

VISIT
THE WOODLANDS
TEXAS

CURRENT

What's New and Happening for Visitors in The Woodlands

INSIDE THIS EDITION



A Word From the Chairman
Convention Development
What's New: Dining Here
Plan Your Stay
Upcoming Events

THE BUZZ



From fitness to shopping, The Woodlands has just what you need. Get ready to plan for cooler weather and spooktacular Halloween festivities!

NEXT UP



A trip to The Woodlands wouldn't be complete without a fireworks filled sky. Check out these family-friendly events coming up.

A WORD FROM THE CHAIRMAN

Hello friends of The Woodlands,

As Chairman of *Visit The Woodlands*, I would like to join the Board of Directors in proudly presenting to you the organization's newly-adopted mission statement that will serve as a foundation for all *Visit The Woodlands* sales and marketing efforts.

Our mission: *To establish The Woodlands, Texas as a beautiful, lively, and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel.*

To support this mission, the team has bid on conferences, worked with travel writers and executed innovative ideas that continue to bring visitors and meeting planners to The Woodlands.

I am also honored to recognize and congratulate Convention Sales Manager, Josie Lewis, for receiving the 2018 Catalyst Award from the Texas Association of Convention and Visitor Bureaus.

Within this issue of *Current*, you will discover new restaurants and updated concepts from some of your favorites along with a great list of upcoming activities to enjoy in the cooler autumn air. Be sure to mark your calendar for Labor Day festivities, Hocus Pocus Pops and many other fall events.

Thank you for visiting!

Bruce Rieser,
Chairman, *Visit The Woodlands*



John Anthony Brown
Vice Chairman



Fred Domenick
Secretary/Treasurer



Brian Boniface
Director



J.J. Hollie
Director



Don Norrell
Director



Kevin Viteri
Director

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Senior Administrative Assistant

Makena Holland
Administrative Assistant

MEETINGS MEAN BUSINESS

WORKING WITH US

Convention Development



HelmsBriscoe Hotel Crawl Familiarization Tour

Visit The Woodlands staff welcomed 10 Houston area HelmsBriscoe representatives to meet with local hotel partners during a familiarization tour earlier this year. HelmsBriscoe is one of the nation's leading third party sourcing companies that helps bring meetings and groups to The Woodlands. Along with attending a networking luncheon at The Embassy Suites, the group was given a tour and presented with out-of-the-box group activities at several hotel properties including Hyatt Centric, The Westin and The Waterway Marriott Hotel & Convention Center. The Marriott also hosted the group overnight, offering the representatives more time to explore The Woodlands on their own. In addition, Visit The Woodlands coordinated optional activities for the group to experience including Wine and Food Week, iFly, kayaking, pool time and a concert at the award-winning Cynthia Woods Mitchell Pavilion. Staff would like to thank all the generous partners that made this tour a great success.

MPI World Education Congress 2018

The Convention Development Department attended Meeting Planners International World Education Congress (MPI WEC) in Indianapolis in June. As one of the leading educational conferences for international meeting planners, this year's conference brought together over 2,000 active meeting planners. In addition to participating in the Hosted Buyer Program, which allowed the team to meet with 20 meeting planners for one-on-one sessions, Visit The Woodlands also had a booth presence on the trade show floor and sponsored a Dress For Success program in conjunction with Kendra Scott. Through this sponsorship, Kendra Scott set up a pop-up shop within Visit The Woodlands' space which generated additional booth traffic, resulting in more than 120 meeting planners learning about The Woodlands. The partnership also garnered over \$1,400 for the international not-for-profit organization, Dress for Success.



All-Hotel Meeting

Each quarter, the Convention Development Department hosts an all-hotel meeting that offers a time for The Woodlands hotel partners to come together and hear about what is new and happening with Visit The Woodlands sales and marketing efforts. These meetings offer a unique opportunity to brainstorm and discuss current industry trends along with new initiatives that will benefit the local hospitality industry.

WHAT'S NEW

EXPERIENCE THE WOODLANDS

One Taste at a Time



TRIS 24 Waterway Avenue

Hubbell & Hudson Bistro will be transformed into a new 'TRIS' concept in early September. The venue will feature flexible seating arrangements for up to 60 guests in the main dining room along with multiple private dining rooms, ideal for business meetings or any special occasion with seating capacity for up to 100. Patrons can expect a casual lunch service and a high-end dinner experience each Tuesday through Saturday from 11 a.m. to 10 p.m. From re-envisioned classic cocktails to an ever-evolving menu, TRIS will offer choices that escalate the level of offerings available at Waterway Square.



Chick'nCone 31 Waterway Square Place

Visitors of Waterway Square can enjoy the Instagram sensation, Chick'nCone this fall! This handheld treat features chicken bites in a waffle cone – yes, just like an ice cream cone. Simply choose your sauce and you'll soon be walking The Waterway and enjoying these seasoned hand-held morsels. Once open, hours for the kiosk will be Sunday through Thursday, 11 a.m. to 9 p.m. and Friday and Saturday 11 a.m. to 11 p.m. "We're excited to be bringing Fork Free Chicken & Waffles to The Woodlands," said George Booth, co-owner of Chick'nCone and resident of The Woodlands.



Levure Bakery & Patisserie 9595 Six Pines Drive, Suite 670

Levure Bakery is adding a second location in The Woodlands. Their menu will feature the same items that are local favorites currently offered in their Creekside Park location including whole loaves of fresh-baked bread and gourmet coffee. Daily breakfast, lunch and dinner options at the new Market Street location will soon be a hit for visitors too. Diners can savor a sit-down style meal, a quick refuel with a coffee and a pastry, or try the featured "bread of the month."

THE BUZZ

WHAT'S HAPPENING NOW

New GM, Hotel Renovations and Staying Active

The Woodlands Resort Names New General Manager

The Woodlands Resort has announced a new General Manager to their list of great things happening. Ryan Adams will now oversee all day-to-day operations of The Resort including accommodations, fine dining and guest services, as well as a growing array of recreational programs. With nearly two decades of luxury hospitality experience, Adams is sure to continue the legacy of excellence at The Resort and further their success as a leisure resort and conference destination. *"I'm excited to join the team at The Woodlands Resort and look forward to welcoming guests to experience everything The Woodlands has to offer."*



Ryan Adams

Hotel Renovations

The Westin at The Woodlands is currently undergoing renovations. Sidebar and CURRENT have closed their doors for a complete rebrand. Coming in November 2018, The Westin at The Woodlands will have Sorriso and Como Social Club. Sorriso (smile in Italian) will take the place of CURRENT, with its menu featuring Italian dishes, and Como will replace Sidebar as the poolside terrace and bar area. During the renovation, guests are still able to enjoy three meals a day at the Lobby Café and Bar as well as the 24-hour room service.



Don't Miss a Workout While on the Road

The Woodlands community is proud of its healthy lifestyle and commitment to fitness and wellness, with several local races throughout the year including The Woodlands Marathon, which is a Boston Qualifier, and IRONMAN Texas. It's no wonder The Westin along The Woodlands Waterway understands that maintaining your daily fitness routine can be a challenge while you're traveling. To help visitors keep fit, they host a number of fitness-related programs to ensure you stay active while on the road for leisure or conferences. Sandra Huskey, The Westin Run Concierge, leads group runs along The Woodlands Waterway every Tuesday, Wednesday and Thursday at 6 a.m. Sandra is also a certified TRX Trainer and provides private workout sessions for guests, making The Westin a great choice for those who are in training or wanting to keep their fitness routines going while away from home.



Sandra Huskey

VISIT THE WOODLANDS UPDATE

SHOUT-OUTS AND ACCOLADES

New Creative, Statewide Award and Media Missions



Elizabeth Eddins, Jordan Sexton, Qasim Makkani, Ashley White, Michael Burnett, Mike Sims, Christina Psillas, Josie Lewis

Defining Our Message

Over the past several months, Visit The Woodlands worked with Adcetera, its agency of record, to create a brand story and identity for The Woodlands, which is the driving force behind all marketing efforts, including advertising placements and website design. At the June Board of Directors' meeting, the team presented a final creative concept which was quickly approved by the Board and met with many positive comments. Along with photoshoots that will support the new creative, which is expected to roll out in September, Visit The Woodlands has also updated its Mission Statement to better align with its goals:

To establish The Woodlands, Texas as a beautiful, lively, and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel.

Josie Lewis Receives Statewide Award

Service, Innovation, Involvement, Commitment and Leadership. These star qualities helped Visit The Woodlands Convention Development Manager Josie Lewis gain statewide notoriety. She received the Texas Association of Convention & Visitor Bureaus (TACVB) Catalyst Award during its annual convention in Sugar Land on August 16, 2018. Josie has not only demonstrated outstanding achievements and contributions to Visit The Woodlands during her short time as the Convention Development Manager, she has shown equal commitment to her statewide industry peers. *"This type of award is the spark that illuminates a person's possibilities, defines the first chapter of a career and transforms a job into a passion but most importantly it takes a young leader and inspires them to be a Texas champion. Josie is enthusiastic and passionate about representing The Woodlands within the Texas travel and tourism industry,"* said Elizabeth Eddins, Assistant Director for Visit The Woodlands.



Josie Lewis



Carlos Valerio

Travel Writers Explore The Woodlands

The Marketing Department has been developing several PR initiatives this year. In addition to participating in Texas Tourism Media Missions in New York City and Chicago, the team hosted Carlos Valerio, a travel writer from NatGeo Traveler Latin America. The department also sends targeted pitches each month to leisure and meetings publications and has already seen a return on these efforts with four travel writers visiting The Woodlands over the last couple of months. In addition, the department received a request for editorial fulfillment for Meetings Today, which resulted from the Texas Tourism NYC Media Mission in April. By using influencers as part of the Visit The Woodlands marketing strategy, the team is able to grow more awareness of the destination and grow its audience.

NEXT
UP

FANTASTIC FIREWORKS & SPOOKTACULAR FUN

Mark Your Calendars Now



Labor Day Celebration | September 2, 2018 Waterway Square

Acting as an “official” end of summer, the Labor Day Celebration in The Woodlands offers guests a day of festival fun. With live music from local artists, children’s activities and strolling entertainers, this family-friendly event provides an afternoon festival experience from 4 to 9 p.m. End the celebration with a bang, and watch The Woodlands Waterway light up as fireworks fill the night sky.



Memorial Hermann 10 for Texas | October 13, 2018 Throughout The Woodlands

The Memorial Hermann 10 for Texas 10-mile race, 3.1 Armadillo Run 5K and One 4 Texas Kids’ Fun Run through The Woodlands will be held Saturday, October 13, 2018, from 7 to 11:30 a.m. at North Shore Park. The annual event is a USA Track and Field (USATF) sanctioned event with a certified 10-mile course. For more information and to register, go to visittthewoodlands.com.

Hocus Pocus Pops | October 12, 2018 The Cynthia Woods Mitchell Pavilion

Get ready for tricks and treats at Hocus Pocus Pops featuring the Houston Symphony at 7:30 p.m. Haunting the plazas and pre-concert activities will start when the gates open at 6 p.m. Spellbinding crafts, otherworldly prizes and pumpkin decorating will guarantee a ghoulishly good time! If you dare, hop onto the Great Pumpkin Express and carve out some great memories on The Pavilion’s haunted grounds. Train rides begin at 5:30 p.m. and everyone is gravely encouraged to dress up in their Halloween costume for a chance to walk on stage during the concert.



CALENDAR OF EVENTS

September 2, 2018	4 – 9 p.m.	Labor Day Celebration	Waterway Square
September 4, 2018	8 p.m.	Houston Symphony: Rebels, Raiders & Superman	The Cynthia Woods Mitchell Pavilion
September 6, 2018	6 – 9 p.m.	A Night at the Museum (Bridal Show)	Glade Cultural Center
September 7, 2018	7 p.m.	Luke Bryan with Jon Pardi & Carly Pearce	The Cynthia Woods Mitchell Pavilion
September 23, 2018	6 p.m.	Kidz Bop	The Cynthia Woods Mitchell Pavilion
September 28, 2018	7:30 p.m.	Ozzy Osbourne with Stone Sour	The Cynthia Woods Mitchell Pavilion
September 29, 2018	7 p.m.	NEEDTOBREATHE with Johnnyswim and The Rocketboys	The Cynthia Woods Mitchell Pavilion
September 30, 2018	7 p.m.	Florence + The Machine with Kamasi Washington	The Cynthia Woods Mitchell Pavilion
October 12, 2018		Houston Symphony: Hocus Pocus Pops	The Cynthia Woods Mitchell Pavilion
October 13, 2018	7 – 11 a.m.	Memorial Hermann 10 for Texas	Northshore Park
November 17, 2018	3 – 9 p.m.	Lighting of the Doves	Town Green Park
November 17, 2018 through 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
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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