

QUARTERLY REPORT

Q1 2021

VISIT
THE WOODLANDS
— T E X A S —

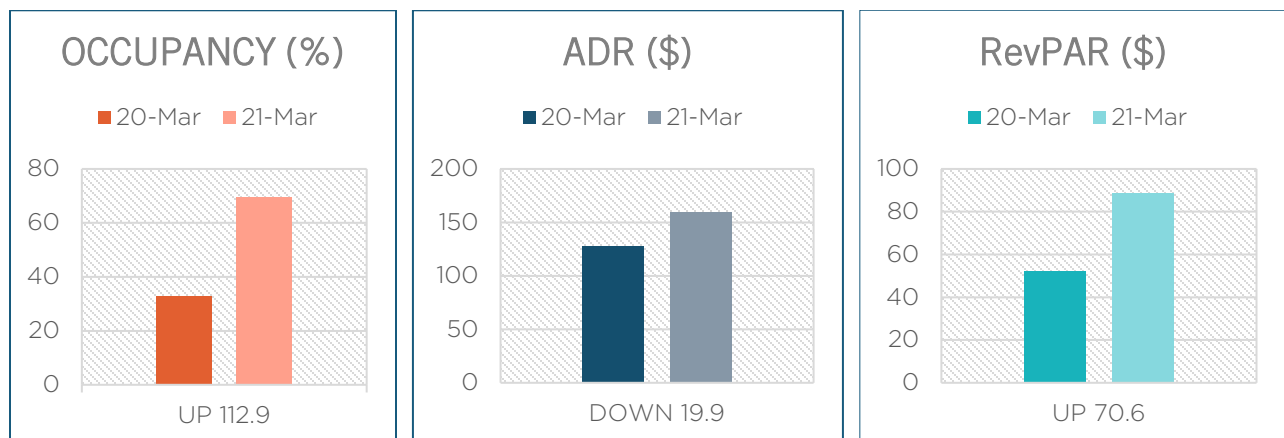
HOTEL OCCUPANCY TAX COLLECTIONS

3 Year Data & Year-Over-Year Percentage Change

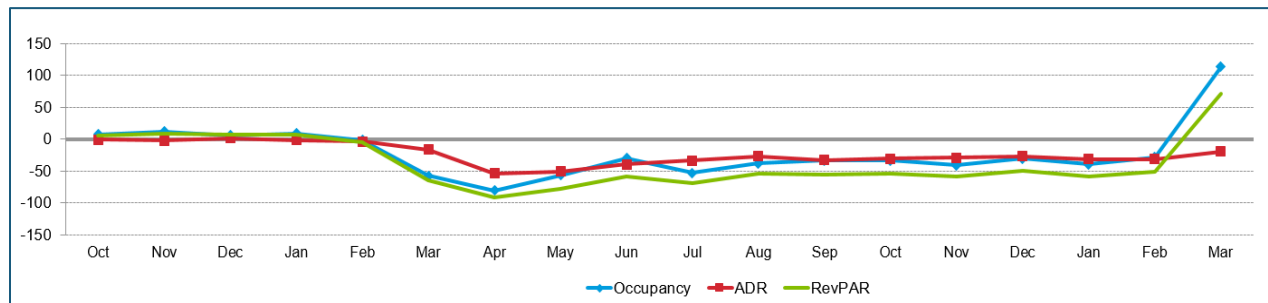
	2019 ACTUAL	2020 ACTUAL	2021 BUDGET	2021 ACTUAL	% CHANGE
JAN	\$ 516,266	\$ 538,527	\$ 343,017	\$ 242,717	-54.9%
FEB	\$ 673,641	\$ 665,455	\$ 435,548	\$ 225,805	-66.1%
MAR	\$ 828,427	\$ 802,181	\$ 519,189	\$ 338,286	-57.8%
APR	\$ 880,321	\$ 306,002	\$ 538,102		
MAY	\$ 879,981	\$ 36,751	\$ 543,703		
JUN	\$ 919,789	\$ 76,026	\$ 589,898		
JUL	\$ 776,760	\$ 204,550	\$ 494,866		
AUG	\$ 736,665	\$ 228,590	\$ 461,393		
SEP	\$ 717,348	\$ 341,257	\$ 453,747		
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	\$ 1,297,754	\$ 806,808	-59.8%

STR DATA | YEAR-OVER-YEAR

Occupancy and RevPAR are up year-over-year for the first time since we began to see the impact of COVID-19 in 2020. This is a positive sign, showing people are starting to travel again. ADR is still down 19.7% year-over-year; however, this is up from -31.9% in February. *Note:* STR numbers are pulled from the latest report, dated March 28, 2021.



STR DATA | MONTH-OVER-MONTH



MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

QUARTERLY OVERVIEW

2021 Sales Overview Plan: With Covid-19 still a very active influence in the meetings and conventions industry, Visit The Woodlands Sales Department has planned a sales strategy to increase group leads and hotel room night utilization in The Woodlands. By adjusting to more regional and state groups for the remainder of 2021 and adjusting tradeshow participation lists to reflect this while still allowing room to gather traditional leads for future years. In addition to the tradeshow plan, the Sales Department is planning to resume traditional “FAM” events this summer. These events will invite local and national planners that have business that fits in The Woodlands. Additionally, the department is planning regional and Texas based “sales blitz” to increase one-on-one time with meeting planners as they begin to plan their programs for later this year and beyond. Finally, the department is working to secure local planner organization events to be hosted in The Woodlands to promote more exposure to The Woodlands hotel properties.

2021 Servicing Overview Plan: Servicing goes hand in hand with sales efforts for Visit The Woodlands. If the clients and attendees have an incredible destination experience, they will want to re-book future events in The Woodlands. Ashley Fenner, who handles all servicing for Visit The Woodlands, has gone above and beyond to ensure the servicing process is flawless so that she can anticipate planner needs and ensure each group gets the attention to detail they need. With new processes, resources, and partners, Ashley is developing a well-rounded servicing program and internal processes to ensure The Woodlands over-delivers to the planners working in The Woodlands hotels. Ashley has been working on developing new collateral such as a “Know Before You Go” sheet, CRM traces and updates for each step of the servicing process, locally sourced amenities and welcome items, and new partner additions to the “Show Your Badge Program.” In addition, Ashley is working closely with the Marketing Department to ensure she can offer marketing assistance and resources for the groups serviced.

Marketing and Sales Annual Brainstorming Meeting: At the beginning of each calendar year, the Sales and Marketing Departments have a brainstorming meeting. This opportunity allows time to reflect on previous initiatives and discuss ways to partner and hit common goals in the

following year. During this meeting, the two departments discussed utilizing more microsite assistance for the servicing offerings, increasing a well-rounded presence on Linked-In, working together on tradeshow booth buildouts and updating collateral for groups.

Certified Tourism Ambassador Class: Visit The Woodlands staff participated in a half-day certification class to earn the “CTA designation.” This designation has 17,000 current CTA’s and over 50,000 certified since its inception. The program objective is “To increase regional tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience.” This class offered great insight into the foundations of the tourism and hospitality industry.

Partnership Meetings: With many changes in partner contacts and industry professionals in 2020, staff is working hard to develop and strengthen new partnerships with hotels, restaurants, venues and regional industry partners. The Sales Department is working to ensure at least 1-2 partner meetings per week to stay up to date on area developments and to keep strong bonds with vital partners. See below “Meeting Connections” list for the February partner meetings.

February and March Sales Advisory Meeting: The monthly “Sales Advisory Meeting” offers an opportunity for The Woodlands hospitality sales leaders to come together and discuss upcoming events, trends, opportunities, and wins. In February, the department discussed “Connect Texas 2023” as a host destination opportunity, an upcoming “HelmsBriscoe Hotel Crawl FAM” event for buy in from key partners, and other initiatives coming up for the department.

February 2021 Winter Storm Hotel Assistance: During the 2021 winter storm, The Woodlands saw much impact on the 14 hotel properties. Visit The Woodlands sprang into action to help hotel partners, restaurant partners, community members and more. As the storm began to affect power in the region, the team called each individual property 3 times a day to touch base with partners and stay up to date on if the hotel had power available, and if so if they had hotel availability. The Marketing Department created a webpage with resources, including information on available hotels and open restaurants throughout the week. During this time, Visit The Woodlands was able to offer resources and information to partners that were working around the clock and allowed the organization to be a resource for the community who were looking for hotel availability and restaurants/retail options.

Connect Cyber Participation: The Sales Department participated in the “Connect Cyber virtual tradeshow event.” This event offered the opportunity to meet virtually with over 28 meeting planners to discuss The Woodlands as a destination for future conferences and events. In addition to the appointments, staff followed up directly with each planner and recorded each meeting detail in the “CRM system.”

The Woodlands Area Chamber of Commerce Networking Breakfast: The Sales Department participated in the “March networking breakfast” with The Woodlands Area Chamber of Commerce. This event offered the opportunity to spend 2 minutes sharing how Visit The Woodlands can help book conferences and events in The Woodlands hotel properties. In addition to the above, there is ample time for networking which lead to one new group event lead. This type of events are a great way to educate the business community on the services

offered through Visit The Woodlands, encourage community members to advocate that events they participate in and plan be considered in The Woodlands, and for networking.

CVENT Destination Page Buildout: CVENT is the world's industry standard platform for lead distribution within the meetings and event industry. In 2021, CVENT rolled out a new destination page as a way to promote each destination. Visit The Woodlands is tasked with building this page out to ensure it is inviting, creative, and showcases The Woodlands in the best possible light as meeting planners use this platform to source venues. The department is actively working on building out this page.

Strong Man Event Site Tour: The Sales Department is working closely with a new and emerging Texas event called "The Strong Man Texas." These events are popular and take place all around the nation and the organizers are excited to bring it to The Woodlands. The department executed a destination and venue tour along with assisting on permitting questions and needs for one venue option.

CONVENTION SERVICES AND DEVELOPMENT

- 9 Organic leads worked and distributed
- 22 CVENT leads received and distributed
- 191 CRM Traces
- 32 Partner Connections

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities.

Placements: Upcoming advertising placements, which were fulfilled in Q1

Leisure:

- Modern Luxury Magazine Dallas & Houston – ad + advertorial (Mar)
- Texas Events Calendar (Summer)
- Texas Highways.com (Feb)
- Texas Highways Magazine (April)
- USA Today (Go Escape! Summer Travel Guide)
- Tour Texas – Destination Spotlight (Feb), eNews Header (Feb), eNews (Mar), Homepage Banner (Mar), Hot & Happening eNews (April), Social Promotion (April), App (Q2), Leaderboard (April), Native Texan (April)

Meetings:

- Convention South – ad + advertorial (Mar)
- Texas Meetings + Events – eNews (Feb), (Spring)
- Meet Texas: TACVB Meetings Guide, Ad & Advertorial (Annual)
- Connect Meetings Guide, Ad & Advertorial (Spring)

Opportunities Reviewed: Texas Town & City, Smart Meetings, GeoGuide App

Leads Collected: Leads that were collected through advertising placements

- Tour Texas – 360
- Texas Highways – 7
- Texas Monthly – 41
- Texas State Travel Guide – 10
- Visit The Woodlands Website (leisure landing page) – 4

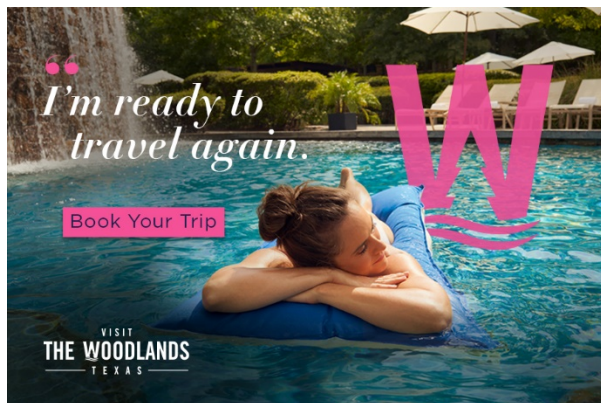
Examples: Below are examples of ad placements currently in market.



Texas Monthly, Leisure



Meet Texas: TACVB Meeting Guide, Meetings



Tour Texas, App Sponsor



Connect Meetings Guide

WEBSITE

The Marketing Department produces content to support Visit The Woodlands initiatives. Ongoing maintenance for the website includes updating listings, special offers, events & more.

Content Development, Dedicated Pages:

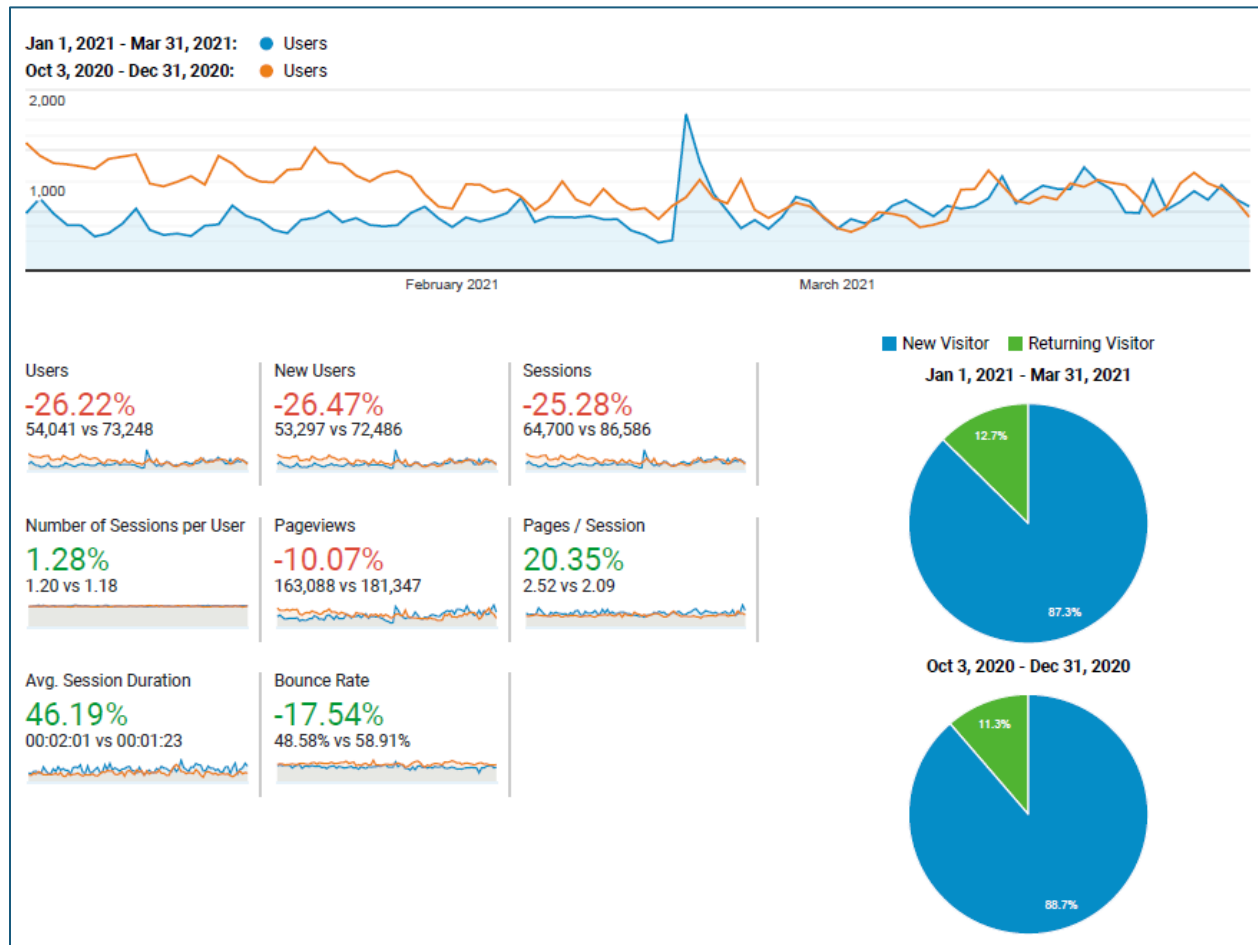
- [COVID-19](#): The Woodlands is Open for Business
- Winter Storm Uri: Hotel Availability & Restaurant Openings
- [Emergency Information](#): The Woodlands Crisis Communication Hub
- [Fly Direct](#): On Southwest Airlines
- Event Pages: [The Woodlands Marathon](#), [The Woodlands Waterway Arts Festival](#), [IRONMAN](#), [Insperity Invitational](#), [Run and Done 3.1](#)
- Updated Advertising Tracking Pages: Content & CRM Forms
- [Public Documents](#): Applications, Bids & Proposals, Monthly Reports, Quarterly Reports
- [Board of Directors](#): Meeting Schedule, Meeting Minutes
- [Special Offers](#): Valentine's, Spring Break, Easter
- Water Recreation & Boat Houses, Farmer's Markets, [Waterway Square](#)

Content Development, Blog Posts: <https://www.visitthewoodlands.com/blog>

- Nature in The Woodlands: The Koi Garden
- Indoor Activities for Kids
- How Working With a CVB Can Help You (updated)
- Public Art in Market Street
- Best Happy Hour Spots at Waterway Square (updated)
- Fun Facts About the Fountains at Waterway Square
- 6 Tips to Help Manage a Potential Crisis at Your Event
- Art at The Cynthia Woods Mitchell Pavilion
- Safe Travel Guide for The Woodlands
- Tips for Attending The Woodlands Waterway Arts Festival
- Enjoy The Woodlands Like an Insider With our Show Your Badge Program

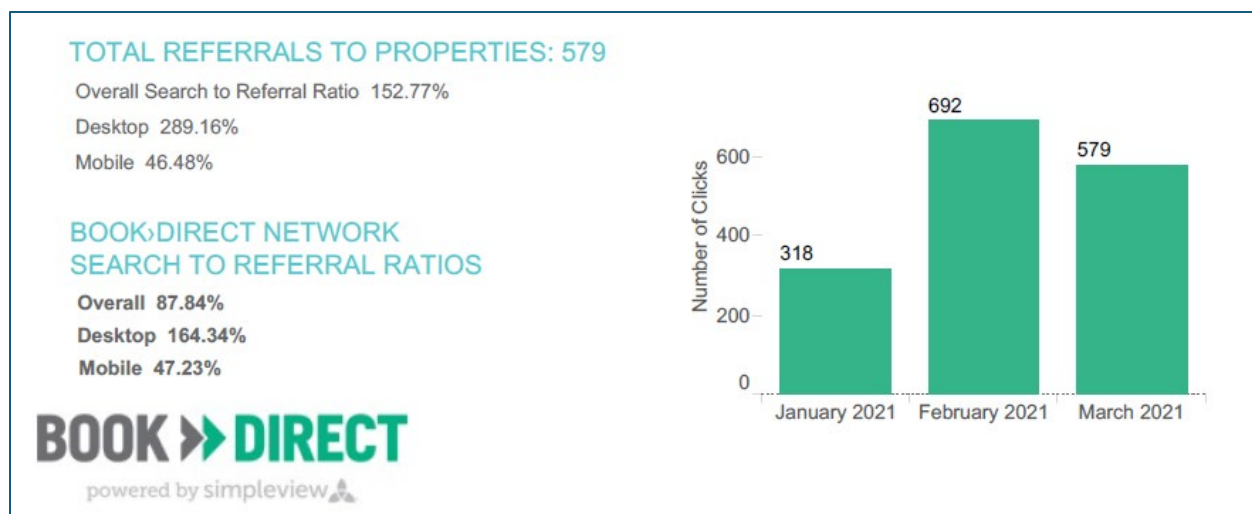
WEBSITE TRAFFIC | QUARTER-OVER-QUARTER COMPARISON

Website traffic was down quarter-over-quarter when comparing Q1 of 2021 to Q4 of 2020. Pageviews were down 10.07% along with Users (down 26.22%) and Sessions (down 25.28%). This is due to very little advertising being in market during Q1 of 2021. Visit The Woodlands waited for final 2020 hotel occupancy collection numbers to more accurately budget for 2021, which resulted in a delay of advertising getting to market, thus negatively impacted website traffic. With more advertising now in market, we should start to see positive website growth overall.



HOTEL BOOKING REFERRALS | QUARTER-OVER-QUARTER COMPARISON

In Q1, the website had 1,589 referrals to hotel properties in The Woodlands, up 53% from Q4 of 2020. With more people receiving the COVID-19 vaccine and travel restrictions being lifted, we expect to continue to see an increase in hotel booking referrals, especially moving into the summer travel season.



SOCIAL MEDIA

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Top outlets include Facebook, Instagram & LinkedIn with IG Reels driving the most social engagement.

Facebook Live: [View Facebook Live](#) (nearly 18K followers)

- Public Art in Market Street
- U.S. Travel: National Plan For Vacation Day
- The Woodlands Waterway Arts Festival: Featured Artist Message

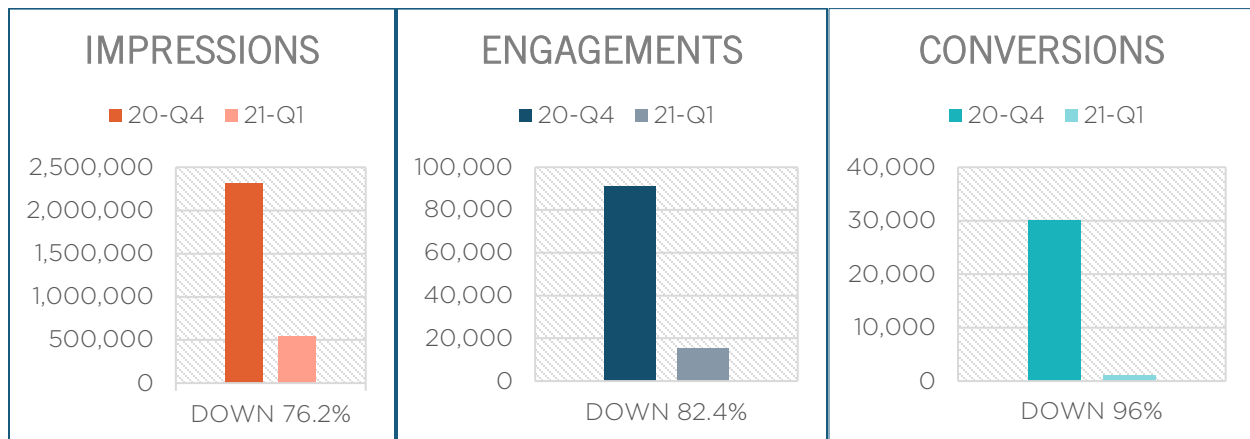
Instagram Guides & Reels: [View Guides](#) and [View Reels](#)

- Koi Garden
- Outdoor Places to Explore
- Best Tres Leches
- Public Art in Market Street
- US Travel: National Plan For Vacation Day
- Best Gumbo
- Waterway Square Happy Hour
- Pizza in The Woodlands
- Public Art – You are LOVED
- Winter Storm Uri – Open Restaurants
- The Woodlands Marathon
- Flower Cart in Market Street
- La Savonnerie Divine

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

SOCIAL MEDIA | QUARTER-OVER-QUARTER COMPARISON

Visit The Woodlands received a total net audience growth of 1,177 across social outlets for Q1 of 2021, down 41.7% from Q4 of 2020. This is to be expected as Visit The Woodlands had no paid social advertising in market or paid partnerships with social influencers for the first quarter of 2021. The Marketing Department has launched paid social advertising and plans to work with social influencers in the coming months, which should result in growth across social outlets moving forward.



EMAIL MARKETING

Each month, the Marketing Department sends targeted email campaigns to travelers and meeting planners that have opted to receive our information.

Leisure Email Campaigns:

- Valentine's Day Travel
- Spring Break Travel
- The Woodlands Waterway Arts Festival & the Outdoors

Email Marketing Reporting:

- Open Rate: 28.06% (compared to the industry standard of 16%)
- Click Rate: 18.17% (compared to the industry standard of 0.9%)
- Leisure Email Subscribers: 4,522 (up 231 from Q4 of 2020)

Link Click Segmentation: In March, Visit The Woodlands implemented link click segmentation to its email marketing efforts. This means if a visitor clicked on "The Woodlands Waterway Arts Festival" link, then they are automatically added to a new list for people who are interested in Arts & Culture. This allows for targeted email marketing by interest, which Visit The Woodlands plans to implement in the near future.

MARKETING COLLATERAL

The Marketing Department produces marketing collateral in-house to support Visit The Woodlands initiatives for sales, leisure tourism and overall brand awareness for the destination.

Visitors Guide Requests:

- Printed – 654
- Digital – 29

Meeting Planner Guide Requests:

- Digital – 4

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.

Convention South Magazine: The Woodlands was featured in “Convention South magazine” in January and March as part of a negotiated added value for an advertising buy.

- January 2021: [View the digital magazine here.](#)
- March 2021: [View the digital magazine here.](#)

Modern Luxury Magazine: The Woodlands was featured in “Modern Luxury Magazine” – in both the Dallas and Houston markets – as part their “Weekend Getaways & Roadtrips” special section. This was a negotiated added value for an advertising buy and was featured alongside a full page ad. [View the digital magazine here.](#)



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

- Elegant Art Dash Party Set for April 9
- IRONMAN Provides Event Status Updates for its Events in Texas
- The Woodlands Named Best City to Live in America
- Spring Break Brings Performers, Special Guests & Texas-Themed Fun to Market Street
- Governor Abbott Lifts Mask Mandate, Opens Texas 100 Percent
- 2021 Season Update from The Pavilion
- Robert Heineman Retires After Nearly Five Decades of Planning The Woodlands

- Market Street – The Woodlands Hosts Blogger Closet Sale
- Tommy Bahama Home Store Opens at Market Street
- Support the Arts and Dine in Style at The Pavilion Annual Wine Dinner & Auction
- The 2021 Woodlands Waterway Arts Festival Comes to Life April 10 & 11
- Market Street Offers Valentine’s Day Weekend Activities

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 & Conferences:

- Visit The Woodlands Board of Directors Meeting
- Team Meetings: Sales & Marketing Planning, Marketing & Tourism Planning, The Woodlands Marathon
- The Woodlands Township Meetings: Budget Discussions
- Visit The Woodlands / Community Relations Meeting: Fountains at Waterway Square
- Next Generation Leadership (Mentor Program)
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR
- Partner Meetings: Around Houston, Mahoney’s, Caffè Di Fiore, Kendra Scott
- Webinar: US Travel, MNI
- Demo: Voyage+ Dashboard
- Media Proposals & Review: Connect, AJR Media, Orange 142, Madden Media
- TACVB Winter Conference, Simpleview Summit All Access: Keynote Panel

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

QUARTERLY OVERVIEW

TACVB Winter Conference: Visit The Woodlands staff attended the “2021 Texas Association of Convention and Visitors Bureau Winter Conference” to learn how other destinations have been handling the pandemic over the past year and the opportunities to market destinations in the near future. This annual conference encourages industry partners to share ideas and to learn from one another in order to improve. Visit The Woodlands team members shared ideas on how to best promote their destination and how to focus on both visitors and residents.

Trolley Services: Visit The Woodlands team members had a meeting with The Woodlands Township Transportation Department to better assist visitors of the “Town Center Trolley.” As it is a very convenient free method of transportation for anyone moving around town center, staff shared how the experience of a visitor could improve.

Assistance to Wedding Market: Visit The Woodlands offers complementary services to wedding parties in The Woodlands. From providing information to helping wedding parties

find the perfect spot for their rehearsal dinner, Visit The Woodlands has helped multiple wedding visitors to explore The Woodlands while they travel for such a special occasion. The Tourism Department can offer multiple services at no cost.

Trolley Tourism Guide: Visit The Woodlands' Tourism Department partnered with The Woodlands Township Transportation department to improve the visitor experience for "Town Center Trolley" passengers. As a free mean of transportation, the "Town Center Trolley" is very popular for both visitors and residents. Visit The Woodlands created a brief script for each stop trolley makes. The script will provide information such as the passengers' location and things to do at that stop. The Department will continue to develop this partnership with potential QR codes and other information. This will encourage passengers of the trolley to explore the stops.

Getting ready to bring back events: Visit The Woodlands works closely with The Woodlands' annual events to help them drive visitors to The Woodlands. The Tourism Department met with the president of The Woodlands Art Council to discuss "The Woodlands Waterway Art Festival," an event that brings thousands of people to the area including international artists and visitors. As The COVID-19 pandemic persists, the conversation centered on safety measures, ways Visit The Woodlands can assist and safety changes on hotels and restaurants.

Around Houston Meeting: Visit The Woodlands attended the "Around Houston meeting" to discuss new members and different opportunities to collaborate. Visit Houston provided an update on COVID-19 and encouraged each surrounding destination to do the same.

National Travel and Tourism Week: The Visit The Woodlands' Tourism and Marketing Departments planned a weeklong schedule to celebrate "National Travel and Tourism Week." With the pandemic affecting the hospitality industry, both departments are eager to show the importance of tourism in The Woodlands and support partners in their way to recovery.

Hotel Partnerships: Visit The Woodlands has partnered with hotels to promote packages for the signature events in The Woodlands. During this month, Visit The Woodlands assisted "The Waterway Arts Festival" to secure room blocks in hotels, promote visitors to stay in The Woodlands and experience such a unique event. Visit The Woodlands followed up on occupancy of the hotels during the days of the festival.

Hospitality Heroes: Visit The Woodlands wanted to celebrate the "unsung heroes" that were at the hotels during Storm Uri. After the storm impacted the whole state, hotel employees left their own homes to provide warmth, security and clean rooms for visitors and residents that had no place to stay. Visit The Woodlands asked the hotels to nominate those "hospitality heroes" in order to visit them and thank them for their service to the industry.

Reporting on Visitors: Visit The Woodlands developed a new tool to capture the data that is collected at the Visitor Kiosk in Market Street. This will be easier for the people working at the kiosk and will provide Visit The Woodlands with more information on where are visitors coming from and what information are they seeking.

Updated information for Visit Houston: Visit The Woodlands is a member of "Around Houston," a partnership of Visit Houston with surrounding destinations. Due to so many changes in the area during the pandemic, staff was able to update The Woodlands' presence

in Visit Houston's website. This will help visitors get the most up to date information and learn about our areas' new attractions.

MEETING CONNECTIONS

- Webinars from Travel Texas, Connect Tour, etc.
- Meeting with The Woodlands Township Transportation
- Attended Around Houston Meeting.
- Meeting with The Woodlands Art Council
- Meeting with Visit Houston
- Attended Around Houston Group Tour Committee meeting
- Meeting with Visit Houston for Marketing and Hotels

TOURISM SERVICES AND DEVELOPMENT

- Assisted 5 wedding inquiries

VISITOR SERVICES

- Total Kiosk Visitors: 1,622
- TX Zip Codes: 275
- Out of State Visitors: 59
- Foreign Visitors: 37 (Mexico, Argentina, Spain)

THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

QUARTERLY OVERVIEW

The Woodlands as a Film Destination: The Woodlands Film Commission has been hard at work to assist production companies that want to film in public areas of the township. As a "film friendly destination," Visit The Woodlands encourages people to film in the area and provides assistance when needed.

Texas Motion Picture Alliance Virtual Meeting: Staff attended TXPMA virtual meeting "Conversations With: Adriana Cruz & Stephanie Whallon," Texas Executive Director of Economic Development & Tourism and Texas Film Commissioner, respectively. Panelist and industry leaders provided an in-depth look at the 87th Legislative Session, asking about the impact on the Texas economy due to the pandemic and ways the film industry is positioned to be a part of the recovery.

TXMPA Film Friday: Staff attended the Texas Motion Picture Alliance "Film Friday" virtual meeting. These meetings are designed to give information on important industry subjects and legislative updates.

TWFC Accessible through the Township Website: The commission continues to take traction now as part of the Township’s website. This will allow residents and interested production companies to expand their knowledge on the film commission and The Woodlands as a whole. Visit the page [here](#).

Feature in The Woodlands Community Magazine: The Woodlands Film Commission was featured on the March 2021 issue of “The Woodlands Community Magazine.” This feature will broaden the resident’s knowledge and understanding of the film commission. The issue can be viewed [here](#).

Film Industry Summit by Dallas Producers Association: Staff attended the virtual summit, which was offered in partnership with the Texas Film Commission. DPA provided an overview of their services and past production projects, as well as a panel discussion of new safety measures implemented by the pandemic. Staff was able to connect with DMO veterans of the film industry in Texas.

MEETING CONNECTIONS

- Film Industry Summit by Dallas Producers Association
- TWFC: Student Information Meeting
- Film Friendly Texas Virtual Meet-Up: North Texas

FILM COMMISSION SERVICES AND DEVELOPMENT

- 4 applications received
 - HGTV “classified” TV show
 - “Ready to Love” Game show
 - Stage 29 Productions for Dr. Phil Network
 - Daily Profit Publishing for “\$5 dollar Club” video series
- The Woodlands resident: 3 inquiries (personal or student project)
- 3 locations requests:
 - Nebular Films for “Yes to Youth MOCO” project: warm business type rooms
 - For Front Pocket Productions: parking lot, closed circuit and apartment complex
 - Shared lead from Houston’s Film Commission: 4 acre with river and woods
- 1 local production company added to internal directory
- 1 request for ad placement for “The American Dream” TV show