



QUARTERLY REPORT

Q4 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

Tourism

Amber Parsley, Tourism Specialist

Admin

Carla Twidell, Administrative Analyst

Marketing

Ashley White, Director of Marketing
Brooklyn Newell, Social Media Coordinator
Andrea Day, Creative Media Coordinator
Rachael Varner, Content Coordinator

HOTEL OCCUPANCY TAX

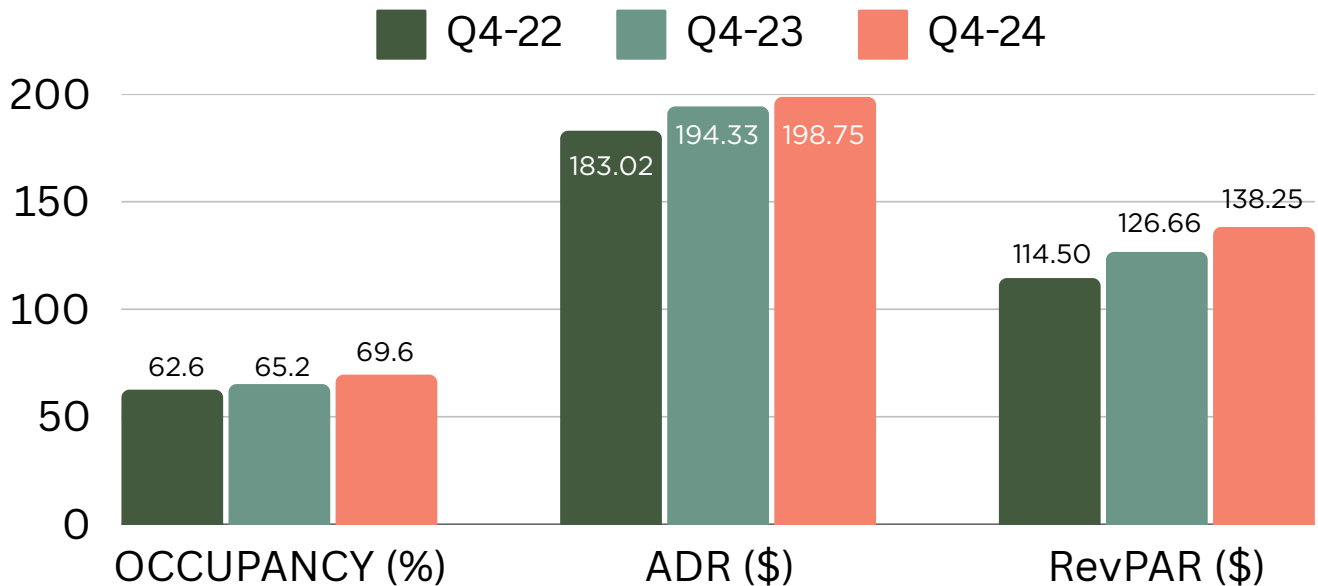
For the first time in history, The Woodlands generated more than \$10M in hotel tax collections, up 7.5% year-over-year.

	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	\$859,577	12.9%
NOV	\$873,313	\$966,184	\$968,832	\$1,035,978	7.2%
DEC	\$739,439	\$817,150	\$728,272	\$875,486	7.1%
TOTAL	\$8,609,970	\$9,637,765	\$9,883,154	\$10,361,256	7.5%
Y-T-D	\$8,609,970	\$9,637,765	\$9,883,154	\$10,361,256	7.5%

MARKET RESEARCH

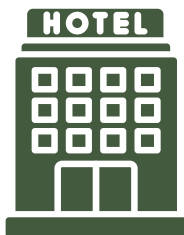
STR DATA

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 *2024 Totals*

Visit The Woodlands uses Symphony by Tourism Economics to visualize hotel, sales and mixed beverage tax collections. Below are end of year totals for 2024. Insights on visitor spending, airport checkpoint volume, overnight trip share and employment are also collected.



HOTEL TAX

\$10.3M

+7.5% YOY



SALES TAX

\$73.7M

+2.1% YOY



MIXED BEVERAGE TAX

\$1.5M

+23.4% 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. Below is an overview of Q4 initiatives.

TRADESHOWS & SALES MISSIONS

- IMEX America
- MPI Texas Education Conference
- TTA Travel Summit
- Connect Texas
- Destination Southwest
- TSAE Celebration Luncheon



FAM VISITS & SITE TOURS

- Altria Client Services
- ARFF Annual Federal Asian Pacific American Council
- Texas Municipal Clerks Association
- 2025 Judicial Conference of the Fifth Circuit



SALES *2024 Totals*

LEADS

- 422 leads
- 191,445 hotel rooms represented
- \$139M potential economic impact

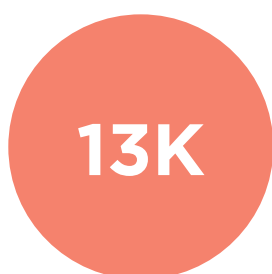
SERVICING

- 92 groups serviced
- 2,145 welcome bags distributed
- 5 destination welcome booths
- 85 Meeting Planner Guides sent out

Booked Business



MEETINGS



ATTENDEES



HOTEL ROOMS



ECONOMIC IMPACT

SALES ADVISORY COMMITTEE

Visit The Woodlands welcomed the Sales and Marketing Committee members for the Q4 committee meeting.



HOLIDAY PARTNER POP-INS

Each year, Visit The Woodlands connects with local hotels and strategic partners to celebrate the holiday season and close out the year. This year, the team spread some festive cheer by delivering holiday cookies to local partners, showcasing the team's appreciation for their continued support and collaboration.

SALES Q4 *Highlights*

DESTINATION SOUTHWEST

Visit The Woodlands welcomed more than 105 meeting planners from across the nation that focus on booking business into the southeast. This tradeshow, executed through Northstar Meetings Group, offered 2.5 days of 1-on-1 appointments, meetings specific education, destination excursions, and more.



TSAE CELEBRATION LUNCHEON

Visit The Woodlands attended the annual TSAE Celebration Luncheon, an event that brings association planners from across Texas. As part of the festivities, the sales team delighted attendees with a standout activation—the highly anticipated Christmas cookie exchange. This interactive experience provided a fun and festive opportunity to connect with current and potential clients while spreading holiday cheer.

MPI HOUSTON AREA CHAPTER GOLF CLASSIC

Visit The Woodlands staff took part in the annual MPI Houston Area Chapter Golf Classic, a fantastic opportunity to connect one-on-one with clients, Houston-area vendors, and industry partners. This event fosters meaningful relationships in a relaxed and engaging setting, allowing the sales team to strengthen existing connections and build new ones.



SALES *Meetings*



Q4 MEETINGS

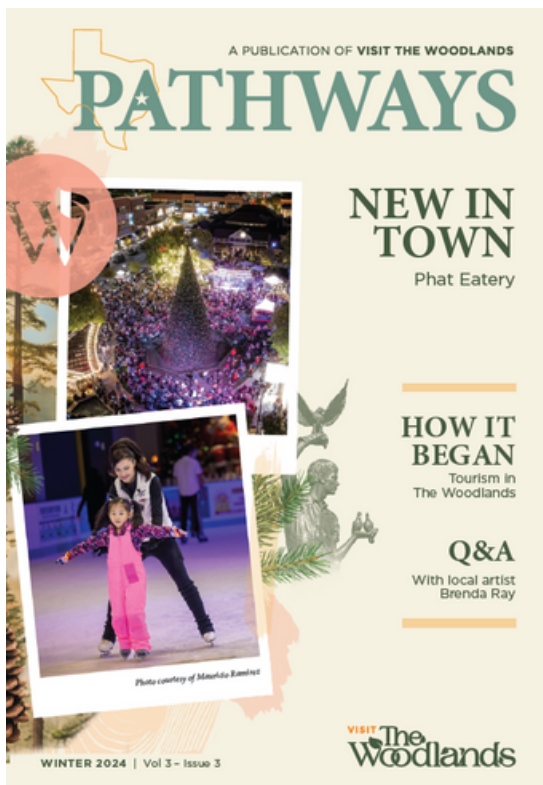
- Premier Events Partnership Meeting
- MPI Texas Education Conference Sponsorship Planning Meeting
- Monthly Simpleview CRM Training Call
- Destination Southwest Bosscat Planning Meeting
- TTA Travel Summit
- The Woodlands 50th Anniversary- Volunteering
- University of Houston Student Site Tour
- Planning Meeting with TFFA
- MPI Golf Classic
- UX Event Design Meeting
- MPI HAC Financial Audit Process
- Alphagraphics Design Meeting Discussion
- Support Call with Waste Connections
- Ironman Texas Staff Room Block Discussion
- Drury Inn Inquiry Call
- Yes to Youth Golf Tournament Volunteering
- The Woodlands Township Veterans Day Tribute
- State of the Visitor Economy
- Marriott City Place Site Tour
- 2025 Sales Team Planning Workshop
- LMC Annual Breakfast
- Premiere Events Hard Hat Tour
- Hyatt Centric Partnership Meeting and Destination Southwest Planning Meeting
- Market Street Lighting and Ice Rink Opening Night
- Marriott Waterway 2025 Sales Planning Meeting
- Destination Southwest
- TSAE Celebration Luncheon
- Q4 Sales Advisory Meeting
- Holiday Partner Pop-ins

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.

NEW TEAM MEMBERS

In Q4, Visit The Woodlands hired Andrea Day, Creative Media Coordinator. In addition, the team was actively working to fill the Social Media Coordinator and Content Coordinator positions.



Special Project

PATHWAYS MAGAZINE

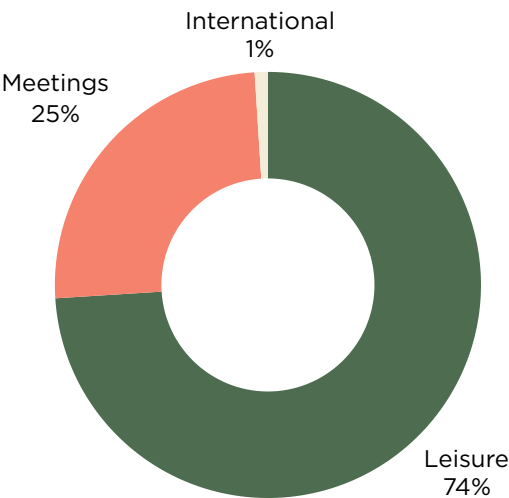
- 55,000+ distributed
- How it Began: Tourism in The Woodlands
- Q&A: Brenda Ray, Local Artist
- New in Town: Phat Eatery
- Why The Woodlands: Thomas Markle
- & more

MARKETING *Advertising*

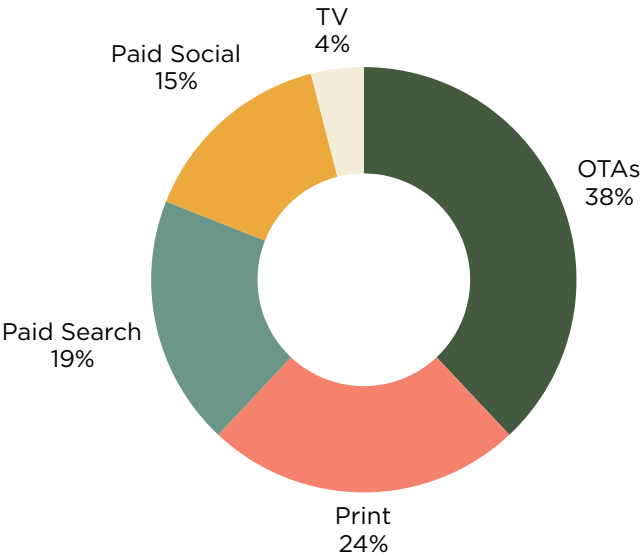
The Marketing Department oversees advertising on behalf of Visit The Woodlands targeting both leisure travelers and meetings planners. Emphasis is placed on peak planning times, market research, strategic media buys & trackable campaigns. Below is an overview of 2024, along with a performance summary.

ADVERTISING SPEND

by Audience



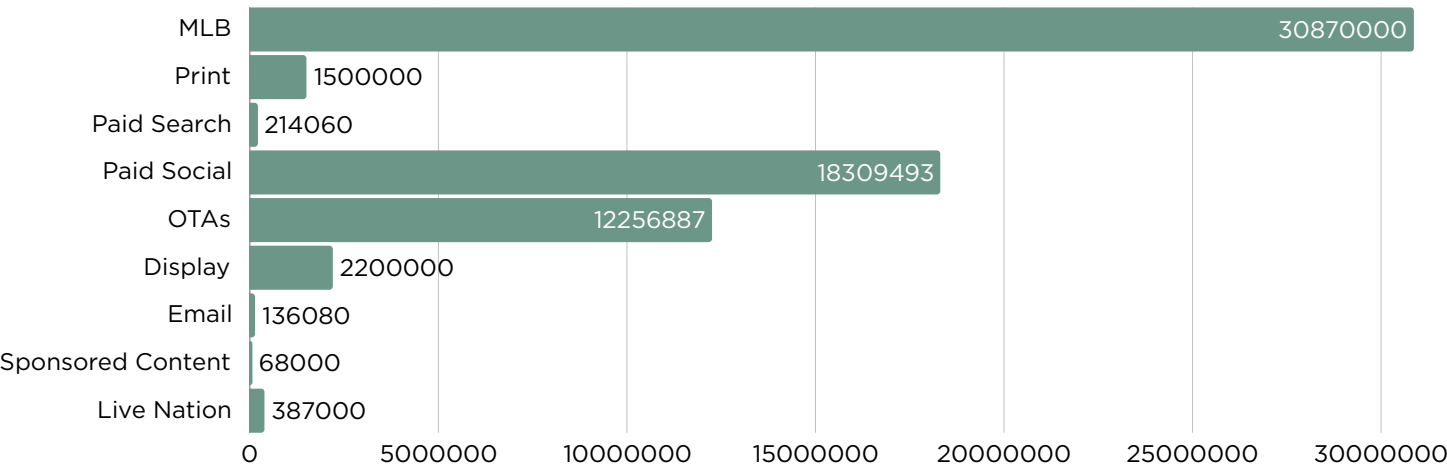
by Channel



IMPRESSIONS

by Channel

79M total impressions



MARKETING

Advertising

Out of Home

MLB: WHITE SOX & ASTROS

As a strategic alternative to traditional billboards, Visit The Woodlands placed signage with MLB teams - Chicago White Sox and Houston Astros. The total investment in the partnership was less than the cost of securing a single billboard for one month within 0.5 -mile radius of downtown Chicago, where numerous travel destinations compete.



THE WOODLANDS EXPRESS

In partnership with The Woodlands Township, Visit The Woodlands launched advertising on the back of The Woodlands Express buses. The bus wraps had exposure to millions of commuters traveling along I-45 to and from downtown Houston.

LIVE NATION

As part of an advertising buy with Live Nation, Visit The Woodlands unveiled a new mural at The Cynthia Woods Mitchell Pavilion. More than 109K fans posed for photos and shared using the hashtag #SoWoodlands.



MARKETING *Advertising*

PAID SEARCH

- 214,060 impressions
- 21,135 clicks
- 9.87% click through rate
- \$2.85 average CPC

Key Points

The meetings paid search campaign accounted for 40% of web traffic to the meetings section & produced 37 leads.

Sponsored

www.visitthewoodlands.com/

Visit The Woodlands - Plan Your Visit

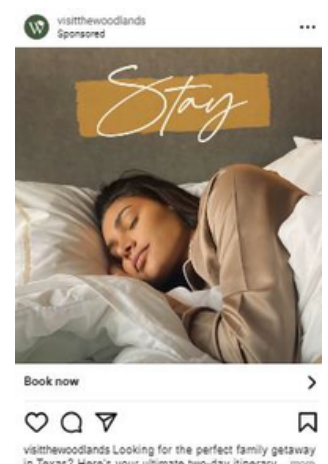
Discover what's happening in The Woodlands this weekend. Book a hotel, find a restaurant, or explore things to do with us as your guide.

Sponsored

www.visitthewoodlands.com/conference/spaces

Conference Space The Woodlands - Premium Conference Venues

Discover world-class conference spaces for your company in The Woodlands. Plan today! Planning a conference in The Woodlands? Our team will help you find the perfect venue.



PAID SOCIAL

- 18,309,493 impressions
- 370,677 clicks
- 2.00 % click through rate
- \$0.26 average CPC

Key Points

Paid social contributed to 15% of overall web traffic and accounted for 20% of conversions, which outperformed 2023 by 83%.

MARKETING *Advertising*

Print

LEISURE

- Texas Monthly
- Texas State Travel Guide

14.9M impressions



MEETINGS

- TSAE
- Connect
- Smart Meetings
- Meet Texas

275K planners reached

MARKETING *Advertising*

Email

MEETINGS & LEISURE

- Smart Meetings
- TSAE
- Northstar Meetings
- MPI
- Texas Monthly

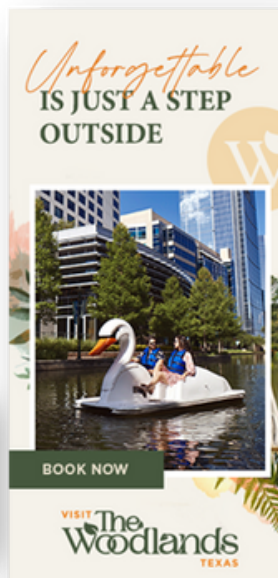
324K reached
42% open rate



Display

LEISURE & MEETINGS

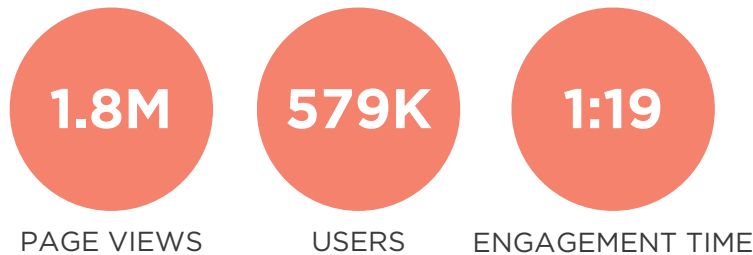
- 2.2M impressions
- 4,600+ landing page clicks
- Runs in tandem to support digital and print tactics



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 2024 analytics and insights.

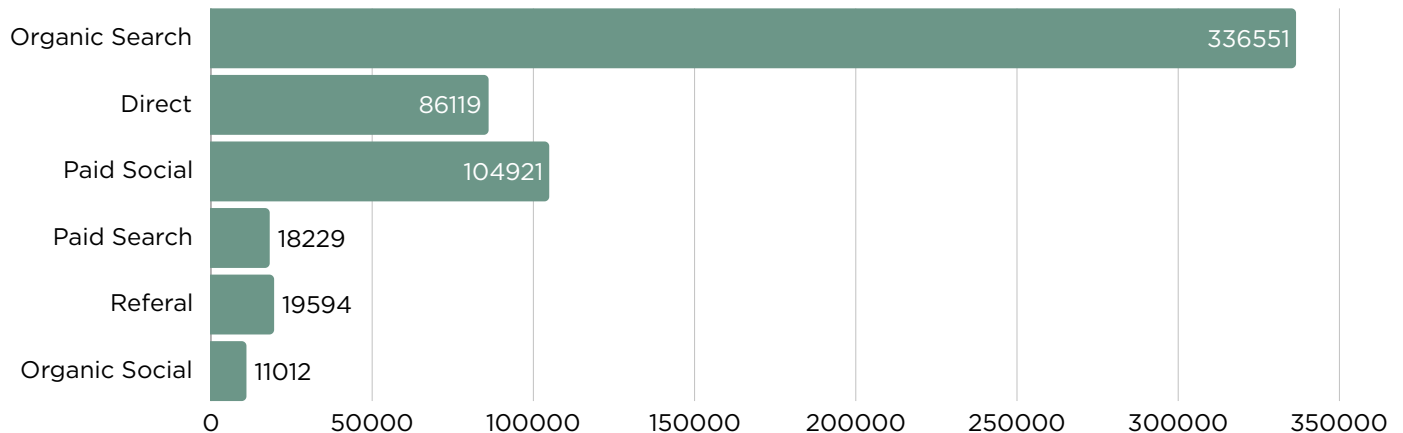
TRAFFIC OVERVIEW



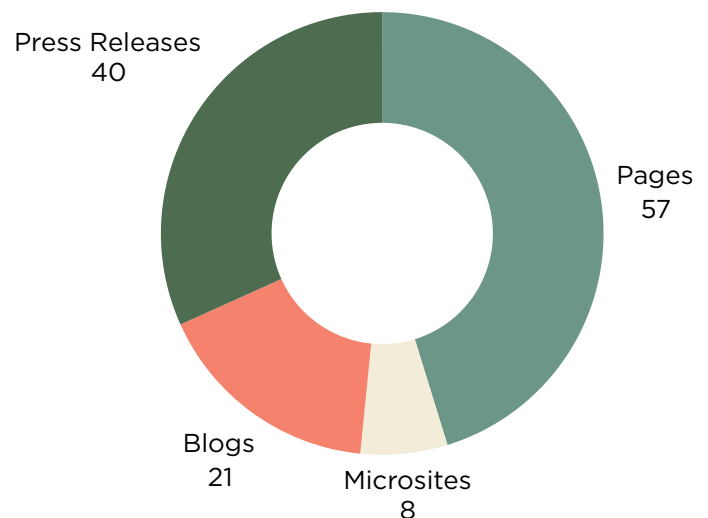
TOP COUNTRIES

- United States
- Mexico
- Canada
- United Kingdom
- Germany

Where do New Users originate from?



CONTENT DEVELOPMENT



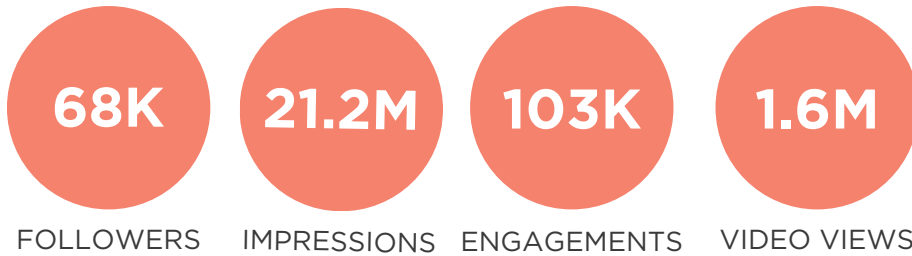
Top Pages

- Restaurants
- Things to Do
- Homepage
- Events
- Hotels
- The Pavilion
- Things to Do With Kids
- Shopping

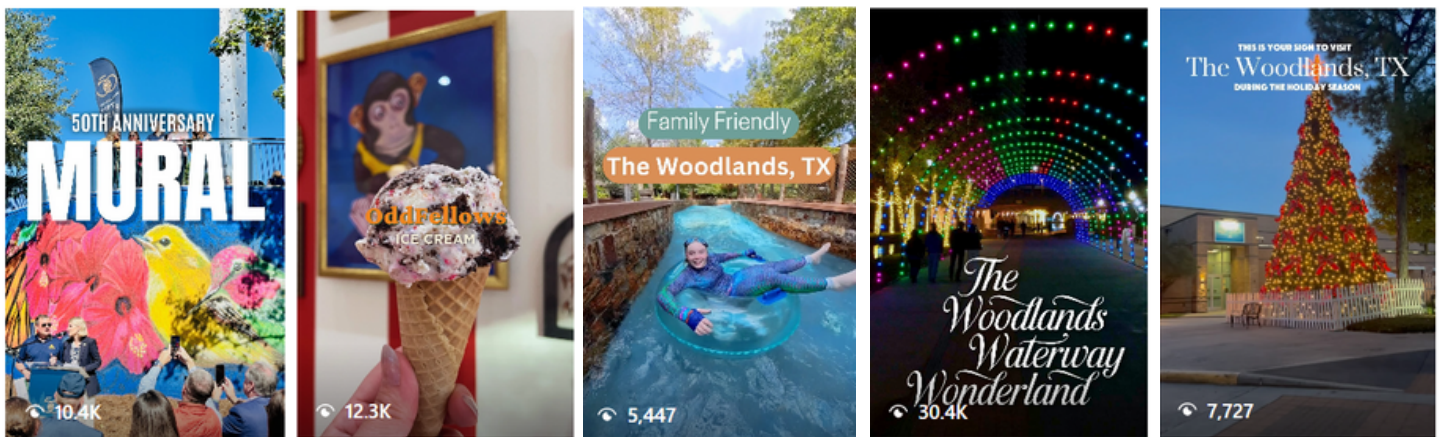
MARKETING *Social*

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



Collaborations



[View more collaborations here.](#)

WATERWAY LIGHTS SOCIAL PERFORMANCE

- Impressions: 416,823
- Engagements: 15,737
- Engagement Rate: 3.8%

OTHER TOP CONTENT

- Market Street in Lights
- The JuicePop & More
- Holiday Shopping

PARTNERSHIPS *Highlights*



WINE WALK SPONSOR

Visit The Woodlands sponsored the Wine Walk at Market Street. Held annually in October, features wine from around the world.



EVENT PARTICIPATION

- 50th Anniversary Events
- Memorial Hermann In The Pink
- U.S. Mexico Chamber of Commerce Gala



LOCAL AWARENESS

- 2024 Market Street Sing Off Judge
- The Woodlands Township Holly the Elf



PARTNERSHIPS

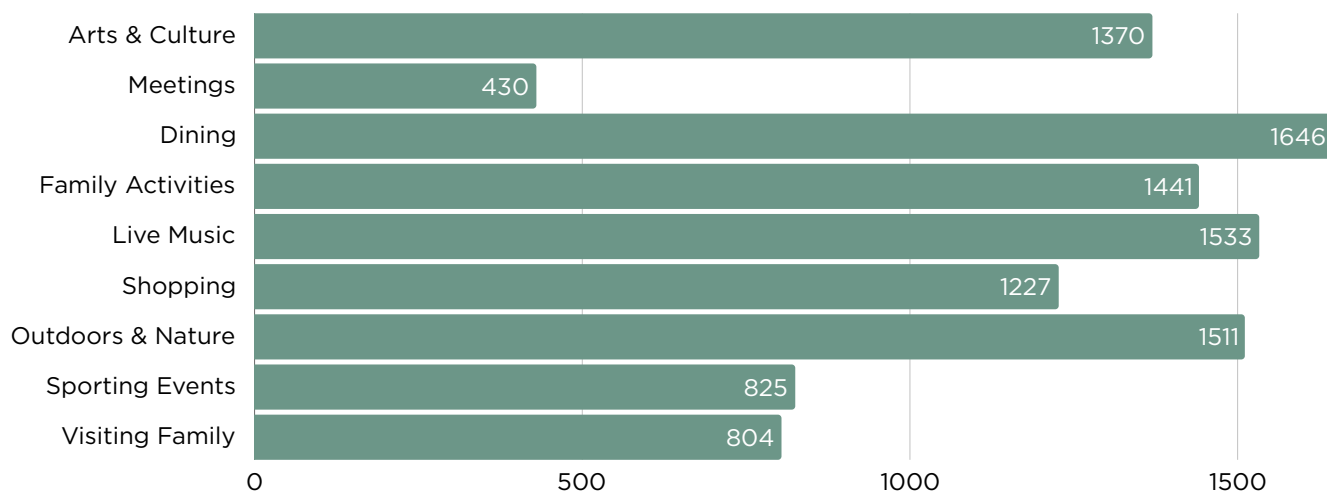
Tourism

STAY & SKATE

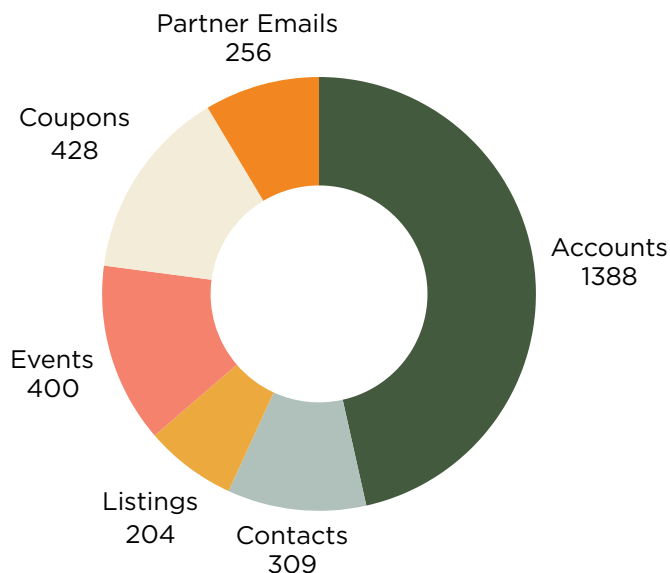
Visit The Woodlands negotiated a special rate for Ice Rink tickets to be packaged with a hotel room to drive overnight stays during the holidays.

\$59K revenue generated in direct hotel bookings on VTW website

What are Visitors Interested in?



CRM MAINTENANCE



Partner Emails

- Halloween & Fall
- Thanksgiving
- Christmas & New Year's Eve
- Stay & Skate Hotel Packaging
- & Others

AWARDS *& Accolades*

HOMETOWN HERO NICK WOLDA

Interfaith of The Woodlands recognized Nick Wolda as one of the 2025 Hometown Heroes recipients. This cherished tradition, which began in 1999 to celebrate The Woodlands' 25th anniversary, continues to recognize outstanding individuals and organizations whose contributions have significantly impacted our community.



TTA RISING STAR JOSIE LEWIS

Texas Travel Alliance (TTA) recognized Josie Lewis, Director of Sales for Visit The Woodlands, with the 2024 Rising Star Award. This prestigious accolade was presented at the Texas Travel Summit Awards Gala, acknowledging Josie's exceptional contributions and innovative approach to promoting tourism and supporting the travel industry.



TEAM AWARDS

- Convention South Readers' Choice Award
- PR Daily Awards (Pathways Magazine)



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



BROOKLYN NEWELL
Social Media Coordinator



ANDREA DAY
Creative Media Coordinator



RACHAEL VARNER
Content Coordinator

Tourism



AMBER PARSLEY
Tourism Specialist

VISIT The Woodlands TEXAS

Connect With Us

VISITTHEWOODLANDS.COM

