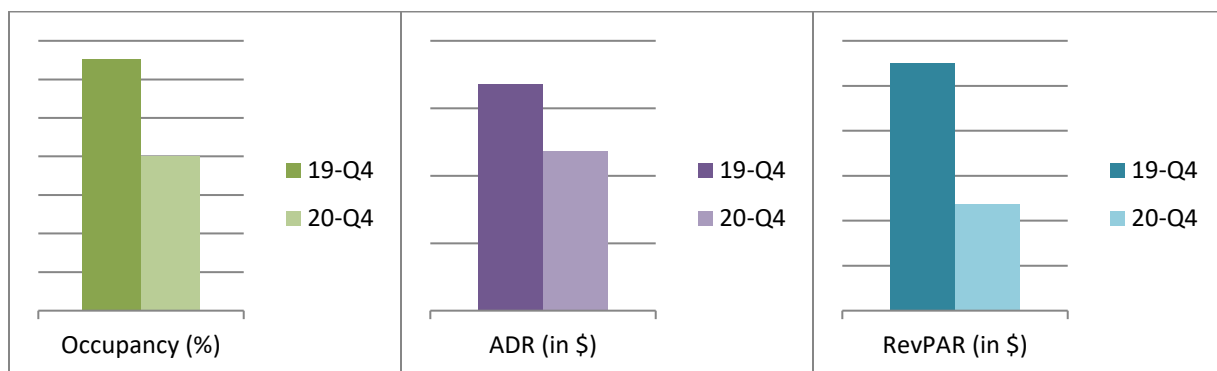


## HOTEL OCCUPANCY TAX COLLECTIONS

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	\$ 365,547	OCT	\$ 711,010	\$ 759,279	\$ 365,547	-51.9%
NOV	\$ 906,397	\$ 364,600	NOV	\$ 808,086	\$ 847,426	\$ 364,600	-57.0%
DEC	\$ 728,173	\$ 262,589	DEC	\$ 643,530	\$ 686,639	\$ 262,589	-61.8%
TOTAL	\$ 9,707,776	\$ 4,192,107	TOTAL	\$ 8,997,682	\$ 8,536,905	\$ 4,192,107	-54.5%
YTD	\$ 4,927,426	\$ 4,192,107	YTD	\$ 8,997,682	\$ 9,223,543	\$ 4,192,107	-54.5%

## 2020 COMPARED TO 2019



Down 38.70% in Occupancy

Down 29.38 % in ADR

Down 56.78% in RevPAR

## 2020: Q4 Report

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# 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 4, the sales team worked on the following:

### Quarterly Overview

**Houston Asian Chamber of Commerce 2020 Business Conference and Expo-** Visit The Woodlands had an opportunity, through The Woodlands Area Chamber of Commerce, to host a virtual booth at the Houston Asian Chamber of Commerce Business Conference. This allowed attendees to join in a zoom video room to ask questions about The Woodlands area.

**Westin Site Tour Video Production-** The Sales department worked closely with The Westin at The Woodlands staff to develop a video script and production plan for a virtual site tour video. This virtual site tour video will be a sales tool to share with clients, potential clients, and partners to assist in booking business. Sales staff spent a whole day on property overseeing the production and plan to have a finalized video available in early December.

**TACVB Sales Blitz Committee Meeting-** Josie Lewis is committee chair for the TACVB Sales Blitz Committee. This committee is responsible for planning and executing the 2021 TACVB Sales Blitz, which is an opportunity for TACVB sales members to come together and visit meeting professional clients. In 2021 there will also be an educational component and a meeting planner reception.

**Transportation Extension Exploration-** Over the past few years, Visit The Woodlands has routinely checked in with the transportation team with The Woodlands Township regarding the Trolley routes and the possibility of usage for groups that bring in hotel room nights. Sales staff had a meeting with the Transportation team to discuss the possibility of an extension to the existing Trolley route so that more hotels have direct access to encourage guests to utilize the service. The transportation team is planning to do research to see about the feasibility of this extension.

**Show Your Badge Program Window Clings-** Ashley Fenner, who oversees the Show Your Badge Program, worked closely with the Marketing team on developing a Window Cling for all participating Show Your Badge Partners. This offers better recognition for attendees when out and about in The Woodlands and has also encouraged new partners to join in. Since Ashley started working on this program the partners have more than doubled to 26 participants and counting.

**Client Destination Site Tour-** With many in person site tours being cancelled or postponed in 2020, Sales Staff was excited to welcome Deborah Isch to The Woodlands for a full destination tour. Deborah works

with the Texas Worker's Compensation Association and represents the National Federation of Independent Business (NFIB) for Texas. Deborah toured The Westin, The Woodlands Resort, The Woodlands Waterway Marriott, and The Embassy Suites along with a full destination tour. Deborah was very impressed with The Woodlands and had very complimentary things to say on the destination.

**University of Houston Hilton College Presentation-** Josie Lewis was invited to present to the University of Houston's Hilton College of Hotel Management to discuss insights into the CVB world and profession. This opportunity was an incredible time to share industry knowledge, advice, and an outlook on changes that are rapidly happening within the tourism and hospitality industry during this year. Josie presented to the Advanced Lodging class, with many students soon looking to join the workforce.

**Copa Rayados Soccer Tournament in The Woodlands-** With much anticipation, Copa Rayados was back in The Woodlands for 2020. Visit The Woodlands staff worked hard to ensure Copa had every servicing need handled while in town. From a welcome booth on opening day, welcome bags for each coach, brand new informational collateral, increased Show Your Badge program participants, to a completely [redesigned Copa Webpage](#), Copa was ready for a successful visit to The Woodlands. Visit The Woodlands staff is still working closely with the tournament director and local hotels to confirm hotel pickup. With last minute team cancellations due to newly imposed Covid-19 restrictions from various states, Staff is expecting a slightly lowered confirmed room night count than previous year, but in 2020 the hotel room count is still considered a success.

**Marriott Waterway Virtual Site Tour Video Production-** Lights, Camera....Action! Visit The Woodlands Sales Team was thrilled to film footage for our upcoming Virtual Site Tour Video of [The Woodlands Waterway Marriott](#). A huge thanks to General Manager and Visit The Woodlands Board Secretary/Treasurer, Fred Domenick and Area Sales Leader, Jayson Garcia at The Woodlands Waterway Marriott. These videos will be used to sell and promote The Woodlands to meeting planners and visitors that would like to see the property without leaving their home or office. Staff continues to add to the digital resources available in the Meetings section of the Visit The Woodlands website. We look forward to sharing the finished result with the Board after the beginning of the new year.

**HelmsBriscoe Client Site Tour-** Sales Staff had the opportunity to welcome Victor Ocampo, Senior Director of Global Accounts with HelmsBriscoe, to The Woodlands area for a destination site tour. Mr. Ocampo had a chance to see The Woodlands Waterway Marriott, The Westin, The Woodlands Resort and The Embassy Suites, along with a driving tour of the destination. In addition, Mr. Ocampo plans to include photos, videos, and a full review of the destination on the HelmsBriscoe internal site for representatives around the globe to access and learn more about the area.

**Destination Texas Virtual Tradeshow Participation-** Sales staff attended Destination Texas for the first time. This Virtual tradeshow offered the opportunity to meet "Screen to Screen" with over 10 qualified meeting planners that are looking to book business in Texas. The event was a smooth process and allowed networking times, education sessions, and the one-on-one meeting planner appointments. Sales Staff received one RFP and has already distributed it to The Woodlands hotels with hopes of bringing this event to The Woodlands in 2022.

**Ice Rink Ticket Partner Drop Off-** Sales Staff organized the Ice Rink Ticket partner distribution process on behalf of Visit The Woodlands. This is one of the Sales teams favorite tasks during the year as it is the best excuse to stop by every hotel property, see all the hotel partners, and share some ice rink tickets.

**Monthly Sales Advisory Meeting-** Over the last few months, 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. In Q4 the Advisory Committee came together to discuss group business insights, upcoming virtual site tour video production, sales projects and the state of the industry.

### Leads & Servicing in Quarter 4

- 19 Meeting connections
- 6 Organic Leads Worked and Distributed
- 11 CVENT Leads Received and Distributed
- 170 welcome bags distributed

# Marketing Department

*Ashley White, Marketing Director*

*Amber George, Communication Coordinator*

## Advertising

The Marketing Department has been reviewing media proposals for 2021 media placements. In addition, Visit The Woodlands has updated advertising to reflect COVID-messaging.

### Advertising 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 overnights 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.

**Advertising Placements:** Upcoming advertising placements, which were fulfilled in Q4

#### Leisure:

- Texas Events Calendar (spring 2021)
- Tour Texas Road Trips eNewsletter (Around Houston)
- Texas State Travel Guide (annual guide 2021)
- Texas Monthly (January 2021)
- Texas Highways (February 2021)

#### Meetings:

- Texas Society of Association Executives (annual directory 2021)
- Texas Meetings+Events (winter), ad & editorial fulfillment
- Convention South (January 2021), ad & editorial fulfillment
- Orange142 (Oct, Nov & Dec), email campaign & display ads

**Advertising Reporting:** Reporting for advertising placements that were in-market in Q4

#### Leisure:

- Paid Social – 29,110 clicks with 1.5 million impressions and 260,631 engagements

- High Impact Display – 11,102 unique engagements with more than 6.8 million impressions with users spending more than 50.72 hours engaging with the unit.

#### **Meetings:**

- Orange 142 Meetings Campaign – native article, email & display ads
  - Email 50,562 impressions
  - Display Ads 632,526 impressions and 2,391 clicks, 0.42% click through rate

**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.

#### **Website**

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

#### **Published Content: Dedicated Pages**

- Visit The Woodlands Services (page updated)
- Visitor Services (page updated)
- Lighting of the Doves (page updated)
- The Woodlands Ice Rink (page updated)
- Holiday Itinerary (updated)
- Taste of the Town (page created)
- Christmas & New Year's Offers (page created)
- 12 Days of Christmas Giveaway (page created)

#### **Published Content: Blog Posts - <https://www.visitthewoodlands.com/blog>**

- Coffee Spots Worth a Visit in The Woodlands
- Where to Find Pizza in The Woodlands
- 5 Tips to Ensure Your Event is Successful and Safe
- New Art Benches in The Woodlands
- How to Pull Off an Amazing Event for In-Person & Online Attendees
- Hotels with Heated Pools
- Guide to Gumbo in The Woodlands
- Staff Favorites: Things We Love About The Woodlands
- Coloring The Woodlands From Home (updated with holiday coloring pages)
- Boutiques in The Woodlands

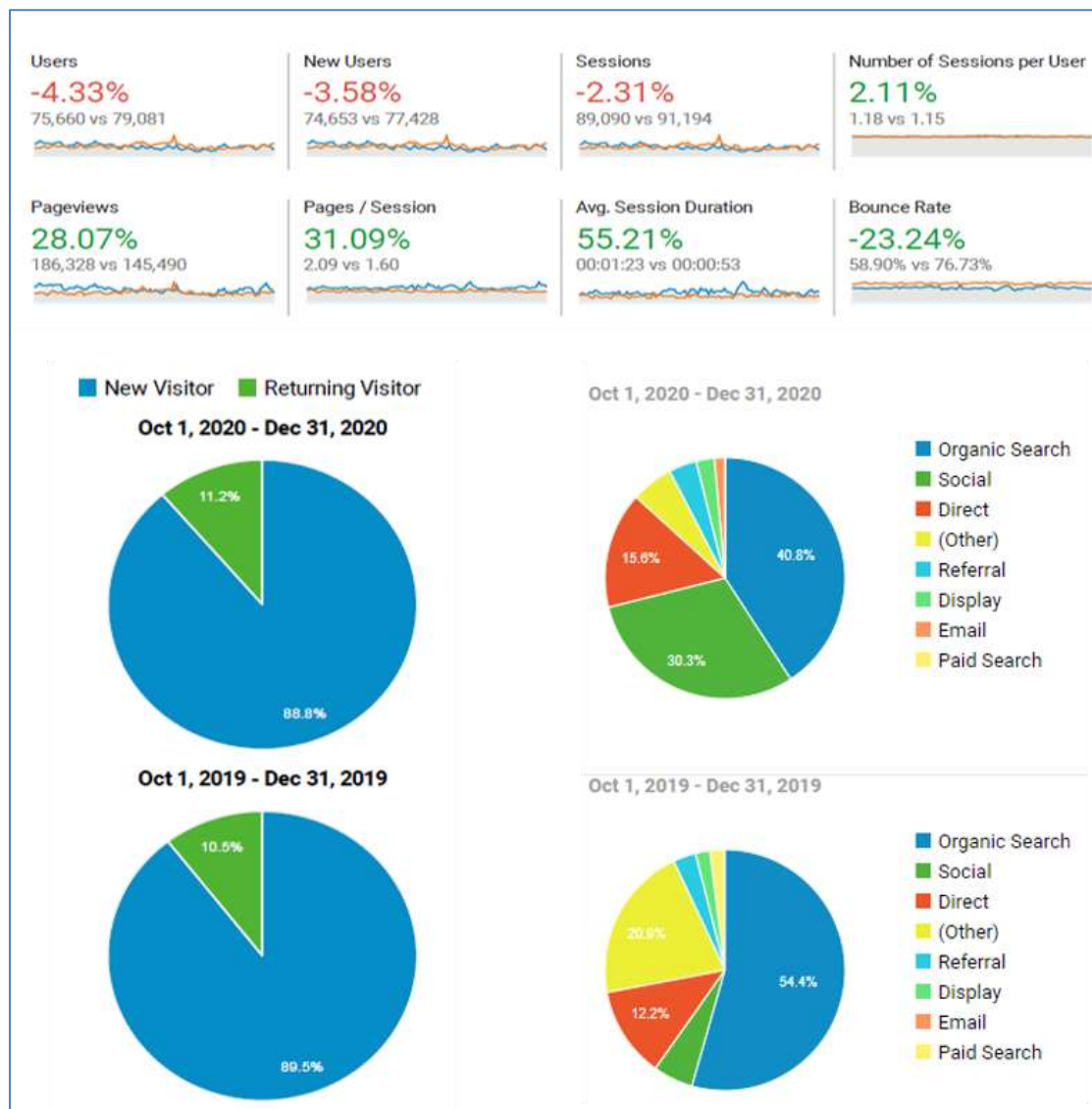
**Microsite for Copa Rayados Internacional Tournament:** A microsite on Visit The Woodlands' website was created to allow Copa tournament attendees to view all information for the event in one place including field locations, group dining options and COVID-19 safety precautions. The microsite received more than 1,000 pageviews and was one of the Top 10 pages on the website in November. [View the Copa microsite here.](#)

## Website Traffic: Q4 Year-Over-Year Comparison

Total number of users & sessions & were down for Q4 of 2020, compared to the same time last year. This is due to a lack of advertising in market driving traffic to the website. While number of users is down, the average session duration was up 55.21% at 1:23 versus 0:53 in Q4 2019. Bounce rate is down 23.24% compared to the same time last year. Both of these stats show that users are more qualified, and thus spending more time on the site and engaging with more content.

Top referral sources for Q4 are organic search at 40.8% and social at 30.3%. More than 88% of site traffic comes from new visitors, versus returning visitors at 11.2%. Top pages for the quarter include: TreeVentures, Water Recreation, Things to Do Outdoors, Best Ways to Experience Shopping, 5 Tips to Ensure Your Event is Successful & Safe (promoted via Orange142 email/ad campaign) and the Copa microsite.

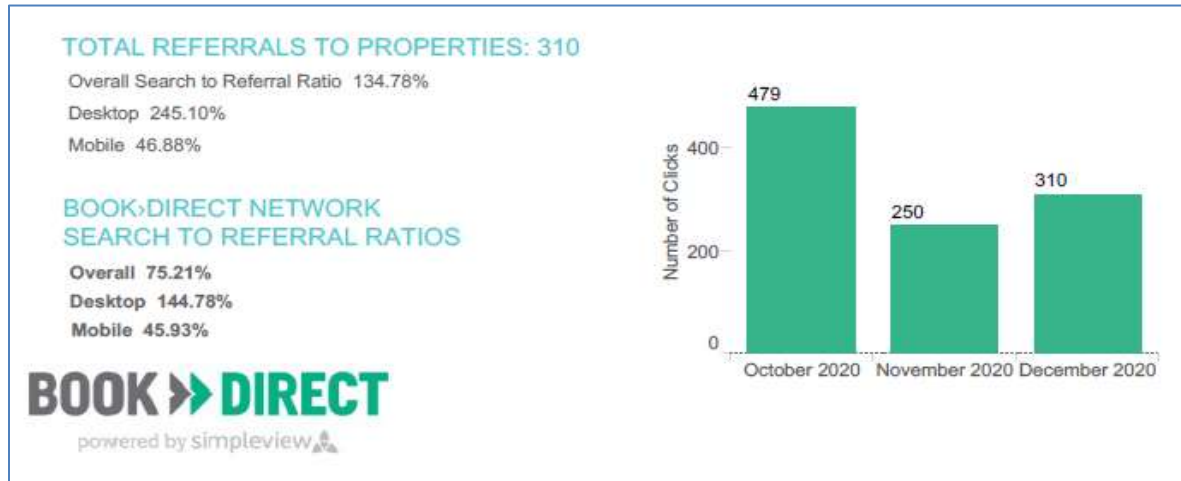
Figure 1: Website Traffic, Q4 2020 compared to Q4 2019



## Hotel Booking Referrals: Q4

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 Q4, the website had 1,039 referrals to hotel properties in The Woodlands, up 80.38% from Q3.

Figure 2: Hotel Booking Referrals, Q4



## 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.

**Dine The Woodlands Video Mini-Series:** [View Dine The Woodlands Video Playlist Here.](#)

- Avanti Italian Kitchen & Wine Bar
- Pizza Locations: Crust, Russo, Sorriso, True Food, Grimaldi's
- Coffee Spots: Blue Door, Lovebeans, Levure, Crave, Black Walnut
- Guide to Gumbo in The Woodlands
- Via Emilia New Year's Eve
- Sweet Paris
- Shake Shack

**Art in The Woodlands Video Mini-Series:** [View Art in The Woodlands Video Playlist Here.](#)

- Sugar Plum Fairy Rehearsal
- Artist Spotlight at Glade Gallery
- Artist Spotlight: Annette Palmer

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

- Market Street Pumpkin Patch
- The Woodlands Waterway
- Learning Express Toys of The Woodlands



- Happy Thanksgiving from Chairman Rieser & Visit The Woodlands
- Santa at Market Street
- Grinch's Grotto at The Woodlands Mall
- Santa at the Woodlands Mall
- Happy Holidays from Chairman Rieser & Visit The Woodlands
- Ice Rink Holiday Hours & Highlight Reel
- Christmas Lights in Tangle Brush Neighborhood

**Instagram Guides:** Visit The Woodlands has recently launched Instagram Guides. From [Coffee Spots in The Woodlands](#) to the best [Christmas Tree Photo Locations](#), Visit The Woodlands continues to be a resource for the insider tips. [View all Instagram Guides here](#).

**“Let’s Go There” Campaign:** In December, 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 the second wave of activations began in December to promote the holidays and help inspire Americans to plan future trips. [Read more about the campaign here](#).

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

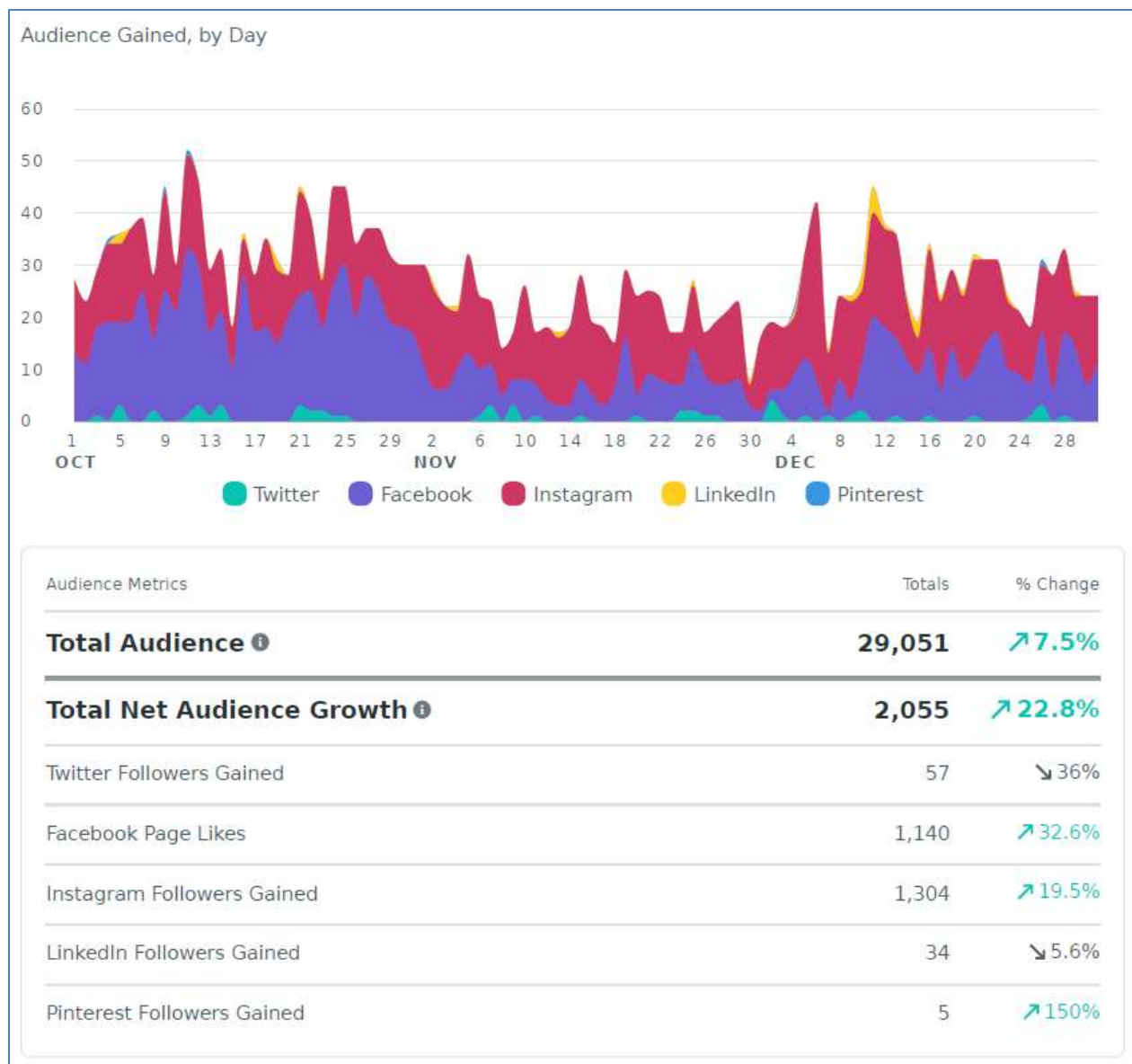
#### Social Media Reporting: Q4, Quarter-Over-Quarter Comparison

Visit The Woodlands has an audience growth of 2,055 across all outlets in Q4, up 22.8% from Q3. Engagement was up more than 95% and clicks were up 134% compared to the previous period.

Figure 3: Social Media Engagement, Q4 2020 Compared to Q3 2020



Figure 4: Social Media Audience Growth, Q4 2020 Compared to Q3 2020



## 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:

**Plan Your Holiday Getaway:** The October leisure eNewsletter focused on the planning a holiday trip to The Woodlands. Topics included: Lighting of The Doves, ice skating, hotel packages, new art benches and more.

- Open rate 20.1%, compared to an industry average of 14.35%
- Click rate 21.7%, compared to an industry average of 5.11%

**Plan Your Holiday Getaway:** In November, Visit The Woodlands continued to promote holiday offerings for those looking for a vacation close to home. Topics included: Stay & Skate hotel packages, holiday meals and specials, boutique shopping options, hotels with heated pools and holiday activities.

- Open rate 28.7%, compared to an industry average of 14.35%
- Click rate 14.1%, compared to an industry average of 5.11%

**Tour Texas Road Trips eNewsletter:** In December, Visit The Woodlands partnered with TourTexas and Around Houston to feature holiday activities in The Woodlands for their Road Trips eNewsletter. [View the email here.](#)

### **Meetings Email Campaigns:**

**Safe Meetings:** The October meetings eNewsletter focused on helping meeting planners ensure their meetings are both safe and successful with tips from the Visit The Woodlands sales team on best practices for socially distanced meetings. Topics also included: The Woodlands Resort virtual hotel tour, servicing options and more.

- Open rate 32.4%, compared to an industry average of 14.35%
- Click rate 6.2%, compared to an industry average of 5.11%

**Successful & Safe Meetings:** The November meetings eNewsletter was a targeted, paid campaign in partnership with Orange 142. The email was sent to more than 16,000 qualified meeting planners and drove more than 1,700 clicks to the Visit The Woodlands website.

**Top Reasons to Book a Meeting in The Woodlands:** In December, Visit The Woodlands sent a meetings email campaign to help meeting planners begin planning for 2021. Topics included: The Westin virtual hotel tour, How to pull off an amazing hybrid event, servicing assistance, meeting planner guide and more.

- Open rate 27%, compared to an industry average of 14.35%
- Click rate 7.2%, compared to an industry average of 5.11%

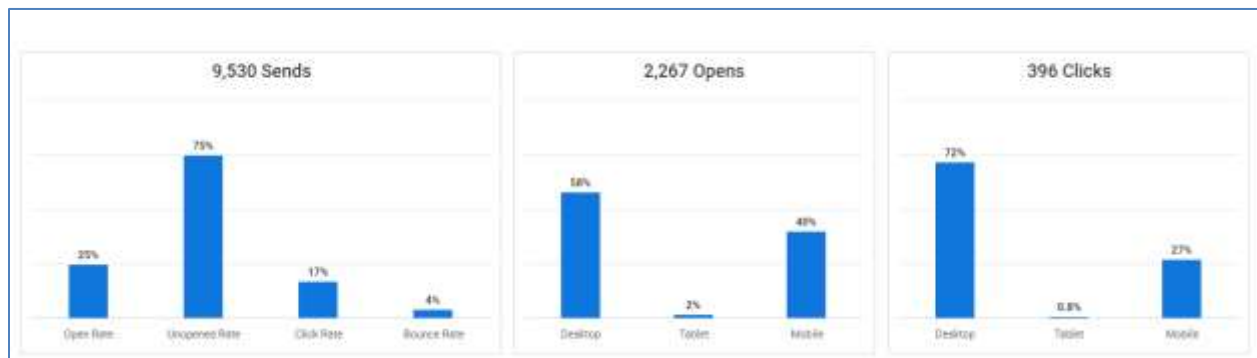
### **New Signups: Q4**

- Leisure: 1,084, up 135% from Q3
- Meetings: 35, down 15% from Q3

### **Overall Email Marketing Reporting: Q4**

- Open Rate: 21% (compared to the industry standard of 13%)
- Click Rate: 20% (compared to the industry standard of 5%)

Figure 5: Email Marketing Statistics, Q4 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** – 29
- **Visitor's Guide Requests** – 480 (printed), 31 (digital)

**Partner Resources & Show Your Badge Program Flyers:** Two new flyers have been created as resources for local hospitality partners. Both provide information on how partners can utilize Visit The Woodlands to help promote their events, special offers and more.

**Collateral for Copa Rayados Internacional Tournament:** In November, the Marketing Department provided support to the Sales Department for the Copa Rayados Internacional Tournament, held in The Woodlands. This involved creating printed collateral – flyers, rack cards & posters.

**Updated COVID-19 Recovery Plan:** the Marketing Department created an updated COVID-19 Recovery Plan. See additional updates in the COVID-19 section below.

## Media & Public Relations

Media Coverage for Q4 focused heavily on dining & shopping at 40.88.52% share of voice with attractions & activities receiving 36.05% share of voice. This is to be expected as people begin to plan for holiday shopping.

**Social Influencer Campaign:** In Q3, Visit The Woodlands kicked off a social influencer campaign to help promote hotels, shopping, dining and other hospitality partners. The goal of this campaign is to bring awareness to The Woodlands, drive visitation during the holiday season and increase social media following across outlets. Below are details on the influencers and their Instagram Stories on The Woodlands.

- **Emily In Colors:** [View Instagram Stories Here](#)
- **Reesa Rei:** [View Instagram Stories Here](#)
- **Pepco:** [View Instagram Stories Here](#)
- **Ashton Sedita:** Ice Rink Ticket Giveaway

**Texas Meetings+Events Magazine, Feature Story:** The Woodlands was recently featured in Texas Meetings+Events magazine as a direct result of staff efforts. The 2-page spread showcases meeting hotels, local attractions and more. [View the digital magazine here.](#)

Figure 6: Texas Meetings+Events Magazine Feature Story



## Media Coverage:

- **Houston Chronicle:** [Bazaars, Markets & Wine Walk Coming Up](#)
- **Community Impact:** [The Woodlands Mall to Welcome Shake Shack](#)
- **Houston Chronicle:** [Woodlands Board Gets Updates on Economy, Tourism](#)
- **Community Impact:** [Rose Rooftop Now Serving Upscale Dining, Spirits in Waterway Square](#)
- **The Courier:** [Many Holiday Events in Montgomery County Still On Amid Pandemic](#)
- **Community Impact:** [The Peach Orchard Venue Now Open for Weddings in The Woodlands](#)
- **Community Impact:** [Howard Hughes Corp. Announces Plans for Remaining Commercial Development in The Woodlands](#)

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

- Visit The Woodlands is Honored with ConventionSouth's Annual Readers' Choice Award
- Golden Gray Boutique Now Welcoming Shoppers a Market Street
- The Woodlands Waterway Arts Virtual Festival Extended for Holiday Shopping
- SmartDraw Software Relocates to The Woodlands

- Yes To Youth Hosts Christmas Tree Holiday Pop Up at Market Street
- Market Street's Change for Charity Program Donates More Than \$11,000 to God's Garage
- The Woodlands Waterway Marriott Unveils a Reimagined Experience
- Market Street to Host Grand Chanukah Celebration & Menorah Lighting
- Visit The Woodlands Receives Multiple MarCom Awards
- The Pavilion's Holly Jolly Jingle Goes Virtual
- Can Art Help Unify and Heal Our Community and Our Nation

## 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.

**Q4 Marketing Committee Meeting:** The Marketing Department held the Q4 Marketing Committee Meeting on November 6 via Zoom. Committee members discussed 2020 highlights, holiday plans & promotions, COVID updates and 2021 opportunities. [View Q4 Marketing Committee presentation.](#)

## Meetings

- Convention Center Expansion Study
- Leadership Montgomery County: NGL Session
- Conroe / Shenandoah Partner Luncheon
- State of The Township
- Visit The Woodlands Board Meeting
- The Woodlands Area Economic Development Partnership
- Aimbridge Hospitality
- Market Street Visitor Services
- Interfaith Executive Speaker Series
- Next Generation Leadership (Mentor Program)
- Media Proposals & Review: AJR Media, Madden Media

## Webinars

- Simpleview All Access Live
- ESTO: Re-imagining Destination Marketing
- Destination Houston: Navigating Marketing Shifts & Strategies During COVID-19
- ESTO: Storytelling During COVID-19
- Simpleview: Digital Asset Manager, CRM, Crowdriff

## Events:

- The Woodlands Waterway Arts Festival (virtual)
- Taste of the Town Press Conference



# Tourism Department

*Elizabeth Eddins, Executive Director*

*Laura Haces, Tourism Specialist*

### Quarterly Report

**Keeping partnerships–** Visit The Woodlands knows the importance of industry partners and works hard in keeping those relations. Tourism Specialist, Laura Haces, reached out to their Expedia representative to have a meeting and discuss the trends seen in Quarter Three and Four and how they can work together to keep being competitive in the market. Josie Lewis, Director of Sales for Visit The Woodlands, joined the conversation to provide important input on what the 14 properties in The Woodlands were seeing.

**Visitor Kiosk data–** Visit The Woodlands has seen great traffic since the visitor kiosk re-opened in Market Street. More than 200 people have stopped at the kiosk in the last month in search for information and things to do. To make it safer for 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.

**Film Commission meetings–** on September 8<sup>th</sup>, Texas Governor Greg Abbot announced that The Woodlands has been designated a Film Friendly Texas community by the Texas Film Commission. Since then, Visit The Woodlands has been eager to open the market to all film makers and have been in meetings with the Houston Film Commission as well as the Texas Film Commission to ensure all the tools are provided to make it easier on filmmakers. This is an opportunity for the community to showcase the destination.

**Mexico Media FAM–** Visit The Woodlands was invited by Visit Houston to be part of a media FAM coming from Mexico. Travel journalists representing radio, print and digital visited Houston for 2 days to learn about safe activities and protocols. Laura Haces, Tourism Specialist, gave a presentation to them in Spanish about The Woodlands and the different types of tourism that the Mexican market can enjoy when visiting.

**Looking to expand tourism in transportation–** Visit The Woodlands is always discussing ways to improve the visitors services and experiences. This is why they met with The Woodlands Township transportation department to discuss ways to better inform visitors of activities while riding the Town Center Trolley and to see how to better their experiences. A study has been created to see the different opportunities that will enhance the experience of riding such an iconic amenity of The Woodlands.

**Film Commission locations–** Visit The Woodlands has been hard at work in promoting The Woodlands as a film friendly destination. Team members have attended discussions and meetings to see how to

showcase potential locations such as hotels, restaurants, venues and even private properties. The Texas Film Commission has been crucial for The Woodlands in learning how to expand the film market.

**Ice Rink Hotel Packages**– Visit The Woodlands coordinated with hotel partners to encourage a holiday package in which visitors could also enjoy free ice skating. As the Holidays arrived, they hoped people doing staycations or just visiting could take advantage of a package that include da holiday related activity. Several hotels launched such promotion to encourage The Woodlands experiences.

**Around Houston Meeting**– Destinations from the Around Houston partnership joined in a virtual meeting to discuss the changes and updates each destination has experienced due to COVID-19. Visit The Woodlands shared their status regarding partners and the opportunities to social distance while visiting. Partners discussed in how to safely promote their destinations.

**Visitors during the holidays**– Visit The Woodlands wanted to encourage visitors to make the most out of their visit by joining 2 favorite holiday activities. Visit The Woodlands partnered with Market Street and encouraged people to purchase a gift card from the visitor kiosk and they would receive a holiday bundle that included complimentary ice rink tickets and holiday postcards. This would encourage visitors to shop at Market Street and then enjoy the Ice Rink right across the street.

#### Quarter Four Meeting Connections

- Webinars from Brand USA, Travel Texas, Connect, etc.
- 2 Meetings with Houston Film Commission.
- Meeting with Expedia on current Market.
- Meeting with Visit Conroe and Visit Shenandoah.
- Attended meeting with The Woodlands Township transportation department.



## 2020: Q4 Report

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# The Woodlands Film Commission

*Sonia Guerrero, Administrative Analyst*

*Laura Haces, Tourism Specialist*

### Quarterly Report

**TWFC Joins Texas Motion Picture Alliance** – The Texas Motion Picture Alliance is a statewide non-profit industry advocacy organization for film, TV, commercial, online media, and video game creators. Through its programs and activities, TXMPA educates its members, legislators, and the general public on all forms of media production and the tremendous economic impact that production generates within the state.

**Feature On Community Impact** – The Woodlands Film Commission was featured on the December issue of Community Impact - The Woodlands. This one page spread is the first feature that showcased The Woodlands as a “film friendly” destination by promoting film tourism. President Nick Wolda provided great information for the interview.

**Film Friendly Workshop For Certified Communities** – Staff attended the first-ever virtual Film Friendly Texas Workshop for Certified Communities. This workshop included best practices to position our destination for media production as a means of local economic development and recovery and new opportunities to enhance the FTX certification. Staff was introduced to a new initiative to become a Digital Media Friendly community.

**New TWFC Information Flyer** – As part of TWFC initiative, staff created a new flyer to distribute as marketing collateral for potential business. The new flyer was created in house and follows the marketing guidelines for Visit The Woodlands.

### Quarter Four Location Additions

- Glade Arts Gallery
- Rob Fleming Park – Tipi Tents
- Rob Fleming Park – Lodge

### Services and Development

- 5 applications received
- 1 film lead – Provided information on TX incentives
- Film Friendly Friday Workshop for Certified Communities by Texas Film Commission

# COVID-19 Update

**Updated COVID-19 Recovery Plan:** Visit The Woodlands has released an updated three-phase COVID-19 Recovery Plan to address the COVID-19 pandemic. The plan, which was originally released in May of 2020, follows 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 – Response, Recovery and Resilience – and includes a list of both short-term and long-term goals with specifics tasks and strategies. The plan is also based on governmental and CDC guidelines.

[View Visit The Woodlands updated COVID Recovery Plan here.](#)

**2021 Budget Forecast:** In response to COVID-19, Visit The Woodlands reduced the 2021 budget by 40%. Below are the 2021 budget allocations by department, along with a high-level overview of department initiatives.

### Sales Initiatives:

- Sales Missions & Tradeshows
- Incentives & Tradeshows Sponsorships
- RFP Bid Proposals & Fulfillment
- Site & FAM Tours
- CRM Support

### Marketing Initiatives:

- Website
- Advertising
- Content Development
- Public Relations
- Marketing Collateral

### Strategic Partnerships:

- Visitor Services
- Special Events
- Tourism Initiatives
- Advocacy & Business Development
- Market Research

