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ConventionSouth

Married To The South For 30 Years & Still In Love.

Get Ready For
Rendezvous South!
(pg. 7)

COOL SPOTS
To Book Hot Summer Events
10 Great Places To Chill Out

Road Trips RULE!
The Special Appeal of
Drive-In Markets

Event Planner's
Guide To TEXAS

BLUEBONNETS: A TEXAS TRADEMARK

Each spring, bluebonnets cover the vast prairies of Texas and they are especially prevalent in the area known as Texas Hill Country. Central to the state and home to the capitol as well as the University of Texas, this area is culturally diverse and marked by rolling hills, sparkling rivers and vast fields of bold bluebonnets, the official state flower.

EVENT PLANNER'S
GUIDE TO

TX

Texas

BY D. FRAN MORLEY, SABE FINK
AND T. WAYNE WATERS

It's Like A Whole Other Country

According to the state's office of Economic Development & Tourism, Texas has 267,000 square miles of amazing opportunities and unforgettable destinations, offering plenty of inspirational locations for meetings, conventions and special events.

BREAKOUT SPOTLIGHT: Bryan-College Station

Hall of Champions at Texas A & M University



The Bryan-College Station area is a pleasant surprise for first-time visitors, said Sophie Curtis, destination sales executive – conventions, Bryan-College Station CVB. “We have cutting-edge, modern venue space, from four-star hotels to the high-tech Hall of Champions, all in a compact, easy-to-navigate area. We are not what you expect!” Curtis noted that more than 80 percent of the population in Texas lives within a three-hour drive, “meaning we are a great draw for attendees living in Houston, Dallas/Fort Worth or the Austin/San Antonio area. Plus, we have a great airport: easy in, easy out.”

Three full-service hotels have opened or are set to open in early 2017, all near the Texas A&M campus: the 141-room Cavalry Court has a “retro-military” theme

with space for up to 300 for receptions or 275 for theater-style presentations. The George has three meeting rooms and a 500-person capacity ballroom that connects to an open-air plaza. The Stella has 176 guest rooms, 10,000 square feet of indoor event space and an additional 12,000 square feet of outdoor space, dubbed The Backyard. The Stella anchors Lake Walk, a 180,000-square-foot town-center project, part of the ATLAS biotech development. Also coming in 2017, Curtis said, is a new Embassy Suites and a “massive head-to-toe renovation” at the Hilton College Station and Conference Center that has more than 27,000 square feet of event space. ■

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