



C-2025-0364

Request for Proposal

to
study future opportunities of meeting
space and hotels in The Woodlands,
Texas

The Woodlands, Texas

Issuance Date: June 18, 2025

Due Date: July 31, 2025

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I. BACKGROUND INFORMATION

The Woodlands Convention and Visitors Bureau, a 501 (c) (6), also known as Visit The Woodlands, is looking to conduct a study to understand the future of convention and leisure travel to The Woodlands, Texas including additional hotels and meeting space.

Visit The Woodlands is seeking to find a qualified consultant that can help the nonprofit Destination Marketing Organization (DMO) of The Woodlands Township look into the future for business meetings and leisure travel to The Woodlands. Visit The Woodlands is requesting proposals from qualified consultants or educational institutions to conduct such a market demand analysis and feasibility study that will provide objective, research-based guidance to determine what gaps could be filled with additional meeting space and additional hotels.

The Woodlands currently has a Convention Center (The Woodlands Waterway Marriot 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.

II. PURPOSE OF REQUEST FOR PROPOSAL

The primary factors contributing to the RFP are as follows:

- Is there a need for additional hotels and meeting space?
- What is the competition from other areas in the region?
- Have some annual conventions/events outgrown The Woodlands?
- Is there an ability to attract new events/groups to The Woodlands?
- Is there the ability to book multiple events at the same time?
- Is there a need for new hotels, and if so, what types?

III. GENERAL GUIDELINES FOR SUBMISSION

The following is an outline of the desired services to be performed. Visit The Woodlands will consider input from respondents as to other suggested services to be considered for inclusion. Those services should be listed as optional on the submission.

Market Demand Study and Financial Analysis

1. Analyze economic and demographic characteristics for meetings and tourism in The Woodlands.
 - a. Include current and future growth market trends.
 - b. What does The Woodlands need to remain competitive in meetings and leisure travel?
2. Review competitive facilities & events.
 - a. Include The Woodlands' capacity for hosting mid-sized events as compared to other cities and facilities in the surrounding area and competitive group set.
 - b. Consider other types of events different cities and facilities are accommodating and if they would be beneficial to The Woodlands.
3. Conduct accommodation inventory and meeting space analysis.
 - a. What are the ideal sizes of meetings for The Woodlands?
 - b. What kinds of groups / conventions could come to The Woodlands with larger meeting spaces and different hotel properties?
 - c. Interviews with potential users including meeting planners, event promoters and/or consumers.
 - d. What is The Woodlands missing regarding types of hotels and associated offerings?
4. Economic impacts into the future.
 - a. Projected potential of additional hotel room nights with more hotels.
 - b. Projected tax revenue increase to the Township with more hotels.
 - c. Projected impact on Township restaurants and retailers.

Submission Requirements

In order to be a considered response to this RFP, respondents are required to fill out and sign the Request for Proposal Tabulation Form (found in last page of this packet) and submit along with it a letter of interest that includes, at minimum, the following information and forms:

1. Basic information regarding the presenting firm or department including contact names and backgrounds of principals and professionals who will be involved in the project and history of presenting organization.

2. Similar information for any sub-consultants or sub-contractors who will be used to complete the study.
3. Qualifications and experience of all involved that will enable the Visit The Woodlands Board of Directors and Staff to evaluate the team and the relevant experience. Please provide client references on all appropriate projects.
4. Describe in detail the approach or process that the firm or group will undertake that will enable the Visit The Woodlands Board of Directors to make a sound decision.
5. A fee proposal for the study. A detailed estimate of "out of pocket" expenses and a "not to exceed" cap on such expenses are to be included.
6. Provide a schedule and a time frame for completion of the study.
7. Proposals should be marked "Proposal to determine Future opportunities of meeting space and hotels in The Woodlands, Texas."
8. Any additional analysis or studies that the presenting firm determines would be beneficial to the overall goal of the RFP.

Due Date

The proposal and any attachments should be emailed, delivered or mailed to the individual listed below (under Contact Information) and received **no later than 4:00 p.m. Thursday, July 31, 2025**. It is the responsibility of the respondent to ensure that the proposal is received by Visit The Woodlands by the date and time specified above. **LATE PROPOSALS WILL NOT BE CONSIDERED**. All costs incurred in the preparation of the proposal to this RFP will be the sole responsibility of the respondent and will not be reimbursed by Visit The Woodlands. Additionally, Visit The Woodlands shall incur no liability for the preparation and/or submission of 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.

Respondents to this RFP may withdraw or modify their proposal prior to the deadline established for the submittal of proposals by providing the request for withdrawal in emailing info@visitthewoodlands.com

Other Dates of Interest Concerning This RFP

- RFP deadline – Thursday, July 31, 2025 at 4 p.m.
- Evaluation of RFP's completed by Friday, August 8, 2025
- Determination by the VISIT THE WOODLANDS Board on August 20, 2025

* All meetings will be held at Visit The Woodlands office unless otherwise noted. All dates are subject to change.

Contact Information

Please address all correspondence and requests to the following individual:

Nick Wolda
Visit The Woodlands President
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
Nick.wolda@visitthewoodlands.com

Questions

Questions concerning this RFP should be addressed to Nick Wolda by Friday, July 25, 2025. After this time, Visit The Woodlands reserves the right to deny response to submitted inquiries. Inquiries should be submitted by email only.

Post-Submittal

Visit The Woodlands and/or its agents will review the RFP submissions and investigate the qualifications of the respondent and the demonstrated ability to perform satisfactorily, as well as the financial stability. Visit The Woodlands will conduct meetings with respondents if appropriate and at Visit The Woodlands sole discretion.

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 company. In the event a mutually acceptable contract cannot be negotiated with the selected company, Visit The Woodlands reserves the right to negotiate with other responding companies. 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.

CONVENTION CENTER SPACE AND HOTEL OFFERINGS STUDY
REQUEST FOR PROPOSAL
TABULATION FORM

Service	Points Awarded	Maximum Points
1. Experience		50 Points
2. Business plan		15 Points
3. Cost		30 Points
4. References		5 Points
Total		100 Points

I, _____, certify that this submission is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a submission for the services and products and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of the RFP Packet and certify that I am authorized to sign this submission for the respondent.

DATE

SIGNATURE

PRINT/TYPE NAME

TITLE

COMPANY