

# QUARTERLY REPORT

## Q3 2023

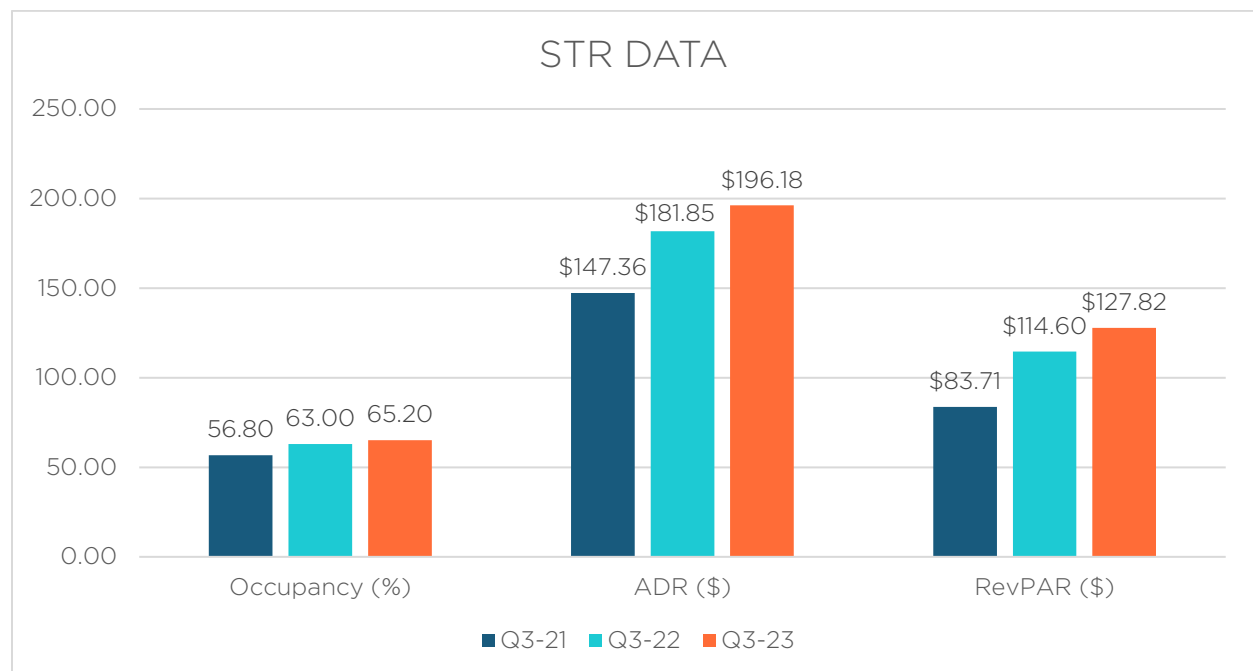
VISIT  
**THE WOODLANDS**  
— T E X A S —

## 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	\$927,303	15.7%
AUG	\$747,436	\$719,332	\$787,580	\$799,606	11.2%
SEP	\$576,081	\$615,238	\$665,015	\$763,890	24.2%
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	\$7,093,089	13.3%
YTD	\$ 4,334,343	\$ 6,262,246	\$ 6,554,199	\$7,093,089	13.3%

## 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 Q3 data.



## SALES DEPARTMENT

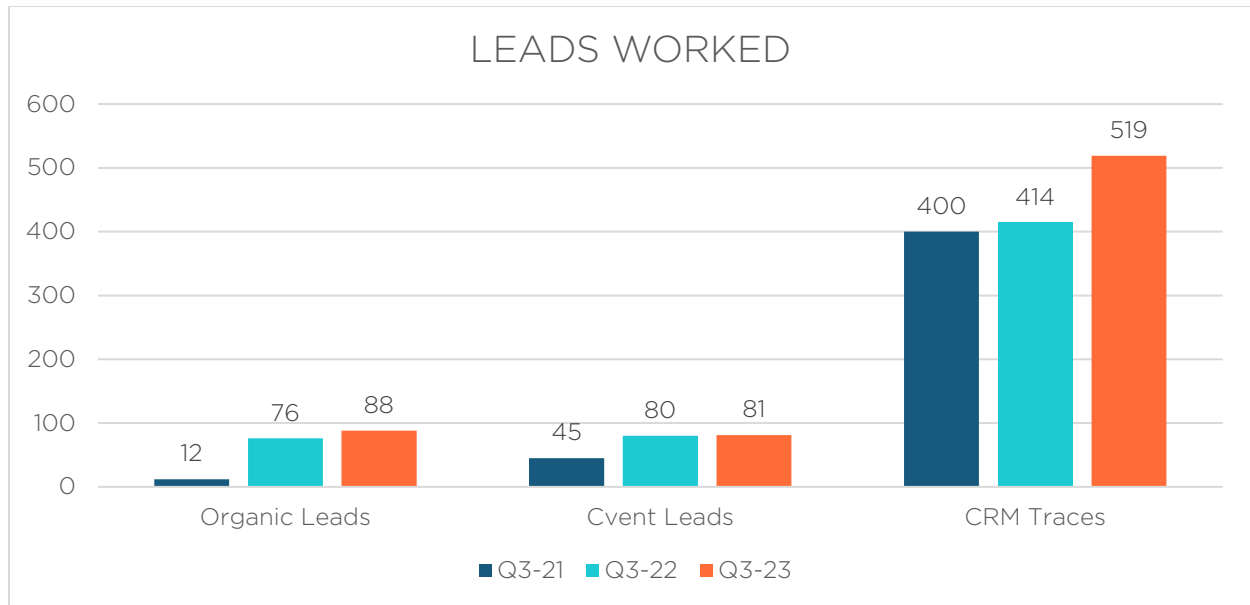
*Josie Lewis, Director of Sales*

*Ashley Fenner, Senior Sales Specialist*

*Julie Quinn, Servicing Specialist*

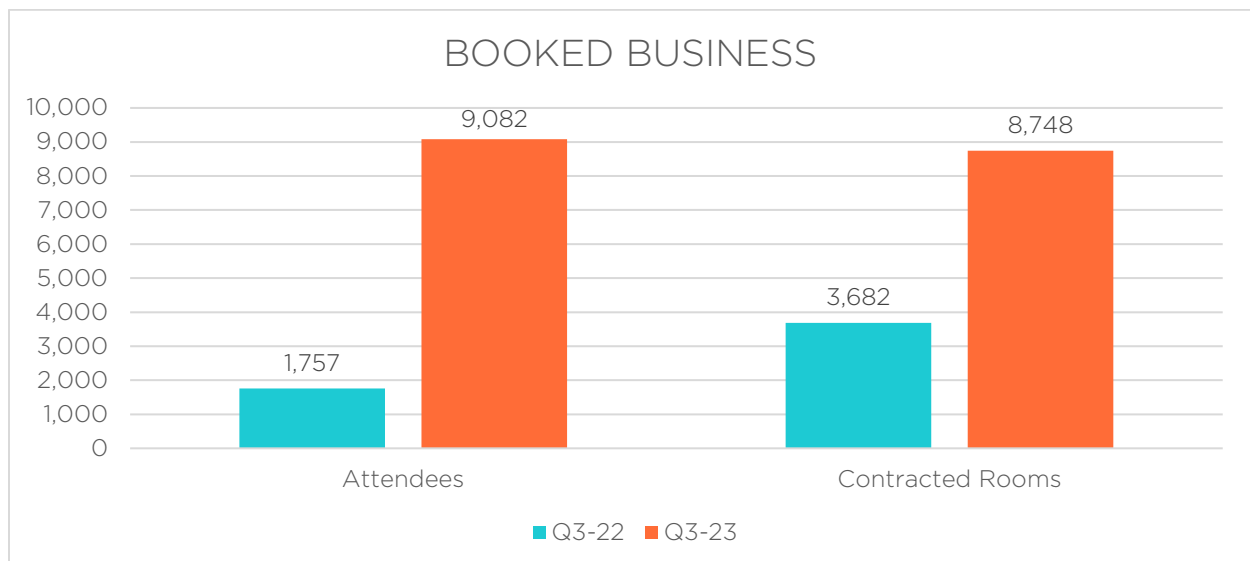
### LEADS WORKED | YEAR-OVER-YEAR

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 Q3, the sales team booked 13 pieces of business representing an economic impact of nearly \$3.9M dollars to the local economy.



**TSAE New Ideas Conference 2024:** The Woodlands is excited to share that the TSAE New Ideas Conference has named The Woodlands the host destination for the 2024 event. This conference will bring together over 500 association executives and industry suppliers from across the state that book annual conferences, board meetings, and partner events in Texas. This is a great opportunity to showcase The Woodlands as their next host destination.



**Destination Southwest 2024:** The Woodlands will be host to Destination Southwest in 2024. This tradeshow was created by NorthStar Meetings and will bring together 150+ meeting planners and industry suppliers as a platform for Meeting Planners to find future destinations and hotel properties to source and book future programs.

**TTA Unity Dinner and Summit:** The Woodlands was named the host destination for the Texas Travel Alliance Unity Dinner and Summit for 2024. This event is a great way to showcase the destination to industry leaders, organizations, and elected officials from across the state.

## TRADESHOWS & SALES MISSIONS

In Q3, the sales team traveled across the state and country to promote The Woodlands as a premier destination for conferences, meetings, and events. These tradeshow 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 a list of tradeshow attended in Q3.

- CVENT Connect
- Smart Meetings Northeast
- American Society of Association Executives (ASAE) Annual Convention
- Connect Marketplace
- Texas Society of Association Executives (TSAE) New Ideas Conference



## FAM VISITS & SITE TOURS

**Connect Texas Planning:** Sales staff continued to focus on planning out Connect Texas supporting events and experiences in Q3.

**Q3 Site Tours:** The Sales team planned and executed 6 Site Tours. Clients included

- Texas State Association of Fire Fighters
- Texas Association for College Admission Counseling
- Hilton GSO Team
- Procurigence
- Vital Care Specialty, and more



## SERVICING



In Q3, Julie Quinn offered 18 groups servicing, sent out 30 Meeting Planner Guide requests, distributed 381 welcome bags to groups, and met with multiple clients and partners with more details on the graph above. Julie also expanded the Show Your Badge program by 2 new partners. The Sales Department also developed servicing for The Woodlands Financial Group, offered two planning site tours for clients, coordinated welcome gifts for 3 Meeting Professionals staying in market, and added in new suppliers within the supplier directory.

**Promotional Item Development:** Julie Quinn, Servicing Specialist for Visit The Woodlands, oversees the promotional item development and ordering for Visit The Woodlands. In Q3, Julie has been hard at work developing new promotional items, ordering items that need to be restocked, and working to develop beautifully designed promotional items.

**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.

## SALES PROJECTS & 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](#).



## PARTNERSHIPS & MEETINGS

Below is an overview of the meetings and events attended by the sales team in Q3.

- Texas State Fire Fighters Association Bid Presentation Planning Meeting
- Waste Connection Annual Convention Servicing Meeting
- Monthly MPI Houston Chapter Board of Directors Meeting
- Learning Express Site Tour
- Monthly Simpleview Training Call
- TSAFF Bid Presentation in El Paso
- TSAE Affiliate Advisory Meeting
- Wicked Whisk Connect Texas Tasting
- Afterglow Location Scouting for Connect Texas
- Show Your Badge cling delivery
- TEXPERS Servicing offering
- North and East County Association Bid Presentation in Galveston
- Visit The Woodlands Board of Directors Meeting
- Kirby Icehouse Partner Meeting
- HSAE August Coffee Chat
- AFR Partnership Call
- Grant Kaplan lunch and destination site tour
- Tonda Harris Partnership Lunch
- TACVB Annual Conference Sales Panel Moderation
- Dave and Buster's Holiday Sneak Peak Event
- Economic Development Team Partnership lunch
- Franklin Templeton City Wide Lead Process
- TTA Unity Dinner Bid
- Leadership Team Meeting
- Servicing and Welcome Booth for TWFG
- Vital Care Specialty Site Tour
- MPI HAC CAP'D Breakfast
- GBTA Texas Chapter Luncheon at The Woodlands Resort
- TACVB Sales Blitz Planning committee
- Annual CVENT Partnership Call
- Lonestar College Meeting Space Tour and Partner Development
- Copa Servicing Planning Call
- Resort Site Tour with Traci Colangelo



## 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

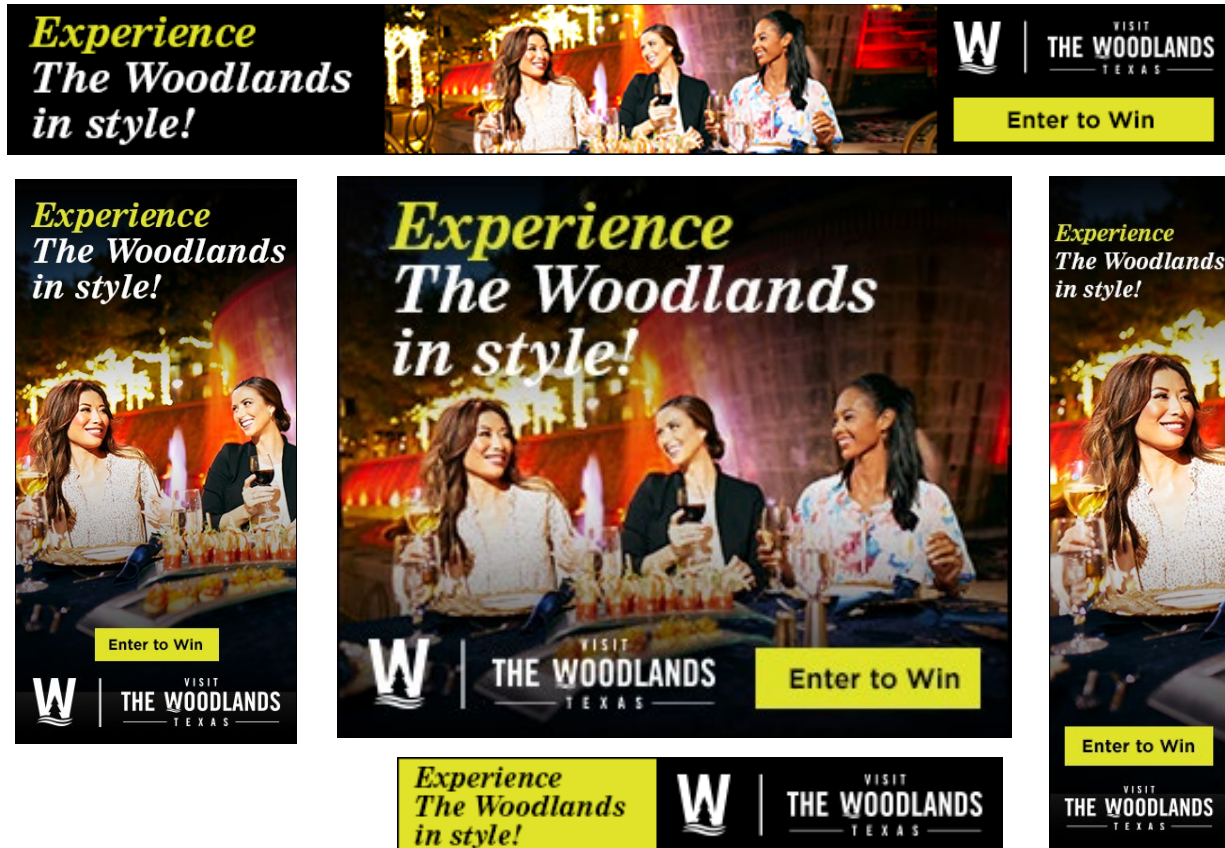
**Texas Monthly Summer Travel Guide:** Visit The Woodlands partners with Texas Monthly for their season travel guides. Each quarter, a new travel guide featuring The Woodlands is released on Texas Monthly's website. Run-of-site (ROS) banner ads and a targeted eNewsletter campaign drive traffic to The Woodlands travel guide, which received more than 182K impressions in Q3. The eNewsletter had a click rate of nearly 11%, more than double Texas Monthly's average.



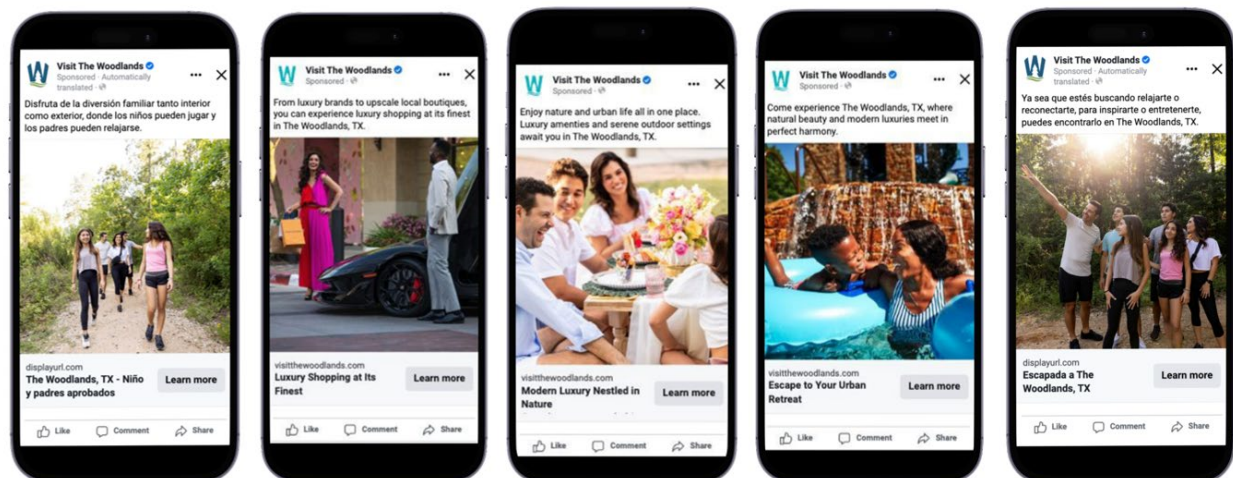


## ADVERTISING | MEETINGS EXAMPLES

**Meeting Conference Geofencing:** Visit The Woodlands geofenced key meeting conferences in 2023 and then retargeted meeting planners later. The average CTR on these ads was .44% with the industry average being around .1%.



## ADVERTISING | INTERNATIONAL EXAMPLES





# ADVERTISING | DIGITAL REPORTING

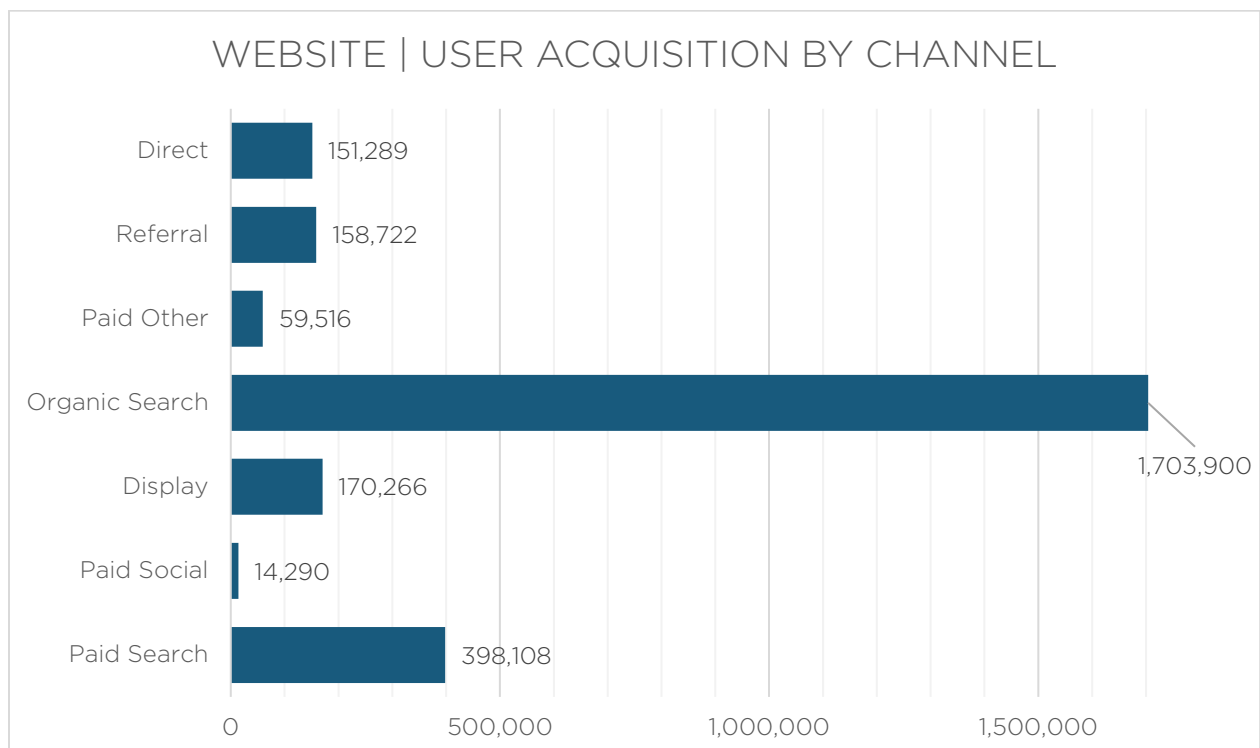
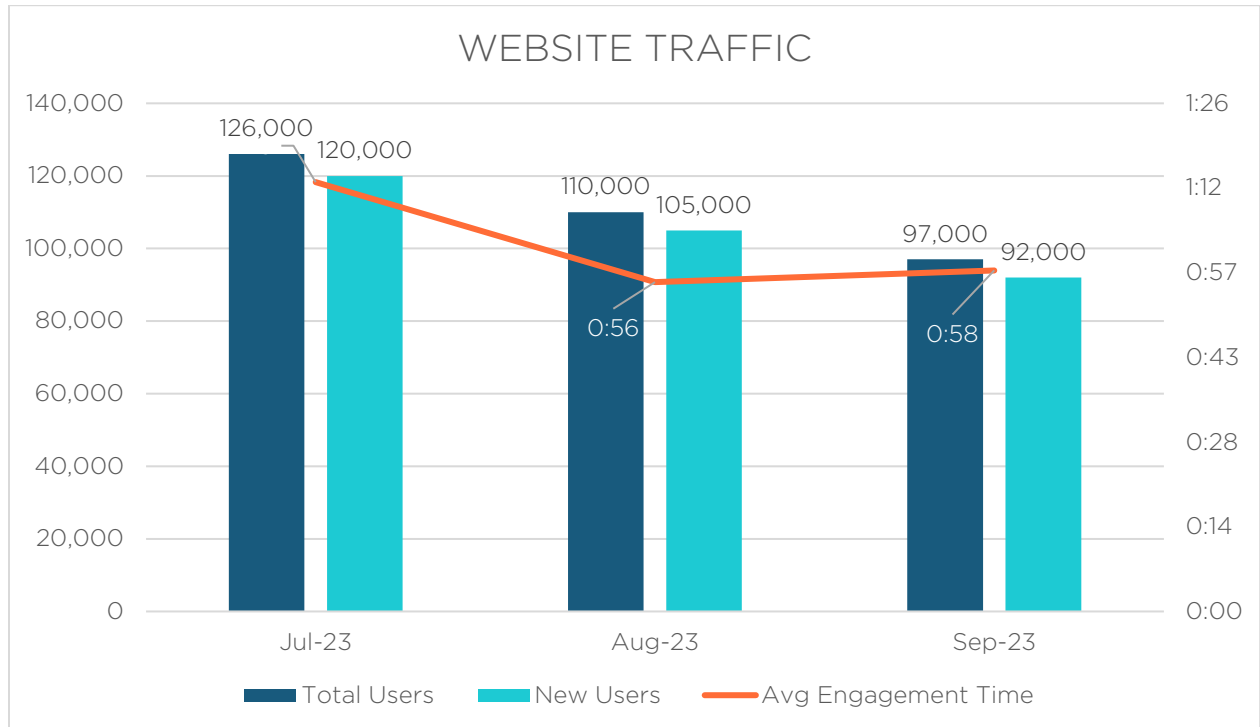
LEISURE	GOOGLE SEM	GOOGLE DISPLAY	GOOGLE VIDEO	META CTS	META RM	META VIDEO
IMPRESSIONS	225,542	4,754,902	546,822	1,221,621	1,261,733	762,034
CLICKS OR VIEWS	58,994	43,362	343,001	43,380	19,811	12,350
CTR OR VIEW RATE	26.30%	.92%	62.79%	3.97%	1.75%	2.65%

INTERNATIONAL	GOOGLE SEM	META CTS	META RM	GOOGLE VIDEO
IMPRESSIONS	58,938	4,552,489	1,216,749	1,747,806
CLICKS OR VIEWS	6,748	105,763	33,786	1,091,757
CTR OR VIEW RATE	11.27%	2.33%	2.78%	62.48%

MEETINGS	GOOGLE SEM	META CTS	META RM
IMPRESSIONS	60,675	385,866	407,319
CLICKS OR VIEWS	4,765	27,717	10,398
CTR OR VIEW RATE	7.88%	5.11%	2.68%

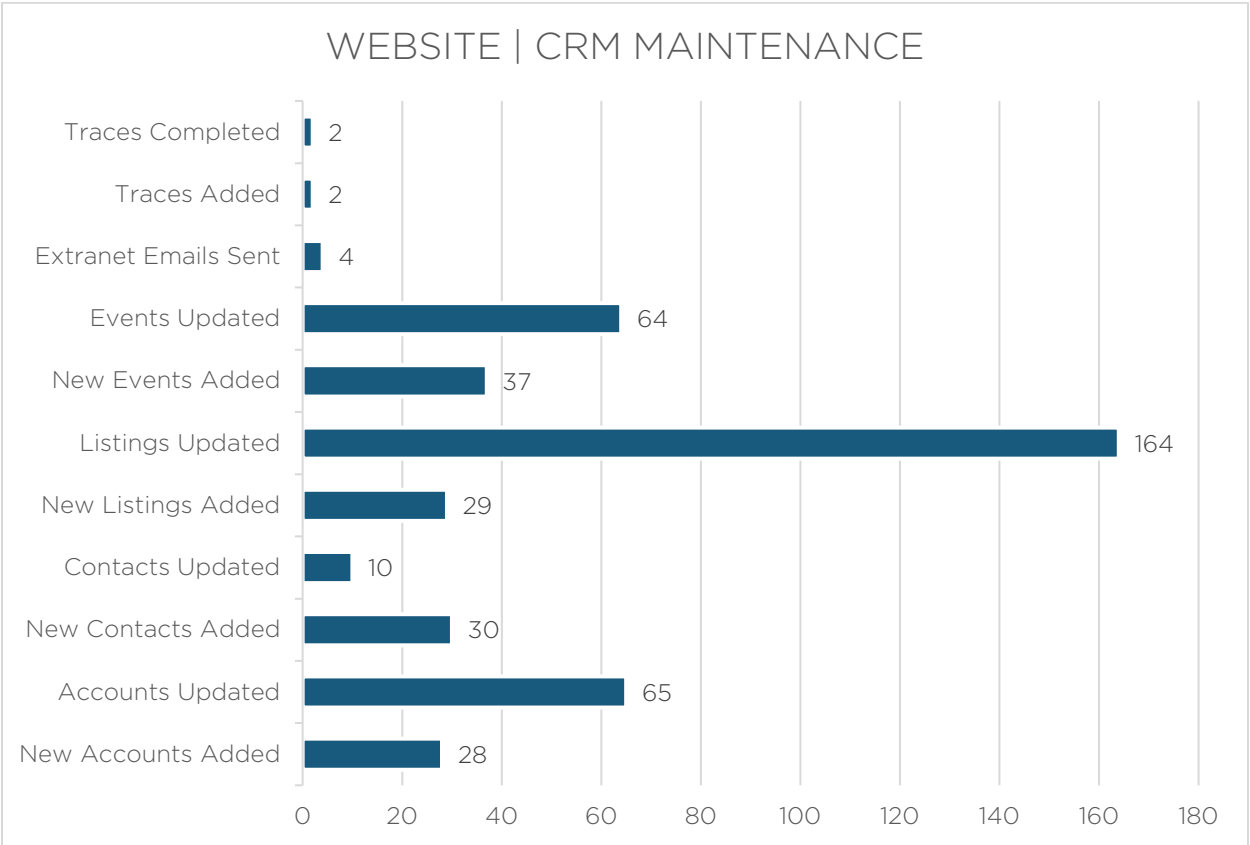
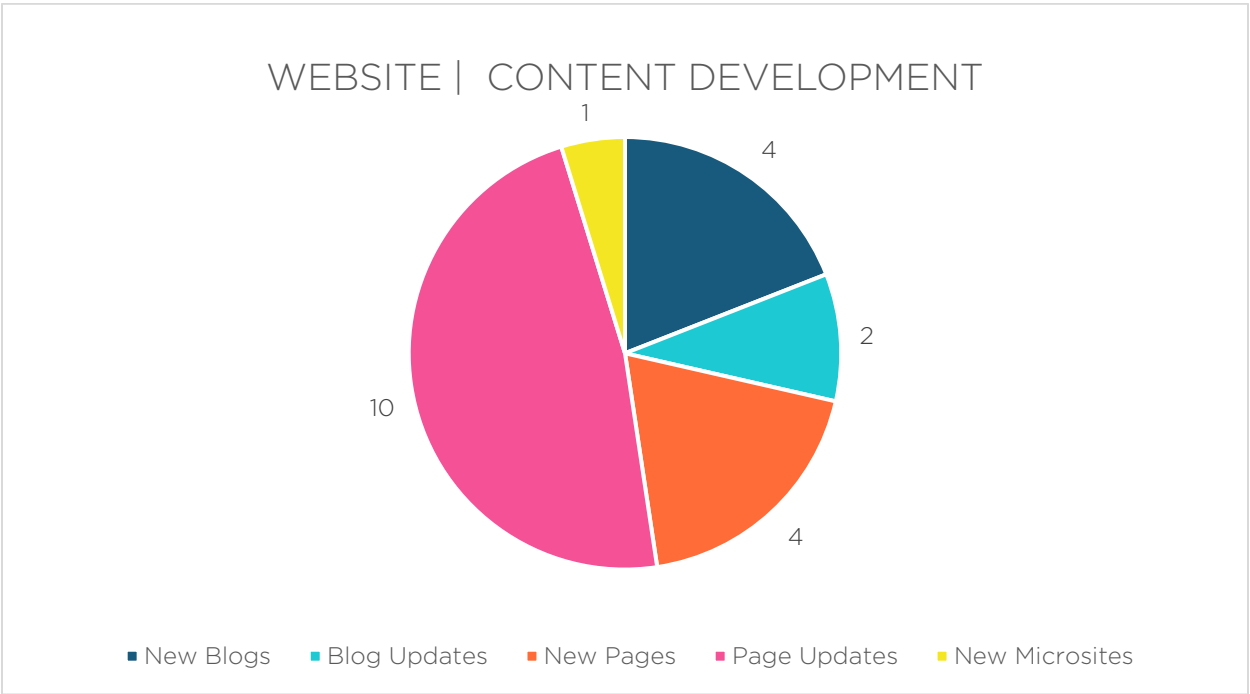
## WEBSITE | TRAFFIC

In Q3, the website received 329K users with 317K 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.



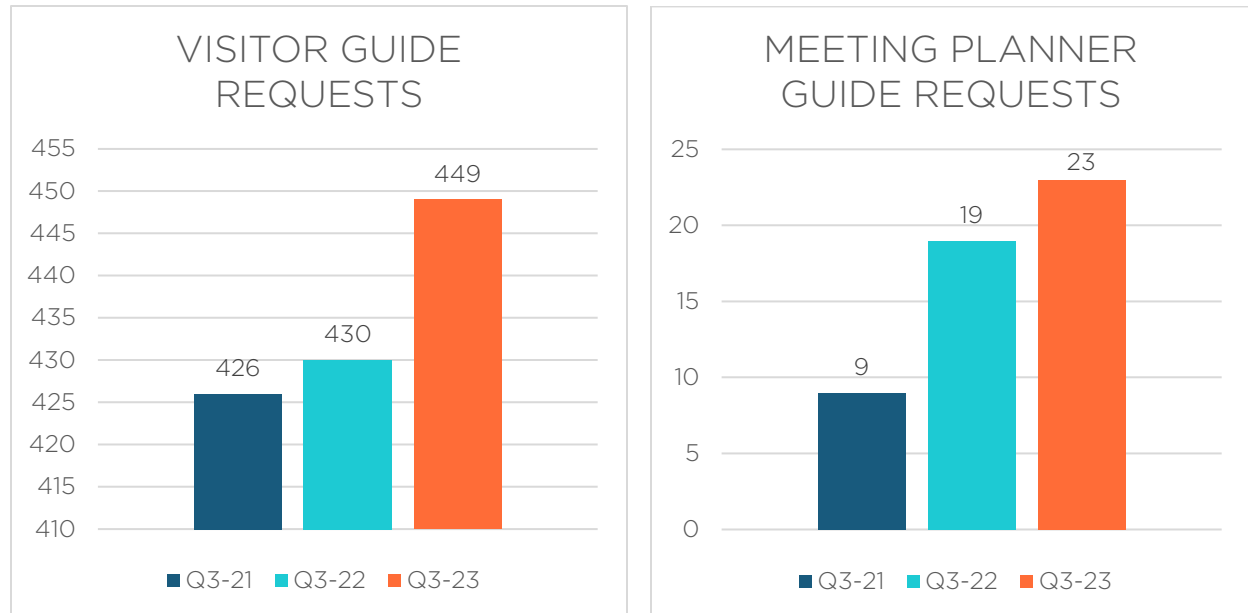
WEBSITE | CONTENT DEVELOPMENT

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.



## MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

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

**#SoWOODLANDS**  
THIS IS THE LIFE

**Q&A**  
Helping children who were going through difficult times – those moments meant the world to me.

**David Harris**  
General Manager, The Woodlands Mall

**THE IMPACT: VISITOR TRAVEL TRENDS SINCE 2021**

- 13% INCREASE IN VISITORS
- 87% INCREASE IN VISITORS
- 39% OUT OF STATE VISITORS
- 2.7 AVERAGE NIGHTS VISIT
- 2023 HOTEL OCCUPANCY: 4.6 MILLION
- 2022 HOTEL OCCUPANCY: 4.1 MILLION
- 2021 HOTEL OCCUPANCY: 3.8 MILLION
- 2023 TAX COLLECTIONS: \$4.6 MILLION
- 2022 TAX COLLECTIONS: \$4.1 MILLION
- 2021 TAX COLLECTIONS: \$3.8 MILLION
- 2006: The Woodlands Mall's first year of operation
- 2016: The Woodlands Mall's 10th anniversary
- 2017: The Woodlands Mall's 11th anniversary
- 2022: The Woodlands Mall's 12th anniversary

**MORE THAN 2,050**  
PROFESSIONAL MEETINGS AND EVENTS GENERATED  
**\$21.6 MILLION**  
IN ROOM REVENUE  
IN 2022

**WEBSITE TRAFFIC**  
**2.7M USERS**  
177% INCREASE IN SESSIONS

**SOCIAL MEDIA**  
406% INCREASE IN SESSIONS  
283% INCREASE IN ENGAGEMENT

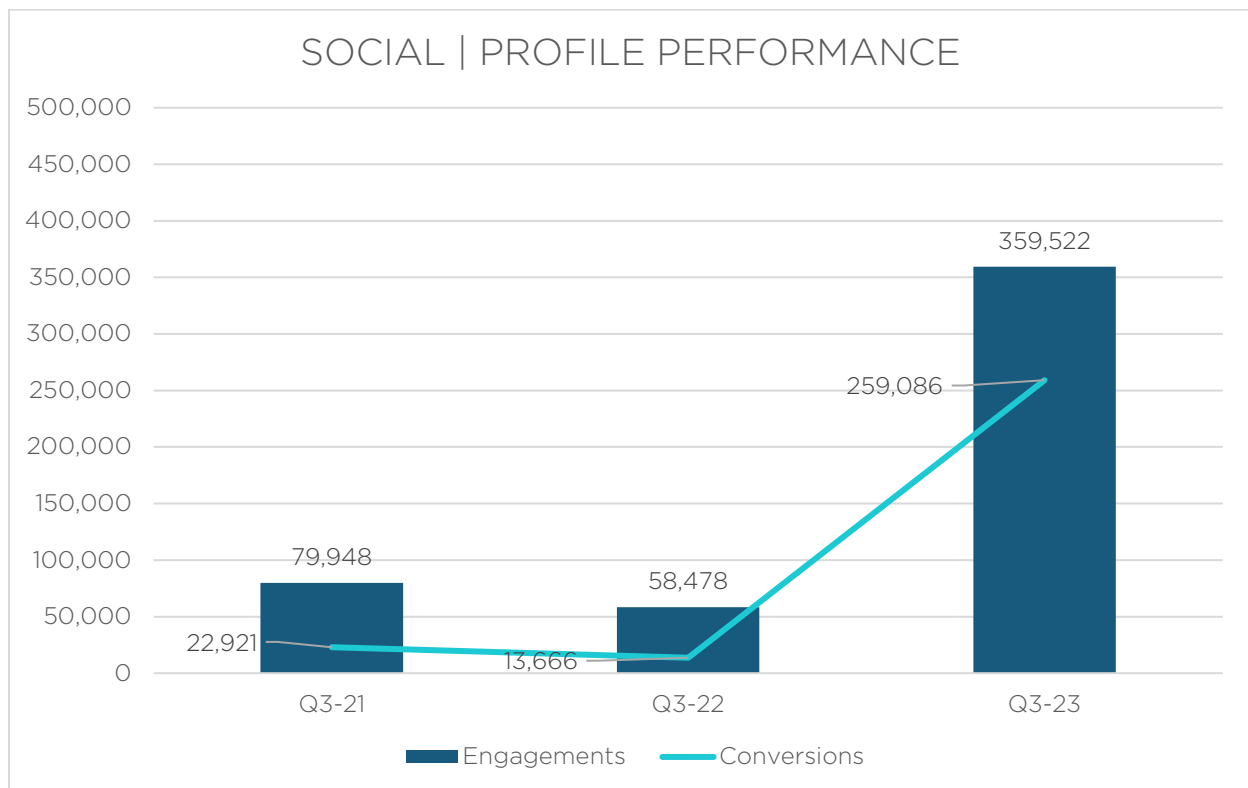
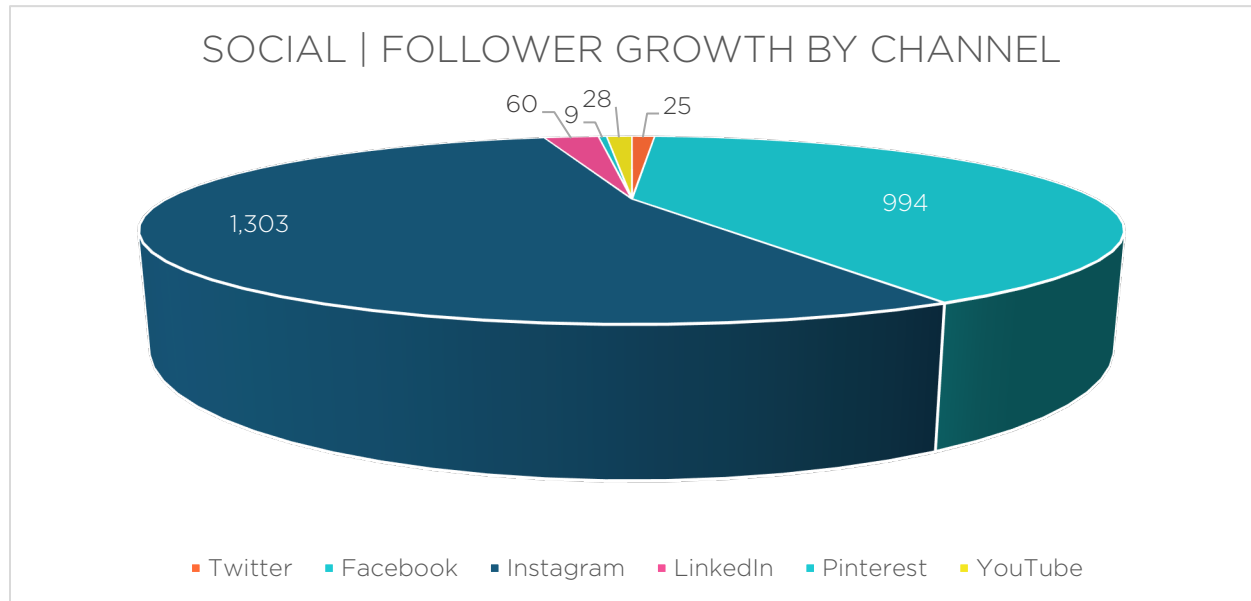
**CLICK HERE TO WATCH THE VIDEO**

**FALL 2023**  
VOL. 2, ISSUE 3



## SOCIAL | PROFILE PERFORMANCE

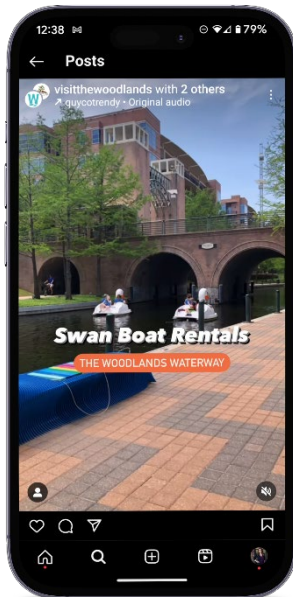
Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. Visit The Woodlands has an audience of 58K across platforms, up 2.5K from Q3. Connect with **Visit The Woodlands on social:** [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#), [LinkedIn](#).



## SOCIAL | CAMPAIGNS & COLLABORATIONS

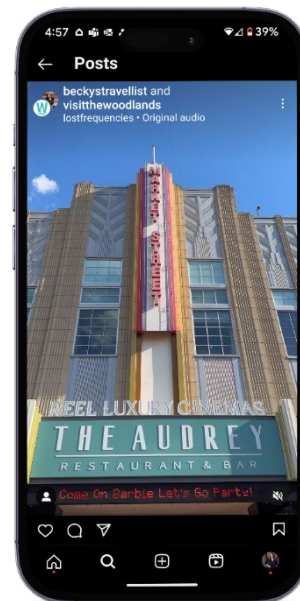
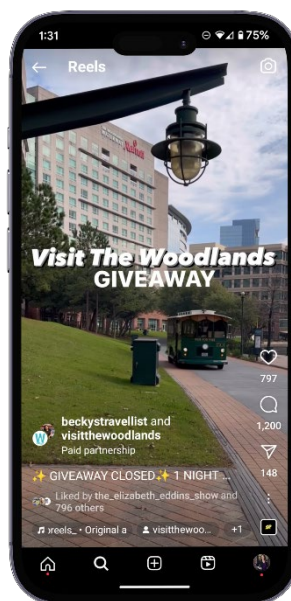
**Collaborations:** Visit The Woodlands created several collaborations in Q3. For these, Visit The Woodlands creates social content and then creates an Instagram reel, tagging the partner as a collaborator. Collaborations have been created in partnership with The Woodlands Township, Sponsorship Partners, Influencers and other local hospitality businesses in The Woodlands.

## SOCIAL | PARTNER COLLABORATION EXAMPLES



## SOCIAL | AMBASSADOR PROGRAM

**Ambassador Program:** The ambassador program continues to drive high engagement. In Q3, Visit The Woodlands hosted Becky's Travel List and Brent Key, an accessibility consultant.

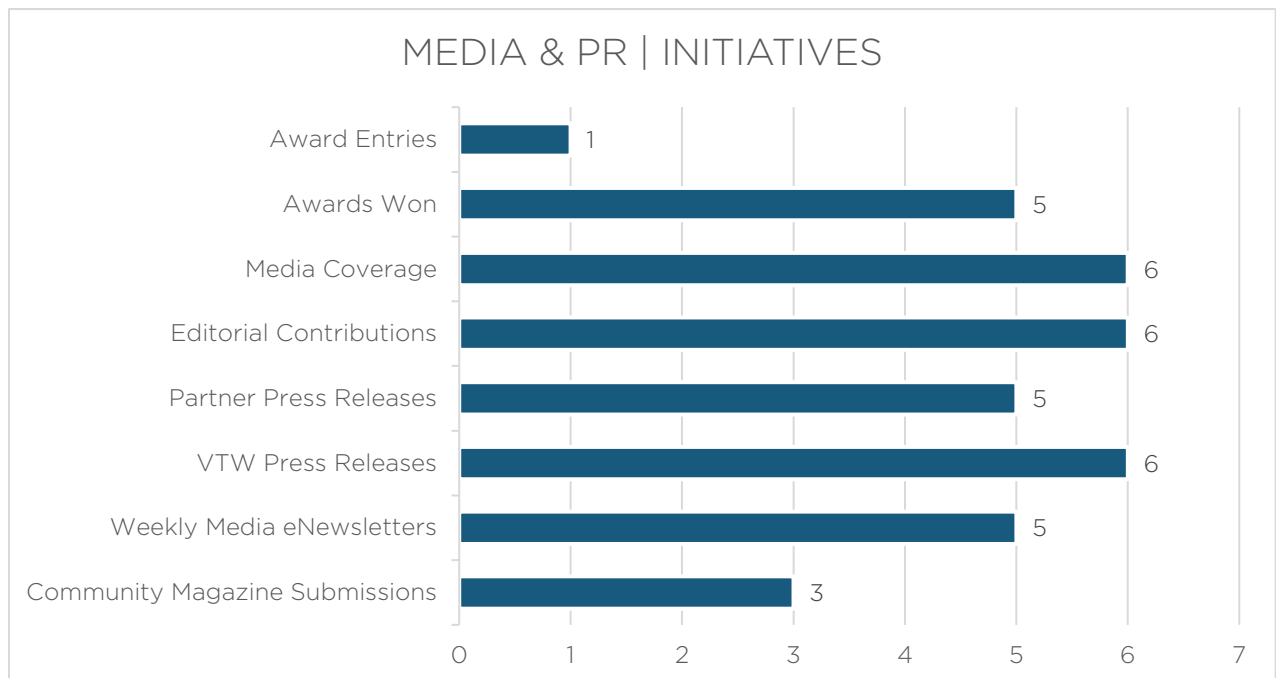


## MEDIA & PUBLIC RELATIONS | DOMESTIC MARKET

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:

- **New 2 Hou:** [The Woodlands Waterway Trolley](#)
- **Houston Chronicle:** [Joe Rogan calls Tris The Woodlands one of his best meals ever](#)
- **CultureMap Houston:** [Talented chef wins top spot on Chopped with Indian fare](#)
- **KRPC Channel 2:** [Summer Bucket List](#)



## 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 Q3 efforts.

### Q3 Asset Development:

- The Cynthia Woods Mitchell Pavilion, Post Malone
- The Woodlands Children's Museum
- Play Street Museum
- Town Center Rangers
- Hilton Garden Inn
- Hyatt Place



## MARKETING | AWARDS & ACCOLADES

**Visit The Woodlands Wins Two W3 Awards for Social Campaigns:** The w3 Awards celebrate digital excellence by honoring outstanding work across Websites, Marketing, Video, Mobile Sites & Apps, Social, Podcasts, and Emerging Tech. The w3 Awards is sanctioned by the Academy of Interactive and Visual Arts (AIVA), an invitation-only body consisting of leading digital marketing and creative experts and all-around luminaries. AIVA members come from organizations such as Walt Disney Studios, Meta, Netflix, LG, IBM, Amazon, NASA/Jet Propulsion Laboratory, Wired Magazine, R/GA and many others. [Read the full release here.](#)

- **Gold W3 Award** - Art Gladness Social Campaign
- **Silver W3 Award** - Partner Collaborations

**Visit The Woodlands Wins Two MarCom Awards for Marketing Initiatives:** MarCom is one of the largest, most-respected creative competitions in the world. MarCom's Platinum Award is presented to those entries judge to be among the most outstanding entries in the competition. These winners are recognized for their excellence in terms of quality, creativity and resourcefulness. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm. [Read the full release here.](#)

- **Platinum MarCom** - Fashion Forward Campaign
- **Gold MarCom** - #SoWoodlands Magazine



## Visit The Woodlands Wins TACVB Destination Excellence Award for #SoWoodlands Magazine

**Magazine:** TACVB's Destination Excellence Awards are judged by a panel of industry experts, along with other members of TACVB. Industry peers who are members of TACVB have an opportunity to vote for winners and runners up in each category to receive Peer Recognition awards. [Read the full release here.](#)

- **Peer Recognition Award** - #SoWoodlands Magazine

## STRATEGIC PARTNERSHIPS

*Nick Wolda, President*

*Elizabeth Eddins, Executive Director*

## TRADESHOWS & SALES MISSIONS



**Houston Travel Fest:** Visit The Woodlands leadership, Nick Wolda and Elizabeth Eddins, exhibited at the Houston Travel Fest in September. Over 100 destinations from across Mexico and the U.S. came together to promote international tourism collaboration at the George R. Brown Convention Center. Elizabeth presented on behalf of Visit The Woodlands to media, travel trade, agents and avid travelers looking for inspiration.

## LOCAL AWARENESS

**Executive Women's Alliance:** Visit The Woodlands Chairman Brad Bailey and Director Linda Nelson presented to the Montgomery County Women's Business Alliance at one of the summer meetings. They were accompanied by Nick Wolda and Elizabeth Eddins. Topics included the programs and services of Visit The Woodlands as a convention and leisure travel destination. Included in the photo, at right, is Debbie Kaschik.



## MEDIA & PR

**KPRC Channel 2 “Summer Bucket List”:** Visit The Woodlands Executive Director, Elizabeth Eddins, was a guest on KPRC Channel 2 Live to promote The Woodlands in the “Summer Bucket List” segment. The new summer series, “The Best Summer Ever Bucket List Challenge,” showcased fun and affordable things to do with family in the summer months. [Watch the full segment here.](#)



**KPRC Channel 2 “New 2 Hou”:** Visit The Woodlands was featured on KPRC Channel 2 “New to HOU” segment to introduce The Woodlands to new Houstonians and inspire visits. [Watch the full segment here.](#)

