

QUARTERLY REPORT

Q4 2022

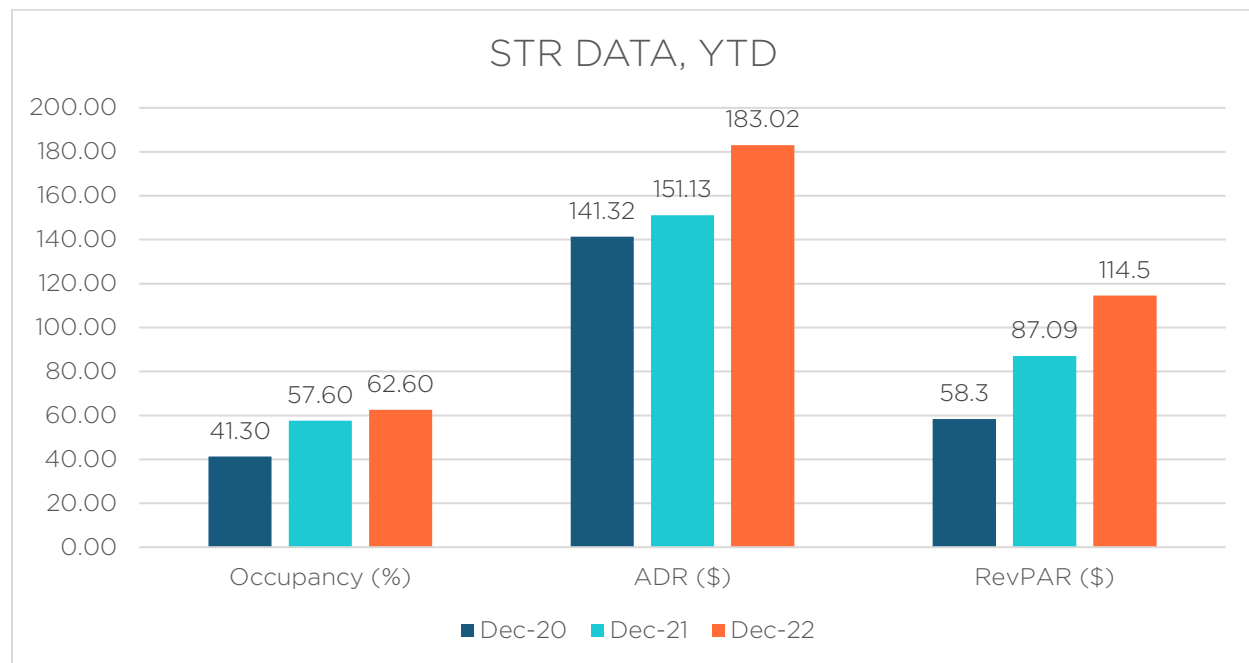
VISIT
THE WOODLANDS
— T E X A S —

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	\$734,973	32.7%
NOV	\$364,600	\$692,026	\$712,297	\$873,313	26.2%
DEC	\$262,589	\$592,980	\$632,380	739,439	24.7%
TOTAL	\$4,192,107	\$6,173,393	\$7,280,832	8,609,970	39.5%
YTD	\$ 4,192,107	\$ 6,173,393	\$ 7,280,832	\$ 8,609,970	39.5%

STR DATA | YEAR-OVER-YEAR | YTD

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



MEETING SALES

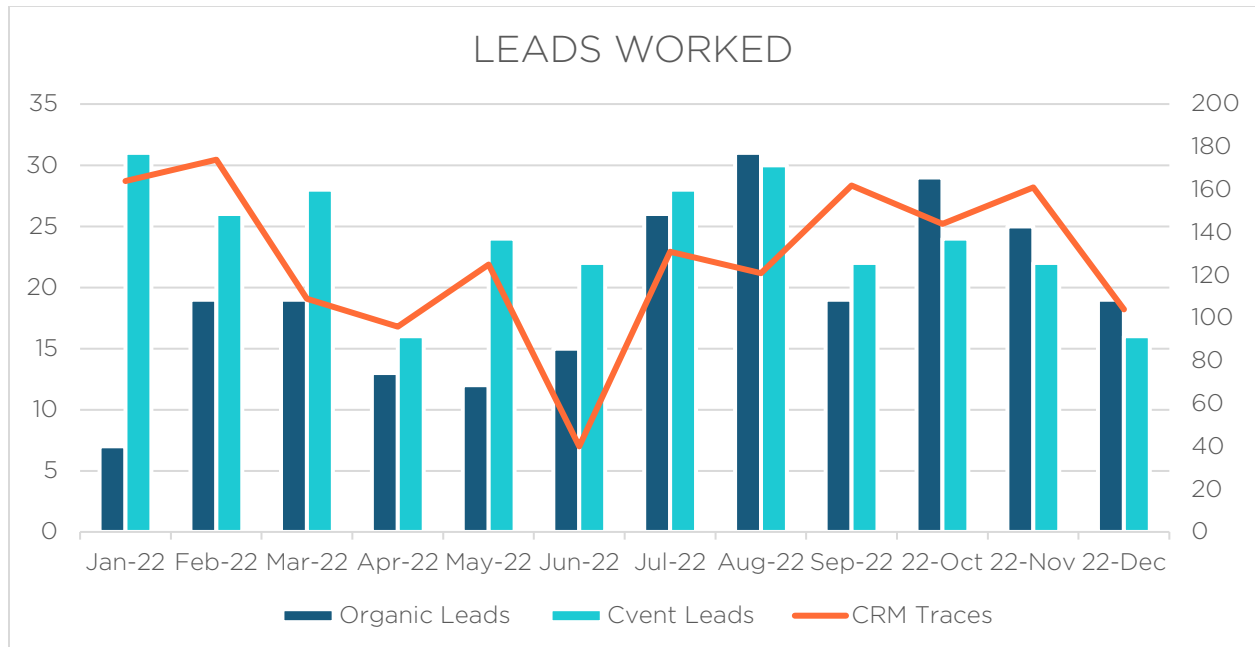
Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist

Julie Quinn, Servicing Specialist

LEADS & SERVICING

In Q4, 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 Q4, the sales team booked 13 pieces of business representing 2,767 attendees and 4,479 contracted rooms. In addition, the economic impact for these groups represents over \$1.7M dollars to the local economy.

SERVICING

In Q4, Visit The Woodlands offered 14 groups servicing, sent out 30 Meeting Planner Guide requests, distributed 350 welcome bags to groups, and met with multiple clients and partners with more details on the graph above. The Sales Department also developed servicing for the Copa Rayados Internacional Soccer Tournament, offered two planning site tours for clients, coordinated the logistics to welcome Paul Van Deventer who is President of MPI Global, and organized the logistics for the hosted MPI HAC CAP'D Luncheon event. More than 1,800 maps were distributed to local hotels.

SALES PROJECT & INITIATIVES

Copa Rayados Event Report: Visit The Woodlands was happy to welcome the Copa Rayados Internacional Soccer Tournament to The Woodlands for the 2022 Tournament. Copa welcomes over 300 teams with many being international, out of state, or from outside the Houston region. This 5-day tournament takes place over the week of Thanksgiving. Visit the Woodlands helped with coordination of the hotel blocks, [microsite development](#), welcome booth for players, [Show Your Badge program](#) coordination, and much more. We are looking forward to another great Copa Tournament in 2023.



Holiday Cheer from Visit The Woodlands:

Each December, the Visit The Woodlands team looks forward to swinging by our hotel properties and partnering organizations with some merry and bright holiday cheer. This year we are thankful for great partners that help us make big things happen. Until next year!



TRADESHOWS & SALES MISSIONS



IMEX America: Josie Lewis represented Visit The Woodlands at IMEX America where she had the opportunity to have an appointment table within the Travel Texas booth. IMEX America is the largest trade show in the United States for the global meetings, events, and incentive travel industry. A big thank you to our partners at The Woodlands Resort: Curio Collection by Hilton for partnering with us for this show.

Marriott Cluster Sellers Training Meeting: The sales team was invited to speak to the Marriott Cluster Sales team that was on property for their annual hotel tours. The cluster sales team is responsible for booking business into The Woodlands Waterway Marriott property. Josie Lewis gave a brief presentation on how Visit The Woodlands can support the cluster sales team while they are selling The Woodlands Waterway Marriott.

Connect Texas: Visit The Woodlands sales team attended Connect Texas 2022 in El Paso, TX. This event brings together over 75 meeting planners and 75 suppliers to connect, network, and participate in one-on-one appointments with the goal of booking business. Additionally, staff attended this event to start planning out how to execute Connect Texas 2023 that will be hosted in The Woodlands.



Destination Texas Ashley Fenner, Senior Sales Specialist, represented Visit The Woodlands at the Northstar Meetings event Destination Texas. This curated tradeshow brings together Meeting Planners that book business in Texas to offer one-on-one appointments, networking opportunities, and specialized education. Visit The Woodlands hosted the finale luncheon, which allowed Ashley to share with the attendees about exciting updates from The Woodlands.

TSAE Celebration Luncheon: Visit The Woodlands sales team rounded out the year on a great note at the [TSAE Celebration Luncheon](#). Visit The Woodlands hosted a table of incredible clients, curated a Woodlands inspired giveaway, and helped attendees get in the holiday spirit with a “So Merry, So Bright, So Woodlands” cookie exchange activation. Thank you to our Texas Association family and our industry partners from across the state for the great partnership in 2022.



FAM VISITS & SITE TOURS

The Woodlands Welcomes Meeting Professionals International (MPI): Visit The Woodlands was honored to partner with The Woodlands Waterway Marriott to host the October MPI Houston Area Chapter continuing education session. In addition, this event welcomed Paul Van De Venter, President and CEO of MPI, who gave a great overview of recent MPI initiatives and updates before kicking off a panel of leading industry professionals. After the event, Visit The Woodlands hosted a networking happy hour at the recently opened Kirby Icehouse which has been designated the longest bar in Texas. Thank you to all our partners and industry friends that helped make this event a great one!



PARTNERSHIPS & MEETINGS

Q4 Hotel Partner Meetings: 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. In Q4,

the Sales team met with our partners at the Hilton Garden Inn, The Hyatt Place, The Woodlands Waterway Marriott, and the Drury Inn, and Hyatt Centric.

- North Italia Opening
- TSAE Houston Lunch and Learn
- Between the Trees Podcast Recording
- Meetings Video Review
- Lunch with Cosmo Cool Concept Team
- IMEX Schedule Review with Hotel Partners
- Partner call with Martha Arellano
- IMEX America
- Texas Travel Counselors Hosted Luncheon
- MPI HAC October Board Meeting
- MPI HAC October CAP'D Event
- Kirby Icehouse Site Visit
- Tour of Peach Orchard Venue
- Connect Texas giveaway development with Brookwood
- Touched base with 3 Show Your Badge partners
- MPI President host coordination
- Drury Inn Site Tour
- Quarterly Township Leadership Meeting
- Partnership Lunch with EDP and Carlton Woods
- Copa Rayados Servicing Call
- Meetings Email Content Development
- Hyatt Centric Hotel Tour Video Development Assistance
- Partner lunch with Martha Arellano of Marriott Waterway
- Servicing Client Call with Shrieve Chemical
- Charter School Growth Fund Site Tour
- The Woodlands Township Thanksgiving Celebration
- Market Street in Lights Tree Lighting Event
- Vendor Meeting with Poppin Texas for Supplier Directory Addition
- Volunteered at Pavilion for Partner Development and Team Building
- LMC Holiday Alumni Social
- Client Call with TEXPERS Planner
- Connect Texas Planning Kick Off Call
- Holiday Partner Cookie Drop Off
- LPSC 2023 Servicing Call
- John Cooper Author Luncheon
- Client Meeting and Planning Visit
- MPI HAC Monthly Board Meeting
- Houston Partnership State of the Industry Event
- New Board Orientation Meetings
- Visit The Woodlands Annual Board Meeting
- TSAE Celebration Luncheon
- MPI HAC Planning Meeting

MARKETING

Ashley White, Marketing Director

Amber George, Communication Coordinator

Mary Murphy, Public Relations Coordinator

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. Below is an overview of Q4 placements.

Leisure:

- Amazon Connected TV – broadcast & digital
- *Texas Highways Magazine* – print
- *Houstonia* – print, digital & social
- Tour Texas – digital
- Live Nation
- *Texas State Travel Guide* – print
- *Texas Events Calendar* – print
- Paid Search – Google Discovery Ads, SEM
- Paid Social – Facebook, Instagram & Pinterest

Meetings:

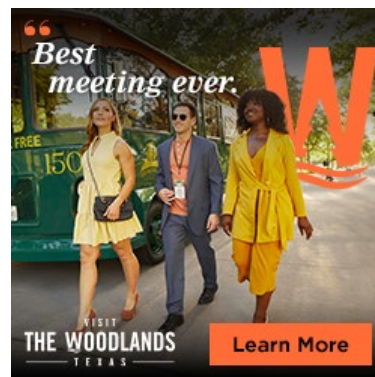
- Smart Meetings
- *Association Leadership Magazine* – print & digital
- *The Meeting Professional Magazine* – print
- *Texas Society of Association Executives Member Directory* – print & digital
- Lamont Co – digital
- *Meet Texas* – print
- Paid Search – SEM
- Paid Social – Facebook & Instagram

ADVERTISING | EXAMPLES IN MARKET

Leisure – Tour Texas



Meetings – Paid Search



Leisure – Texas State Travel Guide

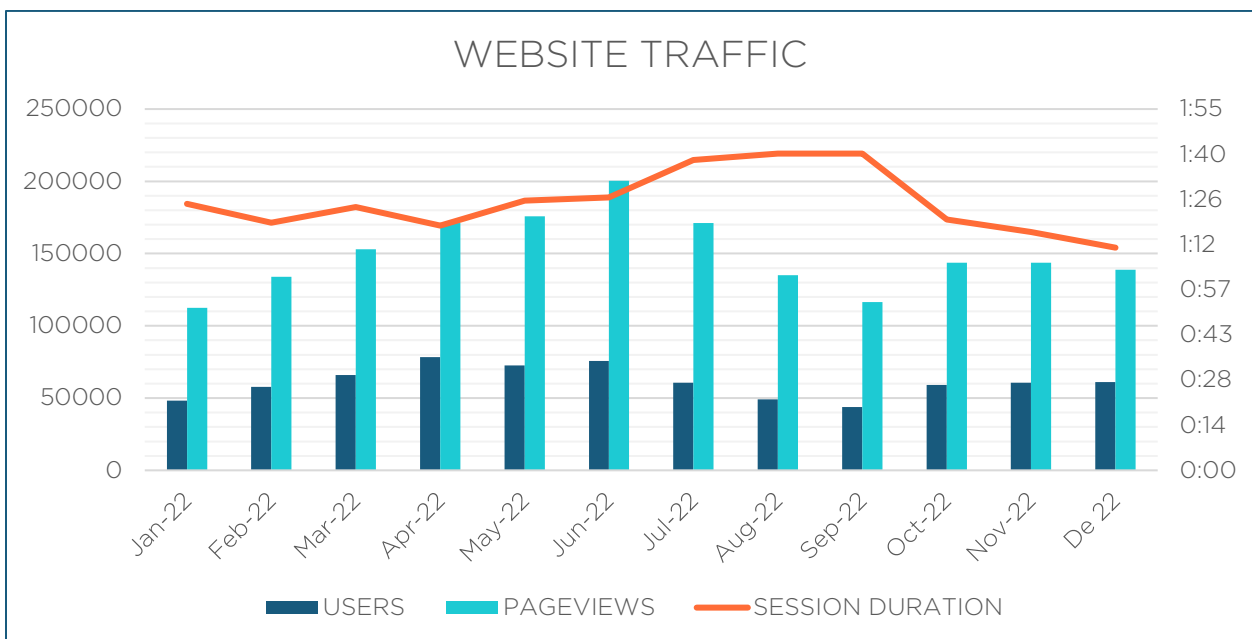


Meetings – Smart Meetings



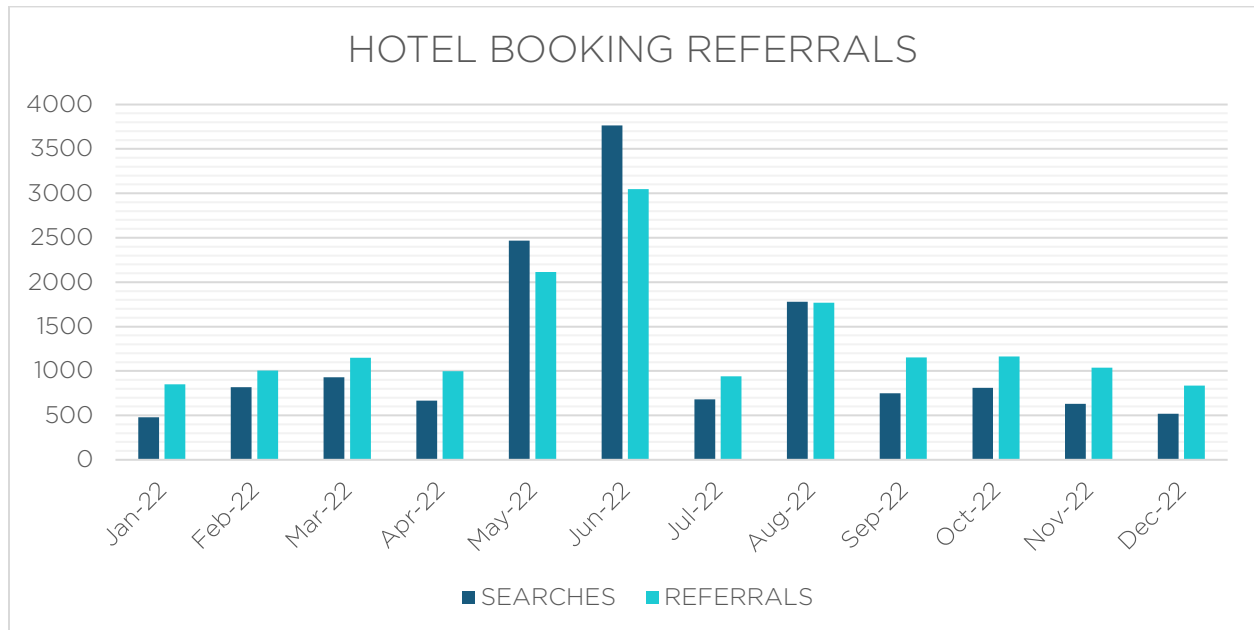
WEBSITE | TRAFFIC MONTH-OVER-MONTH

Visit The Woodlands continues to see steady website traffic. In December, total number of users was up 18% compared to previous year, number of sessions was up almost 16% and session duration was 1:11.



WEBSITE | HOTEL BOOKING REFERRALS MONTH-OVER-MONTH

In December, the website had 1,039 referrals to hotel properties in The Woodlands, down 19% from the previous month. Top referral U.S. states continue to be Texas, followed by California.



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.

- [Events](#): New Events Added
- [Special Offers](#): New Offers Added
- [Blog](#): Dog Friendly Patio Dining, Children's Festival, How it Began: The Candy House, New in Town: Porta'Vino, Q&A: The Waterway Marriott, Christmas Trees & Holiday Lights, Insider Tips for Enjoying Market Street
- [Public Documents](#): Monthly Reports Added, Quarterly Report Added
- Microsites: [Copa](#), [SoWoodlands](#)

ASSET MANAGEMENT | PHOTO & VIDEO

The Marketing Department develops photo and video assets for use in Visit The Woodlands sales and marketing efforts. Below is an overview of assets created in Q4.

Videography:

- **Advertising Campaign Videos:** 0:30, 0:15, & 0:06 spots targeting families, outdoors, couples and meeting travelers
- **Hyatt Centric Hotel Site Tour Video:** In November, the Marketing Department planned and coordinated a hotel site tour video of the Hyatt Centric. This video will be used by the Sales Department when working with meeting planners who are looking for small meeting space.

Photography:

- The Woodlands Mall
- Meeting Professionals International, HAC Luncheon
- Texas TreeVentures
- The Woodlands Waterway Marriott, In The Pink Luncheon
- Black Rock Coffee
- Kirby Ice House
- Market Street in Lights
- General Destination
- Swan Boats at The Woodlands Mall
- New Art Benches

MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

#SoWoodlands Magazine: In November, Visit The Woodlands launched a new printed publication, #SoWoodlands Magazine. The publication highlights businesses, owners and staff who provide unique visitor experiences and make The Woodlands Township an amazing place to visit and hold meetings. [View the digital edition online here.](#)



How It Began

The Candy House

From one generation, to the next.

Kristen Watson and Courtney Moore's love for The Candy House began long before they became co-owners of the little shop tucked behind trees on Glen Loch Drive. Watson once drove from Houston to The Woodlands on her lunch break for The Candy House's delicious cheddar cheese poppers. Her sister, Moore, spent her high school and college days working at the store's Conroe location, which she fondly remembers as one of her favorite jobs.

Now, the two are working with their husbands and their mother to carry on the sweet legacy of The Candy Shop's former beloved owner, Don Baker. Baker ran The Candy House with care for over 30 years, doing not taffy, poppers, fudge and a variety of other sweets.

"I think it says something about the whole community," said Moore, co-owner of The Candy House, "that they were so willing to support a small business, they became like family to Mr. Baker."

Yes, customers returned to satisfy their sweet tooth... but they really came back to see Mr. Baker, the friendly man who always had time to talk and remembered everyone who came into his store. The community's love for The Candy House and Mr. Baker became unmistakably clear in 2021, when The Woodlands rallied to support his business during difficult times.

FIRST TIME TO THE CANDY HOUSE? TRY THESE...

- Homemade Fudge
- Popcorn - Cheddar Cheese, Caramel, or Ginnamon Toast Crunch
- Taffy - There's a full wall of flavors!



Pictured left to right: Danny Moore, Courtney Moore, Reed Watson, Wanda Graham, Kristen Watson



"I think it says something about the whole community, that they were so willing to support a small business, they became like family to Mr. Baker."

People flocked to The Candy House, forming lines down the block, to show their support and kindness to a man who had done the same for them as kids. The community's support continued even after Baker passed away in January 2021.

After Mr. Baker passed away, Watson and Moore along with their husbands, Reed Watson and Danny Moore, and their mother, Wanda Graham, wanted The Candy House to continue making an impact on the community. They didn't want their beloved mom-and-pop candy shop to close. So, when they heard that the Baker's were contemplating selling their business, they had several family discussions that led to one answer: Let's buy it.

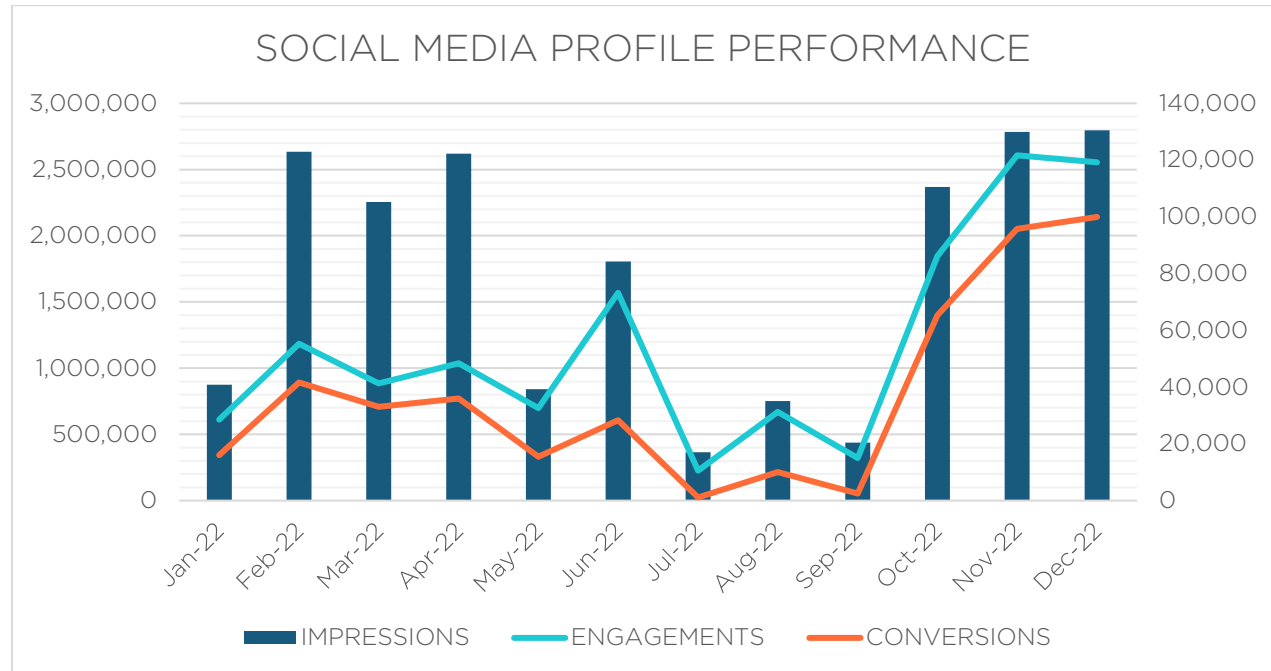
On September 1, 2021, The Candy House opened with new ownership. Baker's daughters showed Watson and Moore how to make fudge and flavored popcorn (both done in house), and the two sisters suddenly found themselves spending Friday nights eating pizza at The Candy House with their families, making fudge and popcorn while brainstorming business ideas. They didn't change the recipes; they didn't change how the store looked - they carried the torch to continue what Don Baker had begun years before.

"Even though we're not Mr. Baker - we're never going to fill those shoes - everybody has been so welcoming," said Watson. "We're having a lot of fun."

3

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 46K followers across social platforms, Visit The Woodlands received a total net audience growth of 636 for the month of December.



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 December.

visitthewoodlands

Mon 12/5/2022 2:15 pm CST

We are excited to announce that Connect Texas will be in The Woodlands for 2023! #ConnectTexas...

Reach

5,358

visitthewoodlands

Thu 12/1/2022 12:09 pm CST

From family fun to birthday parties and corporate events, The Ice Rink is a great way to spend the holiday...

Reach

4,704

visitthewoodlands

Thu 12/8/2022 10:05 am CST

Ring in the new year @hyattcentricthewoodlands! Enjoy live music and dance the night away. The...

Reach

4,340

visitthewoodlands

Sat 12/31/2022 1:50 pm CST

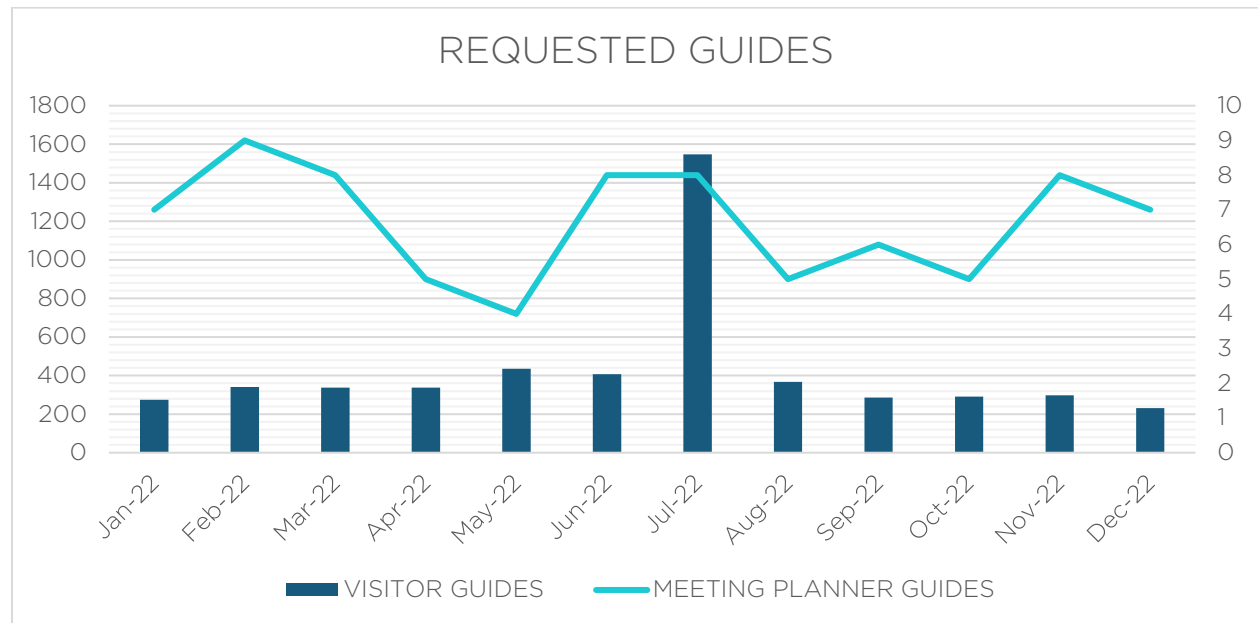
Start the year off in luxury, book a stay @westinthewoodlands! The hotel offers an on-site Italian restaurant an...

Reach

3,789

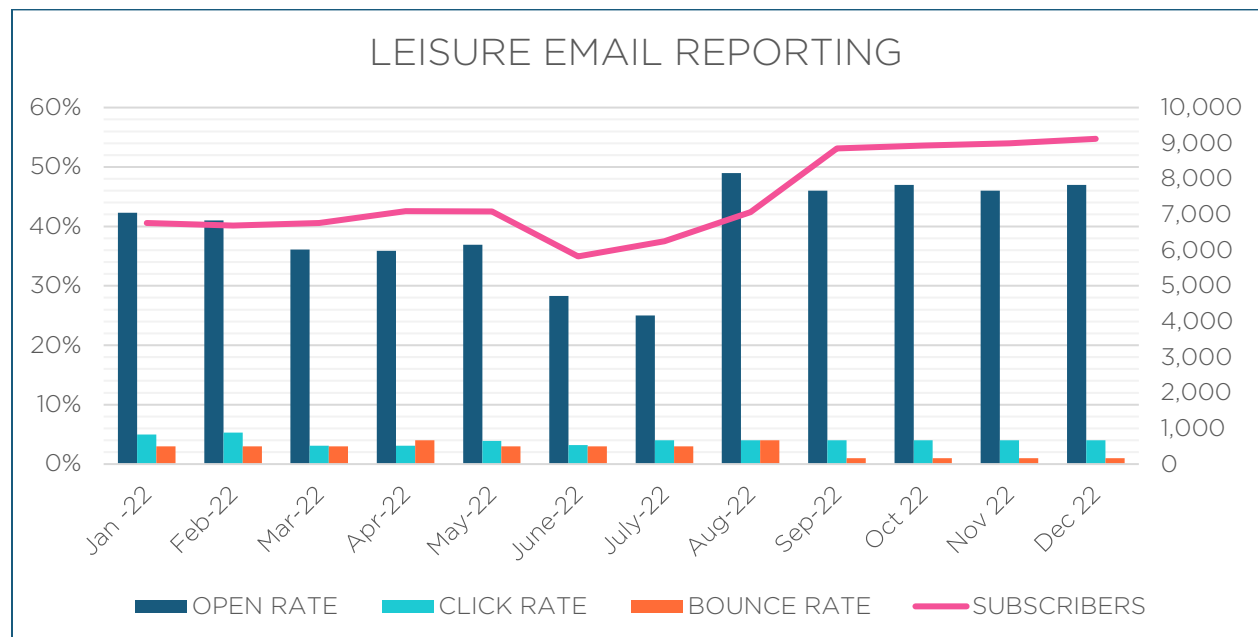
MARKETING COLLATERAL | GUIDE REQUESTS MONTH-OVER-MONTH

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

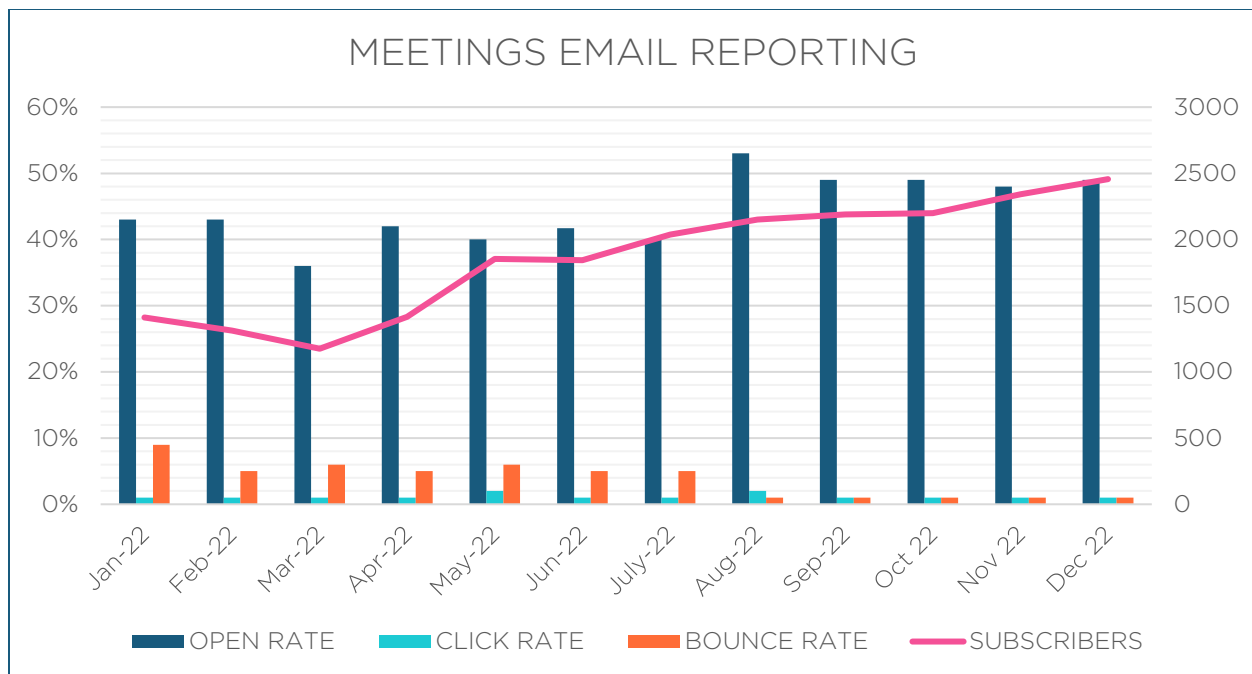


EMAIL MARKETING | MONTH-OVER-MONTH COMPARISON

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.

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

STRATEGIC PARTNERSHIPS

Elizabeth Eddins, Executive Director

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.

- Around Houston Partnership
- Market Street Visitor Services Partnership
- Meeting Professionals International HAC Luncheon
- Black Rock Coffee Bar Grand Opening
- Holly Jolly Jingle at The Cynthia Woods Mitchell Pavilion
- Leadership Montgomery County Holiday Event
- Muse Conference

Market Street in Lights: Staff attended Market Street in Lights, the annual tree lighting ceremony that kicks off the holiday season in The Woodlands. Visitor information was also distributed at the kiosk.



ADVOCACY EFFORTS

Between The Trees: Visit The Woodlands Executive Director, Elizabeth Eddins, was a guest on Between The Trees Business Talk with The Woodlands Area Chamber of Commerce in October. Elizabeth gave an update on tourism in The Woodlands.



BETWEEN THE TREES™
Business Talk

with host
JJ Hollie
President & CEO
The Woodlands Area
Chamber of Commerce



Our Guest

Elizabeth Eddins,
Executive Director
Visit The Woodlands



Topic:
"Updates From Visit The Woodlands"



Will Start Shortly Oct 5



The Woodlands Area Chamber of Commerce was live.
October 5, 2022 · 🌐

Elizabeth Eddins, Executive Director of Visit The Woodlands, visits with JJ Hollie about Updates From Visit The Woodlands.

AWARDS & ACCOLADES

In Q4, multiple hospitality businesses, attractions, restaurants, and organizations in The Woodlands received a variety of awards and recognitions for their hard work. [Read the full list of 2022 awards online here.](#)

- Visit The Woodlands Honored with Smart Meetings 2022 Platinum Choice Award
- Visit The Woodlands Wins Gold Viddy Award for Social Ambassador Program
- The Pavilion Ranked No. 2 Outdoor Amphitheater in the World
- The Woodlands Waterway Marriott Wins Hospitality Excellence Award
- The Woodlands Recognized as World's Largest Master Planned Community to Achieve LEED® Precertification



NEW BOARD OF DIRECTORS & OFFICERS

Visit The Woodlands, the official Destination Marketing and Management Organization of The Woodlands Township, has announced its seven (7) member Board of Directors and Officers for 2023.

At Visit The Woodlands' Annual Board Meeting on December 14, 2022, the Board elected Brad Bailey as Chairman, Fred Domenick as Vice Chairman and Richard Franks as Secretary/Treasurer. Additional elected Directors include Laura Nelson, Director and Secretary for The Woodlands Township; Jenny Taylor, General Manager of Market Street; Cameron Klepac, Director of Marketing & Education at The Cynthia Woods Mitchell Pavilion; and Monique Sharp, President/General Manager of The Woodlands Township. The Board also appointed Nick Wolda as President of Visit The Woodlands.

"I'm excited to give back to my community in The Woodlands," said Brad Bailey, Chairman of Visit The Woodlands. "Not only does this organization go above and beyond in promoting The Woodlands as a remarkable destination for vacations and conventions, but in doing so, it also helps keep tax rates down for residents and helps provide a profitable atmosphere for businesses to grow and flourish. I cannot wait to work with Visit The Woodlands and my fellow colleagues to generate even greater economic impact for The Woodlands."

Visit The Woodlands Board of Directors and Officers - 2023



Brad Bailey
Chairman



Fred Domenick
Vice Chairman



Richard Franks
Secretary/Treasurer



Linda Nelson
Director



Cameron Klepac
Director



Jenny Taylor
Director



Monique Sharp
Director



Nick Wolda
President

ABOUT THE DIRECTORS

BRAD BAILEY, CHAIRMAN OF VISIT THE WOODLANDS - Mr. Bailey is Vice President of Marketing, Communications and External Affairs for S&B Engineers and Constructors. He is also a Director for The Woodlands Township, elected by the residents of The Woodlands.

FRED DOMENICK, VICE CHAIRMAN FOR VISIT THE WOODLANDS - Mr. Domenick is the General Manager for The Woodlands Waterway Marriott, Hotel & Convention Center, overseeing daily operations for the luxury hotel property located in the heart of the Town Center area.

RICHARD FRANKS, SECRETARY/TREASURER FOR VISIT THE WOODLANDS - Mr. Franks is also and a Director for The Woodlands Township, elected by residents in The Woodlands.

Most recently, Mr. Franks was the CEO of M. Roberts Media and was responsible for four daily newspapers, as well as an affiliated specialty publication and a large commercial printing operation.

LINDA NELSON, DIRECTOR FOR VISIT THE WOODLANDS - Mrs. Nelson has lived in The Woodlands for 30 years and is passionate about the community. She was elected by residents in The Woodlands for a Director's position on The Woodlands Township, where she was named Secretary for the Board of Directors. Director Nelson is the Director of Business Development, Marketing and Community Relations at Memorial Hermann The Woodlands Medical Center.

JENNY TAYLOR, DIRECTOR FOR VISIT THE WOODLANDS - As General Manager for Market Street, Director Taylor oversees daily operations of the shopping and entertainment destination that features retail, restaurants, a movie theater, office space and a hotel.

CAMERON KLEPAC, DIRECTOR FOR VISIT THE WOODLANDS - Mrs. Klepac is the Director of Marketing and Education for The Cynthia Woods Mitchell Pavilion. The Pavilion exists to put The Arts into the community's hands. Ranked #2 in the world, The Pavilion brought in more than 500,000 guests in 2022. The venue is the site for contemporary shows and seek to introduce new audiences to a wide array of arts, from symphonies to ballets and operas.

MONIQUE SHARP, DIRECTOR FOR VISIT THE WOODLANDS - Mrs. Sharp is the President & Chief Executive Officer of The Woodlands Township. She is responsible for coordinating, directing, and managing all activities related to The Woodlands Township and its services to 120,000 residents and nearly 2,000 businesses.