

VISIT
THE WOODLANDS
— T E X A S —

current

Inside This Edition



Introducing Laura Haces

Laura Haces has joined *Visit The Woodlands* as the new Tourism Specialist and will focus on leisure markets with an emphasis on international outreach.

**NATIONAL
TRAVEL &
TOURISM
WEEK** MAY 5-11, 2019

National Travel & Tourism Week

Visit The Woodlands kicked off National Travel & Tourism Week at the Spring Fine Arts Show in Market Street.



KTRK Spotlight

Producers from ABC13 contacted *Visit The Woodlands* to assist with many of the covered stories on their HTX Plus segment.

A Word from the Chairman

The word is out, The Woodlands is open for convention and tourism business!

Visit the Woodlands staff have been busy this quarter hosting multiple site visits, press trips and large meeting planner conferences. In March the staff hosted the **Rendezvous South Conference**, the President/CEO of Destinations International, Don Welsh, and booked the Texas Travel Industry Association Executive Board Retreat.

Just remember, when it comes time for you to book your next conference, event or meeting your first call should be to *Visit The Woodlands*. With summer soon approaching, be sure to mark your calendars to explore The Woodlands during **National Travel & Tourism Week**.

Bruce Rieser

Chairman, *Visit The Woodlands*



Patrick Nilsson of Sweden claimed first place in the men's division with a finish time of 07:50:55.

Photo credit: Maddie Meyer/Getty Images for IRONMAN



Four-time defending IRONMAN World Champion Daniela Ryf of Switzerland claimed first place for the women's division, with a finish time of 08:37:48.

IRONMAN TEXAS

The Woodlands is proud to be home of the North American Championship of IRONMAN Texas. Nearly 2,400 athletes representing 47 states and 60 countries raced during the 2019 Memorial Hermann IRONMAN North American Championship Texas triathlon on Saturday, April 27, 2019. Competitors ranging in age from 18 to 79 years old swam 2.4-miles in Lake Woodlands, biked 112-miles throughout The Woodlands and Harris County and ran a 26.2-mile marathon contained on a three-loop route in The Woodlands.

IRONMAN's Impact on The Woodlands

- Over \$22 million in economic impact generated
- 15,700 hotel room nights booked
- More than \$1 million dollars donated to local organizations



LAURA HACES

Laura Haces has joined *Visit The Woodlands* as the new Tourism Specialist and will focus on leisure markets with an emphasis on international outreach. Fluent in both English and Spanish, Laura brings with her a passion for The Woodlands, along with an extensive sales and marketing background. Laura has a degree in Communications and has more than three years of experience in the hotel industry, joining us from Hyatt Place - The Woodlands.

Free Resources Available to You

To align with our renewed approach and tourism goals, *Visit The Woodlands* has continued to refresh the brand and has now updated its marketing and sales collateral pieces. By utilizing updated photography and by focusing our efforts on each piece, the new creative direction has come full circle. The Visitor's Guide, Meeting Planner Guide and Hotel Tear-off Map are all available in print and by digital download.

Visitors Guide - VisitTheWoodlands.com/VG

Meeting Planner Guide - VisitTheWoodlands.com/MP

Hotel Map - VisitTheWoodlands.com/map

INSIDER'S GUIDE

Visit The Woodlands is proud to introduce our new visitor-focused newsletter, the Insider's Guide. Designed for leisure and business travelers, the guide will inspire people to travel to The Woodlands and entice them to engage with our digital outlets such as our website, social media and e-newsletters. In addition to being mailed, the piece is distributed to all hotels in The Woodlands, Market Street Visitor Kiosk and numerous businesses around town. Sign up to receive yours here:

VisitTheWoodlands.com/IG



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Printed pieces are available for pickup at our office at **2801 Technology Forest Blvd.** or our Visitor Kiosk at Market Street. To request larger quantities please call 281-363-2447 so our Sales and Servicing staff may assist you.

National Travel & Tourism Week

CELEBRATING TRAVEL & TOURISM

Visit The Woodlands kicked off **National Travel & Tourism Week** at the Spring Fine Arts Show in Market Street with staff members providing new printed collateral and giveaways to those in attendance. Guests were encouraged to visit the booth during the event to sign up for two special giveaways and learn why travel matters to The Woodlands!





THE WOODLANDS FINANCIAL GROUP ANNUAL CONVENTION

Local business, The Woodlands Financial Group (TWFG) will be holding their annual convention in The Woodlands for the fifth straight year. In May, over 400 insurance professionals will attend the three-day convention, which culminates with a family fun day at **Texas TreeVentures**. The convention is expected to bring in thousands of dollars in sales tax and hotel room revenue. *Visit The Woodlands* encourages local business representatives to think of themselves as meeting planners and consider hosting their next meeting or conference here in The Woodlands. Pictured: Gordy Bunch



RENDEZVOUS SOUTH IN THE WOODLANDS

In March, ConventionSouth held their annual meeting planner conference, **Rendezvous South**, at The Woodlands Resort. During the two-and-a-half-day conference, meeting planners were shown the best The Woodlands has to offer, including a private party at Glade Gallery, a networking reception at the newly opened Como Social Club and a reception at Robard's Steakhouse. With 37 meeting planners in attendance, the conference was a great opportunity to secure future group business for The Woodlands. In addition, over 100 destination and industry professionals were able to connect over potential business and to create lasting relationships with meeting planners that book business in the South



A VISIT FROM DESTINATIONS INTERNATIONAL

Visit The Woodlands President, Nick Wolda, Executive Director, Elizabeth Eddins and Chairman of the Board, Bruce Rieser were proud to host Don Welsh, President and CEO of **Destinations International**, for a site visit of The Woodlands. Destinations International is the premier education and advocacy association for travel and tourism, with members across the world. The Woodlands will bid for the upcoming 2021 CEO Summit. "The Woodlands," according to Wolda "is a perfect destination for this conference due to its proximity to major airports, access to outstanding golf and shopping and numerous hotel properties ready to roll out the red carpet for over 200 destinations CEOs."



FRENCH TOUR OPERATORS COME TO THE WOODLANDS

Visit The Woodlands recently welcomed a group of French Tour operators from Brand USA France. The group explored many areas of town, realizing quickly why The Woodlands is a great destination for both leisure and corporate travel. Their time included a walk along The Waterway, shopping at Market Street and an evening concert at The Cynthia Woods Mitchell Pavilion.





ESCAPE CHICAGO ADVERTISING CAMPAIGN A SUCCESS

In a recent advertising campaign, *Visit The Woodlands* encouraged airport travelers in Chicago Midway and O'Hare International Airports to **#EscapeChicago** and travel to The Woodlands during the coldest months of the year. This campaign also included targeted digital advertising in several cold-weather cities. Using tracking tools, the Marketing Department was able to track these efforts and found that of all the people who saw *Visit The Woodlands* advertising in February and ended up booking a hotel in The Woodlands, 20% of those were from Chicago.

AMPLIFYING OUR MESSAGE WITH EARNED MEDIA

Producers from ABC13 contacted *Visit The Woodlands* to assist with many of the covered stories on their HTX Plus segment. From focusing on the **Riva Row Boat House** to **Hughes Landing**, The Woodlands Waterway Trolley and several other attractions, *Visit The Woodlands* was able to utilize our first-hand knowledge of the area and our contacts to assist producers in getting the final video shots they needed. View the full spotlight on the community at: abc13.com/tag/htx-the-woodlands



NEW BOOK CHECKOUT PROGRAM FOR HOTELS

Visit The Woodlands recently developed a Book Checkout Program for hotels in The Woodlands. Guests can check out a book at the front desk, leave it in their room or return it to the front desk upon departure, leaving it for the next family to enjoy. As the first book in the program, *Goodnight to The Woodlands* features local landmarks and other elements commonly seen by visitors to The Woodlands. This is a unique and family-friendly way to tell the story of The Woodlands. Pictured: Amber George and *Visit The Woodlands* Director, Kevin Viteri.



What's New



MARKET STREET RENOVATION

After a property-wide renovation that began in 2018, **Market Street** is officially “open for shopping and fun.” By adding weather-resistant synthetic turf, additional seating areas and pergolas which offer much-needed shade to be enjoyed in the coming months, the **Central Park** area has been revitalized to enhance its unique character and charm. “Every improvement was made with a focus on the guest experience from the moment they arrive on property,” says Jenny Taylor, General Manager of Market Street.

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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