

VISIT
THE WOODLANDS
TEXAS

CURRENT

What's New and Happening for Visitors in The Woodlands

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THE BUZZ



From ice skating and holiday festivities to walking through our Art Benches for a self-guided tour, The Woodlands has just what our visitors need. Get ready to plan for the holiday season and skate into a good time!

NEXT UP



Visit The Woodlands invites you to plan a trip to join us for the holidays. With Santa floating down The Woodlands Waterway and one of the largest Holiday Markets in the area, you're sure to have a memorable stay.

A WORD FROM THE CHAIRMAN

Hello neighbors and friends,

The holiday season has arrived in The Woodlands and along with the cooler temperatures we welcome many outdoor events, festivals and other fun activities to bring the community together. We are looking forward to the 36th Annual Lighting of the Doves on November 17, 2018, which symbolizes the hope for peace and harmony and also serves as the kickoff to the start of holiday celebrations in The Woodlands.

The *Visit The Woodlands* team was busy in 2018, traveling across the country and around the world to spread the word about The Woodlands and to attract meetings, conventions and leisure travelers. Staff logged more than 45,000 miles of combined travel and met with countless meeting planners, travel writers and industry experts. These efforts resulted in The Woodlands being chosen as the host destination for a major meeting planner conference in 2019. More people are hearing about The Woodlands thanks to featured content from dozens of hosted media and travel influencer visits generating almost three million dollars in PR value.

As we look forward to 2019, *Visit The Woodlands* is committed to working diligently to bring meetings and convention business to The Woodlands as well as attract positive media coverage. The Woodlands would not be what it is today without you - our visitors, partners and guests - and we thank you!

We wish you and yours a very
Blessed Holiday Season!

Bruce Rieser,
Chairman, *Visit The Woodlands*



John Anthony Brown
Vice Chairman



Fred Domenick
Secretary/Treasurer



Brian Boniface
Director



J.J. Hollie
Director



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Josie Lewis
Convention
Development
Manager



Amber George
Marketing
Specialist



**Mariana
Almanza-Cook**
Sales & Servicing
Specialist



Sonia Guerrero
Senior
Administrative
Assistant

MEETINGS
MEAN
BUSINESS

BIG NAME CONFERENCES AND TRADESHOWS

Convention Development



Rendezvous South Conference to Be Hosted in The Woodlands

Earlier this year, *Visit The Woodlands* attended Rendezvous South for the first time. This intimate conference setting brings together destination and venue suppliers with meeting planners who are specifically looking to source group business in the South. Rendezvous South provides both parties the opportunity to meet and network in a tradeshow style setting and interactive networking activities throughout the conference. After a successful first year participating, *Visit The Woodlands* staff worked closely with the conference team to bring this event to The Woodlands. With much excitement and determination for a successful event, *Visit The Woodlands* has been named the 2019 Host Destination! This event will bring between 100 to 115 people and between 35 to 45 meeting planners who are looking to source group business. This is an incredible opportunity for *Visit The Woodlands* to showcase the destination and make lasting connections with meeting planners.

The Woodlands Takes on IMEX America

Visit The Woodlands is excited to participate at IMEX America in Las Vegas, NV. With over 12,000 participants, this event is a great platform to showcase The Woodlands as a destination for meetings and events to a global audience. By joining forces with Texas Tourism to ensure our presence and budget is maximized and adding a hotel partner from The Woodlands Resort, The Woodlands will be represented well. Over 30 meeting appointments will be available, and the *Visit The Woodlands* team is working hard to ensure the right meetings are set in place for a successful event.



All-Hotel Meeting Hosted at Glade Gallery

Each quarter, *Visit The Woodlands* welcomes our hotel partners and local stakeholders to learn and hear updates on all of the upcoming things the team is working on. For the Third Quarter All-Hotel Meeting, the group had the opportunity to view and experience the beautiful state-of-the-art Glade Gallery. Not only did the meeting take place in this stunning venue, but local partners had the opportunity to unlock some untapped creativity by doing an interactive watercolor painting activity. It was great to network and see the interesting art creations form alongside our industry connections. Learn more about this venue at www.gladeartsfoundation.org.



WHAT'S NEW

HOMESTYLE FAVORITES AND NEW SHOPPING EXPERIENCES

Our Picks for This Winter



House of Pies

1330 Lake Woodlands Drive

Offering breakfast, lunch and dinner, House of Pies The Woodlands will be open 24 hours a day serving American style classics like sandwiches and cheeseburgers, traditional style breakfast items and soups, chili and salads. Beginning in mid-October, House of Pies will open for all-day dining featuring fresh from scratch pies, which diners can purchase by the slice and even whole, perfect for upcoming Thanksgiving and Christmas get togethers. The opening of this location makes it the fourth diner under this Houston-based name, which has been in business for over 45 years. Located just across the street from The Woodlands Mall, House of Pies offers the perfect way to work out those hunger pains earned by a day of shopping. Stop by and grab a slice.



Fielding's Local Kitchen + Bar

26400 Kuykendahl Road

Serving up lunch and dinner seven days a week with brunch on weekends, this local favorite offers up some seriously amazing bloody mary and mimosa flights along with frequent live music and a family-friendly atmosphere with casual style in the upscale neighborhood of Creekside Park Village Green. Fielding's features chef-crafted menu including dry-aged steaks, handmade pasta, charcuterie, dozens of craft beers, great wines and artisan cocktails. Not only does the chef create inventive dishes, products such as beef and dairy items are sourced from local Texas farms and creameries, which makes for fresh ingredients and also supports operations like the Mill-King Creamery in Waco and 44 Farms in Cameron.



Lake Woodlands Crossing Adds Options for Visitors

There's a new retail development coming to The Woodlands, just across the road from Market Street at the corner of Lake Woodlands Drive and Grogan's Mill Road. With just over 62,000 square feet of retail space, several tenants have already committed to moving in once construction is complete. Some of these include: Total Wine & More (now open), Ulta, Stickhouse Gelato, Main Squeeze Juice Company and Flower Child - a from-scratch restaurant that offers vegan, gluten-free, paleo and additional healthy options. Also coming to Lake Woodlands Crossing is Beaux Toes, a nail salon offering premium nail and waxing services for both men and women.

THE BUZZ

HOLIDAY FUN AND OUTDOOR ART

Seasonal Activities This Winter

The Ice Rink Season Opening

The Ice Rink at The Woodlands Town Center will operate from November 17, 2018 to January 21, 2019, near the north gate entrance of The Cynthia Woods Mitchell Pavilion off Lake Robbins and Six Pines Drive at 2005 Lake Robbins Drive. The building features ice skating in the main room with lighting, a state-of-the-art sound system, tables for parties and concessions. The upcoming Ice Rink season is expected to attract more than 100,000 skaters, spectators and visitors to The Woodlands throughout the holidays, and The Ice Rink will also be available for private parties and corporate events. Regular hours are Monday through Thursday from 3 to 9 p.m., Saturdays from 10 a.m. to 11 p.m. and Sundays from noon to 7 p.m. Find more information at www.visitthewoodlands.com/icerink



Take a Seat for the Art Bench Project

To support its mission to promote art in the community, The Woodlands Arts Council has commissioned and installed art benches along The Woodlands Waterway. This walkable and usable art can be seen from The Woodlands Mall to Town Green Park, and visitors can enjoy the beauty and practicality of these one-of-a-kind benches designed by local, national and international artists. “These creative and functional art works add to The Woodlands’ exceptional collection of public art, one of the largest of its size in the country.” Theresa Terrell, The Woodlands Arts Council Art Bench Committee Chair. In Phase 3 of the Art Bench Project, six new benches will be installed along the newly completed portion of The Woodlands Waterway and in Hughes Landing this October bringing the total count of art benches to 20.

Hotel Stays to Make a Holiday Home Away from Home

Staying away from home for the holidays doesn’t mean you miss out on the comforts of home. All fourteen of the hotel properties in The Woodlands want you to feel special while you make holiday memories. This year, Embassy Suites The Woodlands at Hughes Landing will offer the perfect snack to make you feel right at home - hot cocoa, eggnog and freshly made gingerbread cookies. Nothing sounds more sweet than enjoying this daily treat throughout the holiday season! Surely you’ll work up a sweet tooth after shopping for the perfect gifts at The Woodlands Mall and Market Street. No need to rush and hide those presents away, use The Embassy’s complimentary gift wrapping station while you sip, snack and relax.



2018 ACCOMPLISHMENTS

Take a Peek at Our New Advertising

In August, the Marketing Department worked with Adcetera, its Agency of Record, to plan and execute a two-day photoshoot to support the new mission and advertising placements under our new creative concept labeled, “We Hear That a lot.” Focusing on the unique amenities and experiences that visitors often have while in The Woodlands, this new concept will continue to bring more brand awareness to our destination. After two 12+ hour days shooting both indoor and outdoor scenes to highlight The Woodlands, new advertising placements have already begun to roll out in both print and digital campaigns. In 2019, a newly designed website will reflect this concept and feature a portion of the new photography.



LinkedIn Page

Visit The Woodlands is once again expanding its presence on social media, this time with a company page on LinkedIn. Using LinkedIn, the Sales Department continues to build relationships with industry partners, potential visitors and especially connect with meeting and convention planners. While our other platforms (Facebook, Twitter and Instagram) have new content daily, LinkedIn will provide meetings-based content as well as highlighting details about *Visit The Woodlands* as an organization by sharing recent accomplishments or upcoming trade shows that staff will be attending. You can find us on LinkedIn at www.linkedin.com/company/visitthewoodlands.



**NEXT
UP**

MAKE THE WOODLANDS YOUR HOLIDAY HOME

Experience Holiday Magic

36th Annual Lighting of the Doves **November 17, 2018 | Town Green Park**

For over 35 years the annual Lighting of the Doves, held this year on November 17, will kick off another festive holiday season in The Woodlands. Symbolizing peace during the holidays, the ceremonial lighting of the doves attracts thousands of attendees each year. The festival features snow play areas, children's activities and strolling entertainers with live music and performing arts on two stages in Town Green Park from 3 to 9 p.m. The event culminates with a grand entrance by Santa Claus as he travels down The Woodlands Waterway on his floating sleigh. As Santa takes the mainstage, he recites "The Night Before Christmas" and as the last page turns the sky lights up with fireworks for all to enjoy!



Holly Jolly Jingle | November 29, 2018 **The Cynthia Woods Mitchell Pavilion**

Kick off the holiday season with performances of popular carols by Conroe ISD students and the Sam Houston State University Orchestra. The plazas will be decked out for holiday fun where guests can make arts and crafts, listen to carolers sing and visit with a special guest from the North Pole. All aboard for a ride on the Candy Cane Express for a merry good time starting at 5:30 p.m. in the Gold Lot. Pre-concert activities begin at 6 p.m. in the North Plaza, with the concert beginning at 7. Holly Jolly Jingle is completely free for you and your family to get into the holiday spirit. Tickets are not required. Holly Jolly Jingle is generously sponsored by Woodforest National Bank and KPMG, LLP.



Junior League Holiday Market | November 15 - 18, 2018 **The Woodlands Waterway Marriott Hotel & Convention Center**

Junior League of The Woodlands presents the 16th Annual Holiday Market at The Woodlands Waterway Marriott. This shopping extravaganza features a variety of items from over 100 different vendors. Begin your holiday shopping early and even have time left over to buy yourself something special. Ticket prices are \$15 for a one-day general admission ticket. Shopping hours are 9 a.m. to 6 p.m., November 16 and 17 and 10 a.m. to 4 p.m., Sunday, November 18. The Market will preview its "Once Upon a Time in Toyland" theme with a VIP event and preview party on Thursday, November 15, from 7:30 p.m. to 10:30 p.m. along with shopping; the party features a live band, raffle and cocktail party, tickets are \$100 per person.



New Year's Resolutions... Work with the CVB and follow us on social media!

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CALENDAR OF EVENTS

November 1, 2018	7 – 9 p.m.	Rock the Row	Hughes Landing
November 3, 2018	2 – 5 p.m.	The Woodlands Art Crawl and Craft Beer Festival	Hughes Landing
November 8, 2018	7 – 9 p.m.	Rock the Row	Hughes Landing
November 15 – 18, 2018		Junior League Holiday Market	The Woodlands Waterway Marriott Hotel & Convention Center
Thursday (Preview Party)	7:30 – 10:30 p.m.		
Friday – Saturday	9 a.m. – 6 p.m.		
Sunday	10 a.m. – 4 p.m.		
November 15, 2018	6:30 – 9:30 p.m.	Jazz in The Woods with Woody Witt	Glade Cultural Center
November 15, 2018	7 – 9 p.m.	Rock The Row	Hughes Landing
November 17, 2018	3 – 9 p.m.	Lighting of the Doves	Town Green Park
November 17, 2018 – January 16, 2019		The Ice Rink 2018-2019 Season	The Cynthia Woods Mitchell Pavilion
November 29, 2018	7:30 p.m.	Holly Jolly Jingle	The Cynthia Woods Mitchell Pavilion
November 29, 2018 – January 6, 2019		The Enchanted Forest	Glade Cultural Center
December 18, 2018	6:30 – 9:30 p.m.	Holiday Party with the Woodlands Symphony	Glade Cultural Center
January 17, 2019		Taste of the Town	The Woodlands Waterway Marriott Hotel & Convention Center
February 14-18, 2019		Inspire Film Festival	Throughout The Woodlands
April 13 – 14, 2019		The Woodlands Waterway Arts Festival	The Woodlands Waterway

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