

QUARTERLY REPORT

Q2 2021

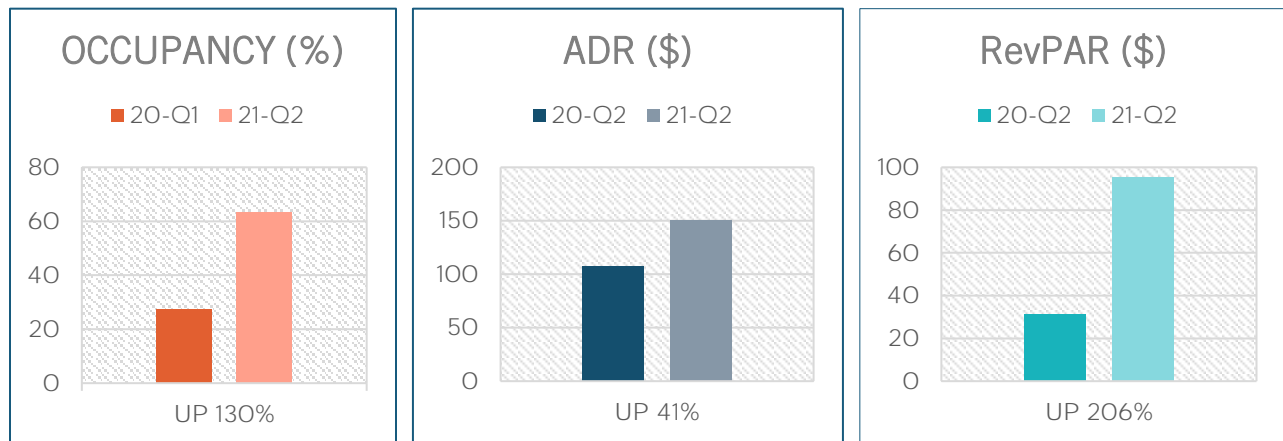
VISIT
THE WOODLANDS
— T E X A S —

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

In Q2, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. This is attributed to people feeling more comfortable traveling for leisure activities and with a slow pickup in conferences and tradeshow activity.

	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	\$ 527,633	72.4%
MAY	\$ 879,981	\$ 36,751	\$ 543,703	\$ 497,469	1253.6%
JUN	\$ 919,789	\$ 76,026	\$ 589,898	\$ 569,445	649.0%
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	\$ 1,835,856	\$ 2,401,355	-1.0%

STR DATA | YEAR-OVER-YEAR



MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

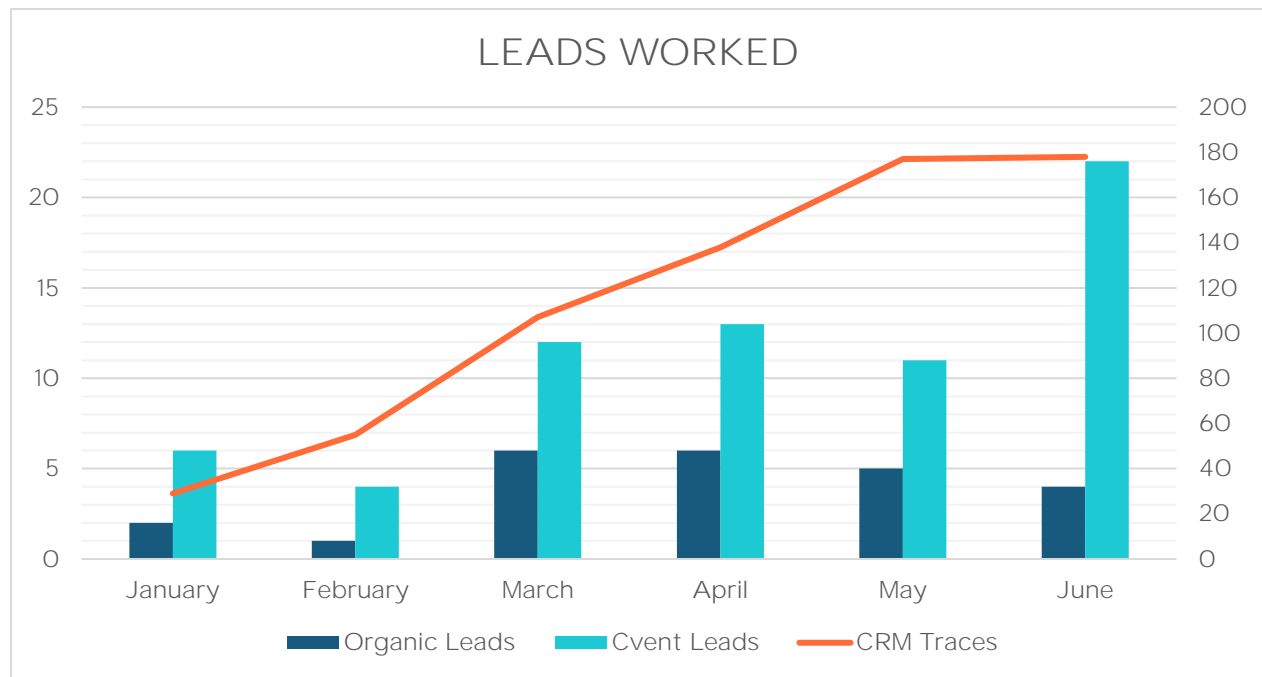
TRADESHOWS & SALES MISSIONS

Austin Sales Mission: The Sales team traveled to Austin in April for the Texas Travel Alliance (TTA) Unity Dinner. While there, the team set up appointments with Austin based Meeting Planners to discuss the outlook of meetings, promote updates and changes to The Woodlands areas hotels, and discuss future business.

Smart Meetings Tradeshow: Josie Lewis represented Visit The Woodlands at the 3 Day National Smart Meetings Tradeshow. Smart Meetings offers meetings planners and suppliers alike, with the opportunity to meet with targeted prospects. During this tradeshow, Josie had the opportunity to meet with 28 qualified meeting planners and came home with many new connections and 2 RFP's in hand. Josie followed up with each planner personally after the tradeshow and all contact information and meeting notes were tracked within the CRM platform.

LEADS & SERVICING

In Q2, the Sales Department continued to see a rise lead activity, both organically and through Visit The Woodlands' partnership with Cvent. This is a positive sign, showing that meeting planners are ready to start planning meetings again.



PARTNERSHIPS

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 April, the committee welcomed two new members and was hosted in person for the first time since before the Covid-19 pandemic began in March 2020. The committee discussed the HelmsBriscoe hotel Crawl, the Medical Hotel Rate Program, the Connect Texas 2024 win, and more.

Progressive Site Tour in Shenandoah: Visit The Woodlands staff had a great opportunity to meet with local CVB professionals from Conroe and Shenandoah. With a lot of new hotel development in Shenandoah, staff was able to do a full tour of the new properties and then catch up and discuss regional tourism initiatives with area industry professionals. This tour included a full site tour of the Even Hotel, Aloft, and the new Hyatt House hotel.

MEETINGS

- Texas Association of Mediators Site Tour
- Leadership Montgomery County Session- Community
- Q2 Sales Advisory Meeting
- Smart Meetings Tradeshow
- Visit The Woodlands Board of Directors Meeting
- Connect Partner Call
- LMC Graduation
- Sweet Greens Opening
- Hyatt Place Meet The Team
- North Houston Venue Focus Group
- Hydrocephalus Association Site Tour
- CVENT Annual Review Call
- Sales and Marketing Summer Preview
- Simpleview Monthly Training Call
- Avanti on Research Ribbon Cutting
- TACVB Sales Blitz
- UH Graduate Career Panel Discussion
- Site Tour for Removing Labels Dance Program
- Client Servicing Kick off Call with Texas Association of Korean Schools
- Trolley Expansion Discussion
- Visit The Woodlands budget Meeting
- TAC Bid Presentation Planning
- Progressive Site Visit of Shenandoah Hotels

SALES PROJECTS & INITIATIVES

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 that is an area to promote each destination. Visit The Woodlands was 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 sales teams finalized the page in April.

Economic Impact Calculator Training: Destinations International offers the Event Impact Calculator that measures the economic impact value of an event and calculated its return on investment to local taxes and communities. The Sales team recently integrated this calculator with its CRM system to be able to calculate the economic impact of each group and lead being worked. This calculator draws on ten different data sources to provide an industry-wide standard. In April, Josie Lewis went through the Economic Impact calculator book camp training.

Supplier Referral Program Development: Ashley Fenner, who oversees servicing for Visit The Woodlands, worked in conjunction with the Marketing Team to develop a Supplier Referral Program to offer Meeting Planners working within The Woodlands area. This platform, along with being a resource for planners, offers the chance for partners to be promoted for groups traveling into The Woodlands.

Show Your Badge Program: The Sales team continues to partner with new restaurants, retail outlets and attractions for the Show Your Badge Program, bringing the total to 31 partners.

Incentive Fund Process Web Based Update: Over the years, Visit The Woodlands has offered an Incentive Fund Program that has funds available specifically for group business that are in the midst of competing with other destinations. The sales team recently working in conjunction with the Marketing Team, transitioned this process to a web based process that allows our partners to easily submit the requests to Visit The Woodlands, and the full processing process has been streamlined and now works in conjunction with the CRM system.

Servicing Item Update: With groups starting to come back to The Woodlands hotels, the servicing program is beginning to start up again in full force. Ashley Fenner, who oversees the servicing of groups, is starting to source new servicing items for FAM events, tradeshow giveaways, attendee welcome bags, and more.

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. The department continues to review proposals for 2021 media placements and opportunities. Below is an overview of upcoming advertising placements, which were fulfilled in Q2.

Leisure:

- Tour Texas – Hot & Happening eNews (May, June, July), Tour Texas Website (May), Featured Video (May, July), Contest + ROS Banner (June)

- Texas Highways (June, July, August, September)
- Texas Events Calendar (Fall)
- Texas State Travel Guide (Annual)
- Paid Search – Google Discovery Ads, SEM (May, June, July)
- Paid Social – Facebook & Instagram (May, June, July)

Meetings:

- Orange 142 (May)
- Paid Search – SEM (May, June, July)
- Paid Social – Facebook & Instagram (May, June, July)
- Texas Meetings + Events (Summer)
- Convention South (August)

Opportunities Reviewed:

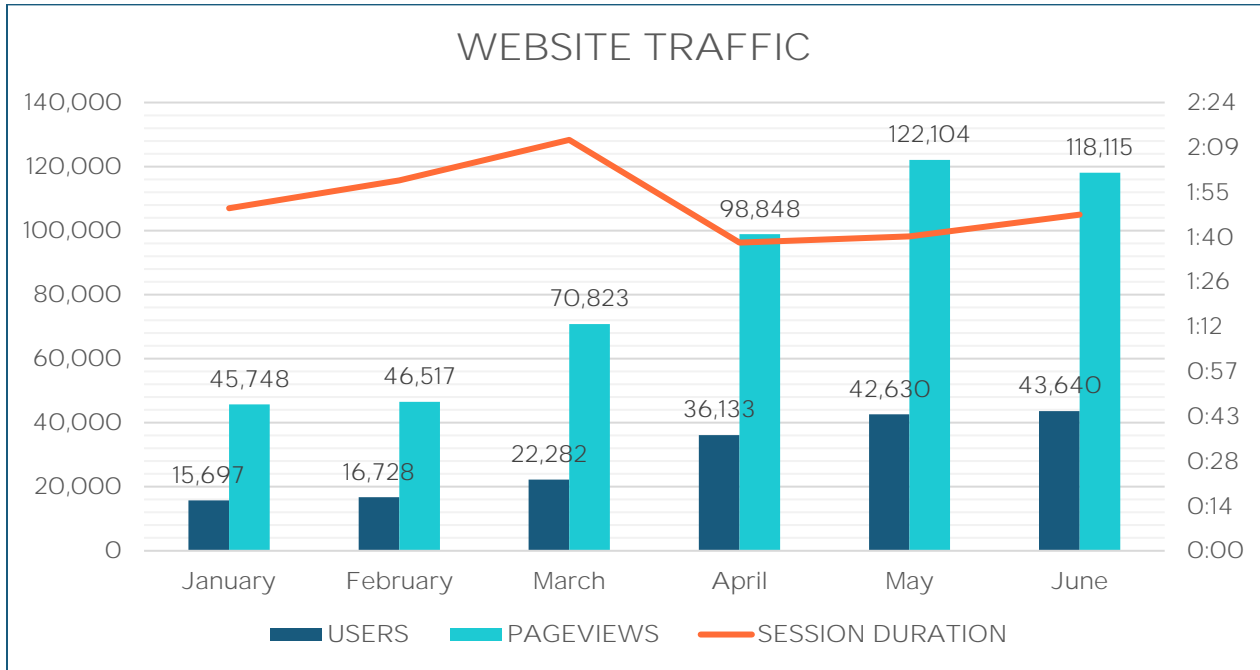
- Ink Global: United Airlines Magazine

ADVERTISING | EXAMPLES IN MARKET



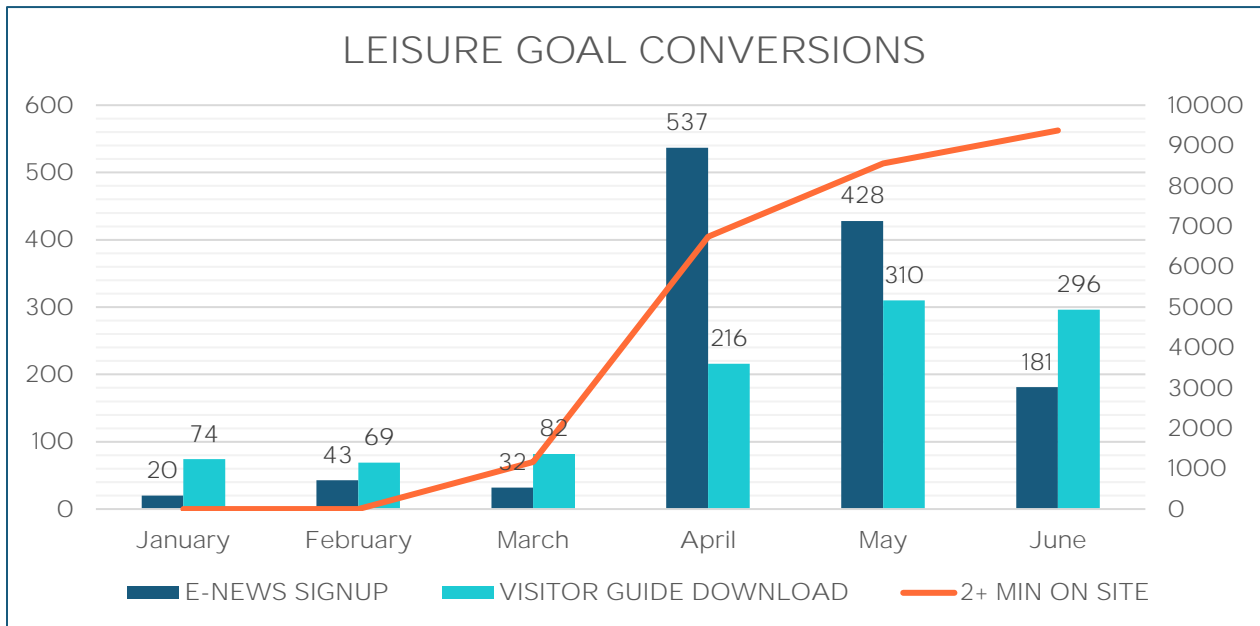
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic continues to improve month-over-month with total number of users, sessions, pageviews, average session duration all being up for the quarter.



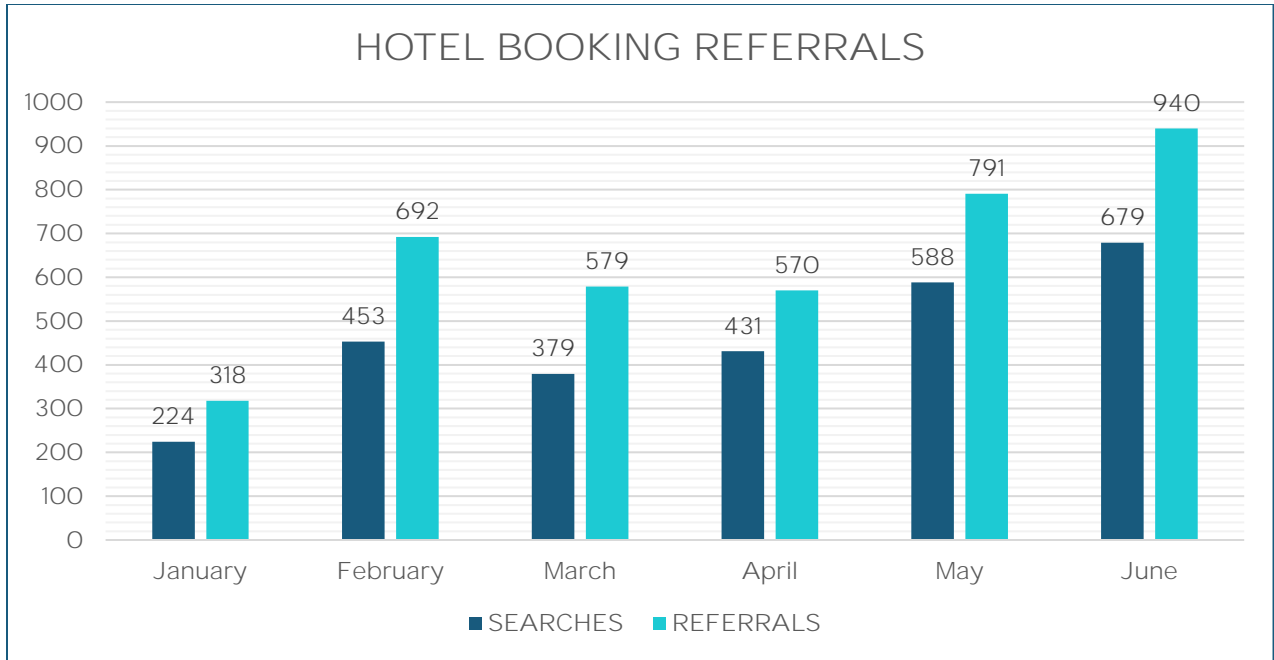
WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

In Q2, paid advertising positively impacted website conversions which include e-newsletter signups as well as Visitor Guide & Meeting Planner Guide downloads.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In Q2, the website had 2,301 referrals to hotel properties in The Woodlands, up 45% from the previous quarter. Top referral U.S. states continue to be Texas at 69% with California and Florida following at 5% and 2% respectively. The top referring country behind the U.S. is Mexico.



WEBSITE | CONTENT DEVELOPMENT

The Marketing Department continues to develop new content and update existing for the website to support sales and marketing initiatives. Below is an overview of efforts for Q2.

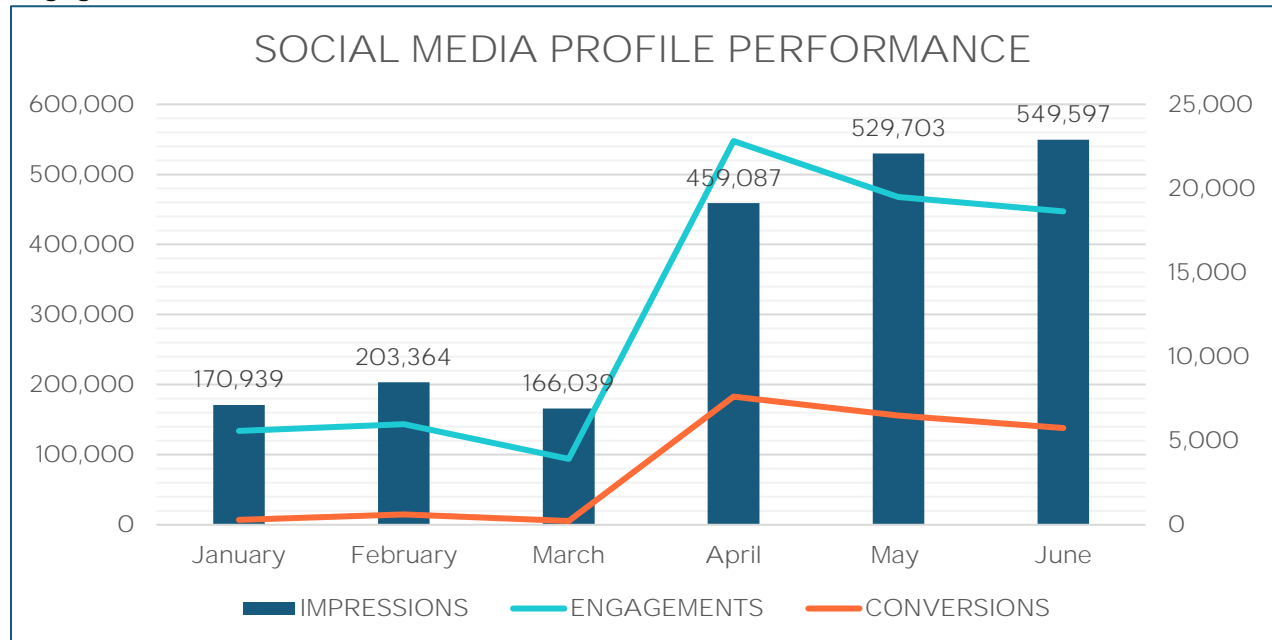
- Microsites:
 - [Texas Association for Pupil Transportation](#)
 - [Partners](#)
 - [The Woodlands Film Commission](#)
 - [National Travel & Tourism Week](#)
- Events:
 - [Patriotic Events, July 4th, Live Music](#)
 - [Sporting Events: Memorial Day, 10 for Texas,](#)
 - [Holiday, Ice Rink, Market Street in Lights, Lighting of the Doves](#)
- Meetings:
 - [Top Reasons to Meet](#)
 - [Venues & Facilities](#)
 - [Submit an RFP](#)
 - [Meeting Planner Guide Download](#)
 - [Team Building Activities](#)
 - [Guide to Hosting a Meeting](#)
 - [Meet the Sales Team](#)
 - Incentive Fund Request Form Update

- Special Offers:
 - [July 4th](#)
 - [Mother's Day](#)
 - [Graduation](#)
- Social Giveaways:
 - 10K Giveaway
 - Mahoney's Restaurant & Bar
- Guides Updated on Site:
 - Visitors Guide
 - Meeting Planner Guide
- Miscellaneous
 - [Public Documents](#): Monthly Reports Added
 - [Privacy Policy](#) Updated
- [Blog Posts](#):
 - Large Public Art Pieces in The Woodlands
 - Happy Hour Spots at Hughes Landing
 - 5 Things to Know: Rock the Row
 - Created Dedicated Blog Category Pages
 - Songs that Play at The Fountains at Waterway Square
 - Wedge Salads in The Woodlands, National Travel & Tourism Week

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 33K followers across social platforms, Visit The Woodlands received a total net audience growth of 2,643 in Q2.

10K Instagram Followers: In June, Visit The Woodlands surpassed 10,000 followers on Instagram. This is important because it gives the account credibility and allows Visit The Woodlands to request that Instagram “verify” the account as the official tourism account for The Woodlands, Texas. In addition, it provides extra functionality to improve social engagement and drive traffic to the website.

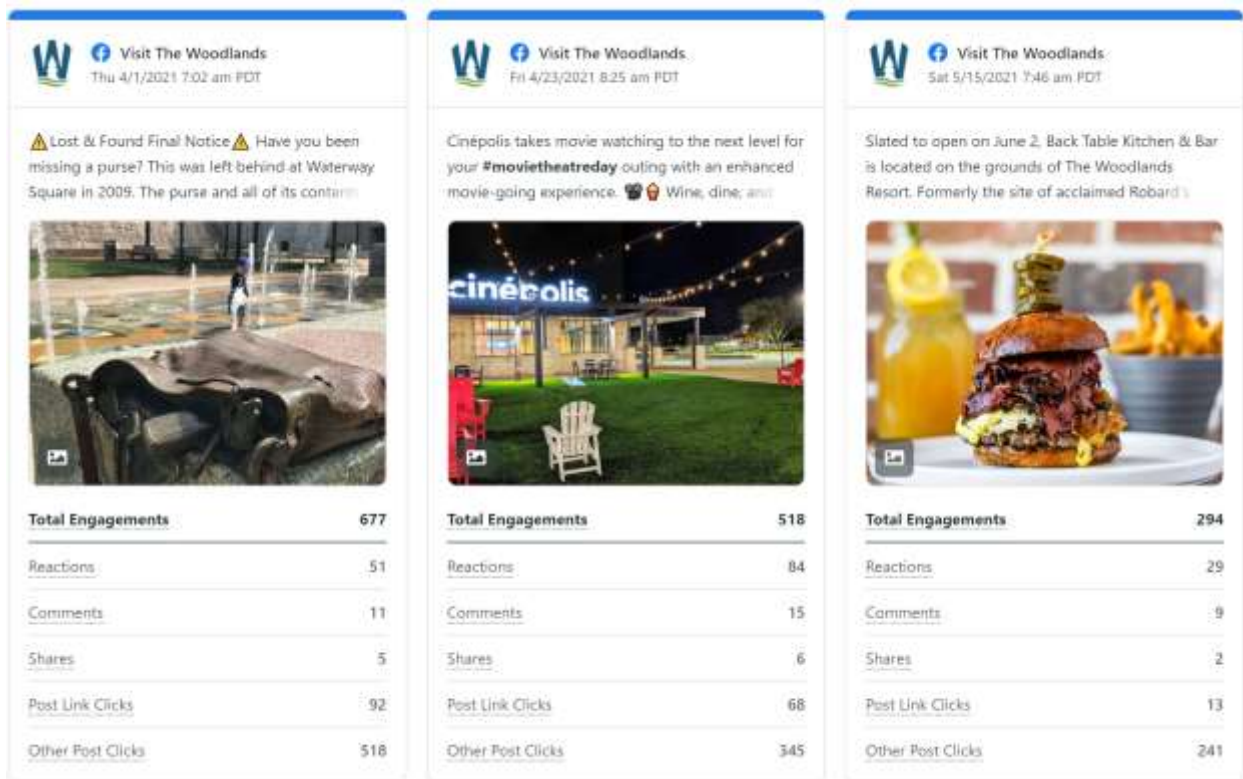


SOCIAL MEDIA | CONTENT DEVELOPMENT

The Marketing Department continues to develop unique and engagement content across all social media platforms. Below is an overview of these efforts for Q2.

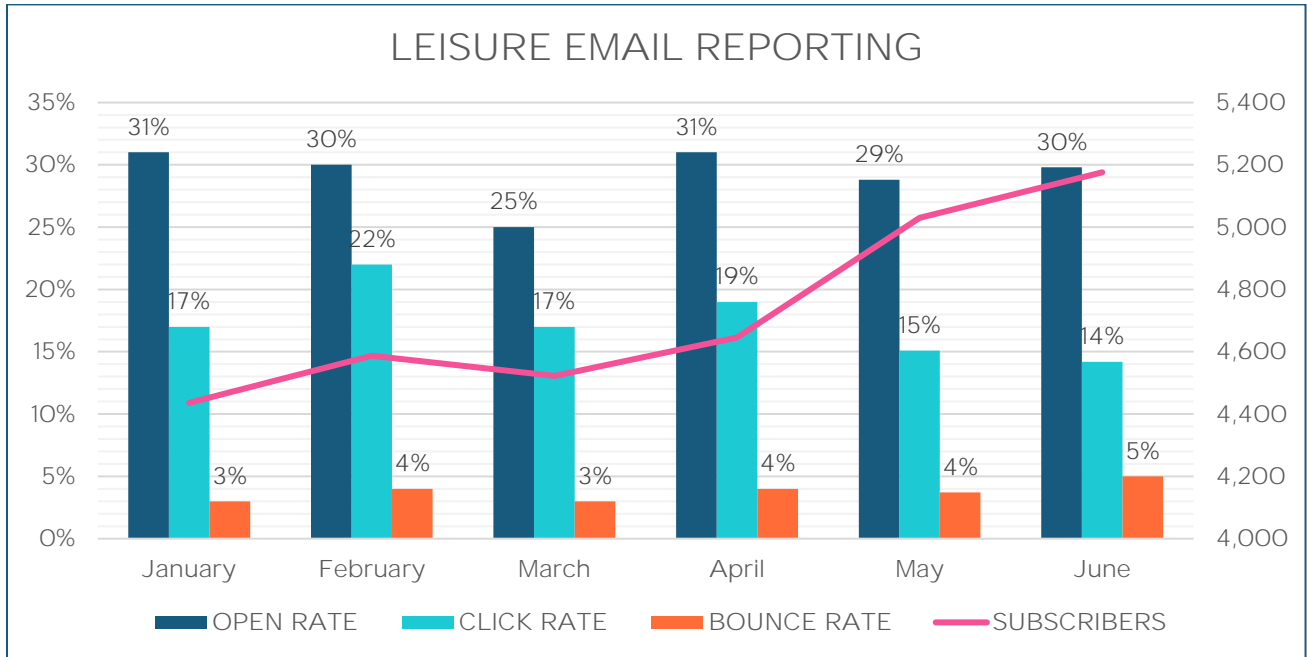
- The Woodlands Waterway Arts Festival
- Boat House Offerings
- The Fountains at Waterway Square
- U.S. Travel Let's Go There Campaign
- National Travel & Tourism Week
- Memorial Day Celebration
- Fourth of July Celebrations
- Rock the Row
- Movies on the Lawn at The Woodlands Mall

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

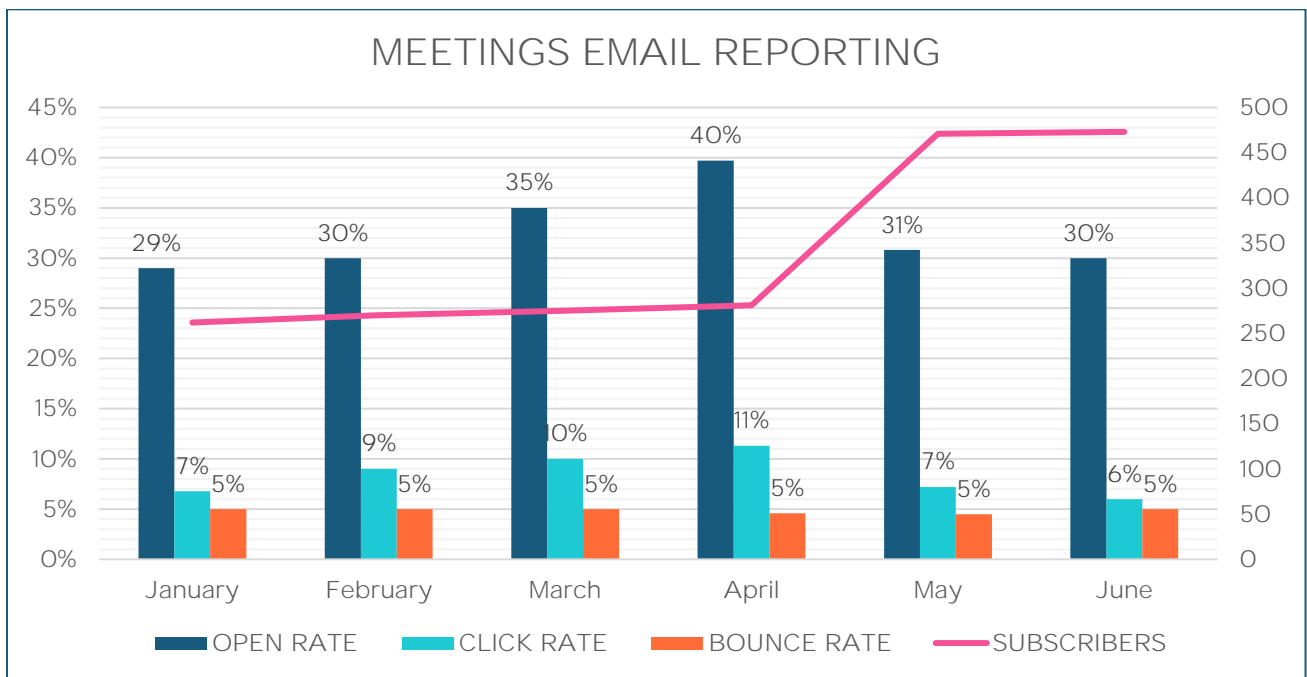


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

The Marketing Department sends targeted email campaigns to leisure travelers & meeting planners each month. Both campaigns continue to surpass industry averages.



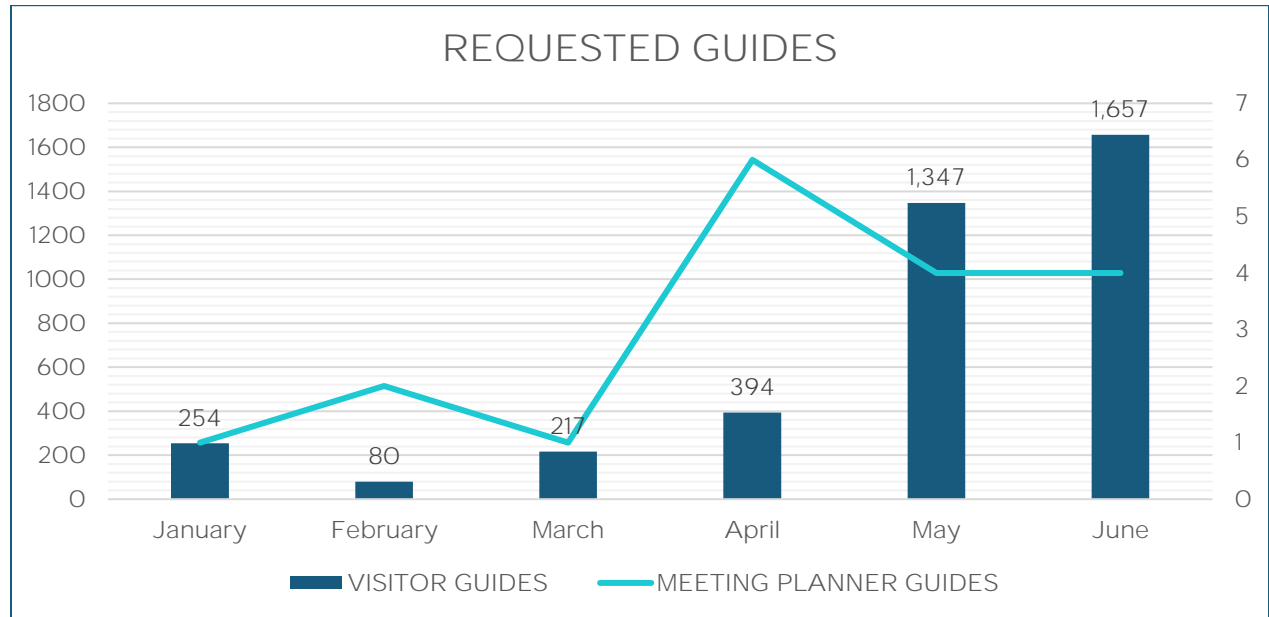
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



Meetings Industry Averages: Bounce Rate: 9%, Click Rate: 1%, Open Rate: 16%

MARKETING COLLATERAL | REQUESTED GUIDES MONTH-OVER-MONTH COMPARISON

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.



MARKETING COLLATERAL | PRODUCTION

The Marketing Department handles creative development and production in-house. Below is an overview of efforts for Q2.

- Meeting Planner Guide - updated
- Business Cards - updated for all staff
- Visitor Guide - updated
- Team Texas Booth Flags - ordered

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.

Social Influencers:

- [Viajero Peligro](#) - in partnership with Texas Tourism
- [In DFW Family](#) - in partnership with The Woodlands Waterway Marriott
- [Frisco Mom Life](#) - in partnership with The Woodlands Resort
- Ongoing - Vet influencers that fill out the FAM Trip Request form on the website

Editorial Assistance:

- Sports Events Magazine
- TravelAwaits.com
- Convention South

Pitches:

- The Woodlands Waterway Arts Festival
- IRONMAN Texas Rescheduled

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

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:

- Visit The Woodlands Marketing Committee Meeting
- Team Meetings: Weekly Staff Meetings, Sales & Marketing Planning, Budget Discussions, Fourth of July Planning, Marketing Department Planning, IPW Planning, Mexico FAM Planning, Sales/Marketing Cvent Planning, IT Budget Planning
- Vendor Meetings: Simpleview, Meltwater, Madden, AJR, One Percent, Adcetera, Tamborrel, Crowdriff, SanMarez Media, Houston Business Journal, Connect
- Partner Meetings: Glade Gallery, LMC Alumni Social, The Woodlands Hotels, Parks & Recreation Department, Visit Shenandoah, The Woodlands Area Economic Development Partnership, Marriott Marketing, IRONMAN, The Woodlands Area Chamber of Commerce, Hotel Pop-ins for National Travel & Tourism Week, The Woodlands Mall, Emergent VR
- Partner Events: Avanti on Research Ribbon Cutting, Back Table Kitchen & Bar Opening, Market Street Fine Arts Show, Sweet Green Opening, LMC Graduation, The Woodlands Waterway Arts Festival, Economic Outlook Conference
- Webinars: Launching a Paid Event Passport, Let's Meet There, Accelerate Your Social Strategy
- Travel & Conferences: Texas Travel Alliance Unity Dinner & Sales Calls

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

QUARTERLY OVERVIEW

Attended Texas Travel Expo: Visit The Woodlands attended the first virtual Texas Travel Expo on April 7th and 8th, 2021. This gave Tourism Specialist, Laura Haces, the opportunity to introduce The Woodlands and provide updates to all Travel Information Centers in Texas. Through quick appointments, the information centers gained knowledge on destinations that

may be far from them but that they can recommend to people driving into the state. This creates great exposure for the driving market in Texas.

The Woodlands Waterway Arts Festival Hotel Impact: Visit The Woodlands is supportive of community events that bring tourism into the area. By being in constant communication with the 14 properties in The Woodlands, The Waterway Arts Festival was determined to bring great business to the area during their multiday festival. This helps the Tourism department provide data on the importance of leisure events and the business they bring to the community.

Around Houston Meeting: Visit The Woodlands attended the Around Houston Meeting to discuss new trends and changes in the greater Houston Area. This is a meeting of Houston and its surrounding destinations that work together to promote Tourism in a bigger scale. An update on hotel information per area was provided and an insight in ways the group can partner in Marketing and Convention opportunities was provided.

Partnering with Travel Texas: Visit The Woodlands has a strong partnership with Travel Texas and is always looking for opportunities to partner with them for tourism projects. From having a presence together in international events like IPW from US Travel Association, to bringing travel writers to travel the Lonestar state, Travel Texas and Visit The Woodlands have partnered in multiple projects and plan to continue this relationship in the future.

Visit The Woodlands on US Travel “The Power of Travel” video: The Visit The Woodlands team partnered with the US Travel Association to participate in a video on the Power of Travel. The team was highlighted in this short video to show the importance of National Travel and Tourism Week as well as the importance of hospitality businesses.

Celebrated National Travel and Tourism Week: **The** tourism department of Visit The Woodlands celebrated National Travel and Tourism Week from May 2nd to the 8th, 2021. This was a great opportunity to show the importance of the tourism industry and to thank the employees that represent The Woodlands in the hospitality business. From celebrating their 14 hotel properties, to highlighting hospitality heroes that went above and beyond during Storm Uri, Visit The Woodlands celebrated and acknowledged the importance of Tourism. The Visit The Woodlands staff also wanted to inform both visitors and residents on how their tax dollars have an impact in the community via this year’s theme “The Power of Travel”.

Webinar for tour operators in Argentina: Visit The Woodlands was part of a webinar for tour operators in Argentina planned by Travel Texas. Along with industry giants like United Airlines and Visit Houston, The Woodlands had a spot to talk about its destination and showcase the importance of tourism. Weddell Travel was impressed with the Houston area market and is interested in keeping a relationship with this area of Texas.

Travel Writer from Mexico comes to The Woodlands: Visit The Woodlands along with Travel Texas brought Mexican travel writer “Viajero Peligro” to The Woodlands for a couple of days as part of a Texas road trip. This was his first time in the destination, so he shared essential information for potential new visitors like himself. His content was well received by his vast audience as he loves interacting and answering questions from his followers.

Maintaining International Partnerships: Visit The Woodlands have met with key international partners to bring and maintain international business. These partnerships assist in doing bigger travel initiatives and to be part of more opportunities to show what The Woodlands has to offer.

Glade Gallery Partnership with Around Houston: Visit The Woodlands marketing and tourism teams met with Glade Gallery to see how the organizations can work together to support events and tourism in The Woodlands. The Tourism Department encouraged Glade Gallery's president, Dragos Tapu, to sell their special events to a bigger audience by joining the Visit Houston Marketplace. Houston has a Marketplace for seasonal and permanent events and museums where visitors can purchase passes to an experience in the Greater Houston area. By using this partnership, venues like Glade Gallery can have better exposure to their target audience.

International Media & PR Efforts: Visit The Woodlands met with The One Percent Agency to regroup and re-plan the Tourism and Marketing international plans that were put on hold due to the COVID-19 pandemic. As things have started to open again for both The United States and Mexico, Visit The Woodlands took the opportunity to plan an event at one of the most popular cities in Mexico, San Miguel de Allende, to create exposure to the destination and to build strategic partnerships with media in Mexico.

MEETING CONNECTIONS

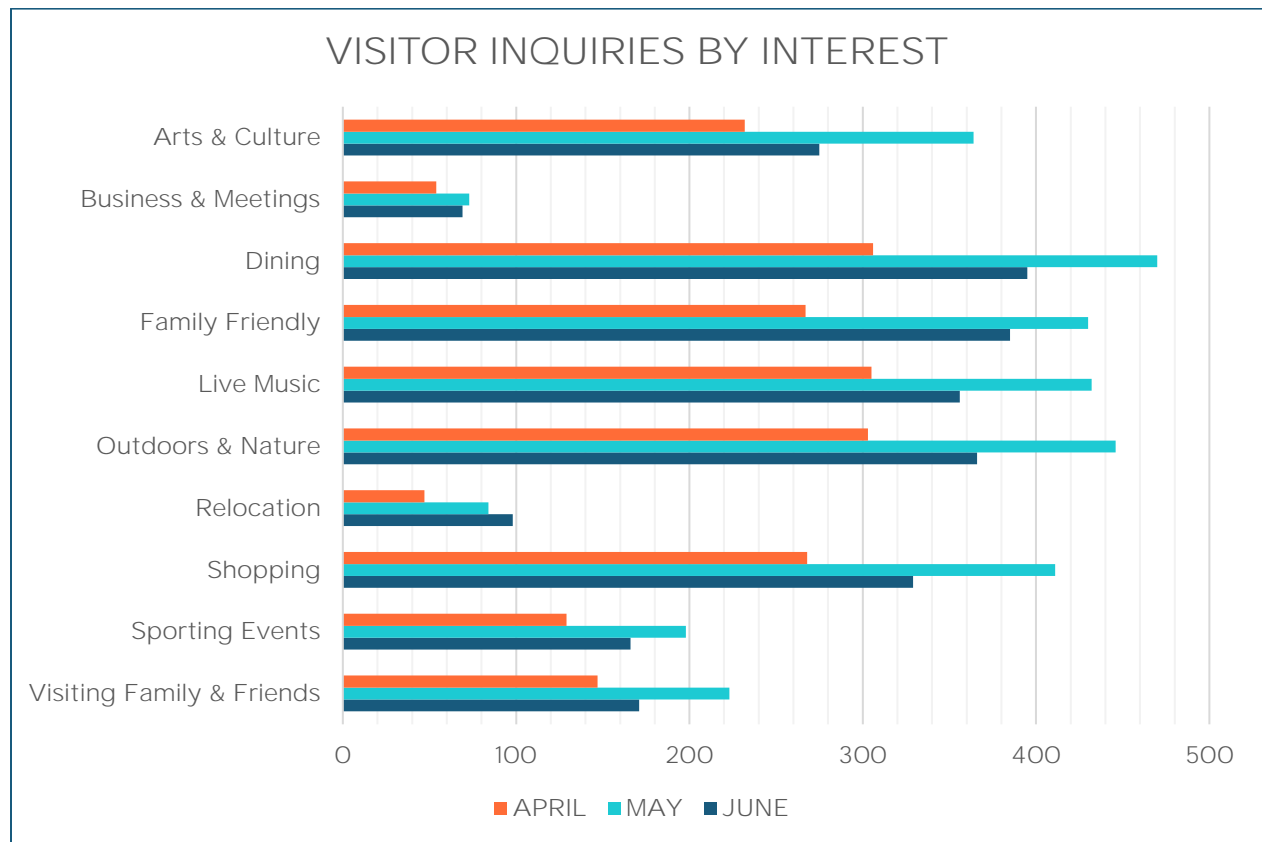
- Webinars from Madden, Connect Tour, US Travel Association, etc.
- Meeting with Glade Gallery
- Meeting for IPW
- Meeting with Around Houston
- Meeting with TravelPulse
- Meeting with One Percent Agency
- Attended Mexico Chamber of Commerce event
- Meeting with Visit Shenandoah and Visit Conroe
- Attended Visit The Woodlands Board Meeting
- Meeting with Visit Houston on potential partnership opportunity
- Attended Meeting with Travel Texas
- Meeting with Expedia
- Meeting with Aeromexico

TOURISM SERVICES AND DEVELOPMENT

- Assisted 5 wedding inquiries
- Assisted with graduation private dining
- Attended Texas Travel Expo

VISITOR SERVICES

Visit The Woodlands continues to partner with Market Street to track visitors at the kiosk.



THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

QUARTERLY OVERVIEW

Around Houston Meeting: Attended monthly meeting with Visit Houston partners. During the meeting Alfred Cervantes, Executive Director for Houston Film Commission, updated partners on current projects and services provided to members of Around Houston partnership and how to join their film data base currently in place. Visit The Woodlands was highlighted as a great “Film Friendly” partner and current resource for neighboring destinations.

Regional Film Friendly Meet-up: Virtual event provided by the Texas Film Commission. Film or destination representatives from the Houston Area, Southeast Texas, Coastal & Rio Grande Valley Area provided updates on each regional area along with industry input, information and a Q&A session.

Film Friendly Meet-up: Staff met with Panhandle area Film Friendly and prospective destinations. This space aims to bring the statewide Film Friendly Texas community partners together and have conversations about what is happening with media production in each regional area and across the great state of Texas

Meeting with Mexican Producer: Staff met with Woodlands resident who is interested in collaborating with Visit The Woodlands to promote The Woodlands as a “film friendly” destination, with FAM tours or production initiatives in Mexico.

Experience Makers Government Forum: Staff attended Adobe's conference and received CPE certification for continuing education classes to expand digital experience and deliver exceptional government services.

FILM COMMISSION SERVICES AND DEVELOPMENT

- Film inquiries:
 - 2 The Woodlands residents (personal project)
 - “Moving up in Texas” show
 - CVB partner information for Laredo, TX
- 2 applications received
 - Freese and Nichols (corporate)
 - Vice Media Documentary
- 2 locations call:
 - Untitled Netflix TV Series
 - Independent feature film “Dancing On The Elephant”
- 1 local production company added to internal directory
- 1 new local screenwriter added to internal directory