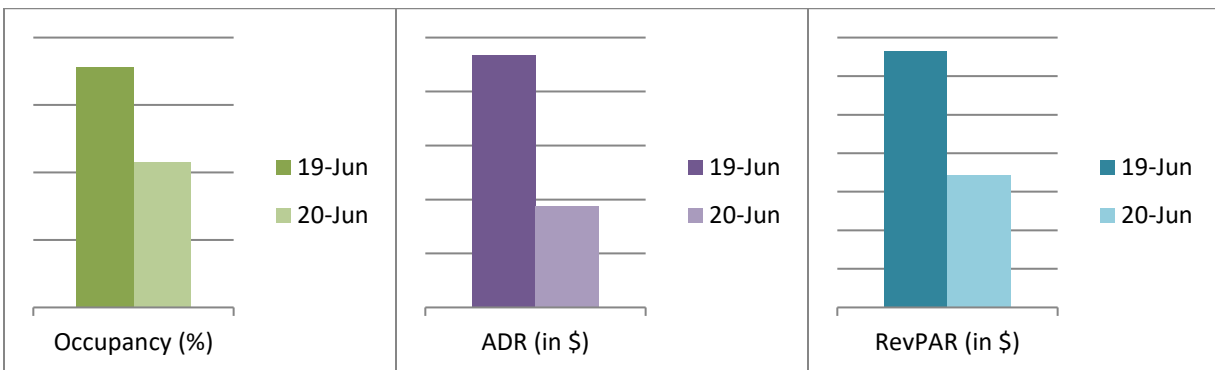


HOTEL OCCUPANCY TAX COLLECTIONS

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	-91.7%
JUL	\$ 824,776		JUL	\$ 753,306	\$ 776,760		
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	\$ 4,927,426	\$ 2,424,943	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,424,943	-48.4%

2020 COMPARED TO 2019 (as of 6/27)



Down 39.5% in Occupancy

Down 14.9 % in ADR

Down 48.5% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

June Overview

June 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 teams. 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.

B-Roll Video Shoot- In June, the Sales Department worked diligently with a local video vendor to help capture new B-Roll footage to be utilized within videos that Visit The Woodlands are producing to help encourage overnight stays. This video shoot included shots of The Woodlands Waterway, biking experiences, and the new water bikes that are available through Riva Row.

Partner Sunshine Box Drop In's- The Visit The Woodlands Sales Department put together sunshine baskets for the local hotel partners as a thank you. Over the last few months, The Woodlands hotel partners have been working around the clock to ensure incredible service, safety, and comfort for visitors and guests. With bright goodie baskets in hand, the team went to each hotel to personally deliver and thank the hotel industry partners in The Woodlands.

Sales and Servicing Blog Development- The Sales Department is working on developing sales and servicing specific blogs and content for the new website, Linked In engagement, and future sales email distribution. To have insightful blog content helps engage meeting planners and future clients by showcasing all that The Woodlands can offer to conventions and meetings. Once developed, the Marketing Team will ensure that our blogs are highlighted in all the right spots on social media and the brand-new website.

Meeting Planner Guide Updates- Before Covid-19 began, Visit The Woodlands was working on plans to update outdated information within the Meeting Planner Guide. This material is a sales tool that showcases our destination, hotels, and meeting space options for conferences and events. The Sales Department worked closely with the Marketing Department on necessary updates and changes.

Servicing Volunteer Program Development- Ashley Fenner, oversees the servicing programs and offerings for clients of Visit The Woodlands. The newest program being developed is a Volunteer Program that will allow for more flexible hours for welcome booths and assistance with registration for conferences and events. Ashley is brainstorming creative areas to find qualified and professional volunteers and is working on the guidelines and outline of the program.

Hilton Garden Inn Partner Meeting- The Sales Department had the opportunity to meet with the Hilton Garden Inn and Hyatt Place sales partners in person for the first time in months. This was a chance to meet a new sales manager that joined the team and an opportunity to discuss updates to the new website, upcoming client events, upcoming promotional opportunities, and much more. These meetings serve as a great way to brainstorm new ideas and creative ways that the sales team can help encourage and book hotel rooms in The Woodlands.

June Meeting Connections

- Hilton Garden Inn Partner Meeting
- Ironman 2021 Room Block RFP Discussion
- Simpleview Pre-Summit Training
- Visit The Woodlands June Board Meeting
- Township Employee Forum

Convention Services and Development

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

Sales Tradeshows and Travel

- All June Travel Cancelled

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Website Launch: Visit The Woodlands is proud to announce the launch of its new, fully redesigned destination website, visitthewoodlands.com. The new website offers the most accurate and up-to-date content for leisure travelers with access to curated trip ideas, upcoming events, special offers, visitors guide and more. The site also features a section designed for meeting planners that includes details on meeting venues in The Woodlands, CVB services, online RFP submission and the official Meeting Planners Guide. A dedicated media room allows local and traveling media to access news releases, story ideas and more. [View the website here.](#)

Post-COVID Planning: The Marketing Department has been working to develop a plan on how the department will continue to support local partners as well as other Visit The Woodlands departments with limited funding for the remainder of 2020 and into 2021. Ideas include creating a digital only guides, eliminating some projects altogether and bringing other projects in-house to reduce costs.

Advertising

After receiving Board approval to reactivate advertising efforts, the Marketing Department relaunched media placements. An overview of these placements is below.

- **Leisure**
 - AAA Texas Journey Discover
 - Texas Highways Events Calendar
- **Meetings**
 - Texas Meetings + Events
 - Connect Corporate

Digital Marketing

The Marketing Department works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results is below.

Website

- **Published Content: Blog**
 - Waterfront Dining in The Woodlands
 - Artist Spotlight: Dixie Friend Gay
- **Published Content: Dedicated Pages**
 - Sales: Incentive Fund Request, Servicing Request
 - Tourism: Weddings, Reunions, Tourism Development Fund
 - Other: The Woodlands Film Commission
 - All other website forms have also been updated

- **Reporting:**
 - 12,556 Page Views
 - 12,129 Users
 - 2.30 Pages/Session
 - 2:03 Average Session Duration

Email Marketing

- **Emails Sent:**
 - Consumer Email: Leisure
 - Weekly Board & Partner Updates
 - Contributions to The Woodlands Township Covid-19 Updates
- **New Signups**
 - Leisure: 26
 - Meetings: 9

Social Media

- **Daily Posts & Monitoring** – Facebook, Instagram, LinkedIn, Twitter, YouTube
- **Live Videos:**
 - The Woodlands Waterway
 - Market Street
 - Texas TreeVentures
 - The Westin
- **Reporting:**
 - 86,730 Impressions across social networks
 - 5,054 Engagements across social networks
 - 351 Website Conversions via Social

Public Relations

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

- The Woodlands Earns Bronze Bicycle Friendly Community Designation
- The Pavilion Awards Scholarships to Fine Arts Students
- The Westin at The Woodlands to Reopen on July 1, 2020
- New Outreach Project Brings Artful Fun to the Community
- Visit The Woodlands Launches New Destination Website
- The Woodlands Town Center Trolleys Resume Service July 1, 2020

Media Coverage Values:

- **Total Media Exposure:** 822 placements
- **Potential Reach:** 8.72M
- **Ad Value Equivalency:** \$5.05M

Placements:

- **Houston Chronicle:** Last of 3 Howard Hughes Hotels in The Woodlands to Reopen July 1
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Last-of-3-Howard-Hughes-hotels-in-The-Woodlands-15357460.php>

- **Community Impact:** Live Music Returns in The Woodlands
<https://communityimpact.com/houston/the-woodlands/arts-entertainment/2020/06/23/live-music-returns-in-the-woodlands/>
- **Tyler Paper:** 3 Area Golfers Qualify for Texas State Open
https://tylerpaper.com/sports/3-area-golfers-qualify-for-texas-state-open/article_b9ac8562-b73b-11ea-973c-538a5eaf10cc.html

Marketing Collateral

Due to limited funding, some marketing pieces will no longer be offered as printed pieces, but rather be available as digital only via Visit The Woodlands website.

- **Insider's Guide** – New signups: 15
- **Visitor's Guide Requests**
 - Printed Requests – 110
 - Downloaded – 4
- **Meeting Planner Guide Requests** - 1

Partnerships

- **Meetings**
 - Visit The Woodlands Board Meeting
 - Weekly Staff Meetings
 - Howard Hughes Hospitality
 - The Woodlands Township Employee Forum
 - Market Street
- **Webinars**
 - Simpleview Summit: Virtual Sessions
 - US Travel: Race & Diversity

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

June Overview

- **Visit The Woodlands live**– Visit The Woodlands started doing research on doing live broadcasting to highlight some of the most emblematic parts of The Woodlands. Tourism Specialist, Laura Haces, has been in contact with different companies and destinations to best apply this resources and show The Woodlands at all times
- **Providing services while social distancing**– Visit The Woodlands’ visitor center has been closed due to the COVID-19 pandemic since March. Visit The Woodlands was concerned on how to still reach visitors so they have implemented measures for visitors to still get the information needed. From a hand sanitizer station, to restocked items such as Visitor Guides and maps, visitors are still able to obtain information and suggestions on what to do while they visit.
- **Wedding venues meet Visit The Woodlands**– The Woodlands is a perfect location for a destination wedding, from activities that all wedding attendees can do, to some of the best private rooms for your wedding rehearsal, The Woodlands has so much to offer to people of all ages. This is why Visit The Woodlands has been looking to partner with wedding venues to let them know of the wedding services they can provide to help make this occasion special.

June Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect Travel, etc.
- Visit to all hotel properties
- Meeting with Wedding venue