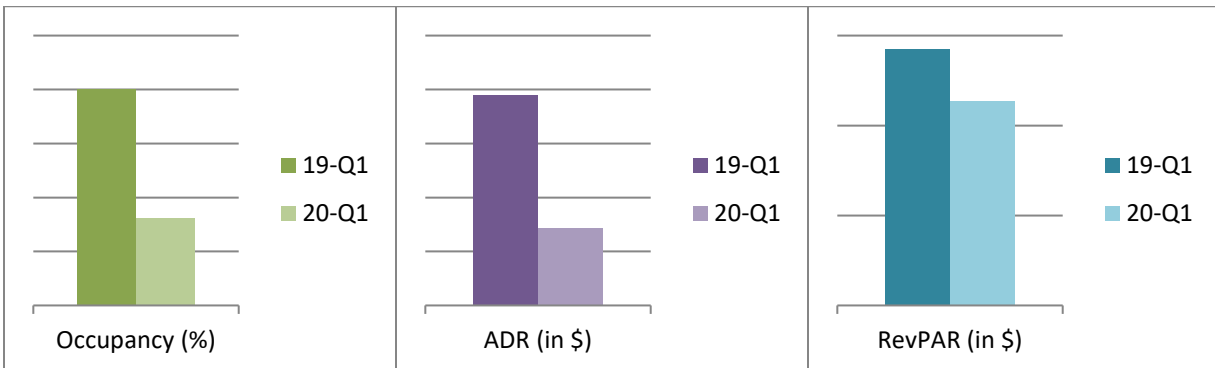


HOTEL OCCUPANCY TAX COLLECTIONS

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		APR	\$ 859,519	\$ 880,321		
MAY	\$ 897,839		MAY	\$ 876,653	\$ 879,981		
JUN	\$ 983,164		JUN	\$ 837,722	\$ 919,789		
JUL	\$ 824,776		JUL	\$ 753,306	\$ 776,760		
AUG	\$ 760,655		AUG	\$ 686,927	\$ 736,665		
SEP	\$ 756,245		SEP	\$ 744,311	\$ 717,348		
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	\$ 2,149,590	\$ 2,006,163	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,006,163	-0.6%

2020 COMPARED TO 2019 (year to date, through March 21)



Down 15.99% in Occupancy

Down 6.51% in ADR

Down 20.02% in RevPAR

2020: Q1 Report

Sales Department

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

The Sales Department works throughout the year to bring group meetings business to The Woodlands. This is accomplished by attending trade shows, sales conferences, working leads and hosting site tours. In Quarter 1, the sales team worked on the following:

Quarterly Overview

New Team Member: At the end of 2019, the Sales and Servicing Coordinator position was open and ready to be filled. Visit The Woodlands staff was happy to internally promote Ashley Fenner into this position. Ashley worked within Visit The Woodlands on a part time basis, where she proved to be very resourceful and strong in any tasks she handled. As Ashley steps into this role she will execute all servicing initiatives, oversee inventory, and assist with additional sales needs.

2019 Copa Rayados Update Report: In 2016, The Woodlands Township and Visit The Woodlands successfully enticed the Copa Rayados Internacional Soccer Tournament to relocate from the San Antonio, TX area to The Woodlands. The soccer tournament was contracted to bring in between 160-200 soccer teams over the Thanksgiving week for a 3-year agreement beginning in 2016 through 2018. In 2018, another 3- year agreement was signed with additional requirements to ensure beneficial room utilization within The Woodlands properties. As part of the agreement approved by the Visit The Woodlands Board of Directors, Premier Soccer Services is offered a 25% rebate of the hotel tax generated in The Woodlands 14 hotels; tax is 9% of the total room revenue. Along with the rebate program, The Woodlands Township offers the organizer complimentary use of Bear Branch Fields, Gosling Sports Complex, and Alden Bridge fields, based on a guaranteed pickup of 1400 hotel rooms within The Woodlands hotels. Below is a layout of the room pickup for each year of participation.

- **2016** - 483 rooms utilized
- **2017** - 440 rooms utilized
- **2018** - 1385 rooms utilized
- **2019** - 1407 rooms utilized

Q1 Sales Advisory Committee Kick Off Meeting: In 2019 the Sales Advisory Committee was created to encourage efforts in creating partnerships, local, state and national network building and identifying opportunities for The Woodlands to gain enhanced visibility with meeting and event planners. This group of industry leaders also supports staff's role to offer meeting planning assistance through available incentives, servicing and inclusion in the sales process at hotel properties in The Woodlands. Visit The Woodlands was able to invite additional members to the committee this year to include Kevin Viteri, Jayson Garcia, Kim Lowe, Daniel Villareal, and Nicole Kubitzka. The Q1 Sales Advisory Meeting was hosted at the Marriott Waterway and offered an opportunity to discuss strategic initiatives for 2020 with the committee.

Connect Texas Win: Visit The Woodlands has been working to bring Connect Texas to The Woodlands for the 2021 event. This two- and half-day trade show brings in 75+ qualified meeting professionals who specifically book business in Texas along with 75+ industry vendors. Connect is one of the nation's leading tradeshow opportunities

that was specifically created to connect destination and hotel suppliers to qualified event professionals. Connect Marketplace and Connect Texas are shows attended by Visit The Woodlands sales staff on an annual basis in an effort to spread the word about The Woodlands as an ideal meetings destination and to capture new and beneficial business. Visit The Woodlands is excited to say that Connect has chosen The Woodlands as the host for the 2021 event!

Show Your Badge Program Revamp: Visit The Woodlands offers many servicing assistance to conventions and groups that are hosting their events in The Woodlands. One of the popular opportunities that we offer is the Show Your Badge program. This program allows attendees of conventions to receive discounts and perks at local restaurants. In 2020, this program has expanded from 12 participants to over 26 and now includes retail as previously it only offered restaurant discounts. Visit The Woodlands is also looking to update the printed collateral that promotes this program in the upcoming months.

TACVB Sales Blitz: In early March, Josie Lewis was able to represent Visit The Woodlands by being a group leader for the TACVB Austin Sales Blitz. This event brought CVB members from across the state of Texas together to set up appointments with Austin based Meeting Planners. This event offered the chance to meet with over 13 meeting planners including the Texas Pediatric Association, Texas Society of Architects, and the Texas association of Community Development Corporations.

Q1 All Hotel Meeting Postponed: The Sales team puts together a quarterly All Hotel Meeting that brings together partners from each hotel property in The Woodlands. This is a great chance for our hotel community to network, for our team to present upcoming initiatives, and to discuss any needs or expectations from the group. Visit The Woodlands had the Q1 All Hotel Meeting planned and ready to go at Dave and Busters. This was a chance for our partners to see this space as a potential offsite event location for client needs above and beyond their property. Unfortunately, due to Covid-19, this event had to be cancelled the day before the event and will take place at another time in the year as it is safe to be held.

COVID-19 Sales Strategy and Outlook: As COVID-19 started to have major effects on our industry, the Sales team began working hard to ensure we are a resource and connector for our hotel partners that are working through this time. With all travel and major initiatives on hold until we get to the other side of Covid-19, the team is helping in efforts to keep our community, partners, clients, and team up to date on our hotels. Team members worked closely with clients that had to postpone or make changes to their events, are keeping in close contact with hotel partners to stay up to date on closures and changes and is assisting with needs from local first responders that have a need for hotel blocks. In addition to Covid-19 related projects and support, the team is also working diligently on sales projects that have been on the to-do list for a while. This includes cleanup of accounts within the Simpleview CRM, photo updates to the CVENT platform, and updates to the Incentive Fund Program process. As we get through this time, Visit The Woodlands is looking forward to helping our community and our partners get back to business.

Sales Blog Topics

- **January Meetings Blog Topic:** How to Create a Knockout Bid Presentation
- **February Meetings Blog Topic:** Transportation Options for your Attendees
- **March Meetings Blog Topic:** Open Hotels in The Woodlands (Changed due to COVID-19)

Sales Travel and Shows in Quarter 1

- PCMA Convening Leaders Conference (January 5-9, 2020)
- Destinations International Sales and Servicing Summit (February 2-4, 2020)

- TACVB Austin Sales Blitz (March 5-7,2020)

Leads & Servicing in Quarter 1

- 2 Site Tours Conducted
- 16 Organic Leads Worked and Distributed
- 44 CVENT Leads Received and Distributed
- 9 Restaurant Map Packets Distributed
- 415 Visitor Guides distributed
- 821 Welcome Bags Distributed
- 7 Groups Serviced
- 20 Meeting Connections
- 6 groups submitted through our incentive fund request representing nearly \$78,000 in Hotel Occupancy Tax

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Website Project: The Marketing Department continues to work on the website rebuild. The project is moving forward with a mid-Q2 launch date. The team has approved layout and design, a full sitemap, and the interactive map. In addition, the team continues to provide photos and content to Simpleview, update CRM listings and handle items on the website development checklist.

Q1 Marketing Committee Meeting: The Marketing Department held its first Marketing Committee Meeting of 2020 on February 27. The largest committee meeting to date, the group discussed upcoming Visit The Woodlands initiatives and opportunities for collaboration with partners, including quarterly social media giveaways and digital asset management.

COVID-19 Efforts: The Marketing Department has launched a special section on www.visitthewoodlands.com to help the community stay connected and informed, while also promoting local businesses. Resources include guides for dining, shopping, open hotel properties, ways to give back, economic assistance and more. In addition, the team is posting regular updates on social media and sending weekly updates to the board and partners.

- Special Social Media Campaigns (*178% increase in engagement from February*)
- Extensive Blog Content (*21% increase in new website users from February*)
- Weekly Board & Partner Email Updates

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. Below is an overview of these efforts.

Media Coverage Value (Q1 Totals):

- **Total Media Exposure:** 2,680 placements
- **Potential Reach:** 2,819.95M
- **Ad Value Equivalency:** \$26.08M

Placements:

- **The Courier:** Taste of the Town in The Woodlands
<https://www.yourconroenews.com/neighborhood/woodlands/news/article/Food-enthusiasts-enjoy-samples-from-area-eateries-14984096.php>
- **iHeart Radio Music News:** Santana & Earth, Wind & Fire Announce Joint Summer Tour
<https://majic959.iheart.com/content/2020-02-25-santana-earth-wind-fire-announce-joint-summer-tour-see-the-dates/>

- **Houston Chronicle:** Sources of Woodlands-area Restaurants Offering To-Go, Delivery Services
<https://www.chron.com/neighborhood/woodlands/news/article/Scores-of-Woodlands-area-restaurants-offering-15199485.php>

Advertising

The Marketing Department works in conjunction with Adcetera to develop a Media Plan with an emphasis on peak planning times, market research, strategic media buys & trackable campaigns.

- **Media Placement: Meetings**
 - High Impact Display
 - ConventionSouth
 - Plan Your Meetings
 - Texas Meetings+Events
 - Texas Society of Association Executives
 - Madden Media: Amplified Storytelling
 - Search: PPC targeting meeting planners
 - Social: Facebook & Instagram
- **Media Placement: Leisure**
 - Texas State Travel Guide
 - Texas Highways E-Newsletter
 - Texas Highways Magazine
 - AAA Texas Journey
 - TexasHighways.com
 - TourTexas.com
 - TripAdvisor.com
 - Search: PPC targeting leisure travelers

Digital Marketing

The Marketing Department consistently 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. A high-level overview of these programs & their results is below.

- **Website**
 - **Published Content**
 - 35 custom blog articles
 - **Reporting**
 - 115,122 Page Views
 - 64,024 Users
 - 1.52 Pages/Session
 - 0:55 Average Session Duration
- **Email Marketing**
 - **New Signups**
 - Leisure: 54
 - Meetings: 10

- **Social Media**
 - 1,501,948 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 15,964 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 6,075 Website Conversions via Social

Printed Collateral

- **Insider's Guide**
 - New signups: 74
- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 171
 - Visitor Guides Downloaded – 368
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website - 28

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

The Tourism Department works throughout the year to bring group tour and leisure travel business to The Woodlands. This is accomplished by attending trade shows, working leads and hosting site tours. In Quarter 1, the Tourism Department worked on the following:

Q1 Overview

- **TACVB Winter Conference**— Visit The Woodlands team members attended the Texas Association of Convention and Visitor Bureaus Winter Conference in the city of Boerne on January 27-29, 2020. This annual training conference is for members of Texas CVBs to learn and share from other industry professionals. The conference offered educational seminars, round tables to discuss destination’s different experiences and the opportunity to meet industry colleagues.
- **One Percent Agency meeting** – The Visit The Woodlands tourism and marketing teams had a meeting with local expert Maria Dorman to discuss expanding into the Mexican market. With key partnerships, both departments are looking into the international market to promote The Woodlands by creating excellent content and experiences.
- **Meeting with neighbor Convention Visitor Bureaus** –Visit The Woodlands united with Visit Conroe and the Shenandoah Convention and Visitor Bureau to discuss and share plans for the upcoming year. This was a crucial meeting for staff members to meet each other and to come up with ideas that can expand tourism into the area.
- **Home and Garden Show**— Visit The Woodlands attended the 2020 Home and Garden Show at NRG Stadium along their Around Houston Partners. This show brings thousands of people from the Greater Houston area over a period of 3 days. Several members of this partnership shared a table at the show to share the different opportunities that are close to them but that people may not know of. This was a great opportunity to showcase stacations and daytrips.
- **Site Tour of Hotels** – Vanessa Warren, Visitor Services Manager for Market Street, is the person supervising the Visitor Kiosk that both Market Street and Visit The Woodlands share. In order to help her train the people working at the kiosk, Visit The Woodlands team members Laura Haces and Ashley Fenner provided a site tour of several properties in The Woodlands so she could learn about some of the amenities offered in the community. The purpose of the site tour was to appropriately train people of the kiosk on hotel properties and the goal is to keep the visitor kiosk as informed as possible.

- **Site Tour Visit Houston** –Visit The Woodlands hosted Esmeralda Estrada from Visit Houston to strengthen a partnership and foment site tours to come to The Woodlands. Esmeralda was taken to several spots that visitors enjoy and the Tourism department provided her with different options to create experiences to the multiple Familiarity Trips they bring to the Houston area each year.
- **Economic Outlook Conference**–Visit The Woodlands attended the Economic Outlook Conference to learn about the changes in the area over the past year and to look at how the economy will affect tourism. This is an annual event in the area in order to learn more about the community and how different businesses mold the economy.
- **CNN Latinoamerica in The Woodlands**– CNN Latinoamerica arrived to The Woodlands on assignment, along One Percent Agency, to discover why The Woodlands is so popular with Mexican visitors. Visit The Woodlands was up and center to help them with logistics as well as interviews. The film crew were in The Woodlands for 48 hours and were immersed in the lifestyle and culture that any visitor can enjoy. They interviewed key member of the community including The Woodlands Township Chairman, Gordy Bunch, as well as Visit The Woodlands President, Nick Wolda.
- **Missions and Travel Canceled** – Due to the COVID-19 Pandemic, Visit The Woodlands had to cancel all travel and tradeshow plans both at the international and domestic level. Tourism Specialist, Laura Haces, maintained communication with partners and updated them of changes to schedules and cancellations due to the pandemic. Additionally, she had to cancel all plans for the multiple local events that Visit The Woodlands participate in each spring.
- **Webinars with Industry Leaders**– Visit The Woodlands attended various webinars with industry leaders such as Destination International and Brand USA in order to learn how the industry has been transformed and affected by the epidemic. It was helpful for the team to learn procedures that other destinations are taking and how the industry has been molded since the pandemic started. These webinars helped change the strategies that had been planned for Quarter One and Two.
- **Postcards at Hotels**– Visit The Woodlands wanted to share their southern hospitality by delivering postcards to every hotel so that visitors could write to their loved ones. This initiative was meant to support The Woodlands’ visitors and to encourage them to share some love during the pandemic. Hotel employees were encouraged to use the postcards as well in order to share the love from the community.

Q1 Meeting Connections

- International art opening in Glade Gallery
- Meeting with Expedia

- New terrace opening for Tommy Bahama
- Around Houston Partner Meeting
- 3 One Percent Agency meetings
- Hilton Garden Inn Sales meeting and site tour
- Top Golf Meeting
- Postcards drop off for hotels

Convention Services and Development

- 3 Wedding servicing
- Embassy Suites site tour
- Dave and Busters site tour
- Fairfield Renovation tour
- Woman Percent group welcome