

QUARTERLY REPORT

Q3 2022

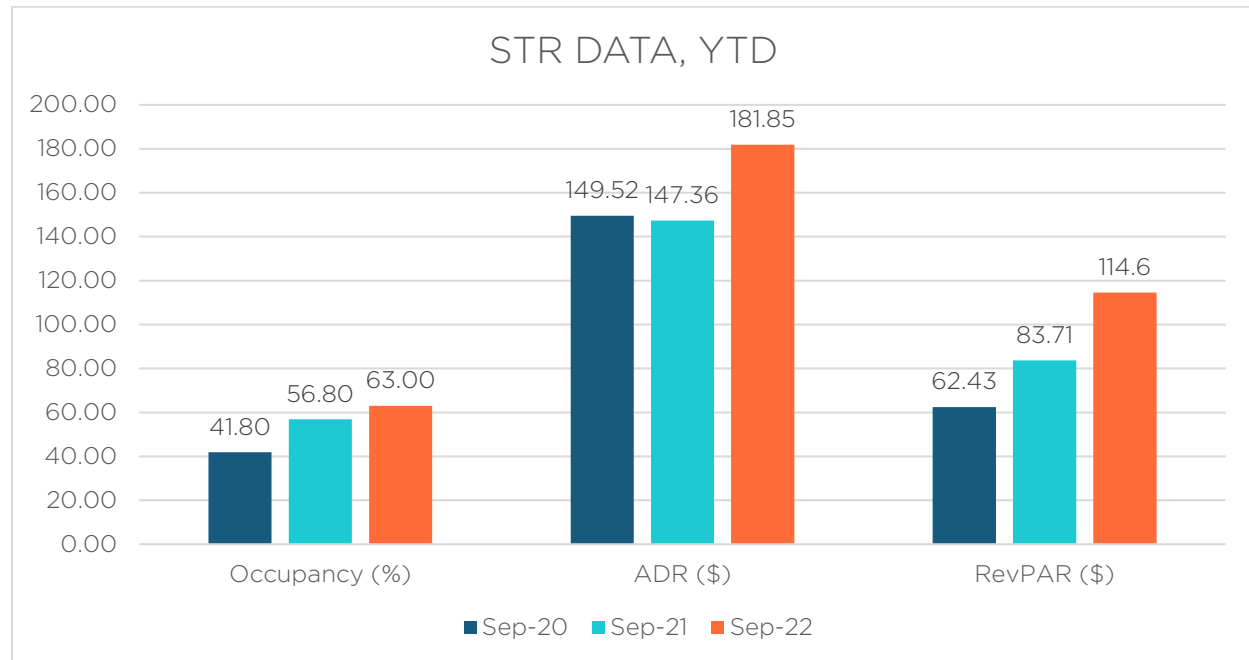
VISIT
THE WOODLANDS
— T E X A S —

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	\$801,430	31.2%
AUG	\$228,590	\$747,436	\$761,116	\$719,332	-3.8%
SEP	\$341,257	\$576,081	\$579,684	\$615,238	6.8%
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	\$ 3,199,340	\$ 4,334,343	\$ 5,333,079	\$ 6,262,246	44.5%

STR DATA | YEAR-OVER-YEAR | YTD

Occupancy, ADR and RevPAR are up year-over-year.



MEETING SALES

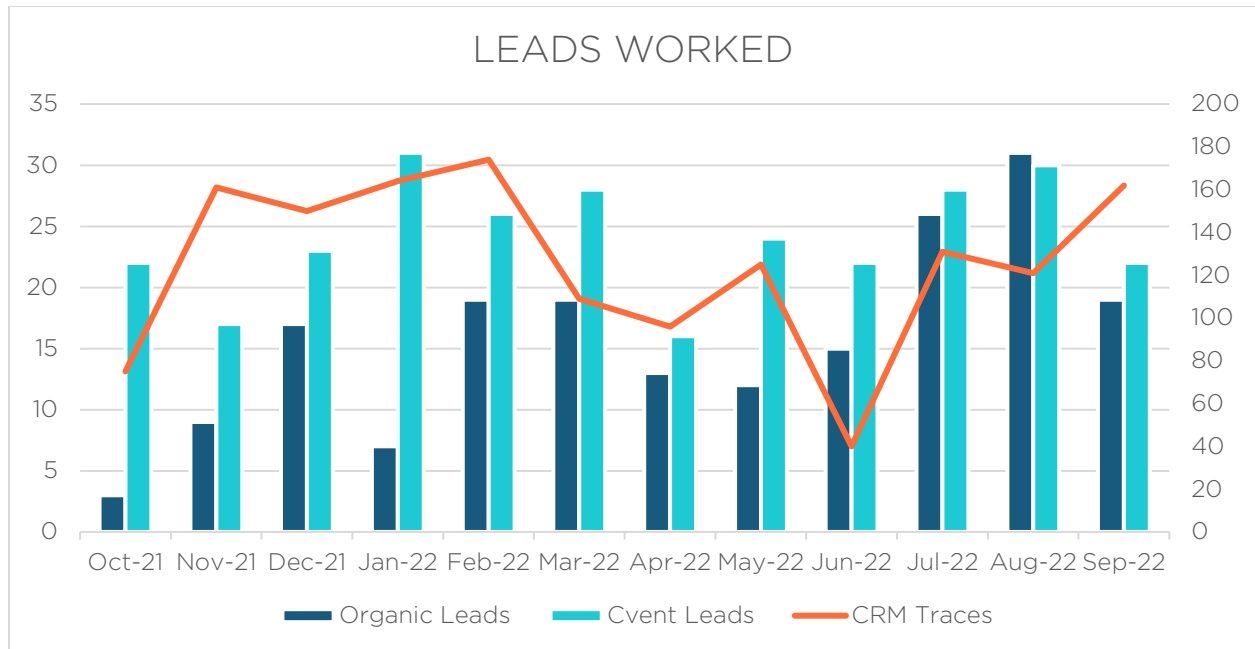
Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist

Julie Quinn, Servicing Specialist

LEADS & SERVICING

In Q3, 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 Q3, the sales team booked 7 pieces of business representing 1,757 attendees and 3,682 contracted rooms. In addition, the economic impact for these groups represents over \$1.4M dollars to the local economy. For more insight on lead development, please review the graph above.

TRADESHOWS & SALES MISSIONS



Connect Marketplace: Josie Lewis, Director of Sales, and Ashley Fenner, Senior Sales Specialist, both represented Visit The Woodlands at Connect Marketplace in Detroit, Michigan. Connect Marketplace is a leading national industry tradeshow that brings together Meeting Planner for the Corporate Market, Association Market, Faith Based Meetings Market, Sports Market, and the Tour Operators Market. Visit The Woodlands participated in the corporate track and met with 32 Meeting Professionals for one-on-one appointments. In addition, Visit The Woodlands had a booth presence within the Team Texas aisle on the tradeshow floor.

MPI HAC Educational & Networking Events:

The Sales Team represented Visit The Woodlands at the July Meeting Professionals International Houston Area Chapter (MPI HAC) CAP'D Educational Luncheon. Meeting planners and industry suppliers from across the Houston region come together at these events to network and learn about emerging industry trends. Visit The Woodlands is a 2022 Legacy Sponsor for the MPI HAC.



TSAE New Ideas Conference and Sponsorship:

Josie Lewis and Ashley Fenner represented Visit The Woodlands at the Texas Society of Association Executives Annual New Ideas Conference. This conference brings together meeting professionals from every major association in the state of Texas. This show offers a great opportunity to network with clients, learn from top notch education sessions, and to see what other Texas Destinations are doing in the association market.

Administrative Professionals Houston Event: Visit The Woodlands attended the inaugural Administrative Professionals Houston Summit. This event offered the opportunity to have a vendor booth and allowed team members to join in the summit and network with local administrative professionals who are responsible for booking meetings and events in the Houston region.

MPI HAC September Education Event:

Josie Lewis and Julie Quinn represented Visit The Woodlands at the Meeting Professionals International Houston Area September networking event. This event allowed staff to interact and develop relationships with Houston based clients and partners.

Smart Meetings 3 Day Tradeshow- Josie Lewis, Director of Sales, represented Visit The Woodlands at Smart Meetings in Nashville, TN. This three-day trade show offers 27 one-on-one meetings with qualified meeting planners and superior networking



SALES PROJECT AND INITIATIVES



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.

University of Houston Speaking Opportunity: Josie Lewis was invited to speak to a senior level class for the Conrad N. Hilton College of Global Hospitality Leadership within the University of Houston. Josie is a Hilton College alumnus and had the opportunity to share insight into Visit The Woodlands, her career journey, and advice for entering the work force.

September Hotel Partner Meetings: With the addition of a new team member, and with new hotel partners at various properties, the sales team spent intentional time in September to meet with new or existing partners to discuss updates, needs, how to get involved, lead distribution process, and destination tours for new partners. In September, the sales team met with partners from the Hilton Garden Inn, Hyatt Place, Residence Inn Lakefront Circle, Courtyard Lakefront Circle, Hyatt Centric, and the Hyatt Regency Conroe team.



Send Sites Training and launch: The sales team completed the official training for the Send Sites system. The team will use this platform to develop custom, elevated client bid proposals.

SERVICING

In Q3, Ashley and Julie offered 9 group servicing, sent out 21 Meeting Planner Guide requests, and met with multiple clients and partners with more details found in the graph above.

Julie Quinn Joins Visit The Woodlands as Servicing

Specialist: Visit The Woodlands is excited to welcome Julie Quinn to the Sales Team as the new Servicing Specialist. Julie has a background in the hotel industry, top-notch customer service, and over 7 years of working with The Woodlands Township prior to beginning her current role. As Servicing Specialist, Julie will oversee the servicing program that offers complimentary resources to qualified groups including welcome bags, oversight of the Show Your Badge Program, event welcome booth management, off site sourcing coordination, partner event planning and so more.



PARTNERSHIPS & MEETINGS

- Sales training for Ashley Fenner promotion
- Call with Resort partner regarding IMEX America participation
- Partner lunch with Alyssa Montoya of Main Event
- Bryan Hill of Green Business Bureau Venue Discussion
- Call with HB Dennis and Tracey Howe regarding Admin Professionals Association
- Servicing position interviews
- MPI HAC Education Committee Team call
- Hosted Partner event at Pavilion
- Chevron Championship Kick Off call
- MPI HAC Educational Lunch Setup and Execution
- Madera Estates Partner Pop In
- Financial Update Email
- TSAE New Ideas Conference LOI Submission
- Copa Rayados Hotel update call
- Partner Drop in with Jennifer Moore
- MPI HAC Education Committee Call
- Connect Marketplace Participation
- Visit The Woodlands Board Meeting
- MPI HAC Education Event Prep Call
- Main Event Holiday Jingle and Mingle Event
- Call with Erik Secrest to discuss the Texas Firefighters Association
- Julie Quinn joins Team
- Partnership Lunch with Jennifer Gavin

- Servicing Training Program
- Tara Daley (HB Representative) and John Maynard Partner Coffee
- Madden Media QBR Meeting
- Porta'Vino Partner lunch
- Q3 Marketing Committee Meeting
- Partner lunch with Hyatt Centric Sales Team
- Marriott Waterway Site Tour for New Team Members
- MPI HAC Education Committee Prep Call
- TSAE New Ideas Conference
- Partner Meeting with Denise Muralles of Residence Inn and Courtyard Lakefront
- Mixtroz MPI HAC Event execution
- LMC Welcome Reception
- TACVB Sales Blitz Committee Meeting
- Hyatt Regency Conroe Partnership lunch
- TSAE New Ideas Proposal Submission
- Partner Meeting with Kim Lowe of The Woodlands Resort, Embassy Suites, Westin
- Meetings Video Review
- Leadership Montgomery County Leadership Summit
- Kirby Icehouse Opening
- Marriott Waterway Partner Meeting
- Hyatt Place and Hilton Garden Inn Partner Lunch
- Certified Tourism Ambassador certification for Julie Quinn
- Hyatt Place and Hilton Garden Inn Partner Lunch
- Attended Tommy Bahama Tropical Tidings Event
- Fiat Freakout Welcome Table
- Corporate Incentives Vendor Fair

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

Mary Murphy, Public Relations Coordinator

MARKETING PROJECTS & INITIATIVES

Amber George & Mary Murphy Receive CTA Certification: The Certified Tourism Ambassador™ (CTA) program is industry-recognized certification that strategically aligns a community's people infrastructure — destination leaders, stakeholder businesses and the tourism front-line — to strengthen tourism and deliver quality experiences for visitors and locals.

Q3 Marketing Committee Meeting: Visit The Woodlands held its quarterly Marketing Committee meeting in September. The purpose of the Marketing committee is to encourage partnership with and education of industry partners and local stakeholders in an effort to

elevate awareness of The Woodlands as a meeting and leisure travel destination for the purpose of increasing overnight hotel stays & creating economic impact.



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:

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

Meetings:

- *Association Leadership Magazine* - print & digital
- Lamont Co - digital
- *The Meeting Professional Magazine* - print
- *Connect* - print & digital
- *Texas Meetings + Events* - print & digital
- *Convention South* - print
- *Meet Texas* - print

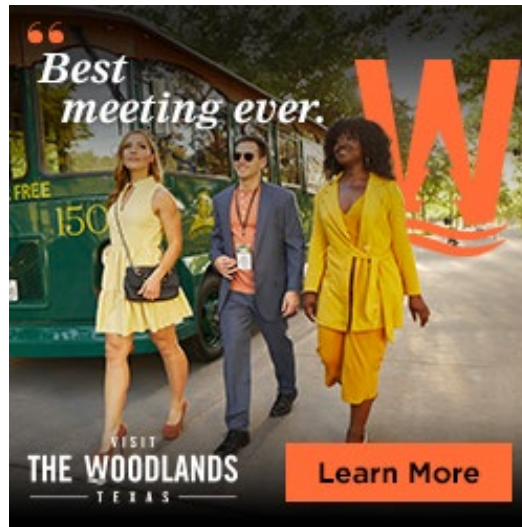
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – *Texas Monthly Magazine*



Meetings – *Paid Search*



Leisure – *Texas Highways Magazine*

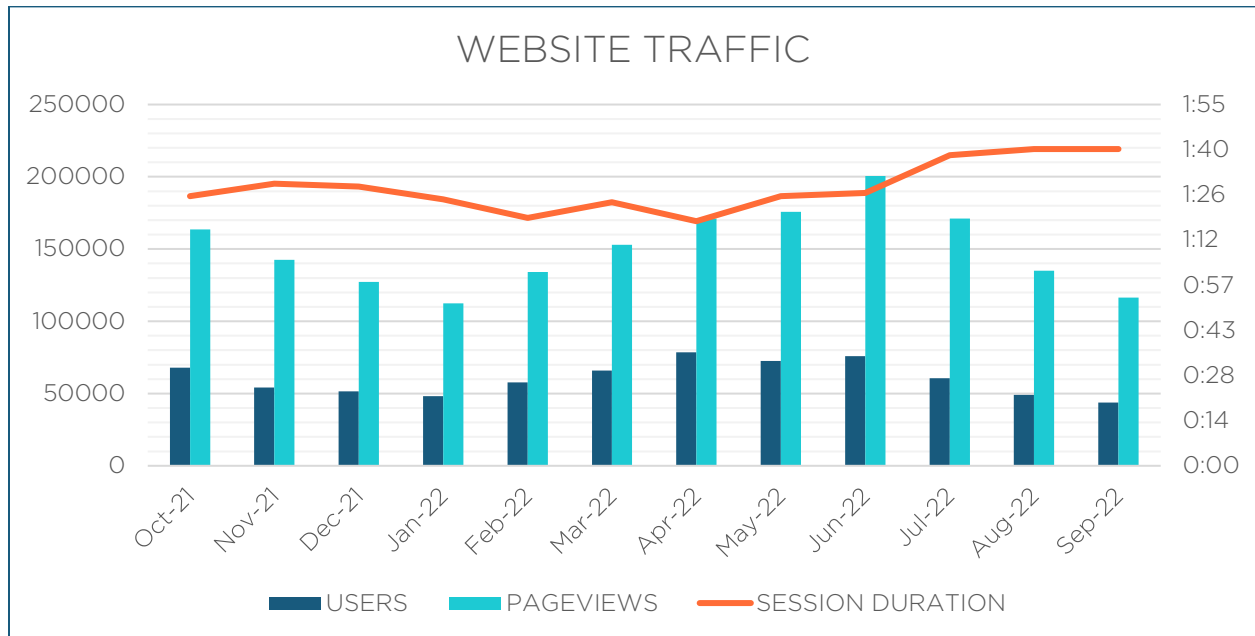


Meetings – *Association Leadership*



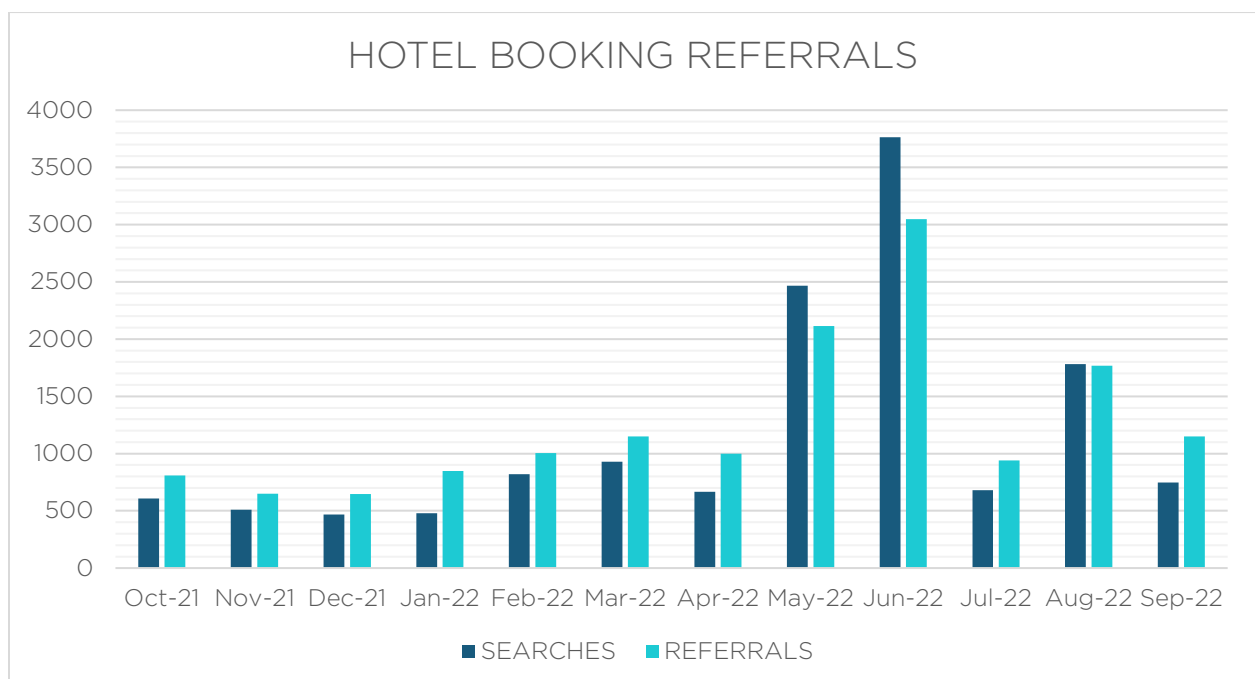
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see steady website traffic. Year-over-year, total number of users was up 7%, sessions up 11% and pageviews up 11%.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In Q3, the website had 3,837 referrals to hotel properties in The Woodlands, up 25% from the same time last year. Top referral U.S. states continue to be Texas, followed by California. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



WEBSITE | CONTENT DEVELOPMENT

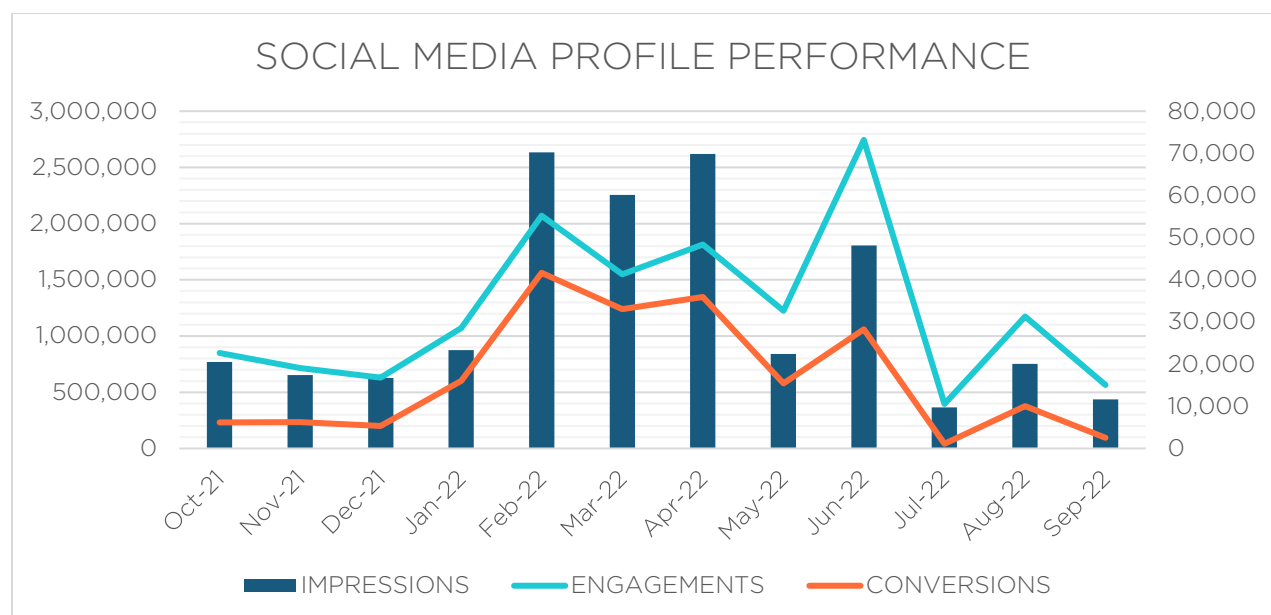
The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of recent efforts.

- [Spanish Microsite](#)
- Pages: [Houston Restaurant Weeks](#)
- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Blog](#): Rock the Row, Wedge Salads, Children's Museum, Coloring The Woodlands
- [Public Documents](#): Monthly Reports Added



SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH

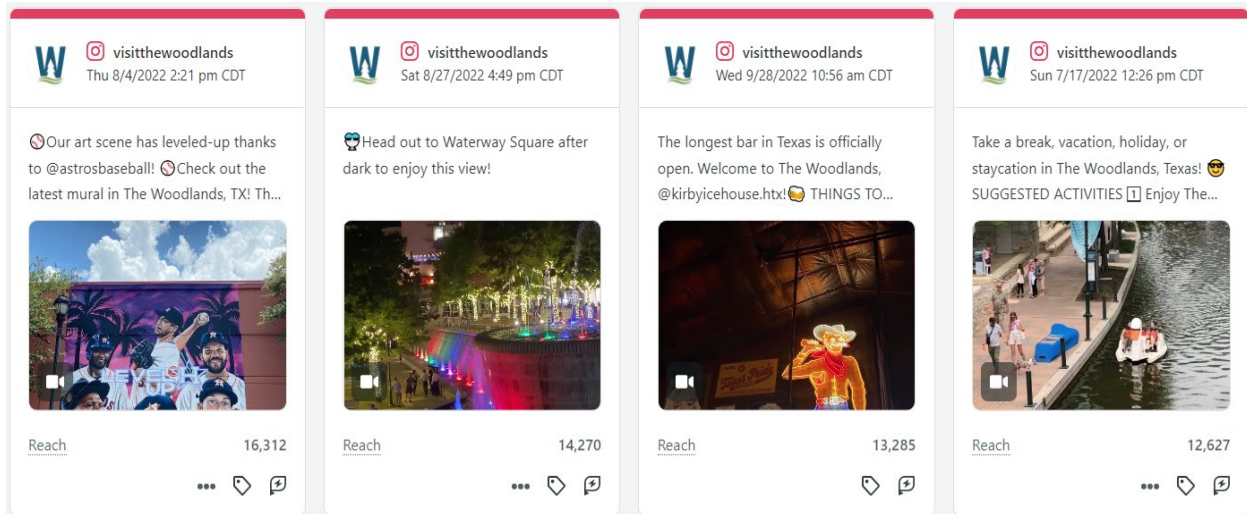
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 44K followers across social platforms, Visit The Woodlands received a total net audience growth of 1,972 for the Q3. *Note:* The drop in performance for September is due to social advertising being delayed to market.



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

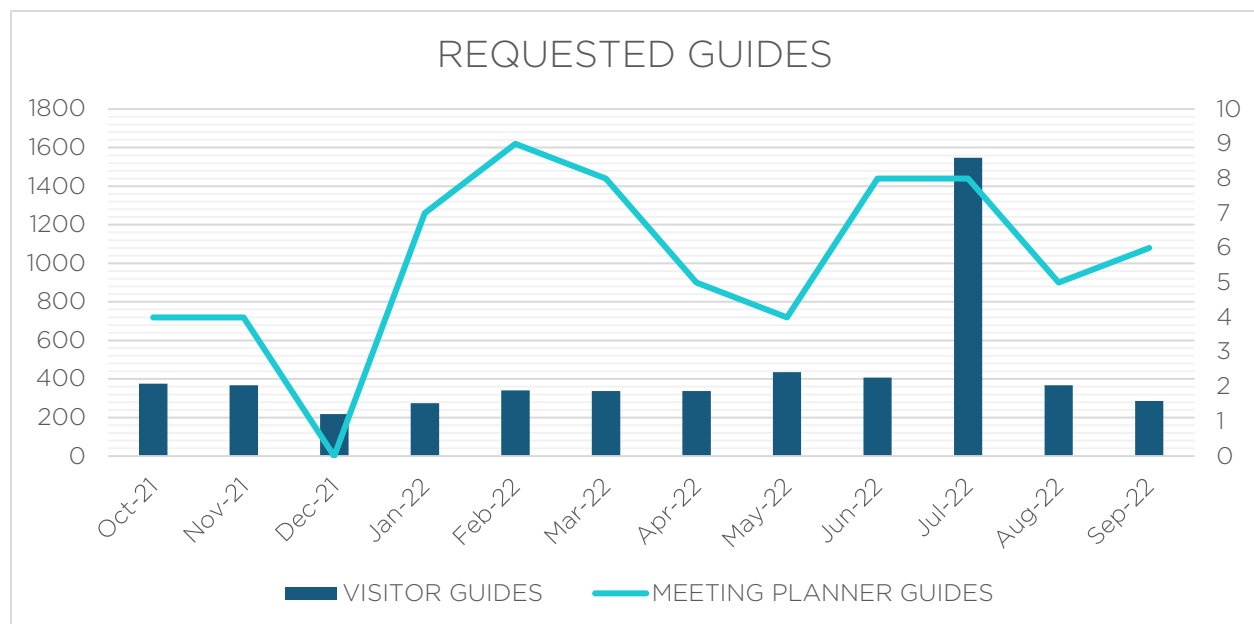
SOCIAL MEDIA | TOP PERFORMING POSTS

The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for Q3.



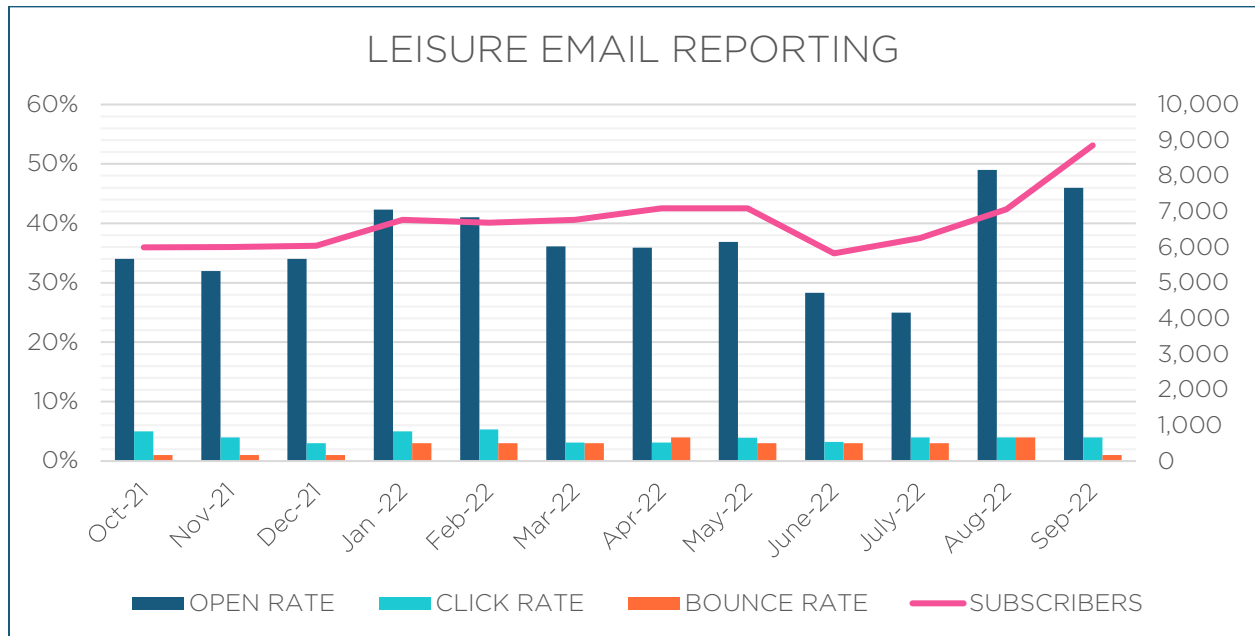
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

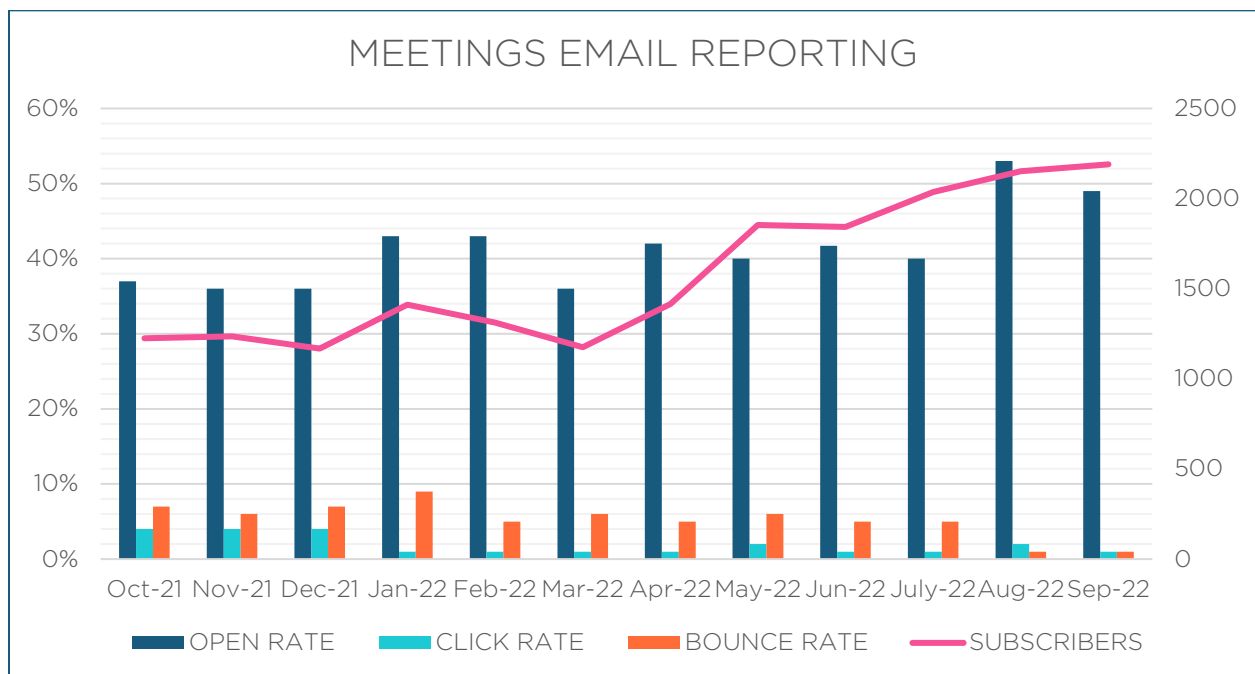


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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.



Mary Murphy Joins Visit The Woodlands as Public Relations Coordinator: As the Public Relations Coordinator, Mary is responsible for developing strategic partnerships, gaining earned media coverage, and fostering media relations. She also serves as a liaison between Visit The Woodlands and local hospitality businesses. Mary has a bachelor's degree in Journalism with a Concentration in Strategic Communications.

FAM Trips: Sincerely Karin

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

Editorial: *Texas Monthly*, *New/Next* featuring Gucci

NEWNEXT

NEWSWORTHY HAPPENINGS FROM OUR PARTNERS

Chickasaw Country, OK

Enjoy Festival Fun this Summer

With summer in full swing, there has never been a better time to visit Chickasaw Country in south-central Oklahoma. Family-friendly festivals like the Stratford Peach Festival and Rush Springs Watermelon Festival are ripe with entertainment, locally grown food, and more.

CHICKASAWCOUNTRY.COM

Laramie, WY

Your Mountain Getaway is Calling

Explore the mountains of Wyoming without the crowds of the parks on the under-discovered Snowy Range Scenic Byway. Spend your days on the trails by ATV rental, with Laramie as the perfect home base for all of your Western adventures.




VISITLARAMIE.ORG

The Woodlands, TX

Gucci Debuts in The Woodlands

Market Street is adding iconic luxury house Gucci and wine purveyor Sixty Vines to its repertoire of more than 70 retailers and restaurants. The luxury boutique is set to debut in October 2022 next to Louis Vuitton, with Sixty Vines scheduled to open shortly after in November.

VISITTHEWOODLANDS.COM/WHATSNEW



STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

MEDIA ASSISTANCE

KPRC Houston: The Woodlands was featured on KPRC's Last Minute Road Trip segment in July. Executive Director, Elizabeth Eddins, assisted with a live interview from a balcony room at The Woodlands Waterway Marriott that overlooked The Waterway and The Cynthia Woods Mitchell Pavilion.



TRADESHOWS & SALES MISSIONS

San Miguel de Allende: The Woodlands and representatives of Market Street Shopping District met with San Miguel de Allende's Municipal Government President, Mauricio Trejo Pureco, to strengthen the ties between San Miguel de Allende and The Woodlands. Staff routinely hosts and attends sales, marketing, and media missions each year across the United States and Internationally.



ADVOCACY EFFORTS



TACVB Annual Conference & Meeting: Visit The Woodlands attended the Texas Association of Convention and Visitors Bureau Annual Conference in August. As a TACVB Board Member, Executive Director, Elizabeth Eddins participated in the organization's annual board meeting to discuss statewide tourism initiatives and co-op opportunities.

TTA Texas Travel Summit: Visit the Woodlands attended the Texas Travel Alliance Travel Summit in August. The Texas Travel Alliance is the primary advocate and voice for the Texas Travel Industry, representing a diverse membership of Texas travel destinations, accommodations, attractions, transportation and support businesses.



LOCAL PARTNERSHIPS

Visit The Woodlands continues to work with and support local partners to help bring awareness to The Woodlands as a leisure travel and meetings destination.

- The Chevron Championship Media Event
- U.S. - Mexico Chamber of Commerce Gala
- Kirby Ice House Opening
- Around Houston Partner Meeting
- The Woodlands Area Chamber of Commerce Chairman's Ball
- Certified Tourism Ambassador certification for Amber George and Mary Murphy

AWARDS & ACCOLADES

TripAdvisor Ranks The Republic Grille as Top Rated U.S. Restaurant: Tripadvisor, the world's largest travel guidance platform, today announced the next in its community-powered Travelers' Choice® Awards series: the 2022 Best of the Best Restaurants. Here to help everyone discover all the must-visit restaurants when traveling, Tripadvisor is sharing the top-rated spots across the globe, inclusive of six different subcategories of restaurant types. Discerning diners can peruse the menu of winners [here](#).