

NEW  
BRAUNFELS  
TEXAS



# CONVENTION & TOURISM FUND

## Q2 FY 2026 Report

January - March 2026



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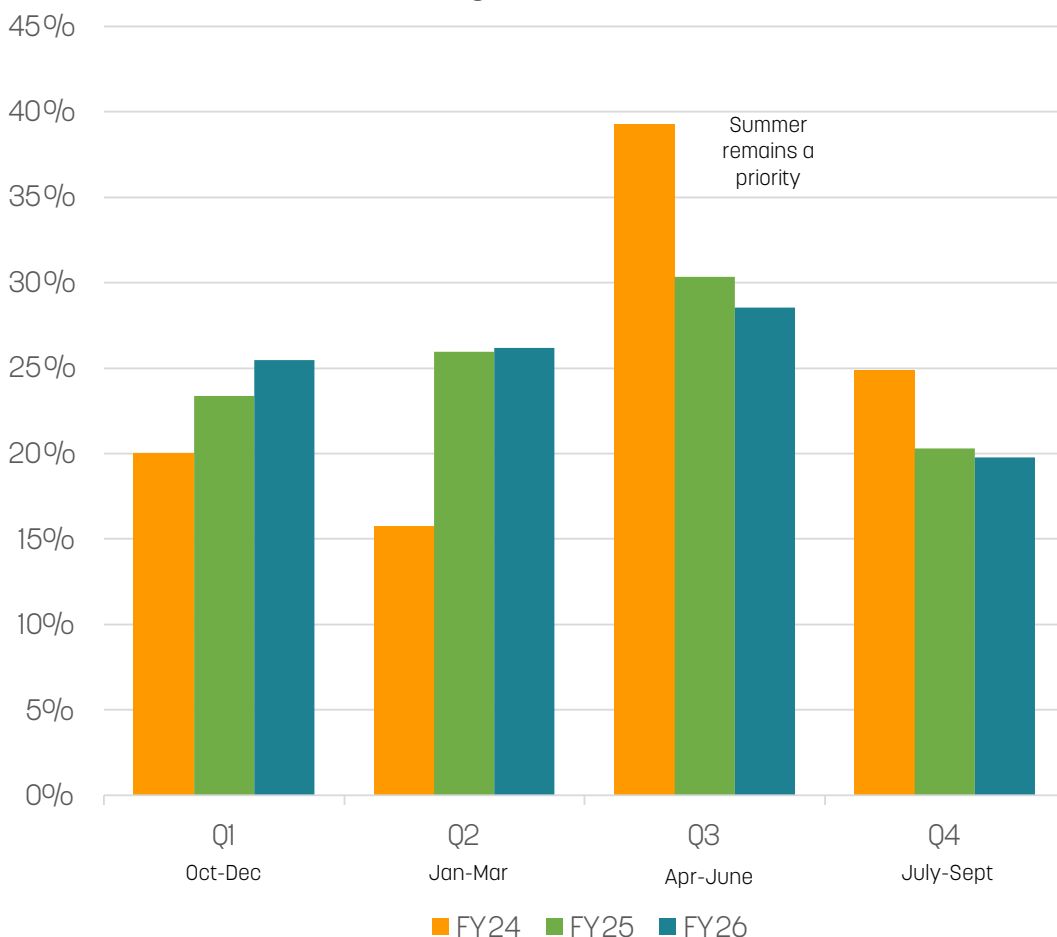


# CTF OVERVIEW/ BUDGET ALLOCATION

- 79:1 ROI on paid media delivering over +16.4m impressions
- 35:1 ROI on public relations initiatives delivering +33m impressions
- Q2 visitation and overnight visits are flat YOY
- Continue to see economic uncertainty leading into the 2026 calendar year showing in visitor spend data

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

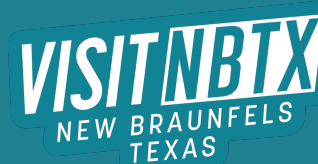
**CTF Budget Allocation by Quarter**



*Spend varies by quarter based on marketing/advertising plan.*



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# EVENTS & STAKEHOLDER OUTREACH



## WINTER VISITOR RECEPTION

- Hosted 300+ Winter Texans at McKenna
- Opportunity for 25 local businesses to showcase products, services and special offers
- Reinforced New Braunfels as a welcoming visitor-friendly destination
- Supported business visibility and drove potential off-season revenue
- Positive attendee feedback indicating strong interest in returning

## LODGING RECEPTION

- Engaged lodging partners at the annual reception featuring Scott Joslove, THLA
- Shared legislative and industry updates from THLA
- Opportunity to bring together lodging industry and encourage collaboration
- Reinforced the importance of the lodging sector on the tourism industry

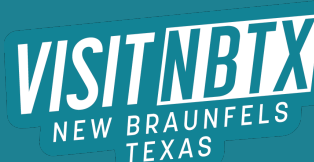


## TOURISM ADVISORY COMMITTEE

- Discussed leveraging Zipp Park for future group opportunities along with other partnerships and group business processes
- Addressed DFW visitation and strategies for 4<sup>th</sup> of July messaging
- Provided TPID update and launch of new Tourism Ambassador Program



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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



# NB TX



## MARKETING & ADVERTISING INITIATIVES



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# ORGANIC MEDIA



## WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

## CAMPAIGN FOCUS

- Events + Getaways
- Lodging + Shopping + Culinary

## SOCIAL MEDIA DATA

Total Followers	429,289
Total IMP's	633,896
Engagement Rate	5% (nat'l benchmark 1-3.5%)
Reach	601,878

## 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 events, shopping and heritage
- Engagement rate continues to outperform national benchmark



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# WEBSITE



## TRAFFIC & SEO STRATEGY

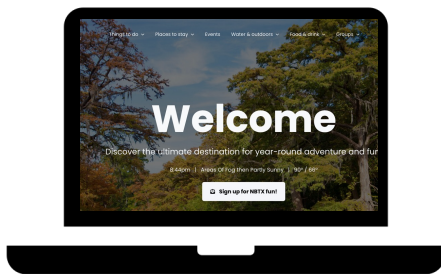


Looking at overall website traffic. Focus on quality web traffic vs. quantity. Placing focus on page views/user and engagement time. Observing changes based on seasonality.

Organic traffic to website\*  
**+35% YOY**

\*Organic website traffic is visitors who find VisitNBTX.com through unpaid search engines by searching key words

Metrics	Total	YOY Change
Total users	70.9k	+43%
Views	174.3k	+42%
Page views/user	2.5	-1.5%
Engagement time	:45	-5%



Continue to see majority of target markets in top website traffic by city

### USER TRAFFIC BY CITY + YOY Change:

- |     |             |       |
|-----|-------------|-------|
| 1.  | Houston     | +109% |
| 2.  | Austin      | +19%  |
| 3.  | San Antonio | +52%  |
| 4.  | Dallas      | -49%  |
| 5.  | Fort Worth  | +170% |
| 6.  | San Marcos  | +64%  |
| 7.  | Canyon Lake | -3%   |
| 8.  | Corpus      | +117% |
| 9.  | Seguin      | +20%  |
| 10. | McAllen     | +245% |



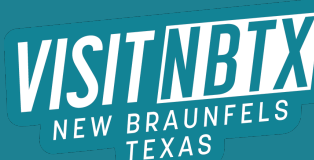
Continue to evaluate and evolve strategy with Dallas trends

### TOP PAGES:

1. Events
2. Homepage
3. Weekend getaways
4. Weekend getaways: Family + Couples
5. Water/outdoors - Schlitterbahn



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# PAID MEDIA

## OBJECTIVE [Click here](#)

- Promote year-round tourism targeting areas generating the most ROI
- After fall 2025 momentum, we invested incremental dollars in DFW & Houston markets (top overnight markets) to extend reach & frequency
- Regularly assess and refine marketing efforts to ensure the most effective use of funds

## STREAMING CAMPAIGN



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

**Timing:** 1/1/26 - 2/28/26

**Targeting:** A25-54, HHI +\$75k, Travel enthusiasts, Live Sports - Olympics package

**Markets:** Houston, DFW, Austin, Harlingen, Midland  
Houston & DFW for Olympics

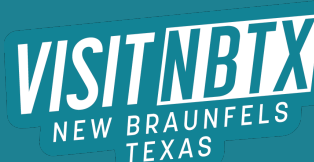
**Key points:** Based on success of NFL package invested in Olympics during Feb. targeting highly engaged audiences in DFW & Houston to increase reach

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

**+2.9m  
IMPs**



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# PAID MEDIA

## DIGITAL CAMPAIGN



**1.5% CTR** outpacing benchmark of .45%



**17% CTR** outpacing benchmark of 5%

**Mediums:** Facebook/Instagram/Google Search

**Timing:** 1/1/26- 2/28/26 (Search through March)

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

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

*Top keywords: Things to do in New Braunfels, Festivals near me, restaurants New Braunfels, Activities in New Braunfels TX, New Braunfels things to do*

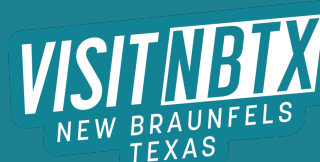
MARKETS	IMPs	CLICKS + VIEWS	MEDIA SPEND	VISITS	ROI
Hou/Dallas/Ft. Worth	2,675,749	1,805,122	\$157,431	271,135	73:1
Austin/San Antonio	811,271	439,847	\$35,515	134,794	161:1
Harlingen/Corpus/Midland	970,275	574,621	\$33,528	99,227	126:1
<b>TOTAL</b>	<b>4,457,295</b>	<b>2,819,590</b>	<b>\$226,474</b>	<b>505,156</b>	<b>95:1</b>

Data above includes all paid media - streaming & Olympics, meta, YouTube and search  
Visits +50 miles

### January - March ROI



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# PAID MEDIA

## AUSTIN AIRPORT

Timing: 3/2/26 - 4/12/26

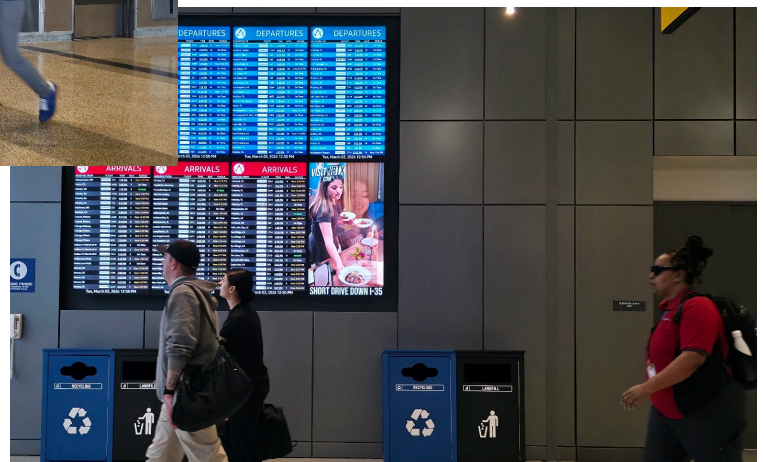
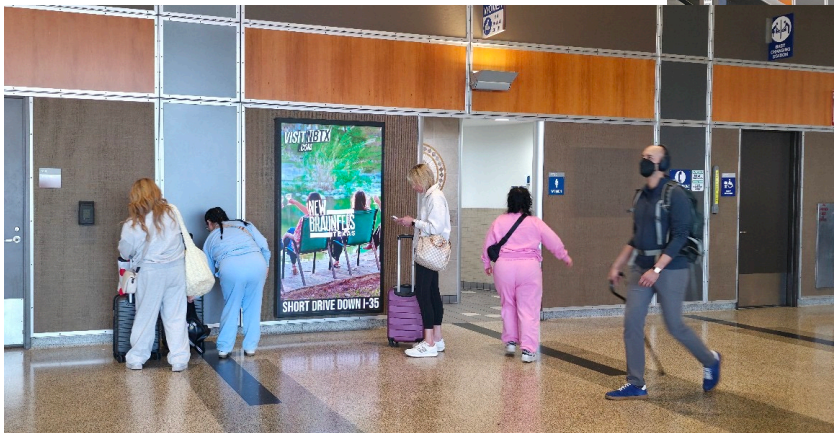
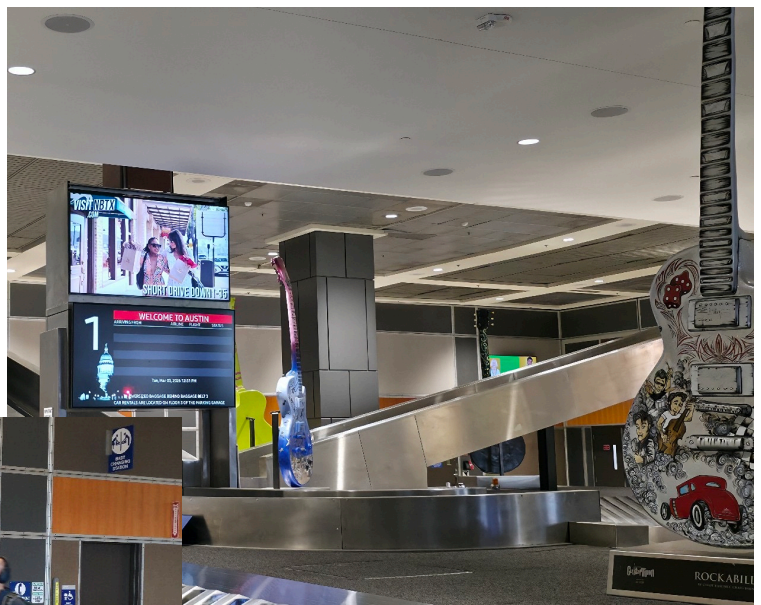
Targeting: Austin airport travelers for SXSW and Spring Break

# +12m IMPs

Locations: Baggage Arrivals, High traffic concourse & Flight information screens

## 30 screens

Messaging reminding travelers New Braunfels is a short drive down I-35!



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# PAID MEDIA

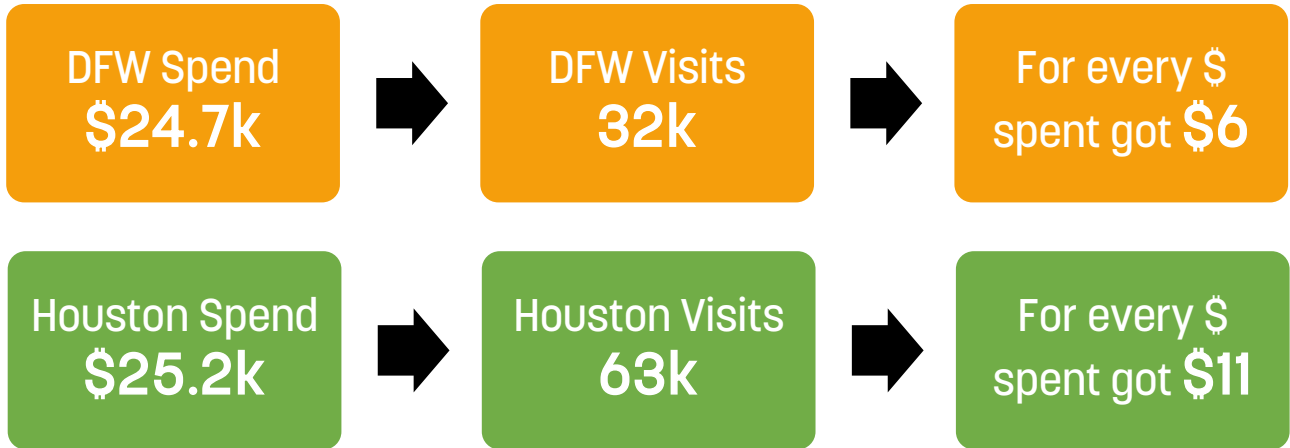
## OLYMPICS STREAMING

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



Olympic advertising in Feb. concentrated in overnight markets: generating high ROI'S

**Over 807,000 impressions**  
**DFW ROI 6:1**  
**Houston ROI 11:1**



*When calculating ROI used 10% of visits*



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**VISITNBTX**  
**.COM**

# PAID MEDIA

## EMAIL

**# sent:** 3 (1x/month)  
**# subscribers:** 7,637 (flat)  
**Avg. open rate:** 46% (nat'l avg. 20%)

 Open rates continue to increase



### Plan ahead, your adventure awaits!

**Stoke Factory at Texas Ski Ranch**



Make a day of adventure and relaxation at this paradise. Enjoy an aqua park, axe throwing, paintball and arcade games, all while soaking in stunning beach views. 🌊

**Natural Bridge Wildlife Ranch**



The 400-acre safari park lets you get up close and personal with over 500 exotic animals from the comfort of your car or on a guided tour. Check out the VIP experiences with the Rhinos & Giraffes! 🦒🦏

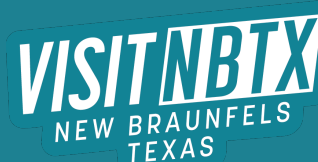
**Stars & Stripes Drive-In Theatre**



Enjoy a nostalgic experience under the stars with a curated lineup of new movies, retro favorites, and classic Rockin' Eats that complete the throwback vibe. 🍿🌟



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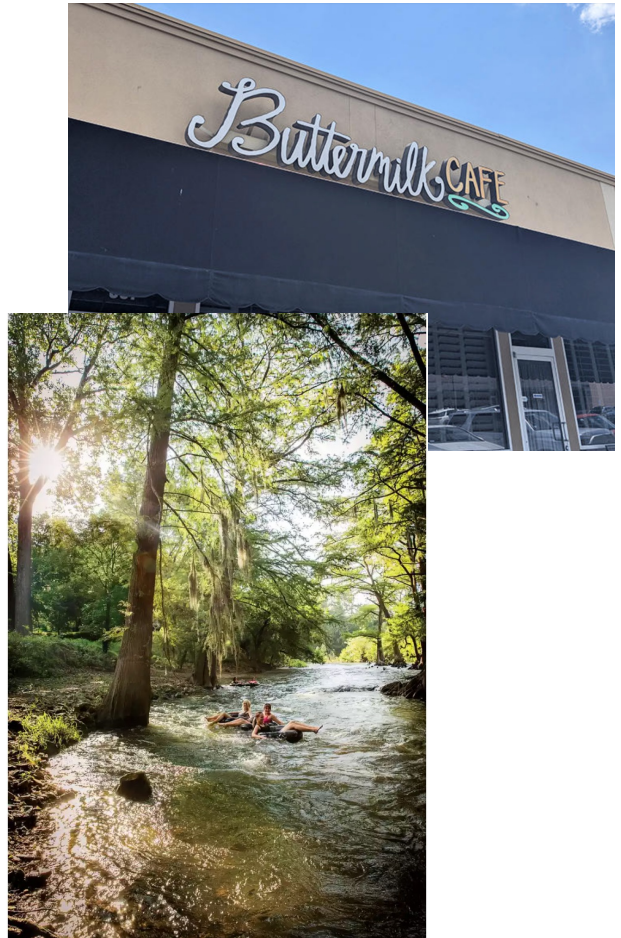
# PUBLIC RELATIONS

## 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: **+\$225k**  
ROI: **35:1**  
Impressions **+33M**



## HIGHLIGHTS **+331** articles

Over 331 articles including New Braunfels during shoulder season confirming efforts to continue to market as a year-round destination

## PUBLICATIONS

 Click article titles to view

Chowhound

[Where Buc-ee's Smoked Meat Comes From](#)

Family Destination Guide.

[Breakfast at this Cozy Cafe in Texas Better than any Chain](#)

Southern Living/AOL

[The Best Times to Visit Texas - Best tubing rivers](#)

AAA

[Why Buc-ee's is America's Favorite Pit Stop](#)



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# PUBLIC RELATIONS



**6** BLOGS



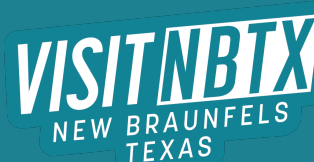
**331** ARTICLES  
+ 25M impressions



**1** SOCIAL MEDIA  
INFLUENCER  
(engaged with 8 local Businesses)



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# BUSINESS DEVELOPMENT

## GROUP/MEETING HIGHLIGHTS

- Sent 12 qualified request for proposals to lodging stakeholders
  - 2 of these opportunities were due to local stakeholders involved with statewide or nationwide businesses or associations
- Lodging partners trained on Visit New Braunfels CRM for streamlined and efficient response to group business inquiries for New Braunfels
- Established partnership with the New Braunfels Civic & Convention Center for the CVB to personally respond to group inquiries that are unable to be held at the CCC because it is booked
- Supporting 2026 events including lodging, dining options, attraction passes, etc. to events being held at the CCC (Train Jamboree, Comal County Master Gardners, Texas Suicide Prevention, Hill Country Comicon & Home for Holidays)

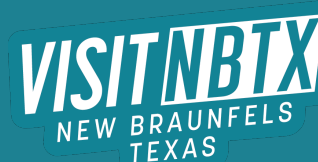


## TOURISM AMBASSADOR PROGRAM

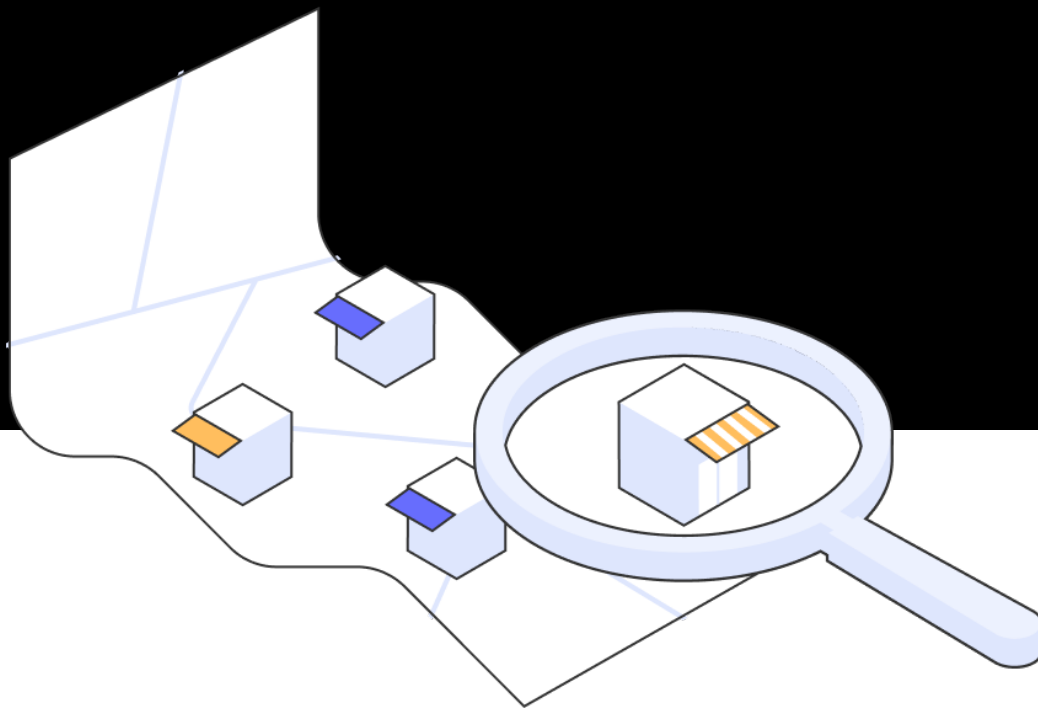
- Aimed at educating and supporting residents and our local hospitality workforce to promote New Braunfels as a positive destination and help create an authentic experience for visitors
- Inaugural class April 30 with 50+ attendees
- Program to be offered multiple times throughout the year



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# ***KEY PERFORMANCE INDICATORS***

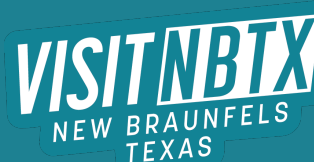


**Placer.ai**

Utilizing Placer.ai to measure KPIs



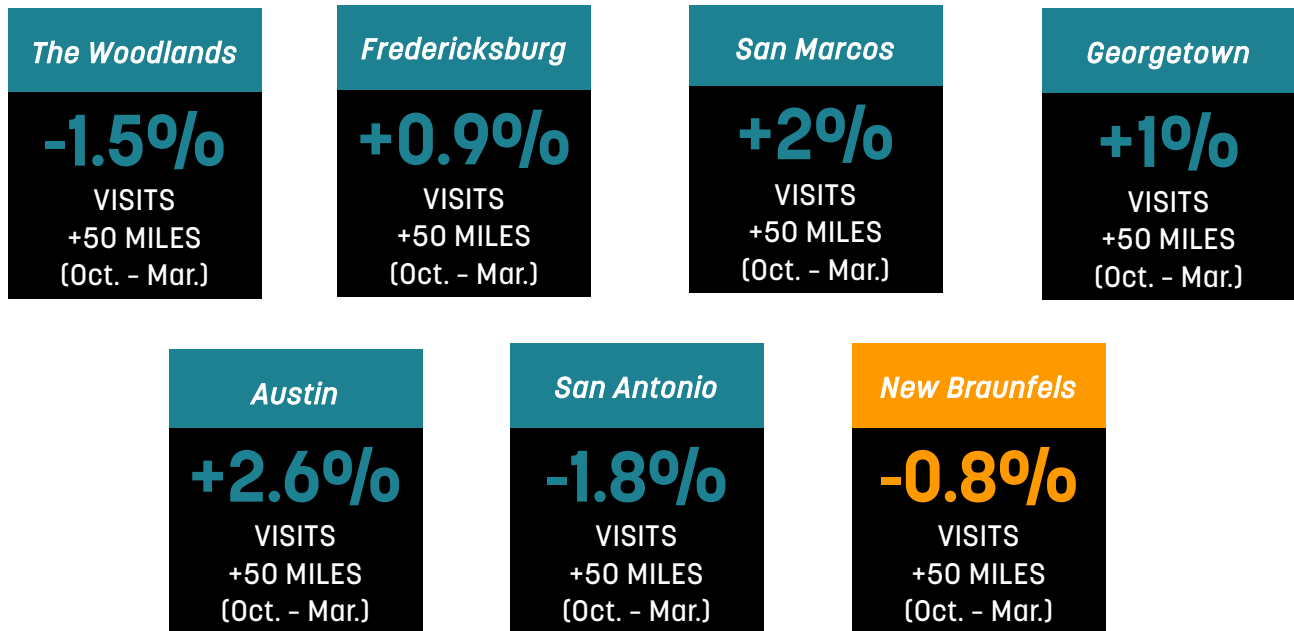
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# KPIs: COMP MARKETS

## TOURISM UPDATE: (October 2025 - March 2026)

Visitor activity remained consistent this quarter compared to the same period last year, aligning with broader regional and national trends. Ongoing economic uncertainty and other external factors contributed to softer travel demand across Texas. Our team will continue to closely monitor performance data and refine marketing strategies to ensure the City of New Braunfels remains a top destination for future travel planning.



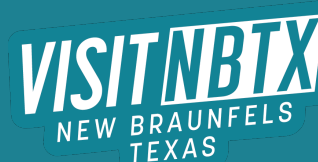
Source: Placer.ai, Tableau

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



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# KPIs: KEY TAKEAWAYS

## JAN. - MAR.

We continue to market New Braunfels as a year-round destination in our overall marketing strategy. This time of year, allows us to promote unique activities like fly fishing and itinerary based travel for a variety of trips.

**-0.3%**

**VISITS**  
**+20 MILES**  
**(Jan. - Mar.)**

Majority of visitors from San & Austin. Saw increased visitation in Jan. while Feb. & Mar. slightly decreased.

**-1%**

**VISITS**  
**+50 MILES**  
**(Jan. - Mar.)**

Majority of visitors from Houston area. Seeing positive trends from Harlingen and Corpus with increased visitation.

**-0.4%**

**OVERNIGHT VISITS**  
**+50 MILES**  
**(Jan. - Mar.)**

Overnight visits remain flat January through March.

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

**-5%**

**VISITOR SPEND**  
**+50 MILES**  
**(Jan. - Mar.)**

Although visitation is flat economic factors resulting in decreased spend.

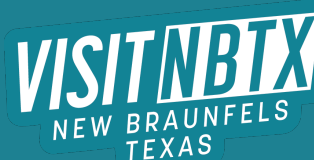
Source: Placer.ai, Tableau

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

Overnight visits: Number of nights a visitor who lives 50+ miles from city limits boundary stays in New Braunfels. Overnight visit 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



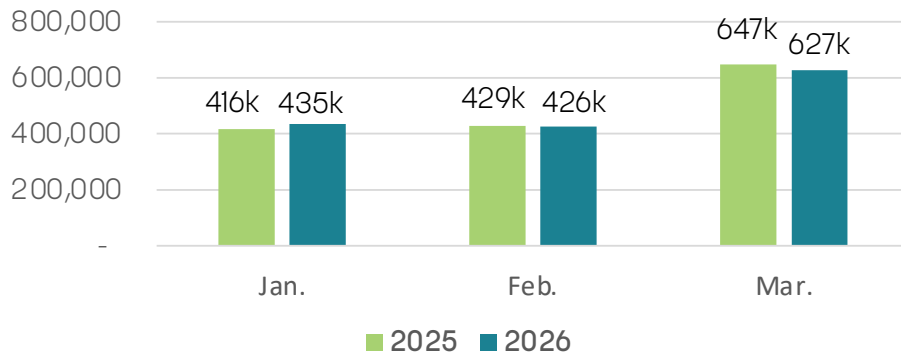
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# KPIs: Visits +20 miles

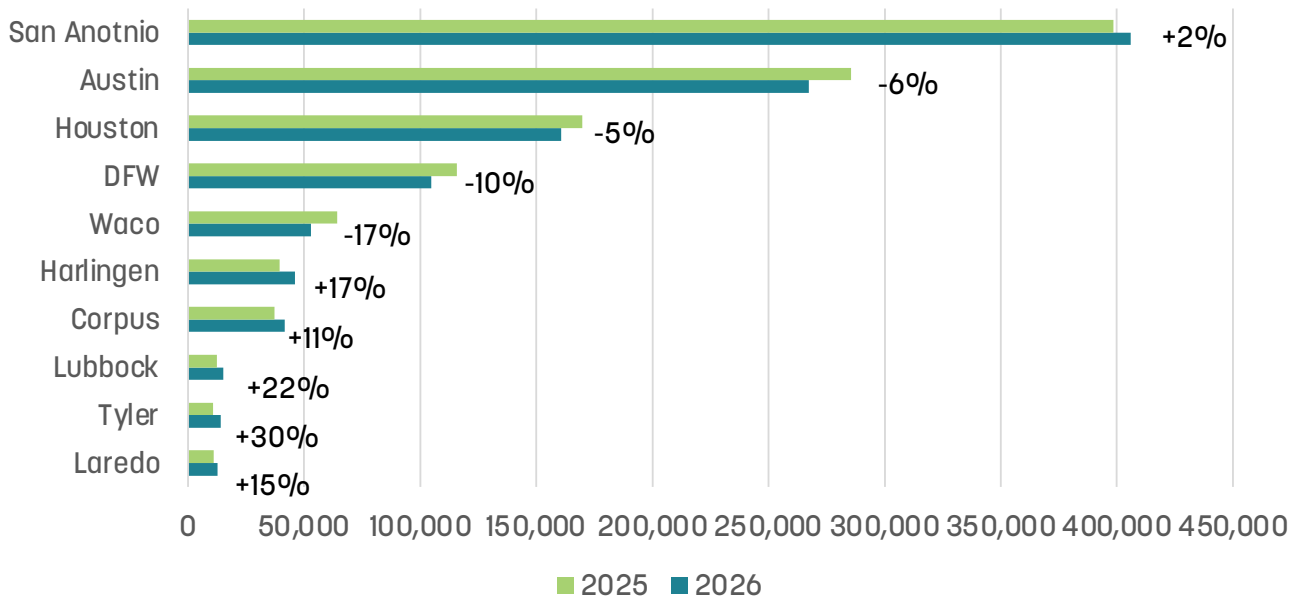
## Q1 (Jan. - Mar.) Key Takeaways

### Visits +20 mi.



- Visits flat Fiscal YTD
- Economy still a factor
- January visits positive YOY after Oct. - Mid. Nov. advertising

### Visits +20 miles by market - Top 10

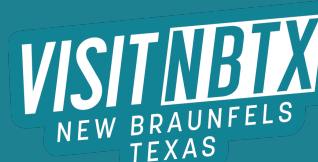


Source: Placer.ai, Tableau

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



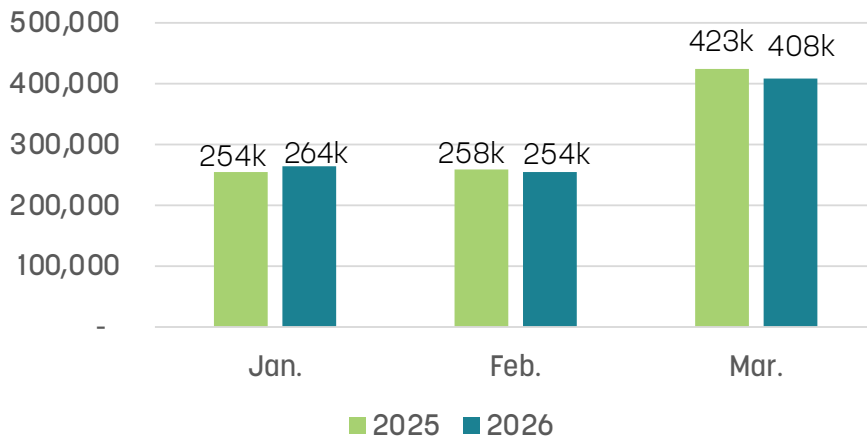
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# KPIs: Visitors +50 miles

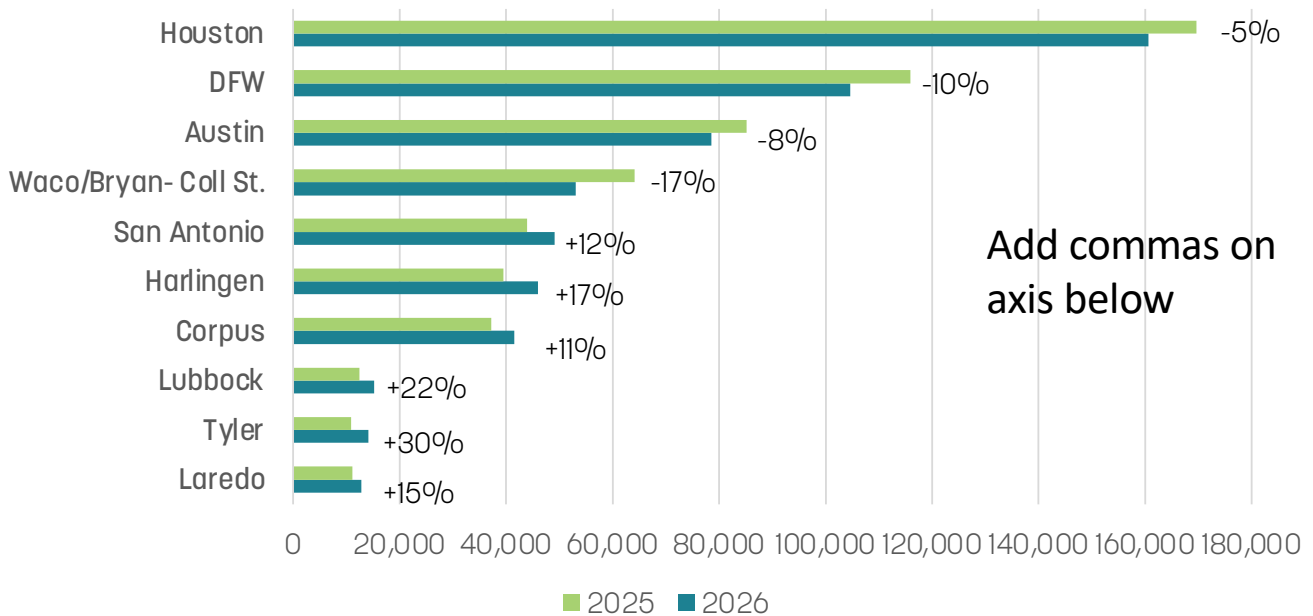
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Visits +50 mi.



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Visits +50 miles by market - Top 10



Add commas on axis below

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.



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# KPIs: Overnight Visits +50 miles

## Q1 (Jan. – Mar.) Key Takeaways

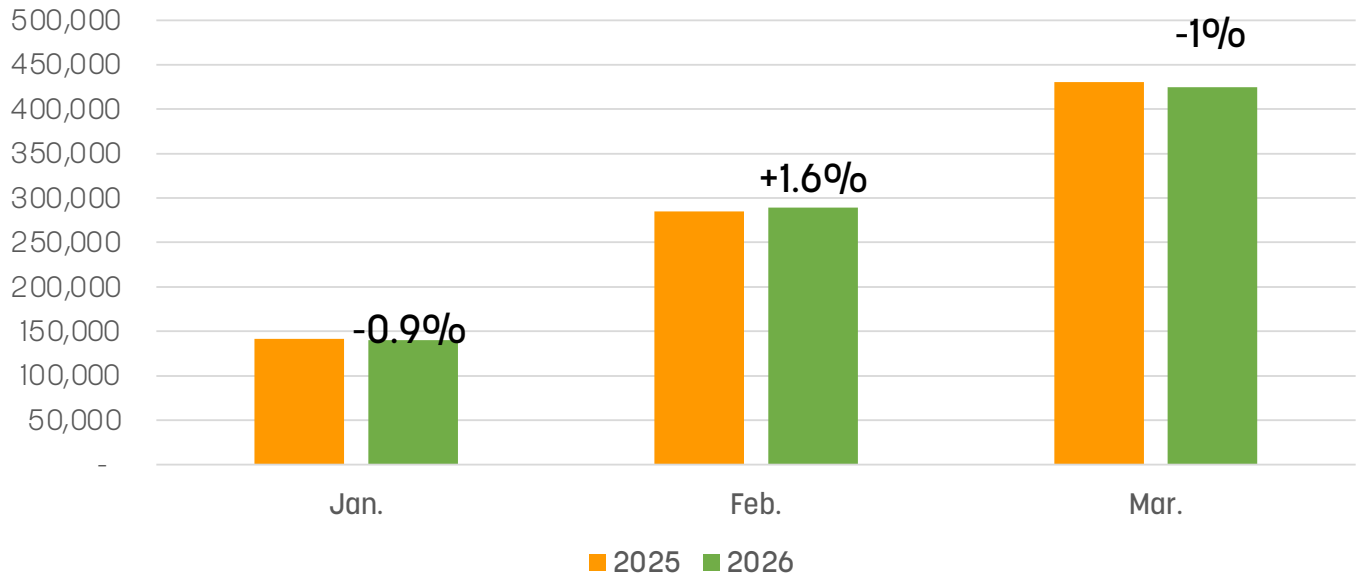
**-0.4%**

**OVERNIGHT VISITS YOY**

Overnight visits remain flat Jan. – Mar.

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

### Overnight visits +50 mi.



Source: Placer.ai, Tableau

Overnight visits: Number of nights a visitor who lives 50+ miles from city limits boundary stays in New Braunfels. An overnight visit does not equate to staying in an accommodation.



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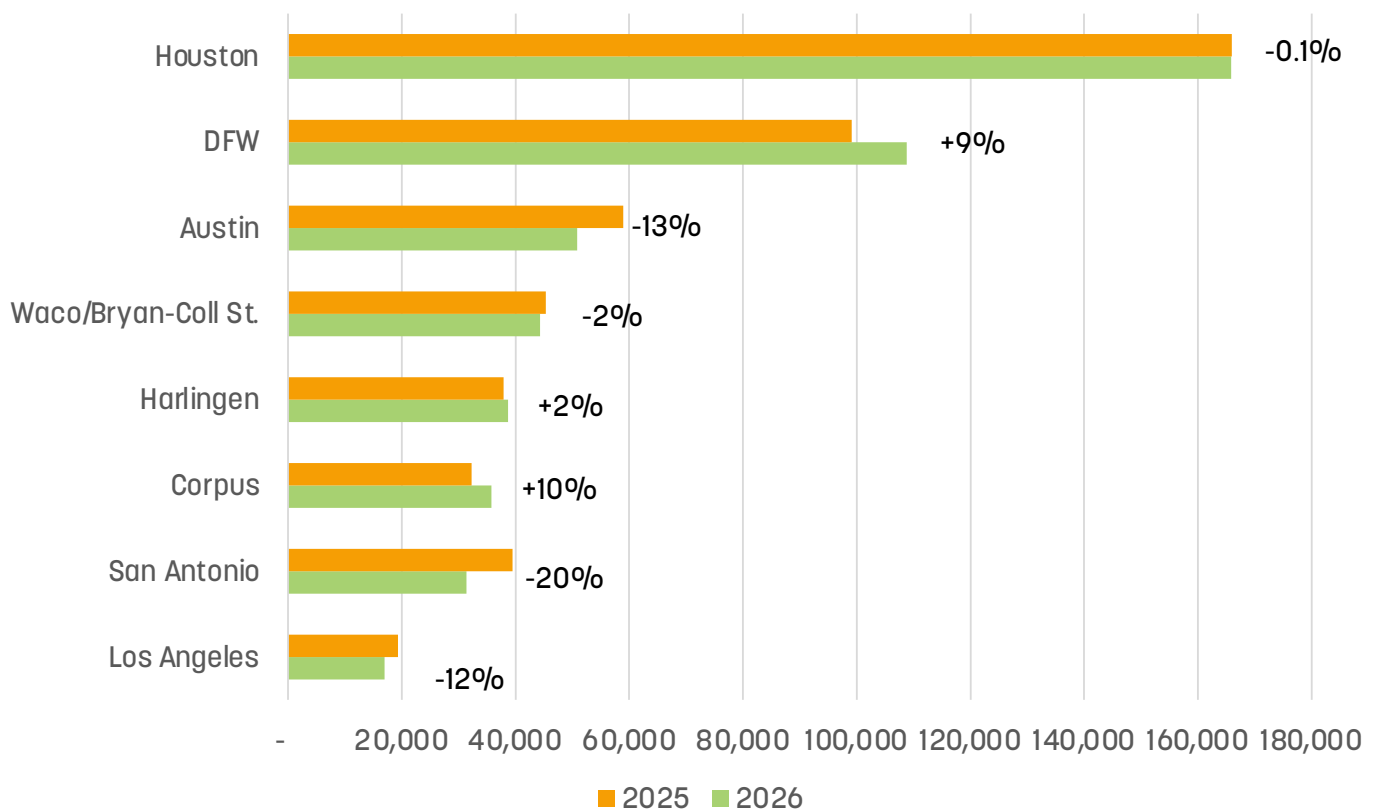


# KPIs: Overnights +50 miles

## Q1 (Jan. - Mar.) Key Takeaways

- Majority of overnight trips continue to come from Houston & DFW
- Continue to see growth in Corpus & Harlingen overnight trips
- While DFW visitation declined in Q2 overnight visits increased YOY; higher share of DFW visitors stayed overnight

**Overnight visits by market - Top 8**



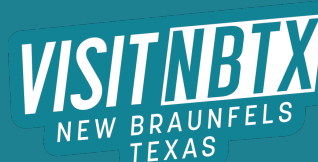
Due to Placer.ai platform updates visitor origin data for overnight visits is temporarily limited.

Source: Placer.ai, Tableau

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# KPIs: Visitor Spend

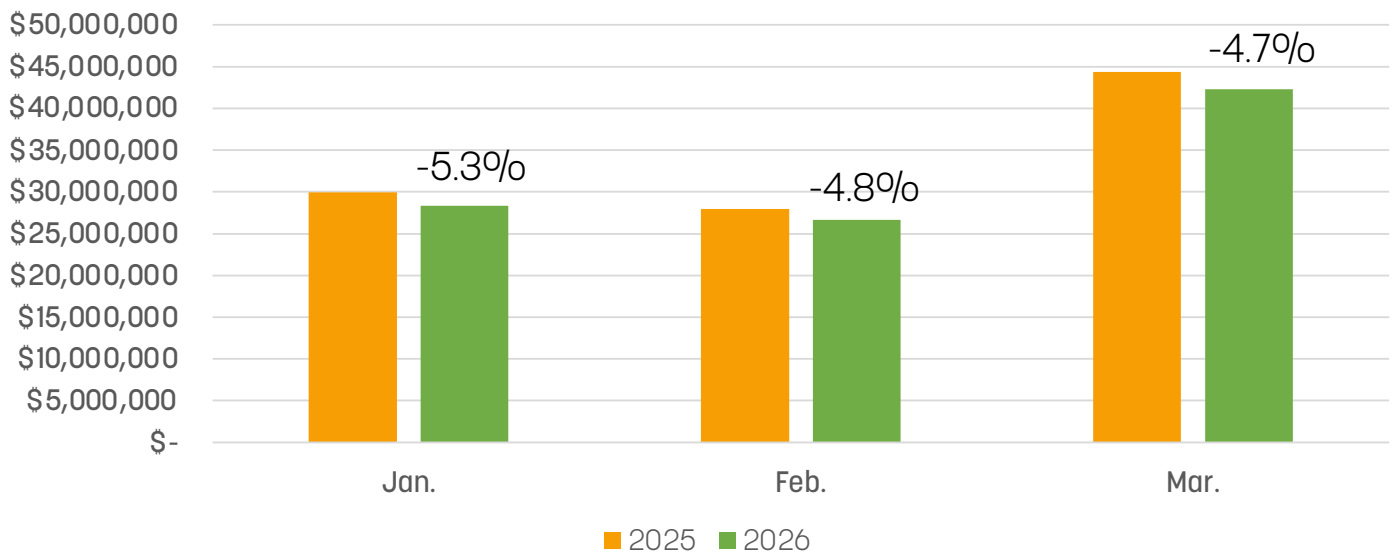
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# -5%

VISITOR SPEND YOY

Although visitation is flat economic factors resulting in decreased spend.

### 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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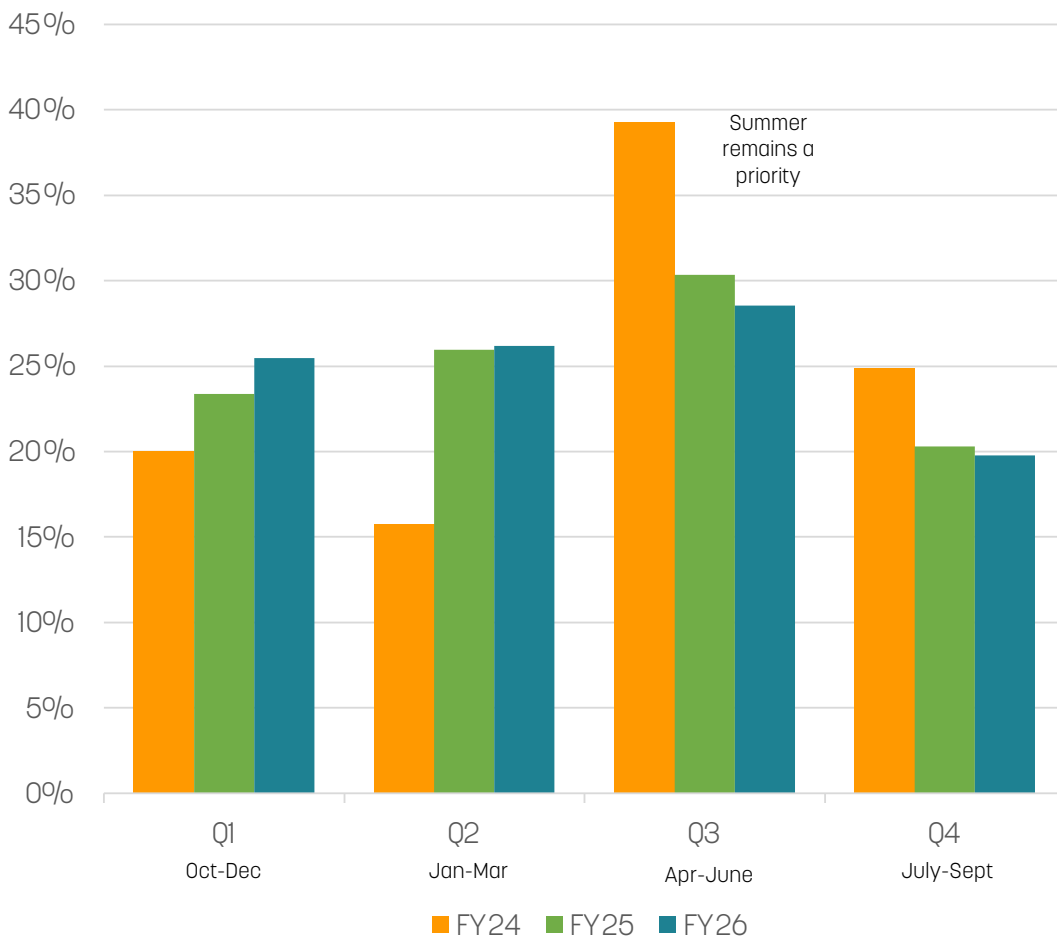


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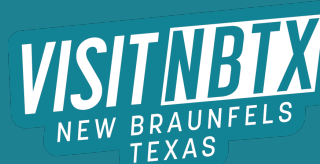
**CTF Budget Allocation by Quarter**



*Spend varies by quarter based on marketing/advertising plan.*



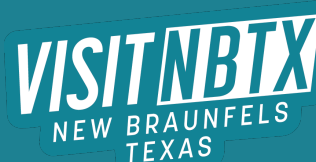
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# IT ALL STARTS WITH A VISIT



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THANK YOU

January - March



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