

MONTHLY REPORT

JUNE 2021

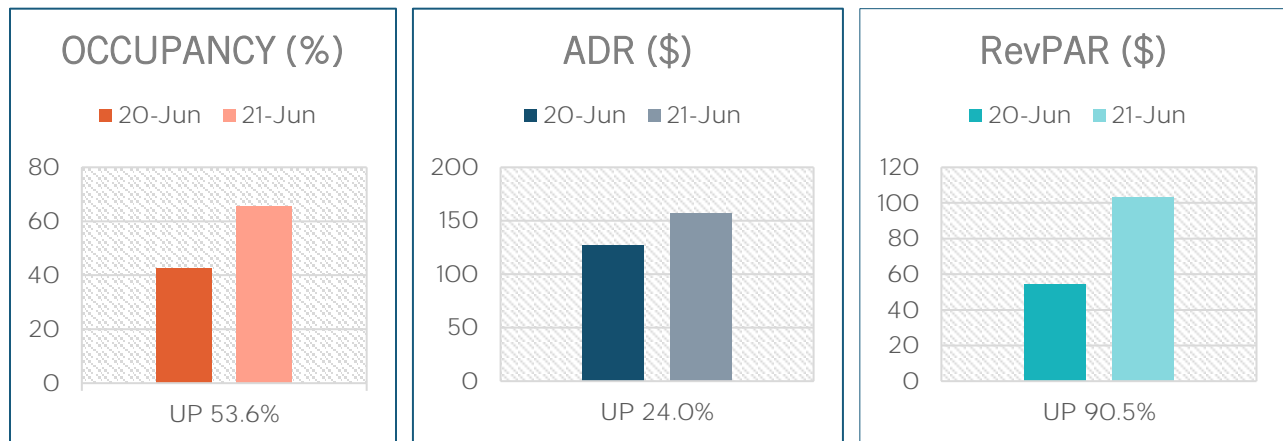
VISIT
THE WOODLANDS
— T E X A S —

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

In June, 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		
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	\$ 2,969,457	\$ 2,401,355	-1.0%

STR DATA | YEAR-OVER-YEAR



MEETING SALES

Josie Lewis, Director of Sales

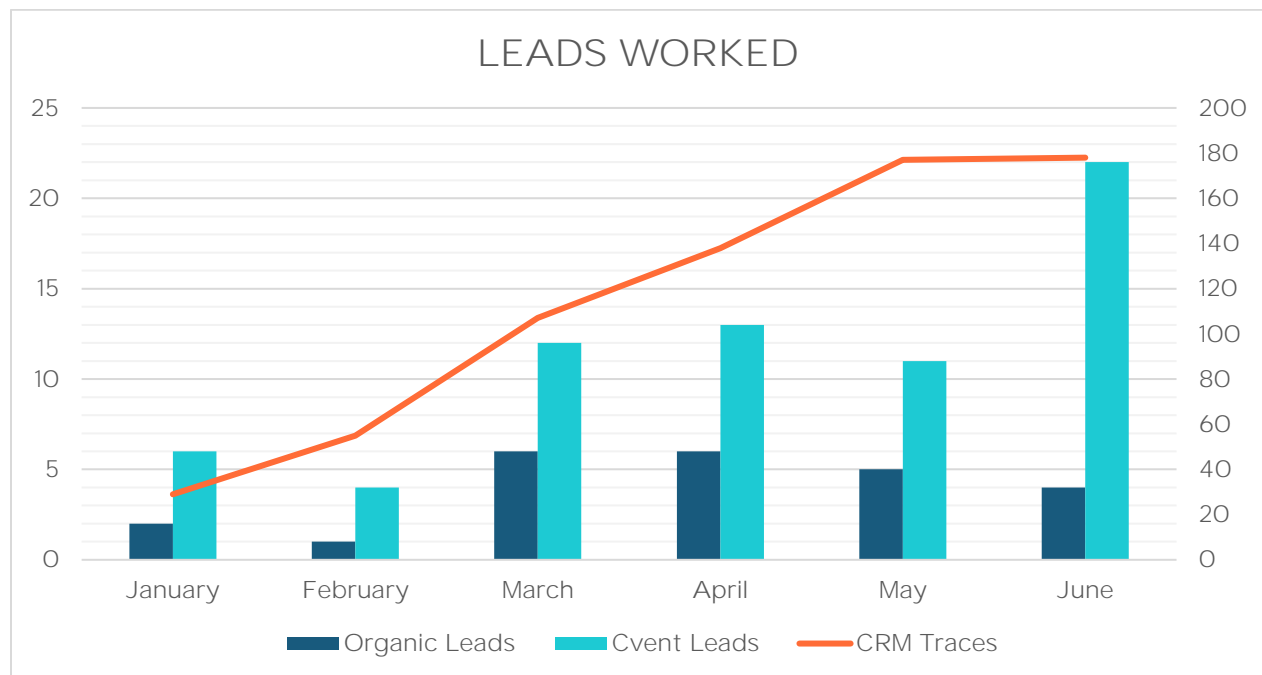
Ashley Fenner, Sales & Servicing Coordinator

TRADESHOWS & SALES MISSIONS

Smart Meetings Tradeshow: Josie Lewis represented Visit The Woodlands at the 3 Day National Smart Meetings Tradeshow. Smart Meetings offers meetings planners and suppliers alike, with the opportunity to meet with targeted prospects. During this tradeshow, Josie had the opportunity to meet with 28 qualified meeting planners and came home with many new connections and 2 RFP's in hand. Josie followed up with each planner personally after the tradeshow and all contact information and meeting notes were tracked within the CRM platform.

LEADS & SERVICING

In June, 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.



PARTNERSHIPS

Progressive Site Tour in Shenandoah: Visit The Woodlands staff had a great opportunity to meet with local CVB professionals from Conroe and Shenandoah. With a lot of new hotel development in Shenandoah, staff was able to do a full tour of the new properties and then

catch up and discuss regional tourism initiatives with area industry professionals. This tour included a full site tour of the Even Hotel, Aloft, and the new Hyatt House hotel. Texas Association of Mediators Site Tour

- Sales and Marketing Summer Preview
- Simpleview Monthly Training Call
- Avanti on Research Ribbon Cutting
- TACVB Sales Blitz
- UH Graduate Career Panel Discussion
- Site Tour for Removing Labels Dance Program
- Client Servicing Kick off Call with Texas Association of Korean Schools
- Trolley Expansion Discussion
- Visit The Woodlands budget Meeting
- TAC Bid Presentation Planning
- Progressive Site Visit of Shenandoah Hotels

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities. Below is an overview of upcoming advertising placements, which were fulfilled in June.

Leisure:

- Tour Texas - Hot & Happening eNews (July), Featured Video (July)
- Texas State Travel Guide (Annual)
- Texas Highways - Web (July), Print (September)
- Paid Search - Google Discovery Ads, SEM (July)
- Paid Social - Facebook & Instagram (July)

Meetings:

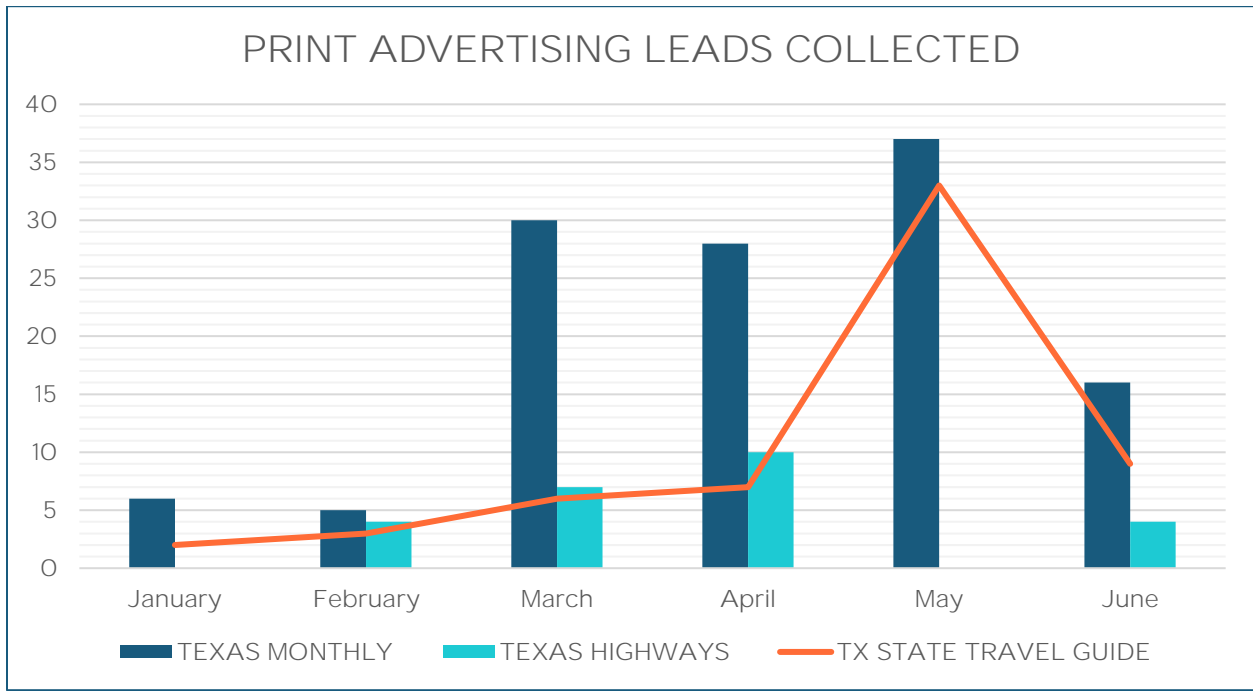
- Texas Meetings + Events (Summer)
- Convention South (August)
- Paid Search - SEM (July)
- Paid Social - Facebook & Instagram (July)

Opportunities Reviewed:

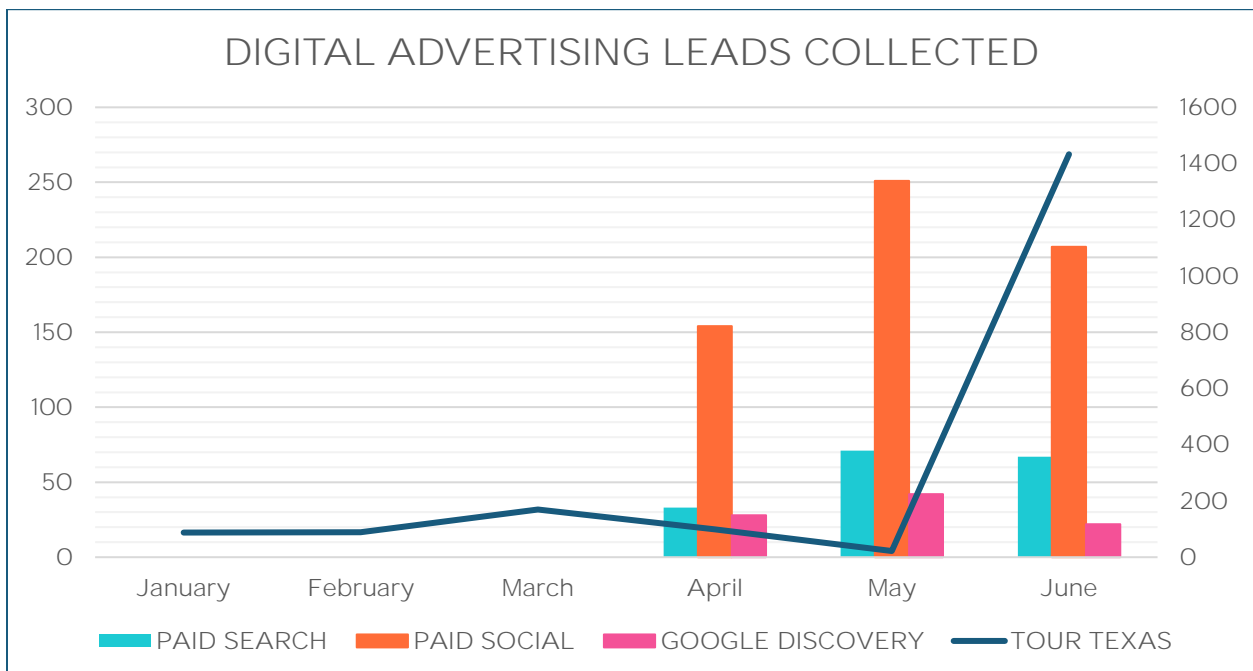
- Ink Global: United Airlines Magazine

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 significantly impact advertising leads collected, which primarily come from paid social. A large number of leads were also received from a paid ad buy on TourTexas.com for the featured contest giveaway in June.

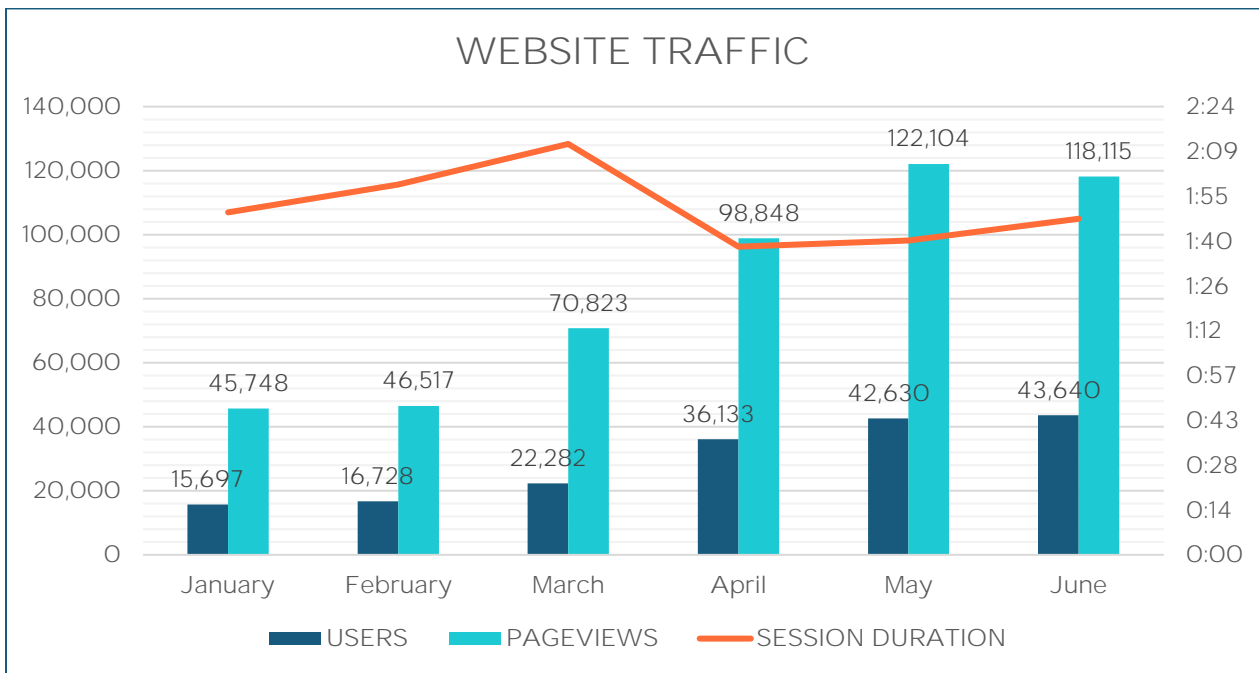


ADVERTISING | EXAMPLES IN MARKET



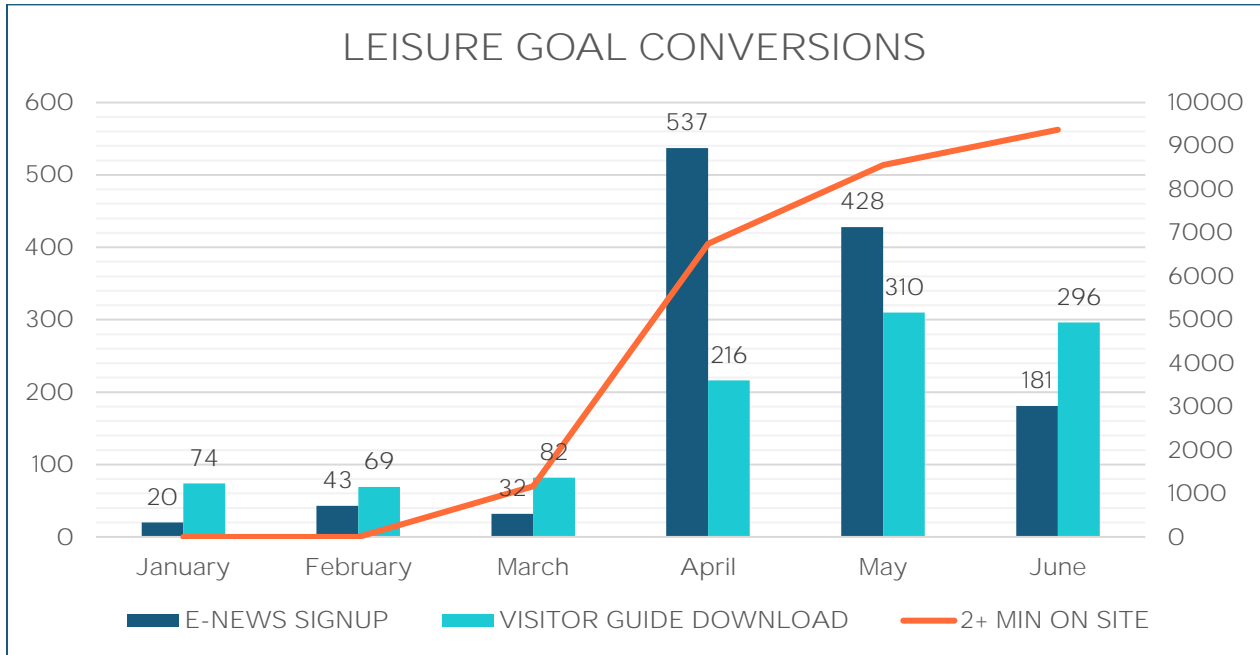
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic continues to improve month-over-month. In June, total number of users was up 8%, sessions up 9%, pageviews up 1% and average session duration up 6%.

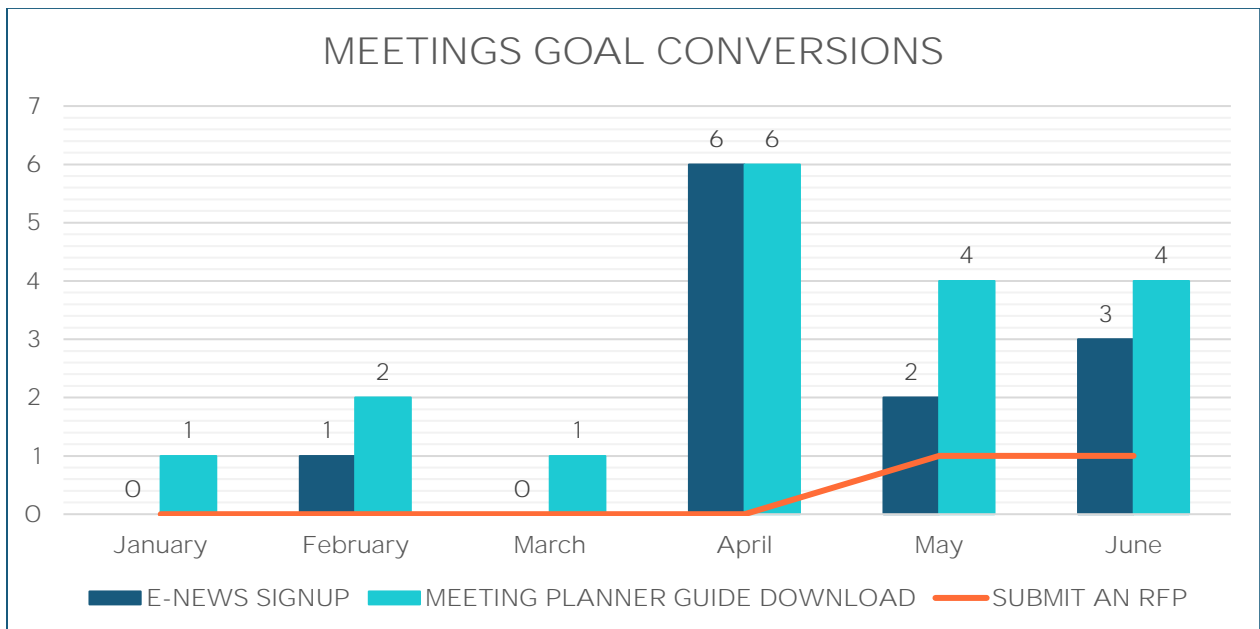


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions including e-newsletter signups and Visitor Guide downloads. More than 9,000 users spent 2+ minutes on the site.

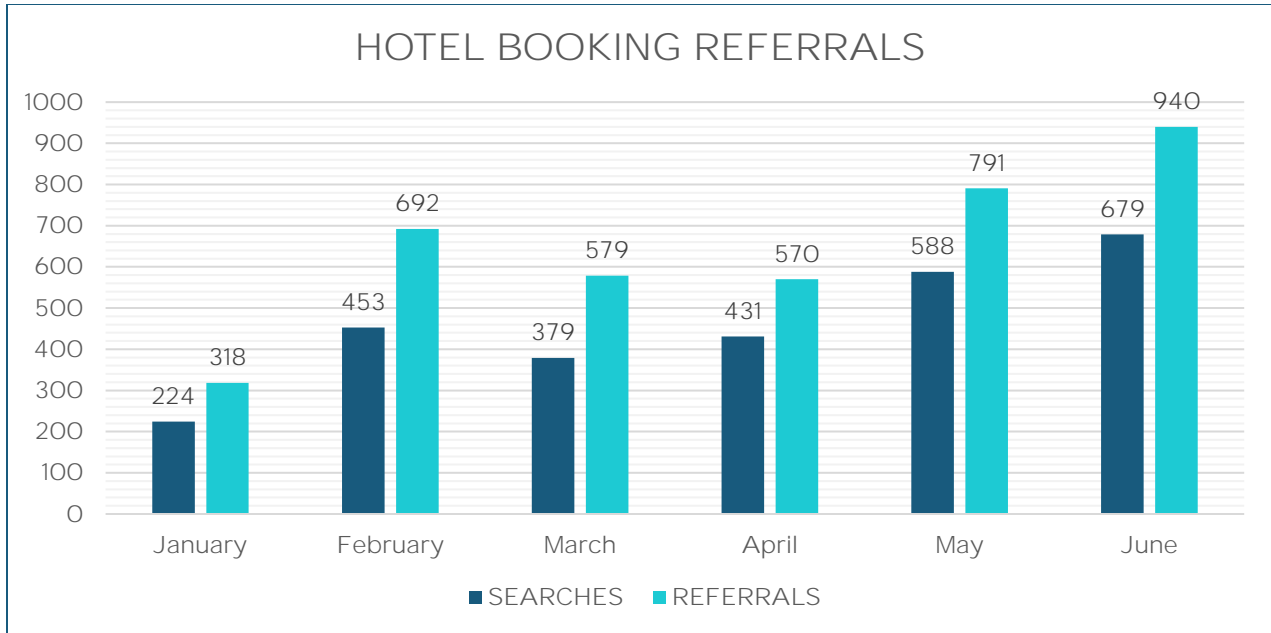


In June, paid advertising continued to drive more traffic to the website which resulted in higher meetings goal conversions including Meeting Planner Guide Downloads, RFP Submissions and e-newsletter signups.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In June, the website had 940 referrals to hotel properties in The Woodlands, up 19% from the previous month. Top referral U.S. states continue to be Texas at 69% with California and Florida following at 5% and 2% respectively. The top referring country behind the U.S. is Mexico.



WEBSITE | CONTENT DEVELOPMENT

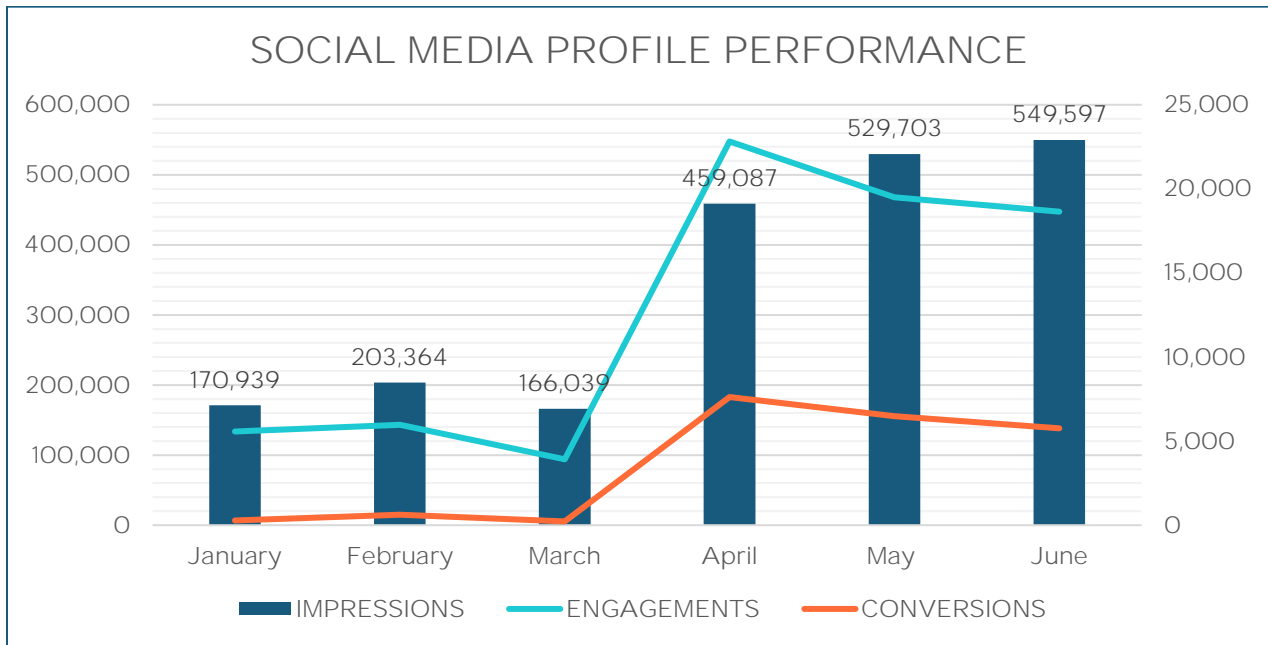
The Marketing Department continues to develop new content and update existing for the website to support sales and marketing initiatives. Below is an overview of these efforts for June.

- Microsites: [Texas Association for Pupil Transportation](#)
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- Social Giveaway: 10K Giveaway
- [Public Documents](#): Monthly Reports Added
- [Privacy Policy](#) Updated
- Form Updates: Incentive Fund Request
- [Blog Posts](#):
 - Happy Hour Spots at Hughes Landing
 - 5 Things to Know: Rock the Row

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 33K followers across social platforms, Visit The Woodlands received a total net audience growth of 999 for the month of June.

10K Instagram Followers: In June, Visit The Woodlands surpassed 10,000 followers on Instagram. This is important because it gives the account credibility and allows Visit The Woodlands to request that Instagram “verify” the account as the official tourism account for The Woodlands, Texas. In addition, it provides extra functionality to improve social engagement and drive traffic to the website.



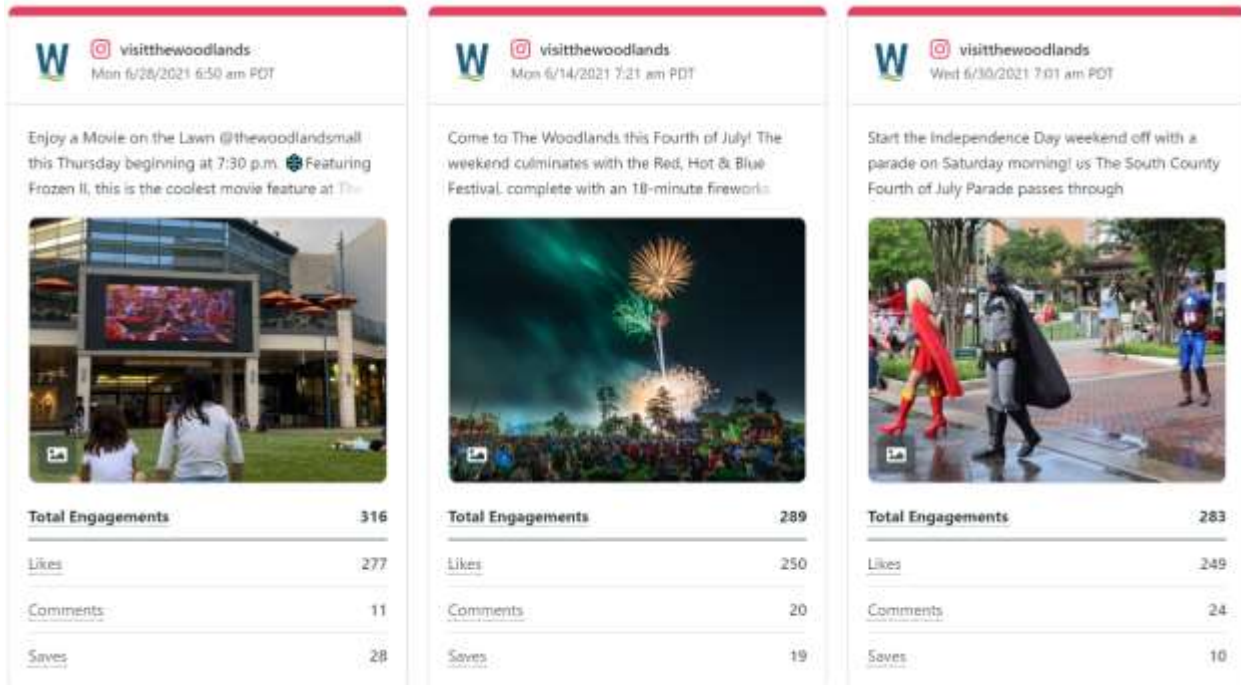
SOCIAL MEDIA | CONTENT DEVELOPMENT

The Marketing Department continues to develop unique and engagement content across all social media platforms. Below is an overview of these efforts for June.

- Fourth of July Celebrations
- Rock the Row
- Movies on the Lawn at The Woodlands Mall

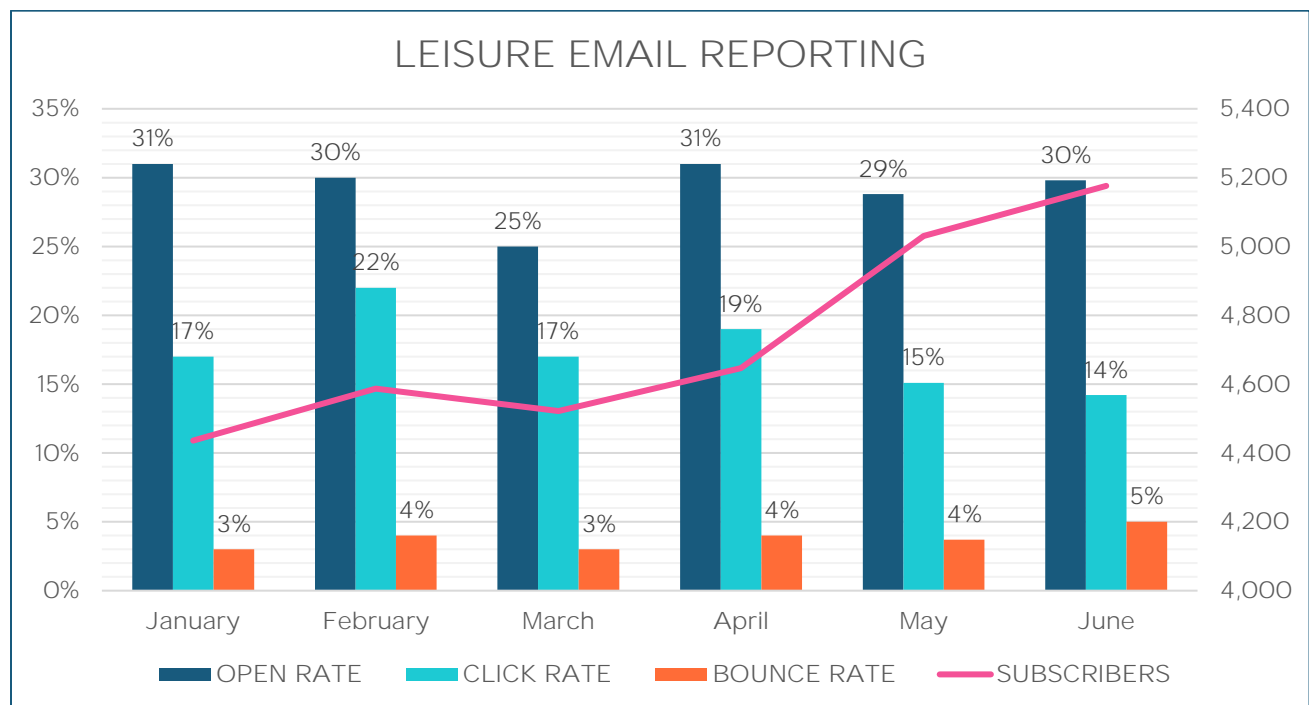
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).

The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

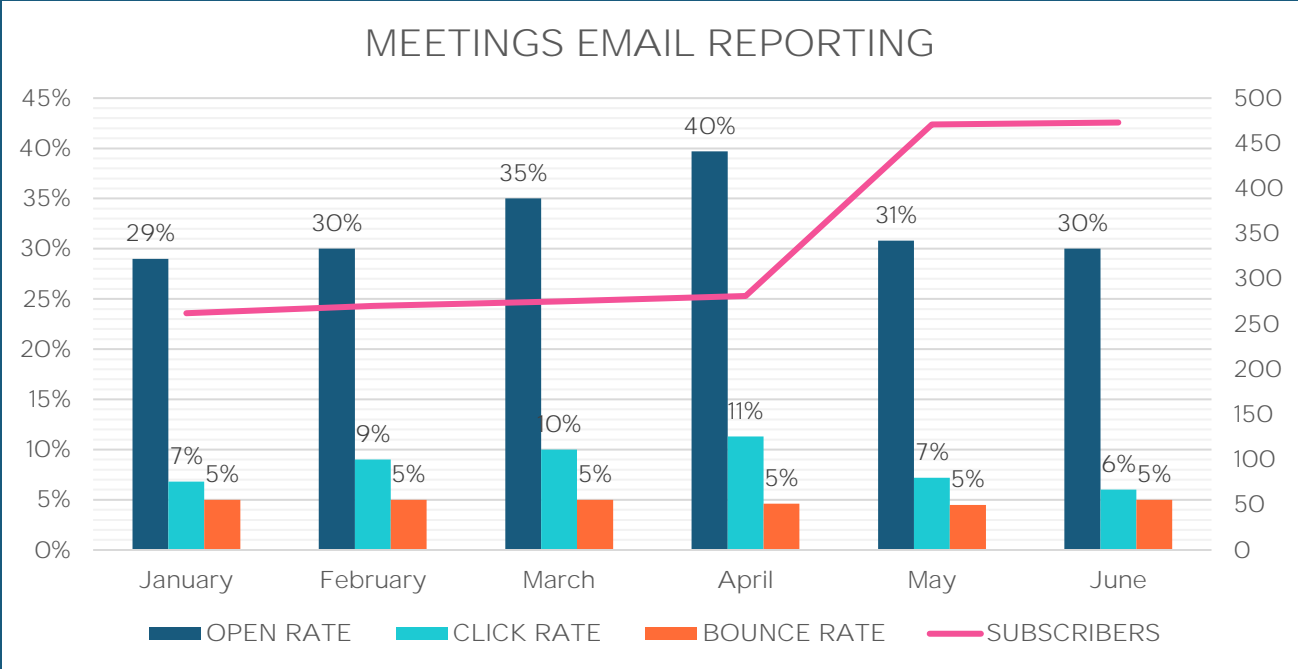


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. Both campaigns continue to surpass industry averages.



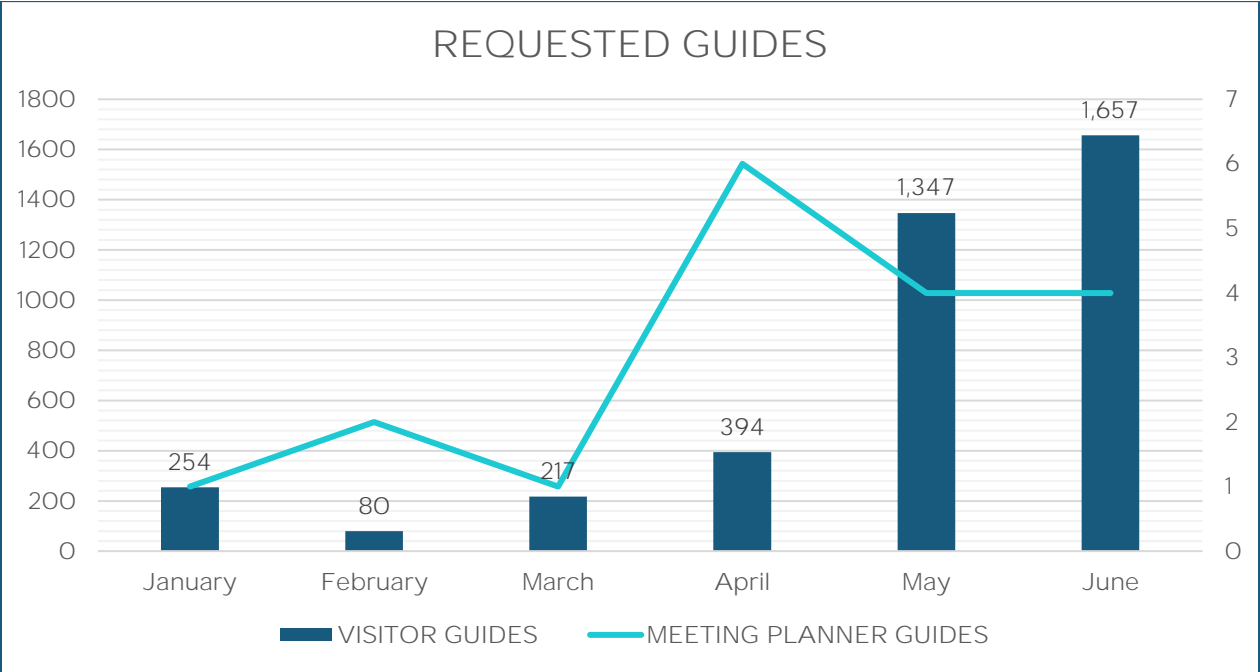
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

MARKETING COLLATERAL | REQUESTED GUIDES MONTH-OVER-MONTH COMPARISON

The Marketing Department produces marketing collateral in-house to support Visit The Woodlands initiatives for sales, leisure tourism and overall brand awareness for the destination.



MARKETING COLLATERAL | PRODUCTION

The Marketing Department handles creative development and production in-house. Below is an overview of efforts for June.

- **Visitor Guide:** Updated
- **Team Texas Booth Flags:** Updated

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.

Social Influencers:

- [Frisco Mom Life](#) - in partnership with The Woodlands Resort
- Ongoing - Vet influencers that fill out the FAM Trip Request form on the website

Editorial Assistance:

- Convention South

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, Sales & Marketing Planning, Budget Discussions, Fourth of July Planning, Marketing Department Planning, IPW Planning, Mexico FAM Planning
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR, One Percent, Adcetera, Tamborrel, Crowdriff, SanMarez Media
- Partner Meetings: Glade Gallery, LMC Alumni Social, The Woodlands Hotels, Parks & Recreation Department, Visit Shenandoah, The Woodlands Area Economic Development Partnership
- Partner Events: Avanti on Research Ribbon Cutting, Back Table Kitchen & Bar Opening
- Webinars: Launching a Paid Event Passport, Let's Meet There, Accelerate Your Social Strategy

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

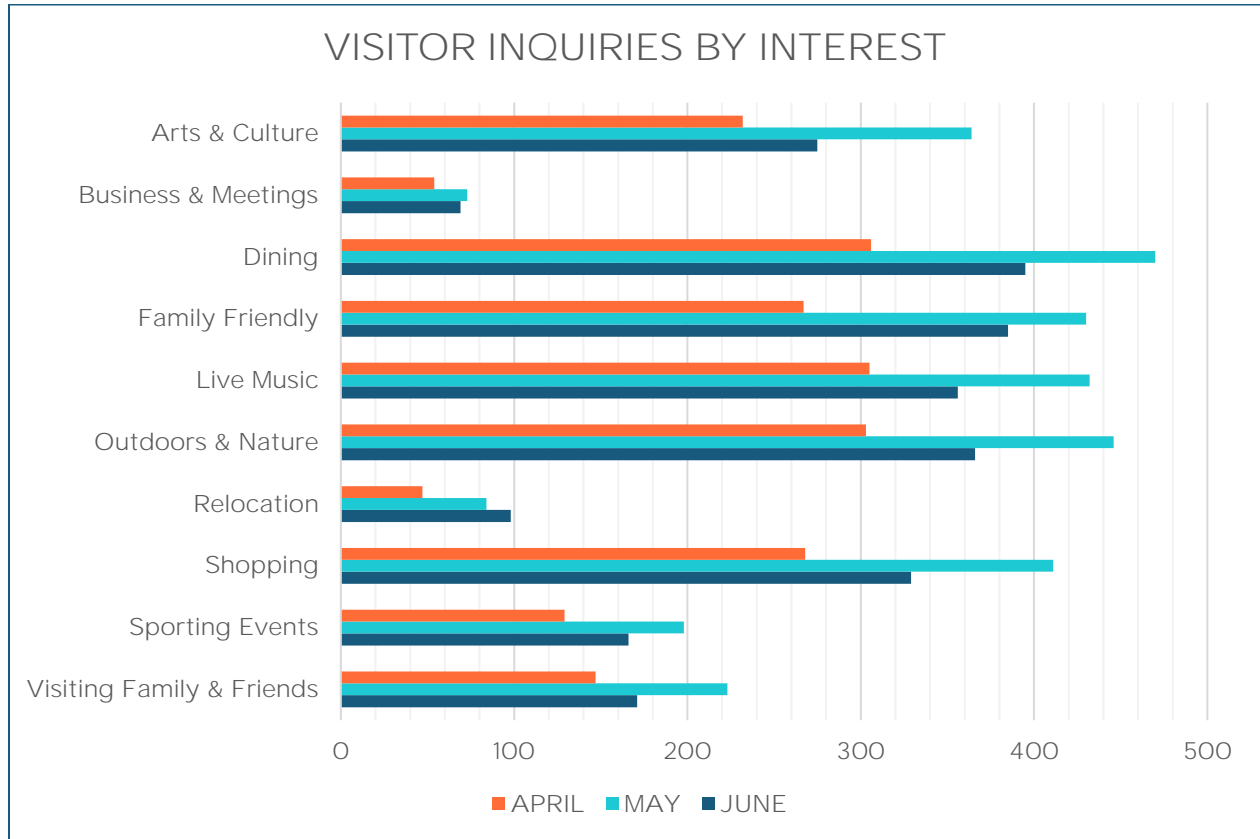
TOURISM SERVICES AND DEVELOPMENT

- Assisted 2 wedding inquiries

VISITOR SERVICES

- Total Kiosk Visitors: 111
- Local Visitors: 7

- TX Zip Codes: 51
- Out of State Visitors: 31 (Arizona, Canada, 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”