

# QUARTERLY REPORT

## Q1 2024

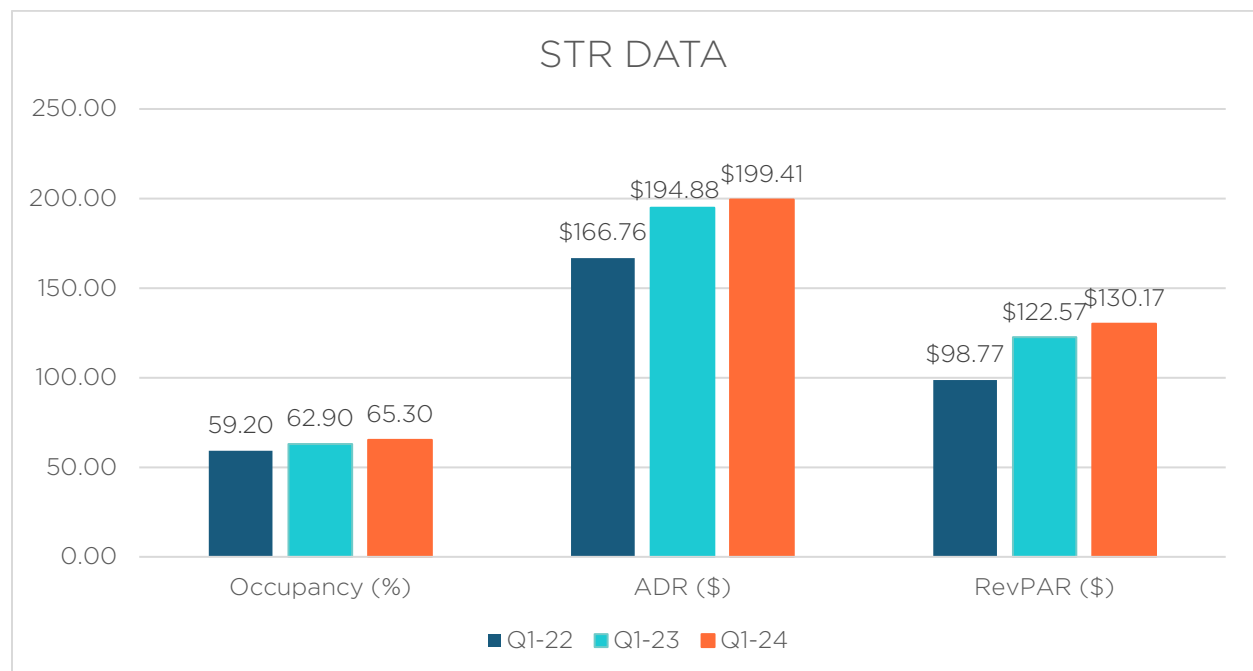
VISIT  
**THE WOODLANDS**  
— T E X A S —

## HOTEL OCCUPANCY TAX COLLECTIONS | 3-YEAR & YEAR-OVER-YEAR

	2022 ACTUAL	2023 ACTUAL	2024 BUDGET	2024 ACTUAL	YOY % CHANGE
JAN	\$536,360	\$555,406	\$581,656	\$591,541	6.1%
FEB	\$456,772	\$517,139	\$624,238	\$743,261	19.1%
MAR	\$594,014	\$619,620	\$793,662	\$818,181	4.4%
APR	\$781,476	\$794,223	\$887,215		
MAY	\$869,804	\$863,657	\$958,178		
JUN	\$887,820	\$893,561	\$880,866		
JUL	\$801,430	\$857,998	\$953,336		
AUG	\$719,332	\$787,580	\$849,269		
SEP	\$615,238	\$665,015	\$812,471		
OCT	\$734,973	\$763,996	\$815,483		
NOV	\$873,313	\$870,581	\$968,832		
DEC	\$739,439	\$733,001	\$728,272		
TOTAL	\$8,609,970	\$9,637,765	\$9,883,154		
YTD	\$ 1,587,146	\$ 1,968,621	\$ 1,999,556	\$ 2,152,983	9.4%

## 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 Q1 data.



## SALES DEPARTMENT

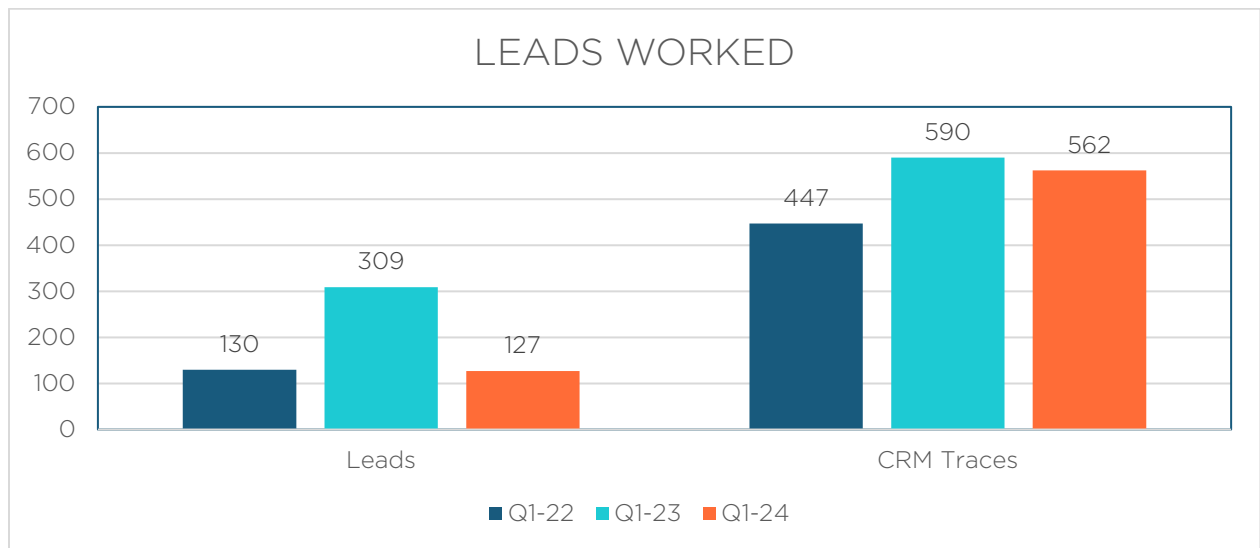
*Josie Lewis, Director of Sales*

*Ashley Fenner, Senior Sales Specialist*

*Julie Quinn, Servicing Specialist*

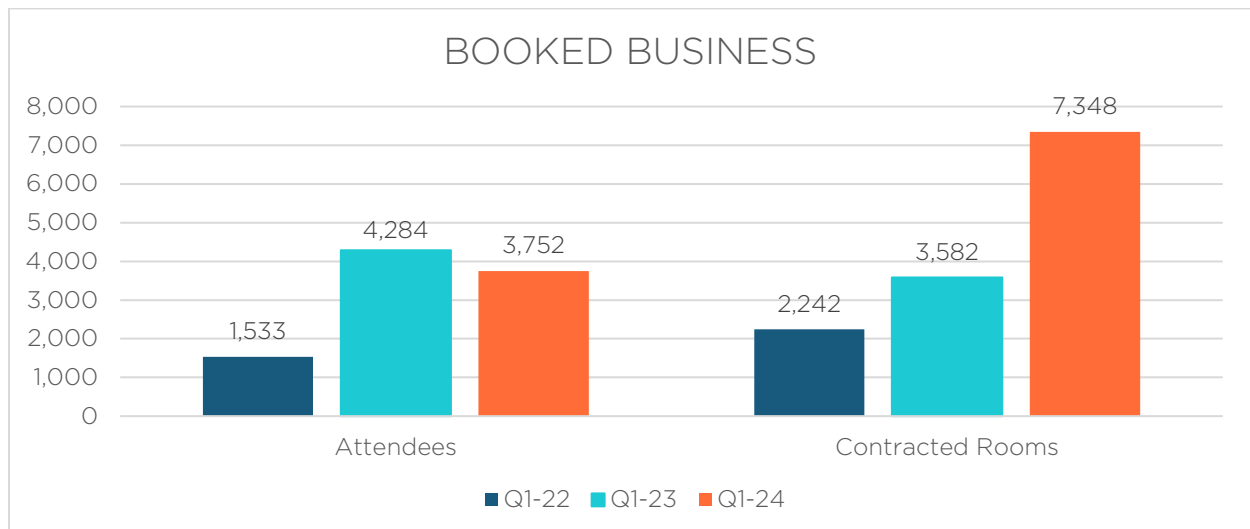
### LEADS WORKED | YEAR-OVER-YEAR

The Sales Department continues to see a steady number of leads. In Q1, the team received a total of 127 leads, which represents 63,946 rooms and an estimated economic impact of \$46.5M.



### BOOKED BUSINESS | YEAR-OVER-YEAR

In Q1, the sales team booked 18 pieces of business representing 3,752 attendees and 7,348 contracted rooms. The economic impact of these groups represents over \$4.2M dollars to the local economy.



## TRADESHOWS & SALES MISSIONS

In Q1, 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.

- Meeting Professionals International (MPI) Houston Area Chapter Board of Directors Retreat
- Energy Industry Support International (EISI) Networking Event

## FAM VISITS & SITE TOURS

The Sales team planned and executed 5 site tours in Q1.

- Destination Southwest
- Daikin
- Association of Seventh-Day Adventist School Administrators (ASDASA) Conference
- Telesign
- Rice University
- Waterway Marriott Group Sales Association representative



## SERVICING

**Lunar Planetary Science Conference (LPSC):** In March, The Woodlands welcomed back the 55th Lunar and Planetary Science Conference. This conference welcomes over 2,000 scientists from around the world for a 5-day educational conference that develops a unique environment for collaboration. Julie Quinn developed the LPSC Food Truck Village to ensure attendees had ample options to get food in a timely manner.



Below is a list of LPSC 2024 Registrants by Country.

- United States
- Japan
- Germany
- France
- United Kingdom
- China
- South Korea
- India
- Italy
- Spain
- Netherlands
- Sweden
- Switzerland
- Australia
- Macau
- Morocco
- Poland
- Puerto Rico
- United Arab Emirates
- Belgium
- Russian Federation
- Austria
- Brazil
- Columbia
- Hong Kong
- Norway
- South Africa
- Bahrain
- Estonia
- Hungary
- Ireland
- Israel
- Ivory Coast (Cote D'Ivoire)
- New Zealand
- Portugal
- Taiwan

**Group Servicing:** Servicing Specialist, Julie Quinn, offered 22 groups servicing, sent out 34 Meeting Planner Guide requests, distributed 469 welcome bags to groups, and met with multiple clients and partners. Julie also added 4 new suppliers to the Supplier Directory and added 1 new partner to the Show Your Badge program.

## SALES PROJECTS & INITIATIVES



**Backyard Sales Campaign:** The Woodlands is home to many professional organizations, company headquarters, and professionals that are involved in associations. With this in mind, Visit The Woodlands developed a Backyard Sales Campaign that invites local residents of The Woodlands to advocate for their hometown by bringing business back to the destination. This campaign was launched right in time for The Woodlands Economic Outlook Conference. Find out more about this program event [HERE](#).

**Sales Advisory Committee:** The Sales Team and Marketing Team worked together to kick off the year with our strategic partners. With a combined Sales Advisory Committee and Marketing Committee Meeting, the team shared updates on recent accomplishments, 2024 strategic initiatives, and ways to get involved.

**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](#).

## PARTNERSHIPS & MEETINGS

Below is an overview of the meetings and events attended by the sales team in Q1.

- Event Services Professional Association Conference
- January, February, and March BENG Luncheons
- LPSC Food Truck Village
- January and March MPI HAC CAP'D Luncheon
- EISI Networking Event
- Jeanne Erwin Partner Lunch (Marriott Waterway)
- TSAE New Ideas Conference Planning Visit
- Bosscat Kitchen Open House
- Amy Everitt Partner Lunch (Hyatt Centric)
- Comp Tour of Hyatt Regency Conroe
- Woodlands Wide Planning call (Marriott Waterway)
- Taste of the Town Activation
- TSAE Kickoff Planning Meeting
- Symphony Training Call
- Sale Content Planning Meeting
- Market Street TSAE Planning Meeting
- MPI Monthly Board Meetings
- Leadership Team Meeting
- Backyard Sales Campaign planning meetings
- TACVB Sales Blitz Planning Committee Meetings

- TSAE Excursion planning meetings
- TTA Unity Dinner and Activation
- Economic Outlook Conference
- Destination Southwest Planning Meeting
- Nikki Harper Partner Lunch (Hyatt Place and Hilton Garden Inn)
- TACVB Regional Workshop
- MPI Finance Department Monthly Meetings
- TSAE New Ideas Opening Night Reception Menu Tasting
- Simpleview Extranet Training
- Partner Meeting with Lisa Fenley (Montgomery Heart Association)
- TSAE New Ideas Conference Marketing Meeting
- CVENT Performance Call



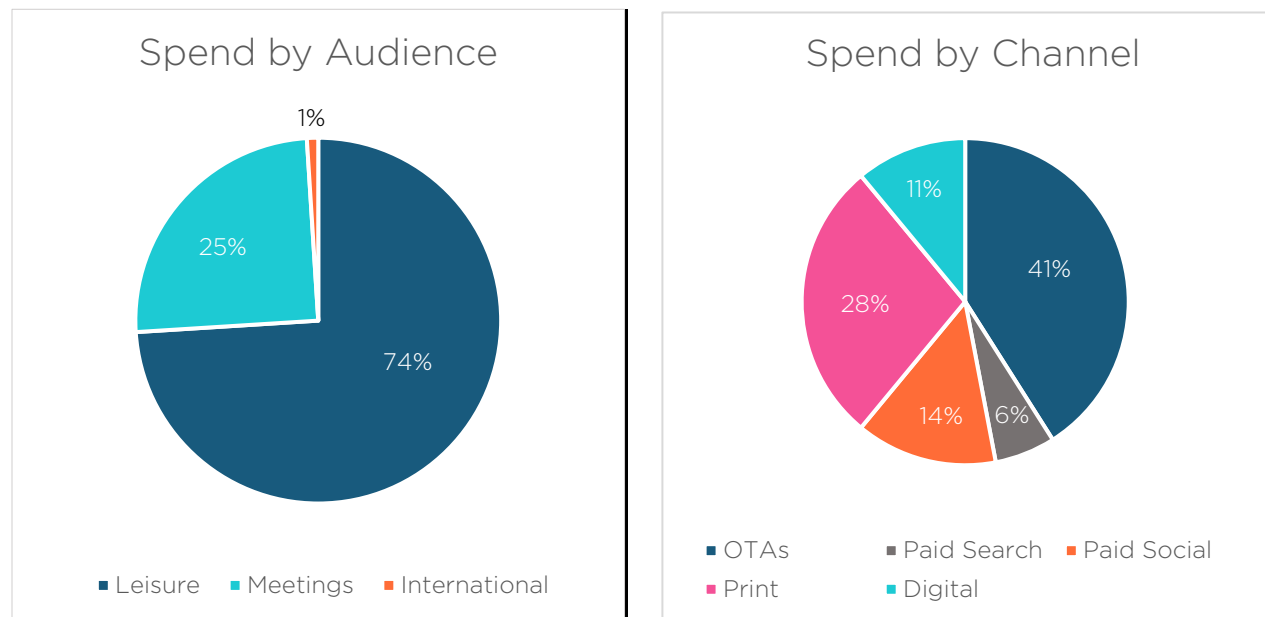
## MARKETING DEPARTMENT

*Ashley White, Marketing Director*

*Amber George, Social Media Coordinator*

*Mary Murphy, Public Relations Coordinator*

## ADVERTISING | REPORTING



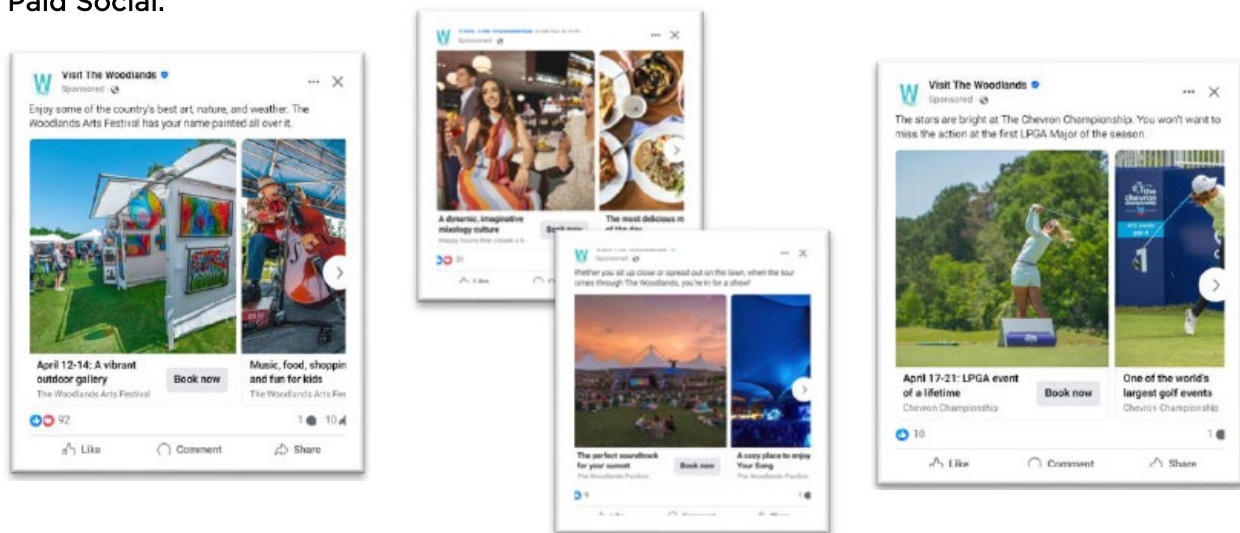
**Q1 Summary:** Visit The Woodlands achieved a 2:1 return on advertisement spend directly attributable to confirmed hotel bookings. Below are additional insights for Q1.



- **Online Travel Agency (OTA):** The Woodlands generates every \$5.54 for every \$1 investment in an Online Travel Agency (OTA) advertising spend. Expedia is the highest performing with a 896.9% Return On Ad Spend (ROAS).
- **Paid Search:** The paid search campaign promotes things to do in and around The Woodlands, directing users to the /things-to-do page. In Q1, it garnered 2,312 clicks from 19,661 impressions, achieving an 11.8% CTR. Among these clicks, 1.2% of total users converted into purchasing Pavilion tickets.
- **Paid Social:** Facebook serves as a top-of-funnel channel to promote events to a wider audience in The Woodlands geographical area. Core top-of-funnel metrics are performing well. The CTR exceeds Facebook's standard travel benchmark by 14.7%.
- **Print:** Print advertisements boost Visit The Woodlands visibility among target audiences, especially meeting planners. Selected outlets are established publications that can bolster credibility and trust in the destination brand. Total circulation for Q1 was 5.1M

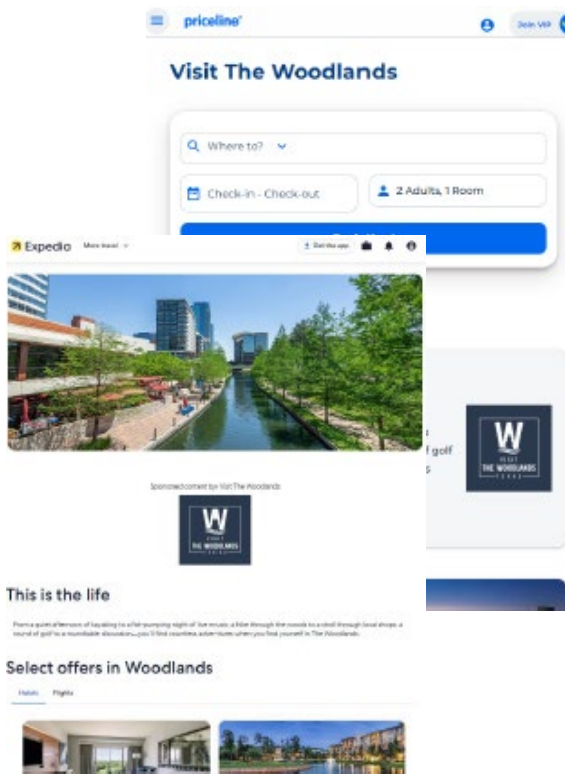
## ADVERTISING | DIGITAL EXAMPLES

### Paid Social:





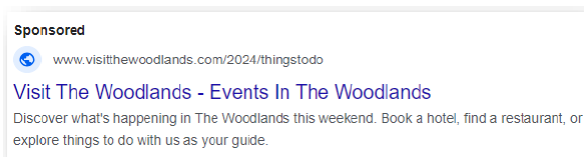
## Online Travel Agency (OTAs):



## Targeted Emails:



## Paid Search:



## ADVERTISING | PRINT EXAMPLES

### Connect:

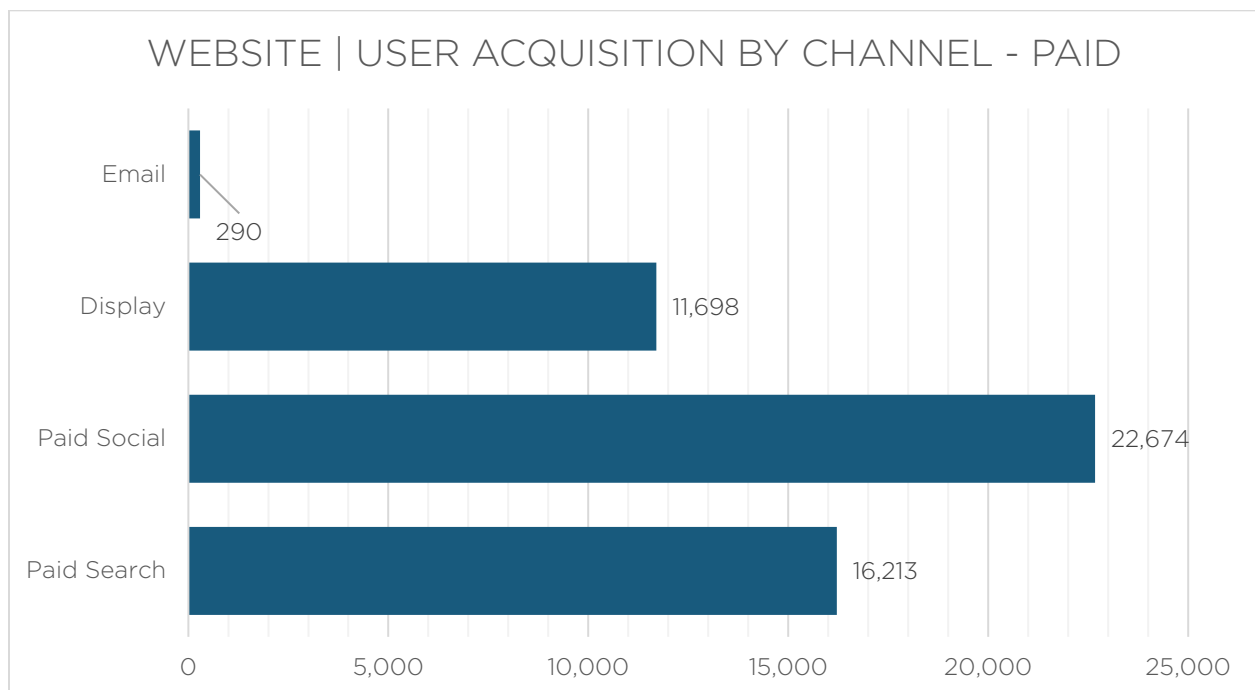
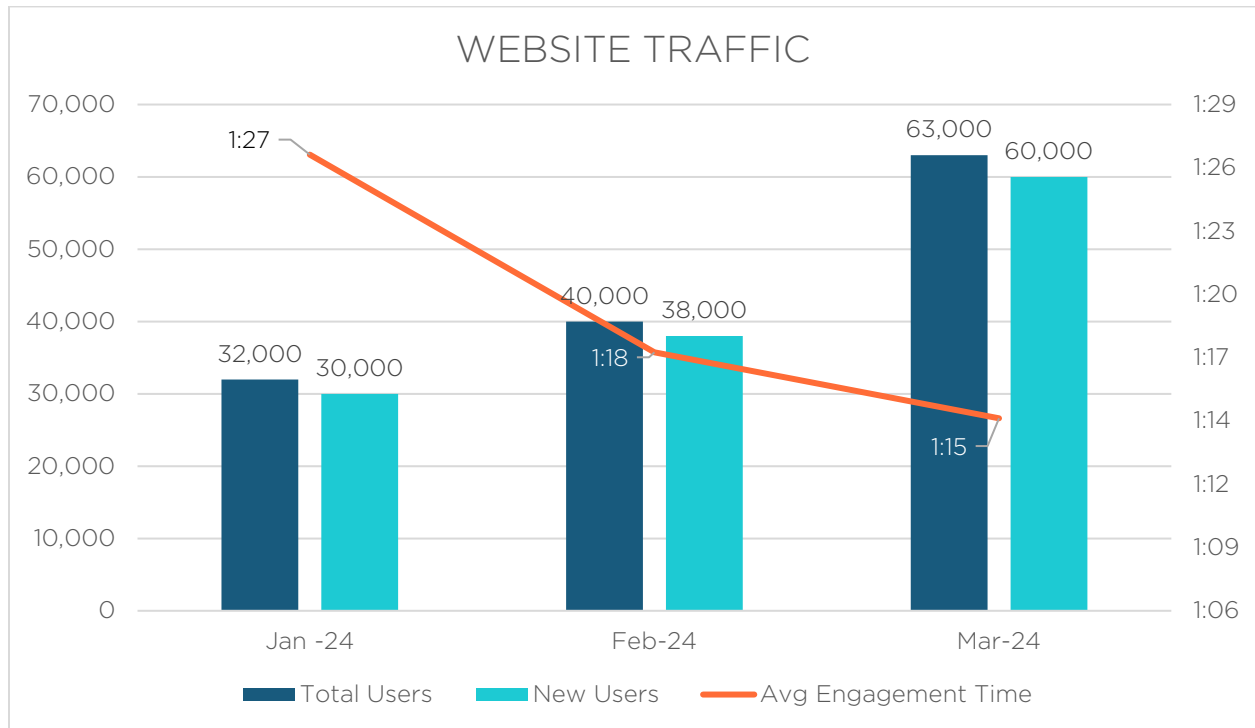


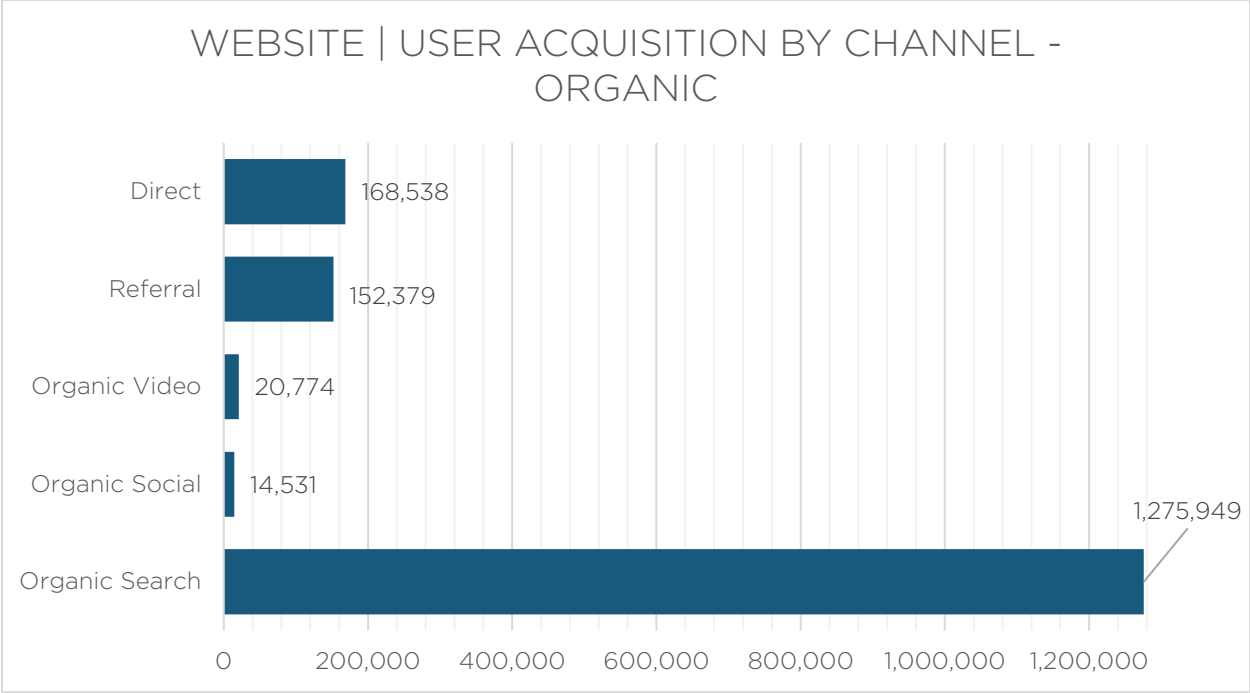
### Texas Monthly:



## WEBSITE | TRAFFIC

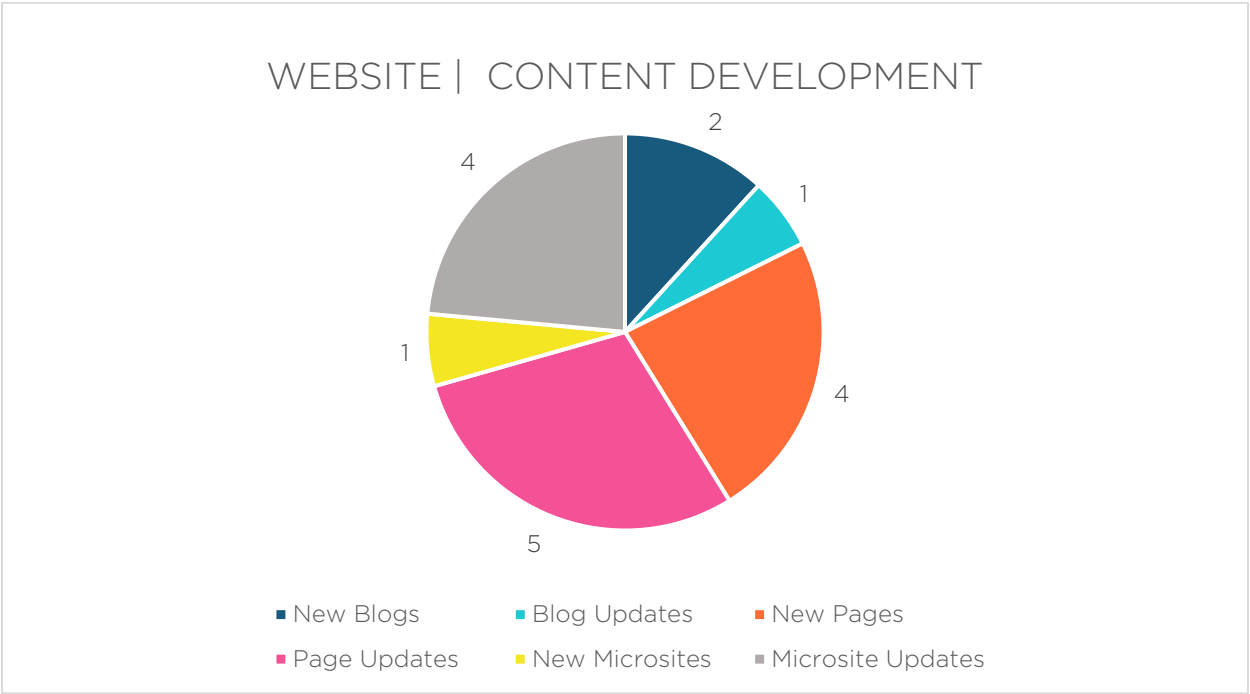
In Q1, the website received 133K users with an average engagement time of 1:19. Top countries driving traffic to the website behind the U.S. were Mexico, Canada, U.K. and Germany.

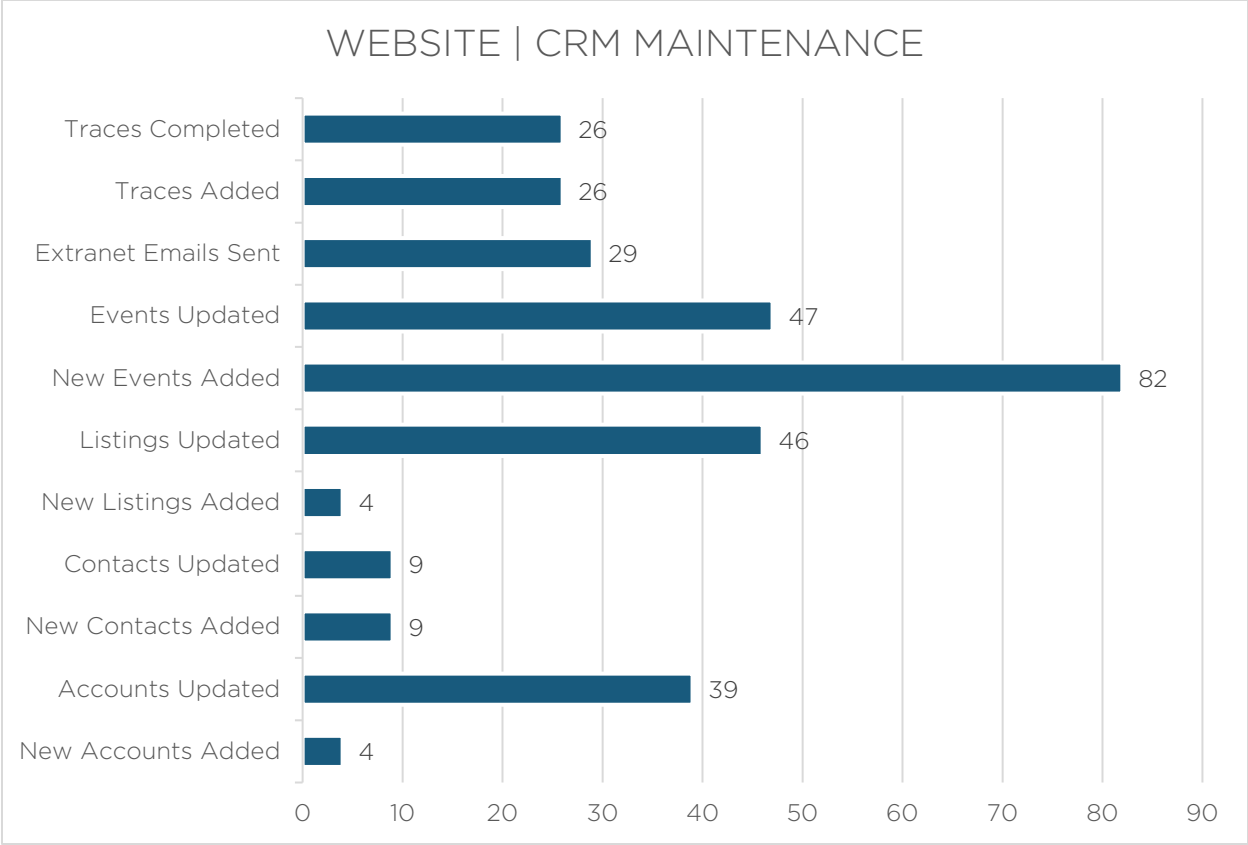




### WEBSITE | CONTENT DEVELOPMENT

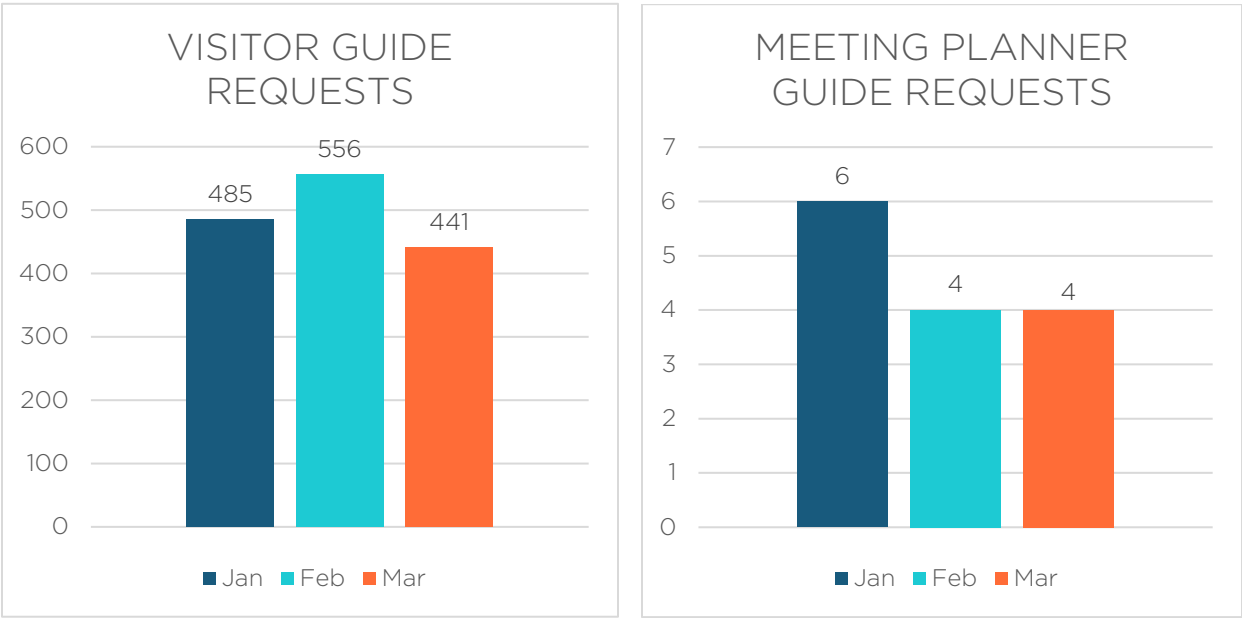
The Marketing Department develops new content and updates existing content on the website to support sales and marketing initiatives. Below is an overview of Q1 efforts.





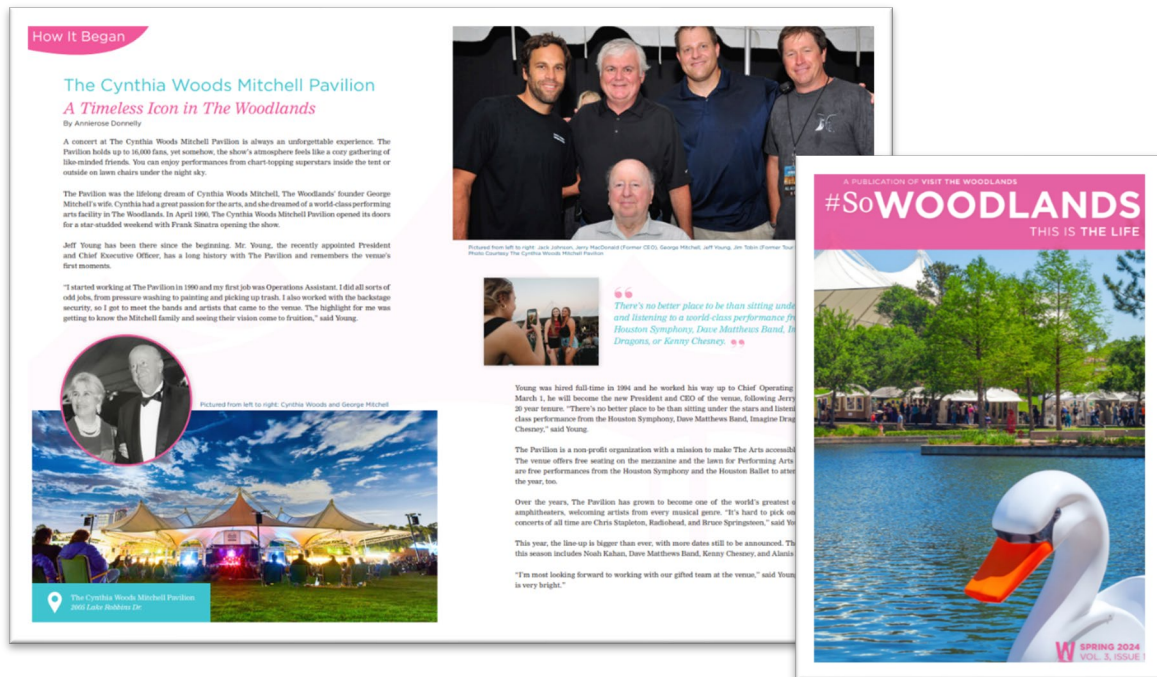
### GUIDE REQUESTS | YEAR-OVER-YEAR

The Marketing Department promotes brand awareness of the destination via The Woodlands Visitors Guide and Meeting Planner Guide. In Q1, Visit The Woodlands distributed a total of 1,482 copies of the Visitors Guide and 14 copies of the Meeting Planner Guide.



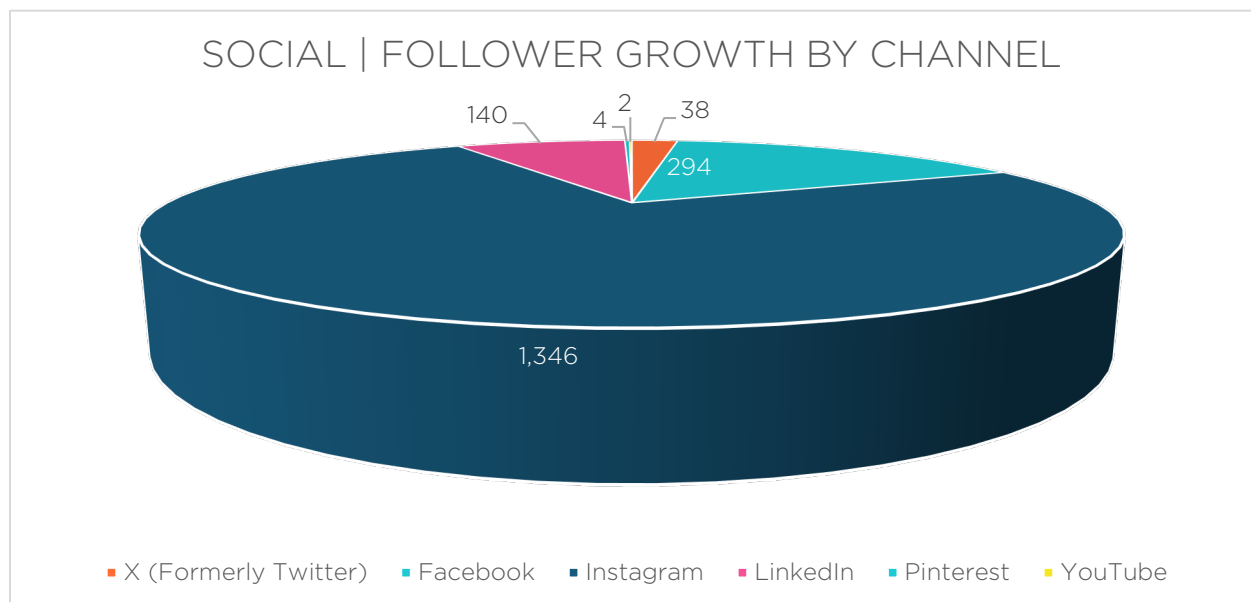
## MARKETING COLLATERAL | #SOWOODLANDS MAGAZINE

**#SoWoodlands Magazine:** Visit The Woodlands released the Spring 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 62K across platforms, up 3% from the previous quarter. Connect with Visit The Woodlands on social: [Facebook](#), [Instagram](#), [X](#), [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 Q1.

### Ambassador Program:

- **Taste of The Town Event Support**
  - Hosted 5 Local Guides
  - Estimated Media Value: \$6,573.20
  - Video Views: 35,638
  - Impressions: 15,796
- **Leona Marlene FAM Trip**
  - Estimated Media Value: \$1,365.64
  - Video Views: 9,098
  - Impressions: 8,002

### Partner Collaborations:

- **Created 8 Partner Collaborations:**
  - Xalisko
  - Refuge
  - Fuhgedaboudit Bagel
  - Costa Fina
  - Local Table
  - TWCM: John Cooper Exhibit
  - TWAC: Mystical Senses
  - Township: Parks & Rec - George Mitchell Nature Preserve
- Estimated Media Value: \$8,155.28
- Video Views: 20,433
- Impressions: 45,076

### Social Campaigns:

- **Art Gladness**
  - Total Posts: 37
  - Impressions: 27,488
  - Engagements: 651 (doesn't account for stories voting)

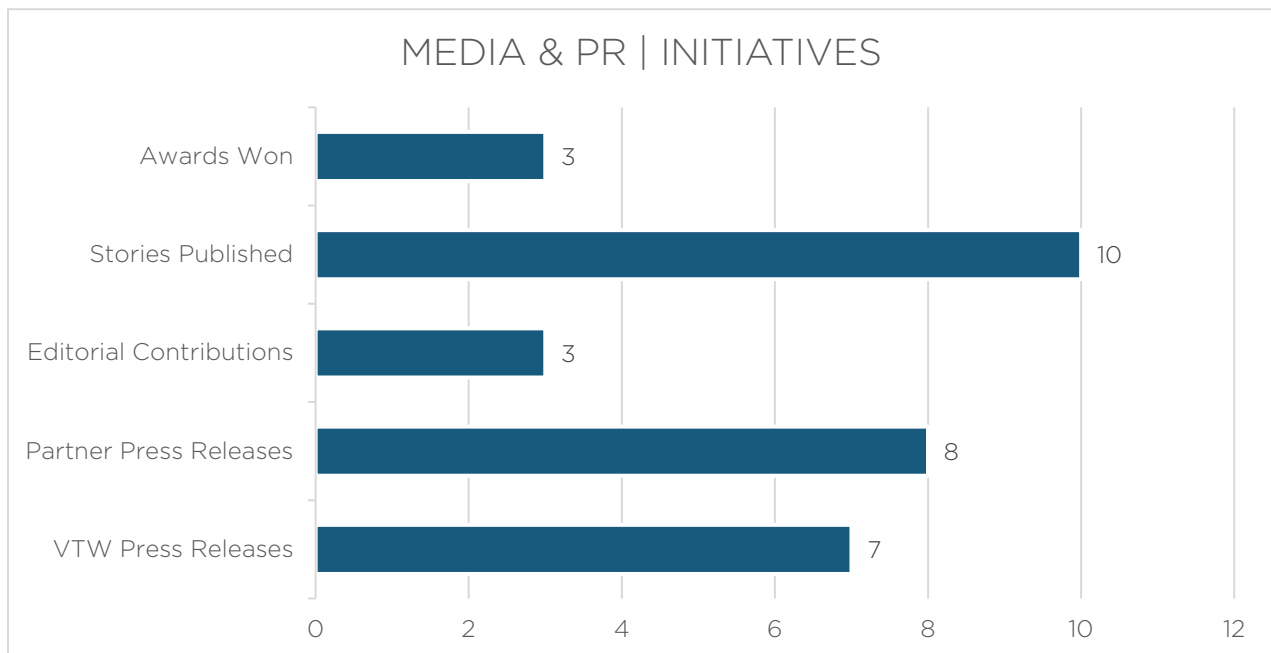
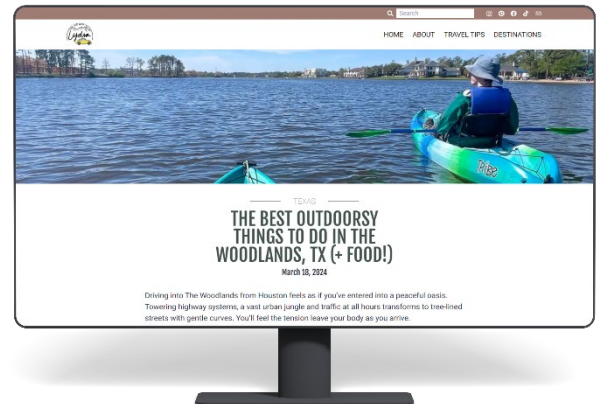


## MEDIA & PUBLIC RELATIONS | DOMESTIC MARKET

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:** Lydia Weigel

- [The Best Outdoorsy Things to Do in The Woodlands, TX](#)
- [Best Weekend Getaways from Dallas](#)



## 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.

**Q1 Asset Development:**

- Photos: Texas Travel Alliance Unity Dinner
- Video: Texas Travel Alliance Unity Dinner

## STRATEGIC PARTNERSHIPS

*Nick Wolda, President*

*Elizabeth Eddins, Executive Director*

## SPONSORSHIPS



**Taste of The Town:** Visit The Woodlands served as the Presenting Sponsor of the Taste of the Town, a food and beverage showcase held annually by The Woodlands Area Chamber of Commerce.

Taste of the Town is a paradise for foodies looking to fulfill their cravings and sample local area cuisine. Guests can sample mouth-watering appetizers, entrees, desserts, pastries and drinks from more than 40 of the area's finest restaurants, caterers, bakeries and beverage companies.

## LOCAL AWARENESS

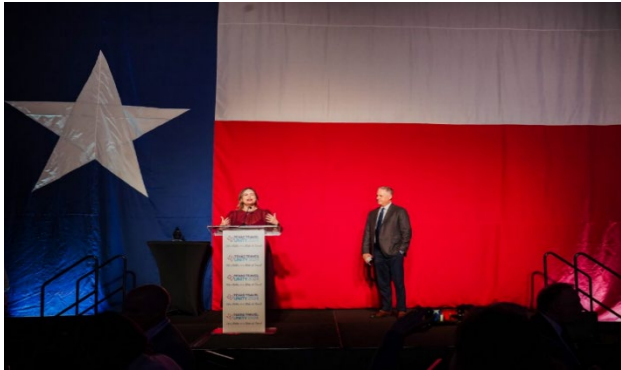
Below is an overview of local events and partners Visit The Woodlands supported in Q1.

- The Woodlands Township: Arbor Day
- Economic Outlook Conference
- Montgomery County Food Bank Gala
- The Woodlands Township: Arts in the Park
- The Chevron Championship, Media Day
- Around Houston Partner Meetings
- Visitor Services Meetings
- Global Meetings Industry Day Events
- Sales & Marketing Committee Meeting



## ADVOCACY & BUSINESS DEVELOPMENT

**Texas Travel Alliance Unity Dinner:** Visit The Woodlands welcomed over 500 tourism professionals and Texas legislators during the 34th Annual Texas Travel Alliance Unity Dinner, held in The Woodlands on February 12, 2024. This was the first time for this event to take place outside of Austin or a metropolitan market. Attendees drove in from nearby cities like Galveston, Frisco, and Austin, and others flew in from El Paso, Lubbock, and South Padre Island. Everyone came together at The Woodlands Waterway Marriott Hotel & Convention Center to celebrate the strength of Texas as a tourism destination. [View recap video here.](#)



## AWARDS & ACCOLADES | TEAM

**Visit The Woodlands Recognized with Three Texas Travel Awards:** For the second year in a row, the Texas Travel Awards has designated The Woodlands as an award-winning destination. The Woodlands was selected as a Texas Travel Award winner in three categories. [Read the full release here.](#)

- "Best Live Music Venue" (Big Market): The Cynthia Woods Mitchell Pavilion
- "Best Resort in Texas" (Statewide): The Woodlands Resort, Curio Collection by Hilton
- "Best Public Art in Texas (Statewide): The Woodlands' Public Art Benches and Bike Racks Program