

# MONTHLY REPORT

## SEPTEMBER 2022

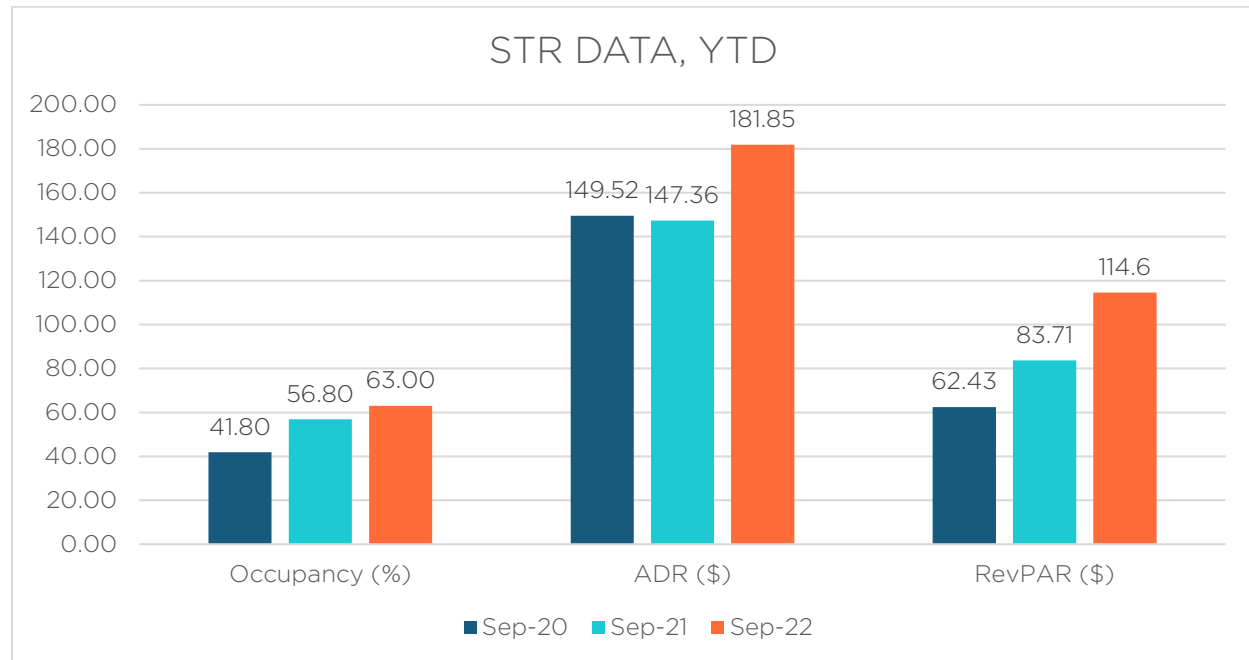
VISIT  
**THE WOODLANDS**  
— T E X A S —

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

	2020 ACTUAL	2021 ACTUAL	2022 BUDGET	2022 ACTUAL	YOY % CHANGE
JAN	\$538,527	\$252,717	\$507,771	\$536,360	121.0%
FEB	\$665,455	\$225,805	\$497,935	\$456,772	102.3%
MAR	\$802,181	\$338,286	\$478,987	\$594,014	75.6%
APR	\$306,002	\$527,633	\$642,627	\$781,476	48.1%
MAY	\$36,751	\$497,469	\$584,004	\$869,804	74.8%
JUN	\$76,026	\$569,445	\$652,373	\$887,820	55.9%
JUL	\$204,550	\$609,472	\$628,582	\$801,430	31.2%
AUG	\$228,590	\$747,436	\$761,116	\$719,332	-3.8%
SEP	\$341,257	\$576,081	\$579,684	\$615,238	6.8%
OCT	\$365,547	\$554,044	\$603,076		
NOV	\$364,600	\$692,026	\$712,297		
DEC	\$262,589	\$592,980	\$632,380		
TOTAL	\$4,192,107	\$6,173,393	\$7,280,832		
YTD	\$ 3,199,340	\$ 4,334,343	\$ 5,333,079	\$ 6,262,246	44.5%

## STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year.



## MEETING SALES

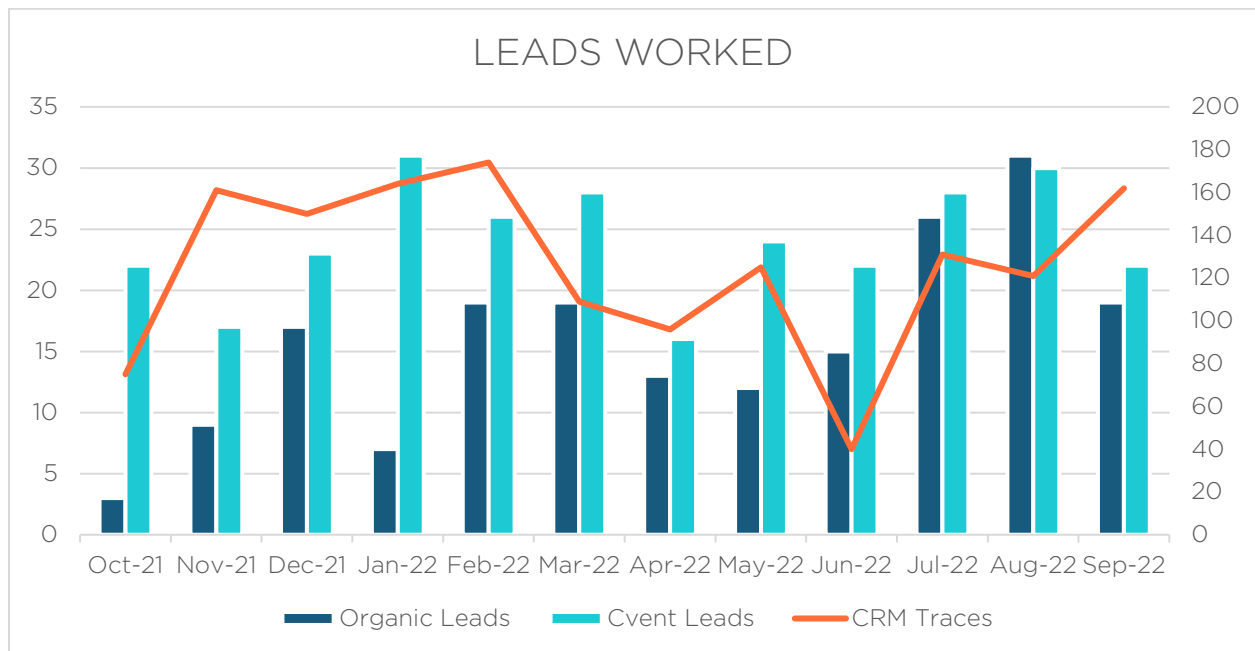
*Josie Lewis, Director of Sales*

*Ashley Fenner, Senior Sales Specialist*

*Julie Quinn, Servicing Specialist*

## LEADS & SERVICING

In September, the Sales Department continued to see a steady number of leads being sourced, both organically and through our partnership with CVENT. See full lead and progress details below.



## BOOKED BUSINESS

In September, the sales team booked 3 pieces of business representing 317 attendees and 1,193 contracted rooms. In addition, the economic impact for these groups represents over \$473,668 dollars to the local economy. For more insight on lead development, please review the graph above.

## TRADESHOWS & SALES MISSIONS

**TSAE New Ideas Conference and Sponsorship:** Josie Lewis and Ashley Fenner represented Visit The Woodlands at the Texas Society of Association Executives Annual New Ideas Conference. This conference brings together meeting professionals from every major association in the state of Texas. This show offers a great opportunity to network with clients, learn from top notch education sessions, and to see what other Texas Destinations are doing in the association market.



### MPI HAC September Education Event

Josie Lewis and Julie Quinn represented Visit the Woodlands at the Meeting Professionals International Houston Area September networking event. This event allowed staff to interact and develop relationships with Houston based clients and partners.

## SERVICING

In September, the sales team worked on the transition and training process with the new addition of Julie Quinn. This training process included an overview of the program, partner introductions, hotel site tours, and more.

Julie offered 3 group servicing, sent out 8 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above. Groups serviced included the Annual Fiat Freakout welcome booth.



## PARTNERSHIPS & MEETINGS

- Q3 Marketing Committee Meeting
- Partner lunch with Hyatt Centric Sales Team
- Marriott Waterway Site Tour for New Team Members
- MPI HAC Education Committee Prep Call
- TSAE New Ideas Conference
- Partner Meeting with Denise Muralles of Residence Inn and Courtyard Lakefront
- Mixtroz MPI HAC Event execution
- LMC Welcome Reception
- TACVB Sales Blitz Committee Meeting
- Hyatt Regency Conroe Partnership lunch
- TSAE New Ideas Proposal Submission
- Partner Meeting with Kim Lowe of The Woodlands Resort, Embassy Suites, Westin
- Meetings Video Review
- Leadership Montgomery County Leadership Summit
- Kirby Icehouse Opening
- Certified Tourism Ambassador certification for Julie Quinn
- Marriott Waterway Partner Meeting
- Hyatt Place and Hilton Garden Inn Partner Lunch
- Attended Tommy Bahama Tropical Tidings Event
- Fiat Freakout Welcome Table
- Corporate Incentives Vendor Fair

## MARKETING

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

*Mary Murphy, Public Relations Coordinator*

## MARKETING PROJECTS & INITIATIVES

**Amber George & Mary Murphy Receive CTA Certification:** The Certified Tourism Ambassador™ (CTA) program is industry-recognized certification that strategically aligns a community's people infrastructure — destination leaders, stakeholder businesses and the tourism front-line — to strengthen tourism and deliver quality experiences for visitors and locals.

**Q3 Marketing Committee Meeting:** Visit The Woodlands held its quarterly Marketing Committee meeting in September. The purpose of the Marketing committee is to encourage partnership with and education of industry partners and local stakeholders in an effort to elevate awareness of The Woodlands as a meeting and leisure travel destination for the purpose of increasing overnight hotel stays & creating economic impact.



## ADVERTISING

The Marketing Department places advertising on behalf of Visit The Woodlands targeting both leisure travelers and meetings planners. Emphasis is placed on peak planning times, market research, strategic media buys & trackable campaigns. An overview of current placements is below.

### Leisure:

- Tour Texas – digital
- *Texas Monthly* – digital
- Live Nation
- *Houstonia* – print
- *Texas State Travel Guide* – print
- *Texas Events Calendar* – print
- Paid Search – Google Discovery Ads, SEM
- Paid Social – Facebook, Instagram & Pinterest

### Meetings:

- *Association Leadership Magazine* – print & digital
- Lamont Co – digital
- MPI – digital
- *The Meeting Professional Magazine* – print
- *Texas Meetings + Events* – print & digital
- *Meet Texas* – print
- Paid Search – SEM
- Paid Social – Facebook & Instagram

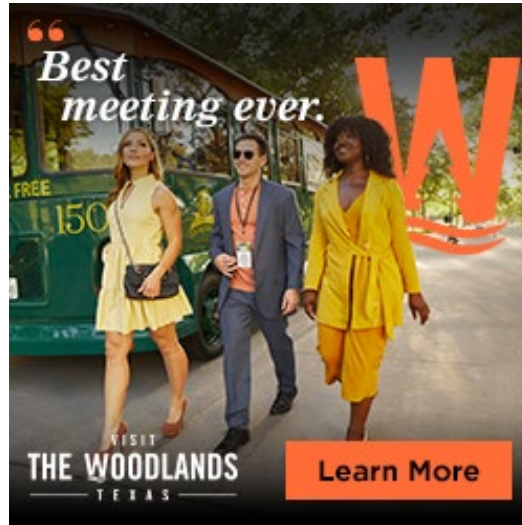


## ADVERTISING | EXAMPLES IN MARKET

**Leisure** – *Texas Monthly Magazine*

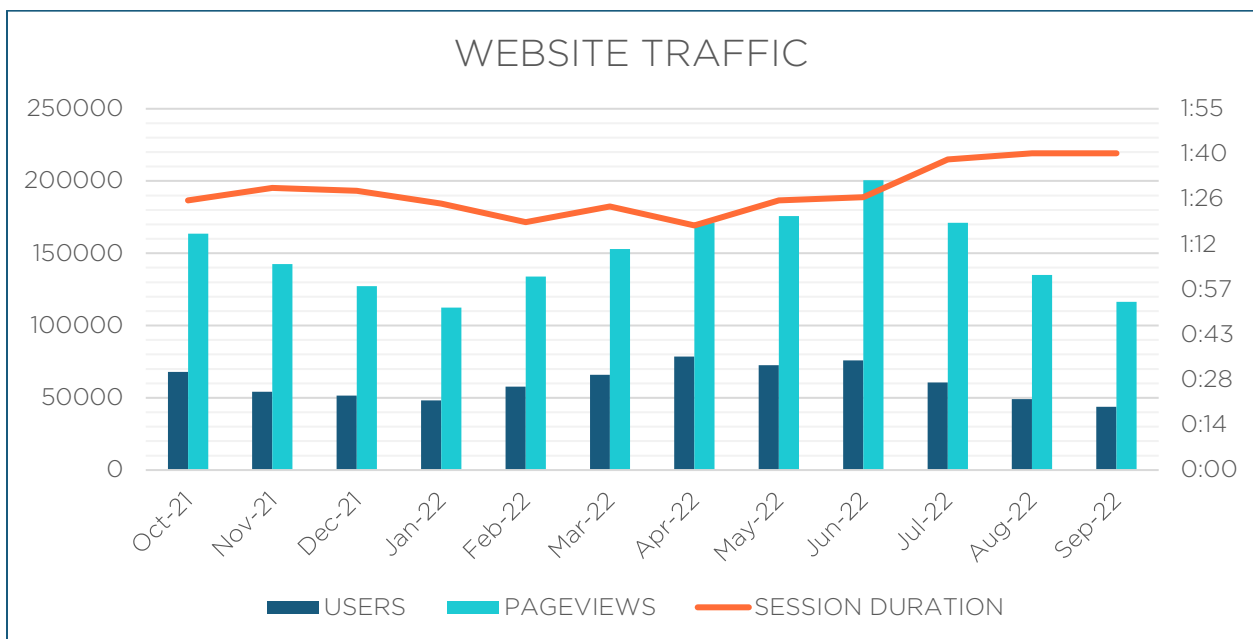


**Meetings** – *Paid Search*



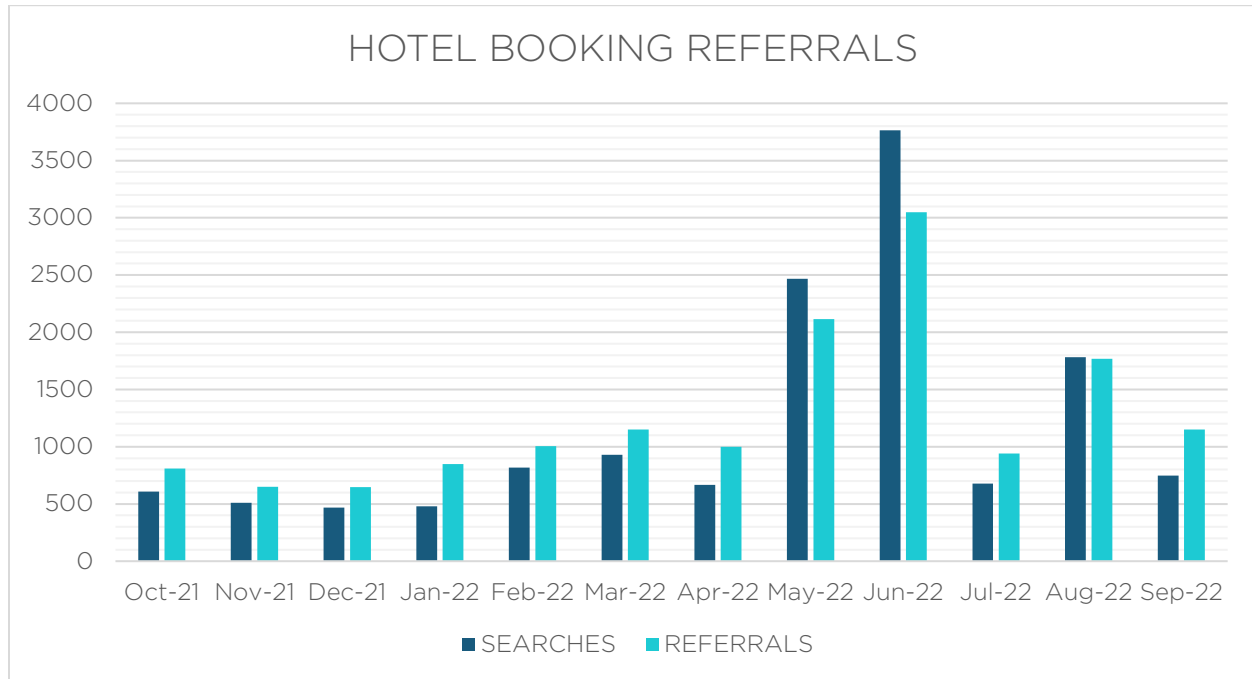
## WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see steady website traffic. Year-over-year, total number of users was up 7%, sessions up 11% and pageviews up 11%.



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

In September, the website had 1,151 referrals to hotel properties in The Woodlands, down 35% from the previous month. Top referral U.S. states continue to be Texas, followed by California. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



## 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 recent efforts.

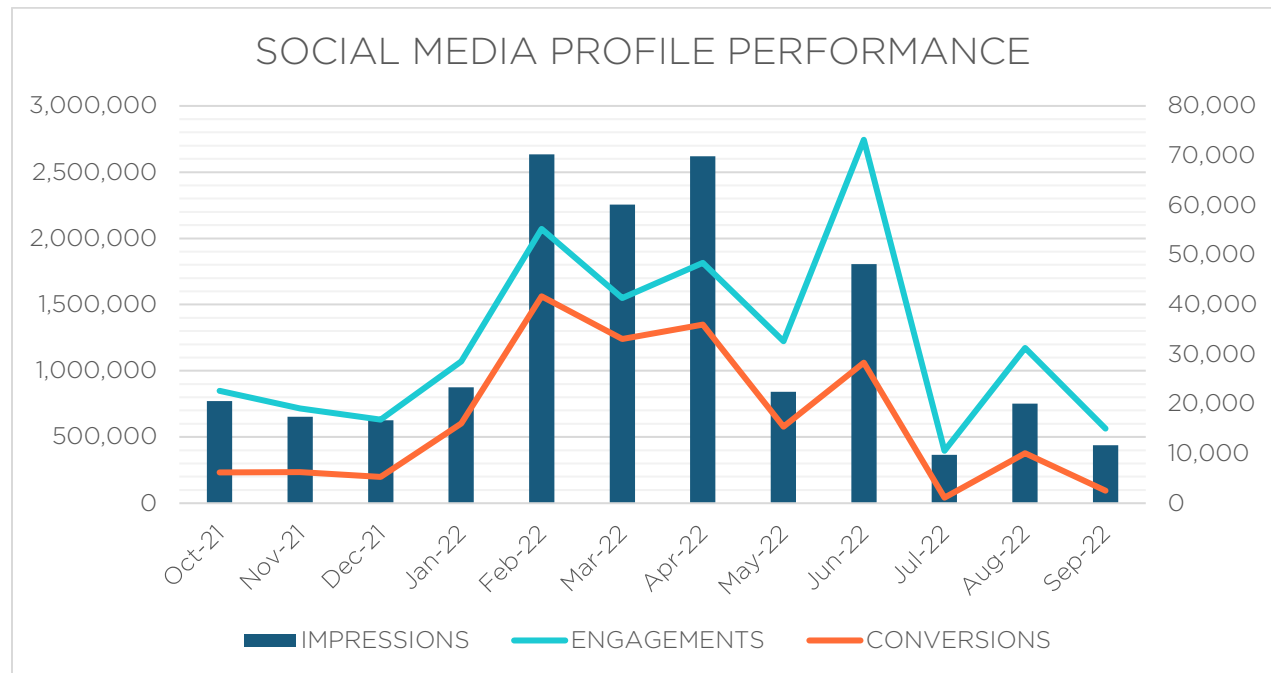
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Blog](#): Rock the Row, Wedge Salads
- [Public Documents](#): Monthly Reports Added



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

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 44K followers across social platforms, Visit The Woodlands received a total net audience growth of 559 for the month of September.

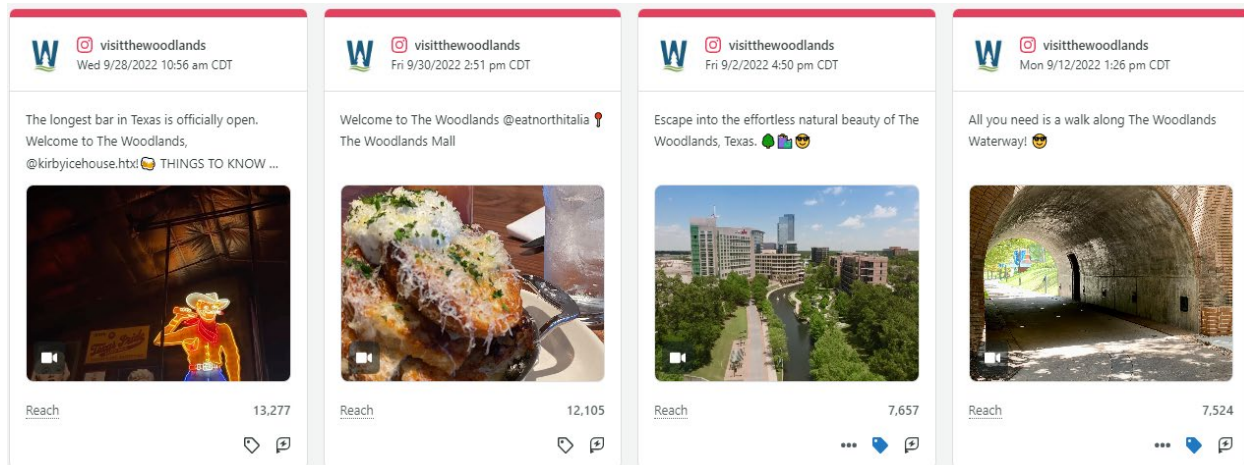
*Note:* The drop in performance for September is due to social advertising being delayed to market.



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

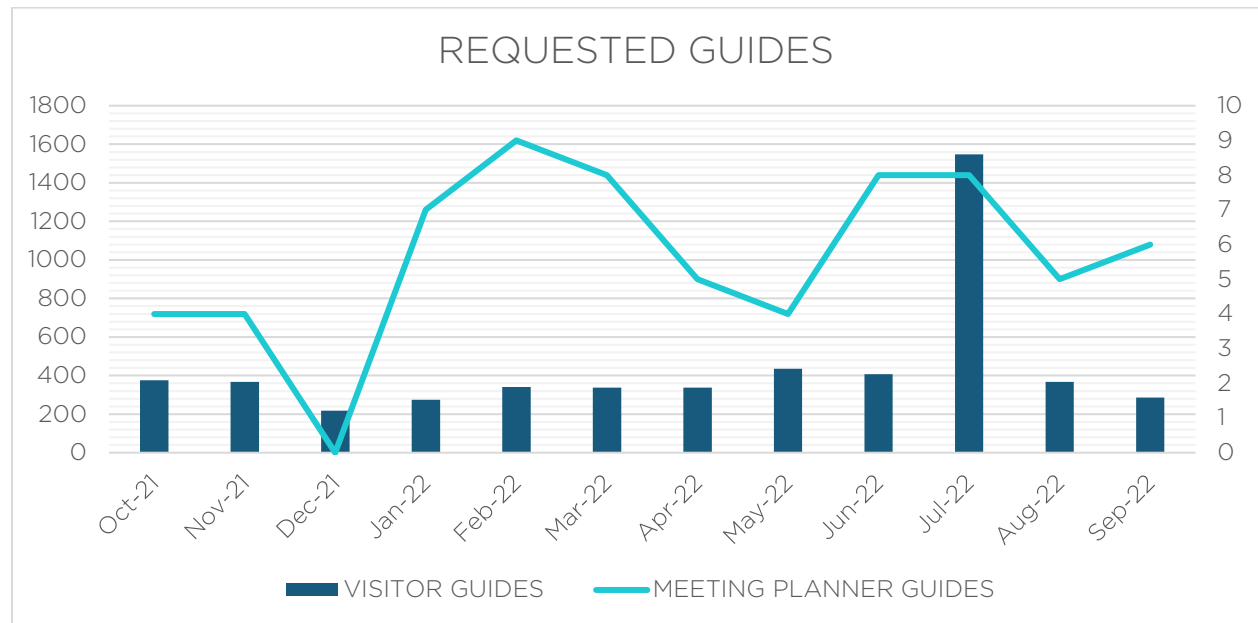
## SOCIAL MEDIA | TOP PERFORMING POSTS

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



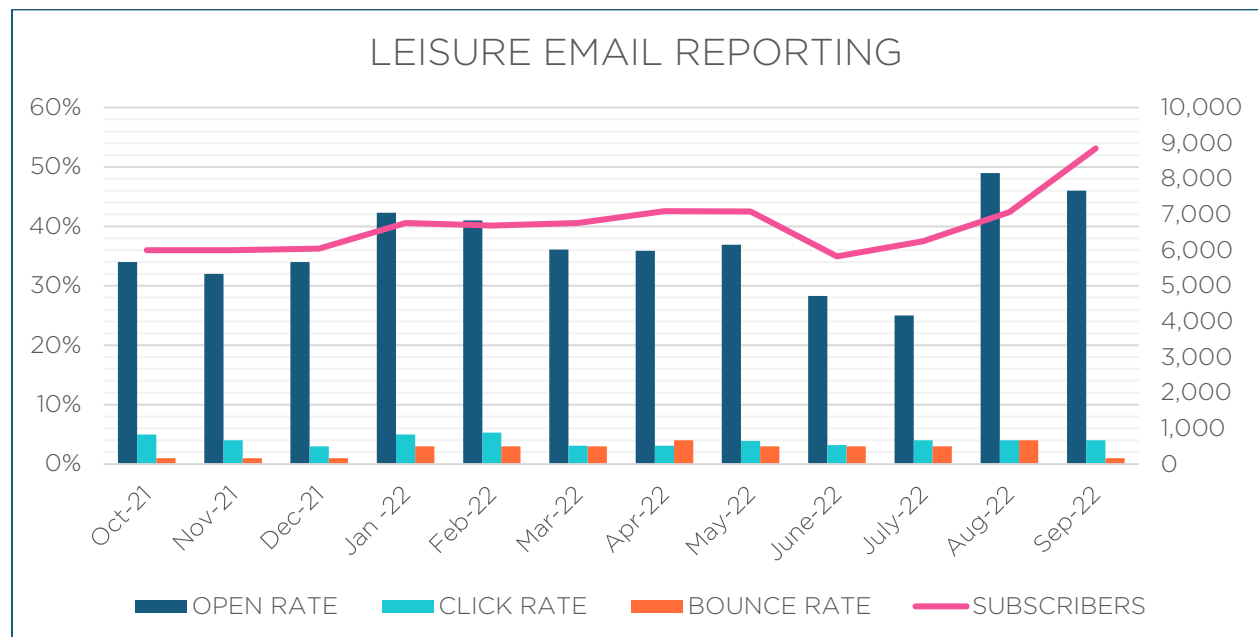
## MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide.

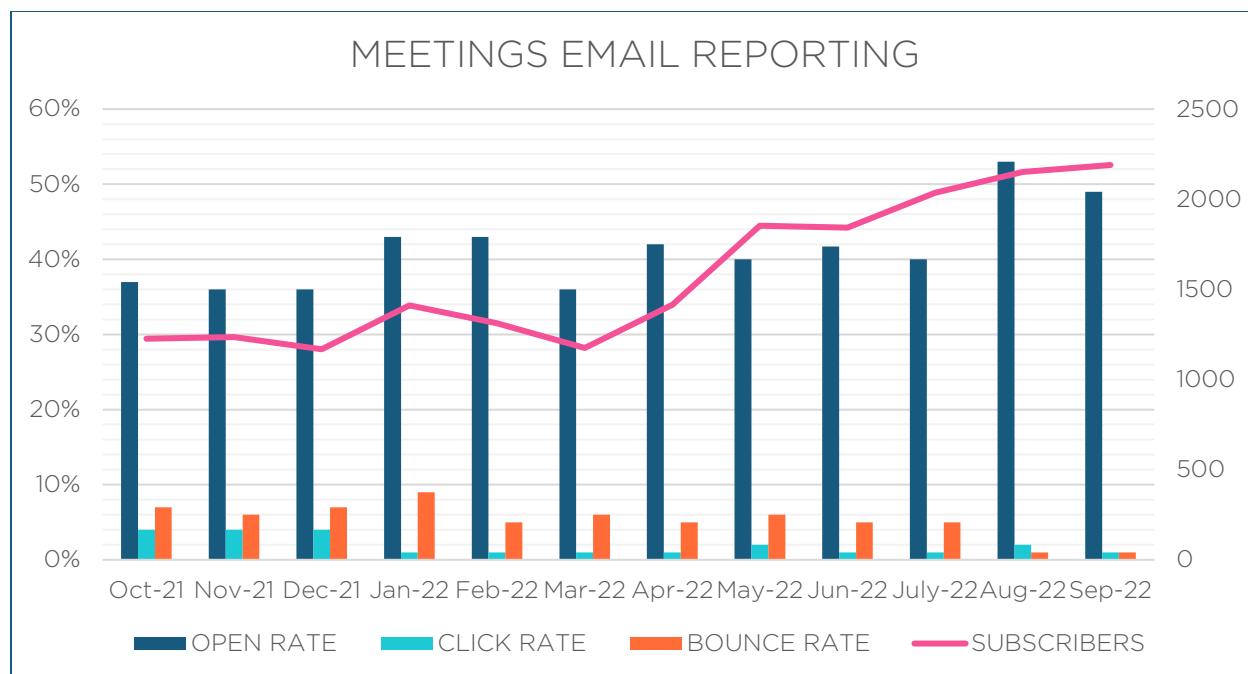


## EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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%

## MEDIA & PUBLIC RELATIONS | DOMESTIC MARKET

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.

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

## STRATEGIC PARTNERSHIPS

*Elizabeth Eddins, Executive Director*

## LOCAL PARTNERSHIPS

Visit The Woodlands continues to work with and support local partners to help bring awareness to The Woodlands as a leisure travel and meetings destination.

- The Chevron Championship Media Event
- U.S. - Mexico Chamber of Commerce Gala
- Kirby Ice House Opening
- Around Houston Partner Meeting
- Certified Tourism Ambassador certification for Amber George and Mary Murphy

## ADVOCACY EFFORTS

**TACVB Annual Conference & Meeting:** Visit The Woodlands attended the Texas Association of Convention and Visitors Bureau Annual Conference in August. As a TACVB Board Member, Executive Director, Elizabeth Eddins participated in the organization's annual board meeting to discuss statewide tourism initiatives and co-op opportunities.



**TTA Texas Travel Summit:** Visit the Woodlands attended the Texas Travel Alliance Travel Summit in August. The Texas Travel Alliance is the primary advocate and voice for the Texas Travel Industry, representing a diverse membership of Texas travel destinations, accommodations, attractions, transportation and support businesses.



## AWARDS & ACCOLADES

**TripAdvisor Ranks The Republic Grille as Top Rated U.S. Restaurant:** Tripadvisor, the world's largest travel guidance platform, today announced the next in its community-powered Travelers' Choice® Awards series: the 2022 Best of the Best Restaurants. Here to help everyone discover all the must-visit restaurants when traveling, Tripadvisor is sharing the top-rated spots across the globe, inclusive of six different subcategories of restaurant types. Discerning diners can peruse the menu of winners [here](#).