

QUARTERLY REPORT

Q2 2023

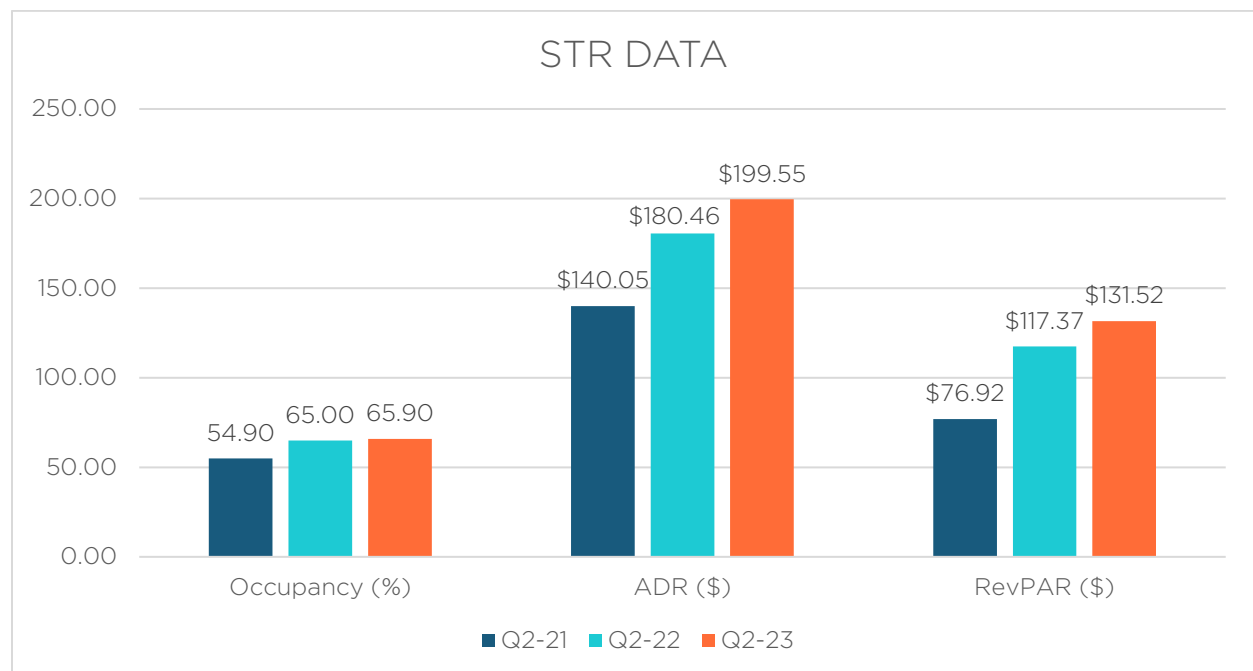
VISIT
THE WOODLANDS
— T E X A S —

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 | \$872,412 | 11.6% |
| MAY | \$497,469 | \$869,804 | \$863,657 | \$927,617 | 6.6% |
| JUN | \$569,445 | \$887,820 | \$893,561 | \$833,639 | -6.1% |
| 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 | \$6,173,394 | \$8,609,971 | \$8,921,777 | \$4,602,290 | 11.5% |
| YTD | \$ 2,401,355 | \$ 4,126,245 | \$ 4,243,606 | \$ 4,602,290 | 11.5% |

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 Q2 data.



SALES DEPARTMENT

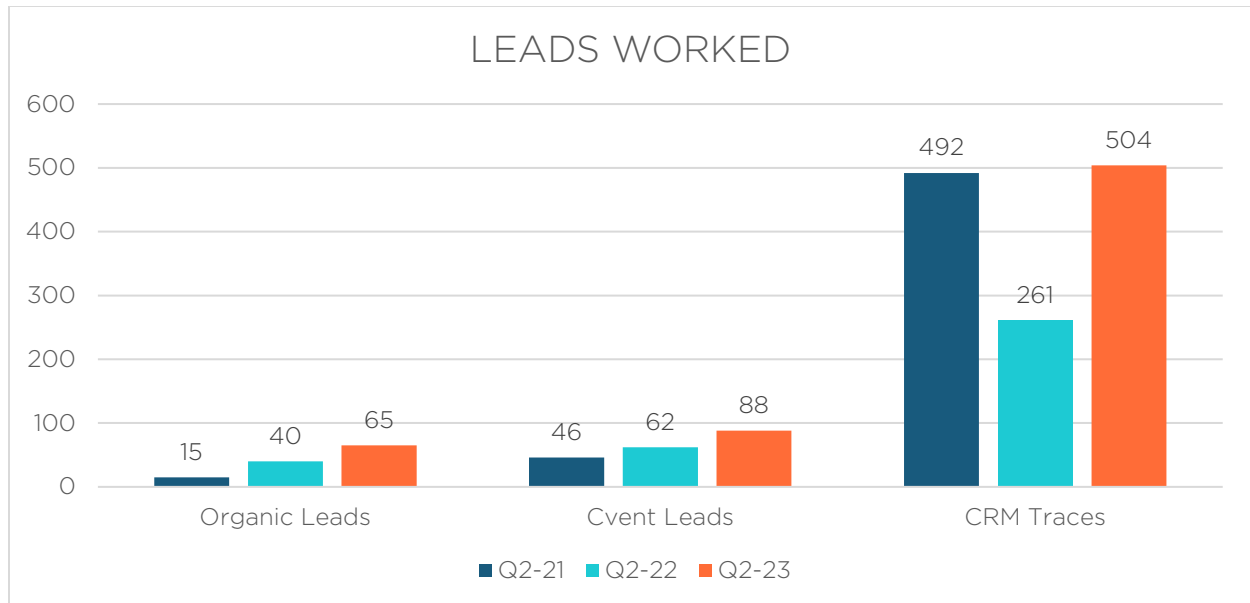
Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist

Julie Quinn, Servicing Specialist

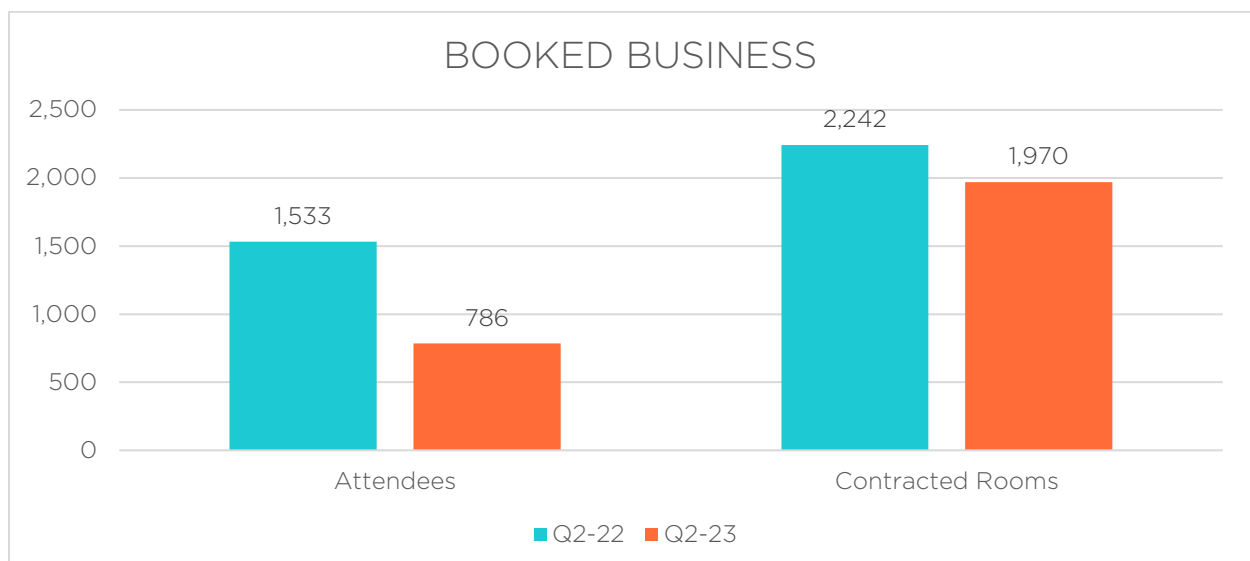
LEADS WORKED | YEAR-OVER-YEAR

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 Q2, the sales team booked 10 pieces of business representing an economic impact of nearly \$743K dollars to the local economy.



SERVICING

In Q2, Julie Quinn offered 30 groups servicing, sent out 19 Meeting Planner Guide requests, distributed 1,389 welcome bags to groups, and met with multiple clients and partners. Julie also added 6 suppliers to the Supplier Directory and added 4 new partners to the Show Your Badge program.

BENG Networking Luncheon: Julie Quinn represents the organization at the Bridal Exchange Network Group (BENG) for Montgomery County. This group is a great resource to meet with local vendors offering services that many meeting planners request. With the addition of the Vendor Directory that we offer as a service to Meeting Planners that book business within The Woodlands, the BENG group has been a great resource in developing professional, quality, local vendor resources for our clients.

LPGA Welcome Experience Assistance: Visit The Woodlands worked closely with the LPGA Chevron Championship, a first time event for The Woodlands, to develop a welcoming experience at the Park and Ride location. The Sales Team assisted the team to come together to ensure a successful event through activation development assistance, representing the team at the activation throughout the event, and specialized promotion item development.



Promotional Item Development: Julie Quinn, Servicing Specialist for Visit The Woodlands, oversees promotional item development and ordering for Visit The Woodlands. In Q2, Julie worked on developing new promotional items, restocking items, and working to develop new branded promotional items. A few examples are hats, fans, luggage tags, cups for clients, servicing bags, pens, customized Trolley promotional items and more.

SALES PROJECT & INITIATIVES

Monthly Sales Email Development: To stay front of mind with clients from across the nation, Visit The Woodlands staff develops a monthly Sales focused email to engage with clients, partners, and industry professionals in the group sales space. Sign up for the sales email [HERE](#).

BCD Travel Website Highlight: Sales Staff has been working closely with the BCD Travel team that is assigned to the ExxonMobil planning account. BCD Travel holds the exclusive opportunity to source and plan all ExxonMobil group business for the whole company. Earlier in the year, The Woodlands hosted the 9 person BCD Travel team that works on the ExxonMobil account to showcase the destination, hotel properties, and resources available to them while they plan events in the destination. In partnership, staff is developing a microsite for ExxonMobil planners to have easily accessible resources for them as they plan smaller/regional events into The Woodlands.

TRADESHOWS & SALES MISSIONS

In Q2, the sales team traveled across the state and country to promote The Woodlands as a premier destination for conferences, meetings, and events. These tradeshows allow the opportunity to meet with clients, tell prospective clients about The Woodlands offerings, and develop relationships and partnerships that lead to increased ROI for our hotel partners, destination, and community. Below is an overview of tradeshows attended in Q2.

- Connect Spring Marketplace
- HelmsBriscoe Annual Business Conference
- Texas Society of Association Executives Houston Social
- Meeting Professionals International (MPI) Houston Area Chapter (HAC) April CAP'D Luncheon
- Meeting Professionals International (MPI) Hill Country Chapter (HCC) April Membership Meeting
- Small Market Meetings
- Meeting Professionals International (MPI) World Education Congress
- IPW International Travel Show



FAM VISITS & SITE TOURS

MPI A Night Among The Stars: The Woodlands was honored to host the Meeting Professionals International Houston Area Chapter annual awards celebration at The Woodlands Resort, Curio Collection by Hilton. This annual event brings together the Houston hospitality and Meeting Planning Industry to gather for an opportunity to network, recognize impactful chapter members, and to meet the new incoming MPI Board Members.





Test The Sparkle with Thomas Markle: The Sales Team welcomed 7 clients from around the Houston region to come experience the destination, network, and have some fun. Our great partners at Market Street went above and beyond in helping us create a VIP experience for our FAM group. From “Testing the Sparkle with Thomas Markle” to a superb lunch at recently opened Sixty Vines, to ending the FAM at Sips and Sweets by Kendra Scott, you could say it was a sparkly day. Following the afternoon at Market Street, Visit The Woodlands hosted clients for the MPI Houston “A

Night Among The Stars Gala” hosted at The Woodlands Resort, Curio Collection by Hilton.

Q2 Site Tours: The Sales team planned and executed 6 Site Tours. Clients included Texas Society of Association Executives, Independent Laboratory Distributors Association, Learnskin and more.

PARTNERSHIPS & MEETINGS

Below is an overview of the meetings and events attended by the sales team in Q2.

- CISD Hospitality Group Presentation
- Monthly Leadership Team Meetings
- Weekly Sales Staff Meetings
- Budget Training Workshop
- Partnership Meeting with Aly Valiani
- Texas Society of Association Executives Affiliate Committee Call
- MPI HAC Board of Directors Meetings
- New partner destination tour and orientation
- The Woodlands Waterway Arts Festival
- The Woodlands Leadership Series
- MPI Chapter Leadership Summit
- LPGA Park and Ride Assistance
- April MPI HAC CAP'D Luncheon
- Simpleview Summit
- LMC Alumni Breakfast
- MPI HCC Alamo Update
- TACVB Sales Blitz Planning Committee
- Visit The Woodlands Board of Directors Meeting
- Go Red Luncheon
- Connect Texas Update Call
- MPI HAC Annual Board Retreat
- Incentive Fund and VTW Servicing Training for Hilton Garden Inn Team
- Ardest Gallery Tour
- BCD Travel and Exxon Business Partnership Meeting
- EDZ Planning Meeting



SALES | AWARDS & ACCOLADES

Josie Lewis Recognized by Meeting Professionals International Houston Area Chapter:

Josie Lewis, Director of Sales for Visit The Woodlands, was recognized as the MPI Chapter Member of the Year for her dedication while serving on the board as Director of Programs. Josie will also be stepping in the Vice President of Finance role on the 23-24 Board of Directors for MPI Houston.

Ashley Fenner Graduates Leadership Montgomery County: Ashley Fenner, Senior Sales Specialist 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.

Hotel Site Tour Video Series Wins Platinum Viddy Award: Visit The Woodlands staff created virtual site tour videos of 3 hotel properties within The Woodlands. Staff received a platinum Viddy award for this video project that began in 2020, when COVID-19 prevented Visit The Woodlands' Sales Team from bringing meeting planners to the destination in person for site visits. [Read the full release here.](#)

MARKETING DEPARTMENT

Ashley White, Marketing Director

Amber George, Communications Coordinator

Mary Murphy, Public Relations Coordinator

ADVERTISING

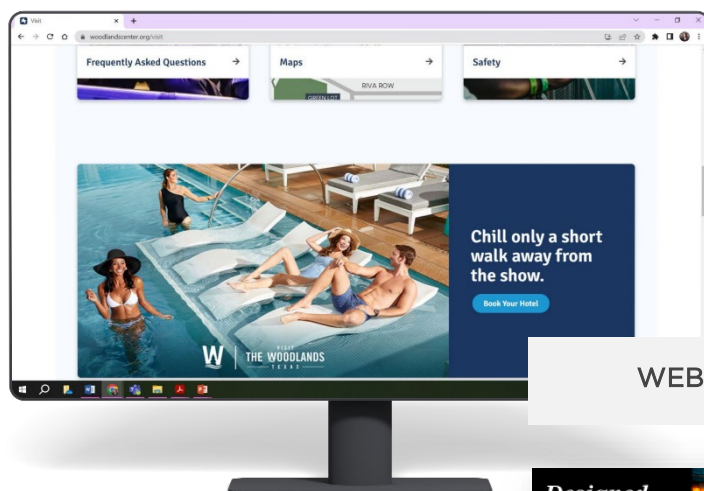
The Marketing Department places advertising on behalf of Visit The Woodlands targeting both leisure travelers and meeting planners. For the leisure market, Visit The Woodlands targets publications that have readers with a high household income. For the meetings market, Visit The Woodlands works with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

ADVERTISING | LEISURE EXAMPLES

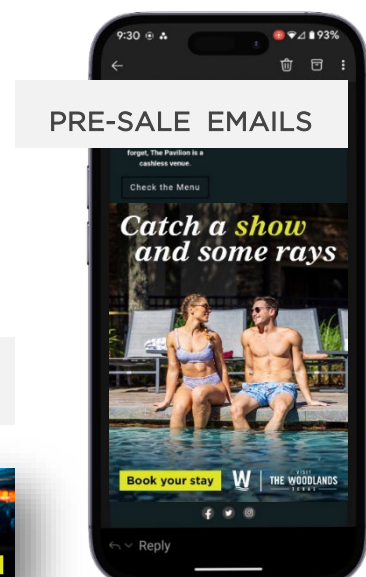
LPGA Advertising: Overall, 16.6M people consumed LPGA content (across linear, streaming, social, and web) during the week of The Chevron Championship. The 2023 event was shown on Golf Channel, NBC and Peacock. In addition, Visit The Woodlands purchased a 0:30 TV spot, which ran a total of ten times. The spot received over 64K impressions and 54K unique reach. Visit The Woodlands also received two complimentary 0:30 spots during the Inesperity Invitational.



Live Nation Partnership: As part of the 2023 media plan, Visit The Woodlands partnered with Live Nation to drive overnight hotel stays. The partnership includes branded ads on The Cynthia Woods Mitchell Pavilion website as well as Live Nation's website. Pre-sale, on-sale and day of show emails, along with text message campaigns, drive traffic to Visit The Woodlands website to book a hotel and find restaurant or shopping recommendations.

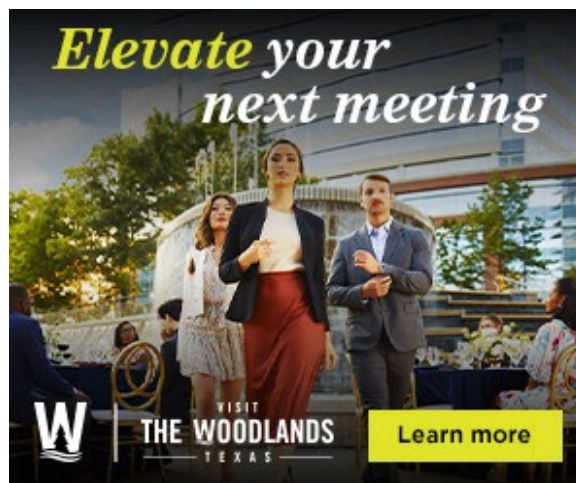


WEB ADS

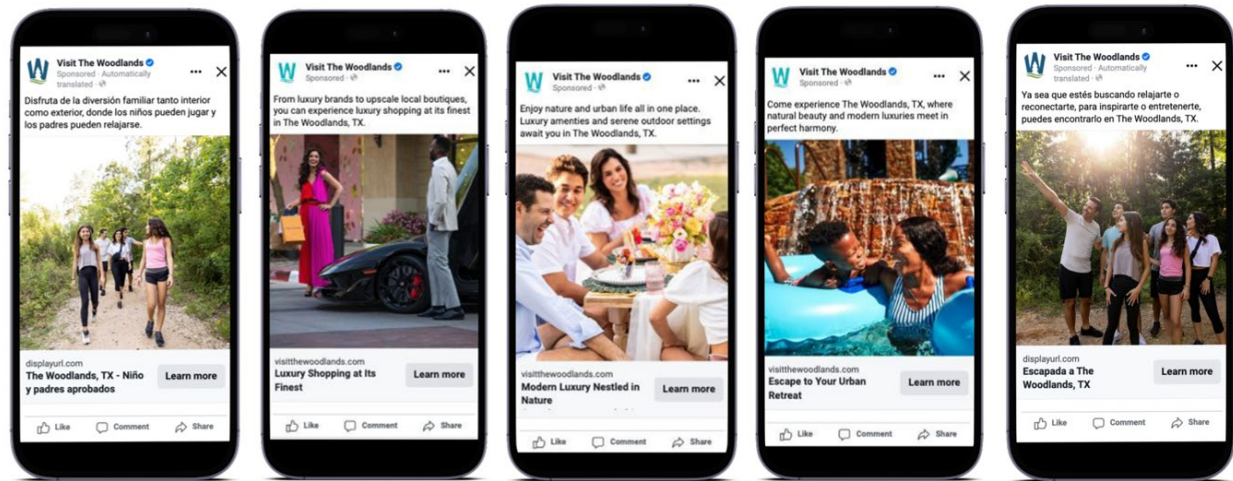


ADVERTISING | MEETINGS EXAMPLES

Omni-channel Advertising: Visit The Woodlands uses an Omni-channel advertising approach to place strategic buys. Ad buys are placed on a local, state, national and international level. With a combination of print, digital, social and mobile placements, Visit The Woodlands is reaching meeting planners at a variety of touchpoints, allowing The Woodlands to remain top of mind as a meetings and travel destination.



ADVERTISING | INTERNATIONAL EXAMPLES



ADVERTISING | DIGITAL REPORTING

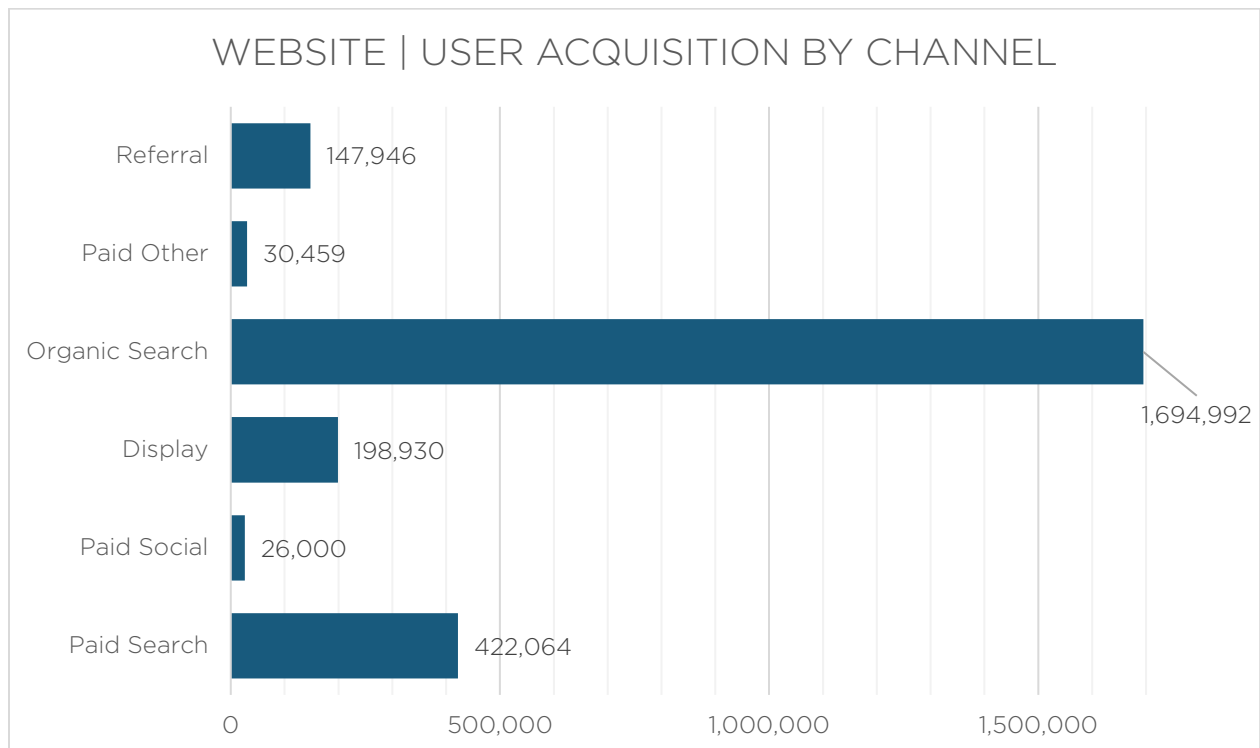
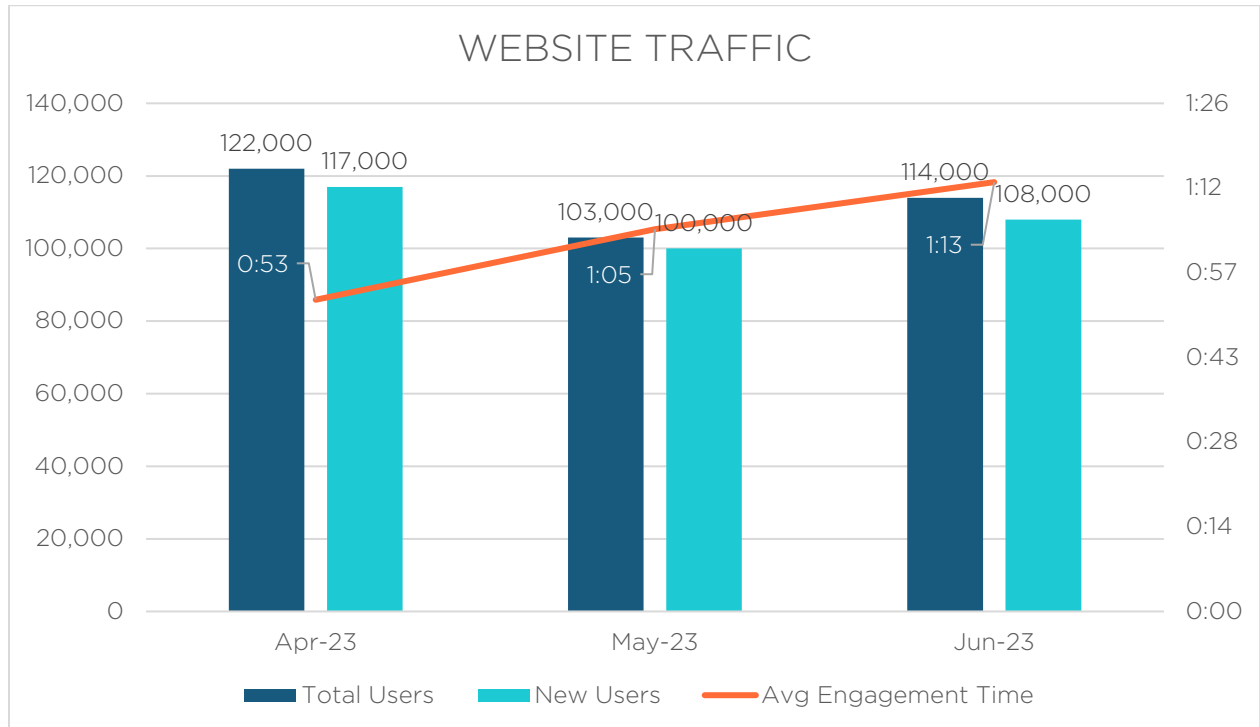
| LEISURE | GOOGLE SEM | GOOGLE DISPLAY | GOOGLE VIDEO | META CTS | META RM | META VIDEO | INSTAGRAM REELS |
|------------------|------------|----------------|--------------|-----------|-----------|------------|-----------------|
| IMPRESSIONS | 190,414 | 3,678,482 | 550,816 | 1,558,654 | 1,266,887 | 588,787 | 535,318 |
| CLICKS OR VIEWS | 39,389 | 38,603 | 348,540 | 44,628 | 23,813 | 22,318 | 4,634 |
| CTR OR VIEW RATE | 20.42% | 1.06% | 63.24% | 2.62% | 1.88% | 3.78% | .87% |

| INTERNATIONAL | GOOGLE SEM | META CTS | META RM | GOOGLE VIDEO |
|------------------|------------|-----------|---------|--------------|
| IMPRESSIONS | 45,025 | 4,606,738 | 560,937 | 616,133 |
| CLICKS OR VIEWS | 4,824 | 117,740 | 15,918 | 377,359 |
| CTR OR VIEW RATE | 10.69% | 2.56% | 2.84% | 61.25% |

| MEETINGS | GOOGLE SEM | META CTS | META RM |
|------------------|------------|----------|---------|
| IMPRESSIONS | 45,025 | 622,327 | 421,307 |
| CLICKS OR VIEWS | 4,824 | 31,236 | 16,523 |
| CTR OR VIEW RATE | 10.69% | 5.03% | 3.93% |

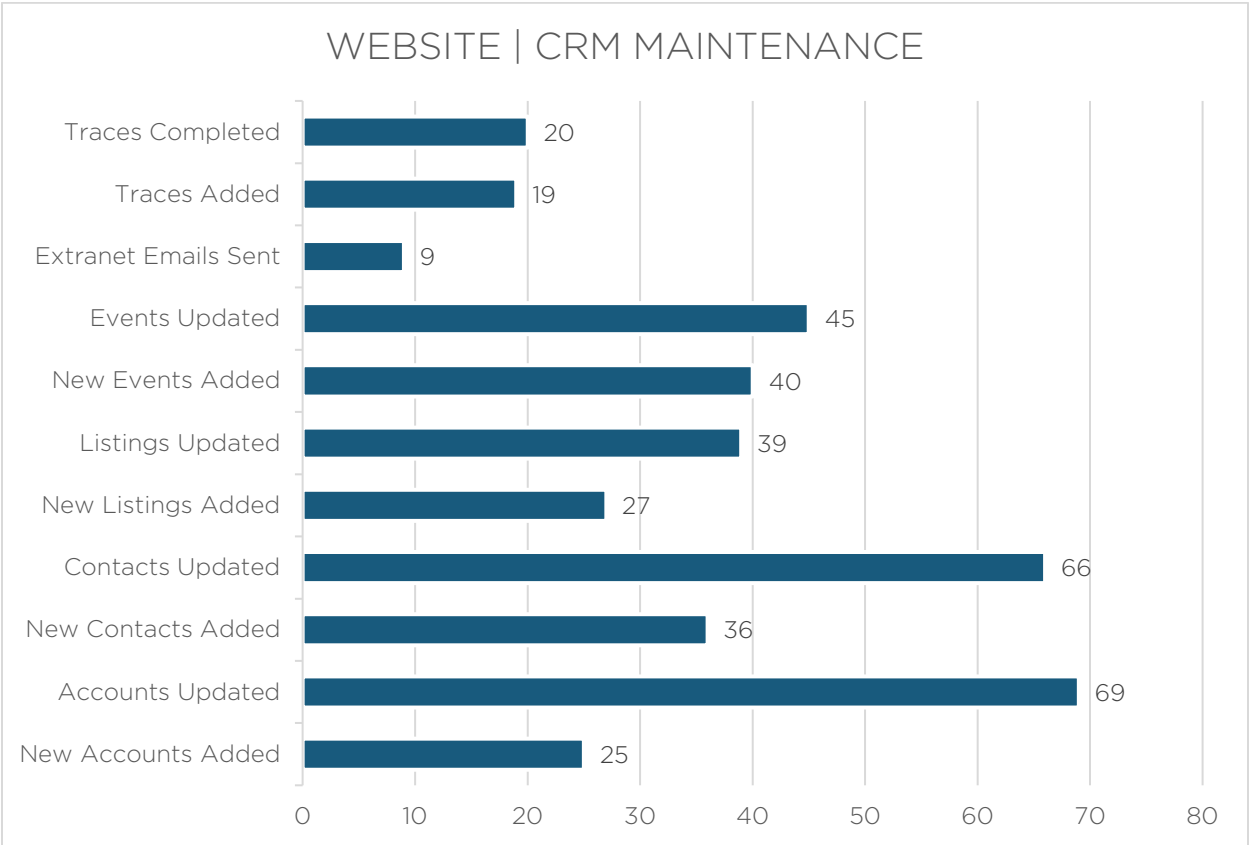
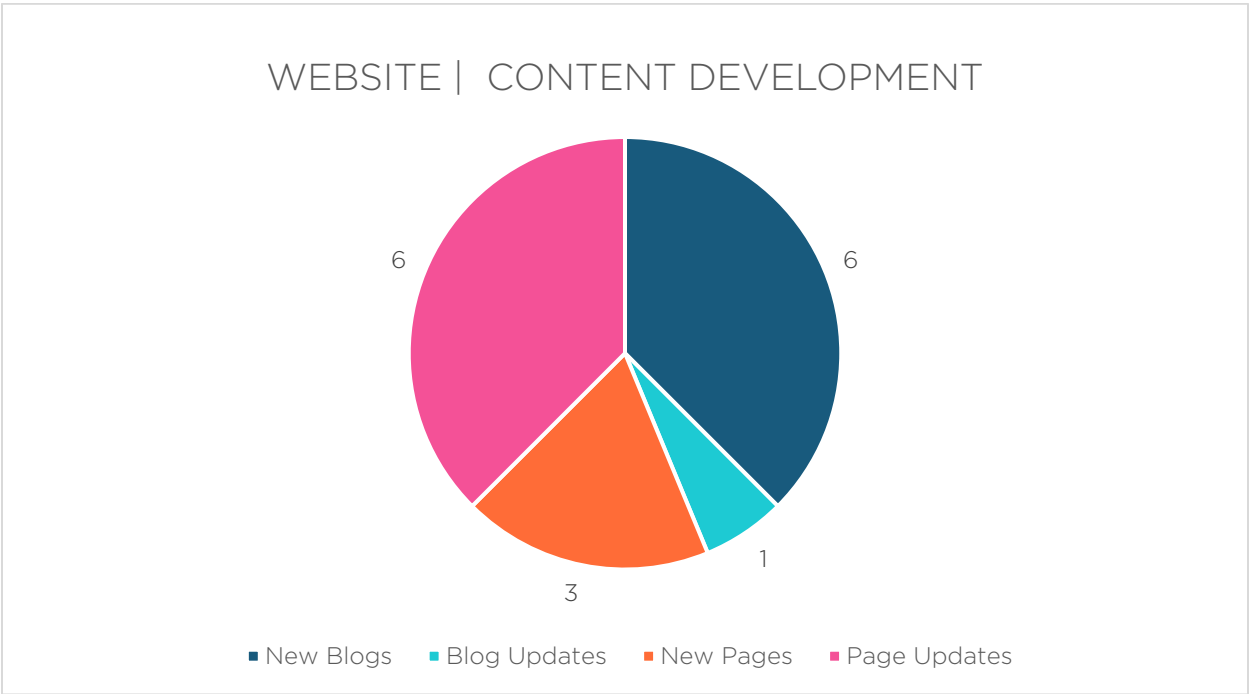
WEBSITE | TRAFFIC

In Q2, the website received 332K users with 326K of those being new users. Average engagement time was 1:04. Top countries driving traffic to the website behind the U.S. are Mexico, Canada, U.K. and Germany.



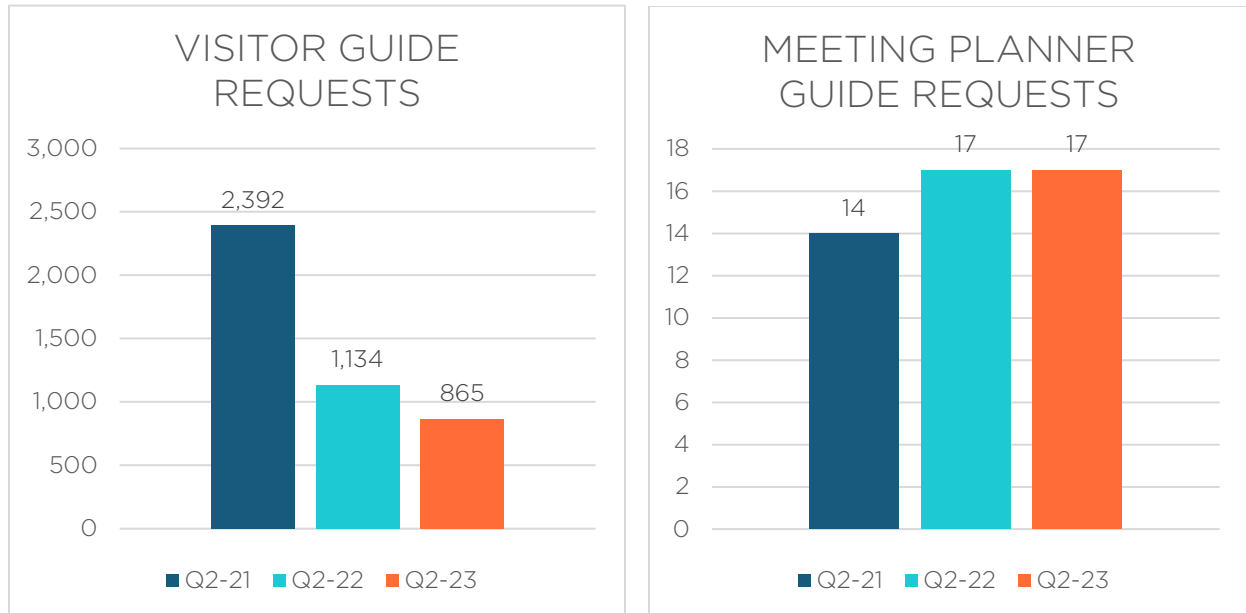
WEBSITE | CONTENT DEVELOPMENT

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.



GUIDE REQUESTS | YEAR-OVER-YEAR

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. **Note:** The decrease in Q2-23 Visitor Guide Requests was due to not renewing a particular ad placement that drove a high number of unqualified leads. To ensure a better ROI on ad spend, this placement was removed from the media plan.



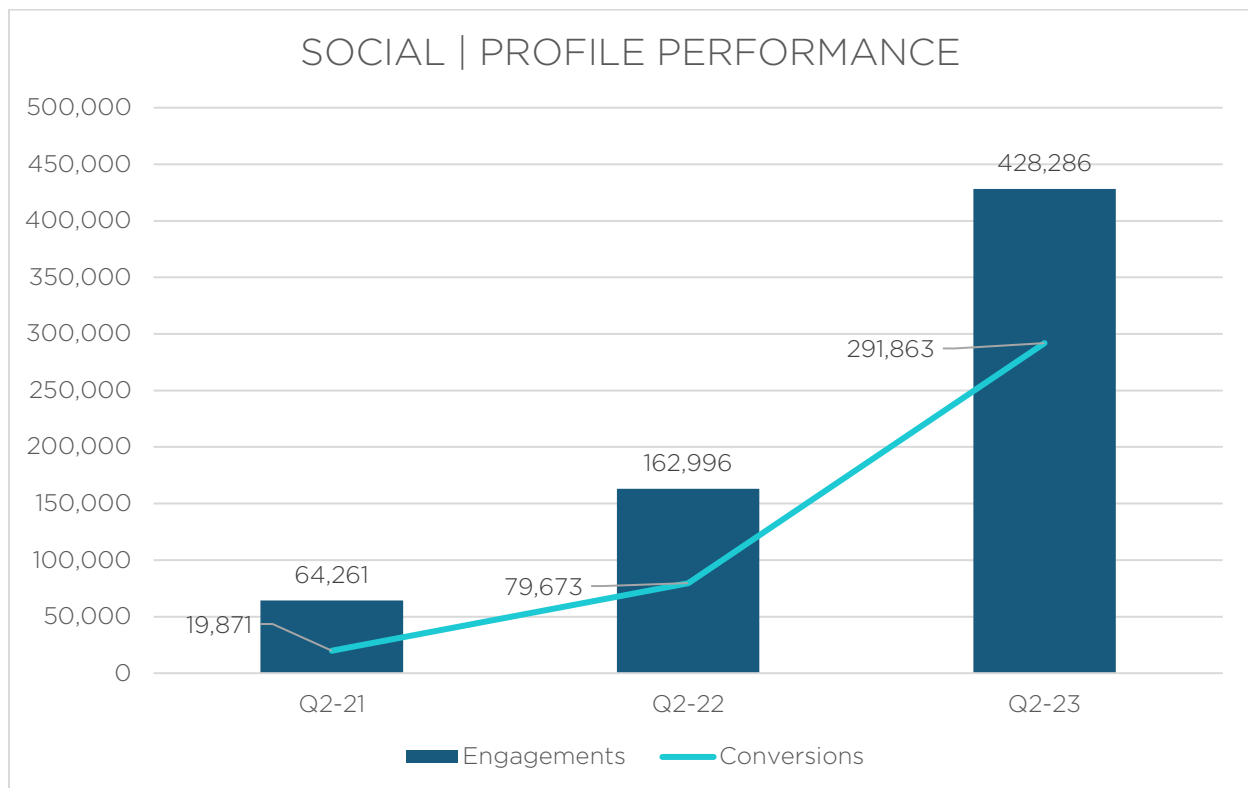
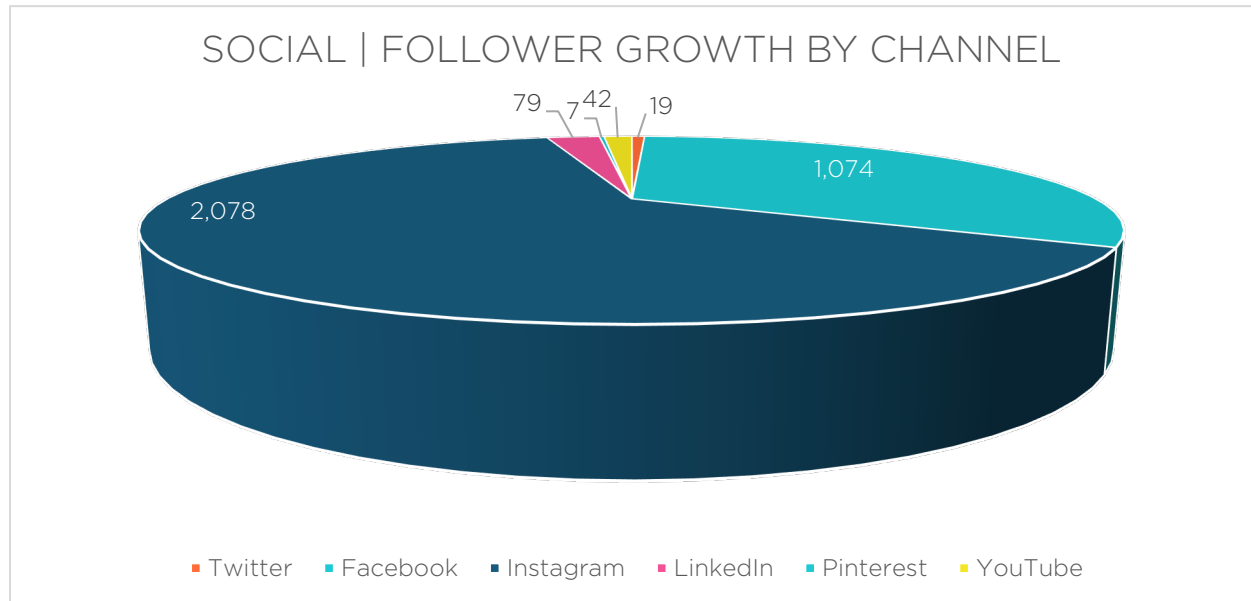
MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

#SoWoodlands Magazine: Visit The Woodlands released the Summer edition of its printed publication, #SoWoodlands Magazine. [View digital edition here.](#)



SOCIAL | PROFILE PERFORMANCE

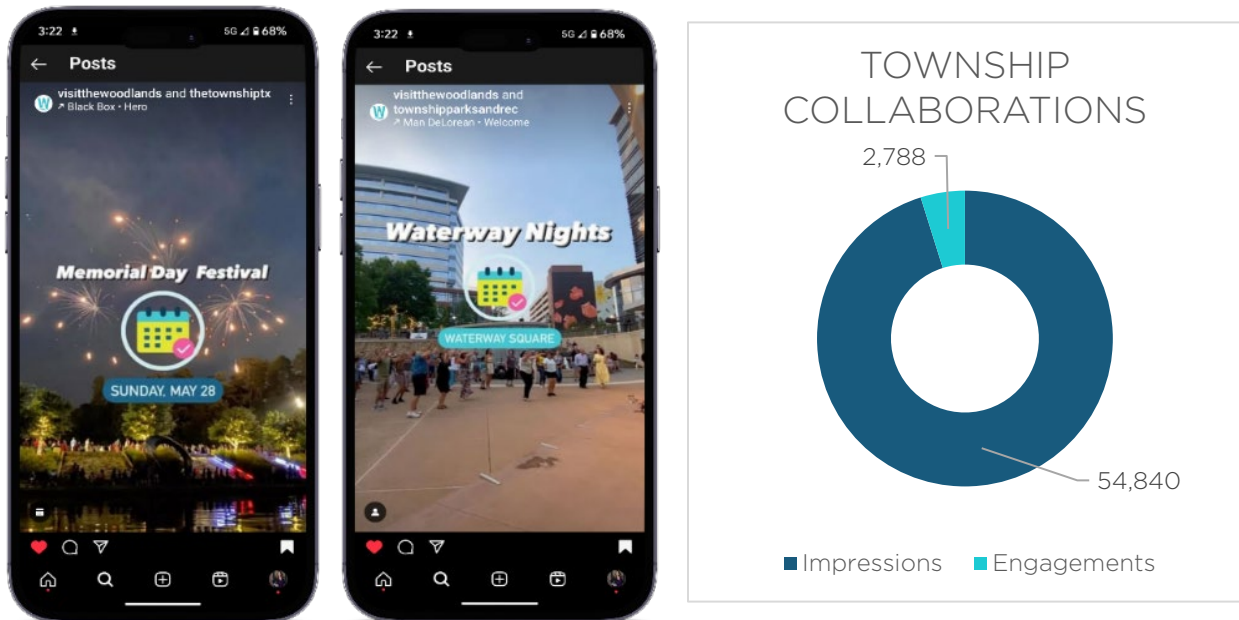
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Visit The Woodlands has an audience of 55K across platforms, up 5K from Q1. Connect with **Visit The Woodlands on social:** [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#), [LinkedIn](#).



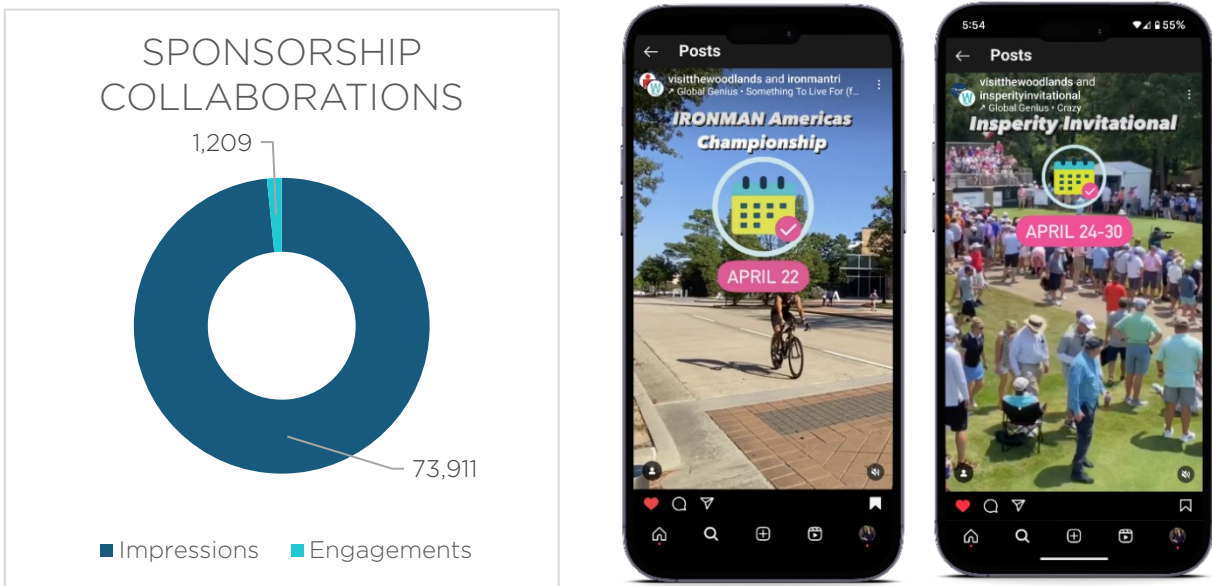
SOCIAL | CAMPAIGNS & COLLABORATIONS

Collaborations: Visit The Woodlands created several collaborations in Q2. For these, Visit The Woodlands creates social content and then creates an Instagram reel, tagging the partner as a collaborator. Collaborations have been created in partnership with The Woodlands Township, Sponsorship Partners, Influencers and other local hospitality businesses in The Woodlands.

SOCIAL | TOWNSHIP COLLABORATION EXAMPLES

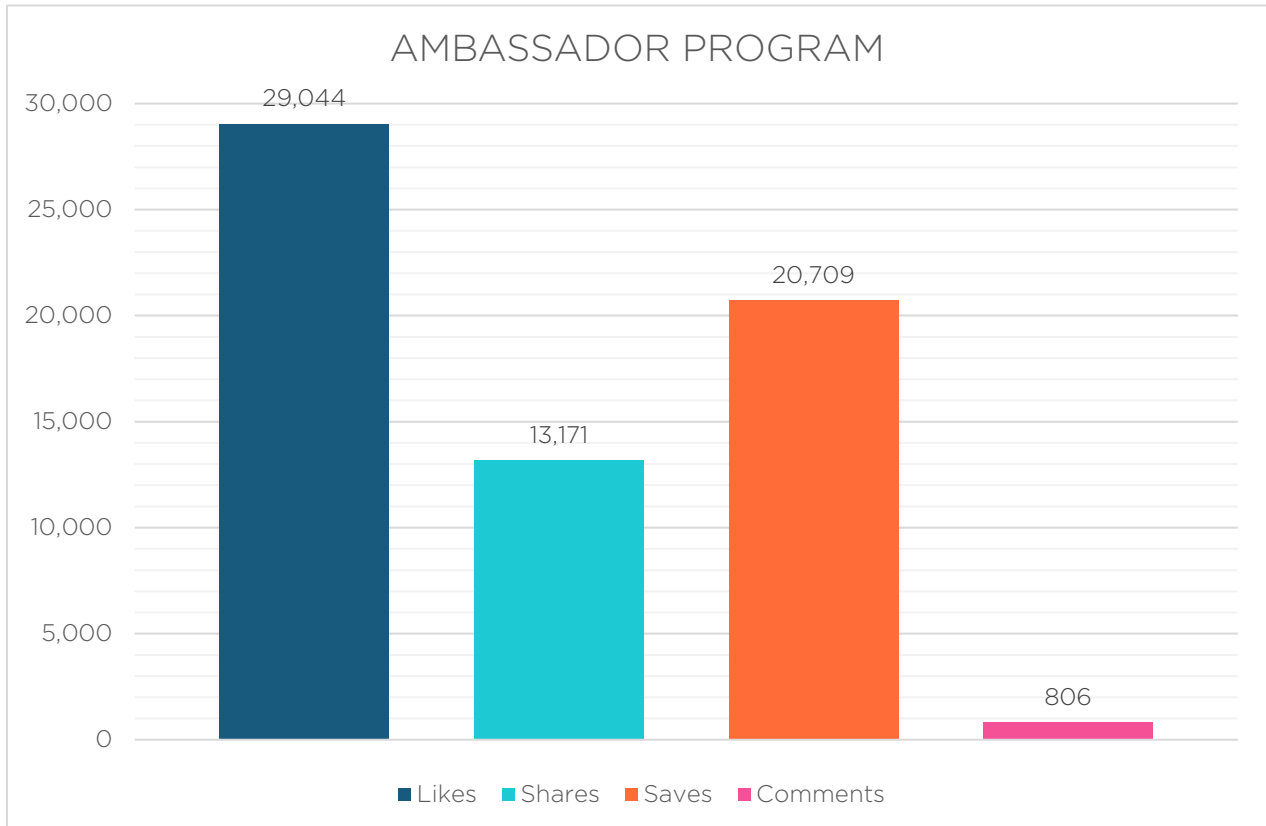
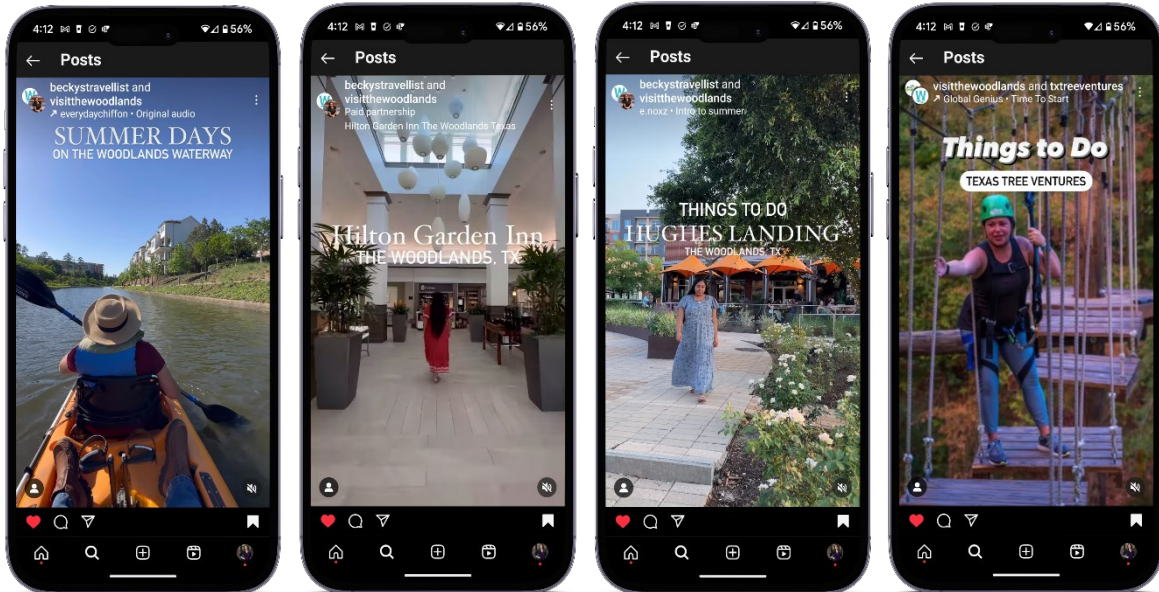


SOCIAL | SPONSORSHIP COLLABORATION EXAMPLES



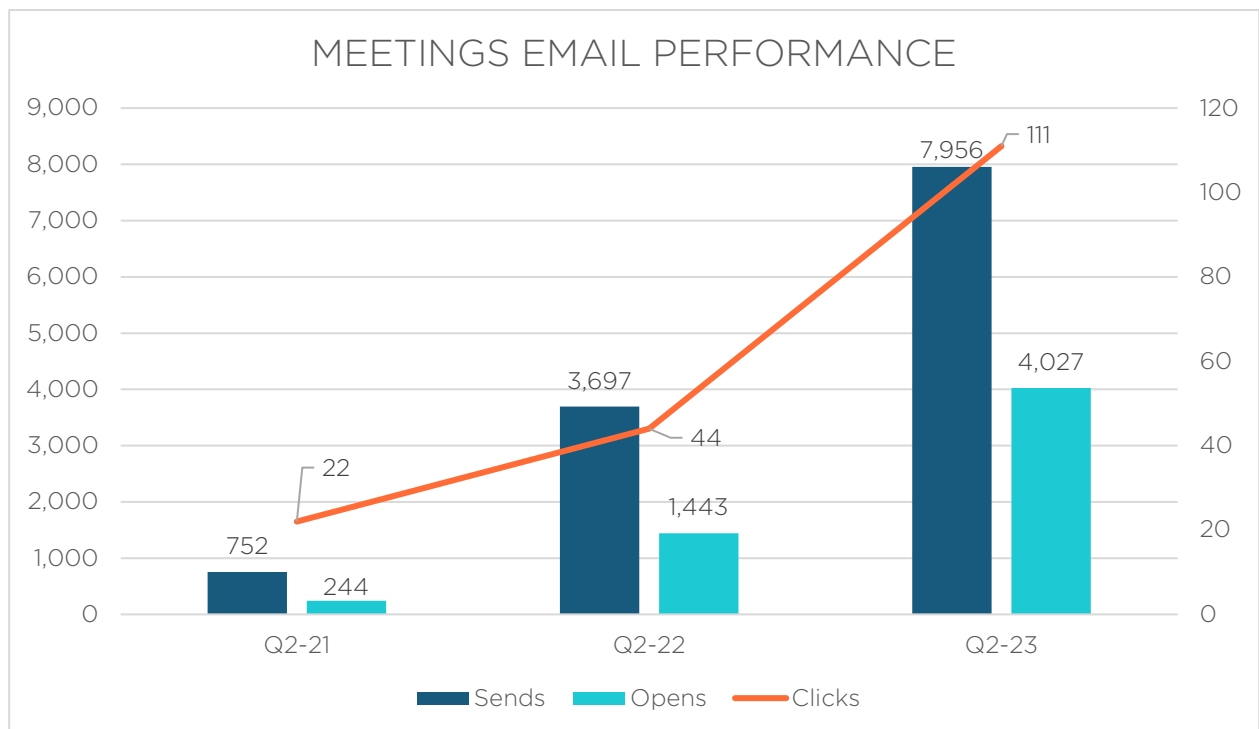
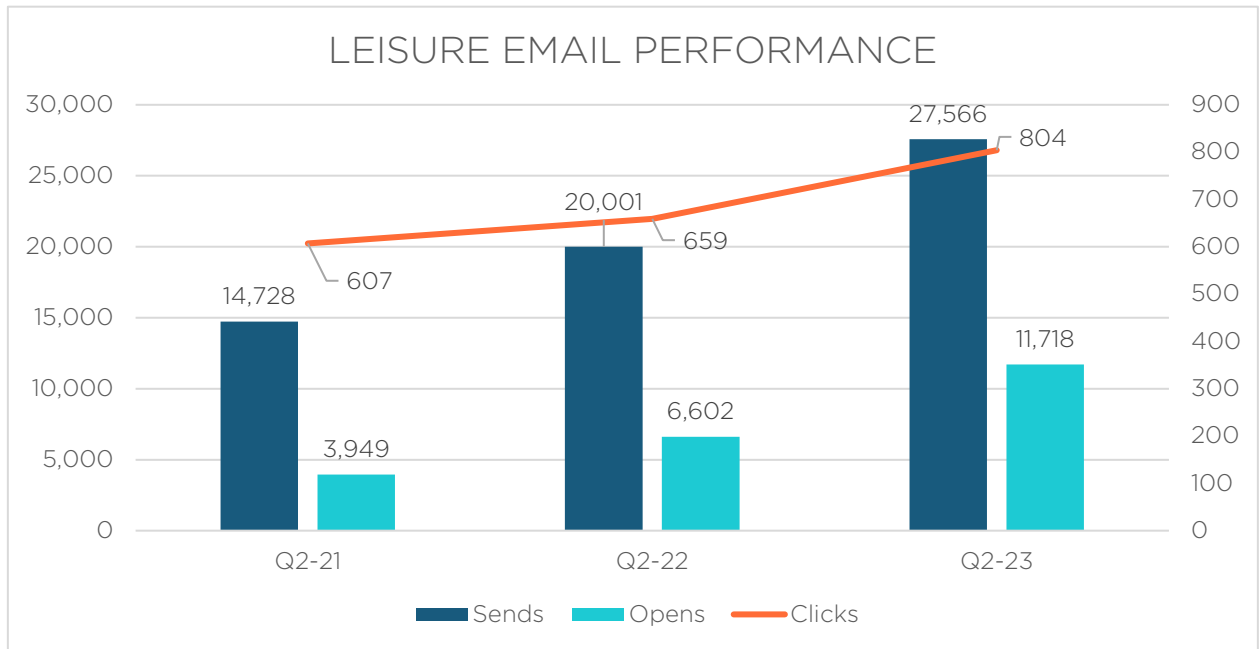
SOCIAL | AMBASSADOR PROGRAM

Ambassador Program: The ambassador program continues to drive high engagement. In Q2, Visit The Woodlands worked with three different ambassadors including the Ambassador of the Year, [Becky's Travel List](#), as well as [Amanda Warren](#) & [Sincerely Karin](#). For Q2, ambassador collaborations received nearly 1M Views/Plays and had a reach of more than 600K.



EMAIL | YEAR-OVER-YEAR PERFORMANCE

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

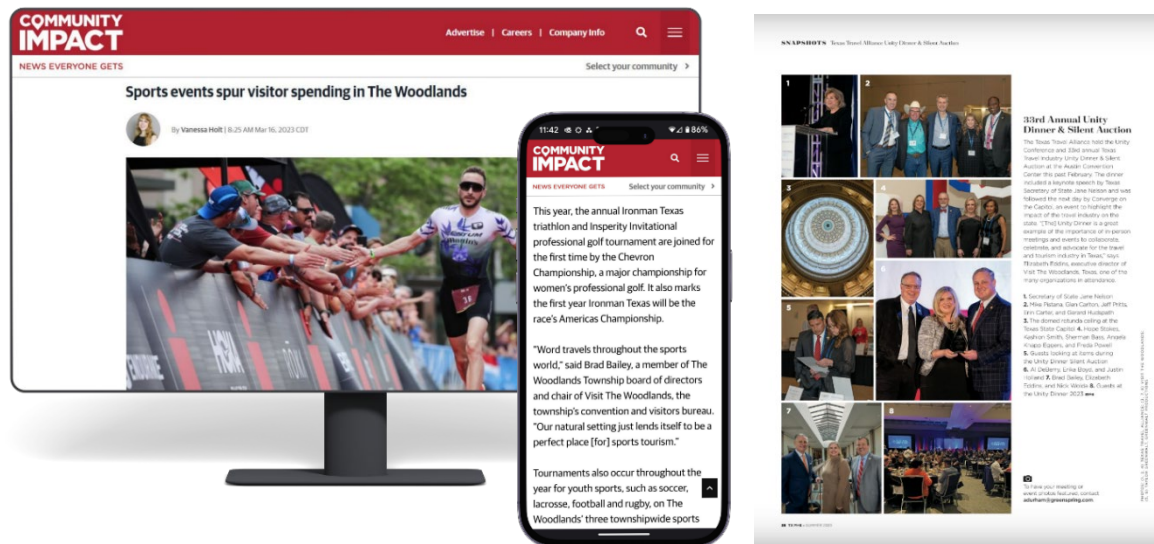


MEDIA & PUBLIC RELATIONS | DOMESTIC MARKET

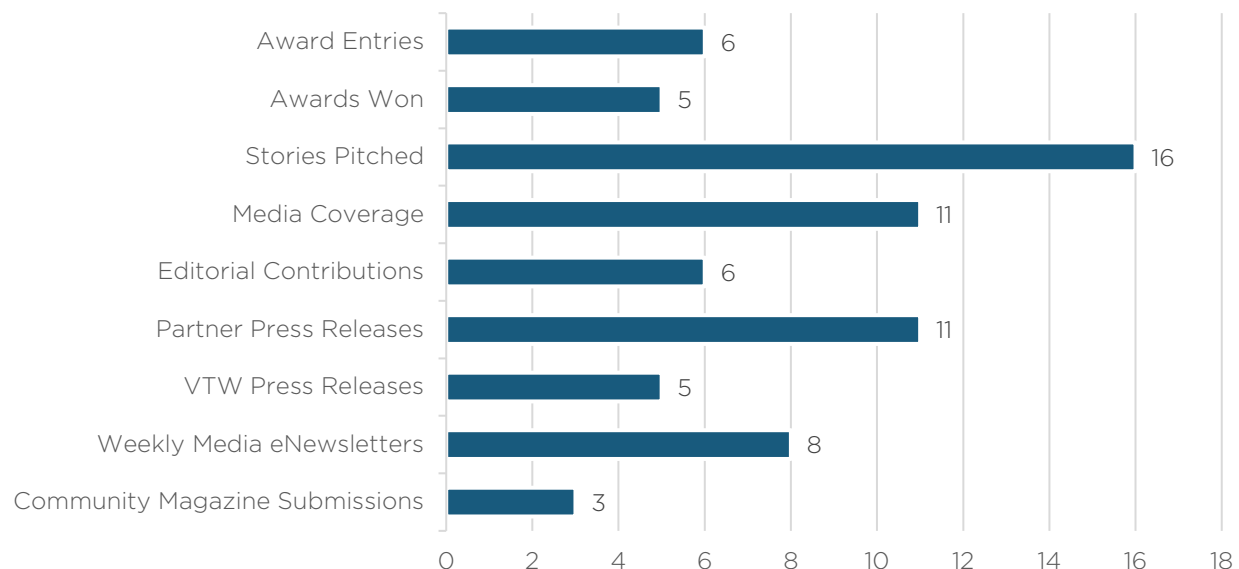
The Marketing Department manages media and PR efforts for Visit The Woodlands in-house. This includes pitching story ideas to journalists, providing media assistance, managing editorial fulfillment for industry publications & distributing press releases.

Recent Placements:

- Texas Meetings+Events: [Texas Travel Alliance 33rd Unity Dinner](#)
- City Lifestyle Magazine: [Women of the Board Room](#)
- Houston Chronicle: [IRONMAN, LPGA to Generate More Than \\$27.9M for Tourism Economy in The Woodlands](#)
- Community Impact: [Sports Events Spur Visitor Spending in The Woodlands](#)



MEDIA & PR | INITIATIVES



ASSET DEVELOPMENT

The Marketing Department works with local vendors to coordinate photo and video shoots throughout the year. These assets are used for Visit The Woodlands marketing outlets including the website, social platforms and advertising. Assets that can be are also shared with partners. Below is an overview of Q2 efforts.

Q2 Asset Development:

- Insperity (Photo/Video)
- Chevron Championship (Photo/Video)
- Waterway Arts Festival (Video)
- IRONMAN (Video/In-House Photo)
- Residence Inn (Photo)
- Fairfield Inn (Photo)
- Town Center Trolley (Photo)



MARKETING | AWARDS & ACCOLADES

Viddy Awards: Visit The Woodlands was recently honored with Viddy Awards for three video projects created to help promote The Woodlands as an ideal destination for meeting planners and leisure travelers. The Viddy Awards shines a spotlight on "video excellence in a digital world" and is judged by the Association of Marketing and Communication Professionals. With thousands of entries from over 100 countries, it's one of the largest competitions in the history of film and video. [Read the full release here.](#)

Awards Won:

- **Gold:** Fashion Forward Destination Video
- **Platinum:** Fashion Forward Video Campaign
- **Platinum:** Informational Hotel Site Tour Videos

Hermes Awards: Visit The Woodlands recently won Gold Hermes Creative Awards for two innovative marketing projects. The Hermes Awards is an international competition that evaluates the creative industry's best publications, branding collateral, websites, videos, and advertising, marketing, and communications programs. Visit The Woodlands won a Gold award for each of the projects submitted into the competition. [Read the full release here](#)

Awards Won:

- **Gold:** Fashion Forward Advertising Campaign
- **Gold:** Social Influencer Ambassador Program

Texas Travel Awards: The Woodlands has received two Texas Travel Awards, one for "Best Shopping District" in Texas and another for "Best Art Festival". These annual awards shine a spotlight on the most exciting, innovative, and inviting places around the state, and the winners represent uniquely Texas places and experiences that should be on every traveler's itinerary. The Marketing Department submitted award entries on behalf of Market Street at The Woodlands Arts Council. [Read the full release here.](#)

Awards Won:

- **Market Street:** Best Shopping District in Texas (statewide)
- **The Woodlands Waterway Arts Festival:** Best Art Festival (big market)



STRATEGIC PARTNERSHIPS

Nick Wolda, President

Elizabeth Eddins, Executive Director

SPONSORSHIPS

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 welcomed visitors from around the world this past April during four major events:

- The Woodlands Waterway Arts Festival (April 14-16)
- The Chevron Championship (April 19-23)
- Memorial Hermann IRONMAN Texas (April 22)
- Insperity Invitational (April 24-30).

These nationally and internationally recognized events brought arts and sports enthusiasts together in The Woodlands, to support incredible artists and cheer on professional athletes.

The Woodlands Waterway Arts Festival: On April 14-16, The Woodlands Waterway transformed into an outdoor art gallery, attracting over 20,000 attendees throughout the weekend. Artists from near and far (including artists from Canada, Mexico, and Israel) displayed their work in booths that stretched from Town Green Park to The Woodlands Waterway Marriott.

Over 400 volunteers participated to make the festival a success, and artists and attendees raved about the hospitality and support they received during the weekend. Fidelity Investments The Woodlands Waterway Arts Festival was recently [named the #1 Texas fine arts festival in the Texas Travel Awards](#) and #6 Outdoor Fine Arts Festival in the nation by Art Fair SourceBook. The festival will celebrate its 19th anniversary next year, April 12-14, 2024.



The Chevron Championship: A total of 132 professional female golfers from around the world arrived at The Club at Carlton Woods for the first LPGA Major of the year: The Chevron Championship (April 19-23). This was the tournament's first time in The Woodlands after being held in Palm Springs, California, for 51 years. Players from 28 different countries (including Australia, Mexico, Japan, Sweden, Finland, South Africa, Argentina, and the U.S.) experienced new challenges on The Jack Nicklaus Signature Golf Course, including water features and a variety of angles to test the professional's skillsets. One of the players on the course was professional golfer Stacy Lewis, who grew up in The Woodlands.

During the tournament, 37,609 fans visited the grounds to watch in person, and 6.7 million people tuned to watch it on The Golf Channel and NBC (during live and re-airs). [Visit The Woodlands' commercial](#) aired multiple times throughout the week on NBC, and The Chevron Championship was the top-rated sports program on NBC for the week. It was also NBC Sports' most-watched edition of the event on record and experienced the highest streaming ever for an LPGA event. The competition culminated on Sunday with professional golfer Lilia Vu claiming the Champion title and continuing the tradition of jumping into the water after the win.



Memorial Hermann Ironman Texas: Over 2,000 athletes from 57 countries and 49 states gathered at North Shore Park with friends, family, supporters, and volunteers, for the Memorial Hermann IRONMAN Texas triathlon. The competition began with a 2.4-mile swim inside Lake Woodlands and The Woodlands Waterway, followed by a 112-mile bike ride along the Hardy Toll Road and a 26.2-mile marathon run that led triathletes through The Woodlands Town Center and along The Woodlands Waterway.

Spectators lined The Woodlands Waterway, cheering on triathletes as they swam, biked, and ran through The Woodlands. As the IRONMAN Americas competition, the event offered 100 male and 100 female qualifying slots for the 2023 VinFast IRONMAN World Championship. Rudy von Berg (USA) captured the overall victory with a time of 7:44:51, and Kate Matthews (GBR) claimed the women's race victory with a time of 8:32:52, a major success after her recovery from a training accident last fall.



Insperity Invitational: April's exciting events culminated with the Insperity Invitational (April 24-30), a professional golf tournament on the PGA Tour that is annually held at The Woodlands Country Club Tournament Course. The event brought together 78 of the best PGA Tour Champion Players and was free for the public to attend. Spectators also were able to enjoy a special competition on Saturday, where the greats of the game (including Jack Nicklaus, Juli Inkster, and Gary Player) participated in the Folds of Honor Greats of Golf.

Nearly 1,000 volunteers participated and helped make the event a success, and 40,000 attendees came to watch the PGA champions compete over the course of the week. The tournament generated an estimated economic impact of \$18-20 million, according to Insperity Invitational.



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.

Wine & Food Week: Wine & Food Week returned with a full week of events June 5-11. All total, the week featured chef teams totaling more than 125, 75 restaurants, 500 wines, numerous educational seminars, and various culinary events ranging from Rose' Way, A Sweet Soiree to the elegant Ladies of the Vine Tasting, Luncheon & Panel Discussion and culminating in the climatic and show-stopping Wine Rendezvous Grand Tasting & Chef Showcase. A highlight was the celebratory toast to long-time food journalist Patricia Sharpe, Executive Editor and Restaurant Columnist for Texas Monthly, who was the sixth inductee into the Wine & Food Week Hall of Fame.

LOCAL AWARENESS

National Travel & Tourism Week (NTTW): In May, Visit The Woodlands joined the tourism industry in celebrating and highlighting travel's essential role in stimulating economic growth, creating job opportunities, and cultivating communities. The annual tradition of National Travel

and Tourism Week (NTTW) was established in 1983 by the U.S. Travel Association. The week-long initiative celebrated its 40th anniversary this year, from May 7-13.

NTTW 2023 Activities:

- Partner Pop-ins
- Popcorn Pop-Up at Market Street
- Visit The Woodlands Discount Code for Texas TreeVentures & Boathouses



STRATEGIC PARTNERSHIPS | AWARDS & ACCOLADES

“Best Of Texas” Awards: The Woodlands and Visit The Woodlands’ Executive Director, Elizabeth Eddins, have been recognized in the Texas Travel Alliance’s 2023 Best of Texas Awards. Every year, the Texas Travel Alliance sponsors a 5-day study tour for the Texas Travel Counselors, where they travel by bus to visit different attractions, museums, parks, cultural centers, historical locations, and restaurants in various Texas destinations. This helps the Travel Counselors better understand what these destinations have to offer visitors and disseminate that information with coworkers and millions of travelers who visit Texas Travel Information Centers.

