



QUARTERLY REPORT

Q3 2024





ABOUT US

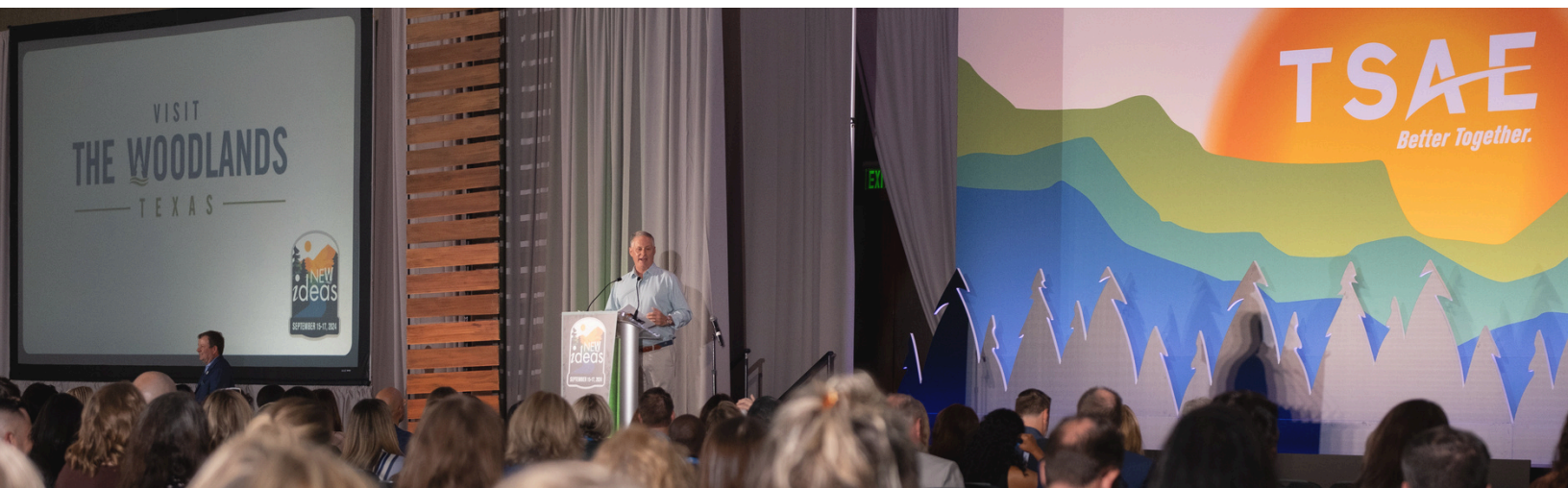
The Woodlands Convention and Visitors Bureau (dba: Visit The Woodlands) is the official destination marketing organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Visit The Woodlands is a 501 (c)(6) organization funded by The Woodlands Township Hotel Occupancy Tax.

Our Mission

Our mission is to establish The Woodlands, Texas, as a beautiful, lively, and welcoming destination recognized regionally, nationally, and internationally for first-class business, convention, and leisure travel.



SCAN TO LEARN MORE ABOUT
US & VIEW REPORTS ONLINE



BOARD & STAFF



Visit The Woodlands Board of Directors and Officers (from left to right): President Nick Wolda, Cameron Klepac, Jennifer Gohagan, Vice Chairman Linda Nelson, Chairman Brad Bailey, Secretary/Treasurer Richard Franks, Kim Lowe, Jenny Taylor and Monique Sharp

VISIT THE WOODLANDS STAFF MEMBERS

Executive Leadership

Nick Wolda, President
Elizabeth Eddins, Executive Director

Sales

Josie Lewis, Director of Sales
Ashley Fenner, Senior Sales Specialist
Ryan Greenwood, Senior Sales Specialist
Julie Quinn, Servicing Specialist

Partnerships

Vacant, Tourism Specialist

Admin

Carla Twidell, Administrative Analyst

Marketing

Ashley White, Director of Marketing
Amber George, Social Media Coordinator
Andrea Day, Creative Media Coordinator
Vacant, Content Coordinator

HOTEL OCCUPANCY TAX

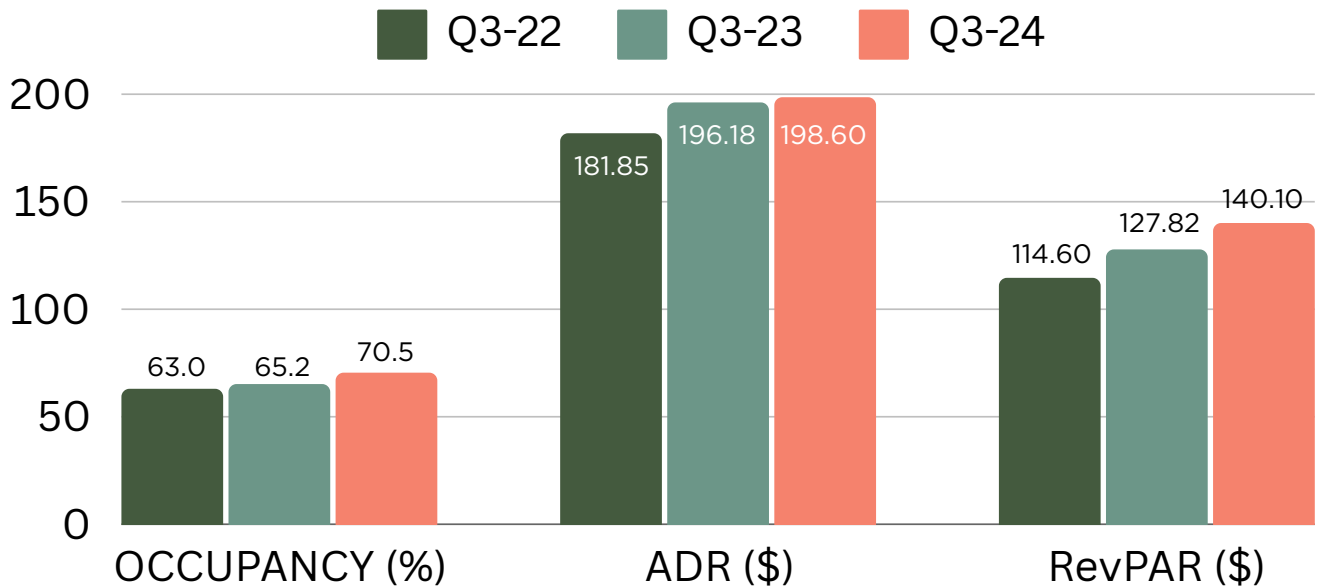
Hotel tax collections were down 11.5% in July; however, it was followed by a strong recovery in August, which was up more than 11%. Collections are pacing up 7% for the year as of September. In Q4, Visit The Woodlands will continue to push sales and marketing initiatives in an effort to hit \$10M in hotel tax collections for 2024.

	ACTUAL 2022	ACTUAL 2023	BUDGET 2024	ACTUAL 2024	Y-O-Y CHANGE
JAN	\$536,360	\$557,492	\$581,656	\$591,541	6.1%
FEB	\$456,772	\$624,238	\$653,914	\$743,261	19.1%
MAR	\$594,014	\$786,891	\$793,662	\$818,181	4.0%
APR	\$781,476	\$872,412	\$887,215	\$913,478	4.7%
MAY	\$869,804	\$927,617	\$958,178	\$1,046,776	12.8%
JUN	\$887,820	\$833,639	\$880,866	\$959,067	15.0%
JUL	\$801,430	\$927,303	\$953,336	\$821,488	-11.5%
AUG	\$719,332	\$799,606	\$849,269	\$889,485	11.2%
SEP	\$615,238	\$763,890	\$812,471	\$806,939	5.6%
OCT	\$734,973	\$761,341	\$815,483		
NOV	\$873,313	\$966,184	\$968,832		
DEC	\$739,439	\$817,150	\$728,272		
TOTAL	\$8,609,970	\$9,637,765	\$9,883,154		
Y-T-D	\$6,262,246	\$7,093,089	\$7,370,567	\$7,590,215	7.0%

MARKET RESEARCH

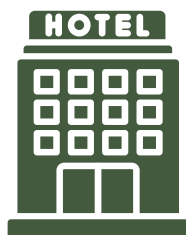
STR DATA

Visit The Woodlands uses Smith Travel Research (STR) to measure occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) for the 14 hotel properties in The Woodlands Township boundaries. Below is data for the past quarter, for the past three years.



Tax Collections

Visit The Woodlands uses Symphony by Tourism Economics to visualize hotel, sales and mixed beverage tax collections. Insights on visitor spending, airport checkpoint volume, overnight trip share and employment are also collected.



HOTEL TAX

\$2.5M

+7% YOY



SALES TAX

\$17.9M

-3.7% YOY



MIXED BEVERAGE TAX

\$366.5K

+100% YOY

SALES *Overview*

The Sales Team promotes The Woodlands as a premier destination for conferences, meetings, and events. This is accomplished by attending tradeshow & sales missions as well as hosting prospective clients in The Woodlands for FAM visits & site tours. Other sales initiatives include representing Visit The Woodlands at industry functions, servicing programs and special projects.

TRADESHOWS & SALES MISSIONS

- Connect Marketplace
- IMEX America
- TSAE New Ideas Conference (hosted in The Woodlands, more on page 8)



FAM VISITS & SITE TOURS

- Analyzer Technology Conference
- Connect Worldwide
- Furniture First
- TEEX Conference
- Texas Floodplain Management Association
- Texas Radiological Society
- United States Courts - Fifth Judicial Circuit



SALES *Leads and Servicing*

LEADS

- 108 leads
- 39,400+ hotel rooms represented
- \$27.4M potential economic impact

SERVICING

- 23 groups serviced
- 550+ welcome bags distributed
- 2 destination welcome booths
- 15 Meeting Planner Guides sent out

Booked Business

10

MEETINGS

2,754

ATTENDEES

3,362

HOTEL ROOMS

\$2.6M

ECONOMIC IMPACT

CELEBRATE SERVICES WEEK

Visit The Woodlands celebrated event servicing professionals during Celebrate Services Week, organized by Event Service Professionals Association (ESPA). During this week, Visit The Woodlands did partner pop-ins at several hotel properties in The Woodlands to show appreciation for servicing professionals and their impact on the local hospitality community.

Learn more [here](#).

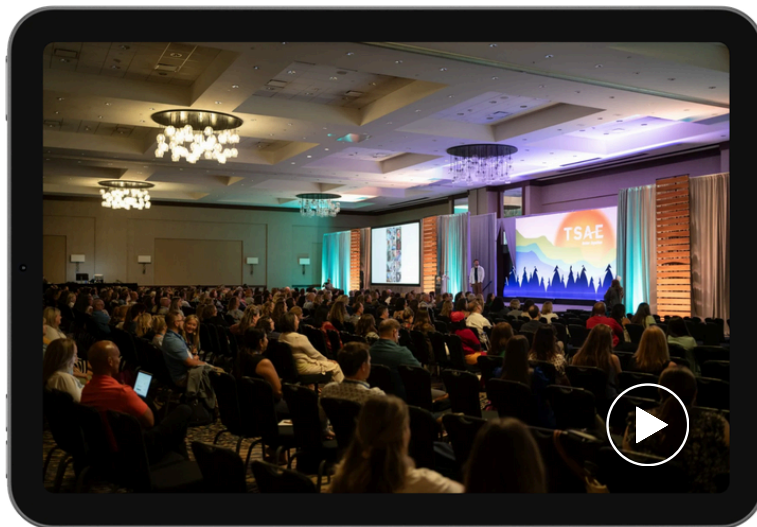


SALES *Highlights*

TEXAS SOCIETY OF ASSOCIATION EXECUTIVES

After years of planning and preparation, The Woodlands welcomed more than 540 association professionals from across Texas to The Woodlands for the Texas Society of Association Executives (TSAE) New Ideas Annual Conference. Learn more about TSAE New Ideas [here](#).

Watch the Recap



TSAE BY THE NUMBERS

- 543 attendees
- 1,000+ hotel rooms
- \$740K estimated economic impact
- 8 destination excursions
- 150+ partners who helped make it happen

SALES *Meetings*



Q3 MEETINGS

- MPI Houston Area Chapter Board Meeting
- Destination Southwest Planning Call
- Located Worldwide Client Site Tour
- Parks and Recreation Sport Planning Meeting
- TSAE Market Street Planning Meeting
- Services Week Partner Pop In's
- Bowlero Partner Meeting
- Montgomery County Food Bank Tour
- Connect Worldwide Site Tour
- Q3 Sales and Marketing Committee Meeting
- Texas Travel Alliance Workforce Committee Meeting
- TFMA Site Tour with Selina Cooper
- Visit The Woodlands August Board of Directors Meeting
- TSAE Excursion Planning Meetings
- MPI HAC CAP'D Luncheon
- MedTech Site Tour
- Marriott Waterway #1 Ranking Celebration
- Leadership Montgomery County Leadership Summit
- Texas Library Association Site Visit
- The Woodlands Township Leadership Team Meeting
- TSAE Vendor Walk through at Market Street
- The Woodlands Financial Group Welcome Table
- 2026 Judicial Conference of the Fifth Circuit Site Tour
- TSAE Staff Pre-Conference
- TSAE Pre-Con with TSAE Team and Resort Staff
- TSAE Staff Welcome Dinner
- Partner meeting with Visit Conroe
- CNS Site Tour
- Amrina Tour and Partnership Lunch
- TSAE Thank you Partner Pop-ins
- Partnership Lunch with Pamela Bunn of Wolford Associates

MARKETING *Overview*

The Marketing team serves as the voice of Visit The Woodlands when marketing to leisure travelers and meeting planners. Along with overseeing brand strategy, the team manages a holistic approach to marketing that encompasses paid advertising, website, social media, email marketing, print collateral, photo and video production, content development, public relations and technology initiatives.

BRAND LAUNCH

- Advertising
- Social
- Bus Wraps
- Pathways Magazine
- Rack Cards
- & More Coming Soon



BUS WRAPS

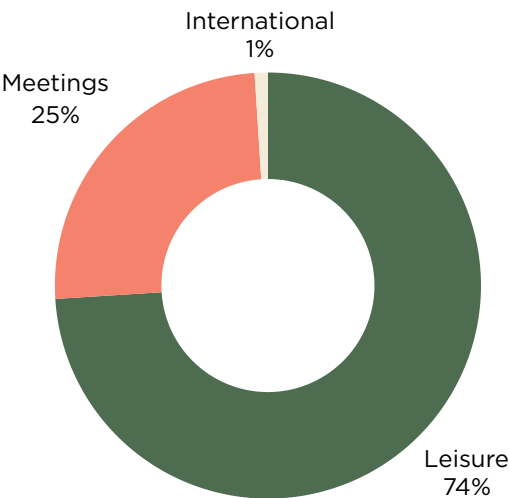
Visit The Woodlands is advertising the back of The Woodlands Township Park & ride buses, encouraging Houstonians to spend the weekend in The Woodlands.

MARKETING *Advertising*

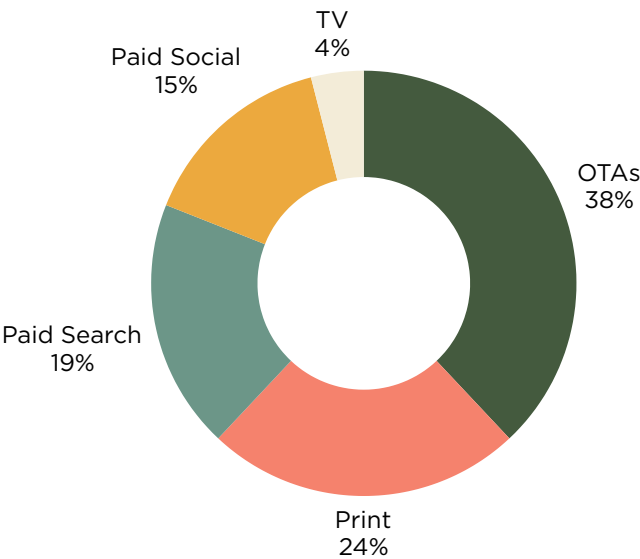
The Marketing Department oversees advertising on behalf of Visit The Woodlands targeting both leisure travelers and meetings planners. Emphasis is placed on peak planning times, market research, strategic media buys & trackable campaigns. Below are a few key placements in Q3. Others not featured below include: Texas Monthly, Meeting Professionals International (MPI) & Texas Society of Association Executives.

ADVERTISING SPEND

by Audience



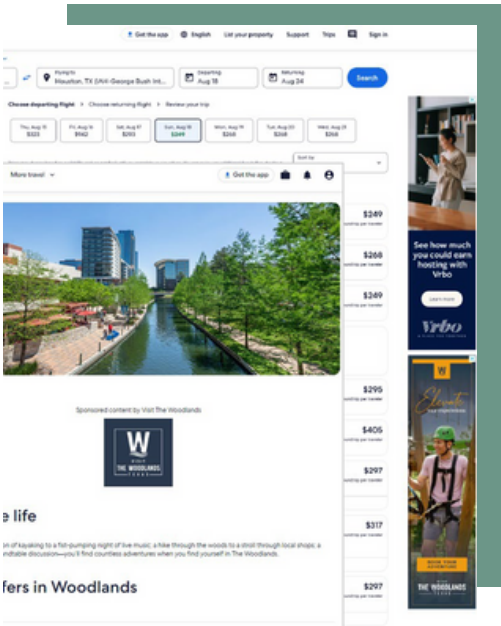
by Channel



640% Return

ONLINE TRAVEL AGENCY (OTA)

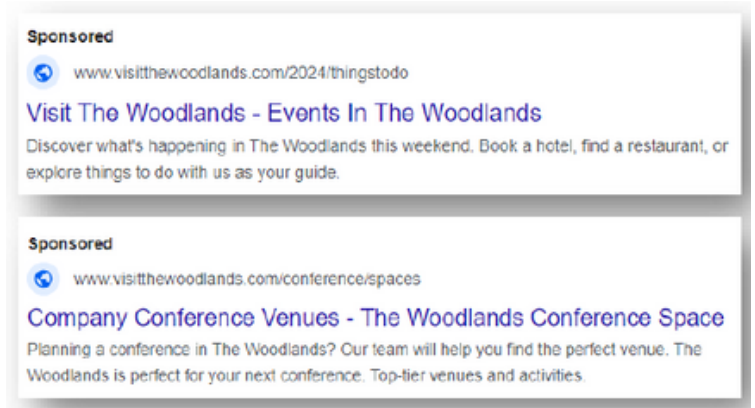
Visit The Woodlands continued advertising placements with Expedia, achieving a 639.6% return on advertisement. This was directly attributable to confirmed hotel bookings with over than 1,000 rooms booked in Q3, a 42.3% increase from Q2.



MARKETING *Advertising*

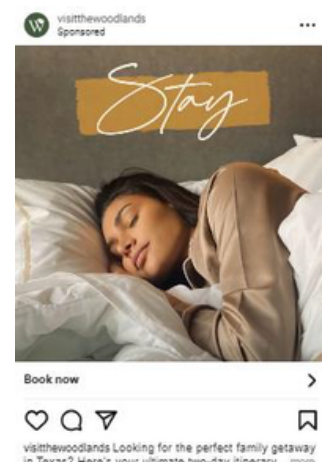
PAID SEARCH *Leisure*

- 4,090 clicks
- 33,107 impressions
- 12.35% click through rate
- 7% conversion



PAID SEARCH *Meetings*

- 2,777 clicks
- 6.8% click through rate
- 3 RFP requests
- 8 Meeting Planner Guide Requests



PAID SOCIAL *Campaigns*

- Family Fun
- Summer Getaway
- Restaurant Weeks
- Pavilion Concerts
- Dining
- Staycations

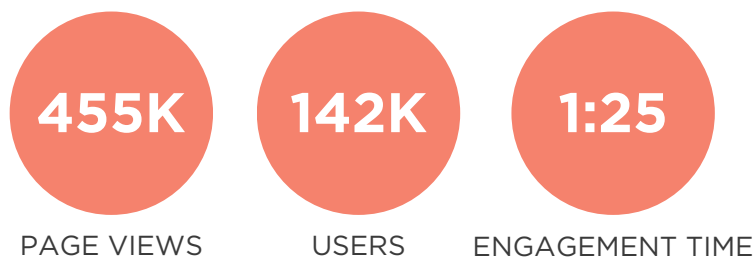
PAID SOCIAL *Audiences*

- Houston
- Austin
- DFW
- Chicago
- Orlando
- Louisiana
- International (Mexico)

MARKETING *Website*

The website is an integral piece of Visit The Woodlands marketing efforts with all paid advertising, social content and print collateral directing traffic to the website. Below is an overview of the past quarter's analytics and insights.

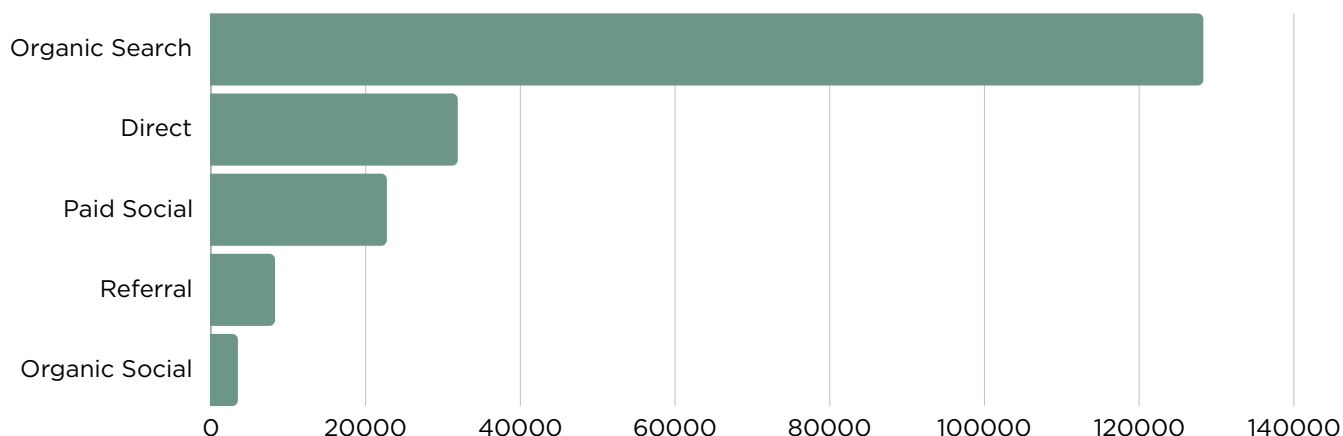
TRAFFIC OVERVIEW



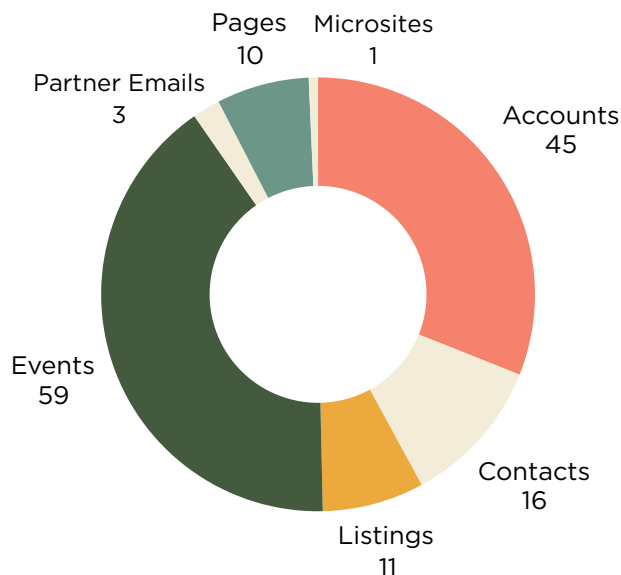
TOP COUNTRIES

- United States
- Mexico
- Canada
- United Kingdom
- Japan

Where do New Users originate from?



CONTENT DEVELOPMENT



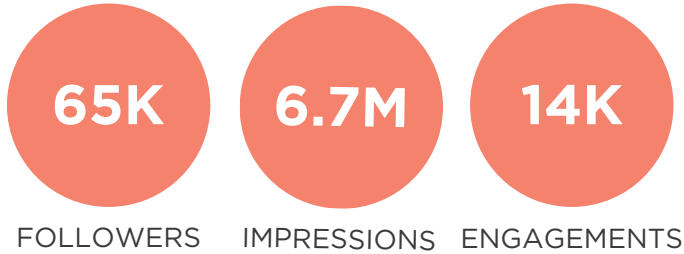
Top Pages

- Restaurants
- Things to Do
- Homepage
- Events
- The Pavilion
- Fourth of July
- Hughes Landing
- Things To Do With Kids

MARKETING *Social*

Visit The Woodlands uses social outlets to help visitors explore The Woodlands & drive traffic to the website. Connect with Visit The Woodlands on social: [Facebook](#), [Instagram](#), [X](#), [YouTube](#), [Pinterest](#), [LinkedIn](#).

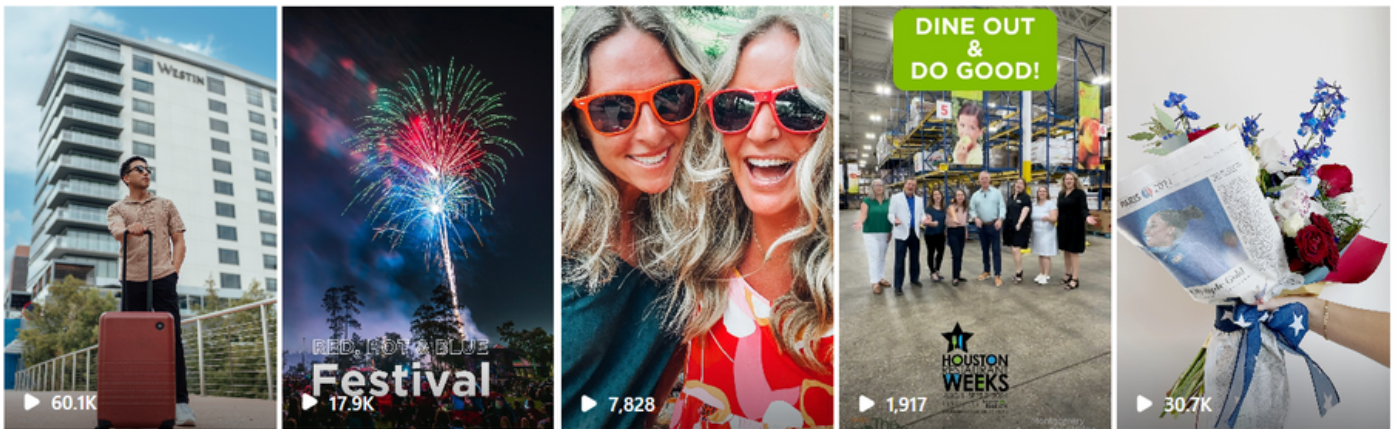
PROFILE PERFORMANCE



TOP CONTENT

- Jon Pardi
- Fourth of July
- Hurricane Beryl
- Original ChopShop
- Labor Day Celebration

Collaborations

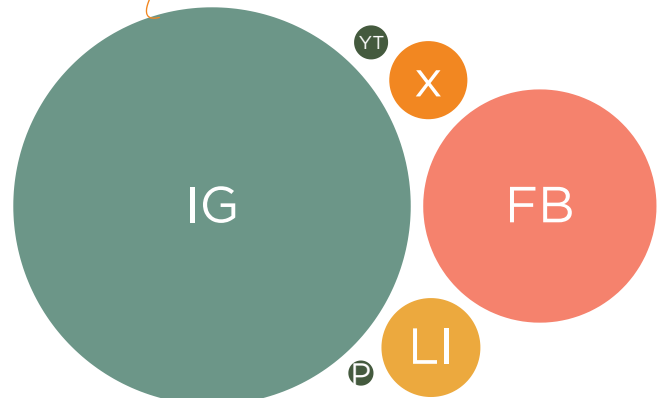


[View more collaborations here.](#)

Audience Growth by Channel

GIVEAWAYS

- Jon Pardi
- 30 Seconds to Mars
- Third Eye Blind
- Koe Wetzel
- Back to School



MARKETING *Public Relations*

COMMUNICATOR AWARDS

- Distinction: Influencer Marketing | Ambassador Program
- Excellence: Print Content - Magazine | #SoWoodlands (now named Pathways)
- Excellence: Conference Activation - Branded Experiences | Connect Texas
- Excellence: Collateral - Special Event | The 9 Wanders of The Woodlands

TELLY AWARDS

- Silver: Travel & Tourism - Social Video | The Woodlands Waterway Arts Festival



Editorial Coverage

- [Eater Houston](#)
- [Traveling With Adeina](#)

FAM TRIPS

- Adeina Anderson, Freelance Writer
- Bao Ong, Houston Chronicle

PRESS RELEASES

- 4 Partner Press Releases
- 5 Visit The Woodlands Press Releases



PARTNERSHIPS *Advocacy*



HOUSTON STATE OF THE CITY

Hosted by Houston First Corporation and the Greater Houston Partnership, the signature event brings together local officials and business leaders across industries for a special luncheon and fireside chat with Mayor Whitmire. The discussion will highlight recent milestones, new projects, and priorities including the administration's commitment to the community and economic growth.

TEXAS ASSOCIATION OF CVBS WOMEN'S CONFERENCE

The Texas Tourism Women's Conference, presented by TACVB, is an interactive series of impactful workshops, expert presentations, and collaborative conversations.



TEXAS TRAVEL SUMMIT

Hosted by the Texas Travel Alliance, Texas Travel Summit stands as the premier conference for the Texas travel industry. It presents a unique blend of networking opportunities, cutting-edge insights, and best practices. Executive Director, Elizabeth Eddins serves on TTA's Executive Board, representing destination marketing organizations (DMOs) across Texas.

PARTNERSHIPS *Highlights*



LOCAL AWARENESS

- Athena Leadership Award Luncheon
- The Woodlands Area Chamber Chairman's Ball
- Montgomery County Food Bank Tour
- Texas Society of Association Executives



EVENT PARTICIPATION

- Red, Hot & Blue Festival
- Concert in the Park

MEETINGS

- Visit Houston - Around Houston
- Market Street - Visitor Services
- The Woodlands Area Chamber
- The Strong Firm
- The Woodlands Township Board of Directors
- Visit The Woodlands Board of Directors



TEAM MEMBERS

Executive Leadership



NICK WOLDA
President



ELIZABETH EDDINS
Executive Director



CARLA TWIDELL
Administrative Analyst

Admin

Sales



JOSIE LEWIS
Director of Sales



ASHLEY FENNER
Senior Sales Specialist



RYAN GREENWOOD
Senior Sales Specialist



JULIE QUINN
Servicing Specialist

Marketing



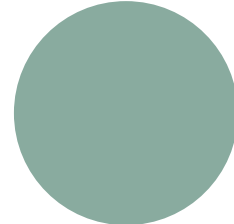
ASHLEY WHITE
Director of Marketing



AMBER GEORGE
Social Media Coordinator

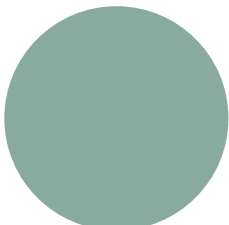


ANDREA DAY
Creative Media Coordinator



VACANT
Content Coordinator

Tourism



VACANT
Tourism Specialist

VISIT The Woodlands TEXAS

Connect With Us

VISITTHEWOODLANDS.COM

