

MONTHLY REPORT
MARCH 2021

VISIT
THE WOODLANDS
— T E X A S —

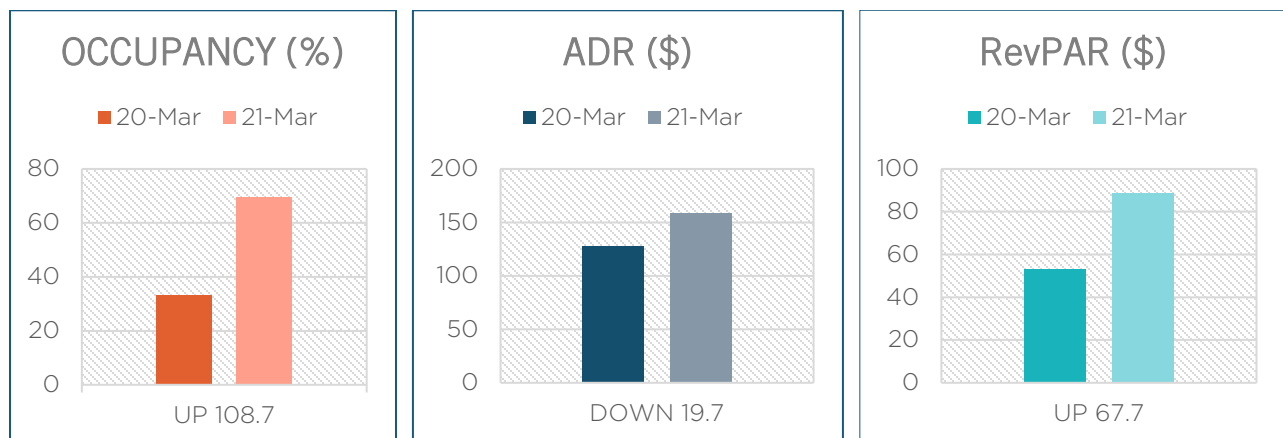
HOTEL OCCUPANCY TAX COLLECTIONS

3 Year Data & Year-Over-Year % Change

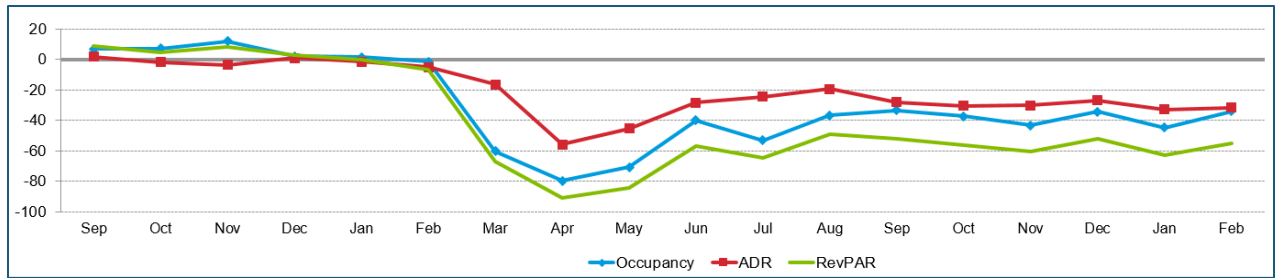
| | 2019 ACTUAL | 2020 ACTUAL | 2021 BUDGET | 2021 ACTUAL | % CHANGE |
|-------|--------------|--------------|--------------|-------------|----------|
| JAN | \$ 516,266 | \$ 538,527 | \$ 343,017 | \$ 242,717 | -54.9% |
| FEB | \$ 673,641 | \$ 665,455 | \$ 435,548 | \$ 225,805 | -66.1% |
| MAR | \$ 828,427 | \$ 802,181 | \$ 519,189 | \$ 338,286 | -57.8% |
| APR | \$ 880,321 | \$ 306,002 | \$ 538,102 | | |
| MAY | \$ 879,981 | \$ 36,751 | \$ 543,703 | | |
| JUN | \$ 919,789 | \$ 76,026 | \$ 589,898 | | |
| 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 | \$ 1,297,754 | \$ 806,808 | -59.8% |

STR DATA | YEAR-OVER-YEAR

Occupancy and RevPAR are up year-over-year for the first time since we began to see the impact of COVID-19 in 2020. This is a positive sign, showing people are starting to travel again. ADR is still down 19.7% year-over-year; however, this is up from -31.9% in February. *Note:* STR numbers are pulled from the latest report, dated March 28, 2021.



STR DATA | MONTH-OVER-MONTH



NEEDS TO BE UPDATED WITH MARCH MONTHLY GRAPH

MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

MONTHLY OVERVIEW

Connect Cyber Participation: The Sales team participated in the Connect Cyber virtual tradeshow event. This event offered the opportunity to virtually meet with over 28 meeting planners to discuss The Woodlands as a destination for future conferences and events. In addition to the appointments, Staff followed up directly with each planner and recorded each meeting detail in the CRM system.

The Woodlands Area Chamber of Commerce Networking Breakfast: The Sales team participated in the March networking breakfast with The Woodlands Area Chamber of Commerce. This event offered the opportunity to spend 2 minutes sharing insight into Visit The Woodlands and how Visit The Woodlands can help book conferences and events in The Woodlands hotel properties. In addition to the above, there is ample time for networking which lead to one new group event lead. Events like this chamber breakfast are a great way to educate the business community on the services offered through Visit The Woodlands, encourage community members to advocate that events they participate in and plan be considered in The Woodlands, and for networking.

CVENT Destination Page Buildout: CVENT is the worlds industry standard platform for lead distribution within the meetings and event industry. In 2021, CVENT rolled out a new Destination Page that is an area to promote each destination. Visit The Woodlands is tasked with building this page out to ensure it is inviting, creative, and showcases The Woodlands in the best possible light as Meeting Planners use this platform to source venues. The sales team is actively working on building out this page.

Strong Man Event Site Tour: The Sales team is working closely with a new and emerging Texas event called the Strong Man Texas. These events are popular and take place all around the nation and the organizers are excited to bring it to The Woodlands. The Sales team executed a destination and venue tour along with assisting on permitting questions and needs for one venue option.

March Sales Advisory Meeting: The monthly Sales Advisory Meeting offers an opportunity for The Woodlands hospitality Sales leaders to come together and discuss upcoming events, trends, opportunities, and wins. In March, the sales team discussed Connect Texas 2023 as a host destination opportunity, an upcoming HelmsBriscoe Hotel Crawl FAM event for buy in from key partners, and other initiatives coming up for the sales team.

MEETING CONNECTIONS

- Houston Area HelmsBriscoe Leaders Lunch
- Connect Cyber
- TACVB Sales Blitz Committee Monthly Call
- Virtual Tour: Lyndon B. Johnson State Park and Historic Site
- LMC Infrastructure Session
- Silver Rock Sales Destination Video Discussion
- Wicked Whisk Partner Lunch
- Proposal Builder Demo Calls
- CVENT Annual Reporting Call
- EFTA Young Professionals Podcast Guest Speaker
- Visit The Woodlands Board of Directors Meeting
- Hilton Garden Inn and Hyatt Place Sales Partner Lunch
- Voyage Platform Demo

CONVENTION SERVICES AND DEVELOPMENT

- 6 Organic leads worked and distributed
- 12 CVENT leads received and distributed
- 107 CRM Traces

MARKETING

Ashley White, Marketing Director
Amber George, Communication Coordinator

ADVERTISING

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities.

Placements: Upcoming advertising placements, which were fulfilled in March

Leisure:

- USA Today (Go Escape! Summer Travel Guide)
- Tour Texas - Hot & Happening eNews (April), Social Promotion (April), App (Q2), Leaderboard (April), Native Texan (April)

Meetings:

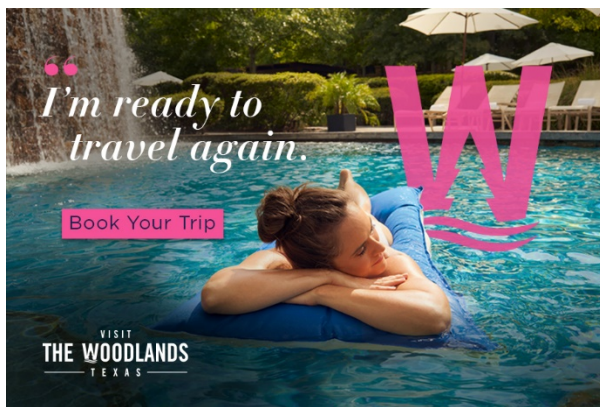
- Texas Meetings+Events (Spring)
- Meet Texas: TACVB Meetings Guide, Ad & Advertorial (Annual)
- Connect Meetings Guide, Ad & Advertorial (Spring)

Opportunities Reviewed: GeoGuide App

Leads Collected: Leads that were collected through advertising placements

- Tour Texas – 179
- Texas Highways – 7
- Texas Monthly – 30
- Texas State Travel Guide – 6
- Visit The Woodlands Website (leisure landing page) – 2

Examples: Below are examples of ad placements currently in market.



Tour Texas, App Sponsor



Connect Meetings Guide

WEBSITE

The Marketing Department produces content to support Visit The Woodlands initiatives. Ongoing maintenance for the website includes updating listings, special offers, events & more.

Content Development, Dedicated Pages:

- [COVID-19](#): The Woodlands is Open for Business
 - Updated content site-wide to reflect new information following Governor Abbott's executive order to lift the mask mandate & increase capacity to 100%
- [Fly Direct](#): On Southwest Airlines
 - Created advertising tracking page that speaks to new air service from DFW to IAH via Southwest Airlines
- [Emergency Information](#): The Woodlands Crisis Communication Hub
 - Created a microsite that speaks to future emergency situations, like hurricane season or other severe weather events (such as Winter Storm Uri). This will allow Visit The Woodlands to activate quickly when needed.

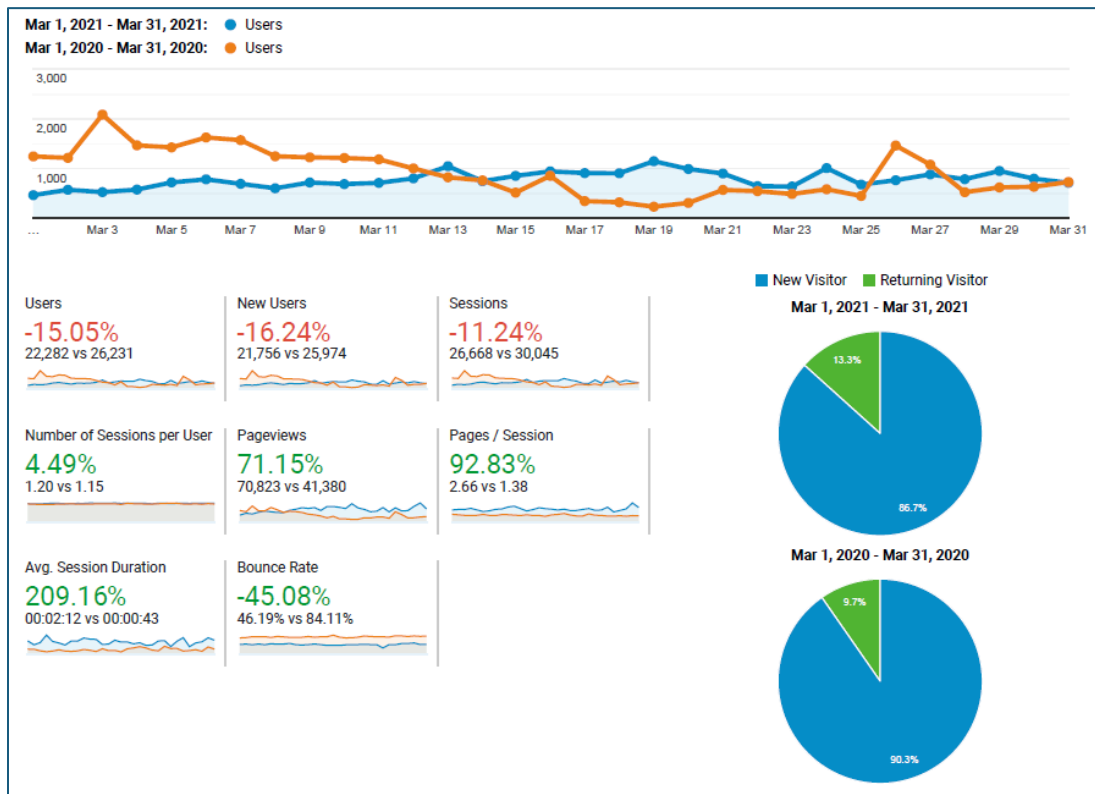
- New Event Pages: [The Woodlands Waterway Arts Festival](#), [IRONMAN](#), [Insperity Invitational](#), [Run and Done 3.1](#)
- Updated Advertising Tracking Pages: Refreshed content and updated CRM forms to collect interests & zip codes to better track leisure travel leads
- [Public Documents](#): Applications, Bids & Proposals, Monthly Reports, Quarterly Reports
 - Created individual pages for these so information is more accessible
- [Board of Directors](#): Meeting Schedule, Meeting Minutes
 - Created pages for meeting schedule and minutes from past BOD meetings
- [Special Offers](#): Easter

Content Development, Blog Posts: <https://www.visitthewoodlands.com/blog>

- Safe Travel Guide for The Woodlands
- Tips for Attending The Woodlands Waterway Arts Festival
- Enjoy The Woodlands Like an Insider With our Show Your Badge Program

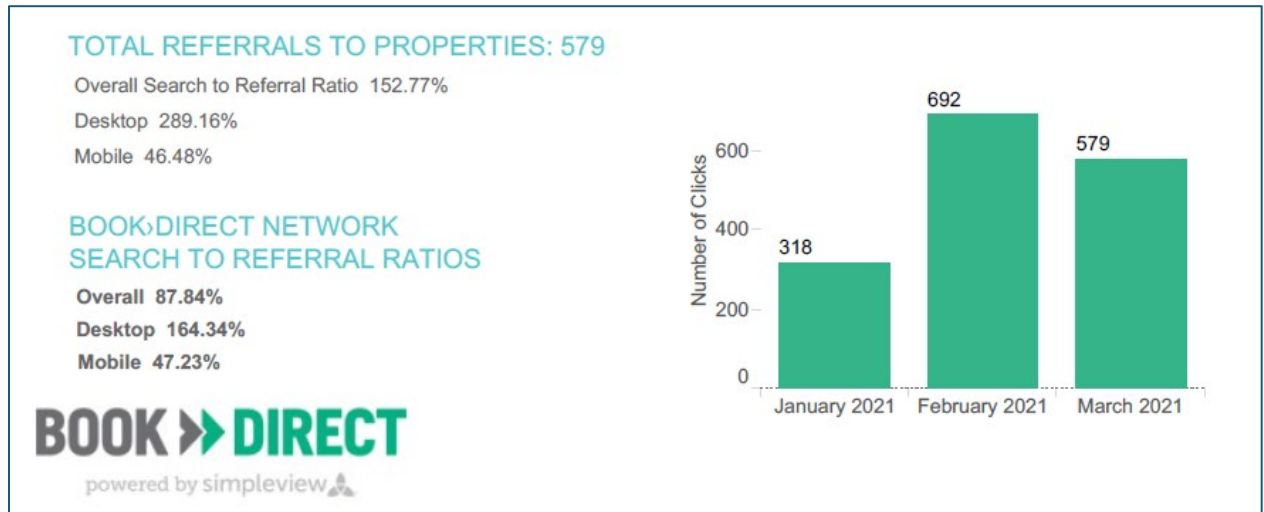
WEBSITE TRAFFIC | YEAR-OVER-YEAR COMPARISON

In March, we saw drastic improvements in website traffic year-over-year. Pageviews were up 71.15% and pages per session were up 92.83%. Average session duration was up more than 200% and the bounce rate was down more than 45%, a historic low for the website & better than the industry average, which is about 55%. All of these reflect changes made in 2020 when the website was updated to focus on COVID-19 and quarantine. This is reflected in the graph below starting on March 15, 2020. These changes, in conjunction with quarantine nationwide, had a negative impact on website traffic. With digital advertising now in market, we should start to see positive growth in total users and sessions as well.



HOTEL BOOKING REFERRALS | MONTH-OVER-MONTH COMPARISON

In March, the website had 579 referrals to hotel properties in The Woodlands, down 16% from February. This is expected as there was a large spike in referrals in February that was attributed to Winter Storm Uri. Comparing January to March, referrals were up 82%.



SOCIAL MEDIA

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Top outlets include Facebook, Instagram & LinkedIn with IG Reels driving the most social engagement.

Facebook Live: [View Facebook Live](#) (nearly 18K followers)

- The Woodlands Waterway Arts Festival: Featured Artist Message

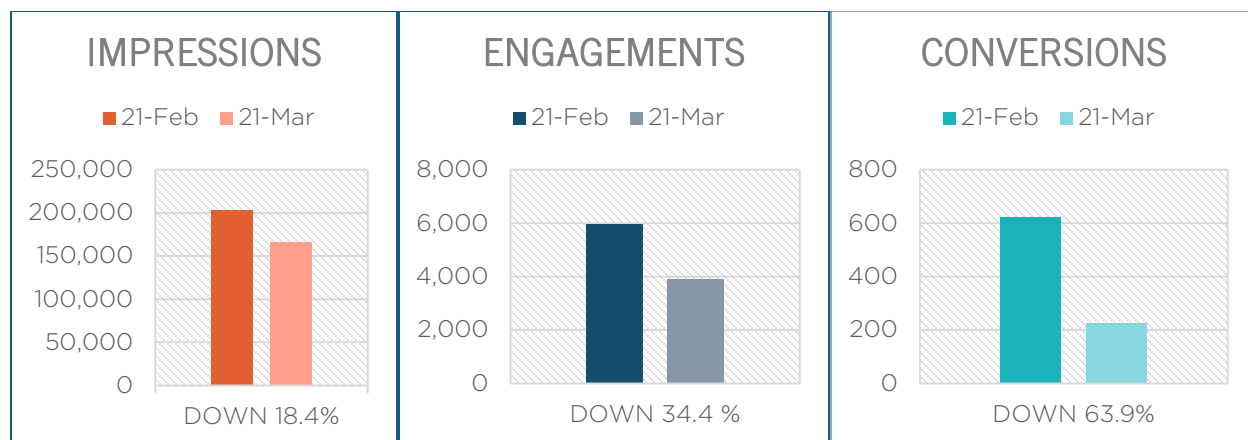
Instagram Guides & Reels: [View Guides](#) and [View Reels](#)

- Flower Cart in Market Street
- La Savonnerie Divine

The Woodlands Film Commission: The Marketing Department provides support for The Woodlands Film Commission social including [Facebook](#), [Instagram](#) & [Twitter](#).

SOCIAL MEDIA | MONTH-OVER-MONTH COMPARISON

Visit The Woodlands received a total net audience growth of 419 across social outlets for the month of March, down 6.9% from February. This is to be expected due to no paid partnerships with social influencers or social advertising in market. This, combined with the spike on social in February due to Winter Storm Uri, is causing a decline in March. With digital advertising in market now, we should start to see positive growth across social channels.



EMAIL MARKETING

Each month, the Marketing Department sends targeted email campaigns to travelers and meeting planners that have opted to receive our information.

Leisure Email Campaign, Experience Art & the Outdoors in The Woodlands: To help promote The Woodlands Waterway Arts Festival and the opening of the Fountains at Waterway Square, Visit The Woodlands featured both heavily in the March leisure email campaign. The Woodlands Waterway Arts Festival was the highest driver of conversions with 75 clicks and The Fountains at Waterway Square driving 49 clicks to the website. Special offers was third with 31 clicks.

Link Click Segmentation: In March, Visit The Woodlands implemented link click segmentation to its email marketing efforts. This means if someone clicked on The Woodlands Waterway Arts Festival link, they are automatically added to a new list for people who are interested in Arts & Culture. This allows for targeted email marketing by interest.

Email Marketing Reporting:

- Open Rate: 24.2% (compared to the industry standard of 16%)
- Click Rate: 17.5% (compared to the industry standard of 0.9%)
- Leisure Email Subscribers: 4,522 (down 65 from February)

MARKETING COLLATERAL

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.

Visitors Guide Requests:

- Printed - 296, Digital - 10

Meeting Planner Guide Requests:

- Digital - 1

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.

Convention South Magazine: The Woodlands was featured in Convention South magazine as part of a negotiated added value for an advertising buy. This includes information that speaks to COVID-19 and how planners can experience safe meetings in The Woodlands.

Modern Luxury Magazine: The Woodlands was featured in Modern Luxury Magazine – in both the Dallas and Houston markets – as part their Weekend Getaways & Roadtrips special section. This was a negotiated added value for an advertising buy and was featured alongside a full page ad.



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

- Elegant Art Dash Party Set for April 9
- IRONMAN Provides Event Status Updates for its Events in Texas
- The Woodlands Named Best City to Live in America
- Spring Break Brings Performers, Special Guests & Texas-Themed Fun to Market Street
- Governor Abbott Lifts Mask Mandate, Opens Texas 100 Percent
- 2021 Season Update from The Pavilion
- Robert Heineman Retires After Nearly Five Decades of Planning The Woodlands

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 & Conferences:

- Visit The Woodlands Board of Directors Meeting
- Team Meetings: Marketing & Tourism Planning, The Woodlands Marathon, Budget
- Next Generation Leadership (Mentor Program)
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR
- Partner Meetings: Around Houston, Mahoney's
- Webinars & Demos: US Travel, MNI, Voyage+ Dashboard

TOURISM

Elizabeth Eddins, Executive Director
Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

National Travel and Tourism Week: The Visit The Woodlands' Tourism and Marketing teams started planning a week long schedule to celebrate National Travel and Tourism Week. With the pandemic affecting the hospitality industry, both departments are eager to show the importance of tourism to The Woodlands and support partners in their way to recovery.

Hotel Partnerships: Visit The Woodlands has partnered with hotels to promote packages for the main events in The Woodlands. During this month, Visit The Woodlands assisted the Waterway Art Festival to secure room blocks in hotels and promote visitors to stay in The Woodlands and experience such a unique event. Visit The Woodlands followed up on occupancy of the hotels during the days of the festival.

Hospitality Heroes: Visit The Woodlands wanted to celebrate the unsung heroes that were at the hotels during Storm Uri. After the storm impacted the whole state, hotel employees left their own homes to provide warmth, security and clean rooms for visitors and residents that had no place to stay. Visit The Woodlands asked the hotels to nominate those hospitality heroes in order to visit them and thank them for their service to the industry.

Reporting on Visitors: Visit The Woodlands developed a new tool to better capture the visitor data that is collected at the visitor kiosk in Market Street. This will be easier for the people working at the kiosk and will provide Visit The Woodlands with more information on where are visitors coming from and what information are they seeking.

Updated information for Visit Houston: Visit The Woodlands is a member of Around Houston, a partnership of Visit Houston with surrounding destinations. Due to so many changes in the area during the pandemic, The Woodlands needed to do an update of their presence in Visit Houston's website. This will help visitors get the most up to date information and learn about their new attractions.

MEETING CONNECTIONS

- Webinars from Madden, Connect Tour, etc.
- Attended Around Houston Group Tour Committee meeting
- Meeting with Visit Houston for Marketing and Hotels

TOURISM SERVICES AND DEVELOPMENT

- Assisted 1 wedding inquiry

VISITOR SERVICES

- Total Kiosk Visitors: 935
- TX Zip Codes: 119
- Out of State Visitors: 16 (Minnesota, Kansas, Michigan, Illinois, S. Carolina, New Jersey, Alabama, Florida, California, Massachusetts)
- Foreign Visitors: 22 (Mexico, Spain)

THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Feature in The Woodlands Community Magazine: The Woodlands Film Commission was featured on the March 2021 issue of The Woodlands Community Magazine. This feature will broaden the resident's knowledge and understanding of the film commission.

MEETING CONNECTIONS

- Film Industry Summit by Dallas Producers Association
- TWFC: Student Information Meeting
- Film Friendly Texas Virtual Meet-Up: North Texas

FILM COMMISSION SERVICES AND DEVELOPMENT

- Film Industry Summit by Dallas Producers Association
- TWFC: Student Information Meeting
- Film Friendly Texas Virtual Meet-Up: North Texas