

MONTHLY REPORT

MARCH 2022

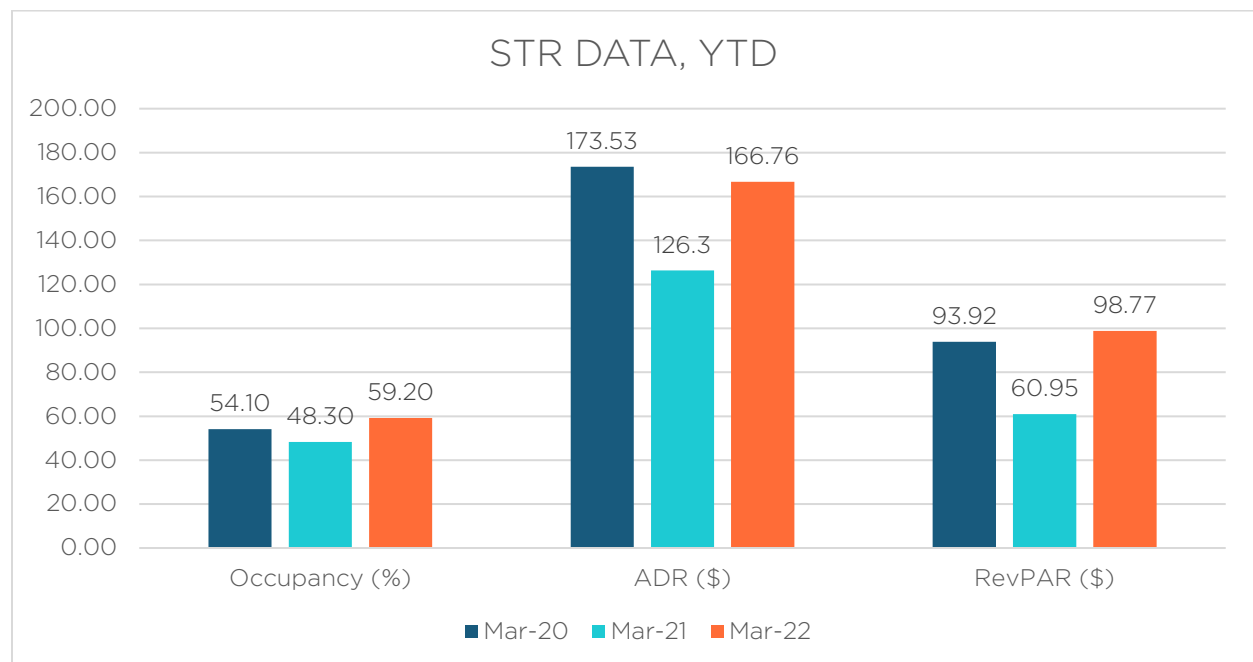
VISIT
THE WOODLANDS
— T E X A S —

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		
MAY	\$36,751	\$497,469	\$584,004		
JUN	\$76,026	\$569,445	\$652,373		
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	\$ 2,006,163	\$ 806,808	\$ 1,484,693	\$ 1,587,146	96.7%

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.



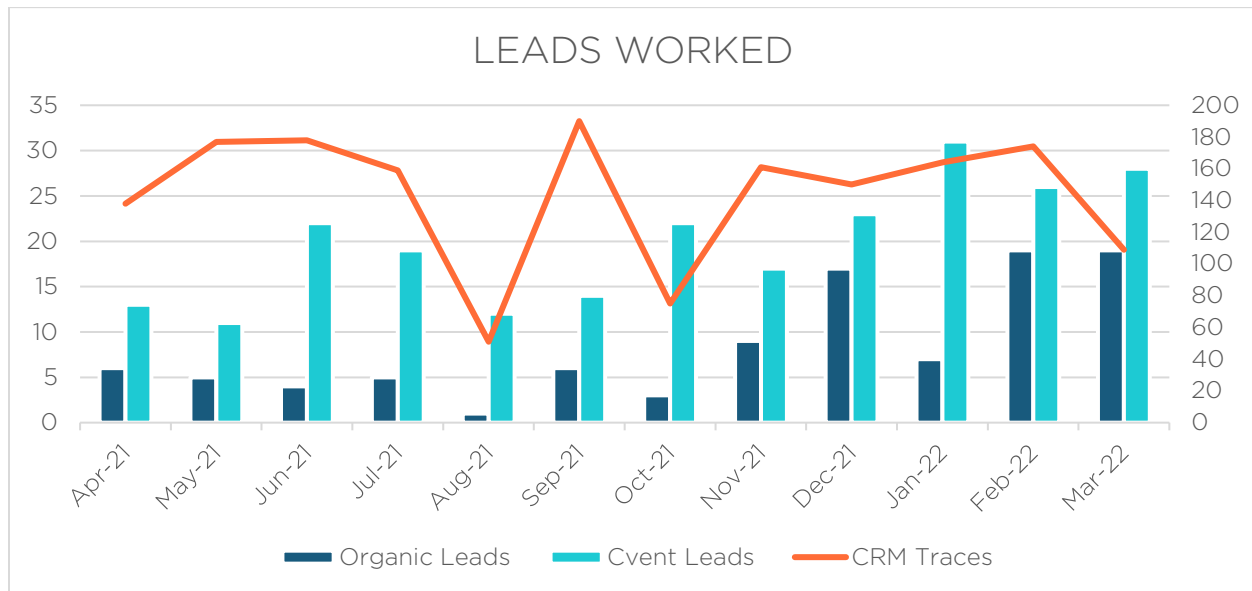
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In March, the Sales Department saw a significant increase in leads being sourced, both organically and through our partnership with CVENT.



BOOKED BUSINESS

In March, the sales team booked 6 pieces of business representing 695 attendees and 1106 contracted rooms. In addition, the economic impact for these groups represents over \$593,150.51 dollars to the local economy. For more insight on lead development in March, please review the graph on the previous page.

TRADESHOWS & SALES MISSIONS

ASCI Site Visit: The Sales team was happy to welcome two meeting professionals for the Association of Christian Schools International to The Woodlands as they toured 3 hotel properties in the Houston region that made the short list for their Flourishing Minds Institute. Visit The Woodlands worked in conjunction with Visit Houston to pull off a seamless 3-day site tour.

SERVICING

In March, Ashley offered 4 groups servicing, sent out 10 Meeting Planner Guide requests, and met with multiple clients and partners.

Lunar Planetary Science Conference Servicing: Visit The Woodlands was happy to welcome back the Lunar Planetary Science Conference (LPSC) to The Woodlands after a 2-year hiatus from in person meetings due to the pandemic. The LPSC team worked hard to ensure that attendees had a safe, enjoyable experience. Visit The Woodlands worked closely with LPSC to help coordinate a food truck village to encourage a quick lunch option for attendees as this was a pain point in past years. Ashley Fenner, Sales and Servicing Coordinator for Visit The Woodlands, spent months assisting with the coordination and logistics of this event and also assisted with welcome bags, area collateral, transportation signs and much more.



SALES PROJECTS & INITIATIVES

March Partner Meeting: The Sales team kicked off the monthly hotel partner meetings with the sales team at the Hilton Garden Inn. This time allowed an opportunity to discuss upcoming initiatives, the market and sales trends, along with ways our teams can partner moving forward.



PARTNERSHIPS & MEETINGS

- TSAE Board Retreat Planning Call
- Hosted lunch for JoAnn Zeisig of Elevation Event Management
- CISD Hospitality Program Student Education Event Planning
- CHIA Workshop
- Q1 Sales Advisory Committee Meeting
- CVENT Performance Review Call
- Weekly Madden Media Project Calls
- Lunar Planetary Science Conference Servicing
- Monthly Simpleview Call
- Sales Position Interviews
- Visit The Woodlands Marketing Committee Meeting
- GMID Brainstorming Meeting
- CVENT Connect Client Event Planning Session
- SendSites Platform Prep
- Admin Awards phone call with Westin
- Weekly Sales Staff Meeting
- MPI HAC Photography Phone Call
- Lunch with Visit Houston Sales Team
- EFTA Student Internship Program Phone Call
- Hilton Garden Inn Partner Meeting
- GMID Proclamation process
- ASCI Site Visit Coordination
- MPI HAC Board Call

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 Q1 placements is below.

Leisure:

- *Texas State Travel Guide* - print
- *Houstonia* - print
- *Texas Highways* - print & digital
- *Texas Events Calendar* - print
- Tour Texas - digital
- *Texas Monthly* - print & digital
- Paid Search - Google Discovery Ads, SEM
- Paid Social - Facebook, Instagram & Pinterest

Meetings:

- *Convention South* – print
- *The Meeting Professional Magazine* – print & digital
- *Association Leadership Magazine* – print & digital
- *Smart Meetings* – print & digital
- *Texas Meetings + Events* – print & digital
- MPI, Texas Hill Country & Houston Area Chapters – digital
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Travel Texas, Mobile CPC



Meetings – Convention South, Advertorial

Sponsored Content

Experience Memorable Meetings & More in The Woodlands

In The Woodlands, events and meetings come together effortlessly. With over 2,300 guest rooms and more than 190,000 square feet of meeting space to spread out, plus hundreds of diverse options for shopping, dining, and after 5 o'clock fun, this is the ideal destination for your next event.

Convenient location
Choosing where to host your meeting, corporate retreat, or social gathering is a crucial element in event planning. The Woodlands is just a short distance from George Bush Intercontinental Airport (IAH) yet offers a setting that feels worlds away. Nestled in a natural location under 18,000 powerful tree-filled acres, The Woodlands provides a uniquely serene space for you to feel inspired and be your most productive self.

Meeting spaces that wow
The Woodlands' hotels are designed to meet your event's needs and more. The Woodlands Resort, the first Curio Collection by Hilton branded resort in Texas, offers more than 73,000 square feet of event space, with a retreat feel and plenty of outdoor meeting space. Located in the Town Center Area, The Woodlands Waterway Marriott Hotel and Convention Centre recently completed a \$4 million renovation of its 70,000 square feet of meeting space to ensure every team's meeting space is tailored to their needs. The Woodlands' many state-of-the-art business centers and conference facilities provide the setting you need for success. Not to mention professional catering, on-site dining facilities, and top-of-the-line hotel amenities to make you feel right at home.

"As the meeting planner for the very cost-conscious Lunar and Planetary Science Conference (LPSC), I am constantly in search of affordable accommodations and easily accessible dining options, both of which I continually find in The Woodlands." *Kira Howarth, Meeting and Publication Services, Universities Space Research Association (USRA)*

After hours fun
Close the laptop and make plans to relax amid the natural beauty and upscale luxury of The Woodlands. Explore world-class golf courses, tranquil pools, outdoor art installations, and beautiful green spaces to roam, or simply get away from it all. Find intimate live music at many restaurants, wine bars and cafes, or play among the trees at Texas TreeVenture, an aerial challenge course with more than 70 obstacles that makes for a great teambuilding activity.

Ready to plan your event?
Learn more about our meeting venues and accommodations at VisitTheWoodlands.com/convention and start exploring options for your perfect event with the help of our sales team. With the mission to go above and beyond for

our clients to create the perfect experience, our team can help you with itineraries, overnight accommodations, transportation, site tours, and more. Leave your worries behind and leave the logistics to us. ■

Visit The Woodlands

Justin Lewis, Director of Sales
Justin's broad experience in hotel and event management make him the perfect resource to assist with expertly planning your next event!

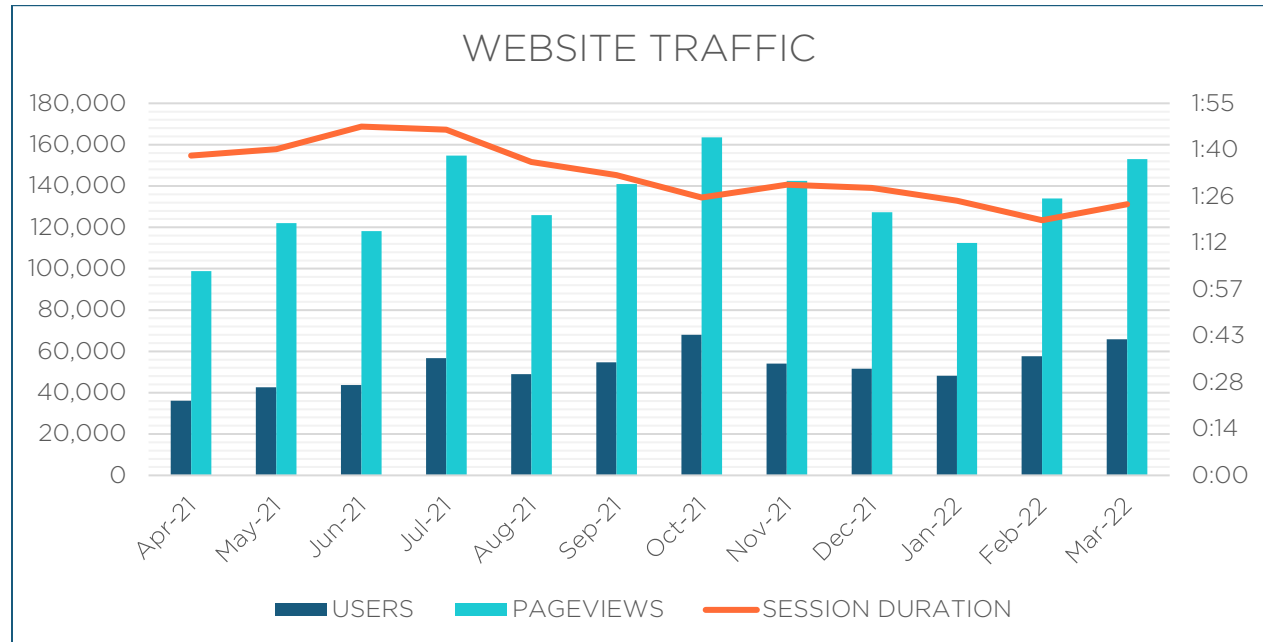
(281) 210-3483
justin.lewis@thewoodlandschick.com
VisitTheWoodlands.com

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www.conventionsouth.com

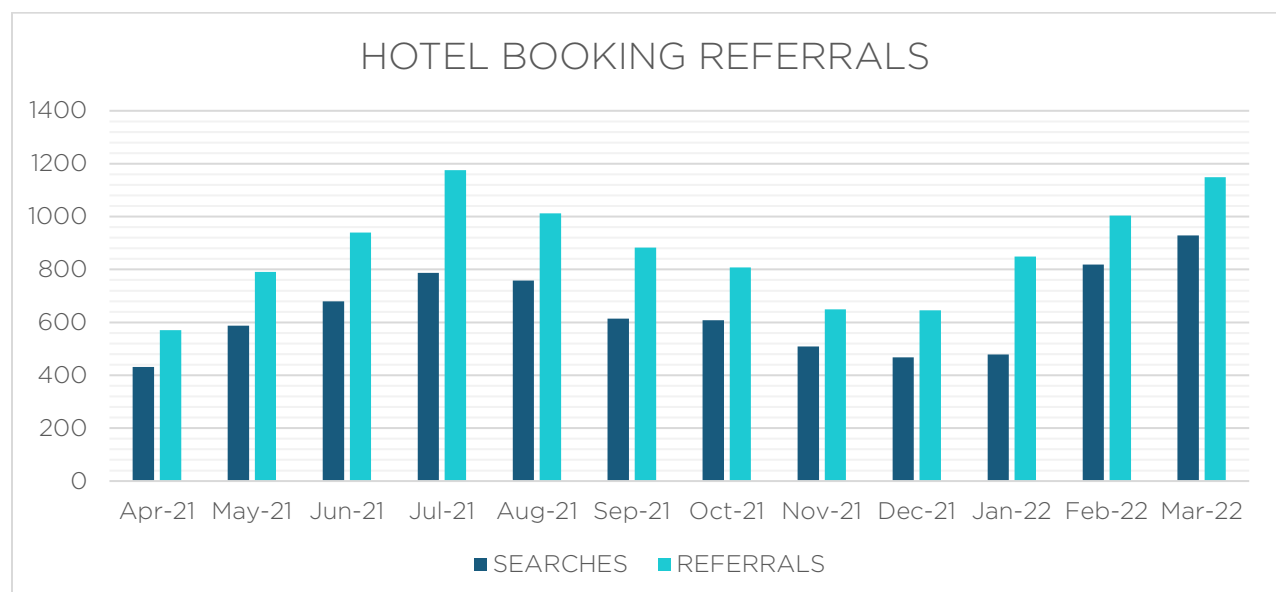
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands website traffic showed an increase in March. Year-over-year, total number of users was up 196%, sessions up 196%, pageviews up 116% and average session duration down 36%.



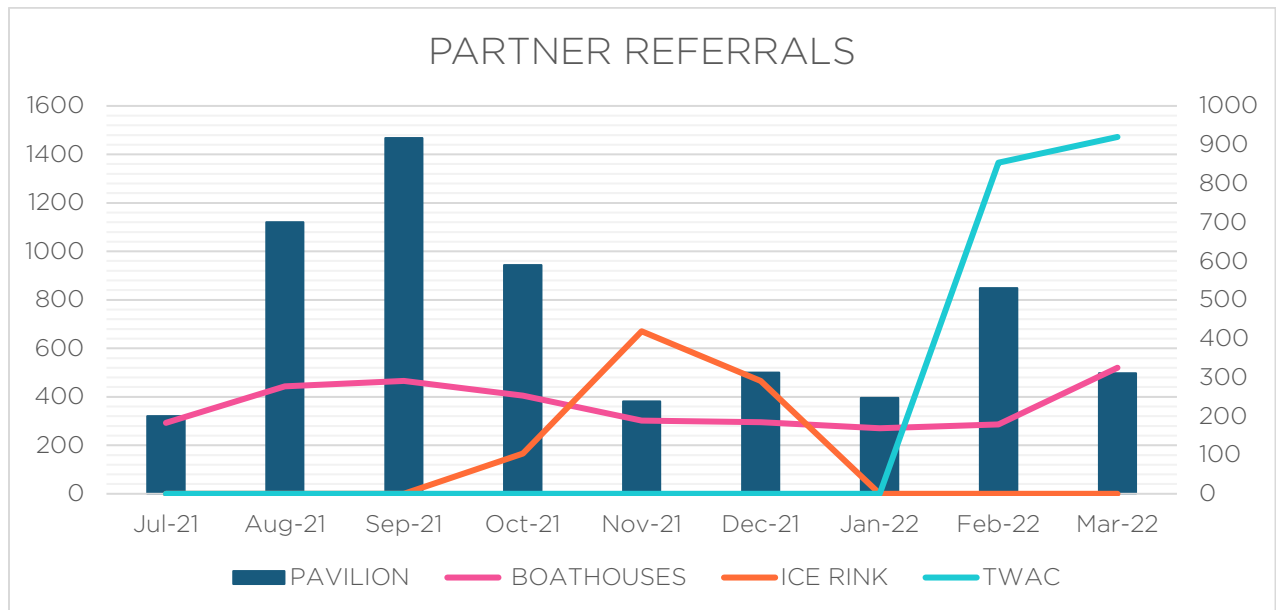
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In March, the website had 1,149 referrals to hotel properties in The Woodlands, up 14% 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 March, Visit The Woodlands sent 497 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 325 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also sent 920 referrals to The Woodlands Arts Council website for visitors to purchase tickets to The Woodlands Waterway Arts Festival.



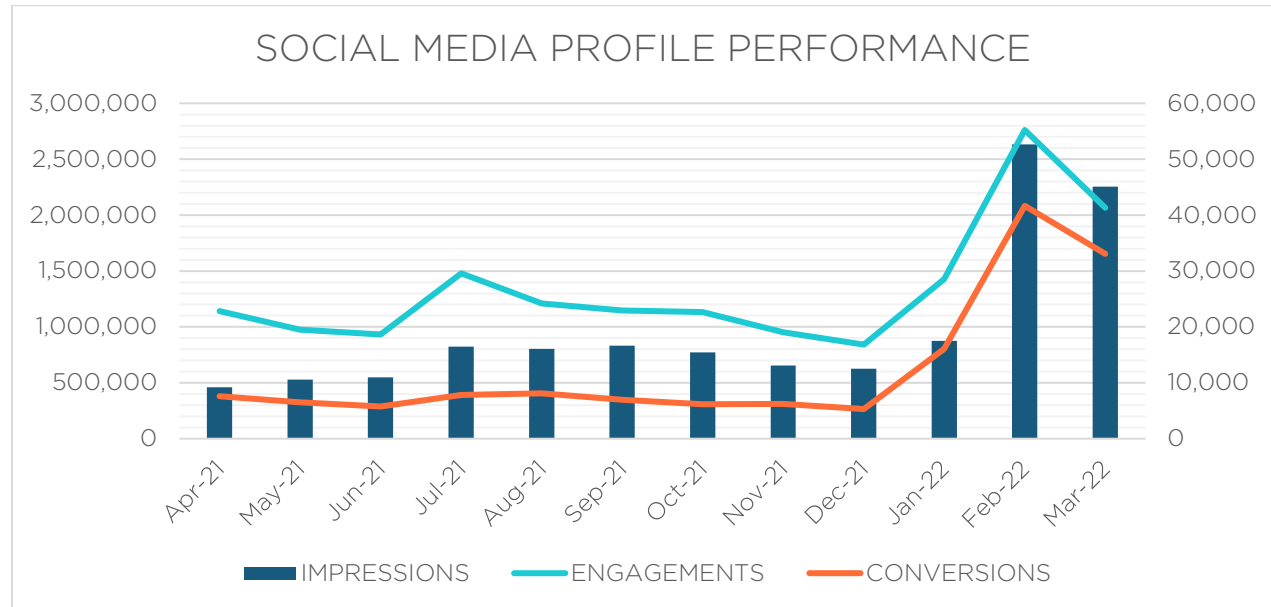
WEBSITE | CONTENT DEVELOPMENT

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](#): Red, Hot & Blue Festival, Wine & Food Week
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Curious George Exhibit
- Microsite: [Lunar Planetary Science Conference](#), Global Meetings Industry Day

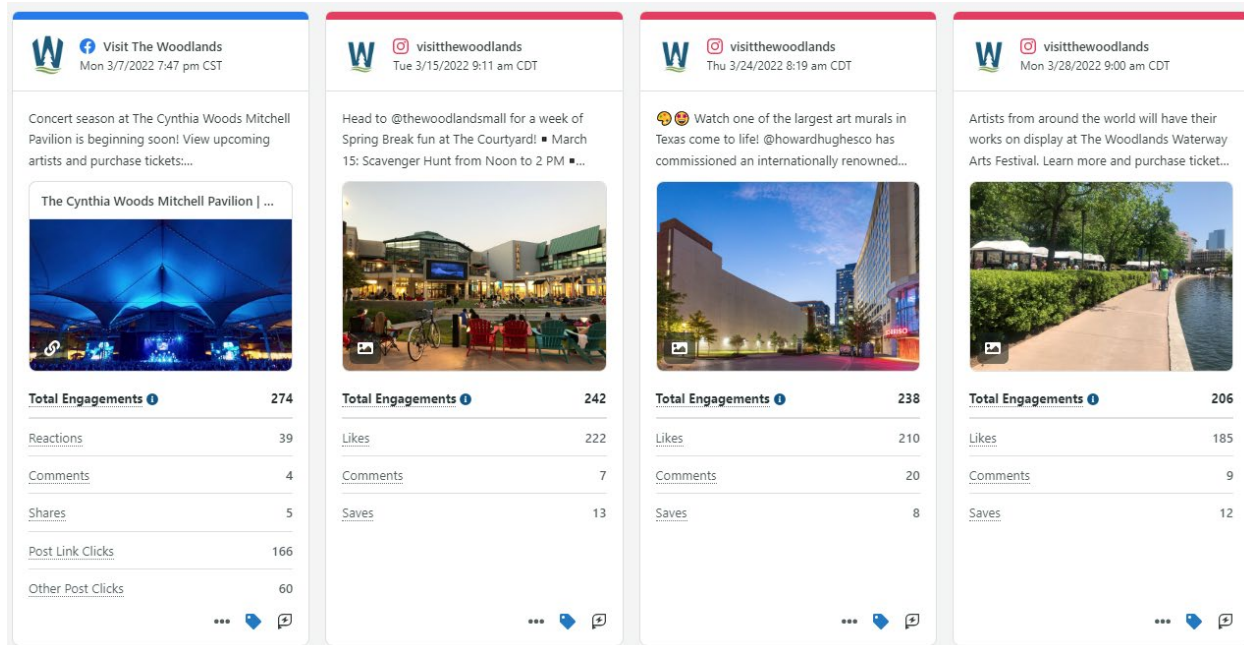
SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 38K followers across social platforms, Visit The Woodlands received a total net audience growth of 484 for the month of March.



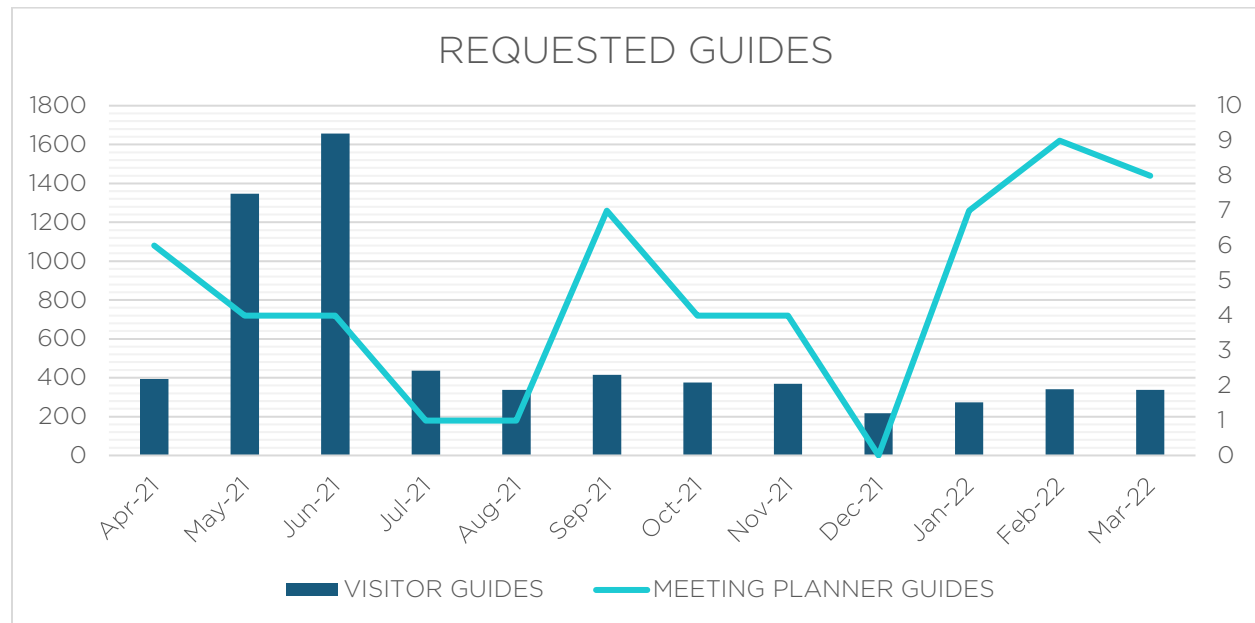
SOCIAL MEDIA | TOP PERFORMING POSTS

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



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.



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. Below is an overview of recent efforts.

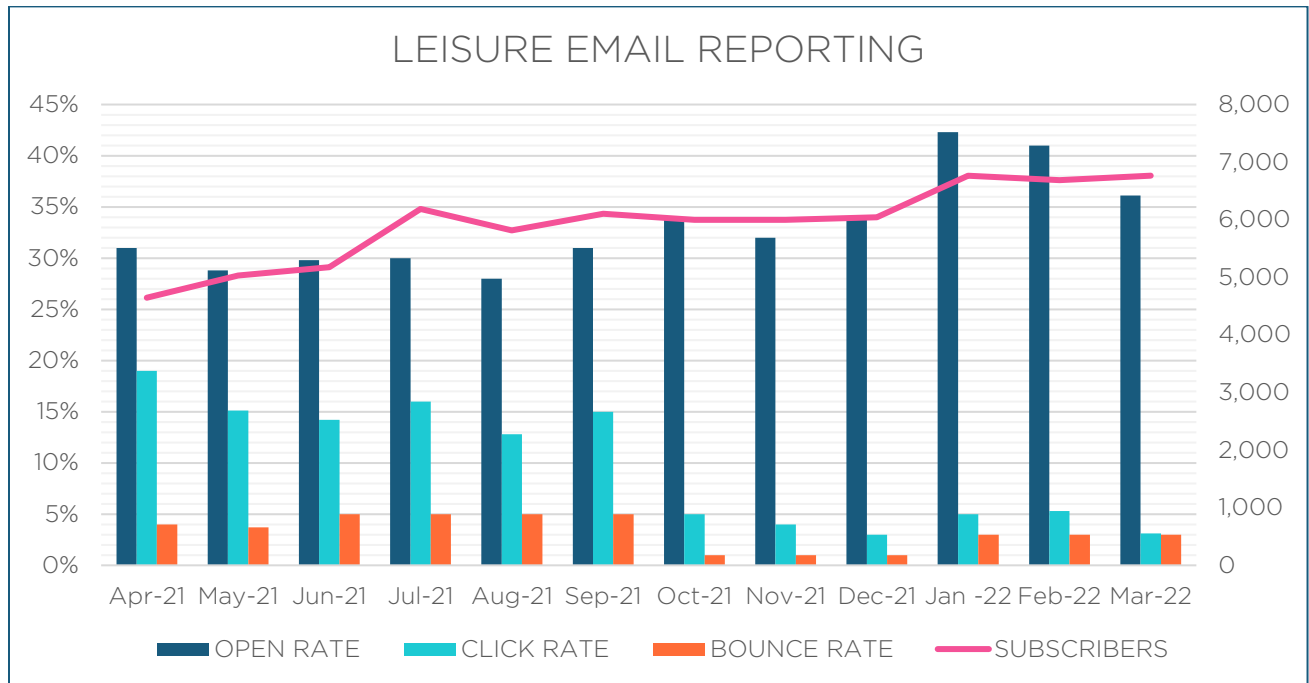
Travel Texas NYC Media Mission: In March, Marketing Director, Ashley White, attended the New York City media mission with Travel Texas. The group hosted a media breakfast with 34 journalists and influencers in attendance. Throughout the week, Ashley had one-on-one desk side appointments with journalists to pitch them on The Woodlands.



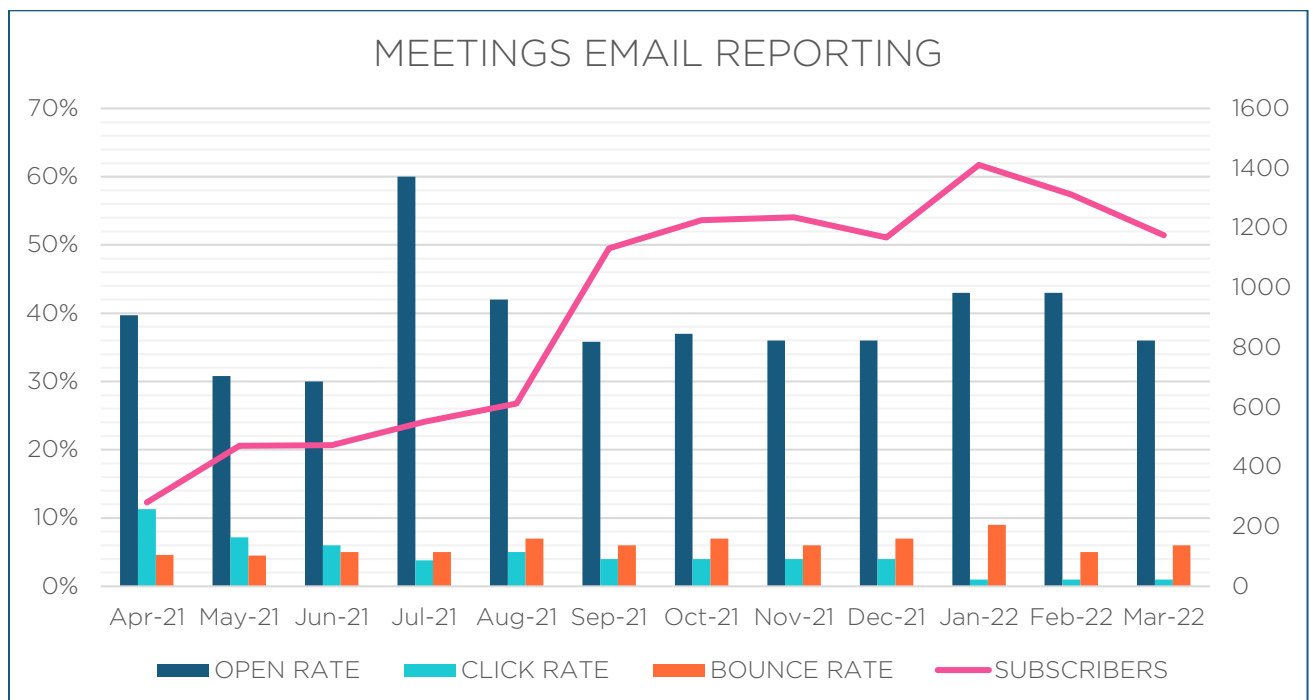
Press Releases: <https://www.visitthewoodlands.com/media/news-releases/>

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%

STRATEGIC PARTNERSHIPS

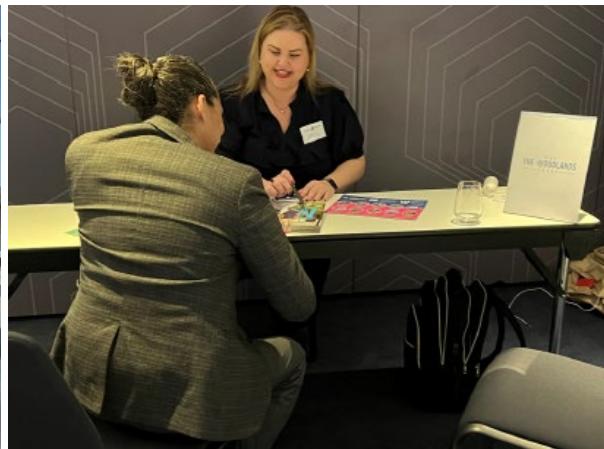
Elizabeth Eddins, Executive Director

MEDIA & PUBLIC RELATIONS | INTERNATIONAL MARKET

Singapore Airlines FAM: Visit The Woodlands welcomed a group of executives from Singapore Airlines in March. The group negotiates business for and promotes the Manchester to Houston nonstop flight.



Travel Texas International Media Mission: In March, Executive Director, Elizabeth Eddins, attended an international media mission with Travel Texas. The group traveled to London, United Kingdom and Amsterdam, Netherlands. The group met with travel agents who promote travel to America through partnerships with Virgin Atlantic and other international companies.



San Miguel de Allende: Visit The Woodlands was invited to lunch with the Mayor of San Miguel de Allende as partners of Visit Houston. In addition to the Mayor, several key business, media and tourism partners were in attendance.



ADVOCACY

Texas Travel Alliance Conference & Unity Dinner: Visit The Woodlands staff attended the 2022 Texas Travel Alliance Unity Dinner & Conference, February 22-24, 2022, held in Houston. The Texas Travel Alliance is the primary advocate and voice for the Texas Travel Industry, representing a diverse membership of Texas travel destinations, accommodations, attractions, transportation and support businesses. Executive Director, Elizabeth Eddins, was appointed to the Texas Travel Alliance Board of Directors as well as served as the Chair of the 2022 Unity Dinner and Conference. Director of Sales Josie Lewis was recently appointed to the Meeting Planner International (MPI) Houston Chapter, Board of Directors. Mrs. Lewis offered unique insight as the panel moderator of distinguished meeting planner experts at the TTA Unity Conference in Houston.



THE WOODLANDS FILM COMMISSION

Visit The Woodlands oversees The Woodlands Film Commission. This involves reviewing applications, providing film permits and sourcing film friendly locations in The Woodlands.

Inquiries: Documentary – 2,000 Mules

AWARDS & ACCOLADES

Marketing Director, Ashley White, has been featured in *Texas Meetings + Events Magazine's* "People Profile". A leading magazine in the tourism industry, the article includes an overview of Ashley's introduction to and tenure in the hospitality industry.

PEOPLE PROFILE Ashley White



The Hospitality of Hospitality
Ashley White finds her home in the industry. **BY TERESA KENNEDY**

From arranging destination trips and expediting visas to providing insight on planning assistance, ceremonies and events, organizers are a hardy bunch, essential for meeting and event planners. They serve as an invaluable team member when operating on short notice, outside of your realm. Now, Ashley White, director of marketing for The Woodlands Film Commission, shares her path to and passion for CVOs and the hospitality industry.

What drew you to your career?
I wanted to know that would make a positive impact in my local community. During other marketing college, I was recommended for a job at Beaumont Convention & Visitors Bureau. At the time, I was not very familiar with the hospitality industry, but I was interested. Now 12 years later, I can definitely say the hospitality industry is my home.

What is the best part of your job?
I've often related to theater or movie makers in my profession. Whether we tell a story through an ad campaign, social media, website content or pitching media, we are telling the story of our destination. And when someone is able to tell their story via video or special occasion, I am honored. People aren't just choosing to spend their money here. They're choosing to spend time here, which is far more valuable. Knowing that we get to be a part of helping people create lasting memories is both exciting and fulfilling.

What is your favorite career memory?
My family always visited The Woodlands Waterway Arts Festival. During our first visit, I was struggling to decide between two pieces of art, so I asked my oldest son for his opinion. He knew what to say. I thought I decided to buy the piece he recommended, and to this day, it hangs in my bedroom. It reminds me of the memory of that day for the perfectly and we should have a special place in my heart. That's exactly what we're trying to create for visitors who come to The Woodlands, a memory they can cherish long after they leave.

Any advice for someone who wants to enter the industry? The industry is full of incredibly talented people who are planning, organizing and always looking towards the future. I encourage industry newcomers to be curious and ask questions. There's no such thing as a stupid question. Knowledge and collaboration are vital. For me, the industry feels like a family. **#thewoodlands**

PHOTO: JESSICA BROWN FOR THE WOODLANDS