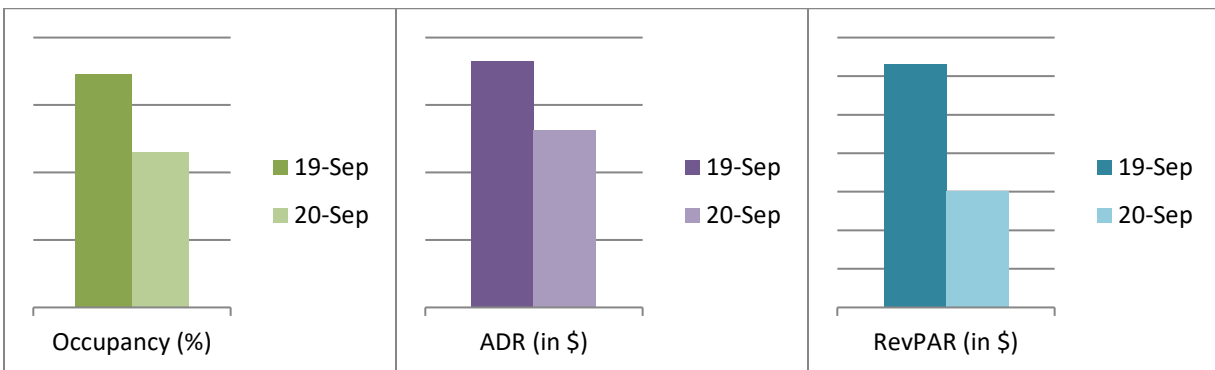


**HOTEL OCCUPANCY TAX COLLECTIONS**

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		OCT	\$ 711,010	\$ 759,279		
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	\$ 5,474,185	\$ 3,199,340	YTD	\$ 8,997,682	\$ 9,223,543	\$ 3,199,340	-53.8%

**2020 COMPARED TO 2019**



Down 33.5% in Occupancy

Down 28.3% in ADR

Down 52.3% in RevPAR

# Convention Development

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

### September Overview

**September 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 September, the Advisory Committee came together to discuss group business insights, upcoming virtual FAM event, sales projects and more.

**Virtual FAM Event** – With Covid-19 still directly affecting travel and in person events, staff is working hard to offer unique and personalized ways to interact with clients. Without being able to welcome meeting planners to the destination in person for a traditional FAM event, staff organized a virtual FAM event and welcomed 10 meeting professionals to learn more about The Woodlands through interactive welcome boxes delivered to each planners home, a virtual site tour of The Woodlands Resort, unique drink and food demos from the head chef at The Resort, trivia with exciting giveaways, and much more. Staff is planning out future virtual opportunities as a way continue to connect with clients.

**MPI HAC Member Connections Presentation-** Meeting Professionals International Houston Chapter hosts a monthly HAC Member Connections event. In September, they held a panel discussion with 3 CVB representatives and Visit The Woodlands was invited to participate and share updates on The Woodlands. The event brought in 15 meeting professionals who listened to the panel presentation and then were able to ask specific questions and needs from the CVB perspective. This was a great opportunity to share efforts that Visit TheWoodlands has made throughout this COVID-19 era and spread the message that we are open for business.

**Copa Progress Update-** Copa Rayados has been an amazing group over the years. With the new Covid-19 reality, 2020 will look a little different but staff is still expecting to see similar room pickup from previous years. With increased difficulty to travel internationally from Mexico and other nations, Copa Rayados will see a decrease in participation. However, by working closely with Copa and their third-party booking company staff is pushing reservations to give preference to The Woodlands participating hotels in hopes of still meeting the expected room nights. At this point, things are looking great but as the event gets closer it will be more difficult to fill any last-minute cancellations.

**Leadership Montgomery County 2021 Class-** Josie Lewis, Director of Sales, was welcomed into the Leadership Montgomery County Class of 2021. This opportunity will allow for networking with Montgomery County professionals in many industries. Additionally, this is a great educational program on the impressive attributes of the community and will allow for connections that will benefit future

projects. Finally, it will allow for leadership development and will also offer opportunities to give back to the community.

### September Meeting Connections

- PCMA Communications Committee Update Call
- TxMet and TACVB Sales Blitz Planning Call
- MPI Member Connections
- SilverRock video production call
- LMC Kickoff Virtual Retreat
- Resort property walk through

### Convention Services and Development

- 2 Organic leads worked and distributed
- 5 CVENT leads received

## 2020: September Monthly Report

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# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

### Advertising

Visit The Woodlands has relaunched advertising placements that were postponed due to COVID. An overview of September placements is below.

#### Leisure Placements:

- Social – 4,384 click-throughs with 17 form submissions & 267,175 impressions
- Google Display Ads – 2,709 click-throughs with 13 form submissions & 157,472 impressions
- High impact Display – 3,520 unique engagements with more than 2.5 million impressions

#### Meetings Placements:

- Cvent Platform Banner Ad – Directs meeting planners to our Visit The Woodlands destination page. This is the number one source of leads for the Sales Department.

### Digital Marketing

Visit The Woodlands works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. An overview of these programs & their results is below.

### 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

- The Woodlands Waterway Arts Festival – Virtual Event Page
- Sales Team Virtual FAM – Event Page
- Houston Restaurant Weeks – Special Offers Page (updated)
- Best Ways to Enjoy Fall – Itinerary (updated)

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

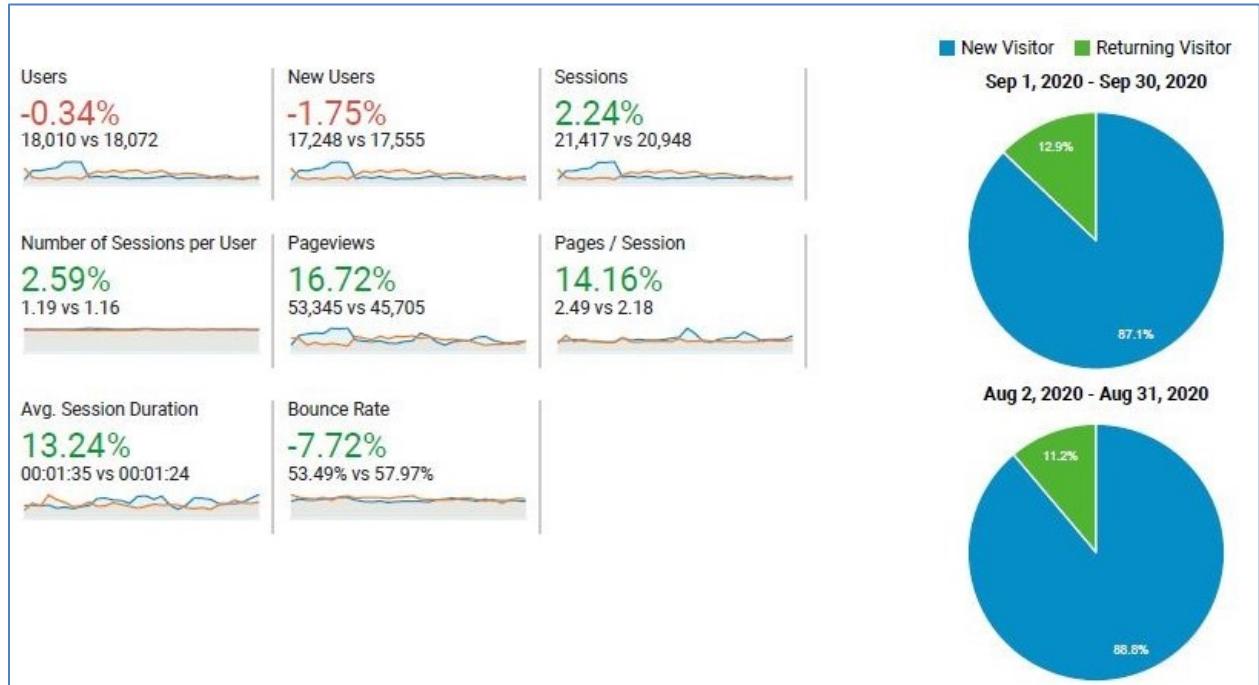
- Best Brunch in The Woodlands
- Coloring The Woodlands From Home (updated)

#### Website Traffic: September 2020 compared to August 2020

Total number of sessions, pageviews and pages per session were up for the month of September, compared to August. Average session duration was up at 1:35 versus 1:24 in August. Bounce rate continues to decline, down 7.72% from August and nearly 33% compared to the same time last year.

Top referral sources for September are organic search at 42.4% and social at 25.5%. Top pages for the month include: Getaway Giveaway, Houston Restaurant Weeks, Waterfront Dining (blog post) and Things To Do Outdoors.

Figure 1: Website Traffic, September 2020 compared to August 2020



### Hotel Booking Referrals: September 2020

Visitors can compare hotel rates directly on Visit The Woodlands’ website and then book their stay on the hotel website. In September, the website had 300 referrals to hotel properties in The Woodlands, up 74% from August. The team also integrated the booking widget into individual hotel listings to increase referrals.

Figure 2: Hotel Booking Referrals, September 2020



## Social Media

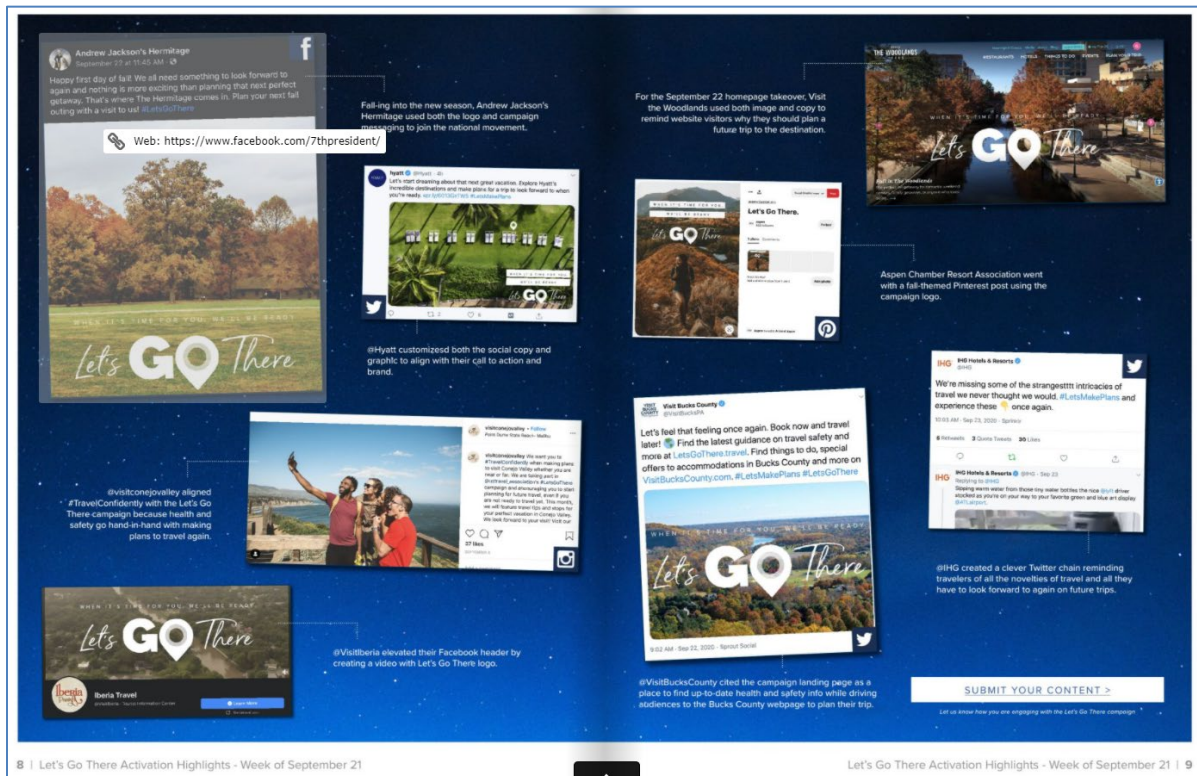
In addition to regularly posting and monitoring across Visit The Woodlands social platforms, the Marketing Department works to create unique campaigns to keep our audience engaged.

**Dine The Woodlands Video Mini-Series:** In September, Visit The Woodlands launched a new video mini-series called Dine The Woodlands. This series is meant to highlight local restaurants while also showcasing where visitors can eat specific types of food, such as guacamole, wings and more.

[View Dine The Woodlands Video Playlist Here.](#)

**“Let’s Go There” Campaign:** Visit The Woodlands joined U.S. Travel and destinations around the country in an industry-wide initiative called “Let’s Go There” aimed to spark a conversation about future getaways. The campaign kicked off on September 8 and will be promoted through 2021 to help inspire Americans to plan future trips. Visit The Woodlands has been featured in U.S. Travel’s campaign highlights. [Read more about the campaign here.](#)

Figure 3: U.S. Travel Campaign Highlights, “Let’s Go There” featuring Visit The Woodlands website



**Houston Restaurant Weeks:** To help support local restaurants during Houston Restaurant Weeks (August – September) Visit The Woodlands promoted this campaign heavily on social and directed visitors to a page on the website where they could explore dining offers.

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

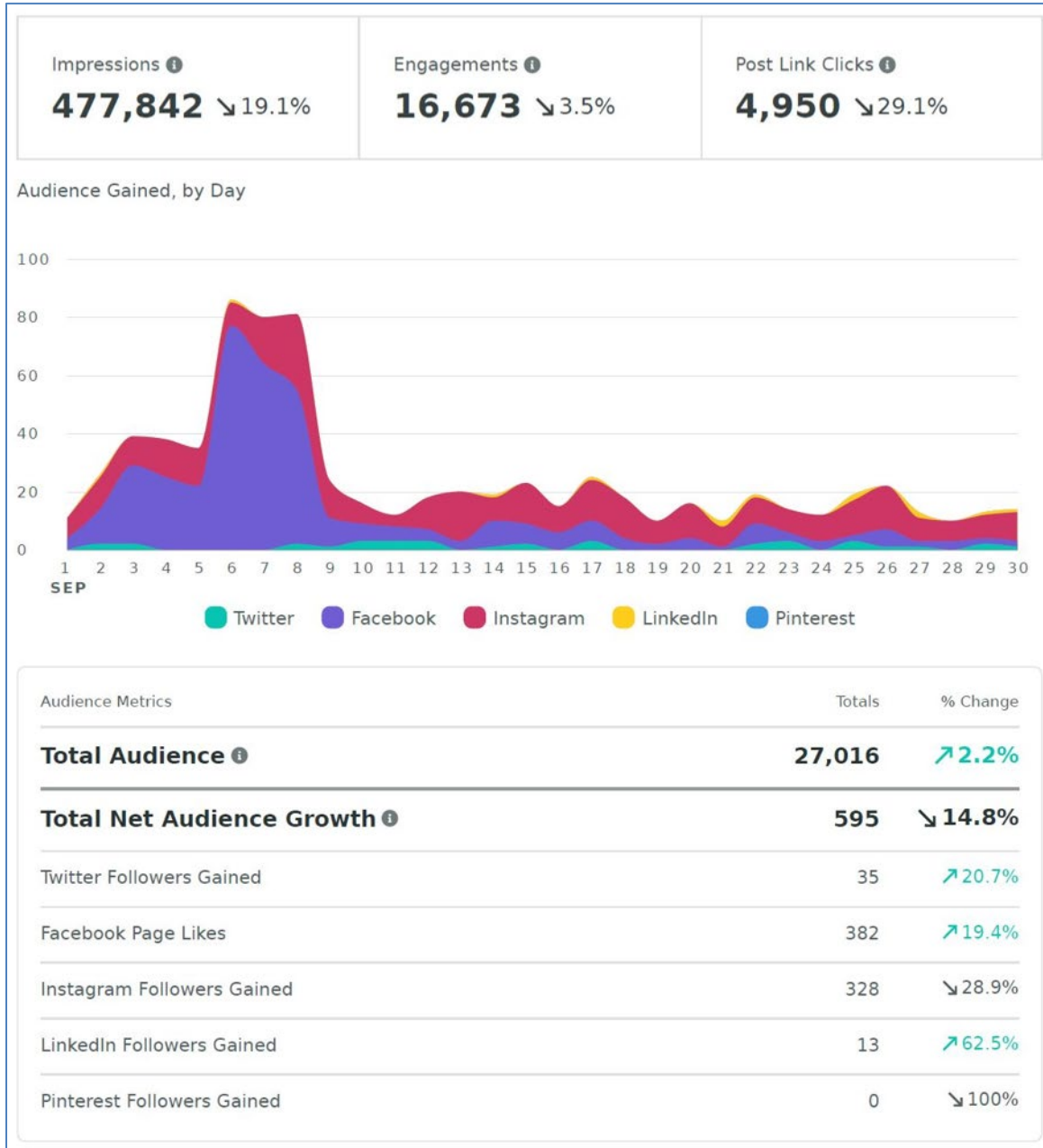
**Live Videos:** [View Facebook Live Video Playlist here.](#)

- The Woodlands Mall
- Labor Day Fireworks

## Social Media Reporting: September 2020 Compared to August 2020

Visit The Woodlands received a total audience growth of 595 across social outlets for the month of September, up 2.2% from August. This is contributed to multiple social campaigns including the launch of the new Dine The Woodlands video mini-series and the “Let’s Go There” campaign.

Figure 4: Social Media Audience Growth & Engagement, September 2020 Compared to August 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, Fall in The Woodlands:** The September leisure eNewsletter focused on the change of season, featuring Fall in The Woodlands. Other topics included places to enjoy brunch, live music options and The Woodlands Waterway Arts Festival (virtual).

**Tour Texas Opt-In Email Campaign:** Visit The Woodlands sent an opt-in email campaign to visitors who requested information via Tour Texas. As a result, we received 293 new subscribers who are interested in receiving more information on The Woodlands via future email campaigns.

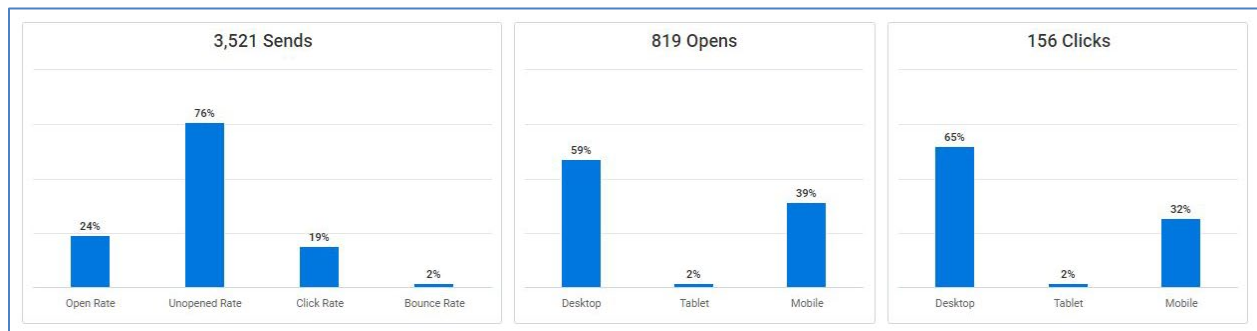
### New Signups: September

- Leisure: 306
- Meetings: 2

### Email Marketing Reporting: September 2020

- Open Rate: 24% (compared to the industry standard of 13%)
- Click Rate: 19% (compared to the industry standard of 5%)

Figure 5: Email Marketing Statistics, September 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 September.

- **Insider's Guide Requests – 7**
- **Visitor's Guide Requests – 382**

**Advertising Leads Imported:** Visit The Woodlands receives advertising leads through several publications including: Texas Monthly, Texas Highways, Tour Texas and the Texas State Travel Guide. In September, the Marketing Department imported all of these leads for the last few months into CRM for tracking purposes.

**Window Clings at Market Street:** In an effort to provide a contactless option for printed marketing materials, Visit The Woodlands has created window clings for both the Visitor Services Kiosk and the mural wall at Market Street. This allows visitors to scan a QR code & easily access maps along with hotel, restaurant and shopping listings on the website.



## Media & Public Relations

Media Coverage for September focused heavily on dining and shopping at 45% share of voice with hotels receiving 25% share of voice.

### Media Coverage:

- **Houston Chronicle:** [Memorial Hermann In The Pink of Health Gala Shifts to Virtual Event](#)
- **Community Impact:** [Dosey Doe Breakfast & BBQ Launches Whiskey Bar Addition](#)
- **Woodlands Online:** [Market Street Announces Return of Fall Concert Series](#)
- **Conroe News:** [Children's Museum Hosts Playhouse to be Auctioned Off For Nonprofit](#)

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

- The Pavilion Lights Up Red to Support Live Event Industry
- Visit The Woodlands Join "Let's Go There" Movement
- Governor Abbott Announces Film Friendly Designation for The Woodlands
- The Pavilion to Host ROCO Livestreamed Concert, Starburst

## Special Projects

In September, the Marketing Department provided support to the Sales Department for their Virtual FAM event at The Woodlands Resort. In addition to creating a signup page on the website, the team sent out an email invitation. They also provided on-site technology support for the event.

## 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.

### Virtual Meetings

- The Woodlands Arts Council: WWAF Discussion
- Leadership Montgomery County: NGL Session
- Blue Lion Pub Partner Meeting

### Webinars & Virtual Training

- The Woodlands Township: Suicide Prevention
- Google Analytics Certification Training
- ESTO: Shifting Your Social Media Strategy

# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## September Overview

- **Expanding the Wedding Market**– Visit The Woodlands wants to showcase The Woodlands as a great destination to host weddings. From multiple activities for all ages, to fine dining and luxury, many couples are looking at The Woodlands for their wedding. Tourism Specialist, Laura Haces, attended an event hosted at Piney Rose to present the free services Visit The Woodlands can provide to both wedding planners and wedding parties. She has also been in contact with planners and venues to promote The Woodlands hotels and restaurants.
- **Visitor Kiosk receives more tourism**– Visit The Woodlands has seen great traffic since it open back their kiosk with Market Street. More than 200 people have stopped 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.

## September Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect, etc.
- 2 Meetings with Houston Film Commission
- Meeting with Embassy Suites

## Convention Services and Development

- 1 Wedding lead
- 3 Wedding inquiry
- Attended event for Wedding planners
- Attended Meltwater Social Media Festival