



# MONTHLY REPORT

JANUARY 2018

[www.visitthewoodlands.com](http://www.visitthewoodlands.com) | 281-363-2447

## Visitor Services

	Market Street Guest Services	The Woodlands Mall Guest Services
<b>JANUARY 2018</b>	1,675 guests	2,889 guests
<b>2018 YTD</b>	1,675 guests	2,889 guests
<b>YTD Unique Texas Visits</b>	518 guests from 66 Texas zip codes	1,142 guests from 170 Texas zip codes
<b>YTD Unique State Visits</b>	27 guests from 10 other US States, districts & territories	56 guests from 22 other US States, districts & territories
<b>YTD Unique Country Visits</b>	11 guests from 6 countries	97 guests from 29 countries
<b>YTD Undetermined Visits</b>	1,119 guests did not share their zip code	1,594 guests did not share their zip code

4,564

visitors tracked

55

visitor bags distributed

38

relocation packets distributed



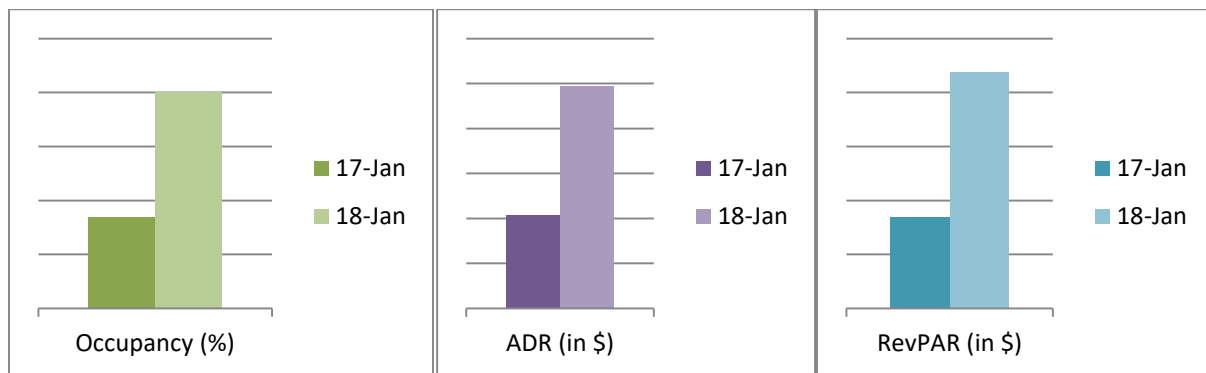
# Hotel Occupancy Tax Overview

2018 Hotel Occupancy Tax Report		
	2018 Budget	Actual 2018
JAN	\$ 445,057	\$ 517,157
FEB	\$ 675,875	\$
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	\$
<b>TOTAL</b>	<b>\$ 8,406,256</b>	<b>\$</b>
<b>YTD</b>	<b>\$ 445,067</b>	<b>\$ 517,157</b>

HOT Comparisons – 3 Year Data				
	2016	2017	2018	% change
JAN	\$ 459,264	\$ 443,786	\$ 517,157	16.5% up
FEB	\$ 620,075	\$ 673,504	\$	
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	\$	
<b>TOTAL</b>	<b>\$ 7,870,732</b>	<b>\$ 8,717,946</b>	<b>\$</b>	
<b>YTD</b>	<b>\$ 7,870,732</b>	<b>\$ 8,717,946</b>	<b>\$ 517,157</b>	<b>16.5% up</b>

Source: The Woodlands Township

## 2018 Compared to 2017



Up 3.7% in Occupancy

Up 8.4% in ADR

Up 12.4% in RevPAR

Source: Smith Travel Research Report



## 2018: January Monthly Report

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# Marketing Department

Ashley White, Brand Development Manager

Amber George, Marketing Specialist

### Top Projects

- **SXSW Media Planning:** The Marketing Department is working to develop a holistic marketing campaign surrounding The Woodlands SXSW One Day Activation Event. This will include: lead retrieval services utilizing badge scanning software as well as lead generation via geo-fencing and a follow-up drip email campaign. The goals of these initiatives are to drive traffic to the booth at SXSW, encourage signups for our “Win a Weekend in The Woodlands” giveaway and ultimately bring visitors, media & meeting planners to The Woodlands.
- **2018 Public Relations Planning:** Public relations and advertising work hand in hand to fulfill the organization’s mission and goals. As such, Visit The Woodlands' Marketing Department has been working to develop a 2018 Public Relations Plan that encompasses both the leisure and meetings markets. The plan includes: a Spring Press Trip along with the development of a Woodlands Insider’s List. In addition, the team is working to garner free media coverage for The Woodlands via customized pitches for broadcast, print and digital outlets.

### Public Relations

- **Media Coverage:**
  - Ad Equivalency: \$16,768
  - PR Value: \$50,304
  - Daily Impressions: 4,505,279
- **Media Placements Covered:**
  - Taste of the Town
  - Inspire Film Festival
  - Mobike
  - The Woodlands Children’s Museum

### Digital Marketing

- **Website**
  - **Published Content: Blog**
    - Coming Up: Taste of the Town
    - Mobike Launches in The Woodlands
    - What’s New in The Woodlands
  - **Reporting**
    - 15,016 Page Views
    - 6,850 Users
    - 1.86 Pages/Session
    - 1:24 Average Session Duration

- **Conversions**
  - Visitor Guides Downloaded – 30
- **Technology Initiatives**
  - Website SEO Audit – in progress
  - Simpleview CRM Upgrade – training scheduled
- **Email Marketing**
  - Partner Outreach eNewsletter: Mobike Launch & Lunch Event
  - Event Spotlight eNewsletter: Taste of the Town (6,400+ conversions)
  - Weekly Update eNewsletters
- **Social Media**
  - 71,101 Impressions across Facebook, Instagram & Twitter
  - 1,326 Engagements across Facebook, Instagram & Twitter
  - 313 Website Conversions via Social

## Partnerships

- **Meetings:**
  - The Woodlands Waterway Arts Festival – Media Planning & SXSW Sponsorship
  - The Woodlands Township Parks & Recreation – 2018 Race Planning
- **Editorial Fulfillment:**
  - Houston & Beyond – web & social
  - TACVB: DMO Insider
- **Marketing Committee:**
  - First meeting of 2018: February 12, 2018

## Advertising

- **Q1 Media Planning**
  - Leisure
  - Meetings
- **Reporting**
  - Visitor Guide Requests – 76
  - Print – Vanity URLs
  - Digital – Adara & Google Analytics

## Collateral

- Current Newsletter – Spring Issue (March – May)
- SXSW Sales Sheet – To Garner Sponsorships
- Inspire Film Festival – Show Schedule (available for digital download on website)

## 2018: January Monthly Report

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# Convention Development

*Josie Lewis, Convention Development Manager*

*Mariana Almanza, Sales & Servicing Specialist*

### 2018 Strategic Planning

- January 2018 was a great kick off to the year for the Convention Development Department. With the startup of our new Convention Development Advisory Committee, the department is better equipped than ever to be a great resource to our partners and bring in more business to The Woodlands. On top of active planning for the quickly approaching SXSW event, the team has been busy training and organizing the newly upgraded Simpleview CRM, connecting with partners and clients alike, planning for the 2018 hotel kick off meeting, and gearing up for a new month that will include traveling for Convention South and the TACVB Sales Blitz. Moving into a new month the convention development department is looking forward to continue working with the Lunar Planetary Conference to add even more amenities and value to the 2018 conference!

### Meeting Connections

- HelmsBriscoe Partner Lunch
- Convention Development Advisory Committee Kick off meeting
- Hyatt Place Partnership Lunch
- First Class Tours meet and greet
- Taste of the Town
- AJR Media meeting
- Embassy Suites Partner Lunch
- Scrap Yard Sports Lunch
- Lunar Planetary Partner lunch

### Convention Services and Development

- 3 Site Tours Conducted
- 18 CVENT Leads received
- 6 organic leads distributed
- 60 welcome bags distributed
- 2 groups serviced

## Upcoming Events

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- **February 15-19:** Inspire Film Festival
- **February 17, 24:** Waterway Nights (Waterway Square)
- **February 23-25:** The Hunchback of Notre Dame
- **February 24:** Masquerade Woodlands – A Mardi Gras Celebration
- **March 3:** The Woodlands Marathon
- **March 3:** Waterway Nights (Waterway Square)
- **March 4, 11, 18, 25:** Concert in the Park (North Shore Park)
- **March 10:** Arts in the Park (Rob Fleming Park)
- **March 10-17:** Science Palooza (The Woodlands Children’s Museum)
- **March 17:** St. Paddy’s Day Shindig
- **March 31:** Tribute to The Woodlands Music & Arts Festival (Town Green Park)