



Board of Directors Meeting

March 3, 2010

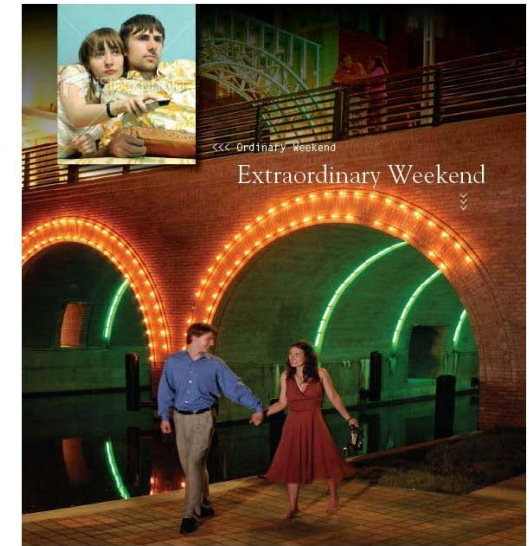


THE WOODLANDS
CONVENTION & VISITORS BUREAU

Destination Marketing

"Ordinary Weekend, Extraordinary Weekend"

- **Print**
 - Continental Magazine
 - See Texas First—Spring/Fall
 - Texas Monthly
 - Texas Town & City
- **Television**
 - Greater Houston area
 - ABC, CBS, NBC, Comcast
- **Online**
 - TourTexas.com
 - Monthly e-newsletters
 - Facebook
- **Radio**



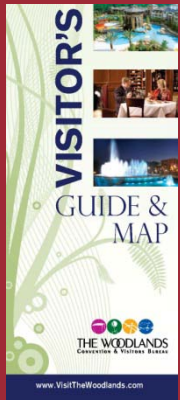
THE WOODLANDS
CONVENTION & VISITORS BUREAU
JUST NORTH OF HOUSTON
www.VisitTheWoodlands.com

Just 30 miles north of Houston, enjoy the best of both worlds: a vibrant city and a beautiful natural setting. The Woodlands is a premier destination for business and leisure. Experience it all in the heart of the Woodlands, just north of Houston.

2 million square feet of shopping and dining and 28,000 acres of natural beauty.

THE WOODLANDS
CONVENTION & VISITORS BUREAU
JUST NORTH OF HOUSTON
www.VisitTheWoodlands.com

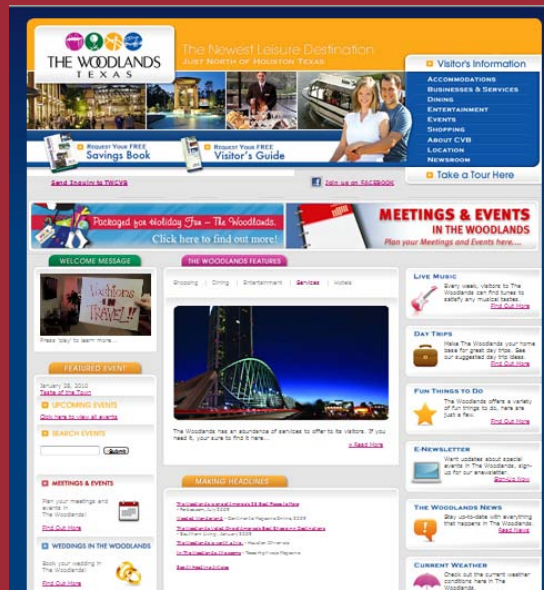
Communication Outreach



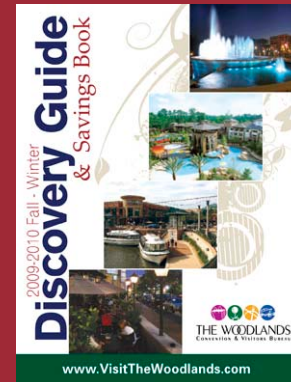
- 13,473 requests (English)
- 929 requests (Spanish)
- Distributed at 70+ different locations



- 4,500+ direct mailed
 - Mailed to businesses and others who have expressed interest in CVB activities
- Distributed to hoteliers & visitor centers



- 9,818 total unique website visits



- 1,125 requests

Visitor Services

- 6,070+ visitors
- 102 different zip codes
- 22 countries
- 20 states



Mundo Continental 2010

- Bogota
- Panama
- Buenos Aires
- Sao Paulo
- Rio de Janeiro
- Newark
- Houston
- Mexico City
- Guadalajara
- Monterrey



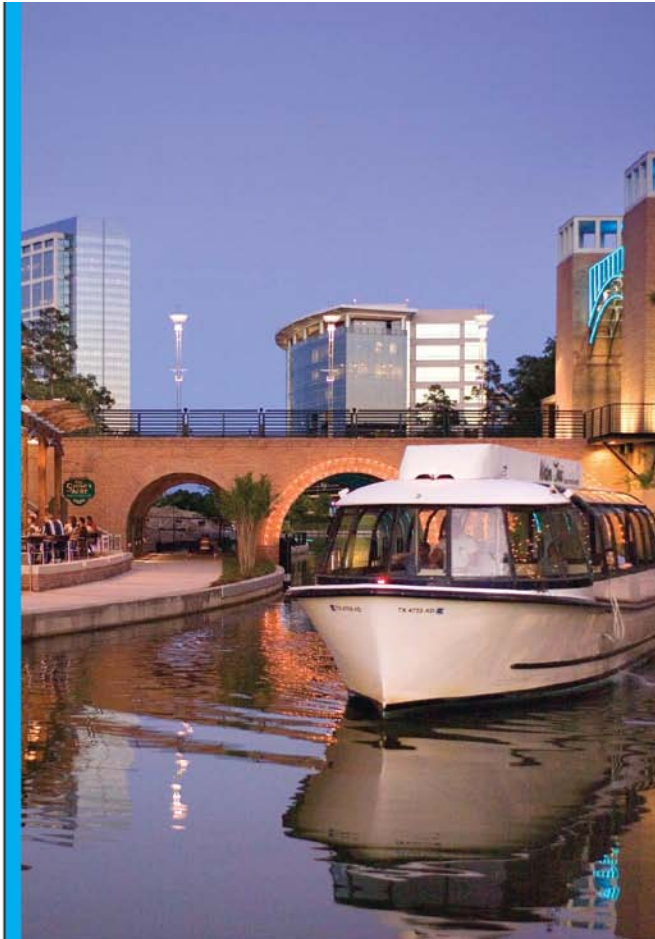


GROUP SALES



THE WOODLANDS
CONVENTION & VISITORS BUREAU

Advertising & Marketing



GET TO KNOW THE WOODLANDS

For events and meetings of any size,
it's time to get to know The Woodlands.

You'll find our hotels, meeting and event
spaces, nightlife and entertainment venues
provide just the right combination of
productivity and pleasure.

Just North Of Houston

170,000 Square Feet of Meeting & Event Space

More than 1,500 Guestrooms In

Upscale, Resort and Select-Service Properties

Award-Winning Restaurants

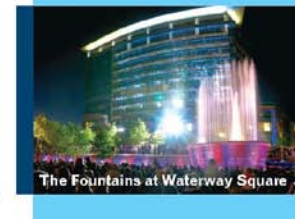
Complimentary Trolley Service Throughout
The Woodlands Town Center



THE WOODLANDS
CONVENTION & VISITORS BUREAU

Where Productivity Meets Pleasure

www.MeetingsInTheWoodlands.com



Who's been here? Who's coming?

- **February 2010**
 - Texas Rush Blue Chip Showcase
 - International Economic Development Council
 - Mitsubishi Caterpillar Forklift American
- **March/April 2010**
 - Lunar & Planetary Science Convention
 - Texas Music Media
 - 28th Annual Texas Aviation Conference
- **September 2010**
 - The Woodlands High School Class of 2001 Reunion
- **2011**
 - Rotary District 5910 Conference



****Over 5,500 visitors**

Who wants to come to The Woodlands?

- **Fall 2010**

- Texas School of Administrators Legal Digest
- Center For Houston's Future
- Society Of Nuclear Medicine – Southwestern Chapter
- Texas Veterans Commission

- **2011**

- NCAA Division III Men's & Women's Swimming and Diving
- Project Learning Tree International Coordinators' Conference
- Adrenaline Dance

- **2012**

- Texas Young Farmers Conference
- Texas Association of County Auditors



Bringing over 4,500 visitors

QUESTIONS?

Board of Directors Meeting
March 3, 2010



THE WOODLANDS
CONVENTION & VISITORS BUREAU