

A PUBLICATION OF **VISIT THE WOODLANDS**

PATHWAYS

NEW IN TOWN

Sur La Table
Cooking School

HOW IT BEGAN

Holiday on
The Waterway

Q&A

With Director of
Visit The Woodlands
Kim Lowe

VISIT The
Woodlands

You're a *Natural*

Be a local advocate for The Woodlands.

Everything that makes The Woodlands a wonderful place to call home also makes it an exceptional destination for meetings and events. From the natural beauty and inspiring public art to luxury shopping and top-tier dining, business travelers are drawn to the same things you love about living here.

You already share your love for The Woodlands with friends and family. Why not with your colleagues, business partners, and professional associations, too? After all, when it comes to showcasing your hometown, you're a natural.

By joining **The Naturals**, you'll connect your professional network to The Woodlands and help bring new meetings and events to our community. That means more visibility for our hometown, more opportunities for local businesses, and a stronger economy that enriches everyone's quality of life.

Because here, it's all Just a *step outside*

Help shape the future of The Woodlands at:
www.visitthewoodlands.com/naturals.



Visit The Woodlands Board of Directors and Officers (from left to right): President Nick Wolda, Secretary/Treasurer Cameron Klepac, Jennifer Gohagan, Brad Bailey, Chairman Linda Nelson, Vice Chairman Richard Franks, Kim Lowe, Noemi Gonzalez, Monique Sharp

Welcome to Pathways

Winter is on its way to The Woodlands, so bundle up for two months of laughter and holiday cheer. Between twinkling light shows, vibrant live music performances, and spirited holiday celebrations, there are plenty of ways to ring in the season.

Gather your family and friends together for Holiday on The Waterway, a new annual tradition in The Woodlands featuring a dazzling display of Christmas lights. Paired with the Lighting of The Doves ceremony, Market Street in Lights, and The Woodlands Ice Rink, there is always something fun and festive to do from November to January.

Follow along for a Q&A with Kim Lowe, Complex Director of Sales for three luxury hotels in The Woodlands, as she recounts her career path and impact on the local economy. Stick around to explore everything new in town, from go-karting to a new library, then discover some insider tips about how to make the most of your time in The Woodlands!

Whether you're a longtime resident or just visiting for the holidays, The Woodlands welcomes you with a warm embrace and a promise to lift your spirits this season.

Learn more about Visit The Woodlands at:
visitthewoodlands.com/about.

VISIT THE WOODLANDS STAFF MEMBERS

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How it Began

Holiday on The Waterway

The holiday season shines brighter in The Woodlands! As the sun sets behind the treetops, thousands of twinkling lights and shimmering snowflakes flicker to life along The Waterway, transforming the area into a glowing winter wonderland.

This November, celebrate a new annual tradition in The Woodlands at **Holiday on The Waterway**. Stretching along both sides of the channel from Waterway Square to Grogan's Mill Road, this breathtaking event includes a dazzling display of holiday lights, larger-than-life decorations, hot chocolate stations, and more.

The Woodlands Township's Parks and Recreation Department has brought this vision to life. Today, the activity is poised to complement the many holiday activities around

town, helping make The Woodlands the perfect winter getaway for both residents and visitors alike.

Adding to the holiday magic is the annual **Lighting of the Doves** ceremony. Established in 1982, this longstanding tradition was initially held in Grogan's Mill with the illumination of three large doves symbolizing peace and goodwill.

This event has since evolved into a grand affair with, a ceremony conducted in Town Center and dozens of doves lit across The Woodlands. Santa makes his grand entrance by sleigh along The Waterway, with live reindeer photo ops, toy drives, fireworks, and performances by local choirs and dance troupes — all creating an atmosphere full of holiday wonder.

Perhaps the oldest tradition in town involves a trip to **The Woodlands Ice Rink**. Although it has changed faces many times since its debut in the late 1970s, it remains a classic and fun-filled activity for all ages.

Now open seasonally in The Lounge at The Cynthia Woods Mitchell Pavilion, this 21,000-square-foot venue features colorful lighting, upbeat tunes, and special events from disco parties to trivia nights. New this year, sensory-friendly skate sessions ensure that everyone can enjoy the fun.

Those who have yet to finish their holiday shopping can make it a festive outing during **Christmas at The Woodlands Mall** or **Market Street in Lights**. Each features a towering Christmas tree lit for the first time in mid-November, followed by synchronized light-and-music shows recurring nightly through December 31. Located just steps from The Mall, a **Starlight Swan Boat** ride can perfectly conclude the evening as it winds through the heart of Holiday on The Waterway.

From Christmas light displays to ice skating to pedal boat rides, The Woodlands brings people together. It's a place where residents and visitors can connect, establish new traditions, and bring their families for generations to come.

For more information, see:
www.visitthewoodlands.com.



Holiday on The Waterway



The Woodlands Ice Rink



Market Street in Lights

New in Town

Sur La Table Cooking School

📍 9595 Six Pines Drive, Suite 608
The Woodlands, TX 77380

Picture the perfect date night preparing a Rustic Italian Dinner, baking French heritage macarons after a ladies' brunch, or tossing a fan-favorite pizza with the whole family. With dozens of courses to choose from, **cooking classes at Sur La Table** give you all the tools to succeed in the kitchen.



Kura Revolving Sushi Bar

📍 9300 Six Pines Drive, Suite 100A
The Woodlands, TX 77380

Whether you're a sushi connoisseur or a curious first-timer, **Kura Revolving Sushi Bar** makes dining interactive and exciting. The rotating belt and digital menu let you sample at your own pace. From beef udon to spicy tuna handrolls, this unique take on Japanese cuisine will keep you coming back for more!



Local Public Eatery

📍 9595 Six Pines Drive, Suite 100
The Woodlands, TX 77380

As only the third location in the U.S., the Canadian-based Local Public Eatery deserves a Texas-sized welcome. Start with roasted beet hummus or pearl couscous salad. Follow up with The Diablo burger, fried chicken ramen, or portobello pizza, and finish with warm apple cobbler à la mode!



Kevin Brady Library and Community Center

📍 2250 Buckthorne Place
The Woodlands, TX 77380

Indulge your curiosity at the **Kevin Brady Library and Community Center**, a 48,000-square-foot space with reading areas for all ages, a podcast studio, and a 3D printing lab. With ballrooms and conference rooms, it's also perfect for meetings and events.



K1 Speed

📍 15 South Trade Center Parkway
The Woodlands, TX 77385

Satisfy your need for speed with indoor electric go-karting at **K1 Speed**! Challenge friends and family on a first-come, first-served basis, reserve a track for birthday parties and corporate events, or join a racing league. You can even hone your skills in one-on-one lessons or light up the track while GLO KARTING.



Pell 1990

📍 9595 Six Pines Drive, Suite 850
The Woodlands, TX 77380

Step into elegance at **Pell 1990**, a modern women's boutique blending classic looks with contemporary trends. Known for a clean and sophisticated aesthetic, each piece inspires confidence and individuality. From weekend brunch to days at the office, elevate your wardrobe with quality and timeless style.





with Kim Lowe

Complex Director of Sales
for The Woodlands Resort,
The Westin & Embassy Suites

Kim Lowe has been a trailblazer of the hospitality industry for more than 30 years. Since joining The Woodlands community in 2007, she has spearheaded the development of two luxury hotels and ushered a third to new heights. Now, as Complex Director of Sales for The Woodlands Resort, The Westin & Embassy Suites, she is at the forefront of the strategic planning and execution of all sales and services initiatives. She carries this same energy into her role as a Director on the Visit The Woodlands Board, helping maintain a thriving community and ensuring long-term business growth.



Q. What inspired you to break into sales, particularly in the hospitality industry?

A. Hospitality drew me in, as I find joy in interacting with people trying to build upon an idea or create a memory. On the meetings side, there's something deeply satisfying in the knowledge that our team contributed to a breakthrough strategy or set the scene for organizations to align differing opinions on an important vision. On the catering side, our team creates moments that people carry with them for years. It's humbling to become a part of those memories.

Q. How did you get your start in hospitality sales?

A. Selling country club golf memberships was the start of my hospitality career. Later, in the hotel industry, I met generous leaders who mentored me for years — like Chris Kenney, who modeled integrity and shared industry insights, and Scott Spann, who offered opportunities to hone those skills in an elevated role. I'm fortunate to work for a company like CoralTree Hospitality — a company that is genuinely invested in its employees' happiness.

Q. How has your career progressed since then?

A. The journey from Sales Manager to Director of Sales for Group and Catering and Business Travel across our hotels has been both challenging and rewarding. What makes it special are my colleagues. Bill Liedholm and Johnny Phan, the general managers of our three properties, are amazing leaders. Everyone will agree that our group, catering, and conference services team is the heartbeat of our success — equal parts hardworking and fun-loving.

Q. How does your job with the hotels intersect with your role as a director for Visit The Woodlands?

A. The board benefits from listening to hoteliers' boots-on-the-ground experience. Visit The Woodlands has an amazing team, and the board must support that team by approaching tourism from a high-level perspective. Hoteliers can offer a more intimate lens on everyday operations. We hear directly from visitors about their needs and preferences, and this insight can help the board to better channel their support for local hospitality partners.

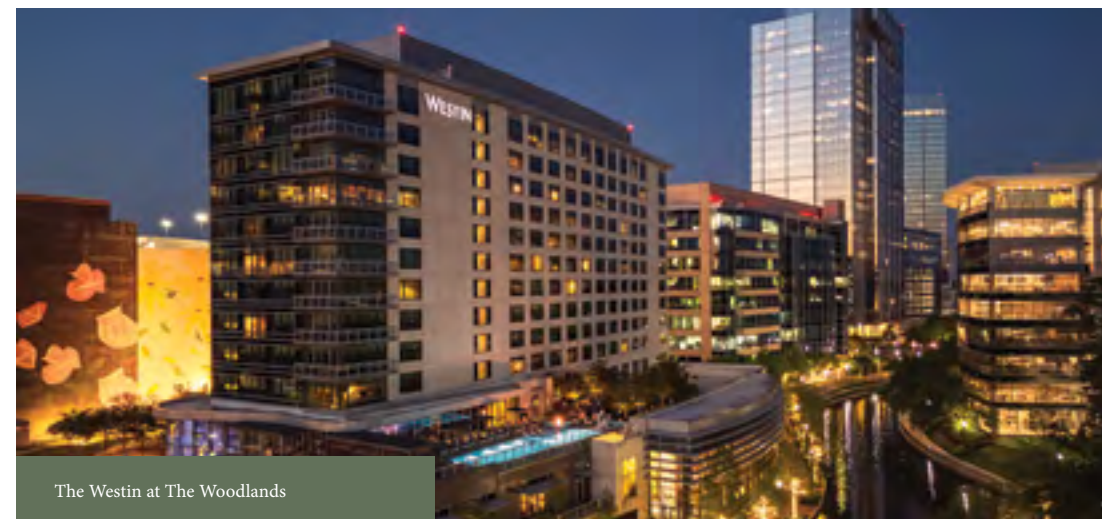
Q. Are there any upcoming events or developments you can share?

A. We are very excited about our first annual New Year's Eve Songwriters Festival at The Woodlands Resort. It's a one-of-a-kind event where songwriters for Grammy-nominated and Hall of Fame artists will share the stories behind their hits — paired with immersive culinary experiences, intimate performances, and a dazzling New Year's celebration! Tickets are on sale now.

Q. What are the top reasons meeting planners host their events in The Woodlands?

A. We host well over 1,500 meetings and events every year, and there are so many reasons planners love us. Some are drawn to the thriving business scene and airport access, others to the walkability, amenities, and natural beauty. But above all, you won't find a more eager group of people to host your events.

To buy tickets to this year's Songwriters Festival, go to www.visitthewoodlands.com/songwriters.



The Westin at The Woodlands

On The Horizon

Surround yourself with holiday cheer this season in The Woodlands



INSIDER TIPS

- 1** | **Picture perfect:** Take a family photo at one of The Woodlands's public murals, sculptures, or art benches for this year's Christmas card.
- 2** | **Smooth sailing:** Indulge in a wintery night on the water with a romantic Starlight Swan Ride down The Waterway or a merry Moonlight Paddle on Lake Woodlands.
- 3** | **Ripe for picking:** Celebrate the fall harvest or shop for handmade gifts at The Woodlands Farmers Market, held every Saturday in the newly renovated Grogan's Mill Village Center.
- 4** | **Dine al fresco:** Embrace the chill in the air while you enjoy a delicious meal in restaurants along The Waterway or Hughes Landing, many of which boast beautiful waterfront views.
- 5** | **Rocking around:** Catch some classic rock, pop, blues, and indie covers during the Rock the Row fall concert series at the Hughes Landing Band Shell.
- 6** | **In the market:** Knock out your holiday shopping at The Woodlands Mall or indulge in a little retail therapy with a luxury shopping spree at Market Street.



SEE MORE UPCOMING EVENTS

Scan the QR code to see everything that's happening in The Woodlands this holiday season. Spoiler: There's a lot!

2025 WINTER EVENT SCHEDULE

Present - 11/21	Starlight Swan Rides
Present - 12/19	Moonlight Paddle
01/04 - 12/27	The Woodlands Farmers Market
10/16 - 11/13	Rock the Row Fall Concert Series
11/11	Veterans Day Tribute
11/20	Tree Lighting Ceremony at Market Street
11/20 - 12/31	Market Street in Lights
11/21 - 01/19	The Woodlands Ice Rink
11/22	Lighting of the Doves
11/22 - 01/04	Holiday on The Waterway
11/23 - 12/28	Holiday on The Waterway Swan Rides
12/04	Holly Jolly Jingle at The Pavilion
12/06	Glow & Go 5K
12/29 - 01/01	Songwriters Festival at The Woodlands Resort

Holiday on The Waterway

Celebrate the season November 22 – January 4 during **Holiday on The Waterway**, where twinkling lights, glowing tunnels, and shimmering snowflakes transform The Waterway into a winter wonderland — now double the size and twice as magical.

Holly Jolly Jingle

Celebrate the season at the **Holly Jolly Jingle**, a free holiday concert at The Pavilion! Join the festivities on December 4 for photos with Santa and performances by 500+ Conroe ISD student musicians. Gates open at 6 p.m.!

The Woodlands Ice Rink

Lace up your skates and hit the ice! **The Woodlands Ice Rink** is open daily from mid-November to mid-January, with colorful lights, music, and special events like disco nights and sensory-friendly sessions.





The Woodlands Convention and Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, TX 77381

Just a *step outside*



Probationary Firefighter Bobby Krieger, Firefighter Christian Bruner, Ryan Greenwood, Josie Lewis, Firefighter and President of The Woodlands Professional Fire Fighters Association (TWPFFA) Erik Secrest, Julie Quinn, Fire Chief Palmer Buck, Visit The Woodlands Chairman Linda Nelson, Battalion Chief Russel Rice, Ashley Fenner, Elizabeth Eddins, Firefighter Bruce Whitehead

The Impact: Texas Fire Fighters Convention Brings \$650K to The Woodlands

The Woodlands recently welcomed the **49th Biennial Convention for the Texas State Association of Fire Fighters (TSAFF)** to The Woodlands Waterway Marriott. This four-day convention resulted in over 1,000 hotel rooms booked in The Woodlands, representing a local economic impact of more than \$650,000.



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Pathways is a publication of The Woodlands Convention and Visitors Bureau (dba: Visit The Woodlands), the official destination management organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Visit The Woodlands is a 501(c)(6) organization that serves as a reliable and credible source for The Woodlands tourism industry. Its mission is to establish The Woodlands, Texas, as a beautiful, lively, and welcoming destination recognized regionally, nationally, and internationally for first-class business, convention, and leisure travel.