

QUARTERLY REPORT

Q4 2021

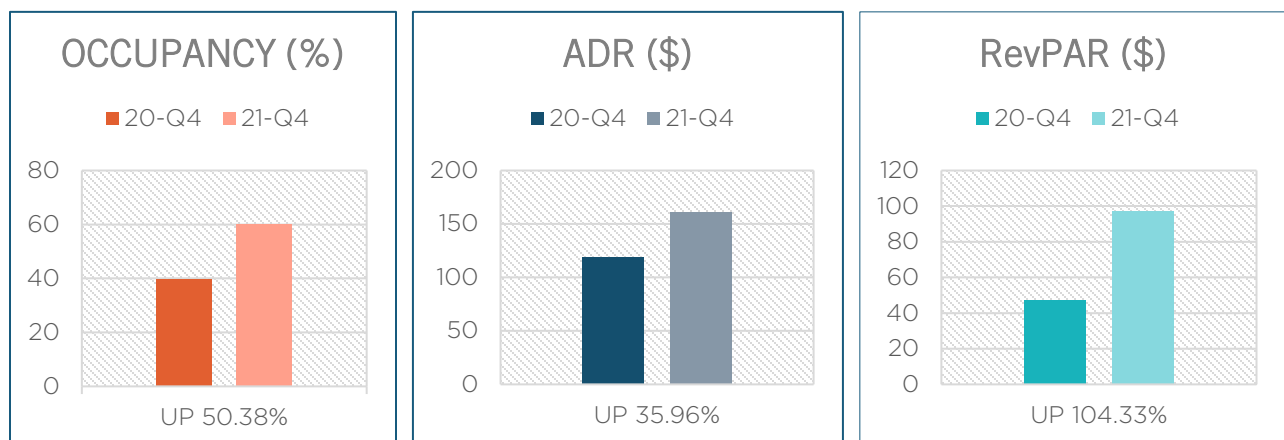
VISIT
THE WOODLANDS
— T E X A S —

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

In Q4, Visit The Woodlands continued to see significant improvements in hotel tax collections year-over-year. Actual collections were up 47.3% in 2021, compared to 2020 collections.

	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	\$ 554,044	51.6%
NOV	\$ 847,426	\$ 364,600	\$ 531,838	\$ 692,026	89.8%
DEC	\$ 686,639	\$ 262,589	\$ 430,904	\$ 592,980	125.8%
TOTAL	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665	\$ 6,173,393	47.3%
YTD	\$ 9,223,543	\$ 4,192,107	\$ 5,824,665	\$ 6,173,393	47.3%

STR DATA | YEAR-OVER-YEAR



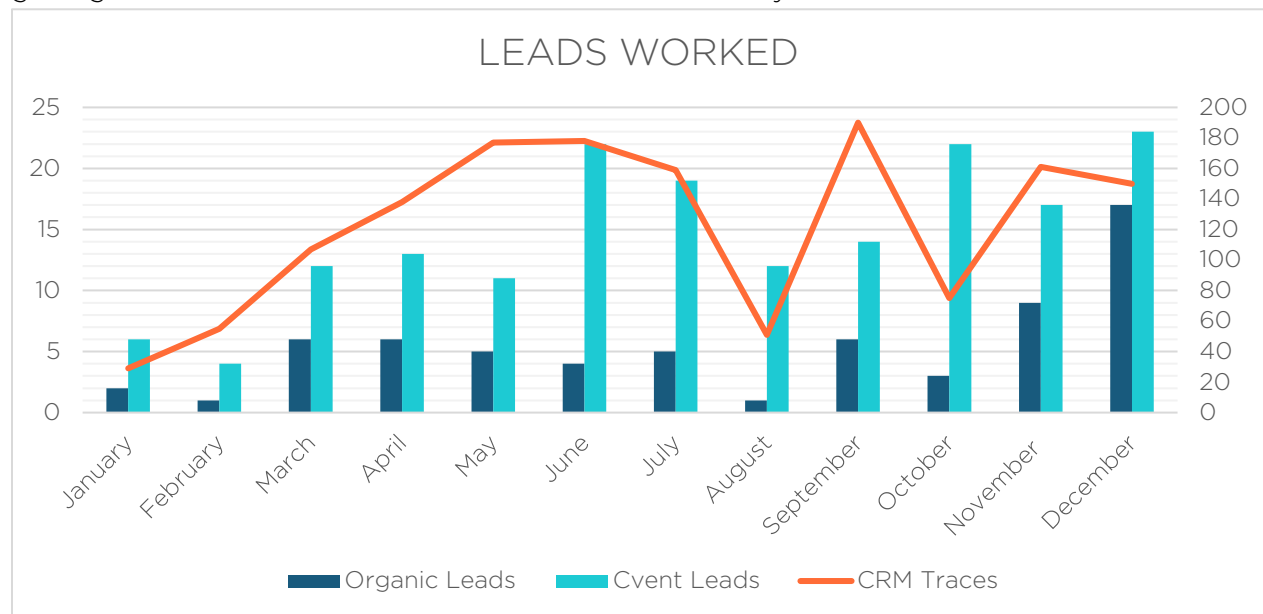
MEETING SALES

Josie Lewis, Director of Sales

Ashley Fenner, Sales & Servicing Coordinator

LEADS & SERVICING

In Q4, the Sales Department saw a significant increase in leads being sourced, both organically and through the partnership with CVENT. This in part was from Meeting Planners working on getting 2022 dates locked in and secured before the new year.



TRADESHOWS & SALES MISSIONS

TACVB Sales Blitz: In October, Visit The Woodlands participated in the TACVB Sales Blitz Event. This event was in the Dallas market and offered a half-day of Sales specific education along with a full day of Blitzing with Dallas based meeting planners. Between Josie Lewis and Ashley Fenner, Visit The Woodlands staff met with 11 meeting planners. Josie Lewis was the chair for the TACVB Sales Blitz planning committee. She led the charge in preparation for the event, along with the 6-person Sales Blitz Committee.

Connect Texas Tradeshow: Visit The Woodlands attended Connect Texas, hosted in Round Rock at Kalahari Resort. This show offered the opportunity to meet with 33 meeting planners for one-on-one appointments to promote The Woodlands as an incredible destination to host meetings and events. Staff walked away with two RFPs in hand and had an incredible opportunity to network with meeting planners and suppliers alike.

Destination Texas Tradeshow: Visit The Woodlands attended Destination Texas for the first time in person. After participating virtually in 2020, staff recognized the value and quality of this tradeshow. Staff participated in over 35 one-on-one appointments. Visit The Woodlands sponsored the closing lunch reception which offered time to present to the whole group and followed up with each meeting planner after the show with requested resources and information.

Q4 Site Tours- In Q4, the Sales Team hosted 2 in person site tours with clients currently sourcing group business.

PARTNERSHIPS AND MEETINGS

- Monarch Events Partnership Call
- Send Sites Development Kick Off Call
- Virtual Hotel Tour Video Development Kick Off Call with Embassy Suites
- CVENT Integration Demo Call
- Weekly Sales Staff Meeting
- Copa Recap Call
- Partner Promotion-Selfie Lounge Participation
- 2022 Advertising Review Meeting
- Destination Texas Tradeshow Participation
- Holiday Pop Up at Market Street
- Partner Holiday Visits
- 2021 Sales Committee Appreciation Lunch
- Monthly Simpleview Call
- Marriott Waterway Partner lunch
- Weekly Sales Staff Meeting
- TACVB Board of Directors Meeting- Sales Blitz Recap Brief
- TSAE Women's Summit RFP Call
- Women of Vision Career Panelist Opportunity
- The Woodlands Hospital Hotel Program Team Meeting
- Monthly Simpleview Call
- Madden Media Site Visit Participation
- Veterans Day Ceremony
- TACVB Winter Conference Sales Track Brainstorming Call
- Visit The Woodlands Special Board Meeting
- MPI Houston Area Marketing Opportunities Call
- Sawyer Park Tour and Partnership Meeting
- MAPA POA Q1 Site Tour
- Market Street Tree Lighting
- Silver Rock Production Call
- Destination Texas Partner Prep Call
- MPI Agreement Call
- Monarch Events Partnership Call
- Send Sites Development Kick Off Call
- Virtual Hotel Tour Video Development Kick Off Call with Embassy Suites
- CVENT Integration Demo Call
- Weekly Sales Staff Meeting
- Copa Recap Call
- Partner Promotion-Selfie Lounge Participation
- Marriott Waterway Partner lunch

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

ADVERTISING | FULFILLMENT

For 2021, the Marketing Department handled advertising placement and fulfillment in-house. Below is an overview of upcoming advertising placements, which were fulfilled in Q4.

Leisure:

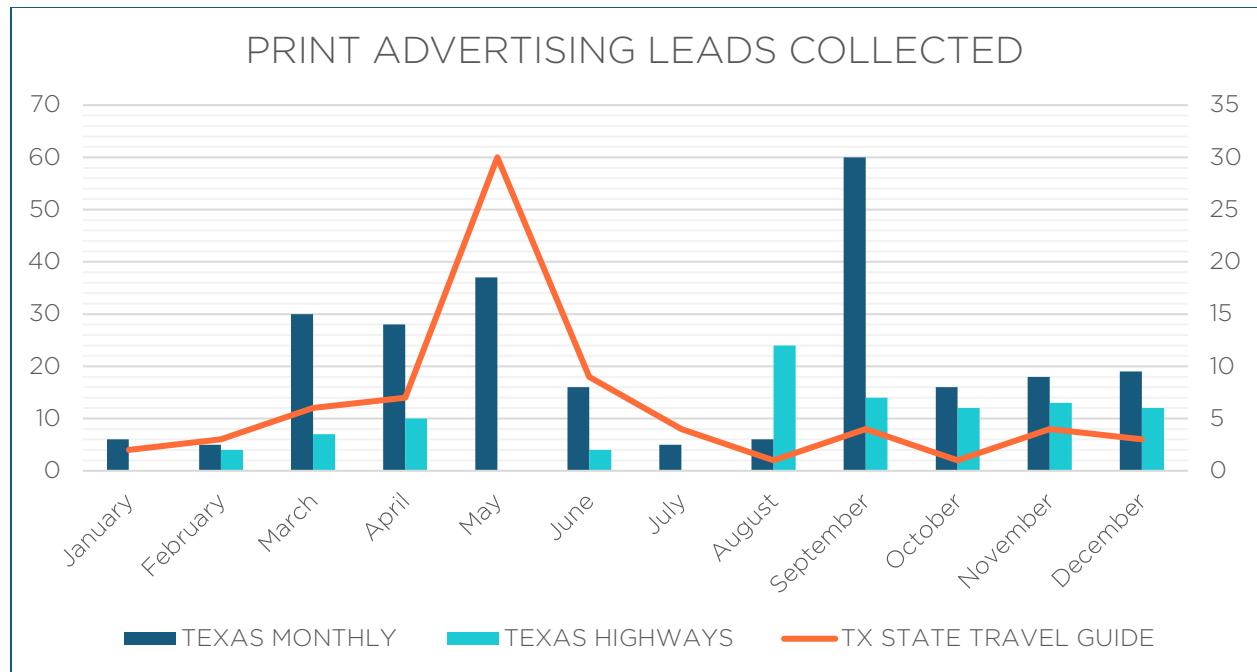
- Tour Texas – 3 Digital placements (Nov), Digital (Dec)
- *Texas Highways* – Digital (Nov)
- *Texas Monthly* – 2 Digital placements (Nov & Jan), 2 Print placements (Jan & Feb)
- *Texas Events Calendar* – Print (Spring)
- *Houstonia* – Print (Winter)
- *Houston's Official Visitors Guide* – Print (Spring 2022)
- *Texas State Travel Guide* – Print (Annual)
- Paid Search – Google Discovery Ads, SEM (Nov, Dec, Jan)
- Paid Social – Facebook, Instagram & Pinterest (Nov, Dec, Jan)

Meetings:

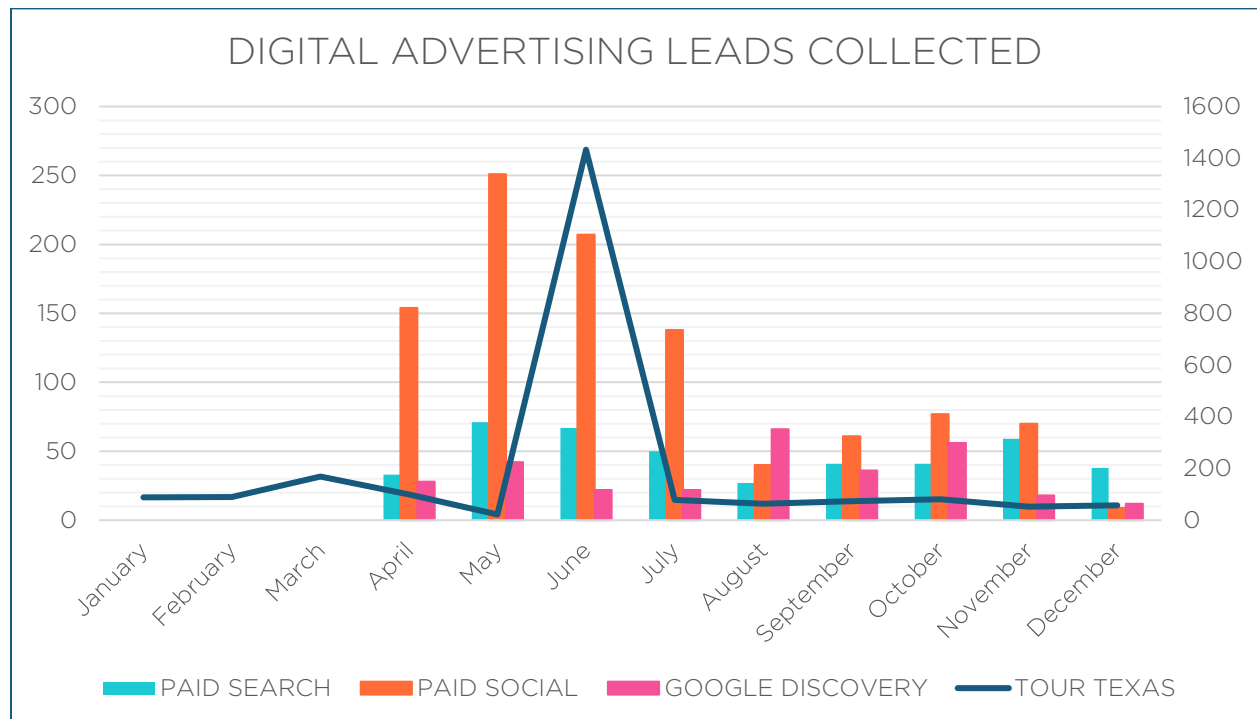
- *Texas Meetings + Events* – Print (Fall), Print (Winter)
- Texas Society of Association Executives – Digital (Nov), Print (Winter 2021), Annual Membership Directory (2022)
- Connect – Digital (Nov)
- *Convention South* – Print (Jan)
- MPI – Print (Winter), Digital (Dec)
- Paid Search – SEM (Nov, Dec, Jan)
- Paid Social – Facebook & Instagram (Nov, Dec, Jan)

ADVERTISING | LEADS COLLECTED MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to advertise in official tourism publications for the State of Texas which include *Texas Highways* and the *Texas State Travel Guide*. Monthly leads are collected and used to retarget visitors in paid digital advertising efforts.



Paid digital advertising continues to impact advertising leads collected through the Visit The Woodlands website. These come primarily from paid search and paid social.



ADVERTISING | EXAMPLES IN MARKET

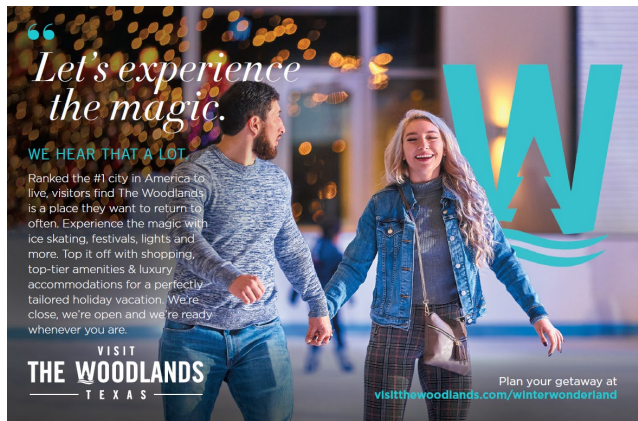
Leisure (International) – City Magazine



Meetings – Texas Meetings + Events



Leisure – Texas Highways

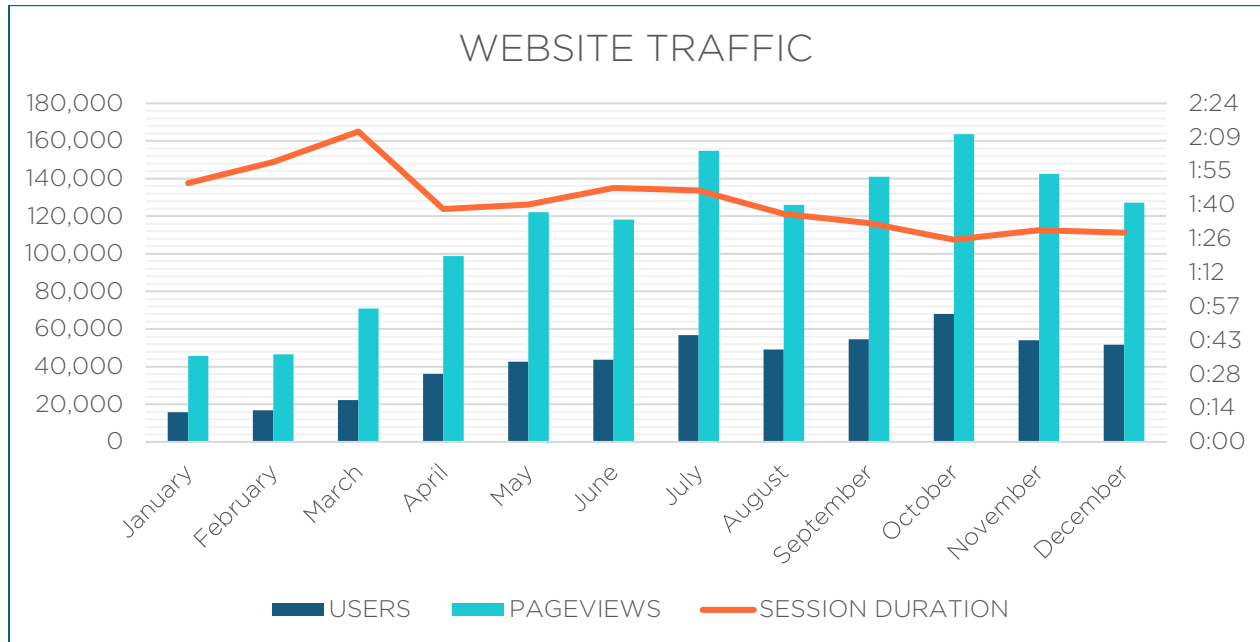


Meetings – Convention South Magazine



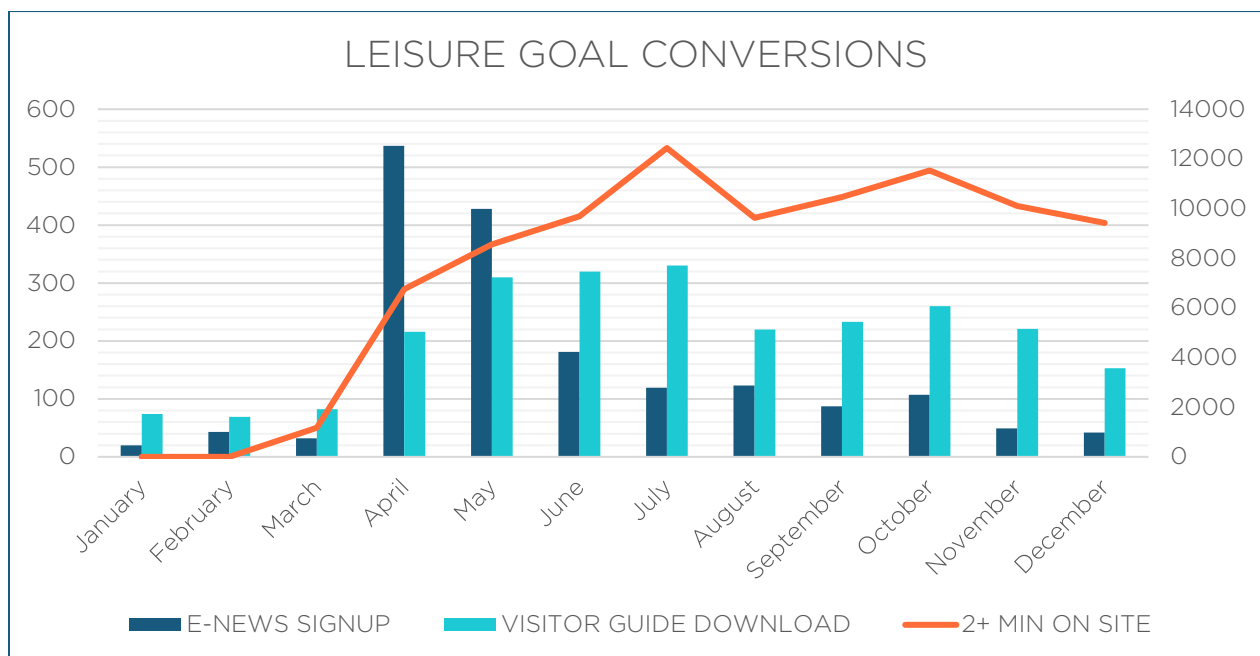
WEBSITE | TRAFFIC MONTH-OVER-MONTH COMPARISON

Visit The Woodlands website traffic showed an increase in Q4 compared to Q3 of 2021. Total number of users was up 7.64%, sessions up 9%, pageviews up 3% while average session duration was down 11%.

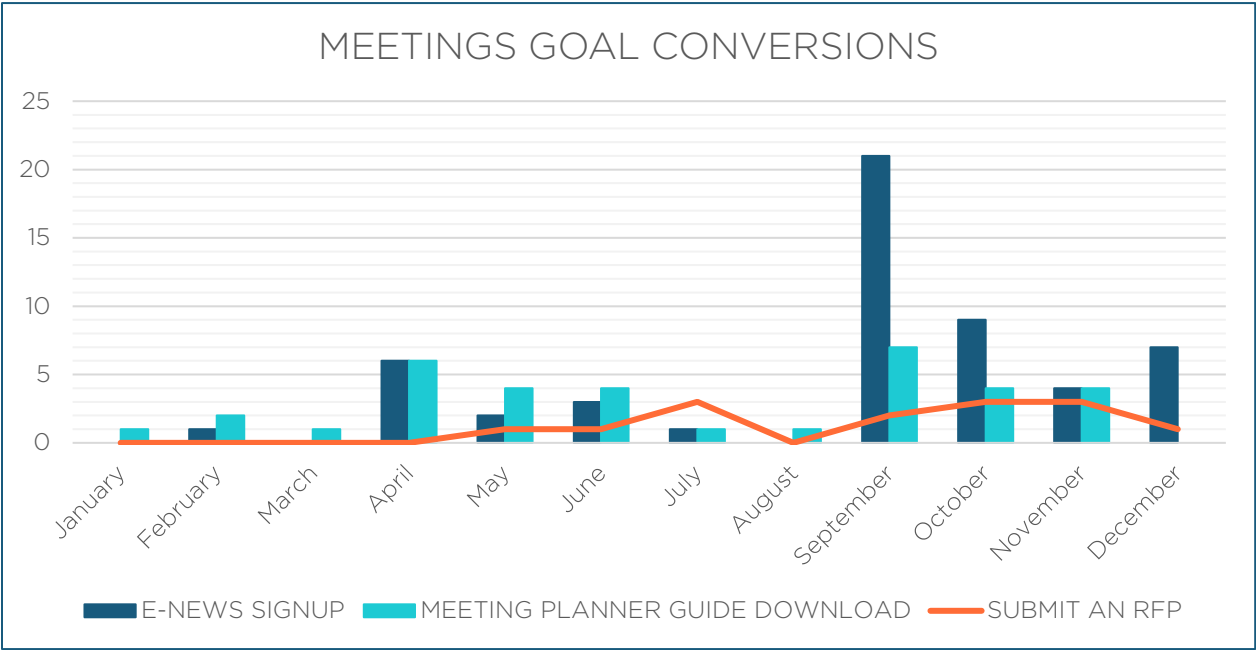


WEBSITE | CONVERSIONS MONTH-OVER-MONTH COMPARISON

Paid advertising continues to drive leisure goal conversions with a 634 visitor guide downloads and over 31,000 visitors spent 2+ minutes on the site in Q4.

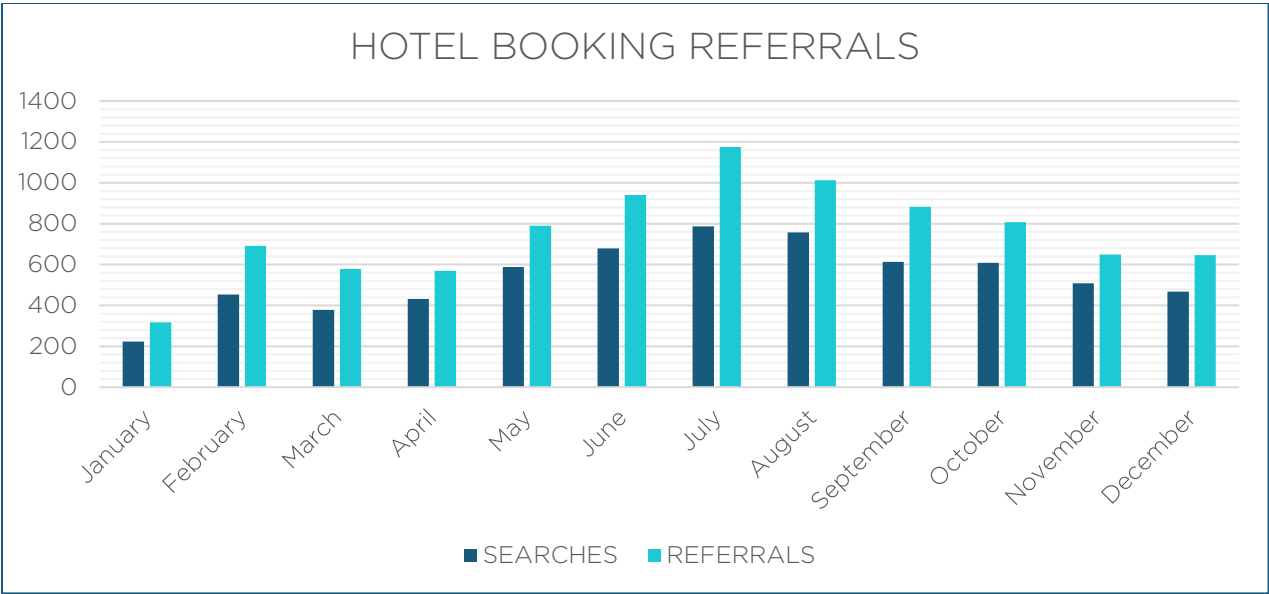


Paid advertising continues to drive traffic to the website and meetings goal conversions. For Q4, the website received 20 meetings eNewsletter signups, 8 Meeting Planner Guide downloads & 7 RFP submissions.



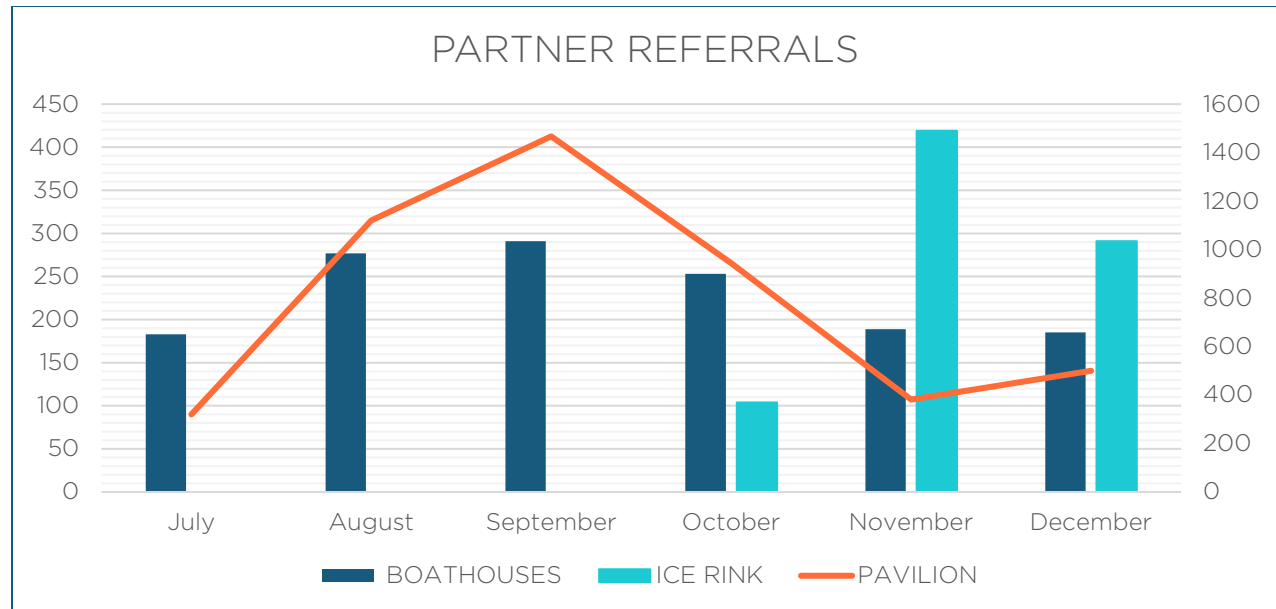
WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH COMPARISON

In Q4, the website had 2,103 referrals to hotel properties in The Woodlands. Top referral U.S. states continue to be Texas at 67%, followed by California at 5%. Florida and Louisiana both brought in 3% of the referrals for the month. The top referring country behind the U.S. is Mexico, followed by the U.K. and China.



WEBSITE | PARTNER REFERRALS MONTH-OVER-MONTH COMPARISON

In Q4, Visit The Woodlands sent 1,824 referrals to The Cynthia Woods Mitchell Pavilion website for visitors to buy concert tickets and 627 referrals to The Woodlands Township boathouse website for visitors to make reservations. The website also drove 814 referrals to The Woodlands Ice Rink website for ticket purchases.



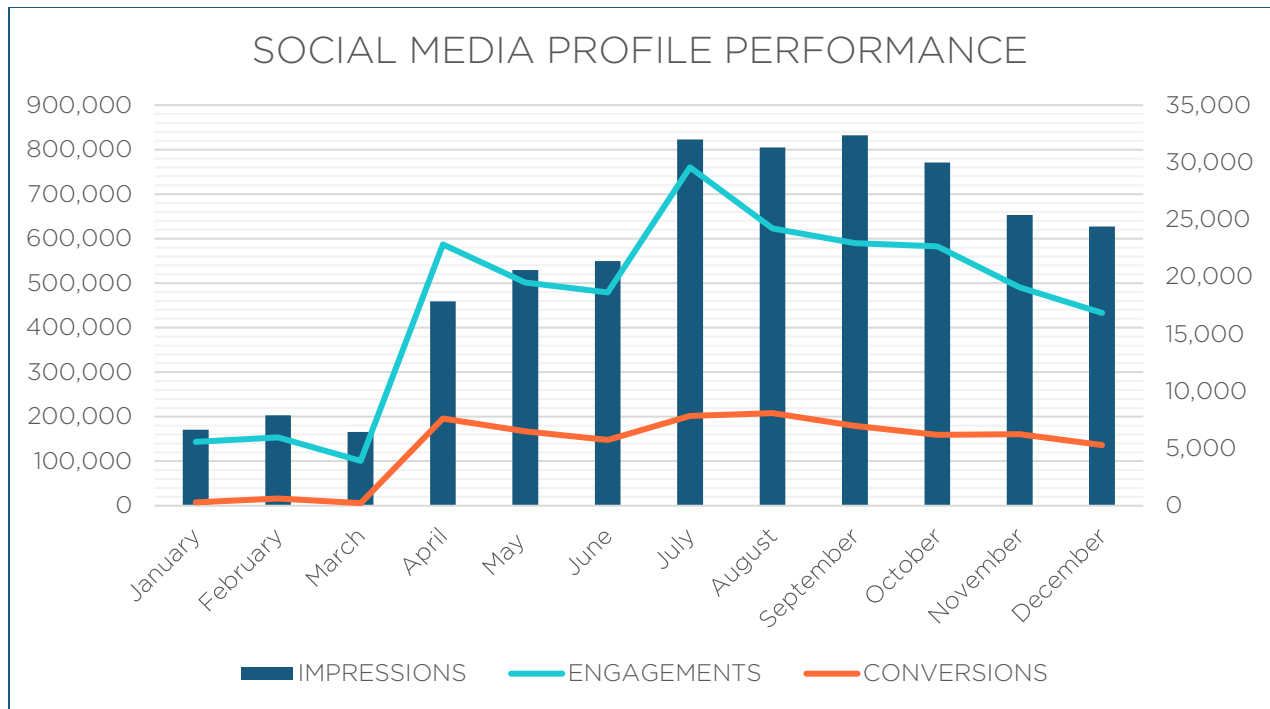
WEBSITE | CONTENT DEVELOPMENT

The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of efforts for Q4.

- Microsites: [Copa Rayados Soccer Tournament](#)
- [Events](#): New Events Added, Mexicráneos Urban Art Exhibit
- [Special Offers](#): New Offers Added, [Stay & Skate Hotel Packages](#)
- [Public Documents](#): Monthly Reports Added
- Giveaways: 12 Days of Christmas
- [Blog Posts](#): Halloween in The Woodlands, Coffee Spots Worth a Visit, Christmas Trees & Holiday Lights
- Partner Pages: [Embassy Suites](#)
- Form: Group Incentive Agreement

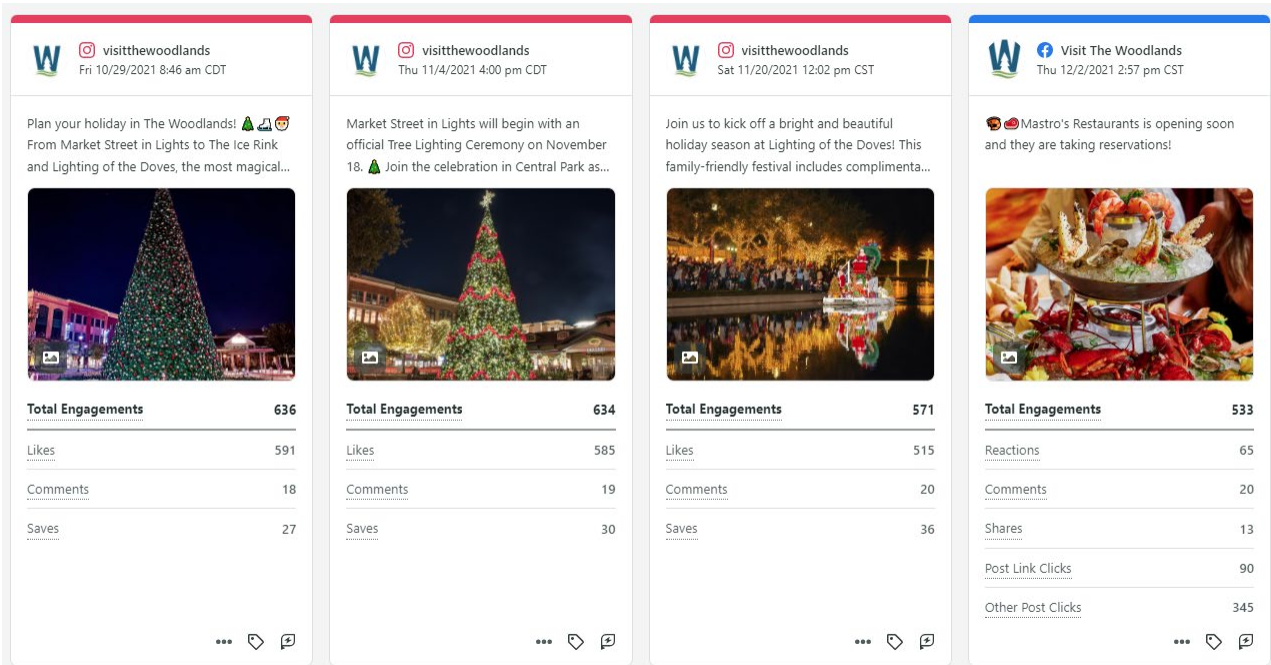
SOCIAL MEDIA | PROFILE PERFORMANCE MONTH-OVER-MONTH COMPARISON

Visit The Woodlands continues to use social outlets to help visitors explore The Woodlands & drive traffic to the website. With over 37K followers across social platforms, Visit The Woodlands received a total net audience growth of 1,913 for Q4 of 2021.



SOCIAL MEDIA | TOP PERFORMING POSTS

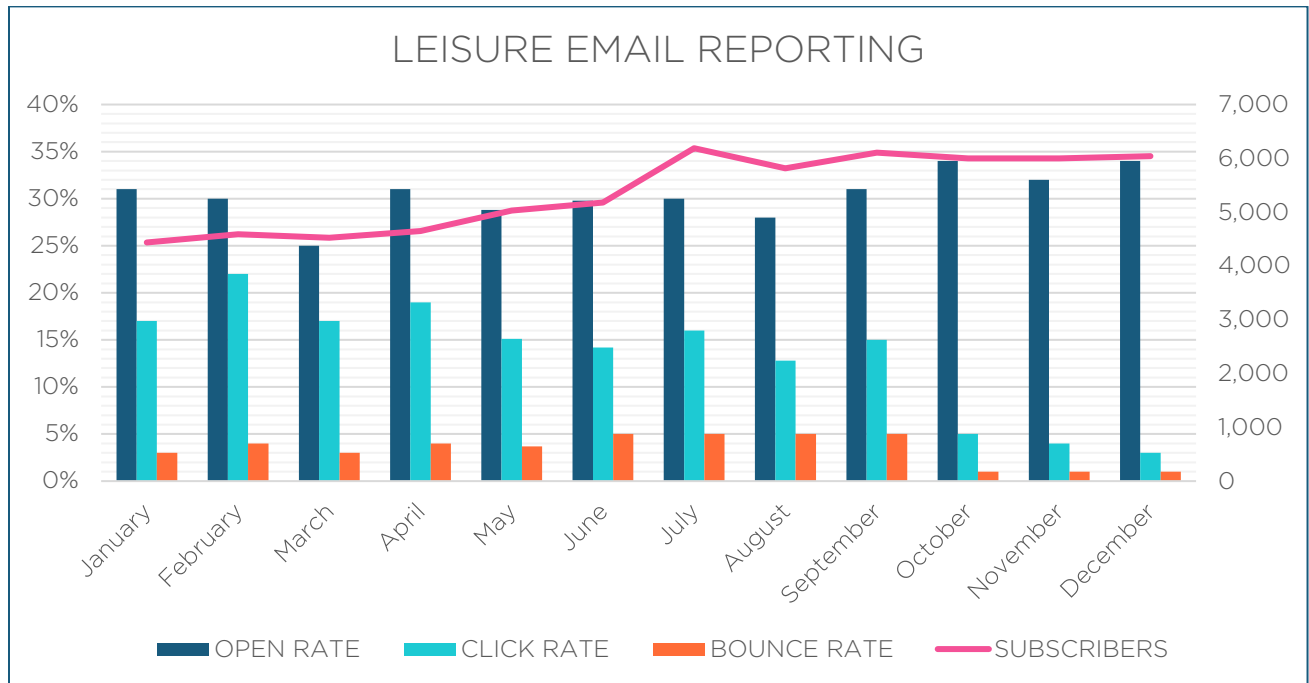
The Marketing Department develops unique and engaging content across all social media platforms. Below are the top performing posts for Q4.



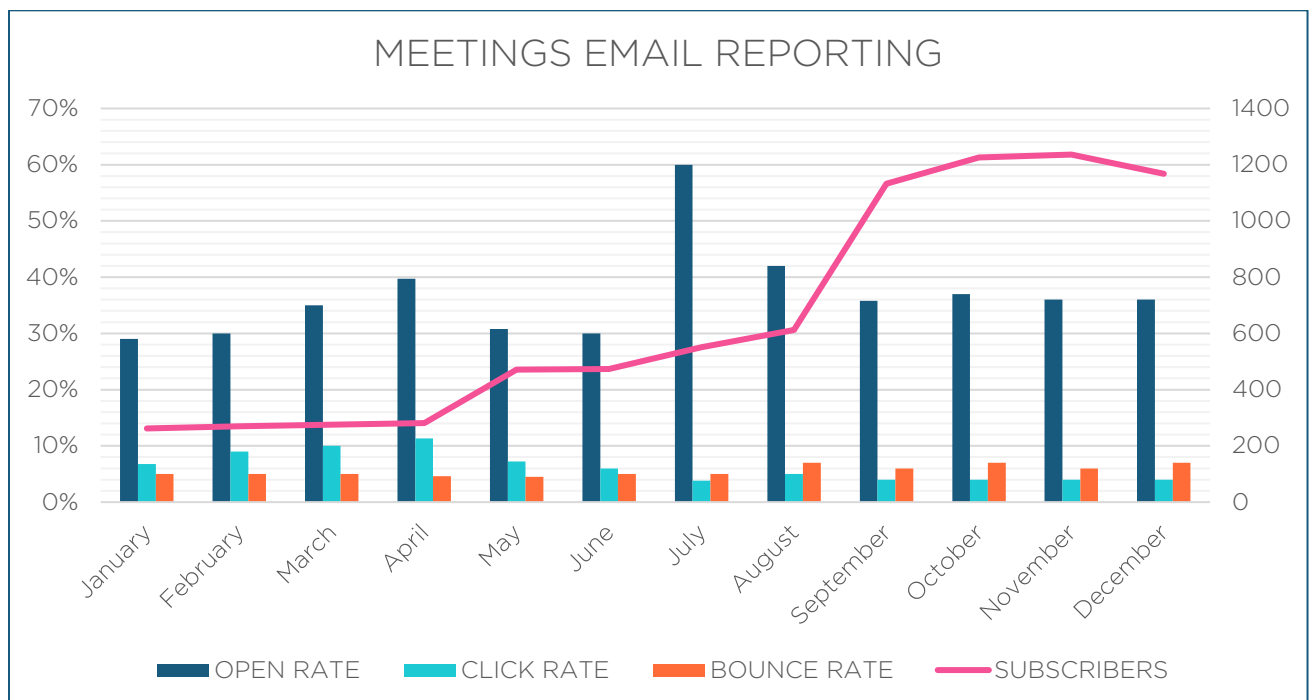
Visit The Woodlands: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#) & [LinkedIn](#).
 The Woodlands Film Commission: [Facebook](#), [Instagram](#) & [Twitter](#)

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.



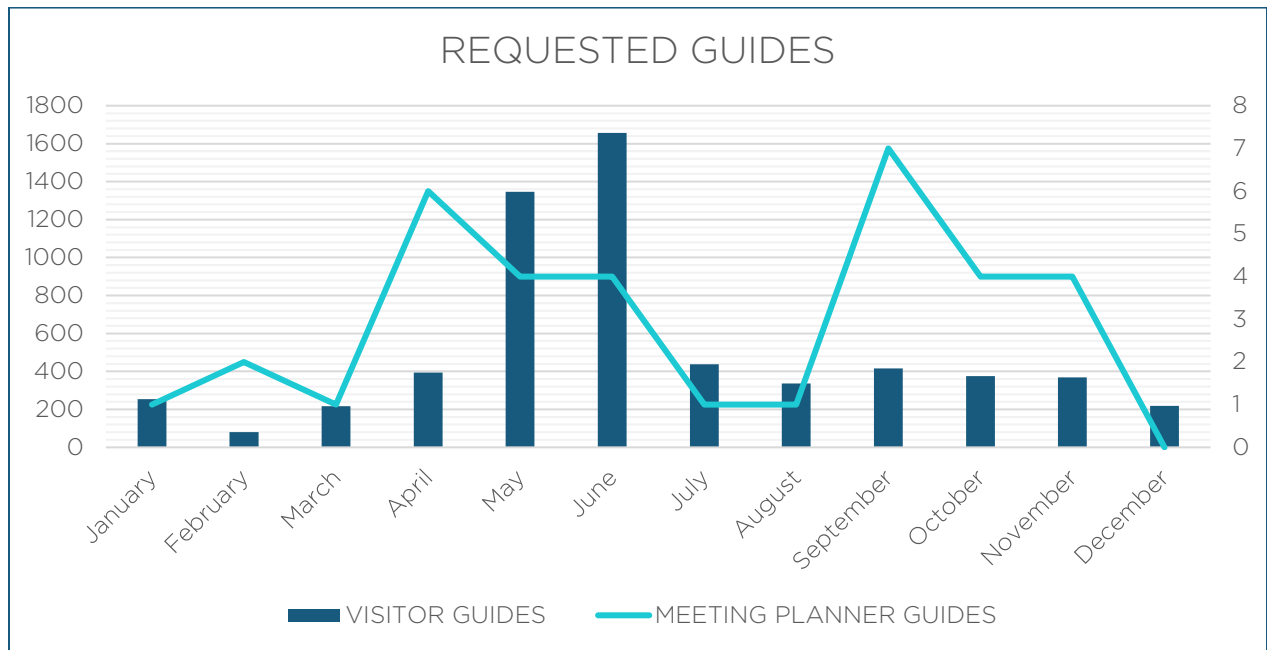
Leisure Industry Averages: Bounce Rate: 9%, Click Rate: 13%, Open Rate: 13%



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

MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH COMPARISON

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



MARKETING COLLATERAL | PRODUCTION & CONTENT DEVELOPMENT

The Marketing Department handles creative production & content development in-house. Below is an overview of efforts for Q4.

- **Copa Rayados Soccer Tournament:** Website Page, Flyers, Signage
- **Illustrated Envelopes:** Meeting Planner Guide
- **Postcards:** The Woodlands Resort, The Woodlands Ice Rink, others
- **Flyers:** What a CVB Does
- **Illustrated Window Clings:** At Market Street
- **Coloring Pages:** Swan Origami, Work Seek, Owl Art Bench

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 Q4.

FAM Trips:

- FAM Visit – Sincerely Karin, Support Mexico Media FAM
- Ongoing – Evaluate 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:

- Agency of Record Onboarding & Site Visit: Madden Media. Conducted departmental meetings with Marketing, Sales, Tourism & the Executive Team
- Team Meetings: Weekly Staff Meetings, Weekly Marketing Team Meetings
- Vendor Meetings: Simpleview, Meltwater, Madden, Epsilon, Silver Rock, One Percent, Zartico
- Partners: Around Houston, Leadership Montgomery County, The Woodlands Township Veterans Day Ceremony, Market Street in Lights, Holiday Partner Visitors for the Holidays

Webinars: LMC: Cybersecurity

TOURISM

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

MONTHLY OVERVIEW

Dia de los Muertos in The Woodlands: Visit The Woodlands joined forces with NVivo US to celebrate Mexican art and culture in The Woodlands. By meeting with them and looking at their project, the tourism department was able to make introductions to key people in The Woodlands to make sure their idea of bringing Mexicraneos became a reality. Mexicraneos is an outdoor Mexican exhibit that was created in Mexico City but has traveled the World to celebrate “Día de los Muertos”. From October 16th to November 2nd, 2021, two Mexicraneos were displayed in the Market Street green area.

Around Houston Meeting: Visit The Woodlands attended the Around Houston Meeting in person. This was a meeting of Houston and its surrounding destinations that work together to promote Tourism on a bigger scale. An update on hotel information by city was provided as well as marketing options that the group has been exploring as the destinations welcome 2022.

Bringing media to The Woodlands: Visit The Woodlands has been working in collaboration with The Once Percent Agency to create media relationships with Media in Mexico. The Tourism department has been working to bring media to The Woodlands to promote the destination and to share all the holiday events that visitors can enjoy this season.

Analyzing international market: Visit The Woodlands has worked with Expedia, Visit Houston, and their own Visitor Kiosk at Market Street to review travel data and explore where are people visiting from. Reporting and consumer trends have helped Visit The Woodlands to know more on the different states in the US that visit the area, but also different countries that are coming or are interested in the destination.

The Woodlands Film Commission Transition: Management of The Woodlands Film Commission has transitioned from Admin into the Tourism Department.

Mexico Chamber of Commerce Visit The Woodlands: Visit The Woodlands is a popular destination and sometimes key international figures reach out to know more about the destination before they visit. So was the case of Dulce Maria Perales Betancourt who heads the Chamber of Commerce of San Miguel de Allende, Mexico. She was visiting the area as she was here for business and had heard of The Woodlands. This was just one of hundreds of examples of visitors that reach out to Visit The Woodlands Tourism department and to the Market Street kiosk to know more about the destination and to enjoy their free services.

Madden Media Visits The Woodlands: Visit The Woodlands met with their new Advertisement Agency to discuss future projects. The tourism department created a presentation for Madden Media to discuss strengths and to explore improvements at tradeshow and other events. By creating inspiration boards and presenting what tourism for The Woodlands could look like in 2022, Madden Media will come up with proposals of tourism initiatives, booth design and local awareness.

Stay and Skate packages: Visit The Woodlands worked with several properties to share the holiday spirit and create Stay and Skate packages. Through an agreement with the hotel properties and the Tourism department of Visit The Woodlands, visitors can enjoy a vacation in which skating is already included on the rate so visitors can take more advantage of their stay. This is the second year this program has been implemented with success.

Mexico Media FAM: Visit The Woodlands brought 2 very important media agents from Mexico to explore The Woodlands. *Chic Magazine* from Monterrey and *Food and Travel Mexico* from Mexico City were hosted by Visit The Woodlands and partners during 3 days of culinary experiences, outdoor activities and exclusive shopping. Along with their international agency The One Percent Agency, the tourism department worked hard creating an itinerary that explored a varied selection of food and travel but also included models to create content for the Mexican audience. This will be a great opportunity to get exposure in these exclusive outlets and to showcase what the destination has to offer.

Holiday Pop up: Visit The Woodlands hosted its annual holiday pop up in Market Street on December 10, 2021. Along with a concert in the middle of Market Street, the Visit The Woodlands staff gave out branded cookies and hot chocolate to provide holiday cheer to visitors and residents alike. This is an annual opportunity for the team to be face to face with the community and to inform what the Convention and Visitors Bureau does.

Exploring additional exposure to The Woodlands hotels: Visit The Woodlands is always eager to help their partners grow. Two companies reached out to the Tourism department to share their services and they in turn shared them with all hotel properties. Hopper.com and Travel and Leisure both provide new booking engines for their audiences where people can easily book their vacations and create packages around them. These new platforms are used by younger generations and are growing in popularity.

PARTNERSHIPS & MEETINGS

- Meeting with Around Houston
- Meeting for Dia de los Muertos event
- Meeting with One Percent Agency
- Meeting with Gran Plan Aeromexico
- Meeting with Expedia
- Meeting with Parks & Recreation
- Meeting with Madden Media
- Visit The Woodlands Board of Directors Meeting

TOURISM SERVICES & LEAD DEVELOPMENT

- Wedding Leads: 6 weddings
- Welcome Table: Copa Rayados Soccer Tournament
- Partner Servicing: Dia de los Muertos, Senior Citizen's Tour

THE WOODLANDS FILM COMMISSION

- Film Commission Leads:
 - Sharp Entertainment LLC- Television Series "Life after Lockup"
 - Nike Cross Regional South- NXR South XC Championships Webcast.
 - Studio City- Untitled Project

VISITOR SERVICES

- Total Kiosk Visitors: 252
- Local Visitors: 30
- TX Zip Codes: 164
- Out of State Visitors: 55 (Florida, Arizona, California, etc.)
- Foreign Visitors: 14 (Mexico, Costa Rica, Italy, Peru, Dominican Republic, Guatemala)

VISITOR INQUIRIES BY INTEREST

