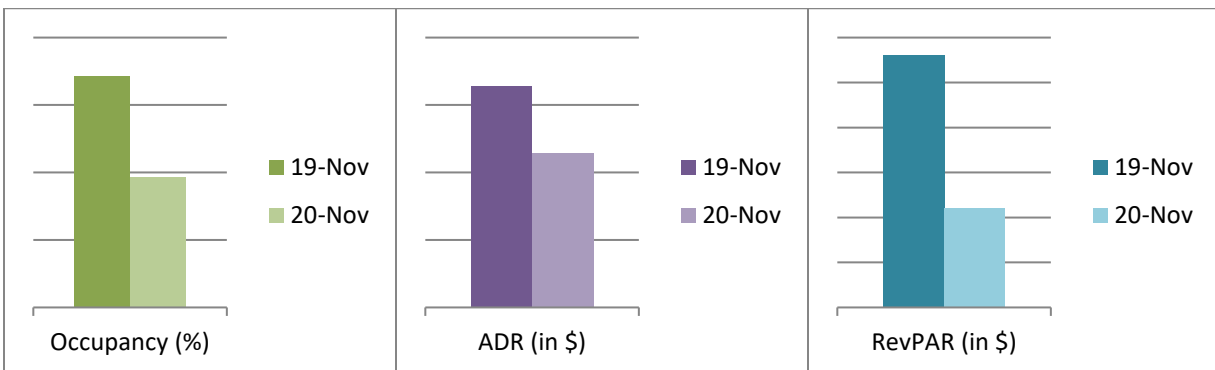


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 76,026	JUN	\$ 837,722	\$ 919,789	\$ 76,026	-92.3%
JUL	\$ 824,776	\$ 204,550	JUL	\$ 753,306	\$ 776,760	\$ 204,550	-75.2%
AUG	\$ 760,655	\$ 228,590	AUG	\$ 686,927	\$ 736,665	\$ 228,590	-69.1%
SEP	\$ 756,245	\$ 341,257	SEP	\$ 744,311	\$ 717,348	\$ 341,257	-52.4%
OCT	\$ 804,101	\$ 365,547	OCT	\$ 711,010	\$ 759,279	\$ 365,547	-51.9%
NOV	\$ 906,397	\$ 364,600	NOV	\$ 808,086	\$ 847,426	\$ 364,600	-57.0%
DEC	\$ 728,173		DEC	\$ 643,530	\$ 686,639		
TOTAL	\$ 9,707,776		TOTAL	\$ 8,997,682	\$ 9,223,543		
YTD	\$ 8,536,905	\$ 3,929,487	YTD	\$ 8,997,682	\$ 9,223,543	\$ 3,929,487	-54.0%

2020 COMPARED TO 2019



Down 43.4% in Occupancy

Down 30.2% in ADR

Down 60.5% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

November Overview

Show Your Badge Program Window Clings- Ashley Fenner, who oversees the Show Your Badge Program, worked closely with the Marketing team on developing a Window Cling for all participating Show Your Badge Partners. This offers better recognition for attendees when out and about in The Woodlands and has also encouraged new partners to join in. Since Ashley started working on this program the partners have more than doubled to 26 participants and counting.

Client Destination Site Tour- With many in person site tours being cancelled or postponed in 2020, Sales Staff was excited to welcome Deborah Isch to The Woodlands for a full destination tour. Deborah works with the Texas Worker's Compensation Association and represents the National Federation of Independent Business (NFIB) for Texas. Deborah toured The Westin, The Woodlands Resort, The Woodlands Waterway Marriott, and The Embassy Suites along with a full destination tour. Deborah was very impressed with The Woodlands and had very complimentary things to say on the destination.

University of Houston Hilton College Presentation- Josie Lewis was invited to present to the University of Houston's Hilton College of Hotel Management to discuss insight into the CVB world and profession. This opportunity was an incredible time to share industry knowledge, advice, and an outlook on changes that are rapidly happening within the tourism and hospitality industry during this year. Josie presented to the Advanced Lodging class, with many students soon looking to join the workforce.

Copa Rayados Soccer Tournament in The Woodlands- With much anticipation, Copa Rayados was back in The Woodlands for 2020. Visit The Woodlands staff worked hard to ensure Copa had every servicing need handled while in town. From a welcome booth on opening day, welcome bags for each coach, brand new informational collateral, increased Show Your Badge program participants, to a completely [redesigned Copa Webpage](#), Copa was ready for a successful visit to The Woodlands. Visit The Woodlands staff is still working closely with the tournament director and local hotels to confirm hotel pickup. With last minute team cancellations due to newly imposed Covid-19 restrictions from various states, Staff is expecting a slightly lowered confirmed room night count than previous year, but in 2020 the hotel room count is still considered a success.

November Sales Advisory Meeting- Over the last few months, the Sales Department has been tasked with hosting monthly Sales Advisory Meetings to allow a platform for our hotels to give updates and changes to opening dates, services, group sales insights, and suggestions on needed projects from the sales team. In November the Advisory Committee came together to discuss group business insights, upcoming virtual site tour video production, sales projects and the state of the industry.

November Meeting Connections

- Kaley Barnard and EVEN Hotel meeting
- EDP Virtual Event
- Connect meeting
- Caesars Entertainment partner meeting
- Aimbridge Partnership Meeting
- Holiday Inn Express Springwoods Meeting
- Howard Hughes Corporation partnership meeting
- Visit The Woodlands Board of Directors Meeting

Convention Services and Development

- 2 Organic lead worked and distributed
- 1 CVENT leads received
- 170 Welcome Bags distributed

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Advertising

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

Advertising Placements: Upcoming advertising placements, which were fulfilled in November

Leisure:

- Texas Events Calendar (spring)
- Tour Texas Road Trips eNewsletter (Around Houston)
- Texas State Travel Guide (annual)

Meetings:

- Texas Society of Association Executives (annual directory)
- Texas Meetings+Events (winter), ad & editorial fulfillment
- Convention South (January), editorial fulfillment
- Orange142 (email campaign & display ads)

Advertising Reporting: Reporting for advertising placements that were in-market in November

Leisure

- Paid Social – 3,749 clicks with 81,658 engagements
- High Impact Display – 2,506 unique engagements, more than 1.9 million impressions
- Tour Texas Native Campaign – 3,845 clicks with 842 unique engagements

Meetings

- Orange142 Display Ads - 1,086 clicks with 314,773 impressions, 0.35% click through rate

Website

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

Published Content: Dedicated Pages

- Holiday Itinerary (updated)

Published Content: Blog Posts - <https://www.visitthewoodlands.com/blog>

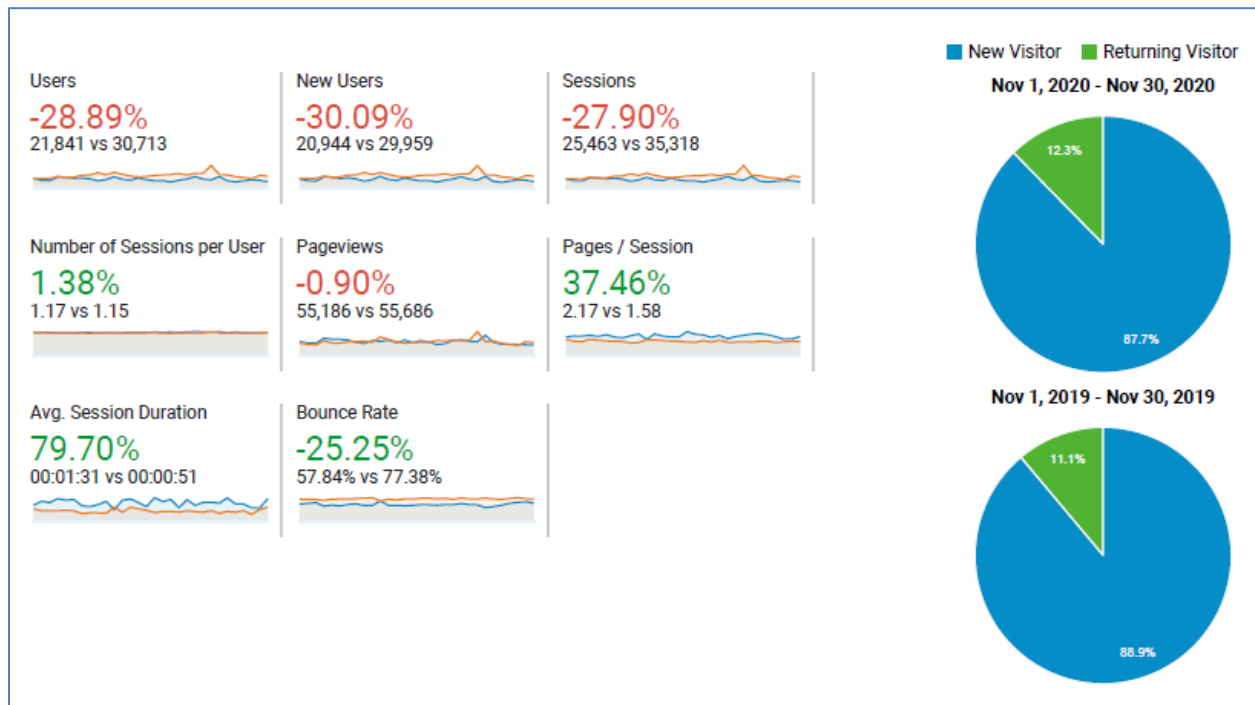
- How to Pull Off an Amazing Event for In-Person & Online Attendees
- Hotels with Heated Pools
- Guide to Gumbo in The Woodlands

Microsite for Copa Rayados Internacional Tournament: A microsite on Visit The Woodlands’ website was created to allow Copa tournament attendees to view all information for the event in one place including field locations, group dining options and COVID-19 safety precautions. The microsite received more than 1,000 pageviews and was one of the Top 10 pages on the website in November. [View the Copa microsite here.](#)

Website Traffic: November Year-Over-Year Comparison

Total number of users, sessions & pageviews were down for the month of November, compared to the same time last year. This is due to a lack of advertising in market driving traffic to the website. While number of users is down, the average session duration was up at 1:31 versus 0:51 last November (up 79.70%). Bounce rate is down 25.25% compared to the same time last year. Top referral sources for November are organic search at 45.3% and social at 16.4%. Top pages for the month include: Best Ways to Experience Shopping, 5 Tips to Ensure Your Event is Successful & Safe (promoted via Orange142 email/ad campaign) and the Copa microsite.

Figure 1: Website Traffic, November 2020 compared to November 2019



Hotel Booking Referrals: November 2020

Visitors can compare hotel rates directly on Visit The Woodlands' website and then book their stay on the hotel website. In November, the website had 250 referrals to hotel properties in The Woodlands, down 48% from October. With less website traffic overall, it's expected the hotel booking referrals would be down as well.

Figure 2: Hotel Booking Referrals, November 2020



Social Media

In addition to regularly posting and monitoring across Visit The Woodlands social platforms, the Marketing Department works to create unique campaigns to keep our audience engaged. Earlier this year, Visit The Woodlands created a Facebook Live channel, which has over 17K followers.

Art in The Woodlands Video Mini-Series: [View Art in The Woodlands Video Playlist Here.](#)

- Sugar Plum Fairy Rehearsal
- Artist Spotlight at Glade Gallery
- Artist Spotlight: Annette Palmer

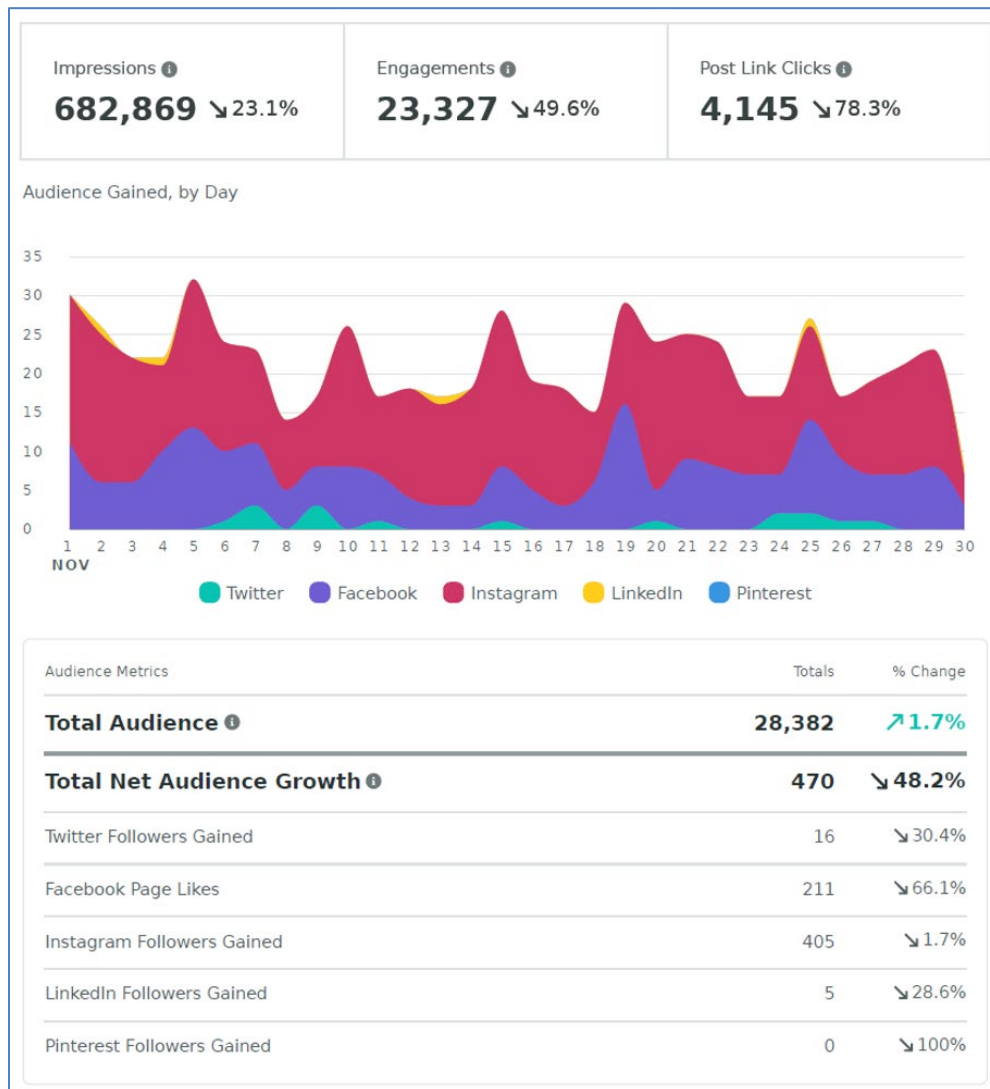
Live Videos: [View Facebook Live Video Playlist here.](#)

- The Woodlands Waterway
- Learning Express Toys of The Woodlands
- Happy Thanksgiving from Chairman Rieser & Visit The Woodlands

Social Media Reporting: November 2020 Compared to October 2020

Visit The Woodlands received a total audience growth of 470 across social outlets for the month of November, down 48.2% from November. This is to be expected as there was less paid social to drive impressions in November, meaning less people saw Visit The Woodlands social content.

Figure 3: Social Media Audience Growth & Engagement, November 2020 Compared to October 2020



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

Email Marketing

Each month, the Marketing Department sends targeted email campaigns to travelers and meeting planners that have opted to receive our information. Below is overview of these efforts.

Meetings Email Campaign, Successful & Safe Meetings: The November meetings eNewsletter was a targeted, paid campaign in partnership with Orange 142. The email was sent to more than 16,000 qualified meeting planners and drove more than 1,700 clicks to the Visit The Woodlands website.

- Open rate 60.39%, compared to an industry average of 14.35%
- Click rate 10.30%, compared to an industry average of 5.11%

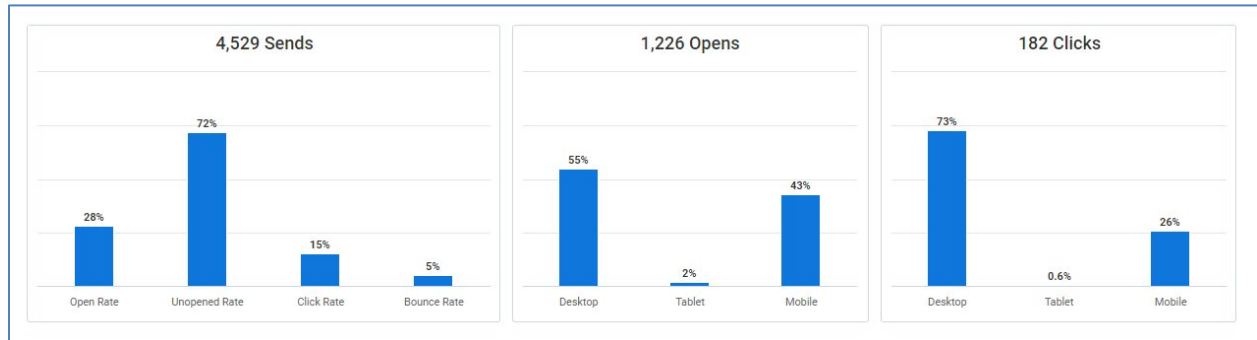
New Signups: November

- Leisure: 130
- Meetings: 15

Email Marketing Reporting: November 2020

- Open Rate: 28% (compared to the industry standard of 13%)
- Click Rate: 15% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, November 2020



Marketing Collateral

Due to limited funding, marketing collateral will temporarily only be available digitally via Visit The Woodlands website. Below is overview of requested marketing collateral for October.

- **Insider's Guide Requests** – 5
- **Visitor's Guide Requests** – 115 (printed), 8 (digital)

Partner Resources & Show Your Badge Program Flyers: Two new flyers have been created as resources for local hospitality partners. Both provide information on how partners can utilize Visit The Woodlands to help promote their events, special offers and more.

Collateral for Copa Rayados Internacional Tournament: In November, the Marketing Department provided support to the Sales Department for the Copa Rayados Internacional Tournament, held in The Woodlands. This involved creating printed collateral – flyers, rack cards & posters.

Media & Public Relations

Media Coverage for November focused heavily on dining & shopping at 65.52% share of voice with attractions & activities receiving 21.35% share of voice. This is to be expected as people begin to plan for holiday shopping.

Social Influencer Campaign: In November, Visit The Woodlands kicked off a social influencer campaign to help promote hotels, shopping, dining and other hospitality partners. The goal of this campaign is to bring awareness to The Woodlands, drive visitation during the holiday season and increase social media following across outlets. Below are details on the influencers and their Instagram Stories on The Woodlands.

- **Emily In Colors:** [View Instagram Stories Here](#)
- **Reesa Rei:** [View Instagram Stories Here](#)

Media Coverage:

- **The Courier:** [Many Holiday Events in Montgomery County Still On Amid Pandemic](#)
- **Community Impact:** [The Peach Orchard Venue Now Open for Weddings in The Woodlands](#)
- **Community Impact:** [Howard Hughes Corp. Announces Plans for Remaining Commercial Development in The Woodlands](#)

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

- Yes To Youth Hosts Christmas Tree Holiday Pop Up at Market Street
- Market Street's Change for Charity Program Donates More Than \$11,000 to God's Garage
- The Woodlands Waterway Marriott Unveils a Reimagined Experience
- Market Street to Host Grand Chanukah Celebration & Menorah Lighting

Partnerships

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department met virtually with local partners and participated in several industry webinars or virtual trainings.

Q4 Marketing Committee Meeting: The Marketing Department held the Q4 Marketing Committee Meeting on November 6 via Zoom. Committee members discussed 2020 highlights, holiday plans & promotions, COVID updates and 2021 opportunities. [View Q4 Marketing Committee presentation.](#)

Meetings

- State of The Township
- Visit The Woodlands Board Meeting
- The Woodlands Area Economic Development Partnership (Lunch)
- Aimbridge Hospitality
- Market Street Visitor Services
- Interfaith Executive Speaker Series
- Next Generation Leadership (Mentor Program)
- Leadership Montgomery County (Alumni Session)

Webinars

- Simpleview All Access Live
- Crowdriff Usage Rights

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

November Overview

- **Mexico Media FAM**– Visit The Woodlands was invited by Visit Houston to be part of a media FAM coming from Mexico. Travel journalists representing radio, print and digital visited Houston for 2 days to learn safety activities and protocols. Laura Haces, Tourism Specialist, gave a presentation to them in Spanish about The Woodlands and the different types of tourism that the Mexican market can enjoy when visiting.
- **Looking to expand tourism in transportation**– Visit The Woodlands is always discussing ways to improve the visitors services and experiences. This is why they met with The Woodlands Township transportation department to discuss ways to better inform visitors of activities while riding the Town Center Trolley and to see how to better their experiences. A study has been created to see the different opportunities that will enhance the experience of riding such an iconic amenity of The Woodlands.
- **Film Commission locations**– Visit The Woodlands has been hard at work in promoting The Woodlands as a film friendly destination. Team members have attended discussions and meetings to see how to attract potential locations such as hotels, restaurants, venues and even private properties. The Texas Film Commission has been crucial for The Woodlands in learning how to expand the film market.

November Meeting Connections

- Webinars from Travel Texas, Connect Tour, etc.
- Attended meeting with The Woodlands Township transportation department.
- Meeting to discuss Visitor Services.
- Meeting with Texas Film Commission on locations.

Tourism Services and Development

- Film Friendly Texas Virtual Workshop
- Attended “The Woodlands means business” Virtual Conference.