



CONVENTION & TOURISM FUND

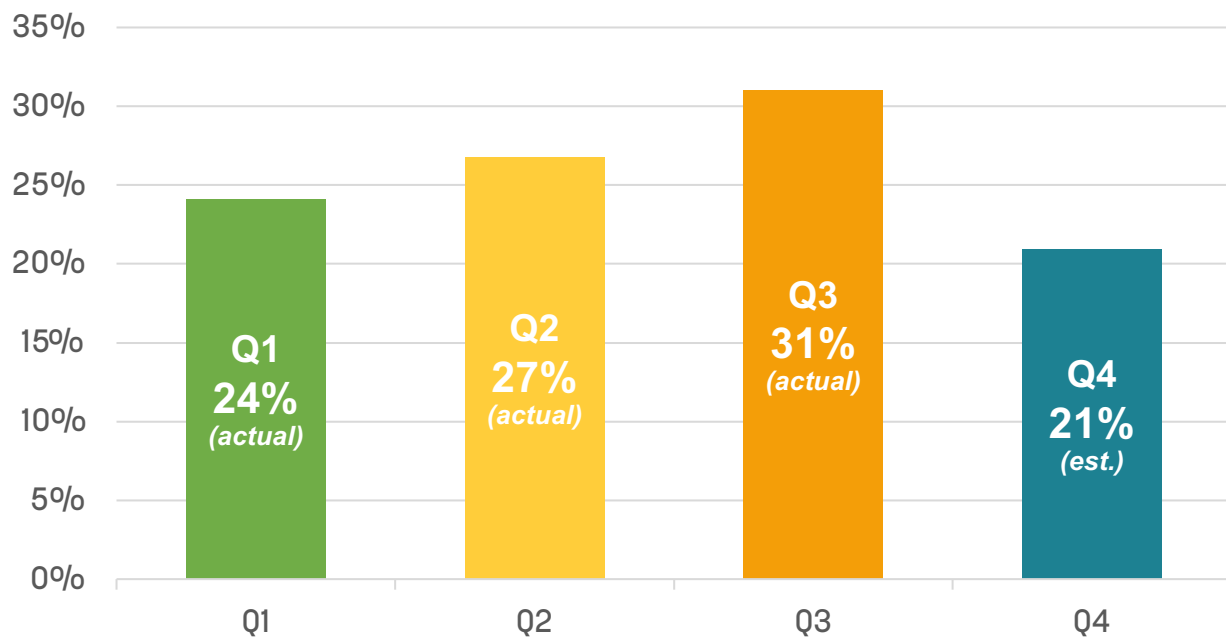
Q3 2025 Report
April - June

CTF OVERVIEW/ BUDGET ALLOCATION

- Heavy rain and river-related events/closures affected visitation levels in Q3
- Paid media delivered over +8M impressions
- Public relations initiatives delivered +16M impressions
- Overnight trips and visitor spend increased YOY while visitation decreased
- Social media presence growing and reaching new audiences

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

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

EVENTS & STAKEHOLDER OUTREACH

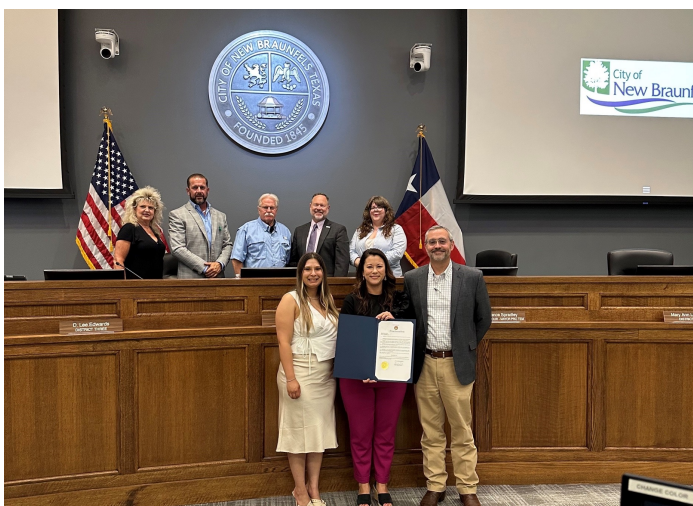


TOURISM SUMMER PREVIEW + TRENDS

- Presented to various groups on tourism marketing strategy and summer travel trends
 - Chamber Board of Directors
 - Leadership New Braunfels
 - Chamber New Member Orientation

TOURISM FRIENDLY PRESENTATION

- Received official certificate for the Tourism Friendly Community designation
- Travel Texas representatives attended the May Chamber Board meeting to present and learn more about New Braunfels



MAKE MUSIC DAY

- Participated in Make Music Day for the first time celebrating free live music in our community
- Promoted over 9 events
- Received official proclamation designating June 21 Make Music Day New Braunfels

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



ECONOMIC IMPACT STUDY

2024 ECONOMIC IMPACT OF HOSPITALITY INDUSTRY

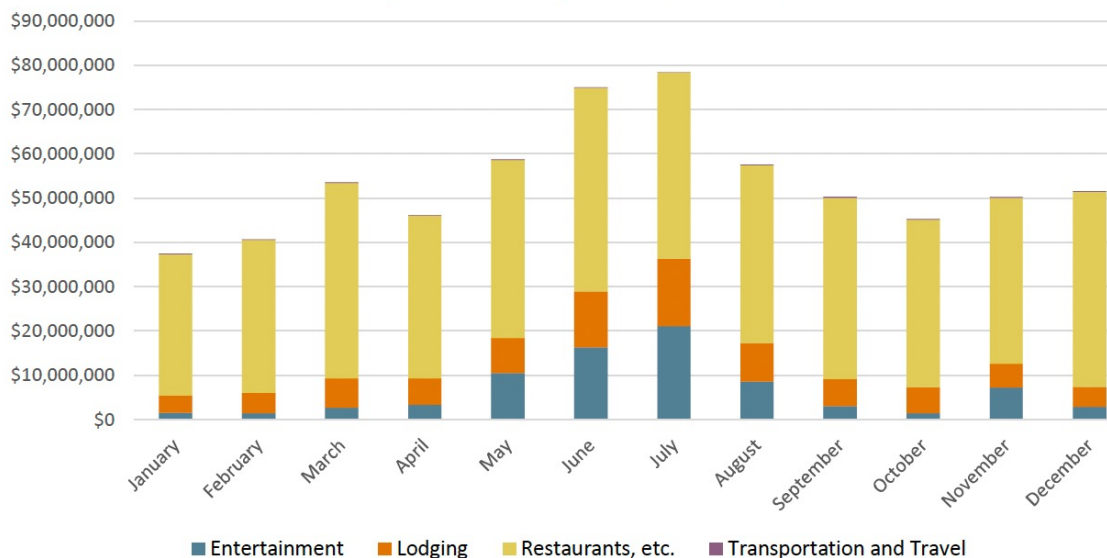
- 2024 Economic Impact study completed
- Based on timing of completion and flood tragedy we did not move forward with the planned press release

Highlights:

- \$1.3B economic impact, +3% YOY (+13% over two years)
- Hospitality is responsible for over \$381.8M in wages = 31.4% of employment
- Employees +16,000 workers (25% of workforce)
- Tourism provided almost \$30M in taxes/other revenue to the City
- Hospitality saves each homeowner an estimated \$700 in property tax annually

**\$1.3
Billion**
Economic impact
+3% YOY

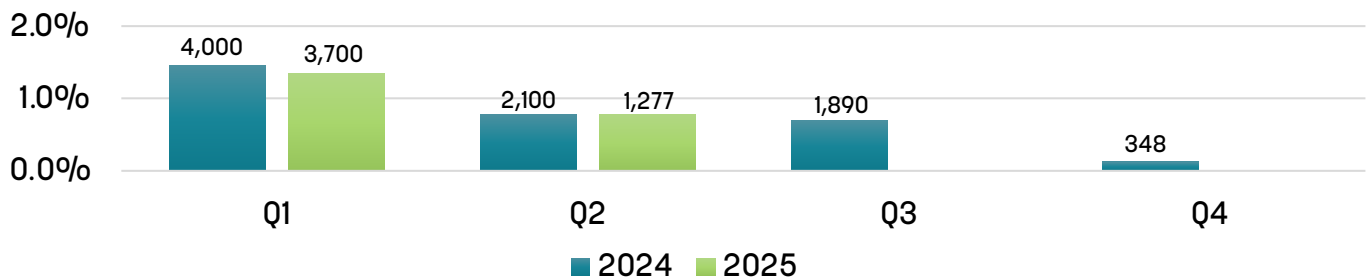
Monthly Taxable Spending During 2024



CONVENTION SERVICES

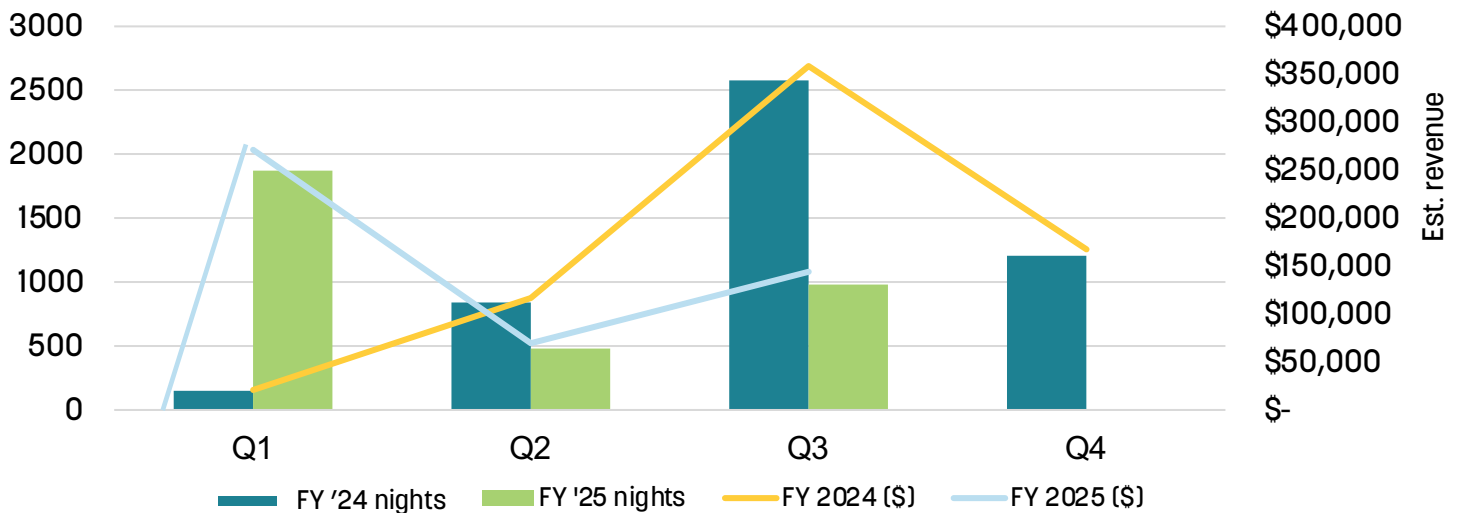
**% ROOM NIGHTS GENERATED BY
CIVIC/CONVENTION CENTER**
as a % of total available room nights

No room nights
booked from CC events in



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:
-\$1,839,687
ECONOMIC IMPACT*



5 Events



2,350 Attendees



6,150 Room nights

KEY TAKEAWAYS:

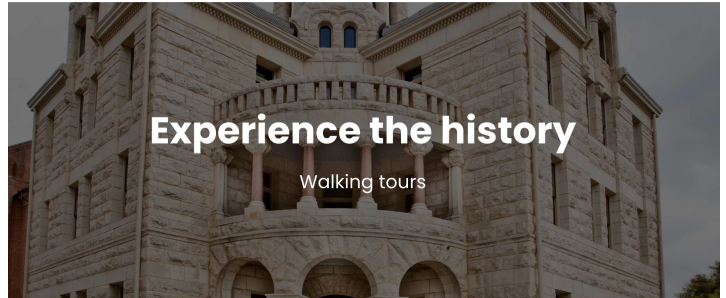
- Most Convention Center events do not generate room nights
- Advanced CC bookings disqualify many RFPs
- Recently updated CC policies & pricing should create more opportunities in the future

**calculated by the Destinations International Event Impact Calculator*

PROMOTIONAL

COLLATERAL

- Refreshed Attractions Guide
- Mailed to visitor centers in Texas



Experience the walking tours of Downtown New Braunfels & Gruene Historic District. So much history, so much fun!



Downtown

[Explore more >](#)



Gruene

[Learn more >](#)

WALKING TOUR

- Migrated from original site to VisitNBTX.com
- Utilize as another tool to drive website traffic

Your summer
paradise awaits

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

- Events + Things to do
- Lodging + Shopping + Culinary

ORGANIC SOCIAL MEDIA DATA

- Total followers: 427,023
- Total IMPs: 2,363,569
- 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
- Continue increasing presence on TikTok providing extended reach



WEBSITE April - June

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.

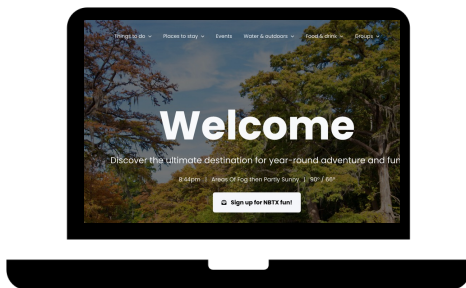
Total users
86.9k

Views
183k

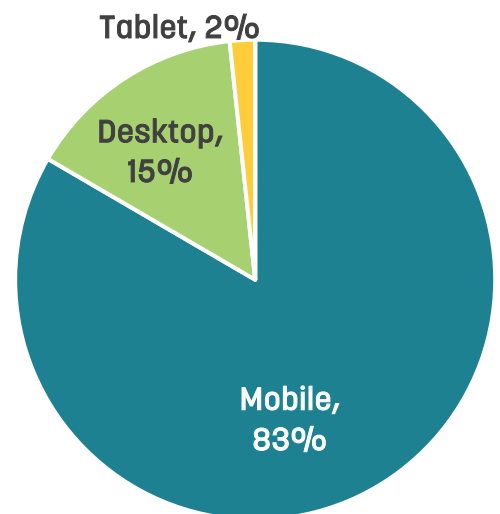
% Engaged
42%

Page views/user
2.1

Avg. engagement time
:34



DEVICE OVERVIEW



USER TRAFFIC BY CITY:

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

TOP PAGES:

1. Summer Activities
2. Events
3. Homepage
4. Summer Bucket list
5. Rivers-tubing

PAID MEDIA

OBJECTIVE [Click here for creative](#)

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

STREAMING CAMPAIGN

hulu



Mediums: Disney/Hulu/Sling TV/Premium CTV

Timing: 4/15 - 6/30

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

Markets: Houston, DFW, Austin, Harlingen, Midland

+6.3m IMPs

YOUTUBE



Timing: 4/1-6/30

Targeting: A25-54; trips to Texas, travel, outdoor enthusiasts, family vacationers

Markets: Houston, Dallas and Ft. Worth

+60k IMPs

PAID MEDIA

DIGITAL CAMPAIGN



1.5% CTR outpacing
benchmark of .45%

Mediums: Facebook/Instagram

Timing: 4/15-6/30

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	1,191,141	16,579	\$90,023	\$5.42	1.4%
Aus/San Antonio	662,707	12,637	\$67,420	\$5.33	1.9%
Harlingen/Corpus	654,922	8,083	\$41,264	\$5.10	1.2%
TOTAL	2,508,770	37,299	\$198,707	\$5.28	1.5%

GOOGLE SEARCH



12% CTR outpacing
benchmark of 5%

Timing: 4/1-6/30

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

Top keywords: Things to do in New Braunfels, New Braunfels, things to do in New Braunfels TX this weekend, activities in New Braunfels TX, concerts, upcoming events

IMPs: +69k

Clicks: +8.5k

PAID MEDIA

EMAIL

sent: 3 (1x/month)
subscribers: 7,798 (+1%)
Avg. open rate: 46% (nat'l avg. 20%)

- Open rates continue to increase
- Email sign up secondary KPI in paid digital campaign



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

Q3 PR RESULTS

Estimated Value: **+\$160K**

ROI: **8:1**

Impressions **+16M**

HIGHLIGHTS

- Southern Living [Click article titles to view](#)
[The 8 best tubing rivers in Texas](#)
[10 Screen Free Adventures for a Classic Southern Summer](#)
- Texas Highways [GUAD ahhhh Lupe](#)
- Yahoo Life [Float Forecast](#)



PUBLIC RELATIONS



3

BLOGS



422

ARTICLES
+ 15M impressions



6

**Social Media
Influencers**

Austin, Dallas & Houston

NEW BRAUNFELS
TEXAS



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

PUBLIC RELATIONS



FLOAT FORECAST

[Click here](#) to view videos

+1.4M IMPs

+408M Views

[Float Forecast Article/Interview linked here](#)

OBJECTIVE

Float Forecast was developed to ensure accurate media reporting on water levels and recreational activity in New Braunfels. This year we put a twist on the concept and showcased other summer activities and ways you can “float” around New Braunfels.

Weekly YouTube videos showcased various water recreation as well as other attractions, while providing weather and float time updates.

This was shared with news media & weather forecasters throughout Texas specifically in the Houston, San Antonio, Austin and the Dallas/Fort Worth regions.

While we can quantify +1.4m impressions from CVB specific assets, the intangible benefits – such as increased goodwill, brand perception and accuracy of third-party reporting are substantial but difficult to measure.

PUBLIC RELATIONS

PRSA & Texas Travel Awards

PRSA La Plata 2025 Award

- New Braunfels won the La Plata 2025 award for the 2024 Float Forecast Visitor Education Campaign
- Recognition at the PRSA San Antonio Chapter banquet in May



***New Braunfels won
the most awards of
any city in Texas!***

Art Haus

Best Art Event

Sidecar at Prince Solms Inn

Best Bar

Wurstfest

Best Food Festival

Sophienburg Museum + Archives

Best Museum

Comal River

Best Outdoor Activity

Gruene Music & Wine Fest

Best Music Festival

Gruene Historic District

Best Shopping District

KEY PERFORMANCE INDICATORS



Placer.ai

Utilizing Placer.ai to measure KPIs.



KPIs: KEY TAKEAWAYS

Q3 (April - June)

-4.3%

VISITORS

+20 MILES

Majority of visitors from San Antonio & Austin. All advertising markets in top 10 DMA's. Heavy rain and river-related events contributed to decreased visitation. Flood/Comal River closure in mid-June.

-4%

VISITORS

+50 MILES

Majority of visitors from Houston area. April & May were positive while June declined. June 2025 had 4 weekends vs. 5 in 2024 + flood/Comal river closure mid-June.

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.

+22%

OVERNIGHT TRIPS

Overnight trips are positive YOY, with Houston & DFW making up the majority. (Apr.-May. only) Seasonal increase when college students come home.

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

+5%

VISITOR SPEND

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

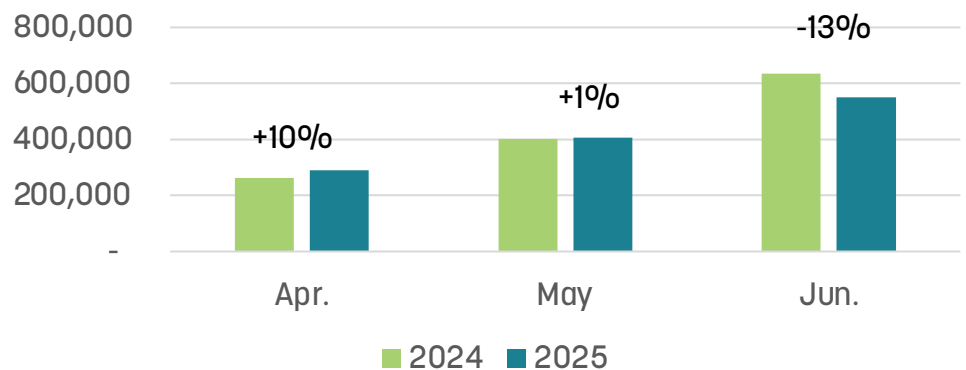
Source: Placer.ai, Tableau - **Overnight trips:** Not nights stayed, actual trips made. Home is 50+ miles from boundary. Overnight trip does not equate to staying in an accommodation. Visitor Spend is based on credit card swipes and Apple Pay in market for people +50 miles outside city limits

KPIs: Visitors +20 miles

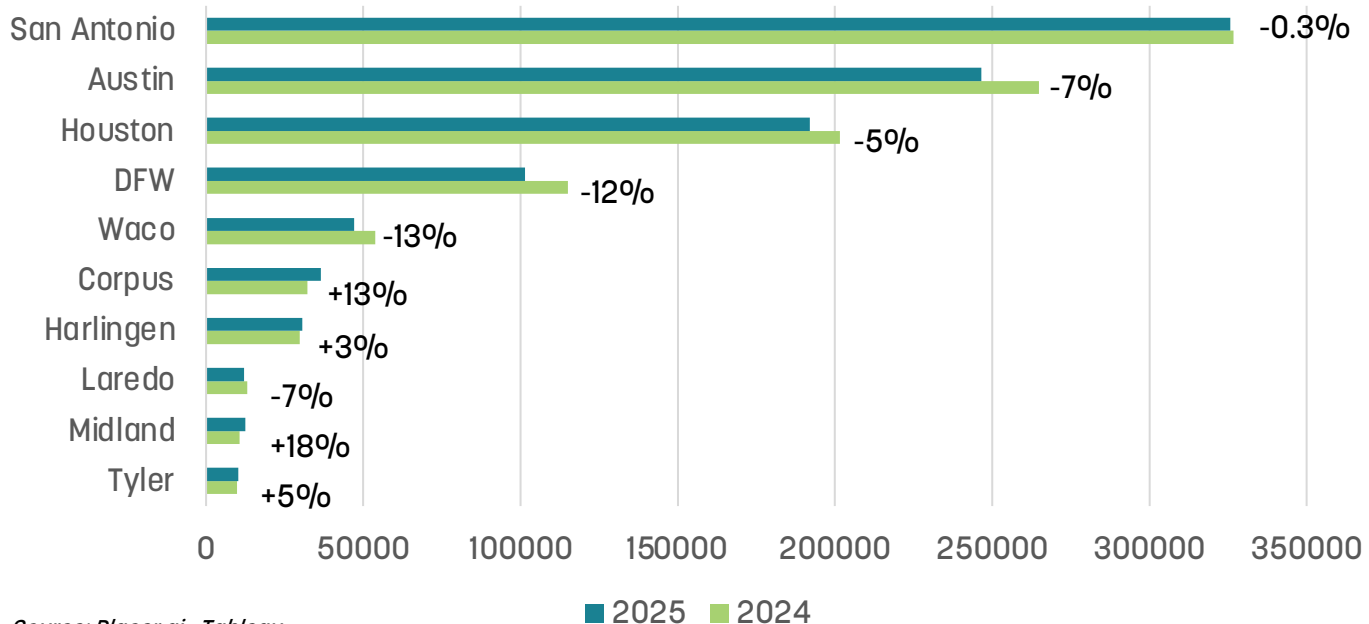
Q3 (April - June) KEY TAKEAWAYS

- June '25 had 4 weekends vs. 5 in '24
- Increased June rainfall impacted visitation
- Comal River closed 6/12 and reopened at noon on 6/14 due to flooding

Visitors +20 mi.



Top 10 DMA origin markets



Source: Placer.ai, Tableau

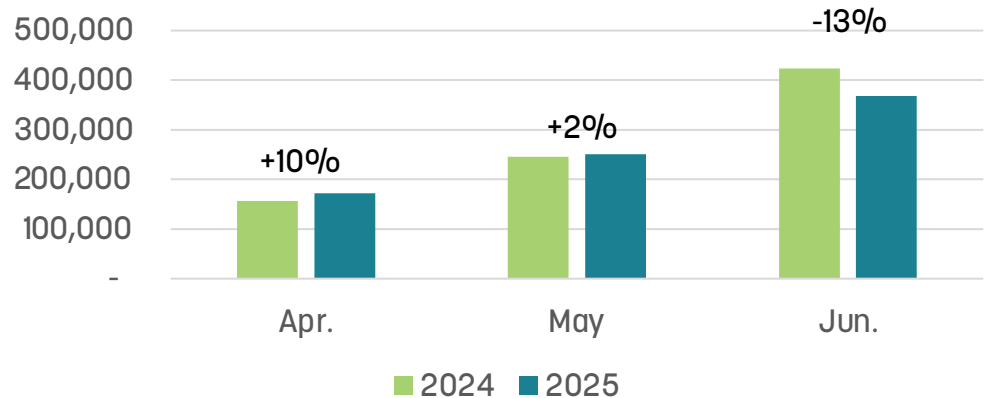
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KPIs: Visitors +50 miles

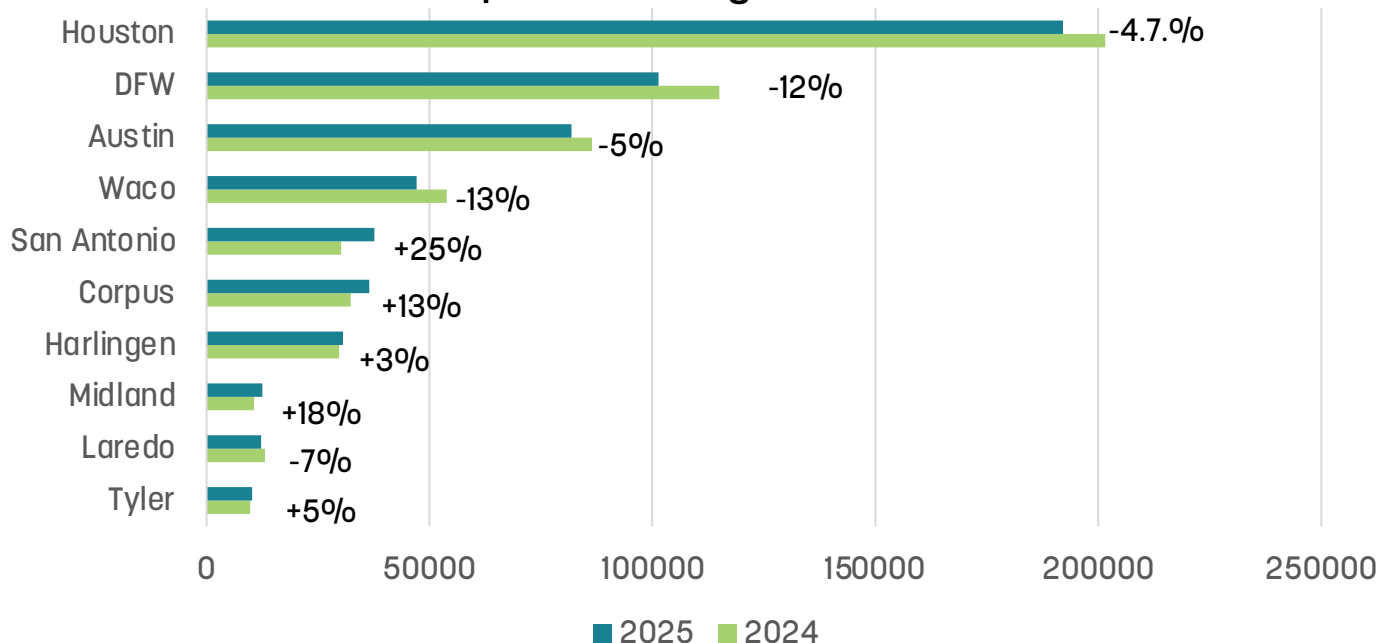
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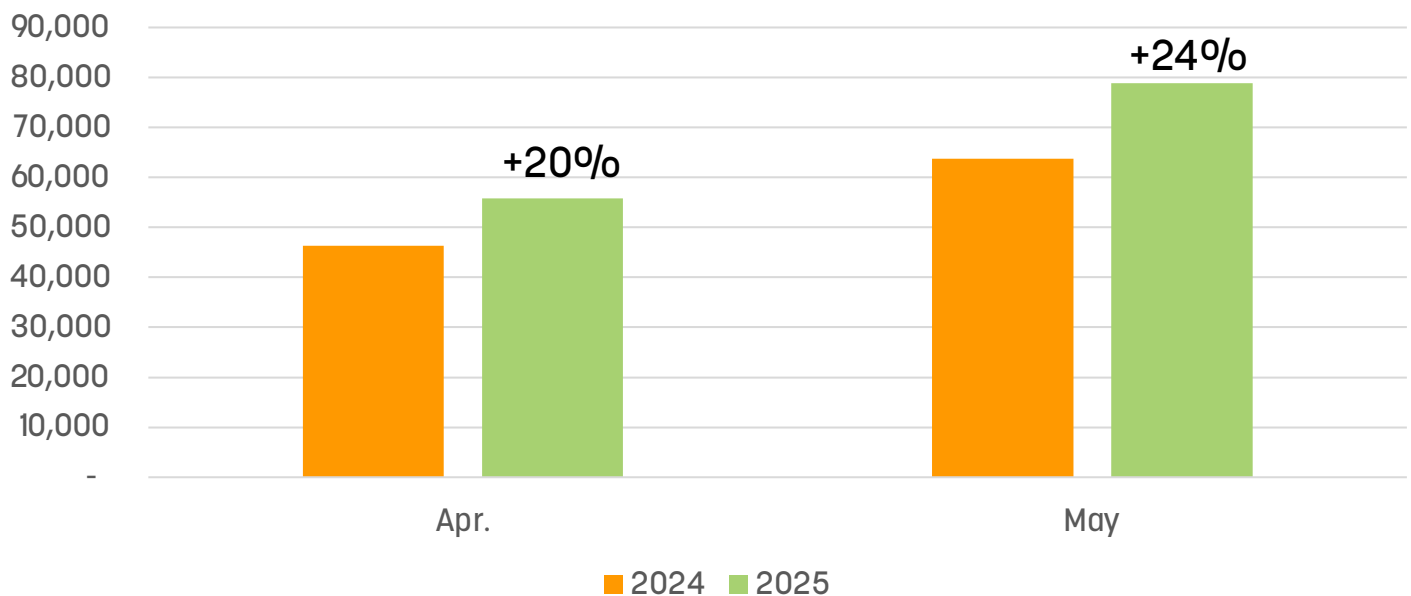
+22%

OVERNIGHT TRIPS YOY

Overnight trips are positive YOY, with Houston & DFW making up the majority. May increase partly due to college students coming home to New Braunfels.

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

Overnight trips +50 mi.



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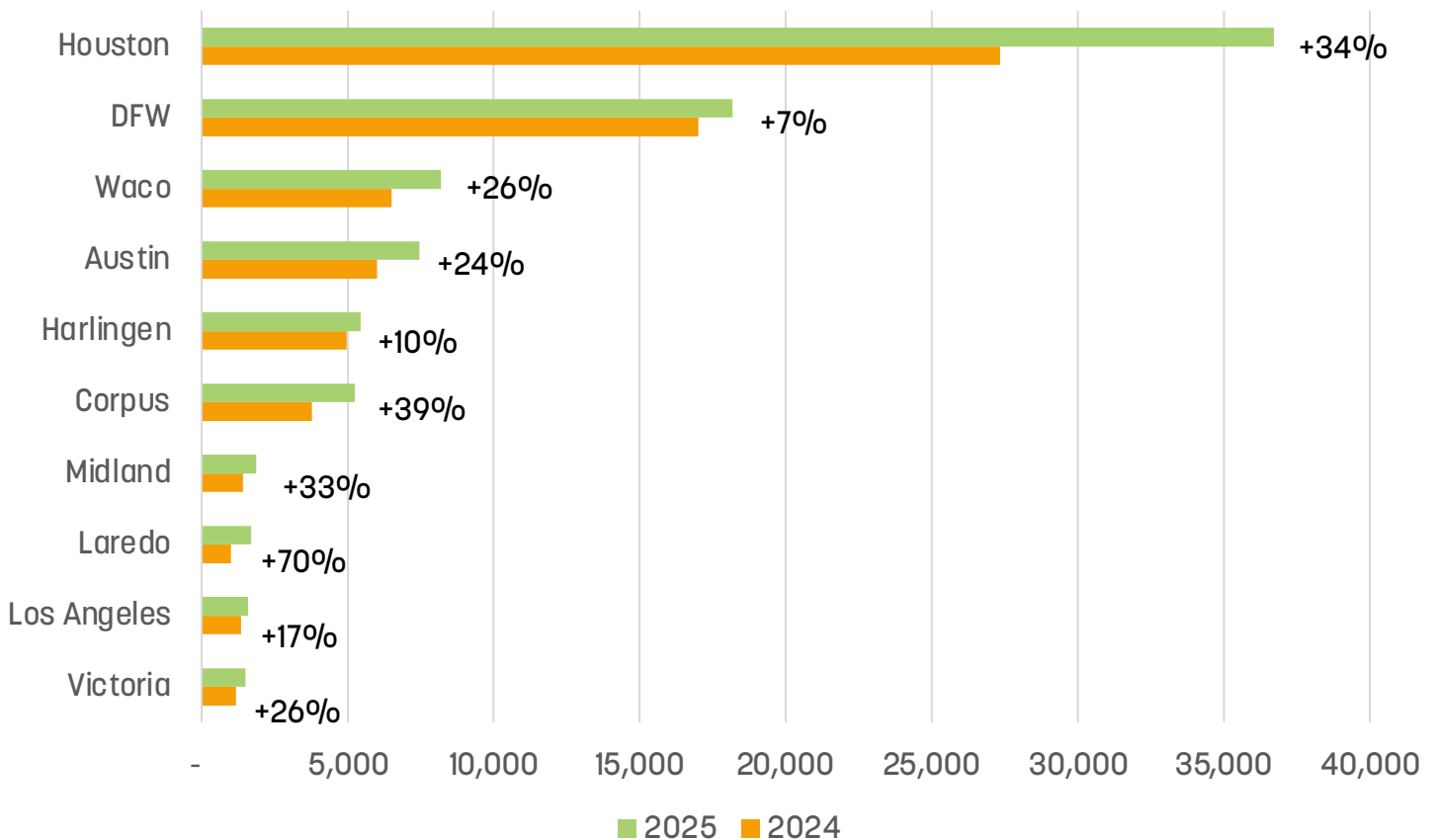
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KPIs: Visitor Spend

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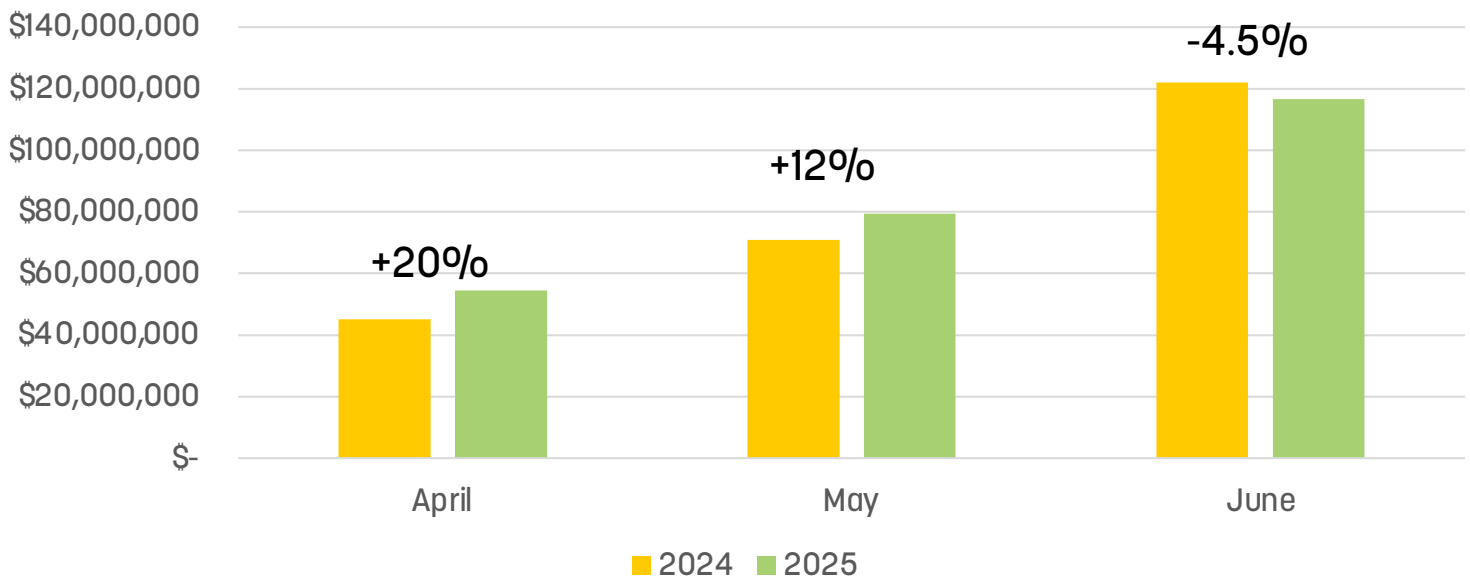
+5%

VISITOR SPEND YOY

Inflation still a factor in overall spend

Visitor Spend +50 mi.

4 weekends in 2025 vs. 5 in 2024
Comal River flood/closure



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

River recreation
Things to do

+270

**VISITOR
INQUIRIES**

*Continue to recruit new volunteers,
streamline scheduling and improve
communication!*

1. Utilized New Braunfels Monthly publication to recruit new volunteers
2. Hosted a training session for the volunteers to learn more about how to utilize the new Connect scheduling app.



**Share your love
of New Braunfels!**

**Volunteer at the New Braunfels Visitor Center
and welcome visitors from around the world!**

Volunteer Perks

- Meet and greet visitors
- Be "in-the-know" on New Braunfels happenings
- Attend select Chamber events
- Enjoy outings to local attractions

Volunteer Requirements

- Work at least 3 hours per month
- Good communication skills
- Love for New Braunfels
- Minimum 16 years old

We'd love for you to join our team.
Scan the QR code to get started or
contact us at (830) 608-2817 or
brittany@nbchamber.com.

VISITNBTX.COM

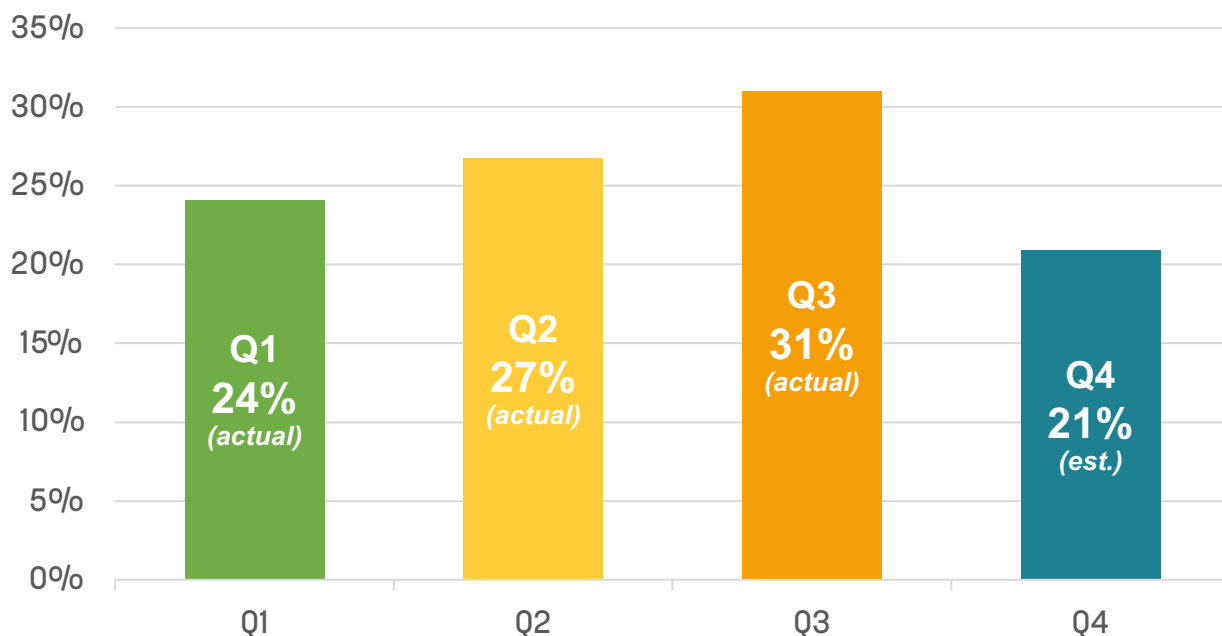


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Thank You!

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TEXAS