



QUARTERLY REPORT

Q1 2018

www.visitthewoodlands.com | 281-363-2447

Visitor Services

	Market Street Guest Services	The Woodlands Mall Guest Services
2018 YTD	6,045 guests	9,243 guests
YTD Unique Texas Visits	1,669 guests from 148 Texas zip codes	4,153 guests from 341 Texas zip codes
YTD Unique State Visits	154 guests from 24 other US States, districts & territories	226 guests from 40 other US States, districts & territories
YTD Unique Country Visits	38 guests from 16 countries	271 guests from 39 countries
YTD Undetermined Visits	4,184 guests did not share their zip code	4,593 guests did not share their zip code

9,490

visitors tracked

455

visitor bags distributed

157

relocation packets distributed



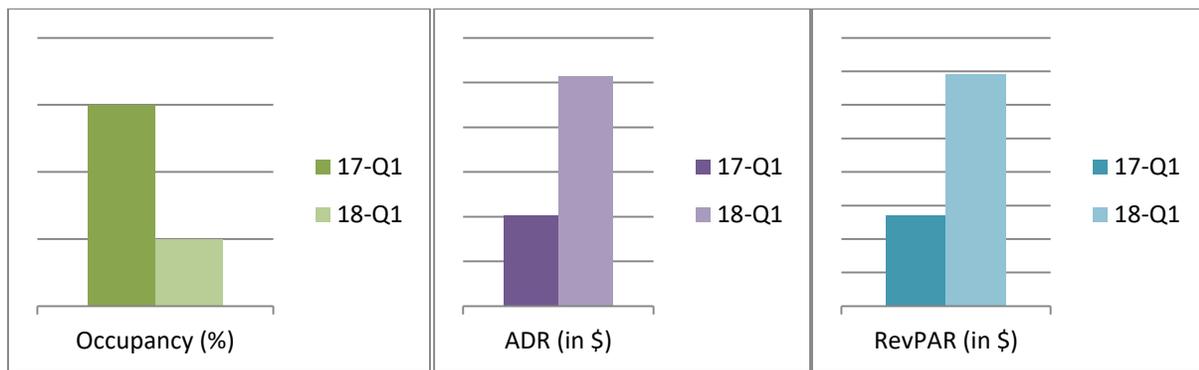
Hotel Occupancy Tax Overview

2018 Hotel Occupancy Tax Report		
	2018 Budget	Actual 2018
JAN	\$ 445,057	\$ 517,157
FEB	\$ 675,875	\$ 769,611
MAR	\$ 827,580	\$ 789,850
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	\$ 1,948,522	\$ 2,076,617

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	\$ 789,850	6.8% down
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	\$ 2,076,617	5.7% up

Source: The Woodlands Township

2018 Compared to 2017



Down 0.2% in Occupancy

Up 3.5% in ADR

Up 3.3% in RevPAR

Source: Smith Travel Research Report



2018: Q1 Report

Visit The Woodlands

Top Projects

SXSW Activation Event: Held March 15, 2018 in Austin, Texas. Visit The Woodlands staff sought an opportunity to showcase The Woodlands with a one-day outdoor activation in the highly visible, Brush Square Park, located in the heart of the SXSW festivities. This concept is more true to The Woodlands brand of an outdoor lifestyle thus raising awareness of The Woodlands. The tent featured food, live music, and signage promoting events, hotels and attractions within The Woodlands.

The team also worked to develop a holistic marketing campaign surrounding The Woodlands SXSW Activation Event. This included: lead retrieval utilizing badge scanning software as well as lead generation via geo-fencing, a follow-up drip email campaign and a giveaway for a weekend in The Woodlands. The goals of these initiatives were to drive traffic to the booth at SXSW, encourage signups for the “Win a Weekend in The Woodlands” giveaway and ultimately bring visitors, media & meeting planners to The Woodlands.

- **Sponsors:**
 - The Woodlands Area Economic Development Partnership
 - Market Street
 - The Cynthia Woods Mitchell Pavilion
 - The Woodlands Arts Council

- **Leads Collected:** 419 Badges Scanned, 173 Giveaway Entries Accepted
- **Visitor Guides Distributed:** 100
- **Media Attendance:** Austin American Statesman, Austin Food Magazine, The Austin Chronicle, Texas Highways Magazine, Texas Tourism, ESPN, Fast Company, LA Splash Magazine, Reddit

- **Geo-Fencing Results:** While at SXSW, Visit The Woodlands placed a geo-fence around the festival grounds and sent advertisements to attendees on Facebook, Instagram & Snapchat. The goal was to drive booth traffic & encourage people to sign up for the weekend giveaway.
 - **Facebook (Newsfeed):** 67,357 Impressions. 40,447 Reach. 92 Link Clicks.
 - **Facebook (Messenger):** 32,166 Impressions. 23,215 Reach. 38 Link Clicks.
 - **Instagram:** 64,747 Impressions. 39,583 Reach. 54 Link Clicks
 - **Snapchat:** 155,141 Impressions. 458 Swipe-ups.

- **Email Drip Campaign:** Following SXSW, Visit The Woodlands sent a series of three emails intended to increase brand awareness & generate attendance at upcoming Spring events.
 - Combined Average Open Rate – 42% (*industry average is 15.37%*)



Group Sales

The Convention Development Department works throughout the year to bring meeting business to The Woodlands. This is done by attending trade shows, sales conferences, working leads and hosting site tours. Below is an overview of the department's initiatives for Quarter 1.

Permanent Restaurant Discount Program: The Convention Development Department regularly puts together a restaurant program for groups who host meetings in The Woodlands. In order to be able to offer this program to any group that may require last minute assistance, the team is working to create a permanent restaurant discount program that is based on the year, instead of a group-by-group basis. This will alleviate excess work and allow restaurant partners and groups alike an elevated program.

Copa Rayados Soccer Tournament Planning: The Convention Development team is laying the early groundwork to ensure the Copa Rayados 2018 Tournament brings in more hotel room nights than the previous two years. Convention Development Manager, Josie Lewis, has been working closely with the tournament director to ensure The Woodlands hotels are offering attractive rates and hitting the important factors that the attendees need. Additionally, only hotels within The Woodlands are being reached out to see how much inventory is available, before offering hotels outside of The Woodlands the opportunity to contract with the tournament.

Dynamic Sales Proposal Template: The Convention Development Department has distributed many RFP's over the last Quarter, which has created the need for the creation of a dynamic sales proposal template that showcases The Woodlands as an ideal meeting location. This proposal template was finalized in Quarter 1 and will be used for several proposals the team is working on in the future.

The 49th Annual Lunar Planetary Science Conference: Held March 19-23, 2018 in The Woodlands. The Convention Development Department worked hard to ensure they were a great resource to the planning team for LPSC. This year Visit The Woodlands offered a proclamation that declared a week of "Lunar and Planetary Science Days" within The Woodlands in honor of the group. John Anthony Brown officially welcomed the group at the opening reception. The team also created a personalized webpage for the group to reference, a restaurant discount program throughout The Woodlands, and provided transportation for the group.

Helmsbriscoe Hotel Crawl: Scheduled for mid-June. The Convention Development Department is preparing and planning for the upcoming Helmsbriscoe Hotel Crawl which will bring in 10-15 meeting planners to The Woodlands. The goal is for them to experience everything the destination has to offer for meetings in hopes of garnering more meeting business in the future.

Rendezvous South: The Convention Development team is putting together a proposal to bring ConventionSouth's Rendezvous South to The Woodlands in 2019. This tradeshow brings in 50-60 meeting planners and close to 200 attendees. This would be an incredible way to showcase The Woodlands to meeting planners that are specifically interested in hosting events in the south.

Simpleview CRM Training & Lead Process Launch: The team has been training in Simpleview CRM to gain a better insight into some of the new features that are available. Along with this training, Convention Development Manager, Josie Lewis, is planning to roll out a new way to correspond leads with hotel partner through Simpleview CRM. With a plan to roll this out by the end of July, the department is preparing the groundwork to ensure this will be an effective communication tool.

Leads & Servicing

- 4 Site Tours Conducted
- 22 Organic Leads Worked and Distributed
- 50 CVENT Leads Received
- 580 Welcome Bags Distributed
- 7 Groups Serviced

Public Relations

Visit The Woodlands works to garner free media coverage for The Woodlands through editorial pitches, content development, and relationship building. Quarter 1 was a great for The Woodlands with several major media placements, which were a direct result of the team's efforts and partnerships.

Major Media Placements:

- **ABC 13 (KTRK):** Local Artist Featured at The Woodlands Waterway Arts Festival
<http://abc13.com/community-events/local-artists-featured-at-the-waterway-arts-festival-/3283859/>
- **Houston Chronicle:** The Woodlands Has a New Arts Venue
<https://www.chron.com/neighborhood/moco/events/article/Art-Talk-The-Woodlands-has-a-new-arts-venue-12767647.php>

Media Placements Value:

- **Ad Equivalency:** \$238,211
- **PR Value:** \$714,652
- **Daily Impressions:** 11,670,417

Press Trip: The Marketing Department planned a Spring Press Trip in conjunction with The Woodlands Waterway Arts Festival, April 7-8, 2018. The goal of this familiarization tour was to give travel media an inside look at The Woodlands in hopes of garnering free media coverage for the destination.

- Visit The Woodlands hosted Hayden Walker from Austin Food Magazine and Instagram influencers, We Travel Because. The team also hosted Food & Vine Times. They were all able to experience The Woodlands Waterway Arts Festival along with several restaurants and activities while in town.
- The team selected a prestigious group of publications and writers to attend. Several journalists had to decline the invitation due to timing and prior commitments; however, they did express interest in visiting in the future. The Marketing Department continues to work with interested journalists to secure individual site visits later in 2018.

Advertising

One Voice Program: To create the Visit The Woodlands brand story and identity, the team is utilizing Adcetera's One Voice Program (OVP) creative process. At a high level, Adcetera's OVP takes a phased approach, building and rolling out the program in four distinct phases: Discover, Define, Create & Plan. Visit The Woodlands is currently in Phase 2 of the program with new creative expected to rollout in early May of 2018.

- **Discover:** Phase One focuses on an audit of the brand to gain a deeper understanding of who The Woodlands currently is, how the destination is currently positioned and how Visit The Woodlands wants the destination to be perceived going forward.

- **Define:** Phase Two is about defining the brand story. This includes developing brand attributes, brand positioning and brand messaging.
- **Create:** Phase Three focuses on concept development. This is where new creative & “The Big Idea” comes into play.
- **Plan:** Phase Four focuses on the development of the go-to-market (GTM) plan to support marketing efforts for the upcoming year.

2018 Media Planning & Advertising Initiatives: The Marketing Department has been working with several key media partners to develop well-rounded, trackable advertising campaigns for 2018. This involves multiple planning calls & discussions on content direction, tracking capabilities, target audiences and a variety of other factors. A high-level overview of each media partner and advertising direction is below.

- **Budget Allocation:**
 - 48% Meetings Advertising
 - 52% Leisure Advertising
- **Media Placements:**
 - Print, Digital, Social, Search
- **AJR Media:** Visit The Woodlands has partnered with AJR Media Group on a number of campaigns for the leisure market. These include: domestic programmatic display, programmatic native, international programmatic and social media influencers.
 - **Attribution Reporting:** Visit The Woodlands will be utilizing attribution reporting through AJR, which allows the team to attribute someone who has been served a leisure ad and then ultimately comes to the Woodlands. This added layer of performance reporting will be strong in helping the team establish benchmarks this year and identify what’s truly working or not.
- **Connect:** Connect is a strong partner for Visit The Woodlands when addressing meeting planners as they have a qualified list of 43,000+ meeting planners. This program includes: Meetings Market Content Activation (retargeting), Connect Texas homepage takeover and the Connect 360 program which incorporates email marketing, Google Display ads and social media advertising via Facebook & LinkedIn.
- **Madden Media:** The team has partnered with Madden Media to target the meeting audience through a programmatic display campaign that involves amplified storytelling, remarketing and native advertising. The program guarantees 11,000 clicks from qualified meeting planners.
- **Advertising Leads**
 - Visitor Guides Mailed – 149

Digital Marketing

The Marketing Department constantly works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results for Quarter 1 is below.

Website: As the bureau’s number one marketing tool, the website is meant to inspire people to visit or hold a meeting in The Woodlands. All content is produced with the end user in mind while also utilizing SEO best practices. Below is an overview of Quarter 1 initiatives related to the website.

- **Published Content: Blog**
 - 11 custom blog articles
- **Q1 Reporting**
 - 53,186 Page Views
 - 23,422 Users
 - 1.90 Pages/Session
 - 1:25 Average Session Duration
- **Conversions**
 - Visitor Guides Downloaded – 85
- **Technology Initiatives**
 - **Website SEO Audit:** In an effort to improve the website visitor experience and increase conversions, Visit The Woodlands is currently undergoing an SEO audit of the website. The audit consists of a discovery phase to define KPIs, documentation of functionality enhancements, assessment of digital marketing tools and a competitor audit. Upon completion of the audit TWCVB will be able to determine an approach to accomplish the project objectives.
 - **Simpleview CRM Upgrade:** Visit The Woodlands uses Simpleview CRM, a database management system that combines relationship management with sales, reporting, forecasting and more. Used by more than 350 DMOs worldwide, Simpleview CRM lowers operational costs and maximizes business productivity while meeting the rising expectations from members and partners. In Quarter 1, the team rolled out an upgrade to the Simpleview CRM platform, which allowed the team full use of the programs functionality, thus improving office efficiency and reducing the need for costly integrations. The team is currently being trained on the platform.
- **Email Marketing**
 - Monthly Event Spotlight eNewsletters
 - Monthly Consumer eNewsletters
- **Social Media**
 - 345,227 Impressions across Facebook, Instagram & Twitter
 - 3,919 Engagements across Facebook, Instagram & Twitter
 - 1,057 Website Conversions via Social

Partnerships

Visit The Woodlands works with industry partners and local stakeholders to amplify the destination message. This is accomplished through regular communication, attending industry events and participating in partner initiatives. Below is an overview of the team's Quarter 1 partner initiatives.

Convention Development Advisory Committee Meeting: The department held the Quarter 1 Convention Development Advisory Committee Meeting on February 1, 2018. During this meeting, the team was able to discuss strategic ways to streamline bringing in more city wide conventions.

All Hotel Meeting: The Convention Development Department had the opportunity to host 18 hotel partners for the first all hotel meeting of the year on February 7, 2018. Twelve of The Woodlands' 14 hotel properties were represented and this meeting allowed the team to educate partners on upcoming plans for the year.

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.

Houston Tourism Summit: The Houston Tourism Summit brought together more than 600 tourism and hospitality industry professionals to network and partake in a full day of speakers, panels and presentations on March 27, 2018. Topics presented include Houston's Tourism Marketing Strategy, Working with the CVB, Understanding Paid Social Media, How Restaurants Benefit From Tourism and Groups and more.

Texas Tourism New York Media Mission: The United States market is the leading source of travel to Texas. Marketing Director, Ashley White, attended the Texas Tourism Media Mission in New York April 10-12, 2018. The New York media appointments targeted leading New York based media, including travel, consumer and meetings publications to promote new, continued and expanded media coverage of Texas as a premier travel destination. Ashley was able to meet face-to-face with several high caliber media companies including: TODAY Show, Conde Nast Traveler, ForbesLife, Fodor's Travel, Meetings Today, Southern Living and others. Bringing awareness to The Woodlands as a meeting and leisure travel destination.

Texas Tourism Mexico Sales Mission: Mexico is the largest travel market to Texas with dozens of daily nonstop flights to multiple cities across Texas. To capitalize on this market, Visit The Woodlands Sales & Servicing Specialist, Mariana Almanza, attended the Texas Tourism Mexico Sales Mission April 16-20, 2018. The events planned included networking opportunities, product presentations and travel marketplaces in Mexico City.

Upcoming Conferences & Sales Missions

Visit The Woodlands attends many trade shows, sales missions and educational conferences throughout the year. The purpose of these travel initiatives is to stay up-to-date on current trends in the DMO industry as well as develop new leads and prospective clients.

- Cinco De Mayo Austin Sales Blitz (May 2-3, 2018)
- Simpleview Summit (May 6-10, 2018)
- International Pow Wow (May 19-23, 2018)
- MPI's World Educational Congress (June 2-5, 2018)