

QUARTERLY REPORT

Q4 2023

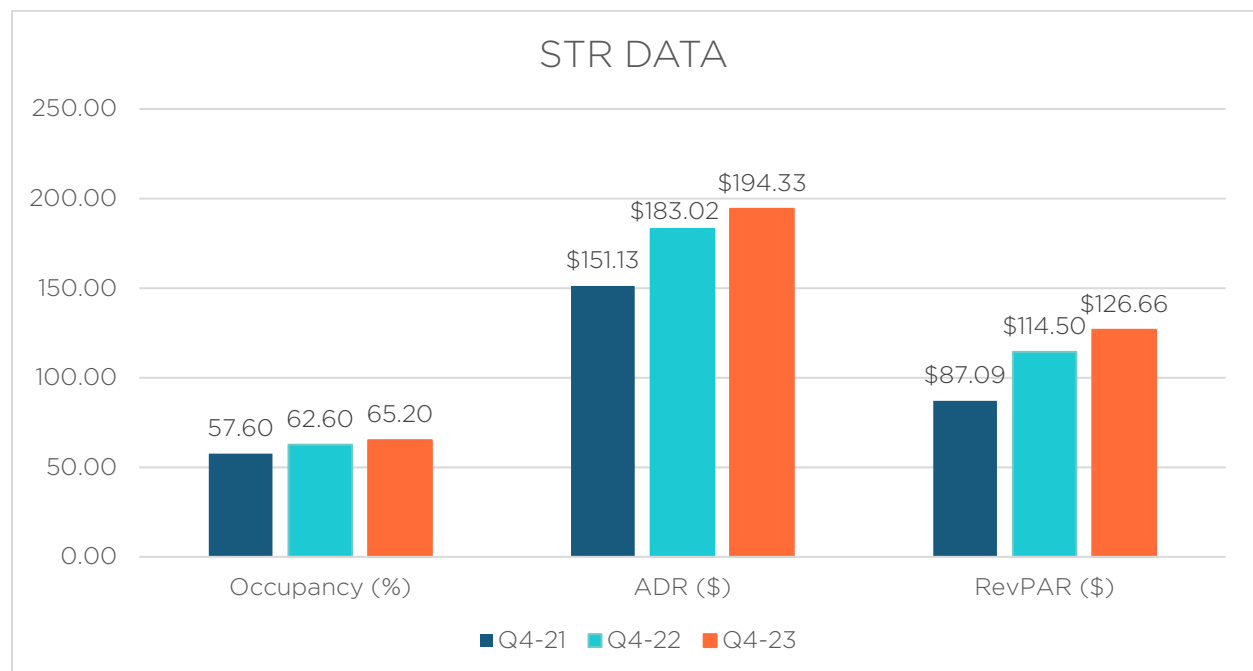
VISIT
THE WOODLANDS
— T E X A S —

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	\$761,341	3.6%
NOV	\$692,026	\$873,313	\$870,581	\$966,184	10.6%
DEC	\$592,980	\$739,439	\$733,001	\$817,150	10.5%
TOTAL	\$6,173,394	\$8,609,971	\$8,921,777	\$9,637,765	13.3%
YTD	\$ 6,173,393	\$ 8,609,970	\$ 8,921,777	\$9,637,765	11.9%

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 Q4 data.



SALES DEPARTMENT

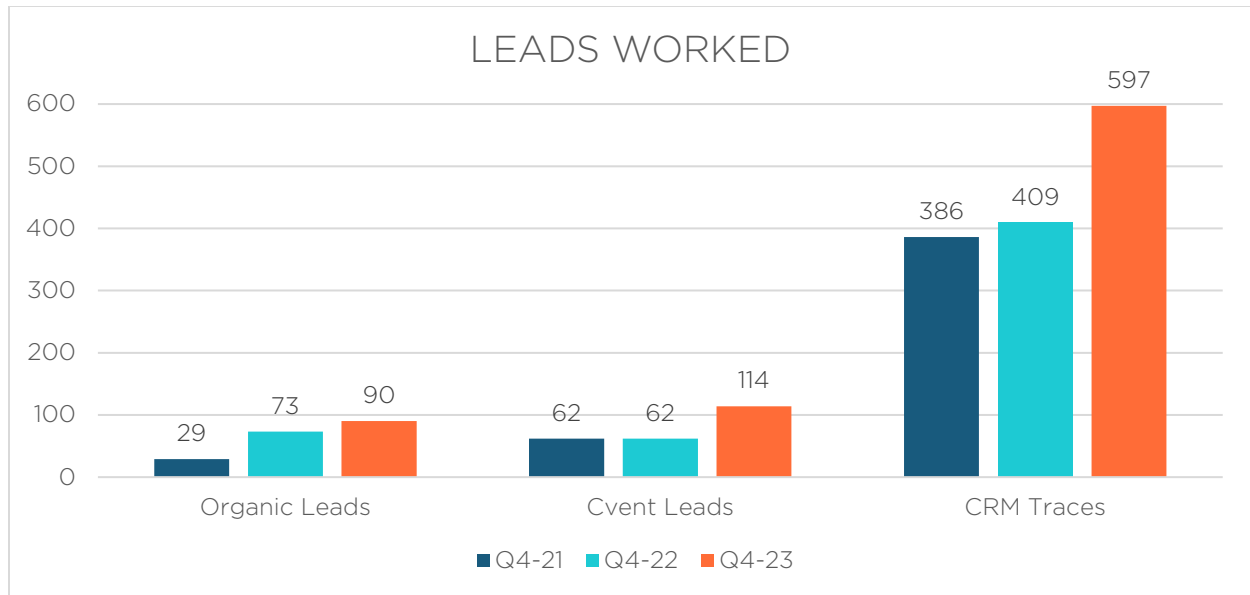
Josie Lewis, Director of Sales

Ashley Fenner, Senior Sales Specialist

Julie Quinn, Servicing Specialist

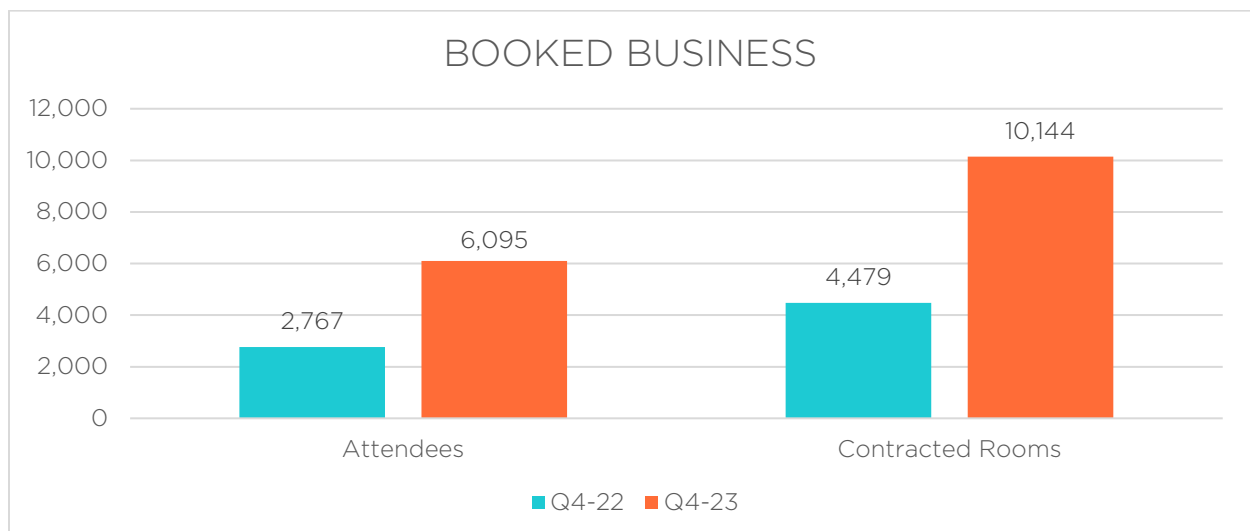
LEADS WORKED | YEAR-OVER-YEAR

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 Q4, the sales team booked 27 pieces of business representing 6,095 attendees and 10,144 contracted rooms. The economic impact of these groups represents over \$13.4M dollars to the local economy.



TRADESHOWS & SALES MISSIONS

In Q4, the sales team traveled across the state and country to promote The Woodlands as a premier destination for conferences, meetings, and events. These tradeshows 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 tradeshows attended in Q3.

- Connect Texas
- Destination Southwest
- Texas Association of Convention & Visitor Bureaus (TACVB) Sales Blitz
- Texas Society of Association Executives (TSAE) Celebration Luncheon
- Meeting Professionals International (MPI) Hill Country Chapter Jingle and Mingle Event



FAM VISITS & SITE TOURS

Q4 Site Tours: The Sales team planned and executed 5 Site Tours. Clients included:

- Legacy Turbine
- Heat Recovery Steam Generators (HRSG) Forum Annual Conference
- Ad Gypsum Supply Division
- Texas Association for College Admissions Counseling (TACAC)
- New Marriott Group Sales Representative



SERVICING



Q4 Highlights: Julie Quinn offered 37 groups servicing, sent out 23 Meeting Planner Guides, distributed 832 welcome bags to groups, and met with multiple clients and partners. Julie also expanded the Show Your Badge program by 1 new partner. 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.

Copa Rayados Soccer Tournament: The Copa Rayados Soccer Tournament returned to The Woodlands in 2023. This event welcomed over 339 teams from around the country and world for a 5-day 5-night stay to play tournament. This year's tournament confirmed over 2,700 room nights within The Woodlands township and over 4,000 in the great Houston area. Julie Quinn assisted in many ways on the servicing side for this group to ensure they had a great destination experience.

SALES PROJECTS & INITIATIVES

Connect Texas: After years of planning and preparing, Visit The Woodlands officially welcomed over 200 meeting planners and suppliers from around the country for Connect Texas. This event was an impactful way to showcase The Woodlands as a premier meetings destination to the meetings market. Read more about Connect Texas and the impact of this event [HERE](#).





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](#).

Holiday Partner Engagement: Each year Visit The Woodlands engages with local hotel and strategic partners to round out the year. This year Visit The Woodlands delivered cookies to our partners.



PARTNERSHIPS & MEETINGS

Below is an overview of the meetings and events attended by the sales team in Q4.

- HEB Wine Walk at Market Street
- TACVB sales blitz planning meeting
- October Board of Directors meeting
- TPID information meeting
- MPI finance team meeting
- TPID incentive fund process Inquiry meetings with 9 cities
- MPI HAC board meeting
- TSAE servicing preparation call with Visit Fort Worth
- Monthly Simpleview calls
- November Board of Directors meeting
- Connect annual partnership meeting
- Market Street tree lighting
- TTA Unity Dinner site tour
- TSAE planning kickoff call
- Adcetera planning workshop
- HelmsBriscoe contract call
- December Board of Directors meeting
- Simpleview onsite strategy meeting

MARKETING DEPARTMENT

Ashley White, Marketing Director

Amber George, Communications Coordinator

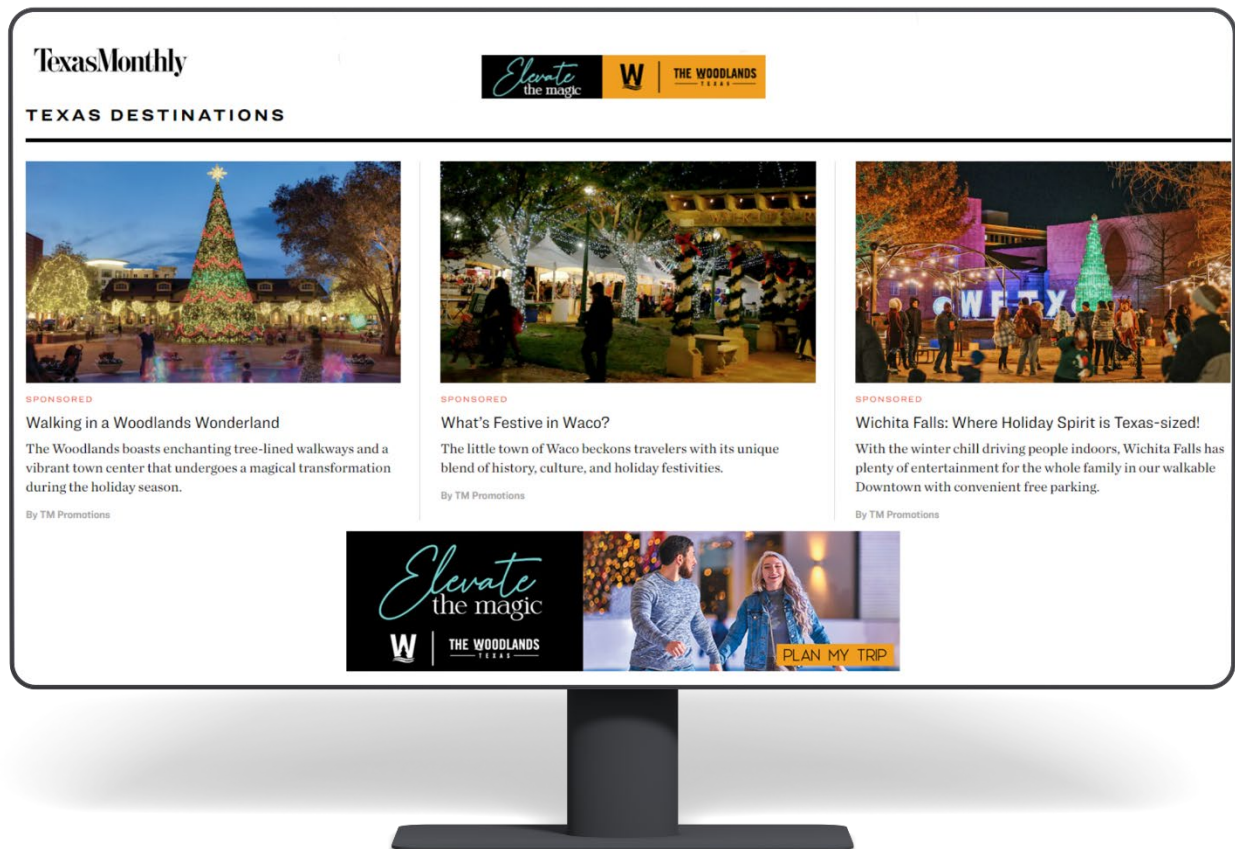
Mary Murphy, Public Relations Coordinator

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 Winter Travel Guide: Visit The Woodlands partners with Texas Monthly for their seasonal travel guides. Each quarter, a new travel guide featuring The Woodlands is released on Texas Monthly's website.



ADVERTISING | MEETINGS EXAMPLES

Smart Meetings: Full Page



TSAE: Full Page



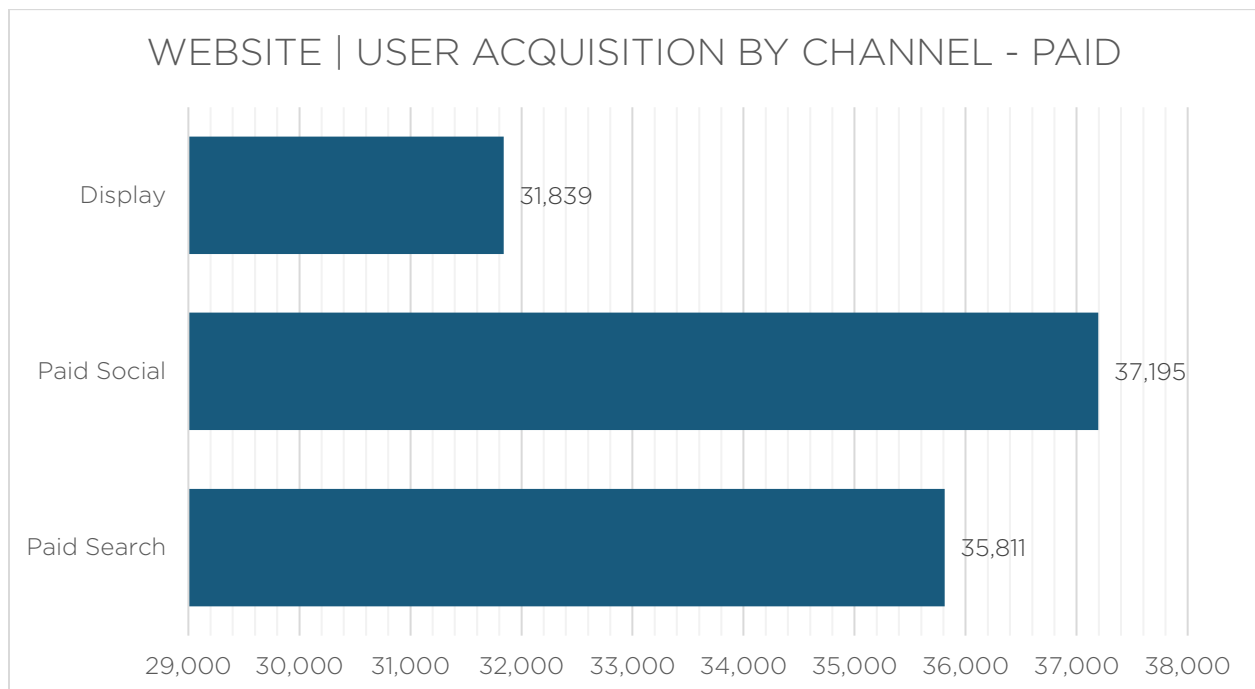
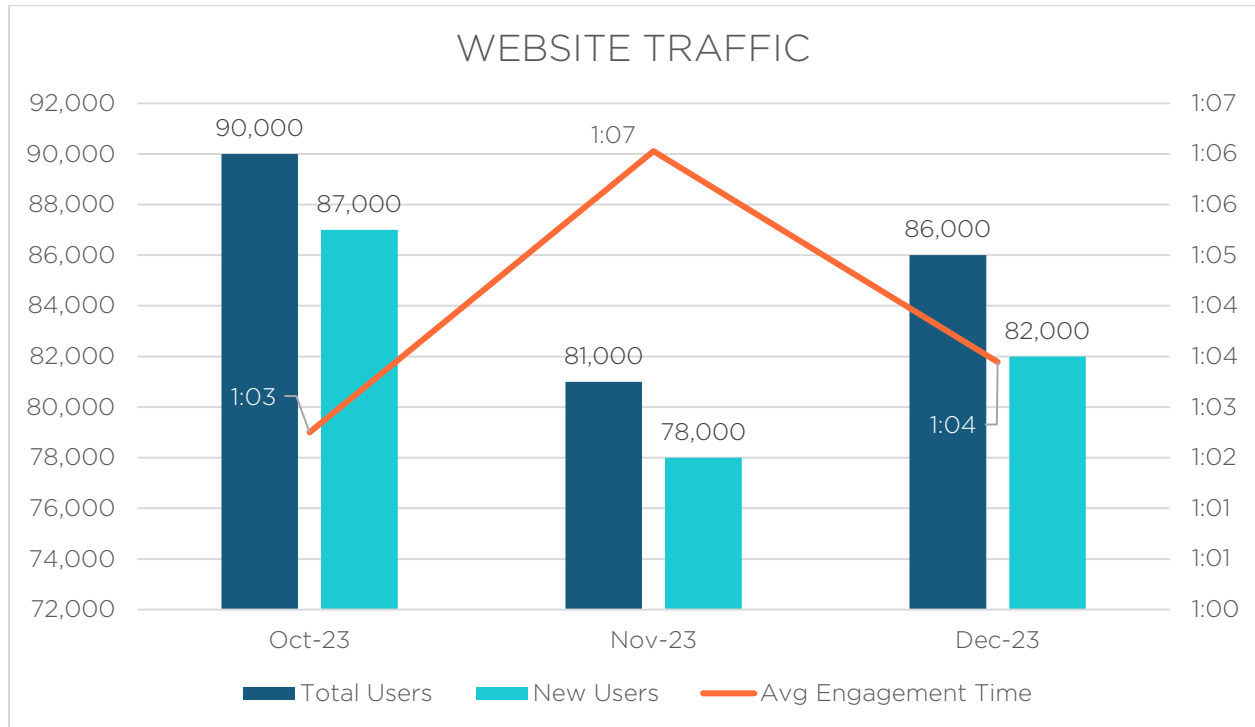
ADVERTISING | DIGITAL REPORTING

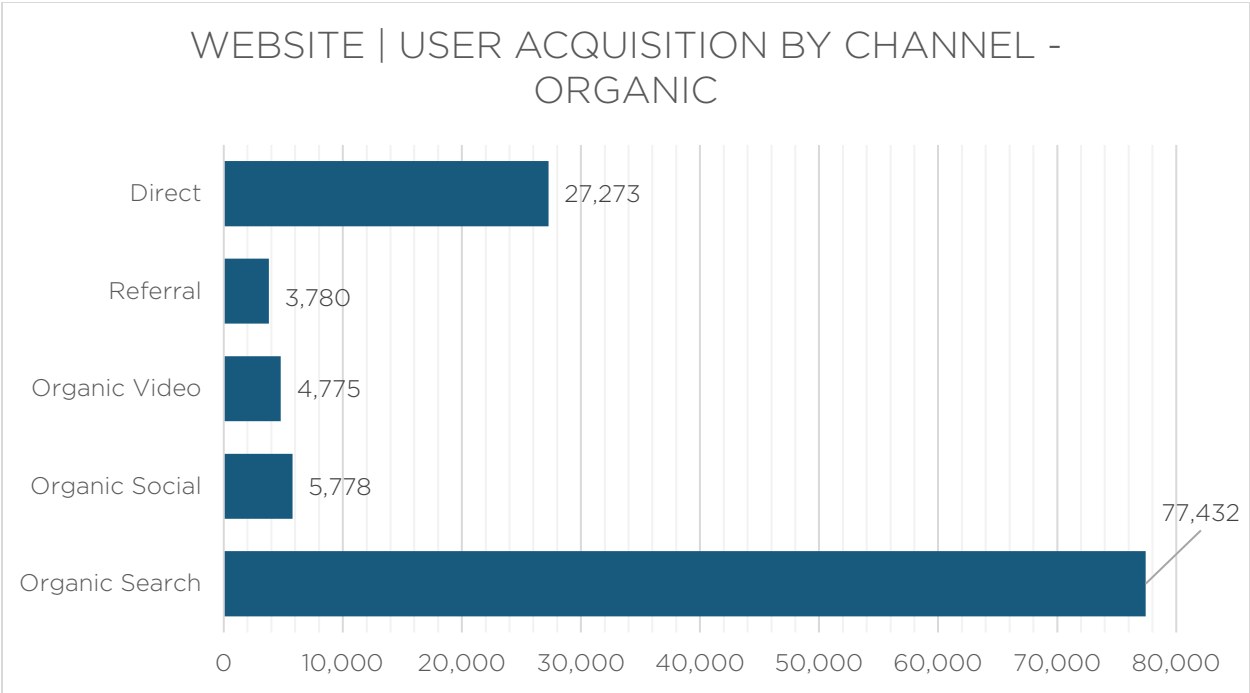
LEISURE	GOOGLE SEM	GOOGLE DISPLAY	GOOGLE VIDEO	META CTS	META RM	META VIDEO
IMPRESSIONS	170,917	5,511,503	519,957	1,290,043	1,361,868	904,627
CLICKS OR VIEWS	38,036	48,807	327,136	37,394	16,437	18,587
CTR OR VIEW RATE	21.09%	.90%	62.45%	2.91%	1.47%	2.10%

INTERNATIONAL	GOOGLE SEM		
IMPRESSIONS	16,303		
CLICKS OR VIEWS	1,571		
CTR OR VIEW RATE	9.64%		
MEETINGS	GOOGLE SEM	META CTS	META RM
IMPRESSIONS	55,121	618,535	577,738
CLICKS OR VIEWS	4,394	25,140	12,658
CTR OR VIEW RATE	8.14%	4.49%	2.35%

WEBSITE | TRAFFIC

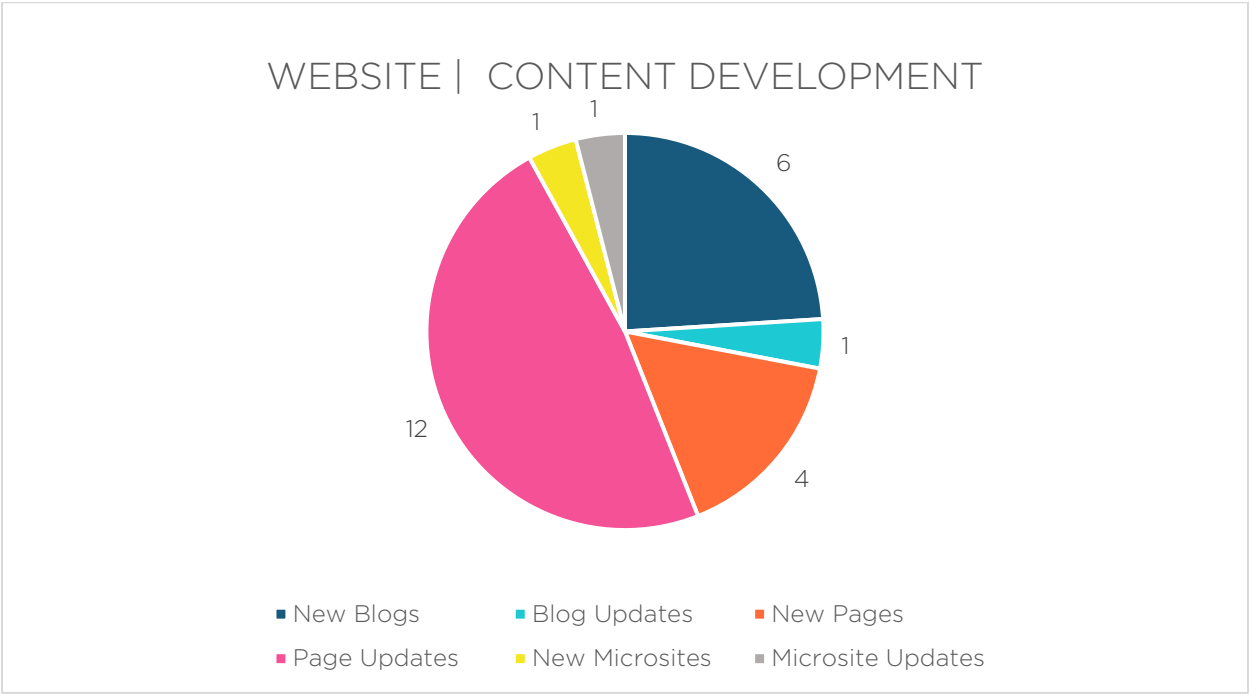
In Q4, the website received 253K users with an average engagement time of 1:08. Top countries driving traffic to the website behind the U.S. were Mexico, Canada, U.K. and Germany.

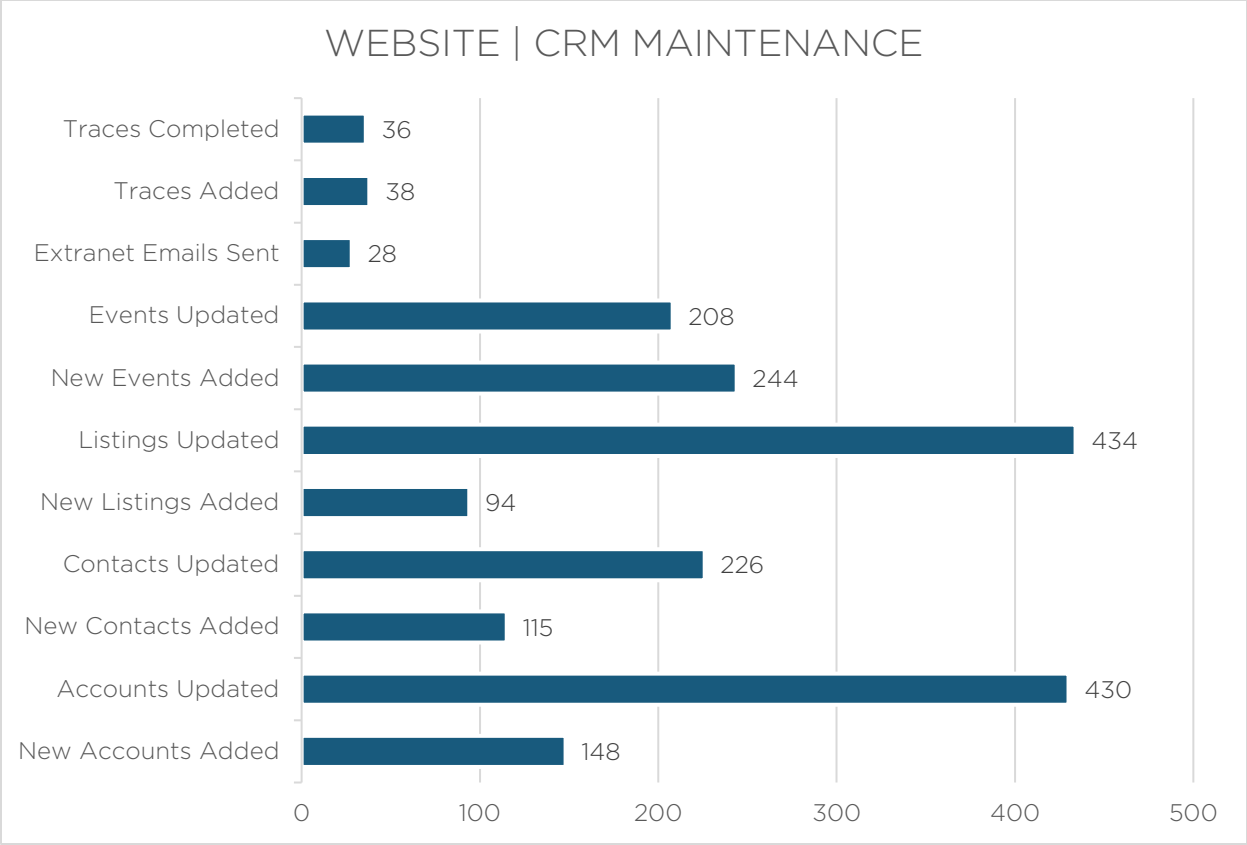




WEBSITE | CONTENT DEVELOPMENT

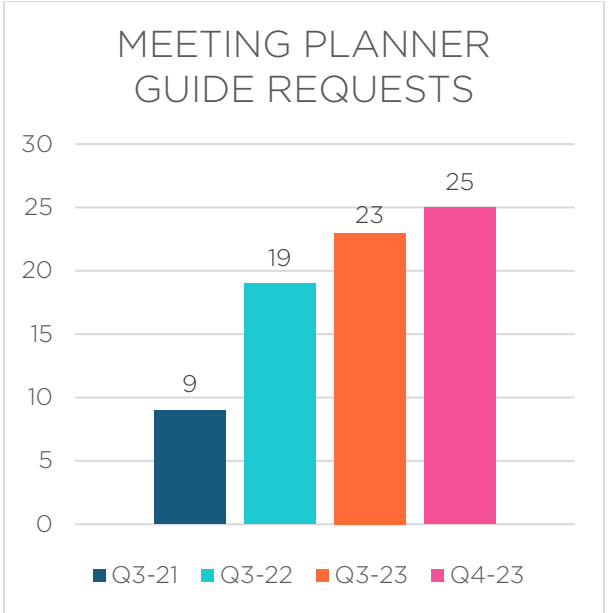
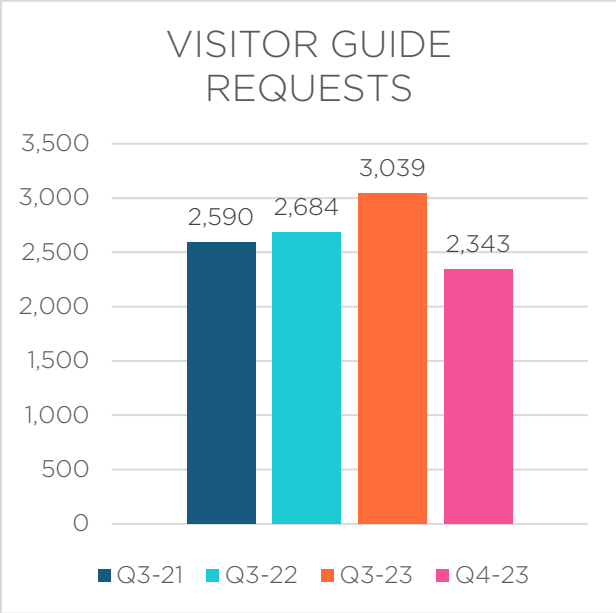
The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of Q4 efforts.





GUIDE REQUESTS | YEAR-OVER-YEAR

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. In 2023, Visit The Woodlands distributed a total of 10,656 copies of the Visitors Guide and 89 copies of the Meeting Planner Guide.



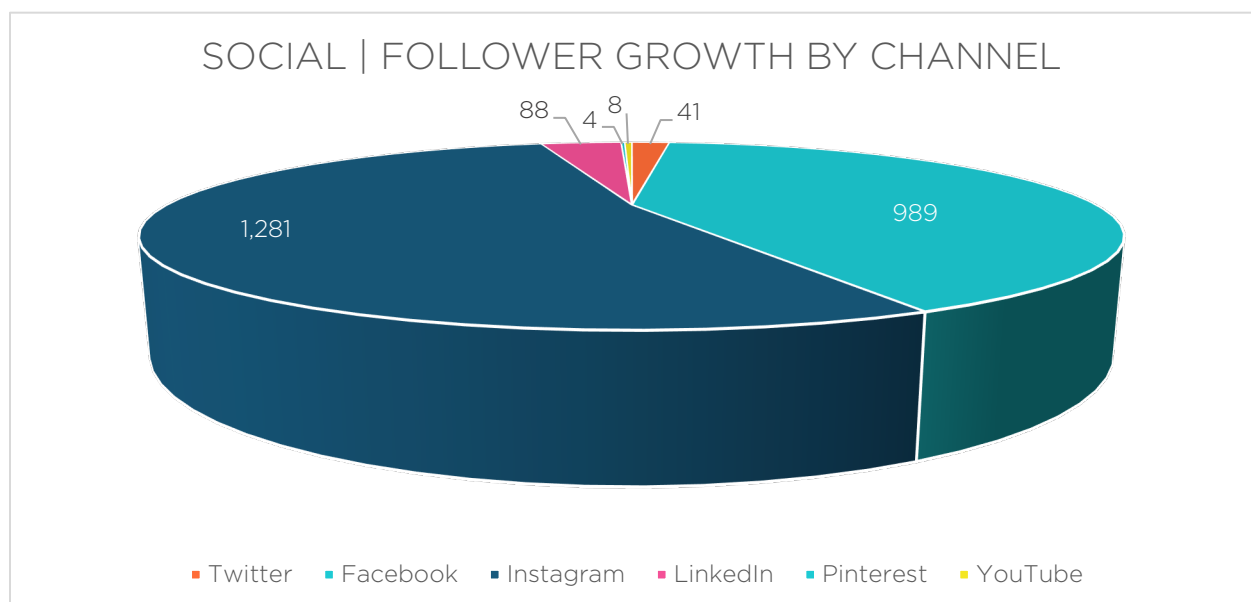
MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

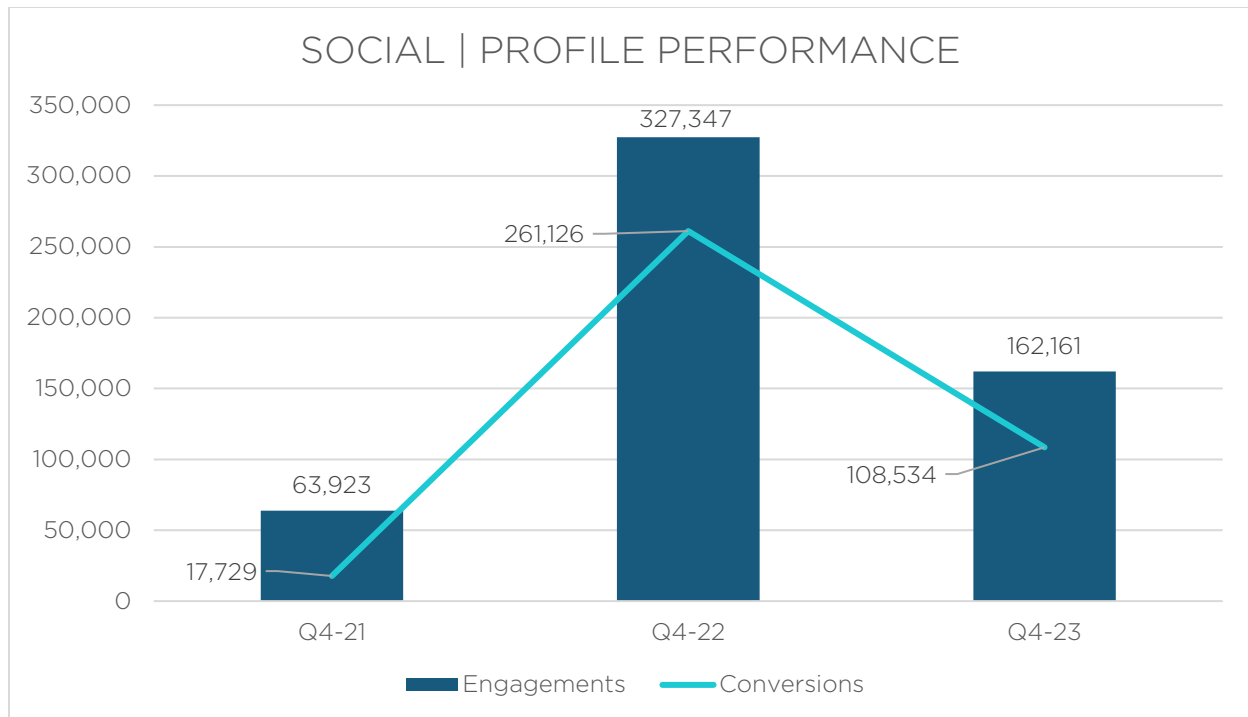
#SoWoodlands Magazine: Visit The Woodlands released the Fall edition of its printed publication, #SoWoodlands Magazine. [View digital edition here.](#)



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 60K across platforms, up 2.4K from the previous quarter. Connect with **Visit The Woodlands on social:** [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#), [LinkedIn](#).





SOCIAL | CAMPAIGNS & COLLABORATIONS

Visit The Woodlands works with content creators and local hospitality partners to create collaborations to promote The Woodlands throughout the year. Below is an overview of Q4.

Ambassador of the Year Collaborations:

- The Woodlands Ice Rink
- Top 10 Things to Do in The Woodlands
- The Woodlands Resort

Other Influencer Collaborations:

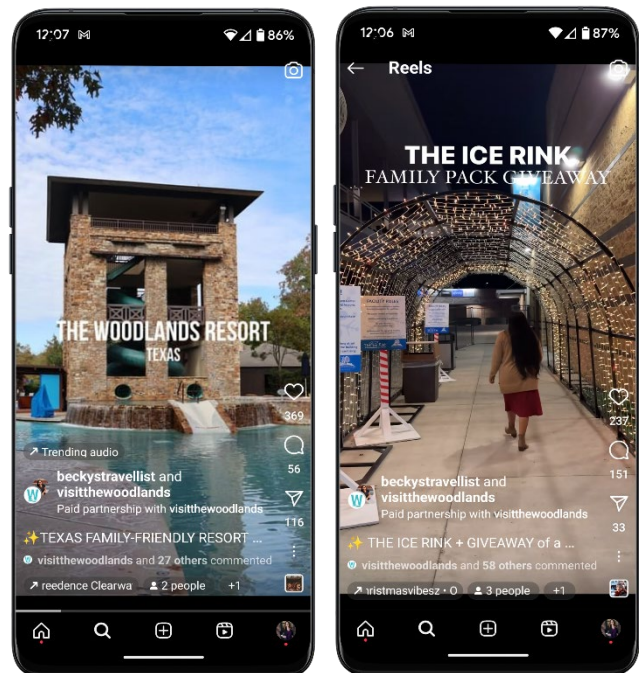
- Bexar Mom
- Traveling Tessie

Partner Collaborations:

- Twisted Sugar
- Terra Vino
- The Woodlands Resort
- Zues Express

Campaigns:

- 12 Days of Christmas



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.

Fam Trip: Adeina Anderson, [Celebrating the Spirit of the Season](#)

Celebrating the Spirit of the Season: Holidays in The Woodlands, Texas

Nestled amidst the lush pine woods of Texas, The Woodlands is surrounded by a nature preserve and emerges as a vibrant community that comes alive with festive cheer during the holiday season. This suburban oasis uniquely blends Southern charm and holiday magic, from enchanting light displays to community events and shopping extravaganzas.

Dazzling Lights - The Woodlands transform into a winter wonderland with spectacular displays that capture the season's spirit. The annual Lighting of the Doves festival marks the official start of the holiday season, where thousands of twinkling lights illuminate the sky, and majestic fireworks displays light up the night. Waterway Square and Market Street are adorned with festive decorations, creating a magical ambiance that invites locals and visitors alike to stroll and soak in the holiday spirit.

Community Events - The Woodlands hosts various community events that unite people to celebrate the holidays. The Ice Rink at The Woodlands Town Center is a popular spot where families can lace up their skates and glide across the ice beneath the glittering lights. Dance to The YMCA while skating around as the snow falls from the ceiling of the Cynthia Woods Mitchell Pavilion.









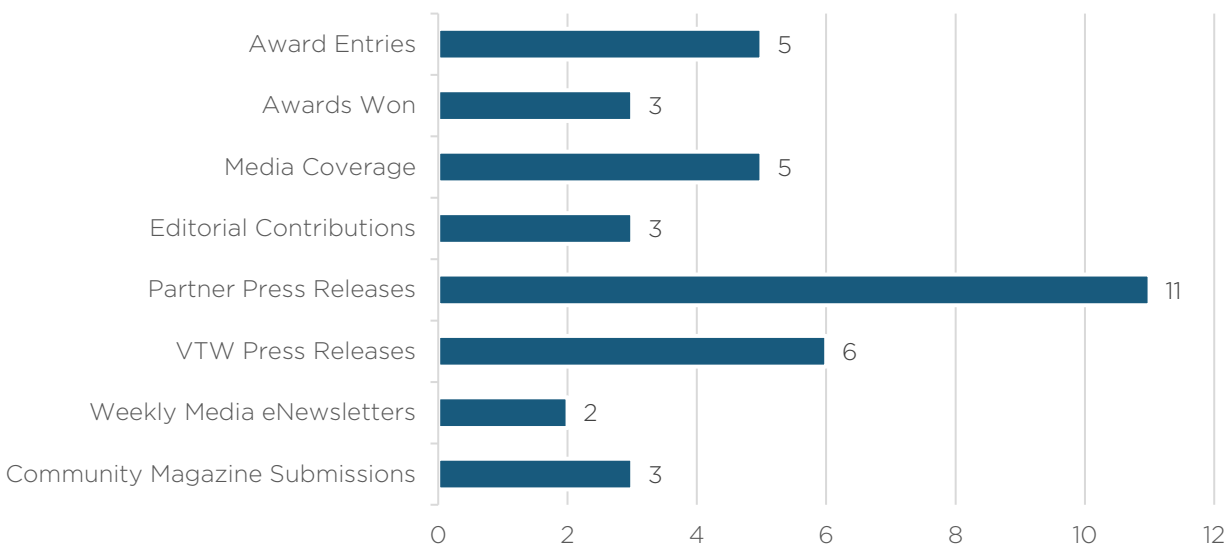


The Woodlands Resort - Newly renovated, the Woodlands Resort is the perfect place to have a Merry Christmas. Part of the Hilton family of hotels, this resort is pet-friendly and offers walking trails, golf, kayaking, a full spa, and on-site restaurants. If you are bringing your furry friend, ask for the Pampered Pups Package, which includes a bed for your pups, water and food bowl, and treats. The pool area includes a lazy river and private cabanas. The resort hosts festive events throughout December, like breakfast with Santa and cookie decorating.

Santa's Wonderland - A visit to Santa's Wonderland at The Woodlands Mall is a must for families with children. This winter wonderland has festive activities, including photos with Santa Claus, holiday-themed games, and seasonal entertainment. The Woodlands Mall also hosts special events throughout the season, providing a one-stop destination for holiday shopping and festive fun.

Market Street Magic - Market Street is a premier shopping and dining destination, becoming a holiday haven this time of year. Festive lights, elegant decorations, and the sound of carolers create a joyful atmosphere as shoppers explore the upscale boutiques and enjoy delicious holiday treats. The annual Market Street in Lights event features live entertainment, a tree-lighting ceremony, and a visit from Santa, making it a favorite tradition for many Woodlands residents. Photos with Santa Claus are available, and there are selfie areas throughout the market for that perfect holiday photo.

MEDIA & PR | INITIATIVES



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 Q4 efforts.

Q4 Asset Development:

- Connect Texas
- Wine Walk
- Jen Loves Paper



STRATEGIC PARTNERSHIPS

Nick Wolda, President

Elizabeth Eddins, Executive Director

SPONSORSHIPS

Wine Walk at Market Street: Visit The Woodlands partnered with Wine & Food Week to activate a VIP area during the annual Wine Walk at Market Street in October.



INTERNATIONAL PROMOTION

Circuit of The Americas (COTA): Visit The Woodlands participated in the Circuit of the Americas for the first time in 2023. The largest F1 race in the world, the event was attended by over 432K fans from around the world. The Woodlands booth was located in Lonestar Land with other Texas destinations including El Paso and Austin.



LOCAL AWARENESS

Below is an overview of local events and partner Visit The Woodlands supported in Q4.

- Monarca Grand Opening
- Lighting of the Doves
- Kendra Scott Meet & Greet
- Others

ADVOCACY & BUSINESS DEVELOPMENT

Texas Travel Alliance Summit: Visit The Woodlands Executive Director, Elizabeth Eddins, attended the Texas Travel Alliance Summit in El Paso in Q4.

AWARDS & ACCOLADES | TEAM

Smart Meetings Names Visit The Woodlands as Platinum Choice Award Winner: Smart Meetings, the meetings industry's leading media company and most trusted resource for meeting professionals, recently announced its 2023 Platinum Choice Award Winners. [Read the full release here.](#)

Visit The Woodlands Recognized with Davey Award: Visit The Woodlands recently received a Davey Award for the "Fashion Forward Advertising Campaign", launched in 2022. This campaign features photography and videography that showcases the natural beauty and luxury visitors can experience in The Woodlands, alongside headlines such as, "You have arrived," "Vacation effortlessly," "Elevate your expectations," and "Elevate your next meeting". [Read the full release here.](#)

Visit The Woodlands Receives Annual ConventionSouth Award: ConventionSouth, the South's leading meetings and events industry magazine, recently recognized Visit The Woodlands with a Readers' Choice Award. Nearly 8,000 readers and fans voted for their favorite Meeting Sites, CVBs, Hotels, and Facilities in the 2023 Readers' Choice Awards. [Read the full release here.](#)

Visit The Woodlands Receives Four MarCom Awards: As the official Convention and Visitors Bureau for The Woodlands, Visit The Woodlands is responsible for marketing The Woodlands as a premier destination for leisure and business travel. The MarCom Awards recently recognized Visit The Woodlands' marketing efforts with four awards. [Read the full release here.](#)