

Visit NEW BRAUNFELS

CONVENTION & TOURISM FUND

Quarterly Report

Q3 FY2026 • April – June 2026



Quarterly overview

8.5M+

Paid media impressions

Streaming, social & SEM

31.8M

Public Relations impressions

370 articles / 2 Influencers

132:1

Paid media ROI

For every dollar spent on advertising
\$132 was spent in NB

20:1

Public Relations ROI

For every dollar spent on PR New
Braunfels received \$20 in earned media

287.2K

Website page views

Continue to see YOY growth

\$609K+

Group sales economic impact

From 700+ room nights booked

To put impressions in perspective...

Our advertising and public relations initiatives generated approximately 32 million impressions, creating visibility comparable to reaching every Texan with a message about New Braunfels.

KEY TAKEAWAYS THIS QUARTER

- Paid media targeted 9 Texas markets resulting in 998K+ visits
- Public relations delivered strong earned media, headlined by national coverage of Kacey Musgraves' Gruene Hall performance and Sophie's Gasthaus Michelin Guide distinction for World's Best Hotels combined with Travel Writer & Influencer visits
- Secured 4 groups this quarter generating over 700 room nights
- Website page views increased +56% YOY led by events and summer content and continues to increase based on learnings and improved search engine optimization

Strategic plan

2025 – 2027 STRATEGIC PLAN

Mission: Collaboratively lead initiatives designed to welcome people from around the world to experience our vibrant community, building economic activity and enhancing quality of life for residents. Visit New Braunfels is the caretaker of this vision.

Invest in the destination product

TPID • QHP

Run a world-class marketing program

Placer.ai • KPIs

Load balance our visitation calendar

Year-round focus • Meeting sales

Advocate for tourism & hospitality

Advocacy • HOT integrity



Run a world-class marketing program

KEY PERFORMANCE INDICATORS (KPIs)

Visit New Braunfels measures success using three primary key performance indicators (KPIs):

1. **Visitation**
2. **Overnight stays**
3. **Visitor spend**

+3%

HOT (through May)

Hotel occupancy tax (HOT) collections are also monitored. To better understand travel patterns, we monitor visitors from **20+ miles** and **50+ miles** from New Braunfels city limits. Visitors traveling 20+ miles are generally considered day-trip visitors, while those traveling 50+ miles are more likely to stay overnight.

KPIs	Visits (20+ miles)	Visits (50+ miles)	Overnights (50+ miles)	Visitor Spend (50+ miles)
2025 FY (Oct. '24 – Sept. '25)	-4%	-5%	+5%	+4%
Q3 FY 2026 (Apr. '26 – Jun. '26)	Flat	-3%	-3%	-2%
2026 Fiscal YTD (Oct. '25 – June '26)	Flat	-2%	Flat	+3%

KEY TAKEAWAYS

- 40% of day trip visits in Q3 came from San Antonio & Austin. We continue to see those markets in the top 2 for visits 20+ miles.
- 37% of visits 50+ miles in Q3 came from Houston & DFW and those markets represent 40% of overnights in Q3.
- Houston and DFW continued to soften, while 5 rainy weekends in Q3, heavy mid-June rainfall and the Comal river closure presented additional visitation challenges

Markets receiving advertising: Visitation +50 miles (2026 Fiscal YTD)

+2%

Austin

+2%

Corpus Christi

-3%

Houston

+4%

Waco

+15%

San Antonio

+7%

Midland/Odessa

-7%

Dallas/Ft. Worth

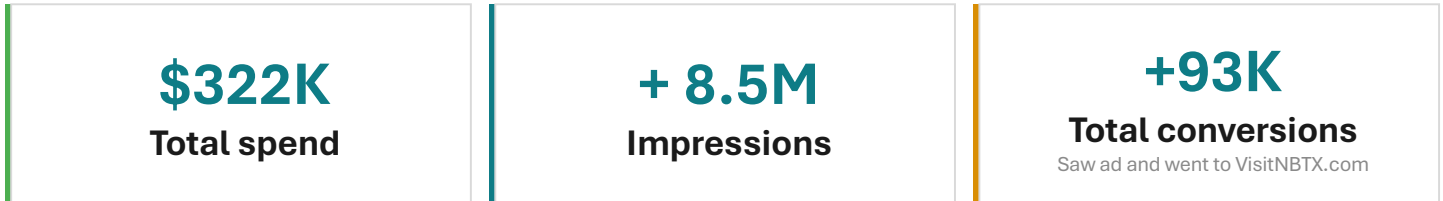
-4%

McAllen/Brownsville

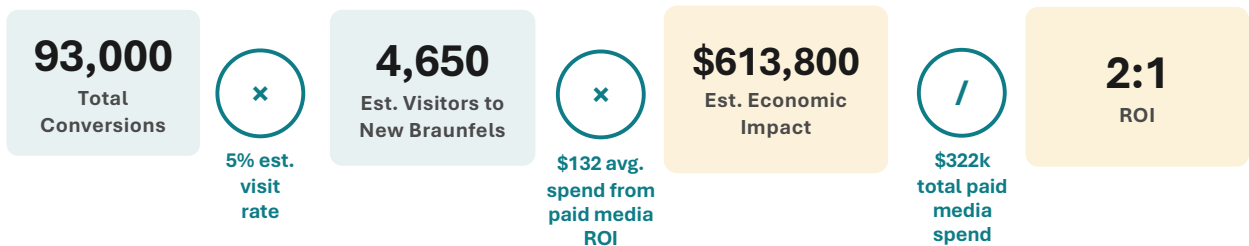
Paid Media Strategy

PAID MEDIA OVERVIEW

Visit New Braunfels utilizes a strategic mix of cost-efficient advertising channels aimed at reaching audiences with intent to travel in specific zip codes within target markets.



ESTIMATED RETURN ON PAID MEDIA INVESTMENT BASED ON CONVERSIONS



Illustrative estimate: assumes 5% of ad-driven conversions result in a completed visit, at \$132 average visitor spend from paid media ROI.



CHANNEL PERFORMANCE DETAIL

Channel	Spend	Impressions	Conversions	CTR	Industry Standard
Streaming (Hulu, Disney+, Paramount+, YouTube, etc.)	\$169,164	+4.8M	1,819	n/a	n/a
Meta (Facebook/Instagram)	\$133,512	3.6M	68,844	2%	0.45%
SEM (Google Search)	\$19,663	+110K	22,808	16%	5%

- New Braunfels consistently outperforms industry standards
- Streaming summer campaign focused on building broad brand visibility with the priority of generating awareness, however the videos prompted a notable number of website conversions
- Meta drives high-volume engagement generating majority of conversions
- Search engine marketing (SEM) uses paid Google ads to ensure New Braunfels appears prominently when potential visitors search for relevant travel experiences driving qualified traffic to the website

Paid media by market

+998K

Visits from markets w/
advertising

\$132

For every dollar spent on
advertising, \$132 was spent in NB

Markets	IMP's	Clicks + Views	Conversions	Media Spend	Visits +50 miles	ROI
Hou/Dallas/Ft. Worth	4,258,777	2,475,935	45,034	\$179,159	576,560	137:1
Austin/San Antonio	1,796,048	915,295	25,793	\$62,207	195,689	134:1
Harlingen/Corpus/Midland/Waco	2,482,798	1,485,583	22,644	\$80,974	226,062	119:1
TOTAL	8,537,623	4,876,813	93,471	\$322,340	998,311	132:1

KEY TAKEAWAYS

- Tier 1 markets (Houston & Dallas-Ft. Worth) received the largest share of ad investment as these markets generate the most visits 50+ miles and overnight trips
- Tier 2 markets (Austin & San Antonio) continue to increase visits 50+ miles generating more overnight trips vs. day trips
- Tier 3 markets (McAllen/Brownsville, Corpus Midland & Waco) continue to present growth opportunities, with positive visitation trends in several markets since targeted advertising began



Website performance

143K

Total users

+64.5% YOY

287K

Views

+56.8% YOY

2

Page views/user

-5.0% YOY

:29

Avg. engagement

-12.7% YOY

Website performance context: While total users and views to the website increased year over year, engagement and page views per user declined as paid media expanded our reach to a broader audience, including users who may visit briefly. While this can lower engagement averages, it increases overall website traffic and destination awareness.

ORGANIC TRAFFIC GROWTH

+102%

Organic search traffic, YOY

46,541 organic users this quarter, the second-largest driver of new traffic behind paid media.

Why it matters? Organic traffic demonstrates the long-term impact of destination marketing, public relations, search engine optimization (SEO), and content strategy. It shows that travelers are intentionally searching for New Braunfels.

TRAFFIC BY CITY – TOP 10

City	Website Views	% YOY
Houston ★	28,559	+89.9%
Austin ★	25,067	+47.3%
New Braunfels	18,035	+26.9%
Dallas ★	15,013	+36.4%
San Antonio ★	11,468	+18.8%
Fort Worth ★	8,892	+155.0%
San Marcos	2,890	+55.4%
Corpus Christi ★	2,693	+119.3%
Flower Mound	2,411	+884.1%
Canyon Lake	2,054	-15.9%

★ Designates a target ad market. 6 of our 9 target markets (Houston, Dallas, Fort Worth, Austin, San Antonio & Corpus Christi) rank among the top 10 traffic-driving cities to VisitNBTX.com; confirming paid media is reaching its intended audiences.

Public relations

370

Unique articles

649 total placements

23.5M

Impressions

via Muck Rack

3

Travel writer / FAM visits

Fodor's, Travel & Leisure, blog

1

Media Mission

1 of 5 TX destinations

+\$236K

Est. Value

20:1

ROI

NEWS STORIES OF SIGNIFICANCE

- [People](#) / [Vogue](#): Kacey Musgraves' live debut at Gruene Hall (with Miranda Lambert) drove national coverage
- Michelin Guide added Sophie's Gasthaus to its 2026 hotel recommendations; picked up by [Express-News](#), [Statesman](#), and via PRNewswire (138.5M audience reach)
- [Travel & Leisure](#): 'Guide to Gruene' feature
- [Austin American-Statesman](#): Central Texas tubing guide
- Stars & Stripes Drive-In and Camp Fimfo were both named [USA Today 10 Best picks](#); [Texas Highways](#) covered New Braunfels dance halls

FAM TRIPS & TRAVEL WRITER VISITS

Larry Bleiburg: [Fodor's Travel](#) (published July 10).

Amanda Ogle: Travel & Leisure (in editing)

Pam LeBlanc: Good Day Austin; pitching Southern Living, Texas Highways

Programs & media engagement

TRAVEL TEXAS MEDIA MISSION IN LOS ANGELES

- Visit New Braunfels was 1 of 5 Texas destinations selected from over 100 to attend the May Travel Texas Media Mission
- Met and pitched writers from the New York Times, LA Times, Travel & Leisure, AAA, Forbes, Fodor's Travel and Conde Nast
- Showcased Gruene Hall's country music heritage with a live performance and 2-step lessons developing story angles with 2+ attending media outlets



FLOAT FORECAST

The Float Forecast initiative was developed to provide timely, factual information on river conditions and float times, helping shape accurate media coverage while promoting the full range of summer attractions and experiences available in New Braunfels.

[Click here
to view the Float Forecast
on YouTube](#)



- Pitched over 40 travel and weather outlets across Texas weekly
- Coverage included [Austin American-Statesman's Central Texas Tubing Guide](#)
- Engaged with 8 stakeholders
- Partnered with Texas country artist, Bri Bagwell, as the campaign host and expanded visibility through her established social channels increasing reach and engagement

Influencer partnerships

2

Influencer partnerships

18

Businesses engaged

302,178

Engagement

8.2M

Impressions

+\$60K

Est. Value

46:1

ROI



Organic Social Media

Organic media: content posted on owned social channels which are managed and updated by the Visit New Braunfels team. This quarter's campaign focus: Events + Summer Getaways, and Lodging + Shopping + Live Music

434,131

Total Followers

Across all social channels

4.6M

Total Impressions

Organic social content

1.4%

Engagement Rate

Nat'l benchmark: 1–3.5%

636.5K

Reach

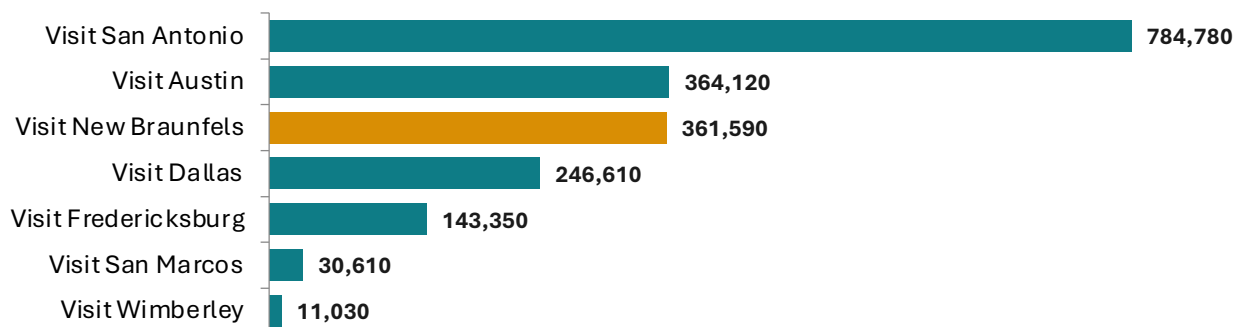
Unique accounts reached



SOCIAL CHANNEL HIGHLIGHTS

- 7 of 9 target markets appear in our top 10 follower cities, indicating paid social ads are successfully increasing visibility in key markets
- Carousel ads are performing best on Facebook & Instagram
- Top posts by reach feature culinary, events and getaway content
- Visit NBTX holds the 3rd-largest Facebook audience in its Texas competitive set (361K+ followers) outperforming Dallas, Fredericksburg, San Marcos and Wimberley

FACEBOOK FOLLOWERS – TEXAS COMPETITIVE SET*

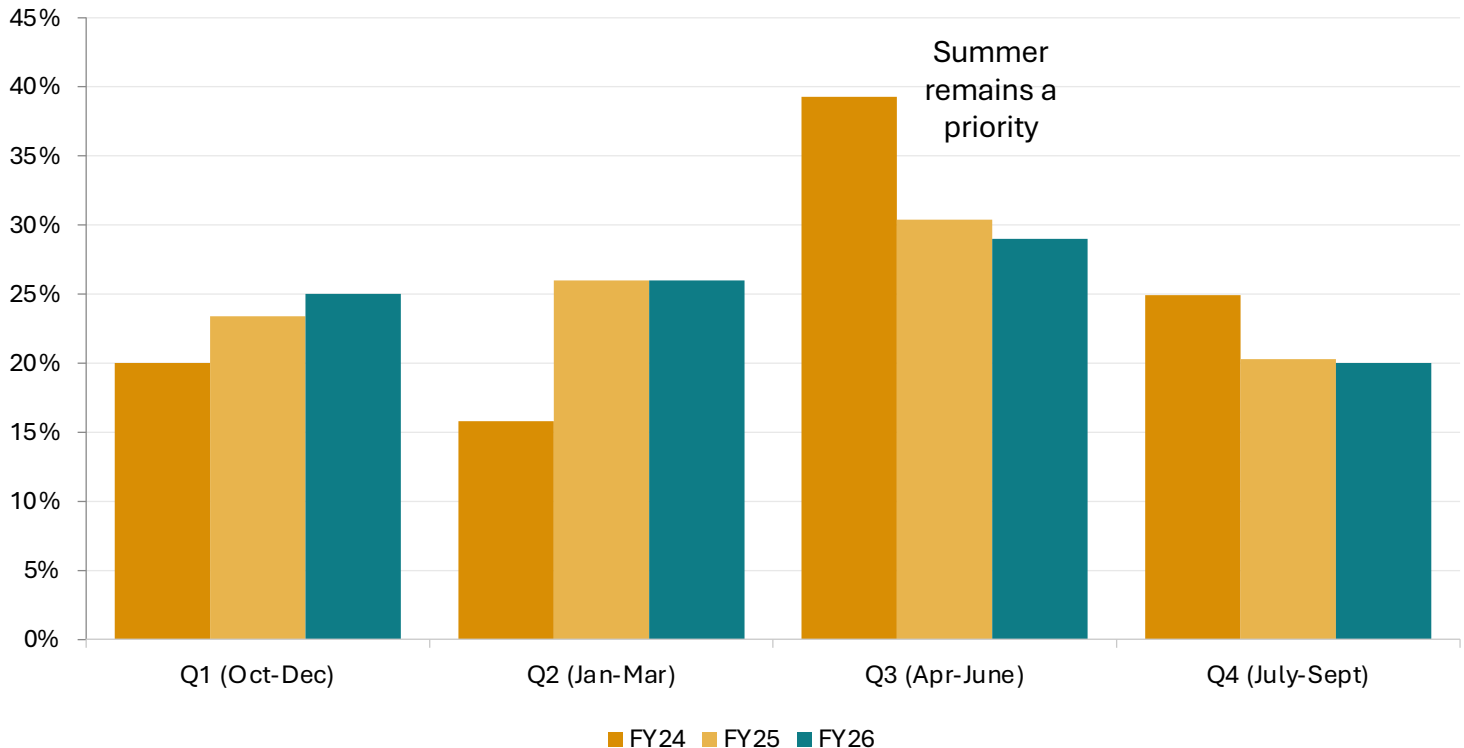


*As of June 30, 2026

Load balance our visitation calendar

CTF BUDGET ALLOCATION BY QUARTER

FY 2024 Q3 budget focusing on summer equated to nearly 40%. Summer remains a priority, but we have strategically shifted dollars to focus on year-round destination marketing.



Group/Meeting Sales

WHY GROUP BUSINESS MATTERS

Group business fills hotel rooms midweek, turns business trips into leisure add-on stays, and drives visitation and hotel occupancy year-round.

Metric	Q3 Actual
Definite room nights booked	732
Definite booking total attendance	982
# of definite groups booked	4
Economic impact of definite groups booked*	\$609,535
Total local taxes*	\$23,873
New group business leads sent to lodging partners	15

*Economic impact calculated using the Economic Impact Calculator, Destinations International.

NOTABLE DEFINITE GROUPS BOOKED

Texas Suicide Prevention Symposium

Aug 2026 • 500 attendees • \$183,542 impact

Wedding Block

Sept 2026 • 150 attendees • \$70,017 impact

TX District 36 Little League All-Stars

July 2026 • 300 attendees • \$343,381 impact

LCP Tracker Retreat

June 2026 • 32 attendees • \$12,595 impact

This information reflects our first group business development report generated by our tourism CRM. We will continue to monitor monthly and focus on generating more year-round, mid-week visitation load-balancing our tourism calendar and increasing support to local businesses. As we continue to utilize the data and CRM tools, reporting will continue and information will be provided on an on-going basis.

Advocate for tourism & hospitality

2025 TOURISM & HOSPITALITY ECONOMIC IMPACT

Tourism is important to our local economy and residents. The hospitality industry plays an important role in supporting municipal finances and reducing the tax burden that would otherwise fall more heavily on residents.

~\$725

Annual homeowner savings

32%

Total employment

\$1.3B

Economic impact

~6M

Annual visitors

16,475

Jobs supported

\$57.4M

Taxes generated

~3k

Rooms

\$376.3M

Annual wages

VISIT

Outside dollars

STAY

Hotel demand

INVEST

HOT-funded promotion

SPEND

Local business activity

RETURN

Tax base + amenities

Events & Stakeholder Outreach



TOURISM STAKHOLDER RECEPTION - APRIL

- Hosted 30+ stakeholders at newly opened Top Golf
- Encouraged networking and cross-promotional opportunities
- Shared updates on marketing initiatives, current campaigns, upcoming projects & trends
- Reinforced the importance of stakeholder partnerships in enhancing the visitor experience and the importance of tourism in our local economy



TOURISM AMBASSADOR PROGRAM - APRIL



- Launched the inaugural class of the Tourism Ambassador Program
- 40+ Ambassadors certified through a half-day educational experience
- Provided practical tools and insights promoting tourism and elevating visitor experiences
- The next class will convene in September and is full with a waiting list for the following class



TOURISM ADVISORY COMMITTEE - APRIL

- Reviewed & discussed key findings in the 2025 Economic Development Benchmark study
- Discussed summer challenges and strategies moving forward
- Reviewed KPI's
- Discussed upcoming marketing initiatives and Tourism Ambassador Program



PETIT COWBOY GRAND OPENING - MAY

- Tanya Pence, Visit New Braunfels President, participated in a tourism panel to share destination marketing insights
- Supported lodging partner with PR opportunities to gain awareness
- Collaborated with Petit Cowboy team to amplify marketing efforts for Grand Opening



CITY MEDIA DAY - MAY

- Tanya Pence participated in Media Day hosted by the City to provide updated and accurate tourism facts leading into Memorial Day
- Provided Media with tools to educate them on river conditions and operations
- Opportunity for media to get live footage of the river and surrounding areas
- Reinforced the importance of tourism on our local economy
- Continued messaging New Braunfels as a year-round destination

It all starts with a visit....



Thank You!

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