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New Braunfels hospitality industry boosts city's economic growth

Data shows 13 percent growth from 2022-2024, increase in fall, winter visitation

New Braunfels, TX [The New Braunfels Convention & Visitors Bureau's](#) (NBCVB)

latest economic impact studies show a 13 percent growth in hospitality from 2022-2024, averaging a \$1.3 billion impact to the New Braunfels economy each year. In 2024, over 6 million people visited New Braunfels, with 2024 fall visitation showing a 6 percent increase from 2023.

"Fourteen signature events and over a dozen unique fall and holiday experiences drew close to 1.5 million visitors last year," said NBCVB President Tanya Pence. "The upward trajectory in growth points to the hard work and creativity of our lodging partners, award-winning attractions, festivals, restaurants, and unique shops and all of the businesses that support the hospitality industry."

The New Braunfels hospitality industry is responsible for more than \$381.8 million in wages and accounts for 31.4 percent of employment in the city. Hospitality also accounts for \$29.8 million in taxes and other revenue for the City of New Braunfels.

"Tourism has played a vital economic role in our community for decades," said New Braunfels Mayor Neal Linnartz. "It elevates opportunity, provides significant employment options and allows for lower property tax, providing residents with a vibrant community composed of a variety of restaurants and entertainment establishments."

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Tourism has also brought significant travel recognitions and accolades to the city. New Braunfels received the Texas Travel Awards 2024 [Destination of the Year](#), has been recognized by [Forbes Advisor](#) as one of the Top 50 travel destinations in 2024, [Trip Advisor's](#) America's 20 Family Most Kid Friendly Places for a Family Vacation and Southern Living's The South's Best Cities on the Rise 2024. In January, [HGTV](#) recognized Gruene as one of the most charming small towns in the U.S.

“Summer is still our sweet spot given our beautiful rivers and Schlitterbahn, but we are seeing visitors experience the vibrant festivals, attractions, restaurant scene, and the unique shopping and music venues all year round,” said Pence.

The [SpringHill Suites](#) by Marriott groundbreaking, the re-opening of [Hacienda del Rio Hotel](#), and the 2026 projected opening of the historic [Faust Hotel](#) demonstrates the investment businesses are making in the New Braunfels tourism industry.

“New lodging and hotels, restaurants and shops combined with award winning attractions and annual long-time celebrations like [Gruene Music & Wine Fest](#), [Texas Clay Festival](#), [Wurstfest](#), [Weihnachtsmarkt](#) and [Wassailfest](#) draw visitors to New Braunfels and are a major contributor to the increases in fall and winter visitation,” said Pence.

Last year, [Wurstfest](#), the town's acclaimed 10-day German heritage festival held the first week in November for over six decades, welcomed over 240,000 visitors.

New Braunfels historic downtown with its charming [Brauntex Theatre](#) and [Gruene Historic District](#) that boasts Texas' oldest dance hall [Gruene Hall](#) provide a vast array of one-of-a-kind shops, galleries, speakeasies, craft breweries and eateries, most of which are independently owned.

Award-winning attractions [Natural Bridge Caverns](#) and [Natural Bridge Wildlife Ranch](#) provide an ample dose of wild adventure.

“New Braunfels is one of those places that just feels special, and we have something for everyone to enjoy year-round,” said Pence. “We are always ready to roll out the red carpet for you.”

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New Braunfels

Deep in the heart of the Texas Hill Country, conveniently set astride the IH-35 corridor between San Antonio and Austin, rests beautiful New Braunfels, Texas. Founded in 1845 by German settlers, New Braunfels is overflowing with old world heritage and small-town Texas charm.

From boundless adventures on the beautiful Comal and Guadalupe Rivers to wholesome entertainment at Schlitterbahn Waterpark and Natural Bridge Wildlife Ranch & Natural Bridge Caverns to strolls through local art and historic galleries, and diverse dining experiences, the activities and sights are endless. New Braunfels is home to Texas' oldest bakery Naegelin's, Texas' oldest dance hall Gruene Hall, and Wurstfest, an annual German heritage celebration.