

An aerial photograph of downtown New Braunfels, Texas, at dusk. The sky is a mix of orange, yellow, and blue. In the foreground, a large crowd of people is gathered in a plaza. To the left, a large brick building with many windows is lit up. In the center, a Ferris wheel and other festival lights are visible. To the right, a large building with a dark roof is also lit up. A river flows along the right side of the image.

CONVENTION & TOURISM FUND

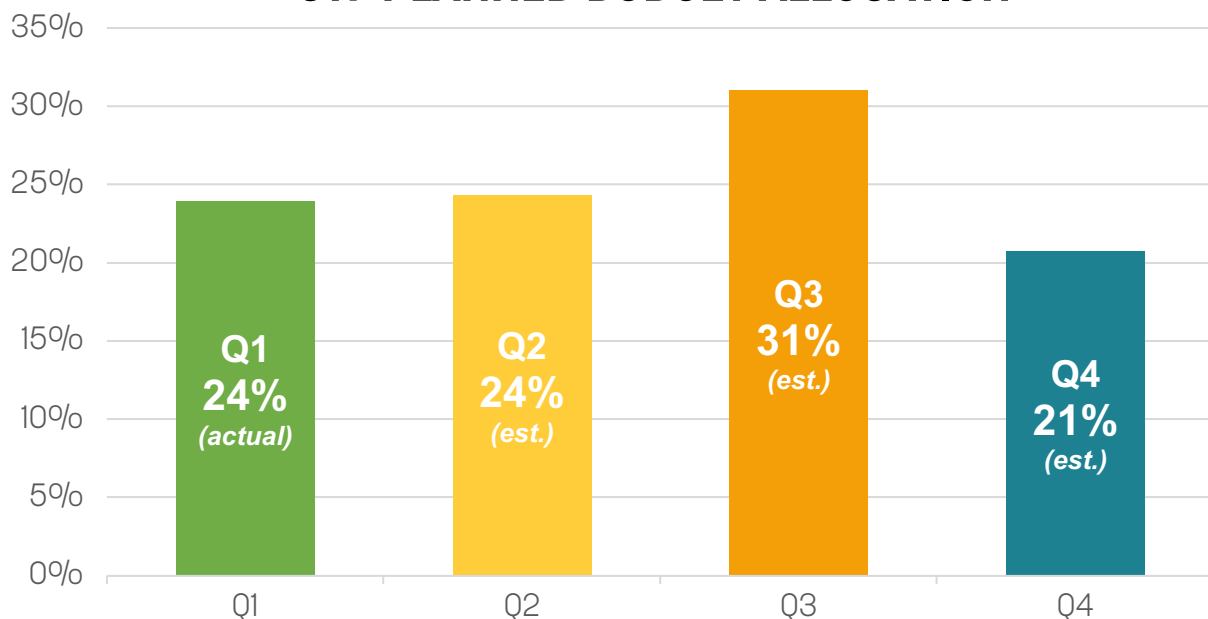
Q1 2025 Report
October - December

CTF OVERVIEW/ BUDGET ALLOCATION

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

- +1% increase in social media following
- Paid media delivering over +5.1m impressions
- 3:1 ROI on public relations initiatives delivering +3m impressions
- Q1 visitors, overnight trips and visitor spend increased YOY

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

EVENTS & STAKEHOLDER OUTREACH



STAKEHOLDER HAPPY HOUR

- Conducted bi-annual tourism stakeholder event at Sidecar at Prince Solms Inn
- +40 attendees
- Provided marketing & industry updates + networking opportunities

BIKE MS

- Sponsored the 35th annual Bike MS: Ride to the River
- Over 1,100 participants
- Two-day ride from San Antonio to New Braunfels



TOURISM ADVISORY COMMITTEE

- Conducted quarterly Tourism Advisory Committee meeting to review QHP, TPID and Q1 initiatives
- Solidified Chair/Vice Chair and other committee members for 2025



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

Invest in the destination product

- TPID
- QHP

Run a world-class marketing program

- Placer.ai
- KPIs

Load balance our visitation calendar

- Year-round
- Meeting sales

Advocate for the tourism & hospitality industry

- Advocacy
- HOT integrity

BUSINESS DEVELOPMENT

DIRECT TO TOURIST

| Events Attended | Location | Average Attendance |
|-----------------|----------|--------------------|
| Formula 1 | Austin | +400k |

DIRECT TO BUSINESS

| Events Attended | Description | Location |
|-----------------------|--|------------------------|
| Destination Southwest | Met with 22 meeting planners who handle meetings/conferences for 250 or less | The Woodlands, Houston |



Formula 1



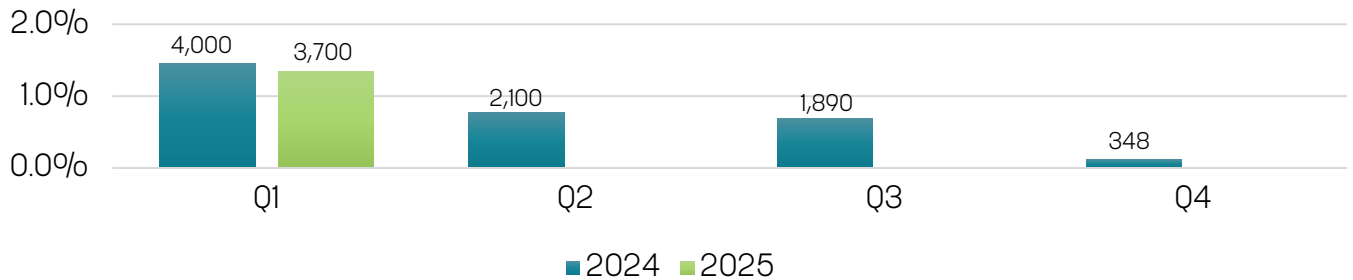
Destination Southwest

CONVENTION SERVICES

% ROOM NIGHTS GENERATED BY CIVIC/CONVENTION CENTER

as a % of total available room nights

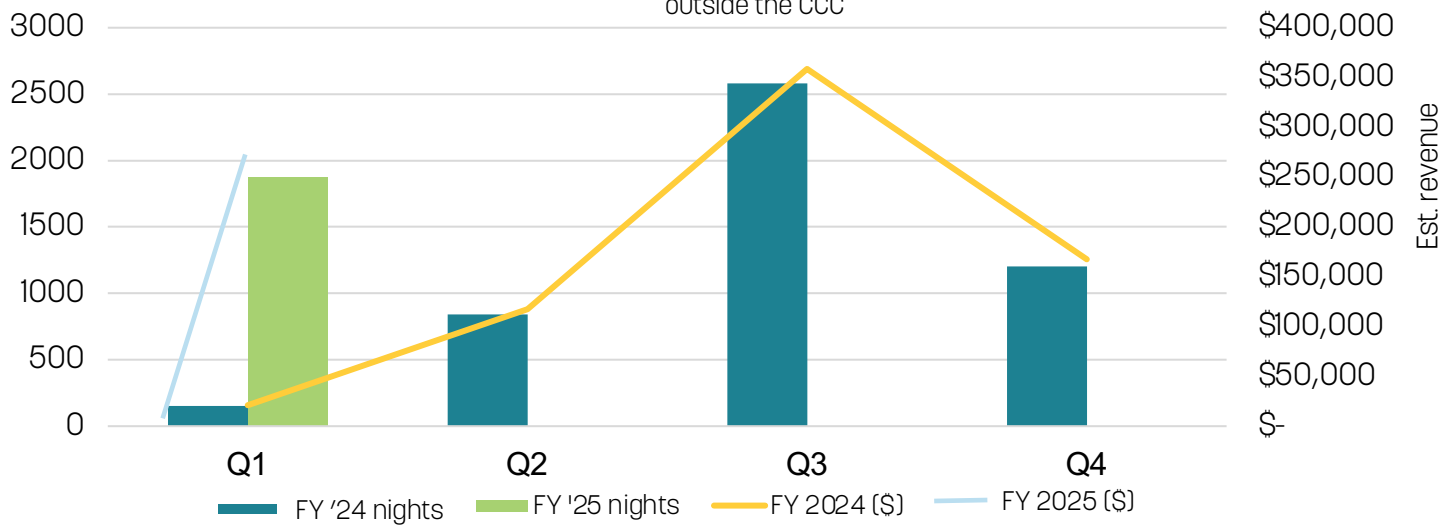
<1% room nights booked from CC events



Helms Briscoe room nights added to Q1

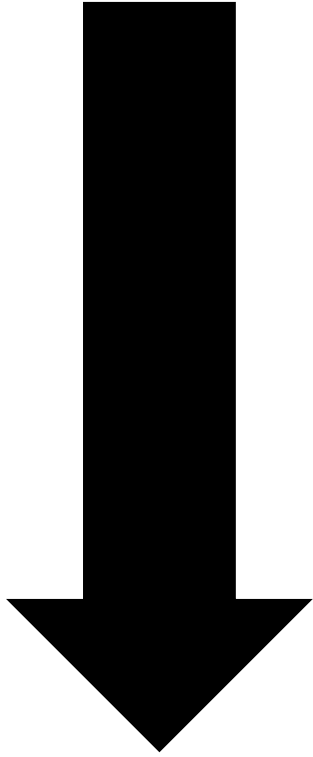
ROOM NIGHTS/\$ GENERATED BY GROUP BOOKINGS*

outside the CCC



*Reflects when rooms were contracted, not event timing

CONVENTION SERVICES



LOST BUSINESS:
-\$1,094,118
ECONOMIC IMPACT*



5 Events



1,050 Attendees



2,700 Room nights

KEY TAKEAWAYS:

- Most Convention Center events do not generate room nights
- Advanced CC bookings disqualify many RFPs
- Recently updated CC policies & pricing should create more opportunities in the future

**calculated by the Destinations International Event Impact Calculator*

PROMOTIONAL



WELCOME/PROMO MATERIALS

- Updated brochures
 - Calendar of Events
 - Walking Tour
- Catchy promo items
 - Notebooks



Notebooks for convention meetings and giveaways

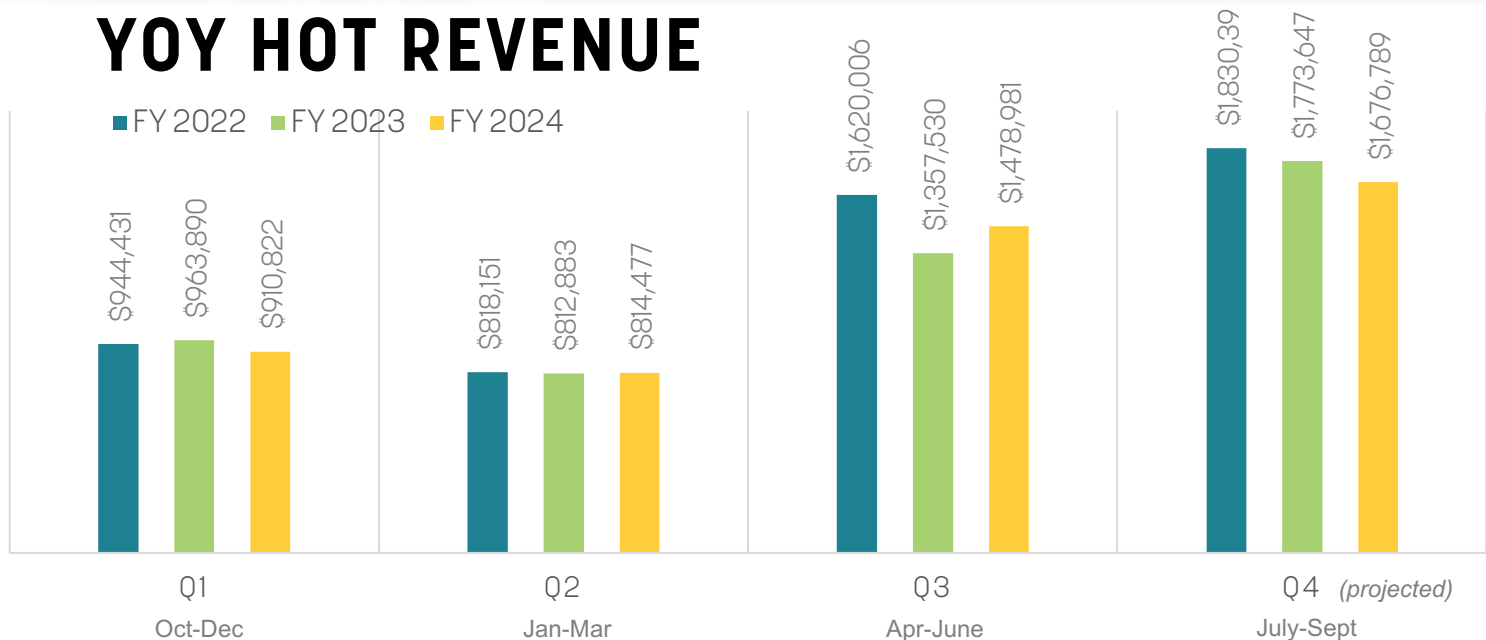
TOTAL HOTEL OCCUPANCY TAX REVENUE

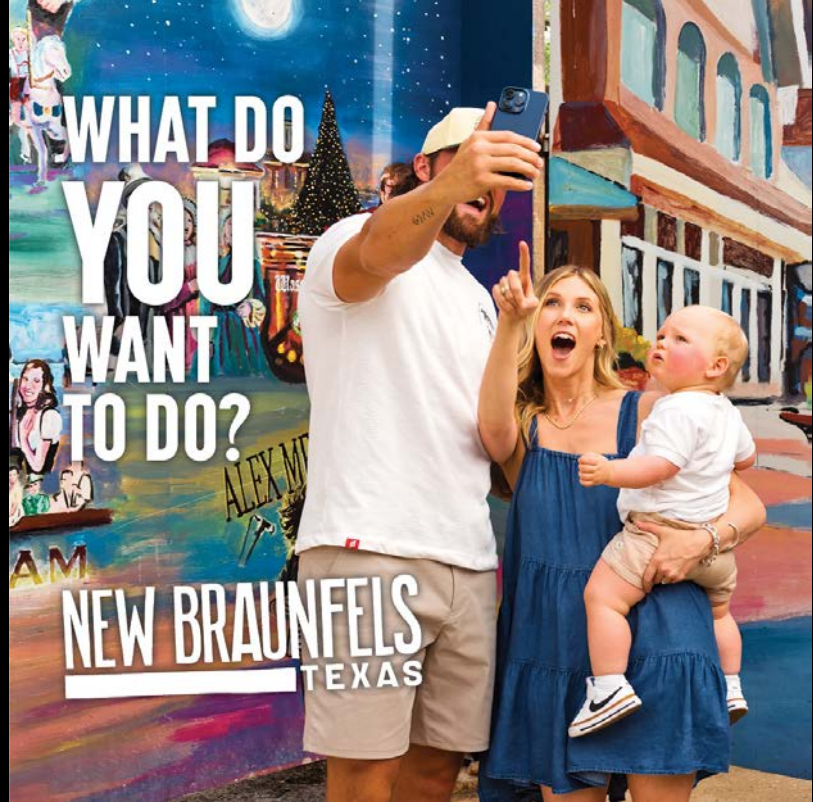
JULY & AUGUST HOT REPORTS

based on September projections FY24 will be flat

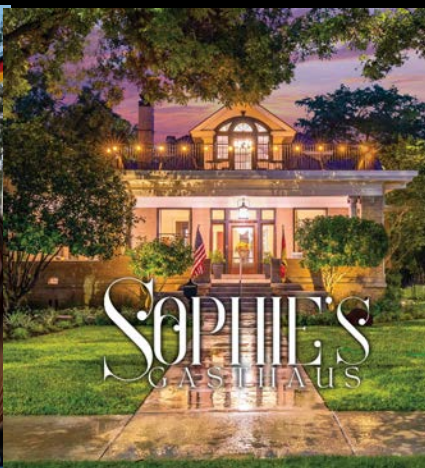
Not updated due to City change in HOT reporting software

YOY HOT REVENUE





MARKETING & ADVERTISING INITIATIVES



ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

CAMPAIGN FOCUS

October

- Primary: Fall Events + Things to do
- Secondary: Lodging + Culinary

November/December

- Primary: Holiday Events + Things to do
- Secondary: Lodging + Family Friendly



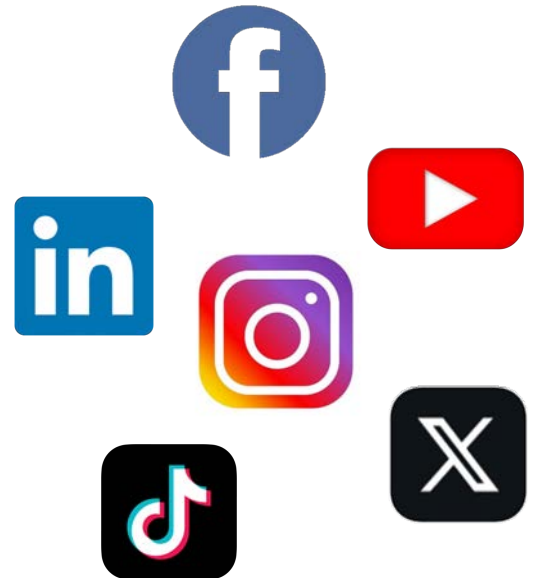
ORGANIC MEDIA

ORGANIC SOCIAL MEDIA DATA

- Total Followers: 421,403 **+1%**
- Total IMPs: 423,267
- Engagement Rate: 2% (nat'l benchmark 1% - 3.5%)
- New followers: +694

SOCIAL CHANNEL UTILIZATION

- Additional influencer collaboration
- Utilized YouTube to showcase tourism ads and will incorporate in future paid digital campaigns



WEBSITE Oct. – Dec.

VISITNBTX .COM



Changes to Google Analytics reporting provides us different metrics for reporting

Total users
82.7k

Views
160.8k

% Engaged
44%

Page views/user
1.9

Avg. engagement time
:27



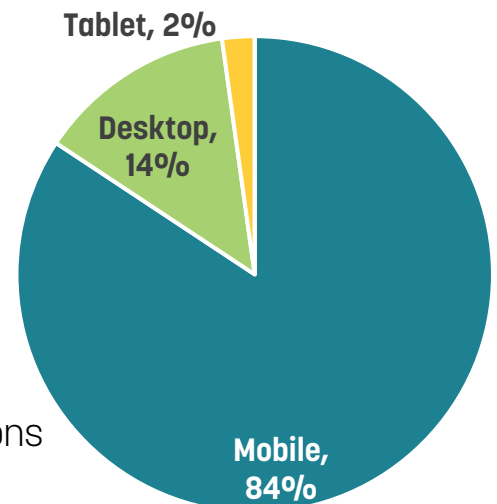
USER TRAFFIC BY CITY:

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

TOP PAGES:

1. Homepage
2. Events/Wurstfest
3. Events
4. Things to do - Attractions
5. Food/drink

DEVICE OVERVIEW



PAID MEDIA

OBJECTIVE [Click here](#) for ad links.

Promote year-round tourism content by targeting and applying dollars in areas which generate significant return on investment while also generating both returning and incremental room nights.

STREAMING CAMPAIGN

Mediums: Disney/Hulu/Sling TV/Premium CTV
Timing: 10/1-10/31
Targeting: A25-54, HHI +\$75k, Travel enthusiasts
Markets: Houston, DFW, Austin, Harlingen

+892k IMPs

DIGITAL CAMPAIGN

Mediums: Facebook/Instagram
Timing: 10/1 – 10/31
Targeting: A25-54; Fall interests, travel enthusiasts, event-goers, festivals

+3.9m IMPs

| MARKETS | IMPRESSIONS | SPEND | CPM |
|----------------------|-------------|----------|--------|
| Hou/Dallas/Ft. Worth | 1,650,597 | \$12,000 | \$7.27 |
| Aus/San Antonio | 1,371,513 | \$9,000 | \$6.56 |
| Harlingen | 894,737 | \$5,500 | \$6.15 |
| TOTAL | 3,916,847 | \$26,500 | \$6.76 |

PAID MEDIA

GOOGLE SEARCH

Timing: 10/1-12/31
Markets: Houston, DFW, Austin, San Antonio
(excluding NB) Harlingen, Midland & Corpus
Top keywords: Food Restaurants, New Braunfels,
Things to Do, Events



Shop till you drop!



+310k IMPs

+24k CLICKS

7.9% CTR outpacing
benchmark of 5%

EMAIL

sent: 3 (1x/month)
subscribers: 7,926 (Flat)
Avg. open rate: 42% (nat'l avg. 20%)

- Open rates continue to increase
- Email sign up secondary KPI in paid digital campaign
- Continue to creatively promote email sign ups with enticing giveaways at events & HVC to gain more subscribers

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

Q4 PR RESULTS

Estimated Value **\$40,420**

ROI **3:1**

Impressions **+3m**



HIGHLIGHTS

- Texas Highways First-timers guide to Wursthfest
- SA Express News Top 10 NB Restaurants for 2024
- Ireland Live Why the small towns in Texas are the heart of the Lone Star state
- Hosted 9 travel writers from Ireland, UK and Germany

PUBLIC RELATIONS



3

BLOGS

+2.9k Impressions



89

ARTICLES

+2.2m Impressions

[Click here](#) to view articles



8

**Social Media
Influencers**

Austin, San Antonio, Houston



9

TRAVEL WRITERS
UK, Germany & Ireland

KEY PERFORMANCE INDICATORS



Placer.ai

Utilizing Placer.ai (new data platform) to measure KPIs.

KPIs: KEY TAKEAWAYS

Q1 (Oct. – Dec.)

+3.7%

VISITORS

+20 MILES

All target markets with Oct. advertising increased visitors YOY. Utilizing visitors +20 miles as advertising measure to help account for day trippers.

+3.4%

VISITORS

+50 MILES

Majority of visitors from Houston area. All target markets are positive with DFW being flat.

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.

+16%

OVERNIGHT TRIPS

Houston leads in overnights and growth continues in all target markets except SAT. (Oct. – Nov. only)

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

+2%

VISITOR SPEND

Inflation still impacting overall spend
Spend by DMA in progress

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

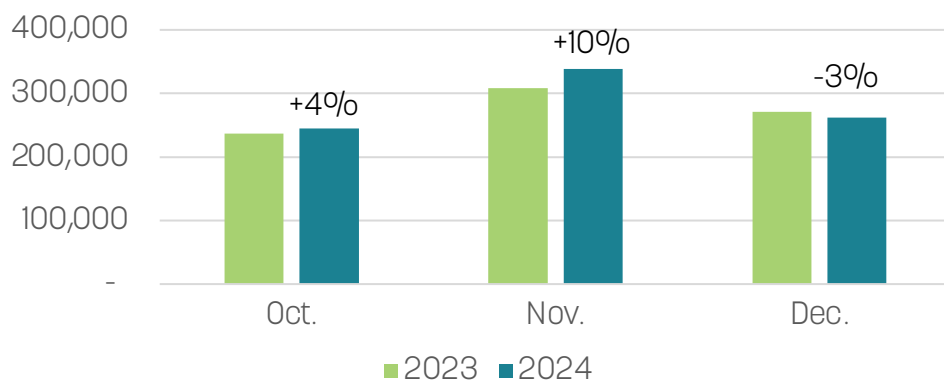
KPIs: Visitors

Q1 (Oct. – Dec.) KEY TAKEAWAYS



Increased visitation in Oct. & Nov. when there are fall festivals and events. Saw slight decline in Dec. in line with holiday travel trends.

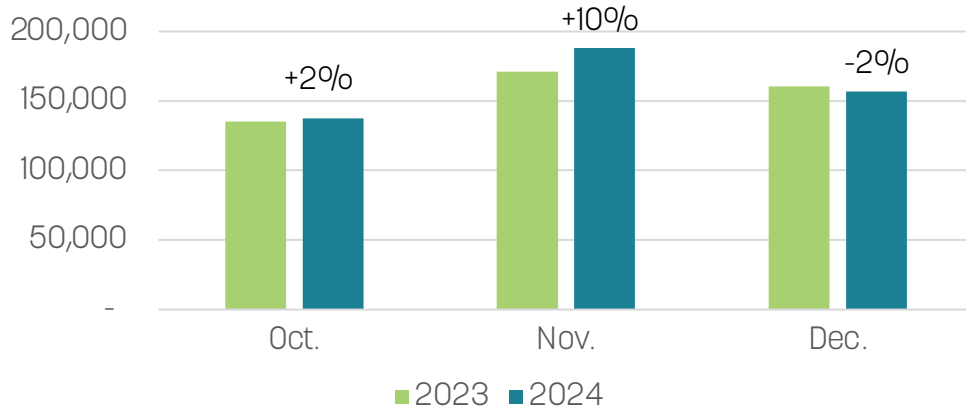
Visitors +20 mi.



Oct. – Dec.
Visitors YOY
+3.7%

*Increased marketing \$'s
spent during this time to
increase awareness*

Visitors +50 mi.



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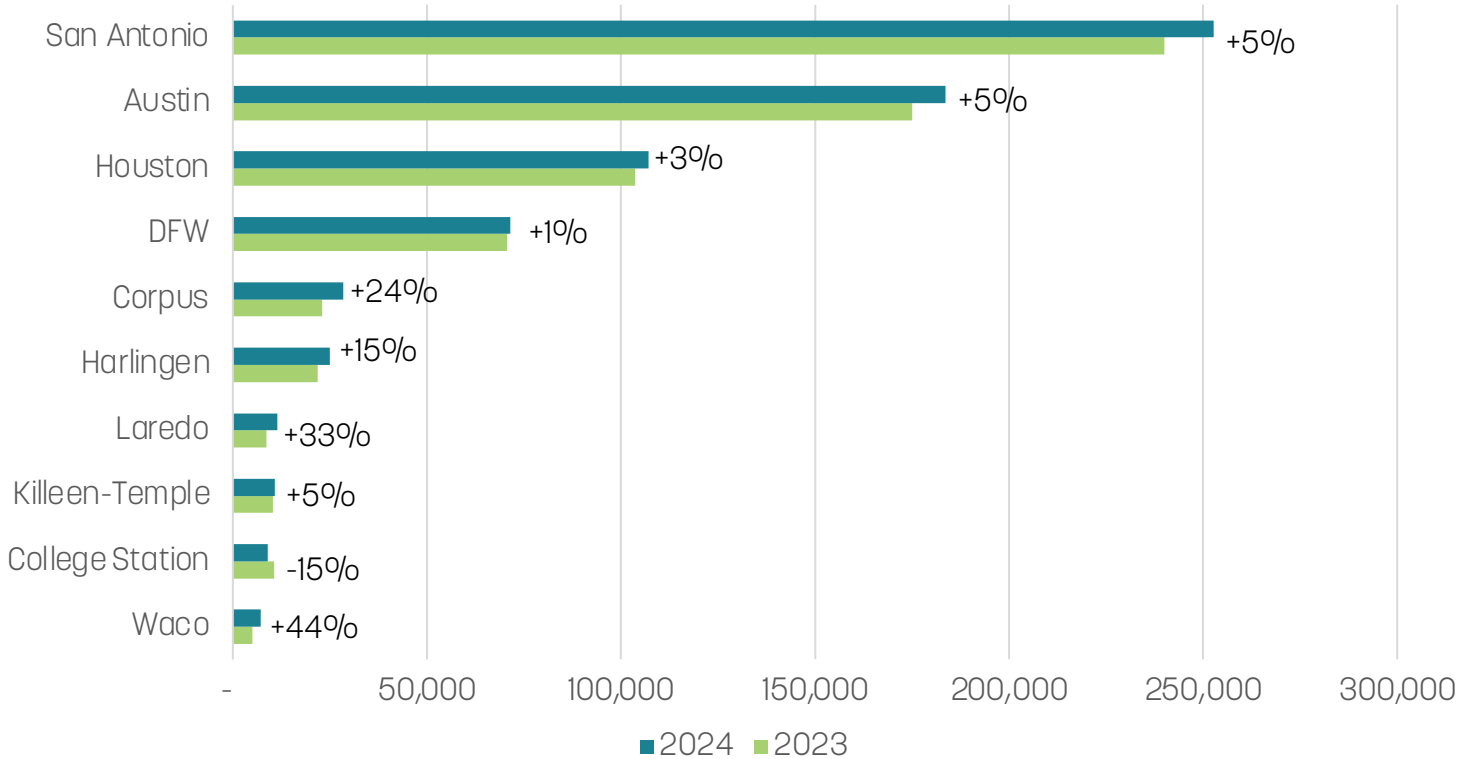
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Visitors +20 miles
Top 10 DMA origin markets



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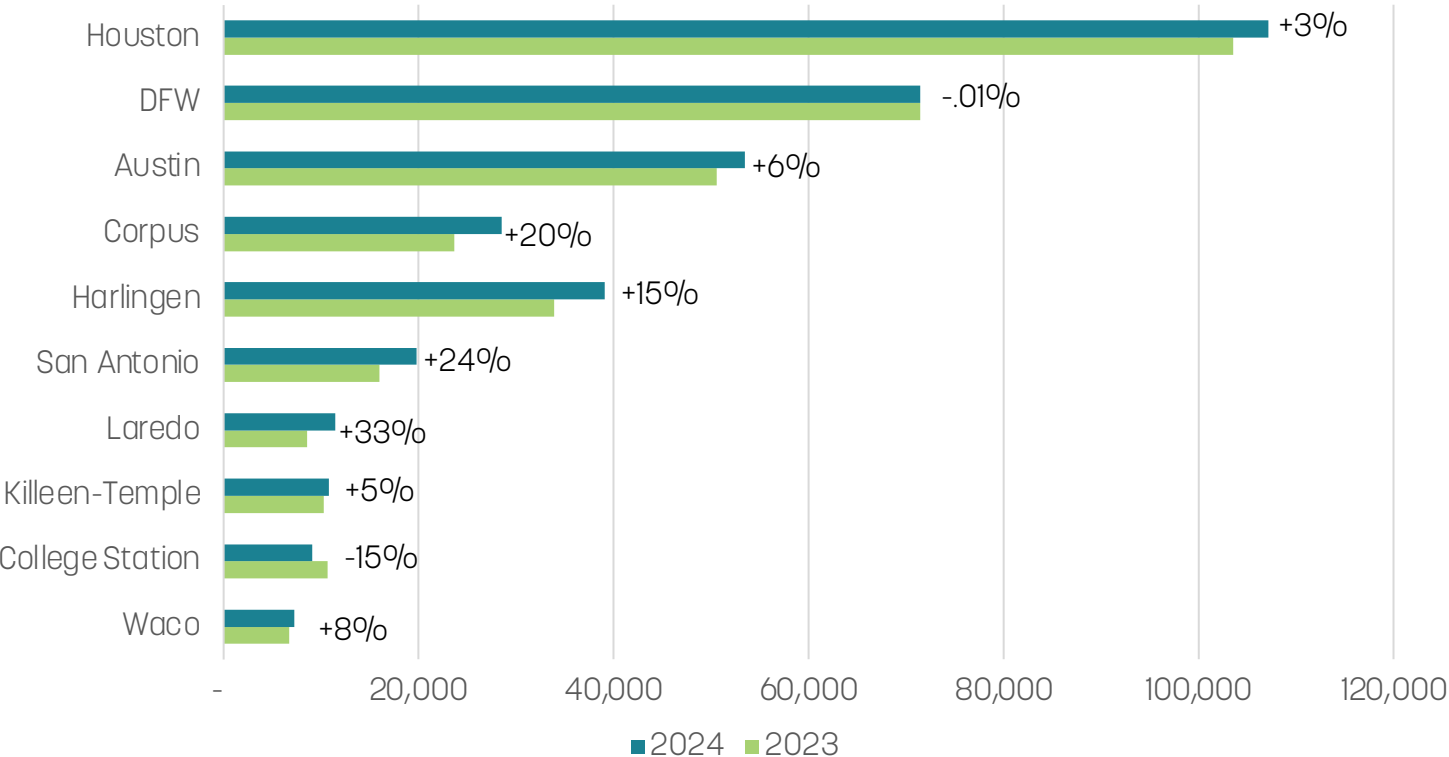
KPIs: Visitors +50 mi

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Visitors +50 miles
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KPIs: Overnight Trips

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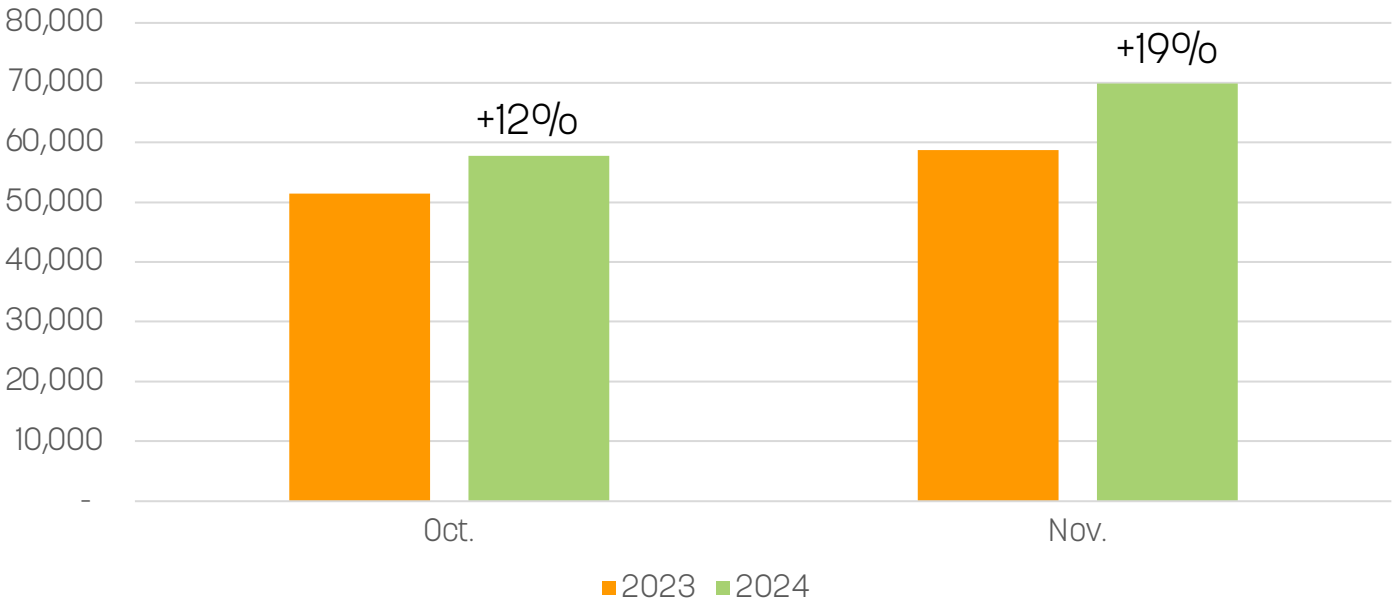
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OVERNIGHT TRIPS YOY

Saw bigger increase in Nov. attributed to Wurstfest and potentially kids coming home from college for Thanksgiving.

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

Overnight trips +50 mi.



December data not yet reported in Placer.ai

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

KPIs: Overnight Trips

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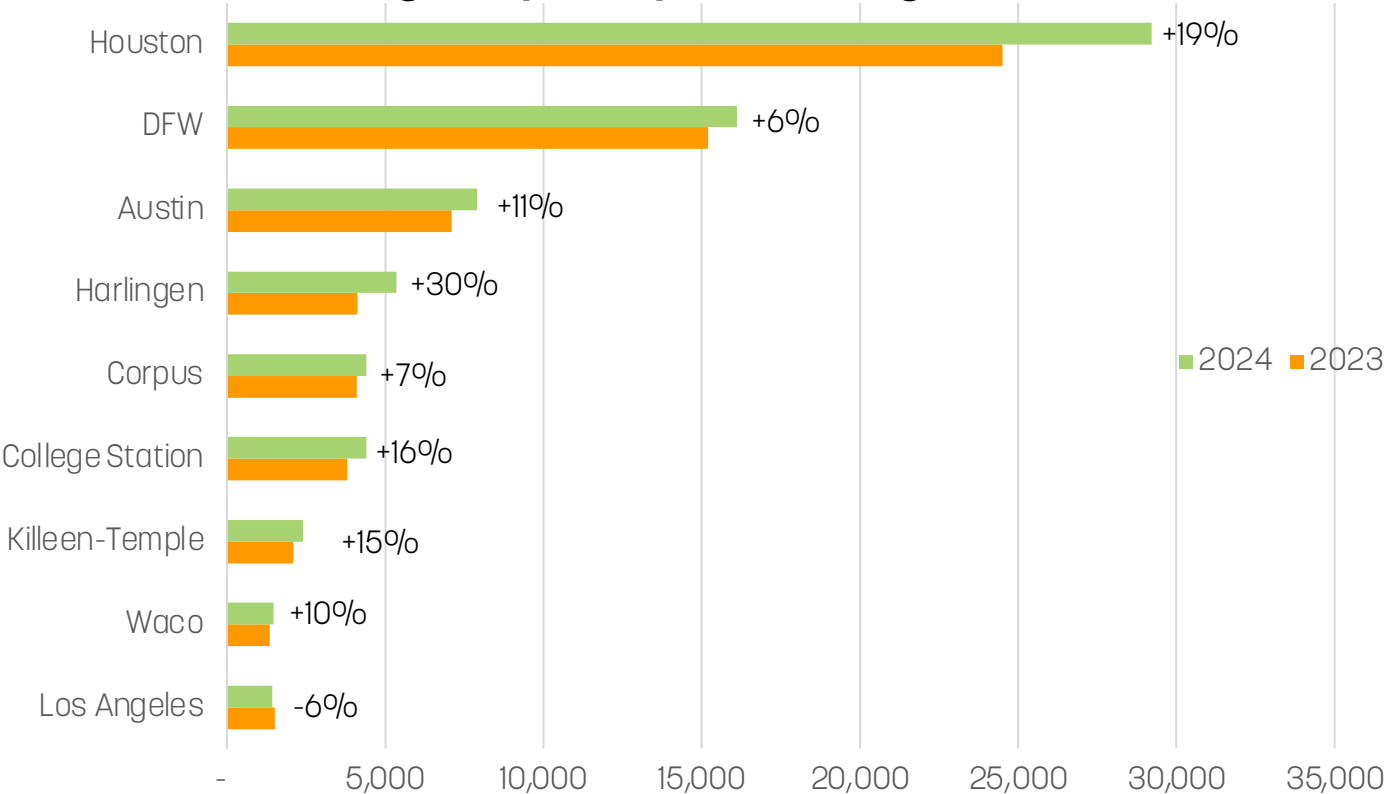
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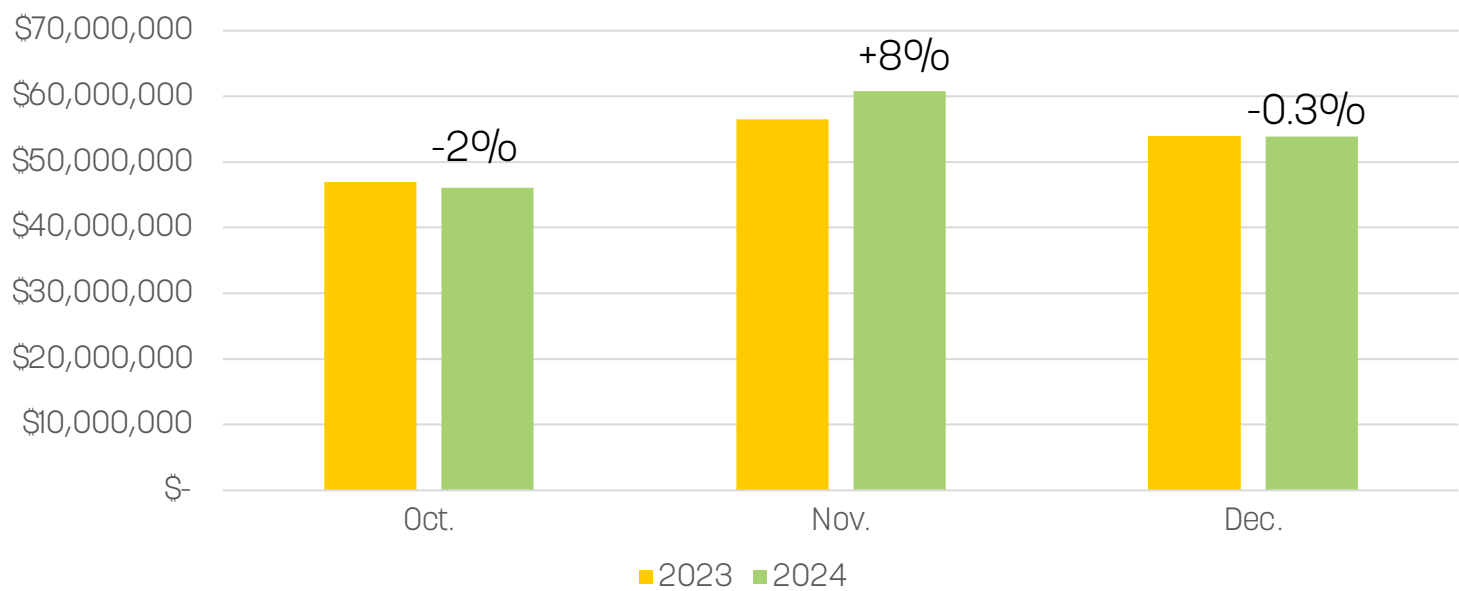
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Placer visitor spend data breakout by DMA in progress.

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

HIGHWAY VISITOR CENTER

TOP INTERESTS

Wurstfest
Places to stay during the holidays
Holiday events

+600

VISITOR
INQUIRIES



New, fun initiatives to generate increased
Visitor Center traffic!

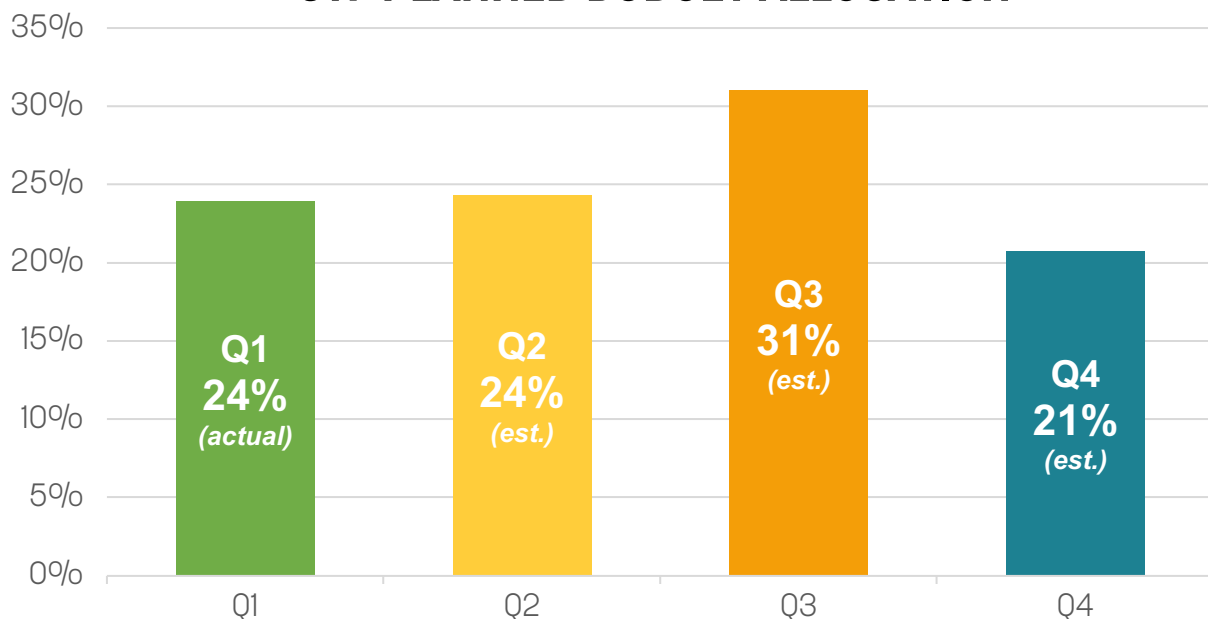
1. Organized a Wurstfest giveaway for a family pack to promote New Braunfels' German heritage and encourage visitors to experience local culture.
2. Partnered with the New Braunfels Food Bank during Christmas. Visitors donated a non-perishable item for their chance to win admission tickets to Christmas at the Caverns.
3. Hosted a Christmas party for our volunteers and revamped volunteer program to enhance engagement and support.

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Thank You!