

**NEW
BRAUNFELS
TEXAS**

CONVENTION & TOURISM FUND

Q1 FY 2026 Report

October-December 2025



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ESTABLISHED 1919

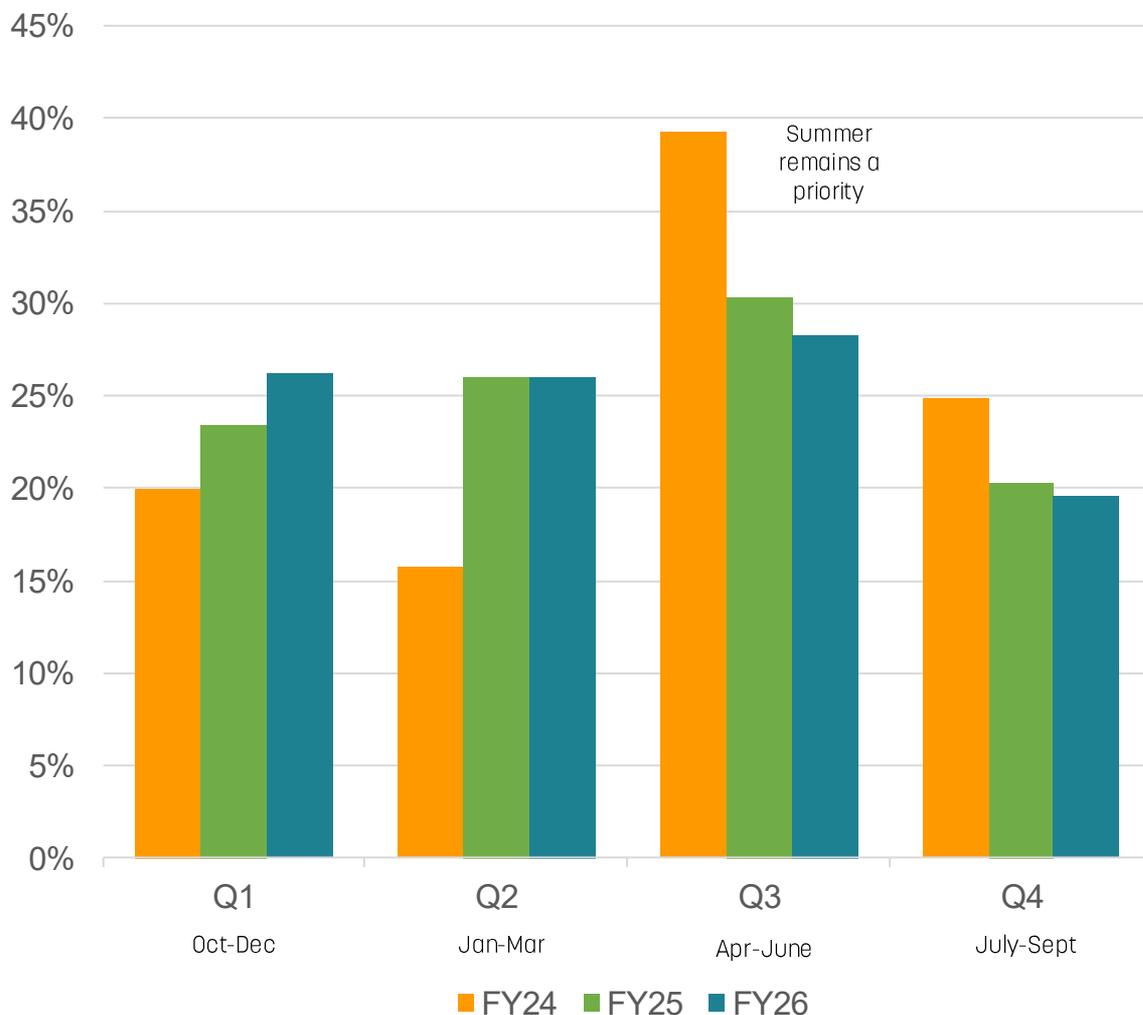
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CTF OVERVIEW/ BUDGET ALLOCATION

- 212:1 ROI on paid media delivering over +2.3m impressions
- 126:1 ROI on public relations initiatives delivering +174m impressions
- Q1 visitation is flat YOY while overnight trips increased
- Visitor spend continues to reflect economic uncertainty leading into the holidays

Strategically shifted dollars to focus on year-round destination marketing!

CTF Budget Allocation by Quarter



Spend varies by quarter based on marketing/advertising plan.



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EVENTS & STAKEHOLDER OUTREACH



TOURISM STAKEHOLDER EVENT

- Hosted second tourism stakeholder event for 2025 at Lark Mason Art Gallery in October
- +50 attendees
- Provided tourism update and networking opportunities for stakeholders in the tourism industry
- Opportunity to showcase unique event spaces in the community

INAUGURAL FALL MEDIA DAY

- Hosted inaugural Fall Media Day at the Faust Hotel
- Focus on year-round destination
- **+15 media outlets** attended, and **+450 stories** generated from the event
- Coverage in 14 Texas cities including Houston, Austin, El Paso, Galveston, and San Antonio



1:1 TPID MEETINGS

- Conducted the second round of 1:1 TPID meetings with lodging partners aimed at gathering petition signatures
- Attended a meeting with hoteliers along with Scott Joslove to answer questions and provide information on the benefits of the TPID



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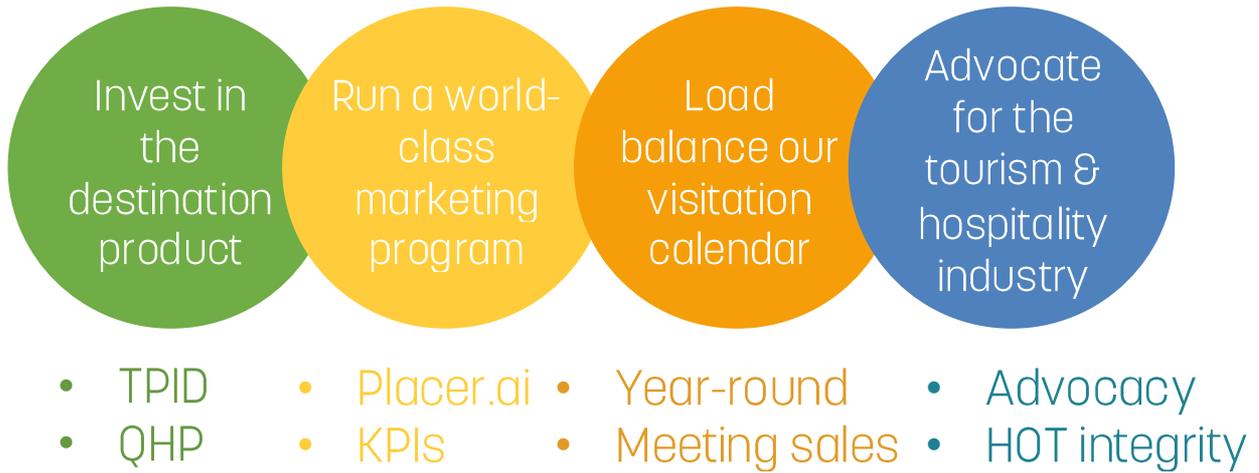
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STRATEGIC PLAN

FY25 – FY27 STRATEGIC PLAN

Mission: collaboratively lead initiatives designed to welcome people from around the world to experience our vibrant community as a way to build economic activity and enhance the quality of life for residents. The CVB is the caretaker of this vision.

4 Primary Goals





MARKETING & ADVERTISING INITIATIVES



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ORGANIC MEDIA



WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

CAMPAIGN FOCUS

- Events + Holiday activities
- Lodging + Shopping + Culinary

SOCIAL MEDIA DATA

Total Followers	428,874
Total IMP's	1,869,725
Engagement Rate	5% (nat'l benchmark 1-3.5%)
Reach	1,252,985

SOCIAL CHANNEL HIGHLIGHTS

- 6 of 8 target markets appear in our top 10 follower cities, indicating paid social ads are successfully increasing visibility in key markets
- Carousel ads performing the best on Facebook & Instagram
- Top posts with highest reach on social channels include holiday/seasonality, local spotlights on new businesses, live music and events

Engagement rate continues to outperform National benchmark



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WEBSITE

TRAFFIC & SEO STRATEGY



Focus on quality web traffic vs. quantity. Placing focus on page views/user, % engaged and engagement time.

Organic traffic to website
+84% YOY

Metrics	Total	YOY Change
Page views/user	2.7	+37%
% Engaged	56%	+27%
Engagement time	:49	+83%



USER TRAFFIC BY CITY:

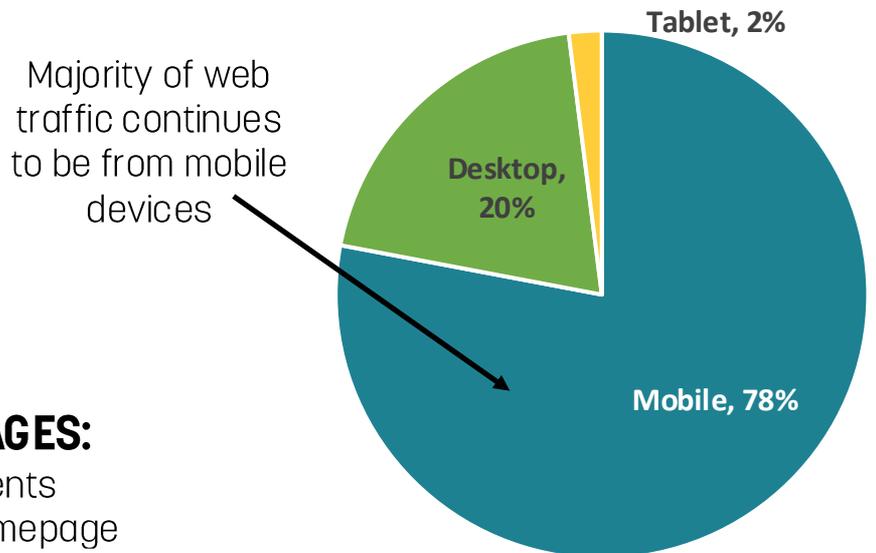
1. New Braunfels
2. Austin
3. San Antonio
4. Houston
5. Dallas

Other target markets in top 15:
Fort Worth, Corpus & McAllen

TOP PAGES:

1. Events
2. Homepage
3. Fall 2025
4. Jingle Jolly Christmas Festival 2025
5. Wassailfest

DEVICE OVERVIEW



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PAID MEDIA

OBJECTIVE: Promote year-round tourism targeting areas generating the most ROI

- After 2025 high water events + continued economic uncertainty invested incremental dollars in DFW & Houston markets (top overnight markets) to extend reach & frequency and help drive additional tourism dollars during the holidays
- Extended paid media through mid-November to capitalize on momentum we were seeing with visitation during the fall months
- Regularly assess and refine marketing efforts to ensure the most effective use of funds

STREAMING CAMPAIGN

hulu

Disney+

Paramount+

**HOUSTON
TEXANS**

COWBOYS

Mediums: Disney/Hulu/Sling TV/Premium CTV/NFL

Timing: 10/1/25 – 11/16/25

Targeting: A25-54, HHI +\$75k, Travel enthusiasts, Cowboys & Texans fans

Markets: Houston, DFW, Austin, Harlingen, Midland
Houston & DFW for NFL

Key points: In May 2025 TV streaming became the most popular way to watch TV - eclipsing traditional broadcast and cable TV consumption

A25-34 subscribe the most to live streaming sports, followed by A35-54 aligning with our target demo

**+1.7m
IMPs**



[Click here for creative](#)



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PAID MEDIA

OBJECTIVE: Investment spend to drive top of mind awareness through an engaged audience.



NFL advertising
Sept-Nov concentrated
in overnight markets:
Generating high ROI'S

Over 660,000 impressions
DFW ROI 34:1
Houston ROI 57:1

DFW Spend
\$15.5k



DFW Visits
123k



For every \$
spent got **\$34**

Houston Spend
\$17.5k



Houston Visits
236k



For every \$
spent got **\$57**

When calculating ROI used 10% of visits



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PAID MEDIA

DIGITAL CAMPAIGN



1.7% CTR outpacing benchmark of .45%



17% CTR outpacing benchmark of 5%

Mediums: Facebook/Instagram/Google Search

Timing: 10/1/25 – 11/16/25 (Search through Dec)

Targeting: A25-54; Travel interests, outdoor recreation, travel adventures

Strategy: Continue strategy focusing on targeting qualified audiences more likely to take action (quality vs. quantity)

Top keywords: Things to do in New Braunfels this weekend, New Braunfels, Activities in New Braunfels TX, Wurstfest New Braunfels, When is Wurstfest 2025

MARKETS	IMPs	CLICKS + VIEWS	MEDIA SPEND	VISITS	ROI
Hou/Dallas/Ft. Worth	1,373,540	1,069,420	\$74,458	355,238	203:1
Aus/San Antonio	451,184	306,724	\$27,677	169,423	260:1
Harlingen/Corpus/Midland	496,115	348,226	\$25,703	111,898	185:1
TOTAL	2,320,839	1,724,370	\$127,838	636,559	212:1

Data above includes all paid media – streaming & NFL, meta & search

October – December ROI



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PAID MEDIA

EMAIL

sent: 3 (1x/month)
subscribers: 7,686 (flat)
Avg. open rate: 45% (nat'l avg. 20%)

 Open rates continue to increase



Taste the spirit!

McAdoo's



Cody's Restaurant



2tarts



Book your holiday getaway!

Gruene Mansion Inn



Prince Solms Inn



Gruene River Guest House



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PUBLIC RELATIONS

WHY WE PRIORITIZE PR

- Extends advertising budget and reach
- Provides the opportunity to gain recognition and coverage throughout markets where paid advertising may be limited due to budget constraints

Q1 PR RESULTS

Estimated Value:	+\$1.5M
ROI:	126:1
Impressions:	+174M



HIGHLIGHTS

Winner of the 2025 Convention South Reader's Choice Award for providing some of the best accommodations, amenities, services and meeting and event spaces throughout the South!

PUBLICATIONS

 Click article titles to view

Texas Monthly

[The Many Wunders of New Braunfels](#)

Houston Chronicle

[The Most Unique Roadside Attractions from Houston to San Antonio](#)

Country Living

[15 Magical U.S. Christmas Towns to Visit in December](#)

Texas Highways

[Chasing Rainbows on the Guadalupe River](#)

Texas Meetings & Events

[Suburban Splendor](#)



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PUBLIC RELATIONS



6 BLOGS



583 ARTICLES
+ 21M impressions



1 JOURNALIST
OLCAY OZDEMIR - GERMANY



1 SOCIAL MEDIA
INFLUENCER
(engaged with 8 local Businesses)



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PUBLIC RELATIONS

FALL/WINTER MEDIA DAY

Oct. 8 @ The Faust Hotel

OBJECTIVE:

Market New Braunfels as a year-round destination highlighting fall/winter events, entertainment and lodging, while also telling the story of the economic impact the hospitality industry has on the local economy. Invite media outlets to get a sneak peek of the Faust Hotel to garner coverage/stories throughout fall/winter months.



MEDIA COVERAGE:

KSAT, WOAI, MYSA, Austin Chronicle, Texas Highways/Texas Monthly, Community Impact, Herald Zeitung and multiple influencers.



COMMUNITY & INDUSTRY LEADERS:

Mayor Neal Linnartz, Chamber Board President Terri Adams, CVB President Tanya Pence, Faust Owner Andy Duettra along with representatives from Wurstfest, Gruene Historic District, Natural Bridge Caverns, Natural Bridge Wildlife Ranch, The Sophienburg Museum + Archives, Downtown Association and The Brauntex Theatre.

+15
MEDIA OUTLETS

+450
NEWS STORIES



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BUSINESS DEVELOPMENT

GROUP/MEETING HIGHLIGHTS

- New subscription to  database (Meetings Information Network) used to research, quantify and identify group meeting leads
- 1:1 meetings with 25+ group meeting planners 
- Actively seeking and responding to RFPs for 2026, 2027 and beyond
- Hosted 2 training sessions for lodging partners to learn how to effectively respond to lead opportunities for future groups



TOURISM AMBASSADOR INITIATIVE

- Aimed at educating and supporting residents and our local hospitality workforce to promote New Braunfels as a positive destination and help create an authentic experience for visitors.
- Consists of half day classes held throughout the year
- Tentative launch : April 2026



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HIGHWAY VISITOR CENTER

VOLUNTEER ENGAGEMENT

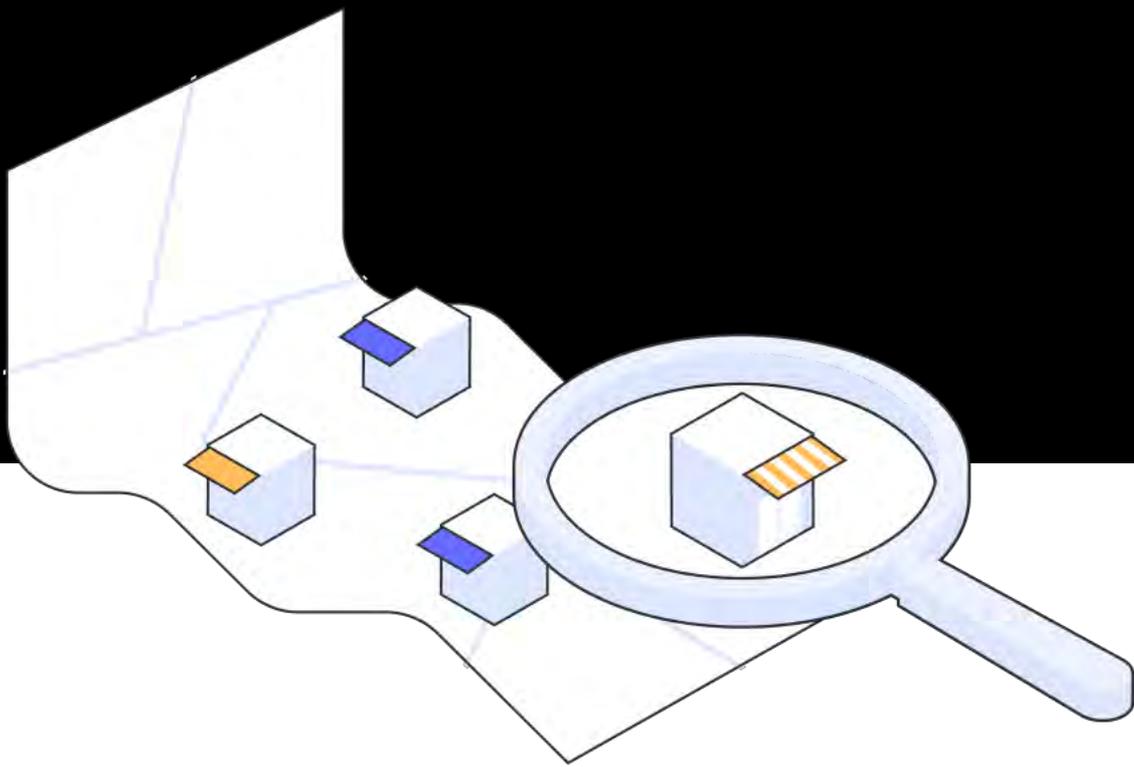
- Hosted Christmas Party at Visitor Center as a “Thank You” to the volunteers who staff the center daily
- Continue to engage with volunteer base as Visitor Center operations are streamlined through Connect Team App for all communication and scheduling



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KEY PERFORMANCE INDICATORS



Placer.ai

Utilizing Placer.ai to measure KPIs



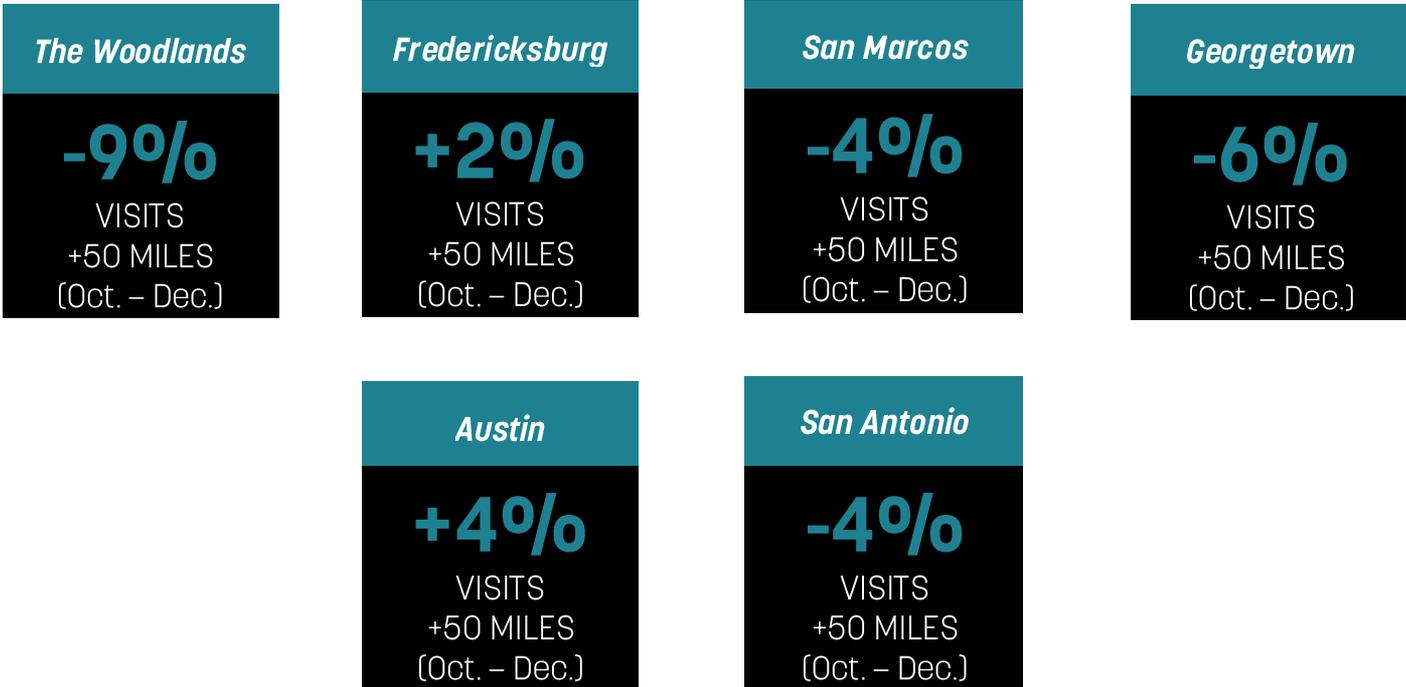
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KPIs: COMP MARKETS

TOURISM UPDATE: (October – December 2025)

New Braunfels visitor activity was flat compared to the same period last year. When looking at comparable cities, 4 out of 6 markets saw declines reflecting both regional and national economic conditions. We consistently monitor data and adjust marketing strategies to ensure New Braunfels remains top of mind.



Events like Austin City Limits and Formula One were key drivers in positive visitation to Austin. Fredericksburg hosts Oktoberfest and Food & Wine Fest in the fall; both highly attended events.

Source: Placer.ai, Tableau
 Visitors: Anyone who lives +50 miles outside city limits boundary and visits a point of interest inside city limits for 2+ hours.
 Overnight trips: Not nights stayed, actual trips made. Home is 50+ miles from boundary. Overnight trip does not equate to staying in an accommodation. Visitor Spend is based on credit card swipes and Apple Pay in market for people +50 miles outside city limits



KPIs: KEY TAKEAWAYS

OCT. – DEC.

We continue to market New Braunfels as a year-round destination in our overall marketing strategy. The fall has momentum with exciting events and things to do.

- Focusing on back half of the year with investment spending in NFL Streaming
- 1:1 relationships with college football teams (fan travel)
- Hosted inaugural fall + winter media day – year-round focus
- Advertising extended through mid-November

-.8%

VISITS
+20 MILES
(Oct. – Dec.)

Majority of visitors from San & Austin. Saw increased visitation in November while Oct. & Dec. slightly decreased.

-.5%

VISITS
+50 MILES
(Oct. – Dec.)

Majority of visitors from Houston area. Seeing positive trends from Austin with increased visitation.

+11%

OVERNIGHT TRIPS
+50 MILES
(Oct. – Nov.)

Increased overnight trips Oct. – Nov. College students returning home for Thanksgiving impacts Nov. as population increases.
Note: Due to data limitations, reported overnights does not always equate to overnights in an accommodation.

-5%

VISITOR SPEND
+50 MILES
(Oct. – Dec.)

Flat visitation resulted in decreased visitor spend. As visitors are spending less.

Source: Placer.ai, Tableau

Visitors: Anyone who lives +20 or +50 miles outside city limits boundary and visits a point of interest inside city limits for 2+ hours.

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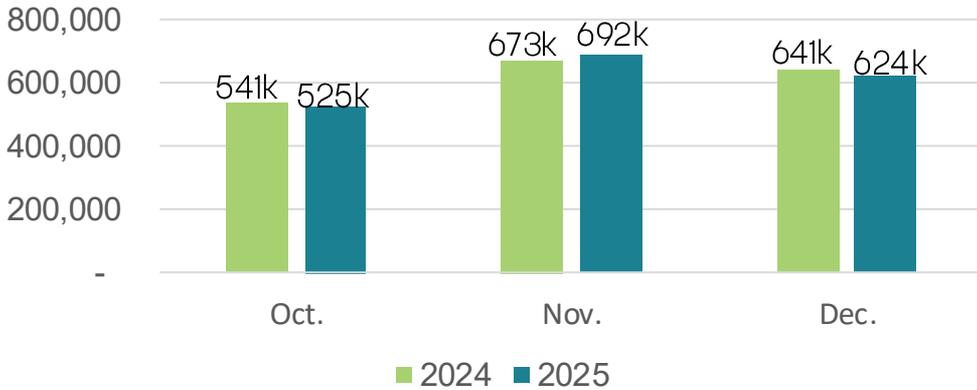
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KPIs: Visits +20 miles

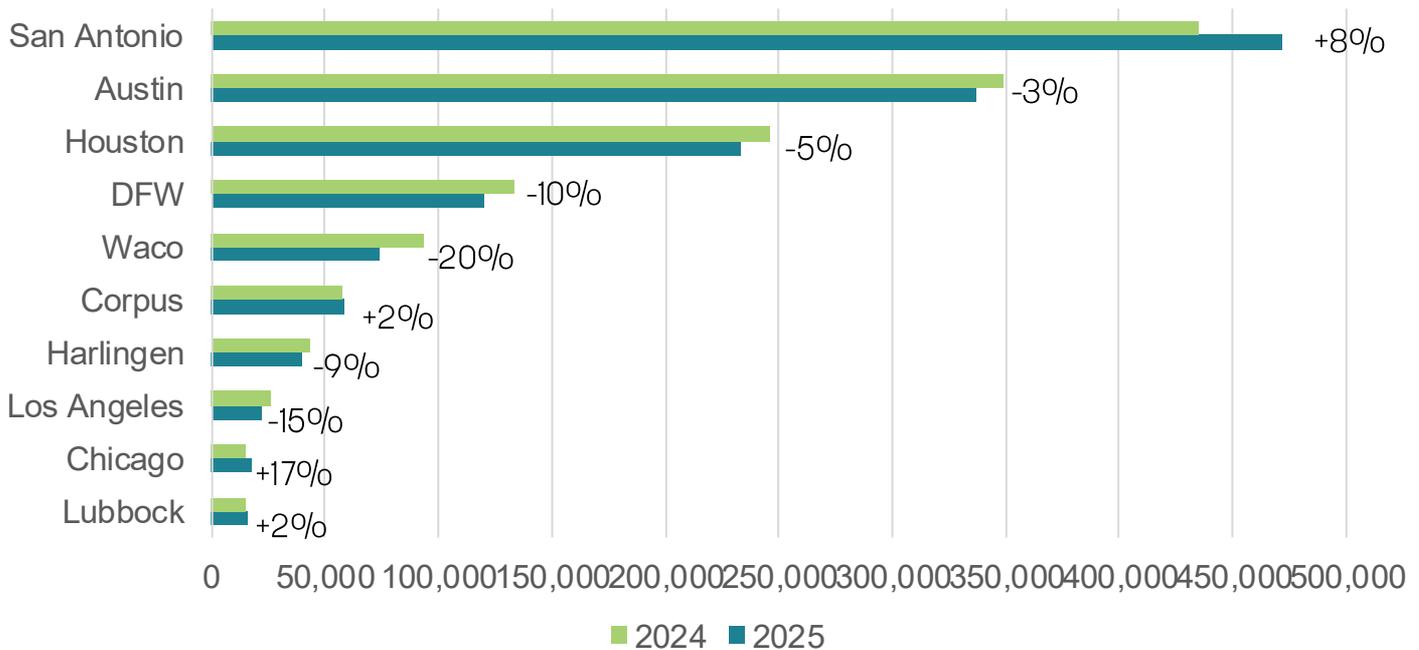
Q1 (Oct. – Dec.) Key Takeaways

Visits +20 mi.



- Visits flat Fiscal YTD
- Economy still a factor
- November visits positive YOY after Sept. – Mid. Nov. advertising

Visits +20 miles by market



Source: Placer.ai, Tableau

Visitors: Anyone who lives +20 miles or +50 miles outside city limits boundary and visits a point of interest inside city limits for 2+ hours.



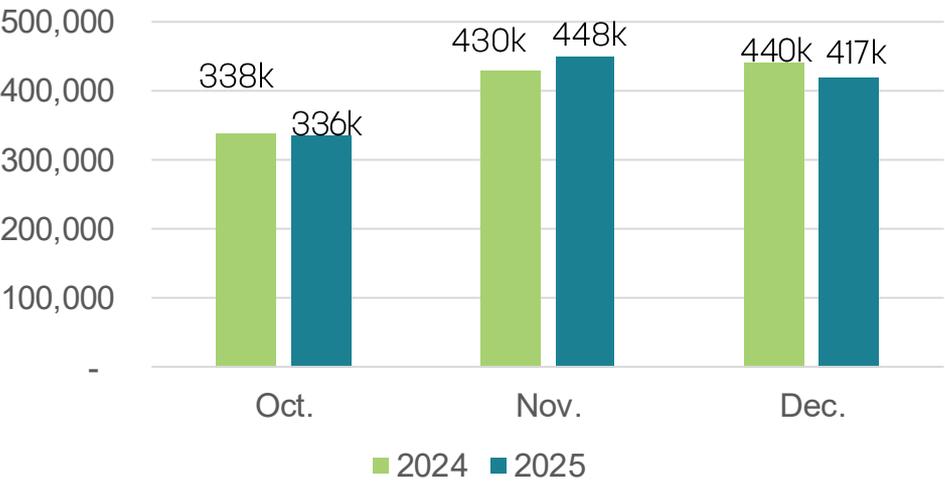
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KPIs: Visitors +50 miles

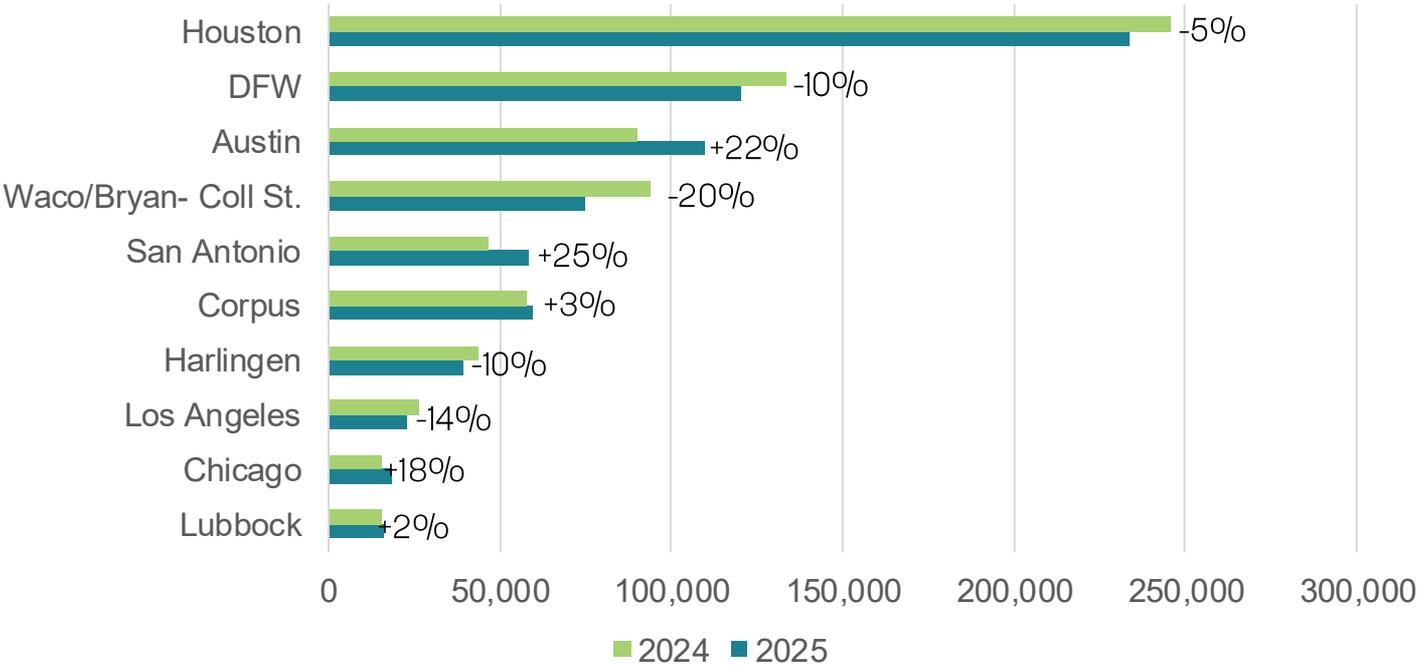
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Visits +50 miles by market



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KPIs: Overnight Trips +50 miles

Q1 (Oct. – Nov.) Key Takeaways

+11%

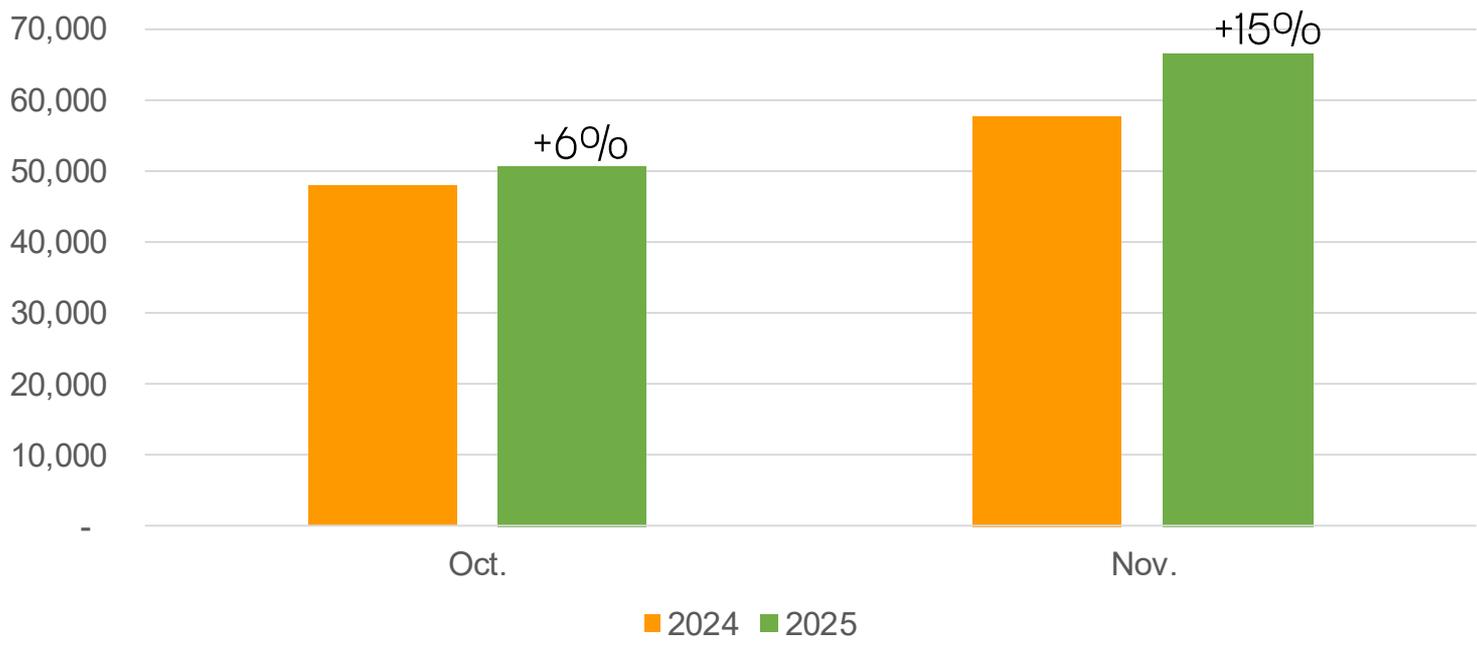
OVERNIGHT TRIPS YOY

Increased overnight trips Oct. – Nov. College students returning home for Thanksgiving & family visits impact Nov. as population increases..

Note: Due to data limitations, reported overnights does not always equate to overnights in an accommodation.

December data not yet reported in Placer.ai

Overnight trips +50 mi.



Source: Placer.ai, Tableau

Overnight trips: Not nights stayed, actual trips made. Home is 50+ miles from boundary. Overnight trip does not equate to staying in an accommodation



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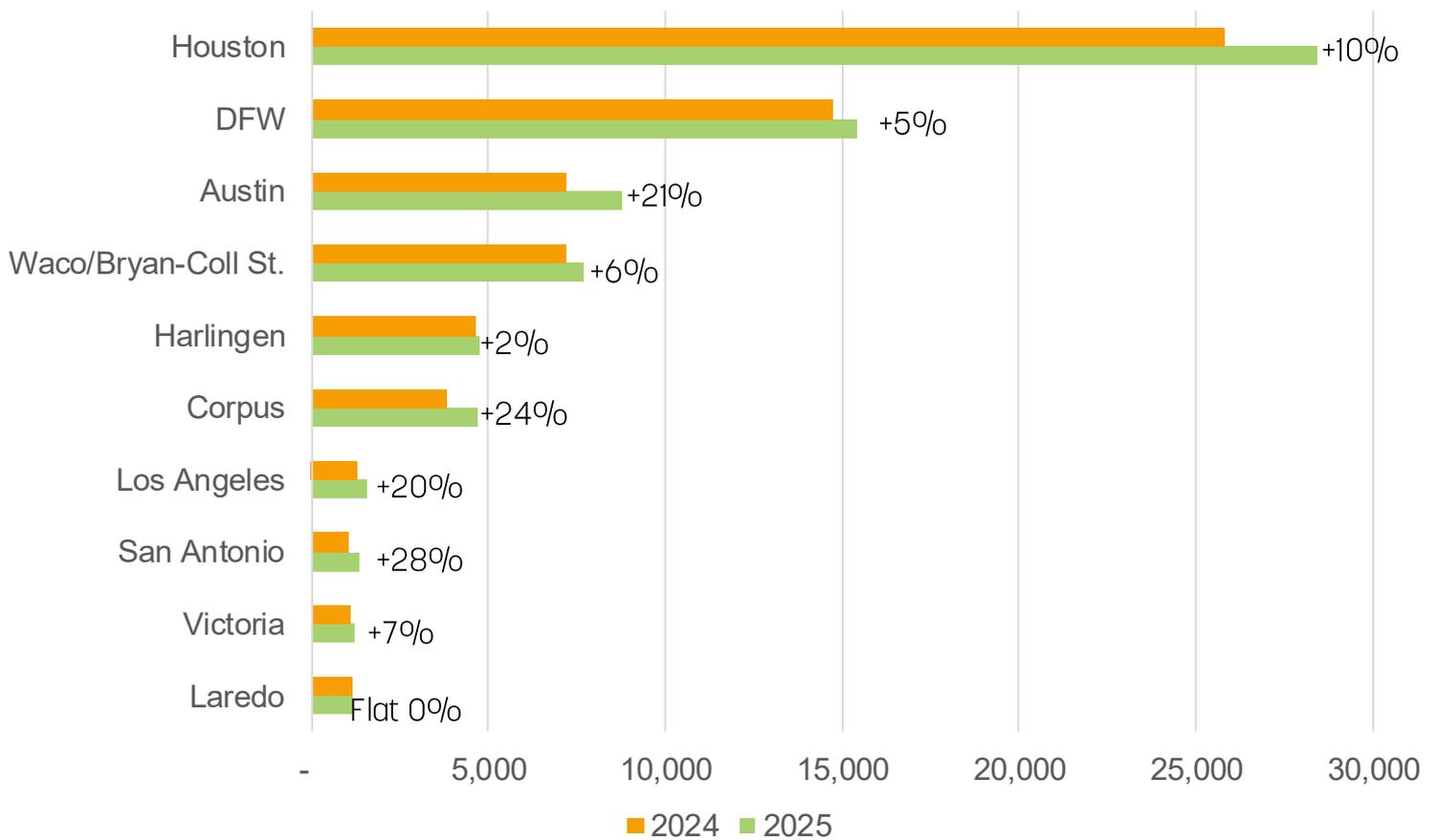


KPIs: Overnights +50 miles

Q1 (Oct. – Nov.) Key Takeaways

- Majority of overnight trips continue to come from Houston & DFW
- Continue to see growth in Austin overnight trips
- Starting to see San Antonio in Top 10 overnight markets

Top 10 markets for overnight trips



Source: Placer.ai, Tableau

Overnight trips: Not nights stayed, actual trips made. Home is 50+ miles from boundary. Overnight trip does not equate to staying in an accommodation



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KPIs: Visitor Spend

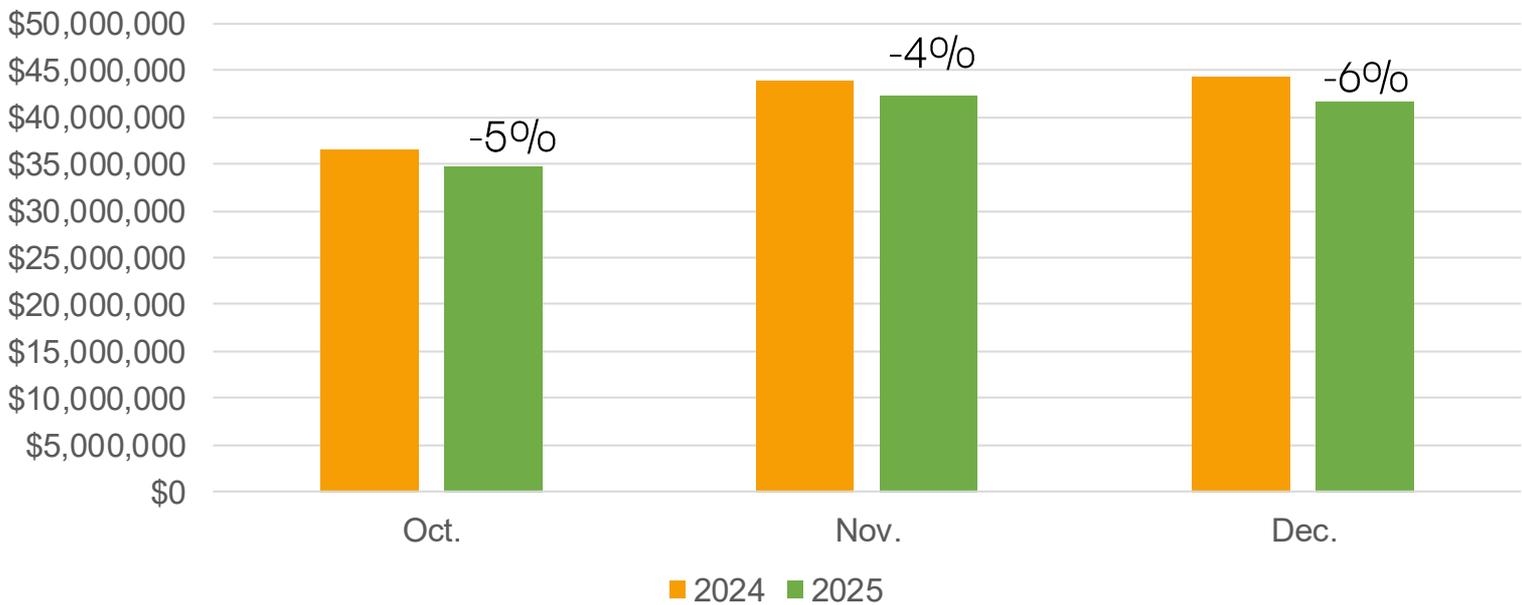
Q1 (Oct. – Dec.) Key Takeaways

-5%

VISITOR SPEND YOY

Flat visitation resulted in decreased visitor spend. As visitors are spending less.

Visitor Spend +50 mi.



Visitor spend by DMA in progress

Source: Placer.ai, Tableau

Visitor Spend is based on credit card swipes and Apple Pay in market for people +50 miles outside city limits



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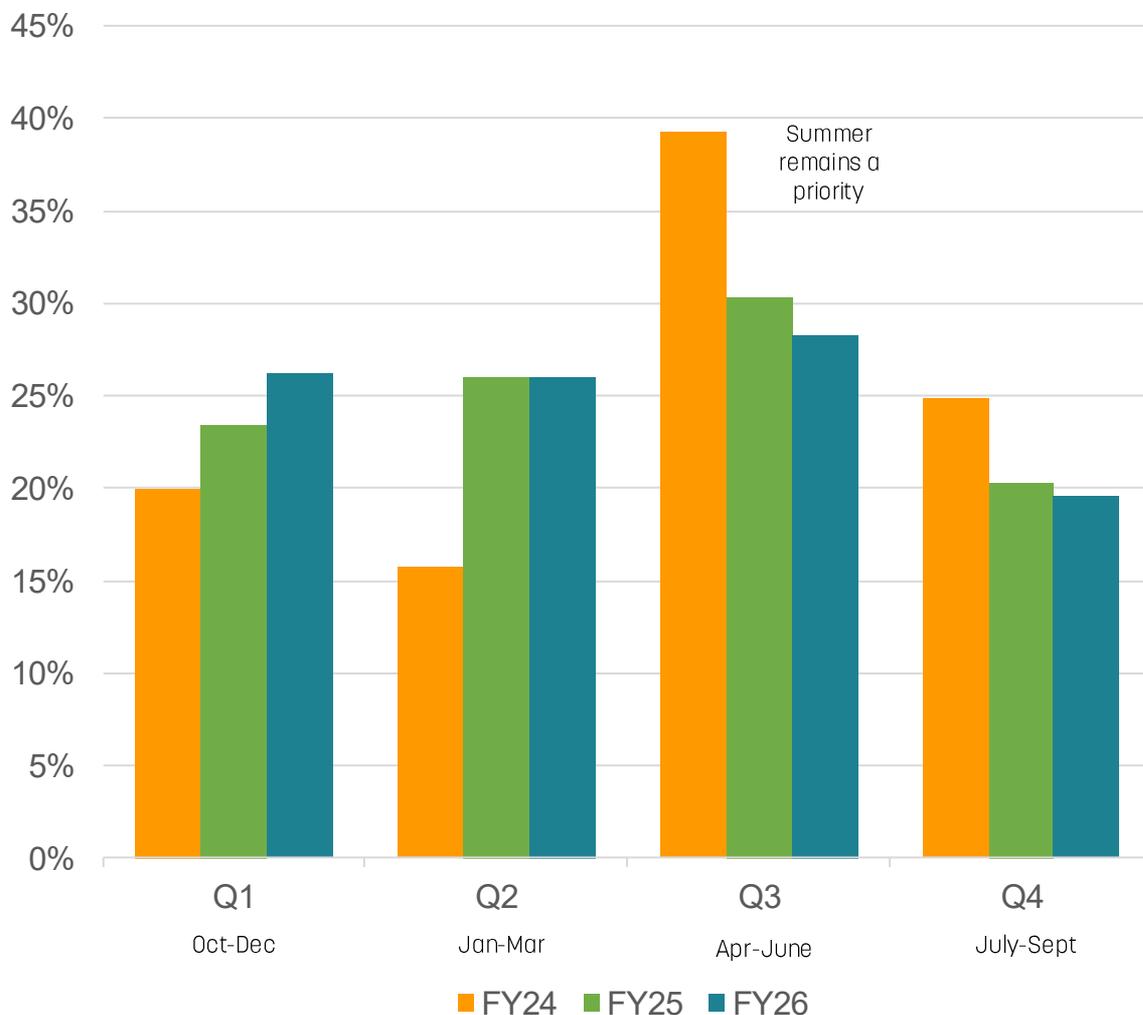


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IT ALL STARTS WITH A VISIT



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THANK YOU

October-December



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