

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

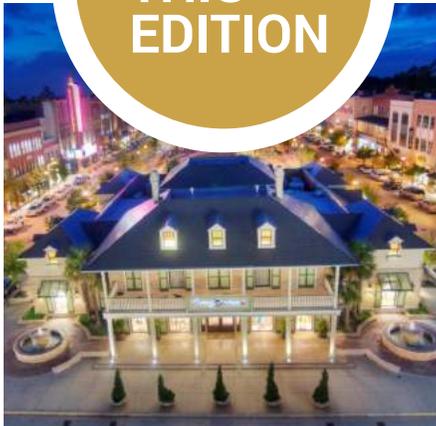
CURRENT

What's New and Happening for Visitors in The Woodlands

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Read about the triathletes visiting The Woodlands in 2017, a convention at The Marriott that's bringing "The Next Generation of Healthcare" to attendees and a Labor Day festival at Waterway Square that's sure to round out your long weekend. Your fall is all booked up!

The Woodlands Convention and Visitors Bureau and its partners serve the community daily. In The Woodlands, it's all hands on deck. Each team member works alongside the other to maintain success. In this edition, read about the new team members and partners that have stepped up to the plate to serve The Woodlands.

A WORD FROM THE CHAIRMAN

Hello friends and families of The Woodlands! As Chairman of The Woodlands Convention & Visitors Bureau Board of Directors, it is my honor to serve the community daily. I'm excited to highlight The Woodlands and all the community has to offer in the fall edition of Current.

Fall in The Woodlands is here. Many look forward to this season for months. During this time I encourage you to take a leisurely stroll through the woods that surround us, bike the trails you've yet to experience or perhaps enjoy a simple evening in one of the 135 parks found in The Woodlands.

There's something for everyone in The Woodlands. This fall, plan a weekend getaway you'll never forget. Labor Day is the perfect weekend for an extended stay in The Woodlands. Waterway Square will feature two evenings of live music, children's activities, delicious food, strolling entertainers and fireworks sponsored by Waste Connections, Inc., FivePoint Credit Union and The Woodlands Development Company. While you're down by Waterway Square, don't forget to try some of the award-winning restaurants. Learn more about Labor Day weekend, other events happening in The Woodlands and plan your trip at www.VisitTheWoodlands.com.

We hope you find yourself enjoying cooler weather and we look forward to seeing you at one of our many events around town.

Thank you for being a part of our community.

Gordy Bunch
Chairman of The Woodlands Convention & Visitors Bureau Board of Directors



Jeff Long
Vice Chairman



Dr. Ann Snyder
Secretary/Treasurer



Fred Domenick
Director



J.J. Hollie
Director



Don Norrell
Director



Greg Parsons
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Convention Development
Manager

Molly Redus
Marketing Specialist

Danielle Gatlin
Administrative Assistant

Mariana Almanza
Intern



CVB HIRES NEW MARKETING SPECIALIST

In the Market



In her new role, Redus will work closely with Brand Development Manager, Emilie Harris, to market The Woodlands to leisure travelers. Molly's main focus for the 2016 year is to monitor and manage social media accounts and increase The Woodlands' presence on platforms like Facebook, Instagram and Twitter. Additionally, Molly will assist in the digital efforts of the CVB including website updates, app development and future blog content.

"Molly has a strong background in digital marketing," says Nick Wolda, President of The Woodlands Convention and Visitors Bureau. "We look forward to her implementation of cutting edge technology and management of social networks to help spread the word about The Woodlands as a destination for meeting planners and corporate and leisure travelers."

Molly is a graduate of the University of Oklahoma where she received her Bachelor of Arts in Journalism with a concentration in Public Relations. Molly has an impressive background in social media marketing. While in Oklahoma, Molly worked on marketing campaigns for the University of Oklahoma Athletic Department and also numerous campaigns with the Oklahoma City Thunder.

CVB STAFF ATTENDS SEVERAL CONFERENCES

Learning More



CVB President Nick Wolda attended the Destination Marketing Association International's Annual Conference (DMAI) in Minneapolis, Minnesota. This conference attracted 1,400+ industry professionals from all over the U.S. as well as several foreign countries. Nick met with DMAI President Don Welsh, U.S. Travel Association CEO Roger Dow and several like cities including Savannah, Reston area among others, discussing The Woodlands as a national and regional brand. The Conference featured leading-edge practices of destination marketing organizations, including full case study presentations.

"This is a great conference and it shows we're on the right path with The Woodlands CVB on the vitality of The Woodlands," said Wolda. "I am especially appreciative to our Directors for the change in focus of the CVB, to focus on tourism and its deep impact on our local economy, creating strong value for our town."



Brand Development Manager, Emilie Harris visited El Paso to present a bid for the TACVB Annual Conference 2018. The educational conference included breakout sessions on video, emerging technologies, guiding event programs and hands on servicing. Sessions included The Future of Tourism and Technology for DMOs, Video Strategies for your Destination and Enhancing Your Service.

IRONMAN RETURNS TO THE WOODLANDS FOR 2017

Swim, Bike, Run... Again

IRONMAN announced July 19 that the Memorial Hermann IRONMAN® Texas triathlon will return to The Woodlands for 2017 and be designated as the IRONMAN North American Championship for the third consecutive year. In addition, the event will now take place on April 22, 2017, shifting from its traditional date in mid-May.

"We are pleased to be able to continue our relationship with Montgomery and Harris Counties and keep this event in The Woodlands and surrounding areas," said Shane Facticeau, Chief Operations Officer for IRONMAN. "We have always believed that this is a great location for a championship event and the new agreement will allow us to uphold the highest of standards that our athletes deserve. At the same time, the change to April establishes a cooler race date in which both professional and amateur triathletes can now compete in an early season event in North America."

One of more than 40 events in the global IRONMAN Series, the Memorial Hermann IRONMAN North American Championship Texas triathlon will lead athletes along a 2.4-mile swim, 112-mile bike and 26.2-mile run throughout The Woodlands and its surrounding areas. The point-to-point swim takes place in Lake Woodlands, where athletes enter the water at North Shore Park and swim toward South Shore Park. The new bike course will then take competitors through Montgomery and Harris Counties, utilizing the flat and fast Hardy Toll Road. Athletes then enjoy a triple-loop run entirely within The

Woodlands that concludes with a spectacular finish on Waterway Avenue.



"We are thrilled to have IRONMAN return to the Woodlands after finalizing and approving a route that includes a new bike course," said Montgomery County Commissioner James Noack. "This event means a lot to our community and we look forward to hosting athletes from around the globe for a seventh year as they fulfill their IRONMAN dreams here in The Woodlands, Texas."

"It is great to be partnering with IRONMAN as title sponsor of the IRONMAN North American Championship once again in The Woodlands," said Wayne Fraleigh,

Vice President of Operations of Ambulatory Services for Memorial Hermann. "We would like to thank the Montgomery and Harris County leaders, along with IRONMAN for making this race happen. It is an event not only enjoyed by the athletes but by the community as well."

An automatic bid to the 2017 IRONMAN World Championship will be on the line as all professional winners of each IRONMAN Regional Championship race will receive automatic qualification to the IRONMAN World Championship held in Kailua-Kona, Hawai'i on October 14. The Memorial Hermann IRONMAN North American Championship Texas triathlon will also offer a \$150,000 total prize purse distributed among the top ten male and female professional finishers.

AMERICAN CONGRESS OF OBSTETRICIANS AND GYNECOLOGISTS MAKES ITS WAY TO THE WOODLANDS

The Next Generation of Healthcare



District XI of the American Congress of Obstetricians and Gynecologists (ACOG) and the Texas Association of Obstetricians and Gynecologists (TAOG)

are holding their joint Annual District Meeting September 23-25, 2016 at The Woodlands Waterway Marriott Hotel and Convention Center.

The program theme is "The Next Generation of Healthcare" offering an outstanding educational program addressing the diverse aspects of Obstetrics and Gynecology while examining the future of medicine. Expert faculty will present the latest research, discuss complex cases and provide practical recommendations that physicians will

be able to take back and implement immediately in their practices.

Meeting highlights will include:

- Clinical topics such as weight gain in pregnancy, appropriate use of progesterone, and breast feeding
- Newsworthy topics like Zika virus, value based payments, and long acting reversible contraceptives (LARCs)
- Recent updates on legislative efforts in Texas and the new Healthy Texas Women program
- Hands-on skills labs and workshops geared specifically towards medical students and residents
- Operative vaginal delivery workshop for Junior Fellows
- Poster sessions, research presentations and exhibits
- 5k Fun Run benefitting United Against Human Trafficking

CELEBRATE YOUR LABOR WITH A GETAWAY

An Entire Weekend of Fun



As many everywhere prepare to celebrate their labor with a three day weekend, The Woodlands invites guests to enjoy a weekend getaway kayaking around Lake Woodlands, attending concerts in the world's best outdoor amphitheater, indulging in award-winning restaurants and of course, celebrating with fireworks.

Each year, The Woodlands celebrates Labor Day weekend with something for everyone. Saturday and Sunday evening enjoy Labor Day celebrations at Waterway Square. This event will feature two nights of live music, several children's activities, and strolling entertainers. The celebration will close with a fireworks show beginning at 8:55 p.m.

The Cynthia Woods Mitchell Pavilion has exciting activities planned for Labor Day weekend, too. On Friday, September 2, 2016 enjoy the music of the Rolling Stones performed by the Houston Symphony. The following evening on Monday, September 5, 2016 Fifth Harmony comes to town to step up to The Pavilion's stage. Ticket pricing and more information about each event can be found at www.WoodlandsCenter.org.

The Woodlands is known for its wide variety of shopping brands. Market Street is an outdoor shopping center and an exciting atmosphere home to high-quality brands. The Woodlands Mall, offering both indoor and outdoor shopping, can also be found on a prime shopping list. Both Market Street and The Woodlands Mall are offering several Labor Day sales and specials found online at www.VisitTheWoodlands.com/Summertime.

In addition to merchant sales and promotions, there are several hotels offering Labor Day specials. View the specials by going to www.VisitTheWoodlands.com/Summertime. Here, an updated calendar of events taking place for the remainder of the summer is also available.

CVB LAUNCHES CUTTING EDGE WEBSITE DESIGN

See What's Happening in The Woodlands

To check out the new design go to www.VisitTheWoodlands.com

The Woodlands is growing as a destination for business meetings, conferences, conventions, major events and weekend getaways which led The Woodlands Convention and Visitors Bureau to launch a new, re-designed, visitor-friendly website.

"The Woodlands is on the cutting edge of destination website design and is focused on showing visitors what makes a trip to The Woodlands one to remember," Convention and Visitors Bureau Chairman Gordy Bunch said. "These new features will allow visitors to interact with the destination and plan their trip unlike ever before."

The renovated www.VisitTheWoodlands.com now offers unique features intended to ease navigation for visitors. The update includes a live chat feature that allows users to ask questions or request recommendations and receive an answer instantly.

The re-launch has optimized searchability for the various areas throughout The Woodlands like Market Street, Waterway Square and Hughes Landing to name a few. The feature includes interactive maps and activities searchable by the districts. This will allow for potential visitors to find events, restaurants, shops and hotels in the areas they're interested in. This feature paves the way for visitors to conveniently plan their trips by using the search engine built into the website. It also enables users to build their personal itinerary for their stay. Build yours today!



THE BUZZ

HOCUS POCUS POPS

Casting a Spell Over The Pavilion October 7

To learn more visit www.WoodlandsCenter.org

The stage lights are up for Hocus Pocus Pops featuring the Houston Symphony bringing the sorcerous sounds of Harry Potter and Fantasia Friday, October 7, 2016 at 7:30 p.m. Tickets are \$20 for orchestra seating. Mezzanine and lawn seating are free for muggles and wizards alike courtesy of H-E-B. Tickets are not required for free seating.

The mystical gates open at 6 p.m. and that's when the magic promises to begin. The first 100 costumed children to check-in at Hocus Pocus Central in the North Plaza will get the chance to march in the Goblin Parade. Spellbinding



crafts, otherworldly prizes, and much more guarantee a ghoulishly good time!

And don't forget, no magical journey is complete without a ride on the Great Pumpkin Express. Train rides begin at 5:30 p.m. in The Pavilion's Gold Lot.

Bring your own picnic treats to enjoy on The Hill or in your seat but keep in mind that outside potions (drinks) cannot be brought into The Pavilion. Sitting on the hill? Lawn Chairs are provided free for this event!

THE PAVILION PARTNERS PRE-CONCERT DINNER & FUNDRAISER OCTOBER 20

"Let's Kill the Lights" with Luke Bryan



"Kick the Dust Up" and start your weekend early at The Pavilion Partners Pre-Concert Dinner & Fundraiser Thursday, October 20, 2016 from 4:30-7:30 p.m. The event will take place in The Pavilion Event Center, Ovation Suite prior to the Luke Bryan, Little Big Town & Dustin Lynch concert.

Enjoy appetizers from Tommy Bahama & dinner by Grotto Ristorante. Complimentary beer, wine and a signature "To the Moon and Back" margarita will be served.

Unique games and exclusive auction packages will be offered at the fundraiser. Money raised from the event benefits The Pavilion's educational outreach programs including Musical Scores, Fine Arts Education Day and Children's Festival as well as The Pavilion's performing arts events.

Tickets are on sale now and are \$200 per person and include orchestra level seats at the nearly sold out concert, dinner & drinks. Guests who have already purchased concert tickets may purchase passes to the event for \$100 each. To purchase tickets online visit www.WoodlandsCenter.org

JUNIOR LEAGUE HOLIDAY MARKET

Shopping in a Winter Wonderland



With the holiday season fast approaching, Junior League of The Woodlands, (JLTW) is proud to present the 14th Annual Junior League Holiday Market to the greater Houston community. Junior League Holiday Market will be held November 17-20, 2016 at The Woodlands Waterway Marriott Hotel and Convention Center in The Woodlands Town Center, The

Woodlands, Texas.

The Market will feature over 100 unique merchants from across the country that will be selling specialty holiday items, home accessories, clothing, gourmet foods, jewelry, and much more. Ticket prices are \$15 for a one-day general admission ticket.

Learn more about the Junior League Holiday Market at www.JLHolidayMarket.org

FINDINGS REVEAL HOW LEISURE TRAVELERS AND MEETING PLANNERS VIEW THE WOODLANDS

Survey Says



An abundance of activities and the area's natural beauty are the top reasons meeting planners and those seeking a leisure getaway choose The Woodlands, according to an online survey and focus groups conducted by The Woodlands Convention & Visitors Bureau.

"We initiated this research to hone our messages for attracting both leisure guests and prospective

meetings and conventions," states Gordy Bunch, chairman of the board of The Woodlands CVB. "Our goal is simple – to maximize hotel occupancy in The Woodlands."

Meeting planners responsible for sales training, leadership, medical conference, incentive trips, customer events and board meetings ranked the proximity of activities in the area, an abundance of quality meeting space and convenient location with character and natural beauty as the top selling points of The Woodlands.

Those coming to The Woodlands for a meeting or conference often

are pleasantly surprised upon arrival, meeting planners say, adding most consider it more of a destination than they anticipated.

Meeting planners also were complimentary of services provided by The Woodlands CVB and local hotel staff. For some, this was their most compelling reason to choose The Woodlands.

Leisure travelers surveyed consider The Woodlands for shorter getaway trips, due in large part to families and couples looking to recharge and escape the daily routine. As for the occasions which bring them to The Woodlands, participants ranked concerts/special event at the top of the list followed by girlfriend getaway, family fun, wellness retreat and culinary adventure.

When asked to describe The Woodlands as a destination, leisure travelers used terms such as "oasis," "its own world" and "hidden."

Moreover, of those surveyed who have never been to The Woodlands, more than 80 percent were "very" or "somewhat" interested in visiting.

"Overall, the feedback was very encouraging," says Bunch.

Every year, hotel occupancy taxes generate millions for The Woodlands Township's general fund, he adds. These revenues are used to supplement local property taxes in order to maintain and improve the Township's infrastructure and programs.

TRENDING IN THE WOODLANDS:

Brunch is the Most Important Meal of the Day, Right?



thecrosbyshow

Glad I have a brother who likes to brunch

Hubbel & Hudson Bistro knows how to brunch. The modern restaurant prides itself in its European and Asian taste on the menu, with an emphasis on freshness and undeniable flavor. Visitors can't go wrong with the classics like chicken and waffles or fresh omelets. If you want to step out of the traditional brunch box, check out the bananas foster inspired French toast, bistro burger or pork belly hash.



as_told_by_jami

|| Blue Mug Café || #vscofood #vscocam #dayoff #summer#breakfast #pancakes #coffee #bluemugcafe

When we're looking for a comfortable and relaxed atmosphere, Blue Mug Café wins the prize. With a wide range of brunch options such as Chilaquiles, Mediterranean omelets and classic buttermilk pancakes no one can go hungry. Not to mention, bottomless glasses of mimosas and sangria are offered throughout the summer! How can you pass up that offer?



juliacoffeebarre

Heavenly breakfast skillet for me and delicious Benedict for him @ magicjj Vacation calories don't count.

Visiting on vacation? Or perhaps it's a staycation weekend? Either way, roll out of bed and don't miss the delectable menu at Current in the Westin at The Woodlands. The name isn't just a name. This modern restaurant utilizes the "best and brightest of regional purveyors" in their dishes.

CALENDAR OF EVENTS

| | |
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| September 2nd 8:00 pm | The Music of the Rolling Stones with the Houston Symphony The Cynthia Woods Mitchell Pavilion |
| September 3 – 4th 6:00 pm - 9:00 pm | Labor Day Weekend Festivities Waterway Square |
| September 5th 7:00 pm | Fifth Harmony The Cynthia Woods Mitchell Pavilion |
| September 8th 7:00 pm | Goo Goo Dolls & Collective Soul The Cynthia Woods Mitchell Pavilion |
| September 9th 7:00 pm | Brantley Gilbert The Cynthia Woods Mitchell Pavilion |
| September 10th 6:00 pm - 8:00 pm | Live at Night Waterway Square |
| September 10th 10:00 am - 10:00 pm | Beyond the Pines Music Festival Town Green Park |
| September 11th 5:30 pm - 7:30 pm | Concert in the Park Northshore Park |
| September 15th 8:00 pm | Hispanic Heritage Celebration with the Houston Symphony The Cynthia Woods Mitchell Pavilion |
| September 17th 6:00 pm - 8:00 pm | Live at Night Waterway Square |
| September 17th 2:00 pm - 9:00 pm | Arts in the Park Presents Shakespeare in the Park Rob Fleming Park |
| September 18th 7:30 pm | 5 Seconds of Summer The Cynthia Woods Mitchell Pavilion |
| September 18th 5:30 pm - 7:30 pm | Concert in the Park Northshore Park |
| September 22nd 6:00 pm | Oddball Comedy Festival The Cynthia Woods Mitchell Pavilion |
| September 23rd 8:00 pm | Ray Lamontagne The Cynthia Woods Mitchell Pavilion |
| September 24th 6:00 pm - 8:00 pm | Live at Night Waterway Square |
| September 24th 7:30 pm | Alabama Shakes The Cynthia Woods Mitchell Pavilion |
| September 25th 6:45 pm | Counting Crows & Rob Thomas The Cynthia Woods Mitchell Pavilion |
| October 1st 6:00 pm - 8:00 pm | Live at Night Waterway Square |
| October 2nd 5:30 pm - 7:30 pm | Concert in the Park Northshore Park |
| October 7th 7:30 pm | Hocus Pocus Pops The Cynthia Woods Mitchell Pavilion |
| October 8th 7:00 am - 11:00 am | Memorial Hermann 10 for Texas Market Street |
| October 8th 6:00 pm - 8:00 pm | Live at Night Waterway Square |
| October 8th 7:00 pm | Prophets of Rage The Cynthia Woods Mitchell Pavilion |
| October 9th 5:30 pm - 7:30 pm | Concert in the Park Northshore Park |
| October 13th 7:00 pm - 9:00 pm | Rock the Row Hughes Landing |

THE WOODLANDS

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2801 Technology Forest Blvd.
The Woodlands, Texas 77381

| | |
|---|--|
| October 16th 5:30 pm - 7:30 pm | Concert in the Park Northshore Park |
| October 20th 7:00 pm | Luke Bryan with Little Big Town and Dustin Lynch The Cynthia Woods Mitchell Pavilion |
| October 20th 7:00 pm - 9:00 pm | Rock the Row Hughes Landing |
| October 25th 8:00 pm | Flight of the Conchords The Cynthia Woods Mitchell Pavilion |
| October 27th 7:00 pm - 9:00 pm | Rock the Row Hughes Landing |
| November 3rd 7:00 pm - 9:00 pm | Rock the Row Hughes Landing |
| November 5th 7:00 am - 10:30 am | Fall Flea Market Town Center Parking Garage |
| November 11th 4:30 pm - 5:30 pm | The Woodlands Township Veterans Day Tribute Town Green Park |
| November 12 – 13th Sat: 10:00 am - 5:00 pm Sun: 12:00 pm - 5:00 pm | 21st Annual Children's Festival The Cynthia Woods Mitchell Pavilion |
| November 19th 3:00 pm - 9:00 pm | Lighting of the Doves & iWOW Festival Town Green Park |
| November 18 – 20th Fri: 9:00 am - 6:00 pm Sat: 9:00 am - 6:00 pm Sun: 10:00 am - 4:00 pm | Jr. League 2016 Holiday Market The Woodlands Waterway Marriott |

CONNECT WITH US



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 and Instagram.