

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## MONTHLY REPORT

MONTH: MARCH 2017

### Visitor Services Update – March 2017

	Market Street Guest Services	The Woodlands Mall Guest Services
<b>MARCH 2017</b>	2,352 guests	5,256 guests
<b>2017 YTD</b>	6,248 guests	12,718 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>	153 guests from 27 other US States, districts and territories	195 guests from 37 other US States, districts and territories
<b>YTD Unique Country Visits</b>	89 guests from 15 countries	195 guests from 40 countries
<b>YTD Undetermined Visits</b>	4,447 guests did not share their zip code	9,690 guests did not share their zip code

# 7,608

visitors were tracked in December 2016

# 79

visitor bags distributed

# 20

relocation packets distributed

#### Events assisted at:

HSRG User's Conference  
The Woodlands Marathon Expo  
The Woodlands Marathon Race Day

MARKET ★ STREET  
LUXURY IN THE WOODLANDS



THE WOODLANDS MALL

THE WOODLANDS

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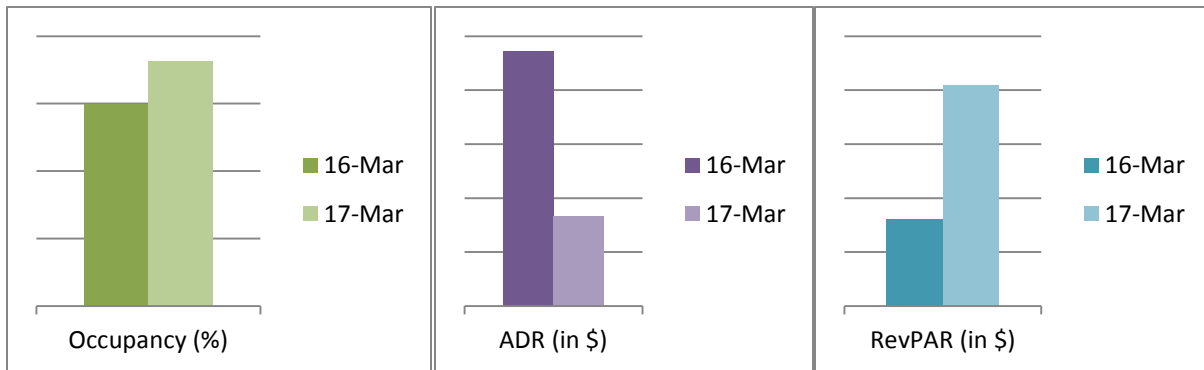
## Hotel Occupancy Tax Overview

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	\$ 847,172.00
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>\$ 1,772,305.00</b>	<b>\$ 1,964,461.00</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	\$847,172.00	22% up
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>\$ 1,727,301.00</b>	<b>\$ 1,772,305.00</b>	<b>\$ 1,964,461.00</b>	<b>8.9% up</b>

Source: The Woodlands Township

### Comparable to 2016



Up 22.2% in occupancy

Down 4.2% in ADR

Up 17% in RevPAR

Source: Smith Travel Research Report

## Meetings, Connections & Fostered Relationships

- **Visit Houston and Beyond Committee Meeting** – March 1
- **DMAI Desintation Showcase** – March 2
- **Exhibitor Showcase – The Woodlands Marathon** – March 3
- **Art Festival Preview Party** – March 3
- **Marketing Committee Meeting** – March 4
- **Supervisory Training** – March 8
- **South by Southwest Interactive Trade Show** – March 12 - 15
- **DMAI CEO Summit** – March 20
- **Meeting with Forbes Magazine International** – March 22
- **Luster Pitch Call** – March 22
- **Plannermonial Filming with K. Honnell** – March 23
- **Meeting with Glade Gallery** – March 23
- **Tourism IPW Partners Meeting** – March 24
- **Intercom Feature Training** – March 28
- **Houston Tourism Summit 2017** – March 30

Restaurants and Merchants Promoted through CVB Channels in January			
Riva Row Boathouse	The Woodlands Art Bench Project	Elaine Turner	Stadia Sports Grill
Fogo De Chao	Nestle Toll House	Potbelly Sandwich Works	Nothing Bundt Cakes
Grimaldi's Pizzeria	The Goose's Acre	Bonefish Grill	Johnny Was
Grotto	The Counter	Kirby's Prime Steakhouse	Genghis Grill
Benihana	Perry's Steakhouse and Grille	Jasper's	Churrascos
Broken Barrel The Woodlands	The Woodlands Marathon	The Embassy Suites at Hughes Landing	The Woodlands Resort and Conference Center
Market Street	The Woodlands Waterway Splashpad and Sprayground	Crisp The Woodlands	The Woodlands Waterway Arts Festival
Philanthropy	Hyatt Centric	Hughes Landing Restaurant Row	CURRENT
Yucatan Taco Stand	Ruggles Green	The Blue Fish	Buda Juice
Hubbell & Hudson Kitchen	Salata	Uni Sushi	Black Walnut Café
The Westin The Woodlands	The Woodlands Waterway Marriott Hotel and Convention Center	Waterway Cruisers	SideBar
Levure Bakery and Patisserie	Fielding's Local Kitchen + Bar	Shogun Japanese Grill & Sushi Bar	Fogo De Chao
Escalante's Fine Tex-Mex	Truluck's Seafood, Steak and Crab House	Cups Frozen Yogurt	Tommy Bahama

## Events That Occurred 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
- The Woodlands Car Club – Cars and Coffee for a Cause
- Lake Woodlands Scavenger Hunt
- Waterway Nights

## Events Coming in April

- Throwback Thursday Centric Cinema
- 10<sup>th</sup> Anniversary TWFG Muddy Trails Bash
- Farmer's Market at Grogan's Mill
- The Woodlands Waterway Arts Festival
- Art Dash Party
- Kayak Easter Egg Hunt
- Lake Woodlands Scavenger Hunt
- Avant Garden Gallery Reception
- Buzzfest
- IRONMAN North American Championship
- IRONKIDS Texas Fun Run
- Market Street's Spring Concert Series
- The Music of Led Zeppelin – The Cynthia Woods Mitchell Pavilion
- Concert in the Park
- Bond and Beyond
- Throwdown Texas Burger & Music Fest
- Tom Petty and The Heartbreakers at The Cynthia Woods Mitchell Pavilion
- 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 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 of the Main Street area. The walkable area brings together more than 70 boutique shops, as well as 100 iconic retail stores and more.

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 WOODS WITH WILLOW PARKWAY - the "No. 1 Outdoor Amphitheater in the World," according to a July 2016 Pollstar magazine report. The venue plays host to the world's top performers and serves as the summer home for the Houston Symphony.

The Woodlands also offers dining options to suit any occasion and budget. Dine alfresco along the woods and waterways or enjoy cuisine from award-winning chefs in one of the area's many fine dining spots, fun eateries or cozy cafes.

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

Tour Texas Newsletter -  
March 2017

March 2017

Tour Texas is your ultimate source for Texas travel information.

**TOUR TEXAS**

Go Now

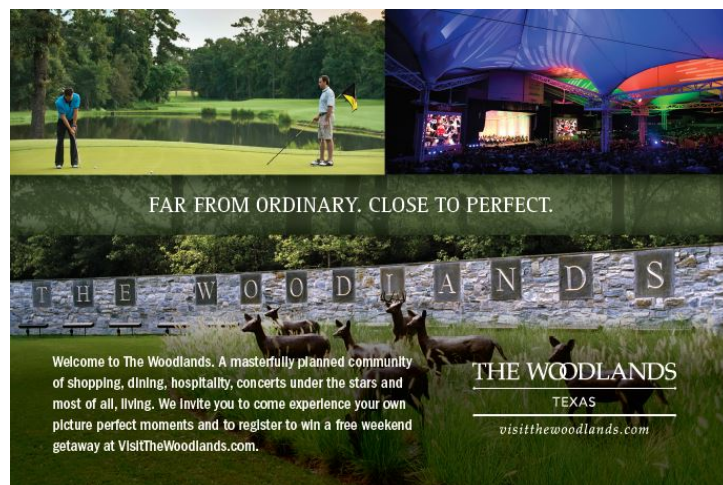
The Woodlands Waterway

Learn More

THE WOODLANDS  
CONVENTION & VISITORS BUREAU



Texas Highways Homepage - March 2017



Texas Journeys - March 2017

Convention South Magazine  
March 2017



TripAdvisor.com - Business  
March – May 2017



Trip Advisor – Jebbit Tool  
January - December 2017



## Public Relations

### Pitches

Topic	Outline	Status
Spring Break Release	Followed up with senior editor at Texas Highways about possible inclusion in TexasHighways.com	Completed
Lunar Planetary Society	Pitched to Connect Meetings	Completed
IRONMAN	TWCVB to write for distribution	In progress
National Travel and Tourism Week	Discussion begins	In progress

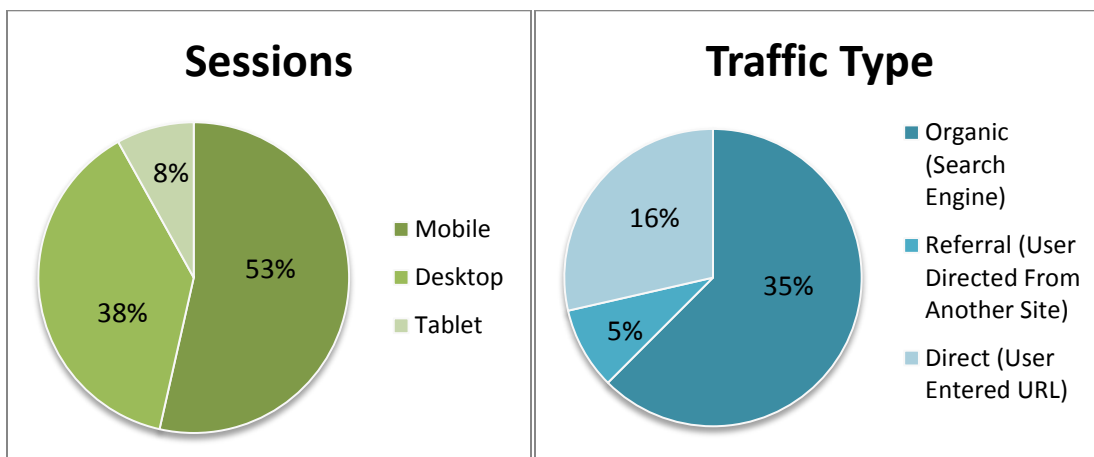
### Materials

Topic	Outline	Status
Fact Sheet	Reviewing past piece and recommending edits/updates to use for journalists	In progress
Trip Advisor Content	Second batch of Trip Advisor content written, approved and scheduled	Complete
Blogger package	Working on proposed document for blogger package	Complete
Delarosa images	Followed up request from Gabi DelaRosa for images to illustrate her story	Complete
Connect Meetings	Requested hi res images of Lunar Planetary meeting after event for story	In progress

### Travel Writer and Blogger Outreach

Topic	Outline	Status
Gabby DelaRosa Visit	Visited Spring Break. Itinerary developed. Followed up. Provided Dropbox of photos.	Complete
Debra Mucchio	Plan to approach her for first blogger package visit – dates selected and itinerary in the works.	In progress

## Google Analytics – March 2017




## Social Media Analytics – March 2017

### Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @TheWoodlandsCVB	3,912	0.9%	34	19,782	5.06	475	0.12	20	41

### 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	2,227	5.6%	118	25	5	1,491	59.6	0.67

### Facebook:

10, 584 Total Page Likes  
 30 Page Likes This Month  
 121,788 People Reached  
 1,135 Post Engagements  
 214 Page Views

90%

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

490

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