



# QUARTERLY REPORT

Q2 2024



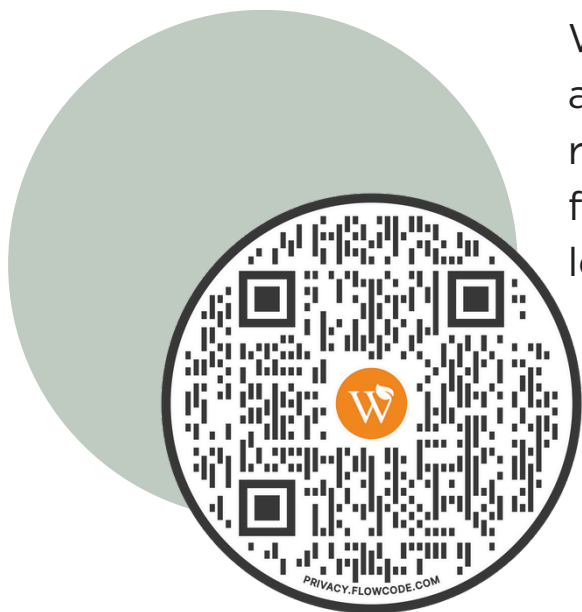


# ABOUT US

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 Gohagen, 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 Montelongo, Administrative Analyst

### *Marketing*

Ashley White, Director of Marketing  
Amber George, Social Media Coordinator  
Mary Murphy, Public Relations Coordinator  
Vacant, Marketing Project Coordinator

# HOTEL OCCUPANCY TAX

For the first time in Visit The Woodlands history, more than \$1M in hotel occupancy tax was collected in a single month (May) in Q2 of 2024. Collections were up for the year by 10.2%, as of June. Occupancy, ADR and RevPAR were also up year-over-year.

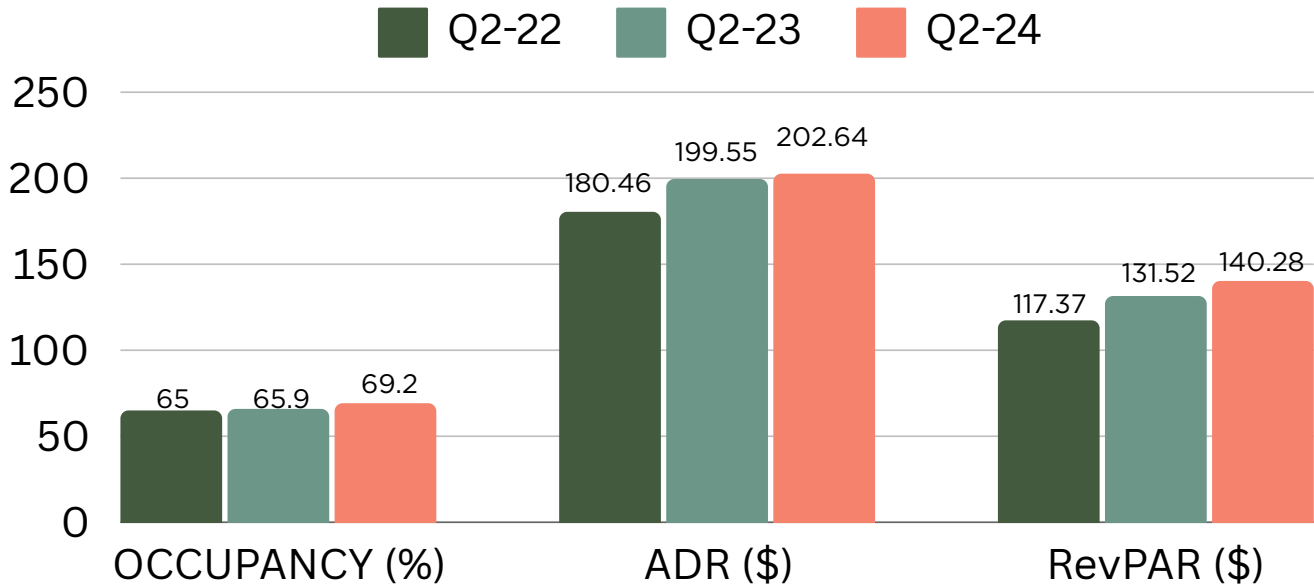
	ACTUAL 2022	ACTUAL 2023	BUDGET 2024	ACTUAL 2024	Y-O-Y CHANGE
JAN	\$536,360	\$557,492	\$581,656	\$591,541	6.1%
FEB	\$456,772	\$624,238	\$653,914	\$743,261	19.1%
MAR	\$594,014	\$786,891	\$793,662	\$818,181	4.0%
APR	\$781,476	\$872,412	\$887,215	\$913,478	4.7%
MAY	\$869,804	\$927,617	\$958,178	\$1,046,776	12.8%
JUN	\$887,820	\$833,639	\$880,866	\$959,067	15.0%
JUL	\$801,430	\$927,303	\$953,336		
AUG	\$719,332	\$799,606	\$849,269		
SEP	\$615,238	\$763,890	\$812,471		
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	\$4,126,245	\$4,602,290	\$4,755,491	\$5,072,304	10.2%



# MARKET RESEARCH

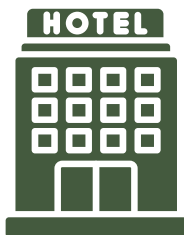
## STR DATA

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

**\$2M**



SALES TAX

**\$18.3M**



MIXED BEVERAGE TAX

**\$364.9K**

# 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 Spring Marketplace
- Meetings Today National Tradeshow
- HelmsBriscoe Annual Business Conference
- MPI World Education Congress
- TACVB Sales Blitz
- CVENT Connect
- MPI HAC A Night Among the Stars
- Energy Industry Support International (EISI) Oil and Gas Executives (OGE) Conference



## FAM VISITS & SITE TOURS

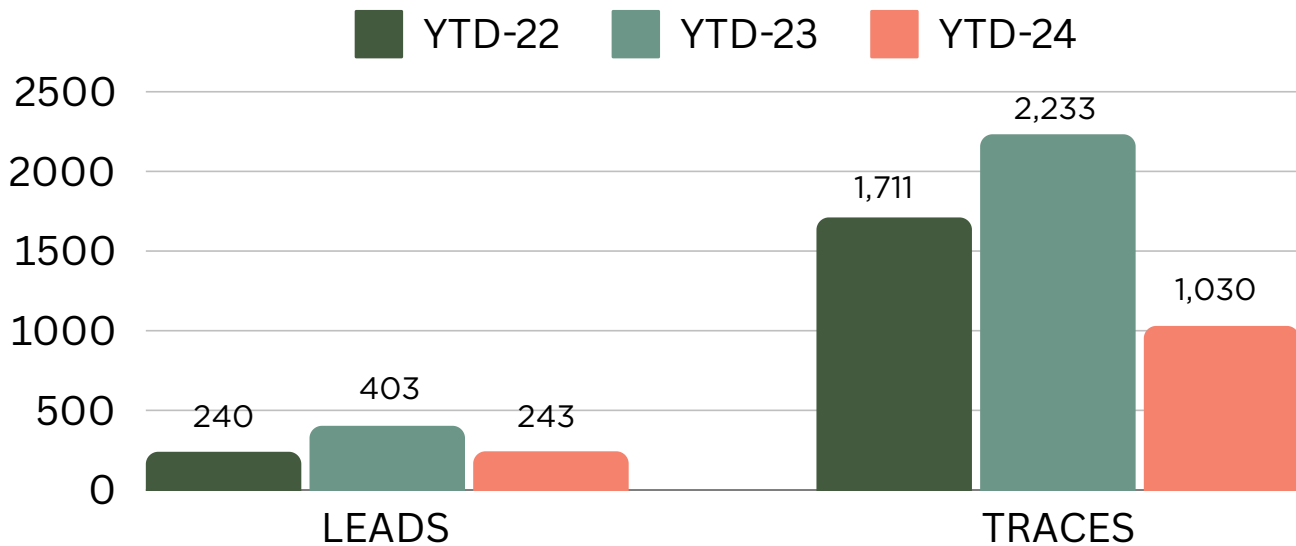
- InterNachi
- Pro1 Seimens Energy Sales Meeting
- TSAE Planning Visit
- International Meeting Managers



# SALES

## *Leads and Servicing*

### LEADS WORKED



## *Booked Business*



MEETINGS



ATTENDEES



HOTEL ROOMS



ECONOMIC IMPACT

### SERVICING

In Q2, the team offered 30 groups servicing, sent out 17 Meeting Planner Guide, distributed 341 welcome bags to groups, and met with multiple clients and partners. Groups serviced include: Trademark Properties Group, Crypt Christian Conference, Telesign, and the Partners in Progress Conference, among others. A total of six new suppliers were also added to the Supplier Directory.



# SALES *Highlights*



## GLOBAL MEETINGS INDUSTRY DAY

Visit The Woodlands celebrated the local impact of meetings and events alongside the U.S. Travel Association in celebration of Global Meetings Industry Day. Learn more about this year's celebration and impact [HERE](#).

## HYATT PLACE HOSTS I-HOSPITALITY ALLIANCE

Hyatt Place The Woodlands hosted the i-Hospitality Alliance USA for the Partners in Progress Conference. With over 100 hotels represented from across the country, the event was a great opportunity for Ismaili hoteliers to collaborate and network while exploring strategies for leveraging scale and sharing best practices. Visit The Woodlands attended the conference and offered servicing for the group.



## WELCOME RYAN TO THE TEAM

Ryan Greenwood has joined Visit The Woodlands as the new Senior Sales Specialist. He will focus on the corporate and sports markets. Learn more about Ryan [HERE](#).





# SALES *Meetings*



## Q2 MEETINGS

- TSAE New Ideas Task Force
- Monthly MPI HAC Board Meetings
- Weekly Standing TSAE New Ideas Planning Meetings
- Global Meetings Industry Day Celebrations
- Waterway Arts Festival
- Visit The Woodlands Board of Directors April Meeting
- Go Red Luncheon
- LPGA Participation
- STR Contract Update Meetings
- Waterway Marriott HelmsBriscoe Client Event
- Copa Rayados Planning Meeting
- Hosted International Meeting Managers Clients
- Conducted Sales Specialist Interviews
- CISD Hospitality Students Education Session
- Howard Hughes Leadership Speaker Series
- Leadership Team Meetings
- Budget Planning Meetings
- TACVB Regional Workshop and Destination Tour
- Visit The Woodlands Board of Directors May Meeting
- National Travel and Tourism Week Proclamation
- LMC Graduation Volunteering
- New Director of Sales Intro Meeting for Hyatt Centric (Jeanette Pizano)
- Market Street Mix and Mingle
- Premiere Events Showcase Event
- Alphagraphics tour and partner meeting
- MPI HAC A Night Among The Stars Event
- Partners in Progress Conference-i-Hospitality Alliance
- TSAE Team Planning Site Tour
- Hotel Site Tours for Ryan Greenwood
- Access DMC Partnership Meeting
- Drury Inn Director of Sales intro meeting (Lionel Robinson)

# MARKETING *Overview*

The Marketing team serves as the official voice of Visit The Woodlands when marketing to leisure travelers and meeting planners. In addition to overseeing brand strategy, the team manages a 360-degree approach to marketing that encompasses paid advertising, website, social media, email marketing, print collateral, photo and video production, content development, public relations and a variety of technology initiatives.

Just a *step outside*

## BRAND DEVELOPMENT

Visit The Woodlands worked with its agency of record to update the brand. This includes a new brand logo and mark as well as a refreshed tagline and campaign concepts. A brand promise was also developed. These serve as the foundation for Visit The Woodlands sales and marketing initiatives.



### *Brand Promise*

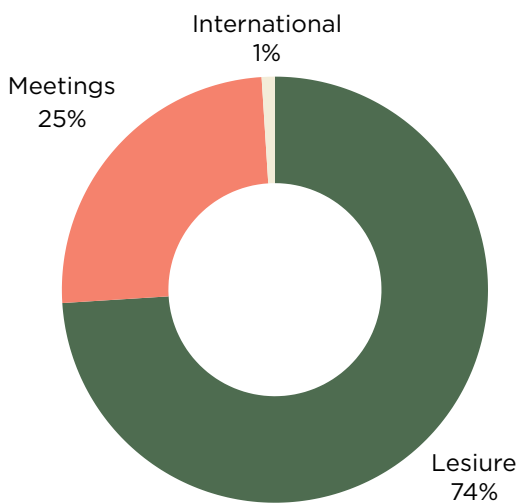
The Woodlands is a sophisticated destination made remarkably simple, where you'll find cosmopolitan experiences, natural beauty, and timeless luxury, all at a walkable scale. It's easy to get here, and it's even easier to stay.

# MARKETING *Advertising*

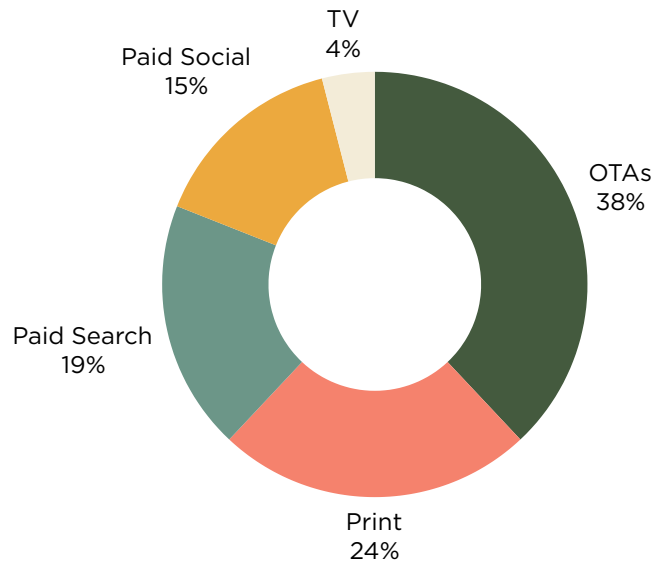
The Marketing Department oversees advertising on behalf of Visit The Woodlands targeting both leisure travelers and meetings planners. Emphasis is placed on peak planning times, market research, strategic media buys & trackable campaigns.

## ADVERTISING SPEND

*by Audience*



*by Channel*

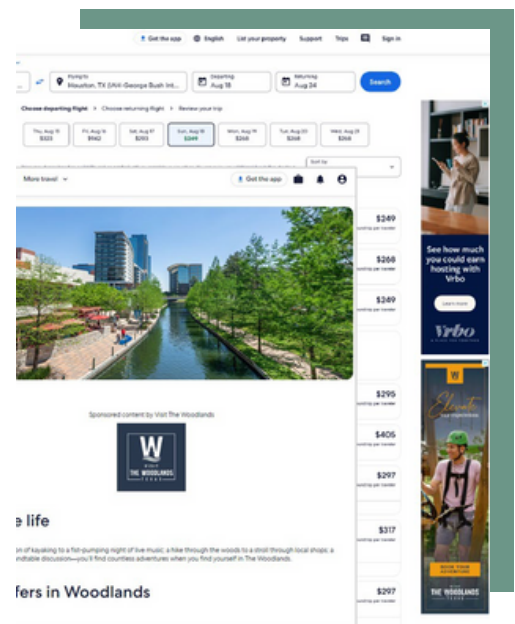


*2:1 Return*

Visit The Woodlands continued to achieved a minimum 2:1 return on advertisement spend directly attributable to confirmed hotel bookings.

## ONLINE TRAVEL AGENCY (OTA)

For every \$1 invested, Expedia ad placements generates \$4.49 in revenue for The Woodlands.



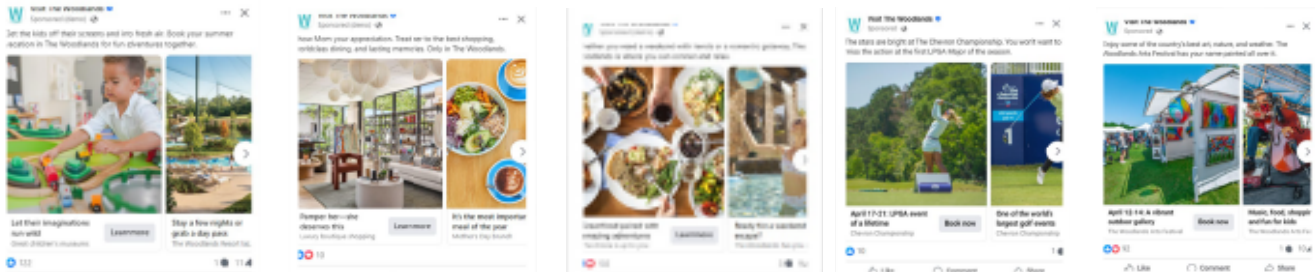
# MARKETING *Advertising*

## PAID SEARCH

Paid Search garnered 5,053 clicks from 39,208 impressions, achieving a 12.9% click through rate (CTR). Nearly 7% of users landing on site from paid search took action to purchase pavilion tickets, book a climb, or book a hotel.

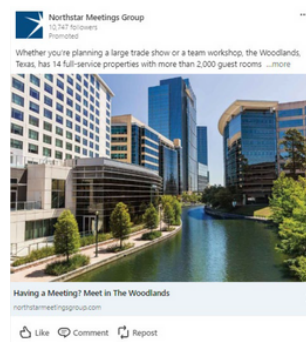
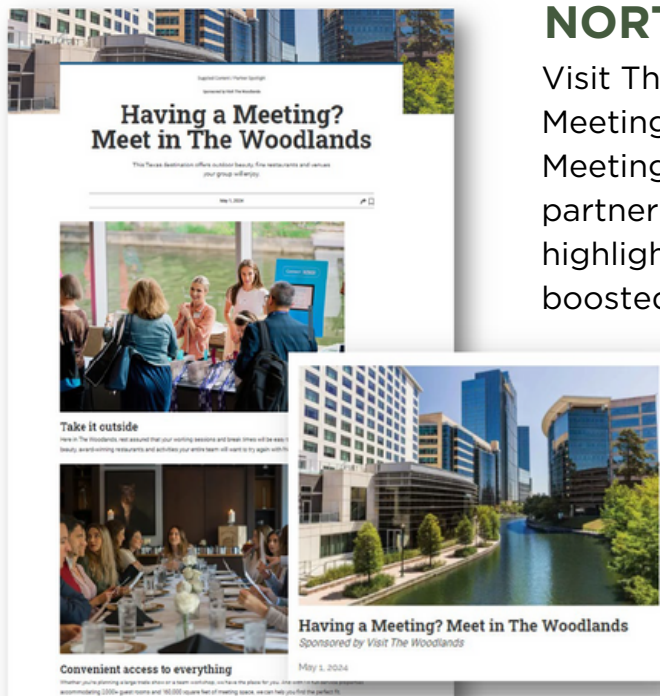
## PAID SOCIAL

Facebook and Instagram advertisements captured over 1.9M impressions and produced 39K clicks. The average click through rate (CTR) across the campaigns rose to 2%, with campaigns centered around events in The Woodlands averaging the highest engagement. The campaigns also produced over 3.7K conversion events.



## NORTHSTAR MEETINGS

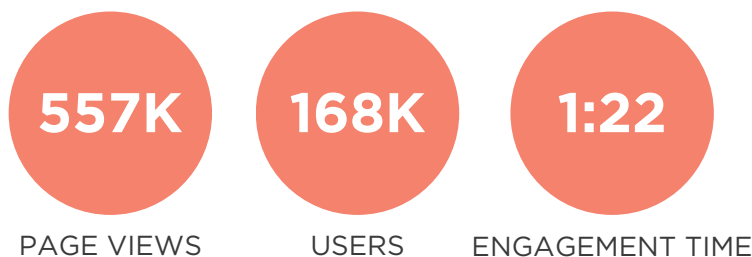
Visit The Woodlands sponsored the 4/16 Meeting News Texas email blast to Northstar Meetings' opt-in email list and was the May partner spotlight. The Woodlands was also highlighted in a dedicated landing page and boosted social posts on LinkedIn and Meta.



# 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.

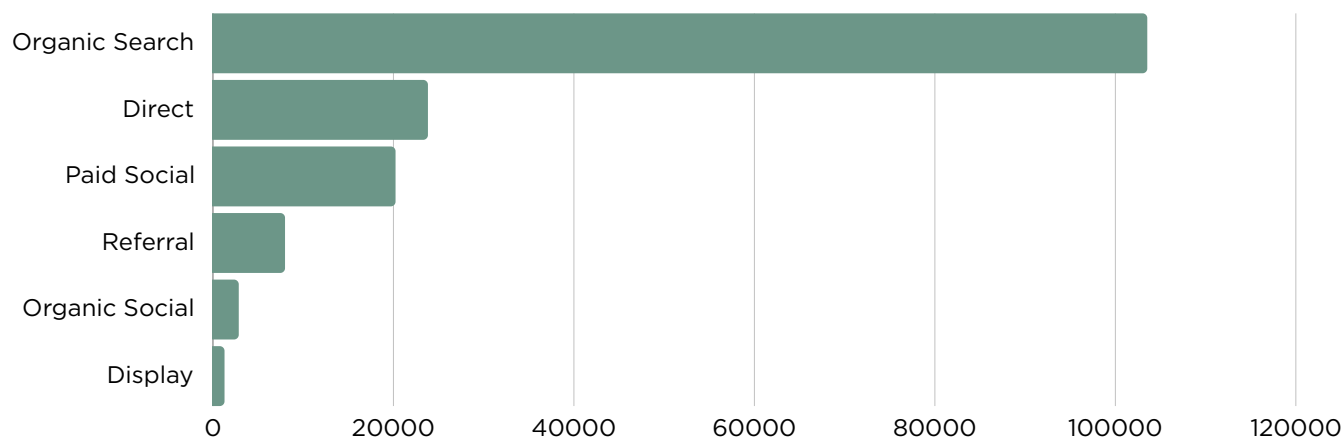
## TRAFFIC OVERVIEW



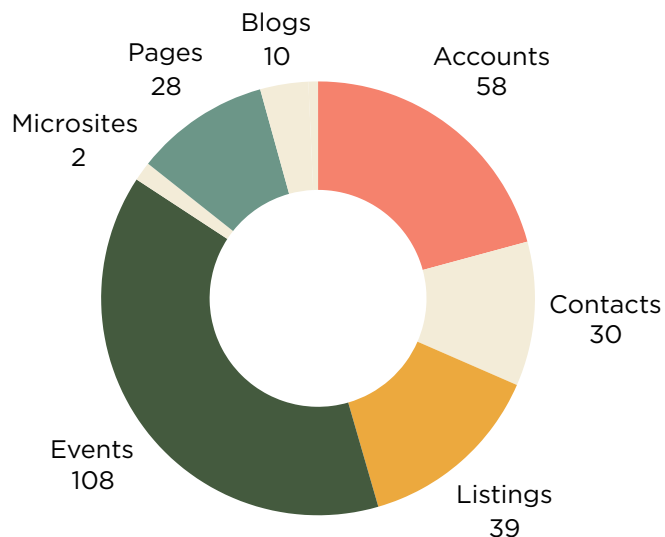
## TOP COUNTRIES

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

*Where do New Users originate from?*



## CONTENT DEVELOPMENT



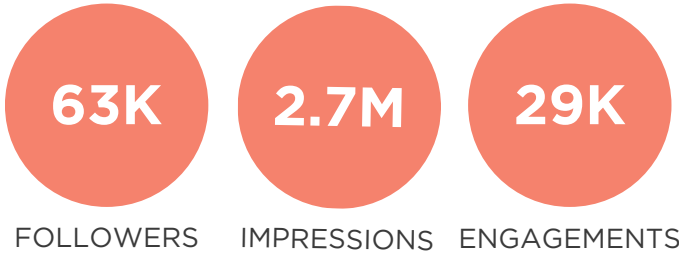
*Top Pages*

- Restaurants
- Things to Do
- The Pavilion
- Book Your Hotel
- Events
- Things to Do with Kids
- IRONMAN Texas

# 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](#).

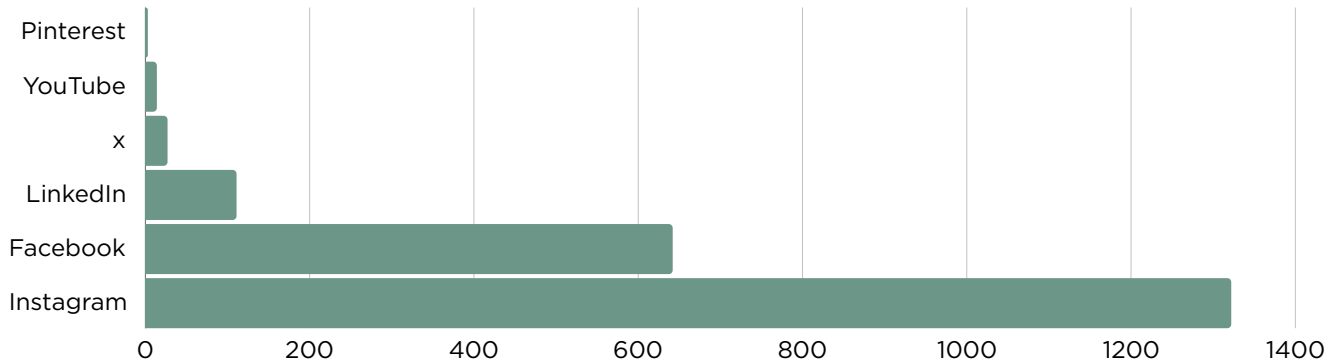
## PROFILE PERFORMANCE



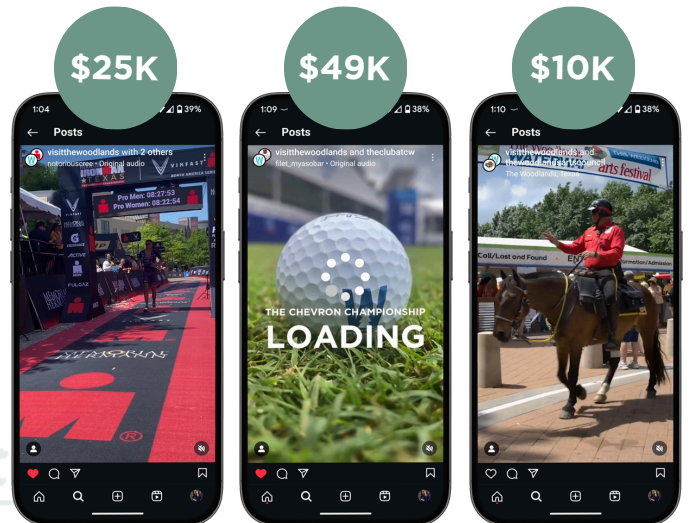
## TOP CONTENT

- Memorial Hermann IRONMAN Texas
- April Fools Food Art
- Mother’s Day Giveaway
- Phat Eatery Opening
- Pavilion Concerts

## *Audience Growth by Channel*



## *Media Value*



## COLLABORATIONS

- 4 Township (\$5K Value)
- 4 Partner (\$5K Value)
- 3 Sponsor (\$84K Value)
- 2 Influencer (\$15K Value)

# MARKETING *Public Relations*



## PITCHES

- The Chevron Championship
- Memorial Hermann IRONMAN Texas
- Mother's Day
- Hyatt Place, LEED Certified
- Public Art

## FAM TRIPS

- Jennifer Weatherhead
- Elaine Warner

## MEDIA COVERAGE

- Broadcast, Jennifer Weatherhead
- CW39, The Chevron Championship
- Texas Highways, Cynthia Drake



## *Jennifer Weatherhead*

- 30 Outlets across the U.S.
- 17.5M Impressions

Cities include: Chicago, Denver, St. Louis, New Orleans, Phoenix, Tampa, Kansas City, Little Rock, Albuquerque, Seattle, Charleston, Atlanta, St. Cloud, Oklahoma City & more.

## PRESS RELEASES

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

# MARKETING *Highlights*



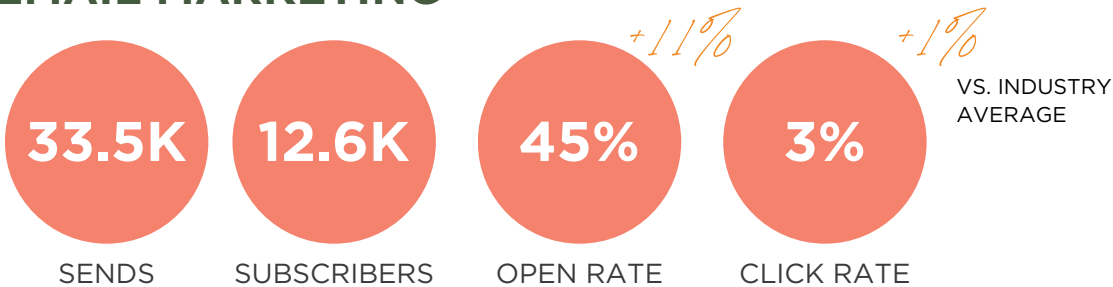
## PATHWAYS MAGAZINE

Visit The Woodlands produced the latest edition of its quarterly publication, Pathways Magazine. For the first time, the magazine was inserted into The Woodlands Township Community Magazine, increasing circulation from 1K to over 55K. View the digital edition [HERE](#).

## *Guide Requests*

- 1,069 Visitor Guides
- 20 Meeting Planner Guides

## EMAIL MARKETING



## ASSET DEVELOPMENT

- Westin Hotel Tour Video
- Resort Hotel Tour Video
- Staff Photos
- Asset Maintenance



# PARTNERSHIPS *Overview*

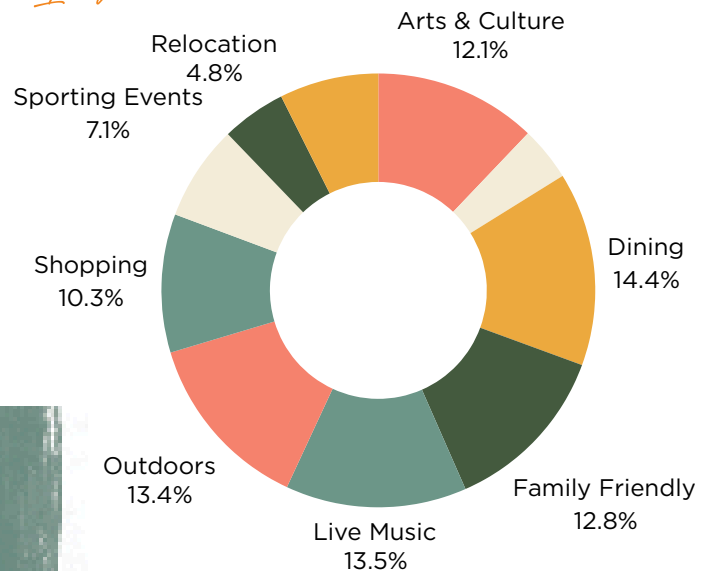
Visit The Woodlands works with industry partners and stakeholders to amplify the tourism message and increase travel to the The Woodlands. This is accomplished through strategic partnerships, attending industry events, developing strong leisure tourism programs and supporting partner initiatives.



## EVENT SPONSORSHIPS & SUPPORT

- The Woodlands Waterway Arts Festival
- Memorial Hermann IRONMAN Texas
- The Chevron Championship
- Wine & Food Week

## *Visitor Inquiries*



## *Local Awareness*

- Go Red for Women Luncheon
- The Woodlands Resort Garden Party
- The Chevron Championship Media Day
- Arts in the Park
- Phat Eatery Opening

# PARTNERSHIPS *Advocacy*



## TACVB REGIONAL WORKSHOP

Visit The Woodlands hosted the Texas Association of Convention & Visitor Bureaus (TACVB) for their Regional Workshop. Destination marketers throughout the state joined together to network over lunch and engage in open discussion about TACVB member programs.



## NATIONAL TRAVEL & TOURISM WEEK

Visit The Woodlands joined destinations around the country in celebrating National Travel & Tourism Week May 19-25, 2024, with special events and discounts. Learn more about NTTW [HERE](#).



VISIT **The Woodlands**  
TEXAS

*Connect With Us*

VISITTHEWOODLANDS.COM

