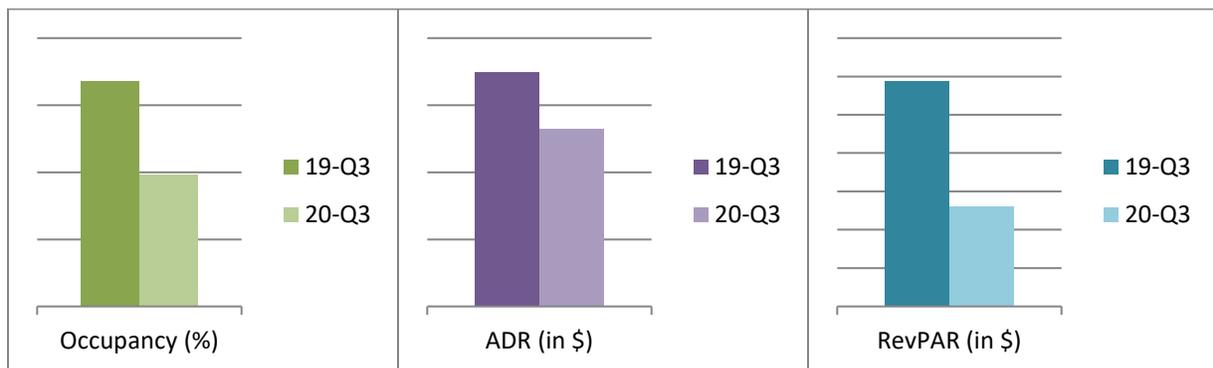


HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 204,550	JUL	\$ 753,306	\$ 776,760	\$ 204,550	-75.2%
AUG	\$ 760,655	\$ 228,590	AUG	\$ 686,927	\$ 736,665	\$ 228,590	-69.1%
SEP	\$ 756,245	\$ 341,257	SEP	\$ 744,311	\$ 717,348	\$ 341,257	-52.4%
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	\$ 3,199,340	YTD	\$ 8,997,682	\$ 9,223,543	\$ 3,199,340	-53.8%

2020 COMPARED TO 2019



Down 41.20% in Occupancy

Down 24.35 % in ADR

Down 55.49% 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 3, the sales team worked on the following:

Quarterly Overview

Monthly Sales Advisory Meetings- With the onset of Covid-19, the Sales Department has been tasked with hosting monthly Sales Advisory Meetings to allow a platform for our hotels to give updates and changes to opening dates, services, group sales insights, and suggestions on needed projects from the sales team. These monthly meetings allow a platform to discuss changes in operations, renovation updates, group business insights, community updates, special projects, and much more.

TSAE Lunch and Learn Event- Staff was happy to virtually welcome over 45 Texas Society of Association Executive (TSAE) members to The Woodlands. For the first virtual Lunch and Learn event hosted by TSAE, Visit The Woodlands had a chance to highlight The Woodlands hotel properties and hotel partners during a 20-minute deep dive into the destination. This time offered a chance to highlight the Como Social Club within The Westin, offered a demo on a Westin favorite drink, the Vasco Rossi, and allowed staff and three hotel properties to highlight tips and tricks for planners to keep in mind during this Covid-19 season. Visit The Woodlands staff also offered information on an upcoming Virtual FAM Event in The Woodlands and followed up with personalized thank you notes to each planner for spending time with Visit The Woodlands.

CVENT Safety Hub- CVENT is the event industry's main mode of distribution and response for qualified RFPs'. Recently, CVENT started offering the CVENT Safety Hub which is a space for each destination and hotel to give updates on safety measures and how each destination is adjusting to COVID-19 and how they are encouraging safe and responsible meetings. In July, Staff prepared and provided photos, verbiage, video links, and additional resources so the CVENT team can put together a personalized page for Meeting Planners to view.

Virtual Site Tour Planning- Staff is working with a local vendor, Silver Rock, on producing virtual site tour videos of our convention properties. This will be a major sales tool over the upcoming months and years. In Q3, this included planning out of the script, logistics, and coordinating with local partners to complete [The Woodlands Resort site tour video](#). In Q4, the goal is complete a site tour video for The Westin and The Marriott Waterway.

Hurricane Laura Effect on Hotels in the Woodlands- Hurricane Laura was a very unpredictable Hurricane that ended up requiring many coastal areas to evacuate. The Woodlands area saw full

capacity reached for at least 2 nights due to the Hurricane evacuations and service companies coming in to prepare for the hurricane.

Virtual FAM Event – With Covid-19 still directly affecting travel and in person events, staff is working hard to offer unique and personalized ways to interact with clients. Without being able to welcome meeting planners to the destination in person for a traditional FAM event, staff organized a virtual FAM event and welcomed 10 meeting professionals to learn more about The Woodlands through interactive welcome boxes delivered to each planners home, a virtual site tour of The Woodlands Resort, unique drink and food demos from the head chef at The Resort, trivia with exciting giveaways, and much more. Staff is planning future virtual opportunities as a way continue to connect with clients.

MPI HAC Member Connections Presentation- Meeting Professionals International Houston Chapter hosts a monthly HAC Member Connections event. In September, they held a panel discussion with three CVB representatives and Visit The Woodlands was invited to participate and share updates on The Woodlands. The event brought in 15 meeting professionals who listened to the panel presentation and then were able to ask specific questions and needs from the CVB perspective. This was a great opportunity to share efforts that Visit The Woodlands has made throughout this COVID-19 era and spread the message that we are open for business.

Copa Progress Update- Copa Rayados has been an amazing group over the years. With the new Covid-19 reality, 2020 will look a little different but staff is still expecting to see similar room pickup from previous years. With increased difficulty to travel internationally from Mexico and other nations, Copa Rayados will see a decrease in participation. However, by working closely with Copa and their third party booking company staff is pushing reservations to give preference to The Woodlands participating hotels in hopes of still meeting the expected room nights. At this point, things are looking great but as the event gets closer, it will be more difficult to fill any last-minute cancellations.

Leadership Montgomery County 2021 Class- Josie Lewis, Director of Sales, was welcomed into the Leadership Montgomery County Class of 2021. This opportunity will allow for networking with Montgomery County professionals in many industries. Additionally, this is a great educational program on the impressive attributes of the community and will allow for connections that will benefit future projects. Finally, it will allow for leadership development and will offer opportunities to give back to the community.

Leads & Servicing in Quarter 3

- 9 Organic Leads Worked and Distributed
- 11 CVENT Leads Received and Distributed
- 19 Meeting Connections

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Advertising

In Q3, Visit The Woodlands re-activated several ad placements that were postponed due to COVID. An overview of these placements is below.

Post-COVID Messaging:

- **Phase 1, Daycation:** This phase targets day-trippers driving to The Woodlands from locations within a 100-mile radius. Messaging in this phase highlights outdoor activities for audiences looking to maintain social distancing.
- **Phase 2, Staycation:** This phase targets overnighters and weekenders within a 200-mile radius. Messaging in this phase highlights relaxation at our local attractions and resorts.
- **Phase 3, Yacation:** This phase targets vacationers driving to The Woodlands from locations within a 200+-mile radius, including states bordering Texas. Messaging highlights the total range of attractions and amenities during a full vacation.

Community Impact, July Edition: Visit The Woodlands had the opportunity to purchase the back cover of Community Impact in July, which was mailed to over 95,000 households. The ad reflects Phase 1 of our post-COVID messaging strategy.

Leisure Campaign: Visit The Woodlands launched social ads on both Facebook & Instagram to help drive summer travel. In addition, Google Display and High Impact Display ads were also reactivated to increase impressions and let travelers know The Woodlands is open for business.

Meetings Campaign: With meetings still on hold, Visit The Woodlands didn't launch any new meeting placements in Q3. The Connect 360 was reactivated to finish that campaign, since it had previously been paid for and the Cvent Platform Banner Ad was updated. Cvent is the number one source of leads for the Sales Department.

Tracking Updates: The Marketing Department implemented more than 90 UTM tracking codes on the website in order to accurately track advertising efforts following the new website launch in July.

Digital Marketing

Visit The Woodlands 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

The Marketing Department produces content to support Visit The Woodlands departments & initiatives. Ongoing maintenance for the website includes updating listings, special offers, events & more.

Published Content: Blog – <https://www.visitthewoodlands.com/blog>

- 5 Things to Do While Visiting The Woodlands Resort
- Dog Parks in The Woodlands
- Travel with Family to The Woodlands
- Hotel Safety Measures and Event Planning Tips
- Best Brunch in The Woodlands
- Coloring The Woodlands From Home (updated)

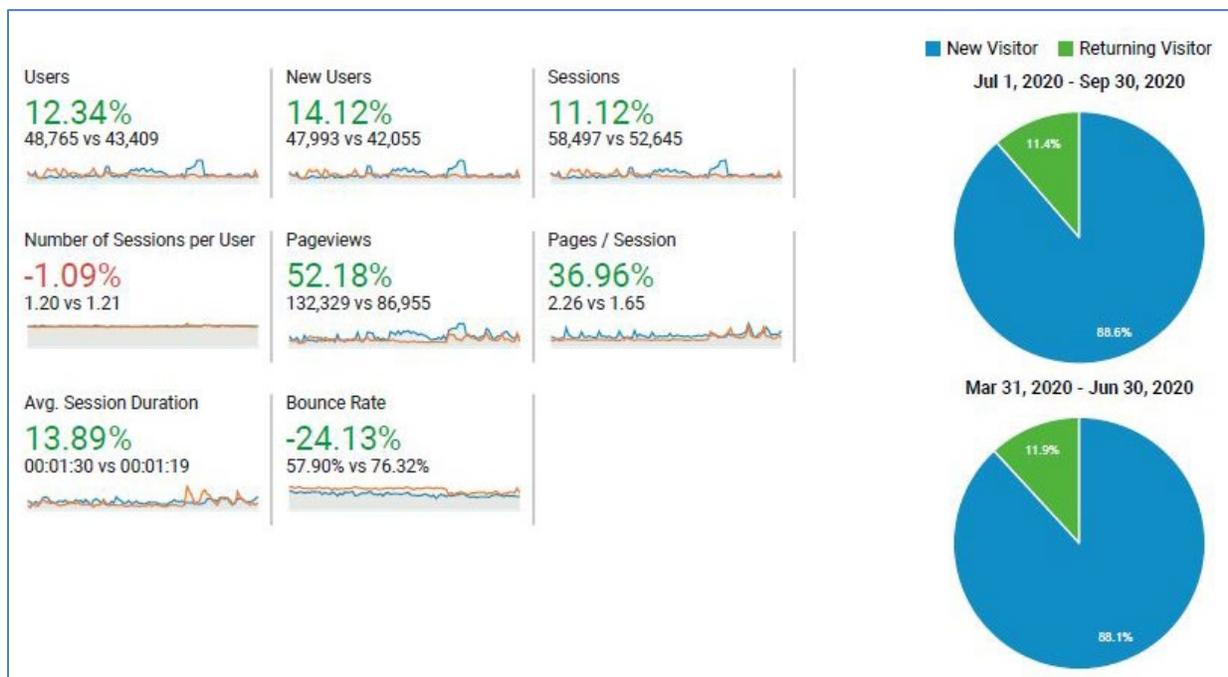
Published Content: Dedicated Pages

- Summer Getaway Giveaway – Signup Page
- Houston Restaurant Weeks – Special Offers Page
- COPA Rayados International Cup – Tournament Page
- The Woodlands Waterway Arts Festival – Virtual Event Page
- Sales Team Virtual FAM – Event Page
- Best Ways to Enjoy Fall – Itinerary (updated)

Website Traffic: Q3

The new website continues to show positive numbers with total number of users, sessions, page views and pages/session up from Q2. In addition, bounce rate on the website continues to decline, which tells our audience is both more qualified and is able to find what they are looking for on the website.

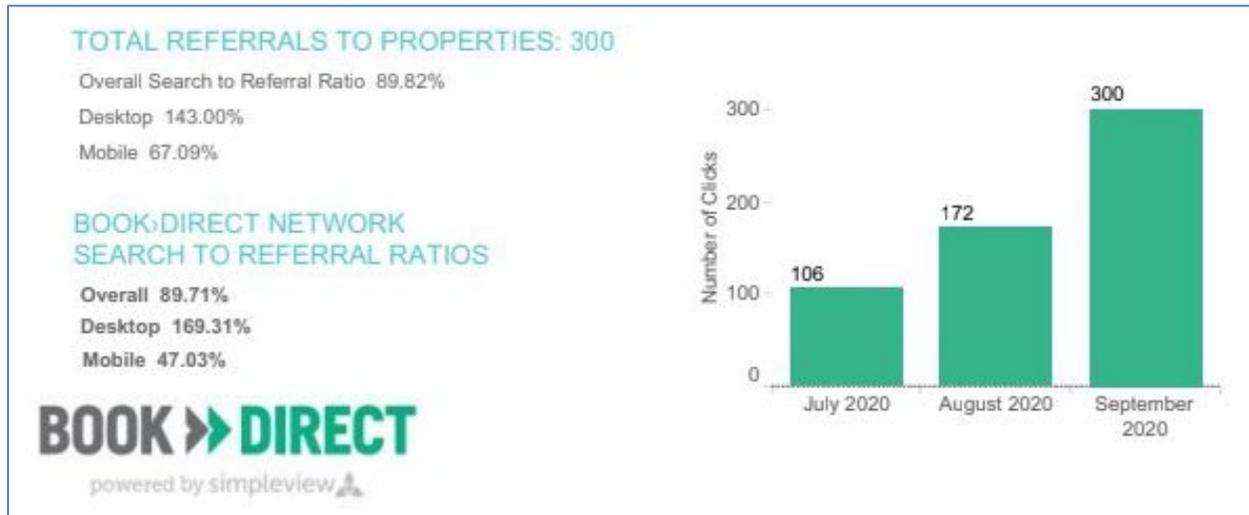
Figure 1: Website Traffic, Q3 compared to Q2



Hotel Booking Referrals: Q3

The new website includes a booking tool that allows visitors to compare hotel rates directly on Visit The Woodlands' website and then book their stay by referring them to the hotel website to finalize their transaction. In Q3, the website had 576 referrals to hotel properties in The Woodlands.

Figure 2: Hotel Booking Referrals, Q3



Social Media

In addition to regularly posting and monitoring across Visit The Woodlands social platforms, the Marketing Department works to create unique content to keep our audience engaged. An overview of these efforts and their impact is below.

Getaway Giveaway Campaign: Visit The Woodlands hosted a multi-week giveaway on social media during July & August to bring awareness to The Woodlands. The 6-week campaign was a partnership with hotels, shopping, restaurants and other hospitality partners to help drive visitor travel this summer. A total of 1,266 submissions were received for the weekly giveaways.

Houston Restaurant Weeks: Along with adding Houston Restaurant Weeks offers to the website and creating a dedicated landing page for these, Visit The Woodlands promoted these heavily on social.

Dine The Woodlands Video Mini-Series: In September, Visit The Woodlands launched a new video mini-series called Dine The Woodlands. This series is meant to highlight local restaurants while also highlighting where visitors can eat specific types of food, such as guacamole, wings and more.

[View Dine The Woodlands Video Playlist Here.](#)

“Let’s Go There” Campaign: Visit The Woodlands joined U.S. Travel and destinations around the country in an industry-wide initiative called “Let’s Go There” aimed to spark a conversation about future getaways. The campaign kicked off on September 8 and will be promoted through 2021 to help inspire Americans to plan future trips. Visit The Woodlands has been featured in U.S. Travel’s campaign highlights. [Read more about the campaign here.](#)

Live Videos: [View Facebook Live Video Playlist here.](#)

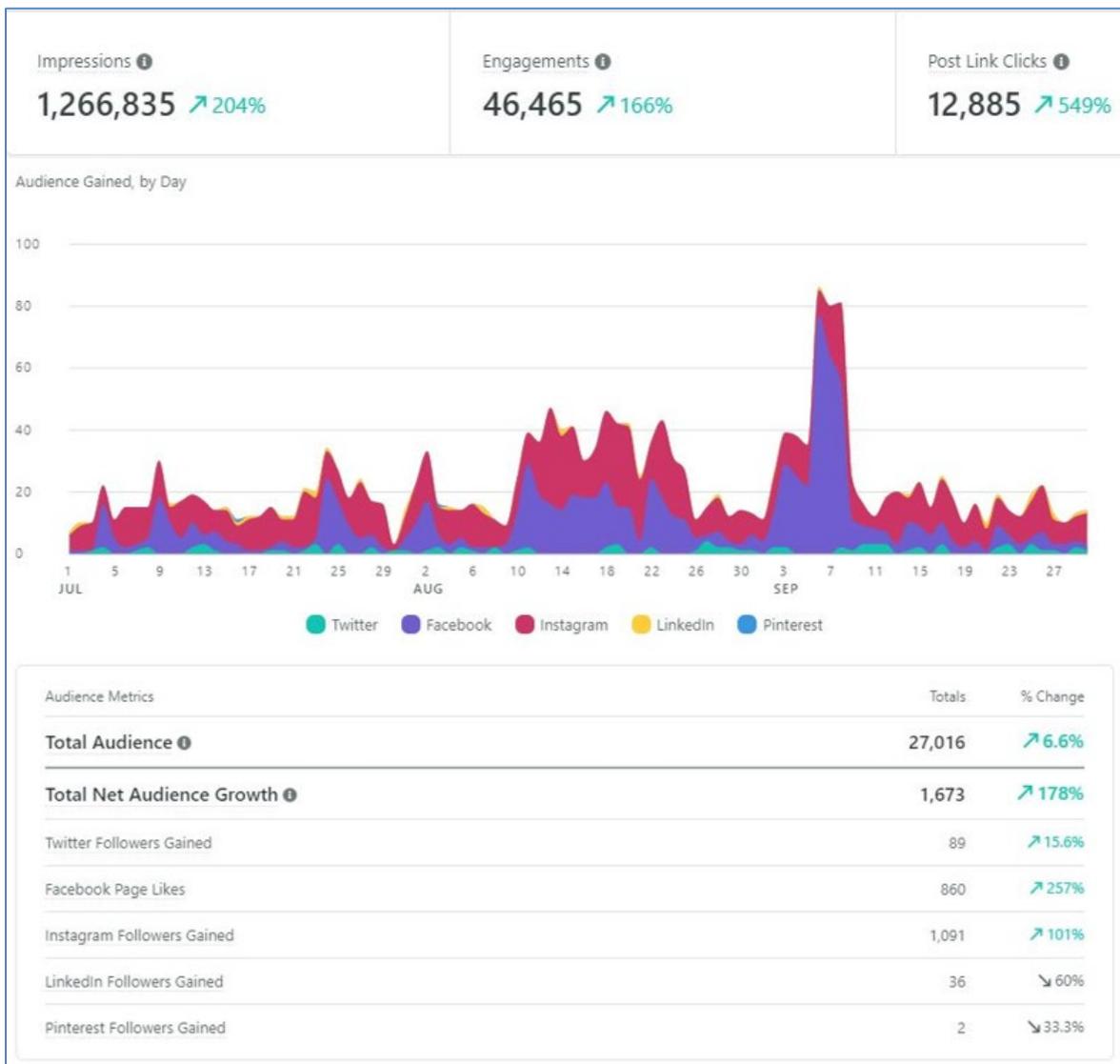
- Hotels: The Woodlands Waterway Marriott, Embassy Suites, The Woodlands Resort
- Events: Rock the Row, July 4th, Labor Day
- Attractions: George Mitchell Nature Preserve
- Restaurants: Peli Peli Menu Items
- Shopping: The Woodlands Mall

The Woodlands Film Commission: The Marketing Department provides support to the Tourism Department for The Woodlands Film Commission social including [Facebook](#), [Instagram](#) & [Twitter](#).

Social Media Reporting: Q3

Visit The Woodlands has an audience growth of 1,673 across all outlets in Q3, up 6.6% from Q2.

Figure 3: Social Media Reporting, Q3



Email Marketing

Each month, the Marketing Department sends targeted email campaigns to travelers and meeting planners that have opted to receive our information. Below is overview of these efforts.

Leisure Email Campaigns:

- **Summer in The Woodlands** – Featuring Summer Getaway Giveaway, dog-friendly locations, TreeVentures, shopping & more.
- **Fall in The Woodlands** – Highlighting the fall season & cooler weather as well as brunch, The Woodlands Waterway Arts Festival & more.

Meetings Email Campaign: The meetings email campaign featured hotel safety measures and event planning tips as well as encouraged planners to sign up for the Sales Department virtual FAM event. Zoom backgrounds, The Woodlands Cares Pledge and our free trolley services were also included.

Tour Texas Opt-In Email Campaign: Visit The Woodlands sent an opt-in email campaign to visitors who requested information via Tour Texas. As a result, we received 293 new subscribers who are interested in receiving more information on The Woodlands via future email campaigns.

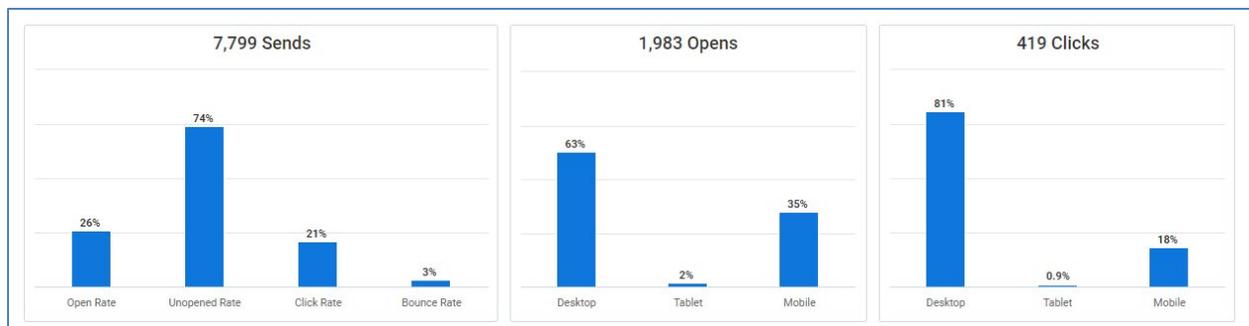
New Signups: Q3

- Leisure: 462
- Meetings: 41

Email Marketing Reporting: Q3

- Open Rate: 26% (compared to the industry standard of 13%)
- Click Rate: 21% (compared to the industry standard of 5%)

Figure 4: Email Marketing Statistics, Q3 2020



Marketing Collateral

Due to limited funding, marketing collateral will temporarily only be available digitally via Visit The Woodlands website. Below is overview of requested marketing collateral for Q3.

- **Insider's Guide Requests** – 189
- **Visitor's Guide Requests** – 663

Advertising Leads Imported: Visit The Woodlands receives advertising leads through several publications including Texas Monthly, Texas Highways, Tour Texas and the Texas State Travel Guide. These have all been imported into Simpleview CRM for tracking purposes.

Window Clings at Market Street: In an effort to provide a contactless option for printed marketing materials, Visit The Woodlands has created window clings for both the Visitor Services Kiosk and the mural wall at Market Street. This allows visitors to scan a QR code & easily access maps along with hotel, restaurant and shopping listings on the website.

Video

Prior to the initial COVID-19 shutdown, Visit The Woodlands was working on a new destination video to help create brand awareness for The Woodlands. The video was launched in July to help drive summer travel. [View the video on YouTube here.](#)

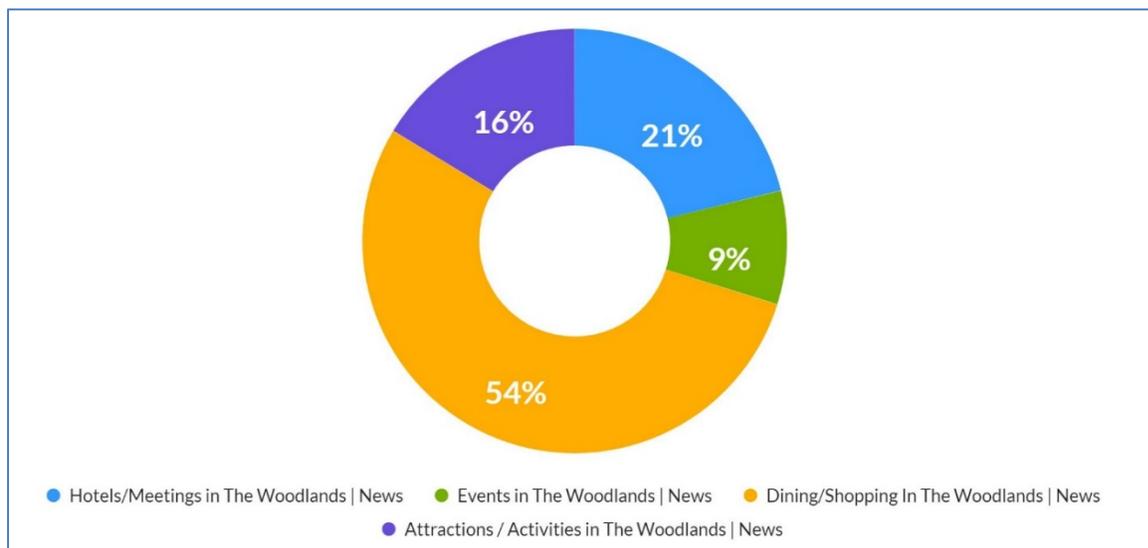
Media & Public Relations

Media Coverage for Q3 focused heavily on dining and shopping. This is to be expected with restaurant closures, stores re-opening and renovations resuming in response to COVID-19.

Placements:

- **Community Impact:** [The Rose Lounge Coming Soon to Waterway Square](#)
- **Trips to Discover:** [Staycations in Houston](#)
- **Culture Map Houston:** [Houston Restaurants Weeks Pushes Healthy Eating Options](#)
- **Laredo Morning Times:** [Hotels in The Woodlands Brace for Influx of Hurricane Laura Evacuees](#)
- **Community Impact:** [Dosey Doe Breakfast & BBQ Launches Whiskey Bar Addition](#)
- **Woodlands Online:** [Market Street Announces Return of Fall Concert Series](#)
- **Conroe News:** [Children’s Museum Hosts Playhouse to be Auctioned Off For Nonprofit](#)

Figure 5: Media Coverage Breakdown by Topic, Q3



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

- The Pavilion Goes Virtual for Free Arts Outreach Programs
- Winning Artists & Designs Selected for Phase IV Art Bench Project
- Hurricane Laura Evacuation And Lodging Information
- The Woodlands Waterway Arts Festival Pivots to Interactive Online Arts Festival
- Visit The Woodlands Receives Five Awards at Virtual TACVB Annual Conference
- The Pavilion Lights Up Red to Support Live Event Industry
- Visit The Woodlands Join “Let’s Go There” Movement
- Governor Abbott Announces Film Friendly Designation for The Woodlands
- The Pavilion to Host ROCO Livestreamed Concert, Starburst

Special Projects

The Marketing Department often assists other department and team members with special projects.

Texas Association of Society Executive (TSAE): The team helped the Sales Department with the Texas Association of Society Executive (TSAE) virtual FAM luncheon. This included creating a special recipe card and email invitation as well as handling the video feed for the live Zoom event.

The Woodlands Film Commission: The Marketing Department often assists other department and team members with special projects. In Q3, the team helped provide support for The Woodlands Film Commission. This includes developing a new logo, setting up social ([Facebook](#), [Instagram](#) & [Twitter](#)); working with IT to purchase relevant domains & set up redirects to the [VTW website](#) as well as setting up an [email alias](#); and creating a tag in CRM so film-friendly locations can be tagged.

Virtual FAM Event: The Marketing Department provided support to the Sales Department for their Virtual FAM event at The Woodlands Resort. In addition to creating a signup page on the website, the team sent out an email invitation. They also provided on-site technology support for the event.

Partnerships

In addition to participating in Visit The Woodlands Board meetings, the Marketing Department met virtually with local partners and participated in several industry webinars.

Q3 Marketing Committee Meeting: The Marketing Department held the Q3 Marketing Committee Meeting on August 14 via Zoom. Committee members discussed the impact of COVID as well as plans to return to business as normal with capacity limit increases, events being scheduled and new strategies in place to welcome visitors.

Virtual Meetings

- Market Street
- The Woodlands Arts Council
- The Woodlands Area Economic Development Partnership
- Leadership Montgomery County

- The Woodlands Area Chamber of Commerce
- Leadership Montgomery County: Alumni Session, NGL Session
- Avanti Italian
- Blue Lion Pub

Webinars

- Google & Apple Privacy Updates
- TTIA: Blogging
- Race, Media & Allyship
- Destination Marketing & the Power of Travel Metasearch
- Discussing Diversity in Tourism Marketing
- TACVB Annual Conference
- Facebook Advertising
- Connecting the Department Dots with Privacy Compliance
- Simpleview - Campaign & Contest Data
- Google Tag Manager Training
- Google Analytics Certification Training
- Crowdriff Training
- The Woodlands Township: Suicide Prevention
- ESTO: Shifting Your Social Media Strategy

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

Quarterly Report

- **Travel Texas International webinar**– Tourism Specialist, Laura Haces, presented to over 200 tour operators in Mexico via Zoom webinar hosted by Travel Texas and Publitur. Along Visit Houston and Bay Area Houston Convention and Visitor Bureau, Visit The Woodlands presented multiple activities people can enjoy while staying safe and social distanced. The presentation was conducted in Spanish and it was a great way to highlight The Woodlands to professional travel planners.
- **Showcase wedding venues** – Visit The Woodlands has been approaching multiple wedding venues in the area to inform them of the free services offered for wedding parties staying in The Woodlands. Outstanding hotels, restaurants and venues can host an unforgettable rehearsal dinner, receptions, bachelorette and bachelor weekends and bridal showers. The Woodlands has everything needed for a perfect destination wedding.
- **Around Houston 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 partners that are open and opportunities to social distance while visiting. As things start reopening in Texas, partners discussed how they are handling social measures and safety protocols for visitors.
- **Texas Association of Convention and Visitors Bureau Annual Meeting**– Visit The Woodlands staff members attended the first-ever Texas Association of Convention and Visitors Bureau Annual “Virtual” Conference. Over 600 attendees from all across Texas serving various roles within the Texas Travel and Tourism industries learned how destinations are using new methods to attract visitors.
- **Summer Giveaway Getaway** – Visit The Woodlands’ Marketing department created a successful campaign this summer where people could win a weekend in The Woodlands for 6 weeks of the summer. This was intended to promote and highlight partners in The Woodlands and to encourage people to come to the destination. Tourism Specialist, Laura Haces, was in charge of contacting hotels, restaurants and other partners to create a weekly package for each giveaway. Each week a winner was picked and the tourism department would gather and send the package to the lucky winner.

- **Visitor Kiosk opens**– Visit The Woodlands, in partnership with Market Street, opened their doors to the visitor kiosk, making sure there where health and safety protocols in place. The kiosk has had over 200 people stop by in their few weeks since opening and it has proven successful to assist visitors with their needs.
- **Expanding the Wedding Market**– Visit The Woodlands wants to showcase The Woodlands as a great destination to host weddings. From multiple activities for all ages, to fine dining and luxury, many couples are looking at The Woodlands for their wedding. Tourism Specialist, Laura Haces, attended an event hosted at Piney Rose to present the free services Visit The Woodlands can provide to both wedding planners and wedding parties. She has also been in contact with planners and venues to promote The Woodlands hotels and restaurants.
- **Visitor Kiosk receives more tourism**– Visit The Woodlands has seen great traffic since it open back their kiosk with Market Street. More than 200 people have stopped the kiosk in the last month in search for information and things to do. To make it safer to guests, Visit The Woodlands has added their collateral in virtual form for people to download using a simple QR code. This will help people access information in an easy and quick way.

Quarter Three Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect and others
- Around Houston Meeting
- Waterway Marriott site tour
- TACVB Annual Conference
- 2 Meetings with Houston Film Commission
- Meeting with Embassy Suites

Convention Services and Development

- 1 Wedding lead
- 3 Wedding inquiry
- Attended event for Wedding planners
- Attended Meltwater Social Media Festival

The Woodlands Film Commission

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

Quarterly Report

- **Film Friendly Certification Designation** – The Visit The Woodlands staff completed the multi-step training and certification process and joins the more than 140 Film Friendly Texas communities that receive ongoing training and guidance from the Texas Film Commission on media industry standards, best practices and how to effectively accommodate on-location filming activity in their community to promote the Lone Star State as the premier destination for film, television, commercial, animation, visual effects and video game production. This certification required attendance to the “Film Friendly” workshop, a new film application & guidelines and many photos of potential film locations.
- **Houston Film Commission Partner Meeting** – After the Film Friendly Workshop, staff was able to connect with Houston’s Film Commission Locations Director. This partnership will benefit Visit The Woodlands to create a cohesive and vibrant film commission initiative alongside regional partners and stakeholders.
- **Partner Information and Meeting** – Visit The Woodlands continues to position itself as a reliable resource for local and state film stakeholders. Staff conducted phone meetings with two local production companies and one California producer to provide information regarding film initiatives in Texas, free online resources and workshops for film enthusiasts in Texas.
- **Film Friendly Friday “Virtual Office Hours”** – Administrative Analyst, Sonia Guerrero, attended the cooperative virtual event hosted by the Texas Film Commission. This event highlighted new guidelines for Film Friendly communities and best practices during the pandemic. Staff was able to join TFC and fellow community stakeholders in an open forum to share experiences and offer clarity to continue welcoming media production as a means of economic recovery in Texas.
- **New TWFC Logo** – As part of TWFC initiative, staff was tasked to update and make use of current resources to market The Woodlands as a Film Friendly community. Marketing Coordinator, Amber George created the new The Woodlands Film Commission Logo, which will be used in social media, marketing initiatives and collateral updates.

Quarter Three Location Additions

- Embassy Suites The Woodlands
- The Woodlands Resort
- The Westin at The Woodlands
- The Cynthia Woods Mitchell Pavilion
- Platos Pappas Marina
- Market Street The Woodlands
- The Woodlands Waterway
- The Waterway Square

Services and Development

- 3 applications received
- 6 film leads
- 2 partner information requests
- 10 Promo Bags Provided to Film Production Visitors
- Film Friendly Friday “Virtual Office Hours” by Texas Film Commission

2020: Q3 Report

COVID-19 Update

In May, Visit The Woodlands released a three-phase COVID Recovery Plan to address the COVID-19 pandemic. Following the advisement of [Destinations International](#) and the [U.S. Travel Association](#), both leading organizations in travel and tourism industry, the plan consists of a three-phased approach, timeline and a list of temporary goals. The three phases being Response, Recovery and Resilience with each corresponding to specific tasks and strategies. The plan is based on governmental and CDC guidelines. [View Visit The Woodlands COVID Recovery Plan here.](#)