

New Braunfels CVB FY 2026 Media Calendar												VISITNBTX.COM	
Months	Oct		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Themes/focus	<i>Things to do:</i> Lodging, shopping, culinary, live music <i>Escape/Getaway:</i> Fall festivals "German themed" dining, lodging and shopping		<i>Things to do:</i> Shopping, festivals, attractions, Holiday events, live music <i>Escape/Getaway:</i> Escape before the holidays, culinary, lodging	<i>Things to do:</i> Boutique shopping, festivals, Holiday events, live music, attractions, family friendly events <i>Escape/Getaway:</i> Escape for the holidays, culinary, lodging	<i>Things to do:</i> Trout fishing, live theatre shows, culinary, live music, attractions <i>Escape/Getaway:</i> Girls' Trips & Couples/Romantic getaways, lodging <i>Spring Break:</i> Family focused - Itinerary with activities		<i>Things to do:</i> Live music, April events, festivals, culinary, attractions <i>Escape/Getaway:</i> Spring Break - last minute getaway, lodging April Events & Season openings	<i>Things to do:</i> Water recreation, shopping, culinary, live music, attractions <i>Escape/Getaway Family:</i> Summer family fun, lodging, Memorial Day weekend getaway		<i>Things to do:</i> Summer activities continued <i>Escape/Getaway:</i> Last minute 4th of July and last trip before school starts	<i>Things to do:</i> Summer activities, Water recreation <i>Escape Getaway:</i> Last trip before school starts, Labor Day weekend	<i>Things to do:</i> Lodging, shopping, culinary, live music <i>Escape/Getaway:</i> 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			
	Corpus			Corpus			Corpus			Corpus			
	Midland			Midland			Midland			Midland			
NFL Streaming	Houston												
	Dallas												
	Ft.Worth												
Paid Social	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			
	Corpus			Corpus			Corpus			Corpus			
	Midland			Midland			Midland			Midland			
Search	All Markets - DMA's												
YouTube				Houston									
				Dallas									
				Ft.Worth									
Airport						Austin							
Print					NB Monthly								
Tour Texas	Content remains on Tour Texas site all year												

*Note: Houston, Dallas and Austin are targeted by zip code (excluding NB from San Antonio)

Harlingen, Corpus and Midland are targeted by DMA

All Markets are targeted by DMA for Search - excluding NB from San Antonio

Target Zip Codes

Houston:	77494, 77573, 77386, 77382, 77459, 77546, 77379, 77450, 77007, 77008, 77005, 77493, 77584, 77433, 77429, 77407, 77077, 77511, 77406, 77057, 77377, 77018, 77079, 77521, 77081, 77539, 77345, 77059, 77580, 77479, 77441, 77094, 77401, 77010
DFW:	75034, 76012, 76051, 75002, 76063, 75087, 75126, 76028, 75232, 75035, 75071, 75019, 75068, 75243, 76179, 76137, 75056, 76065, 75211, 75072, 75206, 75230, 75214, 75204, 75218, 76092, 75022, 76049, 76244, 76108, 76227, 75154, 76131, 75075, 76107, 76005, 76401, 75070, 75032, 76645, 76017, 75214, 75209, 76034, 75244
Austin:	78613, 78665, 78664, 78681, 78660, 78748, 78703, 78730, 78731, 78738, 78751, 78732, 78735, 78726, 78739, 78640, 78610, 78644, 78629, 78641, 78745, 78613, 78665, 78664, 78681, 78704, 78648, 78620, 78741, 78744, 78723, 78758, 78727, 78602, 78749, 78738, 78759, 78753, 78702, 78734, 78606, 78653, 78628, 78754, 78634