

QUARTERLY REPORT

Q2 2022

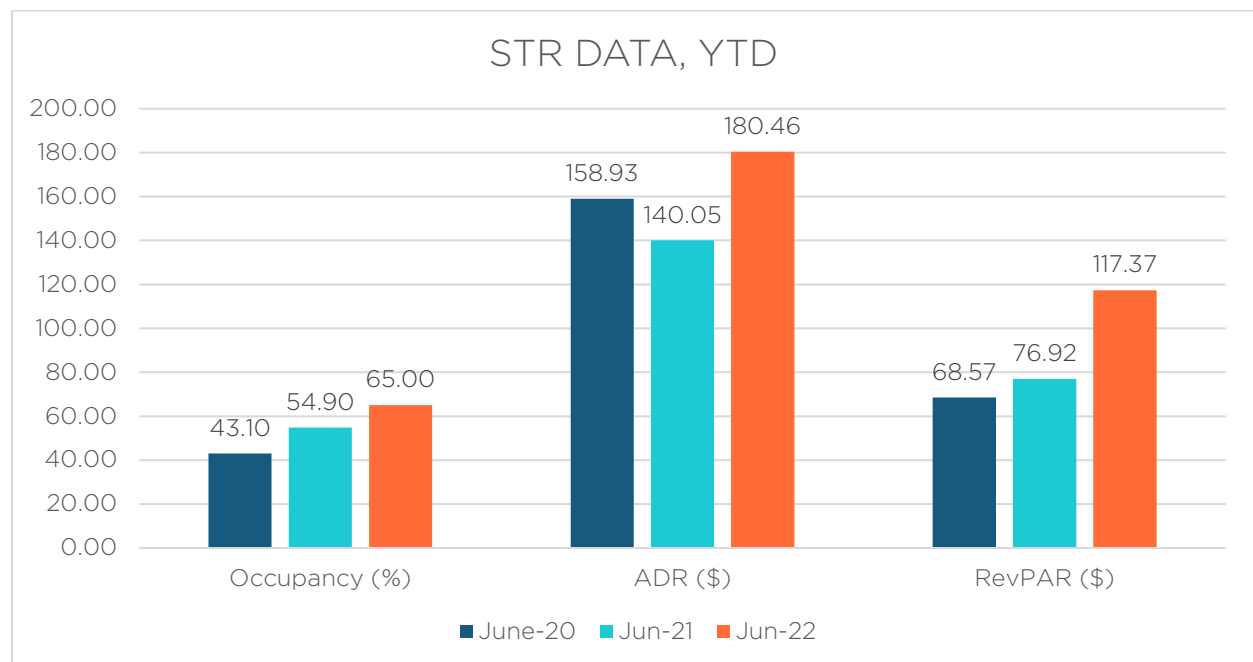
VISIT
THE WOODLANDS
— T E X A S —

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	\$781,476	48.1%
MAY	\$36,751	\$497,469	\$584,004	\$869,804	74.8%
JUN	\$76,026	\$569,445	\$652,373	\$887,820	55.9%
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	\$ 2,424,943	\$ 2,401,355	\$ 3,363,697	\$ 4,126,245	71.8%

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.



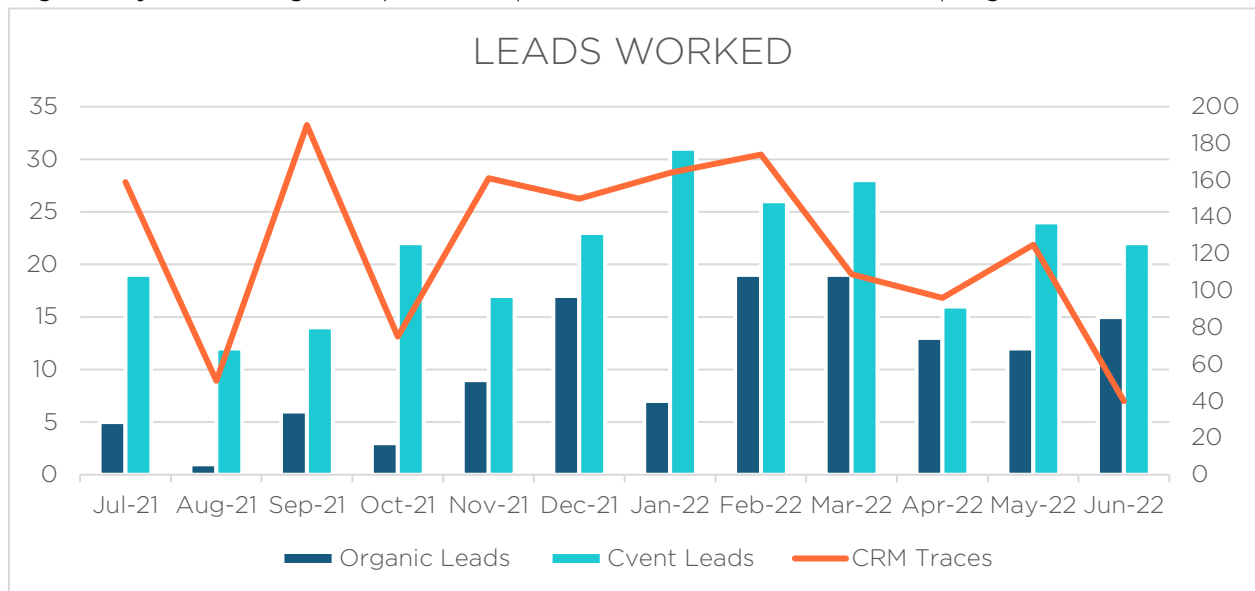
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In Q2, the Sales Department continued to see a steady number of leads being sourced, both organically and through our partnership with CVENT. See full lead and progress details below.



BOOKED BUSINESS

In Q2, the sales team booked 15 pieces of business representing 13,657 attendees and 4,986 contracted rooms. In addition, the economic impact for these groups represents over \$2.9M dollars to the local economy. For more insight on lead development in Q2, please review the graph above.

TRADESHOWS & SALES MISSIONS



CVENT Connect General Session

CVENT Connect Tradeshow Participation:

Josie Lewis was excited to represent Visit The Woodlands at CVENT Connect in Las Vegas in April. CVENT Connect brings together Meeting

Planners and Suppliers for 3 days of industry specific education, and a tradeshow floor that is set up for appointments. Josie was able to meet with 23 Meeting Planners that had interest and business for The Woodlands.

Global Meetings Industry Day Activation:

On April 7, 2022 Visit The Woodlands celebrated Global Meetings Industry Day. This is an incredibly important opportunity for businesses and destinations across the world to recognize the undeniable impact of meeting in person. The Sales team set up an activation station at the MPI Houston Area Chapters CAP'D Luncheon and GMID Celebration that brought suppliers and planners together to celebrate the impact they have on this industry. In addition, Josie Lewis had the opportunity to represent Visit The Woodlands on a panel with CVB representatives to discuss the importance and impact of working with a local CVB.



MPI HAC GMID CAP'D Luncheon Panel Discussion



MPI HAC Board of Directors Hosted Dinner

MPI Houston Area Chapter Board of Directors Retreat Dinner: Visit The Woodlands was honored to welcome the Meeting Professionals International Houston Area Chapter (HAC) Board of Directors to The Woodlands for their annual kickoff board dinner. This event offered an incredible opportunity to share more about The Woodlands, collaborate with the incoming board members, and brainstorm ways that The Woodlands can get involved with the MPI Chapter in the coming year.



TSAE BOD Hosted Dinner

Visit The Woodlands Welcomes TSAE Board of Directors Retreat: Visit The Woodlands had the honor of welcoming the 2022-2023 Texas Society of Association Executives Board of Directors to The Woodlands for their kick off Retreat this week. This was an incredible opportunity to help kick off a great year of collaboration, networking, and innovation for the TSAE Board of Directors. Thank you to the TSAE team and Board for allowing Visit The Woodlands to participate and welcome you to our destination

Sales Team Represents Visit The Woodlands at MPI World Education Congress (WEC): The Sales team represented Visit The Woodlands at the Meeting Professionals International (MPI) World Education Congress (WEC) in San Francisco. At this event, Sales staff had a booth presence within the Career Campfires activation of the tradeshow floor. This allowed for attendees to learn more about The Woodlands, sign up for a giveaway drawing, and write a postcard back home to loved ones. This event brings in over 2,500 Meeting Professionals and industry vendors from around the country and is a great way to promote The Woodlands as a meetings and event destination.



Visit The Woodlands MPI WEC Booth

MPI Houston Area Chapter (HAC) A Night Among The Stars Event: The Sales team attended the MPI HAC event on behalf of Visit The Woodlands. This event brings together MPI HAC members for a night to look at where the chapter has been and where it is going. Josie Lewis, Director of Sales, was inducted into the MPI Board for the upcoming year at this event.



MPI HAC Incoming Board of Directors

SALES PROJECTS & INITIATIVES

Ashley Fenner Promotion: Ashley Fenner has been named Senior Sales Specialist for Visit The Woodlands. Ashley will oversee client accounts and promote The Woodlands as a premier conference and event destination at tradeshow, represent the destination at local industry associations, and assist with the fulfillment of FAM Events. Ashley Fenner previously handled the Servicing of groups for the Sales department and did an incredible job.

New Sales Partner Training: As group demand increases, local hotel properties are beginning to staff up their sales teams to support the returning demand. Visit The Woodlands has been doing onboarding meetings with new sales representatives to ensure they are aware of how to utilize the resources available to them through Visit The Woodlands, along with giving them a tour of The Woodlands area so they know more about the destination they are selling.

SERVICING

In Q2, Ashley Fenner offered 6 groups servicing, sent out 21 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.



Welcome Booth at TWFG Annual Conference



Activation Station at GMID Celebration Event

PARTNERSHIPS & MEETINGS

- Jill Rasco MPI BOD Education Committee Kick Off Call
- CVENT Connect Prep Call
- Weekly Sales and Team Staff Meetings
- PCCA International Site Visit
- The Woodlands Township Leadership Team Meeting
- CHIA Certification Exam
- GMID Preparation
- Discussion with MD Anderson regarding Rest Well Program
- GMID Event with MPI Houston Area Chapter
- Call with Erika Pearson of Even Hotel
- CVENT Connect Tradeshow Participation
- Rave Panic Button Training
- Visit The Woodlands Board of Directors Meeting
- MPI Chapter Business Summit 2022
- MPI BOD Office of the President Call
- New Hotel Sales Manager Resource Training
- CISD Hospitality and Tourism Training

- The Woodlands Township All Employee Service Breakfast
- Venue Scouting for TSAE BOD Retreat
- STR Partner Call
- MPI WEC Participation Call
- Voyage Training Call
- NTTW Market Street Booth Assistance
- Safety Collaboration Forum 2022 Site Tour
- CESA Conference Servicing Call
- Night Among The Stars RFP Exploration Call
- Sales position Interviews
- TSAE BOD Retreat Planning Call
- Women Empowering Women Breakfast
- National Travel and Tourism Week Hotel Drop Off's
- MPI HAC Education Committee Kick Off Call
- Township Trolley Collaboration Call
- Mastro's Restaurant Tour
- Marketing Committee Q2 Meeting
- Madden Media Quarterly Business Review
- Photo/Video Shoot Planning Meeting
- Destination Texas Partner Call
- MPI BOD Retreat Site Tour
- MPI WEC Booth Planning Call
- Dynamo Dash Call
- Jessica Foreman with TX State Client Meeting
- MPI HAC BOD Retreat
- Visit The Woodlands Video Shoot
- TWFG Conference Servicing and Welcome Booth
- The Woodlands Township Quarterly Leadership Meeting
- Q2 Sales Advisory Meeting
- Hilton Garden Inn Client Reception
- Houston Youth Cup Follow Up Call
- TSAE Reception Planning with Tommy Bahama
- Trolley Run Through for TSAE Reception
- MPI HAC June Board Meeting
- Drury Inn Partner Lunch with Matilda Sauls
- Rest Well Collateral Drop Off
- Hyatt House One Year Ribbon Cutting
- TSAE Prep Call
- TSAE BOD Event in The Woodlands
- New partner Meeting with Jennifer Gavin of the Marriott Waterway
- Sales and Marketing Meeting to review Upcoming projects

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

MARKETING PROJECTS & INITIATIVES

Fashion Photo / Video Shoot: The Marketing Department planned and executed on a multi-day photo / video shoot May 23-27, 2022. Assets were taken for Visit The Woodlands' new advertising campaign which will reflect The Woodlands fashion-forward lifestyle.

[View the behind-the-scenes Reel on Instagram here.](#)



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 current placements is below.

Leisure:

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

Meetings:

- Smart Meetings – print & digital
- *Association Leadership Magazine* – print & digital
- *Connect* – print
- *Lamont Co* – digital

- *The Meeting Professional Magazine* – print
- *Texas Meetings + Events* – digital
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Live Nation
Events



Meetings – Texas Meetings +



Leisure – Texas Events Calendar

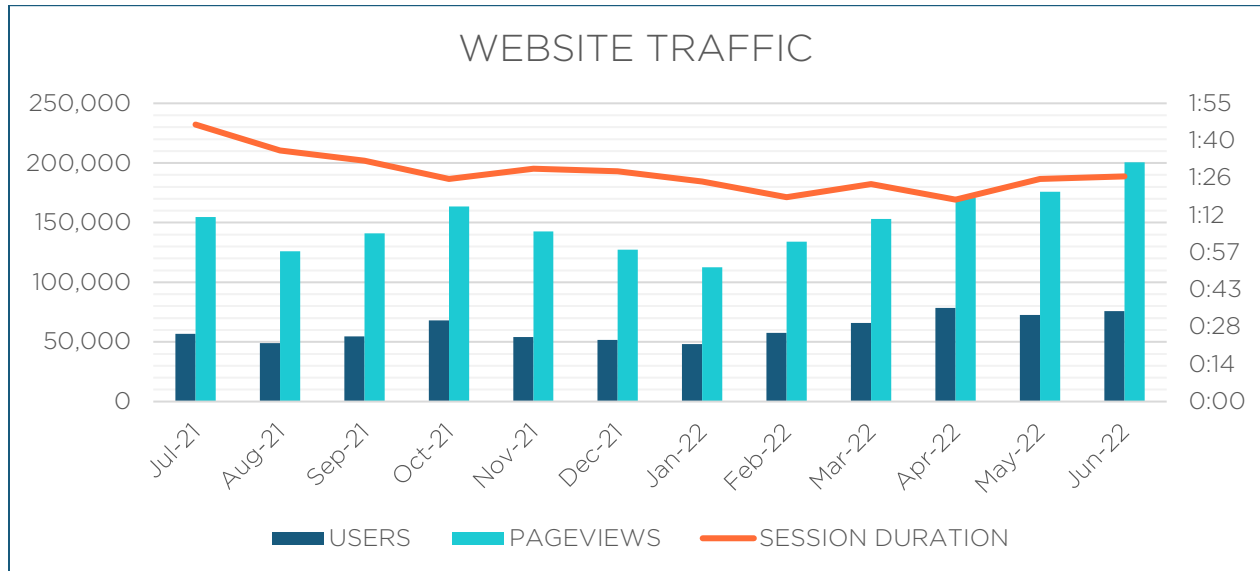


Meetings – Smart Meetings



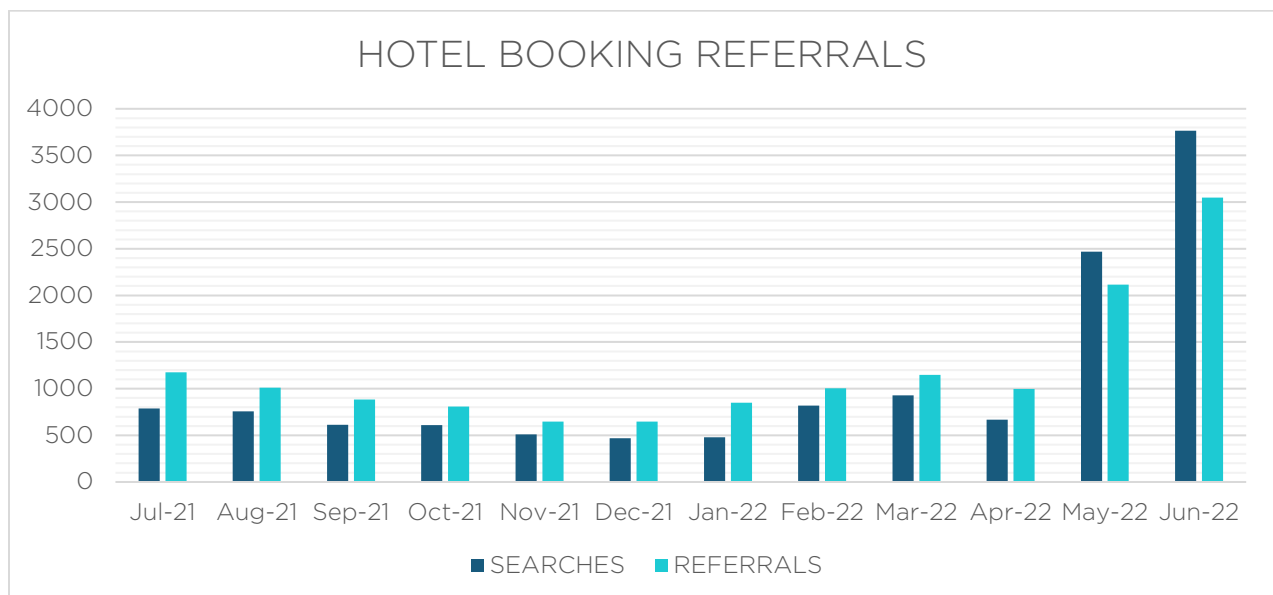
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see growth in website traffic. Year-over-year, total number of users was up 84%, sessions up 89%, pageviews up 61% and average session duration down 19%.



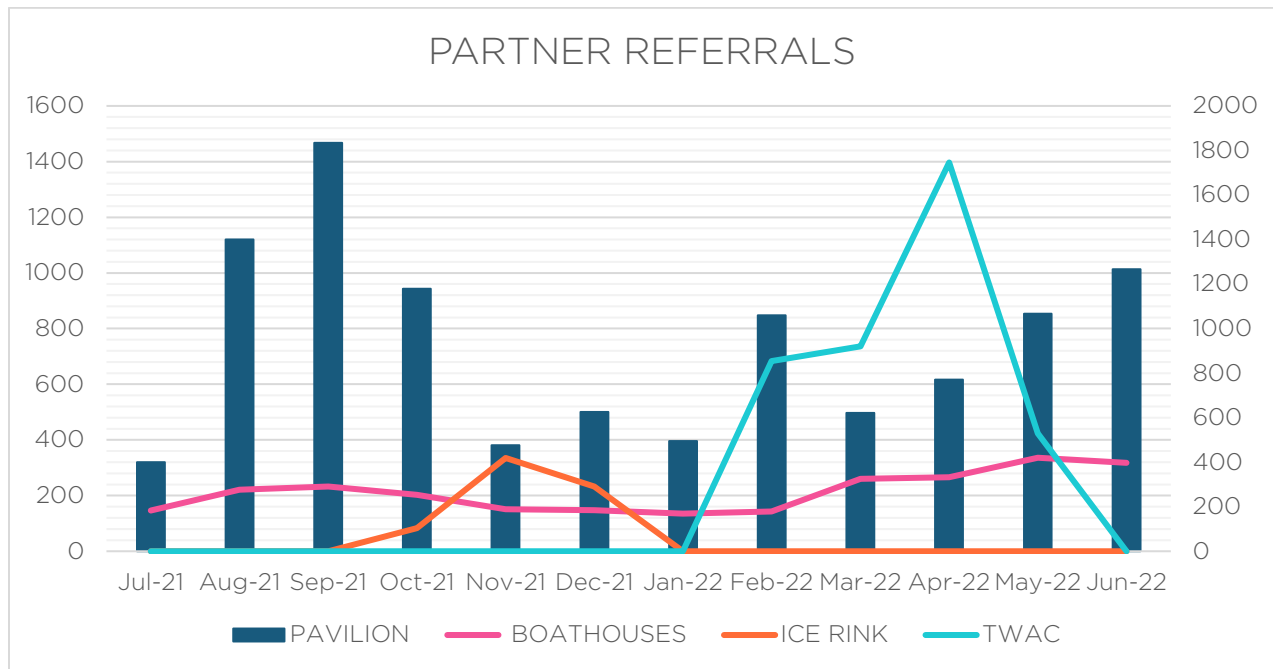
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In Q2, the website had 6,160 referrals to hotel properties in The Woodlands, up 51% from the previous quarter. Top referral 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 Q2, Visit The Woodlands sent 2,484 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 1,149 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also sent 2,276 referrals to The Woodlands Arts Council website for visitors to buy tickets to The Woodlands Waterway Arts Festival.



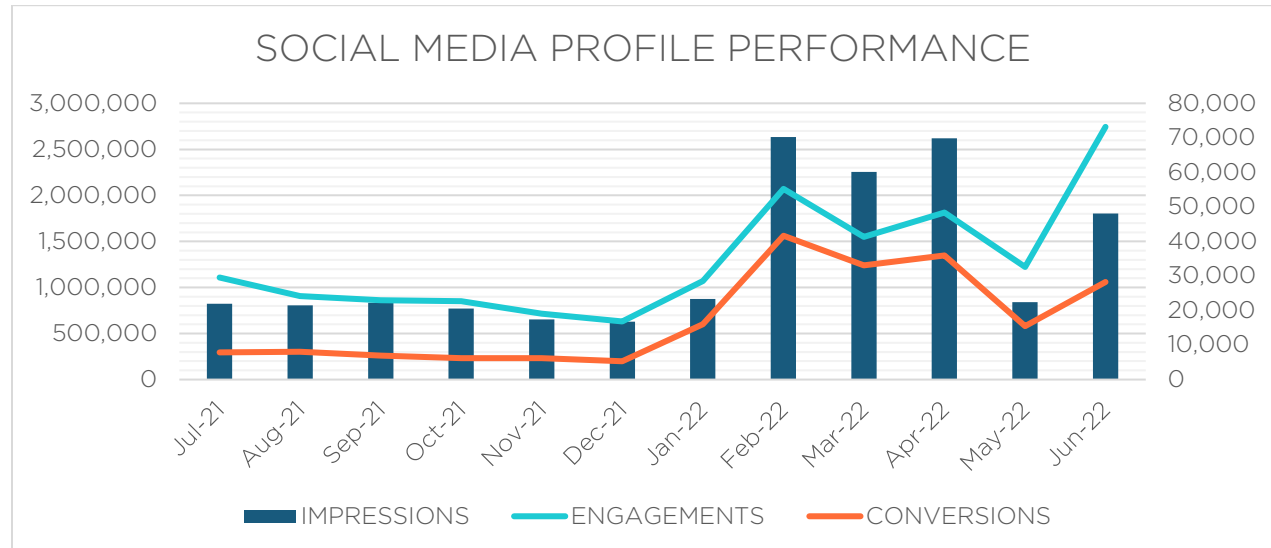
WEBSITE | CONTENT DEVELOPMENT

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](#): New Events Added
- [Special Offers](#): New Offers Added
- [Public Documents](#): Monthly Reports Added
- [Blog Posts](#): Hotels Near The Pavilion, Pavilion Insider Tips
- Pages: Pages to support Live Nation advertising buy: [Concert Goers](#), Giveaway
- Photoshoot: Call for Talent Form
- Connect Puerto Rico: Form for Giveaway
- Microsite: [National Travel & Tourism Week](#) (update)

SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

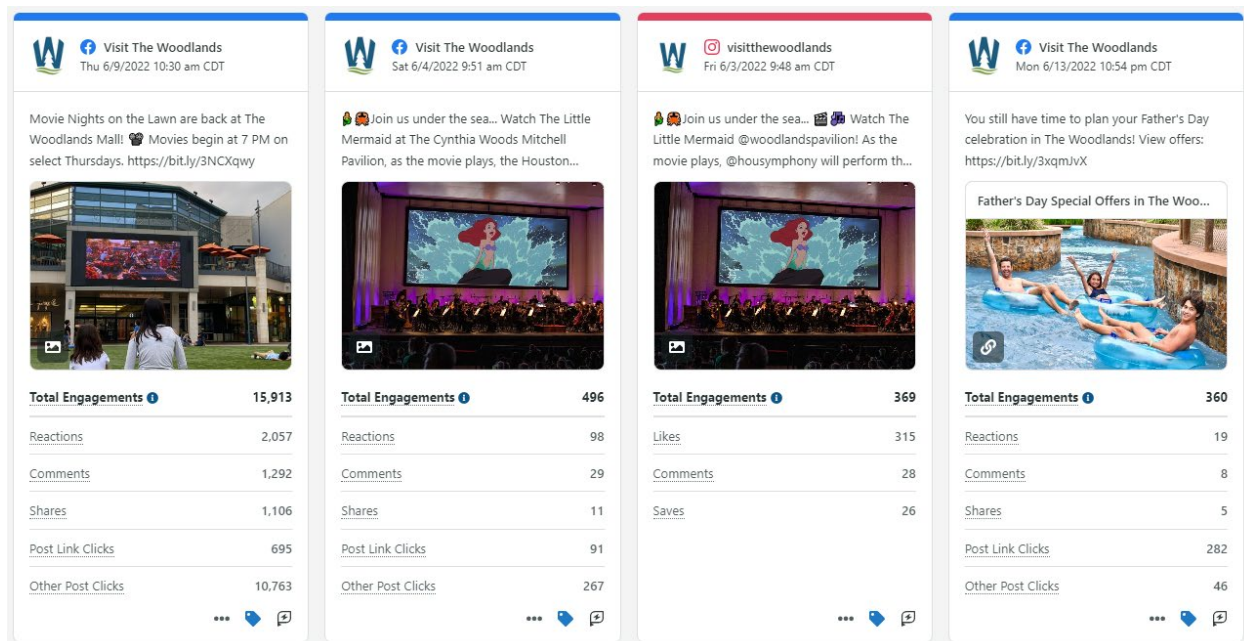
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With nearly 42K followers across social platforms, Visit The Woodlands received a total net audience growth of 2,866 during Q2.



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

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 Q2.



SOCIAL MEDIA | AMBASSADOR PROGRAM



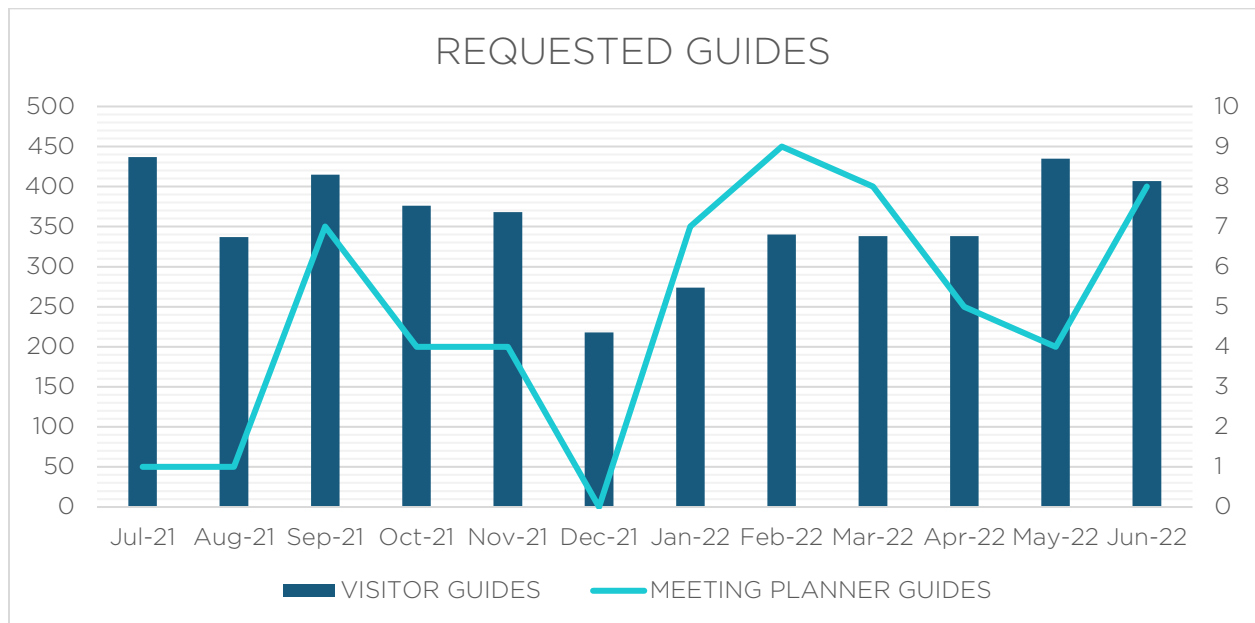
Visit The Woodlands social ambassador, Sincerely Karin, continues to promote The Woodlands to her audience of more than 132K followers on Instagram.

[View the April Reel here](#) to see highlights from her trip which also included Texas TreeVentures and several restaurants in The Woodlands.

[View the May Reel here](#) and [here](#) to see highlights from her trip, which includes aerial footage of the lazy river.

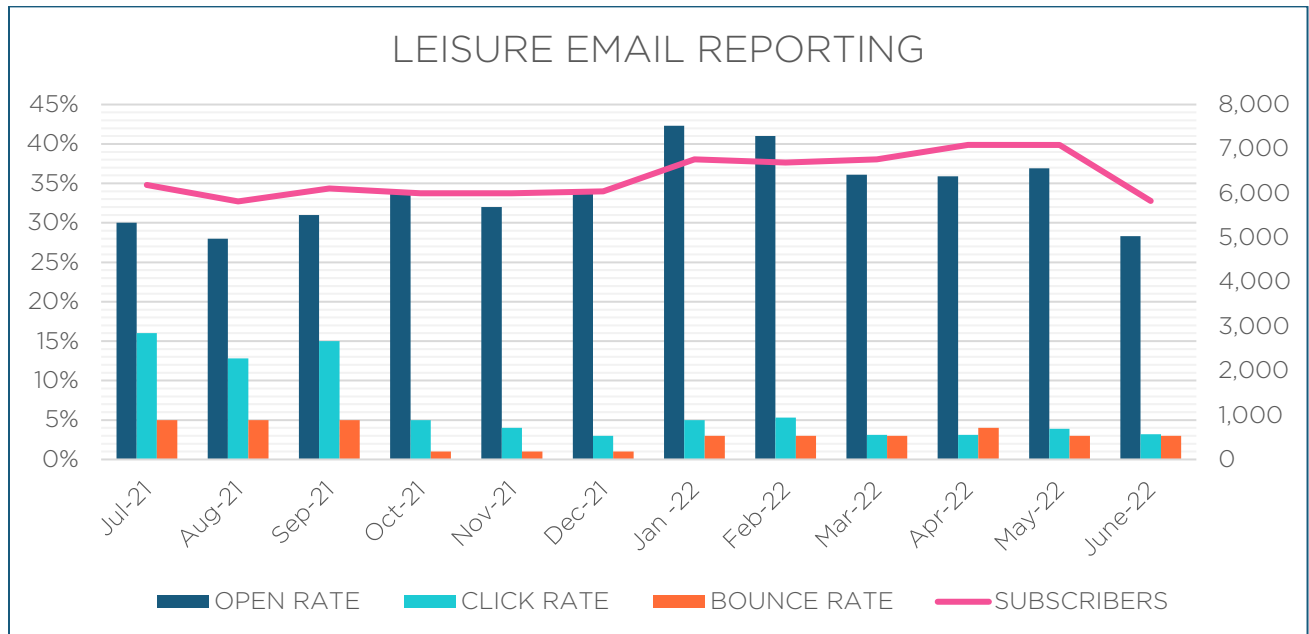
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

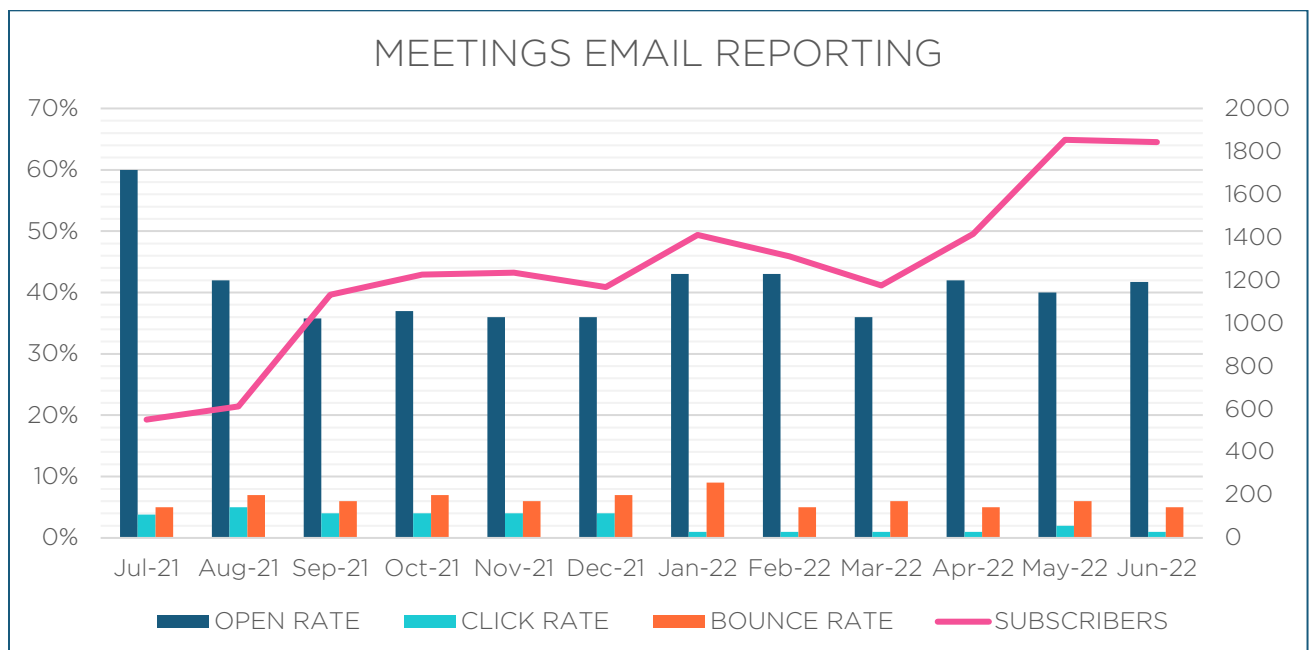


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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%

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.

FAM Trips: Olivia Ebrotie, Michelle Hammons

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

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

FESTIVALS & EVENTS

Visit The Woodlands is proud to support signature events that continue to bring tourists to The Woodlands and create economic impact for the community.

The Woodlands Waterway Arts Festival: Fidelity Investments The Woodlands Waterway Arts Festival attracted record-setting crowds during its 17th annual event, held April 9 & 10 along The Woodlands Waterway and in Town Green Park. More than 23,000 people attended the juried arts festival which featured the original artwork of 200 artists in a wide variety of artistic styles and mediums, along with live music, food and beverages, children's hands-on art activities and fun for all ages.

IRONMAN Texas: The Woodlands welcomed IRONMAN Texas on April 23 with nearly 3,000 elite athletes competing and thousands of spectators watching. One of more than 40 events in the global IRONMAN Series, the IRONMAN Texas triathlon leads athletes along a 2.4-mile swim, 112-mile bike and 26.2-mile run throughout The Woodlands and its surrounding areas. The race starts with a swim that takes place in Lake Woodlands and ends with a run entirely within The Woodlands that concludes with a finish on Waterway Ave.

Great Texas Birding Classic: The Great Texas Birding Classic is an annual competition held across Texas to determine which team can identify and count the most birds during a specific window of time. The Woodlands is located on migratory two flyways, making it a prime place to observe and learn about birds. To help bring awareness to and support birding in The Woodlands, Visit The Woodlands sponsored a team in partnership with The Woodlands Township Parks & Recreation Department for The Big Sit and residents in the community were invited to participate.

Pavilion Kicks Off Record-Breaking Concert Season: The Cynthia Woods Mitchell Pavilion's main stage lit up for the first live concert in over 600 days on Sunday, June 27 featuring an evening with Chicago. After many shows were cancelled or rescheduled over the past couple of years due to COVID-19, nearly 50 shows have been announced for The Pavilion's 2022 concert line-up, the most the venue has held in a single year.

Wine & Food Week Returns: Wine & Food Week returned with a full week of events June 6-12. In addition to past favorites like The Grand Tasting, three new event concepts were

launched in the weeklong event line-up. Nearly 48,000 food servings and over 4,700 bottles of wine were served.

LPGA Coming to The Woodlands: Visit The Woodlands and The Woodlands Township are excited to announce The Woodlands will be the site of a majors golf tournament with the Ladies Professional Golf Association (LPGA) beginning next year. Chevron, the LPGA and IMG have announced The Chevron Championship will be played at the Jack Nicklaus Signature Course at The Club at Carlton Woods in The Woodlands, Texas starting April 20-23, 2023.

MEDIA & PUBLIC RELATIONS | INTERNATIONAL MARKET

San Miguel de Allende Activation: With 11 million feet of shopping, dining, hospitality and entertainment, The Woodlands 14 hotels have become a key element in the economic vitality of The Woodlands for tourism dollars. According to Travel Texas, visitors in The Woodlands contribute \$214.1 million in direct spending and \$20.2 million in tax revenue. To continue supporting travel and tourism to The Woodlands, Visit The Woodlands is in planning an upcoming activation in San Miguel de Allende.

TRADESHOWS & SALES MISSIONS

IPW International Travel Show: Visit the Woodlands Executive Director, Elizabeth Eddins, and Marketing Director, Ashley White, attended IPW in June. IPW is the largest travel, media and sales tradeshow for international planners in America. Hosted by US Travel Association, destinations from across North America showcase their best assets. In addition to conducting appointments with International travel agents and companies, Visit The Woodlands welcomed over 400 clients to the Travel Texas reception.



ADVOCACY

National Travel & Tourism Week: Visit The Woodlands celebrated the importance of visitor spending during National Travel and Tourism Week May 1-7, 2022. Visit The Woodlands recognizes the importance of travel and tourism into The Woodlands. Bolstered by the return of conventions, corporation travel, and special events and festivals, visitor spending adds economic vitality to The Woodlands. Sales tax and hotel tax collections make up over 50% of the overall Township budget. [Learn more about National Travel & Tourism Week here.](#)



AWARDS & ACCOLADES

Staff Members Recognized for Years of Service. Several Visit The Woodlands staff members were recognized at The Woodlands Township Service Awards Breakfast in April.

Communications Coordinator, Amber George, was recognized for 10 years of service; Director of Sales, Josie Lewis, was recognized for 6 years of service; Executive Director, Elizabeth Eddins, and Marketing Director, Ashley White, were both recognized for 5 years of service.

Executive Director, Elizabeth Eddins, graduated from Leadership Montgomery County. Elizabeth Eddins, Executive Director for Visit The Woodlands, graduated from Leadership Montgomery County (LMC) in May. LMC is a nonprofit organization, dedicated to developing and enhancing current and future leaders of Montgomery County. The LMC Program promotes knowledge, awareness and insight into The Woodlands and surrounding communities.

