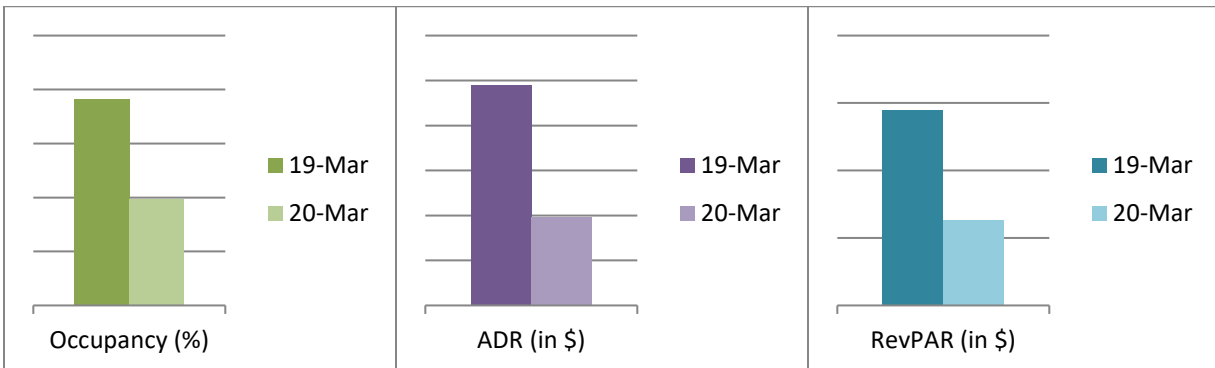


**HOTEL OCCUPANCY TAX COLLECTIONS**

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		APR	\$ 859,519	\$ 880,321		
MAY	\$ 897,839		MAY	\$ 876,653	\$ 879,981		
JUN	\$ 983,164		JUN	\$ 837,722	\$ 919,789		
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	\$ 2,149,590	\$ 2,006,163	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,006,163	-0.6%

**2020 COMPARED TO 2019** (based on week of March 15-21)



Down 48.5% in Occupancy

Down 15.5% in ADR

Down 56.5% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

### March Overview

**TACVB Sales Blitz-** In early March, Josie Lewis was able to represent Visit The Woodlands by being a group leader for the TACVB Austin Sales Blitz. This event brought CVB members from across the state of Texas together to set up appointments with Austin based Meeting Planners. This event offered the chance to meet with over 13 meeting planners including the Texas Pediatric Association, Texas Society of Architects, and the Texas association of Community Development Corporations.

**Q1 All Hotel Meeting Postponed-** The Sales team puts together a quarterly All Hotel Meeting that brings together partners from each hotel property in The Woodlands. This is a great chance for our hotel community to network, for our team to present upcoming initiatives, and to discuss any needs or expectations from the group. Visit The Woodlands had the Q1 All Hotel Meeting planned and ready to go at Dave and Busters. This was a chance for our partners to see the this space as a potential offsite event location for client needs above and beyond their property. Unfortunately, due to Covid-19, this event had to be cancelled the day before the event and will take place at another time in the year as it is safe to be held.

**COVID- 19 Sales Strategy and Outlook-** As COVID-19 started to have major effects on our industry, the Sales team began working hard to ensure we are a resource and connector for our hotel partners that are working through this time. With all travel and major initiatives on hold until we get to the other side of Covid-19, the team is helping in efforts to keep our community, partners, clients, and team up to date on our hotels. Team members worked closely with clients that had to postpone or make changes to their events, are keeping in close contact with hotel partners to stay up to date on closures and changes and is assisting with needs from local first responders that have a need for hotel blocks. In addition to Covid- 19 related projects and support, the team is also working diligently on sales projects that have been on the to-do list for a while. This includes cleanup of accounts within the Simpleview CRM, photo updates to the CVENT platform, and updates to the Incentive Fund Program process. As we get through this time, Visit The Woodlands is looking forward to helping our community and our partners get back to business.

**March Meetings Blog Topic** –Open Hotels in The Woodlands (Changed due to COVID-19)

### March Meeting Connections

- Weekly Hotel Partner Calls
- Copa Rayados Update Call
- Arena Energy Planner Meeting

## Convention Services and Development

- 1 Organic leads worked and distributed
- 9 CVENT leads received
- 2 Restaurant Map Packets Distributed
- 40 welcome bags distributed
- 415 Visitor Guides distributed
- 2 Group serviced
- 1 Incentive Fund Requests worth over \$5,000 in Hotel Occupancy Tax

## Sales Tradeshows and Travel

- TACVB Austin Sales Blitz

## 2020: March Monthly Report

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# Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

### Top Projects

**COVID-19 Efforts:** The Marketing Department has launched a special section on [www.visitthewoodlands.com](http://www.visitthewoodlands.com) to help the community stay connected and informed, while also promoting local businesses. Resources include guides for dining, shopping, open hotel properties, ways to give back, economic assistance and more. In addition, the team is posting regular updates on social media and sending weekly updates to the board and partners.

- Special Social Media Campaigns (*178% increase in engagement from February*)
- Extensive Blog Content (*21% increase in new website users from February*)
- Weekly Board & Partner Email Updates

### Public Relations

Prior to Covid-19, the Marketing Department was working on both domestic and international media efforts. The team had already invited several media outlets to The Woodlands for a Spring Press Trip surrounding The Woodlands Waterway Arts Festival. In addition, the department helped coordinate a FAM trip for CNN Latinoamerica in conjunction with the Tourism Department.

#### Press Releases:

- A Word from our Chairman on Covid-19
- Visit The Woodlands Statement on Covid-19

#### Media Coverage Values:

- **Total Media Exposure:** 597 placements
- **Potential Reach:** 925.09M
- **Ad Value Equivalency:** \$8.56M

#### Placements:

- **Houston Chronicle:** Sources of Woodlands-area Restaurants Offering To-Go, Delivery Services <https://www.chron.com/neighborhood/woodlands/news/article/Scores-of-Woodlands-area-restaurants-offering-15199485.php>
- **Hospitality Net:** The Woodlands Waterway Marriott Renovation Update <https://www.hospitalitynet.org/news/4097895.html>

### Advertising

In mid-March, the Marketing Department was given direction to halt all advertising efforts due to Covid-19. As a result, the department worked with Adcetera to cancel advertising and reduce expenses.

## Digital Marketing

In response to Covid-19, the Marketing Department refocused its effort on unique & creative ways for visitors and residents to support local businesses from a distance. An overview of these efforts is below.

### Website

- **Published Content: Blog**
  - Covid-19 Resources
  - Covid-19: Ironman, The Woodlands Waterway Arts Festival Postponed
  - The Pavilion Updates Surrounding Covid-19
  - The Woodlands Township Closures Due to Covid-19
  - Coloring The Woodlands During Covid-19
  - Wine & Food Week Holds Fundraiser for Industry Workers
  - Montgomery County Libraries Closed Due to Covid-19
  - Market Street Updates Surrounding Covid-19
  - Montgomery County Under Stay at Home Order Due to Covid-19
  - Covid-19: Economic Assistance Resources
  - Covid-19: Ways to Give Back
  - The Woodlands Mall Updates Surrounding Covid-19
  - The Pavilion Playlist: 2020 Concert Season (Special VTW Branded Spotify Playlist)
  - The Woodlands at Home
  - Covid-19: Shop Small in The Woodlands
  - Dine Out Without Dining In
  - Covid-19: Open Hotels in The Woodlands
  - Governor Abbott Issues Executive Order, Implements Statewide Protocols
  - Covid-19: Easter Meals at Home
  - Women's History Month: Cynthia Woods Mitchell
- **Reporting:**
  - 41,380 Page Views
  - 26,231 Users
  - 1.38 Pages/Session
  - 0:43 Average Session Duration
- **Top 3 Pages Visited:**
  - Dine Out Without Dining In
  - Covid-19 Dedicated Resource Page
  - Top 5 Things to Do Outdoors in The Woodlands

### Email Marketing

- **Emails Sent:**
  - Weekly Board & Partner Updates
  - Contributions to The Woodlands Township daily Covid-19 Updates
- **New Signups**
  - Leisure: 11
  - Meetings: 0

## Social Media

- **Campaigns:**
  - Dine Out Without Dining In
  - Shop Local At Home
  - The Woodlands At Home: Coloring Pages, Local Recipes, Spotify Pavilion Playlist
  - Visit The Woodlands, Later
  - Special Hotel Rates for Medical Professionals & First Responders
  - Dining & Shopping Passport
- **Reporting:**
  - 620,574 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 9,629 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
  - 4,518 Website Conversions via Social

## Printed Collateral

- **Insider's Guide**
  - New signups: 14
- **Visitor's Guide Fulfillment**
  - Visitor Guides Mailed – 69
  - Visitor Guides Downloaded – 104
- **Meeting Planner Guide Fulfillment**
  - Meeting Planner Guides Downloaded via Website – 5

## Partnerships

- **Marketing Committee**
  - Ongoing communication with partners to provide support during Covid-19 crisis.

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## March Overview

- **CNN Latinoamerica in The Woodlands**– CNN Latinoamerica arrived to The Woodlands on assignment, along One Percent Agency, to discover why The Woodlands is so popular with Mexican Visitors. Visit The Woodlands helped with logistics as well as interviews. The film crew were in The Woodlands for 48 hours and were immersed in the lifestyle and culture that any visitor can enjoy. They interviewed key member of the community including The Woodlands Township Chairman, Gordy Bunch, as well as Visit The Woodlands President, Nick Wolda.
- **Missions and Travel Canceled** – Due to the COVID-19 Pandemic, Visit The Woodlands had to cancel all travel and tradeshow plans both at the international and domestic level. Tourism Specialist, Laura Haces, maintained communication with partners and updated them of changes to schedules and cancellations due to the pandemic. Additionally, she had to cancel all plans for the multiple local events that Visit The Woodlands participate in each spring.
- **Webinars with Industry Leaders**– Visit The Woodlands attended various webinars with industry leaders such as Destination International and Brand USA in order to learn how the industry has been transformed and affected by the epidemic. It was helpful for the team to learn procedures that other destinations are taking and how the industry has been molded since the pandemic started. These webinars helped change the strategies that had been planned for Quarter One and Two.
- **Postcards at Hotels**– Visit The Woodlands wants to share their southern hospitality by delivering postcards to every hotel so that visitors can write to their loved ones. This initiative is meant to support The Woodlands' visitors and to encourage them to share some love during the pandemic. Hotel employees were encouraged to use the postcards as well in order to share the love from the community.

## March Meeting Connections

- Postcards drop off
- One Percent Agency meeting