

2021

STRATEGIC MARKETING

MEDIA PLAN



VISIT
THE WOODLANDS
— TEXAS —

“

We Hear That A Lot.

FROM ITS BEAUTIFUL NATURE TO ITS TOP-TIER AMENITIES, THE WOODLANDS IS MANY THINGS TO MANY PEOPLE, AND WHEN YOU'RE HERE, YOU GET IT.

“We hear that a lot” has become the anthem of Visit The Woodlands and the unifying campaign message, conveying to audiences what locals know and hear from visitors often — that this is a charming destination that surprises people in the best ways. A place of ideal paradox. Lively, yet serene. Urban, yet spacious. Refined, yet casual.

Visit The Woodlands Mission Statement

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.

2021 Strategic Initiatives

In 2020 Visit The Woodlands expanded its branding and marketing initiatives with the launch of a new destination website and video, showcasing to discerning travelers what sets The Woodlands apart — effortlessly curated experiences and a harmonious blend of natural beauty and modern luxuries.

While 2021 will look different due to the impact of COVID-19, it still offers the opportunity to build upon this brand message to reach visitors and meeting planners from Texas and destinations across the nation. This year, Visit The Woodlands strategic initiatives serve to recover the loss of leisure visitors and meeting professionals due to COVID-19.

- **Partnership and Collaboration Growth:** Strengthen the relationship and engagement with core hoteliers, businesses, meeting planners, regional CVBs, and organizations that align to The Woodlands' growth initiatives.
- **Extend the Brand:** Share with audiences Visit The Woodlands brand campaign, which reflects the character of The Woodlands and everything it can offer visitors and meeting planners.
- **Increase Retail Spending and Support Room Absorption:** Grow retail spending through audience engagement by offering targeted content and curated experiences only The Woodlands can offer visitors, as well as support current room absorption and improve off-peak timeframes.

Audience and Target Markets

Communication of The Woodlands as a destination will continue to address core business and consumer audiences, as identified below:

- Leisure and Business Travelers
- Meeting and Convention Planners and Businesses

To effectively reach these audiences, we'll apply a business-to-consumer (B2C) strategy for the leisure and business traveler audiences, and a business-to-business (B2B) strategy to the meeting and convention planners and businesses. This will ensure effective planning and development of messaging, channels, and tactics across the core audiences.



Business-to-Consumer (B2C) Audiences

Leisure Travelers

This audience includes individuals or families visiting The Woodlands to attend concerts or other special events, spend time with friends or family, and engage with local attractions.

Business Travelers

This audience includes individuals traveling to The Woodlands for a convention, meeting, or recruiting or networking event who extend their stay into the weekend (“Bleisure” travel).

B2C Target Markets

- **Primary** (in-state)
- **Secondary** (in- and out-of-state)
- **Tertiary** (in-state and international)

Business-to-Business (B2B) Audiences

Meeting and Convention Planners

Coordinators of large-scale gatherings — this audience serves businesses (corporate and non-corporate), government organizations, and other groups of all scale and size.

Businesses

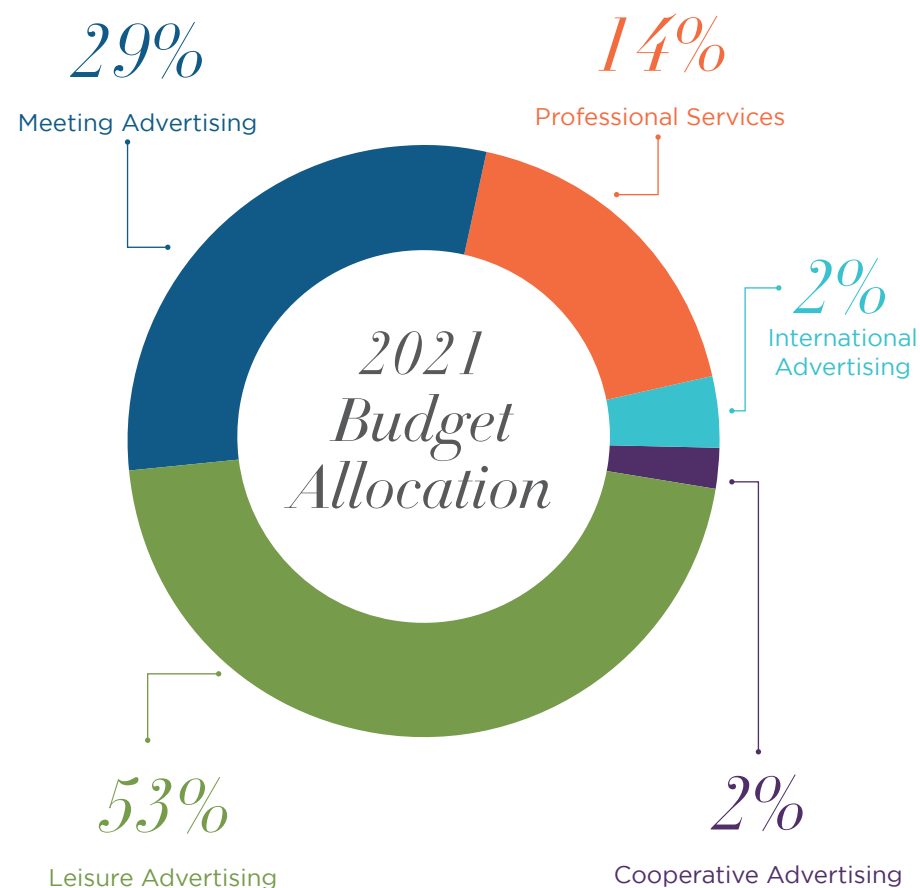
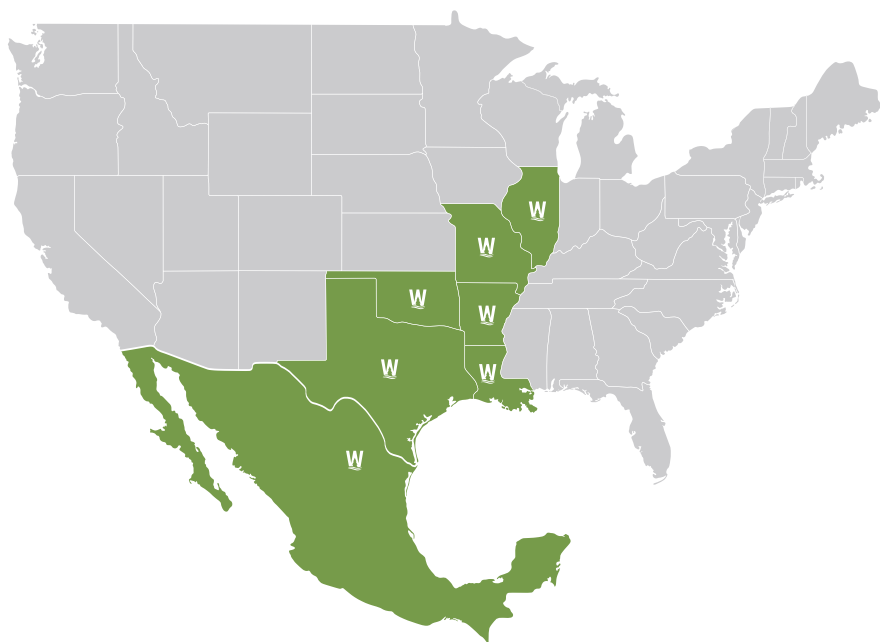
From corporations and local businesses to hospitals and touring acts, this audience is composed of groups requiring accommodations for meetings, recruiting and networking events, as well as employees and families, for short- to long-term stays.

B2B Target Markets

- **Primary:** Businesses and organizations with offices located and/or based in The Woodlands area.
- **Secondary:** Businesses with offices located and/or based in the Houston area (150-mile radius) and industry-relevant trade organizations.

2021 Marketing Approach

Visit The Woodlands' marketing approach for 2021 has been adjusted in response to the COVID-19 pandemic. With this in mind, Visit The Woodlands will continue to roll out marketing efforts in phases while also aligning efforts with key strategic initiatives - strengthening brand recognition and voice, showcasing the value of Visit The Woodlands, and optimizing overall marketing spend. These adjustments will be activated across numerous channels, targeting leisure travelers and meeting planners.



Leisure Advertising	\$225,000
Meeting Advertising	\$125,000
International Advertising	\$10,000
Cooperative Advertising	\$10,000
Professional Services	\$60,000
TOTAL BUDGET	\$430,000

2021 Marketing Calendar

Based on strategic priorities and seasonality, the following provides a schedule for activations throughout 2021.

LEISURE ADVERTISING	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DIGITAL MEDIA												
SOCIAL MEDIA												
NATIVE MEDIA												
TRADITIONAL MEDIA												
VIDEO MEDIA												

MEETING ADVERTISING	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DIGITAL MEDIA												
SOCIAL MEDIA												
NATIVE MEDIA												
TRADITIONAL MEDIA												
VIDEO MEDIA												

INTERNATIONAL ADVERTISING	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DIGITAL MEDIA												
SOCIAL MEDIA												
NATIVE MEDIA												
TRADITIONAL MEDIA												

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*A destination
unlike any other*

WE HEAR THAT A LOT.

From a quiet afternoon of kayaking to a fist-pumping night of live music, a hike through the woods to strolling The Waterway promenade, or a round of golf to a roundtable discussion — these are just a few of the ways you can spend a day in The Woodlands. A destination whose amenities and culture rival the nation's most buzzed about larger cities.

In 2021, we're continuing to show leisure and business travelers that the best places are the ones that surprise you, and no destination does that quite as effortlessly as The Woodlands.

VISIT
THE WOODLANDS
— T E X A S —

