QUARTERLY REPORT

Q3 | 2025

VISIT The Woodlands TEXAS

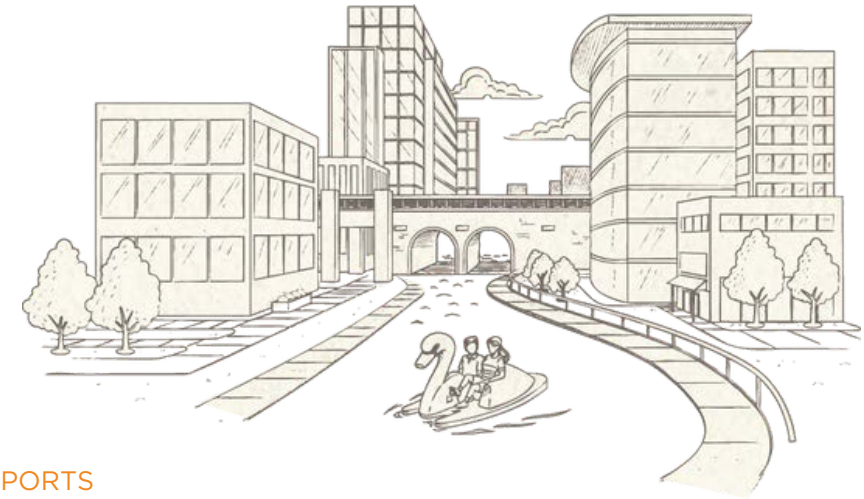
Just a *step outside*

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

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

JENNIFER GOHAGAN
Director

NOEMI GONZALES
Director

KIM LOWE
Director

MONIQUE SHARP
Director

TEAM MEMBERS

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

Admin

CARLA TWIDELL
Administrative Analyst

Tourism

AMBER PARSLEY
Tourism Specialist

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

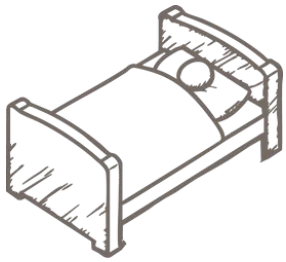
ANDREA DAY
Creative Media Coordinator

RACHAEL VARNER
Content Coordinator

TAX COLLECTIONS

EXECUTIVE SUMMARY

Hotel tax collections have slowed, but remain up 1% year-over-year through the third quarter. Retail sales tax is still strong, up 8.7% compared to the same period last year. Mixed beverage taxes experienced a slight dip, down just 0.01% for the quarter.



HOTEL TAX

$7.6M

+1% Y-O-Y

SALES TAX

$60.4M

+8.7 Y-O-Y

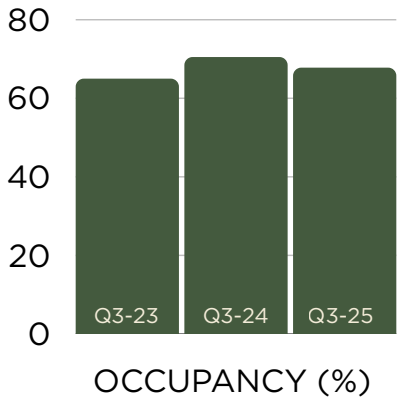
MIXED BEVERAGE TAX

$1M

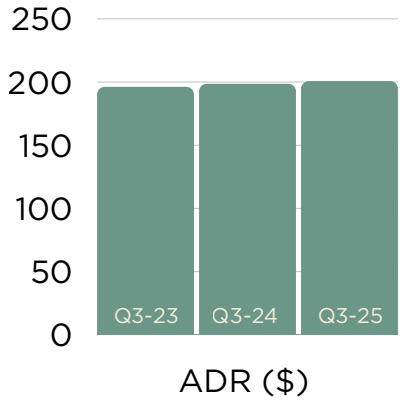
-0.01% Y-O-Y

HOTEL INSIGHTS

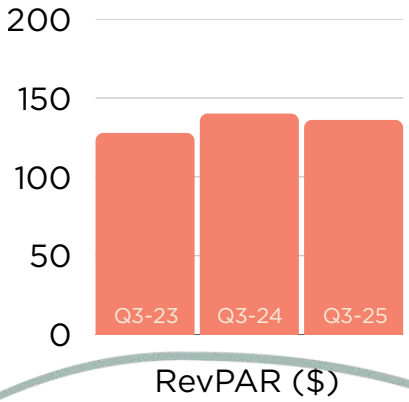
Visit The Woodlands uses CoStar to measure occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) for the 14 hotel properties in The Woodlands Township boundaries.



OCCUPANCY (%)



ADR ($)



RevPAR ($)

SALES

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

31	7,521	8,944	$7.3M
MEETINGS	ATTENDEES	HOTEL ROOMS	ECONOMIC IMPACT

TRADESHOWS

- ASAE Annual Meeting
- Connect Marketplace
- TSAE New Ideas Conference

LEADS

- 128 Leads Worked
- 62,074 Rooms Represented
- $49.5M Estimated Economic Impact
- 888 Traces Created

SITE TOURS

- EGSA Spring Conference
- Calpine
- Carrousels Incorporated National Convention
- National Sports Forum
- Reliable Medical Summit
- Texas Podiatric Medical Association
- Texas Water Quality Association

SALES INITIATIVES

HSAE TOWN HALL

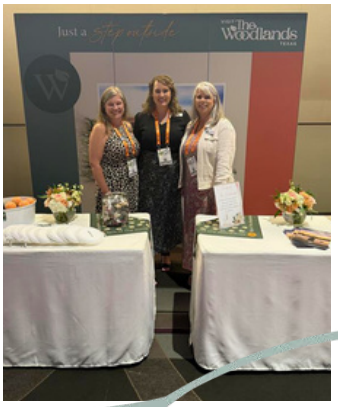
Visit The Woodlands participated in the Houston Society of Association Executives (HSAE) Townhall, connecting with association leaders and industry professionals from across the Greater Houston region. The event provided valuable insights into current trends, challenges, and opportunities within the association space.

SALES COMMITTEE

The Sales Team hosted the Q3 Sales & Marketing Committee Meeting during Celebrate Services Week, partnering with the Montgomery County Food Bank for an educational and hands-on volunteer session. Together, committee members packed over 10,000 pounds of food for local families—an inspiring example of Visit The Woodlands and partners giving back to the community!

TSAE NEW IDEAS

Visit The Woodlands participated in the Texas Society of Association Executives (TSAE) New Ideas Conference in San Antonio, continuing to build on relationships and exposure gained from hosting the 2024 conference in The Woodlands. As part of this year's Experience Hall, the team introduced an engaging activation—"Tails of The Woodlands"—featuring custom pet portraits and giveaways that celebrated The Woodlands' charm.



SERVICING

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.

TSAFF CONFERENCE

Visit The Woodlands was proud to support the Texas State Association of Fire Fighters (TSAFF) Conference, which brought hundreds of attendees to the destination for a multi-day statewide event. The team played a key role in The Woodlands Professional Fire Fighters Association (TWPFFA) securing this conference for The Woodlands and provided comprehensive servicing throughout the week. Learn more HERE.

HIGHLIGHTS

- 33 Groups Serviced
- 18 Meeting Planner Guides Distributed
- 1,765 Welcome Bags Created
- 3 Welcome Booths Hosted
- 2 Vendors Added to Supplier Directory
- 1 Partner Added to Show Your Badge
- Celebrated Event Services Professionals Week (ESPA)

MARKETING

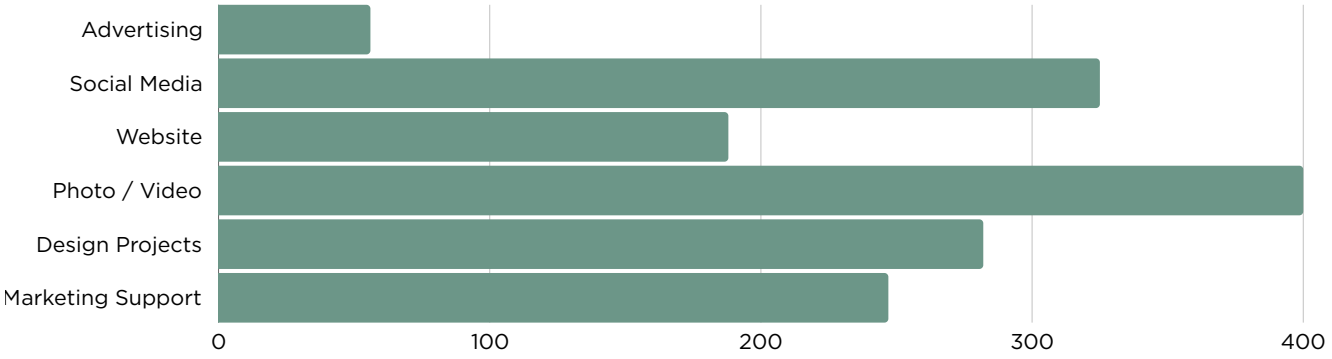
OVERVIEW

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

35.2M	5.6M	326K	10	47
ADVERTISING IMPRESSIONS	SOCIAL MEDIA IMPRESSIONS	WEBSITE PAGEVIEWS	DESIGN PROJECTS	PHOTO / VIDEO SHOOTS

What is Marketing working on?



SEASONAL HIGHLIGHTS

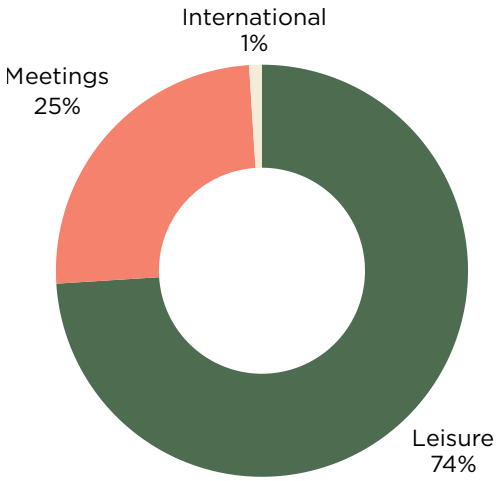
- Summer of Fun Giveaway
- Fourth of July
- Houston Restaurant Weeks
- Back to School Shopping
- World Tourism Day
- Texas Fine Crafts Show
- Sales Group Business Support

ADVERTISING

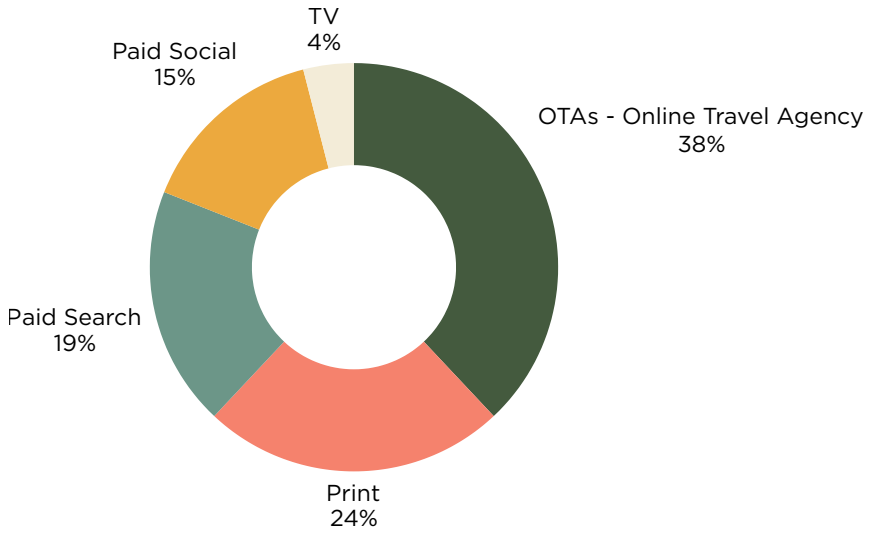
OVERVIEW

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.

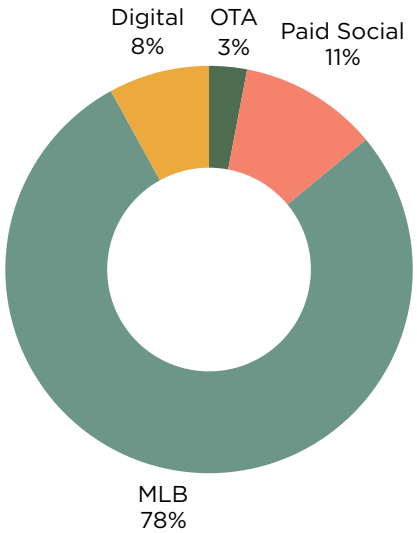
SPEND *by Audience*



SPEND *by Channel*



IMPRESSIONS *by Channel*



HIGHLIGHTS

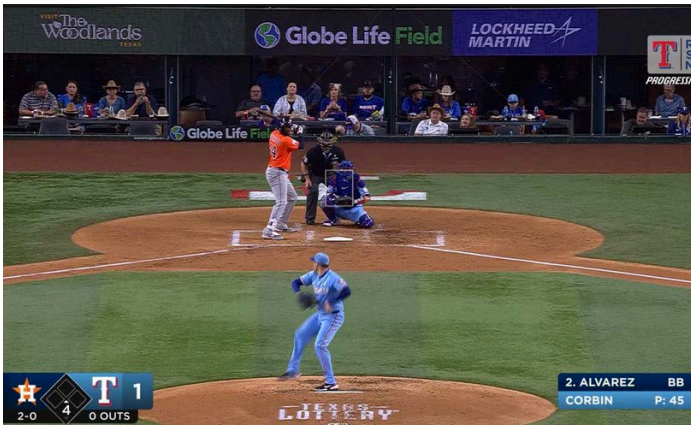
- 35.2M Impressions
- 127K Engagements
- 455 Hotel Bookings *
- 10 Meeting RFP Submissions *
- 16 Meeting Planner Guide Requests *
- 53 Visitor Guide Requests *

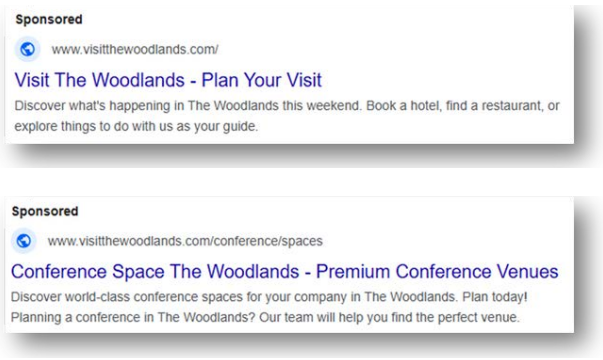
* Accounts for only advertising campaign attributable events.

ADVERTISING

MLB

Visit The Woodlands partnered with the Houston Astros to place homeplate rotational signage at Daikan Field during fives games. These placements captured approximately 27.2M impressions in Q3. Cost per game was negotiated to $5,357 per game. A partnership with the Texas Rangers was negotiated to place homeplate rotational signage at Global Life field during two games. For a total investment of $10k, these captured 172k impressions in Q3.





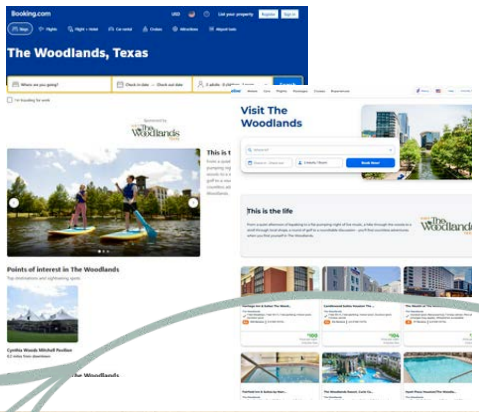
PAID SEARCH

- 43,801 Impressions
- 4,159 Clicks
- 9.5% Average Click-Through-Rate (CTR)
- $2.73 Average Cost-Per-Click (CPC)
- 302 Conversions

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

ONLINE TRAVEL AGENCY

Paid advertisement produced over $60k in booking revenue, equating to a 461% return on ad spend in Q3 2025.



ADVERTISING

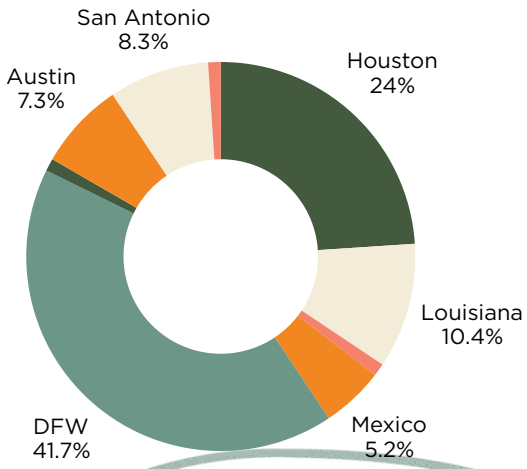
PAID SOCIAL

Visit The Woodlands invests in paid social advertising to drive leisure travel, with targeted Facebook and Instagram campaigns reaching key markets and audiences. In Q3, these efforts accounted for nearly 15% of website traffic and helped generate 629 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

- 4,070,909 Impressions
- 91,304 Clicks
- 2.24% Average Click-Through-Rate (CTR)
- $0.26 Average Cost-Per-Click (CPC)
- 629 Conversions
- Accounted for 15% of website traffic

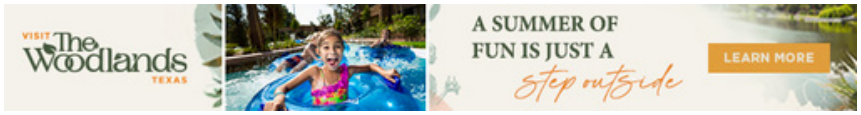
CLICKS by Market

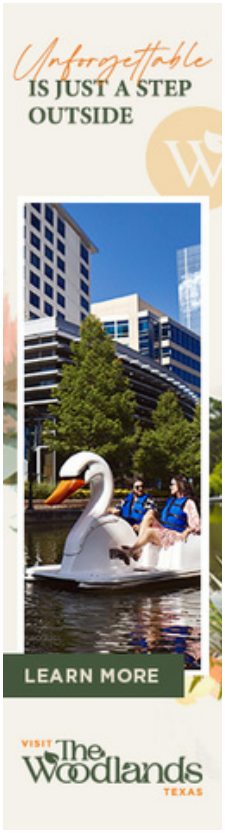


ADVERTISING

SUMMER OF FUN

To help drive summer travel, Visit The Woodlands launched display advertisements leveraging third-party targeting data. The campaign served over 2.1M impressions and generated 4k campaign clicks in Q3.



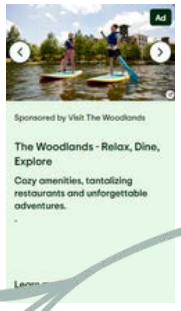


TOUR TEXAS

Articles, display, and video were featured across Tourtexas.com as part of their 2025 content plan with Visit The Woodlands. A total of 58k impressions, 243 guide requests, and 18 downloadable leads were generated in Q3.

TRIP ADVISOR

Display advertisements targeting individuals browsing for Texas destinations on Tripadvisor.com with a focus on conquesting Houston served over 99k impressions and generated 100 campaign clicks in Q3.



OVERVIEW

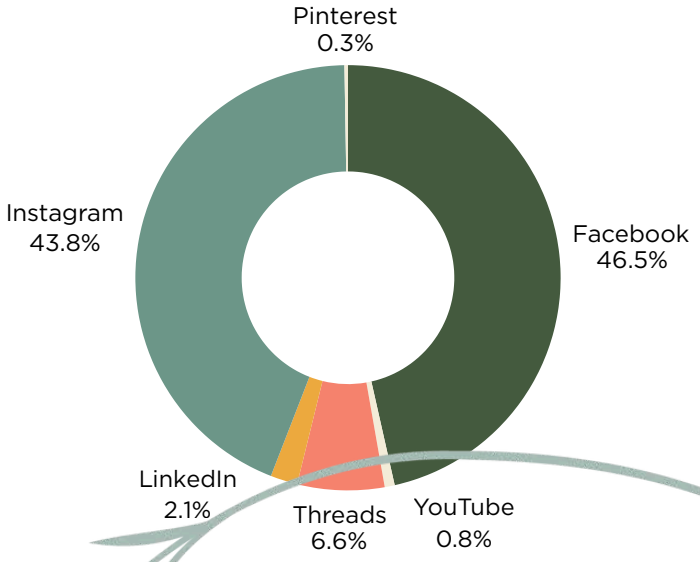
Visit The Woodlands launched a refreshed social media strategy aimed at enhancing engagement and visibility across platforms. The new approach aligns with our new brand creative and includes dedicated content features that spotlight local hospitality partners, highlight stories from Pathways Magazine,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

To help drive summer travel, Visit The Woodlands launched the Summer of Fun Giveaway. With 10 giveaways during the month of July, the campaign captured over 71K views and increased the total number of social followers by over 700.

HIGHLIGHTS

- 5.6M Impressions
- 43,806 Engagements +222%
- 1,868 Clicks
- 0.8% Engagement Rate +288%
- 781 Sent Messages
- 88,307 Audience Total +35%
- 1.1M Video Views +143%

AUDIENCE by Platform



WEBSITE

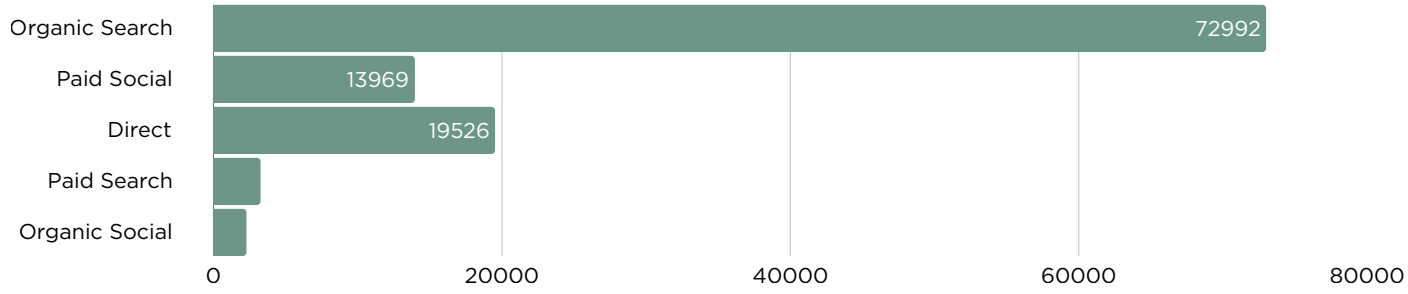
OVERVIEW

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

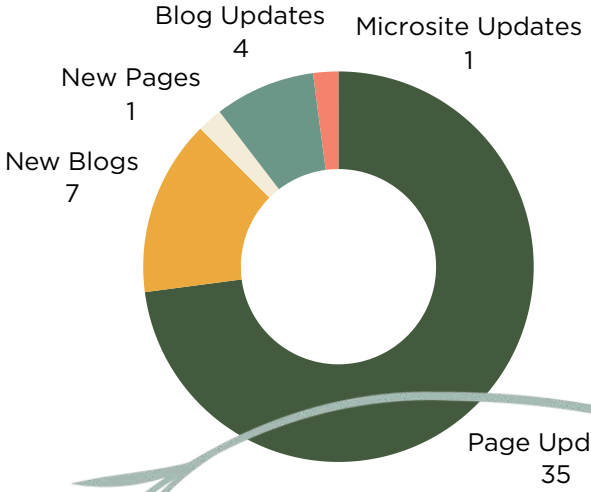
326K	117K	1:25	4.9M
PAGEVIEWS	USERS	ENGAGEMENT TIME	EVENTS

Where are users coming from?



TOP PAGES

- Restaurants
- Events
- The Pavilion
- Things to Do
- Plan Your Trip
- The Waterway
- Fourth of July



EMAIL MARKETING

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

13K	33K	47%	750
SUBSCRIBERS	EMAILS SENT	OPEN RATE	CLICKS

AUDIENCE *by Platform*

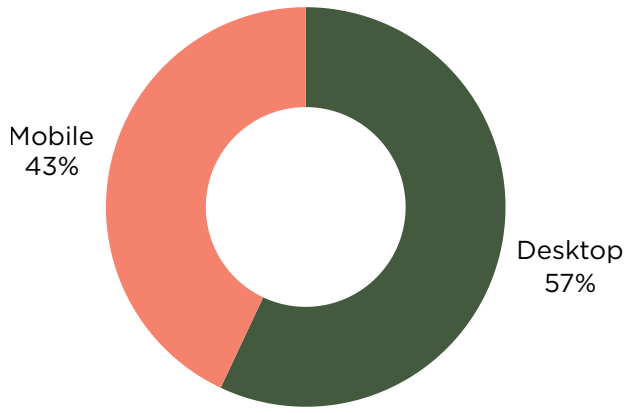


PHOTO & VIDEO

OVERVIEW

Visit The Woodlands regularly creates photo and video assets to support marketing, sales, and public relations efforts. With the addition of a new team member focused on asset development, 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

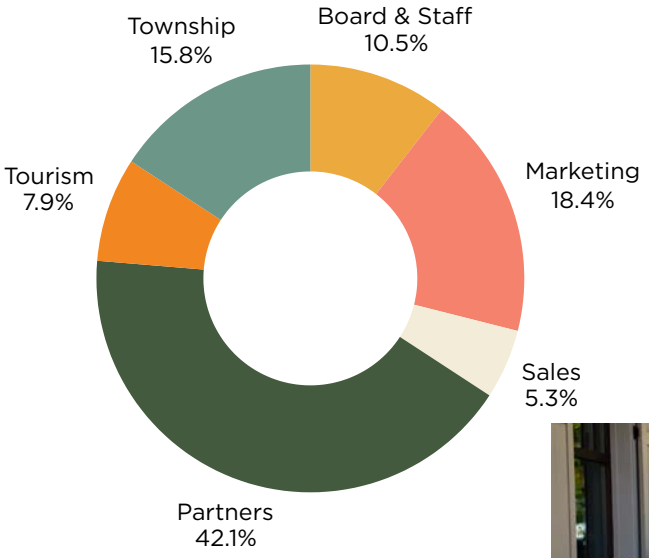


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PHOTO / VIDEO SHOOTS

9

ASSET REQUESTS PROCESSED

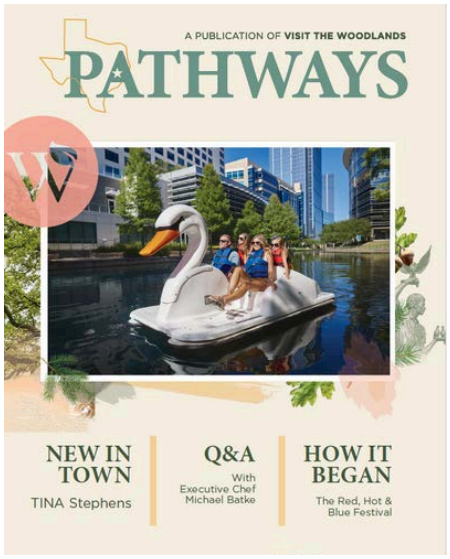
DESIGN PROJECTS

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 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.

HIGHLIGHTS

- Visitor Guide Envelopes
- Houston Restaurant Weeks Flyer
- Hand Fans
- Exterior Sign at The Woodlands Township
- Brand Templates in Canva



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. Read the latest issue.

FEATURES INCLUDE:

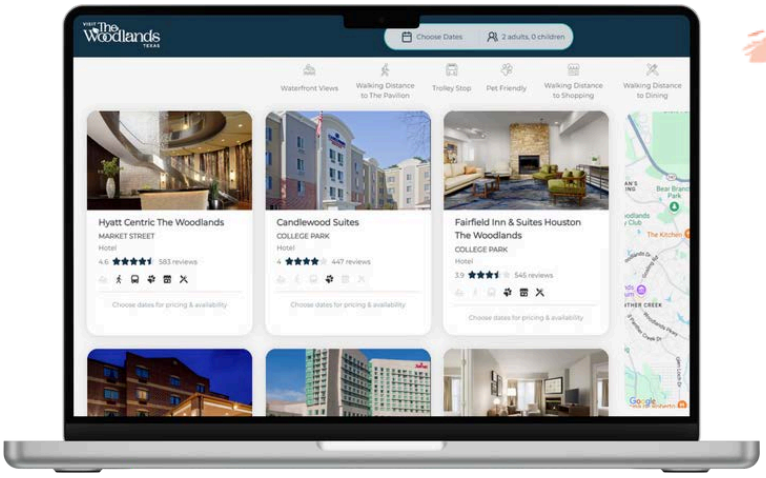
- New in Town
- How it Began
- Q&A
- On the Horizon
- Why The Woodlands

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

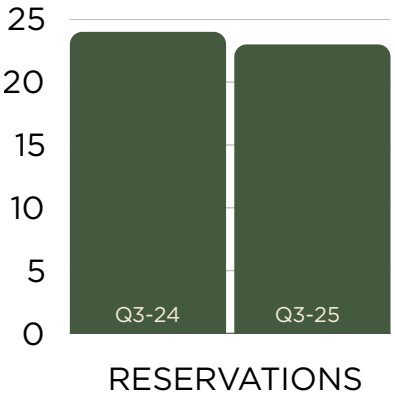
Central to Visit The Woodlands' strategy is its lodging booking engine, powered by Ripe. This tool enables visitors to book accommodations directly through VTW's website and bundle hotel stays with local experiences and tickets.

PACKAGING & AFFLIAITES

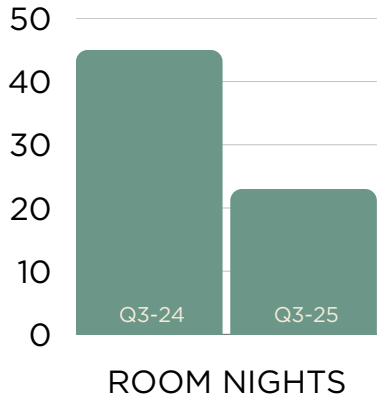
- Live Nation
- Summer of Fun
- Sunday Nights
- Texas Fine Craft Show
- Implemented Stay & Skate, for Q4

RESERVATION INSIGHTS

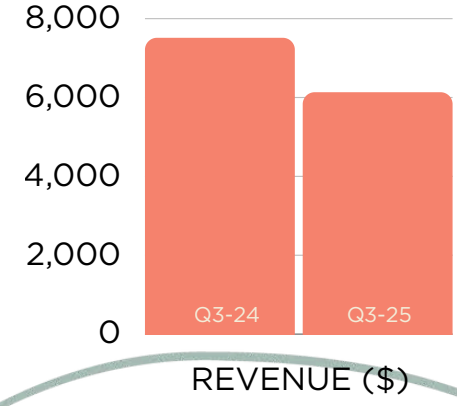
Reservation insights from the hotel booking engine on Visit The Woodlands' website provide valuable data on traveler interest, booking patterns, and campaign performance to help guide strategic marketing efforts.



RESERVATIONS



ROOM NIGHTS



REVENUE ($)

PARTNER SUPPORT

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

- Developed Partner Onboarding Guide
- Developed Partner Extranet Training Guide
- 1 New Partner Onboarded, 30 Ongoing
- 10 Partner Meetings & One-on-One Trainings

SEASONAL OFFERS

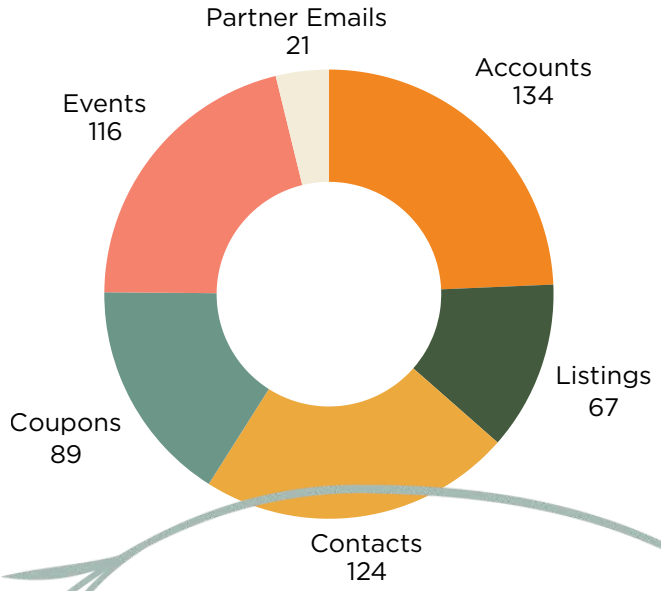
Visit The Woodlands promotes seasonal offers from local hospitality partners through targeted digital campaigns, website features, and social media. These efforts drive awareness and bookings by highlighting timely deals for holidays, events, and weekend getaways. These are gathered by the Tourism staff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

HIGHLIGHTS

- Fourth of July
- Labor Day
- Fall & Thanksgiving
- Houston Restaurant Weeks
- General Offers & Events

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.



STRATEGIC PARTNERSHIPS

TRAVEL TEXAS FAM

Visit The Woodlands organized and hosted a full-day FAM (familiarization) tour for DeMarcus Williams, a renowned Forbes Travel Writer. This opportunity allowed Mr. Williams to experience firsthand the attractions, culture, and hospitality of The Woodlands. This experience was made possible through a partnership with Travel Texas.

AREA PARTNERSHIPS

- Market Street Visitor Services
- Howard Hughes Communities
- The Woodlands Area Chamber of Commerce
- The Woodlands Area Economic Development Partnership
- Around Houston

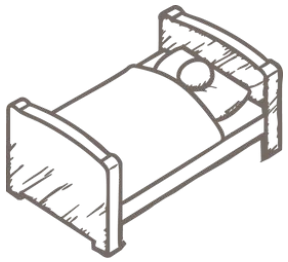
AMERICA'S CUP GOLF INVITATIONAL

The Tourism team attended the America's Cup Golf Invitational in Billings, Montana and Cody, Wyoming. ACGI is a networking event that brings together top travel and tourism professionals. Attendees included tour operators, receptives, media, DMOs, and hotel representatives from across the U.S., with participation from United Airlines' Country Manager for Japan. The 2026 event will be held in The Woodlands.

VISITOR PROFILE

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

81.0%

REPEAT TRIP SHARE

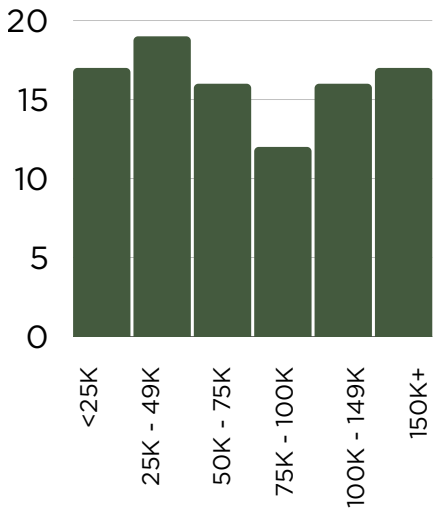
81.4%

LENGTH OF STAY

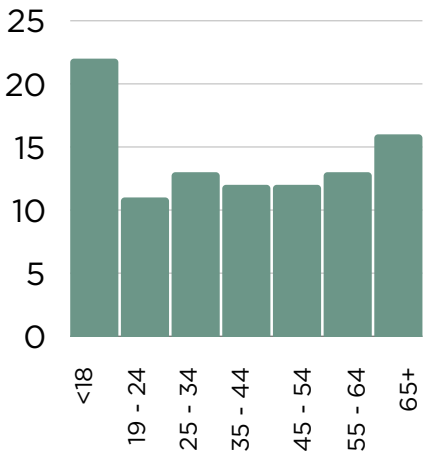
2.5 DAYS

ORIGIN INSIGHTS

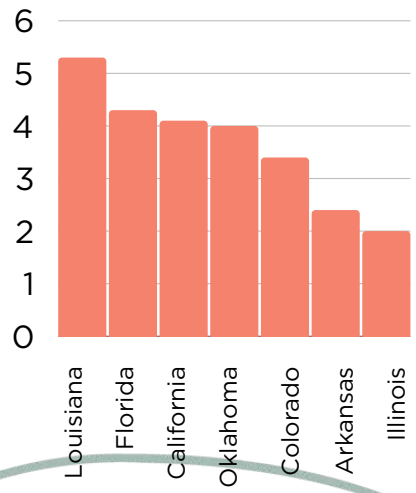
HOUSEHOLD INCOME



AGE



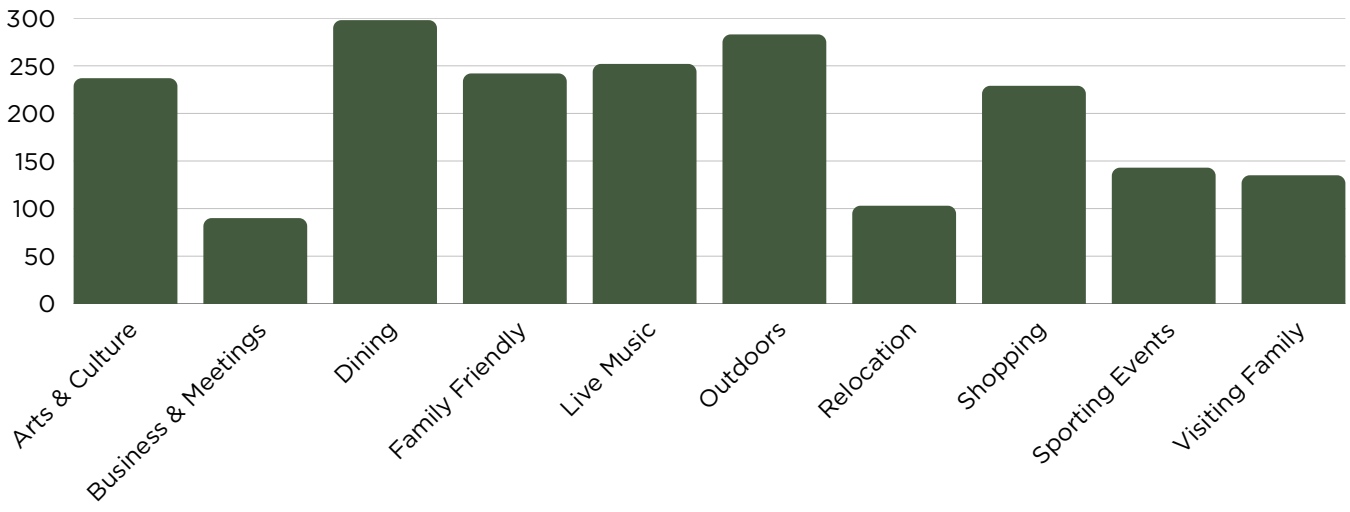
ORIGIN MARKET: STATE



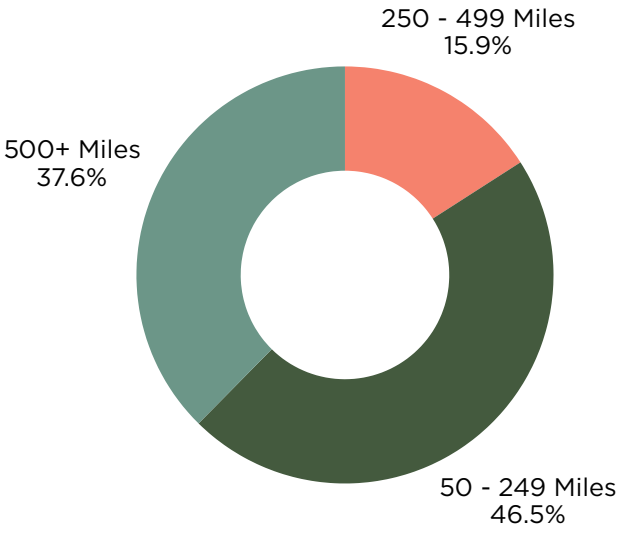
VISITOR PROFILE

CONSUMER INTERESTS

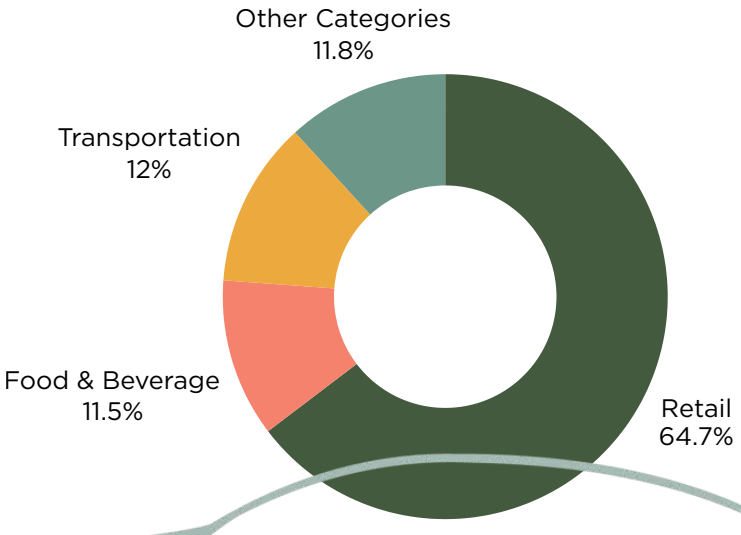
Visit The Woodlands uses its CRM to collect visitor interests through website forms, allowing users to indicate preferences like events, dining, and accommodations. This information helps tailor future communications and marketing efforts, ensuring more personalized and relevant engagement with potential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



DISTANCE *Traveled*



SPENDING *by Category*



*In-market spending on lodging excluded.

QUARTERLY REPORT

Q3 | 2025

VISIT The Woodlands TEXAS

VISITTHEWOODLANDS.COM

Just a *step outside*