



QUARTERLY REPORT

Q2 | 2025



VISIT **The Woodlands**
TEXAS

Just a *step* outside

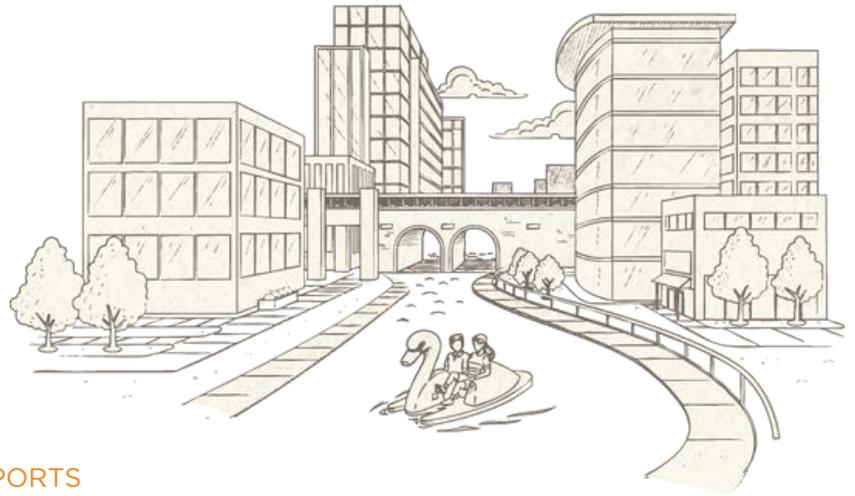


ABOUT US

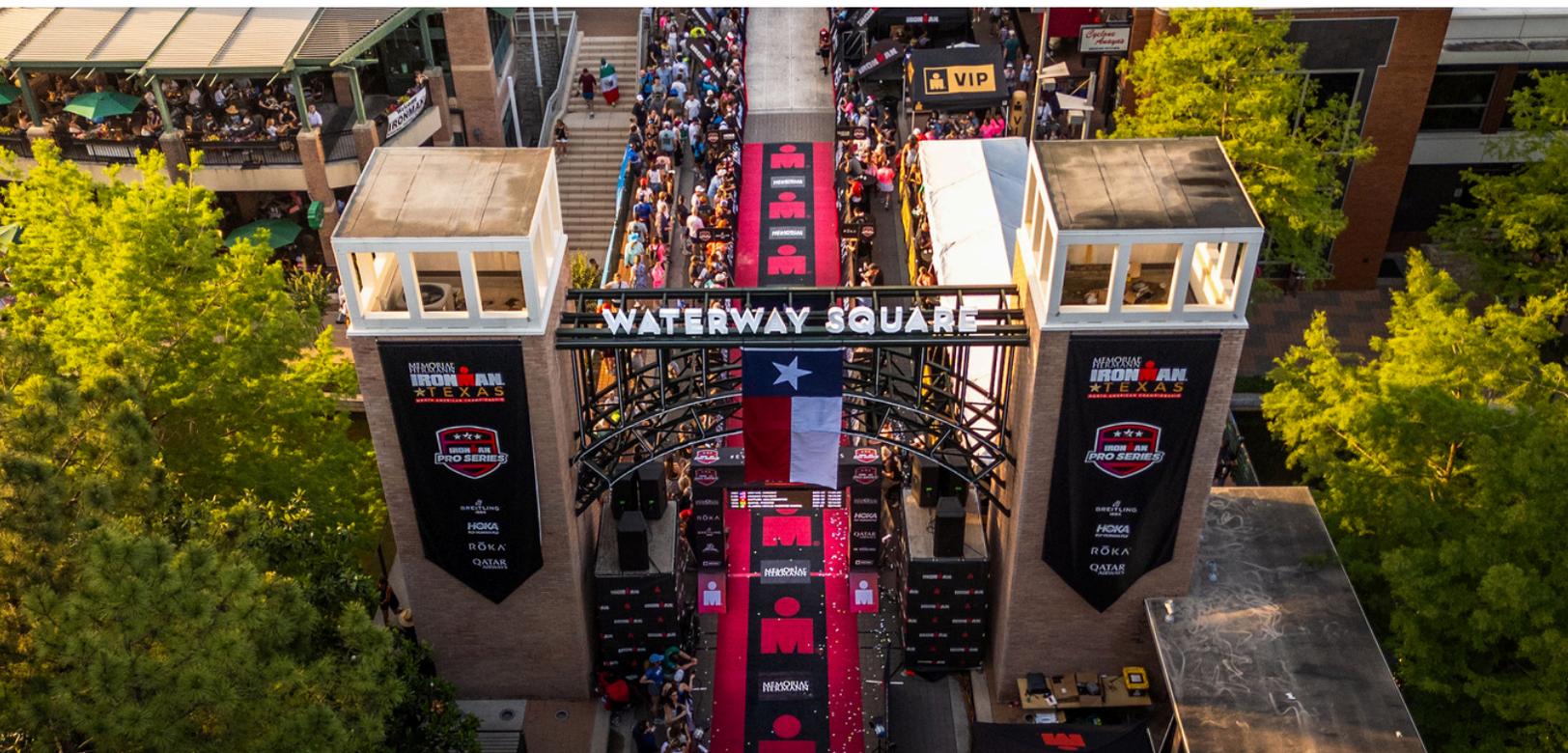
Visit The Woodlands

WHO WE ARE

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. 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 & VIEW REPORTS





BOARD OF DIRECTORS

Visit The Woodlands

ABOUT

Visit The Woodlands is led by an eight-member Board of Directors that sets policy and recommends the marketing and sales budget. Three are appointed Township board members, while the remaining four are elected by those appointees.



LINDA NELSON
Chairman



RICHARD FRANKS
Vice Chairman



CAMERON KLEPAC
Secretary / Treasurer



BRAD BAILEY
Director



KIM LOWE
Director



JENNIFER GOHAGAN
Director



MONIQUE SHARP
Director



NOEMI GONZALES
Director





TEAM MEMBERS

Visit The Woodlands

ABOUT

Visit The Woodlands has twelve full-time staff dedicated to promoting the area as a premier destination for business, convention, and leisure travel.

Executive Leadership



NICK WOLDA
President



ELIZABETH EDDINS
Executive Director



CARLA TWIDELL
Administrative Analyst



AMBER PARSLEY
Tourism Specialist

Admin

Tourism

Sales



JOSIE LEWIS
Director of Sales



ASHLEY FENNER
Senior Sales Specialist



RYAN GREENWOOD
Senior Sales Specialist



JULIE QUINN
Servicing Specialist

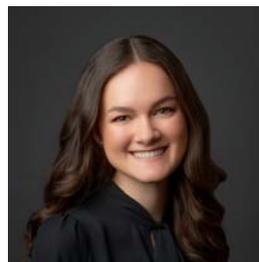
Marketing



ASHLEY WHITE
Director of Marketing



BROOKLYN NEWELL
Social Media Coordinator



ANDREA DAY
Creative Media Coordinator



RACHAEL VARNER
Content Coordinator

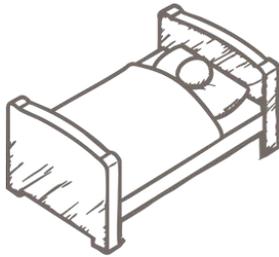


TAX COLLECTIONS

Woodlands

EXECUTIVE SUMMARY

Through Q2, hotel tax collections in The Woodlands are up 2.7% year-over-year, reflecting solid early performance. However, projections indicate a downward trend for the remainder of the year, suggesting softer demand in upcoming months and signaling the need to watch market conditions closely.



HOTEL TAX

\$5.2M

+2.7% Y-O-Y



SALES TAX

\$41.3M

+9.7% Y-O-Y



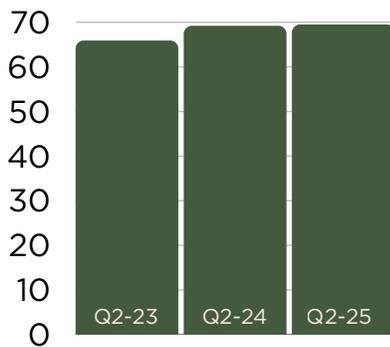
MIXED BEVERAGE TAX

\$727K

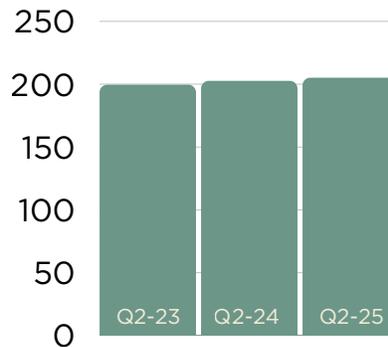
-0.4% Y-O-Y

HOTEL INSIGHTS

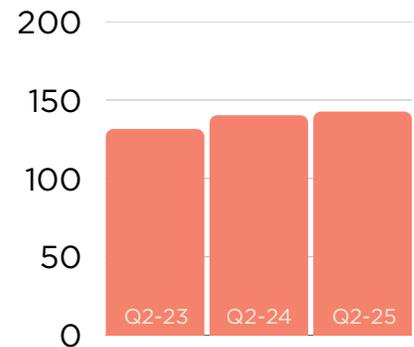
Visit The Woodlands uses CoStar to measure occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) for the 14 hotel properties in The Woodlands Township boundaries.



OCCUPANCY (%)



ADR (\$)



RevPAR (\$)



SALES

Visit The Woodlands

OVERVIEW

The Sales team positions The Woodlands as a premier destination for meetings and events through tradeshows, sales missions, site tours, FAM visits, and industry engagement, while also supporting client services and special projects.

Booked Business



MEETINGS



ATTENDEES



HOTEL ROOMS



ECONOMIC IMPACT



SITE TOURS

- Sulfuric Acid Today Magazine
- Valve Manufacturers Association
- Novi Summit
- CertainTeed Gypsum

LEADS

- 102 Leads Worked
- 85,340 Rooms Represented
- \$53.4M Estimated Economic Impact
- 598 Traces Created

TRADESHOWS

- Meetings Today
- Connect Spring Marketplace
- Oil & Gas Admins Convention
- CVENT Connect
- MPI World Education Congress
- HelmsBriscoe Annual Business Conference





SALES INITIATIVES

Visit The Woodlands



TSAE OPEN

Visit The Woodlands hosted a client event at Topgolf (TSAE Open), offering a fun and engaging setting to connect with meeting planners and industry professionals. The casual atmosphere provided the perfect backdrop for building relationships, showcasing The Woodlands as a premier meetings destination, and highlighting the community's exceptional hospitality and event offerings.

GLOBAL MEETINGS INDUSTRY DAY

Visit The Woodlands participated in Global Meetings Industry Day (GMID), which celebrates the power of meetings and events to drive business, foster connections, and support the local economy. Throughout the day, venues across the community—including fountains, the band shell, and hotels—were illuminated blue (GMID's signature color), while Visit The Woodlands hosted a planner roundtable and partner pop-ins to further elevate awareness and engagement



SALES COMMITTEE

Visit The Woodlands hosted the Q2 Sales Committee Meeting to align strategies, share insights, and strengthen collaboration with local hospitality partners. This roundtable served as a valuable forum to plan for the busy months ahead, ensuring collective efforts continue to attract and grow meetings and events in The Woodlands throughout 2025.



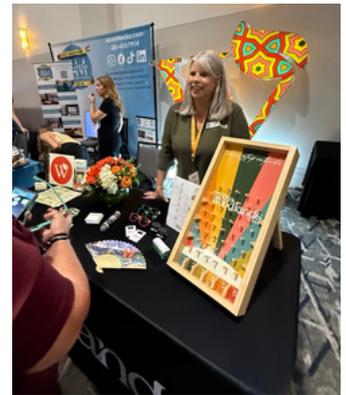


SERVICING

Just a Step Outside The Woodlands

OVERVIEW

Visit The Woodlands offers complimentary services to support meeting planners, including venue sourcing, visitor materials, local discounts, and assistance with event logistics to ensure a smooth and successful experience.



SHOW YOUR BADGE

Visit The Woodlands' Show Your Badge program offers meeting and event attendees exclusive discounts at participating local restaurants, shops, and attractions. By simply showing their conference or event badge, visitors can enjoy special offers while exploring The Woodlands, enhancing their overall experience and supporting local businesses. [Learn more here.](#)



HIGHLIGHTS

- 26 Groups Serviced
- 11 Meeting Planner Guides Distributed
- 1,400 Welcome Bags Created
- 2 Welcome Booths Hosted
- 8 Vendors Added to Supplier Directory
- 1 Partner Added to Show Your Badge Program



MARKETING

Just a Step Outside The Woodlands

OVERVIEW

The Marketing team leads brand strategy and serves as the voice of Visit The Woodlands, managing integrated efforts across advertising, digital platforms, content, public relations, and visual media to reach leisure travelers and meeting planners.

KEY INSIGHTS



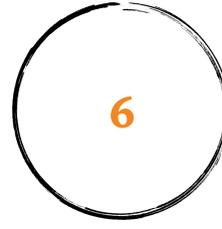
ADVERTISING IMPRESSIONS



SOCIAL MEDIA IMPRESSIONS



WEBSITE PAGEVIEWS



DESIGN PROJECTS

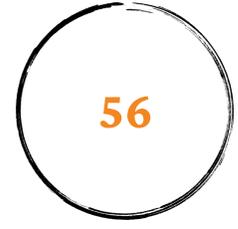
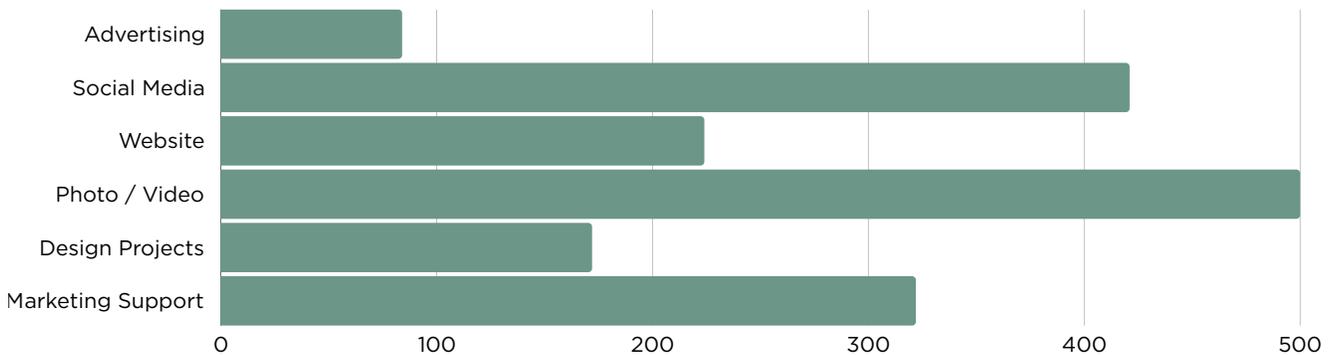


PHOTO / VIDEO SHOTS

What is Marketing working on?



SPECIAL PROJECTS



Visit The Woodlands implemented branded elevator clings in the Market Street parking garage as part of a broader effort to enhance brand visibility and visitor engagement within the destination. These clings are designed to inform, inspire, and connect both residents and visitors with tourism offerings in The Woodlands. Additional clings will be installed in the Town Center Parking Garage and throughout Town Center in the coming months.



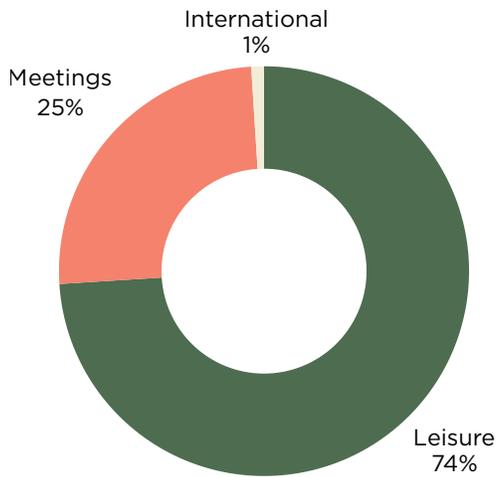
ADVERTISING

Visit The Woodlands

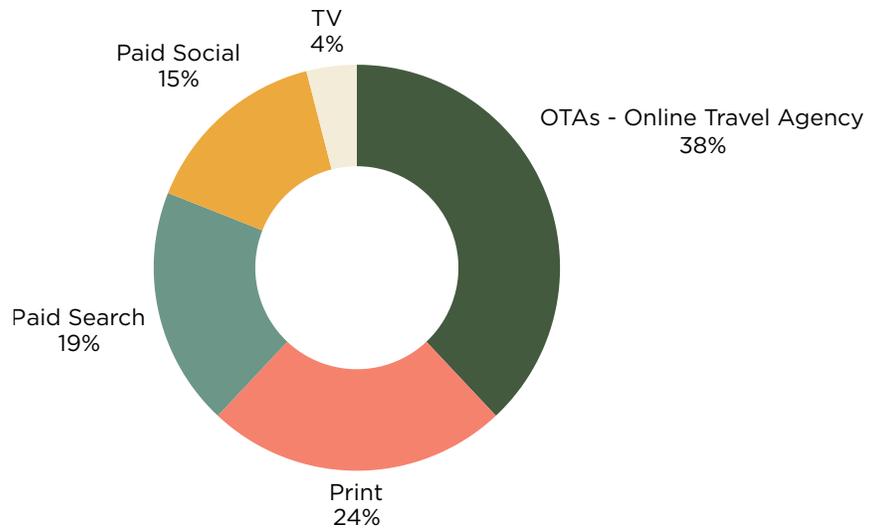
OVERVIEW

The Marketing team manages advertising for Visit The Woodlands, targeting leisure travelers and meeting planners through strategic, research-driven, and trackable campaigns. Below is an overview and performance summary.

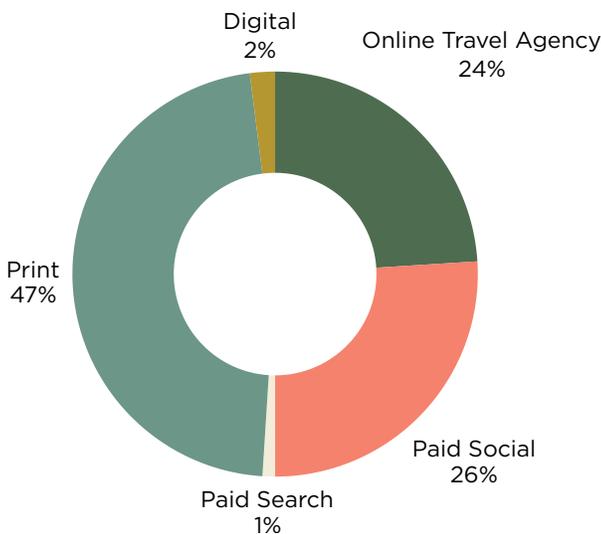
SPEND *by Audience*



SPEND *by Channel*



IMPRESSIONS *by Channel*



HIGHLIGHTS

- 32.2M Impressions
- 185K Engagements
- 2,259 Hotel Bookings *
- 5 Meeting RFP Submissions *
- 5 Meeting Planner Guide Requests *
- 20 Visitor's Guide Requests *

* Accounts for only advertising campaign attributable events.

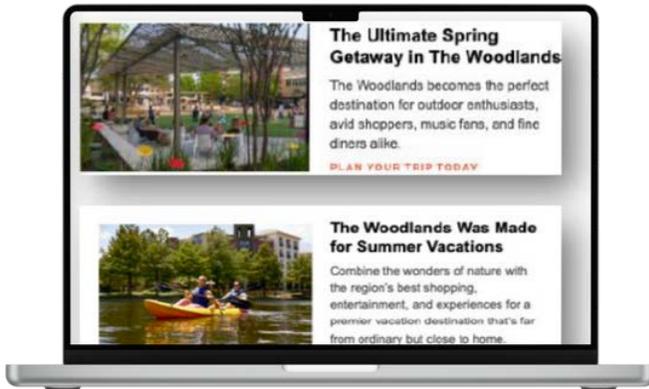


ADVERTISING

Just a step outside

TEXAS MONTHLY

Both the Spring Travel Guide and Summer Travel Guide featuring The Woodlands as a premium getaway went live on Texasmonthly.com in Q2. Across article views, display, and email promotion for the guide, The Woodlands captured over 1.3M impressions and 4,135 campaign clicks in Q2.



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.

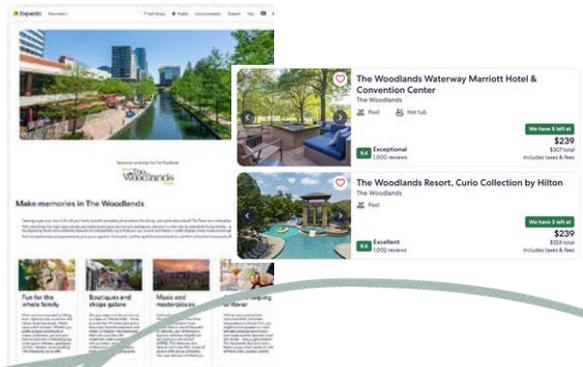
PAID SEARCH

- 40,378 Impressions
- 4,331 Clicks
- 10.73% Average Click-Through-Rate (CTR)
- \$4.02 Average Cost-Per-Click (CPC)
- 201 Conversions

* Conversions include: check hotel availability, buy Pavilion tickets, download visitor's guide, book a climb at TreeVentures, download meeting planners guide, submit meetings RFP.

ONLINE TRAVEL AGENCY

Paid advertisement produced over \$447k in booking revenue, equating to a 1,079% return on ad spend in Q2 2025.



Just a *step outside*



ADVERTISING

The Woodlands

PAID SOCIAL

Visit The Woodlands invests in paid social advertising to drive leisure travel, with targeted Facebook and Instagram campaigns reaching key markets and audiences. In Q2, these efforts accounted for nearly 30% of website traffic and helped generate 769 key event conversions, highlighting the impact of strategic digital outreach. Content included: Pavilion concerts, shopping, summer travel & more. Ads were also translated into Spanish to support international marketing efforts targeting travelers from Mexico.

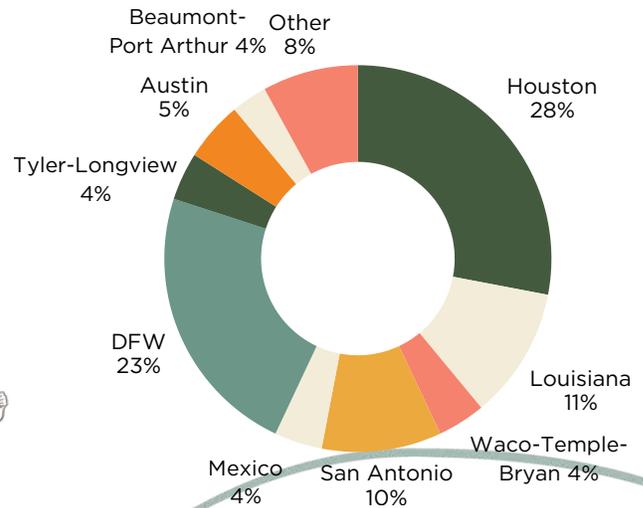


CAMPAIGN HIGHLIGHTS

- 16,776,848 Impressions
- 174,510 Clicks
- 1.04% Average Click-Through-Rate (CTR)
- \$0.14 Average Cost-Per-Click (CPC)
- 769 Conversions
- Accounted for 30% of website traffic



CLICKS *by Market*





ADVERTISING

Just a step outside

SUMMER OF FUN

To help drive summer travel, Visit The Woodlands launched display advertisements leveraging third-party targeting data. The campaign served over 926k impressions and generated 1k campaign clicks in Q2.



TOUR TEXAS

Articles, display, and video were featured across Tourtexas.com as part of their 2025 content plan with Visit The Woodlands. A total of 49k impressions, 263 guide requests, and 86 downloadable leads were generated in Q2.



Just a *step outside*



ADVERTISING

The Woodlands

MLB: HOUSTON ASTROS

Homeplate rotational signage at Daikan Field during two games captured approximately 10.9M impressions in Q2. Visit The Woodlands will have advertising during five upcoming games throughout Q3 with full campaign results to come following the season.



MLB: CHICAGO WHITE SOX

The Woodlands was included on an episode of the White Sox's "On the Road" video series, which features players experiencing local attractions while traveling. Players visited The Woodlands while in Houston to play the Astros. Long-form and short-form footage was shared across White Sox official channels to an audience of over 3.6M. Reporting will be provided in Q3.



LIVE NATION

Visit The Woodlands placed native advertisements across The Pavilion's website and in email campaigns, encouraging ticket purchasers to extend their visit with an overnight stay. In Q2, affiliate link tracking showed 12 bookings totaling \$3,046.40 in revenue from users who clicked a native ad promoted by The Cynthia Woods Mitchell Pavilion.





ADVERTISING

The Woodlands

CONNECT MEETINGS

A two-page spread and an advertorial were included in the Spring Destination section of the April edition of Connect Meetings. The publication captured an estimated 48k impressions of meeting and event planners.

THE WOODLANDS



THE WOODLANDS
The Woodlands is a premier destination for business and leisure travelers alike. With its state-of-the-art event spaces, luxurious accommodations, and unparalleled natural beauty, it offers the perfect setting for your next meeting or conference. Discover the endless possibilities of The Woodlands, Texas, where business meets nature.



Representative group walking in downtown The Woodlands, showing luxury, modern, and green architecture in a new neighborhood located in the heart of The Woodlands. The Woodlands, Texas.

ASSOCIATION LEADERSHIP

A full-page ad was included in the inside back cover of the March/April and May/June editions of TSAE Association Leadership. The publication captured an estimated 2k impressions of executives and decision-makers in associations and organizations across Texas.





SOCIAL

Visit The Woodlands

OVERVIEW

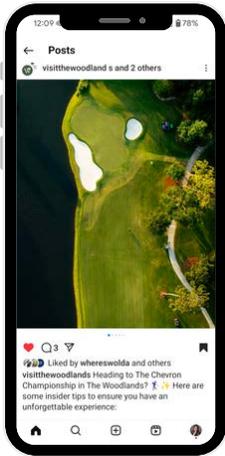
Visit The Woodlands launched a refreshed social media strategy aimed at enhancing engagement and visibility across platforms. The new approach aligns with our new brand creative and includes dedicated content features that spotlight local hospitality partners, highlight stories from Pathways Magazine, and promote Visit The Woodlands' ongoing initiatives.



WATERWAY ARTS FESTIVAL



IRONMAN TEXAS



THE CHEVRON CHAMPIONSHIP



VONLANE LAUNCH



DRONE NIGHT SKYLINE

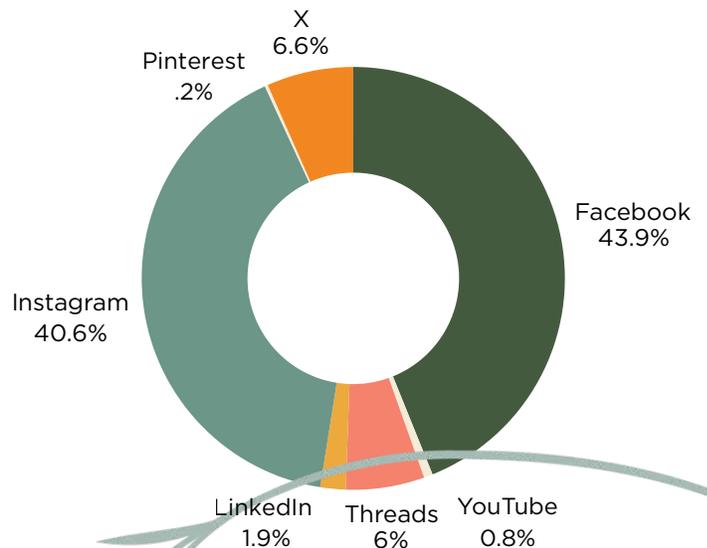


FOURTH OF JULY

AUDIENCE *by Platform*

HIGHLIGHTS

- 17.4M Impressions *+529%*
- 58,852 Engagements *+97%*
- 1,418 Clicks
- 0.3% Engagement Rate
- 949 Sent Messages
- 83,995 Audience Total *+33%*
- 1M Video Views *+309%*





WEBSITE

Visit The Woodlands

OVERVIEW

Visit The Woodlands continues to enhance its website through ongoing content development, including blogs, landing pages, and dedicated microsites that support sales, marketing and tourism initiatives. These efforts ensure the site remains an engaging resource for visitors, meeting planners, and partners.

TRAFFIC INSIGHTS



PAGEVIEWS



USERS

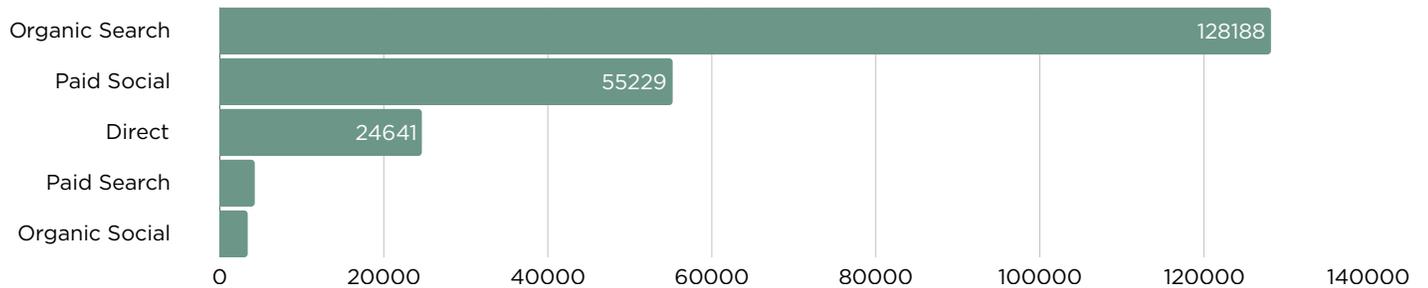


ENGAGEMENT TIME



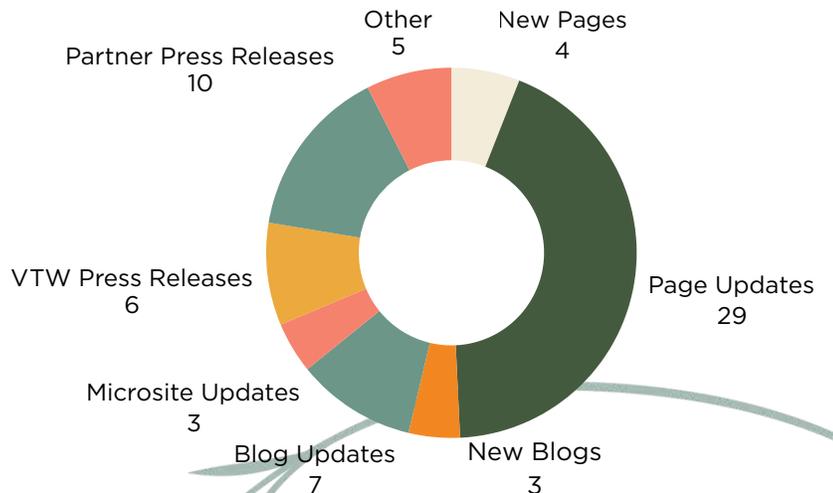
EVENTS

Where are users coming from?



TOP PAGES

- Plan Your Trip
- Home Page
- Restaurants
- The Pavilion
- Things to Do
- Events





EMAIL MARKETING

Woodlands

OVERVIEW

Visit The Woodlands' email marketing efforts deliver targeted, engaging content to both leisure travelers and meeting planners, ensuring each audience receives information most relevant to their interests. Tailored messaging showcases attractions, events, and resources that inspire visits, drive bookings, and strengthen connections with key markets. In addition, dedicated email updates keep the Board informed on organizational initiatives, performance metrics, and upcoming events

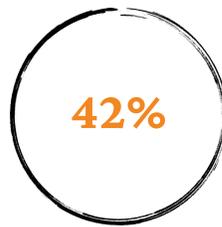
EMAIL INSIGHTS



SUBSCRIBERS



EMAILS SENT



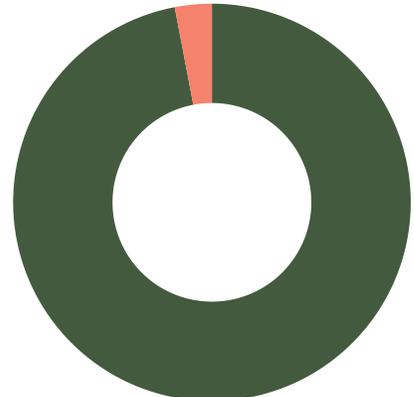
OPEN RATE



CLICKS

AUDIENCE *by Platform*

Mobile
3%



Desktop
97%





PHOTO & VIDEO

Visit The Woodlands

OVERVIEW

Visit The Woodlands creates photo and video assets to support marketing, sales, and public relations efforts. With the addition of new team members who are cross-trained in photography, the organization has increased its capacity to capture high-quality visuals. All assets are organized and managed in a central library, making them easy to access and use across various campaigns.

GROUPS IMPACTED

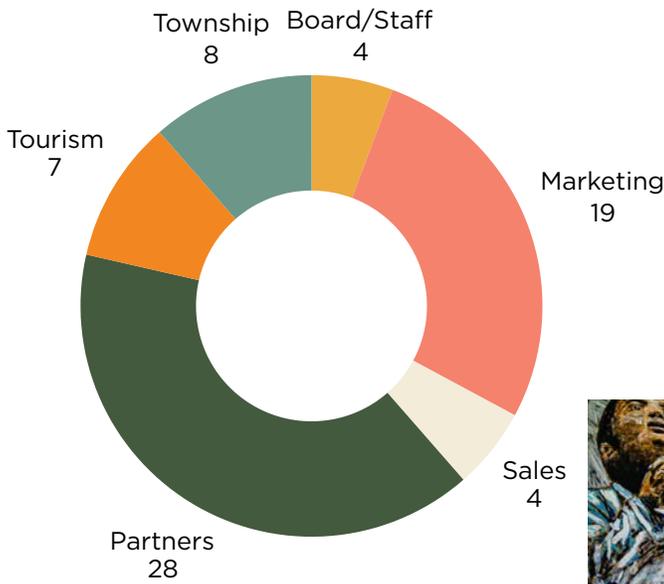


PHOTO / VIDEO SHOTS



ASSET REQUESTS PROCESSED

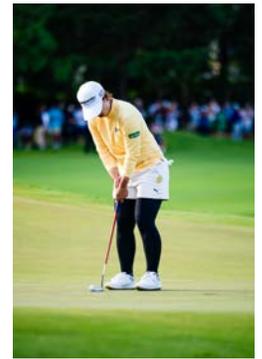




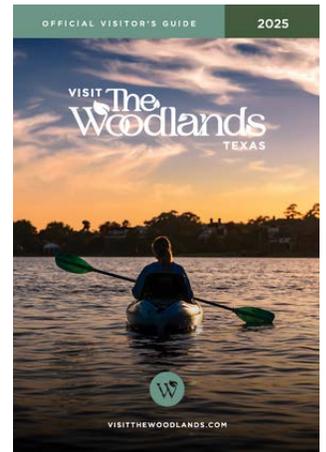
PHOTO & VIDEO

Visit The Woodlands

RECENT PROJECTS

Recent projects include photography for the new Visitor's Guide. Featured here are the front cover image and samples from other photoshoots, which highlight the area's vibrant culinary scene, hotel offerings and tourism initiatives.

Behind the Scenes



HIGHLIGHTS

- Visitor's Guide Content
- Hyatt Centric Hotel
- Waterfront Dining: State Fare
- Yiftee: 'How To' Video
- George Mitchell Nature Preserve: Bird Blind
- National Ice Cream Day
- Drone Shoots: IRONMAN, The Waterway





DESIGN PROJECTS

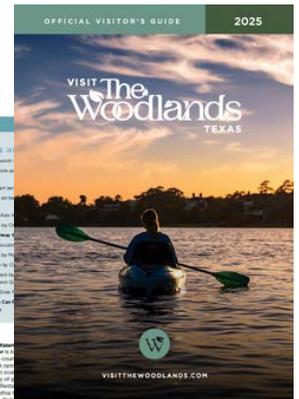
Woodlands

OVERVIEW

Visit The Woodlands produces a wide range of graphic design projects to support the organization and other departments. This includes printed collateral such as the annual Visitor's Guide, maps, rack cards, and flyers, as well as creative support for trade show booths and custom-designed promotional items. By managing design and printing internally, the team ensures brand consistency, quicker turnaround times, and cost-effective solutions that align with strategic goals.

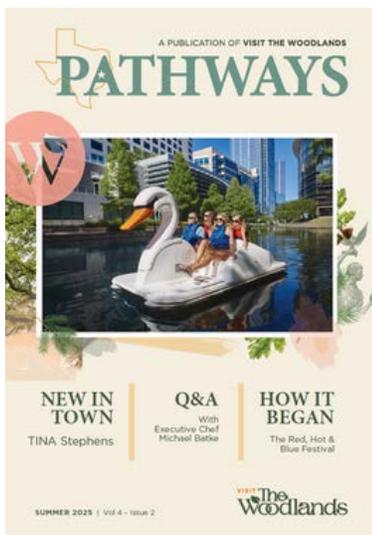
VISITOR'S GUIDE

Visit The Woodlands has produced its new Visitor's Guide, a comprehensive resource showcasing local attractions, dining, shopping, and events to help travelers plan their perfect visit to The Woodlands.



DISTRIBUTED TO:

- All 14 Hotel Properties
- Market Street Visitor Kiosk
- Convention Groups
- Leisure Travelers
- Local Partners



55,000 Copies

PATHWAYS MAGAZINE

Pathways Magazine, published by Visit The Woodlands, shines a spotlight on the outstanding businesses within The Woodlands Township by sharing the stories, successes, and journeys of local businesses. The magazine also highlights how Visit The Woodlands supports these businesses through a variety of initiatives, while illustrating the growth and evolution of The Woodlands over time.

FEATURES INCLUDE:

- New in Town
- How it Began
- Q&A
- On the Horizon
- Why The Woodlands



DESIGN PROJECTS

Woodlands

SPECTATOR SIGNS

Visit The Woodlands created spectator signs for Memorial Hermann IRONMAN Texas to cheer on athletes and enhance the race-day experience for participants and fans. Fans could pick these up at Visit The Woodlands' booth in IRONMAN Village, along with cowbells and other race-day swag.

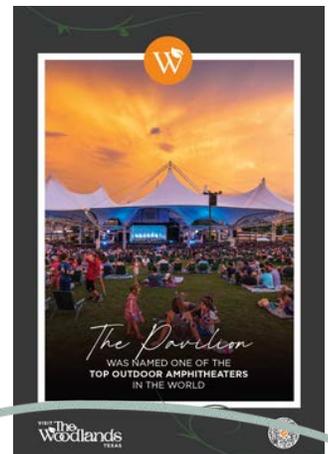
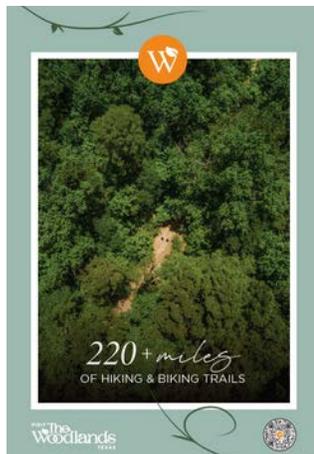


DESTINATION SIGNS

For National Travel & Tourism Week, Visit The Woodlands created vibrant destination signs to celebrate the community and highlight its appeal to visitors. Designed for long-term use, these signs will also support future marketing efforts and special initiatives throughout the year.

SIGNS FEATURE:

- Shopping
- Trails
- Restaurants
- Parks
- The Pavilion
- & More



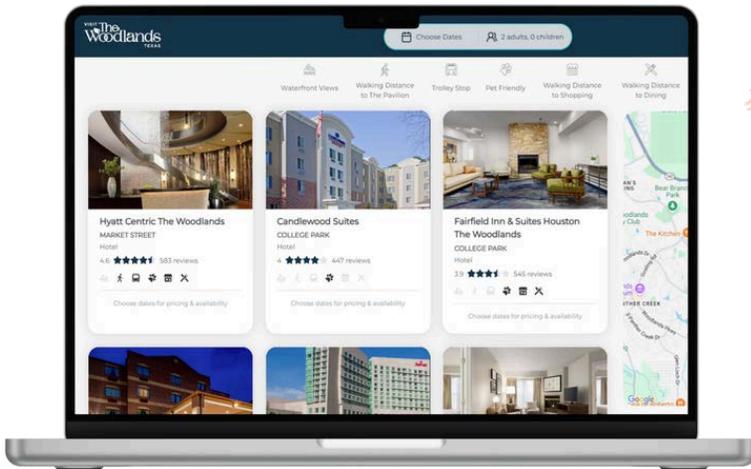


TOURISM

Visit The Woodlands

OVERVIEW

Visit The Woodlands drives leisure tourism by partnering with local hotels, attractions, and businesses to create appealing hotel packages. To support partners and targeted marketing efforts, Visit The Woodlands maintains a CRM system that manages contacts and other data, ensuring strong collaboration and effective promotion of The Woodlands as a premier leisure destination.

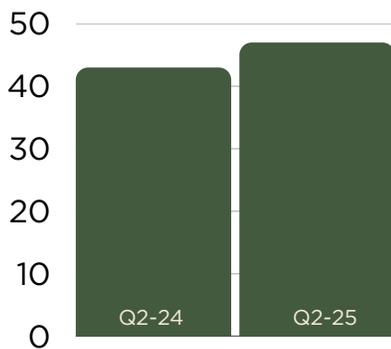


HOTEL BOOKING ENGINE

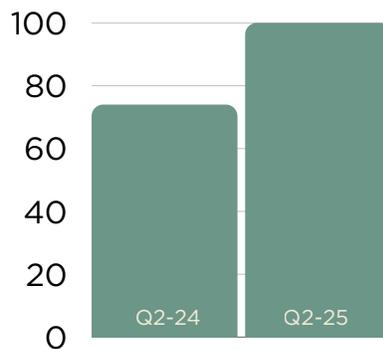
Central to Visit The Woodlands' strategy is its lodging booking engine, powered by Ripe. This platform enables visitors to book accommodations directly through VTW's website, with the added benefit of bundling hotel stays with local experiences and tickets, ensuring a comprehensive travel package

RESERVATION INSIGHTS

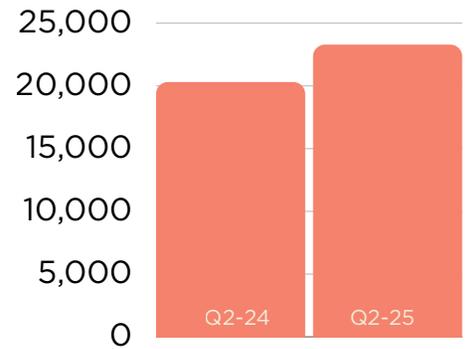
Reservation insights from the hotel booking engine on Visit The Woodlands' website provide valuable data on traveler interest, booking patterns, and campaign performance to help guide strategic marketing efforts.



RESERVATIONS



ROOM NIGHTS



REVENUE (\$)



EVENTS & SPONSORSHIPS

Just a step outside



ARTS FESTIVAL

Visit The Woodlands sponsored the Hospitality Area at The Woodlands Waterway Arts Festival, providing a welcoming space for artists, sponsors, and guests to relax and connect. This sponsorship highlighted Visit The Woodlands' commitment to supporting the arts while showcasing the destination's vibrant cultural offerings and warm hospitality.

IRONMAN TEXAS

Visit The Woodlands sponsored Memorial Hermann IRONMAN Texas, welcoming athletes and spectators from around the world. As part of the event, Visit The Woodlands hosted a booth at IRONMAN Village to share destination information and resources, and offered special race support packages to visitors who booked a hotel stay, enhancing their experience and showcasing the community's hospitality. Visit The Woodlands received 23 hotel bookings on its website for IRONMAN resulting in over \$20K in room revenue.



TOWNSHIP EVENTS

Visit The Woodlands supports The Woodlands Township events through strategic promotion and cross-channel marketing to boost attendance and visitor engagement. This collaboration helps elevate community events while driving tourism and overnight stays.

HIGHLIGHTS

- 10% Coupon Code for The Woodlands Triathlon & Run and Done 3.1
- 69 Coupons Redeemed
- \$5,000 Revenue for Parks & Recreation



STRATEGIC PARTNERSHIPS

VONLANE LAUNCH

Visit The Woodlands is proud to introduce a new Vonlane luxury motorcoach route between The Woodlands and Dallas. Offering 38 nonstop departures each week, this premium service features 22 first-class leather seats, onboard attendants, complimentary Wi-Fi, snacks, meals, and beverages. It departs from The Woodlands Waterway Marriott Hotel & Convention Center.



VISITOR SERVICES

Visit The Woodlands partners with Market Street to enhance their visitor services program, including the support of a visitor kiosk at the North Commons area for real-time assistance and wayfinding. Staff onsite regularly engage guests by distributing print collateral—such as maps, event guides, and local attraction materials—to support and enrich the visitor experience.

IPW TRADESHOW

At IPW 2025 in Chicago - the premier global inbound travel trade show - Visit The Woodlands conducted 80 appointments over three days and enhanced its visibility by sponsoring the Travel Texas event, engaging with more than 200 qualified buyers and media to showcase The Woodlands as a premier international meetings and tourism destination.



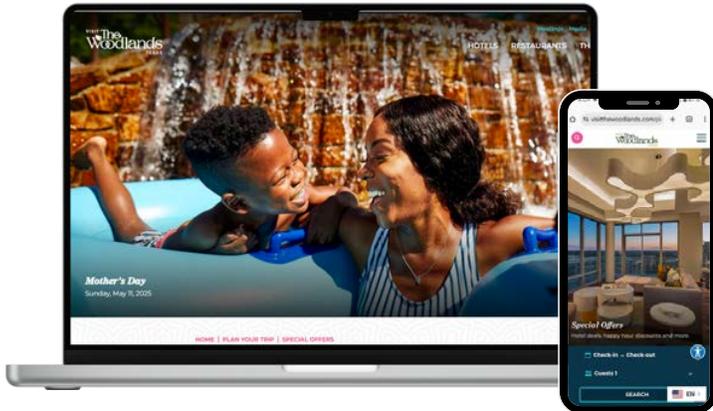


PARTNER ONBOARDING

Visit The Woodlands provides comprehensive partner onboarding, offering education on marketing opportunities, event participation, and how to utilize tools like the partner extranet. Ongoing support ensures partners stay informed, engaged, and equipped to maximize their visibility and collaboration efforts.

HIGHLIGHTS

- 8 New Partners Onboarded
- New Maps Delivered to All Properties



SEASONAL OFFERS

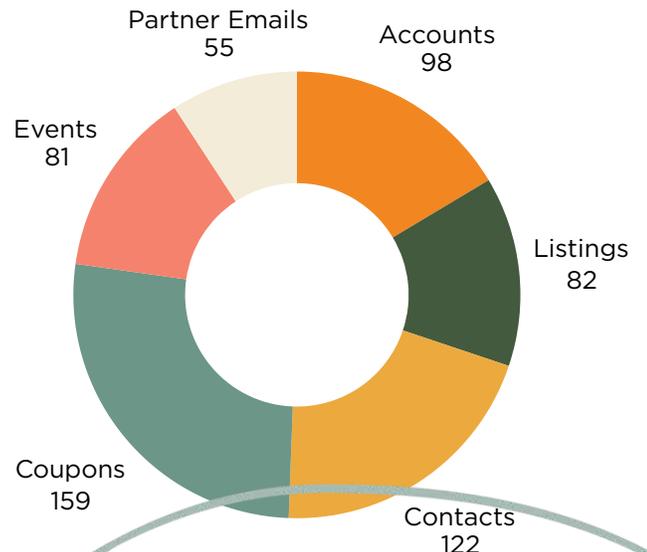
Visit The Woodlands promotes seasonal offers from local hospitality partners through targeted digital campaigns, website features, and social media. These efforts drive awareness and bookings by highlighting timely deals for holidays, events, and weekend getaways. These are gathered by the Tourism staff and provided to Marketing for promotional use.

HIGHLIGHTS

- Easter
- Mother's Day
- Memorial Day
- Father's Day
- Graduation

CRM MAINTENANCE

Visit The Woodlands uses its CRM (Customer Relationship Management) tool to maintain a detailed database of local hospitality partners, including hotels, restaurants, and attractions. This system seamlessly connects to the Visit The Woodlands website, ensuring partner listings, special offers, and event details stay accurate and up to date to support ongoing marketing efforts.



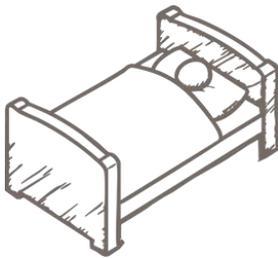


VISITOR PROFILE

Visit The Woodlands

EXECUTIVE SUMMARY

Visit The Woodlands utilizes data from tools like Tourism Economics to create a detailed visitor profile, identifying key demographics, travel behaviors, and spending patterns. This data-driven approach allows VTW to strategically target both leisure visitors and business travelers with tailored marketing efforts that maximize ROI.



OVERNIGHT TRIP SHARE

82.8%



REPEAT TRIP SHARE

66.5%

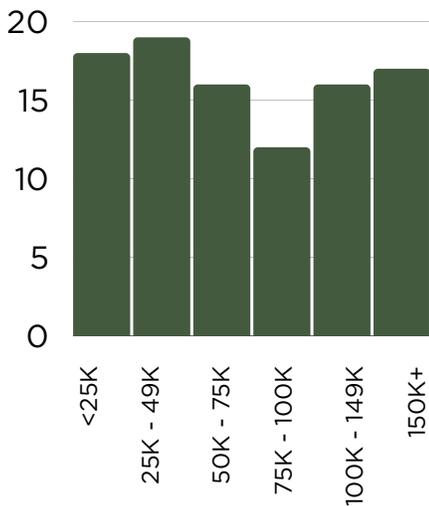


LENGTH OF STAY

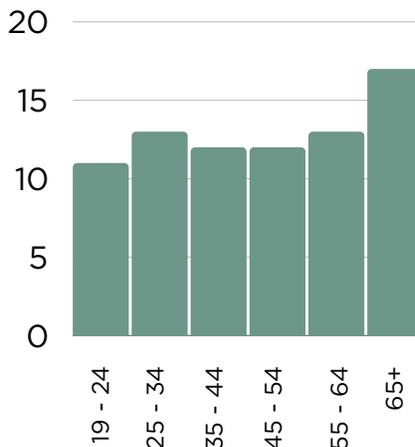
3.1 DAYS

ORIGIN INSIGHTS

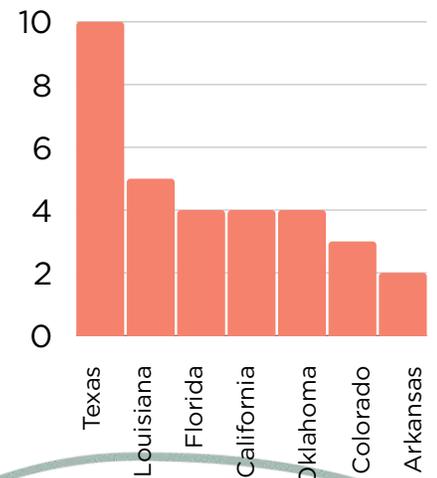
HOUSEHOLD INCOME



AGE



ORIGIN MARKET: STATE



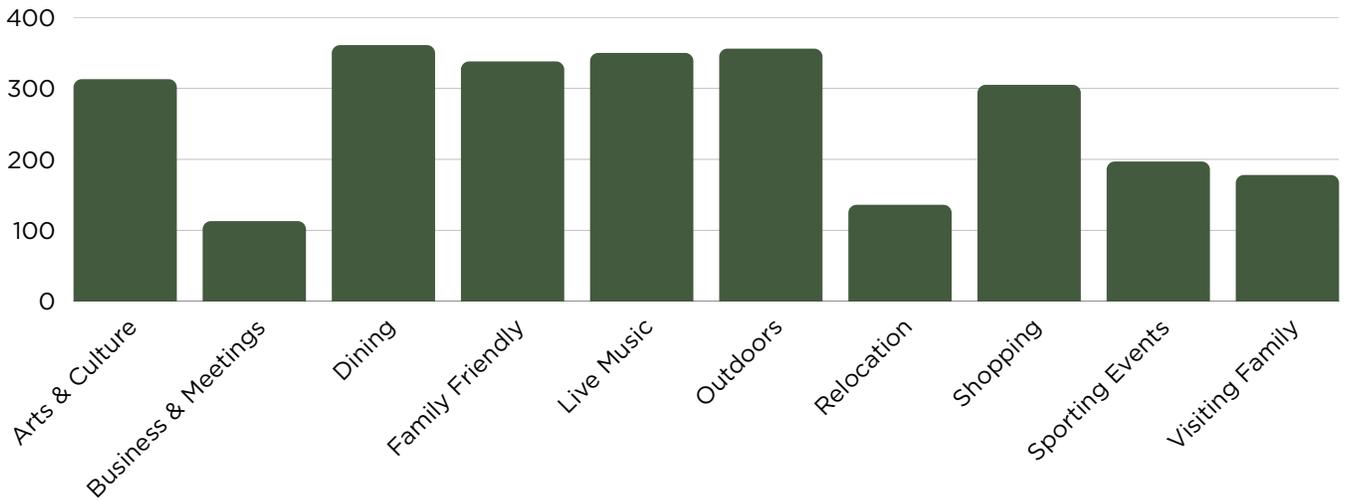


VISITOR PROFILE

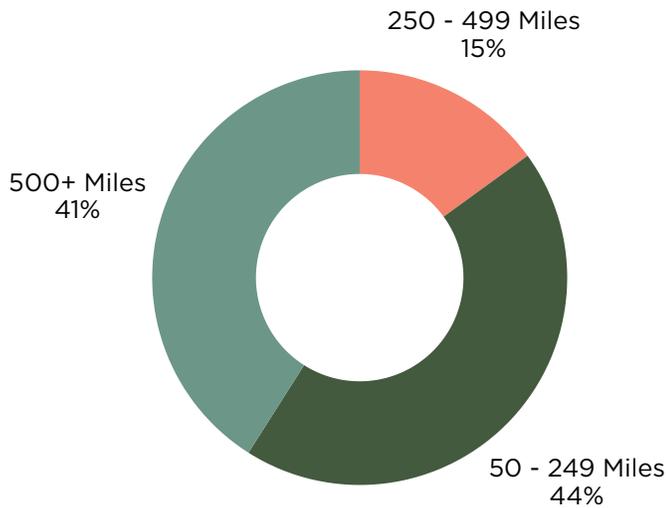
Visit The Woodlands

CONSUMER INTERESTS

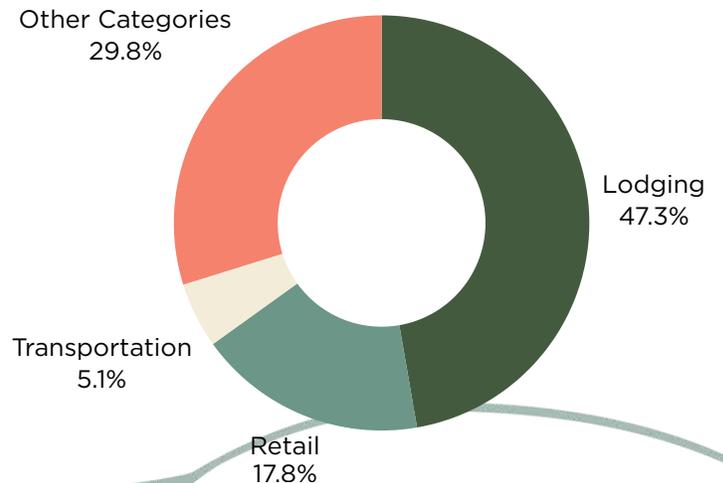
Visit The Woodlands uses its CRM to collect visitor interests through website forms, allowing users to indicate preferences like events, dining, and accommodations. This information helps tailor future communications and marketing efforts, ensuring more personalized and relevant engagement with potential travelers.



DISTANCE *Traveled*



SPENDING *by Category*





QUARTERLY
REPORT

Q2 | 2025

VISIT **The**
Woodlands
TEXAS

VISITTHEWOODLANDS.COM

Just a *step outside*