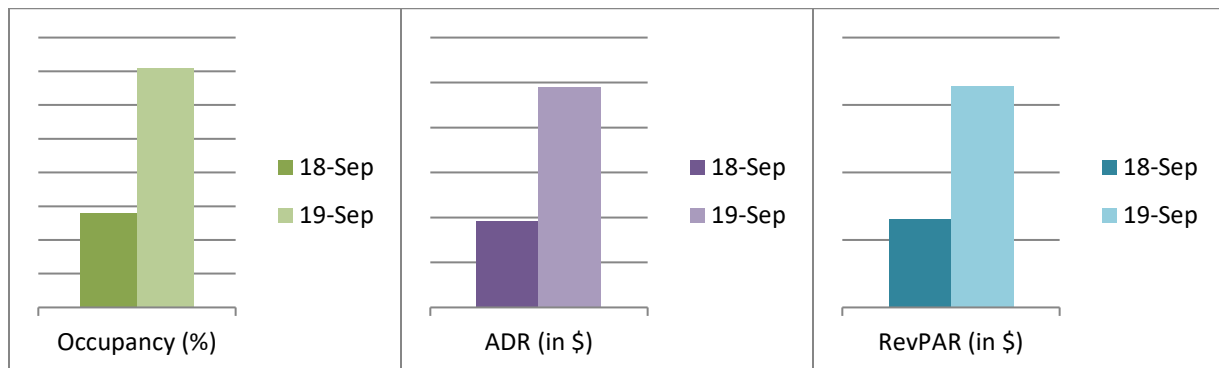


HOTEL OCCUPANCY TAX COLLECTIONS

| 2019 | | | 3 Year Data | | | | |
|-------|--------------|--------------|-------------|--------------|--------------|--------------|--------|
| | 2019 Budget | 2019 Actual | | 2017 | 2018 | 2019 | Change |
| JAN | \$ 574,738 | \$ 516,266 | JAN | \$ 443,786 | \$ 517,157 | \$ 516,266 | - 0.2% |
| FEB | \$ 727,058 | \$ 673,641 | FEB | \$ 673,504 | \$ 769,611 | \$ 673,641 | -12.5% |
| MAR | \$ 824,824 | \$ 828,427 | MAR | \$ 847,172 | \$ 789,850 | \$ 828,427 | 4.9% |
| APR | \$ 891,026 | \$ 880,321 | APR | \$ 795,667 | \$ 859,519 | \$ 880,321 | -2.4 % |
| MAY | \$ 878,108 | \$ 879,981 | MAY | \$ 774,946 | \$ 876,653 | \$ 879,981 | 0.3% |
| JUN | \$ 983,598 | \$ 919,789 | JUN | \$ 762,479 | \$ 837,722 | \$ 919,789 | 9.8% |
| JUL | \$ 824,367 | \$ 776,760 | JUL | \$ 715,396 | \$ 753,306 | \$ 776,760 | 3.1% |
| AUG | \$ 742,663 | \$ 736,665 | AUG | \$ 625,963 | \$ 686,927 | \$ 736,665 | 7.5% |
| SEP | \$ 755,099 | \$ 717,348 | SEP | \$ 698,035 | \$ 744,311 | \$ 717,348 | -3.6% |
| OCT | \$ 803,402 | | OCT | \$ 800,509 | \$ 711,010 | | |
| NOV | \$ 941,111 | | NOV | \$ 872,491 | \$ 808,086 | | |
| DEC | \$ 746,433 | | DEC | \$ 707,999 | \$ 643,530 | | |
| TOTAL | \$ 9,692,427 | | TOTAL | \$ 8,717,946 | \$ 8,997,682 | | |
| YTD | \$ 9,692,427 | \$ 6,930,199 | YTD | \$ 8,717,946 | \$ 8,997,682 | \$ 6,930,199 | 1.4% |

2019 COMPARED TO 2018



Up 6.7% in Occupancy

Up 1.7% in ADR

Up 8.5% in RevPAR

Convention Development

Josie Lewis, Director of Sales

Mariana Almanza-Cook, Sales & Servicing Coordinator

September Overview

Destinations International CEO Summit Site Tour- Visit The Woodlands was honored to welcome Barbra Gustis with Destinations International to The Woodlands for an in-depth site tour of The Woodlands as they consider destinations for the 2021 CEO Summit. With a full itinerary consisting of the hotel site tour, offsite venue location tours, and a stop at Sorriso, Barbra was very impressed with The Woodlands. Barbra, beamed about the accessibility, walkability, and amazing amenities and customer service available for attendees if they choose The Woodlands. Visit The Woodlands expects to hear back with a definite decision within two weeks.

CAMT Board Meeting- Visit The Woodlands was happy to welcome an industry planner that staff previously met at MPI WEC event. After an initial meeting at MPI, the planner was very interested in bringing her winter board meeting to The Woodlands. After a successful site tour, the planner moved forward with booking in The Woodlands.

Softball Opportunities In The Woodlands- Staff has been excited to see increased interest in the hosting of sporting events in The Woodlands area. With interest in both soccer and softball opportunities, Visit The Woodlands Staff is assisting with connecting tournament directors and planners with venue options and assisting with site tours to help facilitate the booking. The event opportunities that have arisen present opportunities for amazing weekend room pickup and therefore are a great opportunity for some additional room utilization in The Woodlands.

All Hotel Meeting Transition – Visit The Woodlands is looking to update and refresh the Quarterly All hotel Meetings that are offered to local hotel partners. This event traditionally is an opportunity for local hotel sales representatives to come out and hear about the efforts of our office, how they can get involved and any other big picture items coming up that will affect them. Visit The Woodlands Staff are looking to update this to also include new educational sessions that will cover topics from Diversity and Inclusion, to THLA, ADA Compliance, Human Trafficking Awareness, and Cvent Platform best practices.

September Meetings Blog Topic – The Woodlands LOVES Sports

September Meeting Connections

- Biznow 2019 at Westin
- Local HelmsBriscoe Representative Lunch Catch Up
- SMGSL Softball Field Tour
- Lubbock Director of Sales Brainstorming Call
- Exxon Meeting Planner Lunch

- Visit The Woodlands Board of Directors Meeting

Convention Services and Development

- 3 Site Tour organized
- 8 Organic leads worked and distributed
- 17 CVENT leads received
- 4 Restaurant Map Packets Distributed
- 490 Visitor Guides Distributed
- 4 welcome bags distributed
- 6 Group serviced
- 4 Incentive Fund Requests worth over \$53,500 in Hotel Occupancy Tax

Sales Tradeshows and Travel

- Texas Society of Association Executives
- IMEX America

Marketing Department

Ashley White, Marketing Director

Amber George, Communication Coordinator

Top Projects

Digital Asset Development: To help further marketing efforts, The Marketing Department is working with several vendors to update photography and videography assets. These will be used to support the new website, advertising, social media, email marketing and more. In September, the marketing team coordinated a drone shoot for this purpose and was able to capture aerial footage that was used in an upcoming advertising placement for United Airlines' in-flight magazine, Hemispheres. The placement will be in market on November 1, 2019.

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. Below is an overview of these efforts.

Media Coverage Value (September Totals):

- **Total Media Exposure:** 279 placements
- **Potential Reach:** 464,336,390
- **Ad Value Equivalency:** \$4,869,000

Placements:

- **ABC 13 Plus:** Hughes Landing
<https://abc13.com/community-events/hughes-landing-attracting-visitors-to-the-woodlands-5167145/>
- **Houston Chronicle:** Dragon Boat Races
<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Hundreds-on-hand-for-kick-off-of-annual-YMCA-14471298.php>
- **Houston Chronicle:** Louis Vuitton
<https://www.houstonchronicle.com/life/style/luxe-life/article/The-Woodlands-Market-Street-gets-new-Louis-14461877.php>

Pitching:

- Inspire Film Festival – Texas Monthly, Town & Country
- Holidays in The Woodlands – Waco Herald Tribune, Austin Statesman, Houston Chronicle
- The Woodlands Resort, Sustainable Food Practices – Austin Food Magazine
- Anniversary Getaway – Freelance Writers / Publications
- Outdoor Adventure for Meeting Attendees – The Meeting Professional Magazine, Business Traveler
- Women Spotlight, Cynthia Woods Mitchell – The Austin Chronicle

Advertising

The Marketing Department works in conjunction with Adcetera to develop a Media Plan with an emphasis on peak planning times, market research, strategic media buys & trackable campaigns.

- **Media Placement: Meetings**
 - Connect Meetings: Corporate
 - Convention South
 - Texas Meetings + Events
 - Madden Media: Amplified Storytelling
 - High Impact Display: targeting meeting planners
 - Geofencing: Conferences
 - Social: LinkedIn
 - Search: PPC targeting meeting planners
- **Media Placement: Leisure**
 - Texas State Travel Guide
 - Texas Highways Magazine
 - Texas Highways Events Calendar
 - AAA Texas Journey (Discover Section)
 - Texas Monthly
 - Buzz Magazine
 - Official Houston Visitors Guide
 - TexasHighways.com
 - TourTexas.com
 - TripAdvisor.com
 - High Impact Display: targeting leisure travelers
 - Social: Facebook & Instagram
 - Search: PPC targeting leisure travelers
 - International: PPC targeting travelers from Mexico

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**
 - 7 Restaurants with Craft Beer
 - Waterway Happenings: Stand-Up Paddleboard Yoga
 - Louis Vuitton: Luxury Shopping in The Woodlands
 - Top Things to Do in The Woodlands this October
 - Queso Day! Five Place to Get Great Queso
 - **Reporting**
 - 38,856 Page Views
 - 21,711 Users

- 1.49 Pages/Session
 - 0:52 Average Session Duration
- **Email Marketing**
 - **New Signups**
 - Leisure: 25
 - Meetings: 3
- **Social Media**
 - 198,300 Impressions across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 5,161 Engagements across Facebook, Instagram, Twitter, LinkedIn & Pinterest
 - 1,893 Website Conversions via Social

Printed Collateral

- **Current Newsletter**
 - New signups: 0
- **Insider's Guide**
 - New signups: 27
- **Visitor's Guide Fulfillment**
 - Visitor Guides Mailed – 200
 - Visitor Guides Downloaded – 50
- **Meeting Planner Guide Fulfillment**
 - Meeting Planner Guides Downloaded via Website - 5

Partnerships

- **Meetings & Local Event Participation:**
 - Visit The Woodlands Board Meeting
 - Visit The Woodlands Pop-Up: Market Street Fall Art Show
 - The Woodlands Township EMT Manager's Meeting
 - Microsoft TEAMS Training
 - Partner Meeting: The Woodlands Area Economic Development Partnership
 - Partner Meeting: Cru Food & Wine Bar
 - Partner Meeting: Market Street
 - Partner Meeting: The Cynthia Woods Mitchell Pavilion
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider

Tourism Department

Elizabeth Eddins, Executive Director

Laura Haces, Tourism Specialist

September Overview

- **BISNOW 2019** – Visit The Woodlands attended BISNOW, an event regarding the Future of Montgomery County: The Woodlands, Conroe and More. The conference brought together people from different industries, from real estate to tourism, to discuss the changes occurring in the County over the past year and the projects expected in 2020. Visit The Woodlands had a table where information on tourism and the Township was provided to people who attended the event.
- **Fall Art Show at Market Street** – Visit The Woodlands was part of the Fall Art show at Market Street on September 14th, 2019. At this seasonal event in the heart of The Woodlands, team members from Visit the Woodlands welcomed both visitors and residents to the festival and provided information. Judith Dollar, an artist and Woodlands resident, attended the event to live draw in the Visit the Woodlands tent and kids could join her by coloring different scenes from the Woodlands. A very well attended event, Visit The Woodlands welcomed people visiting from the area, but also people visiting from as far as Brazil, in order to showcase the artistic community in the area.
- **World Tourism Day** – On September 27th, the Visit the Woodlands team celebrated World Tourism Day by encouraging visitors in social media and at the Visitor kiosk in Market Street to share their stories as a visitor in the Woodlands. Communication Coordinator, Amber George, shared information on the importance on Tourism and team members gave away postcards bundles for visitors to share to their loved ones.