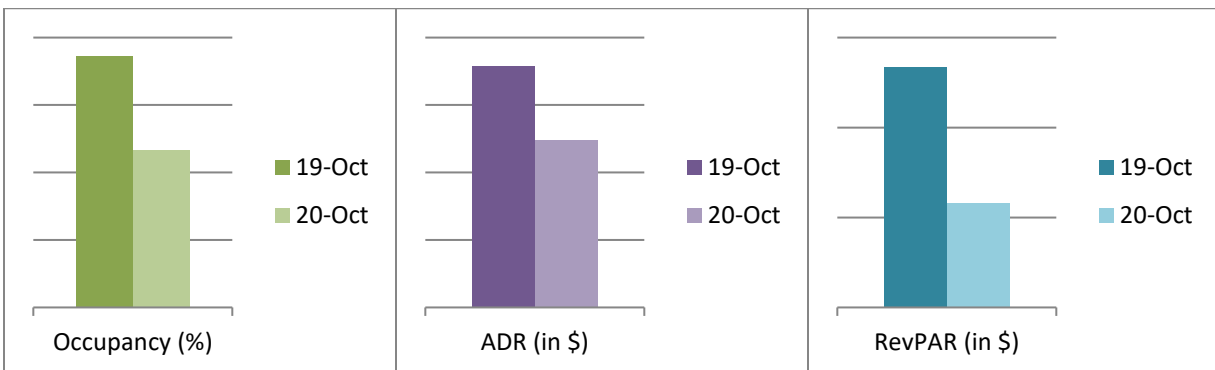


HOTEL OCCUPANCY TAX COLLECTIONS

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		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	\$ 8,073,206	\$ 3,564,887	YTD	\$ 8,997,682	\$ 9,223,543	\$ 3,564,887	-53.6%

2020 COMPARED TO 2019



Down 37.4% in Occupancy

Down 30.6% in ADR

Down 56.6% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

October Overview

Houston Asian Chamber of Commerce 2020 Business Conference and Expo- Visit The Woodlands had an opportunity, through The Woodlands Area Chamber of Commerce, to host a virtual booth at the Houston Asian Chamber of Commerce Business Conference. This allowed attendees to join in a zoom video room to ask questions about The Woodlands area.

Westin Site Tour Video Production-The Sales department worked closely with The Westin at The Woodlands staff to develop a video script and production plan for a virtual site tour video. This virtual site tour video will be a sales tool to share with clients, potential clients, and partners to assist in booking business. Sales staff spent a whole day on property overseeing the production and plan to have a finalized video available in early December.

TACVB Sales Blitz Committee Meeting-Josie Lewis is committee chair for the TACVB Sales Blitz Committee. This committee is responsible for planning and executing the 2021 TACVB Sales Blitz, which is an opportunity for TACVB sales members to come together and visit meeting professional clients. In 2021 there will also be an educational component and a meeting planner reception.

Transportation Extension Exploration- Over the past few years, Visit The Woodlands has routinely checked in with the transportation team with The Woodlands Township regarding the Trolley routes and the possibility of usage for groups that bring in hotel room nights. Sales staff had a meeting with the Transportation team to discuss the possibility of an extension to existing the Trolley route so that more hotels have a direct access to encourage guests to utilize the service. The transportation team is planning to do research to see about the feasibility of this extension.

October 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 October the Advisory Committee came together to discuss group business insights, upcoming virtual site tour video production, sales projects and more.

October Meeting Connections

- Waterway Marriott Partner Meeting
- Aimbridge Partnership Meeting
- RevPar Exploration Meeting
- Transportation meeting
- Howard Hughes Partnership meeting

- The Woodlands Resort Partner Lunch

Convention Services and Development

- 1 Organic lead worked and distributed
- 6 CVENT leads received

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Advertising

The Marketing Department has been reviewing media proposals for 2021 media placements. In addition, Visit The Woodlands has updated advertising to reflect COVID-messaging.

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

Leisure:

- Paid Social – 18,846 clicks with 669,658 impressions
- High Impact Display – 5,192 unique engagements with more than 2.7 million impressions

Meetings:

- Orange 142 Meetings Campaign – native article, email & display ads
 - Email 33,708 impressions
 - Display Ads 28,177 impressions and 95 clicks

Website

The Marketing Department produces new 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

- Visit The Woodlands Services (page updated)
- Visitor Services (page updated)
- Lighting of the Doves (page updated)
- The Woodlands Ice Rink (page updated)

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

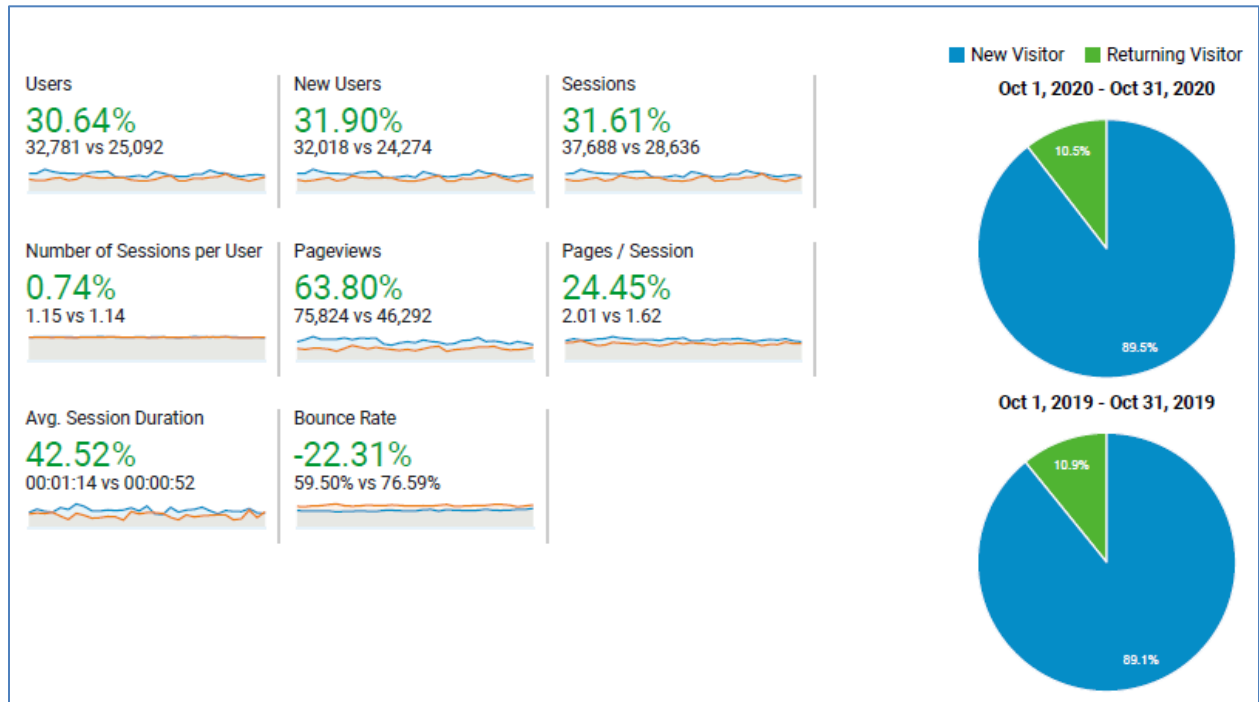
- Coffee Spots Worth a Visit in The Woodlands
- Where to Find Pizza in The Woodlands
- 5 Tips to Ensure Your Event is Successful and Safe
- New Art Benches in The Woodlands

Website Traffic: October Year-Over-Year Comparison

Total number of users, sessions & pageviews were up for the month of October, compared to the same time last year. Average session duration was up at 1:14 versus 0:52 last October. Bounce rate is down 22.31% compared to the same time last year. Top referral sources for October are social at 44.5% and

organic search at 30.3%. Top pages for the month include: TreeVentures, Water Recreation and Things to Do Outdoors.

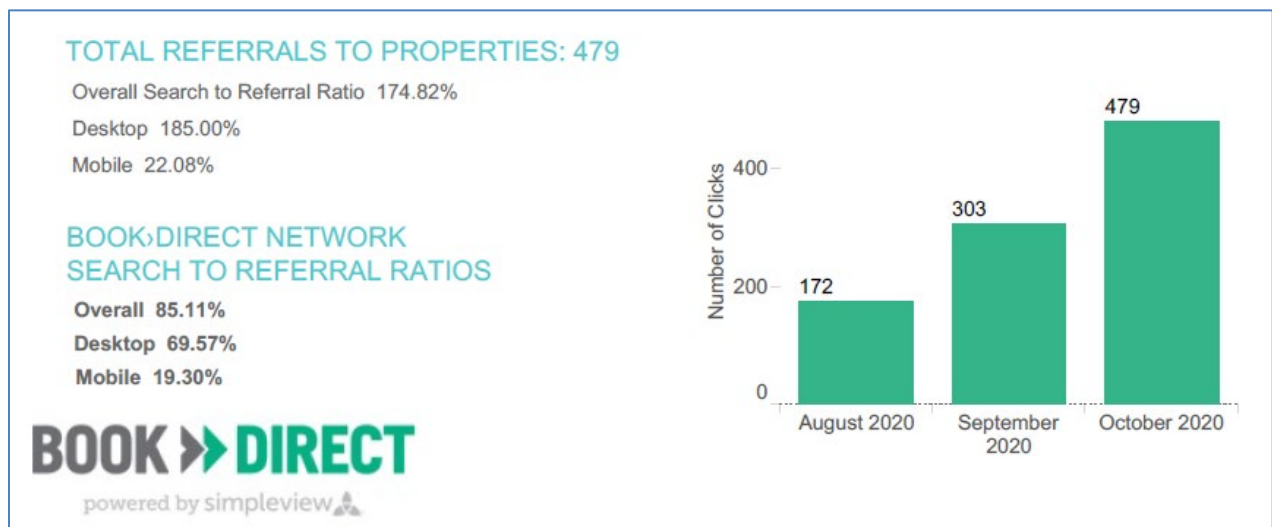
Figure 1: Website Traffic, October 2020 compared to October 2019



Hotel Booking Referrals: October 2020

Visitors can compare hotel rates directly on Visit The Woodlands’ website and then book their stay on the hotel website. In October, the website had 479 referrals to hotel properties in The Woodlands, up 58% from September.

Figure 2: Hotel Booking Referrals, October 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.

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

- Avanti Italian Kitchen & Wine Bar
- Pizza Locations: Crust, Russo, Sorriso, True Food, Grimaldi's
- Coffee Spots: Blue Door, Lovebeans, Levure, Crave, Black Walnut

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

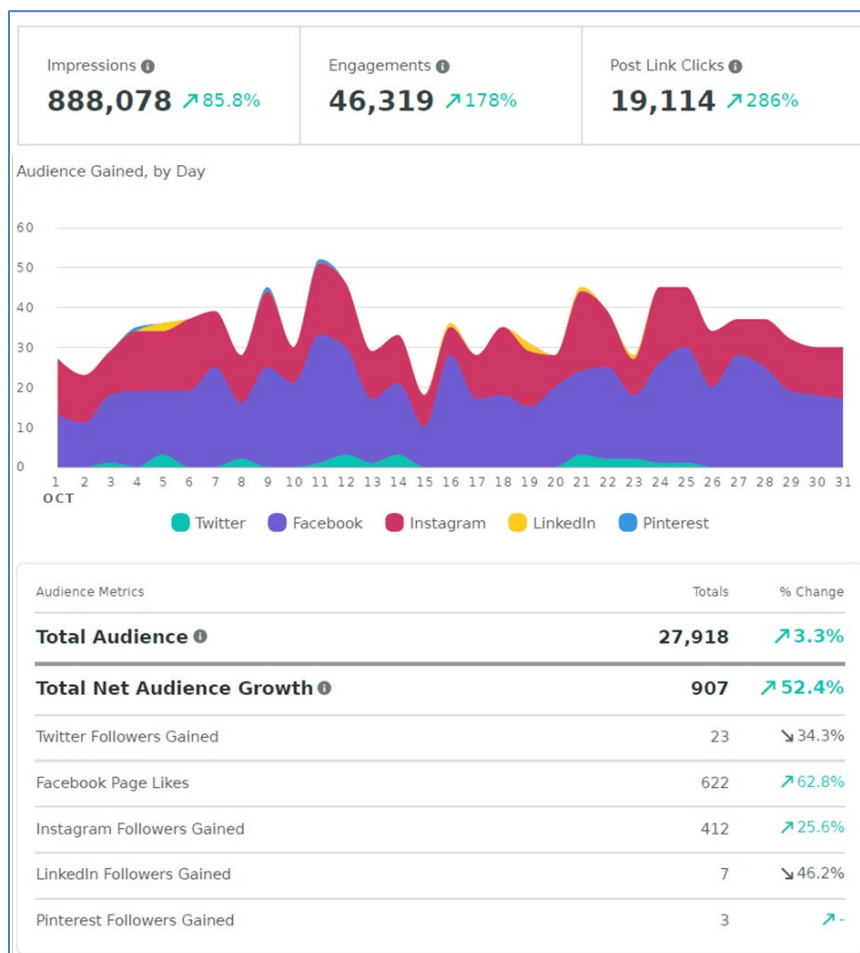
- Market Street Pumpkin Patch

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

Social Media Reporting: October 2020 Compared to September 2020

Visit The Woodlands received a total audience growth of 907 across social outlets for the month of October, up 52.4% from September.

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



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.

Leisure Email Campaign, Plan Your Holiday Getaway: The October leisure eNewsletter focused on the planning a holiday trip to The Woodlands. Topics included: Lighting of The Doves, ice skating, hotel packages, new art benches and more.

- Open rate 20.1%, compared to an industry average of 14.35%
- Click rate 21.7%, compared to an industry average of 5.11%

Meetings Email Campaign, Safe Meetings: The October meetings eNewsletter focused on helping meeting planners ensure their meetings are both safe and successful with tips from the Visit The Woodlands sales team on best practices for socially distanced meetings. Topics also included: The Woodlands Resort virtual hotel tour, servicing options and more.

- Open rate 32.4%, compared to an industry average of 14.35%
- Click rate 6.2%, compared to an industry average of 5.11%

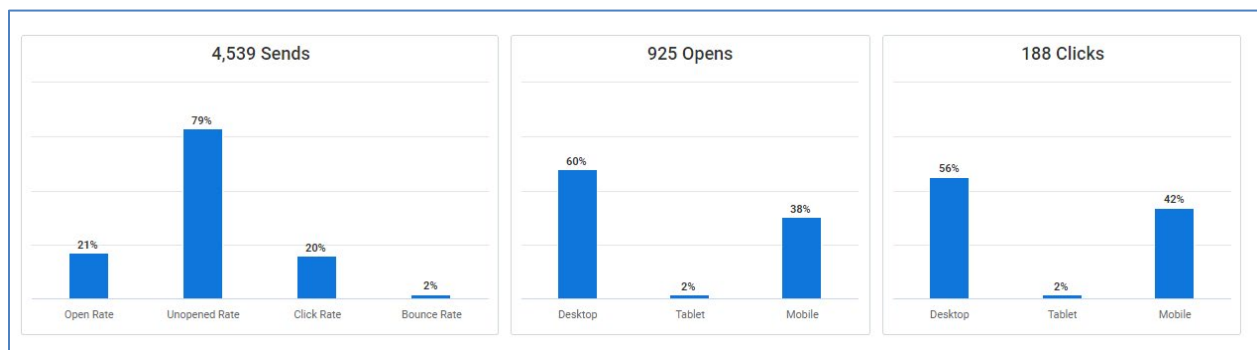
New Signups: October

- Leisure: 805 (722 from Getaway Giveaway Campaign)
- Meetings: 8

Email Marketing Reporting: October 2020

- Open Rate: 21% (compared to the industry standard of 13%)
- Click Rate: 20% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, October 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** – 6
- **Visitor's Guide Requests** – 160 (printed), 16 (digital)

Media & Public Relations

Media Coverage for October focused heavily on attractions at 40.62% share of voice with dining & shopping receiving 30.86% share of voice.

Media Coverage:

- **Houston Chronicle:** [Bazaars, Markets & Wine Walk Coming Up](#)
- **Community Impact:** [The Woodlands Mall to Welcome Shake Shack](#)
- **Houston Chronicle:** [Woodlands Board Gets Updates on Economy, Tourism](#)
- **Community Impact:** [Rose Rooftop Now Serving Upscale Dining, Sprints in Waterway Square](#)

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

- Visit The Woodlands is Honored with ConventionSouth's Annual Readers' Choice Award
- Golden Gray Boutique Now Welcoming Shoppers a Market Street
- The Woodlands Waterway Arts Virtual Festival Extended for Holiday Shopping
- SmartDraw Software Relocates to The Woodlands

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.

Meetings

- Convention Center Expansion Study
- Leadership Montgomery County: NGL Session
- Conroe / Shenandoah Partner Luncheon

Webinars & Virtual Training

- ESTO: Re-imagining Destination Marketing
- Destination Houston: Navigating Marketing Shifts & Strategies During COVID-19
- ESTO: Storytelling During COVID-19

Events:

- The Woodlands Waterway Arts Festival (virtual)

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

October Overview

- **Keeping partnerships**– Visit The Woodlands realizes the importance of industry partners and works hard in keeping those relations. Tourism Specialist, Laura Haces reached out to their Expedia representative to have a meeting and discuss the trends seen in Quarter Three and Four and how they can work together in the future to keep being competitive in the market. Josie Lewis, Director of Sales for Visit The Woodlands, joined to the conversation to provide important input on what the 14 properties in The Woodlands were seeing.
- **Visitor Kiosk data**– Visit The Woodlands has seen great traffic since it open back their kiosk with Market Street. More than 200 people have stopped at the kiosk in the last month in search for information and things to do. To make it safer to guests, Visit The Woodlands has added their collateral in virtual form for people to download using a simple QR code. This will help people access information in an easy and quick way.
- **Film Commission meetings**– on September 8th, Texas Governor Greg Abbot announced that The Woodlands have been designated a Film Friendly Texas community by the Texas Film Commission. Since then, Visit The Woodlands has been eager to open the market to all film makers and have been in meetings with the Houston Film Commission as well as the Texas Film Commission to ensure all the tools are provided to make it easier for filmmakers. This is an opportunity for the community to showcase the destination.

October Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect, etc.
- 2 Meetings with Houston Film Commission.
- Meeting with Expedia on current Market.
- Meeting Visit Conroe and Visit Shenandoah.

Tourism Services and Development

- Site Tour of new coffee venue for potential group events.
- Followed 4 wedding service requests.
- Attended Meltwater Social Media Virtual Conference.