

# VISIT THE WOODLANDS TEXAS

# current



Two new options for Italian fare have opened on The Woodlands Waterway. Guests will be delighted by spectacular views, authentic Italian cuisine and a lively poolside lounge.



The Cynthia Woods Mitchell Pavilion is now ranked fourth in the top 100 amphitheaters in the world! A great lineup of contemporary entertainment is coming up for The Pavilion's 30th anniversary.



By focusing on bringing meetings and conventions to the area, *Visit The Woodlands'* initiatives provide a significant economic impact to the local community.



## INSIDE THIS EDITION

Meetings in The Woodlands

Introducing Sorriso & Como Social Club

Clifford the Big Red Dog™

Building the Brand

# A Word From The Chairman



## GREETINGS FROM VISIT THE WOODLANDS,

As Chairman of *Visit The Woodlands*, let me be the first to introduce to you the new "Current," a quarterly publication of *Visit The Woodlands*.

Previously known as The Woodlands Convention and Visitor Bureau, *Visit The Woodlands* is a sales and marketing nonprofit and is charged with selling and promoting The Woodlands as a premier destination for both business and leisure visitors out of the area.

Through this new initiative, you'll learn more about The Woodlands as a destination and the importance of tourism and conventions.

We all know The Woodlands is a great place to live. Now you can discover why so many think it's the best place to visit!

“

Convention and group business is an economic powerhouse that generates thousands of bookings in hotel rooms annually and brings in millions of dollars to The Woodlands in the form of hotel occupancy and sales tax.



Josie Lewis  
Director of Sales  
for *Visit The Woodlands*

# Meetings

While leisure travel plays a big role in The Woodlands economy, meetings and events also provide a significant impact to the local community. As such, *Visit The Woodlands* focuses on bringing meetings and conventions to The Woodlands.

## RENDEZVOUS SOUTH

As a networking style trade show, Rendezvous South is known in the industry as an exclusive opportunity for meeting planners and destinations (like The Woodlands) to build relationships with one another. After being named the 2019 host destination for this limited event, the *Visit The Woodlands* Sales Team began to plan and strategize the best ways to showcase the destination and available meeting facilities for future groups and conferences. Between 35 to 45 meeting planners and over 100 industry professionals will converge on The Woodlands from March 11-13, 2019 for the annual conference.

## LUNAR AND PLANETARY SCIENCE CONFERENCE

For over 10 years, The Woodlands has been home to the Lunar and Planetary Science Conference (LPSC). 2019 marks the organization's 50th annual conference. This four-and-a-half-day symposium brings together over 1,800 scientists and students representing 41 countries. Through presentations and several sessions, international specialists in petrology, geochemistry, geophysics, geology, and astronomy obtain the latest results of research in planetary science.

### 2018 LPSC By The Numbers:

- 4½ Days
- Booked Over 2,000 Room Nights
- Collected Over \$35,000 in Hotel Tax

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# What's New

## THE CYNTHIA WOODS MITCHELL PAVILION

The Cynthia Woods Mitchell Pavilion is now ranked fourth in the top 100 amphitheaters in the world based on the number of tickets sold in 2018, according to *Pollstar* magazine, the concert industry's leading trade publication.

The Pavilion is excited to introduce a great lineup of contemporary entertainment this year including Bob Seger, Hootie & The Blowfish, Leon Bridges, Iron Maiden and many more which will be announced in the coming months.

In addition, The Pavilion will present a spectacular performing arts season featuring performances by Houston Symphony, Houston Ballet, Houston Grand Opera and the Texas Music Festival Orchestra. The highlight of this year's season will be a special performance by The Boston Pops, affectionately known as "America's Orchestra," which is the most recorded and arguably the most beloved orchestra in the country.



The Pavilion had an incredible 29th season of providing world-class entertainment and performing arts to The Woodlands and beyond. We are looking forward to an even better season this year as we celebrate our 30th anniversary.



Jerry MacDonald  
President and  
CEO of The Pavilion



## INTRODUCING SORRISO AND COMO SOCIAL CLUB

After undergoing a renovation in late 2018, two new options for Italian fare have recently opened. Both Sorriso and Como Social Club are located in The Westin hotel, with a new streetside entrance which allows guests to enter without going through the hotel lobby.

Sorriso Modern Italian Kitchen delights guests with spectacular views of The Woodlands Waterway and Waterway Square. With Executive Chef Enzo Fargione taking the helm at Sorriso, diners will experience Fargione's modern spin on carefully curated and authentic Italian cuisine. Chef Enzo's experience in Italian cooking comes from being a native of northern Italy.

While at Como Social Club Poolside Terrace & Bar, guests can soak up the sun by the pool, enjoy a game of shuffleboard or relax in one of the cozy cabanas with delightful handcrafted cocktails and distinctive lite bites. This lively, indoor/outdoor bar and cocktail lounge is meant to capture the ambiance of an upscale beach club on Lake Como where the party never ends.

## CLIFFORD THE BIG RED DOG™

Surprise your children and bring them on an Adventure with Clifford at The Woodlands Children's Museum where they can slide down his tail on a nine-foot tall statue! Let them learn and discover life lessons with *Clifford's Big Ideas*. This traveling exhibit is on loan and will only be available through May 12, 2019. Don't miss out! Visit [TheWoodlands.com/Clifford](http://TheWoodlands.com/Clifford)



# Marketing

## BUILDING THE BRAND

In 2018, *Visit The Woodlands* worked to create a unique brand story and identity for The Woodlands, which is the driving force behind all marketing efforts. Along with implementing a strategic media plan that reflects this new branding, *Visit The Woodlands* is updating marketing and sales collateral in 2019. This includes the Visitor Guide, Meeting Planner Guide, Visitor Newsletter and other printed pieces. Also in the works is the development of a reimagined website that will more accurately reflect the experiences visitors can expect to have in The Woodlands.

## MEDIA & PR ROUNDUP

The Marketing Department at *Visit The Woodlands* works to garner media coverage for The Woodlands through editorial pitches, content development and relationship building. With more media and PR coverage obtained than ever before, 2018 was a successful year for *Visit The Woodlands*.

### 2018 Media Coverage:

- Daily Impressions – 28,362,653
- Daily Reach – 82,456,819
- Ad Equivalency – \$1,218,474
- PR Value – \$3,655,423

**Request your free Visitor Guide by going to [VisitTheWoodlands.com](http://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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