



INTEGRATED CREATIVE AND MEDIA AGENCY OF RECORD REQUEST FOR PROPOSALS

CONTRACT TERM

The initial contract term is anticipated to begin on January 1, 2027, and continue through December 31, 2028. Visit The Woodlands reserves the option to renew the agreement for up to one (1) additional one-year renewal period, contingent upon performance, funding availability, and mutual agreement.

INTRODUCTION, DESTINATION OVERVIEW, AND BACKGROUND

The Woodlands, Texas is a premier destination located 35 miles north of Houston, offering a unique blend of natural beauty, luxury accommodations, shopping, dining, entertainment, outdoor recreation, and meeting facilities. Visitors travel to The Woodlands for both leisure and business, supported by strong regional drive markets and growing interest from surrounding states and Mexico.

Visit The Woodlands is a governmental entity and is the official destination marketing organization for The Woodlands, Texas. Visit The Woodlands promotes the destination for leisure travel, meetings, conventions, sporting events, and tourism-related economic development to increase visitation, hotel occupancy, and economic impact. Visit The Woodlands is a 501(c)(6) organization funded by The Woodlands Township Hotel Occupancy Tax and governed by a Board of Directors.

The Woodlands currently has a Convention Center (The Woodlands Waterway Marriott Hotel & Convention Center) and a Conference Center (The Woodlands Resort and Conference Center).

The Woodlands Waterway Marriott Hotel & Convention Center consists of approximately 66,532 square feet of event space and is attached to 343 sleeping rooms located on The Woodlands Waterway, a 1.5 mile long “river walk” with corporate office space, residential living, shops and restaurants.

The Woodlands Resort & Conference Center, located about 2 miles from the “downtown” area of The Woodlands, currently has 402 sleeping rooms with approximately 75,000 square feet of meeting space as well as two 18-hole golf courses.

PURPOSE OF RFP

Visit The Woodlands seeks a strategic agency partner and invites proposals for integrated destination marketing services.

Services shall include media and creative strategic planning, media buying, campaign management and optimization, creative development, design and production, account management, analytics, and reporting services.

Marketing Goals Include:

- Attracting high-value visitors to visit and stay in a hotel in The Woodlands and explore the destination year-round
- Increasing overnight stays, Sunday night stays and midweek/shoulder season travel
- Promote The Woodlands as a premier destination

- Increase sales, meetings and conventions in The Woodlands, increasing RFP submissions and room nights

SCOPE OF WORK

Audience and Target Markets:

- Leisure and Business Travelers (Domestic and International)
- Meetings and Convention Planners and Businesses
- Influencer, creator, FAMS, and partnership marketing opportunities as appropriate

Channels May Include:

- Print, Digital, Social, Display, Native, Email, Search, Video, Co-Op, Out of Home, and In-Market placements

Media Placement Budget:

The selected agency will develop an integrated media plan within an annual media placement budget. The annual media budget in 2026 was \$650,000.00, but can vary year by year. Currently, the 2027 budget is set at \$650,000.00. This budget reflects media placement expenditures only and excludes agency fees, production costs, and approved third-party expenses unless otherwise proposed. Proposals shall include detailed pricing for all media and creative services separately, identified within the scope of work which includes:

A. Strategic Media Planning, Buying, Campaign Development and Management with revisions as necessary

- **Media planning and buying across traditional and digital channels**
 - Media planning and buying across traditional and digital channels
 - Negotiation of competitive media pricing, added-value opportunities, and bonus placements
 - Stewardship and management of media placements, including value analysis and flowcharts
 - Audience targeting, segmentation, and seasonal campaign planning
 - Ongoing strategic consultation, campaign optimization, and emerging media recommendations
 - Identification of new media opportunities, technologies, and consumer trends
- **Campaign Optimization**
 - Continuous monitoring and optimization of campaign performance
 - Strategic recommendations based on performance insights and tourism trends
 - Identification and implementation of optimization opportunities throughout campaigns
- **Account Management & Vendor Relations**
 - Maintain regular account communication, weekly status meetings, and client-ready reporting
 - Provide industry knowledge, trend insights, and emerging media recommendations
 - Coordinate vendor and partner meetings, insertion orders, and media credit applications
 - Manage vendor payments, invoice reconciliation, auditing, and billing
 - Maintain industry-standard media planning, buying, research, and reporting tools
 - Provide organized reporting documentation, budget monitoring, and compliance support
- **Measurement, Analytics, Reporting & Research**

- Conversions should include but are not limited to, Google Analytics, conversions, downloads for Meeting Planner Guide and Visitor Guide, RFP submissions, engagement, e-newsletter sign-ups, and more as applicable per placement
- Provide campaign analytics, KPI tracking, conversions, and performance reporting
- Track metrics including increasing hotel stays and visitation, Google Analytics conversions, guide downloads, RFP submissions, engagement, CTR, CPC, impressions, ROI, website traffic, and awareness lift, as applicable
- Provide visitor data, attribution, cross-channel performance insights, and tourism trend research as available
- Deliver monthly, quarterly, and annual reports, testing, optimization, and budget pacing updates in requested formats
- Provide additional reporting and analysis upon request

B. Creative Design and Production Services & Capabilities

The selected agency shall provide creative strategy, design, production, and campaign support services aligned with the Visit The Woodlands brand and media plan, including creative development, concepting, design, and production for advertising placements.

- Other materials as requested within scope of work or requested for a quote for additional cost
- Adaptation and resizing of creative assets for multiple formats and placements
- Development of creative assets consistent with the Visit The Woodlands
- Brand Guide and competitive destination marketing standards
- Copywriting and messaging support
- Creative revisions and additional materials as requested
- Innovative campaign concepts and tourism marketing recommendations
- Creative support for seasonal campaigns, special events, meetings, conventions, and destination initiatives

C. Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies

- Respondents shall demonstrate:
 - Relevant tourism and destination marketing experience
 - Experience working with convention and visitors bureaus, destination marketing organizations, municipalities, hospitality organizations, or tourism-related clients

OF NOTE:

The Woodlands Township Board of Directors approves the Visit The Woodlands budget annually in August, with media plans are presented for Board approval each September. Visit The Woodlands operates on a calendar-year budget cycle beginning in January.

Visit The Woodlands prefers one consistent account team throughout the contract term, including any presentations. Preference may be given to agencies demonstrating strong integrated capabilities and effective management of subcontracted services.

RFP BID SUBMISSION: PROPOSAL FORMAT & SUBMISSION REQUIREMENTS

Proposals should be organized, clear, concise, and submitted in the order requested below.

A. Agency Experience & Qualifications

- Please include:
 - Agency overview, structure, services, and destination marketing experience
 - Relevant client experience, tourism case studies, and measurable results
 - Current clients and any actual or potential conflicts of interest



- Agency differentiators, platforms/technologies used, and three references with contact information
- Proposers shall disclose any current or anticipated engagements with competing destination marketing organizations, convention and visitors' bureaus, municipalities, or hospitality clients that may create an actual or perceived conflict of interest

B. Project Team

- Please include:
 - Key account personnel, subcontractors, qualifications, relevant experience, and roles
 - Account management structure and communication cadence
 - Billing and reconciliation practices, including disclosure of gross or net media billing and any commissions, rebates, incentives, tickets, discounts, added value placements, or agency compensation related to media purchases

C. Strategic Approach

- Please Include:
 - Media philosophy and strategic process
 - Optimization methodologies
 - Research, Reporting and measurement capabilities and methodologies
 - Innovation and emerging media approaches
 - Tourism-related creative samples
 - Campaign examples

D. Pricing Proposal and Cost of Services for Initial 2 Years, Plus Projected Pricing For Optional 1 Additional Year

As a governmental entity, Visit The Woodlands is required to publicly disclose all fee structures and commissions. All proposed fees and costs should reflect a strategic and efficient allocation of funds designed to maximize placement performance.

- Please include:
 - Flat-fee pricing for all proposed media and creative services, separate from the \$650,000 annual media placement budget, including not-to-exceed pricing for all services
 - Disclosure of all commissions, markups, pass-through expenses, production costs, technology fees, subcontractor costs, and any additional charges. Media placement costs should not be included in total fees. Respondents should provide a proposal that includes what it would cost to service Visit The Woodlands up to \$650,000.00 in paid media.
 - Additional service and hourly rates, if applicable
 - Clear identification of all anticipated engagement costs

CONTRACTUAL, OPERATIONAL, AND TECHNICAL REQUIREMENTS

Respondents must submit all required documentation, meet all submission deadlines and requirements and demonstrate compliance with all RFP specifications and instructions. The proposal and any attachments shall be received **no later than 4:00 p.m. on August 18, 2026. LATE PROPOSALS WILL NOT BE CONSIDERED.**

EVALUATION, SCORING CRITERIA, BEST OFFERS, AND RIGHT TO REJECT

Visit The Woodlands will review and rank every proposal received in response to this RFP based on the following weighted criteria:

Evaluation Category	Points
Media Strategy, Buying & Management Capabilities	25
Creative Design & Production Services & Capabilities	25
Staff Qualifications, Experience & References	20
Pricing	25
Technical Compliance with RFP Requirements	5
TOTAL	100

Visit The Woodlands reserves the right to interview up to three top-ranked Proposers. Visit The Woodlands reserves the right to negotiate final scope and pricing, reject any or all proposals, waive minor irregularities, request clarifications, and award the contract in the best interest of Visit The Woodlands based on overall value rather than lowest price. This RFP does not obligate Visit The Woodlands to award a contract or reimburse proposal preparation costs. All costs incurred in the preparation of the proposal to this RFP will be the sole responsibility of the respondent. Additionally, Visit The Woodlands shall incur no liability for the preparation and/or submission any letter of interest incurred by a respondent. Any conditional submission may be cause for rejection. Visit The Woodlands, being funded by tax dollars and staffed by employees of The Woodlands Township, operates in compliance with the Texas Open Meeting Act/Texas Open Records Act, and therefore, all submissions and resulting analysis may be subject to disclosure to the public. The selected agency shall participate in onboarding and transition activities, including transfer of campaign assets, reporting, and account access.

QUESTIONS, LETTERS OF CLARIFICATION AND WITHDRAWAL

Please submit one (1) electronic copy of the bid proposal by email to bids@visitthewoodlands.com.

Questions concerning this RFP should be directed to bids@visitthewoodlands.com, no later than Friday, July 10, 2026, at 4:00 p.m. (CST). After this time, Visit The Woodlands reserves the right to deny response to submitted inquiries.

Questions will be answered directly to respondent, and all questions and answers will be made available at visitthewoodlands.com/bids by July 31, 2026.

Proposals may be withdrawn due to errors or for any other reason by a written request received by bids@visitthewoodlands.com prior to the submission deadline.

FORM OF AGREEMENT

By submitting a response to this RFP, Proposer agrees, upon notice of selection, to enter into a Services Agreement.

TIMELINE

Milestone	Date
RFP Issued	June 22, 2026
Questions Due	July 10, 2026
Clarifications Issued	July 31, 2026

Milestone	Date
Proposals Due	August 18, 2026
Interviews (if applicable)	August/September 2026
Agency Selection	September 2026
Contract Start	January 1, 2027

DISCLAIMER

The proposal will become the property of Visit The Woodlands. This RFP in no manner obligates Visit The Woodlands to pursue any contractual relationship with an entity that responds to this RFP. Visit The Woodlands further reserves the right to cancel this RFP at any time if deemed to be in the best interest of Visit The Woodlands. Visit The Woodlands expressly reserves the right to reject any and all submissions, in whole or in part, received in response to this RFP; to accept any submission(s) that it determines shall best meet Visit The Woodlands goals, objectives, and standards, regardless of whether or not said submission is lowest in cost; to waive any non-material defect, informality, or irregularity in any submission or submission procedure; and/or to negotiate separately the terms and conditions of all or any part of the submissions as determined to be in Visit The Woodlands best interest and sole discretion. Negotiations will be conducted with the selected agency. In the event a mutually acceptable contract cannot be negotiated with the selected agency, Visit The Woodlands reserves the right to negotiate with other responding agencies. Upon negotiation of a mutually acceptable contract, Visit The Woodlands will award the contract or contracts, if any. Any contract for the accepted submission will be based upon the factors described in this RFP and may contain additional legal terms and conditions as mutually agreed upon in writing between the parties. Visit The Woodlands reserves the right to amend or revise this RFP, in whole or in part, as it deems necessary and without further notice to the public.