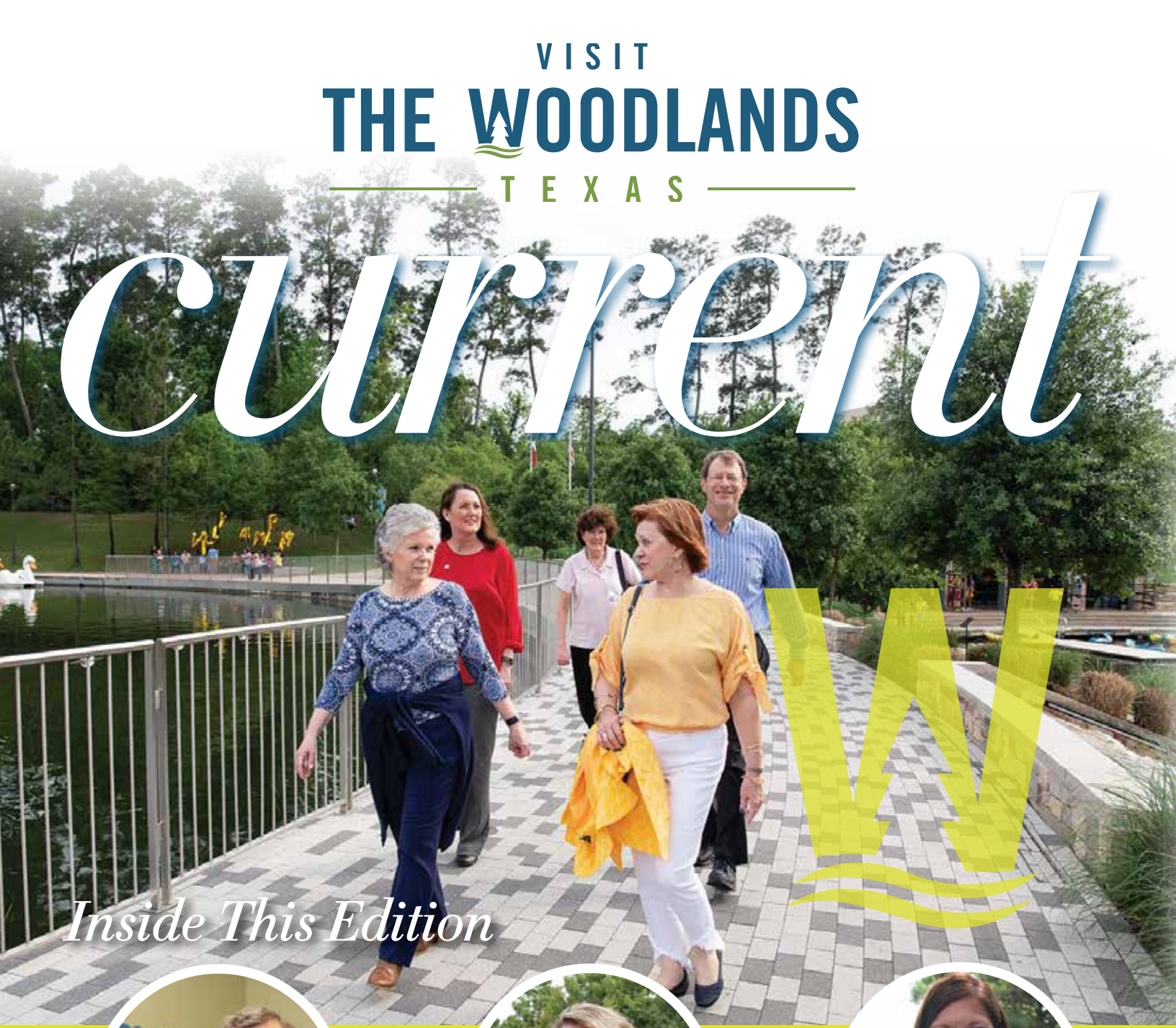


VISIT
THE WOODLANDS
TEXAS

Current



Inside This Edition



Nick Wolda Earns CTE

After completing a three-year program through TTIA, Nick earned the designation of Certified Tourism Executive (CTE).



Josie Lewis Earns CMP

Through a rigorous examination process, Josie earned the noteworthy CMP credential.



Introducing Ashley Fenner

Ashley Fenner has joined *Visit The Woodlands* as the new Administrative Assistant.

A Word from the Chairman

As The Woodlands Township's official Destination Marketing Organization (DMO), *Visit The Woodlands* is charged with selling our idyllic destination to business travelers and leisure visitors. One of our most effective tools is hosting familiarization tours in The Woodlands. We have recently welcomed tour operators from Germany, professional meeting planners and international golf tour planners each of whom experienced first-hand just how perfect The Woodlands is for their next event.

I personally met with many of these groups and was delighted to hear their positive feedback. They were uniformly impressed with the beauty and walkability of Town Center, and they were particularly taken with the range of superior dining and shopping options to be found in Waterway Square, Market Street, and Hughes Landing. So, don't just take my word for it. Listen to the professionals and consider hosting your next corporate meeting, convention or family getaway in The Woodlands.

Bruce Rieser

Chairman, *Visit The Woodlands*



NICK WOLDA EARNS CTE

Travel and Tourism professionals from across the West and Southwest U.S. convene for one week each summer for an intensive, industry-leading curriculum of travel and tourism marketing, management, and leadership courses.

Texas Travel Industry Association's Tourism College is designed as a three-year certification program, with returning students taking second and third year classes. Upon successful completion of the three-year program and a capstone project, *Visit The Woodlands* President, Nick Wolda, received the designation of Certified Tourism Executive (CTE).



DIRECTOR OF SALES EARNS CMP

Visit The Woodlands Director of Sales, Josie Lewis has earned the CMP (Certified Meeting Professional) credential. By completing the rigorous examination process, Josie demonstrated her comprehensive knowledge of meeting management and commitment to the profession. As the leader of the *Visit The Woodlands* Sales Department, Josie has strengthened partner relationships and increased the likelihood of future industry partnerships by gaining this noteworthy certification.

The Woodlands at Work

Visit The Woodlands staff members work to bring in conventions, sporting events and group tour and leisure travelers by participating in tradeshows, sales missions and familiarization (FAM) trips. An overview of recent sales and tourism initiatives include:

CONNECT FAM I During a three-day familiarization trip, Visit The Woodlands welcomed 14 meeting planners who were able to gain first-hand experience on what The Woodlands can offer the meetings and events market.

GERMAN FAM I Visit The Woodlands worked with Texas Tourism to host a FAM for a group of 19 German tour planners. The group represented Der Touristik, the largest and most popular tour planner company in Germany.



IPW TRADESHOW I IPW is the largest travel, media and sales tradeshow for international planners in America. Visit the Woodlands exhibited at the tradeshow, conducting 36 one-on-one appointments.

Servicing Beyond Promotional Items

Standard servicing options provided by Visit The Woodlands include welcome bags with a Visitor Guide and area information. To ensure specific needs for individual groups are met, Sales and Servicing Coordinator, Mariana Almanza-Cook, recently created a custom art scavenger hunt for the Rotary Annual Conference. This was a great opportunity for visitors to experience The Woodlands from a resident perspective.



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Sonia Guerrero
Senior Administrative
Assistant

Ashley Fenner
Administrative Assistant



Who's New

ASHLEY FENNER

Join us in welcoming Ashley Fenner as the *Visit The Woodlands* Administrative Assistant. Ashley assists with marketing initiatives including database management, advertising lead fulfillment and collateral distribution. Previously, Ashley was a Customer Service Representative in the Resident Care Center at The Woodlands Township Townhall. In addition to her enthusiasm for The Woodlands, Ashley brings an extensive background in event planning, customer service and community volunteer efforts.

Request your free Visitor Guide by going to VisitTheWoodlands.com

Keep up with all the exciting things happening in The Woodlands by following us on your favorite social channel and don't forget to share with us: #SoWoodlands.



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