

MONTHLY REPORT

MAY 2021

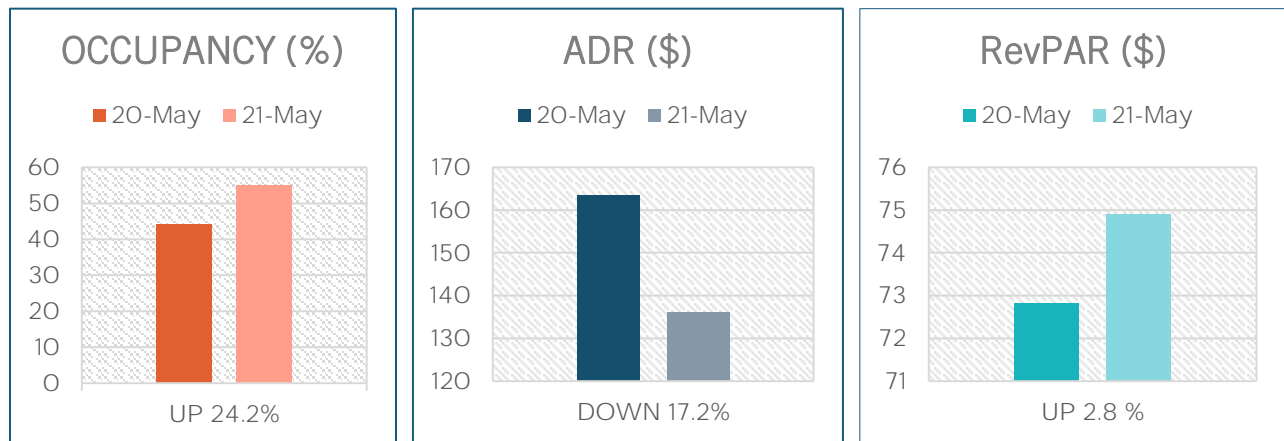
VISIT
THE WOODLANDS
— T E X A S —

HOTEL OCCUPANCY TAX COLLECTIONS | 3-YEAR DATA & YEAR-OVER-YEAR COMPARISON

In May, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. This is attributed to people feeling more comfortable traveling for leisure activities and with a slow pickup in conferences and tradeshow activity.

	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	\$ 527,633	72.4%
MAY	\$ 879,981	\$ 36,751	\$ 543,703	\$ 497,469	1253.6%
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	\$ 1,835,856	\$ 1,831,910	-22.0%

STR DATA | YEAR-OVER-YEAR



MEETING SALES

Josie Lewis, Director of Sales

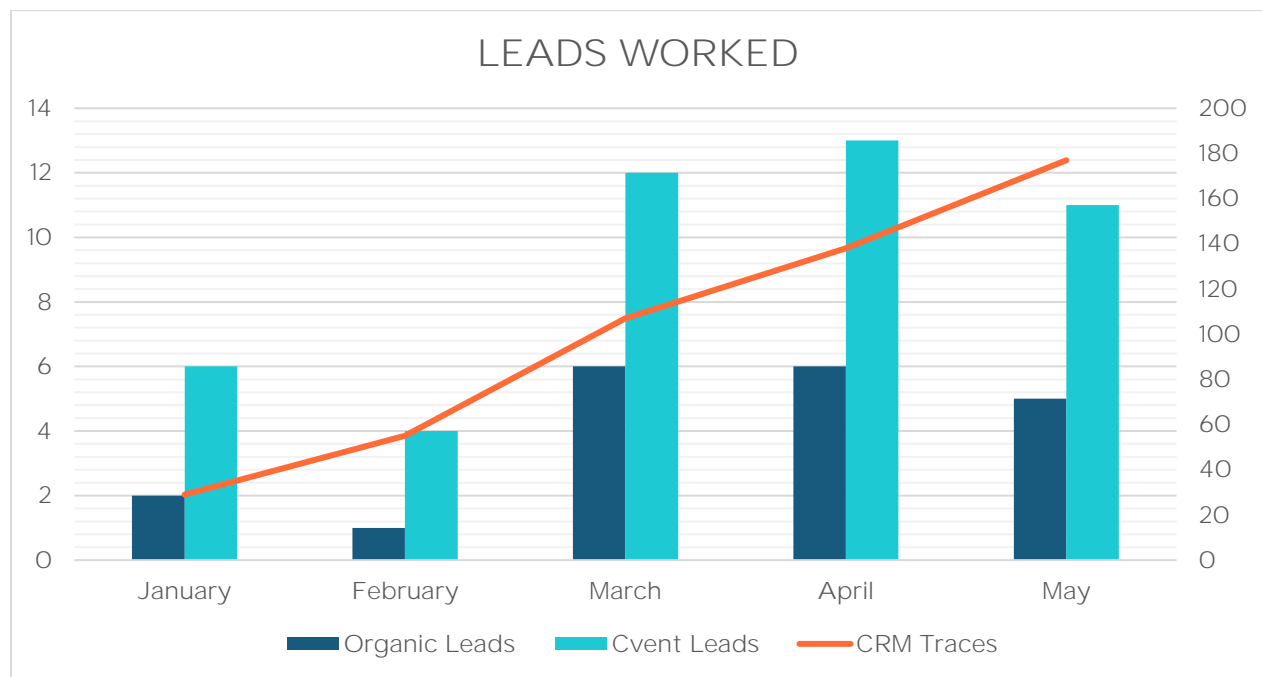
Ashley Fenner, Sales & Servicing Coordinator

TRADESHOWS & SALES MISSIONS

Smart Meetings Tradeshow: Josie Lewis represented Visit The Woodlands at the 3 Day National Smart Meetings Tradeshow. Smart Meetings offers meetings planners and suppliers alike, with the opportunity to meet with targeted prospects. During this tradeshow, Josie had the opportunity to meet with 28 qualified meeting planners and came home with many new connections and 2 RFP's in hand. Josie followed up with each planner personally after the tradeshow and all contact information and meeting notes were tracked within the CRM platform.

LEADS & SERVICING

In May, the Sales Department continued to see a rise lead activity, both organically and through Visit The Woodlands' partnership with Cvent. This is a positive sign, showing that meeting planners are ready to start planning meetings again.



PARTNERSHIPS

Sales Advisory Meeting: The Quarterly Sales Advisory Meeting offers an opportunity for The Woodlands hospitality Sales leaders to come together and discuss upcoming events, trends, opportunities, and wins. In May, the committee welcomed two new members and was hosted in person for the first time since before the Covid-19 pandemic began in March 2020. The

committee discussed the HelmsBriscoe hotel Crawl, the Medical Hotel Rate Program, the Connect Texas 2024 win, and more.

MEETINGS

- Texas Association of Mediators Site Tour
- Leadership Montgomery County Session- Community
- Q2 Sales Advisory Meeting
- Smart Meetings Tradeshow
- Visit The Woodlands Board of Directors Meeting
- Connect Partner Call
- LMC Graduation
- Sweet Green Opening
- Hyatt Place Meet The Team
- North Houston Venue Focus Group
- Hydrocephalus Association Site Tour
- CVENT Annual Review Call

SALES PROJECTS & INITIATIVES

Incentive Fund Process Web Based Update: Over the years, Visit The Woodlands has offered an Incentive Fund Program that has funds available specifically for group business that are in the midst of competing with other destinations. The sales team recently working in conjunction with the Marketing Team, transitioned this process to a web based process that allows our partners to easily submit the requests to Visit The Woodlands, and the full processing process has been streamlined and now works in conjunction with the CRM system.

Servicing Item Update: With groups starting to come back to The Woodlands hotels, the servicing program is beginning to start up again in full force. Ashley Fenner, who oversees the servicing of groups, is starting to source new servicing items for FAM events, tradeshow giveaways, attendee welcome bags, and more.

Economic Impact Calculator Training: Destinations International offers the Event Impact Calculator that measures the economic impact value of an event and calculated its return on investment to local taxes and communities. The Sales team recently integrated this calculator with its CRM system to be able to calculate the economic impact of each group and lead being worked. This calculator draws on ten different data sources to provide an industry-wide standard. In April, Josie Lewis went through the Economic Impact calculator book camp training.

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities. Below is an overview of upcoming advertising placements, which were fulfilled in May.

Leisure:

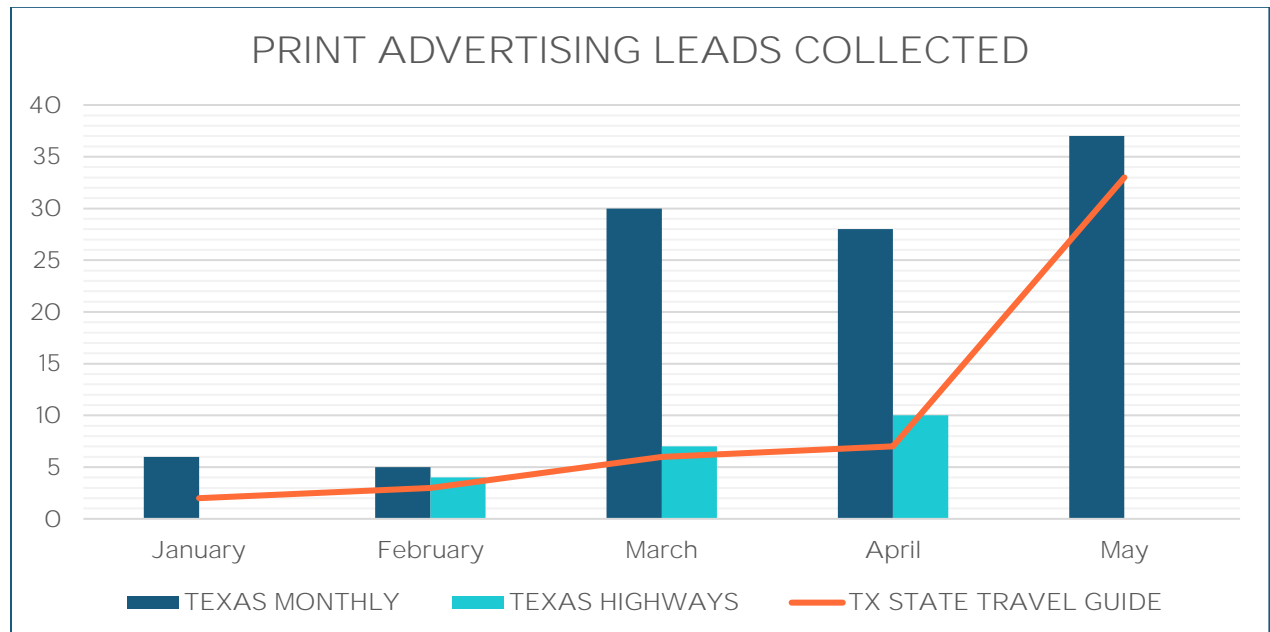
- Tour Texas - Featured Video (May), Hot & Happening eNews (June), Contest + ROS Banner (June)
- Texas Events Calendar (Fall)
- Texas Highways (August)
- Paid Search - Google Discovery Ads, SEM (June)
- Paid Social - Facebook & Instagram (June)

Meetings:

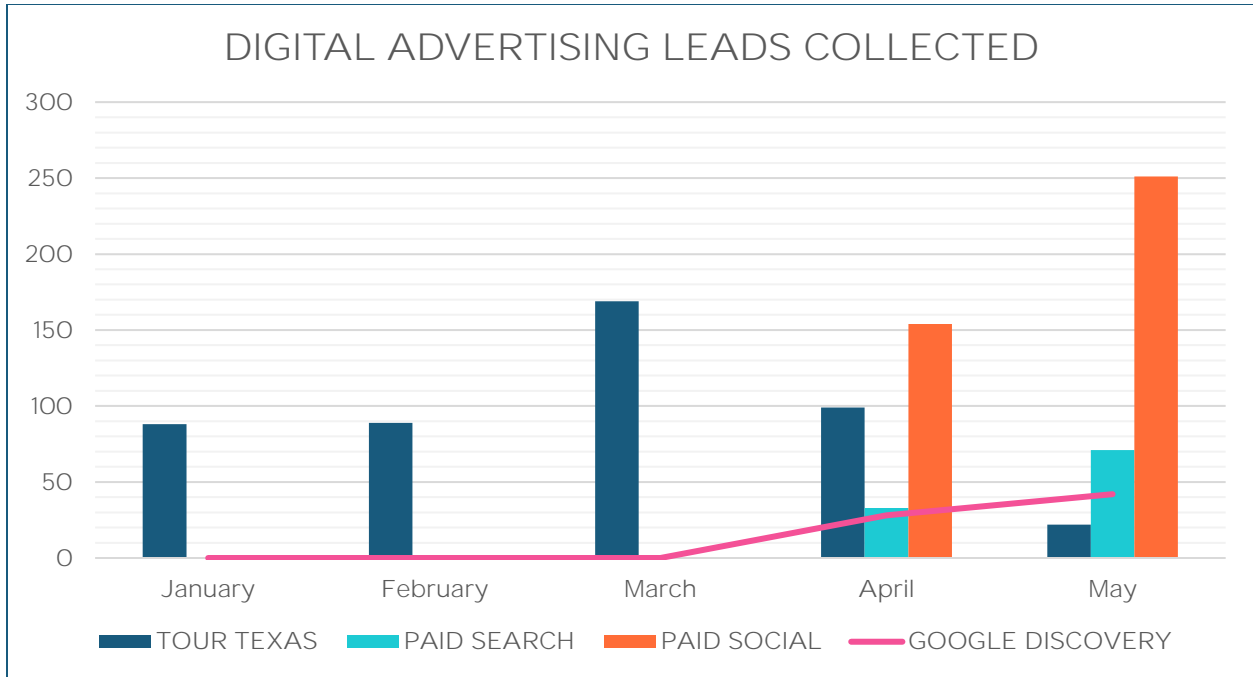
- Paid Search - SEM (June)
- Paid Social - Facebook & Instagram (June)

ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to advertise in official tourism publications for the State of Texas include Texas Highways and the Texas State Travel Guide. These are used for general destination awareness so The Woodlands remains top of mind for travelers to Texas. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts.



In May, Visit The Woodlands continued paid search and paid social advertising. Google Discovery ads also started converting website traffic. These leads are important because they capture the visitor at the beginning of their travel journey, when they are just starting to plan a trip. By capturing the lead early, we shorten the sales funnel and have a greater chance of converting them to a definite overnight hotel stay.

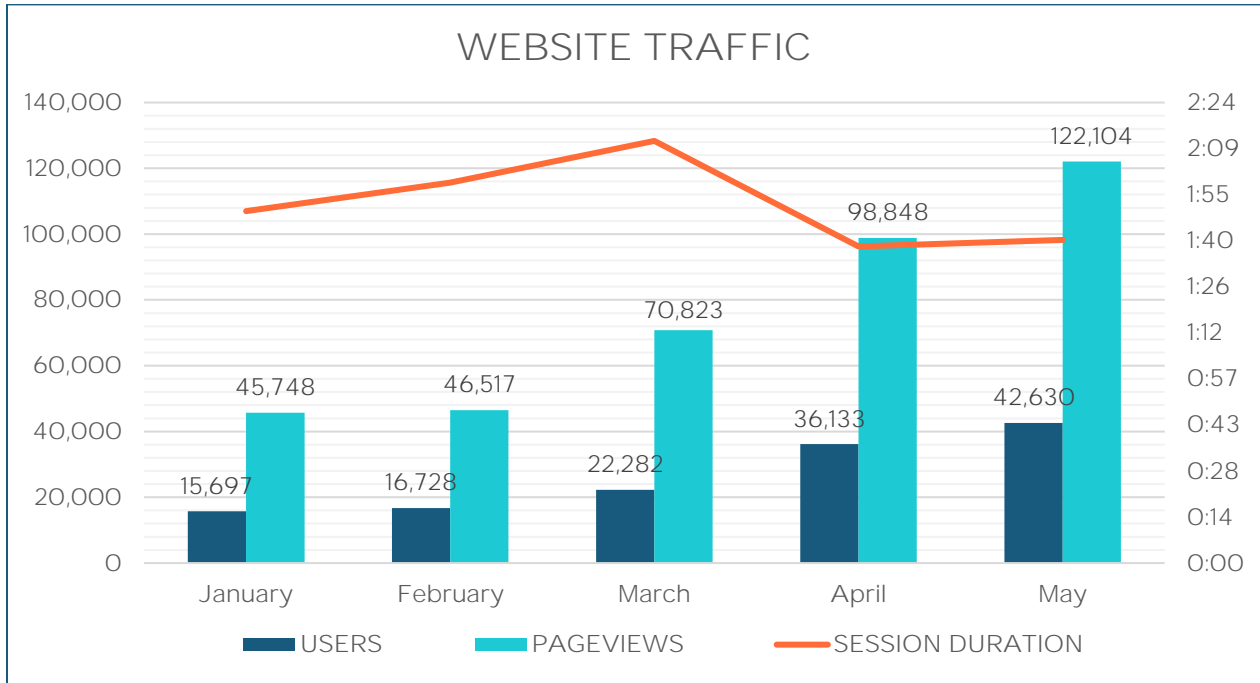


ADVERTISING | EXAMPLES IN MARKET



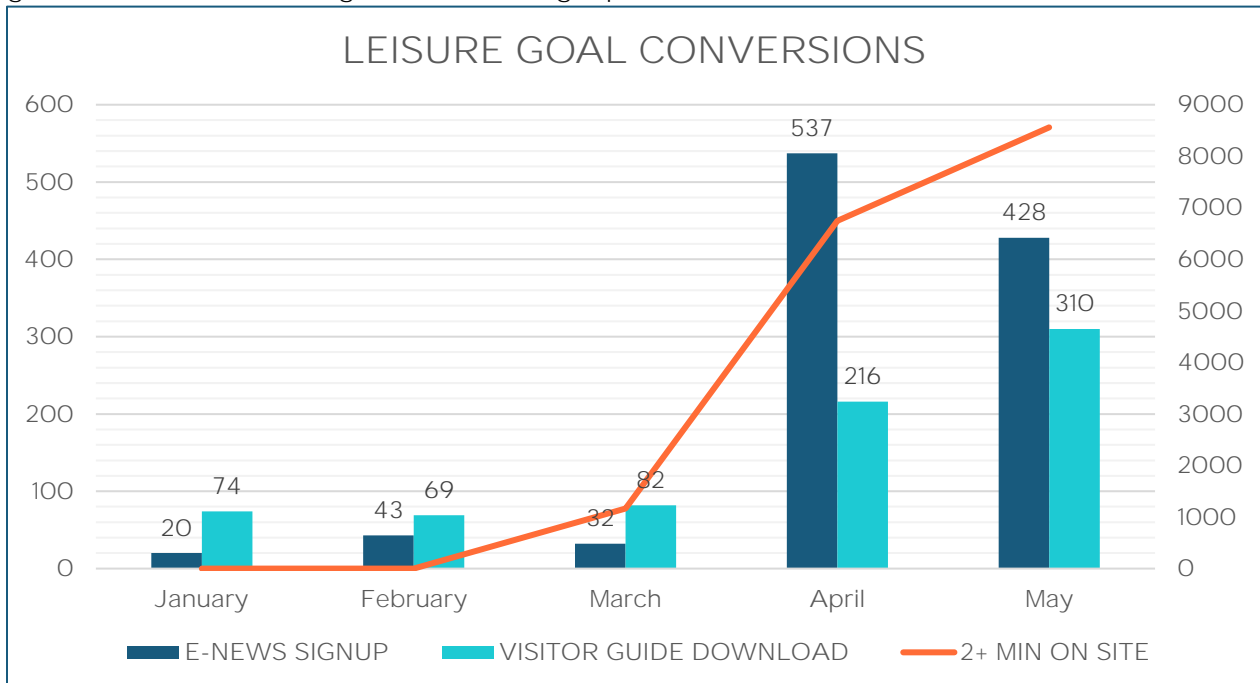
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic continues to improve month-over-month. In May, total users were up 16%, sessions up 19%, pageviews up 21% and average session duration up a little over 1%.

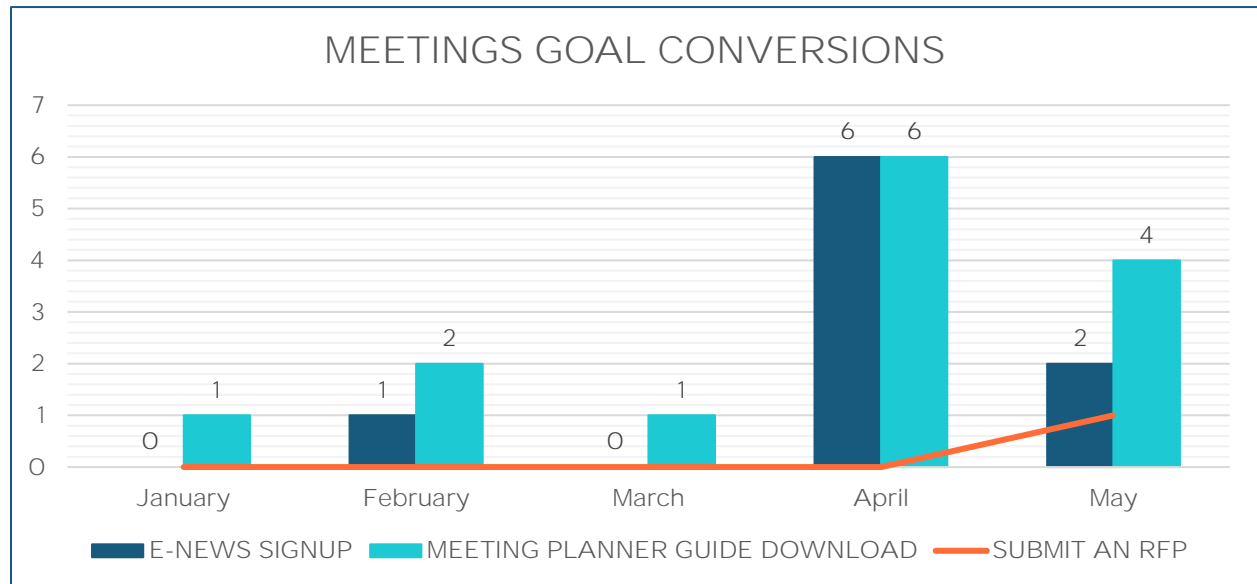


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

More than 8,500 users spent 2+ minutes on the site. Paid advertising continues to drive leisure goal conversions including e-newsletter signups and Visitor Guide downloads.

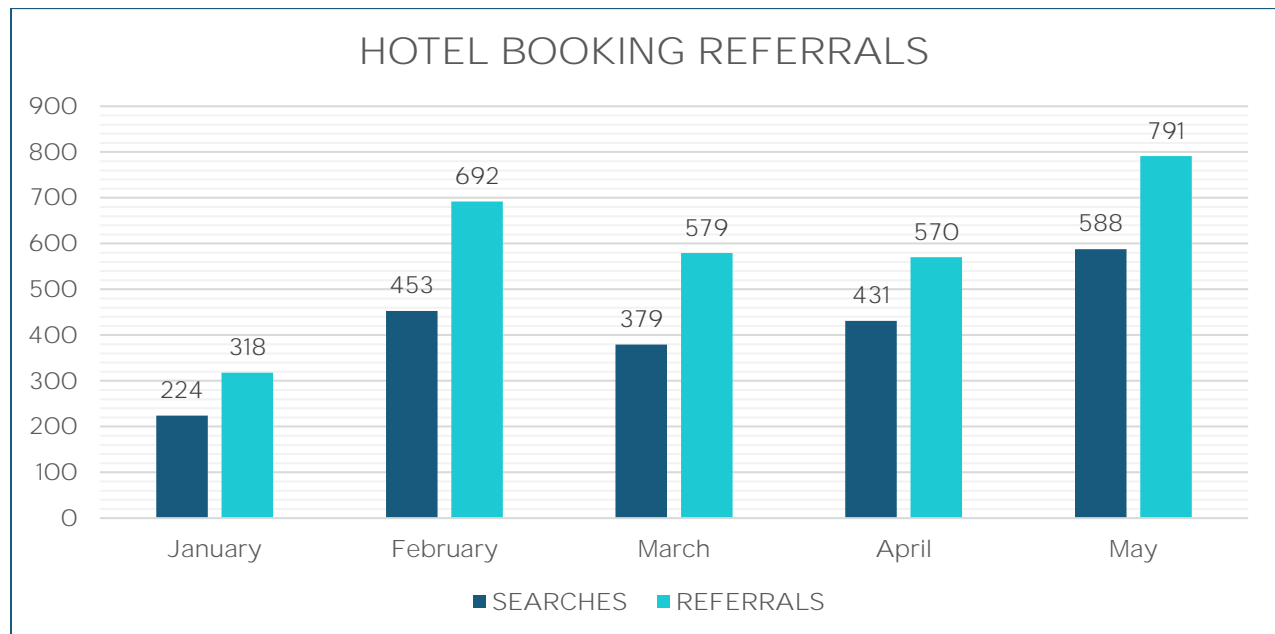


Paid advertising continues to drive meetings goal conversions including Meeting Planner Guide Downloads, RFP Submissions and e-newsletter signups. These are a highly qualified lead as they are meeting planners are actively planning to host a meeting in The Woodlands.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In May, the website had 791 referrals to hotel properties in The Woodlands, up 39% from the previous month. Top referral U.S. states continue to be Texas at 68% with California and Florida following at 5% and 2% respectively. The top referring country behind the U.S. is Mexico. Searches were also up with more than 54% of traffic coming from mobile devices, compared to desktop at 46%.



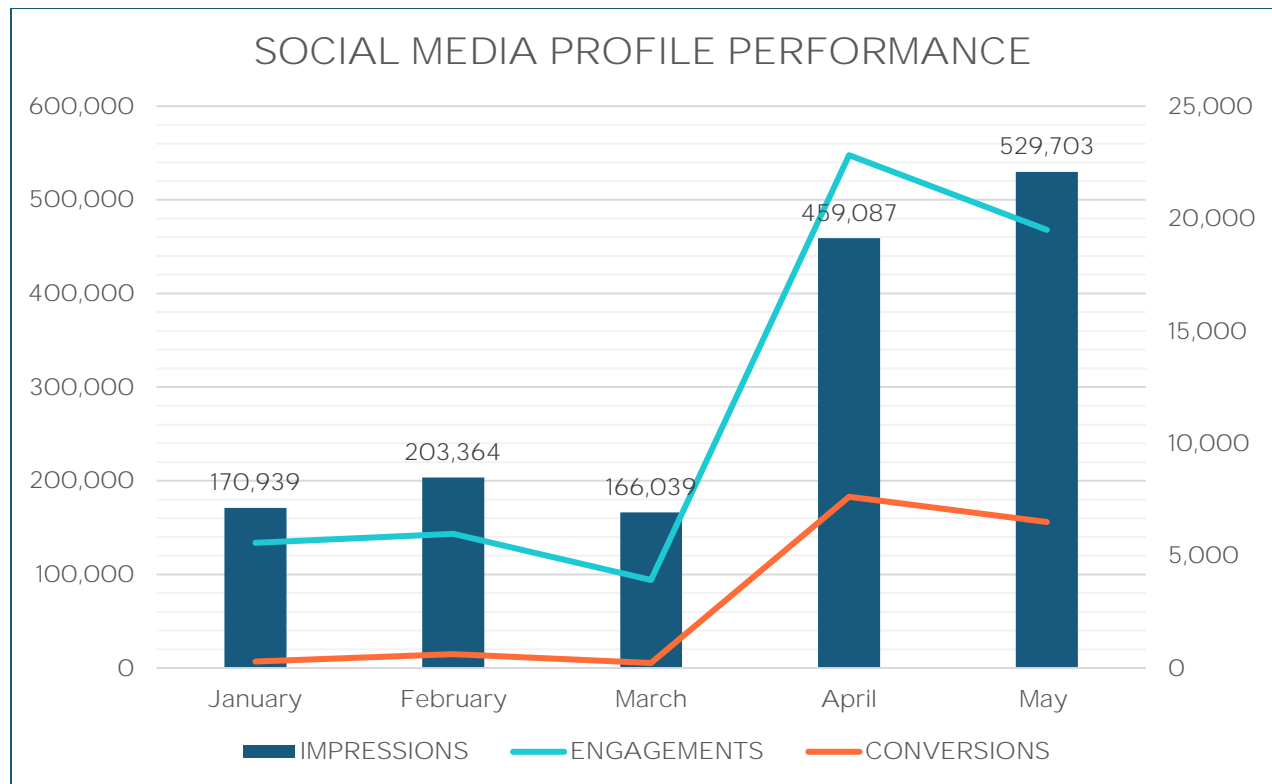
WEBSITE | CONTENT DEVELOPMENT

The Marketing Department continues to develop new content for the website to support sales and marketing initiatives. Below is an overview of efforts for May.

- Microsites:
 - [Partners](#)
 - [The Woodlands Film Commission](#)
- Event:
 - [Patriotic Events](#)
 - [July 4th](#)
 - [Live Music](#)
- Special Offers: [July 4th](#)
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Large Public Art Pieces in The Woodlands

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 32K followers across social platforms, Visit The Woodlands received a total net audience growth of 768 for the month of May.









SOCIAL MEDIA | CONTENT DEVELOPMENT

The Marketing Department continues to develop unique and engagement content across all social media platforms. Below is an overview of these efforts for May.

- U.S. Travel Let's Go There Campaign
- National Travel & Tourism Week
- Memorial Day Celebration

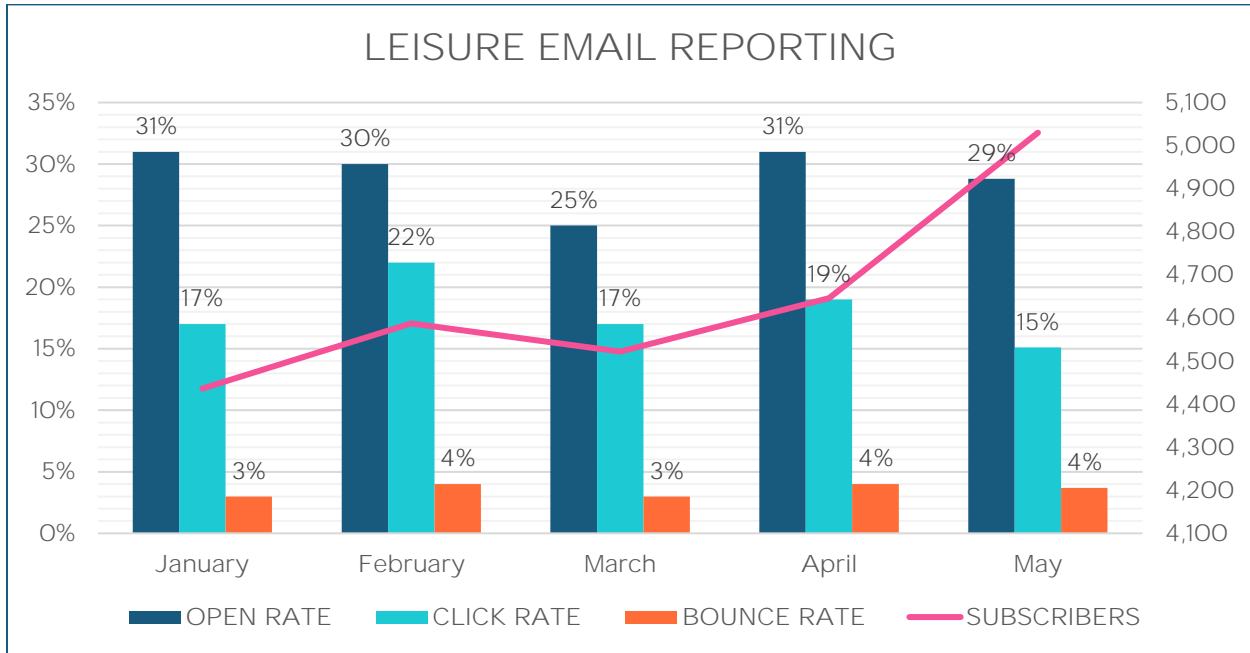
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).

The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

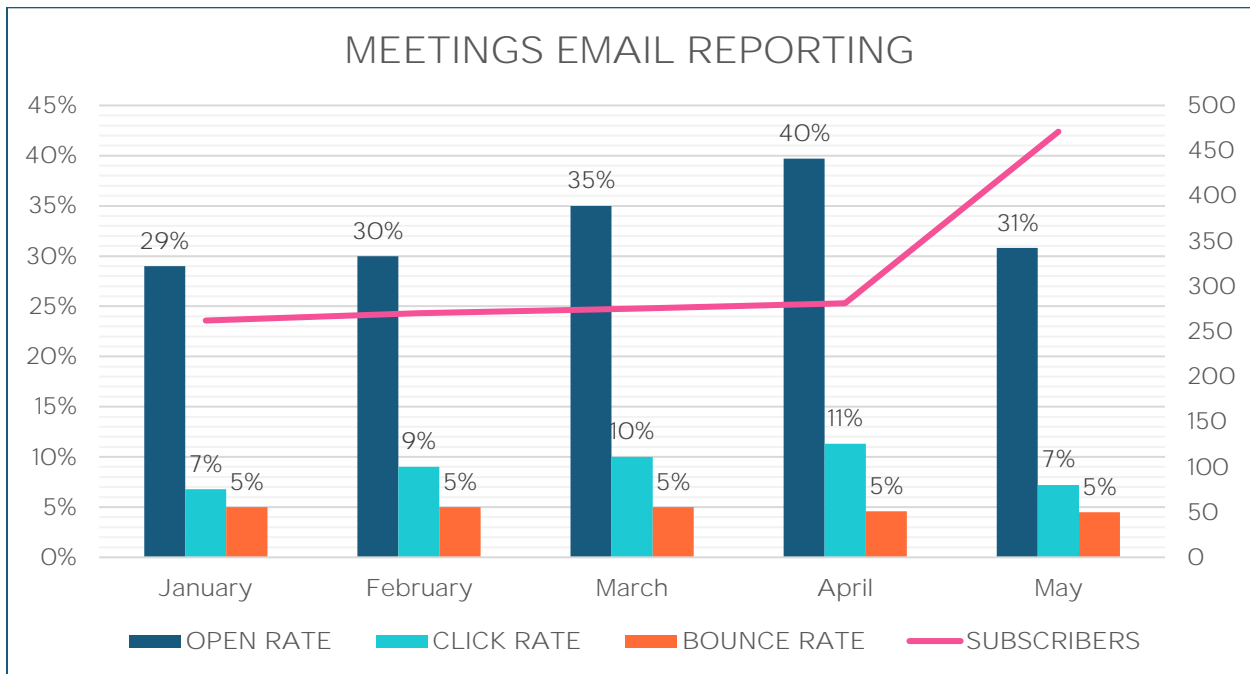
Post Content	Total Engagements	Likes	Comments	Saves
<p>W  visitthewoodlands Sun 5/2/2021 7:22 am PDT</p> <p>This National Travel and Tourism Week, we join thousands across the country to recognize the #PowerOfTravel. See what Visit The Woodlands...</p> 	284	265	12	7
<p>W  visitthewoodlands Sun 5/30/2021 8:22 am PDT</p> <p>us Memorial Day event in The Woodlands, Sunday, May 30 from 5:00 - 9:00 p.m. includes live music, strolling entertainment, fireworks, and much more...</p> 	204	195	3	6
<p>W  visitthewoodlands Wed 5/26/2021 8:09 am PDT</p> <p>Let's jump into our next adventure, #LetsGoThere #SoWoodlands @ustravel_association @btreeventures</p> 	197	155	14	28

EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. Both campaigns continue to surpass industry averages.



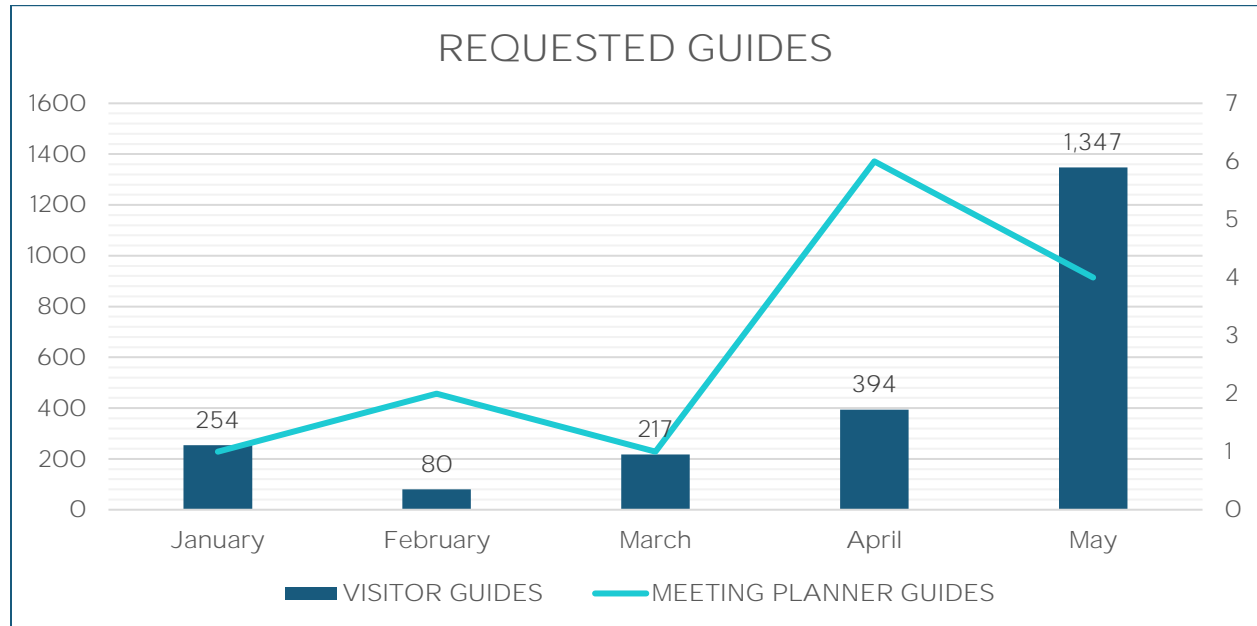
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



Meetings Industry Averages: Bounce Rate: 9%, Click Rate: 1%, Open Rate: 16%

MARKETING COLLATERAL | REQUESTED GUIDES MONTH-OVER-MONTH COMPARISON

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.



MARKETING COLLATERAL | PRODUCTION

The Marketing Department handles creative development and production in-house. Below is an overview of efforts for May.

- Meeting Planner Guide - updated
- Business Cards - updated for all staff

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.

Social Influencers:

- [ViajeroPeligro](#) - in partnership with Texas Tourism
- [In DFW Family](#) - in partnership with The Woodlands Waterway Marriott

Editorial Assistance:

- Sports Events Magazine
- TravelAwaits.com

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

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:

- Visit The Woodlands Board of Directors Meeting
- Team Meetings: Weekly Staff Meetings, Sales/Marketing Cvent Meeting
- Vendor Meetings: Simpleview, Meltwater, Madden, Houston Business Journal, Connect
- Partner Meetings: Marriott Marketing, IRONMAN, The Woodlands Area Chamber of Commerce, Hotel Pop-ins for National Travel & Tourism Week
- Partner Events: Market Street Fine Arts Show, Sweet Green Opening, LMC Graduation
- Webinars: Expedia Travel Insights, ESTO Social Media

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Celebrated National Travel and Tourism Week: **The** tourism department of Visit The Woodlands celebrated National Travel and Tourism Week from May 2nd to the 8th, 2021. This was a great opportunity to show the importance of the tourism industry and to thank the employees that represent The Woodlands in the hospitality business. From celebrating their 14 hotel properties, to highlighting hospitality heroes that went above and beyond during Storm Uri, Visit The Woodlands celebrated and acknowledged the importance of Tourism. The Visit The Woodlands staff also wanted to inform both visitors and residents on how their tax dollars have an impact in the community via this year's theme "The Power of Travel".

Webinar for tour operators in Argentina: Visit The Woodlands was part of a webinar for tour operators in Argentina planned by Travel Texas. Along with industry giants like United Airlines and Visit Houston, The Woodlands had a spot to talk about its destination and showcase the importance of tourism. Weddell Travel was impressed with the Houston area market and is interested in keeping a relationship with this area of Texas.

Travel Writer from Mexico comes to The Woodlands: Visit The Woodlands along with Travel Texas brought Mexican travel writer "Viajero Peligro" to The Woodlands for a couple of days as part of a Texas road trip. This was his first time in the destination, so he shared essential information for potential new visitors like himself. His content was well received by his vast audience as he loves interacting and answering questions from his followers.

Maintaining International Partnerships: Visit The Woodlands have met with key international partners to bring and maintain international business. These partnerships assist in doing bigger travel initiatives and to be part of more opportunities to show what The Woodlands has to offer.

MEETING CONNECTIONS

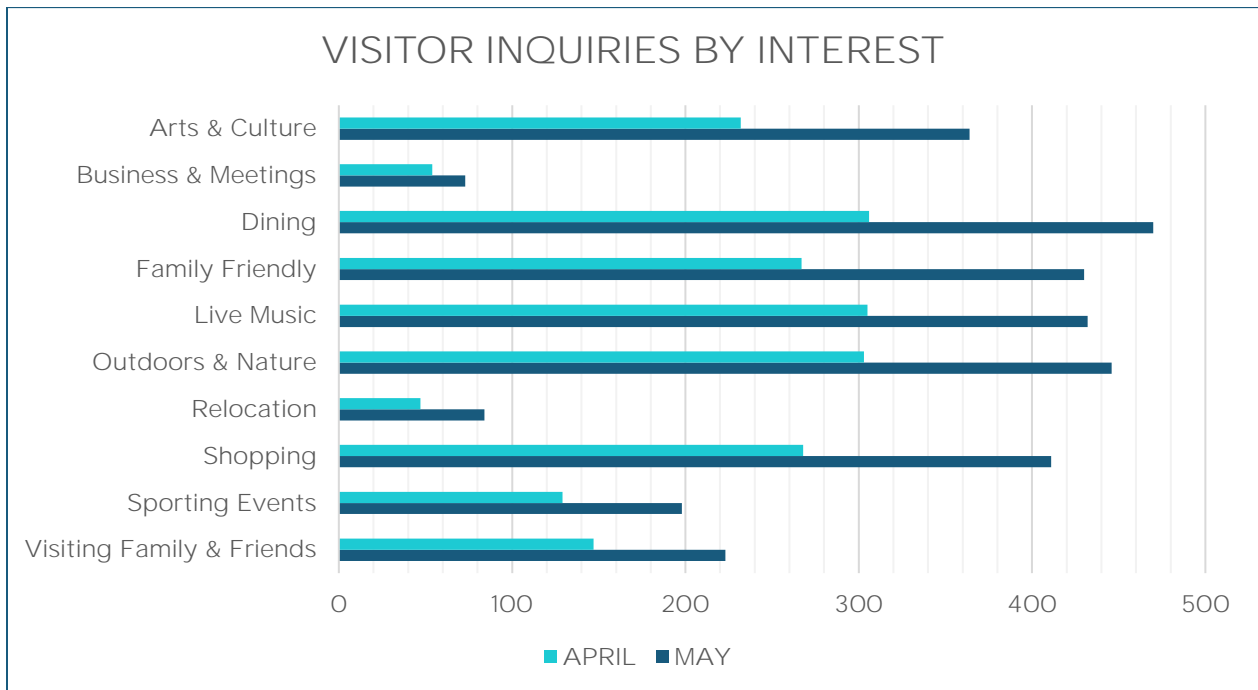
- Webinars from US Travel Association, Connect Tour, etc.
- Attended Visit The Woodlands Board Meeting
- Attended Meeting on IPW
- Meeting with Expedia
- Meeting with Aeromexico
- Meeting with One Percent Agency

TOURISM SERVICES AND DEVELOPMENT

- Assisted 1 wedding inquiry
- Assisted with graduation private dining

VISITOR SERVICES

- Total Kiosk Visitors: 87
- Local Visitors: 8
- TX Zip Codes: 42
- Out of State Visitors: 25 (Alabama, Arizona, Canada, Colorado, Florida)
- Foreign Visitors: 19 (Mexico, Peru, Chile, Colombia, El Salvador, Venezuela)



THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Film Friendly Meet-up: Met with Panhandle area Film Friendly and prospective destinations. This space aims to bring the statewide Film Friendly Texas community partners together and have conversations about what is happening with media production in each regional area and across the great state of Texas

Meeting with Mexican Producer: Staff met with newly Woodlands resident who is interested in collaborating with Visit The Woodlands to promote The Woodlands as a “film friendly” destination, with FAM tours or production initiatives in Mexico.

FILM COMMISSION SERVICES AND DEVELOPMENT

- Film Inquiries
 - “Moving up in Texas” show
 - The Woodlands resident (personal project)
- Film Applications Received
 - Freese and Nichols (corporate)
- 1 new local screenwriter added to internal directory
- 1 locations call: Untitled Netflix TV Series