

An aerial photograph of a modern, multi-story building with a light-colored stone and blue facade. The building has multiple balconies and large windows. In the foreground, there is a swimming pool with a curved shape, surrounded by a paved deck and several red patio umbrellas. The pool area is bordered by a low stone wall. The building is surrounded by lush green trees and landscaping. In the background, a parking lot with several cars and a street with a red brick building are visible.

CONVENTION & TOURISM FUND

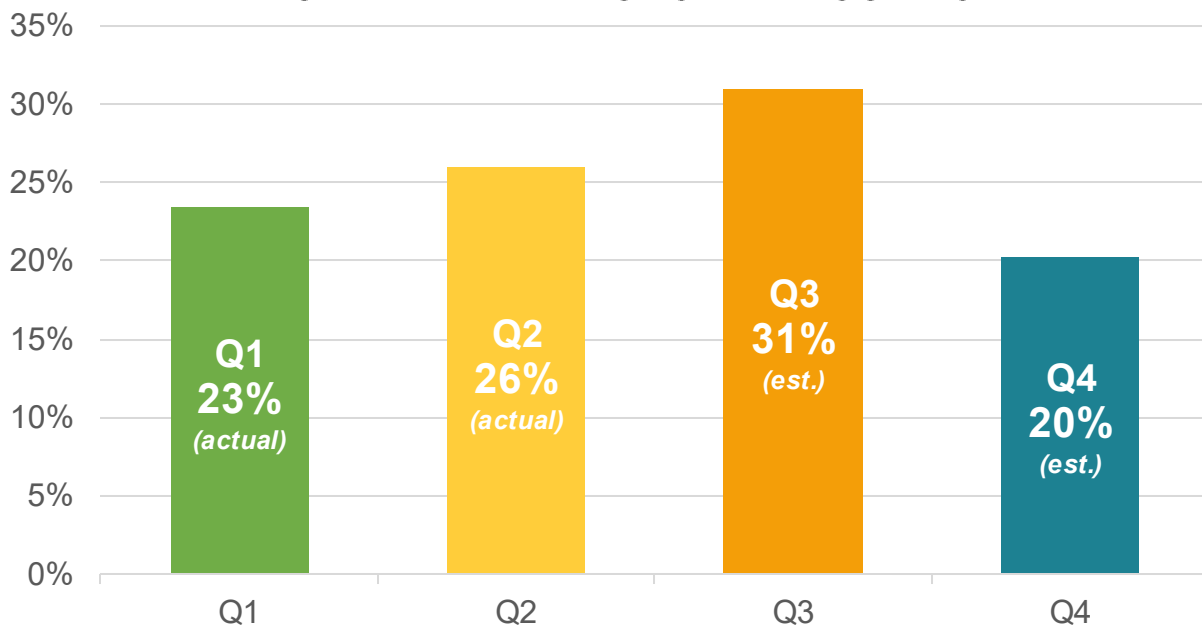
Q2 2025 Report
January - March

CTF OVERVIEW/ BUDGET ALLOCATION

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

- Paid media delivering over +30m impressions
- Public relations initiatives delivering +1.8m impressions
- Q2 overnight trips and visitor spend increased YOY while visitation decreased
- Growing social media presence across platforms reaching new audiences

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

EVENTS & STAKEHOLDER OUTREACH



2nd ANNUAL LODGING RECEPTION

- Hosted at Chandelier of Gruene
- Scott Joslove, THLA, provided a Hotel Law Seminar and legislative information
- Included tourism update
- Continue to build relationships with lodging partners and provide collaboration and networking opportunities

TEXAS TRAVEL ALLIANCE – TRAVEL RALLY & UNITY DINNER

- Met with Senator & Representative offices to support tourism related bills
- Provided the opportunity to invite Senator Campbell and Rep. Isaac to dinner along with City and Board representatives



DOWNTOWN ASSOCIATION

- Presented summer preview and provided tourism updates
- Shared Downtown specific data and opportunities to maximize exposure and capitalize on the tourist audience

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 | ROI* |
|--------------------|----------|--------------------|------|
| Winter Texan Expo | McAllen | 9,000+ | 3:1 |
| Dallas Travel Show | Dallas | 20,000+ | 3:1 |

*Assumes 2% visitation

DIRECT TO BUSINESS

| Events Attended | Description | Location |
|------------------|--|-----------------------|
| Rendezvous South | Met with 30 meeting planners who handle meetings & conferences for 250 attendees or less | Panama City Beach, FL |



Winter Texan Expo

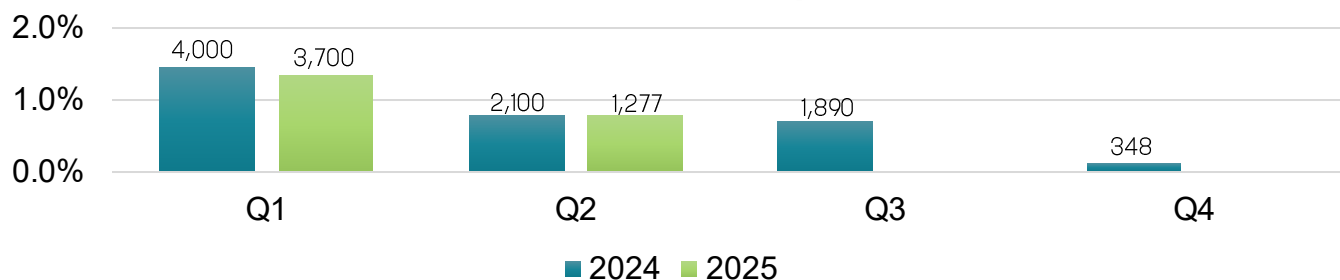


Rendezvous South

CONVENTION SERVICES

**% ROOM NIGHTS GENERATED BY
CIVIC/CONVENTION CENTER**
as a % of total available room nights

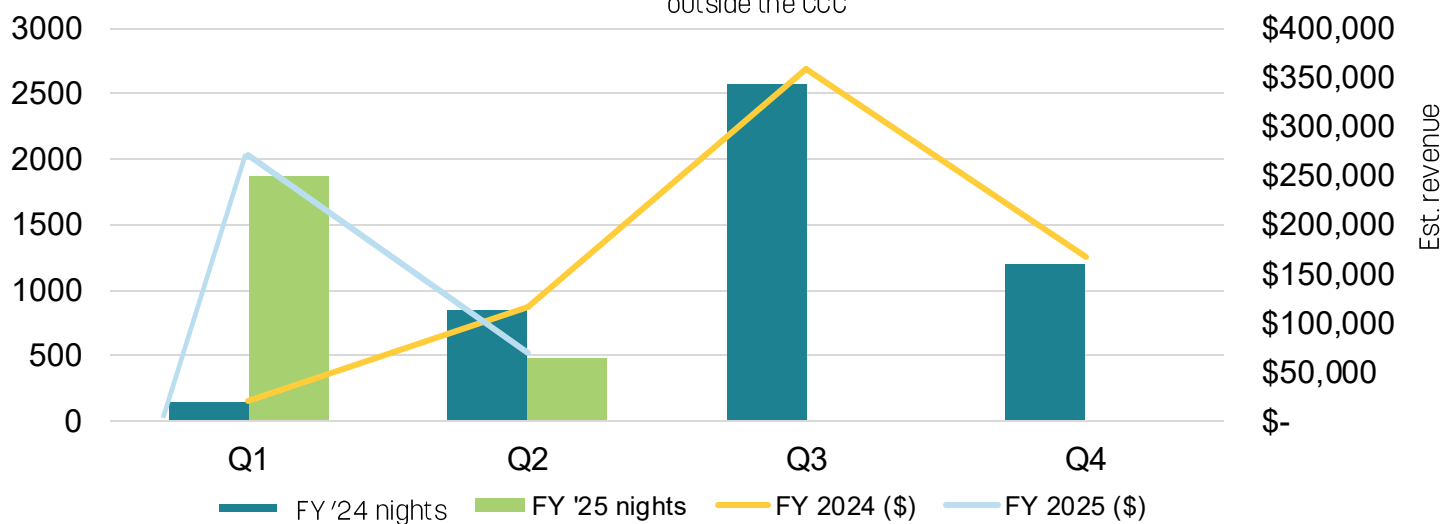
<1% room nights
booked from CC events



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:
-\$1,132,465
ECONOMIC IMPACT*



4 Events



700 Attendees



2,650 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



PROMO ITEMS

- Lanyards



COLLATERAL

- Walking Tour signs
- 2024 Texas Travel Award Plaques
- Newsletter sign up postcard

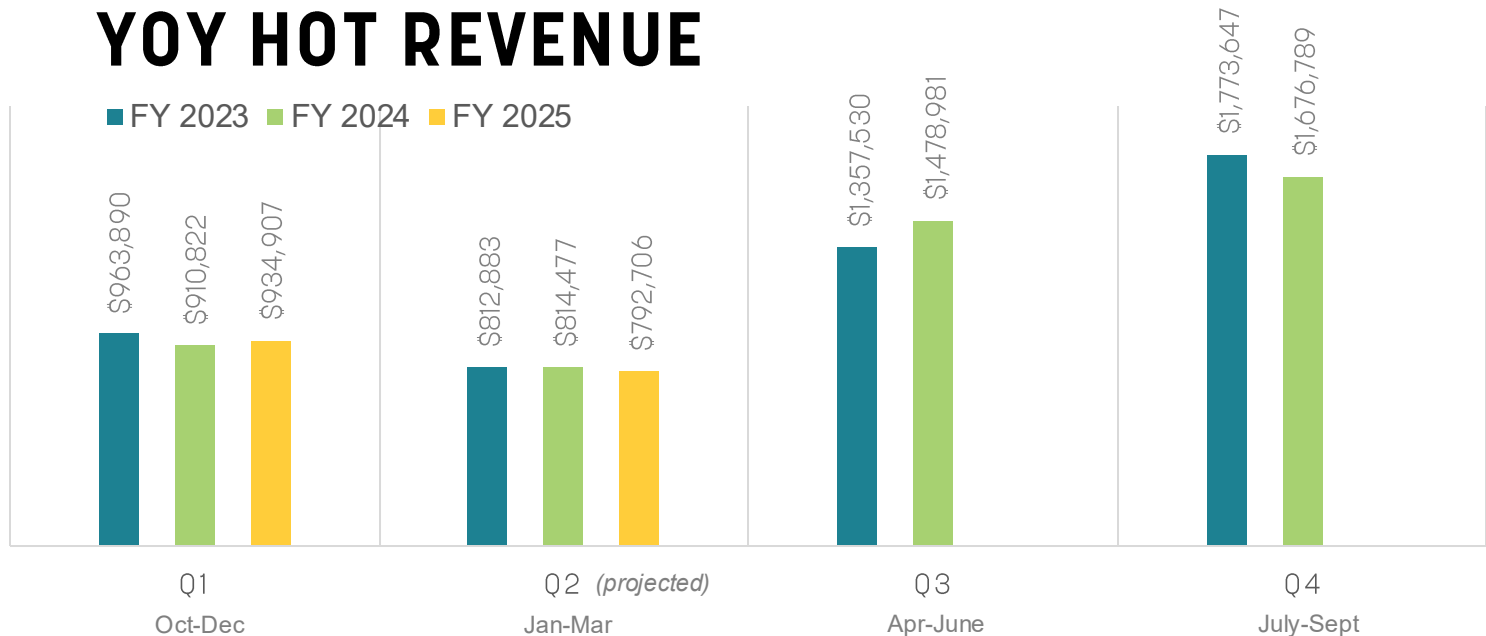


TOTAL HOTEL OCCUPANCY TAX REVENUE

OCTOBER '24 – FEBRUARY '25
HOT REPORTS

FY 2025 YTD +.2%

YOY HOT REVENUE





MARKETING & ADVERTISING INITIATIVES



ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

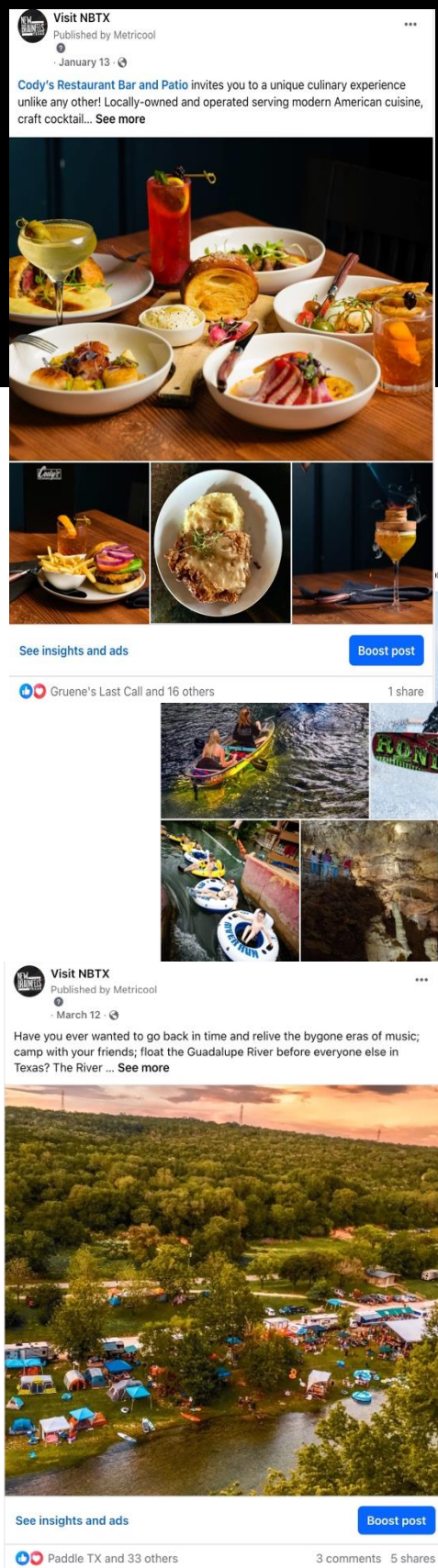
CAMPAIGN FOCUS

January/February

- Primary: Events + Things to do
- Secondary: Lodging + Couples

March

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



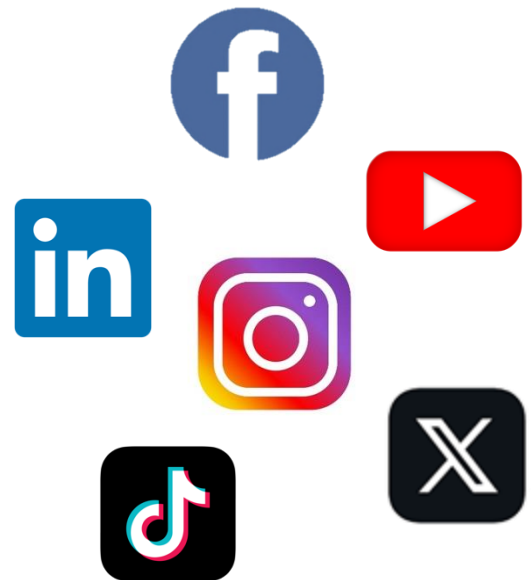
ORGANIC MEDIA

ORGANIC SOCIAL MEDIA DATA

- Total Followers: 421,403 (flat)
- Total IMPs: 805,662
- Engagement Rate: 4% (nat'l benchmark 1% - 3.5%)
- New followers: +1,615

SOCIAL CHANNEL UTILIZATION

- Increased engagement across all platforms by leveraging creative to target different audiences on different platforms
- Increased presence on TikTok providing extended reach



WEBSITE Jan. - Mar.

VISITNBTX .COM



Changes to Google Analytics reporting provides us different metrics for reporting. Focus on quality web traffic vs. quantity. Placing focus on engagement and engagement time on site.

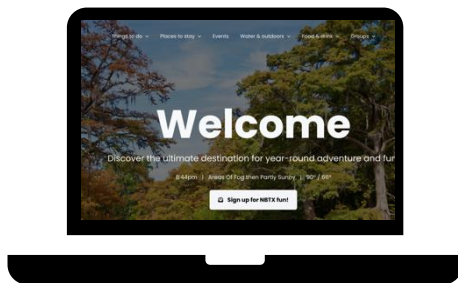
Total users
49.4k

Views
123k

% Engaged
58%

Page views/user
2.5

Avg. engagement time
:46



USER TRAFFIC BY CITY:

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

TOP PAGES:

1. Homepage
2. Events
3. Events/Pickle Festival
4. Girls Weekend Itinerary
5. Things to do/attractions

DEVICE OVERVIEW

Tablet, 3%

Desktop,
20%

Mobile,
78%

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: 1/2-2/28
Targeting: A25-54, HHI +\$75k, Travel enthusiasts
Markets: Houston, DFW, Austin, Harlingen, Corpus

+1.7m IMPs

YOUTUBE

Timing: 1/2-3/31
Targeting: A25-54; trips to Texas, travel, outdoor enthusiasts, family vacationers
Markets: Houston, Dallas and Ft. Worth

+63k IMPs

SUPER BOWL

Timing: February 9 (pregame)
Targeting: A25-54
Markets: DFW, Corpus and Harlingen

+348k IMPs

PAID MEDIA

DIGITAL CAMPAIGN



1.8% CTR outpacing
benchmark of .45%

Mediums: Facebook/Instagram

Timing: 1/2-2/28

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

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

| MARKETS | IMPs | CLICKS | SPEND | CPC | CTR |
|----------------------|----------------|---------------|-----------------|---------------|-------------|
| Hou/Dallas/Ft. Worth | 234,563 | 4,876 | \$24,000 | \$4.92 | 2.1% |
| Aus/San Antonio | 213,936 | 3,764 | \$18,000 | \$4.78 | 1.8% |
| Harlingen/Corpus | 164,607 | 2,493 | \$11,000 | \$4.41 | 1.5% |
| TOTAL | 613,106 | 11,133 | \$53,000 | \$4.76 | 1.8% |

GOOGLE SEARCH



10% CTR outpacing
benchmark of 5%

Timing: 1/1-3/31

Markets: Houston, DFW, Austin, San Antonio (excluding NB) Harlingen, Midland & Corpus

Top keywords: Things to do in New Braunfels, New Braunfels things to do, music concerts, upcoming events

IMPs: +64k

Clicks: +6.8k

PAID MEDIA

AUSTIN AIRPORT

Mediums: Digital signage on concourse & baggage claim (23 screens)
Timing: 2/24 – 4/6
Strategy: Placement during Spring Break & SXSW when Austin Airport traffic is high; reminding visitors New Braunfels is a short drive away; part of the bigger trip
IMPs: +27m



New Braunfels celebrates...well, everything!

No matter what time of year you visit, odds are you'll find a festival that turns the city's heritage, culture, culinary feats and traditions into a big ol' party.

[Click here for the 2025 festival lineup!](#)



This family-friendly festival transports you from modern-day New Braunfels to the mid-1800's. Celebrate our German heritage and experience good ole fashioned fun.



Thru the Chute is a cardboard boat race held annually at the New Braunfels City Tube Chute. Competitors launch their handmade vessels through the chute as spectators cheer them on!



EMAIL

sent: 3 (1x/month)
subscribers: 7,730 (-2.0%)
Avg. open rate: 50% (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 on social media

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

Q2 PR RESULTS

Estimated Value: **+\$35K**

ROI: **2:1**

Impressions **+1.8m**



HIGHLIGHTS

- HGTV 50 of the Most Charming Small Towns in America
- World Atlas 9 Cozy Destinations to Visit in 2025
- Hosted travel writer, Mark Orwoll for [East-West News](#) Service focusing on German history and culture

PUBLIC RELATIONS



3

BLOGS
+2.7k Impressions



28

ARTICLES
+ 1.7m Impressions

[Click here](#) to view articles



4

Social Media
Influencers

Austin, San Antonio, Houston, Corpus Christi



1

TRAVEL WRITER

Mark Orwoll, German history & culture

KEY PERFORMANCE INDICATORS



Placer.ai

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

KPIs: KEY TAKEAWAYS

Q2 (Jan. – Mar.)

-4%

VISITORS

+20 MILES

Majority of visitors from San Antonio. Utilize +20 miles as measure to account for day trippers. 4 of 7 target markets with Jan/Feb advertising increased. (San Antonio, Austin, Harlingen & Corpus)

-8%

VISITORS

+50 MILES

Majority of visitors from Houston area. While we saw a decrease overall 3 target markets increased. (Austin, Harlingen & Corpus)

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.

+14%

OVERNIGHT

TRIPS

Overnight trips are positive YOY, with Houston & DFW making up the majority. (Jan.-Feb. only)

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

+.2%

VISITOR SPEND

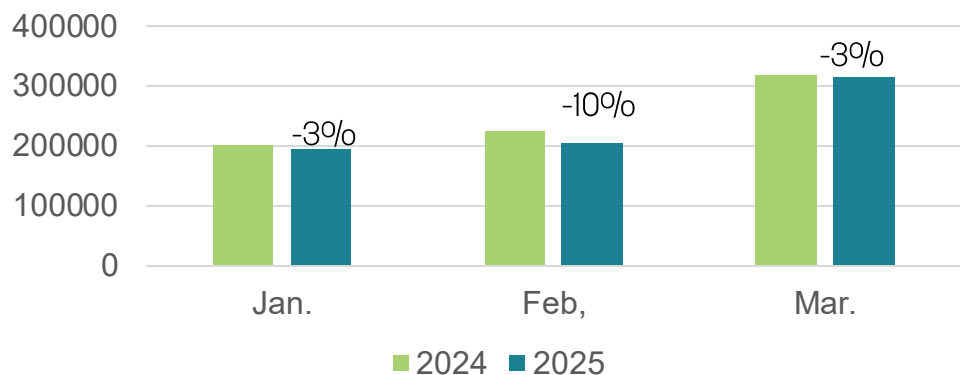
Inflation still a factor in overall spend
Spend by DMA in progress

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

Q2 (Jan. – Mar.) KEY TAKEAWAYS

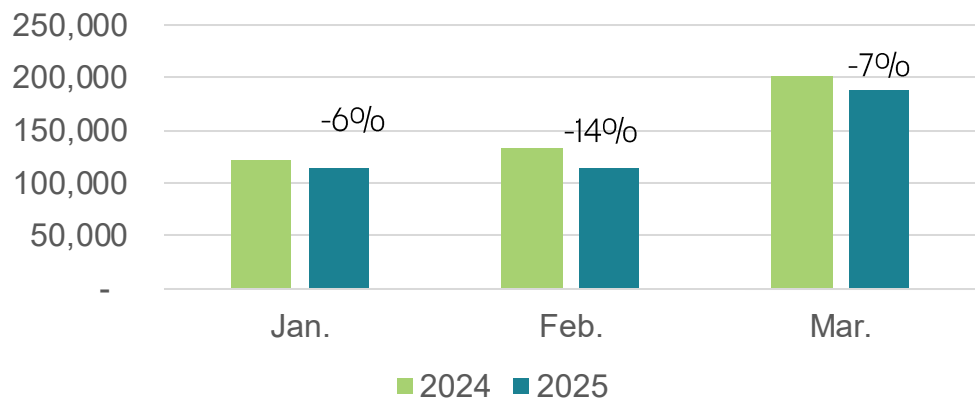
Visitors +20 mi.



Jan. – Mar.
Visitors YOY
-4%

Spring break was +4% YOY

Visitors +50 mi.



Jan. – Mar.
Visitors YOY
-8%

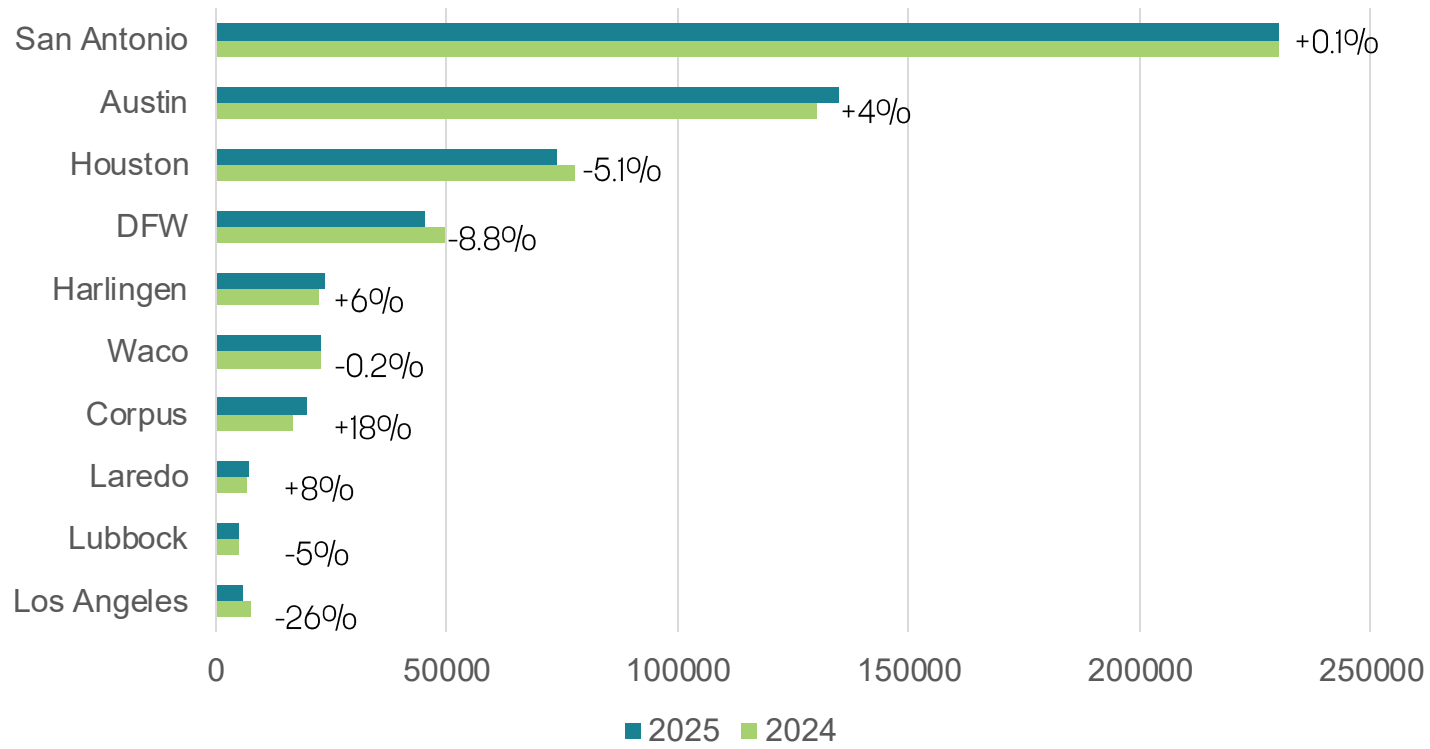
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KPIs: Visitors +20 mi Q2 (Jan. – Mar.) KEY TAKEAWAYS

-4%
VISITORS YOY

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Visitors +20 miles
Top 10 DMA origin markets



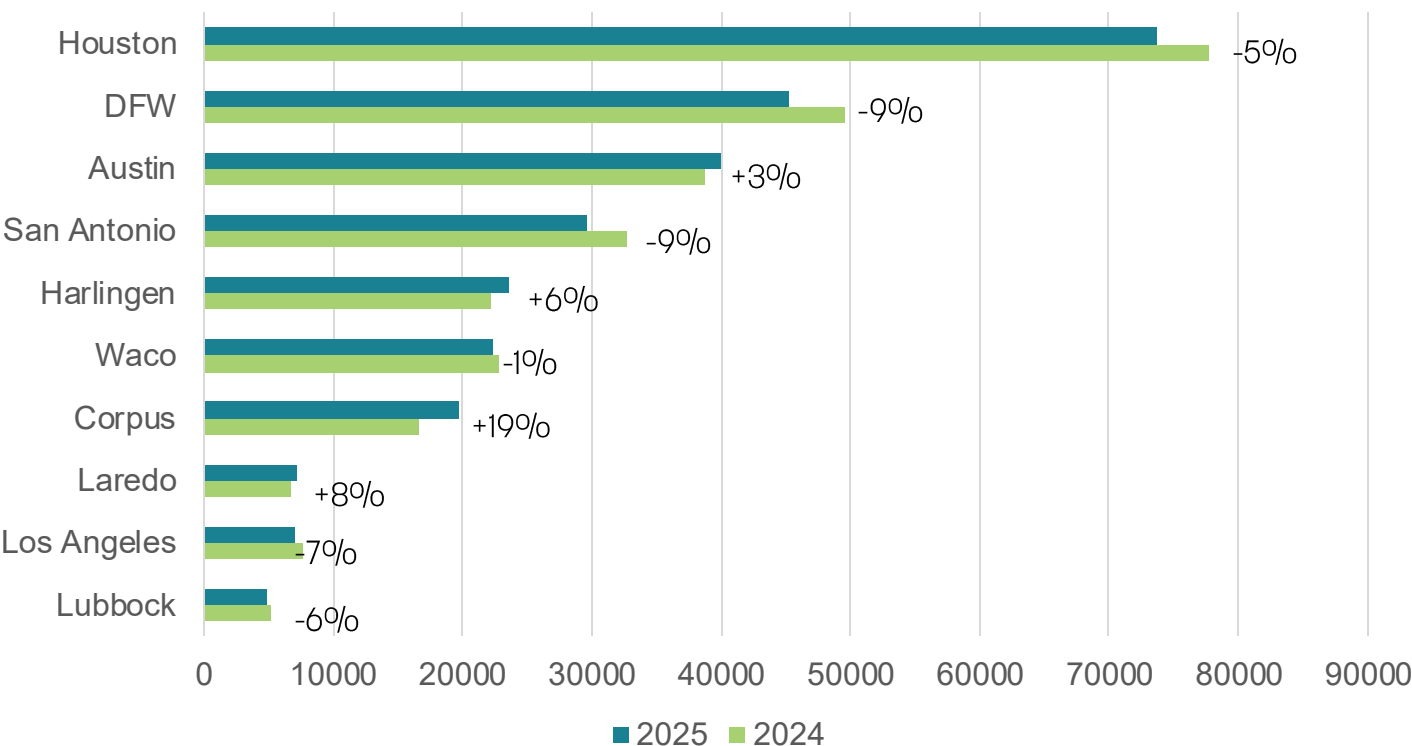
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KPIs: Visitors +50 mi Q2 (Jan. – Mar.) KEY TAKEAWAYS

-8%
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Visitors +50 miles
Top 10 DMA origin markets



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

KPIs: Overnight Trips

Q2 (Jan. – Feb.) KEY TAKEAWAYS

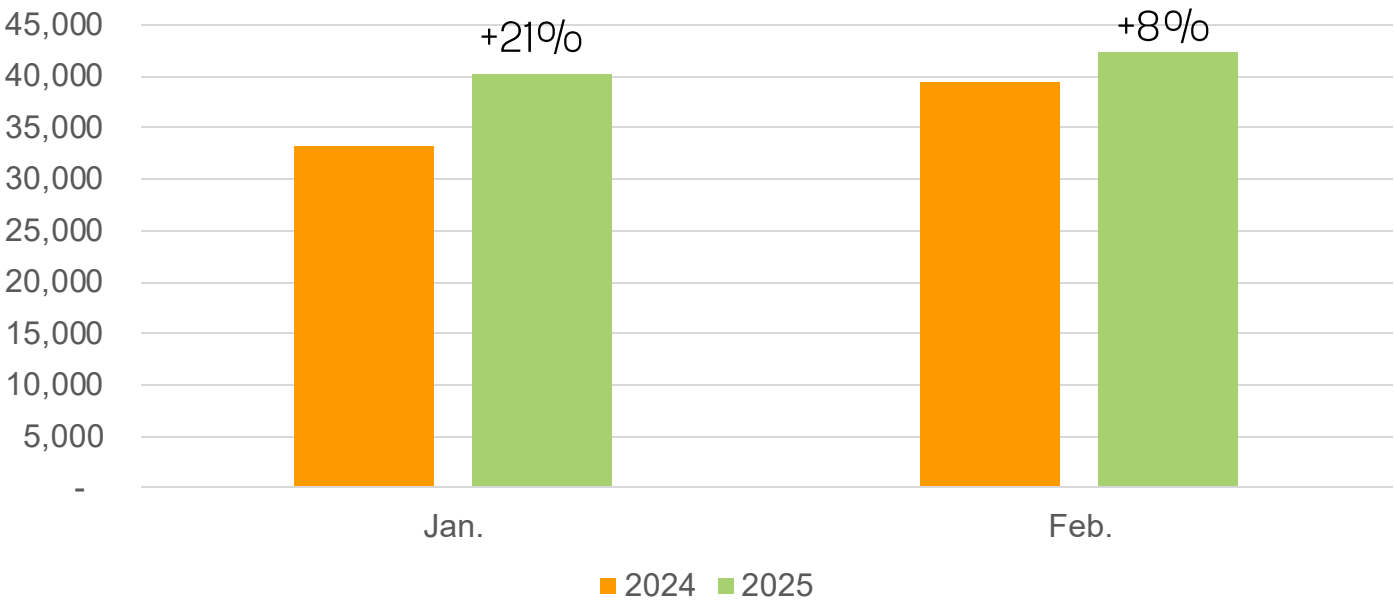
+14%

OVERNIGHT TRIPS YOY

Overnight trips are positive YOY, with Houston & DFW making up the majority.

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

Overnight trips +50 mi.



March 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

Q2 (Jan. – Feb.) KEY TAKEAWAYS

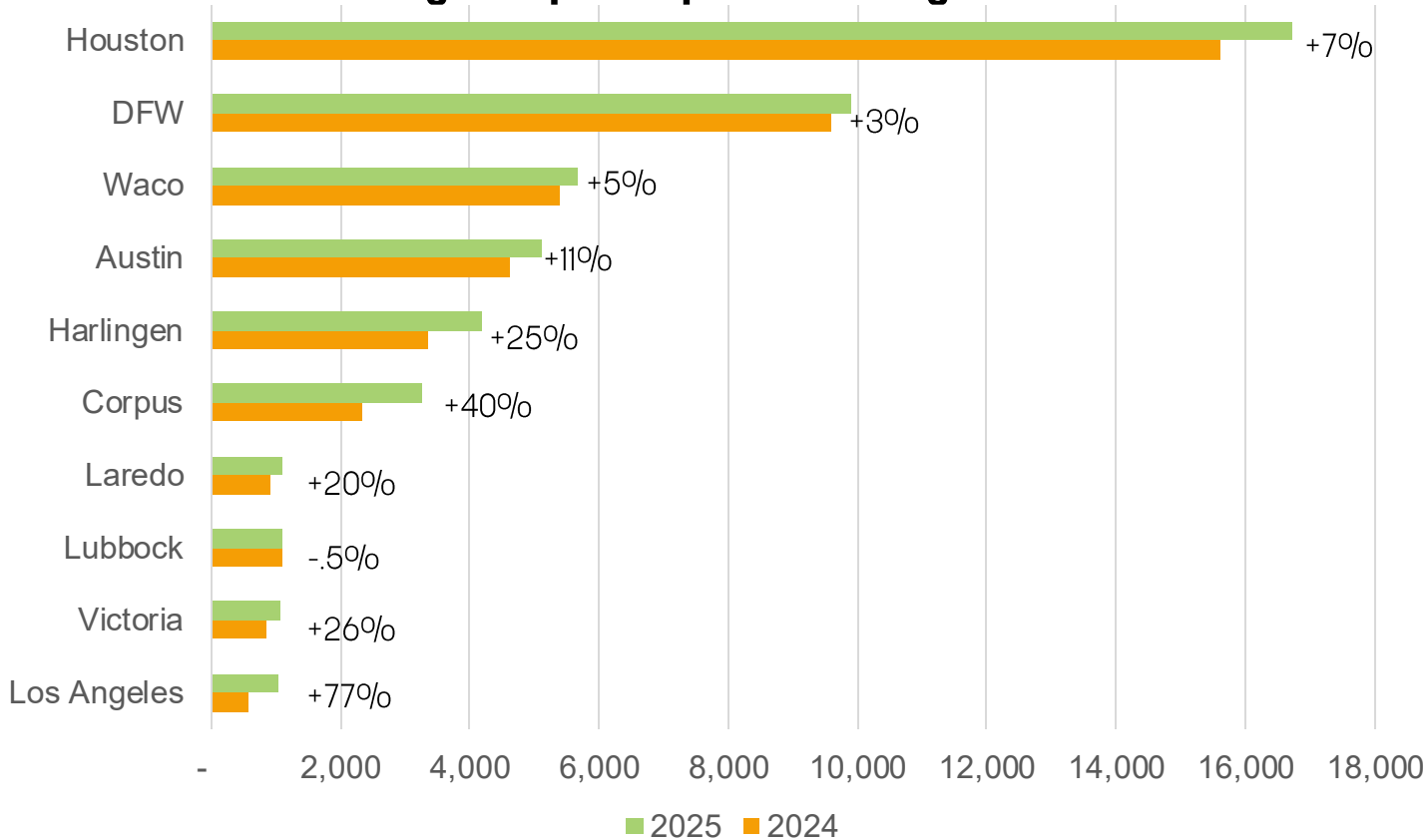
+14%

OVERNIGHT TRIPS YOY

Houston leads in overnights and growth continues in all target markets except SAT

(Jan. – Feb. only) Due to data limitations reported overnights does not equate to staying in an accommodation.

Overnight trips - Top 10 DMA origin markets



Source: Placer.ai, Tableau
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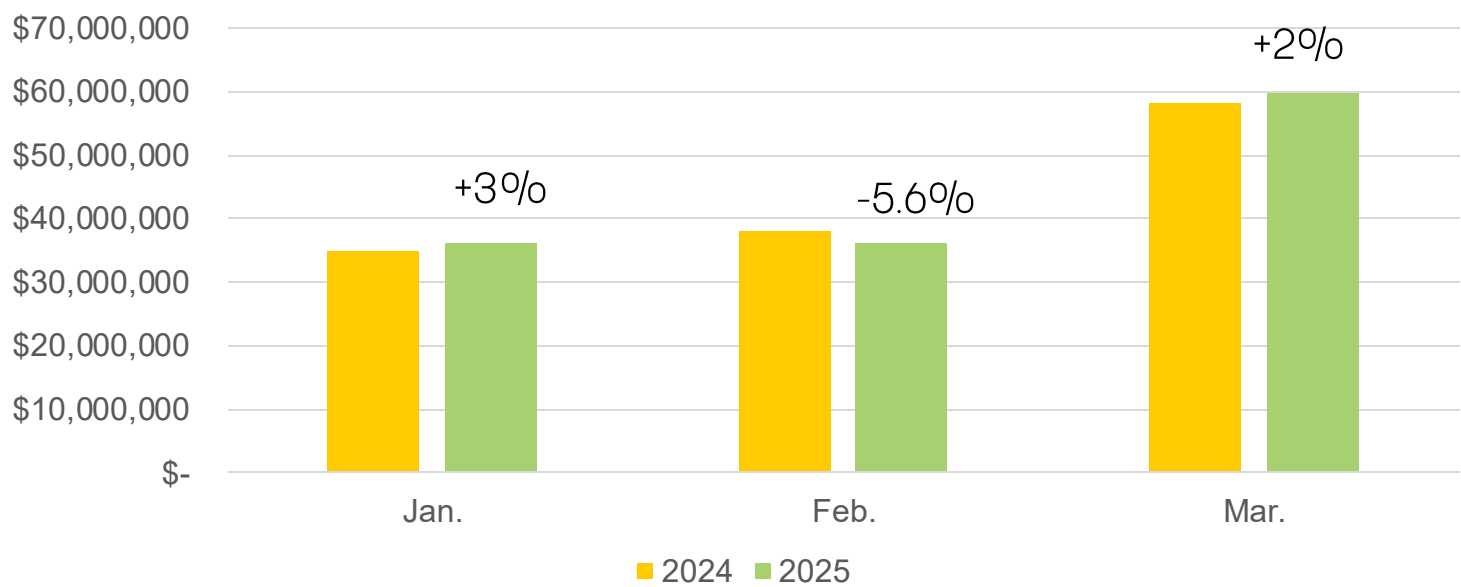
KPIs: Visitor Spend

Q2 (Jan. – Mar.) KEY TAKEAWAYS

+.2%
VISITOR SPEND YOY

Inflation still a factor in overall spend

Visitor Spend +50 mi.



Placer visitor spend data breakout 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

HIGHWAY VISITOR CENTER

TOP INTERESTS

Troutfest
Winter Visitor Reception
Pickle Festival

+500

VISITOR
INQUIRIES



Opportunities to celebrate and thank the Winter Texans + Educate HVC Volunteer Base with quarterly outing.

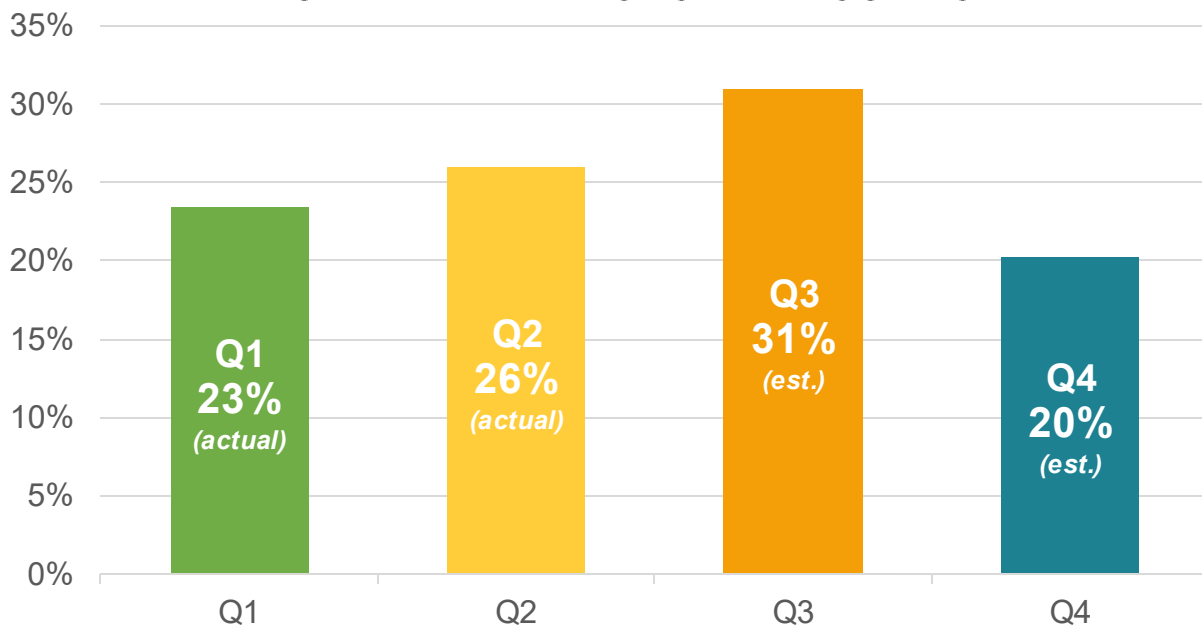
1. Hosted the 2025 annual Winter Visitor Reception with over 300 attendees.
2. Implemented new scheduling platform for HVC volunteers to streamline process.
3. Hosted informative volunteer outing at Krause's Cafe to gain experience discussing the attraction + troubleshoot scheduling platform.

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Thank You!