



VISIT The
Woodlands
TEXAS

2025 Media Plan

The brand promise

The Woodlands is a sophisticated destination made remarkably simple, where you'll find cosmopolitan experiences, natural beauty, and timeless luxury, all at a walkable scale. It's easy to get here, and it's even easier to stay.



Just a *step outside*

The brand refresh



2024 advertising examples

Texas Monthly Print Fall Ad



MPI Meetings Print Ad



Leisure Display Ads



The Ice Rink Dasher Board



The Woodlands Township
Bus Wraps

2024 advertising examples

Northstar Email

Live Nation/CWMP Email Display Ads



Q3 Social Media Reel



MLB Field Takeover Ads



We've got the perfect location for your next event: The Woodlands!

When you plan your business event in The Woodlands, the 'I-35' corridor crosses the Woodlands and the 'I-45' corridor, the 'I-35' can take a short along The Parkway between meetings, business and your favorite event and lots of entertainment options within walking distance, plus dedicated support every day of the way, means you can plan an unforgettable event without stressing over all the logistics. No traffic delays. No parking issues or complicated transportation. Just a seamless business event where everything falls into place.

[Learn More](#)



Find your space with ease **We've got your back**

With 14 full-service properties that can accommodate over 2,200 guests all within walking distance of dining and entertainment, you'll have plenty of convenient and flexible venue options for any event. But don't sweat the details. You've got a dedicated team ready to help you find the perfect fit.

Our goal is to make your life easy and your event a success. Whether you need help finding a venue, arranging transportation, dining and more, our marketing specialists are just a call away. Ask about anything, from badge programs to welcome bags to our favorite hot spots.

Business doesn't have to be all business



Productivity and collaboration are great, but they're not what makes an event memorable. In The Woodlands, your attendees have great entertainment options to make memories and boost conversations.

With world-class restaurants, swanky bars and lounges, peaceful outdoor escapes and thrilling adventures, they'll want to stay the event was longer.

Ready to get started?
Click here to request a free meeting planner guide. Let us know the best way to reach out to you so we can tell you all about what's available for your business gathering. We look forward to working with you!

[Contact Us](#) [Submit an RFP](#)



Our media strategy centers around an audience-based approach.

In essence, our approach revolves around understanding and targeting specific audience segments rather than focusing solely on media channels, content, or reach.

Target market identification demands more than an assessment of geographic feeder markets. It's also important to identify key factors of target markets, including demographic (e.g., income and education), psychographic (e.g., activities and interests), and behavioral (e.g., travel purpose and occasion) bases.

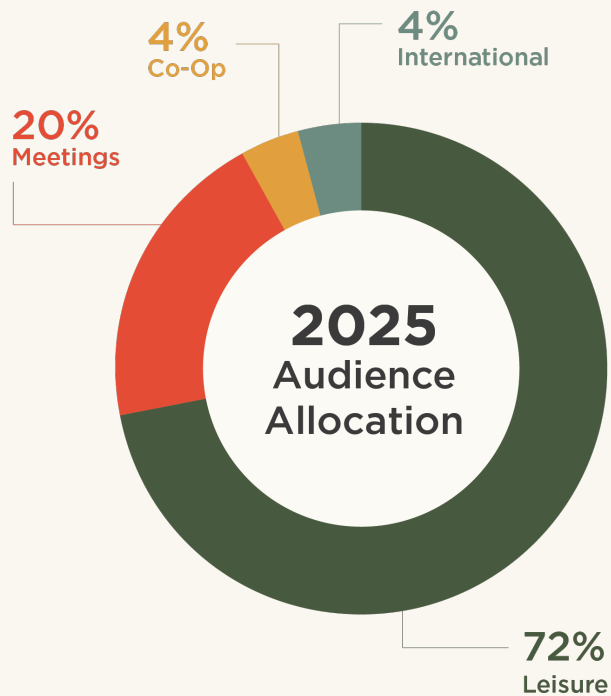
	Age	Interests, ranked cumulatively according to GA4 and traveler research	Most likely consideration
First-Time Travelers	Near equivalent amount of 18–45 (59%) and 46–60 (41%) year-old travelers.	Accommodations and restaurants, atmosphere, public spaces, parks and gardens, festivals and events.	Multiple attractions
Houston	Deference to 18–45 (63%) year-old users.	Accommodations and restaurants, access to tourism information (e.g., things to do), festivals and events.	Lodging, restaurant, and events
Texas Triangle	Deference to 45+ (62%) year-old users.	Accommodations and restaurants, atmosphere, shops and commercial services, roundtrips, festivals and events.	Multiple attractions
International (particular focus on Mexico)	Near equivalent amount of 18–45 (51%) and 46–60 (49%) year-old travelers.	Accommodations and restaurants, atmosphere, shops and commercial services.	Lodging, restaurant, services, and shops

	Geographies	Interests, ranked cumulatively according to GA4 and traveler research	Most likely consideration
Meetings*	Texas (HOU, AUS, DFW, SAT coverage) and selected media to run in FL and IL.	Passive tourism, lodging and restaurant services, et al.	Accommodations and restaurants

* Primary meetings marketing strategy behind selected placements will come through strategic partnerships.

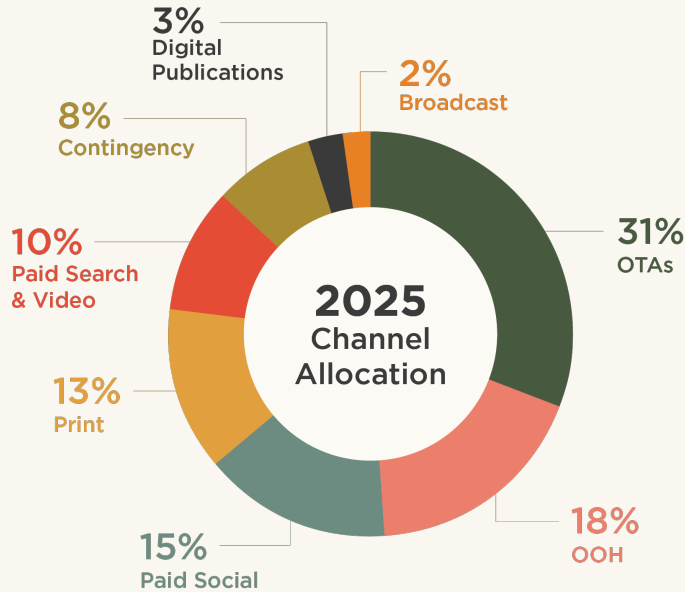
Channel allocation by audience

Total budget: \$650,000



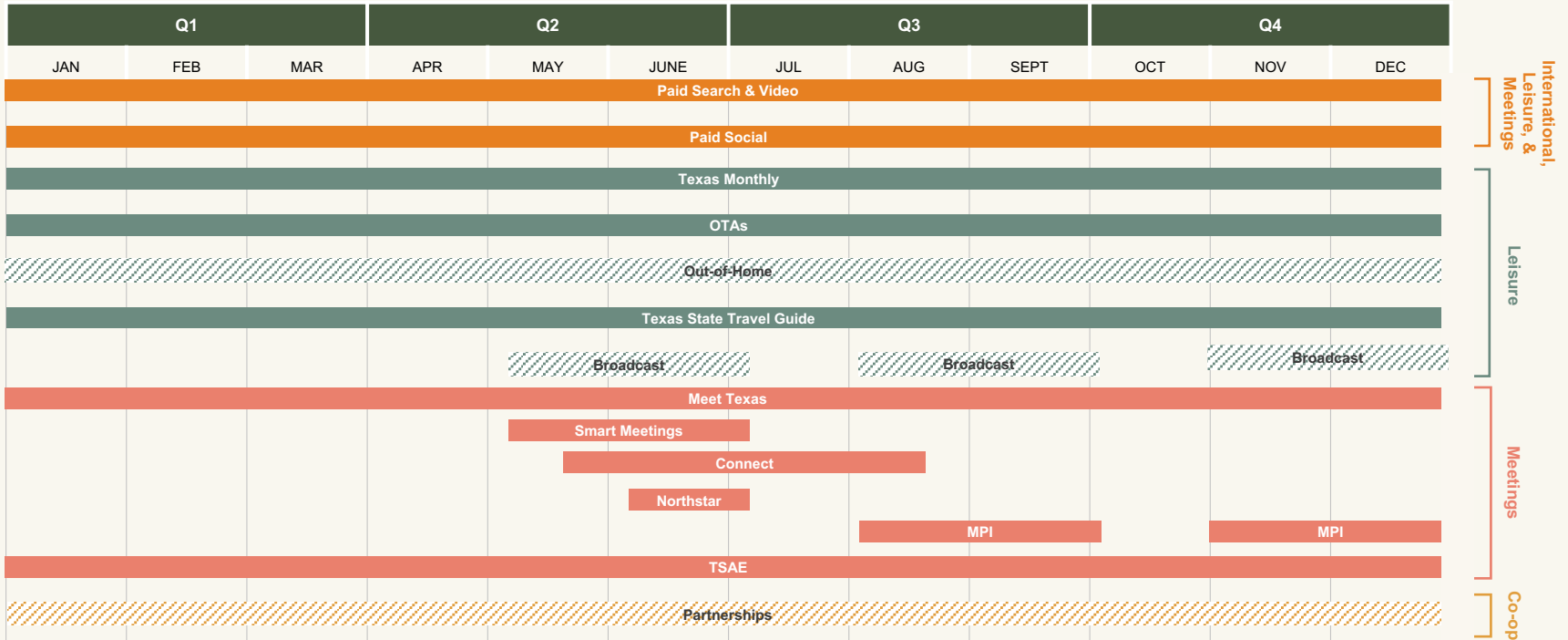
2025 channel allocation

Our media plan is built for flexibility, ensuring we can adapt and evolve as needed. Budget fluidity allows us to address high-importance projects, respond to shifting initiatives, and optimize tactics based on performance.



OTAs	\$200,000
OOH*	\$120,000
<ul style="list-style-type: none"> • Live Nation • MLB • Carvertise • Rideshare • Partnerships 	
*Not all examples above are budgeted; these are examples of OOH opportunities.	
PAID SOCIAL	\$95,000
<ul style="list-style-type: none"> • Leisure • Meetings • International 	
PRINT	\$84,000
<ul style="list-style-type: none"> • Texas Monthly • Texas State Travel Guide • Connect • Meet Texas • Texas Meeting Planner Guide • TSAE • MPI 	
PAID SEARCH & VIDEO	\$64,000
<ul style="list-style-type: none"> • Leisure • Meetings • International 	
DIGITAL PUBLICATIONS	\$22,000
<ul style="list-style-type: none"> • MPI • Northstar 	
BROADCAST	\$15,000
<ul style="list-style-type: none"> • TV: KPRC, KHOU, Golf Channel, Peacock • Radio 	
CONTINGENCY	\$50,000
<ul style="list-style-type: none"> • Leisure • Co-op • Meetings 	
TOTAL	\$650,000

Timeline



We will continue to capitalize on the success achieved this past year, using those insights to drive even greater performance in 2025. By building on proven strategies, we'll exceed benchmarks, further accelerate visitor growth, and encourage users to take a

step outside

Thank You

