

MONTHLY REPORT  
SEPTEMBER 2021

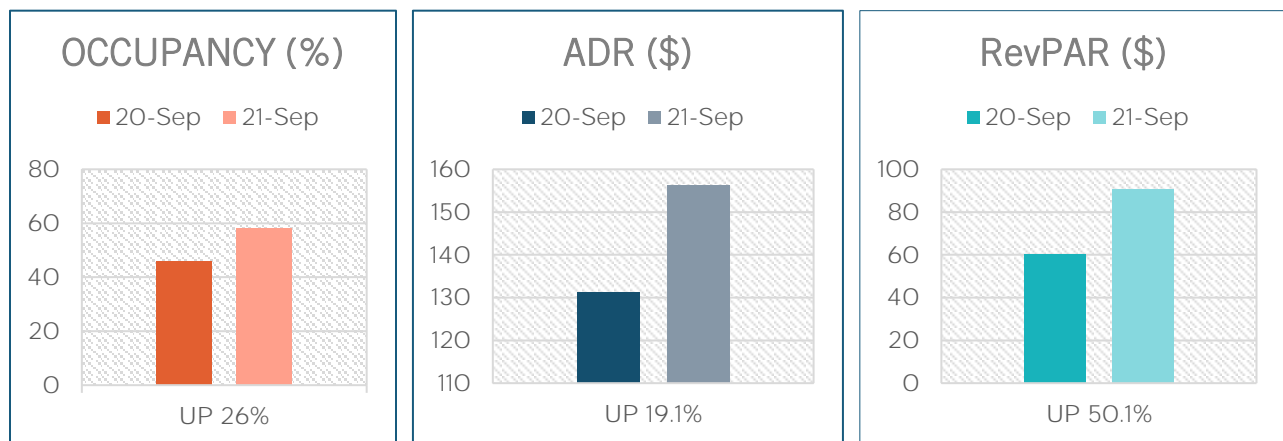
VISIT  
**THE WOODLANDS**  
— T E X A S —

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

In September, 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		
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	\$ 4,379,463	\$ 4,334,343	35.5%

## STR DATA | YEAR-OVER-YEAR



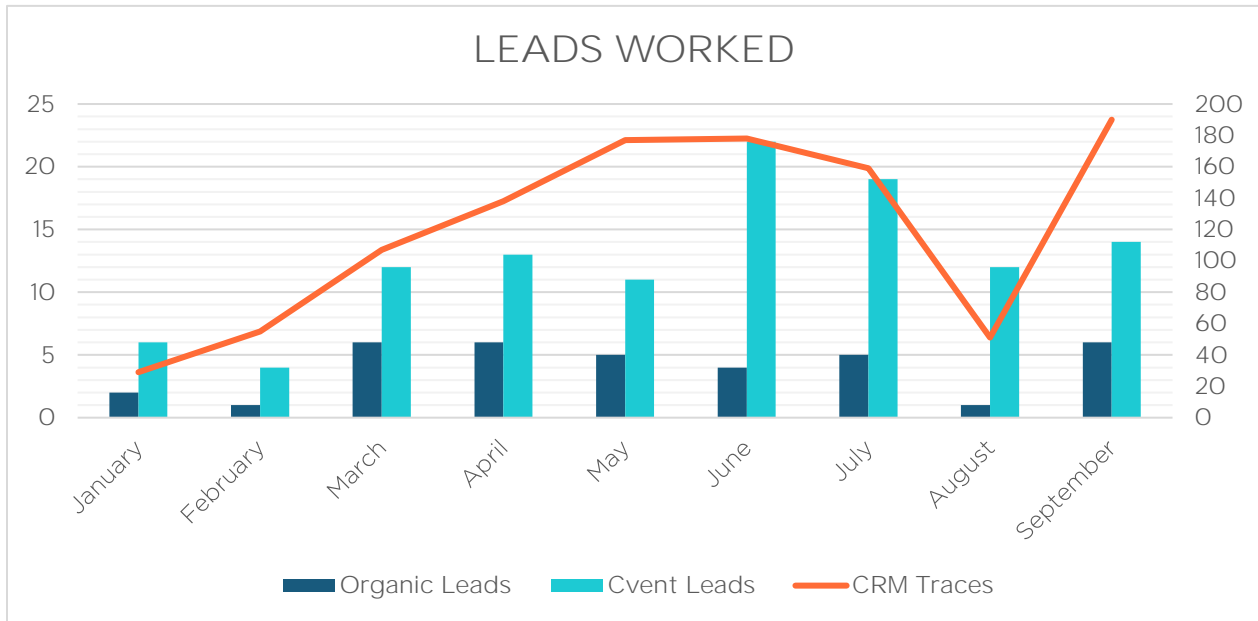
## MEETING SALES

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

## LEADS & SERVICING

In September, the Sales Department saw a slight increase in leads being sourced compared to August, both organically and through the partnership with CVENT. There was an increase in CRM traces, this is due to follow up from sales events listed below, groups starting to discuss servicing needs, and upcoming sales mission preparation.



## TRADESHOWS & SALES MISSIONS

TSAE New Ideas Conference: Josie Lewis, Director of Sales for Visit The Woodlands, attended the first in person TSAE New Ideas Conference since before the Covid-19 pandemic. This sales show brings together Association Executives from around the state of Texas for two days of Education, networking, and business. In addition, hotel partners from 3 of The Woodlands hotel properties attended to join forces in promoting The Woodlands as a destination for association business.

## BID PRESENTATIONS & SITE TOURS

HelmsBriscoe Hotel Crawl FAM Event: For months, the Sales Team planned a hosted FAM event for local HelmsBriscoe planners. In September, 7 HelmsBriscoe planners attended a full day of hotel site tours, team building activities, and a finale Cynthia Woods Mitchell Pavilion concert. This event allows meeting planners to see The Woodlands firsthand and allows them to recommend The Woodlands hotel properties to their clients. In addition, the photos and experiences can be shared within the HelmsBriscoe internal associate platform that can give worldwide planners insight, recommendations, and details about The Woodlands.

September Site Tours: In September, the Sales Team was able to execute one in person site tour with clients currently sourcing group business. This group represented one large tradeshow in 2025, this site tour brought in 3 representatives from the National Guard Association Conference Planning Committee. Visit The Woodlands should have an update by the end of October on booking confirmation.

## SALES PROJECTS & INITIATIVES

All Hotel Partner Meeting Planning: Prior to the Covid-19 Pandemic, the Sales Team would execute a quarterly All Hotel Partner Meeting. This event was an opportunity to bring local hotel partners and sales representatives together to discuss the market, sales initiatives and strategic plans, and ways for hotel partners to get involved and find value from the Sales Team. After a halt due to Covid-19, Visit The Woodlands is transitioning this event to be representative of the organization as a whole, not just the sales initiatives. Sales staff is currently planning out a venue location, invitation details, and logistics with the team so this event can be held before the end of the year.

## PARTNERSHIPS AND MEETINGS

- HMA 2022 Staff Meeting Client Call
- Modified Sales Advisory Meeting
- TACVB Sales Blitz Planning Committee Meeting
- Weekly Sales Team Meetings
- Monthly Simpleview Call
- HelmsBriscoe Hotel Crawl 2021
- Pavilion Partner Meeting
- Partner Meeting with Glade Gallery
- Sourced entertainment and Private Dining for TAFP
- Pre- event servicing for IBBA

## 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 August.

Leisure:

- Texas Events Calendar - Magazine (Winter)
- Tour Texas - App Sponsor (Winter), eNews (Oct), Native Article (Sept)
- Texas Highways - Digital (Oct), Magazine (Nov)

- Texas Monthly - New/Next (Nov)
- City - Magazine (Oct)
- Players - Magazine Ad + Editorial (Oct)
- Paid Search - Google Discovery Ads, SEM (Oct)
- Paid Social - Facebook, Instagram & Pinterest (Oct)

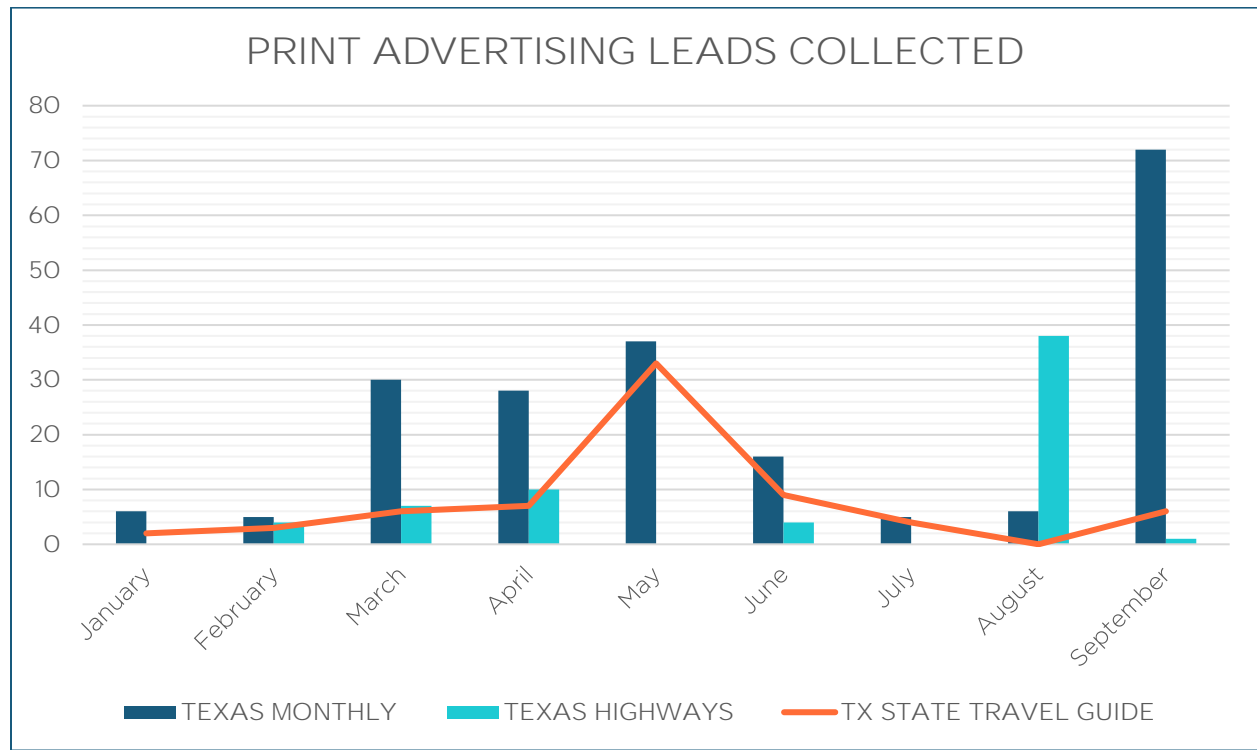
Meetings:

- Texas Society of Association Executives - Listing (Annual), Magazine & Digital (Nov), eBlast (Oct)
- Connect - Texas Meeting Planners Guide Ad + Editorial (Annual)
- Cvent - Digital (Annual)
- Meeting Planners International - Magazine & Digital (Oct)
- Paid Search - SEM (Oct)
- Paid Social - Facebook & Instagram (Oct)

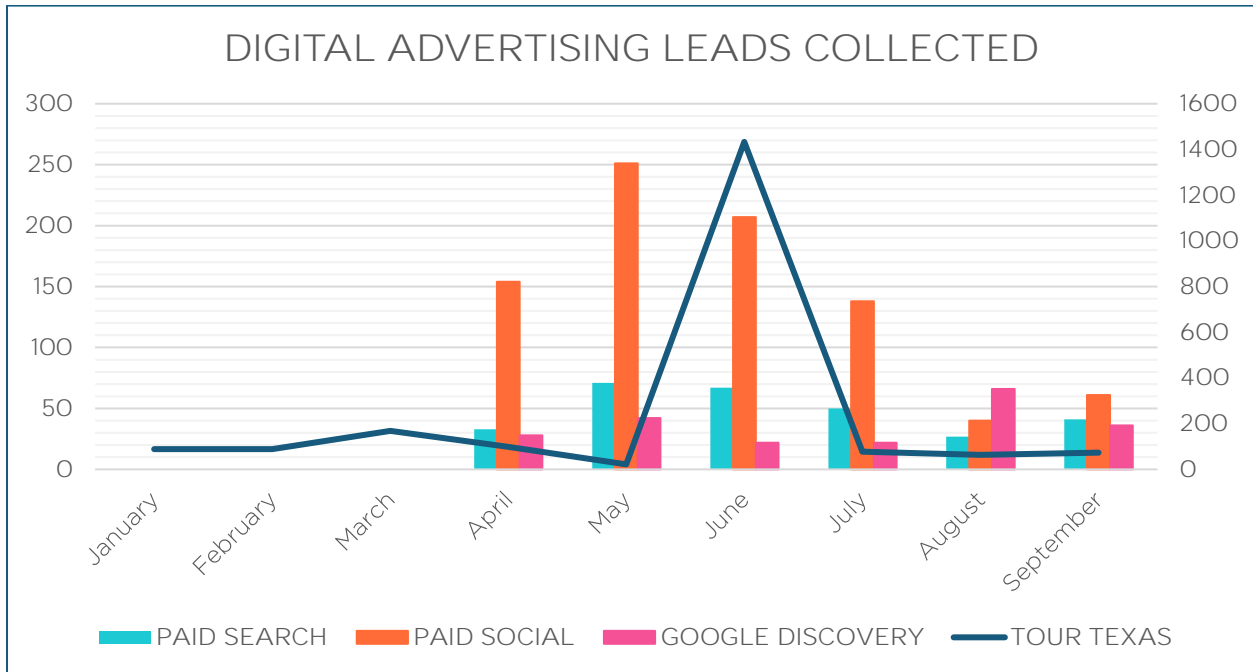
ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

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.

The spike seen in September is due to ad placements in Texas Monthly for the month of September including a full page ad and editorial in the magazine as well as run of site banner ads on Texas Monthly's website.



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



## ADVERTISING | EXAMPLES IN MARKET

Leisure - Texas Monthly

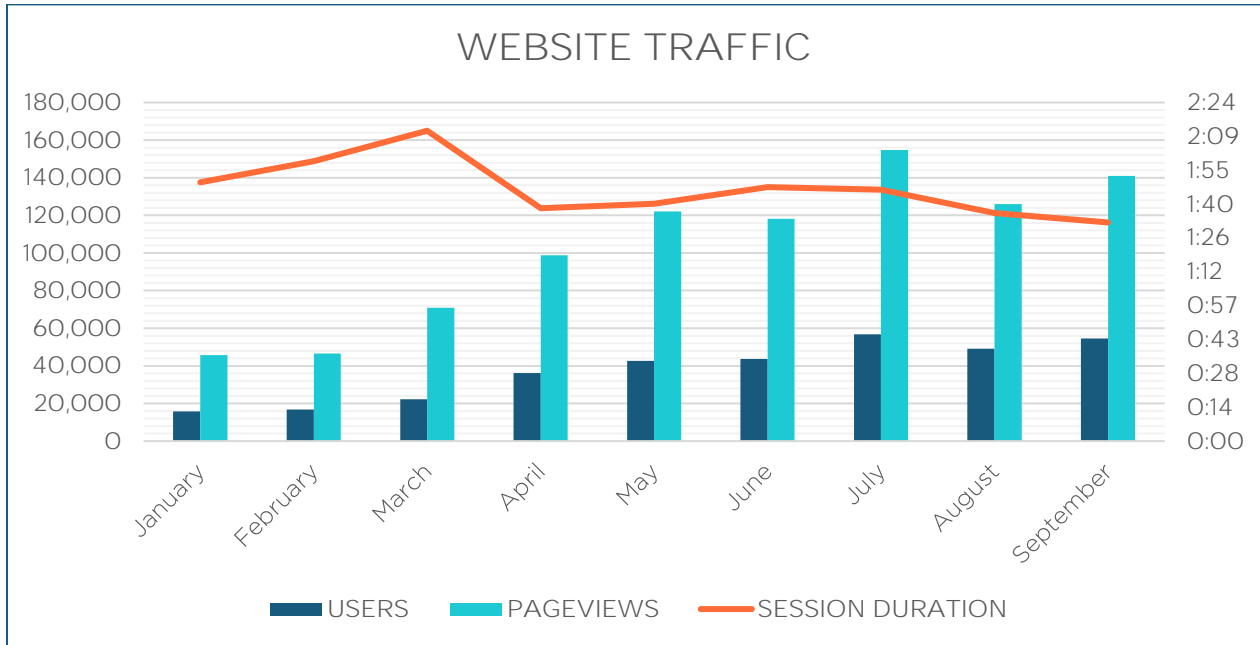


Meetings - Meeting Professionals International



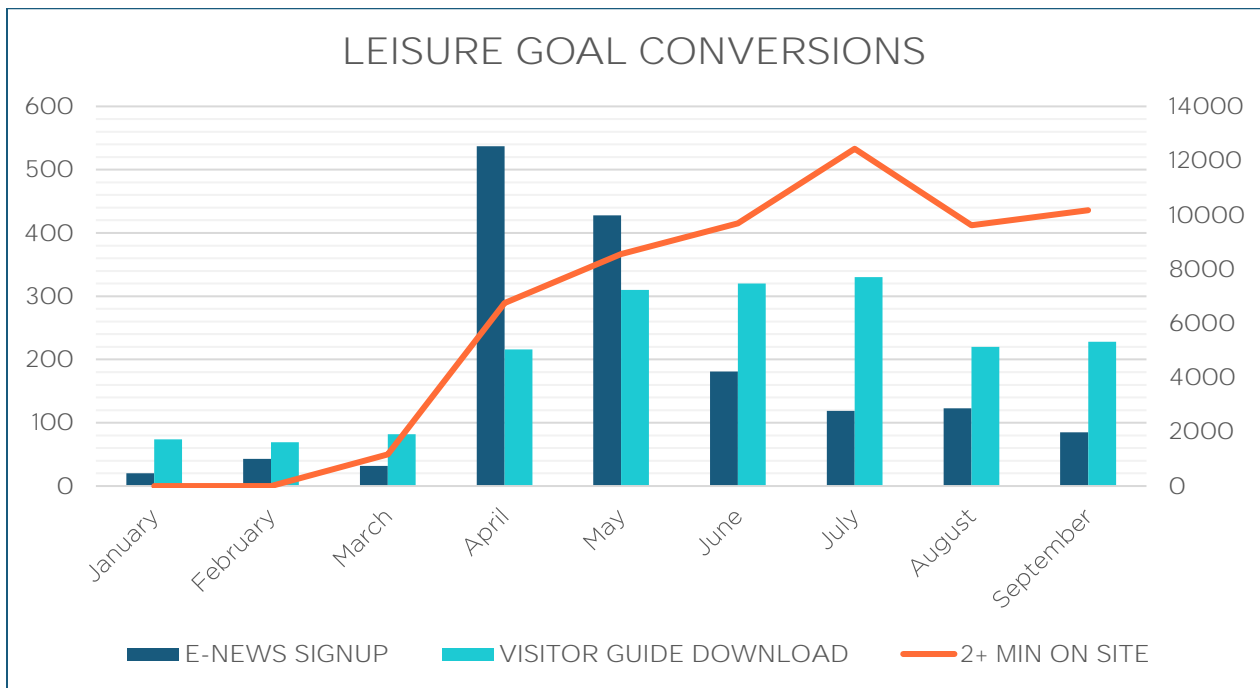
## WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic showed an increase in September. Total number of users was up 15%, sessions up 17%, pageviews up 16% and average session duration down 4%.

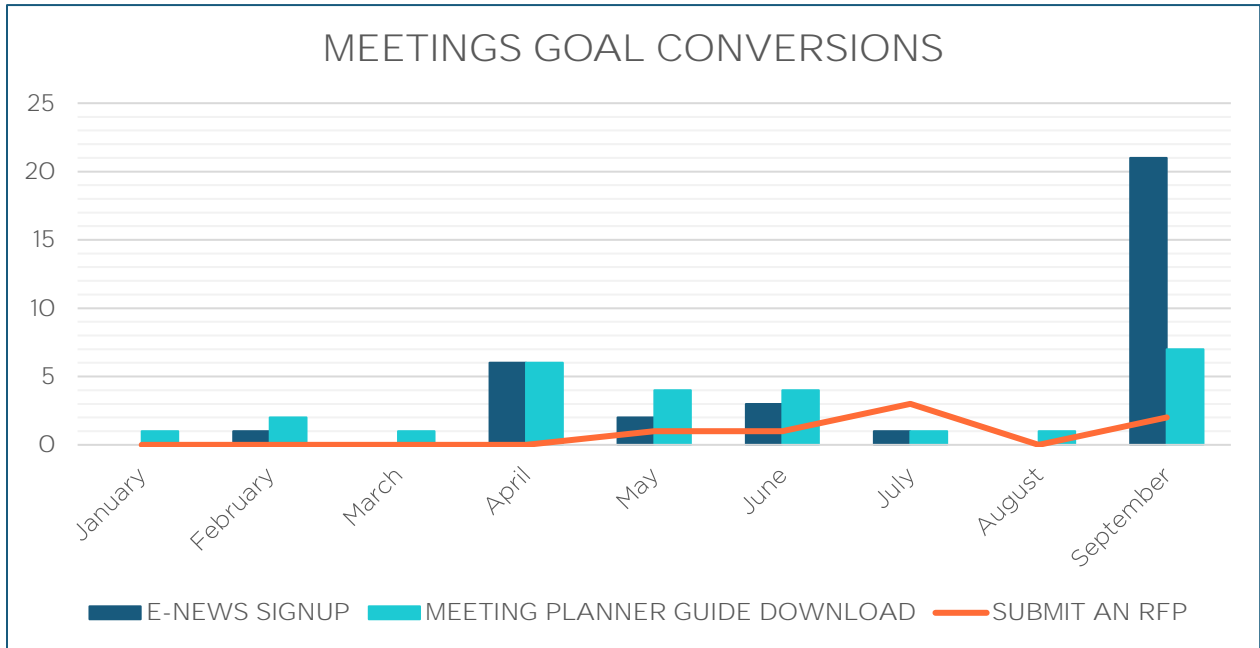


## WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions with a 4% increase in visitor guide downloads and nearly 15,000 visitors spent 2+ minutes on the site in September.

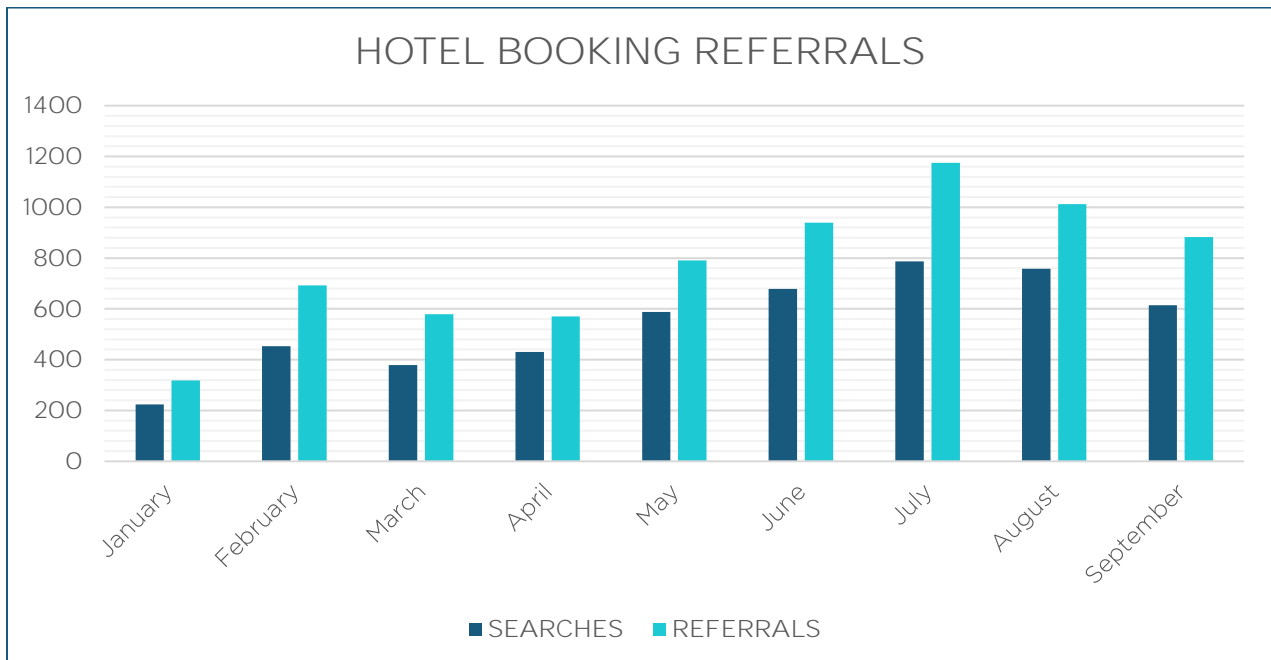


Paid advertising continues to drive traffic to the website and meetings goal conversions. The spike in eNewsletter signups for the month of September is due to the HelmsBriscoe FAM Tour the Sales Team produced with more than half of signups resulting from that event.



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

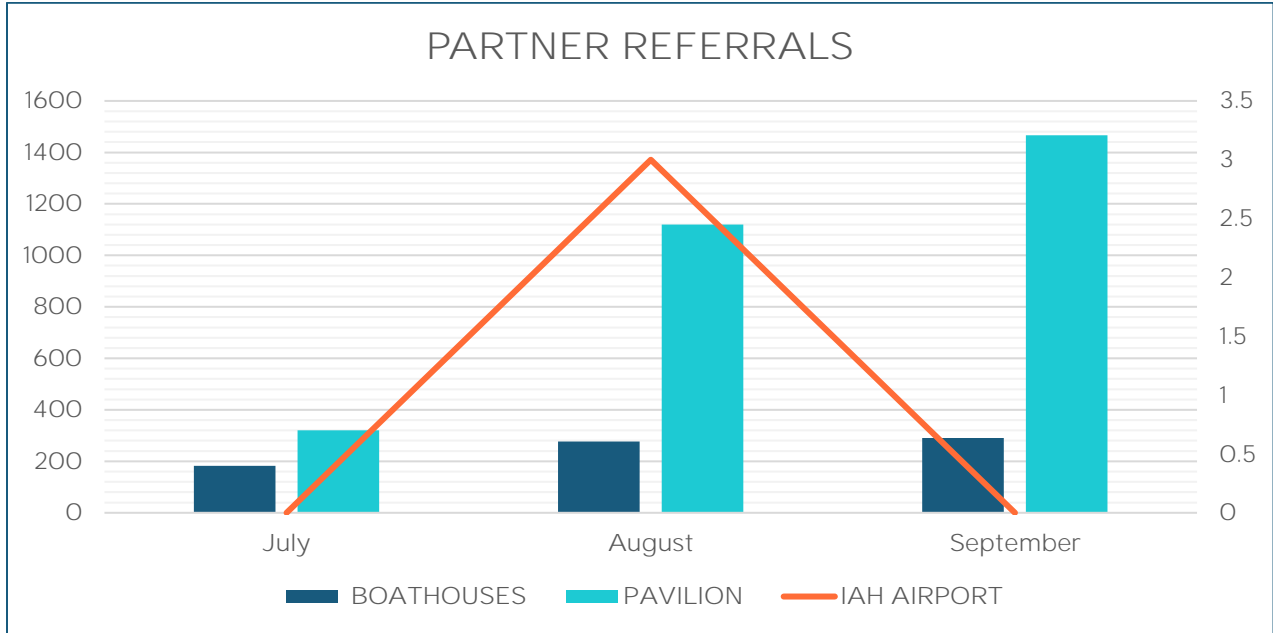
In September, the website had 883 referrals to hotel properties in The Woodlands, down nearly 13% from the previous month. Top referral U.S. states continue to be Texas at 67% with California and Florida following at 6% and 3% respectively. The top referring country behind the U.S. is Mexico.





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

In September, Visit The Woodlands sent 1,467 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 291 referrals to The Woodlands Township boathouse website for visitors to make reservations. Due to continued airline cancellations, the Marketing Department made the decision to pull paid advertising that promoted IAH Airport via direct flights from Dallas. This resulted in a drop in referrals for the month of September.



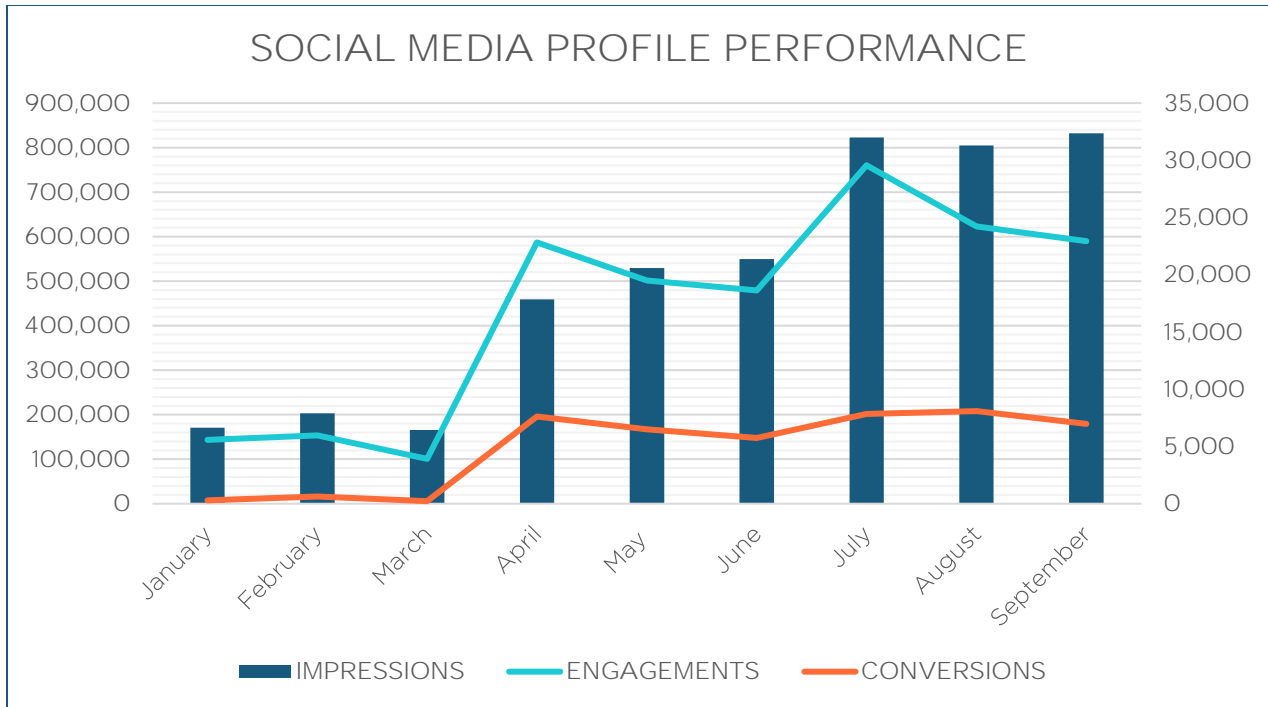
## WEBSITE | CONTENT DEVELOPMENT

The Marketing Department continues to develop new content and update existing content on the website to support sales and marketing initiatives. Below is an overview of efforts for August.

- Microsites: [Emergency Crisis Communications Hub](#)
- [Events](#): New Events Added, Market Street in Lights, Annual Events, Pavilion COVID-19 Protocol (updates)
- [Special Offers](#): New Offers Added
- Giveaways: Pavilion Concerts Giveaway, Giveaway Rules & Thank You Page (updated)
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Best Viewing Spots for IRONMAN

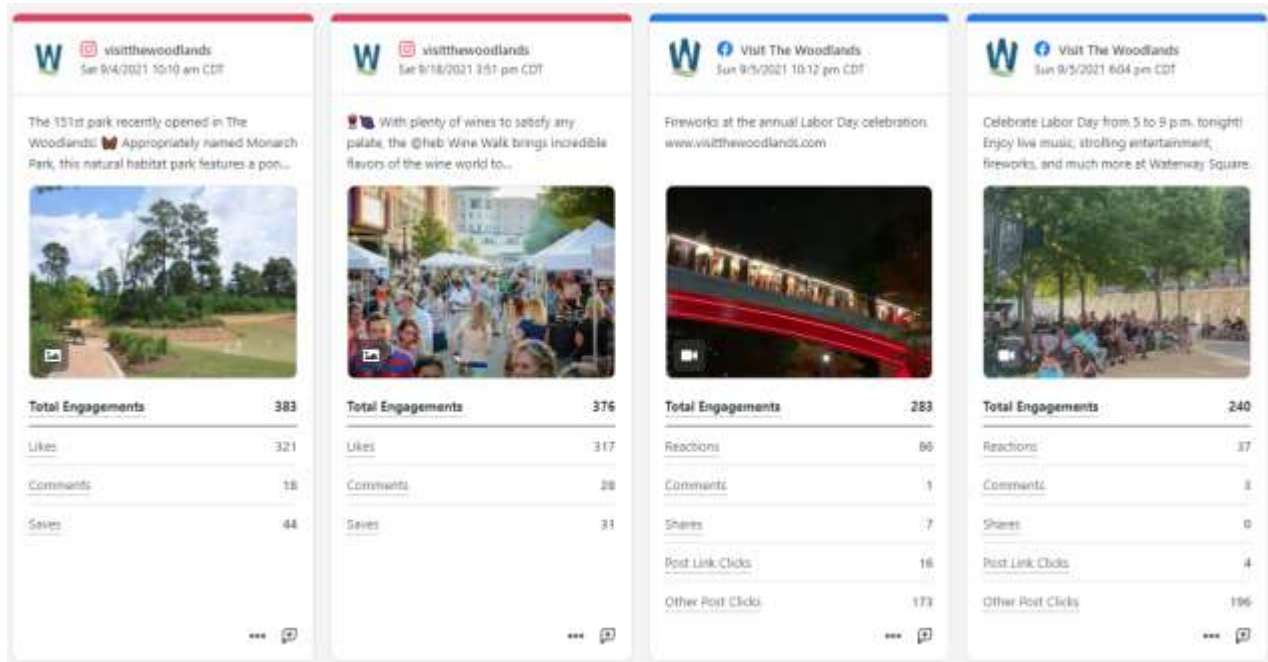
## SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

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 574 for the month of September.



## SOCIAL MEDIA | TOP PERFORMING POSTS

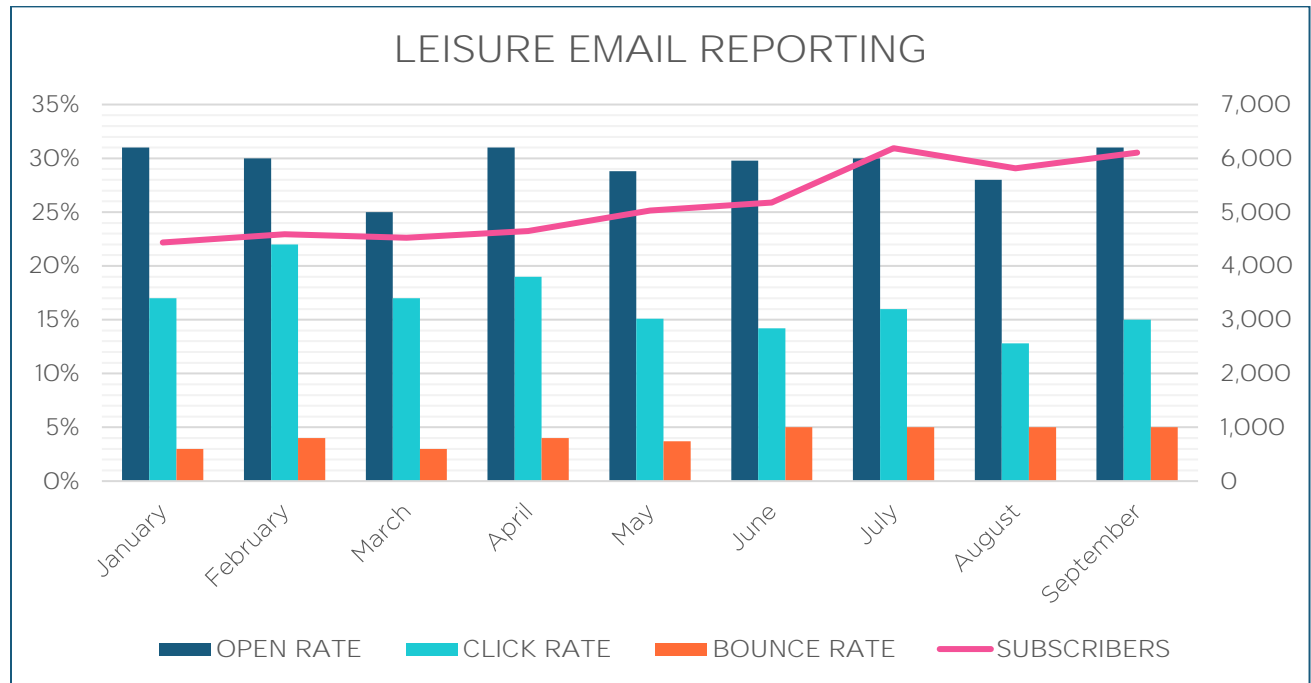
The Marketing Department continues to develop unique and engagement content across all social media platforms. Below are the top performing posts for September.



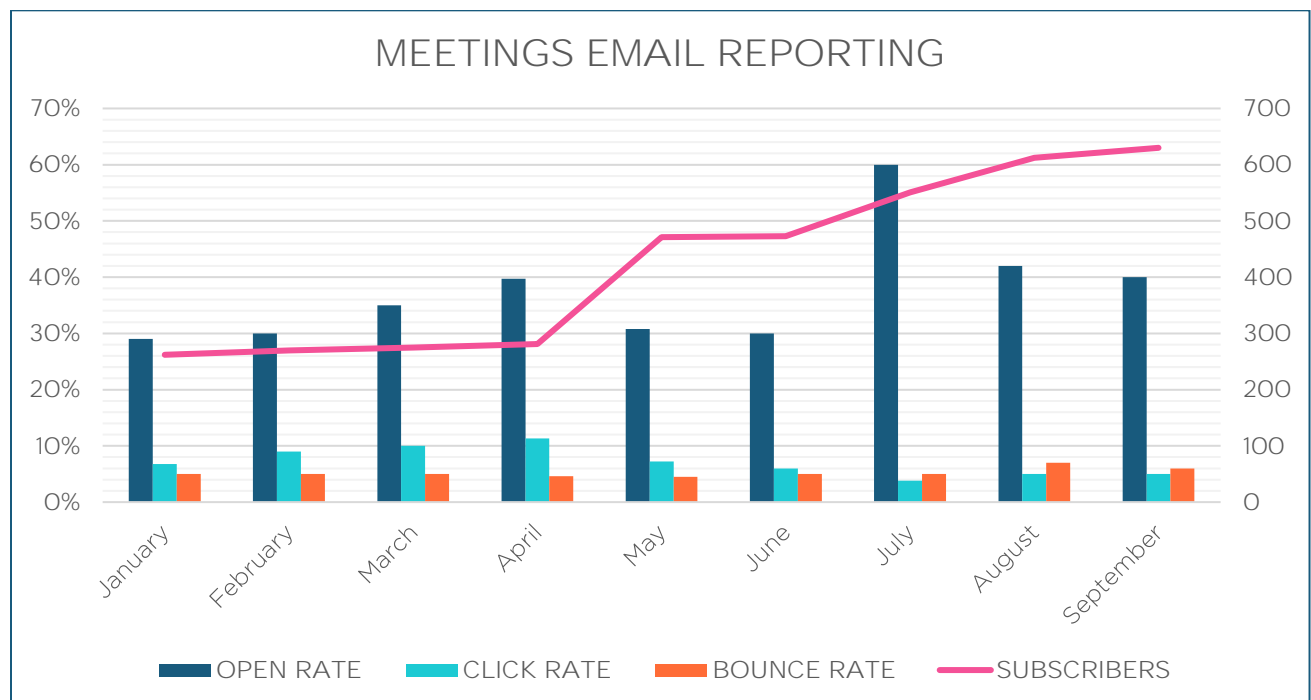
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).  
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

## 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.



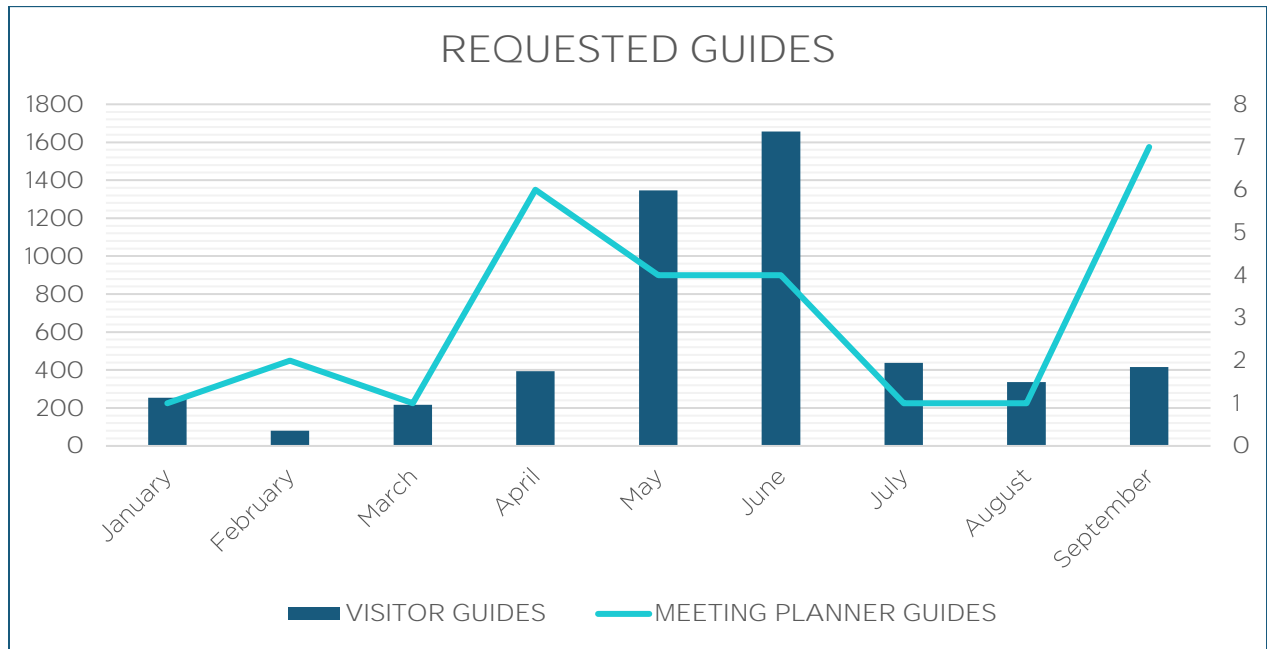
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

## MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

The Marketing Department continues to promote brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. The website received a large spike in Meeting Planner Guide requests in September. This is a result of more meetings advertising in market along with the sales team's participation in Connect Marketplace at the end of August.



## MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

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

- HelmsBriscoe: Website Page & Form, Name Badges, Welcome Box Design, Drink Vouchers
- Hotel Maps: English (update) & Spanish (new)
- Photoshoot: HelmsBriscoe FAM Tour
- IPW: Cabinet Graphic, Media Kits

## 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 September.

FAM Trips:

- Bret Shuford & Stephen Hanna
- Ongoing - Vet 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:

- Team Meetings: Weekly Staff Meetings, Weekly Marketing Team Meetings, HelmsBriscoe Meeting
- Vendor Meetings: Simpleview, Meltwater, Madden, Barberstock, Buxton
- Partner Meetings: Glade Gallery, Blue Door Coffee, Main Event Holiday Luncheon

Webinars: The Return of Business Travel, Using DAM Tools: What's Next

## TOURISM

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

## MONTHLY OVERVIEW

Visit The Woodlands at Dallas Travel and Adventure Show: Visit The Woodlands joined Team Texas with a mission to the Dallas Travel and Adventure Show to spread awareness of different destinations in Texas. With hundreds of people passing by the Texas booth, this was a great opportunity to partner with the state and promote this unique destination. As a destination close to Dallas this brought interest into visiting The Woodlands and creating multi-city itineraries.

Visit The Woodlands at US Travel Association IPW 2021: Visit The Woodlands tourism department attended the in person event where over 2,000 international agents of tourism met to promote American destinations and keep travel coming. Visit The Woodlands had over 25 appointments with international media, partners, and travel agents to share how unique The Woodlands is. This year's event was a chance to reconnect, rebuild and reunite the global travel industry. With excellent precautions, The Woodlands staff met with different international entities to work together on behalf of the industry.

Also, to promote international tourism, Visit The Woodlands partnered with Visit Houston to host a dinner with 18 key media and trade agents from Mexico to establish relationships with people that have mostly worked with Houston but may not know The Woodlands. These business connections will help The Woodlands to reach audiences in key cities like Mexico City, Guadalajara, and Monterrey and will help expand international marketing efforts.

World Tourism Day Celebration: Visit The Woodlands celebrated World Tourism Day by sharing in social media what the staff loves most about The Woodlands and encouraging people all around the World to consider planning a visit. The Woodlands is visited every year by hundreds of international visitors from countries like Mexico, Argentina and Pakistan.

## MEETING CONNECTIONS

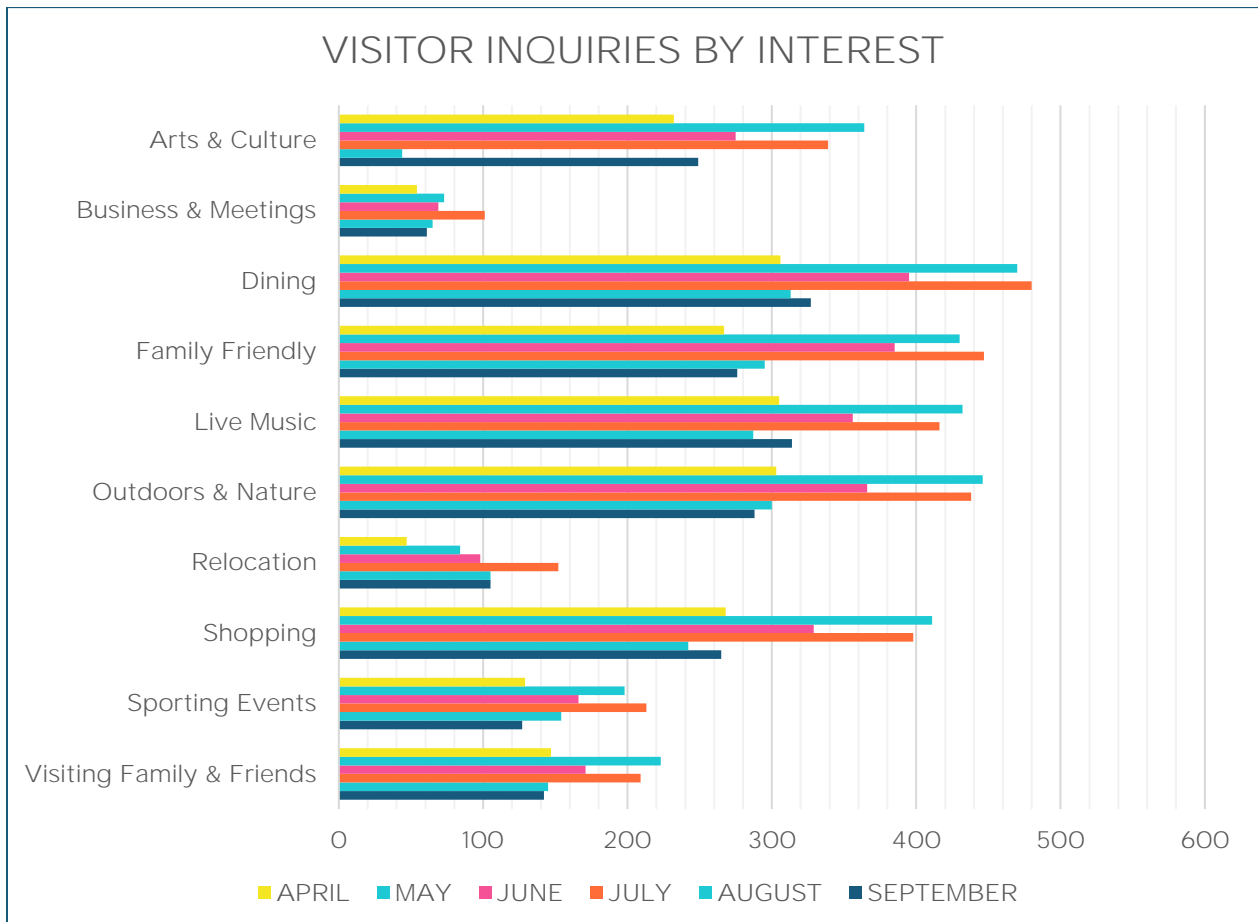
- Meeting for IPW
- Meeting with Team Texas
- Meeting with Dia de los Muertos event
- Visit The Woodlands board meeting

## TOURISM SERVICES AND DEVELOPMENT

- Assisted 2 wedding inquiries
- Assisted with information for Dia de los Muertos event
- Created multi city itinerary for Around Houston partnership
- Assisted with translating collateral for Marketing materials.

## VISITOR SERVICES

- Total Kiosk Visitors: 146
- Local Visitors: 17
- TX Zip Codes: 92
- Out of State Visitors: 36 (Arizona, California, Georgia, etc)
- Foreign Visitors: 18 (Mexico, Argentina, Barbados, Switzerland)



## THE WOODLANDS FILM COMMISSION

*Sonia Guerrero, Administrative Analyst*  
*Laura Haces, Tourism Specialist*

### MONTHLY OVERVIEW

Film Friendly Texas Forum: Staff attended the Virtual Film Friendly Texas Forum with an exclusive virtual tour of the Ewing home (made famous by the TV series Dallas) and home to the in-person Forum on May 19-20, 2022. Sessions included information on producing in the Lone Star State, how to become a Digital Media Friendly Community, and networking sessions.

### FILM COMMISSION SERVICES AND DEVELOPMENT

- Film Inquiries:
  - Walter Suhr for Margo Punch, group video shoot.
- Leads:
  - Texas Monthly Short Documentary Shoot at The Pavilion featuring the Houston Ballet soloist Harper Watters.
  - Nebular Films, inquiry for football player commercial.

### AWARDS & ACCOLADES

Visit The Woodlands Honored With **Convention South Readers' Choice Awards**: Visit The Woodlands received ConventionSouth's Annual Readers' Choice Award for the seventh time in September. Throughout the year, meeting professionals nominated the organizations they believe provide exemplary service for group events. The nominated sites are then compiled onto an online ballot where meeting professionals and fans are asked to vote for the best of the best.

**The Woodlands Children's Museum Receives National Endowment for the Arts Grant**: The National Endowment for the Arts has awarded The Woodlands Children's Museum a grant of \$10,000 through the Arts Engagement in American Communities program. Funding will be used to support artist fees and young children's engagement with the performing arts.