



MONTHLY REPORT

FEBRUARY 2018

www.visitthewoodlands.com | 281-363-2447

Visitor Services

	Market Street Guest Services	The Woodlands Mall Guest Services
FEBRUARY 2018	1,776 guests	2,512 guests
2018 YTD	3,451 guests	5,401 guests
YTD Unique Texas Visits	952 guests from 99 Texas zip codes	2,287 guests from 214 Texas zip codes
YTD Unique State Visits	75 guests from 16 other US States, districts & territories	115 guests from 34 other US States, districts & territories
YTD Unique Country Visits	22 guests from 9 countries	161 guests from 35 countries
YTD Undetermined Visits	2,402 guests did not share their zip code	2,838 guests did not share their zip code

4,288

visitors tracked

117

visitor bags distributed

64

relocation packets distributed



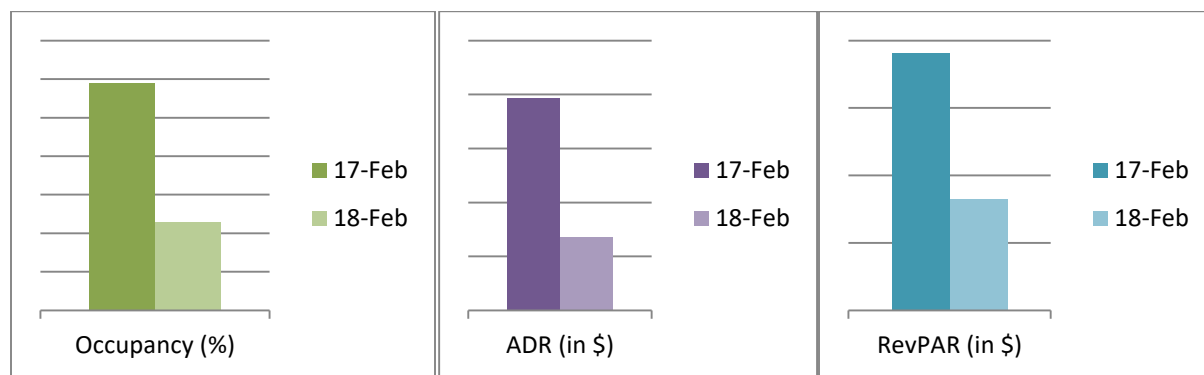
Hotel Occupancy Tax Overview

2018 Hotel Occupancy Tax Report		
	2018 Budget	Actual 2018
JAN	\$ 445,057	\$ 517,157
FEB	\$ 675,875	\$ 769,611
MAR	\$ 827,580	\$
APR	\$ 778,548	\$
MAY	\$ 775,180	\$
JUN	\$ 763,637	\$
JUL	\$ 713,765	\$
AUG	\$ 627,345	\$
SEP	\$ 666,979	\$
OCT	\$ 763,045	\$
NOV	\$ 839,518	\$
DEC	\$ 529,717	\$
TOTAL	\$ 8,406,256	\$
YTD	\$ 1,120,942	\$ 1,286,767

HOT Comparisons – 3 Year Data				
	2016	2017	2018	% change
JAN	\$ 459,264	\$ 443,786	\$ 517,157	16.5% up
FEB	\$ 620,075	\$ 673,504	\$ 769,611	14.3% up
MAR	\$ 692,966	\$ 847,172	\$	
APR	\$ 700,284	\$ 795,667	\$	
MAY	\$ 739,255	\$ 774,946	\$	
JUN	\$ 830,188	\$ 762,479	\$	
JUL	\$ 678,009	\$ 715,396	\$	
AUG	\$ 576,869	\$ 625,963	\$	
SEP	\$ 634,423	\$ 698,035	\$	
OCT	\$ 633,081	\$ 800,509	\$	
NOV	\$ 747,181	\$ 872,491	\$	
DEC	\$ 559,137	\$ 707,999	\$	
TOTAL	\$ 7,870,732	\$ 8,717,946	\$	
YTD	\$ 7,870,732	\$ 8,717,946	\$ 1,286,767	15.2% up

Source: The Woodlands Township

2018 Compared to 2017



Down 4.7% in occupancy

Down 2.7% in ADR

Down 7.3% in RevPAR

Source: Smith Travel Research Report

2018: February Monthly Report

Marketing Department

Ashley White, Brand Development Manager

Amber George, Marketing Specialist

Top Projects

- **Q1 Media Planning & Approvals:** The Marketing Department planned & approved creative for Q1 media placements. In addition to a holistic marketing campaign for The Woodlands SXSW Activation Event, the department has also held meetings to discuss strategies for tracking media in 2018. One result of these meetings is the implementation of custom landing pages for both leisure and meetings ad placements, which will be used to track ads and increase leads via the website through the use of lead capture forms.
- **2018 Spring Press Trip Planning:** The Marketing Department is planning a Spring Press Trip in conjunction with The Woodlands Waterway Arts Festival, April 7-8, 2018. The familiarization tour will give travel media an inside look at The Woodlands in hopes of garnering free media coverage for the destination. Representatives from the following publications have been invited on the tour: Austin American Statesman, Dallas Morning News, AAA Journey, Texas Highways, Southern Living, Texas Monthly and others.

Public Relations

- **Media Placements:**
 - Ad Equivalency: \$11,801.96
 - PR Value: \$35,405.88
 - Impressions: 3,710,598

Digital Marketing

- **Website**
 - **Published Content: Blog**
 - Coming Up: Inspire Film Festival
 - Dog Friendly Patios
 - Top Things to Do in The Woodlands This March
 - **Reporting**
 - 14,734 Page Views
 - 6,317 Users
 - 1.18 Pages/Session
 - 1:33 Average Session Duration
 - **Conversions**
 - Visitor Guides Downloaded – 22
 - **Technology Initiatives**
 - Website SEO Audit – in progress
 - Simpleview CRM Upgrade – training in progress

- **Email Marketing**
 - Event Spotlight eNewsletter: Inspire Film Festival
 - Weekly Update eNewsletters
- **Social Media**
 - 40,329 Impressions across Facebook, Instagram & Twitter
 - 1,015 Engagements across Facebook, Instagram & Twitter
 - 179 Website Conversions via Social

Partnerships

- **Marketing Committee:**
 - The first Marketing Committee Meeting of the year was held February 12, 2018. The group discussed upcoming co-op opportunities including: SXSW activation event, Spring Press Trip and advertising initiatives.
 - The group decided to have quarterly instead of bi-monthly meetings. The next meeting is scheduled for May 14, 2018.
- **Other Meetings:**
 - Convention Development Committee
 - All Hotel Meeting
 - The Woodlands Waterway Arts Council – SXSW & Spring Press Trip Planning
 - Economic Outlook Conference
 - Glade Arts Foundation
- **Editorial Fulfillment:**
 - Houston & Beyond – web & social
 - TACVB: DMO Insider

Advertising

- **Q1 Media Approvals**
 - **Leisure:**
 - Shop Across Texas
 - TourTexas.com
 - TripAdvisor.com
 - Texas Monthly
 - **Social:** Facebook, Instagram & Snapchat – for SXSW Geofencing
 - **Programmatic Display/Mobile:** Based on demographic and behavior profiling, as well as destination competitor geo-conquesting and Stay/Shop/Dine/Explore pages retargeting
 - **Meetings:**
 - Connect Corporate
 - ConventionSouth
 - Houston Business Journal
 - Texas Meetings + Events
 - **Programmatic Display/Mobile:** Based on non-Woodlands based Houston event geo-fencing and geo-conquesting, and Meetings and Groups pages retargeting
- **Reporting**
 - Visitor Guides Mailed – 76

2018: February Monthly Report

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

February Overview

February was a month of meetings, planning, partnership building, and the start to our 2018 travel schedule.

- **All Hotel Meeting** – With the kick off of our all hotel meeting for the year, we had the opportunity to host 18 of our hotel partners representing 12 of our 14 hotel properties. This was a time to come together and let our partners know upcoming plans that will benefit them and ones they can get involved with.
- **Convention Development Advisory Committee Meeting** – The department held the Q1 Convention Development Advisory Committee Meeting where we were able to strategically discuss ways to streamline bringing in more city wide conventions.
- **Rendezvous South** – On top of planning for the quickly approaching SXSW event, we also attended Rendezvous South by Convention South where Josie Lewis had the opportunity to meet one-on-one with 18 different meeting planners and introduce them to meetings and conventions in The Woodlands.
- **TACVB Sales Symposium & Austin Sales Blitz** – Mariana Almanza-Cook attended TACVB Sales Symposium and also participated in an Austin Sales Blitz with the TACVB team. Mariana had the opportunity to meet over 10 Austin-based association meeting planners.
- **Lunar Planetary Science Conference** – The Convention Development team was also hard at work preparing for Lunar Planetary Conference 2018. This included a personalized web page for LPSC, a restaurant discount program, setting up a special MoBike code, preparing a proclamation for the opening ceremony of the event, and exploring the idea of a “birthday celebration” for the Lunar Planetary Institutes 50th year.

Meeting Connections

- Q1 Convention Development Advisory Committee Meeting
- 2018 Hotel Kickoff Meeting
- Visit The Woodlands Board of Directors Meetings
- Montgomery County Hispanic Chamber Luncheon
- Partner Lunch with Hyatt Place team
- Partner Lunch with Pillar Hotels team
- Meeting with Brenda Kissko

Travel

- Rendezvous South – Daytona Beach, FL – Josie Lewis
- TACVB Sales Symposium and Sales Blitz- Austin, TX – Mariana Almanza

Convention Services & Development

- 13 CVENT Leads received
- 7 organic leads distributed
- 300 welcome bags distributed
- 2 groups serviced

Upcoming Events

- **March 22:** Melka Estates Wine Tasting (Fielding's Local)
- **March 24:** The Woodlands CrawPHish Festival
- **March 24, 31:** The Woodlands Farmer's Market
- **March 25:** Concert in the Park (North Shore Park)
- **March 30-31:** EggTivities (The Woodlands Children's Museum)
- **March 31:** Tribute to The Woodlands Music & Arts Festival
- **April 1, 8, 15:** Concert in the Park (North Shore Park)
- **April 7:** Muddy Trails Bash
- **April 7-8:** The Woodlands Waterway Arts Festival
- **April 7, 14, 21, 28:** The Woodlands Farmer's Market
- **April 19:** Foo Fighters
- **April 26:** Jack Johnson
- **April 27:** Eric Church
- **April 28:** World Tai Chi Day

VISIT
THE WOODLANDS
TEXAS