

MONTHLY REPORT  
OCTOBER 2021

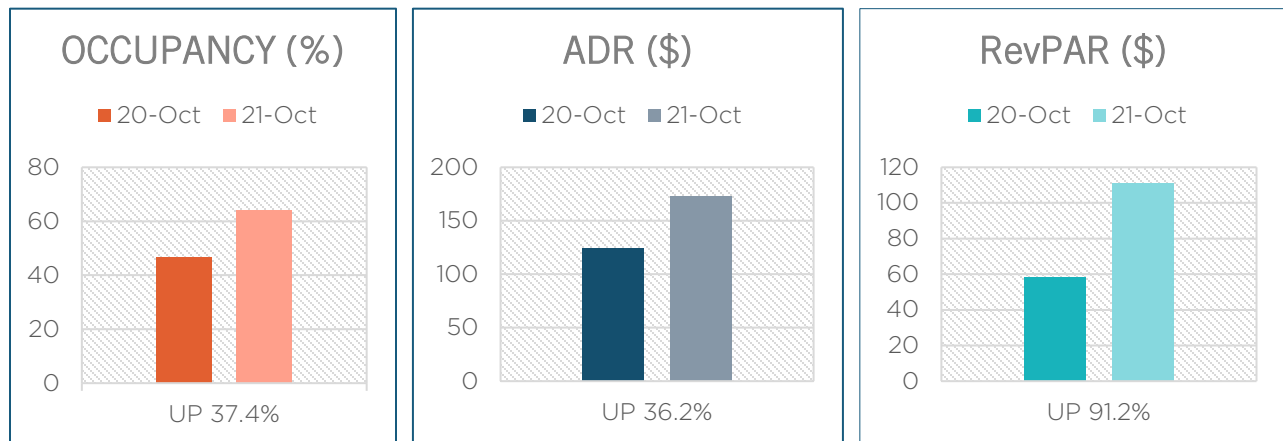
VISIT  
**THE WOODLANDS**  
— T E X A S —

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

In October, 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	\$ 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		
DEC	\$ 686,639	\$ 262,589	\$ 430,904		
TOTAL	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665		
YTD	\$ 9,223,543	\$ 4,192,107	\$ 4,861,923	\$ 4,888,387	37.1%

## STR DATA | YEAR-OVER-YEAR



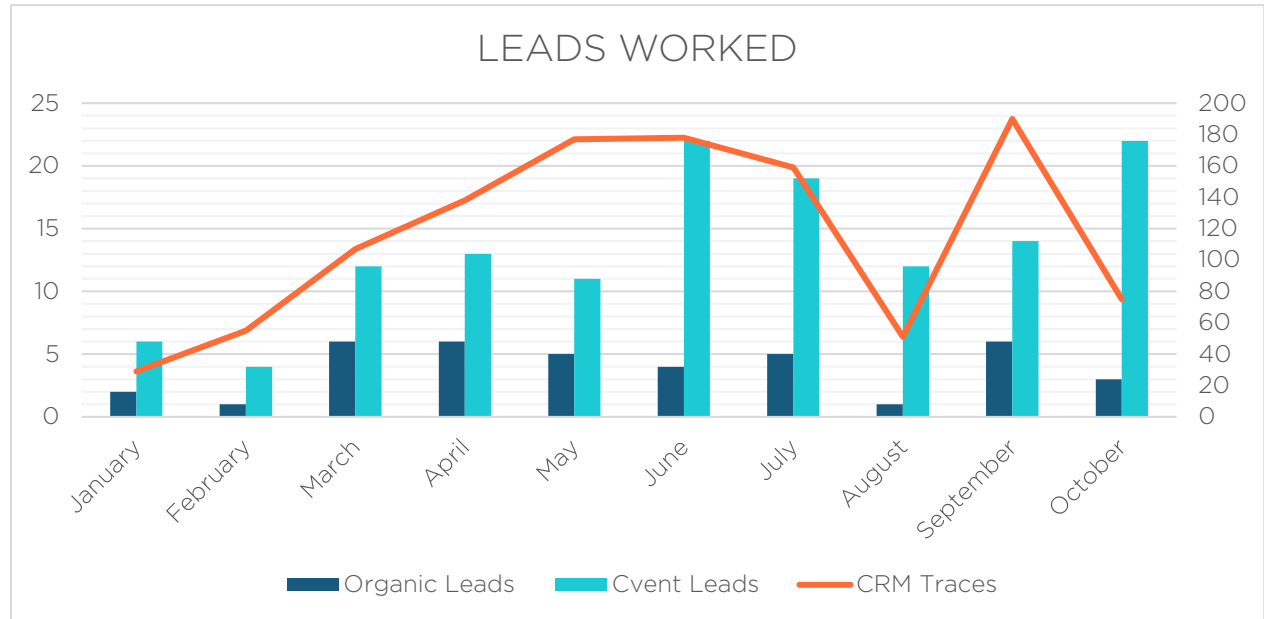
## MEETING SALES

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

## LEADS & SERVICING

In October, the Sales Department saw a slight increase in leads being sourced compared to August & September, both organically and through the partnership with CVENT. This is due to participation in Connect Texas and the TACVB Sales Blitz.



## TRADESHOWS & SALES MISSIONS

**TACVB Sales Blitz:** In October, Visit The Woodlands participated in the TACVB Sales Blitz Event. This event was in the Dallas market and offered a half-day of Sales specific education along with a full day of Blitzing with Dallas based meeting planners. Between Josie Lewis and Ashley Fenner, Visit The Woodlands staff met with 11 meeting planners. Josie Lewis was the chair for the TACVB Sales Blitz planning committee. She led the charge in preparation for the event, along with the 6-person Sales Blitz Committee.

**Connect Texas Tradeshow:** Visit The Woodlands attended Connect Texas hosted in Round Rock at Kalahari Resort. This show offered the opportunity to meet with 33 meeting planners for one-on-one appointments to promote The Woodlands as an incredible destination to host meetings and events. Staff walked away with two RFPs in hand and had an incredible opportunity to network with meeting planners and suppliers alike.

## PARTNERSHIPS AND MEETINGS

- National Guard Association of Texas Site Visit
- Copa Rayados Pre-Event Planning Meeting
- October TACVB Sales Blitz Planning Meeting
- Partner Meeting with Kathleen Frankford of TACVB
- TACVB Sales Blitz and Education Sessions
- Visit Houston Sales Department Meetings
- Simpleview Monthly Call
- Houston First State of the City Luncheon
- Foundant Demo
- Quarterly Expedia Call
- Destination Tour for Health Management Association group
- Holiday Showcase inquiry call
- Partner call with Eric Hutchins of Lamont and Co.
- State of the State panel member discussion

## 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 October.

### **Leisure:**

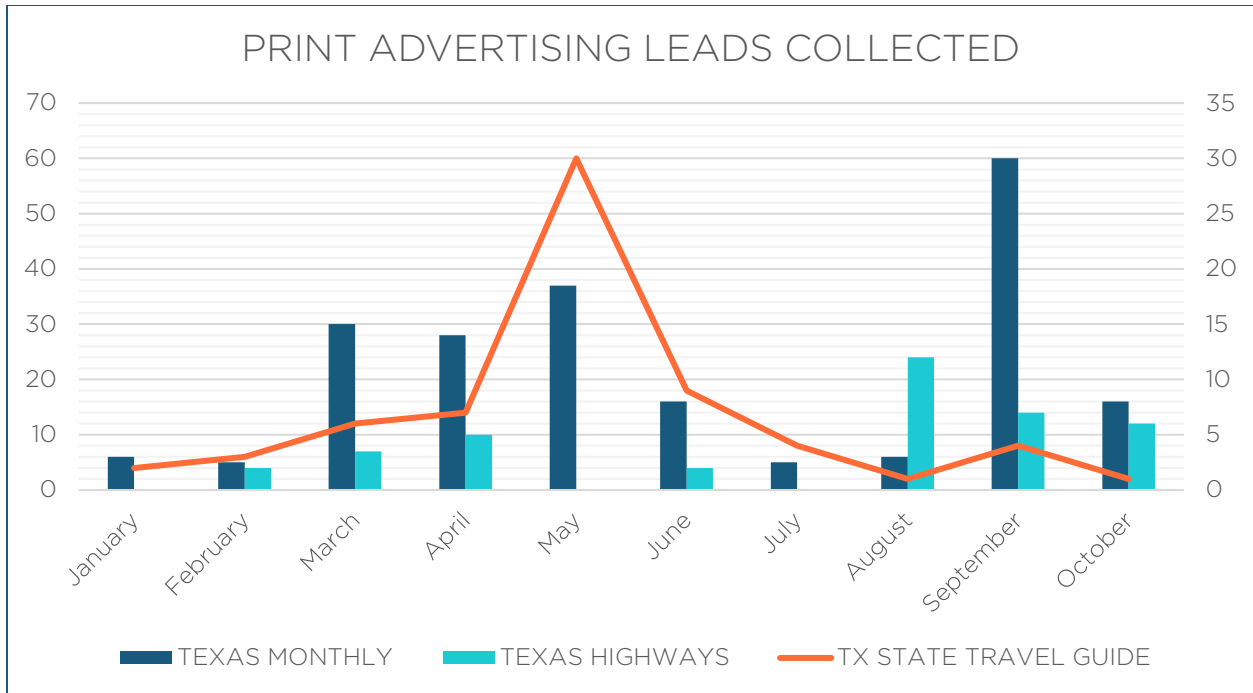
- Tour Texas - Featured Video (Nov), eNews (Nov), Digital (Nov)
- *Texas Highways* - Digital (Nov)
- *Texas Monthly* - Sponsored Content Bundle (Nov)
- *Houston's Official Visitors Guide* - Print (Spring 2022)
- Paid Search - Google Discovery Ads, SEM (Nov)
- Paid Social - Facebook, Instagram & Pinterest (Nov)

### **Meetings:**

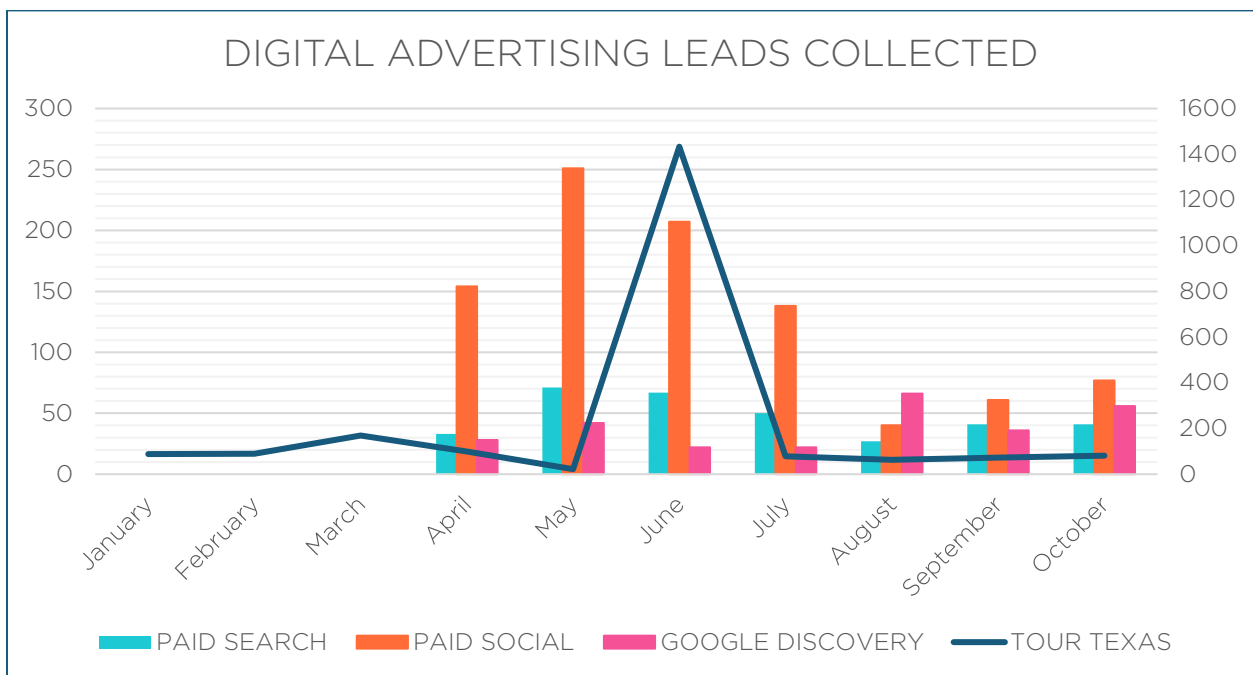
- *Texas Meetings + Events* (Fall)
- Texas Society of Association Executives - Sponsored eBlast (November), Magazine (Winter 2021), Annual Membership Directory (2022)
- Connect - Digital (Nov)
- Paid Search - SEM (Nov)
- Paid Social - Facebook & Instagram (Nov)

## 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 (International) – City Magazine

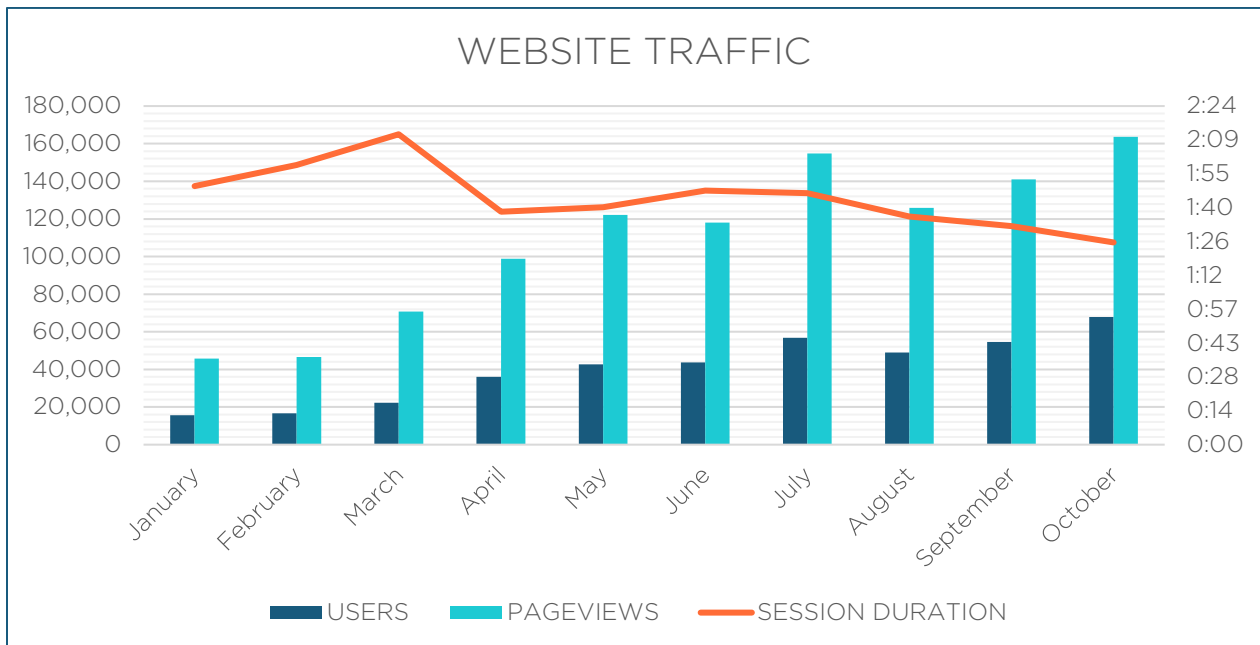


Meetings – Texas Meetings + Events



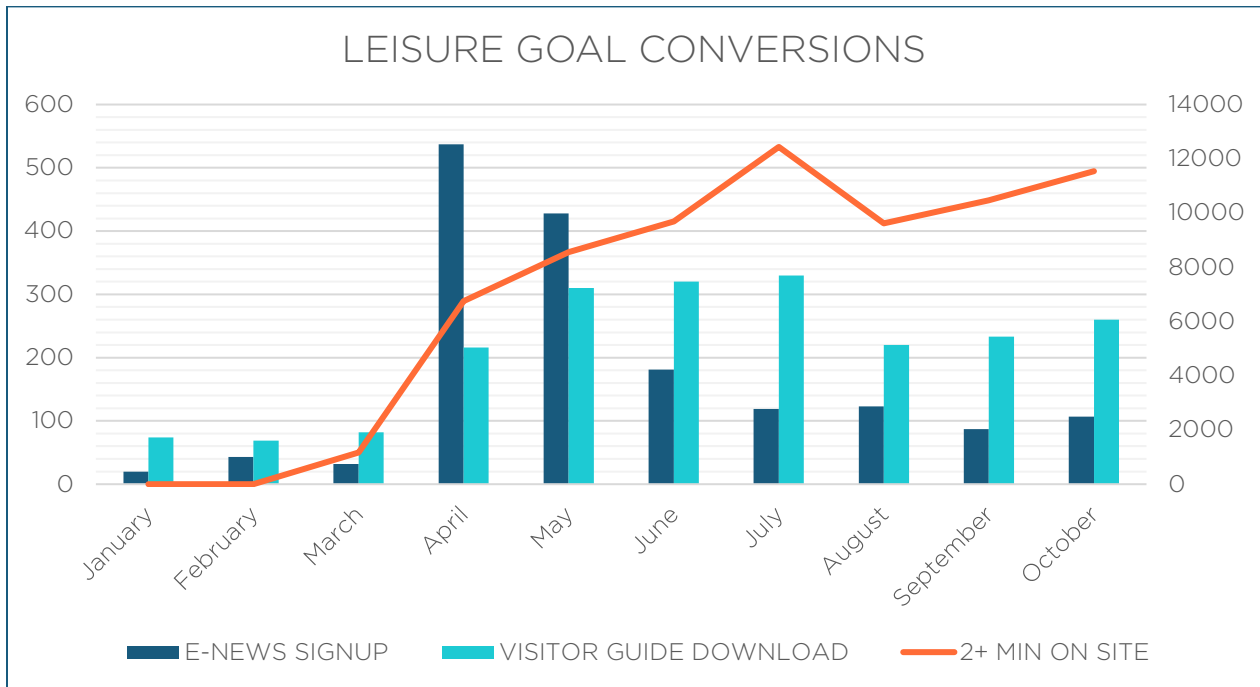
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Visit The Woodlands website traffic showed an increase in October. Total number of users was up 21%, sessions up 21%, pageviews up 13% and average session duration down 8%.

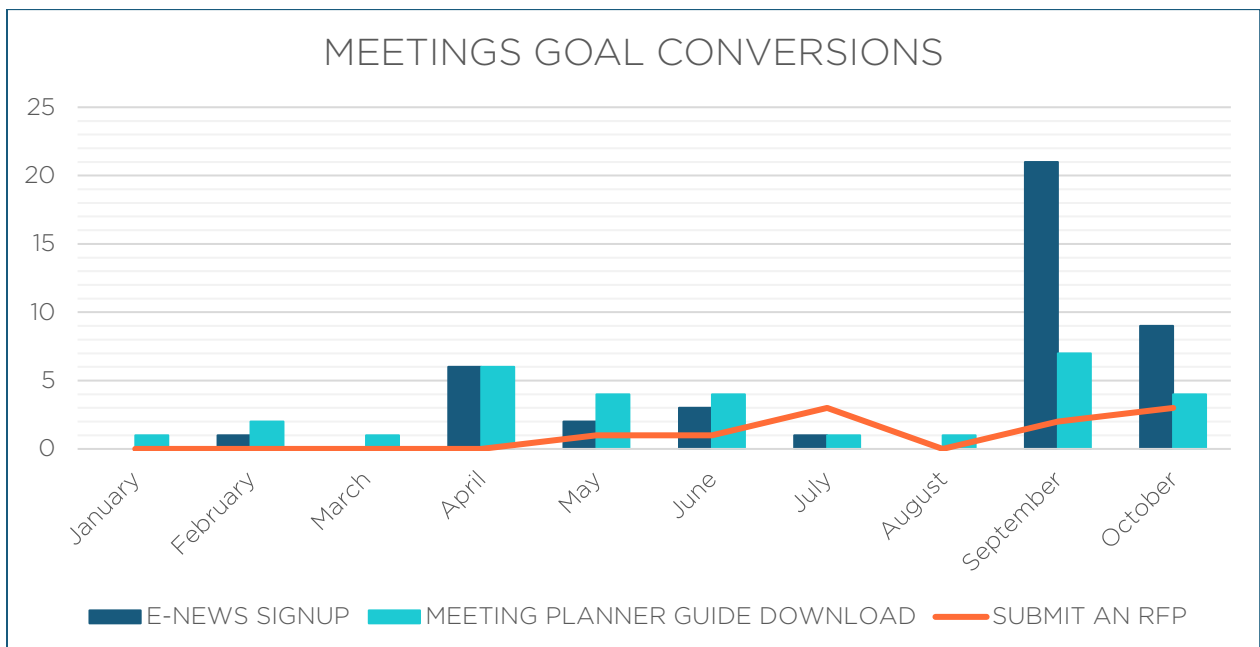


## WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions with a 12% increase in visitor guide downloads and nearly 12,000 visitors spent 2+ minutes on the site in October.

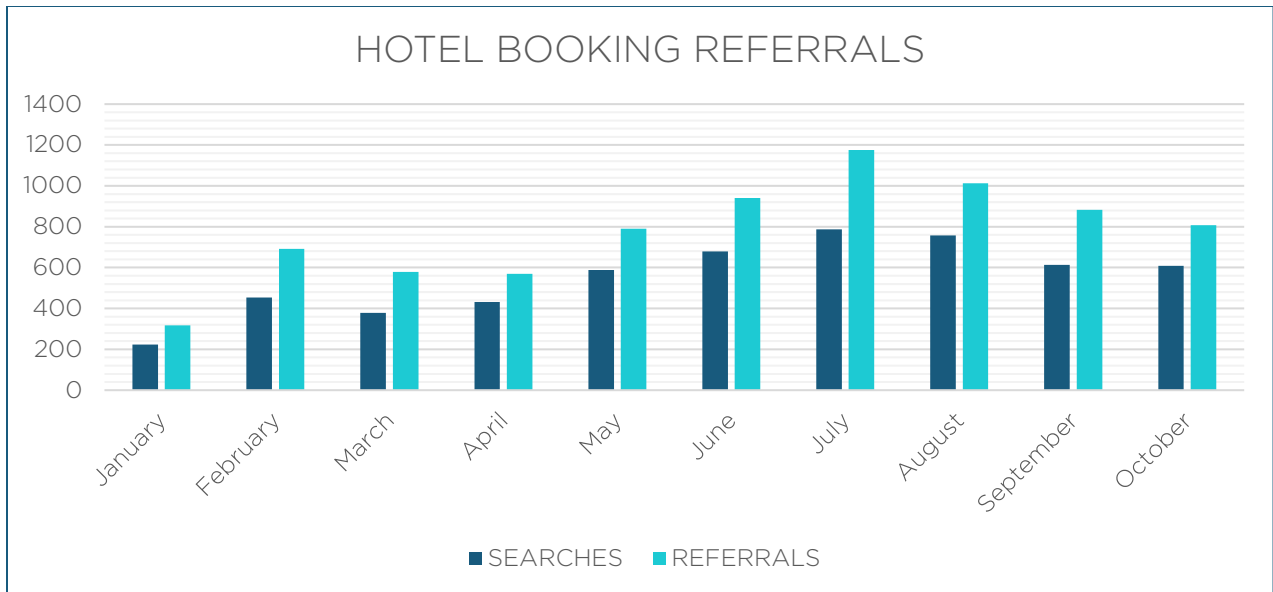


Paid advertising continues to drive traffic to the website and meetings goal conversions. The website received three RFP submissions from meeting planners in the month of October.



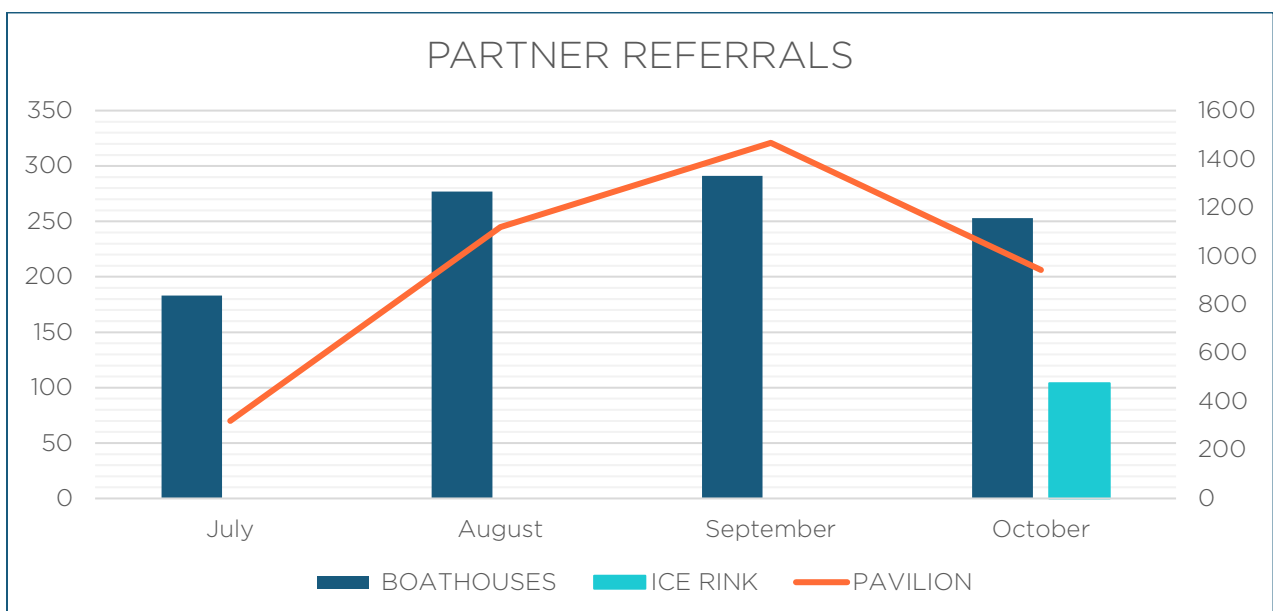
## WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In October, the website had 808 referrals to hotel properties in The Woodlands, down 8% from the previous month. Top referral U.S. states continue to be Texas at 66%, 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.



## WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH COMPARISON

In October, Visit The Woodlands sent 943 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 253 referrals to The Woodlands Township boathouse website for visitors to make reservations. Advertising promoting The Woodlands Ice Rink was also launched, which resulted in 104 referrals for ticket purchases.





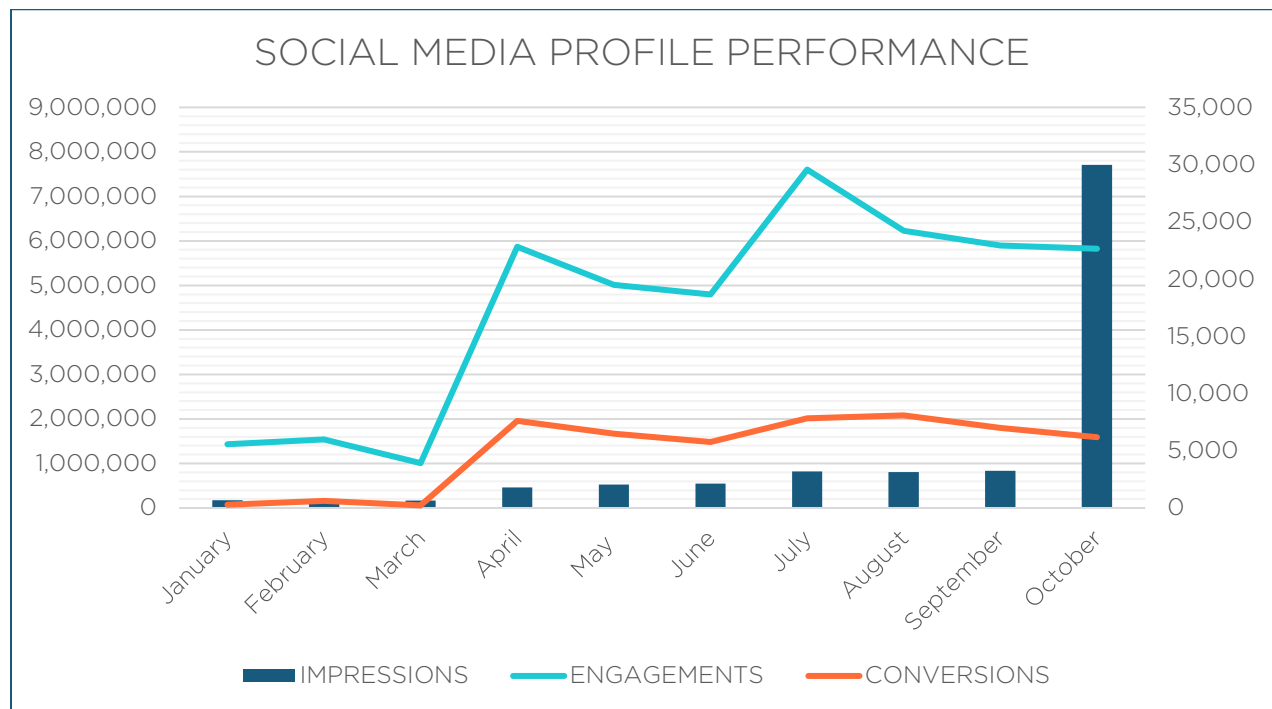
## WEBSITE | CONTENT DEVELOPMENT

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 October.

- Microsites: [Copa Rayados Soccer Tournament](#)
- [Events](#): New Events Added, Mexicráneos Urban Art Exhibit
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Halloween in The Woodlands
- Form: Group Incentive Agreement

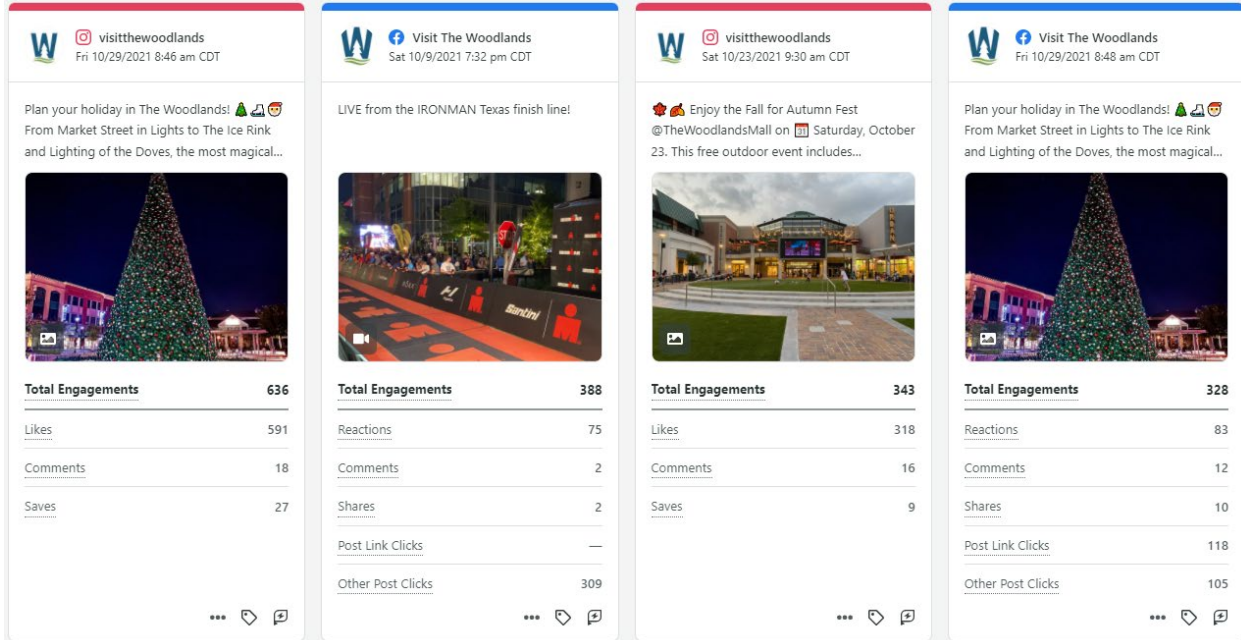
## SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 35K followers across social platforms, Visit The Woodlands received a total net audience growth of 667 for the month of October.



## SOCIAL MEDIA | TOP PERFORMING POSTS

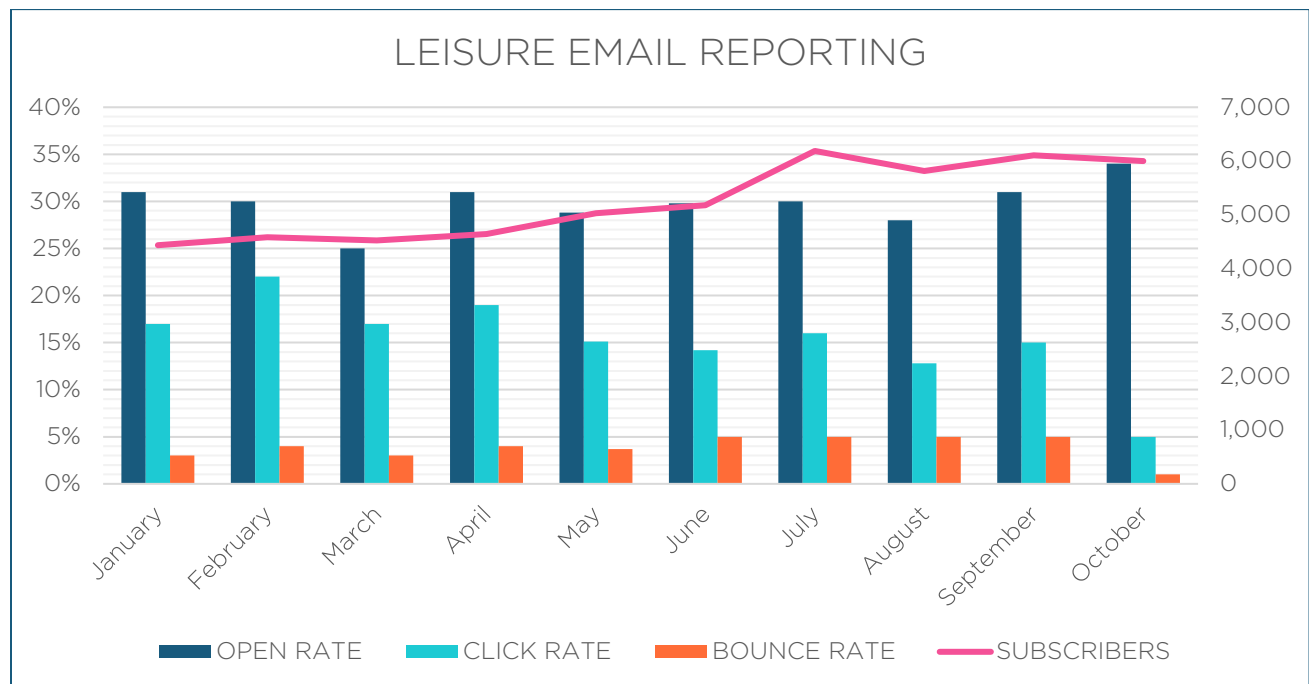
The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for October.



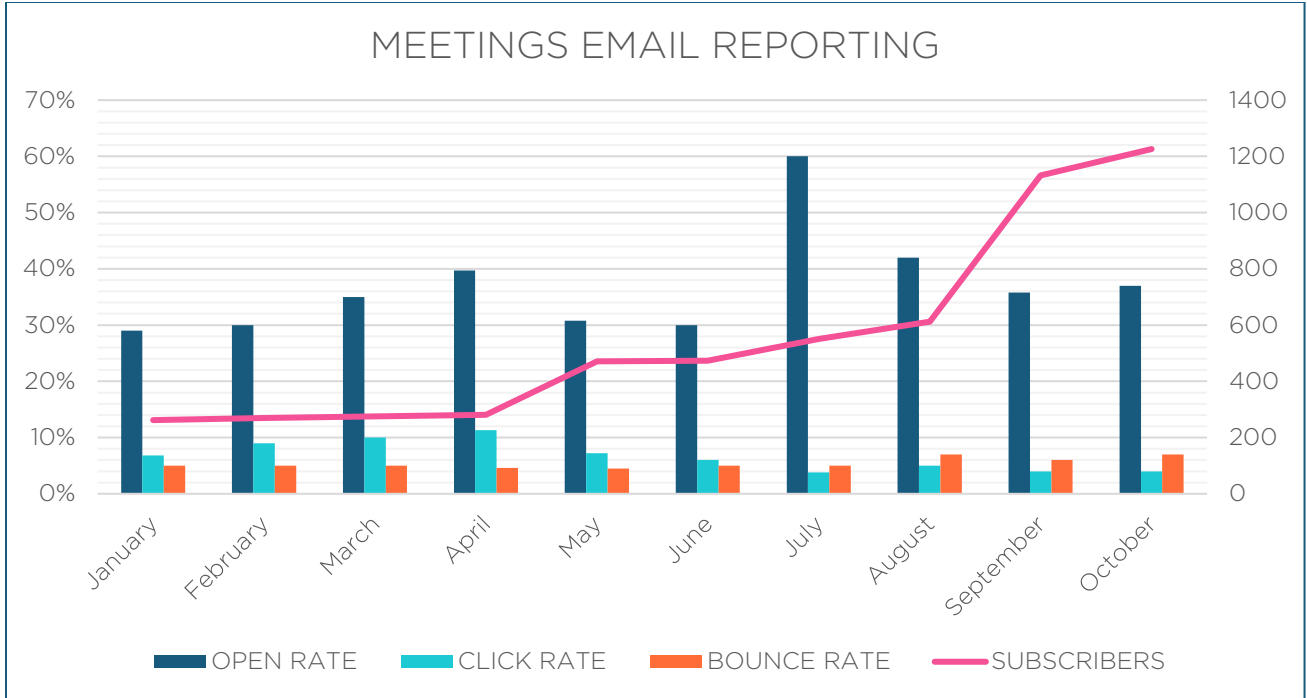
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).  
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

### 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.



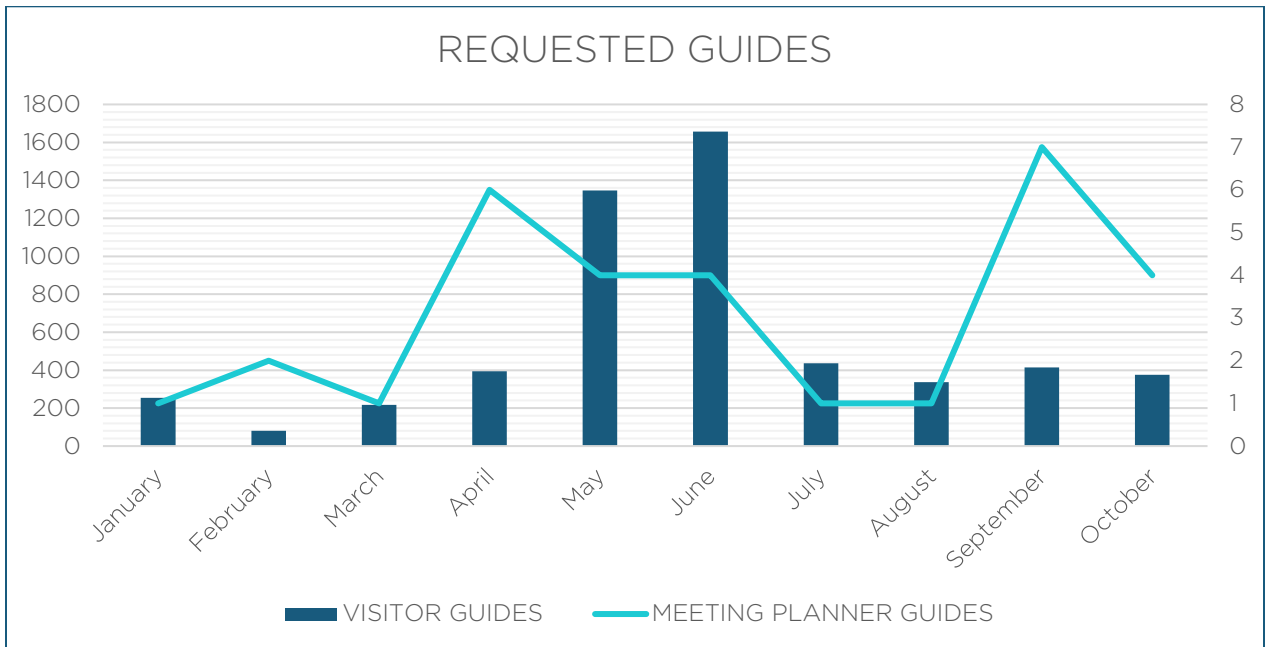
**Leisure Industry Averages:** Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



**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 October.



## 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:

- Team Meetings: Weekly Staff Meetings, Weekly Marketing Team Meetings
- Vendor Meetings: Simpleview, Meltwater, Madden, Zartico, One Percent
- Partner Meetings: Around Houston, Leadership Montgomery County

**Webinars:** LMC: Cybersecurity

## TOURISM

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## MONTHLY OVERVIEW

**Dia de los Muertos in The Woodlands:** Visit The Woodlands joined forces with NVivo US to celebrate Mexican art and culture in The Woodlands. By meeting with them and looking at their project, the tourism department was able to make introductions to key people in The Woodlands to make sure their idea of bringing Mexicraneos became a reality. Mexicraneos is an outdoor Mexican exhibit that was created in Mexico City but has traveled the World to celebrate “Día de los Muertos”. From October 16<sup>th</sup> to November 2<sup>nd</sup>, 2021, two Mexicraneos were displayed in the Market Street green area.

**Around Houston Meeting:** Visit The Woodlands attended the Around Houston Meeting in person. This was a meeting of Houston and its surrounding destinations that work together to promote Tourism on a bigger scale. An update on hotel information by city was provided as well as marketing options that the group has been exploring as the destinations welcome 2022.

**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 has been working to bring media to The Woodlands to promote the destination and to share all the holiday events that visitors can enjoy this reason.

**Analyzing international market:** Visit The Woodlands has worked with Expedia, Visit Houston, and their own Visitor Kiosk at Market Street to review travel data and explore where are people visiting from. Reporting and consumer trends have helped Visit The Woodlands to know more on the different states in the US that visit the area, but also different countries that are coming or are interested in the destination.

**The Woodlands Film Commission Transition:** Management of The Woodlands Film Commission has transitioned from Admin into the Tourism Department.

## PARTNERSHIPS & MEETINGS

- Meeting with Around Houston
- Meeting for Dia de los Muertos event
- Meeting with One Percent Agency
- Meeting with Gran Plan Aeromexico
- Meeting with Expedia

## TOURISM SERVICES & LEAD DEVELOPMENT

- Wedding Servicing: 4 weddings
- Film Commission Lead: Sharp Entertainment LLC- Television Series “Life after Lockup”
- Partner Servicing: Dia de los Muertos

## VISITOR SERVICES

- Total Kiosk Visitors: 132
- Local Visitors: 17
- TX Zip Codes: 87
- Out of State Visitors: 35 (Arizona, California, Florida, etc.)
- Foreign Visitors: 10 (Mexico, Argentina, Barbados, Switzerland)

