

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

MONTHLY REPORT

MONTH: JANUARY 2017

Visitor Services Update – January 2017

	Market Street Guest Services	The Woodlands Mall Guest Services
JANUARY 2017	1,769 guests	3,484 guests
2017 YTD	1,769 guests	3,484 guests
YTD Unique Texas Visits	444 guests from 57 Texas zip codes	552 guests from 90 Texas zip codes
YTD Unique State Visits	33 guests from 13 other US States, districts and territories	53 guests from 13 other US States, districts and territories
YTD Unique Country Visits	23 guests from 11 countries	70 guests from 19 countries
YTD Undetermined Visits	1,268 guests did not share their zip code	2,809 guests did not share their zip code

5,253

visitors were tracked in January 2017

39

visitor bags distributed

28

relocation packets distributed



THE WOODLANDS MALL

MARKET STREET
LUXURY IN THE WOODLANDS



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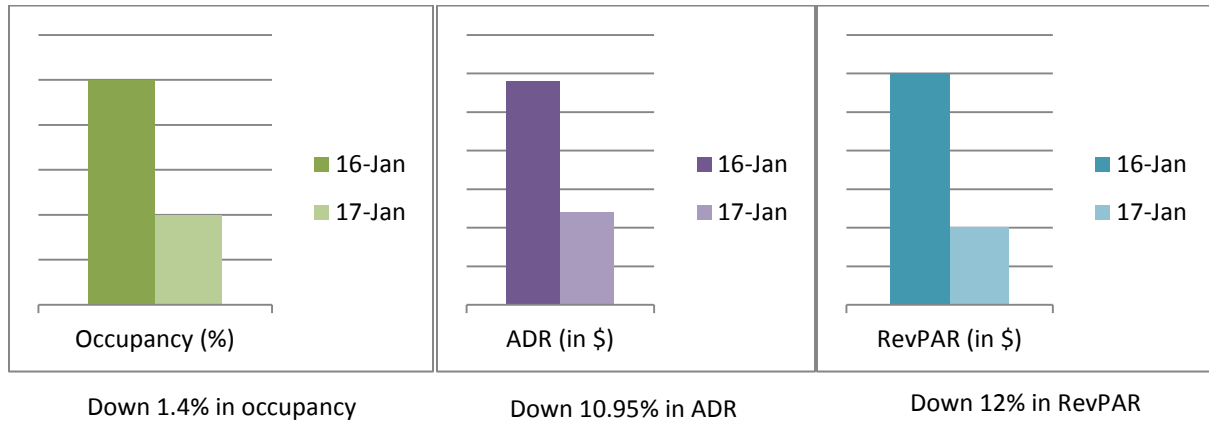
Hotel Occupancy Tax Overview

2017 Hotel Occupancy Tax Report		
	2017 Budget	Actual 2017
JAN	\$ 488,731.00	\$ 443,786.00
FEB	\$ 620,729.00	
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	
TOTAL	\$ 8,200,026.00	
YTD	\$ 488,731.00	\$ 443,786.00

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		
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		
TOTAL	\$ 7,816,546.00	\$ 7,870,732.00		
YTD	\$ 484,069.00	\$ 459,264.00	\$ 443,786.00	3.4% down

Source: The Woodlands Township

Comparable to 2016



Source: Smith Travel Research Report

Meetings, Connections & Fostered Relationships

- **Simpleview Monthly Support Call** – January 5
- **EDP's Quarterly Partner Luncheon** – January 10
- **Annual CVB Board of Directors Meeting** – January 10
- **Waterway Arts Festival Marketing Committee Meeting** – January 11
- **The Chamber Executive Leadership Council Meeting** – January 11
- **GHCVB Visit and Dinner** – January 13
- **Website Audit** – January 16
- **Meet and Greet with a Meeting Planner** – January 17
- **Cvent Performance Review** – January 18
- **Grand Opening of Churrascos The Woodlands** – January 19
- **Crave Cupcakes Visit** – January 20
- **TACVB Mid-Winter Educational Conference** – January 23 - 25
- **Volunteer Appreciation Reception** – January 25
- **Carlton Woods Tour** – January 26
- **Cvent Supplier Training** – January 26
- **Economic Outlook Conference** – January 27
- **Meeting with Step In Communications** – January 30
- **Meeting regarding live music in The Woodlands** – January 30
- **Taste of the Town VIP Reception** – January 30
- **Agenda Quick Training** – January 31

Restaurants and Merchants Promoted through CVB Channels in January			
The Woodlands Ice Rink	Waterway Cruisers	Market Street	The Woodlands Mall
Hyatt Centric	Grub Burger Bar	Torchy's Tacos The Woodlands	Marble Slab Creamery
Athleta	Current The Woodlands	Marmi	1252 Tapas Bar
NYX	The Embassy Suites at Hughes Landing	Black Walnut Cafe	Hubbell & Hudson Kitchen
Crave Cupcakes	Cyclebar The Woodlands	Body & Brain Holistic Yoga and Taichi	The Spa at the Waterway
Woodlands Wellness	Hand and Stone Massage and Facial Spa	Ruggles Green	Whole Foods
The Woodlands Parks	Riva Row Boathouse	Pure Barre	The George Mitchell Nature Preserve
The Woodlands Resort - Golf	Crush Wine Lounge	Stadia Sports Grill	Grimalid's Pizzeria
Brio Tuscan Grille	Kirby's Steakhouse	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/TheWoodlands
Hilton Garden Inn	Best Western Plus	Drury Inn and Suites	Candlewood Suites

Events That Occurred in January

- Marmi's Semi-Annual Clearance sale
- The Woodlands Ice Rink
- The Woodlands' Farmer's Market at Grogan's Mill
- The Woodlands Car Club – Cars and Coffee for a Cause
- The Woodlands Winter Wonderland

Events Coming in February

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

Advertising Efforts

THEY COME TO WIN. SO CAN YOU.

Welcome to The Woodlands. A masterfully planned community of shopping, dining, hospitality, concerts under the stars and most of all, living. We invite you to come experience your own picture perfect moments and to register to win a free weekend getaway at VisitTheWoodlands.com.

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USA Today special Super Bowl Edition - January 2017

A BUSINESS HAS MANY MOVING PARTS.
SO DOES THE PERFECT BUSINESS DESTINATION.

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With 28,000 tiered acres, The Woodlands leaves you free to focus on your team and business. This singular meeting destination has over 2,000 guest rooms and 160,000 square feet of meeting and event space. With so much to do in The Woodlands, be sure to download our Meeting Planner Guide, at VisitTheWoodlands.com/MeetingPlannerGuide, so you can make the most of your meeting; it provides helpful suggestions on nearby accommodations, attractions, dining and a useful map to help you navigate your way around the town.

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Convention South
January 2017

TripInfo.com
Winter 2017

Visit Houston Official
Visitors Guide
Spring and Summer 2017



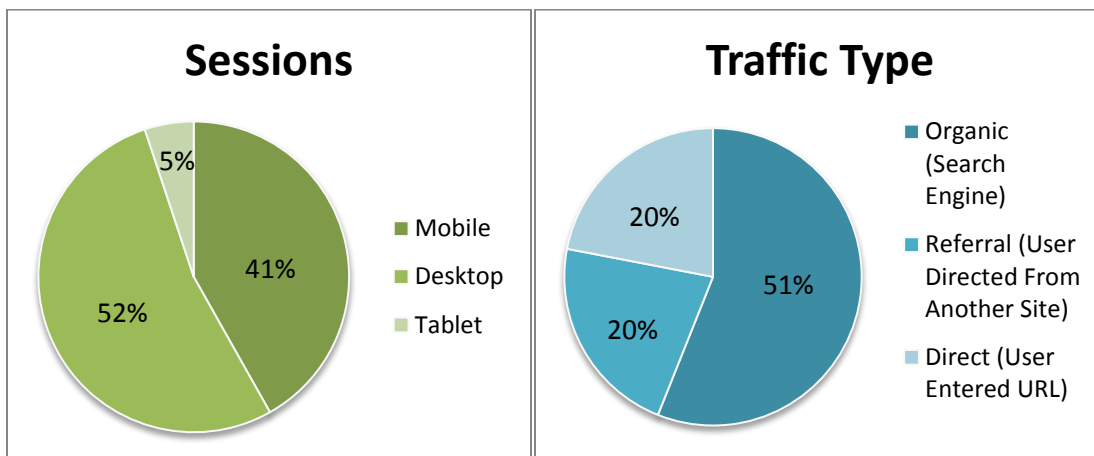
Named by Travel + Leisure as one of America's "Coolest Suburbs Worth a Visit," The Woodlands offers vacationing families and business travelers more than 11 million square feet of shopping, dining and entertainment, as well as concerts under the stars, nightlife, golfing and more. Located 30 minutes north of Houston, The Woodlands presents visitors with unique shopping opportunities, including the Main Street-style **WALKER STREET**. The walkable area brings together more than 70 boutique shops, as well as 140+ retailers inside the woodcoaves mall. Perhaps that's why readers of Southern Living Magazine noted the area "One of America's Best Shopping Destinations." While in The Woodlands, check out the schedule at www.visitthewoodlands.com.

THE WOODLANDS TEXAS



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Google Analytics – January 2017




Social Media Analytics – January 2017

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @TheWoodlandsCVB	3,830	1.6%	33	24,140	6.30	334	0.09	8	37

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	1,987	7.2%	133	29	6	1,793	61.8	0.90

Facebook:

10, 287 Total Page Likes
 349 Page Likes This Month
 204, 926 People Reached
 4,081 Post Engagements
 379 Page Views

408

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

40%

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