

MONTHLY REPORT
NOVEMBER 2021

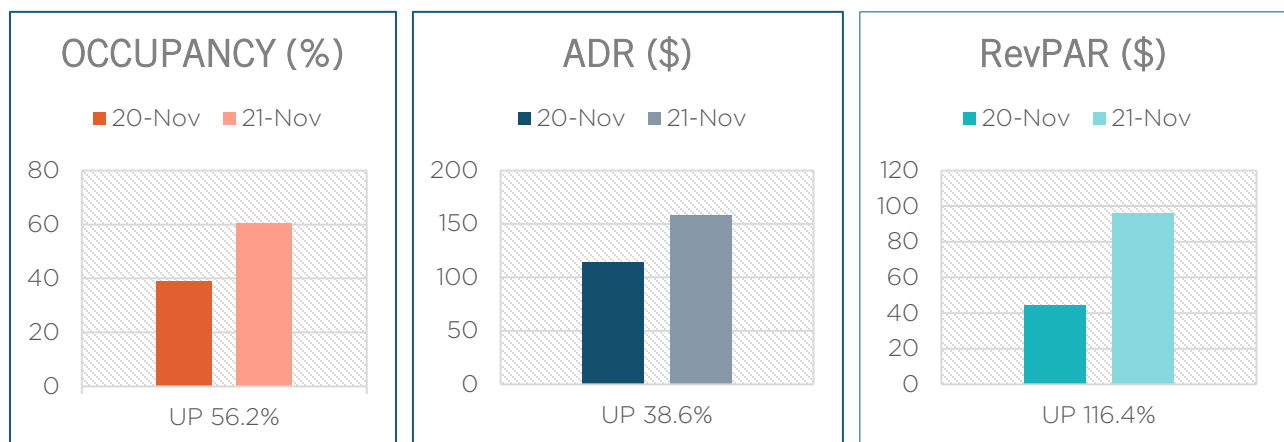
VISIT
THE WOODLANDS
— T E X A S —

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

In November, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year.

	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	\$ 569,445	649.0%
JUL	\$ 776,760	\$ 204,550	\$ 494,866	\$ 609,472	198.0%
AUG	\$ 736,665	\$ 228,590	\$ 461,393	\$ 747,436	227.0%
SEP	\$ 717,348	\$ 341,257	\$ 453,747	\$ 576,081	68.8%
OCT	\$ 759,279	\$ 365,547	\$ 482,460	\$ 554,044	51.6%
NOV	\$ 847,426	\$ 364,600	\$ 531,838	\$ 692,026	89.8%
DEC	\$ 686,639	\$ 262,589	\$ 430,904		
TOTAL	\$ 9,223,543	\$ 4,192,107	\$ 5,393,761		
YTD	\$ 9,223,543	\$ 4,192,107	\$ 5,393,761	\$ 5,580,412	42.0%

STR DATA | YEAR-OVER-YEAR



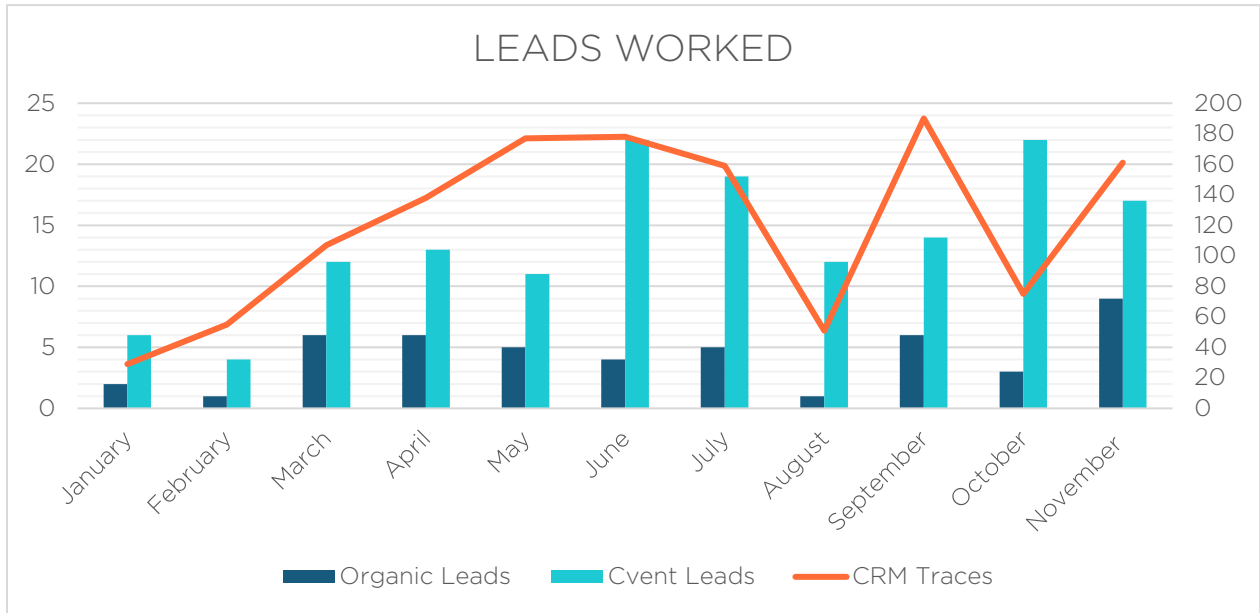
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In November, the Sales Department saw a slight increase in leads being sourced, both organically and through the partnership with CVENT. This is in part from tradeshow participate and leads developed the month prior.



PARTNERSHIPS AND MEETINGS

- Weekly Sales Staff Meeting
- TACVB Board of Directors Meeting- Sales Blitz Recap Brief
- TSAE Women's Summit RFP Call
- Women of Vision Career Panelist Opportunity
- The Woodlands Hospital Hotel Program Team Meeting
- Monthly Simpleview Call
- Madden Media Site Visit Participation
- Veterans Day Ceremony
- TACVB Winter Conference Sales Track Brainstorming Call
- Visit The Woodlands Special Board Meeting
- MPI Houston Area Marketing Opportunities Call
- Sawyer Park Tour and Partnership Meeting
- MAPA POA Q1 Site Tour
- Market Street Tree Lighting
- Silver Rock Production Call
- Destination Texas Partner Prep Call
- MPI Agreement Call

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. Below is an overview of upcoming advertising placements, which were fulfilled in November.

Leisure:

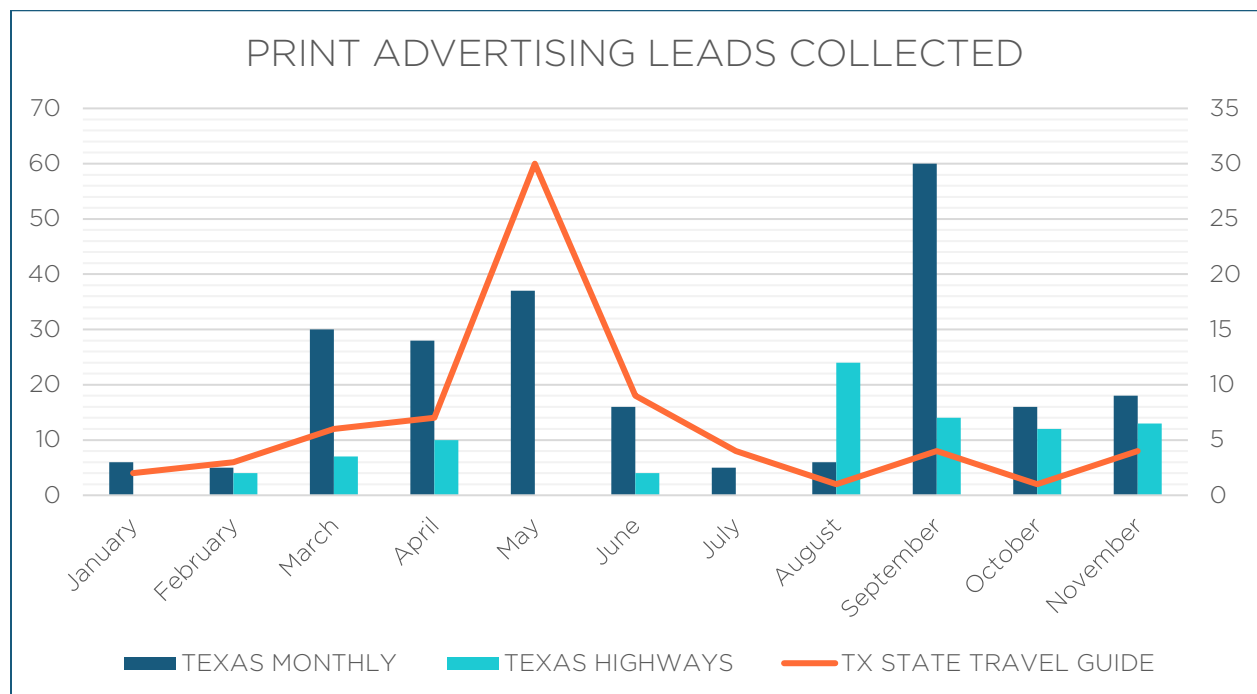
- *Houstonia* - Print (Winter)
- *Texas Monthly* - Print (Jan), Digital (Nov)
- Paid Search - Google Discovery Ads, SEM (Dec)
- Paid Social - Facebook, Instagram & Pinterest (Dec)

Meetings:

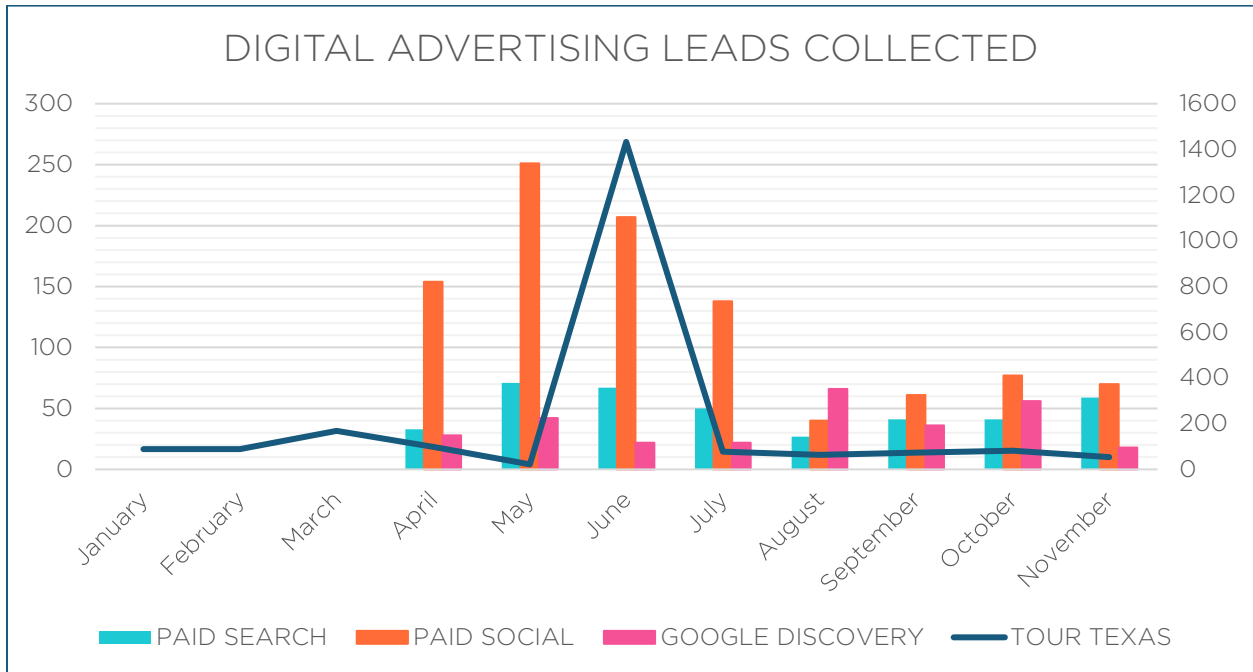
- MPI - Print (Winter), Digital (Dec)
- Paid Search - SEM (Dec)
- Paid Social - Facebook & Instagram (Dec)

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*. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts.



Paid digital advertising continues to impact advertising leads collected through the Visit The Woodlands website. These come primarily from paid social.



ADVERTISING | EXAMPLES IN MARKET

Leisure - *Texas Monthly*

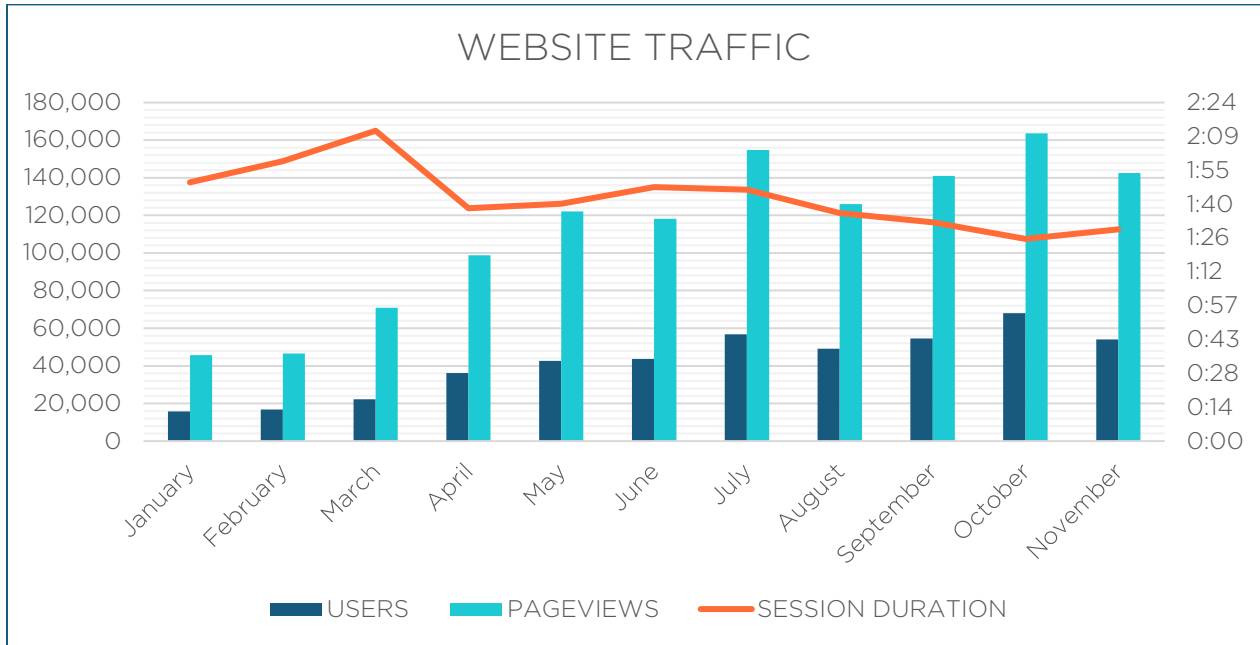


Meetings - MPI



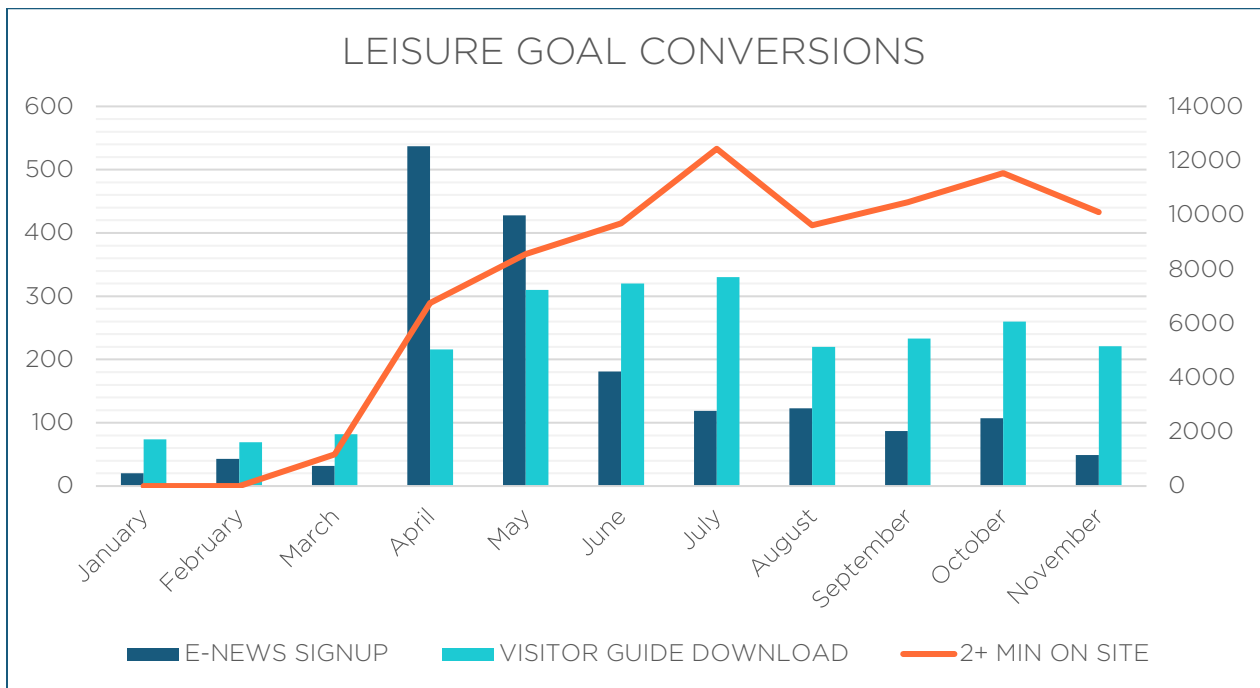
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Visit The Woodlands website traffic showed an decrease in November. Total number of users was down 18%, sessions down 16%, pageviews down 10% and average session duration up 5%.

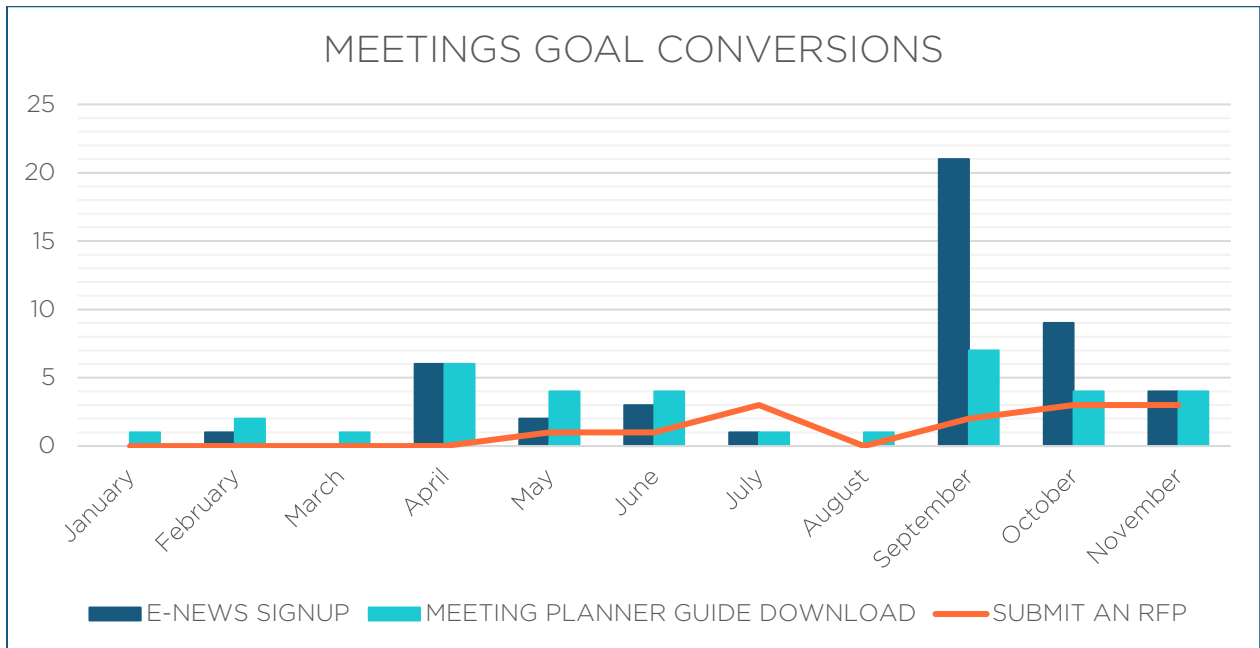


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions with a 221 visitor guide downloads and over 10,000 visitors spent 2+ minutes on the site in November.

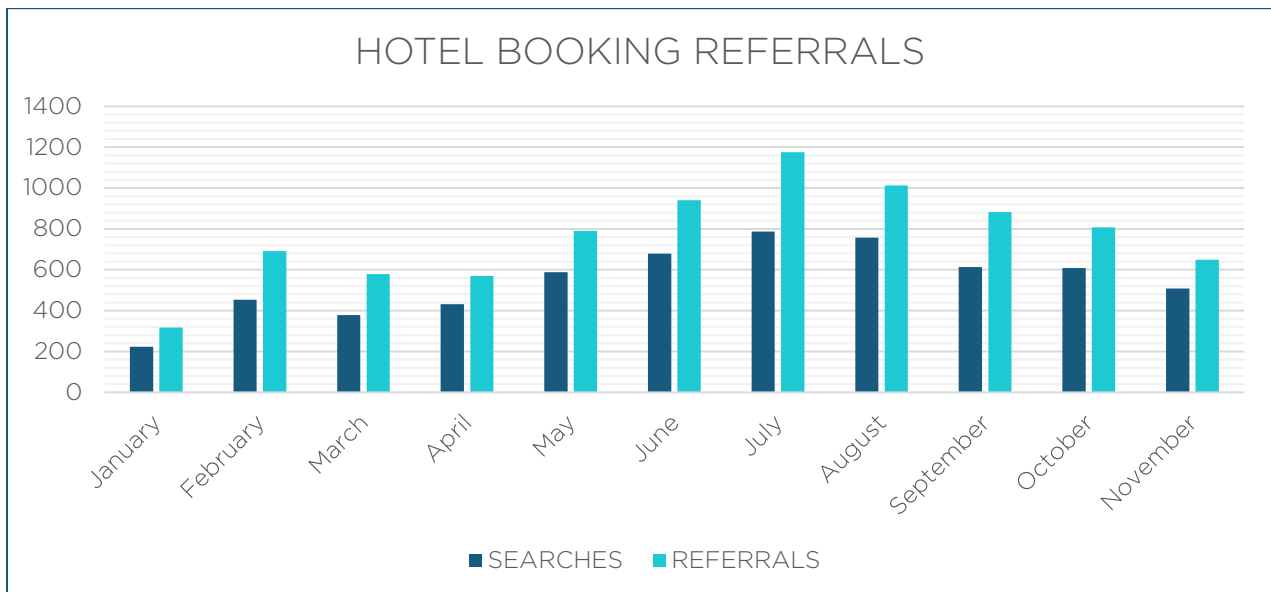


Paid advertising continues to drive traffic to the website and meetings goal conversions. The website received three RFP submissions from meeting planners in the month of November.



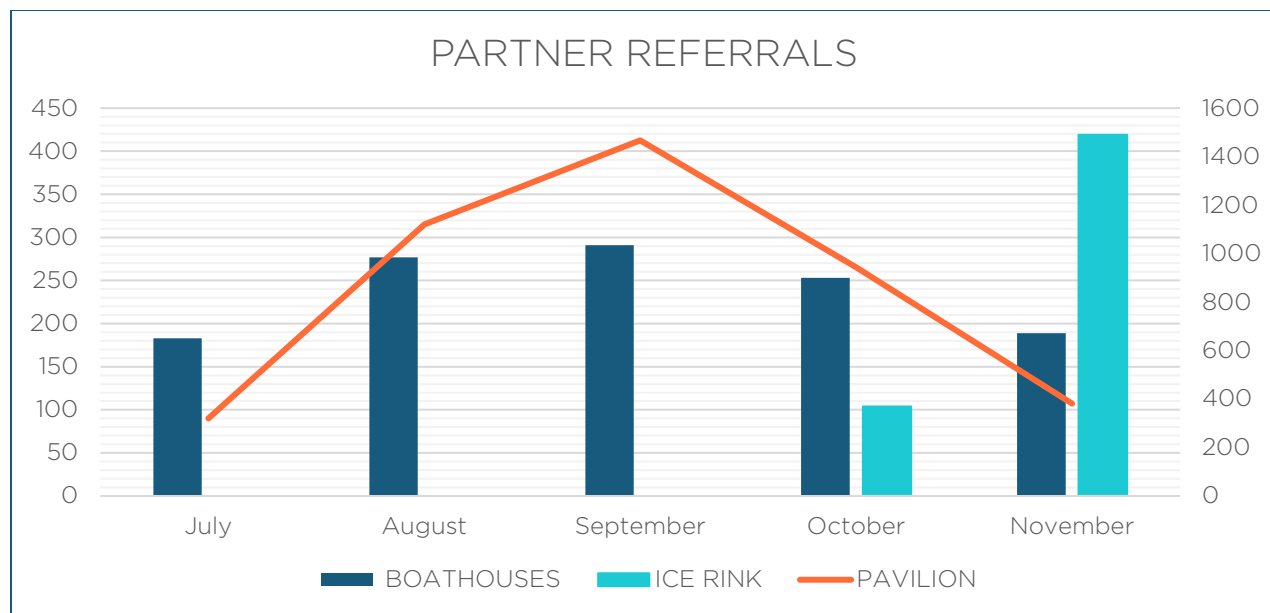
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In November, the website had 649 referrals to hotel properties in The Woodlands, down 20% from the previous month. Top referral U.S. states continue to be Texas at 67%, followed by California at 5%. 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 COMPARISON

In November, Visit The Woodlands sent 381 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 189 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also drove 419 referrals to The Woodlands Ice Rink website for ticket purchases.



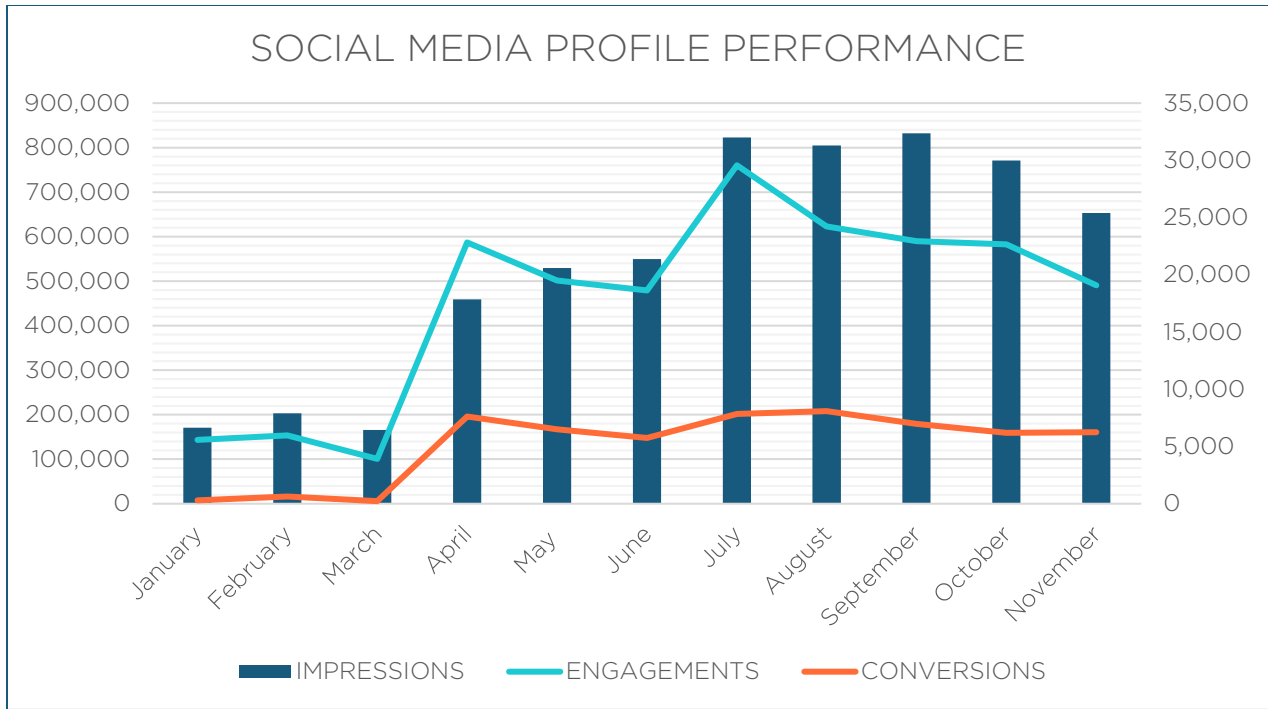
WEBSITE | CONTENT DEVELOPMENT

The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of efforts for the month of November.

- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Coffee Spots Worth a Visit

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 over 36K followers across social platforms, Visit The Woodlands received a total net audience growth of 778 for the month of November.



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 November.

W visitthewoodlands
Thu 11/4/2021 4:00 pm CDT

Market Street in Lights will begin with an official Tree Lighting Ceremony on November 18. 🌲 Join the celebration in Central Park as...

Total Engagements	634
Likes	585
Comments	19
Saves	30

W visitthewoodlands
Sat 11/20/2021 12:02 pm CST

Join us to kick off a bright and beautiful holiday season at Lighting of the Doves! This family-friendly festival includes compliments...

Total Engagements	571
Likes	515
Comments	20
Saves	36

W visitthewoodlands
Mon 11/15/2021 9:46 am CST

🌲 Don't miss the Tree Lighting Ceremony @shopatmarketstreet this Thursday! Click the link in our bio for event details and more. 📄...

Total Engagements	426
Likes	401
Comments	12
Saves	13

W visitthewoodlands
Mon 11/8/2021 12:28 pm CST

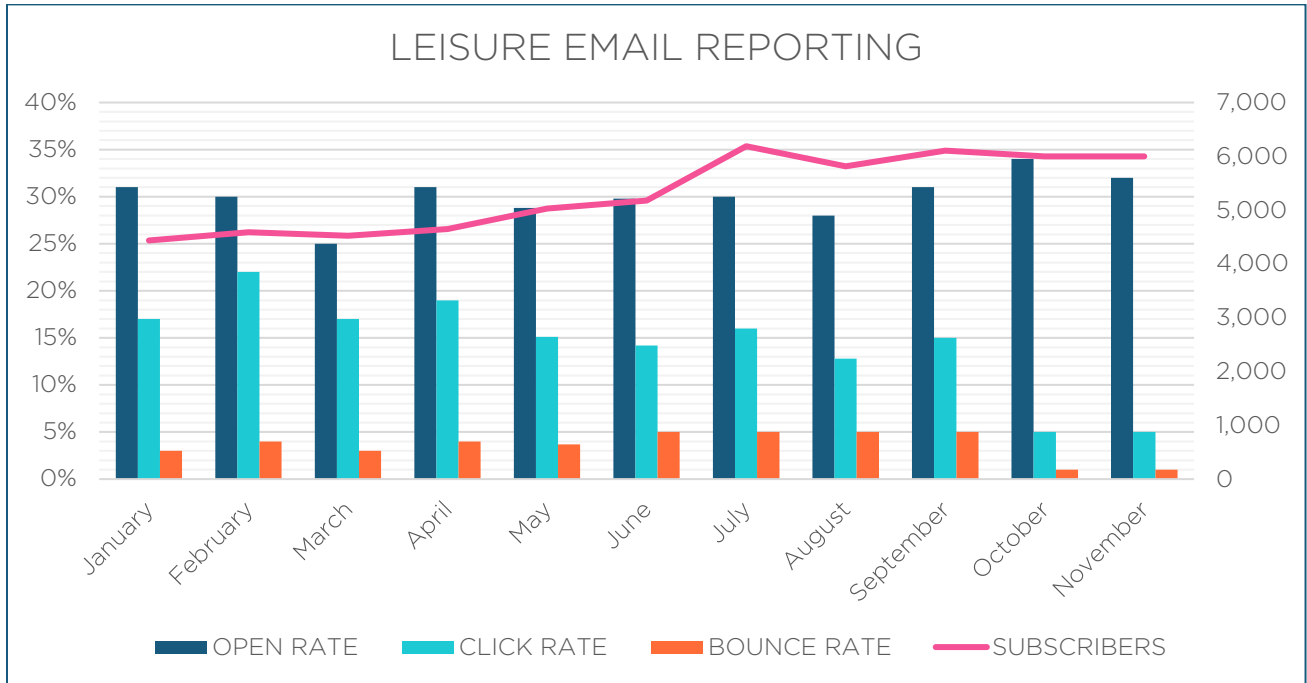
🌲 Kicking off a bright and beautiful holiday season, Lighting of the Doves is a long-standing tradition in The Woodlands wi...

Total Engagements	360
Likes	308
Comments	10
Saves	42

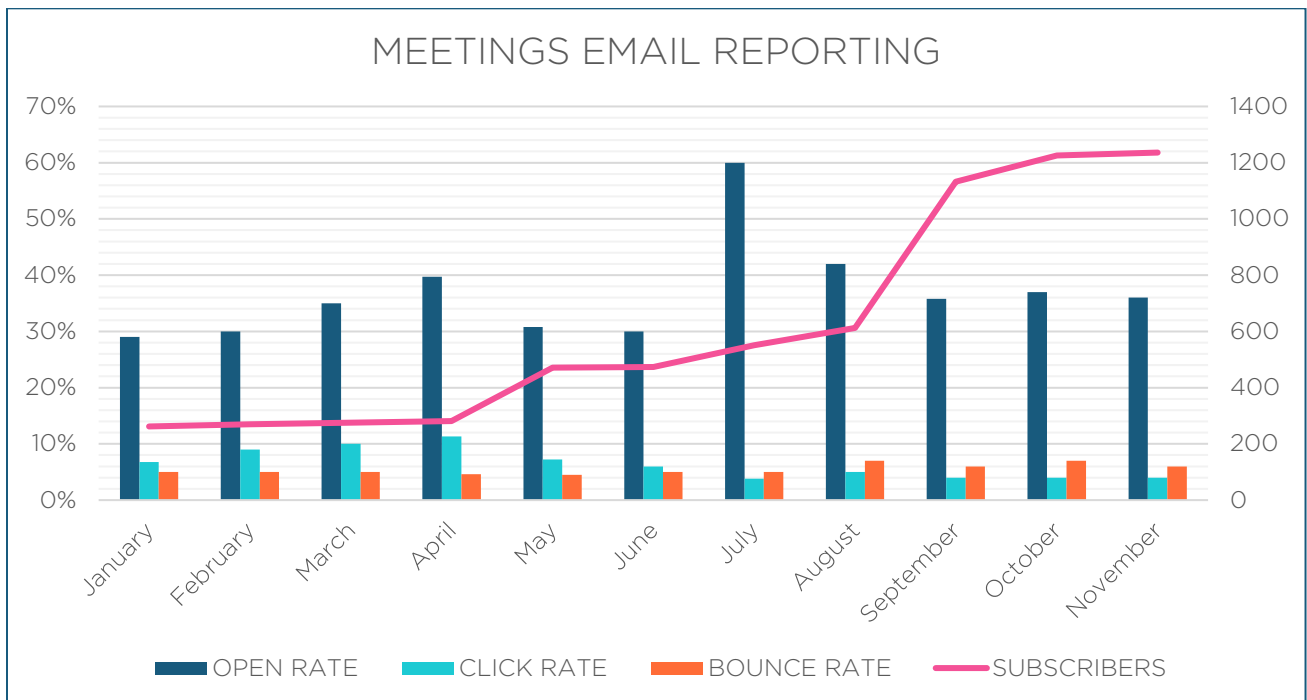
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

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.



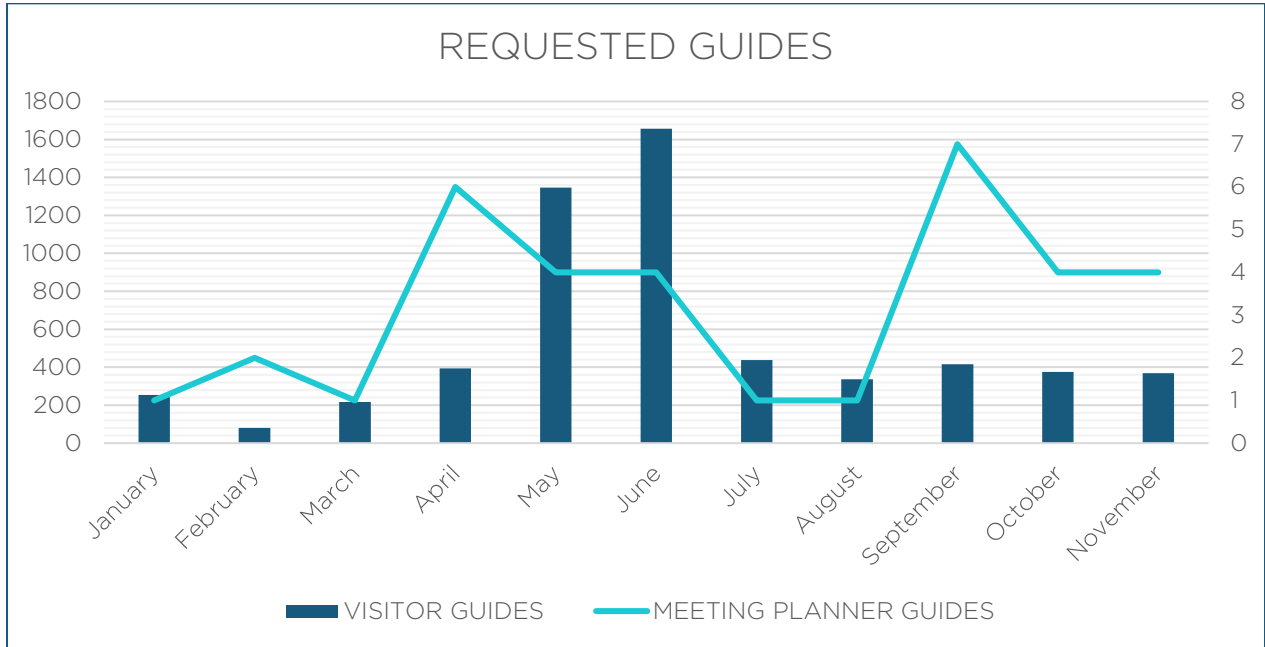
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. The website received 4 Meeting Planner Guide requests in November.



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

The Marketing Department handles creative production & content development in-house. Below is an overview of efforts for November.

- **Copa:** Website Page, Flyers, Signage
- **Illustrated Envelopes:** Meeting Planner Guide
- **Postcards:** The Woodlands Resort, The Woodlands Ice Rink, others

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. Below is an overview of efforts for November.

FAM Trips:

- FAM Visit - Sincerely Karin
- Ongoing - Evaluate influencers that fill out the FAM Trip Request form on the website

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:

- Agency of Record Onboarding & Site Visit: Madden Media. Conducted departmental meetings with Marketing, Sales, Tourism & the Executive Team
- Team Meetings: Visit The Woodlands Board of Directors Meeting, Weekly Staff Meetings, Weekly Marketing Team Meetings
- Vendor Meetings: Simpleview, Meltwater, Madden, One Percent, Silver Rock
- Partner Events: The Woodlands Township Veterans Day Ceremony, Market Street in Lights

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Mexico Chamber of Commerce Visit The Woodlands: Visit The Woodlands is a popular destination and sometimes key international figures reach out to know more about the destination before they visit. So was the case of Dulce Maria Perales Betancourt who heads the Chamber of Commerce of San Miguel de Allende, Mexico. She was visiting the area as she was here for business and had heard of The Woodlands. This was just one of hundreds of examples of visitors that reach out to Visit The Woodlands Tourism department and to the Market Street kiosk to know more about the destination and to enjoy their free services.

Madden Media Visits The Woodlands: Visit The Woodlands met with their new Advertisement Agency to discuss future projects. The tourism department created a presentation for Madden Media to discuss strengths and to explore improvements at tradeshow and other events. By creating inspiration boards and presenting what tourism for The Woodlands could look like in 2022, Madden Media will come up with proposals of tourism initiatives, booth design and local awareness.

Bringing media to The Woodlands: Visit The Woodlands has been working in collaboration with The Once Percent Agency to create media relationships with Media in Mexico. The Tourism department worked closely with several restaurants partners to share The Woodlands experience with media from Monterrey and Mexico City.

Stay and Skate packages: Visit The Woodlands worked with several properties to share the holiday spirit and create Stay and Skate packages. Through an agreement with the hotel properties and the Tourism department of Visit The Woodlands, visitors can enjoy a vacation in which skating is already included on the rate so visitors can take more advantage of their stay. This is the second year this program has been implemented with success.

PARTNERSHIPS & MEETINGS

- Meeting with The One Percent Agency
- Meeting with Madden Media
- Visit The Woodlands Board of Directors Meeting
- Meeting with Parks and Recreation over Día de los Muertos

TOURISM SERVICES & LEAD DEVELOPMENT

- Wedding Leads: 1 wedding
- Welcome Table: Copa Rayados Soccer Tournament
- Film Leads:
 - Nike Cross Regional South- NXR South XC Championships Webcast.
 - Studio City- Untitled Project

VISITOR SERVICES

- Total Kiosk Visitors: 50
- Local Visitors: 4
- TX Zip Codes: 34
- Out of State Visitors: 7 (Florida, Indiana, Louisiana, etc.)
- Foreign Visitors: 9 (Mexico, Colombia, Peru, Italy, Russia)

