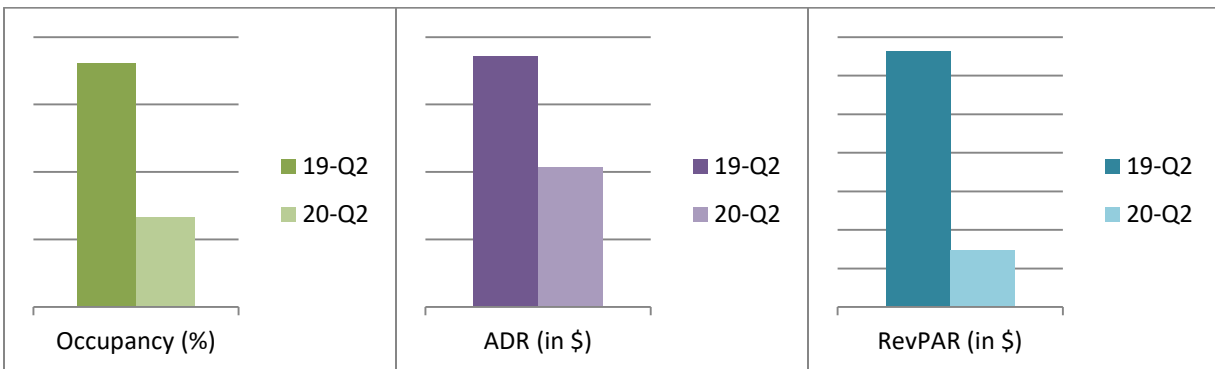


HOTEL OCCUPANCY TAX COLLECTIONS

2019			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	\$ 306,002	APR	\$ 859,519	\$ 880,321	\$ 306,002	-65.2%
MAY	\$ 897,839	\$ 36,751	MAY	\$ 876,653	\$ 879,981	\$ 36,751	-95.9%
JUN	\$ 983,164	\$ 76,026	JUN	\$ 837,722	\$ 919,789	\$ 76,026	-91.7%
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	\$ 8,536,905		
YTD	\$ 4,927,426	\$ 2,424,943	YTD	\$ 8,997,682	\$ 9,223,543	\$ 2,424,943	-48.4%

2020 COMPARED TO 2019 (as of 6/27)



Down 63.35% in Occupancy

Down 43.71 % in ADR

Down 77.73% in RevPAR

Sales Department

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

The Sales Department works throughout the year to bring meetings business to The Woodlands. This is accomplished by attending trade shows, sales conferences, working leads and hosting site tours. In Quarter 2, the sales team worked on the following:

Quarterly Overview

Virtual Site Tour Conducted: Visit The Woodlands helped coordinate the organization's first virtual site tour for clients. With social distancing in place, clients were not able to physically attend a site tour for a 2021 event. Staff organized a multi hotel virtual site tour that allowed the clients a first-hand and personalized walk through of the hotels they were considering. This sparked the conversation to look into virtual site tour videos to have available for clients who are either not able to travel in or not comfortable with meeting in person.

Budget and Recovery Plan- With the new realities of Covid-19, Visit The Woodlands began to adjust to the budget for 2020 and started planning for recovery from Covid-19. This included new budget plans for each department and departmental recovery plans that were reviewed and presented to the Visit The Woodlands Board of Directors.

PCMA Virtual Happy Hour Events- PCMA is one of the leading events industry associations. Visit The Woodlands is a member with the Gulf States PCMA Chapter. This organization offers a great platform to network and meet with meetings and event professionals within the state of Texas. In April, PCMA Gulf States started hosting "virtual happy hour" events that allowed the opportunity to network with industry professionals in a fun, relaxed setting. This is a great way to connect with both current and future clients.

The Woodlands Texas Hotel and Lodging Association Townhall Event- Texas Hotel and Lodging Association (THLA) is an organization that offers legal support, advocacy, marketing opportunities, and education to member destinations and hotel properties. Visit The Woodlands organized a virtual Townhall event with THLA for The Woodlands hotel properties to join. This event allowed THLA's legal counsel to go over important Covid-19 related topics that are common questions for hotel properties and destinations alike. This was a great platform for The Woodlands hotel properties to ask specific questions on best practices, the CARES Act, and other operational questions in this changing hospitality landscape.

Q2 Sales Advisory Committee & Monthly Meetings- The Sales Department hosted the first virtual Sales Advisory Committee meeting in May. This meeting offered the opportunity for the committee members and staff to discuss critical updates and changes throughout the COVID-19 crisis. *(Continued on next page)*

This meeting allowed discussion to take place on upcoming changes, shifts in group business sentiment, expectations and plans for recovery, and insight into best practices during this time. During this meeting, the committee decided that moving to monthly virtual Advisory meetings would be helpful due to the drastic changes and updates happening within the hotels at this time. In June, the advisory committee came together to discuss upcoming openings, renovation updates, group business insights, July 4th event plans, Pavilion updates, and much more.

Smart Meetings Virtual Trade Show- Visit The Woodlands Sales Department participated in Smart Meetings first fully “virtual trade show.” This event offered a virtual tradeshow floor along with over 12 meeting planner appointments via videocall. The layout of the event, the high-quality education, the networking opportunities and the planner meetings were all very well done. Staff is following up with appointments to confirm future business from this event.

Website and Marketing Assistance- With an influx of research, updates to the current website, and preparation for the launch of the new website, the Sales Department stepped in to assist the Marketing team with many website updates and information gathering needs. This included updates and changes to local open hotels and amenities offered, research on offerings from local restaurants, review and updates for the “Meetings section” of the new website and needs for the improved incentive fund request and servicing request process.

TSAE Updates- Visit The Woodlands was working closely with Texas Society of Association Executives to confirm hosting a “lunch and learn” event in The Woodlands for June. Due to changes to the program due to COVID-19, Visit The Woodlands is now working closely with TSAE to transform this event into an educational virtual event that highlights The Woodlands and its hotel properties. This event has been confirmed to take place virtually on July 21, 2020 and will highlight multiple hotel properties in The Woodlands.

Virtual Site Tour Planning- Staff has been discussing putting together virtual site tours of The Woodlands hotel properties with meeting space since the end of 2019. With the changing landscape of COVID-19, this project became a priority as many people are not able to travel for an official site tour. This will be a great resource for future sales efforts. The Sales Department is currently coordinating with vendors and getting proposals to begin producing these tools.

B-Roll Video Shoot- In June, the Sales Department worked diligently with a local video vendor to help capture new B-Roll footage to be utilized within videos that Visit The Woodlands are producing to help encourage overnight stays. This video shoot included shots of The Woodlands Waterway, biking experiences, and the new water bikes that are available through Riva Row.

Partner “Sunshine Box Drop In’s”- The Visit The Woodlands Sales Department put together “sunshine baskets” for the local hotel partners as a thank you. Over the last few months, The Woodlands hotel partners have been working around the clock to ensure incredible service, safety, and comfort for visitors and guests. With bright goodie baskets in hand, the team went to each hotel to personally deliver and thank the hotel industry partners in The Woodlands.

Sales and Servicing Blog Development- The Sales Department is working on developing sales and servicing specific blogs, content for the new website, Linked In engagement and future sales email distribution. To have insightful blog content helps engage meeting planners and future clients by showcasing all that The Woodlands can offer to conventions and meetings.

Meeting Planner Guide Updates- Before Covid-19 began, Visit The Woodlands was working on plans to update outdated information within the Meeting Planner Guide. This material is a sales tool that showcases The Woodlands as a destination, hotels, and meeting space options for conferences and events. The Sales Department worked closely with the Marketing Department on necessary updates and changes.

Servicing Volunteer Program Development- Ashley Fenner oversees the servicing programs and offerings for clients of Visit The Woodlands. The newest program being developed is a Volunteer Program that will allow for more flexible hours for welcome booths and assistance with registration for conferences and events. Ashley is brainstorming creative areas to find qualified and professional volunteers and is working on the guidelines and outline of the program.

Hilton Garden Inn Partner Meeting- The Sales Department had the opportunity to conduct an in person meeting with the Hilton Garden Inn and Hyatt Place sales partners. This was a chance to meet the new Sales Manager that joined the team and an opportunity to discuss updates to the new website, upcoming client events, upcoming promotional opportunities and much more. These meetings serve as a great way to brainstorm new ideas and creative ways that the Sales Department can help encourage and book hotel rooms in The Woodlands.

Sales Travel and Shows in Quarter 2

- Smart Meetings Virtual Tradeshow Event

Leads & Servicing in Quarter 2

- 1 Virtual Site Tour Conducted
- 8 Organic Leads Worked and Distributed
- 7 CVENT Leads Received and Distributed
- 13 Meeting Connections

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

COVID-19 Efforts: The Marketing Department continues to work with the rest of the team to keep www.visitthewoodlands.com/covid updated with the latest information and resources related to COVID-19. Website resources include guides for dining and shopping locally as well as idea for how visitors can explore The Woodlands from home.

COVID-19 Recovery Plan: The Marketing Department worked with other team members to gather information for and then create a “COVID Recovery Plan for Visit The Woodlands.” The plan consists of a three-phased approach, timeline and a list of temporary goals. The three phases are “Response, Recovery and Resilience,” with each corresponding to specific tasks and strategies. [View the COVID Recovery Plan online here.](#)

Q2 Marketing Committee Meeting: The Marketing Department held its first virtual Marketing Committee Meeting via Zoom on May 8. The meeting was a roundtable discussion about COVID-19. Visit The Woodlands Marketing Department shared the different methods staff is implementing to support local partners. Committee members discussed how they have been impacted and their outlook.

Website Launch: Visit The Woodlands is proud to announce the launch of its new, fully redesigned destination website, visitthewoodlands.com. The new website offers the most accurate and up-to-date content for leisure travelers with access to curated trip ideas, upcoming events, special offers, visitors guide and more. The site also features a section designed for meeting planners that includes details on meeting venues in The Woodlands, CVB services, online RFP submission and the official “Meeting Planners Guide.” A dedicated media room allows local and traveling media to access news releases, story ideas and more. [View the website here.](#)

Post-COVID Planning: The Marketing Department has been working to develop a plan on how the department will continue to support local partners as well as other Visit The Woodlands departments with limited funding for the remainder of 2020 and into 2021. Ideas include creating a digital only guides, eliminating some projects altogether and bringing other projects in-house to reduce costs.

Advertising

After receiving Board approval to reactivate advertising efforts, the Marketing Department re-launched media placements. An overview of these placements is below.

- **Leisure**
 - Travel+Leisure
 - Food & Wine
 - Town & Country
 - Texas Town & City
 - Community Impact

- AAA Texas Journey Discover
- Texas Highways Events Calendar
- Texas Highways Magazine
- **Meetings**
 - Convention South
 - Texas Meetings + Events
 - Connect Corporate

Digital Marketing

The Marketing Department 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: Blog**
 - Woodlands Puzzles at Home
 - Woodlands Recipes for Home
 - Easter Meals at Home
 - Film Festival – At Home in The Woodlands
 - The Woodlands at Home
 - Meet in The Woodlands, At Home
 - Things to Do Outdoors
 - Waterfront Dining in The Woodlands
 - Artist Spotlight: Dixie Friend Gay
- **Published Content: Dedicated Pages**
 - Sales: Incentive Fund Request, Servicing Request
 - Tourism: Weddings, Reunions, Tourism Development Fund
 - Other: The Woodlands Film Commission
 - All other website forms have also been updated
- **Reporting:**
 - 85,985 Page Views
 - 42,695 Users
 - 1.66 Pages/Session
 - 1:20 Average Session Duration

Email Marketing

- **Emails Sent:**
 - Consumer Email: Leisure
 - Weekly Board & Partner Updates
 - Contributions to The Woodlands Township Covid-19 Updates
- **New Signups**
 - Leisure: 38
 - Meetings: 18

Social Media

- **Daily Posts & Monitoring** – Facebook, Instagram, LinkedIn, Twitter, YouTube
- **Live Videos:**
 - The Woodlands Chamber of Commerce: Between the Trees (Ted Harris & Jenny Taylor)
 - Glade Cultural Center
 - The Woodlands Chamber of Commerce: Between the Trees (Nick Wolda)
 - The Woodlands Waterway
 - Market Street
 - Texas TreeVentures
 - The Westin
- **National Travel & Tourism Week Promotion:** Working with the Tourism Department, marketing help create and spread messaging via social to support “visiting” The Woodlands from home.
- **Reporting:**
 - 410,992 Impressions across social networks
 - 17,275 Engagements across social networks (+7.8% from last quarter)
 - 1,926 Website Conversions via Social

Videos

- **The Woodlands Lights It Blue** – Created a compilation video of photos of The Woodlands area landmarks lit up in blue to support healthcare professionals and frontline workers
- **Blue Angels Flyover** – Captured footage of the Blue Angels flyover The Woodlands and shared this on social.
- **National Tourism Week** – Created a video of Visit The Woodlands staff favorite things to do in The Woodlands in celebration of National Travel & Tourism Week.

Public Relations

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

- Visit The Woodlands Celebrates National Travel & Tourism Week
- Visit The Woodlands Releases COVID-19 Recovery Plan
- The Woodlands Earns Bronze Bicycle Friendly Community Designation
- The Pavilion Awards Scholarships to Fine Arts Students
- The Westin at The Woodlands to Reopen on July 1, 2020
- New Outreach Project Brings Artful Fun to the Community
- Visit The Woodlands Launches New Destination Website
- The Woodlands Town Center Trolleys Resume Service July 1, 2020

Media Coverage Values:

- **Total Media Exposure:** 2,330 placements
- **Potential Reach:** 1822.30M
- **Ad Value Equivalency:** \$16.86M

Placements:

- **Click2Houston.com:** Everything You Need to Know About the New Water Bike Rentals Available in The Woodlands
<https://www.click2houston.com/news/local/2020/05/26/everything-you-need-to-know-about-the-new-water-bike-rentals-available-in-the-woodlands/>
- **CultureMap Houston:** 2 Stylish Fashion Retailers Target The Woodlands for Reopening
<https://houston.culturemap.com/news/fashion/05-29-20-warby-parker-j-crew-market-street-woodlands-open-hours-social-distancing/#slide=0>
- **Houston Chronicle:** Last of 3 Howard Hughes Hotels in The Woodlands to Reopen July 1
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Last-of-3-Howard-Hughes-hotels-in-The-Woodlands-15357460.php>
- **Community Impact:** Live Music Returns in The Woodlands
<https://communityimpact.com/houston/the-woodlands/arts-entertainment/2020/06/23/live-music-returns-in-the-woodlands/>

Marketing Collateral

Due to limited funding, some marketing pieces will no longer be offered as printed pieces, but rather be available as digital only via Visit The Woodlands website.

- **Insider's Guide** – New signups: 37
- **Current Newsletter** – New signups: 1
- **Visitor's Guide Requests**
 - Printed Requests – 217
 - Downloaded – 14
- **Meeting Planner Guide Requests** - 1

Partnerships

- **Meetings**
 - Visit The Woodlands Board Meeting
 - Weekly Staff Meetings
 - The Woodlands Township Board Meeting
 - Leadership Montgomery County (multiple class sessions & graduation)
 - The Woodlands Area Chamber of Commerce: Between the Trees
 - Howard Hughes Hospitality
 - The Woodlands Township Employee Forum
 - Market Street
- **Webinars**
 - Travel Texas: Covid Advertising Recovery Plan
 - Madden Media: Covid Marketing Response
 - Destinations Analysts: Travel Sentiment Survey
 - Arrivalist
 - Tourism Chat: Bicycle Tourism
 - Simpleview Summit: Virtual Sessions
 - US Travel: Race & Diversity
- **Marketing Committee**
 - Ongoing communication with partners to provide support during Covid-19.

Tourism Department

Quarterly Report

Around Houston Virtual Meeting– Destinations from the “Around Houston” partnership joined in a virtual meeting to discuss the changes that have been implemented in each destination regarding COVID-19. Visit The Woodlands shared their status regarding staff and hotels, as well as safety measures The Woodlands has taken to protect both visitors and residents during the pandemic.

Logistics for Visitor Kiosk – Due to the COVID-19 Pandemic, Visit The Woodlands and Market Street made the decision to close the Visitor Kiosk available at Market Street. Safety measures have been taken to reduce exposure and materials for visitors are still available at the kiosk. A hand sanitizing station has been placed next to the Visitor Kiosk for safety and items will be restocked, as necessary.

Looking for New Opportunities with Partners– Visit The Woodlands reached out to Visit Grapevine regarding their interest in creating Familiarization tours for the motor coach industry. Tourism Specialist, Laura Haces, reached out for them to consider The Woodlands as a great stop while travelers drive from the Dallas Area to the Houston Area. Due to cancelations of tradeshow, the tourism department has shifted to find new opportunities.

Variety on Itineraries– Visit The Woodlands created new itineraries that feature proper social distancing while still enjoying the nature, fine shopping, and dining that The Woodlands has to offer. Visit The Woodlands has created several activities that ensure social distancing and that offer a great experience for visitors.

National Travel and Tourism Week – Due to COVID-19, Visit The Woodlands celebrated “National Travel and Tourism Week” through social media platforms. Taking into consideration the spirit of travel and conscious of the global circumstances, several activities were shared for travelers to engage with The Woodlands. From puzzles, to a passport of the Villages, to the staff sharing their “favorite thing about The Woodlands,” there were daily activities shared.

Partnerships with Texas Travel and US Travel Association– Visit The Woodlands reached out to US Travel Association to be part of their Twitter “virtual road trip” during “National Travel and Tourism Week.” This gave The Woodlands national exposure and a way to stand out within Texas destinations. Visit The Woodlands has also reached out to Texas Travel to share some of the virtual experiences they offer to encourage travelers to dream of Texas and travel soon.

Visit The Woodlands “Live”– Visit The Woodlands staff researched live stream resources to highlight some of the most emblematic parts of The Woodlands. Tourism Specialist, Laura Haces, has been in contact with different companies and destinations to best apply these resources and showcase The Woodlands while potential visitors are home.

Wedding Venues Meet Visit The Woodlands– The Woodlands is a perfect location for a destination wedding, from activities that all wedding attendees can do, to some of the best private rooms for wedding rehearsals. Visit The Woodlands staff has been in contact with local wedding venues to partner and offer resources to visitors.

Q2 Meeting Connections

- Visit Grapevine Meeting.
- Market Street meeting on Visitor Kiosk.
- Webinars from Brand USA, Travel Texas, Connect, etc.
- Meeting with The Woodlands Township to join efforts in support of the community.
- Westin meeting on tourism.
- Around Houston Meeting.
- Visit to all hotel properties
- Meeting with Wedding venue