

QUARTERLY REPORT

Q3 2021

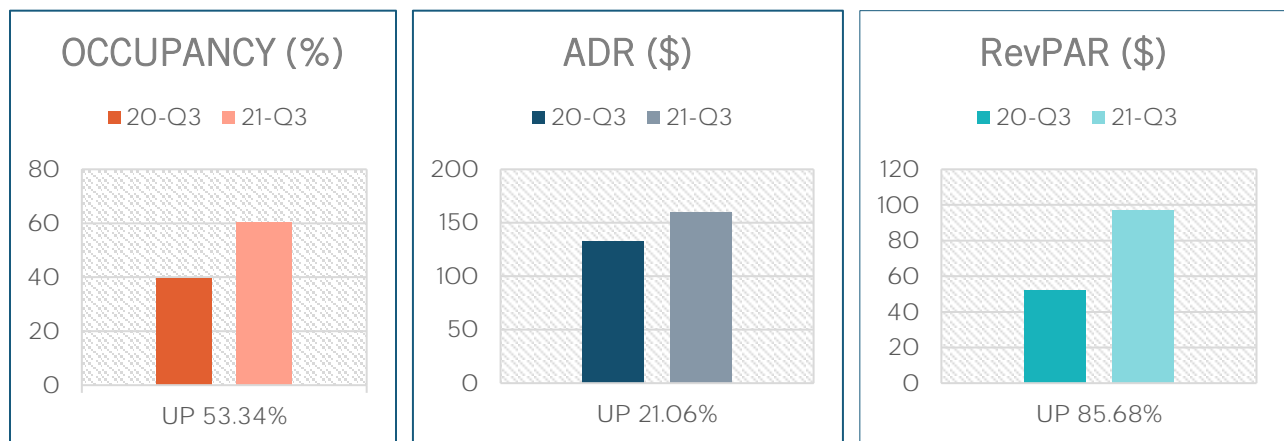
VISIT
THE WOODLANDS
— T E X A S —

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

In Q3, 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	\$ 609,472	198.0%
AUG	\$ 736,665	\$ 228,590	\$ 461,393	\$ 747,436	227.0%
SEP	\$ 717,348	\$ 341,257	\$ 453,747	\$ 576,081	68.8%
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	\$ 4,379,463	\$ 4,334,343	35.5%

STR DATA | YEAR-OVER-YEAR



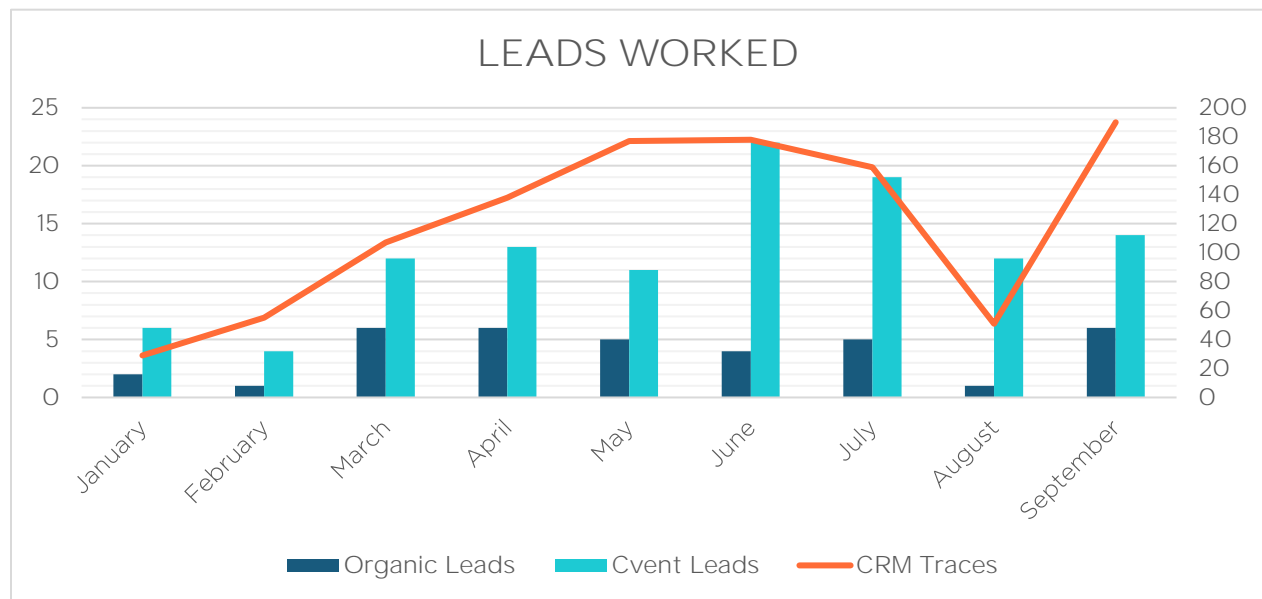
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In Q3, the Sales Department saw a dip in lead volume and activity due to the prominence of the Covid-19 variant and hospitalizations in the Houston region. As the cases began to drop, the sales team did start to see an increase in leads again. Additionally, with most sales missions and tradeshow being pushed into the back half of the year, staff spent more time preparing, participating, and executing events.



TRADESHOWS & SALES MISSIONS

Connect Marketplace Participation: Josie Lewis represented Visit The Woodlands at Connect Marketplace in Tampa, Florida. This tradeshow opportunity brought together over 3,000 planners and suppliers to help catalyze the re-start of the large conferences and events sector of the industry. Josie participated in over 33 one-on-one appointments with Meeting Planners that had interest in learning more about The Woodlands. In addition, Visit The Woodlands has a booth presence in the Team Texas section of the tradeshow floor. This was a great opportunity to showcase The Woodlands to Meeting Planners specifically interested in Texas as a destination for their events. Being present at events like this is crucial to the promotion of The Woodlands as a destination for meetings and events.

TSAE New Ideas Conference: Josie Lewis, Director of Sales for Visit The Woodlands, attended the first in person TSAE New Ideas Conference since before the Covid-19 pandemic. This sales show brings together Association Executives from around the state of Texas for two days of Education, networking, and business. In addition, hotel partners from 3 of The Woodlands hotel properties attended to join forces in promoting The Woodlands as a destination for association business.

BID PRESENTATIONS & SITE TOURS

HelmsBriscoe Hotel Crawl FAM Event: For months, the Sales Team planned a hosted FAM event for local HelmsBriscoe planners. In September, 7 HelmsBriscoe planners attended a full day of hotel site tours, team building activities, and a finale Cynthia Woods Mitchell Pavilion concert. This event allows meeting planners to see The Woodlands firsthand and allows them to recommend The Woodlands hotel properties to their clients. In addition, the photos and experiences can be shared within the HelmsBriscoe internal associate platform that can give worldwide planners insight, recommendations, and details about The Woodlands.

Q3 Site Tours: In Q3, the Sales Team was able to execute five in person site tours with clients currently sourcing group business. These groups included Global Blood Therapeutics, an HPN Global sourced Lead with a confidential end client, and a Shock Doctor 7v7 Flag Football Tournament, Texas Electric Cooperation, and the National Guard Association of Texas.

Texas Association of Counties in Person Bid Presentation: In July, Josie Lewis traveled to Waco for an in person bid presentation in front of the planning committee for the Texas Association of Counties North and East Texas Convention 2023. This presentation included an overview of The Woodlands area, The Woodlands Waterway Marriott Bid Proposal, and a time for questions with the committee. Ultimately, this group decided on booking in Galveston due to time of year for the event and ensuring attendees were near the beach, along with rate sensitivities. However, since this presentation, the Texas Association of Counties has shared two additional RFPs for other events to bring to The Woodlands.

SALES PROJECTS & INITIATIVES

TACVB Idea Fair Awards for Sales Initiatives: The Sales Team submitted two different 2020 projects into the 2021 TACVB Idea Fair program and received 3 awards. Projects represented were the Virtual Site Tour videos that were developed in house in 2020 to help showcase The Woodlands properties during the pandemic and the 2020 Virtual FAM Event that was produced in house in the height of Covid-19 travel restrictions. Both projects received a first-place award, and the Virtual Site Tour videos received the Judges Choice Award that is reviewed and chosen by industry leaders.

Web Based Incentive Fund Process 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 process has been streamlined and now works in conjunction with the CRM system. The Sales team is ironing out the agreement portion of the process to ensure a seamless agreement process for clients and staff alike.

Invoicing Process: A few times throughout the year, Visit The Woodlands has the need to invoice partners. These invoices are to cover combined tradeshow costs, co-op marketing initiatives, and much more. Recently, Sales staff started to develop a streamlined invoicing process by utilizing the Simpleview CRM. The goal is to have this process fully operational by the end of Q4.

Promotional Item Updates: With most Sales tradeshows and in person client events being pushed to the second half of 2021, the Sales team has been working hard at updating inventory of promotional items.

All Hotel Partner Meeting Planning: Prior to the Covid-19 Pandemic, the Sales Team would execute a quarterly All Hotel Partner Meeting. This event was an opportunity to bring local hotel partners and sales representatives together to discuss the market, sales initiatives and strategic plans, and ways for hotel partners to get involved and find value from the Sales Team. After a halt due to Covid-19, Visit The Woodlands is transitioning this event to be representative of the organization as a whole, not just the sales initiatives. Sales staff is currently planning out a venue location, invitation details, and logistics with the team so this event can be held before the end of the year.

PARTNERSHIPS AND MEETINGS

- Global Blood Therapeutics Site Tour
- 7V7 Flag Football Site Tour
- ABS Site Tour
- Cooper Lake State Park Virtual Tour
- Corporate Incentives Meeting
- The Woodlands Hotel Rate Program Hospital Discussions
- Visit The Woodlands Weekly Staff Meeting
- Sales Weekly Team Meeting
- Texas Association of Counties Bid Presentation
- Simpleview Monthly CRM call
- Aimbridge Partner Lunch
- Visit The Woodlands Board of Directors Meeting
- TACVB Sales Blitz Committee July Meeting
- LMC Connection Meeting
- The Woodlands Resort New Sales Manager Meet and Greet
- ALHI Virtual Event: World Day Against Trafficking
- Tris Partner Meeting
- Team Texas Connect Meeting
- Industry Connections Meeting with Emily Tang
- Texas Electric Site Tour
- Trustmark Bank Partner Meeting
- MPI Houston Area Chapter Call
- Visit Houston Sales Partner Breakfast
- Enfusia Meeting
- Marriott Waterway Partnership Lunch
- Bisnow Future of Montgomery County Event
- Smith Travel Research Partner Call
- TACVB Annual Conference
- Connect Marketplace Corporate Appointment Track
- HMA 2022 Staff Meeting Client Call
- Modified Sales Advisory Meeting

- HelmsBriscoe Hotel Crawl 2021
- Pavilion Partner Meeting
- Partner Meeting with Glade Gallery
- Sourced entertainment and Private Dining for TAFP
- Pre- event servicing for IBBA

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

The Marketing Department handles advertising placement and fulfillment in-house. Below is an overview of upcoming advertising placements, which were fulfilled in Q3.

Leisure:

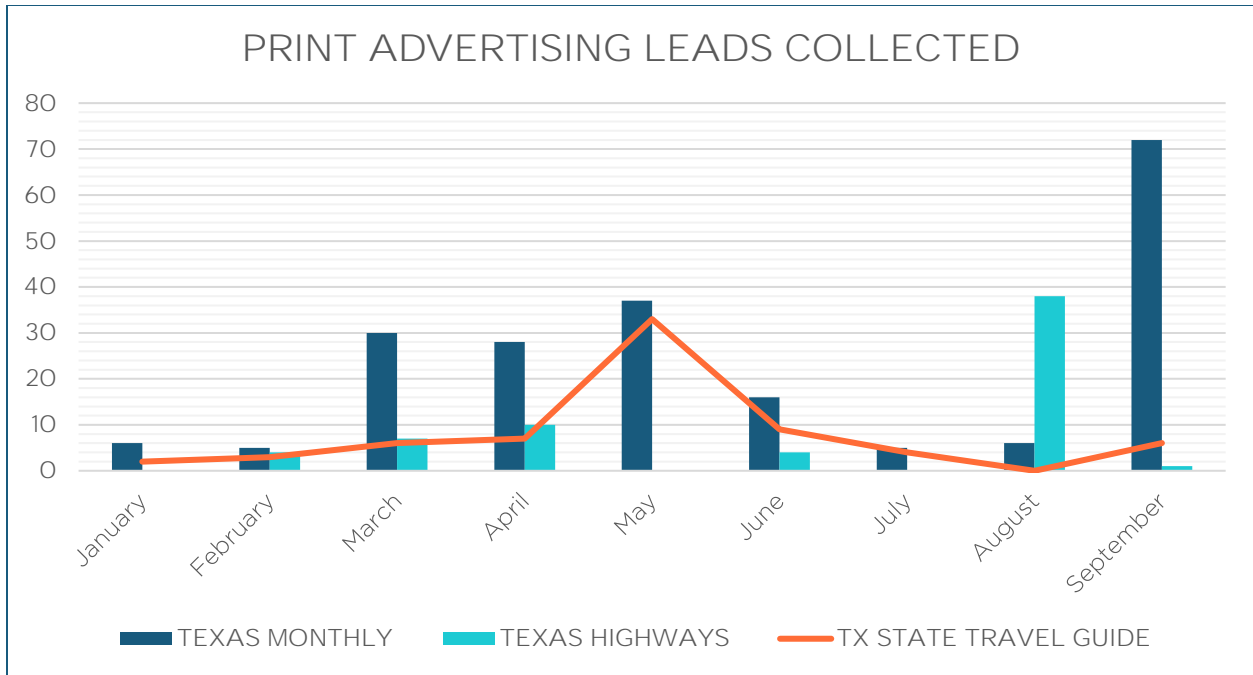
- Conde Nast Traveler – DFW & Chicago Markets (Nov)
- TravelZoo – Sponsored Gallery with Around Houston (Sept/Oct)
- Texas Events Calendar – Magazine (Winter)
- Tour Texas – Featured Video (Aug), eNews (Sept), Med Banner (Sept), Destination Spotlight (Sept), App Sponsor (Winter), eNews (Oct), Native Article (Sept)
- Texas Highways – eNews (Sept), Magazine (Nov), Digital (Oct), Magazine (Nov)
- Texas Monthly – Print Ad + New/Next (September), ROS Banner Ads (Fall), Magazine (Sept), New/Next (Nov)
- City Magazine – Ad (Oct)
- Food & Travel Mexico – Magazine (Sept)
- Players Magazine – Ad + Editorial (Oct)
- Paid Search – Google Discovery Ads, SEM (Aug, Sept, Oct)
- Paid Social – Facebook, Instagram & Pinterest (Aug, Sept, Oct)

Meetings:

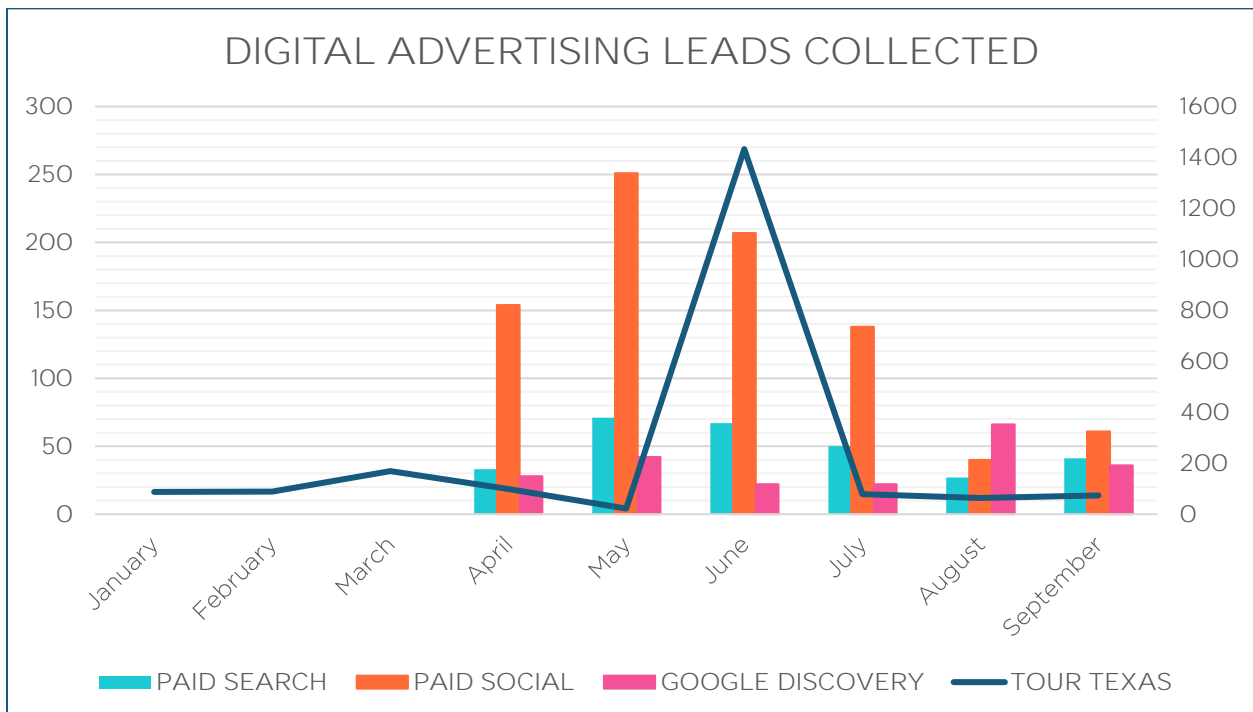
- Convention South – Annual Planner Directory (Fall)
- Texas Meetings+Events – Magazine (Sept)
- Texas Society of Association Executives – Print Ad (Sept) + ROS Banner (Annual), Listing (Annual), Magazine & Digital (Nov), eBlast (Oct)
- Connect – Fall Meetings Guide (Sept), Texas Meeting Planners Guide Ad + Editorial (Annual)
- Cvent – Digital Banner Ad (Annual)
- Meeting Planners International – Magazine & Digital Banner Ad (Oct)
- Paid Search – SEM (Aug, Sept, Oct)
- Paid Social – Facebook & Instagram (Aug, Sept, Oct)

ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to advertise in official tourism publications for the State of Texas include Texas Highways and the Texas State Travel Guide. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts. The spike seen in September is due to ad placements in Texas Monthly.



Paid digital advertising continues to impact advertising leads collected through the website. The spike seen in June is due to running a paid contest giveaway on TourTexas.com.



ADVERTISING | EXAMPLES IN MARKET

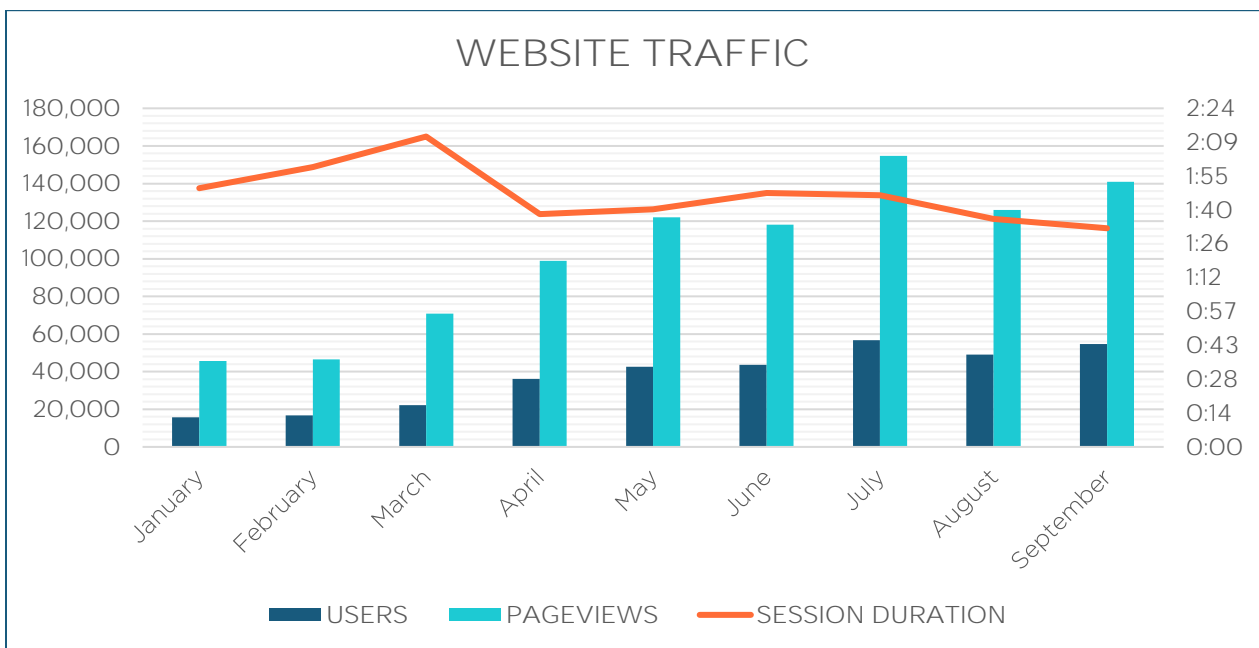
Leisure - Texas Monthly

Meetings - Meeting Professionals International



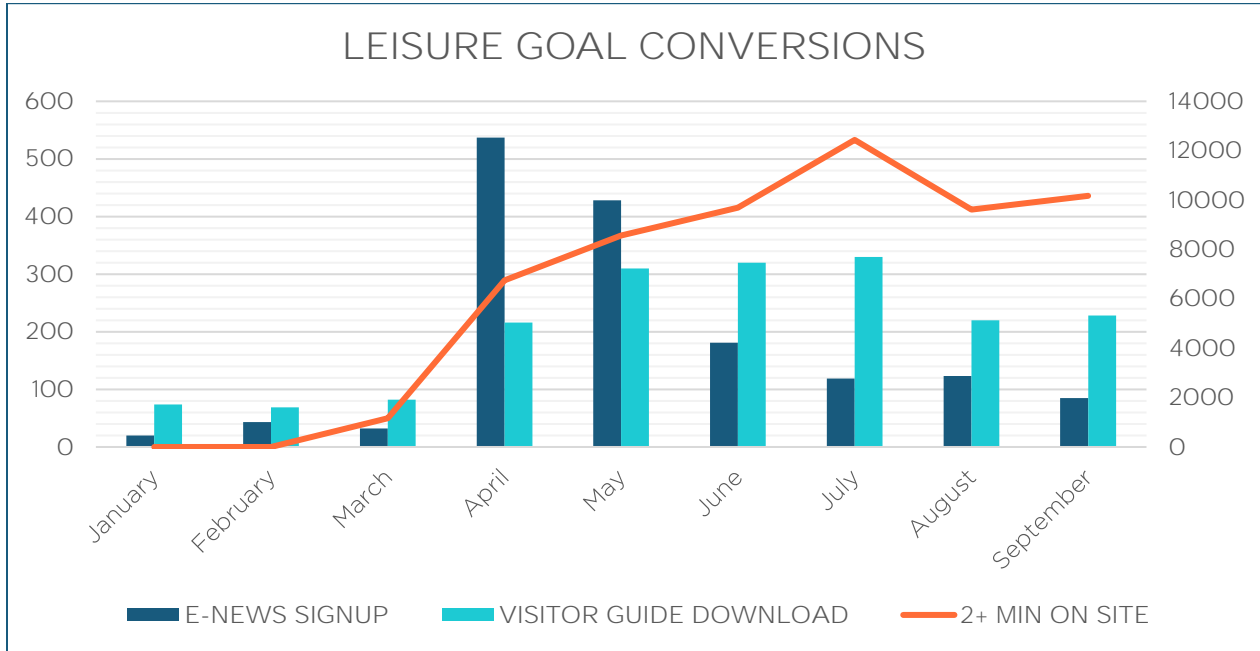
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Website traffic showed an increase in Q3. Total number of users was up 30%, sessions up 33%, and pageviews up 23%, while average session duration down 4%. Nearly 158,000 people visited the website in Q3 with 85% of those being new visitors.

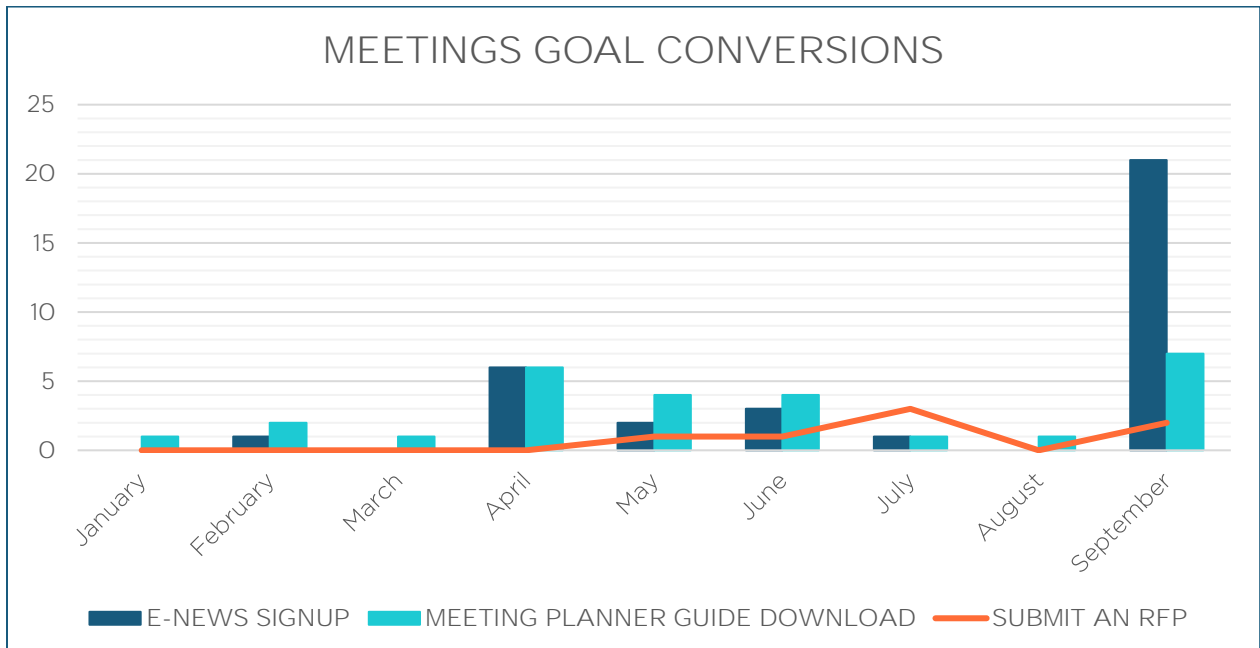


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions in the form of visitor guide requests and eNewsletter signups. More than 32,000 visitors spent 2+ minutes on the site in Q3, up nearly 30% from Q2.

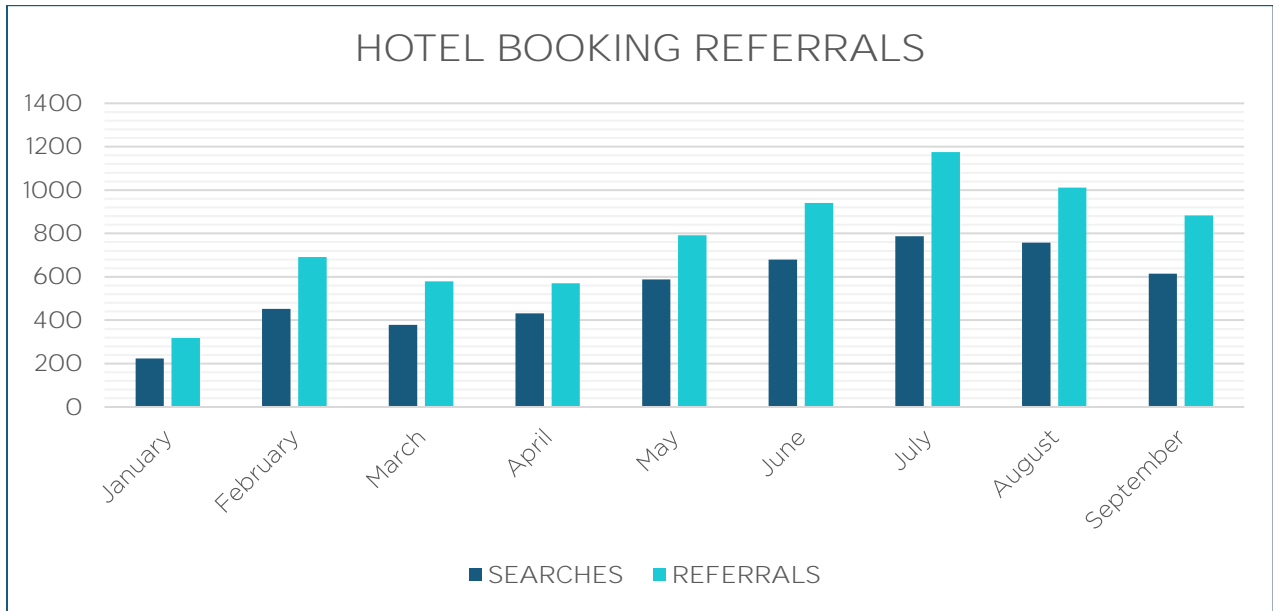


Paid advertising continues to drive traffic to the website and meetings goal conversions in the form of meeting planner guide requests, eNewsletter signups and RFP submissions. The spike seen in September is due to more advertising in market in conjunction with the Sales Team attending more sales shows.



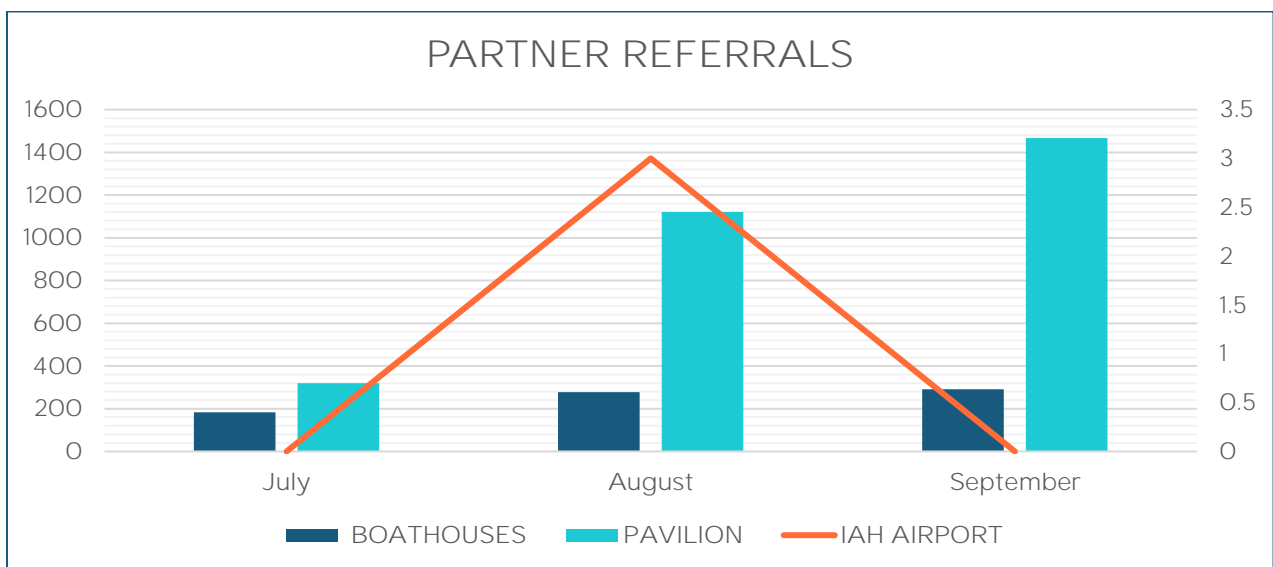
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In Q3, the website had 3,070 referrals to hotel properties in The Woodlands, up 33% from the previous quarter. Top referral U.S. states are Texas at 67% with California and Florida following at 6% and 3% respectively. The top referring country behind the U.S. continues to be Mexico.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH COMPARISON

In Q3, Visit The Woodlands sent 2,907 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 751 referrals to The Woodlands Township boathouse website for visitors to make reservations. Due to continued airline cancellations, the Marketing Department made the decision to pull paid advertising that promoted IAH Airport via direct flights from Dallas. This resulted in a drop in referrals for the month of September.



WEBSITE | CONTENT DEVELOPMENT

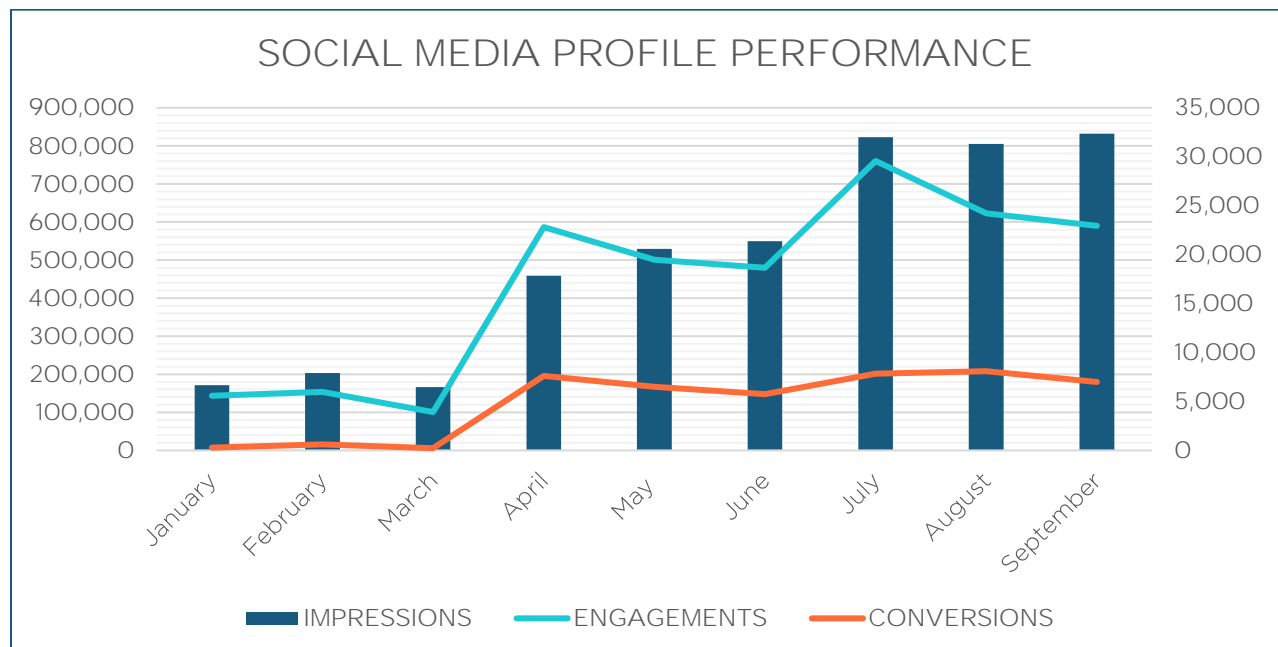
The Marketing Department continues to develop new content and update existing content on the website to support sales and marketing initiatives. Below is an overview of efforts for Q3.

- Microsites: [Emergency Crisis Communications Hub](#)
- New Partner Pages: The Woodlands Mall, Market Street, The Woodlands Resort, The Woodlands Waterway Marriott
- [Events](#): New Events Added, 10 for Texas, Wine & Food Week, Market Street in Lights, Annual Events, Pavilion COVID-19 Protocol (updates)
- [Special Offers](#): New Offers Added, Restaurant Weeks, Labor Day
- Giveaways: Pavilion Concerts Giveaway, Giveaway Rules & Thank You Page (updated)
- [Public Documents](#): Monthly Reports Added, Quarterly Reports Added
- [Privacy Policy](#) Updated
- [Blog Posts](#): Private Group Dining Options in Waterway Square, Where to Dine at The Woodlands Mall, Best Viewing Spots for IRONMAN



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 over 35K followers across social platforms, Visit The Woodlands received a total net audience growth of 2,312 in Q3.

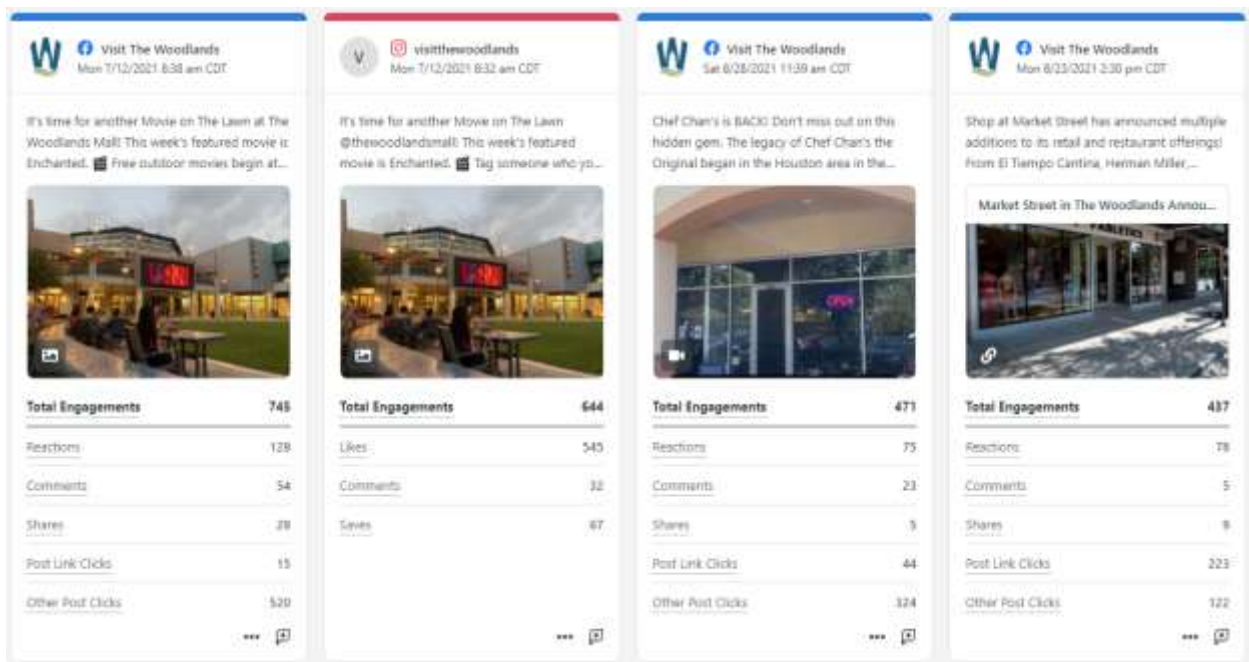


Facebook Verification: In July, Visit The Woodlands received account verification from Facebook. This is important because it gives the account credibility and authority as Visit The Woodlands is now recognized as the official tourism account for The Woodlands, Texas.

Instagram 10K Followers: In July Visit The Woodlands surpassed 10,000 followers on Instagram. In addition to giving the account more credibility and authority, this also allows for more features and functionality to help drive social media traffic to the website.

SOCIAL MEDIA | TOP PERFORMING POSTS

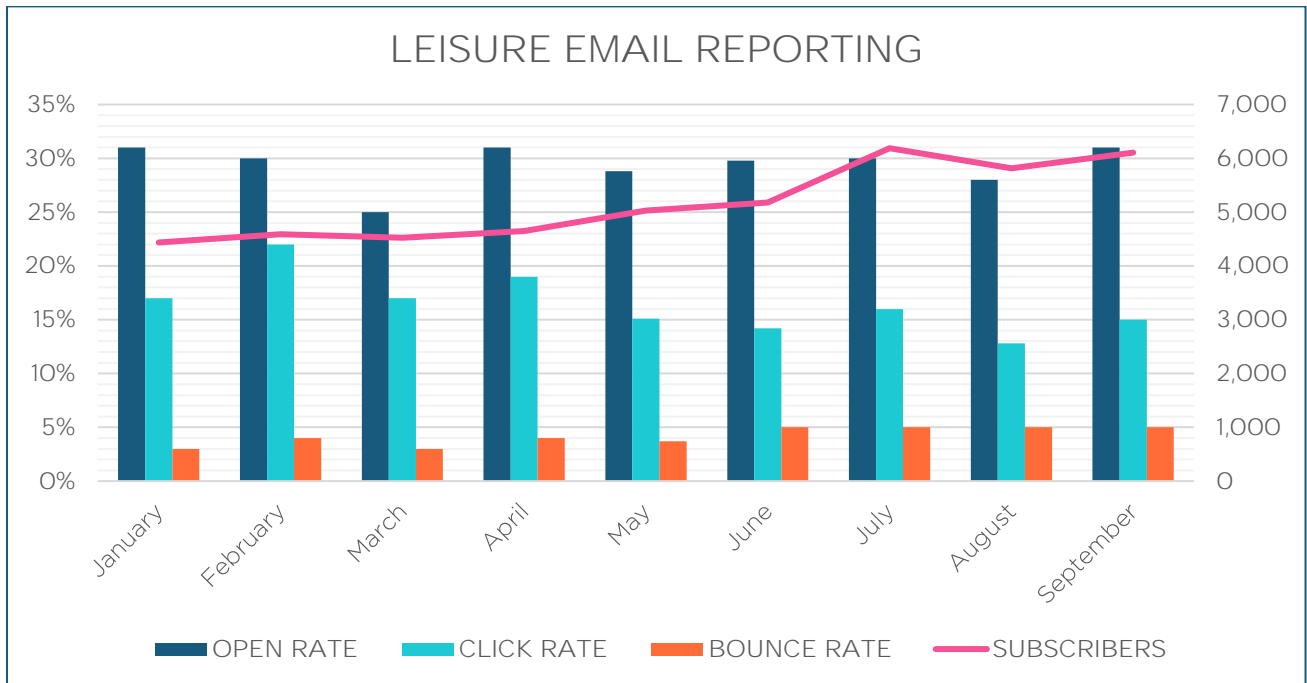
The Marketing Department continues to develop unique and engagement content across all social media platforms. Below are the top performing posts for Q3.



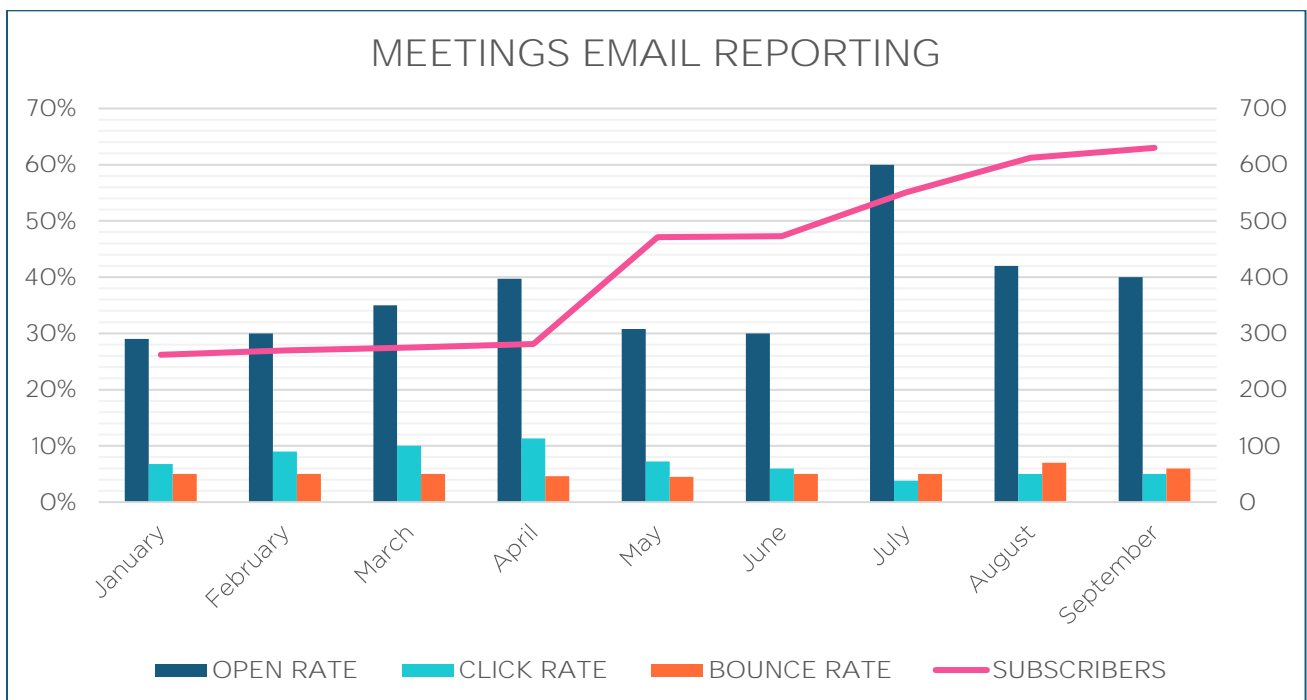
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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



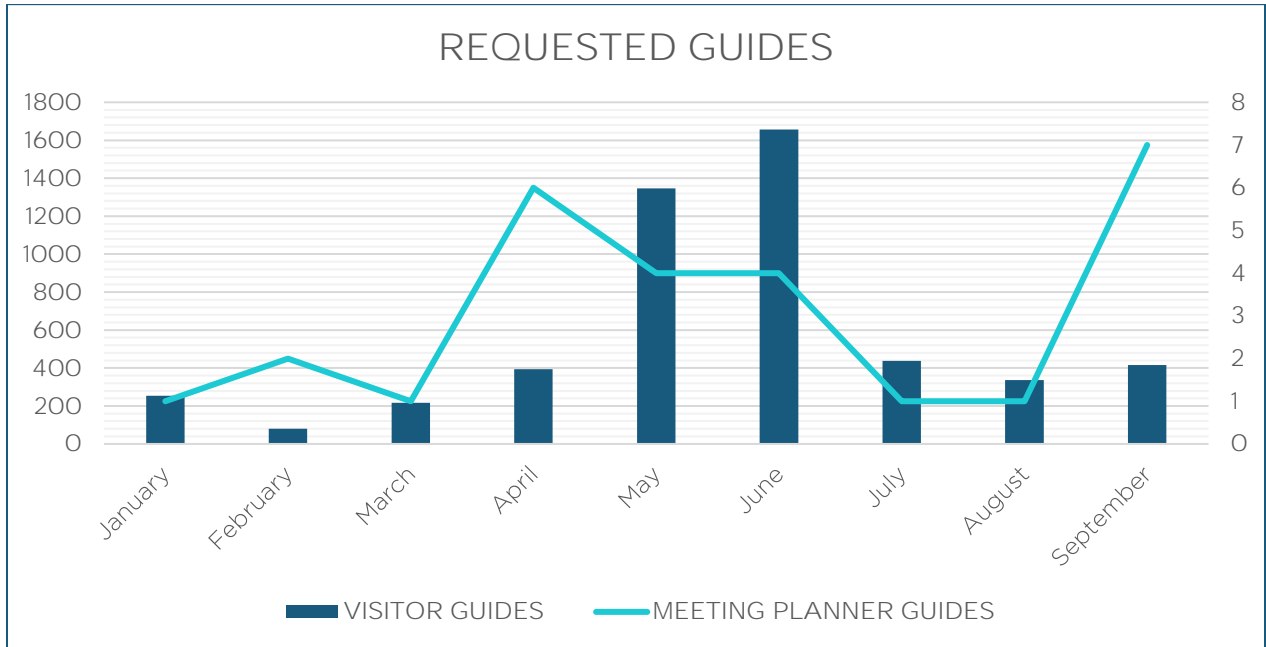
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

The Marketing Department continues to promote brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. The website received a large spike in Meeting Planner Guide requests in September. This is a result of more meetings advertising in market along with the sales team's participation in Connect Marketplace at the end of August.



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

The Marketing Department handles creative production & content development in-house. Below is an overview of efforts for Q3.

- HelmsBriscoe: Website Page & Form, Name Badges, Welcome Box Design, Drink Vouchers
- Hotel Maps: English (update) & Spanish (new)
- Photoshoots: The Woodlands Resort, The Westin, The Woodlands Waterway Marriott, The Embassy Suites, HelmsBriscoe FAM Tour
- IPW: Cabinet Graphic, Media Kits, Printed Piece

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. Below is an overview of efforts for Q3.

FAM Trips:

- Texas Lifestyle Magazine, Marika Flatt - In partnership with The Woodlands Resort

- Dr. Kiarra King – Social Influencer
- Bret Shuford & Stephen Hanna
- Ongoing – Vet influencers that fill out the FAM Trip Request form on the website

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:

- Team Meetings: Weekly Staff Meetings, Weekly Marketing Team Meetings, Board of Directors Meetings, HelmsBriscoe Meeting
- Vendor Meetings: Simpleview, Meltwater, Madden, Barberstock, Buxton, AJR, One Percent, Tamborrel, Crowdriff, SanMarez Media
- Partner Meetings: Market Street, The Cynthia Woods Mitchell Pavilion, The Woodlands Arts Council, The Woodlands Hotels, Parks & Recreation Department, Bisnow – Future of Montgomery County, The Woodlands Economic Development Partnership Meeting, Conroe CVB, Glade Gallery, Blue Door Coffee, Main Event Holiday Luncheon

Conferences: Texas Association of Convention & Visitor Bureaus (TACVB) Annual Conference

Webinars: The Future of Tourism, The Return of Business Travel, Using DAM Tools: What's Next, Tik Tok to Instagram Reels

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

QUARTERLY OVERVIEW

Yucatan Minister of Tourism visits The Woodlands: Visit The Woodlands welcomed Michelle Fridman, Minister of Tourism of Yucatan, Mexico to her first time in The Woodlands. Visit Houston and United Airlines joined Visit The Woodlands' Tourism Department for a dinner and meeting with the Minister to discuss joined opportunities and a partnership between the destinations.

Houston's Marketplace: Visit The Woodlands has worked with Visit Houston to bring more exposure to attractions in The Woodlands to the Houston Market. With stacations and local traveling increasing in popularity, Visit The Woodlands did a site tour and meeting with the Houston Marketplace representative to discuss attractions in The Woodlands. They visited Glade Gallery, Texas TreeVentures and Riva Row Boat House to see how to market them outside of The Woodlands and to encourage people to visit the area.

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.

Visit The Woodlands at Dallas Travel and Adventure Show: Visit The Woodlands joined Team Texas with a mission to the Dallas Travel and Adventure Show to spread awareness of different destinations in Texas. With hundreds of people passing by the Texas booth, this was a great opportunity to partner with the state and promote this unique destination. As a destination close to Dallas this brought interest into visiting The Woodlands and creating multi-city itineraries.

Visit The Woodlands at US Travel Association IPW 2021: Visit The Woodlands tourism department attended the in person event where over 2,000 international agents of tourism met to promote American destinations and keep travel coming. Visit The Woodlands had over 25 appointments with international media, partners, and travel agents to share how unique The Woodlands is. This year's event was a chance to reconnect, rebuild and reunite the global travel industry. With excellent precautions, The Woodlands staff met with different international entities to work together on behalf of the industry. Also, to promote international tourism, Visit The Woodlands partnered with Visit Houston to host a dinner with 18 key media and trade agents from Mexico to establish relationships with people that have mostly worked with Houston but may not know The Woodlands. These business connections will help The Woodlands to reach audiences in key cities like Mexico City, Guadalajara, and Monterrey and will help expand international marketing efforts.

World Tourism Day Celebration: Visit The Woodlands celebrated World Tourism Day by sharing in social media what the staff loves most about The Woodlands and encouraging people all around the World to consider planning a visit. The Woodlands is visited every year by hundreds of international visitors from countries like Mexico, Argentina and Pakistan.

TACVB Annual Meeting: Visit The Woodlands attended the Texas Association of Convention and Visitors Bureau Annual Conference in person to connect with destinations from all over Texas and to learn from their approaches to better serve their visitors and the community. Visit The Woodlands team members shared ideas on how to best promote their destination and how to focus on both visitors and residents. Staff members were awarded several awards and certifications by their peers at this year's event.

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 as well as marketing options that the group has been exploring.

The Woodlands Waterway Arts Festival Meeting: Visit The Woodlands had a meeting with the Woodlands Art Council to prepare and share ideas for The Woodlands Waterway Art Festival in 2022. The festival is one of the biggest and most important art festivals of the country and was very well received when it took place again in person a few months back. Both parties had a fruitful meeting to discuss the mutual love for the arts and how they can share that with the community. Visit The Woodlands has been a sponsor of the Art Festival as it brings visitors from other parts of Texas but also from out of state and international.

MEETING CONNECTIONS

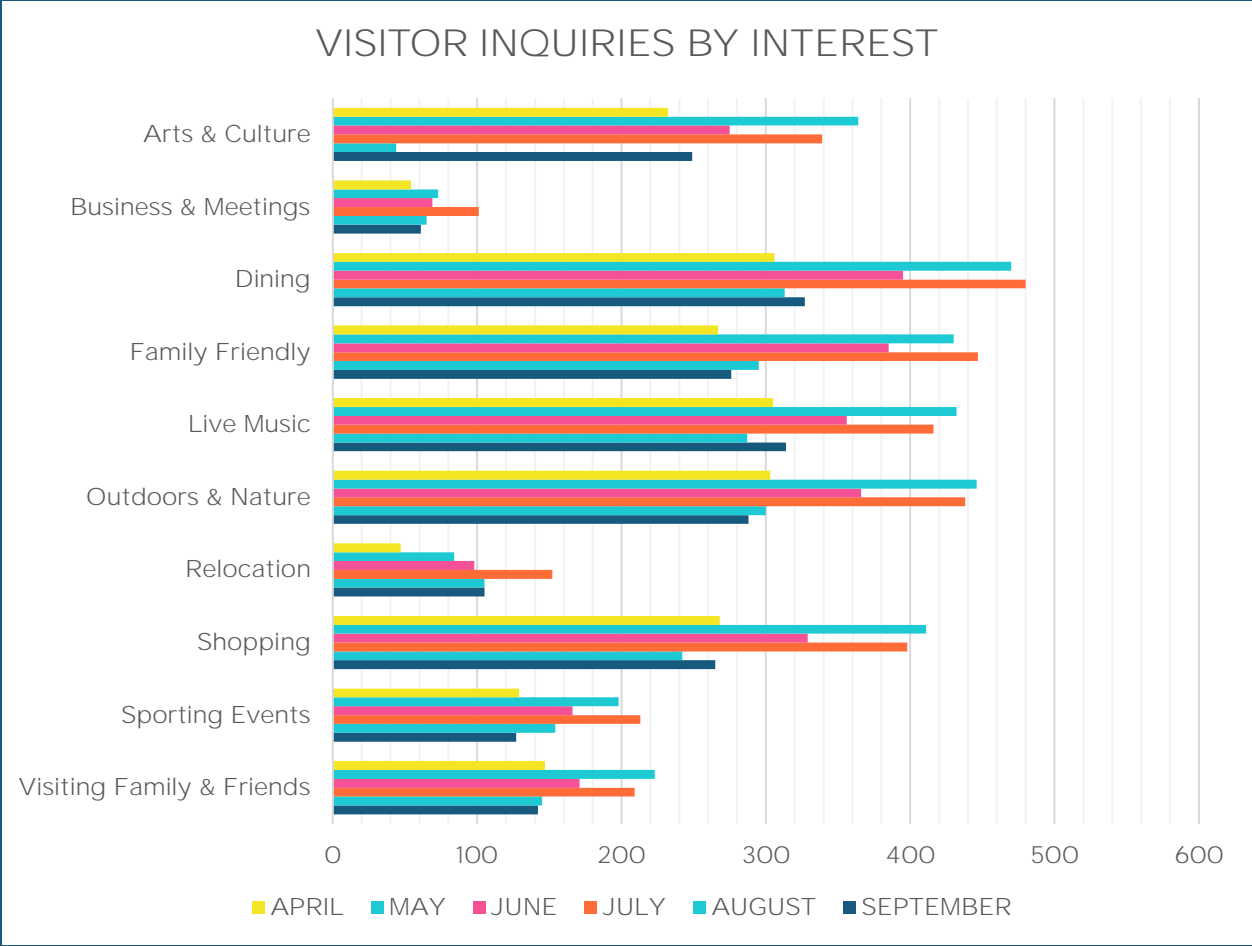
- Webinars from Connect Tour, US Travel Association, etc.
- Meeting with The Woodlands Art Council
- Meeting for IPW
- Meeting with One Percent Agency
- Meeting with Glade Gallery
- Meeting with Around Houston
- Meeting with Yucatan's minister of Tourism
- Meeting with Team Texas
- Meeting with Dia de los Muertos event

TOURISM SERVICES AND DEVELOPMENT

- Birthday party inquiry
- Assisted 4 wedding inquiries
- Attended TACVB annual conference
- Assisted The Bayou Conservancy
- Assisted with information for Dia de los Muertos event
- Created multi city itinerary for Around Houston partnership
- Assisted with translating collateral for Marketing materials.

VISITOR SERVICES

- Total Kiosk Visitors: 420
- Local Visitors: 36
- TX Zip Codes: 198
- Out of State Visitors: 76 (Arizona, California, Colorado, New York, Georgia, others)
- Foreign Visitors: 118 (Mexico, Argentina, Barbados, Pakistan, Netherlands, Switzerland, Colombia, others)



THE WOODLANDS FILM COMMISSION

Sonia Guerrero, Administrative Analyst

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

TWFC Overview: Staff continues to develop the Film Commission’s website page, partner information and production locations agreement in partnership with Township’s staff.

Film Friendly Texas Forum: Staff attended the Virtual Film Friendly Texas Forum with an exclusive virtual tour of the Ewing home (made famous by the TV series Dallas) and home to the in-person Forum on May 19-20, 2022. Sessions included information on producing in the Lone Star State, how to become a Digital Media Friendly Community, and networking sessions.

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.

The Woodlands Township Videos: TWFC assisted The Woodlands Township in development, and production of 29 short public information videos. These videos were created in partnership with Silver Rock productions.

FILM COMMISSION SERVICES AND DEVELOPMENT

- Applications Received (4):
 - Nico Daniels Photography Shoot
 - Corporate film for Clark Condon Associates
 - Glamp Woodlands Photography Shoot
 - Walter Suhr for Margo Punch, group video shoot.
- Film Inquiries (4):
 - Samantha W. at Megalomedia, Inc. for a TLC TV show.
 - The Woodlands resident (personal project)
 - Texas Monthly Short Documentary Shoot at The Pavilion featuring the Houston Ballet soloist Harper Watters.
 - Nebular Films, inquiry for football player commercial.
- Leads Forwarded:
 - HGTV “House Hunters,” CVB partner information for Conroe and Houston, TX.
- Other Requests:
 - 1 request for ad placement for “Fiorucci Brand Campaign.”

AWARDS & ACCOLADES

TDM Certification: The Texas Association of Convention & Visitor Bureaus (TACVB) has announced that Amber George of Visit The Woodlands is a recipient of the Texas Destination Marketer certification, which rewards excellence in the convention & visitor bureau industry.

TACVB Idea Fair Awards: Visit The Woodlands received three awards from the Texas Association of Convention and Visitors Bureau (TACVB) Idea Fair at the organization’s annual conference in Conroe, TX on August 26, 2021.

Travel+Leisure Top 10: The Woodlands Resort was named one of the Top 10 Resorts in Texas by Travel+Leisure in August. The hotel came in third place behind the Commodore Perry Estate in Austin and the Four Seasons Resort & Club in Irving.

Visit The Woodlands Honored With Convention South Readers’ **Choice Awards**: Visit The Woodlands received ConventionSouth’s Annual Readers’ Choice Award for the seventh time in September. Throughout the year, meeting professionals nominated the organizations they believe provide exemplary service for group events. The nominated sites are then compiled onto an online ballot where meeting professionals and fans are asked to vote for the best of the best.

The Woodlands Children’s Museum Receives National Endowment for the Arts Grant: The National Endowment for the Arts has awarded The Woodlands Children’s Museum a grant of \$10,000 through the Arts Engagement in American Communities program. Funding will be used to support artist fees and young children’s engagement with the performing arts.