

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## MONTHLY REPORT

MONTH: FEBRUARY 2017

### Visitor Services Update – February 2017

	Market Street Guest Services	The Woodlands Mall Guest Services
<b>FEBRUARY 2017</b>	2,127 guests	3,976 guests
<b>2017 YTD</b>	3,896 guests	7,462 guests
<b>YTD Unique Texas Visits</b>	955 guests from 98 Texas zip codes	1,331 guests from 163 Texas zip codes
<b>YTD Unique State Visits</b>	94 guests from 24 other US States, districts and territories	93 guests from 29 other US States, districts and territories
<b>YTD Unique Country Visits</b>	50 guests from 13 countries	108 guests from 32 countries
<b>YTD Undetermined Visits</b>	2,797 guests did not share their zip code	5,930 guests did not share their zip code

# 6,103

visitors were tracked in December 2016

# 101

visitor bags distributed

# 39

relocation packets distributed

#### Events assisted at:

Taste of the Town 2017

MARKET ★ STREET  
LUXURY IN THE WOODLANDS



THE WOODLANDS MALL



THE WOODLANDS

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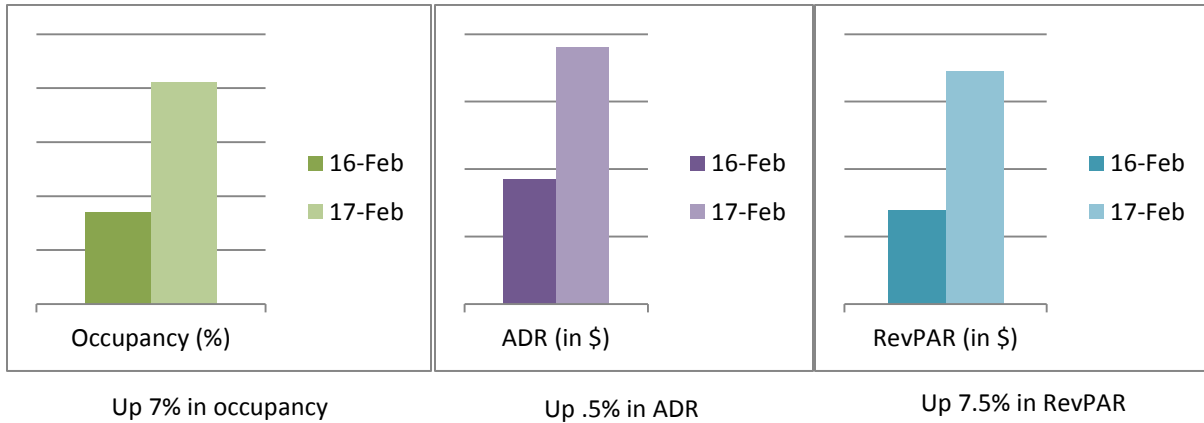
## Hotel Occupancy Tax Overview

2017 Hotel Occupancy Tax Report		
	2017 Budget	Actual 2017
JAN	\$ 488,731.00	\$ 443,786.00
FEB	\$ 620,729.00	\$ 673,504.00
MAR	\$ 694,153.00	
APR	\$ 733,914.00	
MAY	\$ 753,561.00	
JUN	\$ 843,596.00	
JUL	\$ 699,253.00	
AUG	\$ 618,691.00	
SEP	\$ 647,250.00	
OCT	\$ 669,984.00	
NOV	\$ 791,161.00	
DEC	\$ 639,003.00	
<b>TOTAL</b>	<b>\$ 8,200,026.00</b>	
<b>YTD</b>	<b>\$ 1,109,339.00</b>	<b>\$ 1,117,290.00</b>

HOT Comparisons - 3 Year Data				
	2015	2016	2017	% change
JAN	\$ 484,069.00	\$ 459,264.00	\$ 443,786.00	3.4% down
FEB	\$ 583,239.00	\$ 620,075.00	\$673,504.00	8.6% up
MAR	\$ 659,993.00	\$ 692,966.00		
APR	\$ 752,339.00	\$ 700,284.00		
MAY	\$ 672,775.00	\$ 739,255.00		
JUN	\$ 773,715.00	\$ 830,188.00		
JUL	\$ 678,610.00	\$ 678,009.00		
AUG	\$ 661,943.00	\$ 576,869.00		
SEP	\$ 610,148.00	\$ 634,423.00		
OCT	\$ 648,380.00	\$ 633,081.00		
NOV	\$ 695,700.00	\$ 747,181.00		
DEC	\$ 595,635.00	\$ 559,137.00		
<b>TOTAL</b>	<b>\$ 7,816,546.00</b>	<b>\$ 7,870,732.00</b>		
<b>YTD</b>	<b>\$ 1,067,308.00</b>	<b>\$ 1,079,339.00</b>	<b>\$ 1,117,290.00</b>	<b>.7% up</b>

Source: The Woodlands Township

### Comparable to 2016



Source: Smith Travel Research Report

## Meetings, Connections & Fostered Relationships

- **All agency meeting for IRONMAN Texas** – February 1
- **Lunch with Thrive Blogger Conference host** – February 2
- **Lunch meeting with Simpleview** – February 3
- **Supervisory Training** – February 8
- **The Chamber Executive Leadership Council Meeting** – February 8
- **B-roll discussion with Silver Rock** – February 8
- **Logo discussion with The Atkins Group** – February 8
- **Meeting with Jayson Garcia of The Marriott** – February 9
- **Taste of the Town** – February 9
- **CVB Marketing Committee Meeting** – February 13
- **CVB Board of Directors Meeting** – February 15
- **To CVB or Not to CVB DMAI Webinar** – February 16
- **Meeting with Texas Renaissance Festival** – February 21
- **MPI Houston Area Chapter Luncheon** – February 22
- **Lunch with Hilton Garden Inn Property Management** – February 23
- **Inspire Film Festival** – February 23-26
- **IPW Informational Conference Call** – February 27
- **Great Day Houston filming for Huti's 5** – February 27
- **KHOU & The Woodlands CVB Partnership Meeting** – February 28
- **Geocaching logistic conversation with Ryan Thompson** – February 28

Restaurants and Merchants Promoted through CVB Channels in January			
Spa at the Waterway	Morton's Grille	Market Street	The Woodlands Mall
CURRENT	Cru Wine Bar	Amerigo's Grille	Grimalid's Pizzeria
Gigi's Cupcakes	Crave Cupcakes	Kirby's Steakhouse	Pinot's Palette
Cinemark Market Street	Perry's Steakhouse	The Woodlands Waterway Cruisers	Inspire Film Festival
Hubbell & Hudson Kitchen	Carlo's Bakery	Brooklyn Café	Buda Juice
The Woodlands Marathon	Tommy Bahama	Riva Row Boathouse	The Cynthia Woods Mitchell Pavilion
Suit Supply	The Woodlands Resort and Conference Center	Yucatan Taco Stand	The Counter
Crisp	Jasper's	Churrasco's	Cups Frozen Yogurt
Ruggles Green	The Blue Fish	Drury Inn and Suites Houston The Woodlands	Hyatt Place – Houston/The Woodlands
The Westin at The Woodlands	The Woodlands Waterway Marriott	Courtyard Houston The Woodlands	Residence Inn Houston/The Woodlands
Hilton Garden Inn	Best Western Plus	Drury Inn and Suites	Candlewood Suites

## Events That Occurred in February

- Big Game Bash: Cornhole Tournament + Tailgate Party
- The Woodlands' Farmer's Market at Grogan's Mill
- Taste of the Town 2017
- Waterway Nights
- Lake Woodlands Scavenger Hunt
- Inspire Film Festival
- The Woodlands Car Club – Cars and Coffee for a Cause
- Arts in the Park featuring Teen Talent Show
- For the Love of Literacy Event – Charming Charlie

## Events Coming in March

- The Woodlands Marathon
- The Woodlands' Farmer's Market at Grogan's Mill
- Margarita Fest
- St. Patty's Day Shindig
- Family Fun Fest
- CrawPHish Festival
- Lake Woodlands Scavenger Hunt
- Waterway Nights
- The Woodlands Car Club – Cars and Coffee for a Cause

## Advertising Efforts



**TripAdvisor.com** - February 2017 – December 2017



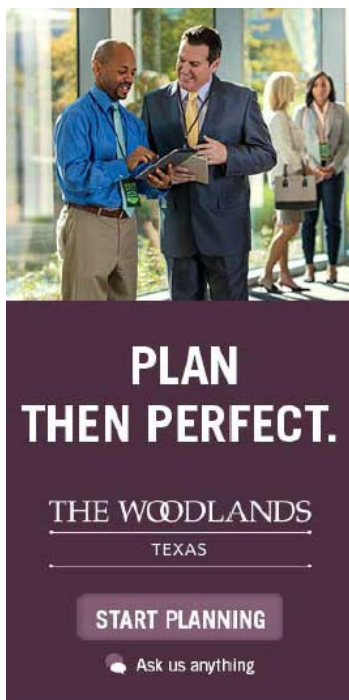
**N**amed by Travel + Leisure as one of America's "Coolest Suburbs Worth a Visit," The Woodlands offers vacationing families and business travelers more than 1.5 million square feet of shopping, dining and entertainment, as well as concerts under the stars, night life, golfing and more. Located 30 minutes north of Houston, The Woodlands presents visitors with unique shopping opportunities, including the Main Street style market prices. The walkable area brings together more than 20 boutique shops, as well as 100 iconic retailers inside the Woodlands mall. Perhaps that's why readers of Southern Living Magazine voted the area "One of America's Best Shopping Destinations." While in The Woodlands, check out the schedule at [www.visitthewoodlands.com](http://www.visitthewoodlands.com).

The Woodlands boasts a variety of hotel choices to suit any traveler's needs. To plan your visit, log on to [VisitTheWoodlands.com](http://VisitTheWoodlands.com).



TripAdvisor.com - February 2017 – December 2017

**Visit Houston Official  
Visitors Guide  
Spring and Summer 2017**



**Retargeting Banner for  
DMAI Destination  
Showcase  
February 2017**

## Public Relations

### Pitches

Topic	Outline	Status
Spring Break Release	CVB staff to write. SI team to pitch statewide.	Release received: 2-22 Pitches in progress: 2-28
SXSW Booth Publicity	Business news following SXSW to leverage angle of "quirky approach to destination marketing." Content for social media discussed	Reconvene upon return from SXSW 3-16
Lunar Planetary Society	To pitch to the meetings/corporate market	Release received: 2-28 Pitching scheduled 3-1

### Materials

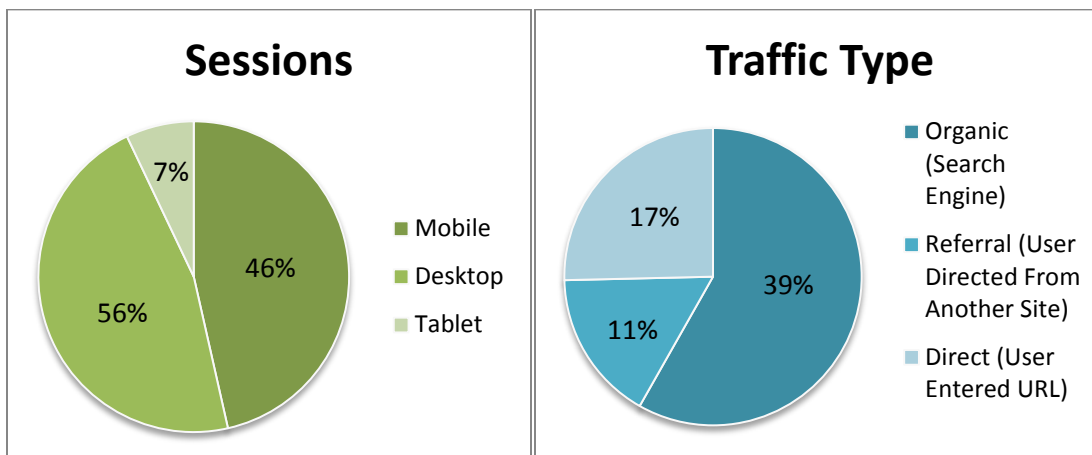
Topic	Outline	Status
Fact Sheet	Reviewing past piece and recommending edits/updates to use for journalists	In progress
Trip Advisor Content	First 6 articles due to Trip Advisor: 2-9	Complete
Texas Monthly Value	Write a 200 word story for Texas Monthly: 2-8	Complete

### Travel Writer and Blogger Outreach

Topic	Outline	Status
Gabby DelaRosa Visit	Scheduled for Spring Break	Itinerary complete
Blogger targets	Created top 5-8 list to approach for market visits	Complete

## Google Analytics – February 2017

Sessions <b>9,856</b>	Users <b>8,100</b>	Pageviews <b>19,515</b>	Pages / Session <b>1.98</b>	Avg. Session Duration <b>00:01:31</b>
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## Social Media Analytics – February 2017

### Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @TheWoodlandsCVB	3,878	1.3%	30	17,536	4.52	273	0.07	17	48

### Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitthewoodlandstx	2,109	6.1%	122	28	2	1,452	51.9	0.69

### Facebook:

10, 554 Total Page Likes  
267 Page Likes This Month  
192,676 People Reached  
1,695 Post Engagements  
178 Page Views

**73%**

sessions on VisitTheWoodlands.com came from some form of social media this month

**369**

of social referrals to VisitTheWoodlands.com are trafficked by TWCVB's Facebook page