

VISIT
THE WOODLANDS
TEXAS

CURRENT

What's New and Happening for Visitors in The Woodlands

INSIDE THIS EDITION



A Word from the Chairman
Meetings Mean Business
What's New: Food & More
Plan a Runcation
Calendar of Events

THE BUZZ



We have a summer itinerary to keep you moving! Read all about how to spend your summer here in The Woodlands.

NEXT UP



Expect to have Texas-sized fun at these upcoming events! Plan a mid-week stay to enjoy all of our 4th of July festivities. Planning ahead? How about a RUN-cation to The Woodlands this fall!

A WORD FROM THE CHAIRMAN

Hello Neighbors & Friends,

As the temperatures rise in The Woodlands, so does the fun with outdoor events, festivals and activities. This summer, we'll celebrate Independence Day with patriotic spirit at our annual Red, Hot & Blue Festival and welcome numerous stellar shows to The Cynthia Woods Mitchell Pavilion including Willie Nelson, Niall Horan, Foreigner, Imagine Dragons and the Houston Symphony for multiple performances.

Inside this edition of Current, you will find the latest information on restaurant openings, learn about the new Glade Cultural Center, get the inside scoop on The Woodlands Trolley expansion and the new user-friendly app, and read all about how to spend your summer here in The Woodlands.

As many of you know, Visit The Woodlands works diligently to bring meetings and convention business to The Woodlands as well as garner media coverage for the destination in effort to create brand awareness and drive visitor traffic. In the past few months, the team has participated in media and sales missions in both New York, Denver and Mexico along with multiple trade shows. It has also been a record-breaking quarter, with the first few months of media coverage surpassing 2017 numbers for the year. These are just a few of the ways the team promotes The Woodlands as an ideal destination for both convention business and leisure travel.

We hope you'll join us this summer – for a weekend getaway or a family vacation – and discover why The Woodlands has all the ingredients for a perfect summer adventure. Be sure to check our website, visitthewoodlands.com for insider tips, hotel packages and more.

Have a happy and safe summer,

Bruce Rieser,
Chairman of Visit The Woodlands



John Anthony Brown
Vice Chairman



Fred Domenick
Secretary/Treasurer



Brian Boniface
Director



J.J. Hollie
Director



Don Norrell
Director



Kevin Viteri
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Senior Administrative Assistant

Makena Holland
Administrative Assistant

MEETINGS MEAN BUSINESS

SHOW SEASON IS HEATING UP

Convention Sales Hits The Road



Visit The Woodlands Participates in Mexico Sales Mission

Mexico is the largest travel market to Texas, and to capitalize on this market, Visit The Woodlands Sales & Servicing Specialist, Mariana Almanza-Cook, attended the Texas Tourism Mexico Sales Mission April 23-27, 2018. The mission included sales opportunities, product presentations and travel marketplaces with a total of 45 media outlets and 315 tour operators in Mexico City, Mexico's largest city as well as its most important cultural, educational and financial center along with travel seminars in Guadalajara and Queretaro.

Austin Sales Blitz Recap

Convention Development Manager, Josie Lewis, represented Visit The Woodlands on a sales blitz in Austin, Texas on Wednesday May 2, 2018. This Cinco De Mayo themed event allowed 89 association based planners to mingle with partners representing Visit The Woodlands and 13 other Houston area colleagues. As part of the event each partner, offered a fun giveaway to a selected planner. Visit The Woodlands provided a weekend shop and stay to the head Texas Society Association Executives planner. These strategic partnerships allow Visit The Woodlands to cultivate new relationships with future clients.



Cross Country: Upcoming Travel

The Convention Development team is preparing to hit the road this summer with multiple shows on the books including, MPI's Word Education Congress, CVENT Connect and Connect. The World Education Congress is MPI's signature event through which it delivers premier education, business and networking opportunities for meeting and event planners. The conference will take place June 2-5, 2018 in Indianapolis, Indiana and includes sessions that qualify attendees for their Certified Meeting Professional (CMP) designation along with other relevant industry topics.

Scheduled for July 23-26, 2018, CVENT Connect brings together over 3,500 meetings and events professionals in Las Vegas to strengthen the industry through innovation. The conference will allow attendees to exchange best practices with Cvent power users and meet like-minded peers from similar industries to discuss new ways to leverage the platform. Connect is the premier hosted-buyer event that brings together the most active planners, suppliers and experts in Corporate, Association, Specialty, Expo and Sports meetings and events for preset appointments, keynote general sessions, planner/supplier round-tables and quality networking. The conference is scheduled for August 23-25, 2018 in Salt Lake City, Utah.

WHAT'S NEW

FOOD, SHOPPING AND ART

Oh My!



Robard's Steakhouse **2301 N Millbend Drive**

Named after the record-setting pilot and philanthropist, Howard Robard Hughes Jr., Robard's provides a luxury dining experience with reimagined iconic dishes. This newly renovated restaurant provides diners with a vintage experience and a modern twist of elegance. As the Executive Chef of this boutique steakhouse, David Morris provides Robard's with a refined culinary vision perfect for foodies. With fresh and locally sourced greens from a hydro-grown farm and Mishima Reserve Wagyu being hand-selected by the new in-house butchery and smokehouse, this farm-to-table style restaurant is pushing the culinary limit as it screams sophistication in the most delectable way.

"Robard's Steakhouse is the perfect fit for The Woodlands, and for Howard Hughes Hospitality, as it embodies the innovative spirit of our company's namesake and is creating a new world-class dining destination for the Houston area," said Scott Spann, Vice President, Howard Hughes Hospitality.



True Food Kitchen **Market Street - 9595 Six Pines Drive, Suite 150**

True Food Kitchen (TFK) is vibrant with a great atmosphere for dining with friends, family and coworkers. This health-driven restaurant serves up seasonal dishes with great-tasting quality ingredients. A trip to TFK offers dining options for practically every food preference including gluten-free, organic, vegetarian and vegan. As you walk into True Food Kitchen, prepare to be greeted by friendly and enthusiastic staff, which are very helpful with menu questions! The vibe is warm and welcoming thanks to both the staff and the eco-chic decor throughout the restaurant. If you're looking for a suggestion on where to start, try the kale guacamole, as this vegan-friendly choice will surely be a favorite at your table. With a not-so-secret ingredient, pink grapefruit, and large pita chips with supreme scooping power, this appetizer is a perfect summer treat!



Glade Cultural Center **2000 Woodlands Parkway**

Offering a distinctive experience with a variety of possibilities, Glade Cultural Center provides stunning views with state of the art facilities. A museum and art gallery nestled against a stunning tree lined lake; Glade will create memories for you and your guests, whether it be a small or large business meeting, a gala or even a wedding. This 6,000 square foot event space exudes elegance; it can support a red carpet event, with valet parking and has an onsite grand piano for guests to enjoy sophisticated sounds inside the urban event space. Glade is also the permanent host for a collection by world-renowned artist, David Adickes, in addition to providing space for rotating exhibits from unique contemporary local and international fine artists.

Check out visittthewoodlands.com for details on other new restaurants and businesses including Carrie Ann Boutique, a style-savvy women's clothing shop located at Market Street and Maine-ly Sandwiches, which serves up authentic home-style sandwiches and lobster rolls from the shores of Maine, right here in The Woodlands!

HOW TO SPEND SUMMER IN THE WOODLANDS

Where Nature Meets an Urban Escape

Riva Row Boat House

Kayaking is the perfect activity to do solo, with friends and family or even your four-legged friend! The Riva Row Boat House, located near Town Green Park is close to all the action. In summer months, kayakers and paddle boarders can often hear the concert sounds from The Cynthia Woods Mitchell Pavilion. On select weekend mornings, paddle out to a floating studio for a vinyasa flow during a 2 hour paddleboard yoga class.



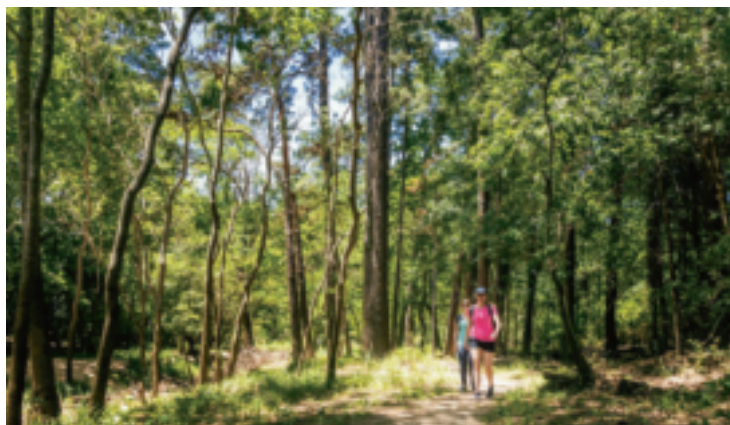
Mobike

As the first in Texas to launch Mobike, The Woodlands is very proud of our dockless bikeshare program! These custom-designed solar powered bikes are equipped with GPS which makes them easy to locate by using the Mobike smartphone app. Explore over 200 miles of bike trails and bike-friendly “downtown” area known as Town Center, or easily navigate our shopping, dining and entertainment district.



George Mitchell Nature Preserve

A 1,700 acre nature preserve nestled in the back of The Woodlands, The George Mitchell Nature Preserve includes a 2 mile hiking loop and 3 miles of bike trails. This wooded and naturally forested area provides an escape from our commercial area and offers a shaded hiking experience which connects to almost 12,000 acres of forest known as the Spring Creek Greenway. With all of the hiking and biking to be done, you are sure to work up an appetite! After a day in the forest, head over to Creekside Village Green and fill up at Fielding’s Local Kitchen + Bar or Levure Bakery.



The Woodlands Resort

Take a dip and go for a poolside experience at the Forest Oasis Lazy River and Waterpark or a nighttime Movie Under The Stars, The Woodlands Resort is a dream vacation for couples, families and friends. Whether you are looking to be pampered, or want to play on a world-class golf course, The Resort has just what you may be looking for! If you like to unwind poolside, check out The Resort’s *Endless Summer Package*, which includes a full-day cabana rental and a resort credit that you can use at The Spa, talk about relaxing.



The Woodlands Waterway Trolley

A perfectly planned route allows visitors the option to ride daily on a vintage style trolley. This free transit system runs through our main destinations and can accommodate up to 35 passengers at a time. Hop on for a self-guided tour of The Woodlands commercial district or ride over to Hughes Landing for dinner. With the new *Ride Systems* app, you can track estimated arrival times and trolley locations making getting back to your hotel a breeze!



NEXT
UP

STARS AND STRIPES IN THE WOODLANDS

Stay and Celebrate Freedom

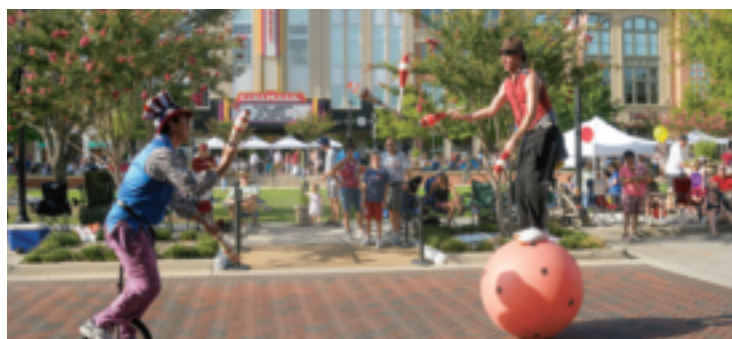


Star-Spangled Salute | Tuesday, July 3, 2018
Cynthia Woods Mitchell Pavilion

Kick off America's birthday and listen to the sounds of the Houston Symphony at this 28-year tradition. With a selection of patriotic favorites including Tchaikovsky's *1812 Overture*, the evening would not be complete without the traditional cannons blasting from the hill. While at this free concert, guests are invited to pack a picnic and enjoy their evening. Gates open at 6:30 p.m. with pre-concert activities, the free concert begins at 8 p.m.

4th of July Parade | Wednesday, July 4, 2018
Market Street

Wake up early and start Independence Day off right at the South County 4th of July Parade in The Woodlands! Get a prime viewing spot at this 1.3-mile parade complete with marching bands, fire engines, horses and more. The parade, featuring a *Let Freedom Ring* theme, begins promptly at 9 a.m. but we recommend getting their before, as character entertainment and DJs will begin as early as 8 a.m. Be sure to eat a big breakfast, as the parade can last until after 11. But don't worry, ice cream and popsicles are a known treat to be passed out during this celebration!



Red Hot and Blue | Wednesday, July 4, 2018
Town Green Park | Waterway Square | Northshore Park | Rob Fleming Park | Hughes Landing

Come out and enjoy the 21st Annual Red, Hot & Blue Festival with great food, live entertainment, children's activities and family fun at multiple locations all around The Woodlands! The party begins at 6 p.m. with bands playing until the *Fireworks Extravaganza* begins around 9:30 p.m. The event culminates with an 18-minute Texas-sized fireworks show, with four separate launch locations with at least one being visible at the festival locations mentioned above.

For more information on a 4th of July getaway to The Woodlands and to see all the activities, accommodations and promotions, go to www.visitthewoodlands.com/4thofjuly.

PLAN A RUNCATION IN THE WOODLANDS

Running with a Texas-Sized Party



Memorial Hermann 10 for Texas | October 13, 2018

It doesn't have to be a marathon to mark a goal off of your bucket list. As a runner, The Woodlands can be your paradise! With mostly flat terrain and the crisp October air in your face, you can't go wrong with entering the annual Memorial Hermann 10 for Texas race. Produced by The Woodlands Township Parks and Recreation Department, this USA Track and Field sanctioned event, with a certified 10-mile course, will have you beaming as you cross the finish line.

For information on registration, accommodations and other post-race fun, go to visitthewoodlands.com/event/10fortexas.

AN UPDATE FROM VISIT THE WOODLANDS

AN UPDATE FROM VISIT THE WOODLANDS

Making a Name for Ourselves in a Record-Breaking Way



Makena Holland

Visit The Woodlands Welcomes Makena Holland

Visit The Woodlands is happy to welcome Makena Holland as Administrative Assistant. Makena works directly with the team to support our mission to drive demand for The Woodlands as a travel and business destination. She assists with service requests and lead fulfillment and with our online customer database.



Wendi Gelfound

The Woodlands Resort: Wendi Gelfound

Wendi Gelfound recently joined the Howard Hughes Corporation as Area Director of Marketing for their Hospitality Division. Wendi oversees the marketing for The Woodlands Resort, Robard's Steakhouse, Westin at the Woodlands and collaborates with the Embassy Suites team at Hughes Landing. In her words, she has finally "met her tribe" in this exciting, visionary, and trailblazing organization. For the past 15 years, Gelfound led global marketing initiatives for several New Mexico-based resorts and served three terms as Region Board Member for the New Mexico Tourism Department. She was also awarded 2017 Tourism Professional of the Year by the New Mexico Hospitality Association. Gelfound attended Boston University and The Massachusetts College of Art & Design. She is passionate about adventure travel, hiking, yoga...and the occasional bungee jump.

A Record-Breaking Quarter

Visit The Woodlands works to garner free media coverage for The Woodlands through editorial pitches, content development, and relationship building. Quarter 1 was great for The Woodlands with several major media placements, including The Woodlands Waterway Arts Festival and IRONMAN. These were a direct result of the team's efforts and partnerships. A record-breaking \$714,000 in PR value for The Woodlands was reported in quarter 1, surpassing 2017 numbers for the entire year.



Texas Tourism Media Mission

Residents of the U.S. are the leading source of travel to Texas. Marketing Director, Ashley White, attended the Texas Tourism Media Mission in New York April 10-12, 2018. The New York media appointments targeted leading New York based media, including travel, consumer and meetings publications to promote new, continued and expanded media coverage of Texas as a premier travel destination. Ashley was able to meet face-to-face with several high caliber media companies including: TODAY Show, Conde Nast Traveler, ForbesLife, Fodor's Travel, Meetings Today, Southern Living and others. Bringing awareness to The Woodlands as a meeting and leisure travel destination.

CALENDAR OF EVENTS

June 3rd 7:00 pm	Poison with Cheap Trick The Cynthia Woods Mitchell Pavilion
June 5th 7:00 pm - 9:00 pm	It's a Guy Thing - Wine & Food Week The Woodlands Country Club – The Palmer Course
June 6th 7:00 pm - 10:00 pm	Wine & Dine with Kirby's – Wine & Food Week Kirby's Prime Steakhouse
June 7th 5:00 pm - 8:30 pm	H-E-B Wine Walk – Wine & Food Week Market Street
June 7th 8:00 pm	Houston Symphony: Wild Wild West The Cynthia Woods Mitchell Pavilion
June 8th Noon - 3:00 pm	Ladies of the Vine Tasting, Panel & Luncheon – Wine & Food Week The Club at Carlton Woods
June 8th 6:00 pm - 9:00 pm	Sips, Suds & Tacos The Woodlands Waterway Marriott Hotel & Convention Center
June 8th 7:30 pm	KSBJ: Third Day with Matt Maher The Cynthia Woods Mitchell Pavilion
June 9th 4:30 pm - 10:00 pm	Platinum Wine Vault Collectors Tasting The Woodlands Waterway Marriott Hotel & Convention Center
June 9th 7:00 pm - 10:00 pm	The Wine Rendezvous Grand Tasting & Chef Showcase – Wine & Food Week The Woodlands Waterway Marriott Hotel & Convention Center
June 9th 6:30 pm - 8:30 pm	Styx & Joan Jett and the Black Hearts with Tesla The Cynthia Woods Mitchell Pavilion
June 9th 7:00 pm	Styx & Joan Jett and the Black Hearts with Tesla The Cynthia Woods Mitchell Pavilion
June 10th 11:00 am - 3:00 pm	Official Wine & Food Week Brunch Robard's Steakhouse
June 13th 8:00 pm	Houston Symphony: Jaws – In Concert The Cynthia Woods Mitchell Pavilion
June 15th 7:00 pm	Post Malone with SOB X RBE The Cynthia Woods Mitchell Pavilion
June 22nd 8:00 pm	A Night of Dance Featuring Texas Music Festival Orchestra The Cynthia Woods Mitchell Pavilion
June 22nd 8:00 pm - 10:00 pm	Dueling Piano Show - Howl2Go The Westin at The Woodlands
June 23rd 7:00 pm	Kesha with Macklemore The Cynthia Woods Mitchell Pavilion
June 28th 7:00 pm	Chris Brown with H.E.R., 6lack and Rich The Kid The Cynthia Woods Mitchell Pavilion
June 29th 7:30 pm	Weezer with The Pixies & The Wombats The Cynthia Woods Mitchell Pavilion
June 30th 7:30 pm	Chicago & REO Speedwagon The Cynthia Woods Mitchell Pavilion
July 1st 2:00 pm	Outlaw Music Festival: Featuring Willie Nelson & Family and more The Cynthia Woods Mitchell Pavilion
July 3rd 8:00 pm	Houston Symphony: Star-Spangled Salute The Cynthia Woods Mitchell Pavilion
July 4th 6:00 pm - 9:30 pm	Red, Hot & Blue Festival and Fireworks Extravaganza Various Park and Locations
July 6th 6:00 pm	Thirty Seconds to Mars with Walk the Moon, K.Flay and Welshly Arms The Cynthia Woods Mitchell Pavilion
July 7th 5:00 pm	Majic 102.1 Summer Block Party The Cynthia Woods Mitchell Pavilion
July 13th 7:00 pm	Paramore with Foster The People The Cynthia Woods Mitchell Pavilion

VISIT THE WOODLANDS TEXAS

2801 Technology Forest Blvd.
The Woodlands, Texas 77381

July 15th 7:00 pm	3 Doors Down & Collective Soul with Soul Asylum The Cynthia Woods Mitchell Pavilion
July 16th 8:00 pm	Houston Symphony: The Music of David Bowie The Cynthia Woods Mitchell Pavilion
July 18th 7:00 pm	Niall Horan with Maren Morris The Cynthia Woods Mitchell Pavilion
July 20th 7:00 pm	FOREIGNER with Whitesnake & Jason Bonham's Led Zeppelin Evening The Cynthia Woods Mitchell Pavilion
July 21st 8:00 pm	Bud Light Roast with Blue October, AWOLNATION, Theory of a Deadman, Robert DeLong and Hold On Hollywood! The Cynthia Woods Mitchell Pavilion
July 22nd 6:30 pm	Counting Crows with +LIVE+ The Cynthia Woods Mitchell Pavilion
July 28th 6:30 pm	Logic with MF and Kyle The Cynthia Woods Mitchell Pavilion
July 29th 8:00 pm	Pentatonix The Cynthia Woods Mitchell Pavilion
August 3rd 7:00 pm	Five Finger Death Punch and Breaking Benjamin with Bad Wolves The Cynthia Woods Mitchell Pavilion
August 4th 7:00 pm	Imagine Dragons with Grace Vanderwaal The Cynthia Woods Mitchell Pavilion
August 5th 7:00 pm	311 and The Offspring with Gym Class Heroes The Cynthia Woods Mitchell Pavilion
August 10th 7:00 pm	Miranda Lambert and Little Big Town The Cynthia Woods Mitchell Pavilion
August 11th 7:00 pm	Godsmack and Shinedown with Like a Storm The Cynthia Woods Mitchell Pavilion
August 16th 6:30 pm	Bush, Stone Temple Pilots and The Cult – Revolution 3 Tour The Cynthia Woods Mitchell Pavilion
August 18th 7:00 pm	Rob Zombie and Marilyn Manson The Cynthia Woods Mitchell Pavilion
August 23rd 6:00 pm	Wiz Khalifa & Rae Sremmurd with Lil Skies & O.T. Genasis The Cynthia Woods Mitchell Pavilion
August 24th 7:30 pm	Charlie Puth with Hailee Steinfeld The Cynthia Woods Mitchell Pavilion
August 25th 7:00 pm	Lindsey Stirling and Evanescence The Cynthia Woods Mitchell Pavilion
August 30th 8:00 pm	Houston Symphony: Blue Suede Tunes The Cynthia Woods Mitchell Pavilion
October 13th 7:00 am - 11:00 am	Memorial Hermann 10 for Texas Market Street

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Request our free Visitor Guide by going to VisitTheWoodlands.com. Keep up with all the exciting things happening in The Woodlands by following us on Facebook, Twitter, YouTube, Instagram and Pinterest.