

VISIT
THE WOODLANDS
TEXAS

CURRENT

What's New and Happening for Visitors in The Woodlands

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Getting around in The Woodlands just got a whole lot more fun! The world's largest bike-share platform, Mobike, launches in The Woodlands.



Over 200 artists come from across the globe to exhibit at The Woodlands Waterway Arts Festival this April.

A WORD FROM THE CHAIRMAN

The temperatures are warming up, the season is changing and you can feel Spring in the air in The Woodlands.

Spring is a time of new beginnings and with that I would like to introduce (or reintroduce you) to Visit The Woodlands, formally known as The Woodlands Convention and Visitors Bureau. The name may have changed, but the commitment to promoting and telling the story of The Woodlands as a premier destination for leisure and business travelers has not changed.

As Chairman of Visit The Woodlands, I am proud to see the staff seeking new opportunities to showcase our beautiful community; but our message doesn't stop at The Woodlands Township limits. The role of Visit The Woodlands is to share the message across Texas, the country and internationally.

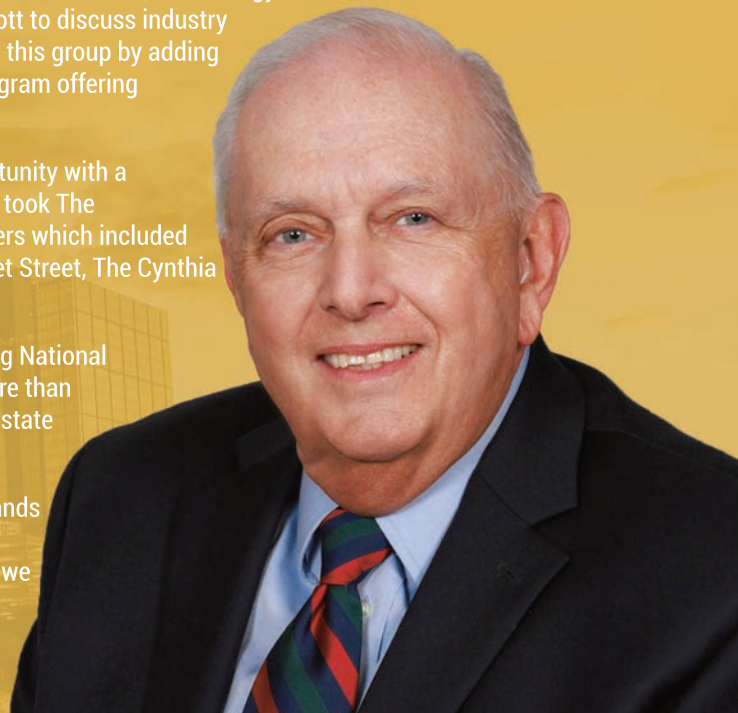
Additionally, The Woodlands has been the host destination for the Lunar and Planetary Science Conference for more than 10 years. Hundreds of experts in science, technology and engineering converged on The Woodlands Waterway Marriott to discuss industry topics March 19-23, 2018. Visit The Woodlands supported this group by adding extra value to attendees through a "Share Your Badge" program offering discounts or specials at local restaurants and shops.

Visit The Woodlands executed a unique promotional opportunity with a one-day activation event during SXSW in Austin. The team took The Woodlands on the road, and were joined by our local partners which included The Woodlands Economic Development Partnership, Market Street, The Cynthia Woods Mitchell Pavilion and The Woodlands Arts Council.

In May, we'll celebrate the \$2.3 trillion travel industry during National Travel & Tourism Week. This thriving industry supports more than 3,800 jobs in The Woodlands and generates \$25 million in state and local tax revenue.

Whether you're planning a weekend trip during The Woodlands Waterway Arts Festival, or looking for a site for your next business meeting, Visit The Woodlands is here to help and we look forward to seeing you in The Woodlands.

Bruce Rieser,
Chairman, Visit The Woodlands Board of Directors



John Anthony Brown
Vice Chairman



Fred Domenick
Secretary/Treasurer



Brian Boniface
Director



J.J. Hollie
Director



Don Norrell
Director



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Manager

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Marketing Specialist

Mariana Almanza-Cook
Sales & Servicing Specialist

Sonia Guerrero
Senior Administrative Assistant

MEETINGS MEAN BUSINESS

LUNAR & PLANETARY SCIENCE CONFERENCE

Over the Moon Presentations



The Woodlands welcomed the Lunar and Planetary Science Conference March 19-23, 2018 for the organization's 49th annual conference. This premiere four-day symposium has seen much growth and brought together over 1,800 scientists and students representing 41 countries.

On Monday March 19, 2018 the Visit The Woodlands team was onsite at The Woodlands Waterway Marriott Hotel & Convention Center to attend the opening meeting for the LPSC 2018. In addition, Visit The Woodlands' Vice Chairman John Anthony Brown, officially welcomed the group to The Woodlands by presenting the Lunar Planetary Institute with a proclamation that states March 19, 2018 through March 23, 2018 as "Lunar and Planetary Science Days" in The Woodlands.

NATIONAL TRAVEL AND TOURISM WEEK

Let's Talk Tourism

Now in its 35th year, National Travel and Tourism Week will take place May 6-12, 2018. This annual salute to travel celebrates the contributions and accomplishments of the U.S. travel community.

Here at Visit The Woodlands we are proud to join this collective effort with the U.S. Travel Association, along with many other destinations throughout the United States. Tourism influences the economy both locally and nationally and in return, enhances our community's way of life. The contributions of our visitors made by hotel stays and tax revenue allows for job creation and business growth in addition to maintaining The Township's critical infrastructure and funding other initiatives that benefit us all.

In previous years, spending related to travel has generated over \$25 million dollars in state and local tax revenue and has created over 664,000 jobs in the State of Texas alone, with 3,800 of those jobs being in The Woodlands!

NATIONAL
TRAVEL &
TOURISM
WEEK **MAY 6-12, 2018**

BUILDING RELATIONSHIPS

Destination Awareness

While leisure travel plays a big role in The Woodlands economy, meetings and events also provide a significant impact to our local community. As such, Visit The Woodlands focuses on bringing meetings and conventions to The Woodlands. We do this by building relationships with meeting planners at conferences and trade shows

we participate in throughout the year. This year, our team will be attending Convention South Rendezvous in Daytona Beach as well as Texas Tourism Missions in both New York and Mexico, to name a few. In addition, Visit The Woodlands is hosting a one-day activation at SXSW in Austin (see page 6 for more details).

WHAT'S NEW

CALLING ALL FOOD LOVERS

Indulging your Taste Buds



NOW OPEN

Taco Nation
8021 Research Forest Dr. Suite A

Not that you need a reason to celebrate Taco Tuesday, but now you can at Taco Nation. With breakfast, lunch and dinner options available they are definitely a great go-to option for a quick bite! Plus they have a relaxed dining experience and Tres Leches Cake that is a must try!

The Republic Grille – West Woodlands
30340 FM 2978 Rd #800

If you were to ask a local where to find the best chicken fried steak, they would probably say The Republic Grille. With its ambiance and vast menu options, Republic Grille has quickly become a staple here in The Woodlands. We all love the feeling of dining at this delicious tribute to our hometown! A perfect pairing to the chicken fried steak is their Jalapeño Corn, which finishes off your meal with a little kick.

Pop Bar
Market Street

Pop Bar is a tasty destination that will be opening soon in Market Street! These handcrafted treats on a stick are just what you need to try during an outing here in The Woodlands. With more than 40 rotating flavors available, each trip will be a nice surprise to your taste buds! Bonus: You can customize your pop by adding a variety of yummy sprinkles, caramel, chocolate and more!



COMING SOON

House of Pies – Expected Opening: May 2018
1330 Lake Woodlands Dr.

With over 45 years in the restaurant business, House of Pies is definitely famous for their lineup of pies that would only be comparable to the ones your grandma would make. But they will also be serving up breakfast, lunch and dinner. The fact that they're open 24 hours also means you can satisfy your hunger (or sweet tooth) any time of the day.



BRINGING THE WOODLANDS TO AUSTIN

Highlighting our Destination



Nestled in the hustle and bustle of the popular South By Southwest Festival in Austin, a beautiful park was transformed into a unique roadshow highlighting The Woodlands. Guests were able to step inside a time travel machine of sorts and experience everything The Woodlands has to offer. The unique opportunity also gave The Woodlands a chance to reach new audiences.

"We really enjoyed showcasing the great community we have and how we are rising on the market for tourism, for corporate meetings, convention meetings and leisure travel," said Nick Wolda, Director of Community Relations/Visit The Woodlands President. "I'm hoping this will help people see The Woodlands in a whole different light."

South by Southwest (SXSW) is a yearly event that is a mix of film, media, music festivals and conferences all in one. Thousands of people from all over the country and world go to Austin for this festival, which created a unique opportunity to present The Woodlands to all new groups of people and potential future clients.



MOBIKE LAUNCHES IN THE WOODLANDS

Riding in Style



Getting around in The Woodlands just got a whole lot more fun! The world's largest bike-share platform, Mobike, recently launched operations in The Woodlands, making The Woodlands their first destination in the State of Texas.

Bruce Rieser, Chairman of Visit The Woodlands, said the tourism entity has been looking for a good solution as it promotes the outdoors. "Our tourists and meeting planners consistently talk about the great trails and pedestrian-friendly downtown area found in The Woodlands," he said. "Our hotel guests and visitors will now be able to rent a bicycle at a very low cost and discover this great destination."

Exploring The Woodlands is easy with Mobike! These custom-designed solar powered bikes are equipped with GPS which makes them easy to find by using the Mobike smartphone app. The already health conscience and pedestrian-friendly atmosphere The Woodlands area provides is now even more accessible to visitors and residents alike.

NEXT
UP

MARK YOUR CALENDARS FOR THESE UPCOMING EVENTS

Ready.. Set.. Go to The Woodlands



Enjoy The Woodlands this year! Cheer on a marathon runner and observe world-class art at your fingertips. Treat your senses to the extraordinary food and drinks available throughout The Woodlands. Here are a few upcoming events not to miss!



The Woodlands Waterway Arts Festival | April 7-8, 2018

Ranked one of the top in the nation, The Woodlands Waterway Arts Festival is an annual fundraiser for The Woodlands Arts Council's education and outreach programs in the community. Over 200 extraordinary artists come from across the globe to exhibit a broad range of styles and media. This outdoor art festival is an event for the whole family, including an Artopolis section, which invites children to create their own masterpieces. Live art demonstrations and workshops will also be held during this two-day festival with music and performing arts acts being featured on four different stages.

IRONMAN North American Championship | April 28, 2018

The Memorial Hermann IRONMAN North American Championship Texas triathlon leads athletes along a 2.4-mile swim, 112-mile bike and 26.2-mile run throughout The Woodlands and its surrounding areas. The swim takes place in Lake Woodlands, while the one-loop bike course takes participants through Montgomery and Harris counties. Athletes then enjoy a triple-loop run entirely within The Woodlands that concludes with a spectacular finish on Waterway Ave.

Wine and Food Week | June 4-10, 2018

Now in its 15th year, Wine & Food Week is an all-inclusive, multi-day culinary, wine and beer experience. Over this weeklong event, a lineup of exceptional food and drinks are available for patrons to indulge. From refined settings to low-key beer tastings and wine walks, this weeklong event is inclusive to all foodies and wine or craft beer collectors alike. With a variety of events throughout the week, the attendee can select which events they wish to attend, (although we recommend them all)!

AN UPDATE
FROM
VISIT THE
WOODLANDS

PROMOTIONS AND FRESH FACES

Building a Team



Josie Lewis

Convention Development Manager:

Josie Lewis has been named Convention Development Manager for Visit The Woodlands. In this capacity, she leads the sales efforts to promote The Woodlands as a meeting and event destination. Along with overseeing all convention sales activities, Mrs. Lewis develops relationships with prospective clients and local stakeholders. She works to bring in groups that will utilize hotels in The Woodlands, while also acting as lead contact for both meeting planners and local hoteliers.



Mariana Almanza-Cook

Sales & Servicing Specialist:

As the Sales & Servicing Specialist, Mariana Almanza-Cook works to bring convention, meeting and group business to The Woodlands. She makes sales calls and exhibits at conferences and tradeshows to promote The Woodlands as a meeting destination while also managing Visit The Woodlands' servicing program.



Amber George

Marketing Specialist:

Amber George has joined the team as the Marketing Specialist for Visit The Woodlands. She is responsible for digital communications and content creation. This includes developing and managing content for the Visit The Woodlands website and social media platforms along with coordinating video production and email marketing efforts.



Sonia Guerrero

Senior Administrative Assistant:

Visit The Woodlands is happy to welcome Sonia Guerrero as Senior Administrative Assistant. Sonia is responsible for managing administrative tasks for Visit The Woodlands President, Nick Wolda, as well as duties associated with Board of Directors meetings. Sonia also supports the team by handling purchase records and other responsibilities.

CALENDAR OF EVENTS

April 7th 3:00 pm - 8:00 pm	Muddy Trails Bash Rob Fleming Park
April 7th - 8th 10:00 am - 6:00 pm	The Woodlands Waterway Arts Festival The Woodlands Waterway
April 8th 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
April 15th 5:30 pm - 7:30 pm	Concert in the Park Northshore Park
April 19th 7:00 pm	Foo Fighters The Cynthia Woods Mitchell Pavilion
April 21st 8:00 am - 11:00 am	Scuderia Exotic Car Show Market Street
April 26th 7:30 pm	Jack Johnson The Cynthia Woods Mitchell Pavilion
April 27th 7:00 pm	Eric Church The Cynthia Woods Mitchell Pavilion
April 28th	IRONMAN North American Championship Throughout The Woodlands
May 6th 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
May 12th	CB&I Tri Throughout The Woodlands
May 12th 6:00 pm	Lynyrd Skynyrd The Cynthia Woods Mitchell Pavilion
May 17th 7:30 pm	Kenny Chesney with Old Dominion The Cynthia Woods Mitchell Pavilion
May 18th 7:00 pm	Dave Matthews Band The Cynthia Woods Mitchell Pavilion
May 19th 8:00 am - 11:00 am	Scuderia Exotic Car Show Market Street
May 19th 1:00 pm - 7:00 pm	Beyond the Pints Craft Beer and Music Fest Town Green Park
May 19th 7:00 pm	Kendrick Lamar The Cynthia Woods Mitchell Pavilion
May 27th 4:00 pm - 9:00 pm	Memorial Day Sunday Festival Town Green Park
June 2nd 8:00 am - 11:00 am	Waterway Nights Waterway Square
June 3rd 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
June 3rd 7:00 pm	Poison with Cheap Trick 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 15th 7:00 pm	Post Malone with SOB X RBE The Cynthia Woods Mitchell Pavilion
June 17th 8:00 am - 11:00 am	Scuderia Exotic Car Show Market Street
June 23rd 7:00 pm	Kesha with Macklemore 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 4th 6:00 pm - 9:30 pm	Red, Hot & Blue Festival and Fireworks Extravaganza Various Park and Locations



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The Woodlands, Texas 77381

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July 6th 6:00 pm	Thirty Seconds to Mars with Walk the Moon, K.Flay and Welshly Arms The Cynthia Woods Mitchell Pavilion
July 12th 7:00 pm - 9:00 pm	Rock the Row Hughes Landing
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 am - 11:00 am	Scuderia Exotic Car Show Market Street
July 26th 7:00 pm - 9:00 pm	Rock the Row Hughes Landing
August 24th 7:30 pm	Charlie Puth with Hailee Steinfeld The Cynthia Woods Mitchell Pavilion
September 2nd 4:00 pm - 9:00 pm	Labor Day in The Woodlands Waterway Square
September 28th 7:30 pm	Ozzy Osbourne with Stone Sour The Cynthia Woods Mitchell Pavilion
September 29th 11:00 am - 11:00 pm	Woodlands Oktoberfest Town Green Park
October 13th 7:00 am - 11:00 am	Memorial Hermann 10 for Texas Market Street
October 27th 11:00 am - 11:00 pm	Truck or Treat Halloween Food Truck Festival Town Green Park
October 28th 3:00 pm - 6:00 pm	Trick or Treat Trail Town Green Park
November 15th 6:00 pm - 9:00 pm	Tree Lighting Market Street
November 17th 3:00 pm - 9:00 pm	Lighting of the Doves Festival Town Green Park
December 15th 11:00 am - 11:00 pm	Holly Jolly Food Truck Festival Town Green Park

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