

MONTHLY REPORT

JUNE 2022

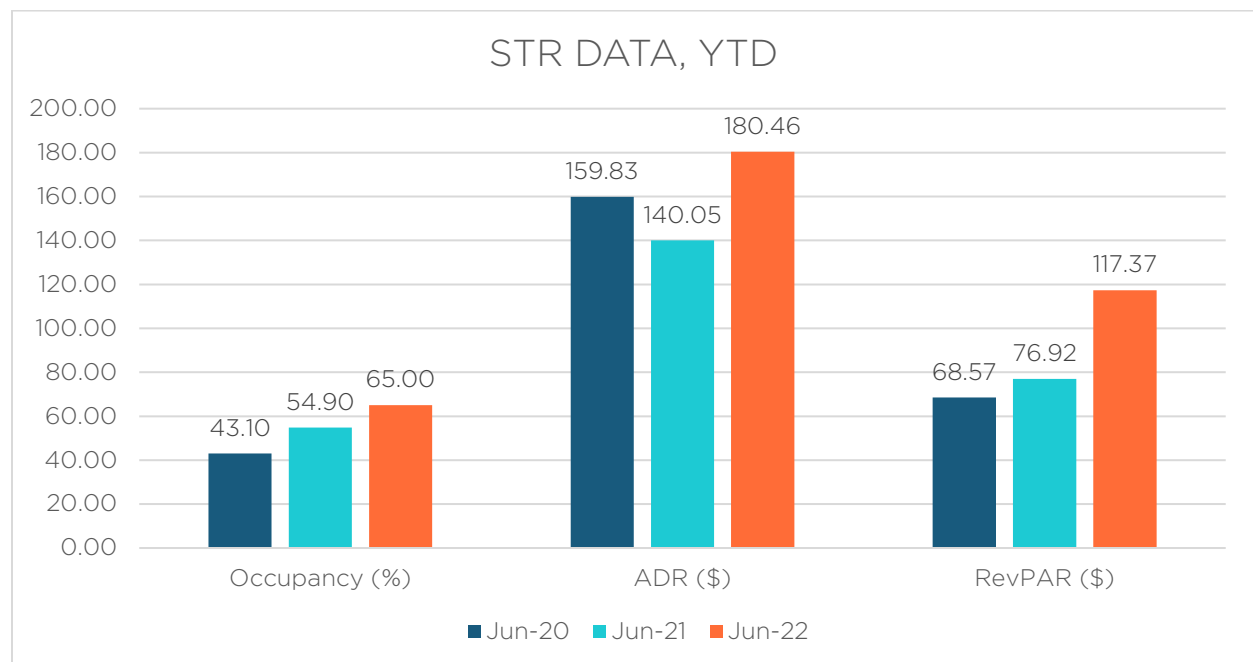
VISIT
THE WOODLANDS
— T E X A S —

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 | | |
| 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 | \$ 2,424,943 | \$ 2,401,355 | \$ 3,363,697 | \$ 4,126,245 | 71.8% |

STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year. The Woodlands is seeing a rise in leisure, meetings and business travel.



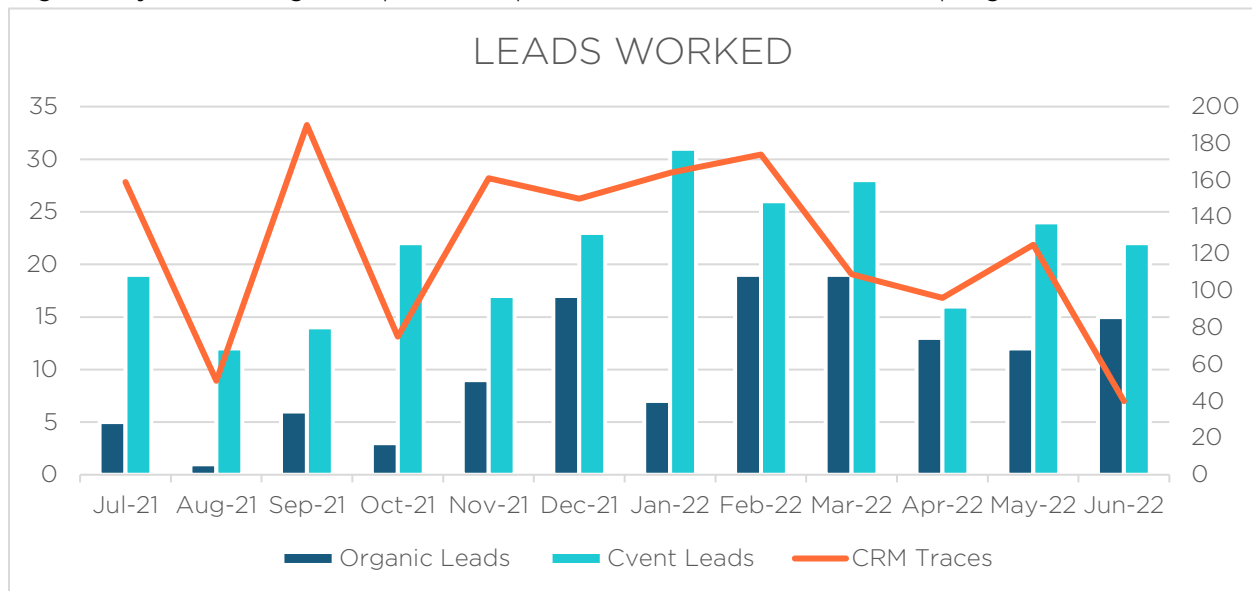
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In June, 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 June, the sales team booked 4 pieces of business representing 104 attendees and 229 contracted rooms. In addition, the economic impact for these groups represents over \$73,989 dollars to the local economy. For more insight on lead development in June, please review the graph above.

TRADESHOWS & SALES MISSIONS



TSAE BOD Hosted Dinner

Visit The Woodlands Welcomes TSAE Board of Directors Retreat: Visit The Woodlands had the honor of welcoming the 2022-2023 Texas Society of Association Executives Board of Directors to The Woodlands for their kick off Retreat this week. This was an incredible opportunity to help kick off a great year of collaboration, networking, and innovation for the TSAE Board of Directors. Thank you to the TSAE team and Board for allowing Visit The Woodlands to participate and welcome you to our destination

Sales Team Represents Visit The Woodlands at MPI World Education Congress (WEC): The Sales team represented Visit The Woodlands at the Meeting Professionals International (MPI) World Education Congress (WEC) in San Francisco. At this event, Sales staff had a booth presence within the Career Campfires activation of the tradeshow floor. This allowed for attendees to learn more about The Woodlands, sign up for a giveaway drawing, and write a postcard back home to loved ones. This event brings in over 2,500 Meeting Professionals and industry vendors from around the country and is a great way to promote The Woodlands as a meetings and event destination.



Visit The Woodlands MPI WEC Booth

MPI Houston Area Chapter (HAC) A Night Among The Stars Event: The Sales team attended the MPI HAC event on behalf of Visit The Woodlands. This event brings together MPI HAC members for a night to look at where the chapter has been and where it is going. Josie Lewis, Director of Sales, was inducted into the MPI Board for the upcoming year at this event.



MPI HAC Incoming Board of Directors

SALES PROJECTS & INITIATIVES

Ashley Fenner Promotion: Ashley Fenner has been named Senior Sales Specialist for Visit The Woodlands. Ashley will oversee client accounts and promote The Woodlands as a premier conference and event destination at tradeshow, represent the destination at local industry associations, and assist with the fulfillment of FAM Events. Ashley Fenner previously handled the Servicing of groups for the Sales department and did an incredible job.

SERVICING

In June, Ashley offered 3 groups servicing, sent out 8 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.

PARTNERSHIPS & MEETINGS

- The Woodlands Township Quarterly Leadership Meeting
- Q2 Sales Advisory Meeting
- Hilton Garden Inn Client Reception
- Houston Youth Cup Follow Up Call
- TSAE Reception Planning with Tommy Bahama
- Trolley Run Through for TSAE Reception
- MPI HAC June Board Meeting
- Drury Inn Partner Lunch with Matilda Sauls
- Rest Well Collateral Drop Off
- Monthly Simpleview Call
- Hyatt House One Year Ribbon Cutting
- TSAE Prep Call
- TSAE BOD Event in The Woodlands
- New partner Meeting with Jennifer Gavin of the Marriott Waterway
- Sales and Marketing Meeting to review Upcoming projects

MARKETING

Ashley White, Marketing Director

Amber George, Communication 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:

- Live Nation
- *Houstonia* – print
- *Texas State Travel Guide* – print
- *Texas Events Calendar* – print
- *Texas Highways Magazine* – print
- Tour Texas - 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
- *Texas Meetings + Events* – digital
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Live Nation Events

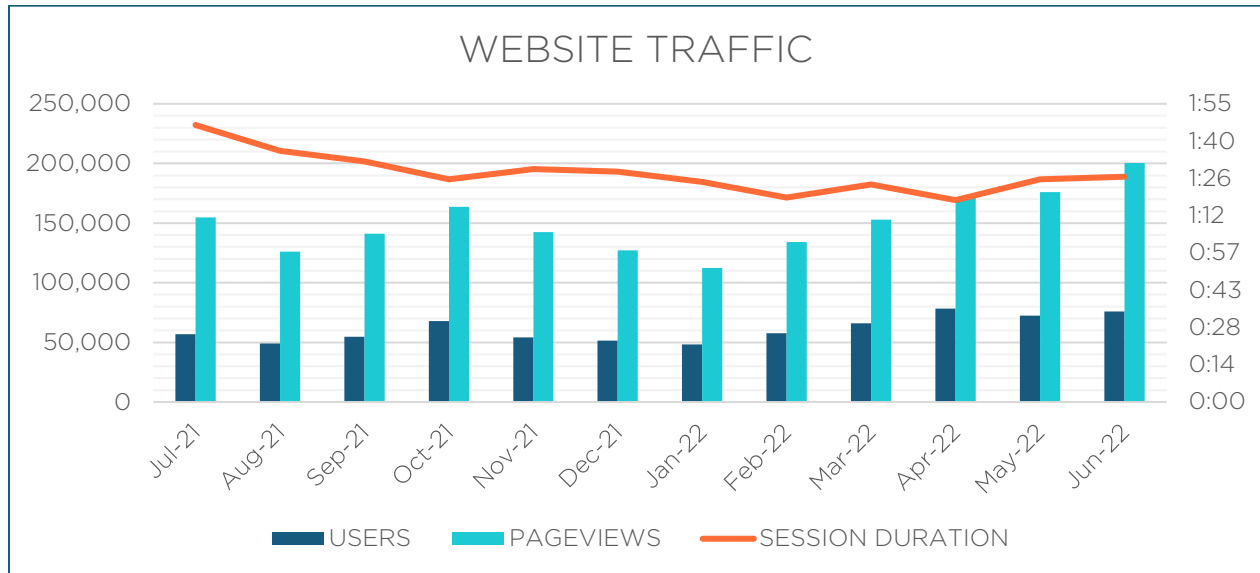


Meetings – Texas Meetings +



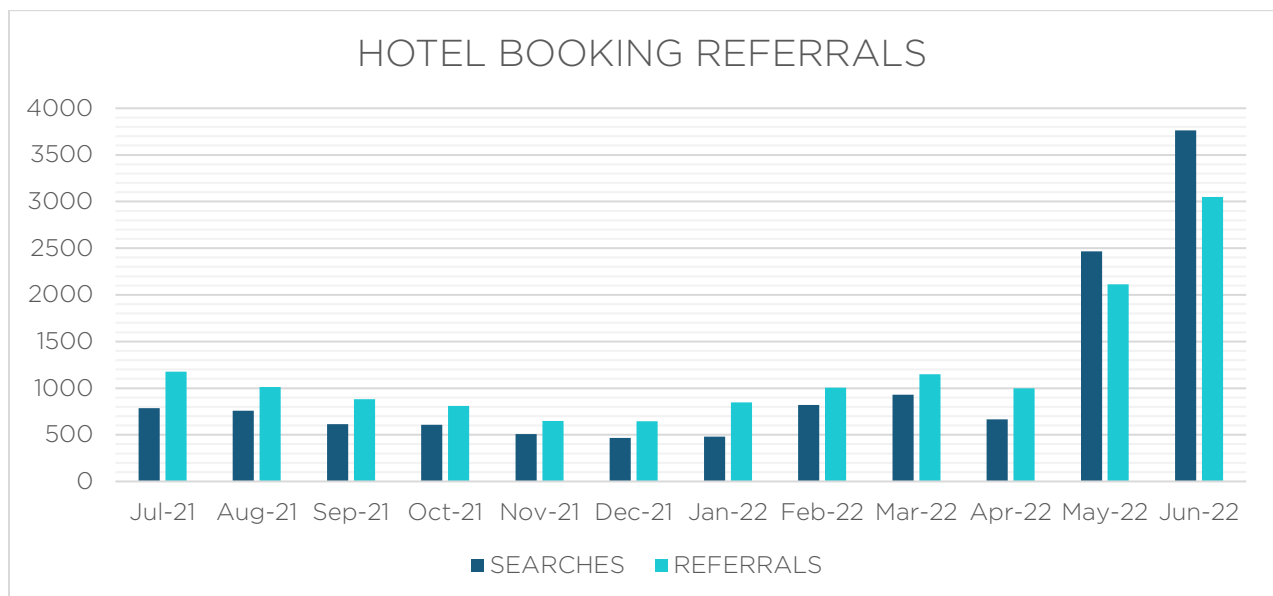
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see growth in website traffic. Year-over-year, total number of users was up 70%, sessions up 71%, pageviews up 44% and average session duration down 15%.



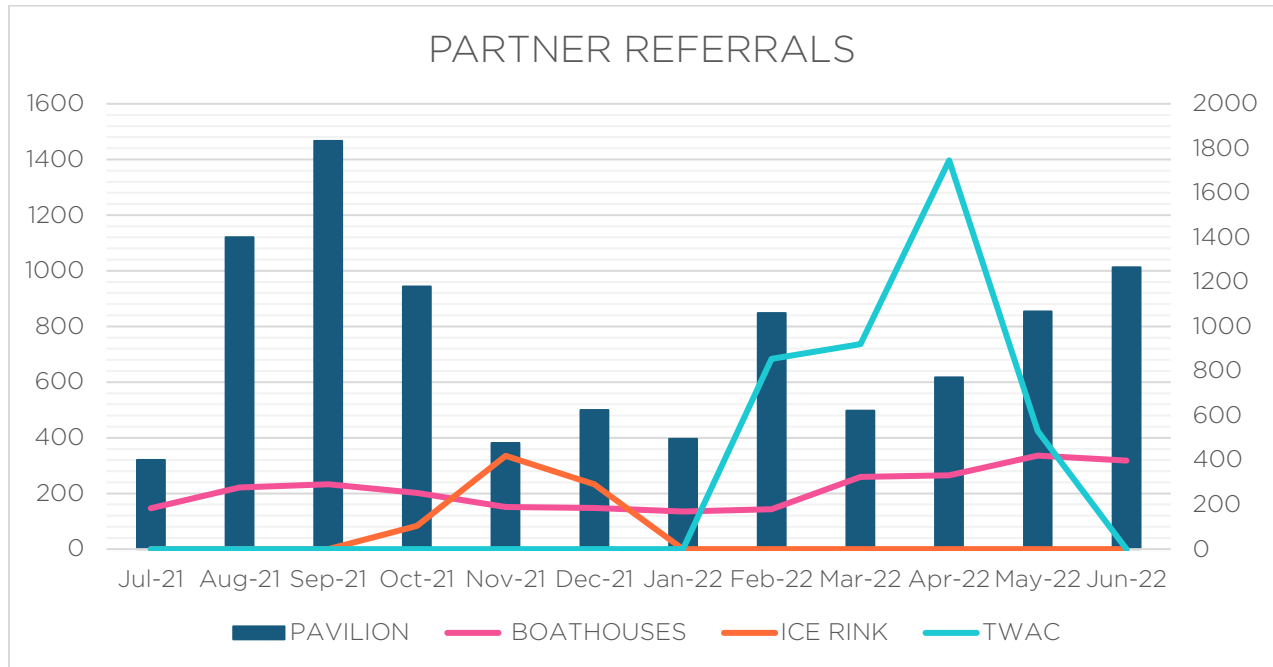
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In June, the website had 3,048 referrals to hotel properties in The Woodlands, up 44% 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.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH

In June, Visit The Woodlands sent 1,013 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 397 referrals to The Woodlands Township boathouse website for visitors to make reservations.



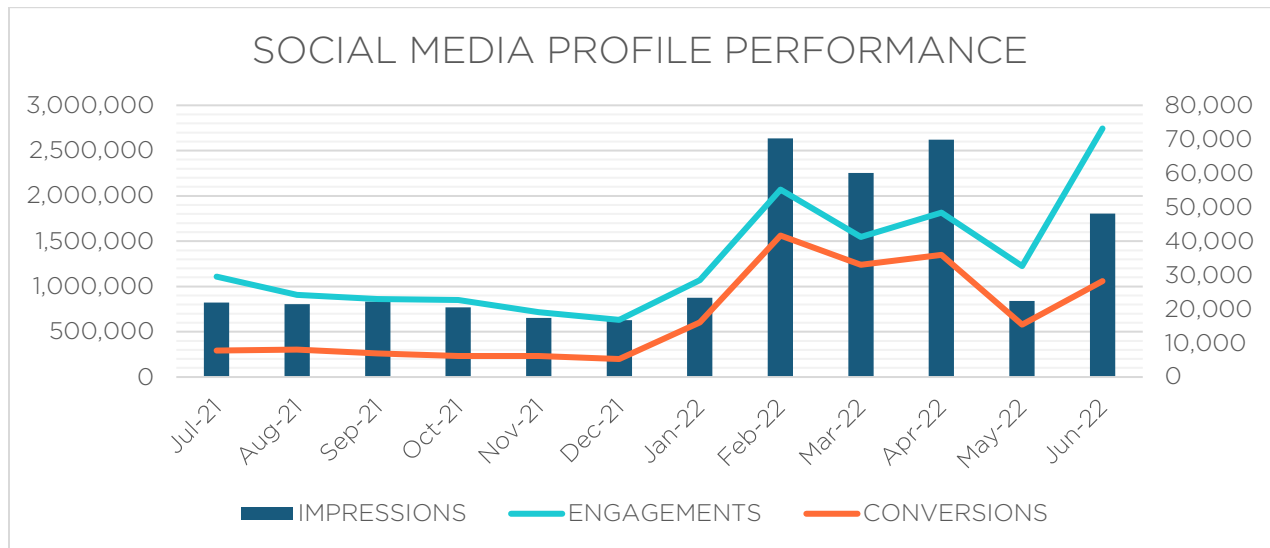
WEBSITE | CONTENT DEVELOPMENT

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
- [Public Documents](#): Monthly Reports Added

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

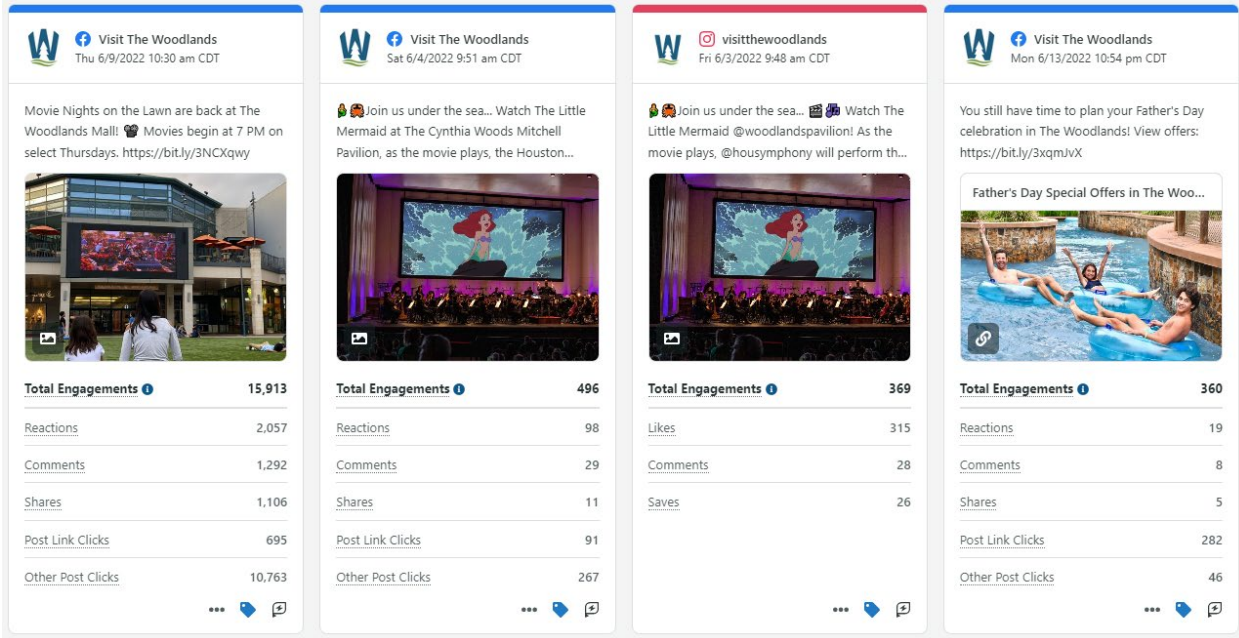
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 42K followers across social platforms, Visit The Woodlands received a total net audience growth of 1,436 for the month of June.



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

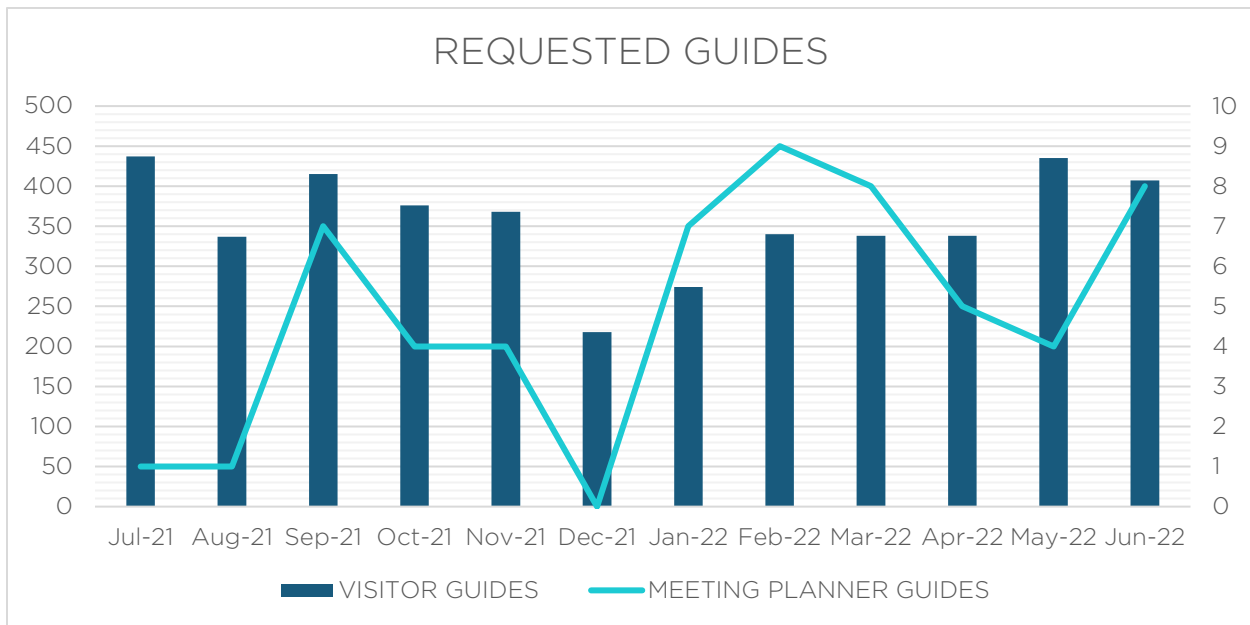
SOCIAL MEDIA | TOP PERFORMING POSTS

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



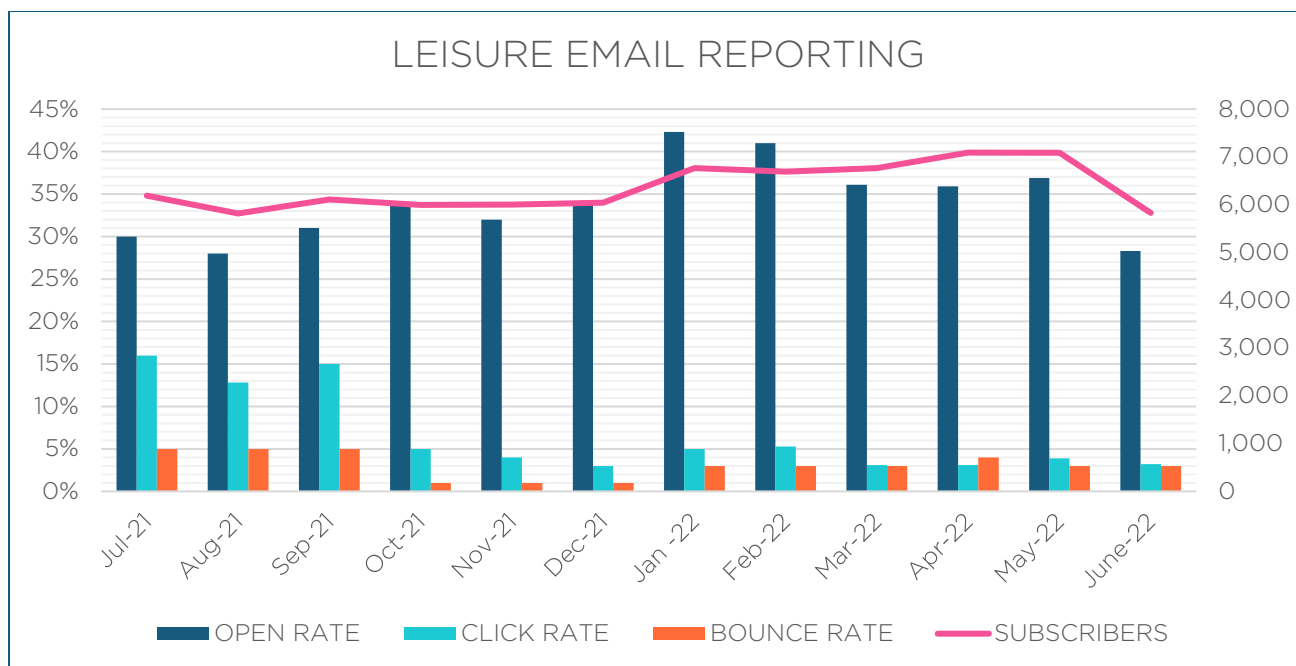
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

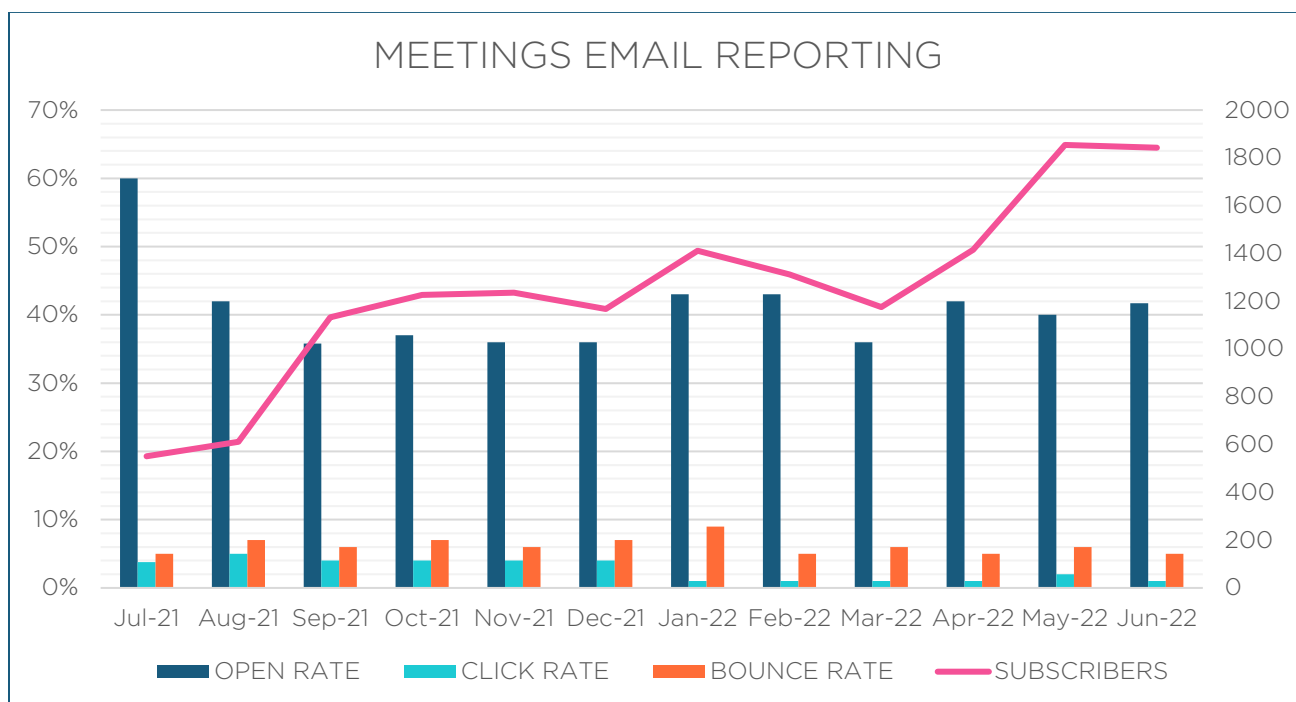


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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.

FAM Trips: Michelle Hammons

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

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

FESTIVALS & EVENTS

Pavilion Kicks Off Record-Breaking Concert Season: The Cynthia Woods Mitchell Pavilion's main stage lit up for the first live concert in over 600 days on Sunday, June 27 featuring an evening with Chicago. After many shows were cancelled or rescheduled over the past couple of years due to COVID-19, nearly 50 shows have been announced for The Pavilion's 2022 concert line-up, the most the venue has held in a single year.

Wine & Food Week Returns: Wine & Food Week returned with a full week of events June 6-12. In addition to past favorites like The Grand Tasting, three new event concepts were launched in the weeklong event line-up. Nearly 48,000 food servings and over 4,700 bottles of wine were served.

LPGA Coming to The Woodlands: Visit The Woodlands and The Woodlands Township are excited to announce The Woodlands will be the site of a majors golf tournament with the Ladies Professional Golf Association (LPGA) beginning next year. Chevron, the LPGA and IMG have announced The Chevron Championship will be played at the Jack Nicklaus Signature Course at The Club at Carlton Woods in The Woodlands, Texas starting April 20-23, 2023.

TRADESHOWS & SALES MISSIONS

IPW International Travel Show: Visit the Woodlands Executive Director, Elizabeth Eddins, and Marketing Director, Ashley White, attended IPW in June. IPW is the largest travel, media and sales tradeshow for international planners in America. Hosted by US Travel Association, destinations from across North America showcase their best assets. In addition to conducting appointments with International travel agents and companies, Visit The Woodlands welcomed over 400 clients to the Travel Texas reception.



,