

QUARTERLY REPORT

Q1 2023

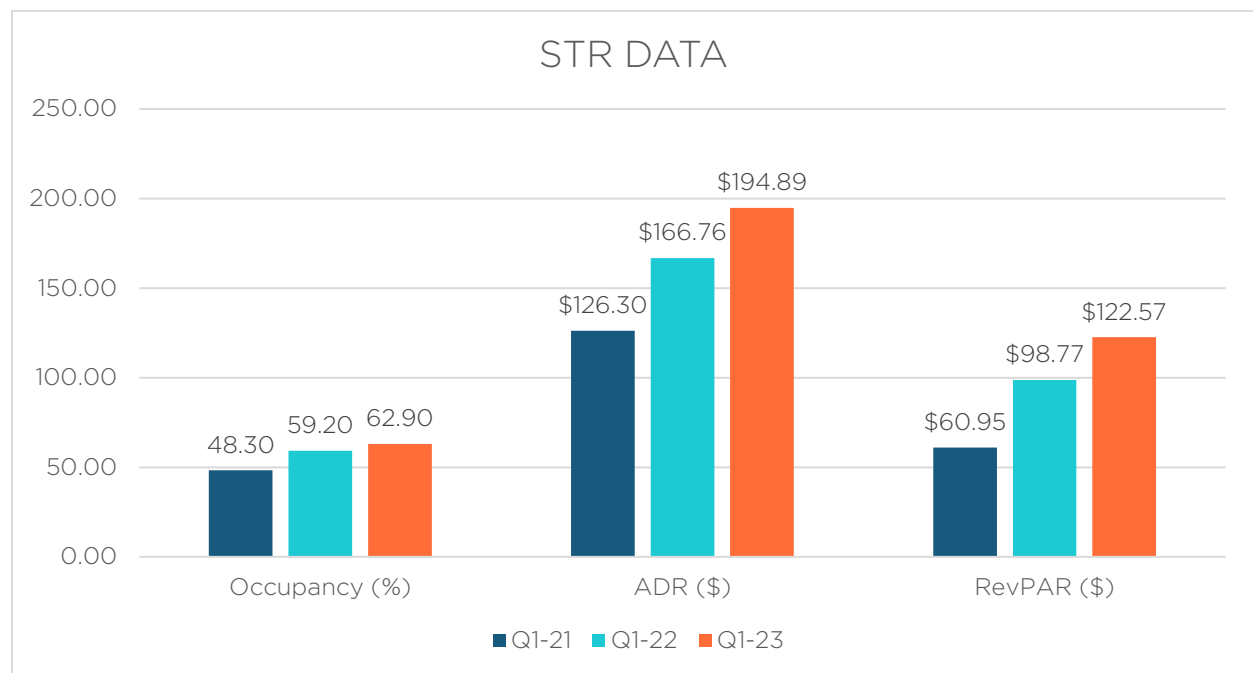
VISIT
THE WOODLANDS
— T E X A S —

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

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2023 ACTUAL	YOY % CHANGE
JAN	\$242,717	\$536,360	\$555,406	\$557,492	3.9%
FEB	\$225,805	\$456,772	\$517,139	\$624,238	36.7%
MAR	\$338,286	\$594,014	\$619,620	\$786,891	32.5%
APR	\$527,633	\$781,476	\$794,223		
MAY	\$497,469	\$869,804	\$863,657		
JUN	\$569,445	\$887,820	\$893,561		
JUL	\$609,472	\$801,430	\$857,998		
AUG	\$747,436	\$719,332	\$787,580		
SEP	\$576,081	\$615,238	\$665,015		
OCT	\$554,044	\$734,973	\$763,996		
NOV	\$692,026	\$873,313	\$870,581		
DEC	\$592,980	\$739,439	\$733,001		
TOTAL	\$6,173,393	\$8,609,970	\$8,921,777	\$1,968,622	24.0%
YTD	\$ 806,808	\$ 1,587,146	\$ 1,692,165	\$1,968,622	24.0%

STR DATA | YEAR-OVER-YEAR

Visit The Woodlands uses Smith Travel Research (STR) to measure occupancy, ADR and RevPAR for the 14 hotel properties in The Woodlands Township boundaries. Below is Q1 data.



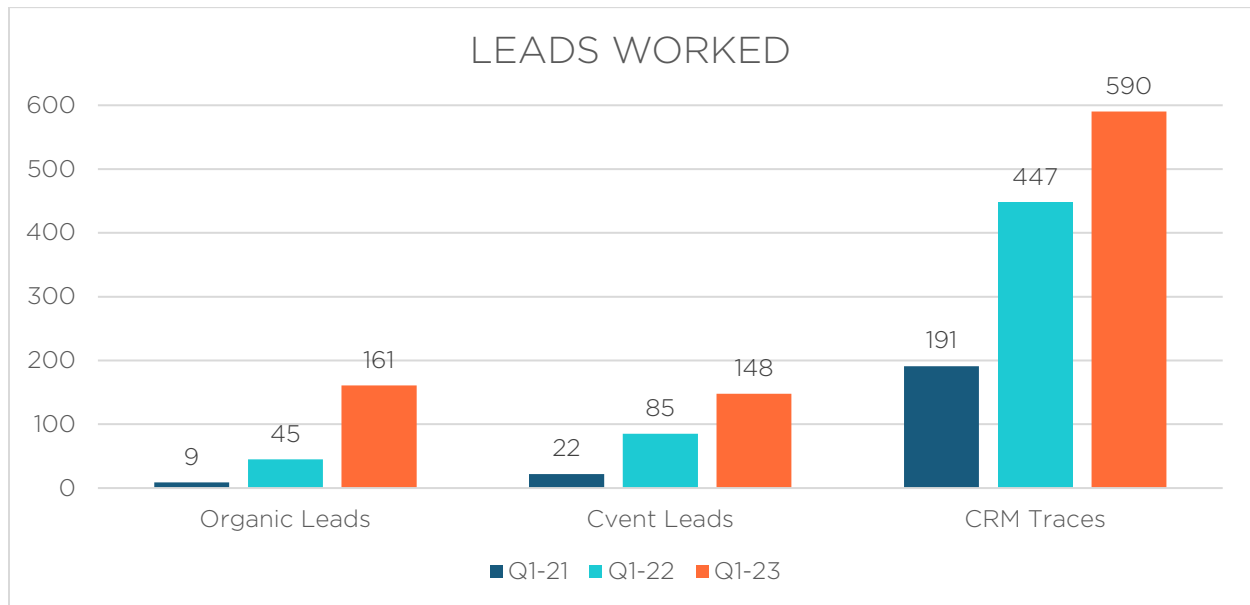
SALES DEPARTMENT

Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist | Julie Quinn, Servicing Specialist

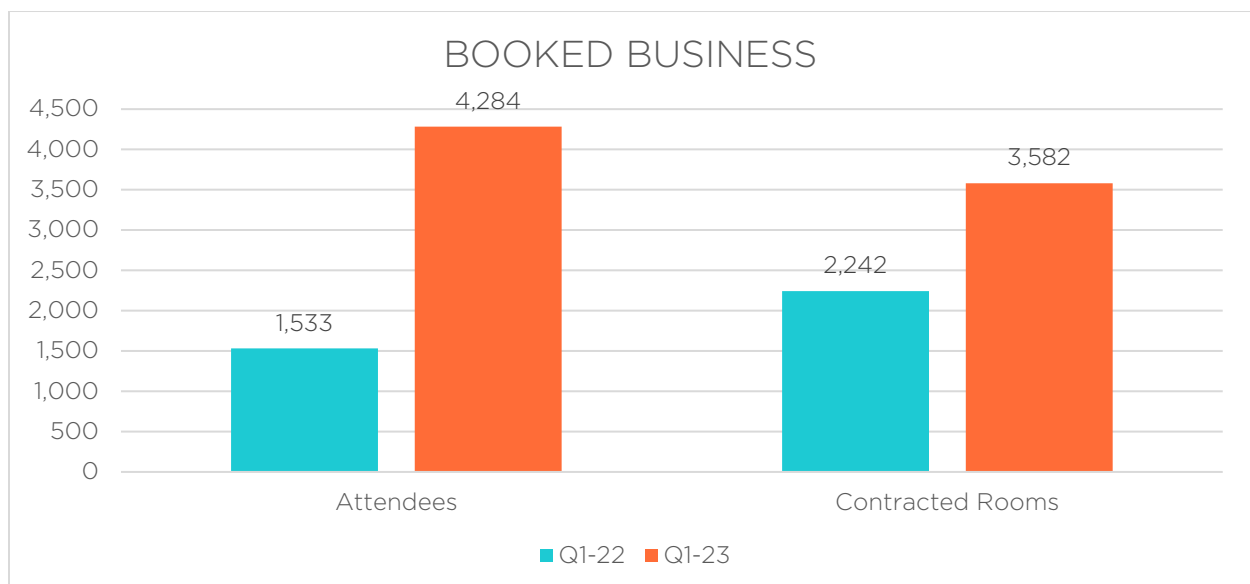
LEADS WORKED | YEAR-OVER-YEAR

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



BOOKED BUSINESS | YEAR-OVER-YEAR

In Q1, the sales team booked 16 pieces of business representing an economic impact of over \$2.3M dollars to the local economy.



SERVICING

In Q1, Visit The Woodlands offered 30 groups servicing, sent out 34 Meeting Planner Guides, distributed 1,161 welcome bags to groups, and met with multiple clients and partners. The Sales Department also developed servicing for the Lunar Planetary Science Conference, offered two planning site tours for clients, coordinated welcome gifts for 3 meeting professionals staying in market, and added new suppliers to the supplier directory.

Lunar Planetary Science Conference Food Truck Village: Visit The Woodlands welcomed the 54th Lunar and Planetary Science Conference (LPSC) to The Woodlands. This conference brings together over 1,700 planetary scientists from over 40 countries. To support the group, Visit The Woodlands coordinated a Food Truck Village for LPSC this year to ensure attendees had quick, delicious, and accessible meal options during the conference.



Promotional Item Development: Julie Quinn, Servicing Specialist for Visit The Woodlands, oversees promotional item development and ordering for Visit The Woodlands. In Q1, Julie worked on developing new promotional items, restocking items, and worked closely with the Marketing Department to develop new branded promotional items. A few examples are hats, fans, luggage tags, Corkcicle cups, servicing bags, pens, customized Trolley promotional items, cowbells for Ironman and more.

SALES PROJECT & INITIATIVES

The Woodlands Celebrates Global Meetings Industry Day: In celebration of Global Meetings Industry Day (GMID), The Woodlands came together to showcase the undeniable impact that meetings, conferences, and events have on The Woodlands. Visit The Woodlands conducted Partner Pop-ins to say thank you to the partners that go above and beyond to ensure clients have an incredible experience. In addition, the Sales team hosted its first Meeting Planner Round Table with 7 professionals from around the Houston region to discuss industry trends, upcoming events, and how the sales team can collaborate with partners to better serve clients in the future. Visit The Woodlands finished GMID by lighting up The Woodlands blue, the official color for Global Meetings Industry Day. Thank you to the partners who helped make this happen: The Woodlands Township and Howard Hughes Corporation.



TRADESHOWS & SALES MISSIONS

TACVB Sales Track Facilitator: Each winter the Texas Association of Convention and Visitor Bureaus (TACVB) holds the Winter Conference to enhance education, training, and peer networking. This year, Josie Lewis, Director of Sales for Visit The Woodlands, was invited to facilitate and moderate the sales track for the event. This was a great opportunity to meet new industry professionals and give back to an organization that does a lot for the education of the CVB industry in Texas.

Meeting Professionals International (MPI) Final Four Experience: Josie Lewis, Director of Sales for Visit The Woodlands, and Director of Programs for the MPI Houston Area Chapter, represented the organization at the MPI NCAA Final Four behind-the-scenes event. Meeting planners and suppliers from the Houston region were able to see the behind-the-scenes process of transitioning NRG Stadium from hosting the Houston Rodeo to welcoming the NCAA Final Four. This event also allowed Visit The Woodlands to network with more than 50 Houston region Meeting Planners.

Tradeshows Representation:

- Texas Association of Convention & Visitor Bureaus (TACVB) Winter Conference
- Event Service Professionals Association (ESPA) Annual Conference
- Southwest Showcase
- Texas Travel Alliance (TTA) Unity Dinner and Converge on the Capitol
- Texas Society of Association Executives (TSAE) Women's Summit



FAM VISITS & SITE TOURS

FAM Tour for Visit Houston Partner: Visit Houston recently welcomed a new Director of Hotel Sales to the sales team. Melinda Mintz came to do a destination tour of The Woodlands. Visit The Woodlands sales team gave her a tour of The Woodlands and showcased multiple hotel properties that Visit Houston traditionally sources for larger group business. This was a great opportunity to forge deeper partnerships with industry advocates and showcase The Woodlands for future business development.



BCD Travel Site Visit: The sales team collaborated with The Woodlands Resort to welcome the BCD Travel team to The Woodlands. BCD Travel books all group business for ExxonMobil and other corporate organizations. This was an opportunity to create a sense of destination understanding so BCD is equipped to book business into The Woodlands hotels.

PARTNERSHIPS & MEETINGS

Below is an overview of the meetings and events attending by the sales team in Q1.

- MPI Houston Area Chapter Board of Directors Retreat
- The Woodlands Area Economic Development Partnership Annual Luncheon
- Sales and Marketing Annual Kickoff Meeting
- VTW and TWT Parks and Recreation Meeting
- Smart Meetings Destination Tour and Meetings
- Madera Estates Tour
- January CAP'D Luncheon
- Taste of the Town VTW Booth Activation
- Client Meeting with Tara Daley
- Partner lunch with Mandy of The Expo Group
- Meeting with Judith Dollar for Promo design
- The Woodlands Township Leadership Meeting
- Valentine's Day Partner Pop-ins
- MPI HAC Monthly Board Meeting
- Partner Meeting with Gloria Smith
- Hyatt Regency Conroe Partner Site Tour
- Economic Outlook Conference
- Moore of Everything meeting
- TWT Service Award Breakfast
- Visit The Woodlands Board of Directors Meeting
- TSAE 2023 Partnership Discussion
- LMC Networking Breakfast
- MPI HAC March Board of Directors Meeting
- The Woodlands Hotels Partnership Meeting
- Q1 Sales and Marketing Committee Meeting
- Hilton Garden Inn and Hyatt Place Networking Event
- Destination Southwest
- National Association of Catering and Events (NACE) Quarterly Event

SALES | AWARDS & ACCOLADES

Visit The Woodlands Wins Smart Meetings Platinum Choice Award: After a year of successful meetings and conventions, Visit The Woodlands was chosen to receive a prestigious Smart Meetings 2022 Platinum Choice Award. Recipients of this award are nominated and voted on by a community of trusted meeting professionals. Their highly valued recommendations have become the go-to list of supplier partners for meeting planners across the nation. [Read the full release here.](#)

MARKETING DEPARTMENT

Ashley White, Marketing Director

Amber George, Communication Coordinator | Mary Murphy, Public Relations Coordinator

ADVERTISING | PRINT

The Marketing Department places advertising on behalf of Visit The Woodlands targeting both leisure travelers and meeting planners. For the leisure market, Visit The Woodlands targets publications that have readers with a high household income. For the meetings market, Visit The Woodlands works with the Sales Department to buy placements in industry publications that support sales efforts and drive awareness of The Woodlands to meeting planners.

LEISURE:



MEETINGS:

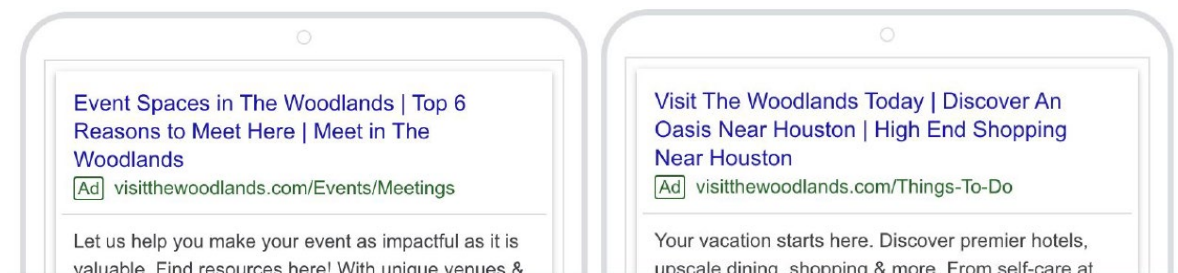
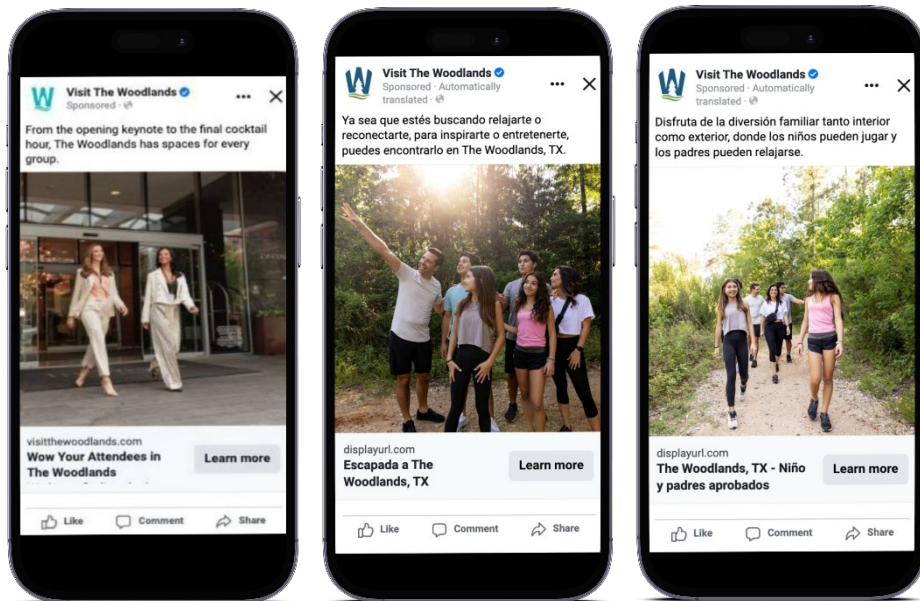


ADVERTISING | DIGITAL REPORTING

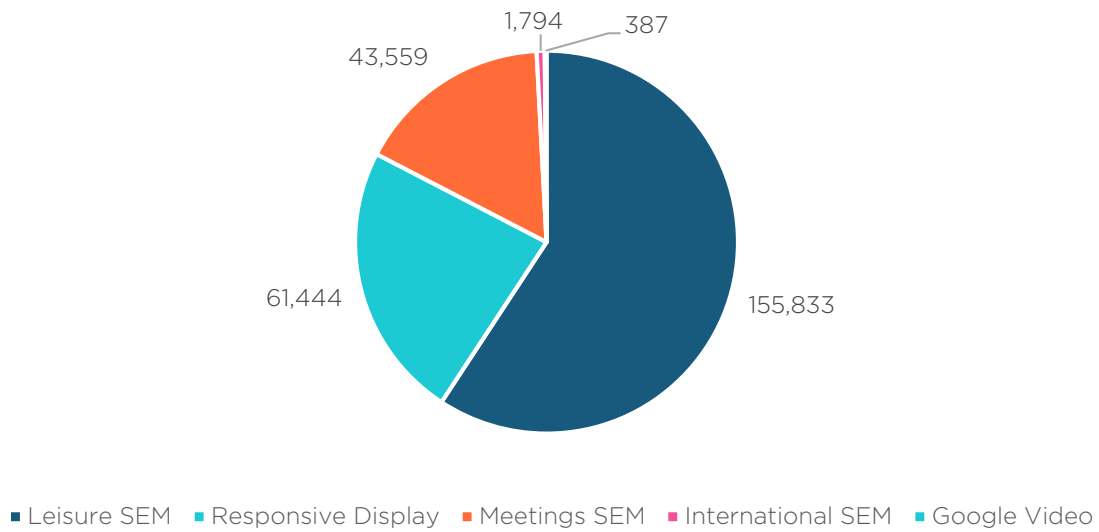
LEISURE	GOOGLE SEM	GOOGLE DISPLAY	GOOGLE VIDEO	META CTS	META RM	META VIDEO	INSTAGRAM REELS
IMPRESSIONS	110,445	2,518,318	456,512	956,062	709,603	404,218	1,261,749
CLICKS OR VIEWS	18,367	20,802	280,106	19,965	13,067	4,872	11,793
CTR OR VIEW RATE	16.63%	.81%	61.36%	2.09%	1.84%	15,184	.93%

MEETINGS	GOOGLE SEM	META CTS	META RM	INTERNATIONAL	META CTS	META RM
IMPRESSIONS	49,234	489,431	709,603	IMPRESSIONS	2,621,976	560,937
CLICKS OR VIEWS	4,705	13,721	13,067	CLICKS OR VIEWS	91,569	15,918
CTR OR VIEW RATE	9.56%	2.80%	1.84%	CTR OR VIEW RATE	3.49%	2.84%

ADVERTISING | DIGITAL EXAMPLES



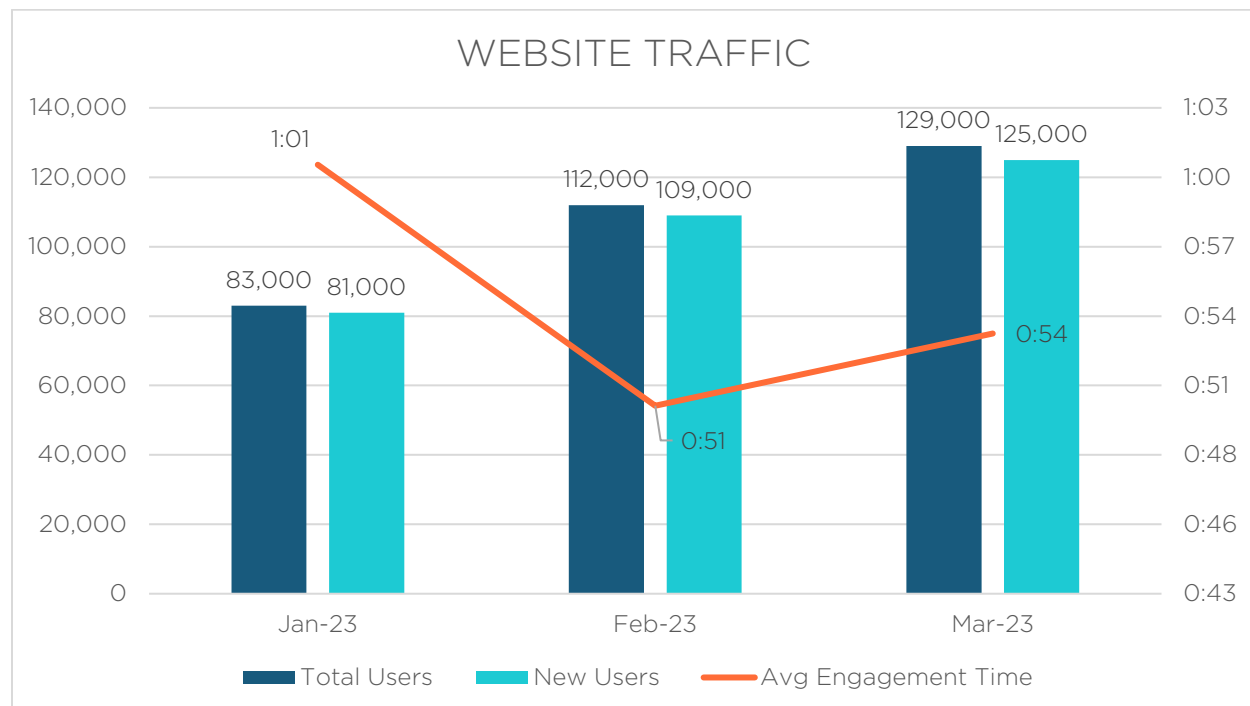
ADVERTISING | WEBSITE CONVERSIONS

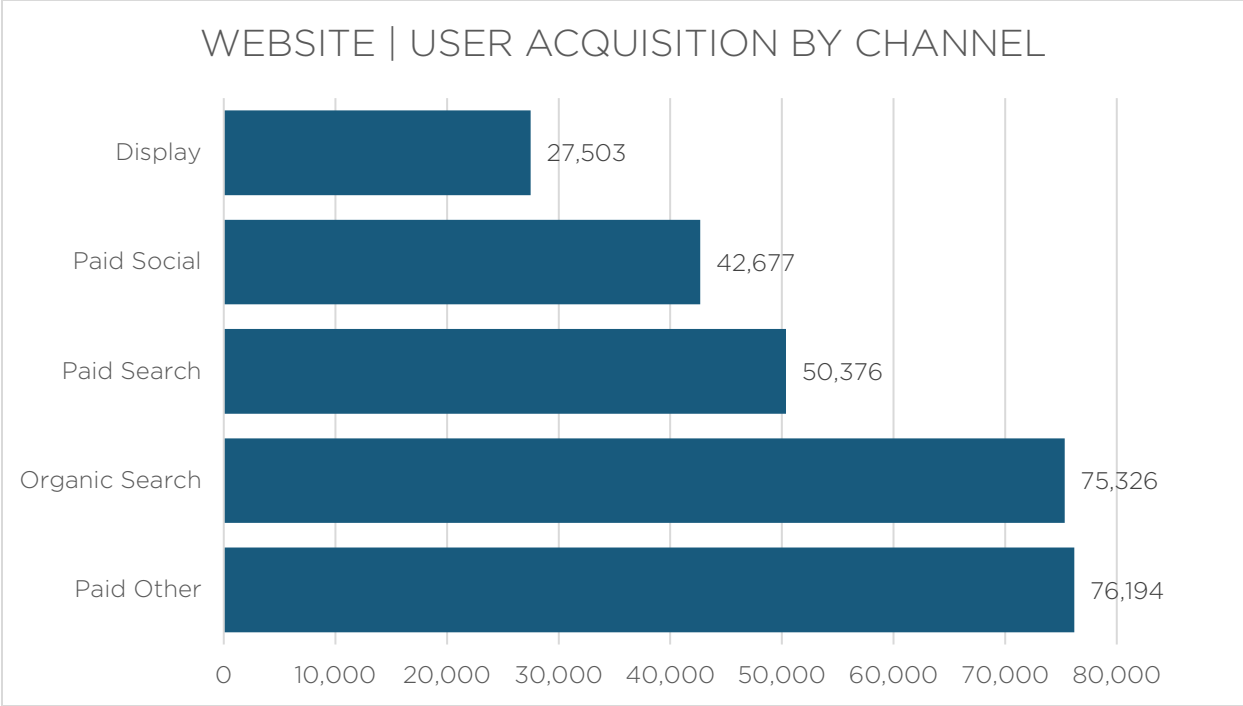


Note: The budget for Google Video and International SEM are significantly smaller than other paid advertising budgets, which is why less conversions are seen.

WEBSITE | TRAFFIC

Visit The Woodlands continues to see steady website traffic. In Q1, the website received 322,000 users with 315,000 of those being new users. **Note:** Google rolled out a new version of their analytics platform (GA4). Some measurements that were previously being reported are no longer available; however, measurements that offer more insight are now being tracked.

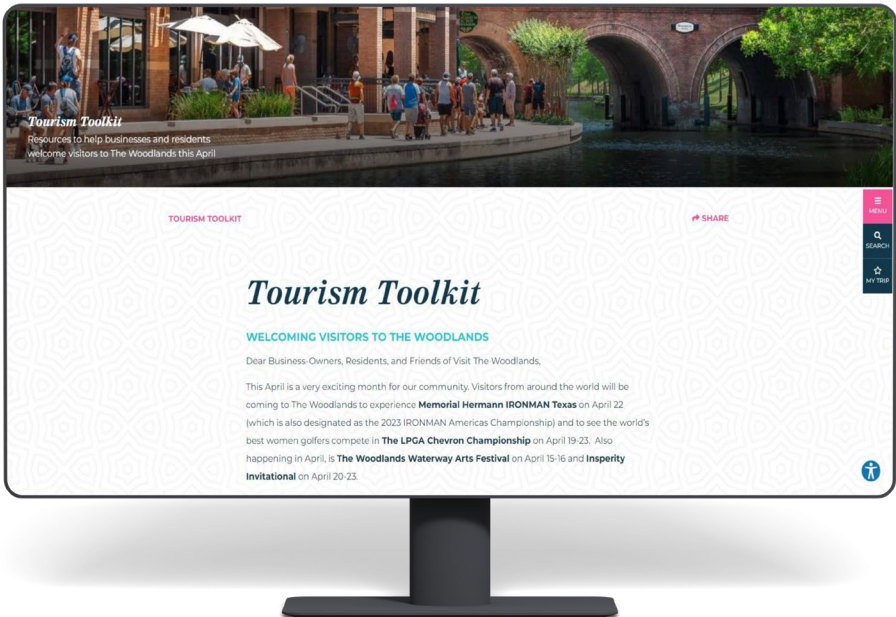




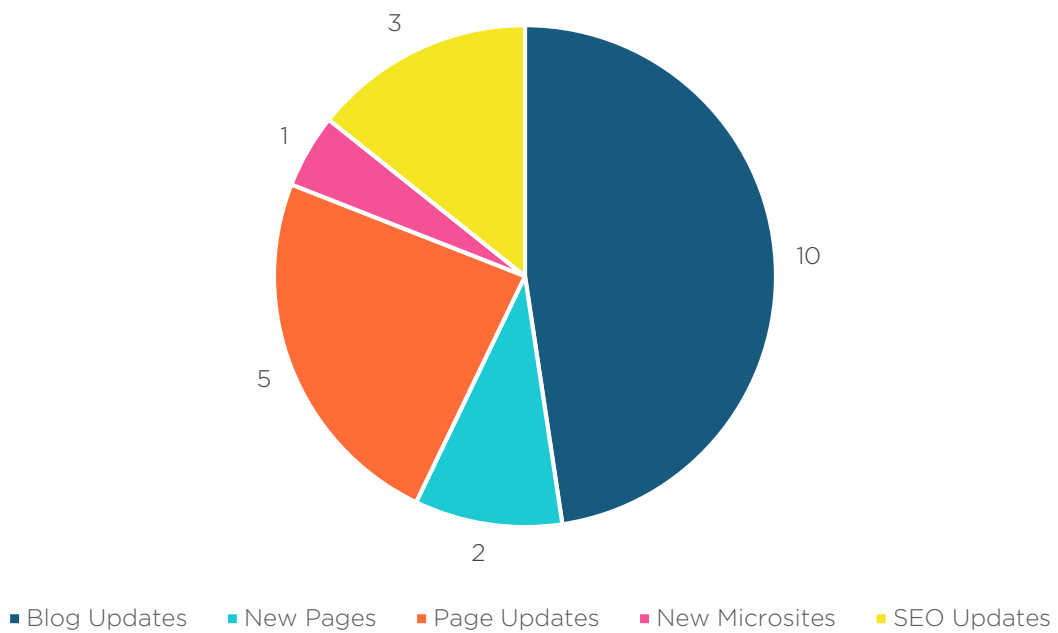
WEBSITE | CONTENT DEVELOPMENT

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.

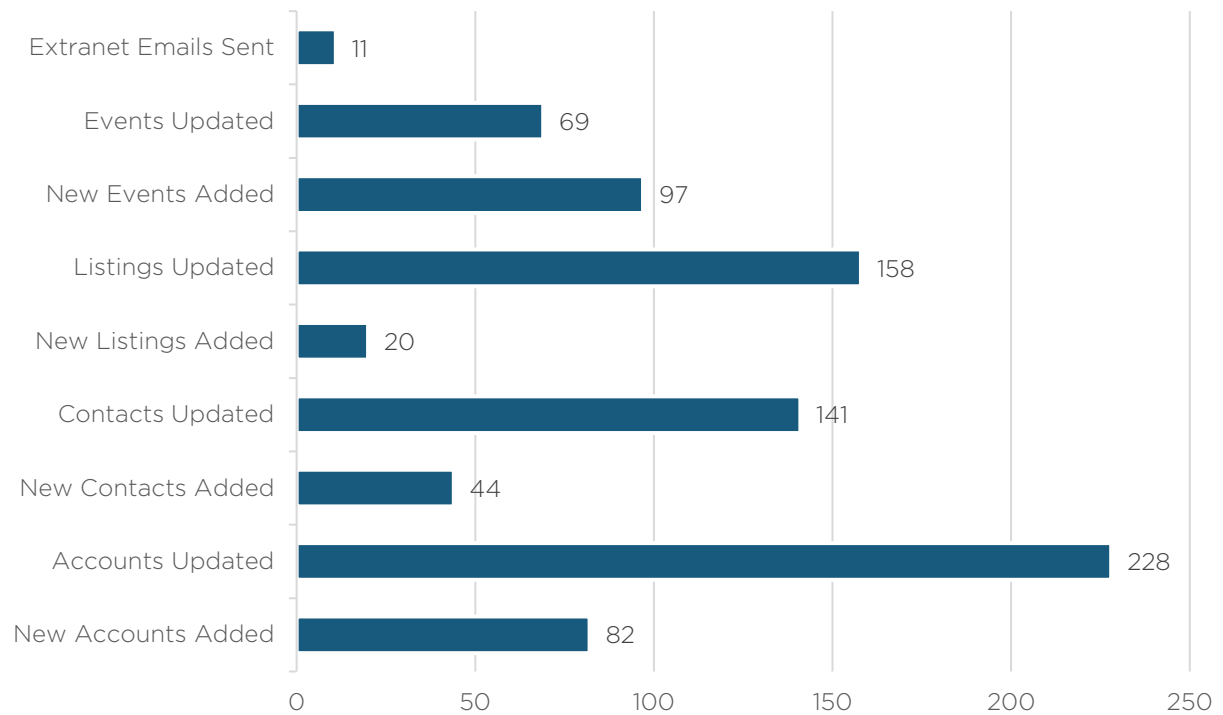
Tourism Toolkit Microsite: Visit The Woodlands helped both local businesses and residents prepare for the incredibly busy month of April with a Tourism Toolkit. With two primary navigation items: Businesses and Residents, each area of the microsite spoke to that specific audience, inviting them to plan to enjoy or avoid the many events happening in Town Center. [View the Tourism Toolkit here.](#)



WEBSITE | CONTENT DEVELOPMENT

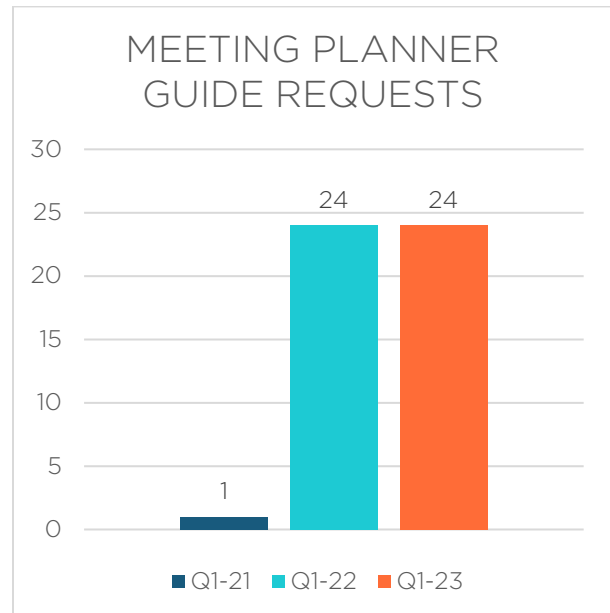
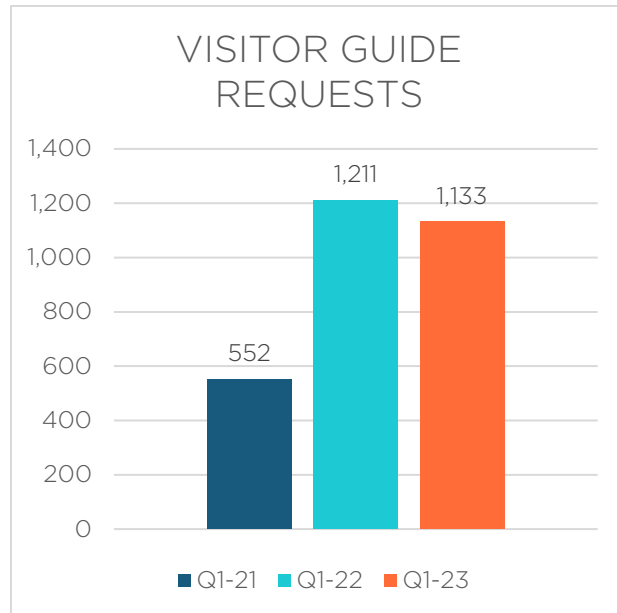


WEBSITE | CRM MAINTENANCE



GUIDE REQUESTS | YEAR-OVER-YEAR

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



MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

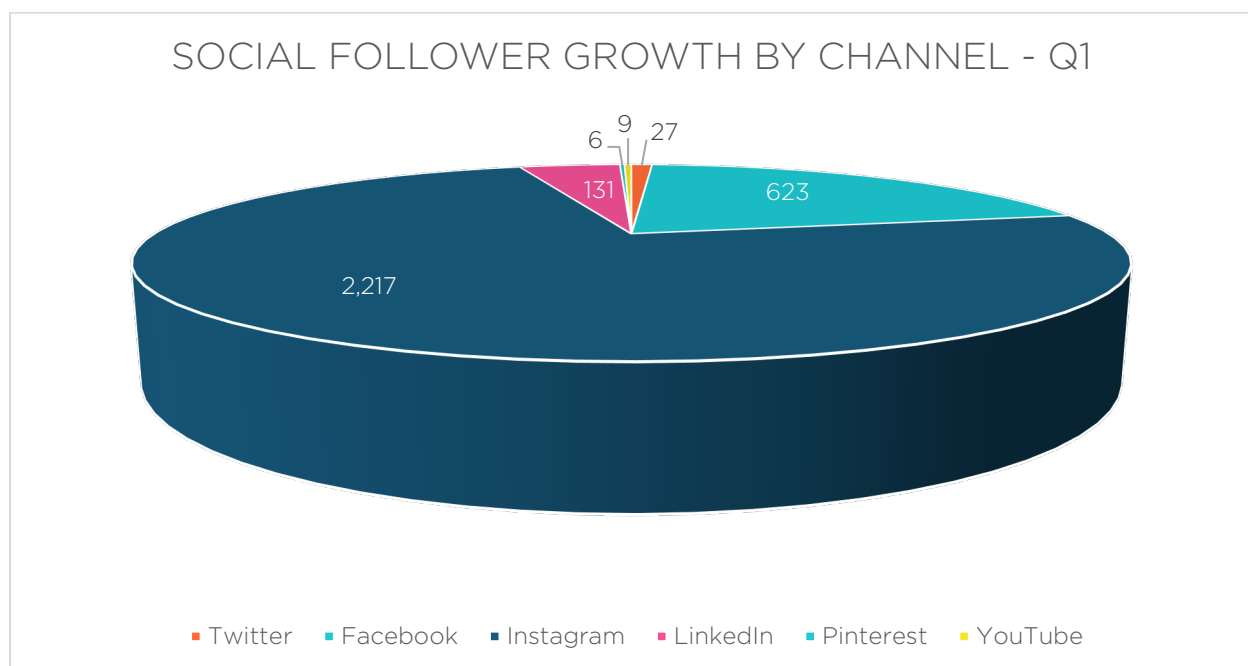
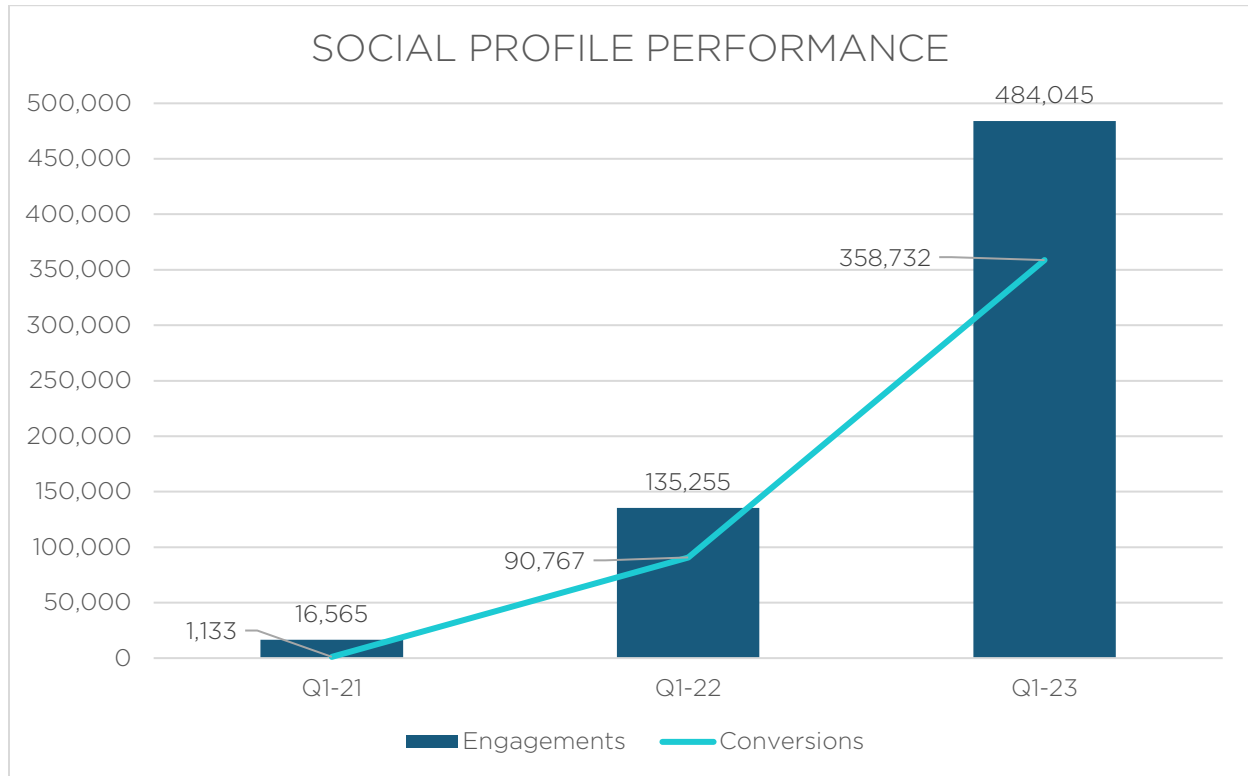
#SoWoodlands Magazine: Visit The Woodlands released the latest edition of its printed publication, #SoWoodlands Magazine. In this issue is How it Began: The Woodlands Waterway Arts Festival, This is the Life: Brad Bailey, The Impact: IRONMAN & The Chevron Championship, Q&A: Josie Lewis, New in Town: Art Benches & more. [View digital edition here.](#)



SOCIAL MEDIA | PROFILE PERFORMANCE

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Visit The Woodlands has an audience of 50K across platforms.

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



SOCIAL MEDIA | CAMPAIGNS & COLLABORATIONS

The Marketing Department develops unique and engaging content across all social media platforms to help drive engagement and create brand awareness. Below are recent highlights.

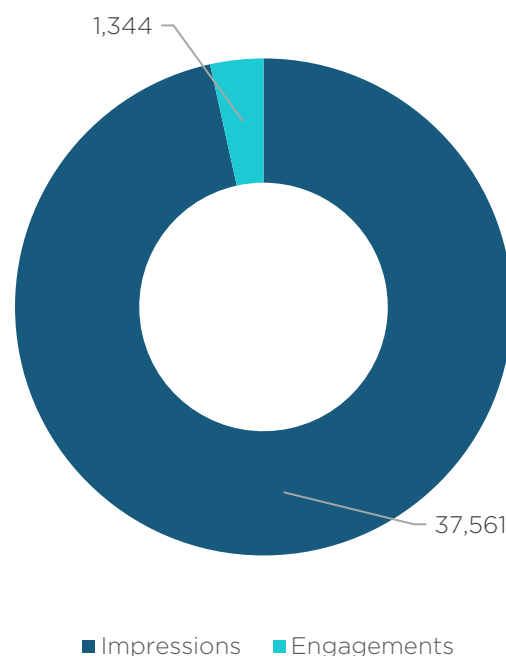
2023 Ambassador of the Year: For 2023, Visit The Woodlands has chosen [Becky's Travel List](#) as the Ambassador of the Year. Becky was chosen for her original, quality content, but also, because she is bi-lingual. After launching Spanish advertising and a Spanish microsite, it was important to extend this to social. Having a bi-lingual influencer helps Visit The Woodlands further reach the Spanish-speaking audience.

Texas TreeVentures Reel Reaches 1M Views: Metrics show having a bi-lingual influencer has an incredibly positive effect on Visit The Woodlands social channels. Becky's Texas TreeVentures reel reached over 1M views, a first for Visit The Woodlands. [View the Texas TreeVentures reel here.](#)

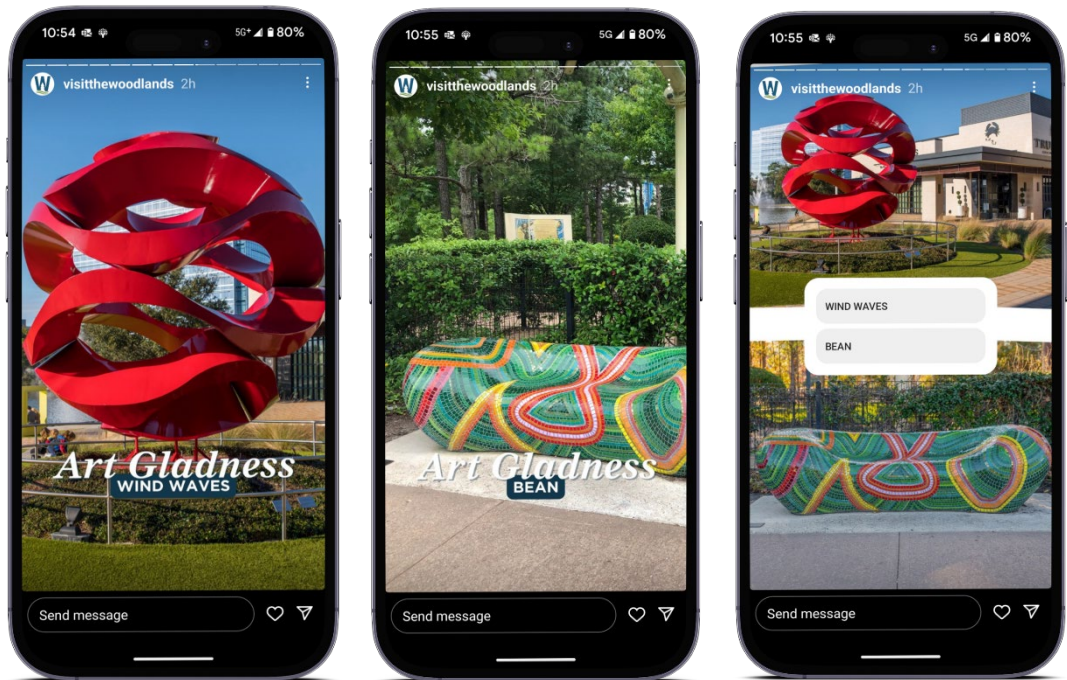
Launch of Partner Collaborations: In Q1, Visit The Woodlands launched a new offering to local hospitality partners, collaborations. For these, Visit The Woodlands creates social content on behalf of the partner and then creates an Instagram reel, tagging the partner as a collaborator. This allows the post to display on both Visit The Woodlands Instagram as well as the partner's Instagram. This gives authority to the post, increases the audience & further drives engagement.



PARTNER COLLABORATION METRICS - Q1

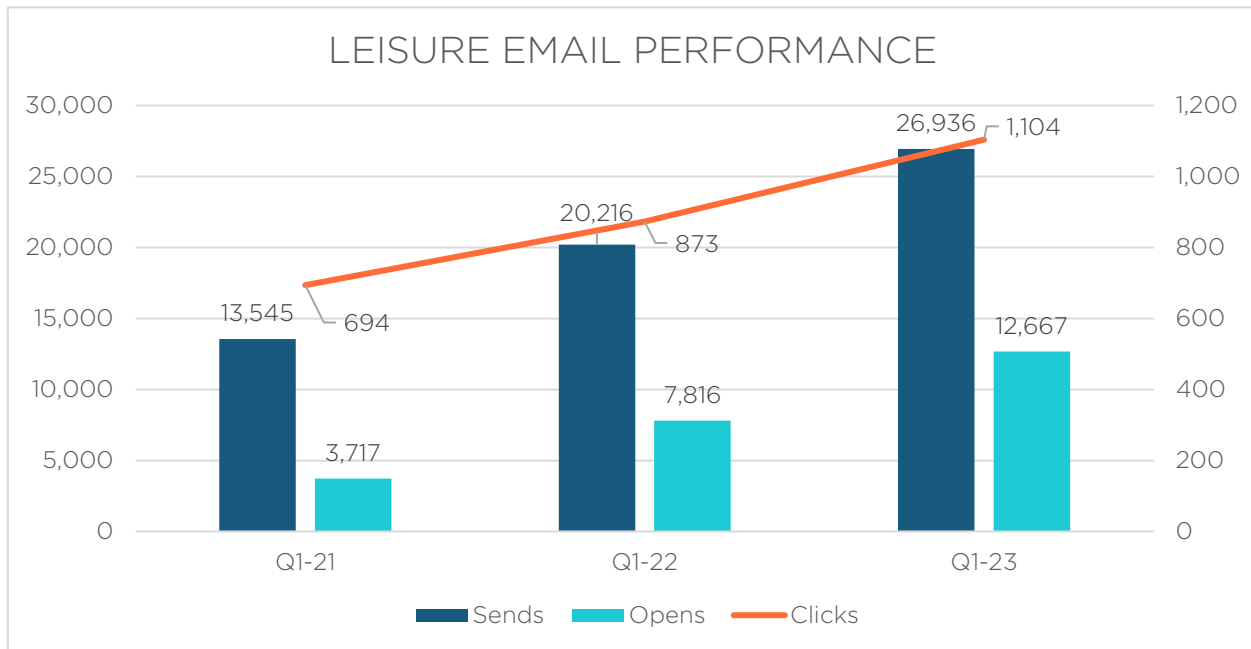


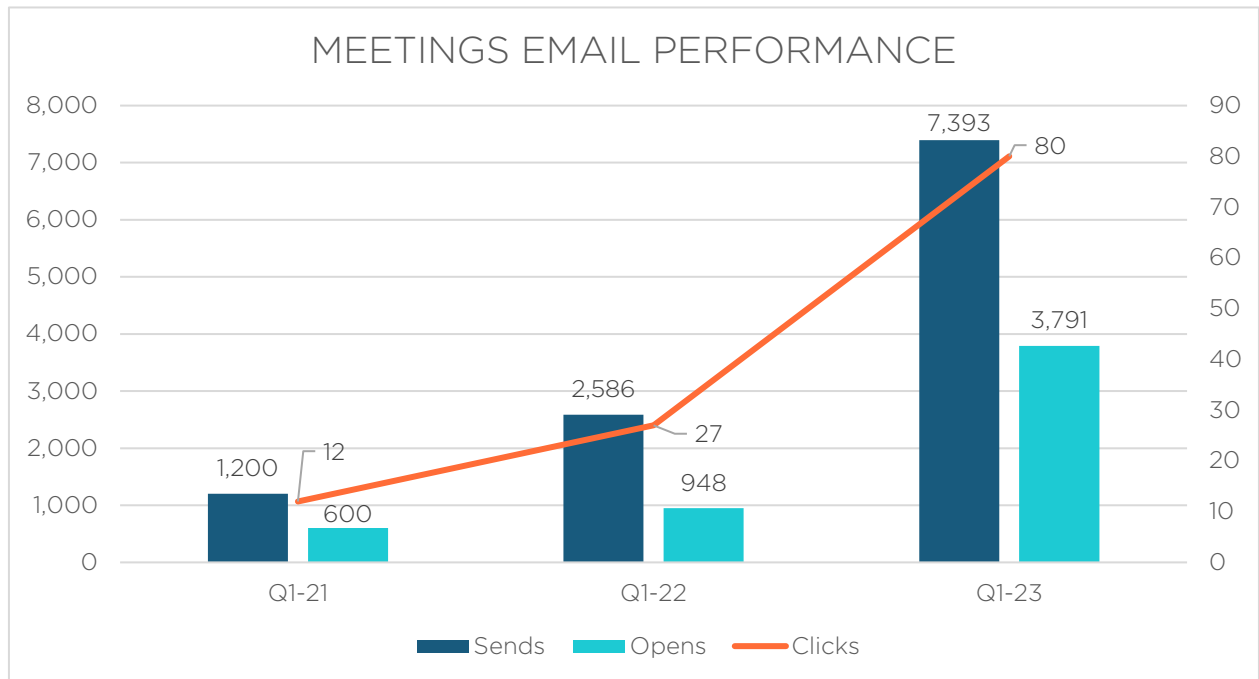
Art Gladness Campaign: A creative twist on March Madness, Art Gladness ran March 18-April 3, 2023. This interactive social campaign allowed followers to vote for their favorite art pieces in The Woodlands. A total of 3,723 votes were cast during Art Gladness. Screenshots from the campaign are below. [View Art Gladness stories here.](#)



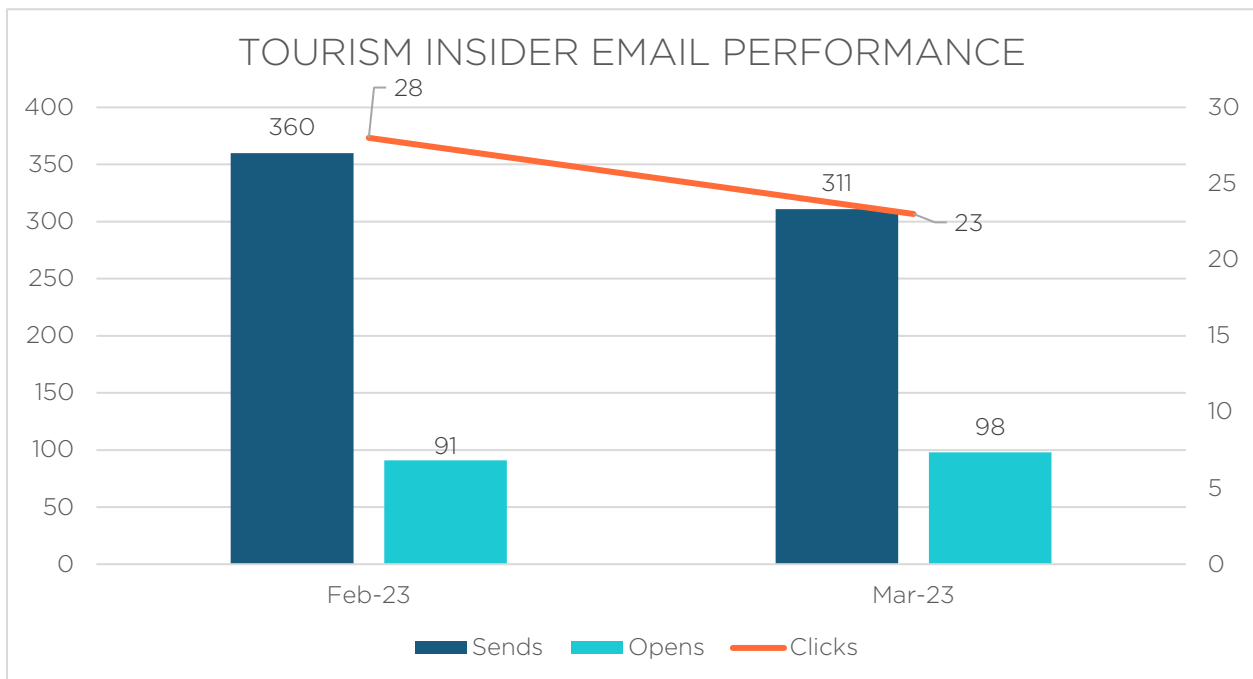
EMAIL MARKETING | YEAR-OVER-YEAR

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. These campaigns continue to perform well.





Launch of Tourism Insider: In Q1, Visit The Woodlands launched a new email, Tourism Insider. Sent to local hospitality partners and stakeholders, this email provides information about upcoming events as well as Visit The Woodlands sales and marketing initiatives. The email also features the new Word From the Chairman video series.



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, providing media assistance, managing editorial fulfillment for industry publications & distributing press releases.

Recent Pitches:

- Smart Meetings Award
- 2022 Awards for The Woodlands
- Global Meetings Industry Day
- Advocacy in Austin

Note: Several of the pitches above resulted in the placements mentioned below.

Recent Placements:

- Community Impact: [Sports Events Spur Visitor Spending in The Woodlands](#)
- Hello Woodlands: [Waterway Fountains & Bridge to be Lit Blue to Celebrate Global Meetings Industry Day](#)
- City Lifestyle: [Be a Savvy Tour Guide in The Woodlands](#)
- Texas Meetings+Events (web): [Visit The Woodlands Receives Industry Award](#)
- The Courier: [Ironman, LPGA to generate more than \\$27.9M for tourism economy in The Woodlands](#)
- Chron.com: [Your Ultimate Guide to Spending an Amazing Day in The Woodlands](#)
- LPGA Women's Network: [The Chevron Championship and The Woodlands Seek to Raise the Bar for Women's Golf](#)

Visit The Woodlands Press Releases:

- The Woodlands Welcomes The Lunar Planetary Science Conference
- Visit The Woodlands Sponsor Team for Great Texas Birding Classic
- The Woodlands Celebrates Global Meetings Industry Day
- Visit The Woodlands Receives Gold & Platinum AVA Awards
- Visit The Woodlands Leadership Attends Statewide Advocacy Event
- The Woodlands Awards & Accomplishments of 2022
- Visit The Woodlands Wins Smart Meetings Platinum Choice Awards

[View all of these and partner press releases online here.](#)

MARKETING | AWARDS & ACCOLADES

Visit The Woodlands Receives Gold and Platinum AVA Awards: Visit The Woodlands recently received a Gold and Platinum AVA Award, as well as two honorable mentions, in the 16th Annual AVA Digital Awards Competition. This international competition honors excellence in digital creativity, branding, and strategy, recognizing creative professionals responsible for the planning, concept, direction, design, and production of digital communications. [Read the full release here.](#)

- **AVA Digital Awards:**
 - Ambassador Program, Platinum
 - Redefine Winter Chill Ad Campaign, Gold

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

ADVOCACY EFFORTS

Texas Travel Alliance Unity and Converge on the Capitol: Travel and tourism are critical to the Texas economy and create a massive economic impact across the state each year. This impact is a large part of the reason why advocating for tourism on local and state levels is so important and why the Visit The Woodlands leadership team recently traveled to Austin to represent The Woodlands at Unity Dinner and Converge on the Capitol.



MEDIA & PUBLIC RELATIONS | INTERNATIONAL MARKET

Chic Magazine FAM Tour: Visit The Woodlands hosted the editor and photographer of Chic Magazine in early February for a FAM Tour. Partnering with local influencers, Visit The Woodlands was able to capture lifestyle photography and chef interviews, which will be highlighted in Chic Magazine later this year.

