

An aerial photograph of a river winding through a lush, green forest. The river is filled with people tubing, with many colorful inner tubes (blue, green, red) visible. A small dam or weir structure is visible in the middle of the river, creating a small waterfall effect. The sky is blue with scattered white clouds. The overall scene is vibrant and recreational.

CONVENTION & TOURISM FUND

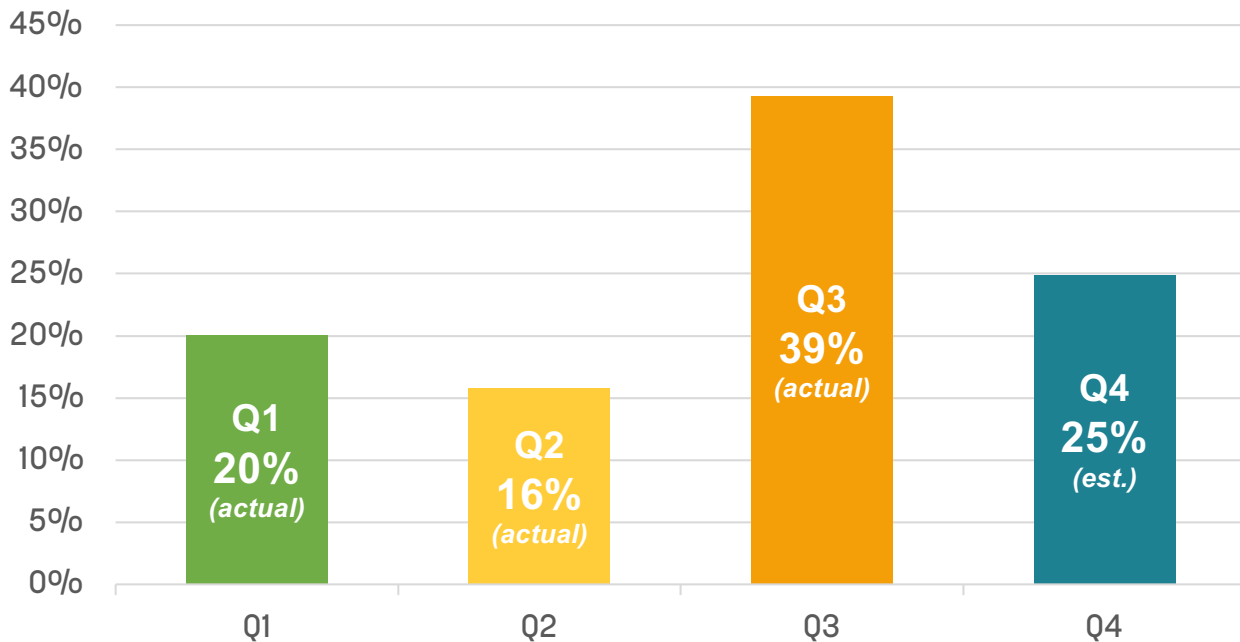
Q3 2024 Report
April - June

NEW BRAUNFELS
TEXAS

CTF PLANNED BUDGET ALLOCATION

- Spring events & summer kickoff combined with targeted advertising generated success on several fronts
 - +1% increase in social media following
 - +80M IMPs delivered on paid media
 - 31:1 ROI on public relations initiatives
- Overnights and spend increased YOY
- HOT revenue is projected to be positive in FY24 Q3 based on current trends

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

EVENTS & STAKEHOLDER OUTREACH



CO-HOSTED FILM FRIENDLY TEXAS FORUM

- Partnered with the Texas Film Commission to co-host the annual Film Friendly Texas Forum at the Civic/Convention Center with about 75 attendees from all over the state
- Co-hosted welcome reception at Spass Haus
- Conducted FAM tour for attendees & Film Commission Staff

SCHLITTERBAHN MEDIA DAY

- Attended Schlitterbahn media day for the grand opening of Schatze's Storybrook Park
- Participated in media interviews and Schlitterbahn program



STAKEHOLDER BREAKFAST

In an effort to continue to grow communication and support throughout the community, the CVB was excited to host the tourism industry stakeholder breakfast.

- +30 tourism industry partners in attendance
- CVB team presented updates

BUSINESS DEVELOPMENT

DIRECT TO TOURIST

Events Attended	Location	Average Attendance
Texas Sandfest	Port Aransas	30k

DIRECT TO BUSINESS

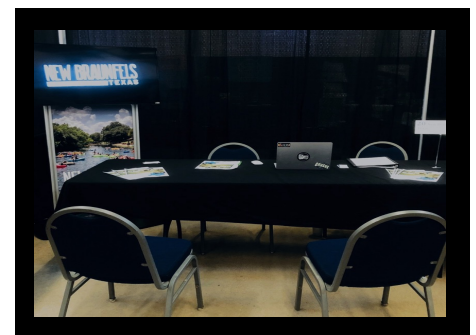
Events Attended	Description	Location
Sports ETA	Met with sporting events decision makers + educational seminars	Portland, OR
CVENT	Met with meeting planners + educational seminars	San Antonio, TX
Travel Texas Expo	Educated Texas Travel counselors about New. Braunfels	Abilene, TX



Texas Sandfest



Sports ETA

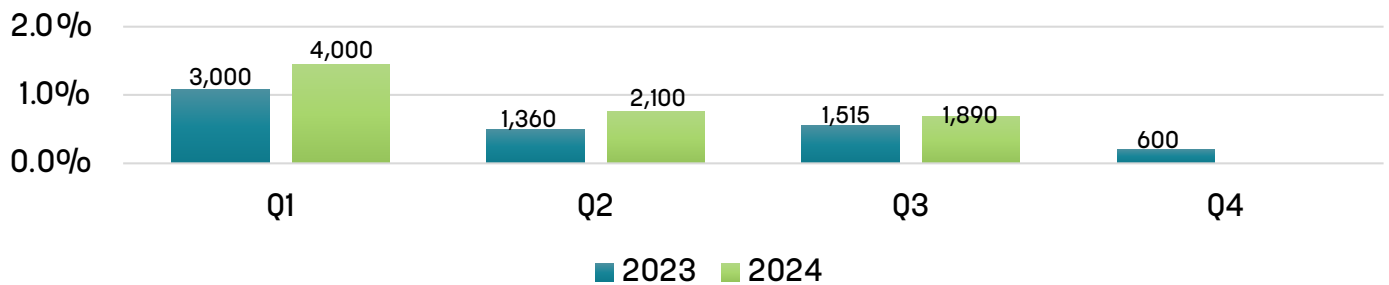


Travel Texas Expo

CONVENTION SERVICES

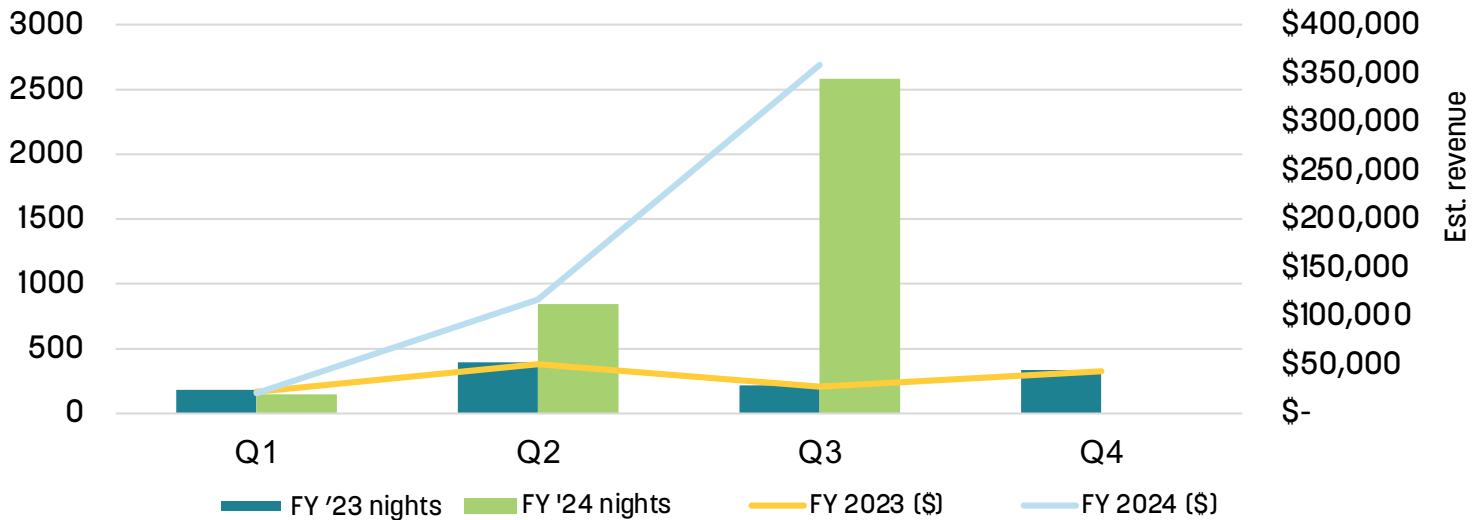
% ROOM NIGHTS GENERATED BY CIVIC/CONVENTION CENTER as a % of total available room nights

<1% room nights booked from CC events



Little League/
LULAC/TEC drove
Q3 numbers

ROOM NIGHTS/\$ GENERATED BY GROUP BOOKINGS outside the CC



Reflects when rooms were contracted, not event timing

CONVENTION SERVICES



LOST BUSINESS:
-\$2,231,688
ECONOMIC IMPACT*



12 Events



1,100+ Attendees



5,195 room nights

KEY TAKEAWAYS:

- Most Convention Center events do not generate room nights
- Advanced CCCbookings 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

- Film Friendly Texas Forum
- Updated brochures - double sided & multi-use; QR code tracking
- Catchy promo items



EDUCATION

Provided a Tourism summer preview at the following meetings:

- April - Leadership New Braunfels
- May - DTA, Past Chairs Reception, Chamber Board Meeting

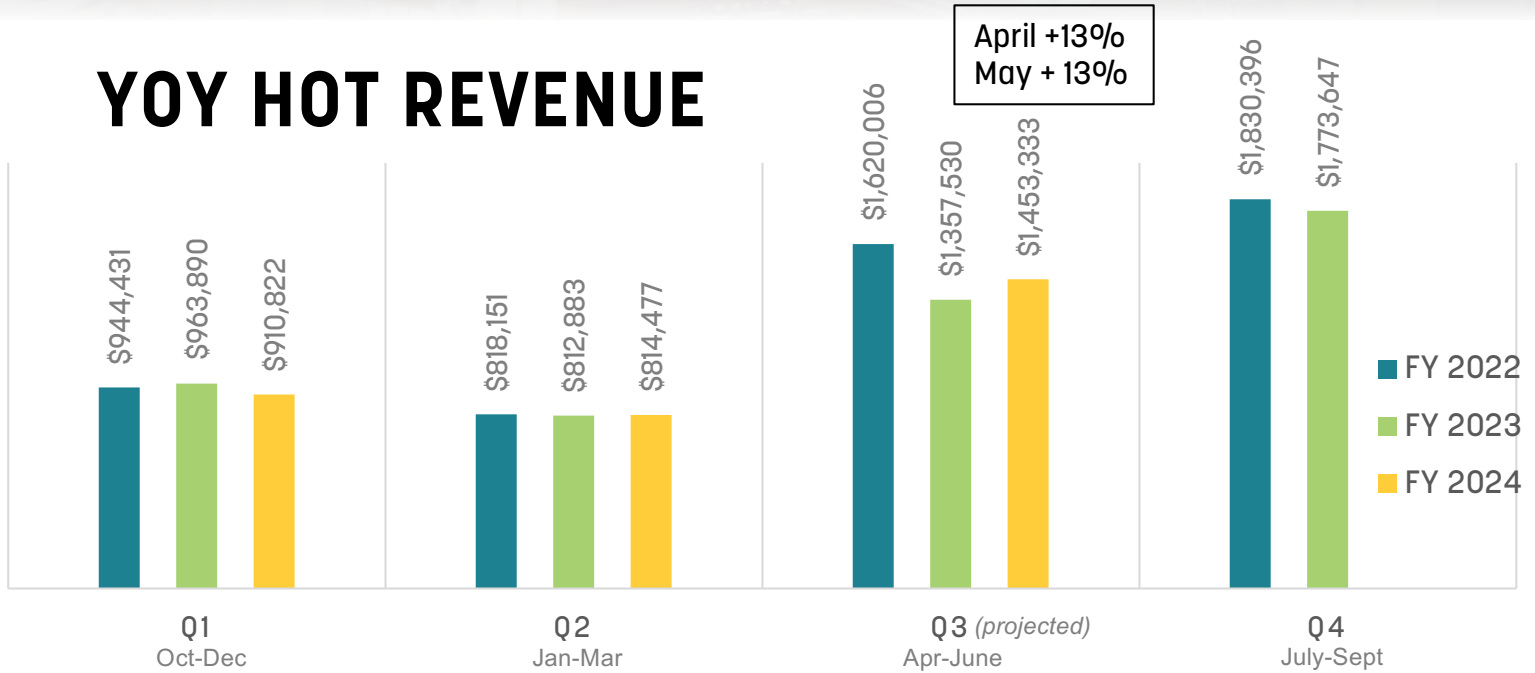


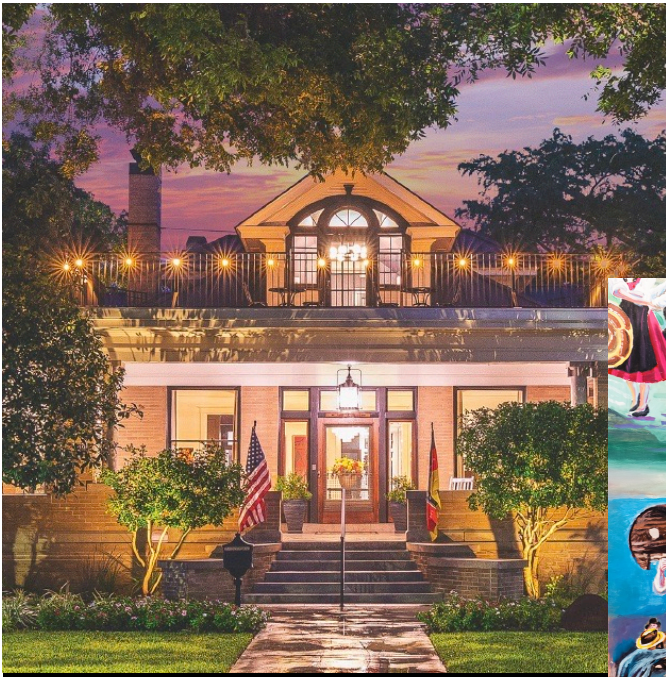
TOTAL HOTEL OCCUPANCY TAX REVENUE

APRIL & MAY HOT REPORTS

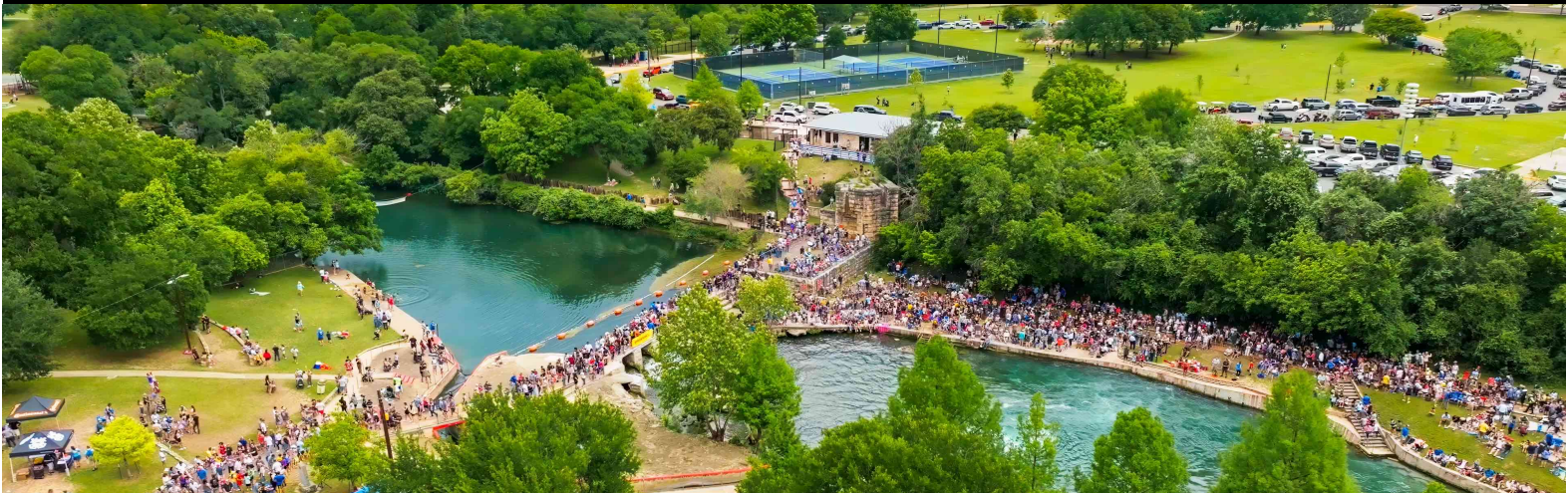


YOY HOT REVENUE





MARKETING & ADVERTISING INITIATIVES



NEW BRAUNFELS
TEXAS



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

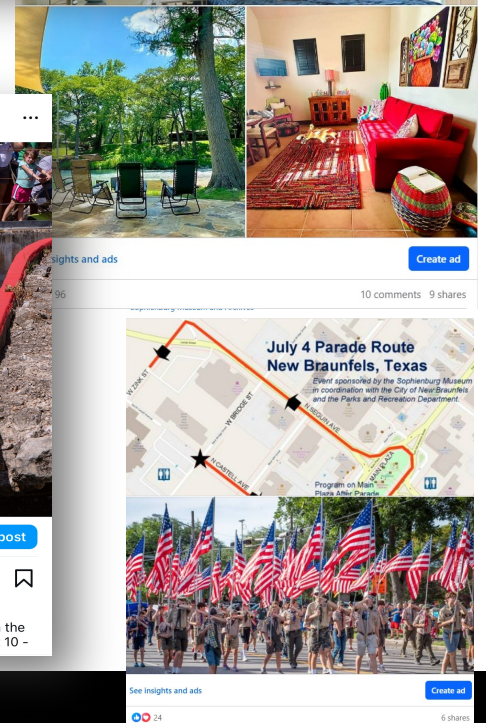
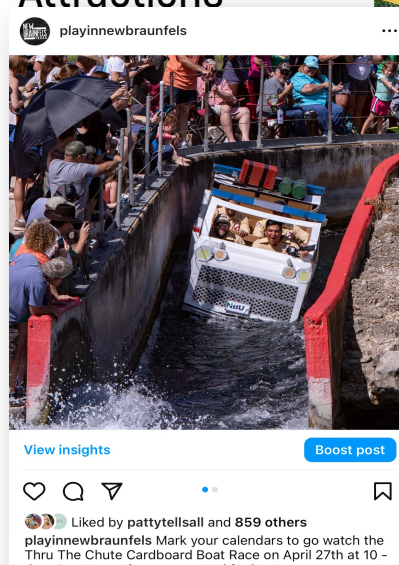
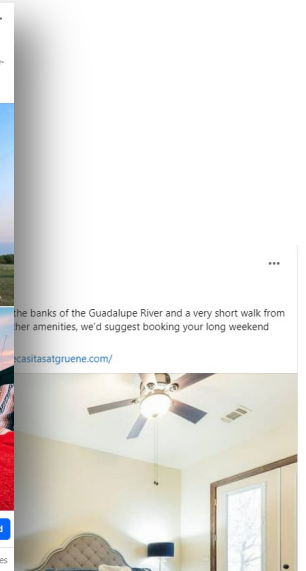
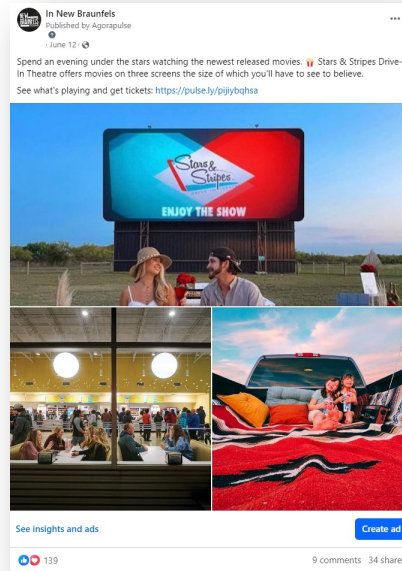
CAMPAIGN FOCUS

April/May

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

June

- Primary: Summer offerings + Attractions
- Secondary: Lodging + Events



ORGANIC MEDIA

ORGANIC SOCIAL MEDIA DATA

- Total Following: 418,946 **+1%**
- Total IMPs: 3,795,289
- Engagement Rate: 7%
- New followers: +2,000



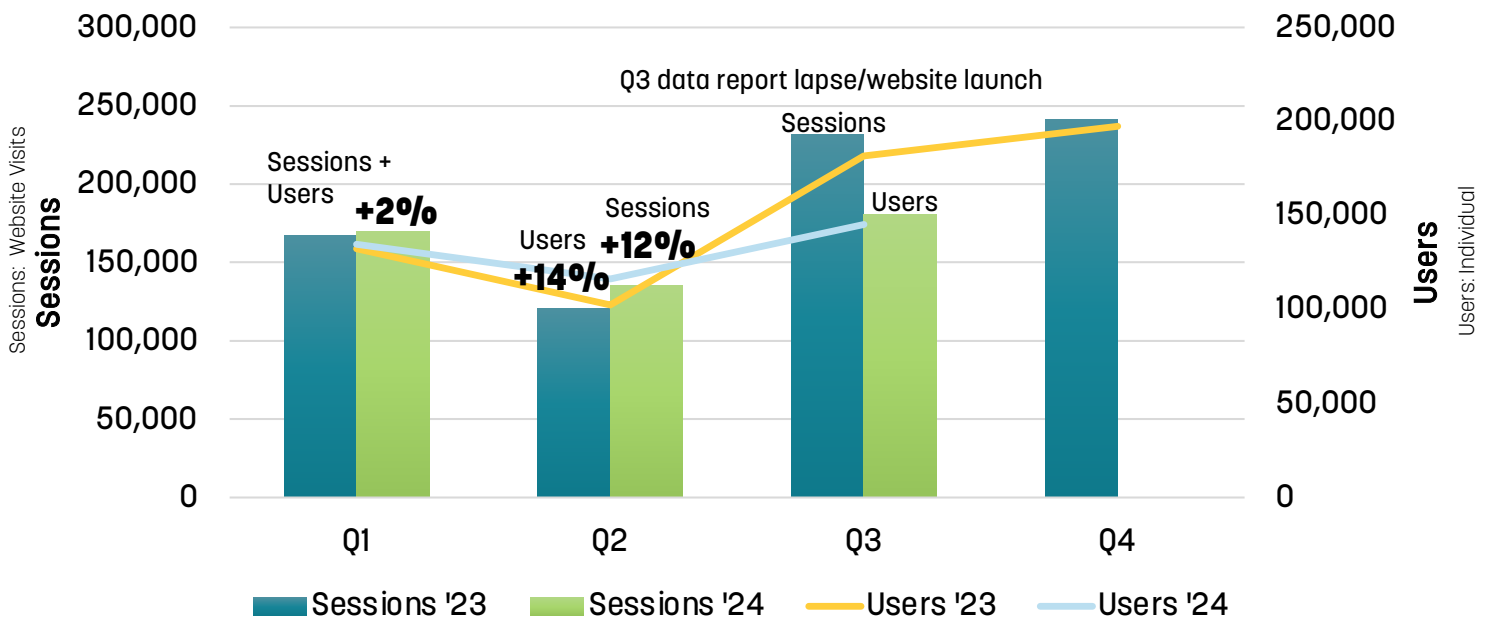
How we compare...

- NB outperforms Austin in Fans!
- NB engagement is higher than Austin, San Antonio and Fredericksburg!

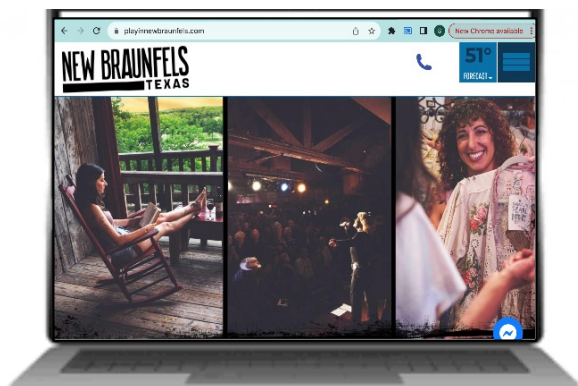
Name	Fans	Talking about this	Fan posts	Page posts	Interactions	Engagement
Visit Fredericksburg TX	129,187 0.1/day	1,347 1% of fans	0 0/day	58 0.6/day	5,409 93.3/post	4.2 0.1% post
Visit Austin, Texas	352,652 -0.5/day	1,038 0.3% of fans	0 0/day	63 0.7/day	3,463 55/post	1 0% post
In New Braunfels	356,845 -0.1/day	2,670 0.7% of fans	4 0/day	110 1.2/day	36,428 331.2/post	10.2 0.1% post
Visit San Antonio	614,682 -1.9/day	8,586 1.4% of fans	0 0/day	108 1.3/day	34,147 316.2/post	5.6 0.1% post

WEBSITE

WEBSITE ACTIVITY



Note: The launch of the new website created a temporary lapse in reporting. Q3 data is only through 6/10, (6/11-6/30 not reported).



TOP PAGES

- Events
- Tubing/Guadalupe River
- Attractions
- Comal River
- Thru the Chute Event

PAID MEDIA

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

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



DIGITAL CAMPAIGN

Mediums: Facebook/Instagram

Timing: 4/1 - 6/9

Targeting: A25-54; Spring/Summer interests, travel enthusiasts, event-goers

MARKETS	IMPRESSIONS	SPEND	CPM
Hou/Dallas/Ft. Worth	16,730,421	\$46,718	\$2.79
Mid/Od, Harl, Corpus	8,728,004	\$23,997	\$2.75
Aus/SAT	9,133,098	\$25,246	\$2.76
TOTAL	35,591,523	\$95,962	\$2.76

STREAMING CAMPAIGN

Mediums: Hulu/Amazon/Disney/Streaming

Timing: 4/1-6/23

Targeting: A25-54, HHI +\$75k, Travel enthusiasts

+5.4M IMPs

PAID MEDIA

Broadcast – Houston + DFW

- Focus on news (local/national)
- Program highlights: American Idol, Young Sheldon, 9-1-1, The Rookie, Survivor and SWAT

+8.1M IMPs



Houston Life Segment

Featured a variety of New Braunfels offerings

- Prince Solms Inn
- Landa Falls
- Schlitterbahn
- Ghost Tour
- Grapevine
- Gruene Historic District
- Downtown
- Muck & Fuss
- Sidecar
- Downtown Social
- Gruene Mansion Inn
- Naegelin's
- Railroad Museum
- Murals



[Link to full segment](#)

PAID MEDIA

BILLBOARDS

- Location Buc-ee's / I35
- Monthly Impressions: 4.1M



DFW + Houston

- 6 locations in Fort Worth & 5 in Houston
- Total Estimated Impressions: +18M



PAID MEDIA

EMAIL

- # sent: 3
- # subscribers: 7,907 **+18%**
- Avg. open rate: 38%
- Continuing to grow subscribers & open rates



PRINT

- New Braunfels Monthly
- Est. Imps: 76k

- San Antonio Monthly + Austin Monthly Texas Travel Awards print + digital package
- Est. Imps: 240k

PUBLIC RELATIONS

WHY WE PRIORITIZE PR

- PR extends advertising budgets allowing for a more efficient ROI.
- Additionally, public relations provides the opportunity to gain recognition and coverage throughout markets where paid advertising may be unrealistic due to budget constraints.

Q3 PR RESULTS

Estimated Value **\$731,973**

ROI **31:1**



HIGHLIGHTS

- Global Viewpoint
- Texas Highways
- Southern Living
- Culture Map San Antonio
- Travel Texas Media Mission in NYC
 - Chosen out of 10 Texas Destinations
 - Acclaimed news media including The Today Show, New York Times, Travel & Leisure, Fodors, Real Simple and more!



PUBLIC RELATIONS



3

INFLUENCERS

+133k Impressions



5

BLOGS

+1k Impressions



101

ARTICLES

+145m Impressions

[Click here](#) to view articles

KEY PERFORMANCE INDICATORS



KPIs: KEY TAKEAWAYS

-1%

VISITATION

Overnight markets showing YOY growth, SAT visitation driving slight overall decline

+.1%

OVERNIGHTS

Houston continues to lead in overnight stays. Saw increases in Austin & San Antonio Apr. – Jun.

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

+1%

VISITOR SPEND

Inflation is having an impact on overall spend; however, we remain positive

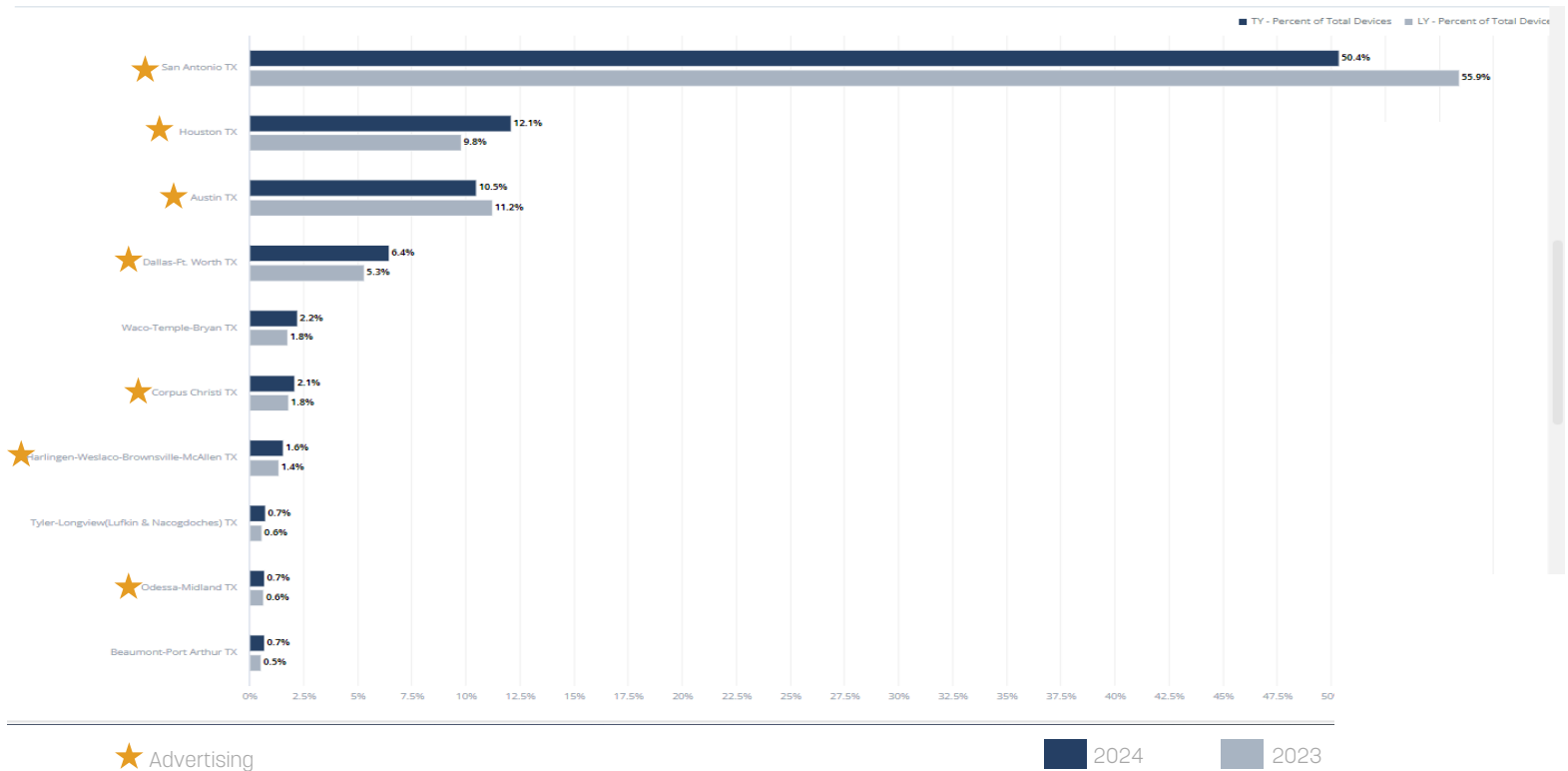
Saw significant growth from San Antonio & Corpus. Houston remains #1 in spend.

KPI: VISITATION

-1%

VISITATION YOY

Overnight markets showing YOY growth, SAT visitation driving slight overall decline

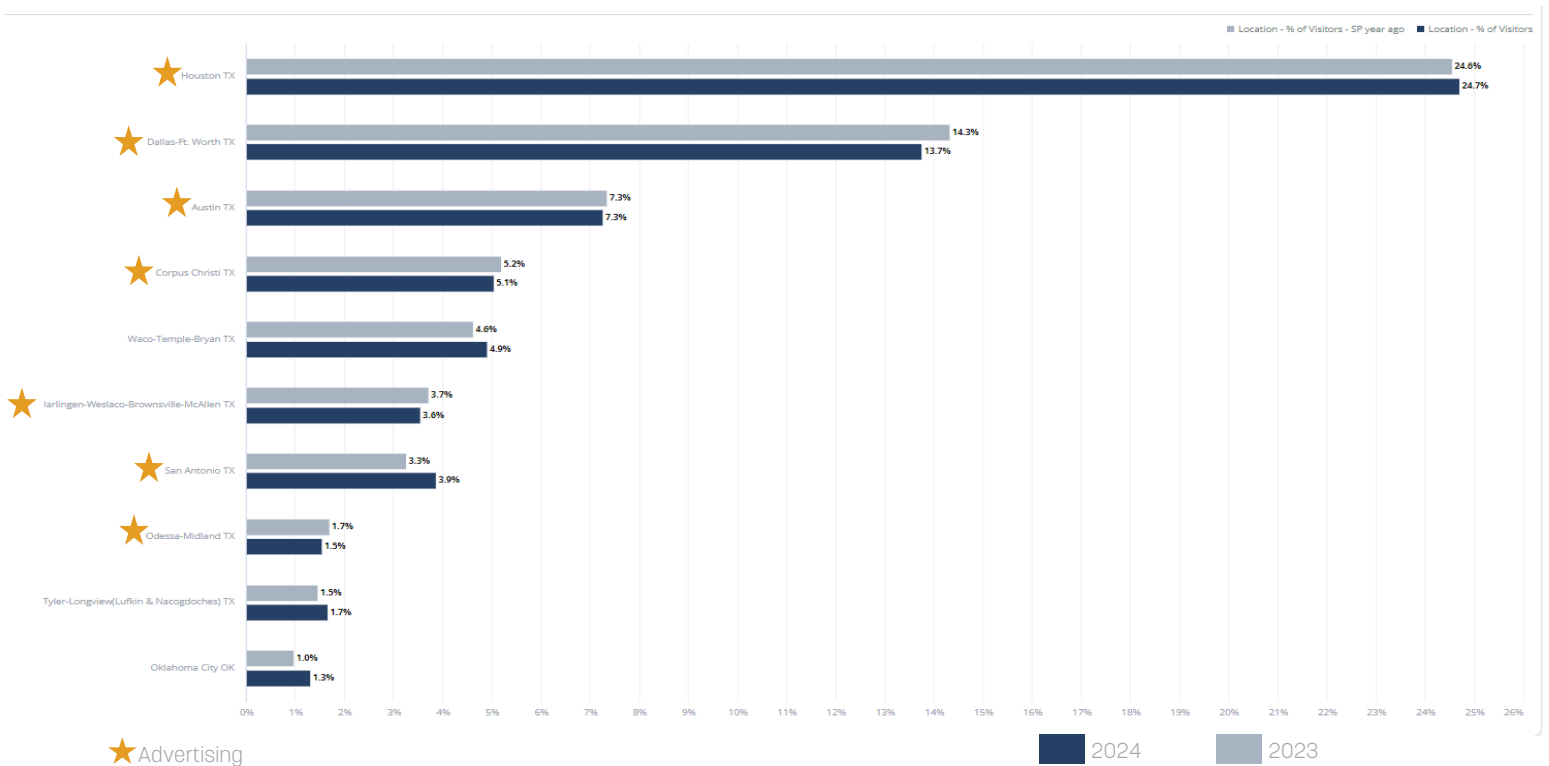


KPI: OVERNIGHTS

Houston continues to lead in overnight stays

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

+ .10%
OVERNIGHTS YOY

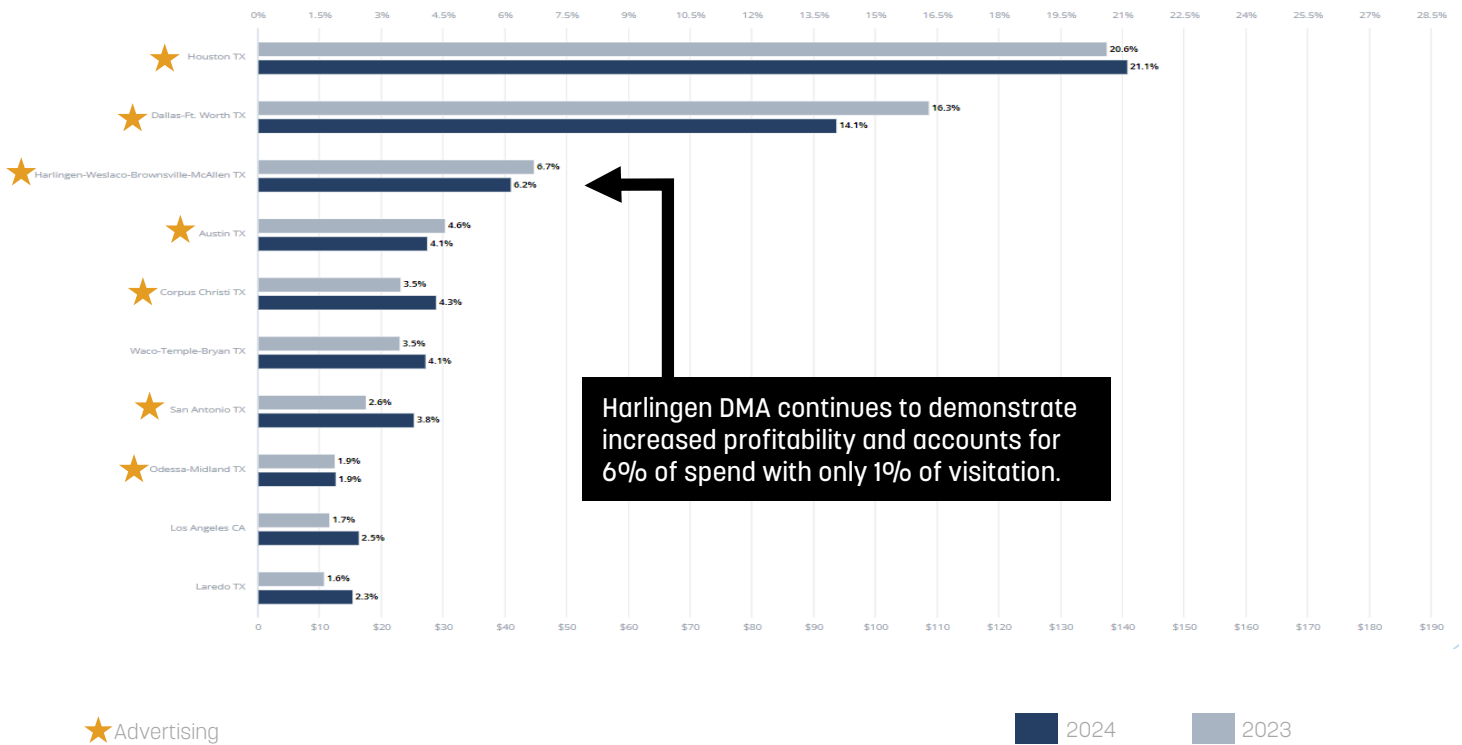


KPI: SPENDING

+1%

VISITOR SPEND YOY

Inflation is having an impact on overall spend, however we remain positive



HIGHWAY VISITOR CENTER

TOP INTERESTS

Solar Eclipse
Thru the Chute
Outdoor Activities



+1,200

**VISITOR
INQUIRIES**

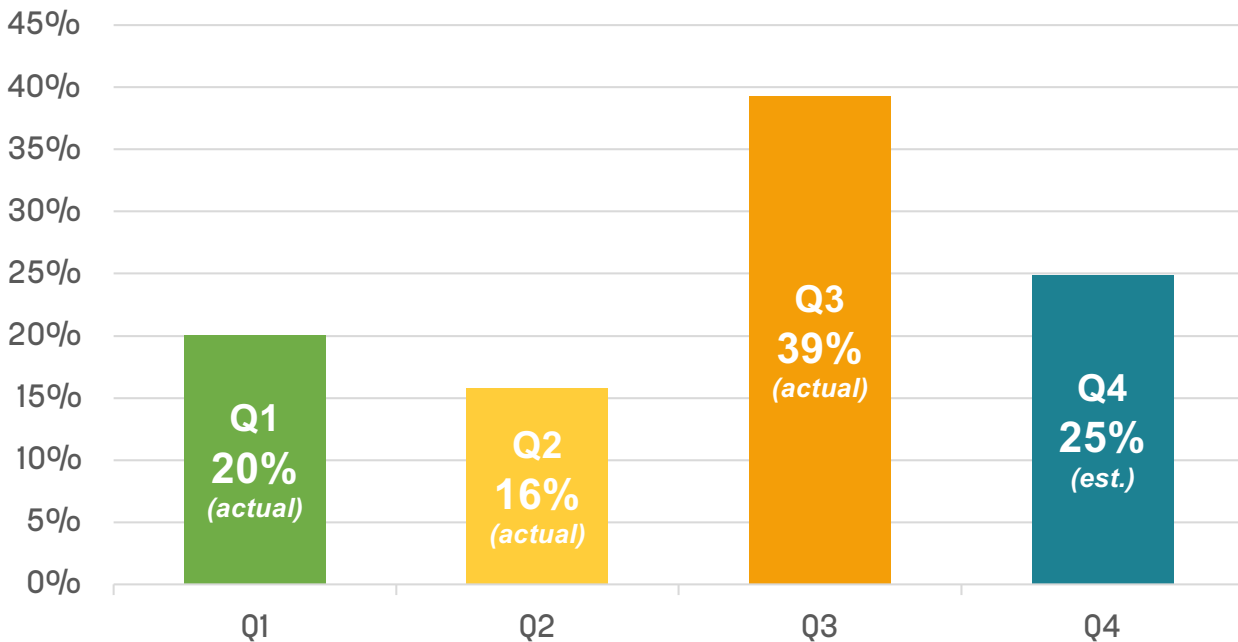
In an effort to increase Visitor Center traffic we are creating fun, new initiatives!

1. Food Bank partnership: Encouraged the community to donate non-perishable food items in exchange for free eclipse glasses. Together we collected over 8 barrels of food! Thank you, New Braunfels!
2. Gave away bluebonnet seeds during National Wildflower Week.
3. Partnered with Stars and Stripes to give away admission tickets and Visa gift card, generating significant interest.

CTF PLANNED BUDGET ALLOCATION

- Spring events & summer kickoff combined with targeted advertising generated success on several fronts
 - +1% increase in social media following
 - +80M IMPs delivered on paid media
 - 31:1 ROI on public relations initiatives
- Overnights and spend increased YOY
- HOT revenue is projected to be positive in FY24 Q3 based on April/May trends

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

Thank You!

NEW BRAUNFELS
TEXAS