

# QUARTERLY REPORT

## Q1 2022

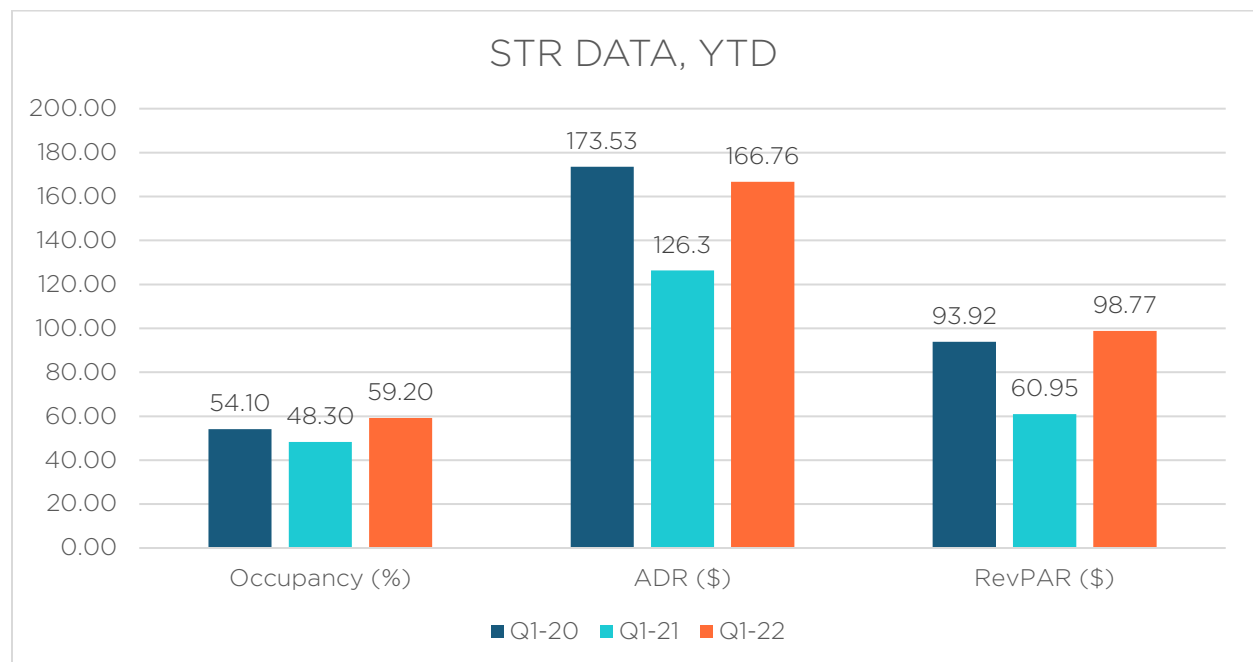
VISIT  
**THE WOODLANDS**  
— T E X A S —

## 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		
MAY	\$36,751	\$497,469	\$584,004		
JUN	\$76,026	\$569,445	\$652,373		
JUL	\$204,550	\$609,472	\$628,582		
AUG	\$228,590	\$747,436	\$761,116		
SEP	\$341,257	\$576,081	\$579,684		
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	\$ 2,006,163	\$ 806,808	\$ 1,484,693	\$ 1,587,146	96.7%

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

Occupancy, ADR and RevPAR are up year-over-year. The Woodlands is seeing a rise in leisure, meetings and business travel.



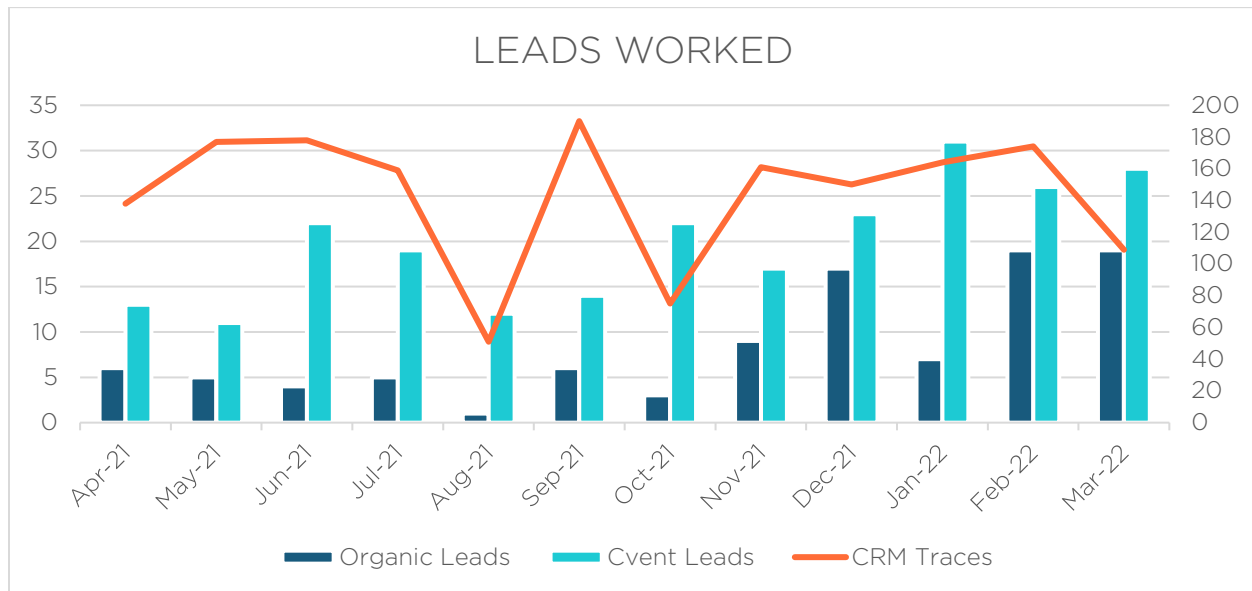
## MEETING SALES

*Josie Lewis, Director of Sales*

*Ashley Fenner, Sales & Servicing Coordinator*

## LEADS & SERVICING

In Q1, the Sales Department saw a significant increase in leads being sourced, both organically and through our partnership with CVENT.



## BOOKED BUSINESS

In Q1, the sales team booked 14 pieces of business representing 1,533 attendees and 2,242 contracted rooms. In addition, the economic impact for these groups represents over 1.2 million dollars to the local economy.

## TRADESHOWS & SALES MISSIONS

**MPI Houston February Luncheon:** Meeting Professionals International has a Houston Chapter that Visit The Woodlands often participates in to showcase the destination. In February, Josie Lewis represented Visit The Woodlands at the monthly luncheon in Downtown Houston. This is a great opportunity to build connections with local planners, industry partners, and vendors.

**ASCI Site Visit:** The Sales team was happy to welcome two meeting professionals for the Association of Christian Schools International to The Woodlands as they toured 3 hotel properties in the Houston region that made the short list for their Flourishing Minds Institute. Visit The Woodlands worked in conjunction with Visit Houston to pull off a seamless 3-day site tour.

**Texas Tourism Alliance Unity Conference and Unity Dinner:** Josie Lewis had the opportunity to moderate an educational session for the Texas Tourism Alliance Unity Conference. This

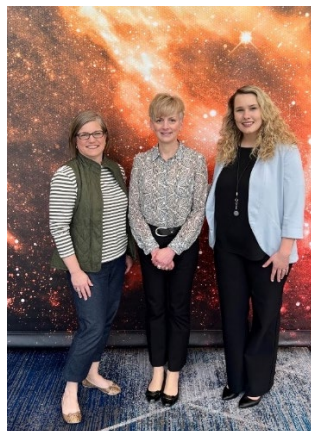
session was titled Meeting Planning Outlook for 2022 and brought in 3 Houston area Meeting Professionals to speak about the Meeting Planning world, group business recovery, how CVB's can be good partners to Meeting Professionals and so much more. Josie was responsible for inviting the speakers, developing the questions, coordinating details, and creating speaker gifts for the planners.



## SERVICING

In Q1, Ashley Fenner added 15 new partners the vendor resource page that is available for Meeting professionals looking for resources while planning events in the destination. In addition, Ashley offered 13 groups servicing, sent out 20 Meeting Planner Guide requests, and finalized some year-end promotion item ordering.

**Lunar Planetary Science Conference Servicing:** Visit The Woodlands was happy to welcome back the Lunar Planetary Science Conference (LPSC) to The Woodlands after a 2-year hiatus from in person meetings due to the pandemic. The LPSC team worked hard to ensure that attendees had a safe, enjoyable experience. Visit The Woodlands worked closely with LPSC to help coordinate a food truck village to encourage a quick lunch option for attendees as this was a pain point in past years. Ashley Fenner, Sales and Servicing Coordinator for Visit The Woodlands, spent months assisting with the coordination and logistics of this event and also assisted with welcome bags, area collateral, transportation signs and much more.



## SALES PROJECTS & INITIATIVES

**Weddings Market:** With the kickoff of the 2022 year, Ashley Fenner will be taking over the Weddings Market. Ashley has some exciting ideas and initiatives planned to capture the hotel rooms associated with weddings that are taking place in north Houston and to promote The Woodlands as an ideal destination for a wedding and wedding related events. Ashley will be reaching out to local wedding venues in the area to form relationships with local vendors and to work out a way to capture the weddings hotel blocks from close by venues. She is also developing some ideas on a hosted Wedding Planner FAM towards the end of the year, a referral program for local vendors, and wedding specific servicing collateral.



**Embassy Video Shoot:** Visit The Woodlands sales staff worked closely with The Embassy Suites at Hughes Landing to develop a virtual site tour video for the property. This video will be utilized in the selling process. The Sales team developed the script, coordinated the videographers, kept the hotel property up to date on the process and much more. In addition to helping in the selling process, this video footage will be used for future videography development.



**March Partner Meeting:** The Sales team kicked off the monthly hotel partner meetings with the sales team at the Hilton Garden Inn. This time allowed an opportunity to discuss upcoming initiatives, the market and sales trends, along with ways our teams can partner moving forward.



## PARTNERSHIPS & MEETINGS

- Weekly Sales Team Meetings
- Best of Texas Tournament Call
- Corrigan Sports Call
- Covid-19 Memorial Herman Update
- CDA 2023 Marketplace Site Visit
- TCSS Conference Site Tour
- NAKS Official Group Welcome
- Copa 2021 Follow Up Meeting
- USA Ultimate Frisbee Meeting
- Third Coast Trade Call
- Visit The Woodlands Annual Board Meeting
- 2022 Sales Blitz Committee Meeting
- Monthly Simpleview Call
- Residence Inn and Courtyard Partner Lunch
- NJLC Tournament Call
- Luxury Meetings Partner Call
- TSAE Board of Directors RFP Call
- Greater Houston DMO Sales Strategy Lunch
- USTA Sectional Tournament Meeting
- Admin Awards Partnership Meeting
- Apex The Woodlands Lacrosse Tournament Call
- Southwest Showcase Tradeshow
- MPI January CAP'D luncheon
- Cvent Simpleview integration Set Up Call
- Quarterly Township Leadership Meeting
- Lunar Planetary Science Conference Meeting

- USA Triathlon Endurance Exchange Conference RFP Zoom
- Sports ETA Discussion
- TACVB Winter Conference
- Destination Texas Destination Host Call
- Madden Media Dinner
- Visit The Woodlands Board of Directors Meeting
- MPI Houston CAP'D Luncheon Planning Call
- The Woodlands Township Board of Directors Meeting
- Embassy Suites Virtual Site Tour Video Production
- LMC Networking breakfast
- Texas Tourism Alliance Unity Conference and Dinner
- February MPI CAP'D Luncheon
- The Woodlands Hotels Incentive Fund Process Education Session
- Valvoline Site Tour
- Salvation Army Site Tour
- Lunar Planetary Science Conference Leadership Call
- Event Connect Call
- TSAE Board Retreat Planning Call
- Hosted lunch for JoAnn Zeisig of Elevation Event Management
- CISD Hospitality Program Student Education Event Planning
- CHIA Workshop
- Q1 Sales Advisory Committee Meeting
- CVENT Performance Review Call
- Weekly Madden Media Project Calls
- Sales Position Interviews
- Visit The Woodlands Marketing Committee Meeting
- GMID Brainstorming Meeting
- CVENT Connect Client Event Planning Session
- SendSites Platform Prep
- Admin Awards phone call with Westin
- Weekly Sales Staff Meeting
- MPI HAC Photography Phone Call
- Lunch with Visit Houston Sales Team
- EFTA Student Internship Program Phone Call
- Hilton Garden Inn Partner Meeting
- GMID Proclamation process
- ASCI Site Visit Coordination
- MPI HAC Board Call



## MARKETING

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

### MARKETING PROJECTS & INITIATIVES

**Fashion Photo / Video Shoot:** The Marketing Department is working on a photo / video shoot for its new advertising campaign. The creative will reflect The Woodlands fashion-forward lifestyle and will take place May 23-27, 2022 and several locations around town.

### 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 Q1 placements is below.

#### **Leisure:**

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

#### **Meetings:**

- *Convention South* - print
- *The Meeting Professional Magazine* - print & digital
- *Association Leadership Magazine* - print & digital
- *Smart Meetings* - print & digital
- *Texas Meetings + Events* - print & digital
- MPI, Texas Hill Country & Houston Area Chapters - digital
- Paid Search - SEM
- Paid Social - Facebook & Instagram

**Live Nation:** New this year, Visit The Woodlands has partnered with Live Nation to promote The Woodlands. This ad buy will include placements on website, social media, fan emails, concert vision ads, text messaging campaigns, onsite activations & more.



## ADVERTISING | EXAMPLES IN MARKET

### Leisure – Texas Events Calendar

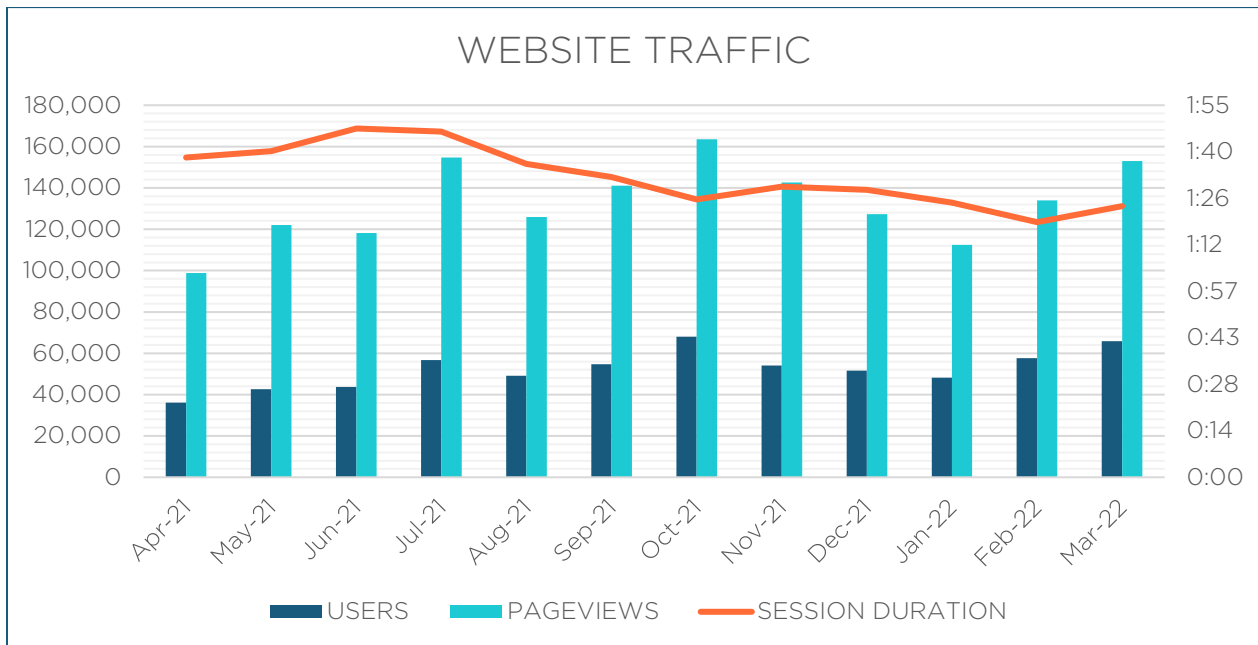


### Meetings – Meet Texas



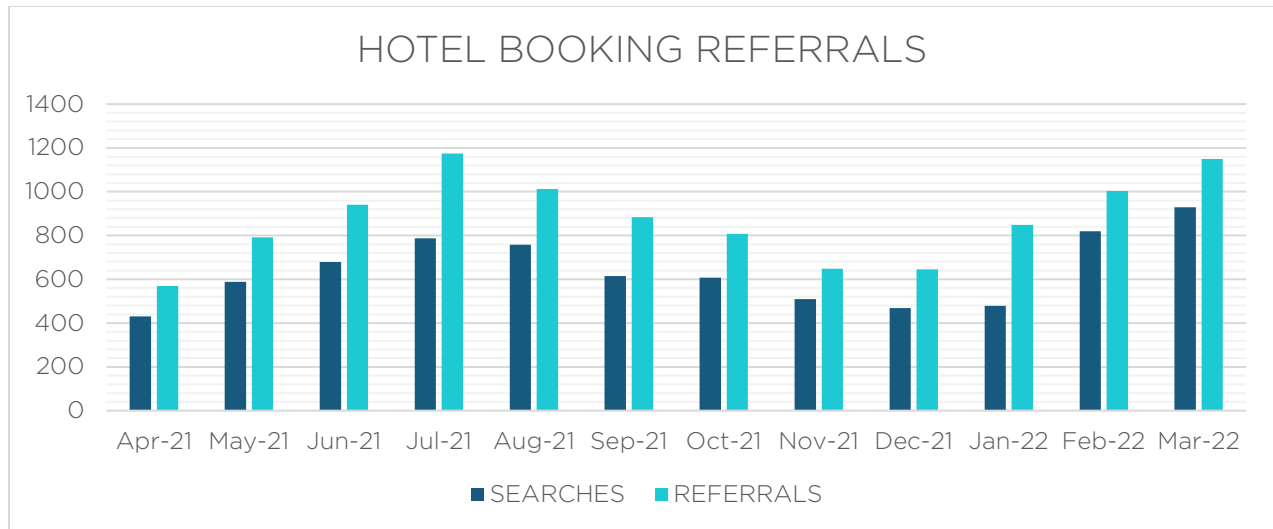
## WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands website traffic showed an increase in Q1. Year-over-year, total number of users was up 213%, sessions up 217% and pageviews up 145%.



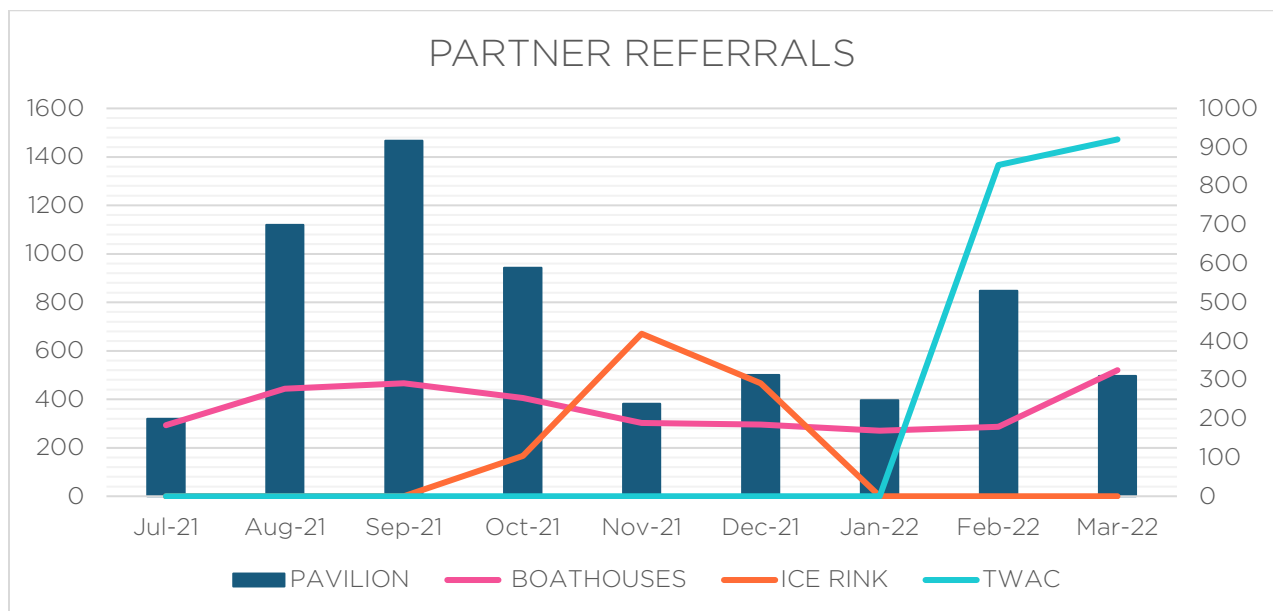
## WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In Q1, the website had 3,002 referrals to hotel properties in The Woodlands. Top referring U.S. states continue to be Texas at 67%, followed by California at 6%. Florida and Louisiana both brought in 3% of the referrals for the month. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



## WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH

In Q1, Visit The Woodlands sent 1,741 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 673 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also sent 1,774 referrals to The Woodlands Arts Council website for visitors to purchase tickets to The Woodlands Waterway Arts Festival.



## 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](#): Muddy Trails Bash, Flow & Go 5K, Woodforest Bank Tri, Red, Hot & Blue Festival, Wine & Food Week, The Woodlands Waterway Arts Festival, Glade Seductions Exhibit
- [Special Offers](#): New Offers Added, Valentine's Day
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Hotels with Heated Pools, Curious George Exhibit, Voluntourism Meetings Blog, Back Table
- Microsites: [Lunar Planetary Science Conference](#), Global Meetings Industry Day, [Rest Well Hospital Program](#)
- Other: Rodeo Express Shuttle

## SOCIAL MEDIA | AMBASSADOR PROGRAM

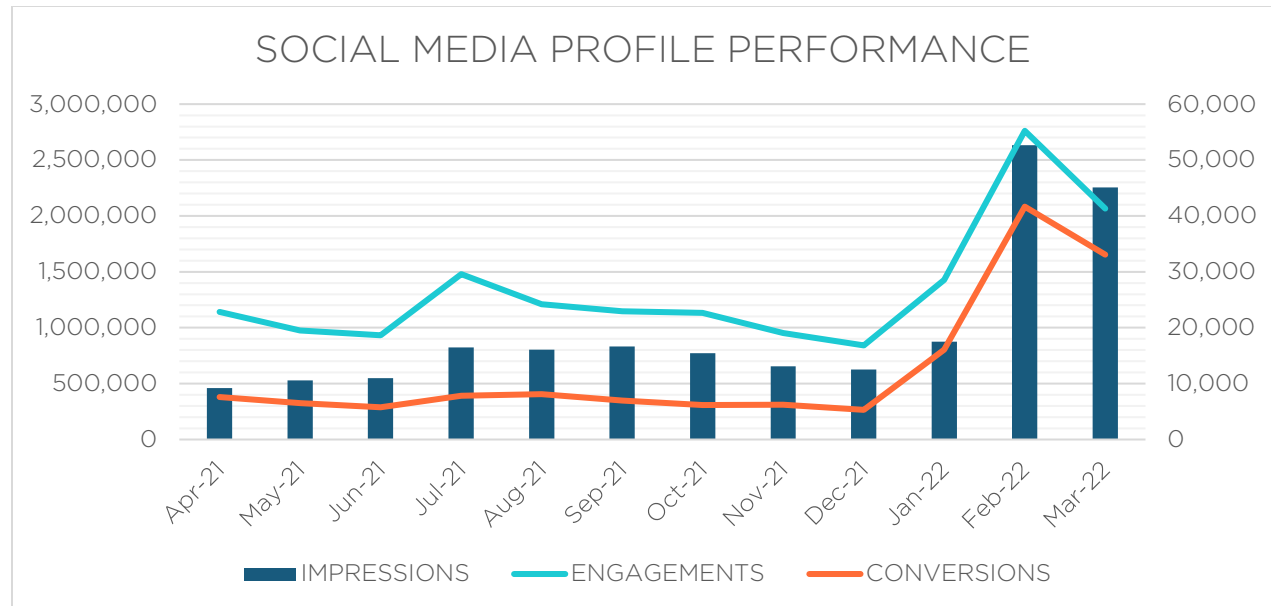
Visit The Woodlands has partnered with Sincerely Karin as the official Visit The Woodlands Ambassador of the Year. The goal is to host quarterly collaborations for content development & brand awareness purposes.

Visit The Woodlands will continue to host Influencers throughout the year and work with Local Guides to grow the Ambassador Program.



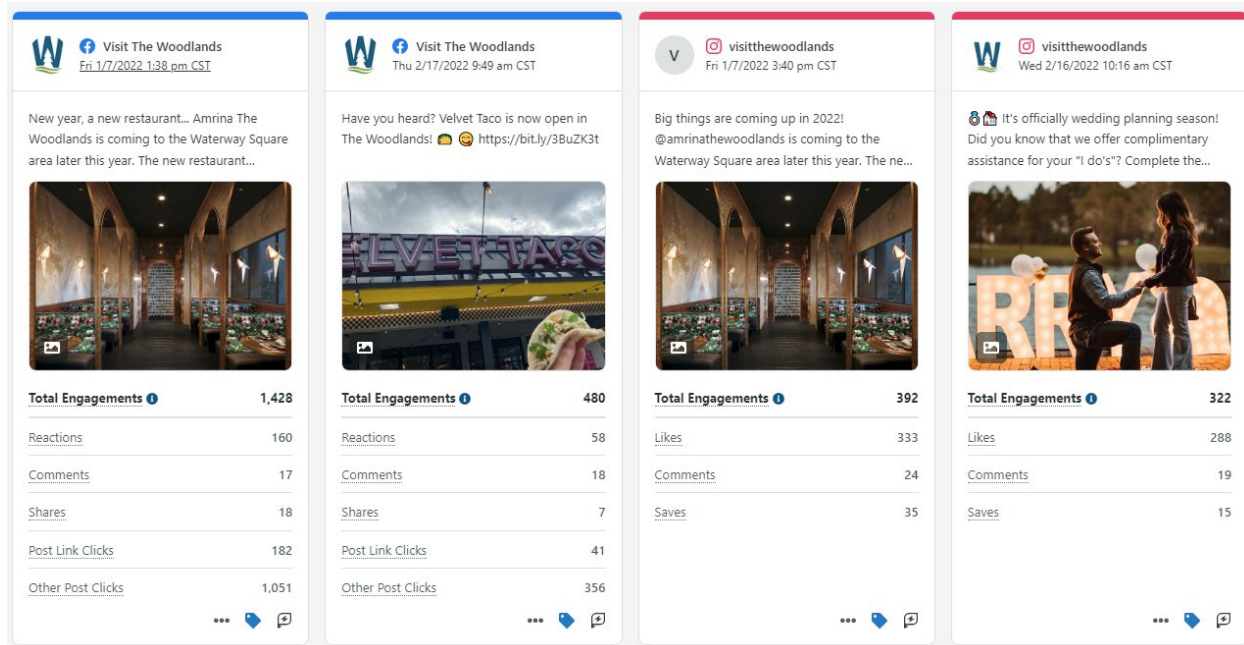
## SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 39K followers across platforms, Visit The Woodlands received a total net audience growth of 1,974 for the month of Q1. Impressions were up 190% at nearly 5.8M. Engagement was up 119% at 126K. Conversions were up 427% at 91K.



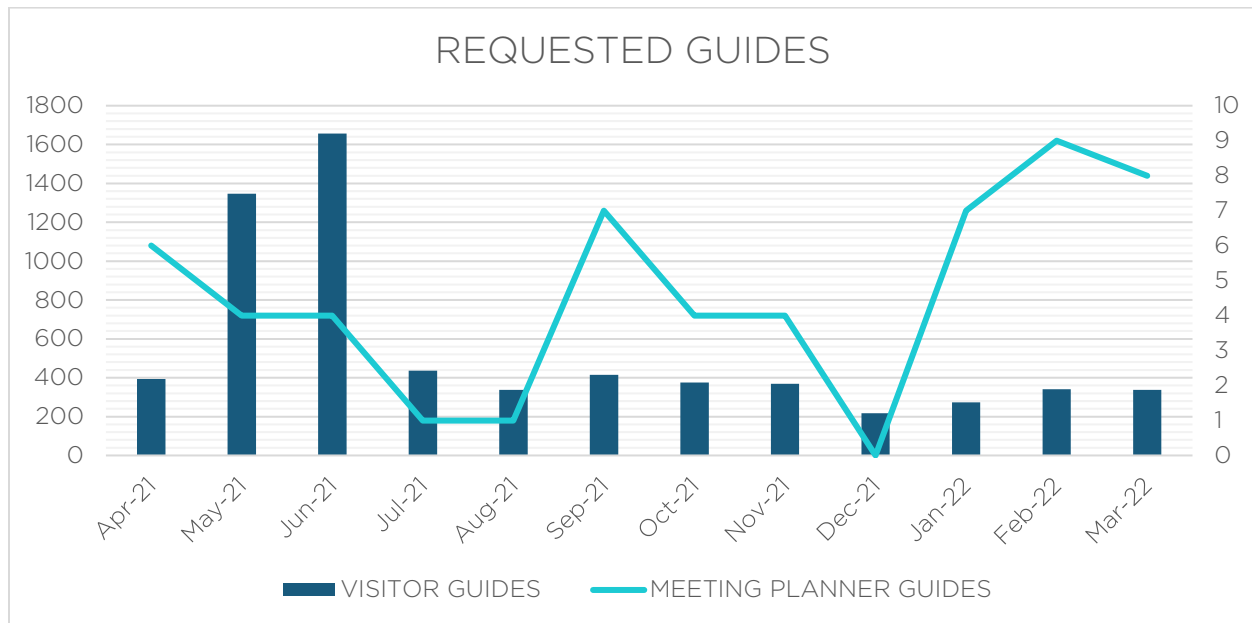
## SOCIAL MEDIA | TOP PERFORMING POSTS

The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for Q1.



## 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.



## 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. Below is an overview of recent efforts.

**KPRC February Field Trip Segment:** Visit The Woodlands provided media assistance & an interview for KPRC Ch. 2, Houston's NBC station for its weekly series "Field Trip". [View the story online here.](#)





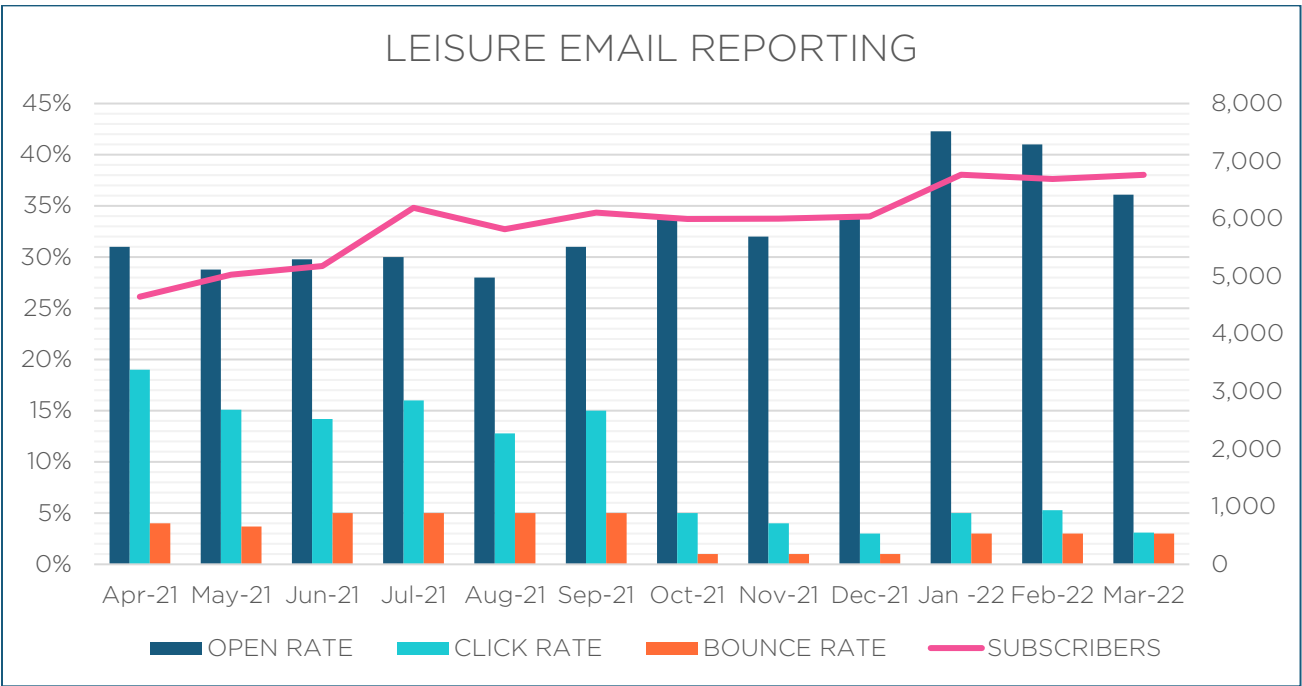
**Travel Texas NYC Media Mission:** In March, Marketing Director, Ashley White, attended the New York City media mission with Travel Texas. The group hosted a media breakfast with 34 journalists and influencers in attendance. Throughout the week, Ashley had one-on-one desk side appointments with journalists to pitch them on The Woodlands.



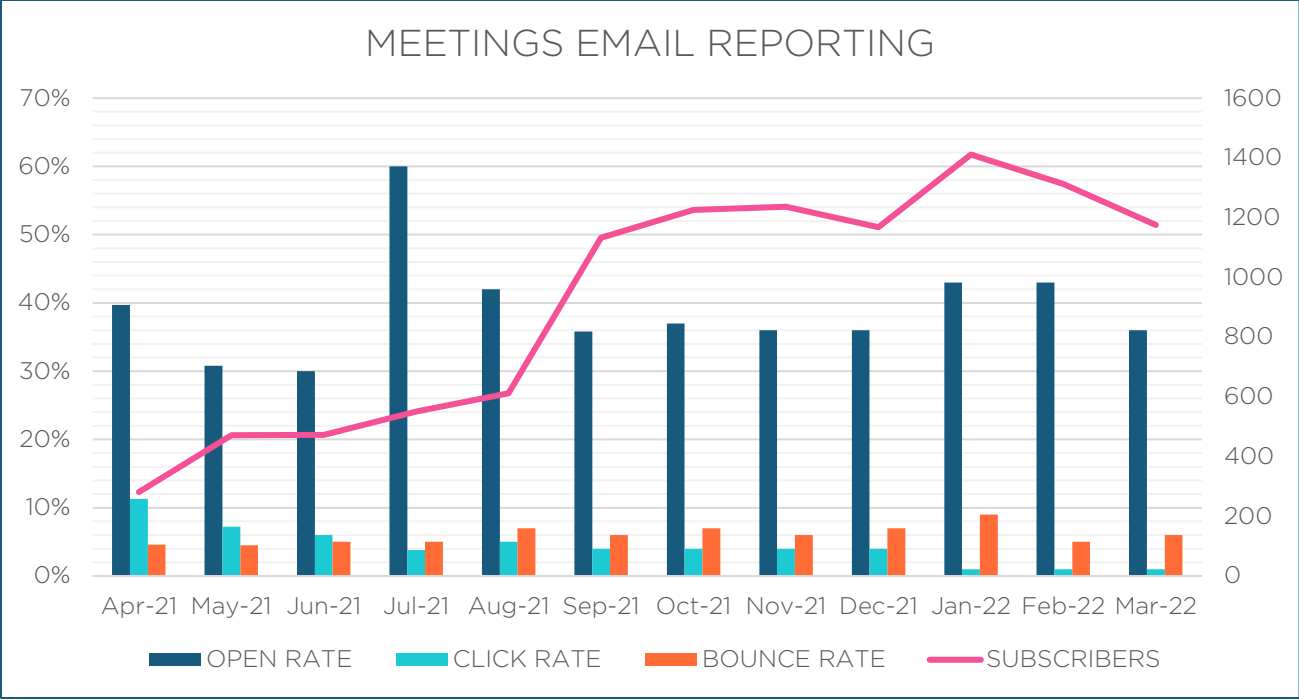
**Press Releases:** <https://www.visitthewoodlands.com/media/news-releases/>

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%

STRATEGIC PARTNERSHIPS

*Elizabeth Eddins, Executive Director*

MEDIA & PUBLIC RELATIONS | INTERNATIONAL MARKET

**Singapore Airlines FAM:** Visit The Woodlands welcomed a group of executives from Singapore Airlines in March. The group negotiates business for and promotes the Manchester to Houston nonstop flight.





**Travel Texas International Media Mission:** In March, Executive Director, Elizabeth Eddins, attended an international media mission with Travel Texas. The group traveled to London, United Kingdom and Amsterdam, Netherlands. The group met with travel agents who promote travel to America through partnerships with Virgin Atlantic and other international companies.



**San Miguel de Allende:** Visit The Woodlands was invited to lunch with the Mayor of San Miguel de Allende as partners of Visit Houston. In addition to the Mayor, several key business, media and tourism partners were in attendance.



## ADVOCACY

**Texas Travel Alliance Conference & Unity Dinner:** Visit The Woodlands staff attended the 2022 Texas Travel Alliance Unity Dinner & Conference, February 22-24, 2022, held in Houston. 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.

Executive Director, Elizabeth Eddins, was appointed to the Texas Travel Alliance Board of Directors as well as served as the Chair of the 2022 Unity Dinner and Conference. Director of Sales Josie Lewis was recently appointed to the Meeting Planner International (MPI) Houston Chapter, Board of Directors. Mrs. Lewis offered unique insight as the panel moderator of distinguished meeting planner experts at the TTA Unity Conference in Houston.



## THE WOODLANDS FILM COMMISSION

Visit The Woodlands oversees The Woodlands Film Commission. This involves reviewing applications, providing film permits and sourcing film friendly locations in The Woodlands.

### Inquiries:

- Academy, Spring
- Documentary – 2,000 Mules
- I Could Do That – Oikos

### Filmed:

- C-Spire Commercial featuring Walter Goggins

## AWARDS & ACCOLADES

Executive Director, Elizabeth Eddins, was appointed to the Texas Travel Alliance Board of Directors. TTA is the leading travel and tourism advocacy association in the State of Texas. Ms. Eddins also serves as Chair of the 2022 Unity Dinner and Conference to be held on February 23, 2022 in Houston, TX.

Director of Sales, Josie Lewis, has been appointed to the Meeting Planner International (MPI) Houston Chapter, Board of Directors. Mrs. Lewis is a frequent speaker and panelist at industry conferences and meetings. She will moderate a panel of distinguished meeting planner experts at the TTA Unity Conference in Houston.



Marketing Director, Ashley White, has been featured in *Texas Meetings + Events Magazine's* "People Profile". A leading magazine in the tourism industry, the article includes an overview of Ashley's introduction to and tenure in the hospitality industry.

PEOPLE PROFILE: Ashley White

### Hospitality with Heart

Ashley White finds her home in the industry. **BY TERESA KENNEY**

FROM ARRANGING FAMILIARIZATION TRIPS and exporting gifts to providing food or providing assistance, convention and visitors bureaus are a tremendous resource for meeting and event planners. They serve as an invaluable team member when organizing an event outside of your home base. Ashley White, director of marketing for Visit The Woodlands, shares her path to and passion for CVBs and the hospitality industry.

**What drew you to your career?**  
I wanted a career that would help make a positive impact in my local community. Shortly after graduating college, I was recommended for a job at Woodlands Convention & Visitors Bureau. At the time, I was not very familiar with the hospitality industry, but I was passionate about it, so I gave it a try. I can definitely say the hospitality industry is my home.

**What is the best part of your job?**  
For me, it's the opportunity to make a difference through an ad campaign, social media, website content or public events. We are telling the story of our destination and adding someone to our list of people who need vacation or special occasions. I am honored when someone chooses The Woodlands. It's a great gift, and I'm proud to spend their money here. They're choosing to spend their money here, which is a real honor. Knowing that we get to be a part of helping people create lasting memories is both exciting and humbling.

**What is your favorite career memory?**  
It's a hard one to choose. The Woodlands has been a great place to work. I was struggling to decide between two pieces of art and ended up choosing the one for the region. The answer was so straightforward, and to this day, it hangs in my private space. It represents the memory of that day and the journey and will always hold a special place in my heart. That's exactly what we're trying to create for visitors who come to The Woodlands: a memory they can cherish long after they leave.

**Any advice for someone who wants to enter the industry?** The industry is full of incredible talented people who are engaging, passionate and always looking forward to the future. I encourage anyone considering the industry to take the time to learn from those who are already in the industry and to build their knowledge and collaboration on ideas. For me, this industry feels like a family.

[visitthewoodlands.com](http://visitthewoodlands.com)  
[@visitthewoodlands](https://www.instagram.com/visitthewoodlands)

PHOTO: JESSICA BRUNO/ISTOCKPHOTO

*This doesn't feel like work.*

WE HEAR THAT A LOT.

The Woodlands combines stunning event space with natural surroundings and plenty of room to spread out. Here, events come together effortlessly. We have all the hosting capabilities of a larger city, neighboring proximity to major Houston airports, and one of the region's top shopping, dining and entertainment areas for your group to enjoy. Combining business with pleasure has never felt so effortless.

**VISIT THE WOODLANDS TEXAS**

See what sets us apart at [visitthewoodlands.com/tameetings](http://visitthewoodlands.com/tameetings)