



MONTHLY REPORT

MARCH 2018

www.visitthewoodlands.com | 281-363-2447

Visitor Services

	Market Street Guest Services	The Woodlands Mall Guest Services
MARCH 2018	2,594 guests	3,844 guests
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

6,438

visitors tracked

283

visitor bags distributed

55

relocation packets distributed



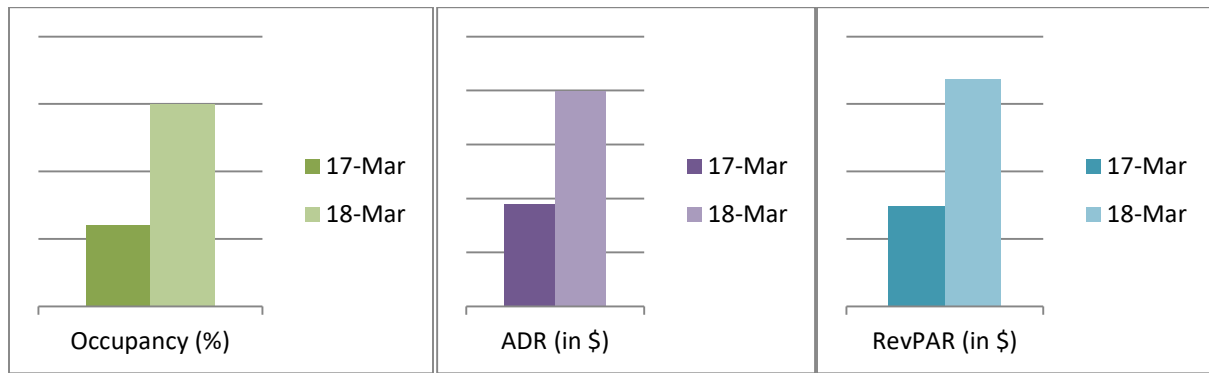
Hotel Occupancy Tax Overview

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



Up 1.3% in Occupancy

Up 6% in ADR

Up 7.4% in RevPAR

Source: Smith Travel Research Report



2018: March Monthly Report

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

SXSW Wrap-Up: The Marketing Department 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.

- **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%*)

Press Trip Update: 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.

- 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. As such, the Marketing Department continues to work with interested journalists to secure individual site visits later in 2018.
- Visit The Woodlands did host Hayden Walker from Austin Food Magazine and Instagram influencers, We Travel Because, the weekend of April 7-8, 2018. Both were able to experience The Woodlands Waterway Arts Festival along with several restaurants and activities while in town.

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.

Public Relations

The Marketing Department works to garner free media coverage for The Woodlands through editorial pitches, content development, and relationship building. March was a great month for The Woodlands with several major media placements, which were a direct result of the department'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 (March Totals):

- **Ad Equivalency:** \$209,641
- **PR Value:** \$628,942
- **Daily Impressions:** 3,454,540

Advertising

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.

- **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.
- **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.
- **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.
- **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 is below.

- **Website**
 - **Published Content: Blog**
 - Have a Spring Break to Remember in The Woodlands
 - A Spring Break Worthy Swimming Pool
 - The Woodlands Waterway Arts Festival Gets National Attention
 - Top Things to Do in The Woodlands This April
 - **Reporting**
 - 23,436 Page Views
 - 10,790 Users
 - 1.88 Pages/Session
 - 1:20 Average Session Duration
 - **Conversions**
 - Visitor Guides Downloaded – 33
 - **Technology Initiatives**
 - Website SEO Audit – in progress
 - Simpleview CRM – training in progress
- **Email Marketing**
 - Event Spotlight eNewsletter: The Woodlands Waterway Arts Festival
 - Consumer eNewsletter: Spring Break in The Woodlands
 - Weekly Update eNewsletters
- **Social Media**
 - 233,175 Impressions across Facebook, Instagram & Twitter (*438% increase from February*)
 - 1,571 Engagements across Facebook, Instagram & Twitter (*43% increase from February*)
 - 575 Website Conversions via Social

Partnerships

- **Meetings & Local Event Participation:**
 - Howard Hughes Corporation, Kim Phillips
 - The Woodlands Waterway Completion Event
 - The Woodlands Arts Council: Art Collective
 - Houston Tourism Summit
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond – web & social
 - TACVB: DMO Insider
 - Texas Events Calendar: Events in The Woodlands, June – August
 - Current Newsletter Spring Issue: March - May

Recent & Upcoming Travel

- **SXSW Activation Event:** March 15
- **Texas Tourism Media Mission:** April 10-12
- **Simpleview Summit:** May 6-10

2018: March Monthly Report

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

Top Projects

SXSW One Day Activation Event: Held March 15, 2018 in Austin. The team worked hard to prepare for the SXSW Activation Event. It was a great avenue for exposure of all The Woodlands has to offer and resulted in many new leads for the destination.

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.

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.

Upcoming Conferences

The Convention Development Department worked one-on-one with multiple groups to assist in the planning and preparation for upcoming conferences and meetings being held in The Woodlands.

- **The Rotary Annual Conference** – Coming to The Woodlands in 2019.
- **Houston Jaguar Club Annual Concours D’elegance Car Show** – 2018 is their first year in The Woodlands.

Bringing Business to The Woodlands

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.

Meeting Connections

- Rotary Annual Conference – Assistance and Planning
- Helmsbricoe – Houston Area Leaders
- Howard Hughes Corporation Team Lunch
- Pavilion SXSW Partnership Update
- Ambridge Hotel Partners – The Fairfield Inn and Residence Inn Market Street
- Tara Daley Meet and Greet lunch- Helmsbricoe Manager of Global Accounts
- Jaguar Club – Planning
- 1st Annual Nutritional Conference- Kick off planning meeting
- The Woodlands Waterway Completion Celebration
- SXSW Activation Event
- BD Medical Meeting Planner
- Lunar Planetary Science Conference 2018 Welcome and Proclamation Declaration
- The Woodlands and North Houston Area Leadership Luncheon – GHWCC
- 2018 Copa Rayados Hotel Strategic Plan
- Houston Tourism Summit

Convention Services and Development

- 9 Organic Leads Worked and Distributed
- 19 CVENT Leads Received
- 220 Welcome Bags Distributed
- 3 Groups Serviced

March Travel

- SXSW Activation Event: March 15, 2018

Upcoming Events

- **April 19:** Foo Fighters
- **April 26:** Jack Johnson
- **April 27:** Eric Church
- **April 28:** World Tai Chi Day
- **April 28:** IRONMAN North American Championship
- **May 4:** Houston Ballet
- **May 5, 12, 19, 26:** Waterway Nights
- **May 5, 12, 19, 26:** The Woodlands Farmer's Market
- **May 12:** CB&I Tri, The Woodlands Sprint Triathlon
- **May 12:** Lynyrd Skynyrd, Bad Company & The Outlaws
- **May 17:** Kenny Chesney
- **May 18:** Dave Matthews Band
- **May 19:** Beyond the Pints Craft Beer and Music Fest
- **May 19:** Kendrick Lamar
- **May 23:** Houston Grand Opera