

“
*Best.
Night. Ever.*”

WE HEAR THAT A LOT.

With one of the world's top outdoor amphitheaters and a rich variety of daytime and nightlife experiences, The Woodlands is the perfect place to live it up with style and ease.

VISIT
THE WOODLANDS
— T E X A S —

Discover an unforgettable weekend at
visitthewoodlands.com/starstruck

Visit The Woodlands continues to elevate the brand with new campaign imagery and other marketing initiatives. The latest addition to the WE HEAR THAT A LOT advertising campaign, features The Cynthia Woods Mitchell Pavilion.

In addition, the team has worked with local partners to coordinate several photo and video shoots throughout the year. These digital assets will serve as fresh content for future advertising placements, destination videos and a new website, which is on schedule to launch in Q1 of 2020.

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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Current



Inside This Edition



Visit The Woodlands Wins 5 MARCOM Awards

The MarCom Awards are one of the most respected creative competitions in the world, and are highly regarded in the creative industry.



United Kingdom Mission

Visit The Woodlands and the Woodlands Economic Partnership joined Visit Houston and The Greater Houston Partnership in a Sales and Marketing Mission.



New Visit The Woodlands Ad Features The Pavilion

The latest addition to the WE HEAR THAT A LOT advertising campaign features The Cynthia Woods Mitchell Pavilion.

A Word from the Chairman

As we step into a new year we also welcome a new decade. At *Visit The Woodlands*, the new year brings exciting projects like a brand new website, sales and marketing programs that will share The Woodlands message across the country and internationally. I invite you to follow *Visit The Woodlands* on its social channels to receive the latest blogs, event listings and happenings. We hope to see you in The Woodlands in 2020!

Bruce Rieser
Chairman, *Visit The Woodlands*



VISIT THE WOODLANDS EARNS 5 MARCOM AWARDS

Known as one of the most respected creative competitions in the world, the MarCom Awards are highly regarded in the creative industry, featuring works from marketing and communications professionals. *Visit The Woodlands* is pleased to announce that it has been honored with 2019 MarCom Awards for each of the projects entered, even receiving coveted platinum awards for two of the entries.

Platinum

- Visitor's Guide
- Insider's Guide Illustrations (used in postcards and window clings at Market Street)

Gold

- Meeting Planner Guide
- Advertising Campaign WE HEAR THAT A LOT
- Insider's Guide



VISIT THE WOODLANDS RECEIVES AWARDS AT TACVB CONFERENCE

Visit The Woodlands received three awards from the Texas Association of Convention and Visitors Bureau (TACVB) Idea Fair at the organization's annual conference in Denton, Texas earlier this year. In the months leading up to the conference, members of TACVB are encouraged to submit campaigns and projects. The Idea Fair then allows industry peers to vote for their favorite submissions. TACVB's Idea Fair reassures the awarded convention and visitors bureaus that their marketing efforts are on track with DMO trends.

WOODLANDS PEOPLE'S CHOICE IDEA FAIR AWARDS

- 1st Place:** Insider's Guide: Local Awareness
- 2nd Place:** Book Checkout Program: Cooperative Marketing
- 3rd Place:** Meeting Planner Guide: Convention Promotion

Visit The Woodlands at Work

Visit The Woodlands continues to promote the destination in new ways and maintains partnerships through tradeshows and sales missions to encourage business and leisure travel. An overview of recent initiatives include:

UK/GERMANY SALES & MEDIA MISSION

Visit The Woodlands, Executive Director, Elizabeth Eddins and Gil Staley, President of The Woodlands Area Economic Development Partnership joined Visit Houston and the Greater Houston Partnership in a Sales and Marketing Mission ahead of World Travel Market, the largest international travel show in the UK. The group held dozens of sales calls across Germany and the UK to airlines, tour operators and media partners to encourage visitation to The Woodlands and Houston.



EXXON MOBILE MEETING PLANNER SHOWCASE

The Sales Department worked with their partners at Hyatt Place The Woodlands to welcome over 45 administrative assistants from Exxon Mobil who are



responsible for planning and coordinating travel and meeting space. It was a great way to exhibit how Visit The Woodlands can assist in the meeting planning process.

UNITED AIRLINES IN THE WOODLANDS

Due to unforeseen circumstances with a previously selected destination, United Airlines Latin America needed a new meeting place for their annual gathering of country managers and executives. In just 60 hours, *Visit The Woodlands* put together a complete itinerary for the group. By quickly jumping into action to host 57 executives, *Visit The Woodlands* has already secured additional business and proven its ability to quickly solve problems for clients.



VISIT
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TEXAS

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