

MONTHLY REPORT

MAY 2022

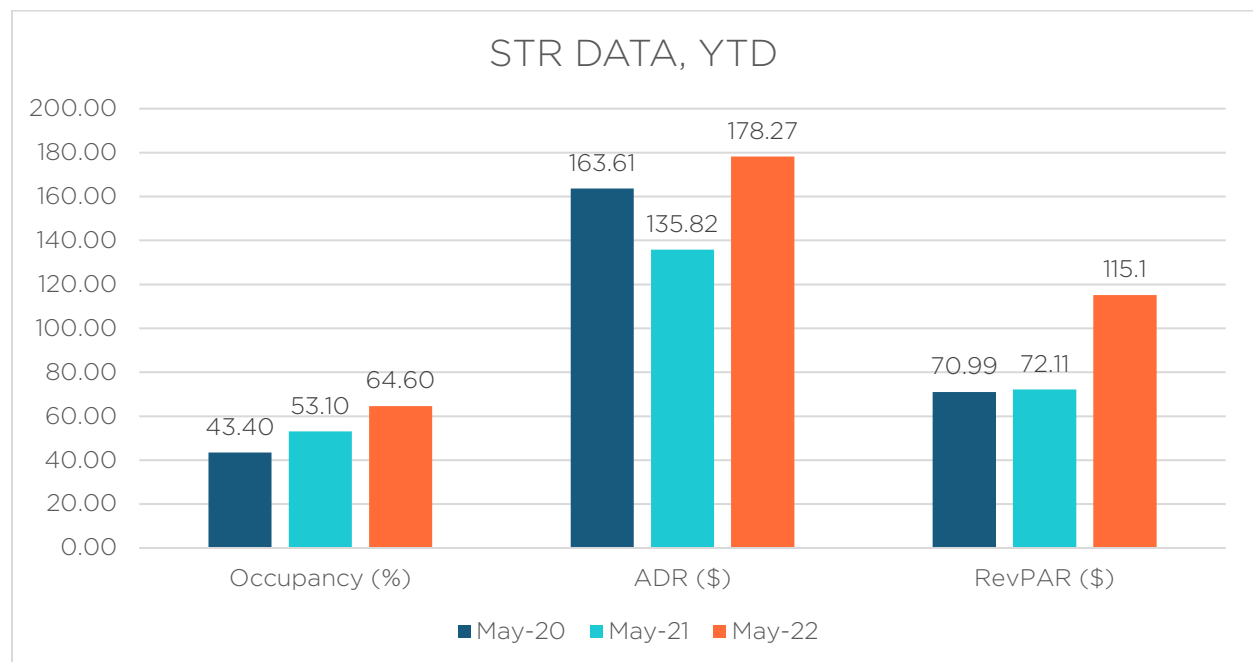
VISIT
THE WOODLANDS
— T E X A S —

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	\$781,476	48.1%
MAY	\$36,751	\$497,469	\$584,004	\$869,804	74.8%
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	\$ 2,348,916	\$ 1,831,910	\$ 2,711,324	\$ 3,238,425	76.8%

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.



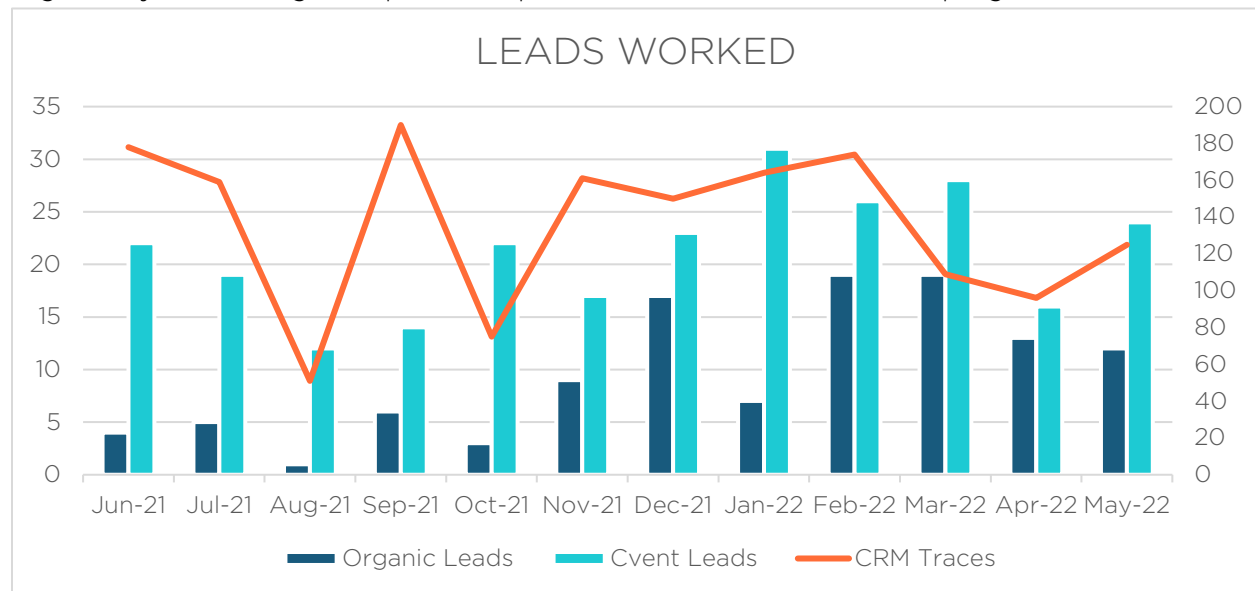
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In May, the Sales Department continued to see a steady number of leads being sourced, both organically and through our partnership with CVENT. See full lead and progress details below.



BOOKED BUSINESS

In May, the sales team booked 8 pieces of business representing 13,344 attendees and 4,359 contracted rooms. In addition, the economic impact for these groups represents over \$2,662,199 dollars to the local economy. For more insight on lead development in May, please review the graph on the previous page.

TRADESHOWS & SALES MISSIONS



MPI HAC Board of Directors Hosted Dinner

MPI Houston Area Chapter Board of Directors Retreat Dinner: Visit The Woodlands was honored to welcome the Meeting Professionals International Houston Area Chapter (HAC) Board of Directors to The Woodlands for their annual kickoff board dinner. This event offered an incredible opportunity to share more about The Woodlands, collaborate with the incoming board members, and brainstorm ways that The Woodlands can get involved with the MPI Chapter in the coming year.

SERVICING

In May, Ashley offered 1 groups servicing, sent out 8 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.



PARTNERSHIPS & MEETINGS

- Safety Collaboration Forum 2022 Site Tour
- CESA Conference Servicing Call
- Night Among The Stars RFP Exploration Call
- Sales position Interviews
- TSAE BOD Retreat Planning Call
- Women Empowering Women Breakfast
- National Travel and Tourism Week Hotel Drop Off's
- MPI HAC Education Committee Kick Off Call
- Township Trolley Collaboration Call
- Mastro's Restaurant Tour
- Weekly Sales Meetings
- Monthly Simpleview Call
- Marketing Committee Q2 Meeting
- Madden Media Quarterly Business Review
- Photo/Video Shoot Planning Meeting
- Destination Texas Partner Call
- MPI BOD Retreat Site Tour

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

MARKETING PROJECTS & INITIATIVES

Fashion Photo / Video Shoot: The Marketing Department planned and executed on a multi-day photo / video shoot May 23-27, 2022. Assets were taken for Visit The Woodlands' new advertising campaign which will reflect The Woodlands fashion-forward lifestyle.

[View the behind-the-scenes Reel on Instagram here.](#)



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 current placements is below.

Leisure:

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

Meetings:

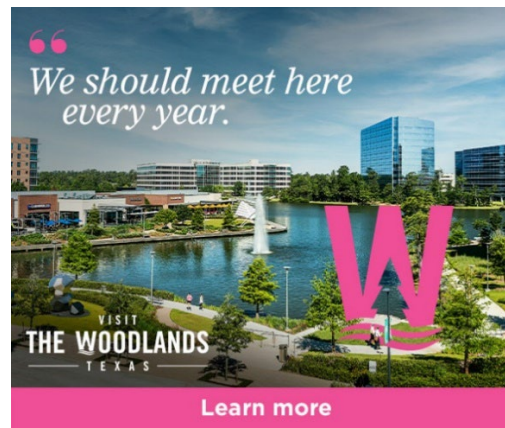
- Smart Meetings - print & digital
- *Lamont Co* - digital
- *The Meeting Professional Magazine* - print
- *Association Leadership Magazine* - print & digital
- *Texas Meetings + Events* - digital
- Paid Search - SEM
- Paid Social - Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Texas Events Calendar

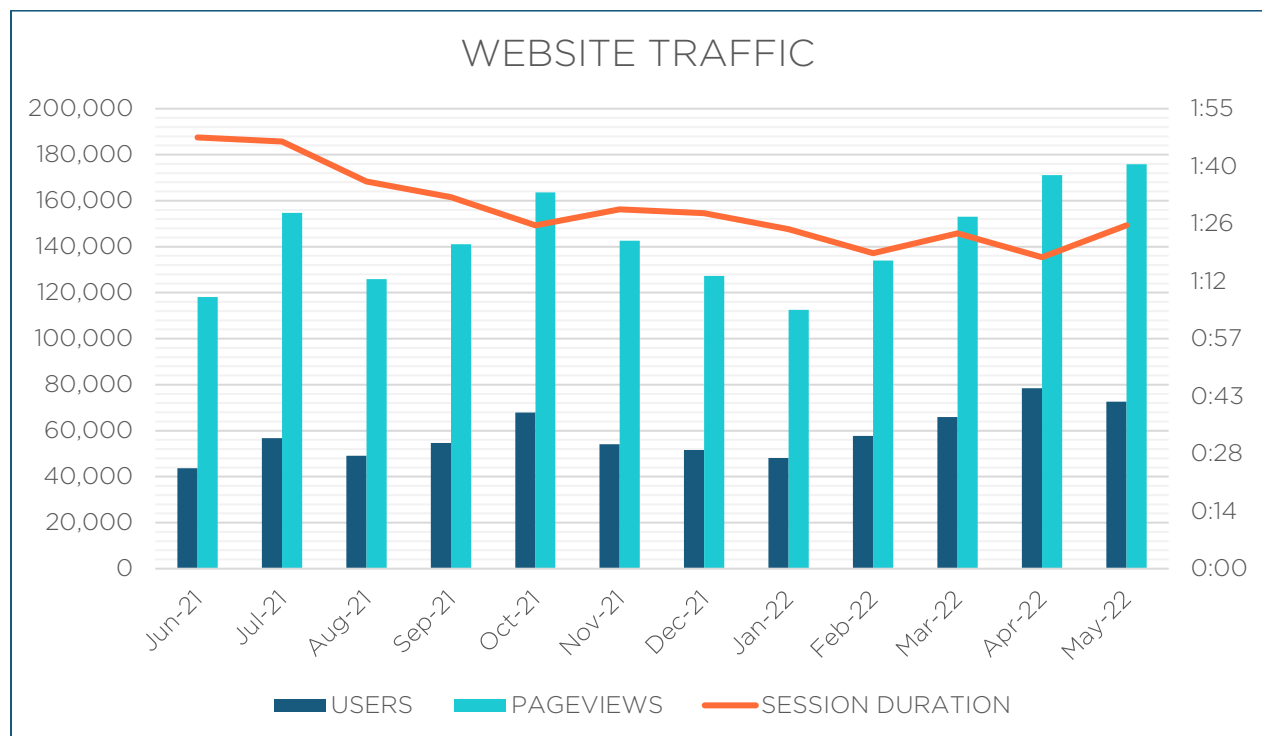


Meetings – Smart Meetings



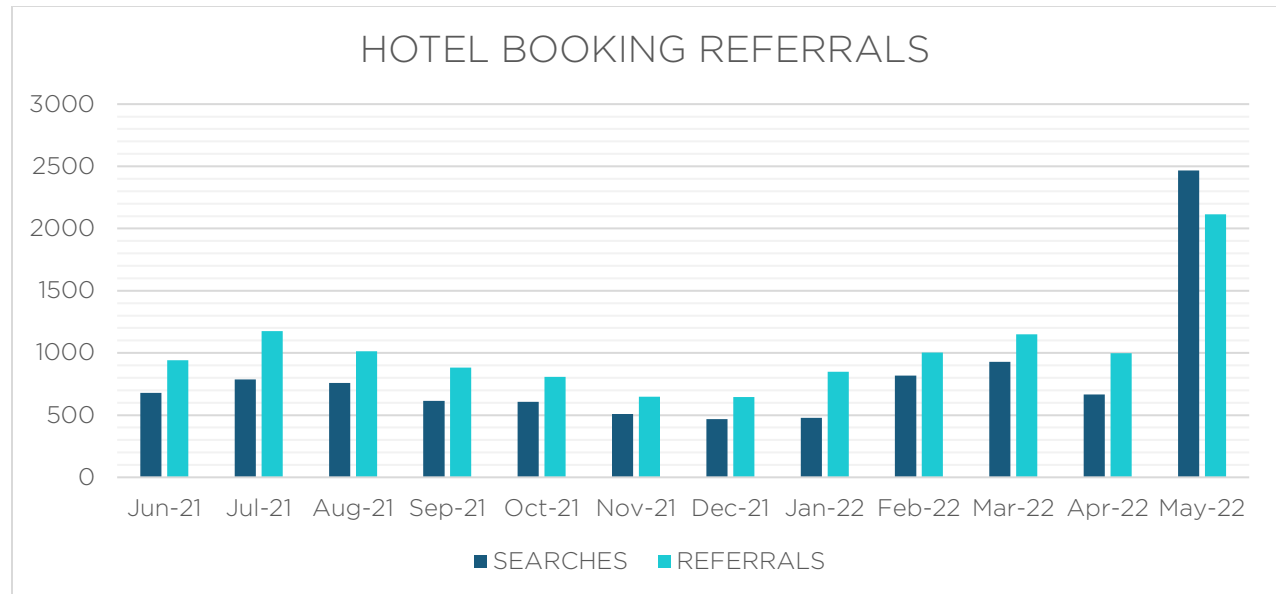
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see growth in website traffic. Year-over-year, total number of users was up 70%, sessions up 71%, pageviews up 44% and average session duration down 15%.



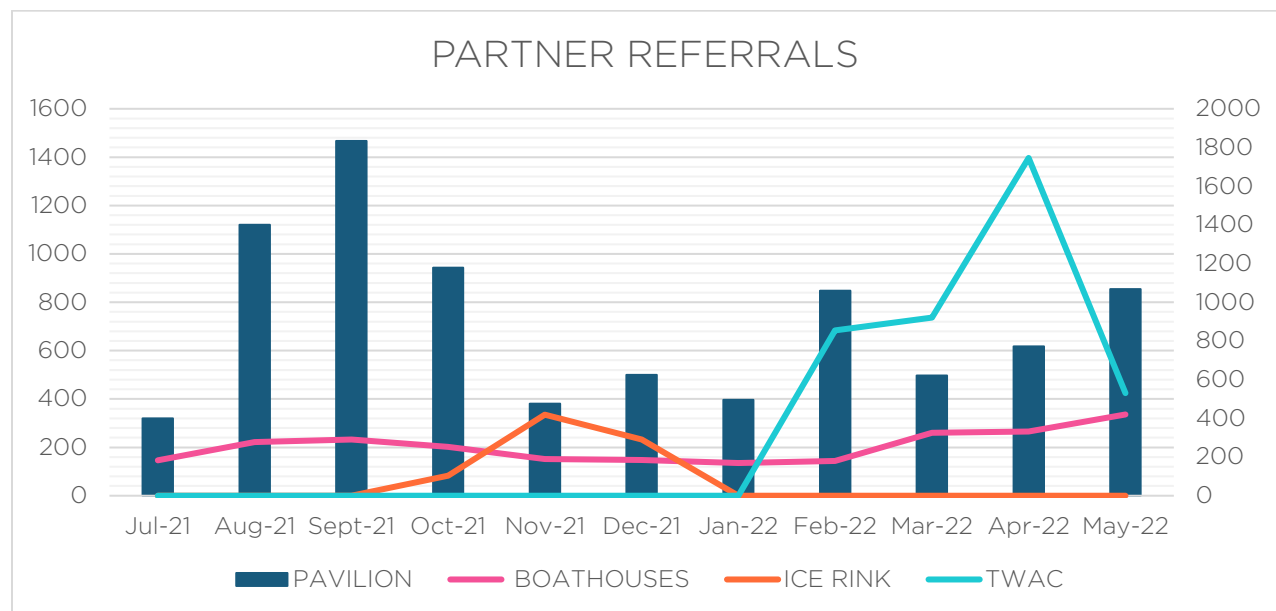
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In May, the website had 2,114 referrals to hotel properties in The Woodlands, up 112% 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 May, Visit The Woodlands sent 854 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 420 referrals to The Woodlands Township boathouse website for visitors to make reservations.



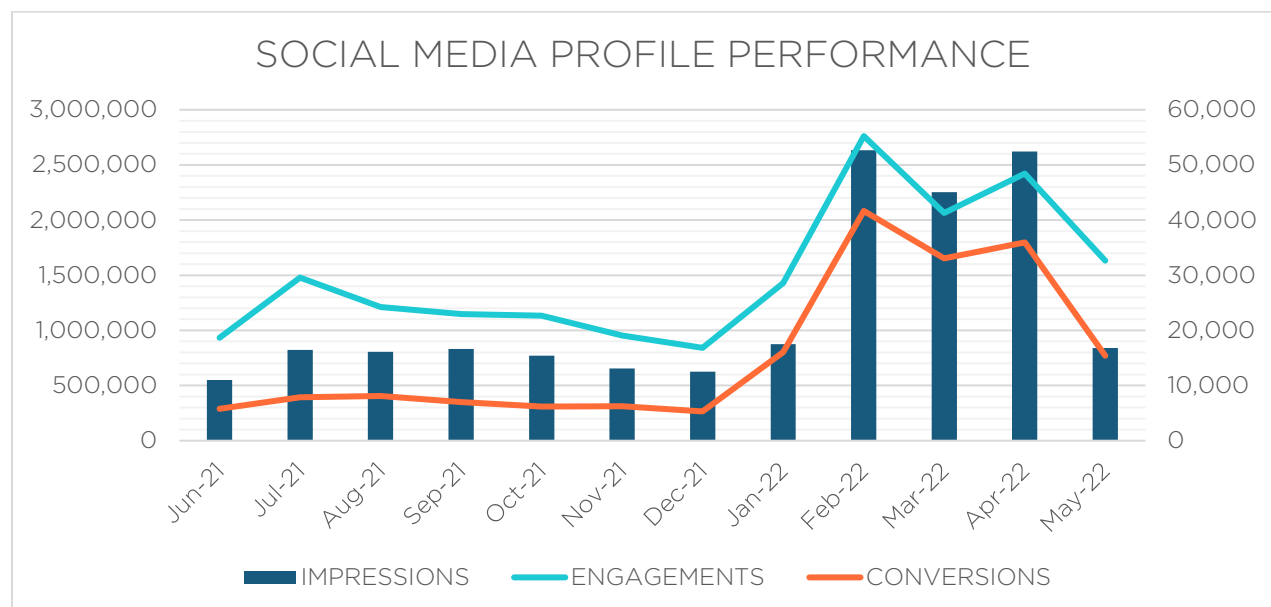
WEBSITE | CONTENT DEVELOPMENT

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.

- Photoshoot: Call for Talent Form
- Connect Puerto Rico: Form for Giveaway
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added

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 40K followers across social platforms, Visit The Woodlands received a total net audience growth of 763 for the month of May. Social ads related to The Woodlands Waterway Arts Festival were removed from rotation after the event passed, leading to a drop in impressions, engagements and conversions for the month.




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

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 May.

<p>W Visit The Woodlands Sun 5/29/2022 11:17 am CDT</p> <p>Experience the annual Memorial Day event in The Woodlands at Town Green Park on Sunday, May 29! The event includes live musi...</p>  <p>Total Engagements 323</p> <p>Reactions 70</p> <p>Comments 1</p> <p>Shares 8</p> <p>Post Link Clicks 28</p> <p>Other Post Clicks 216</p>	<p>W visitthewoodlands Sat 5/28/2022 10:08 am CDT</p> <p>Attend Waterway Nights! 🎵 This free concert series will feature live music on Saturdays through June 25 from 6:30 to 8:30 PM. May 2...</p>  <p>Total Engagements 273</p> <p>Likes 249</p> <p>Comments 5</p> <p>Saves 19</p>	<p>W Visit The Woodlands Thu 5/5/2022 2:46 pm CDT</p> <p>Concert season at The Cynthia Woods Mitchell Pavilion has officially begun! 🎵 Read on for Insider Tips on how to make the most of...</p> <p>11 Insider Tips for The Pavilion The Cy...</p>  <p>Total Engagements 221</p> <p>Reactions 42</p> <p>Comments 12</p> <p>Shares 8</p> <p>Post Link Clicks 102</p> <p>Other Post Clicks 57</p>	<p>W Visit The Woodlands Fri 5/27/2022 12:35 pm CDT</p> <p>Summer begins with a Swan Boat ride along The Woodlands Waterway! 🦢🌞</p>  <p>Total Engagements 181</p> <p>Reactions 61</p> <p>Comments 8</p> <p>Shares 5</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 103</p>
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SOCIAL MEDIA | AMBASSADOR PROGRAM



sincerelykarin and visitthewoodlands
8D Tunes • Fly Me To The Moon (8D Audio)

sincerelykarin 🌿 Resort Recap: Dear @woodlandsresort, you are the perfect luxe retreat for reconnecting: with nature, and each other. Whether you feel like winding down or turning it up, they've thought of everything to make guests feel well cared for 🥰

📍 WHAT TO DO (some of our faves, and not all the options!):

- 🌿 Forest Oasis Pools - with a 1000+ ft lazy river, 30 foot slides (and several of them), kid-friendly depth options and lounging pools, what more could you ask for?!
- 🔥 Hot tubs, heated pools and adults-only pool are more options

❤️ 💬 📌

👤 Liked by ambrprley and 2,085 others

JUNE 7

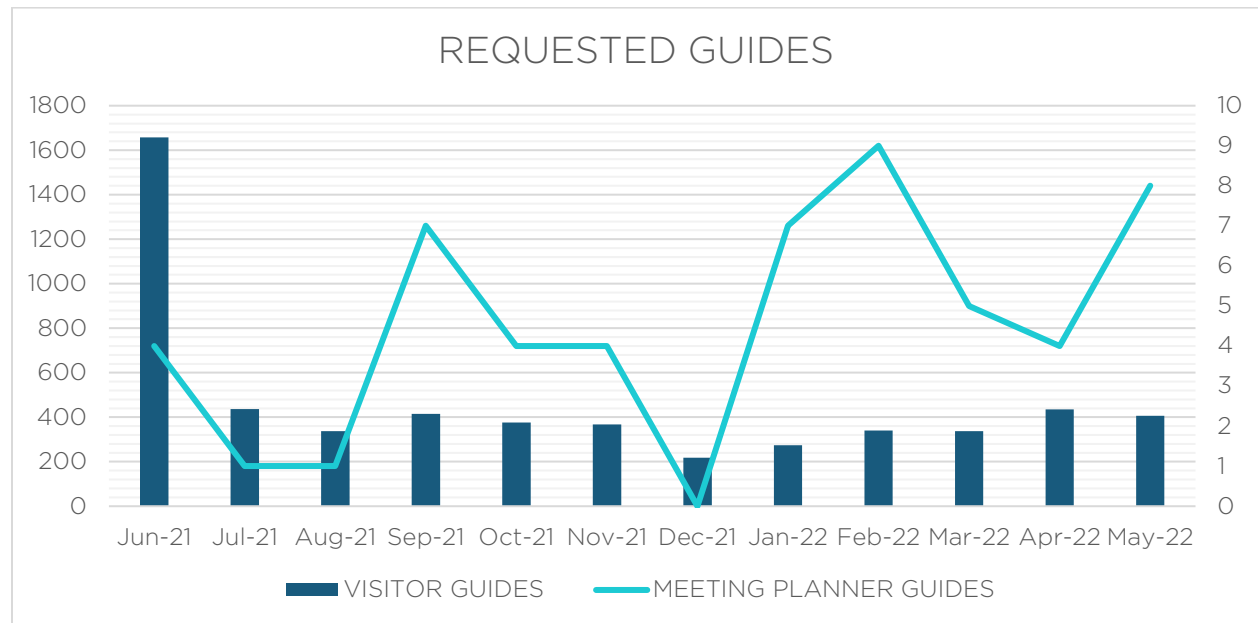
😊 Add a comment... [Post](#)

Visit The Woodlands social ambassador, Sincerely Karin, stayed at The Woodlands Resort in May.

[View the Reel on Instagram here](#) and [here](#) to see highlights from her trip, which includes aerial footage of the lazy river.

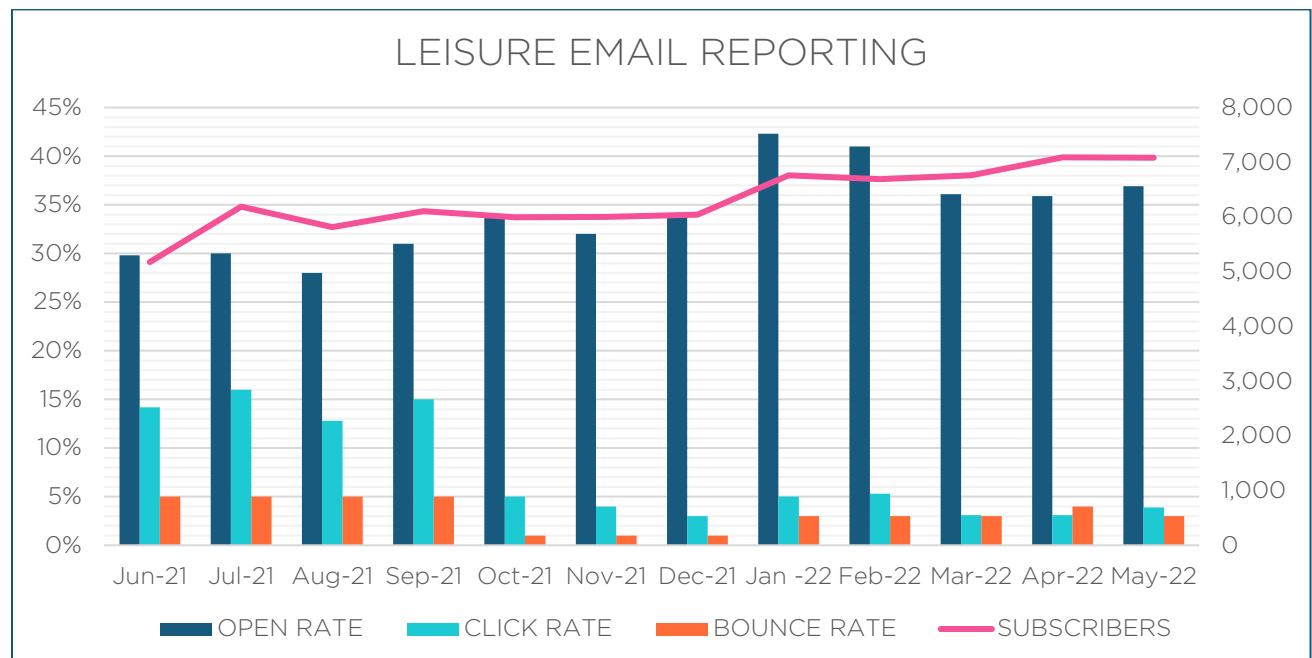
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide.

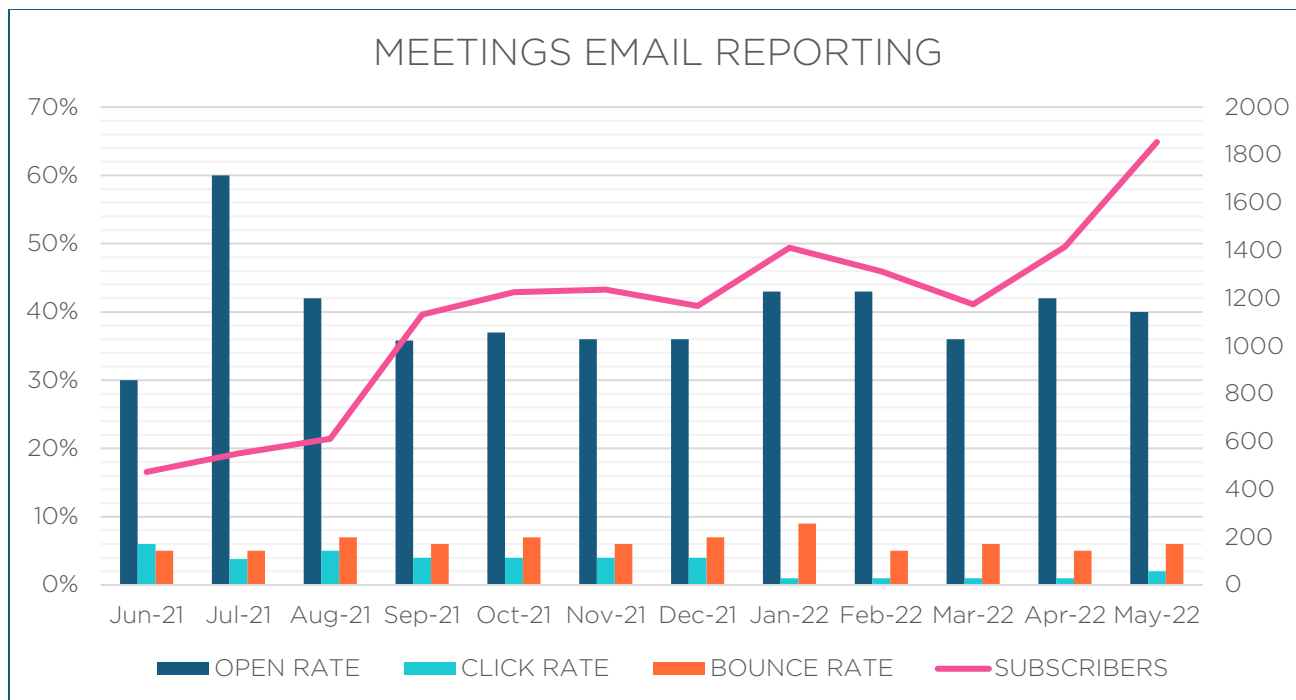


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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%

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.

FAM Trips: Olivia Ebrotie

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

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

TOURISIM INITIATIVES

Great Texas Birding Classic: The Great Texas Birding Classic is an annual competition held across Texas to determine which team can identify and count the most birds during a specific window of time. The Woodlands is located on migratory two flyways, making it a prime place to observe and learn about birds. To help bring awareness to and support birding in The Woodlands, Visit The Woodlands sponsored a team in partnership with The Woodlands Township Parks & Recreation Department for The Big Sit and residents in the community were invited to participate.

ADVOCACY

National Travel & Tourism Week: Visit The Woodlands celebrated the importance of visitor spending during National Travel and Tourism Week May 1-7, 2022. Visit The Woodlands recognizes the importance of travel and tourism into The Woodlands. Bolstered by the return of conventions, corporation travel, and special events and festivals, visitor spending adds economic vitality to The Woodlands. Sales tax and hotel tax collections make up over 50% of the overall Township budget. [Learn more about National Travel & Tourism Week here.](#)



AWARDS & ACCOLADES

Executive Director, Elizabeth Eddins, graduated from Leadership Montgomery County. Elizabeth Eddins, Executive Director for Visit The Woodlands, graduated from Leadership Montgomery County (LMC) in May. LMC is a nonprofit organization, dedicated to developing and enhancing current and future leaders of Montgomery County. The LMC Program promotes knowledge, awareness and insight into The Woodlands and surrounding communities.

