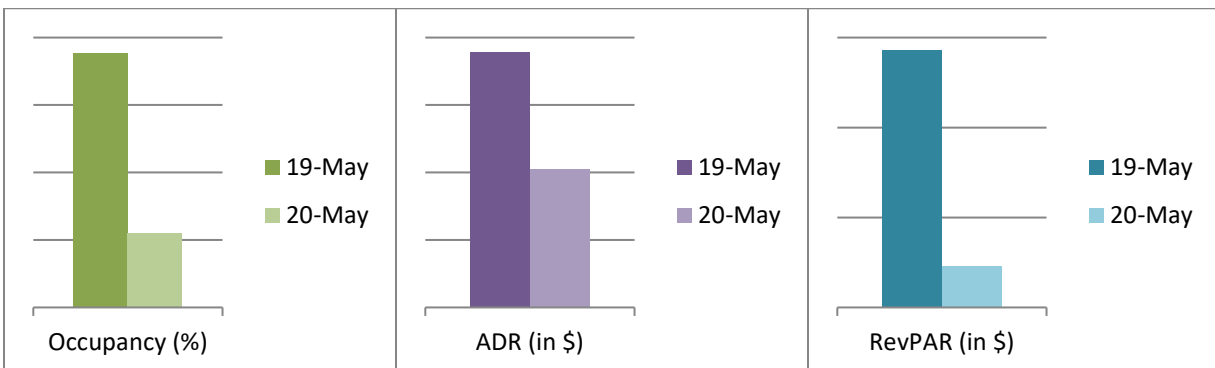


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 306,002	APR	\$ 859,519	\$ 880,321	\$ 306,002	-65.2%
MAY	\$ 897,839	\$ 36,751	MAY	\$ 876,653	\$ 879,981	\$ 36,751	-95.9%
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	\$ 3,944,265	\$ 2,348,916	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,348,916	-37.8%

2020 COMPARED TO 2019



Down 70.6% in Occupancy

Down 45.9% in ADR

Down 84.1% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

May Overview

Q2 Sales Advisory Committee- The Sales department hosted the first virtual Sales Advisory Committee meeting in May. This meeting offered the opportunity for the committee members and staff to discuss critical updates and changes throughout the COVID-19 crisis. This meeting allowed discussion to take place on upcoming changes, shifts in group business sentiment, expectations and plans for recovery, and insight into best practices during this time. During this meeting, the committee decided that moving to monthly virtual advisory meetings would be helpful due to the drastic changes and updates happening within the hotels at this time.

Smart Meetings Virtual Trade Show- Visit The Woodlands sales team participated in Smart Meetings first fully virtual trade show. This event offered a virtual tradeshow floor along with over 12 meeting planner appointments via video call. The layout of the event, the high-quality education, the networking opportunities, and the planner meetings were all very well done. Sales staff is following up with appointments in order to hopefully confirm future business from this event.

Website and Marketing Assistance- With an influx of research, updates to the current website, and preparation for the launch of the new website, the sales team stepped in to assist the Marketing team with many website updates and information gathering needs. This included updates and changes to local open hotels and amenities offered, research on offerings from local restaurants, review and updates for the Meetings section of the new website and needs for the new and improved incentive fund request and servicing request process.

TSAE Updates- Visit The Woodlands was working closely with Texas Society of Association Executives in order to confirm hosting a lunch and learn event in The Woodlands for June. Due to changes to the program due to COVID-19, Visit The Woodlands is now working closely with TSAE to transform this event into an educational virtual event that highlights The Woodlands and The Woodlands hotel properties.

Virtual Site Tour Planning- The Sales team has been discussing putting together virtual site tours of our hotel properties with meeting space since the end of 2019. With the changing landscape of COVID-19, this project became a priority as many more people are not able to travel or do not feel comfortable visiting a for an official site tour. This will be a great resource for future sales efforts. The Sales staff is currently coordinating with vendors and getting proposals to begin producing these tools.

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 were 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.

May Meeting Connections

- Q2 Marketing Committee Meeting
- THLA Virtual Town Hall- Gulf Coast Chapter
- CMP phone call with PCMA planner
- Simpleview monthly call

Convention Services and Development

- 4 Organic leads worked and distributed
- 2 CVENT leads received
- 2 welcome bags distributed (due to COVID-19)

Sales Tradeshows and Travel

- All May Travel Cancelled

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

COVID-19 Recovery Plan: The Marketing Department worked with other team members to gather information for and then create a COVID Recovery Plan for Visit The Woodlands. The plan consists of a three-phased approach, timeline and a list of temporary goals. The three phases being Response, Recovery and Resilience with each corresponding to specific tasks and strategies. [View the COVID Recovery Plan online here.](#)

Q2 Marketing Committee Meeting: The Marketing Department held its first virtual Marketing Committee Meeting via Zoom on May 8. The meeting was a roundtable discussion about COVID-19. Visit The Woodlands marketing team shared what it is doing to support local partners. Committee members discussed how they've been impacted and their future outlook.

Website Launch: The Marketing Department continues to work on items that support moving the website launch forward. This includes finalizing design for the interactive map and training on the new Content Management System (CMS) platform. We have also worked with the rest of the team to tag CRM listings with COVID-specific data so this can be displayed on the new website.

Advertising

The placements below were paid for & released prior to VTW spending freeze due to COVID-19.

- **Leisure**
 - AAA Texas Journey Discover
 - Texas Highways Events Calendar
 - Texas Highways Magazine
 - Travel+Leisure
 - Food & Wine
 - Town & Country
- **Meetings**
 - Texas Meetings + Events
 - Connect Corporate

Digital Marketing

The Marketing Department works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results is below.

Website

- **Published Content: Blog**

- The Woodlands at Home
- Meet in The Woodlands, At Home
- Things to Do Outdoors
- **Reporting:**
 - 23,428 Page Views
 - 14,560 Users
 - 1.39 Pages/Session
 - 0:51 Average Session Duration

Email Marketing

- **Emails Sent:**
 - Weekly Board & Partner Updates
 - Contributions to The Woodlands Township Covid-19 Updates
- **New Signups**
 - Leisure: 9
 - Meetings: 7

Social Media

- **Live Videos:**
 - **The Woodlands Chamber of Commerce:** Between the Trees (Nick Wolda) – created a “watch party” for this on our VTW channel and aired Chairman Rieser’s COVID and Blue Angels videos during commercial breaks.
- **National Travel & Tourism Week Promotion:** Working with the Tourism Department, marketing help create and spread messaging via social to support “visiting” The Woodlands from home.
- **Reporting:**
 - 148,127 Impressions across social networks
 - 6,969 Engagements across social networks
 - 534 Website Conversions via Social

Videos

- **The Woodlands Lights It Blue** – Created a compilation video of photos of Woodlands area landmarks lit up in blue to support healthcare professionals and frontline workers
- **Blue Angels Flyover** – Captured footage of the Blue Angels flyover The Woodlands and shared this on social.
- **National Tourism Week** – Created a video of Visit The Woodlands staff favorite things to do in The Woodlands in celebration of National Travel & Tourism Week.

Public Relations

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

- Visit The Woodlands Celebrates National Travel & Tourism Week
- Visit The Woodlands Releases COVID Recovery Plan

Media Coverage Values:

- **Total Media Exposure:** 974 placements
- **Potential Reach:** 997.36M

- **Ad Value Equivalency:** \$9.23M

Placements:

- **Click2Houston.com:** Everything You Need to Know About the New Water Bike Rentals Available in The Woodlands
<https://www.click2houston.com/news/local/2020/05/26/everything-you-need-to-know-about-the-new-water-bike-rentals-available-in-the-woodlands/>
- **CultureMap Houston:** 2 Stylish Fashion Retailers Target The Woodlands for Reopening
<https://houston.culturemap.com/news/fashion/05-29-20-warby-parker-j-crew-market-street-woodlands-open-hours-social-distancing/#slide=0>

Marketing Collateral

Due to COVID-19, a number of marketing projects have been put on hold. This includes production of the quarterly Current Newsletter and Insider's Guide. At this time, we do not have enough printed Visitor Guides to provide fulfillment for visitor requests. With this in mind, we continue to track signups and requests for these items for future purposes.

- **Insider's Guide** – New signups: 14
- **Current Newsletter** – New signups: 0
- **Visitor's Guide Requests**
 - Printed Requests – 66
 - Downloaded – 4

Partnerships

- **Virtual Meetings**
 - Township Employee Forum
 - Visit The Woodlands Board Meeting
 - Leadership Montgomery County (multiple class sessions & graduation)
 - Weekly Staff Meetings
- **Webinars**
 - Arrivalist
 - Tourism Chat: Bicycle Tourism

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

May Overview

- **Around Houston virtual meeting** – Destinations from the Around Houston partnership joined in a virtual meeting to discuss the changes that have been implemented in each destination regarding COVID-19. Visit The Woodlands shared their status regarding staff and hotels as well as safety measures The Woodlands has taken to protect both visitors and residents during the pandemic.
- **National Travel and Tourism Week** – Visit The Woodlands decided to celebrate National Travel and Tourism Week through their social platforms due to COVID-19. Taking into consideration the spirit of travel but conscious of the global circumstances, several activities were shared for travelers to engage with. From puzzles, to a passport of their villages, to the staff sharing their favorite thing to do about The Woodlands, there were daily activities shared.
- **Partnerships with Texas Travel and US Travel Association** – Visit The Woodlands reached out to US Travel Association to be part of their twitter virtual road trip during National Travel and Tourism Week. This gave The Woodlands national exposure and a way to stand out within Texas destinations. Visit The Woodlands has also reached out to Texas Travel to share some of the virtual experiences they offer to encourage travelers to dream of Texas and traveling again.

May Meeting Connections

- Westin meeting on tourism.
- Webinars from Brand USA, Travel Texas, Connect, etc.
- Around Houston Meeting.