



MONTHLY REPORT

APRIL 2018

www.visitthewoodlands.com | 281-363-2447

Visitor Services

	Market Street Guest Services	The Woodlands Mall Guest Services
APRIL 2018	2,223 guests	2,572 guests
2018 YTD	8,268 guests	11,815 guests
YTD Unique Texas Visits	2,229 guests from 176 Texas zip codes	5,552 guests from 408 Texas zip codes
YTD Unique State Visits	223 guests from 35 other US States, districts & territories	342 guests from 44 other US States, districts & territories
YTD Unique Country Visits	56 guests from 17 countries	379 guests from 48 countries
YTD Undetermined Visits	2,452 guests did not share their zip code	5,542 guests did not share their zip code

4,795

visitors tracked

110

visitor bags distributed

42

relocation packets distributed



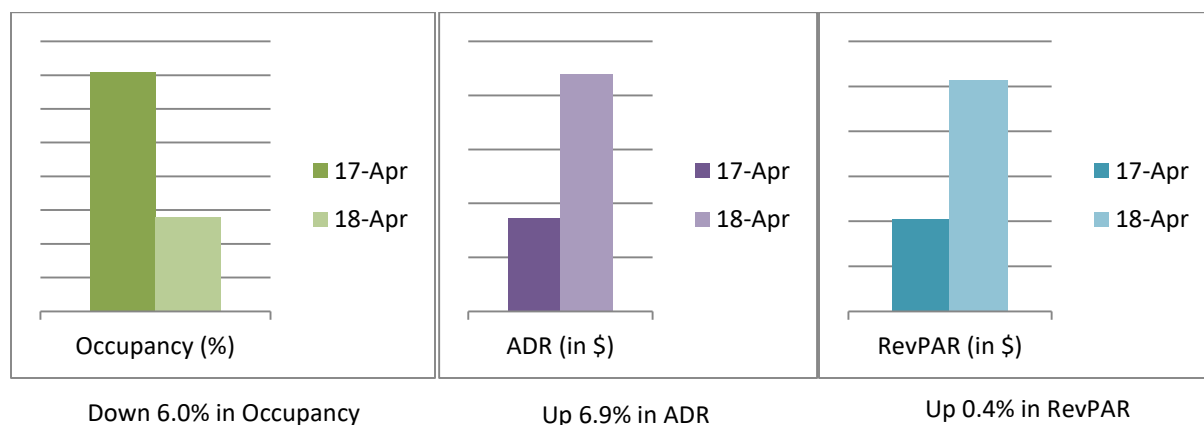
Hotel Occupancy Tax Overview

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	\$ 859,519
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	\$ 2,727,070	\$ 2,936,136

Source: The Woodlands Township

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	\$ 859,519	8.0% up
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	\$ 2,936,136	6.4% up

2018 Compared to 2017



Source: Smith Travel Research Report

2018: April Monthly Report

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

Texas Tourism Media Mission: Residents of the United States are the leading source of travel to Texas. To reach these potential visitors, Marketing Manager, 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 of The Woodlands as a meeting and leisure travel destination.

Brand Development: Creating a brand story and identity is a key component in developing a solid foundation for Visit The Woodlands that will be the driving force behind all marketing efforts, including advertising placements and website design. To accomplish these goals, Visit The Woodlands is utilizing Adcetera's One Voice Program (OVP). Adcetera is Visit The Woodlands' Agency of Record. As part of the OVP project, the team and key stakeholders participated in several discovery sessions. To date, the team has approved the brand attributes, positioning statement and external messaging. New creative is expected to roll out in June of 2018.

Public Relations

The Marketing Department works to garner 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:

- **Click2Houston:** Nearly 500 Pound Man Beats Odds, Competes in IRONMAN Texas
<https://www.click2houston.com/news/nearly-500-pound-man-beats-odds-competes-in-ironman-texas>
- **Houston Chronicle:** Endurance Community to be Tested in The Woodlands IRONMAN Exhibition
<https://www.houstonchronicle.com/news/houston-texas/houston/article/Endurance-community-to-be-tested-in-Woodlands-12870823.php>

Media Placements Value (April Totals):

- **Ad Equivalency:** \$116,003
- **PR Value:** \$348,010
- **Daily Impressions:** 2,012,419

Press Releases:

- Visit The Woodlands Rallies in Support of Travel & Tourism Industry

Advertising

The Marketing Department works in conjunction with Adcetera to develop a Strategic Marketing Media Plan with an emphasis on peak planning times, market research, strategic media buys and trackable advertising campaigns. A high-level overview of the 2018 media plan along with Quarter 1 details is below.

- **2018 Advertising Allocations:**
 - Digital: 34%, Print: 66%
 - Leisure: 52%, Meetings: 48%
 - Current Brand: 20%, New Creative: 80%
- **Quarter 1 Media Placements:**
 - Houston Chronicle Explore Guide
 - Connect Corporate
 - Smart Meetings
 - Houston Business Journal
 - Texas Meetings & Events
 - Convention South
- **Advertising Leads:**
 - Visitor Guides Mailed – 135

Digital Marketing

The Marketing Department consistently 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**
 - Best Happy Hour Spots at Hughes Landing
 - Spotlight on the Glade Cultural Center
 - Just Announced: 2018 Performing Arts Season at The Pavilion
 - Woodlands Waterway Nights Bring Family Fun to Waterway Square
 - Hosting a Green Meeting is Easy in The Woodlands
 - 10 Insider Tips for Enjoying Market Street
 - 12 Best Viewing Spots for the IRONMAN North American Championship
 - Top Things to Do in The Woodlands This May
 - Then & Now: Celebrating National Travel & Tourism Week
 - **Reporting**
 - 29,067 Page Views
 - 13,681 Users
 - 1.82 Pages/Session
 - 1:17 Average Session Duration
 - **Conversions**
 - Visitor Guides Downloaded – 49
 - **Technology Initiatives**
 - Website SEO Audit – complete
 - Simpleview CRM – data cleanup, training & customized setup in progress

- **Email Marketing**
 - Event Spotlight eNewsletter: Waterway Nights Concert Series
 - Consumer eNewsletter: Mother's Day & Market Street
 - Meetings Spotlight eNewsletter: Green Meetings
 - Weekly Update eNewsletters
- **Social Media**
 - 80,000 Impressions across Facebook, Instagram & Twitter
 - 2,213 Engagements across Facebook, Instagram & Twitter
 - 232 Website Conversions via Social

Partnerships

- **Meetings & Local Event Participation:**
 - The Woodlands Waterway Art Festival
 - Glade Cultural Center, Dragos Tapu
 - iFly, Staci Smith
 - Visit The Woodlands Open House
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond – web & social
 - TACVB: DMO Insider

Recent & Upcoming Travel

- **Texas Tourism Media Mission:** April 10-12
- **Simpleview Summit:** May 6-10
- **International Pow Wow (IPW):** May 20-24, 2018

2018: April Monthly Report

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

April Overview

- Over the month of April the Convention Development Department was busy planning, meeting, and gearing up for some big initiatives that are planned for the upcoming month. One area of emphasis for the department was coordinating with two hotel properties within The Woodlands to offer hotel proposals for Rendezvous South 2019, which is a meeting planner conference that we had the chance to attend for the first time in 2018. What better way to show off our destination than to host 35-40 meeting planners and show off the best we have to offer?
- To enhance the proposal for Rendezvous South, the Convention Development Department worked on creating a new sales proposal template that efficiently, professionally, and effortlessly expresses all that we have to offer conventions and group business in The Woodlands. Previously, the department utilized a very basic proposal template that emphasized the hotels proposal and this updated version will focus on all that our destination as a whole offers to the group.
- In continuation of the Convention Development Departments initiative to ensure better utilization and pick-up during the 2018 Copa Rayados Soccer Tournament, staff worked with the tournament director to start preparing for the 2018 hotel contracting process for this tournament. To satisfy the goal of increased hotel pick up for the 2018 tournament, the hotel contract was sent to only The Woodlands hotels to see what inventory and rates are offered and available. From there, the contract will be strategically offered to hotels outside of The Woodlands as needed.
- With May quickly approaching, The Convention Development Department is preparing and planning for the upcoming Helms-Briscoe Hotel Crawl that is set for mid-June. All Helms-Briscoe representatives from the Houston, San Antonio, and Austin areas were invited and a tentative tour schedule has been set and approved by the main Helms-Briscoe representatives. Additionally, Visit The Woodlands staff is preparing for summer tradeshow and travel along with a May Board of Directors Meeting and Convention Development Advisory Committee Meeting and All-Hotel Meeting.

Meeting Connections

- Glade Arts Foundation "Fashion Week In The Woodlands" Meeting
- Cynthia Woods Mitchell Pavilion partnership lunch
- Meeting with Janine Jones of Churrascos
- Adcetera One Voice Program meetings
- Visit The Woodlands Board of Directors Meeting

- Adcetera Team Lunch
- VTW Office Space Reveal Party
- iFly Partnership lunch
- Ironman North American Championship

Convention Services and Development

- 6 Organic leads worked and distributed
- 11 CVENT leads received
- 765 Welcome Bags Distributed
- 4 Groups Serviced
- 1 Incentive Fund received worth over \$ 261,000 in room revenue

Recent & Upcoming Travel

- Texas Tourism Mexico Sales Mission
- Austin Cinco De Mayo Sales Blitz
- Simpleview Summit

Upcoming Events

- **May 17, 24, 31:** Market Street Spring Concert Series
- **May 18:** Dave Matthews Band
- **May 18:** Comedy Night at The Westin
- **May 19-20:** The Shabby Shard
- **May 19, 26:** The Woodlands Farmer's Market
- **May 19, 26:** Waterway Nights
- **May 23:** Houston Grand Opera: The Barber of Seville
- **May 27:** Memorial Day Festival
- **May 31:** Houston Symphony: The Wizard of Oz
- **June 2, 9, 16, 23, 30:** The Woodlands Farmer's Market
- **June 2, 9, 16, 23, 30:** Waterway Nights
- **June 4-10:** Wine & Food Week
- **June 7:** Houston Symphony: The Wild Wild West
- **June 8:** Third Day with Matt Maher
- **June 13:** Houston Symphony: Jaws
- **June 15:** Post Malone with SOB X RBE