



New Braunfels CVB FY 2025 Media Calendar

Months	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
Themes/focus	Things to do: Lodging, shopping, culinary, live music Escape/Getaway: Fall festivals "German themed" dining, lodging and shopping	Things to do: Shopping, festivals, attractions Escape/Getaway: Escape before the holidays, culinary	Things to do: Boutique shopping, festivals, Holiday events Escape/Getaway: Escape for the holidays	Things to do: Trout fishing, live theatre shows, culinary, live music Escape/Getaway: Girls' Trips & Couples/Romantic getaways Spring Break: family focused - Itinerary with activities April Events & Season openings		Things to do: Live music, April Events, Festivals, Culinary Escape/Getaway: Spring Break - last minute getaway	Things to do: Water recreation, Downtown, Gruene, live music Escape/Getaway Couples: Romantic summer getaway Escape/Getaway Family: Summer family fun		Things to do: Summer activities continued Escape/Getaway: Last minute 4th of July and last trip before school starts	Things to do: Summer activities, Water recreation Escape Getaway: Last trip before school starts, Labor Day weekend	Things to do: Lodging, shopping, culinary, live music Escape/Getaway: Fall festivals "German themed" dining, lodging and shopping			
Streaming	Houston			Houston			Houston		Houston			Houston		
	Dallas			Dallas			Dallas		Dallas					
	Ft.Worth			Ft.Worth			Ft.Worth		Ft.Worth					
	Austin			Austin			Austin		Austin					
	Harlingen			Harlingen			Harlingen		Harlingen					
Paid Social	Houston			Houston			Houston		Houston			Houston		
	Dallas			Dallas			Dallas		Dallas					
	Ft.Worth			Ft.Worth			Ft.Worth		Ft.Worth					
	San Antonio			San Antonio			San Antonio		San Antonio					
	Austin			Austin			Austin		Austin					
	Harlingen			Harlingen			Harlingen		Harlingen					
Search	All Markets - DMA's													
YouTube				Houston			Dallas			Ft.Worth				
Airport						Austin								
Print								NB Monthly		San Antonio			Austin	
Tour Texas	Content remains on Tour Texas site all year													