



# CONVENTION & TOURISM FUND

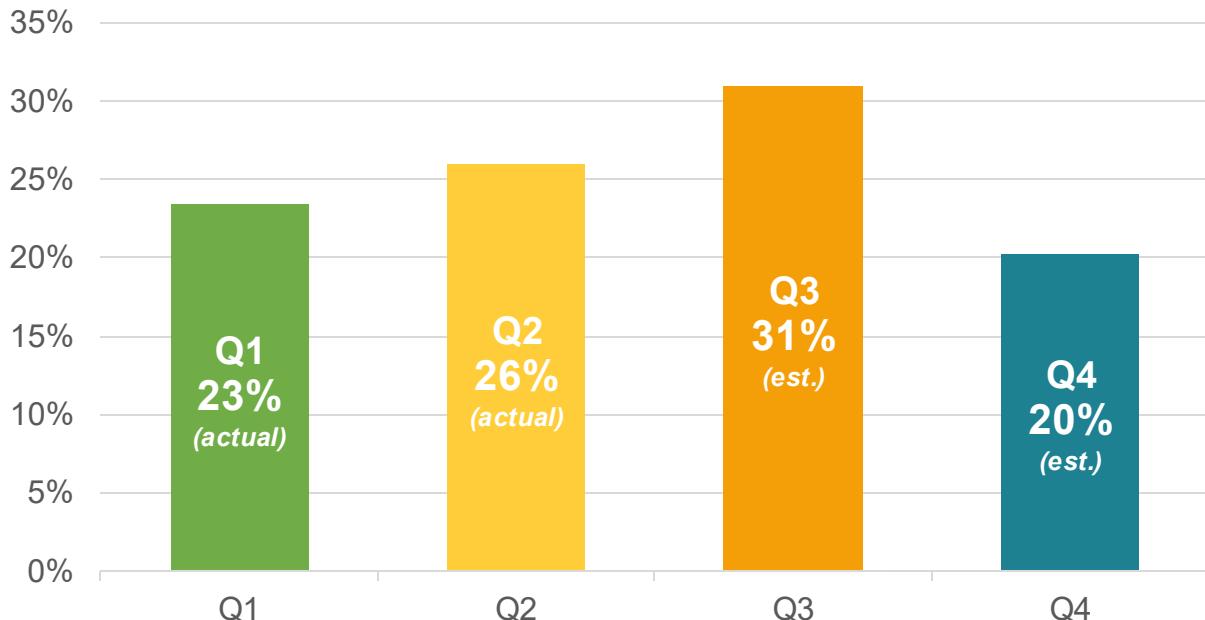
Q2 2025 Report  
January - March

# 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



## 2<sup>nd</sup> 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



**NEW BRAUNFELS CHAMBER**  
ESTABLISHED 1919

# 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



# 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 |

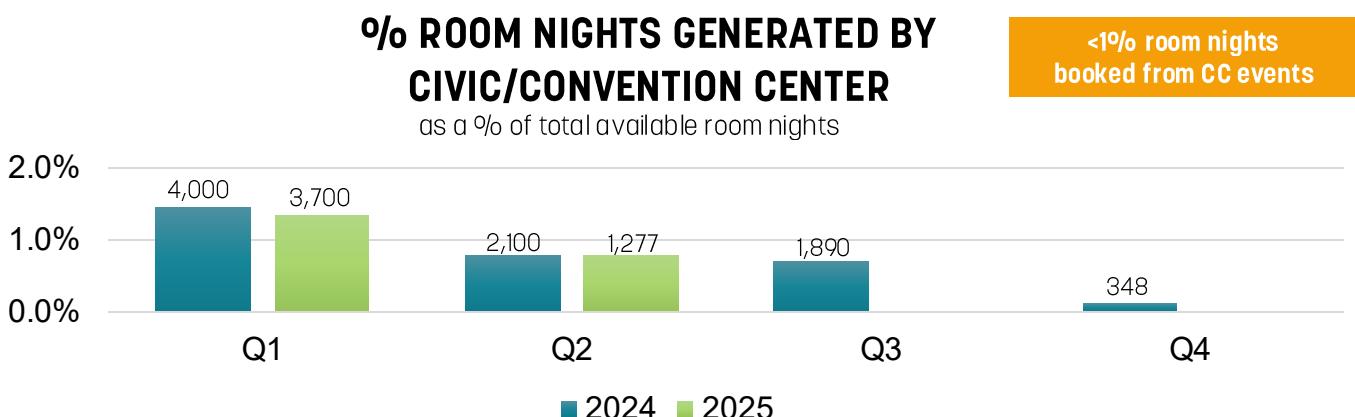


Winter Texan Expo



Rendezvous South

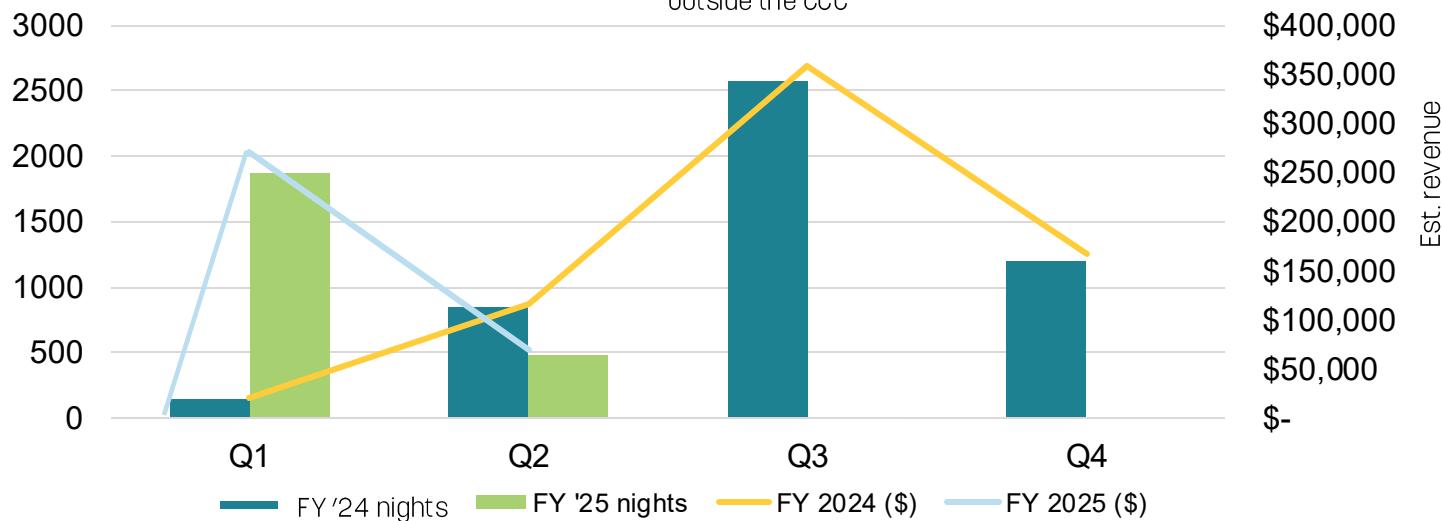
# CONVENTION SERVICES



Helms Briscoe room nights added to Q1

## ROOM NIGHTS/\$ GENERATED BY GROUP BOOKINGS\*

outside the CCC



\*Reflects when rooms were contracted, not event timing

NEW BRAUNFELS  
TEXAS



NEW BRAUNFELS CHAMBER

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# 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

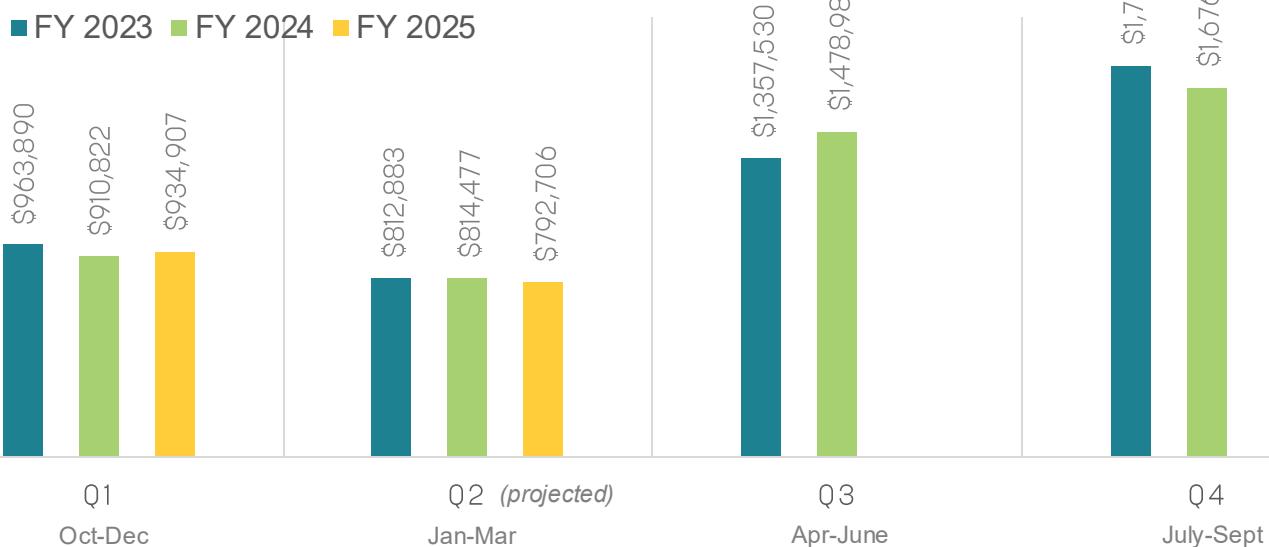


# **TOTAL HOTEL OCCUPANCY TAX REVENUE**

**OCTOBER '24 – FEBRUARY '25  
HOT REPORTS**

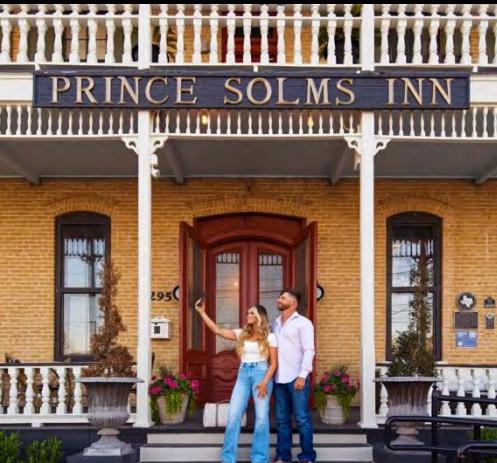
**FY 2025 YTD +.2%**

## **YOY HOT REVENUE**





# MARKETING & ADVERTISING INITIATIVES



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TEXAS

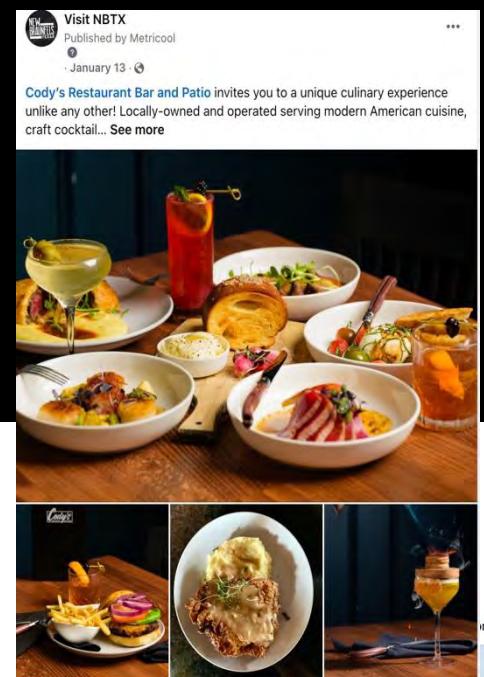


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# ORGANIC MEDIA

## WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels



[See insights and ads](#)

[Boost post](#)

1 share

1 share

## CAMPAIGN FOCUS

January/February

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



[See insights and ads](#)

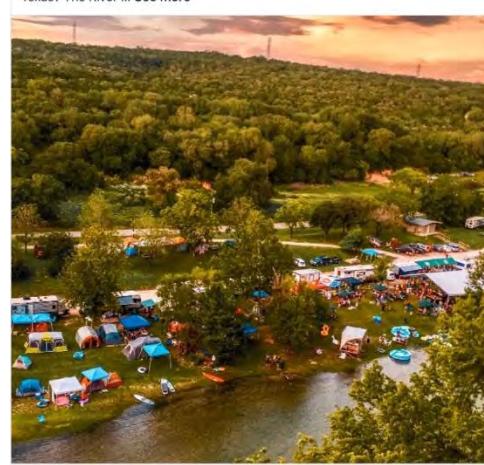
[Boost post](#)

17 shares

[Share](#)

March

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



[See insights and ads](#)

[Boost post](#)

1 share

3 comments 5 shares

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TEXAS



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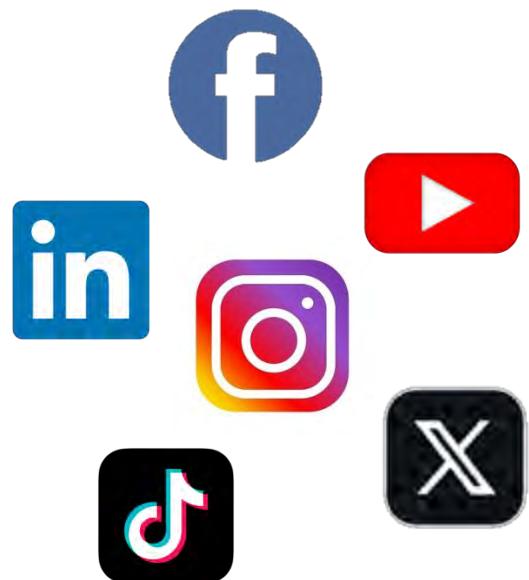
# ORGANIC MEDIA

## 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



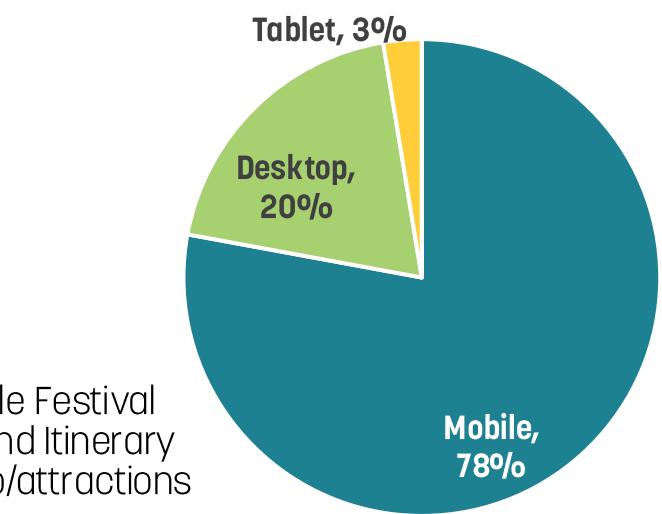
## USER TRAFFIC BY CITY:

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



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# 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

**hulu**



**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 **FOX**

**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%        |
| <b>TOTAL</b>         | <b>613,106</b> | <b>11,133</b> | <b>\$53,000</b> | <b>\$4.76</b> | <b>1.8%</b> |

## 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

**Medium:** 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



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.



## 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 Orwell, German history & culture

# ***KEY PERFORMANCE INDICATORS***



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%**

Source: Placer.ai, Tableau

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

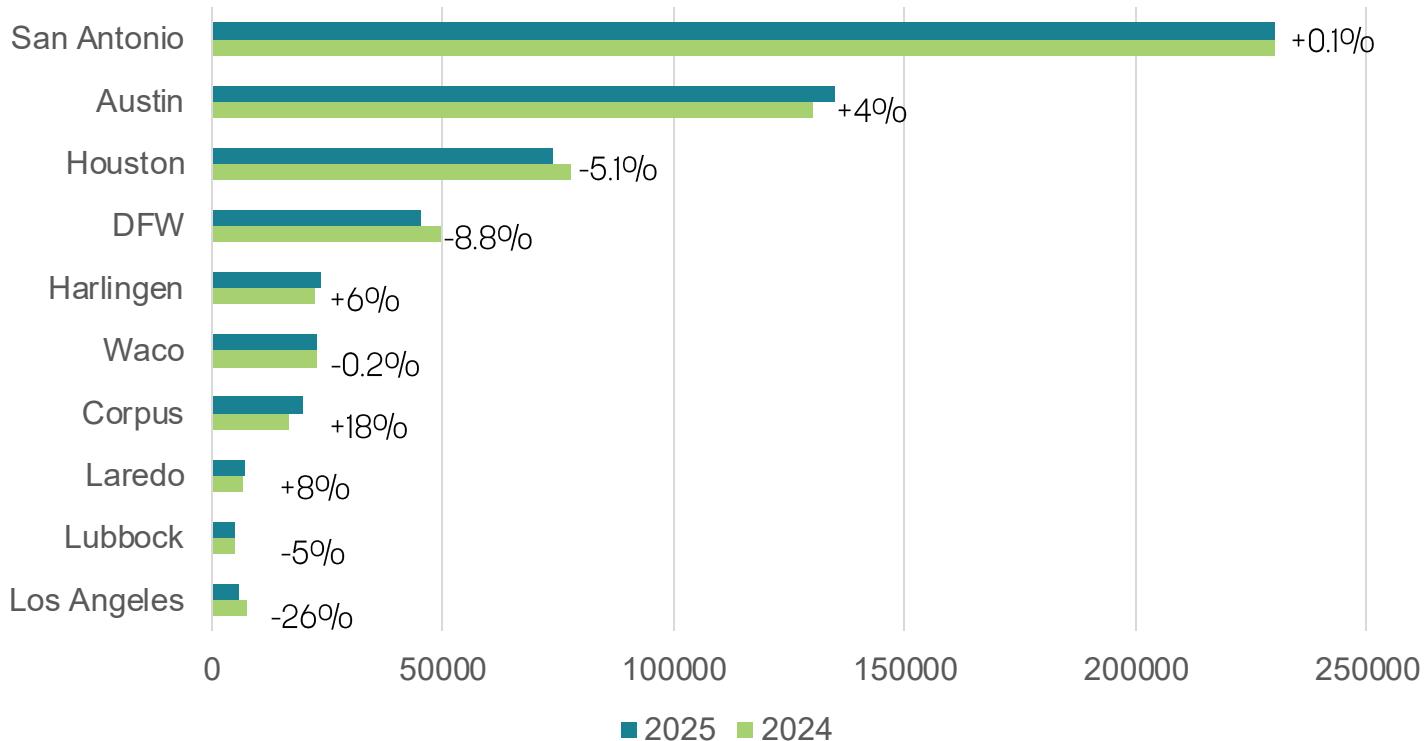
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**Visitors +20 miles**  
Top 10 DMA origin markets



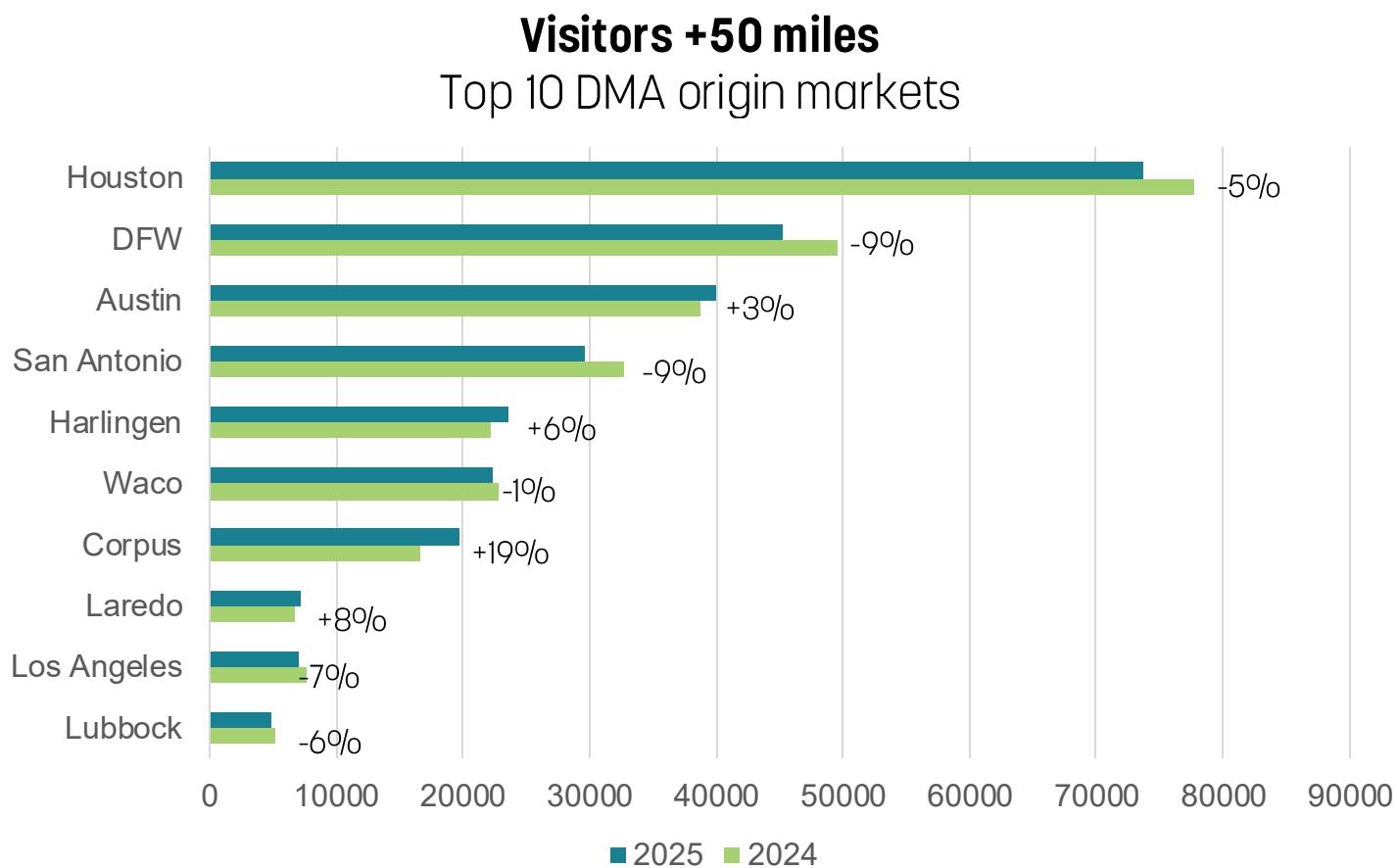
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# KPIs: Visitors +50 mi Q2 (Jan. - Mar.) KEY TAKEAWAYS

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VISITORS YOY

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While we saw a decrease overall 3 target  
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Corpus)



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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Source: Placer.ai, Tableau

# KPIs: Overnight Trips

## Q2 (Jan. – Feb.) KEY TAKEAWAYS

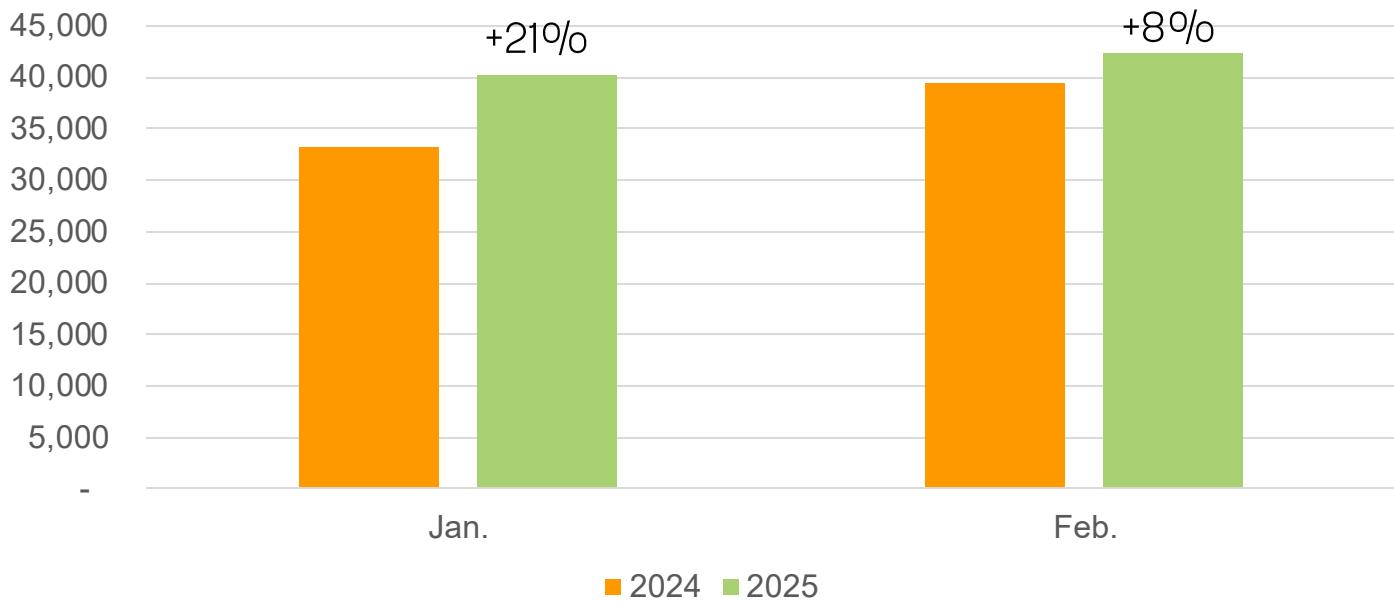
**+14%**

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

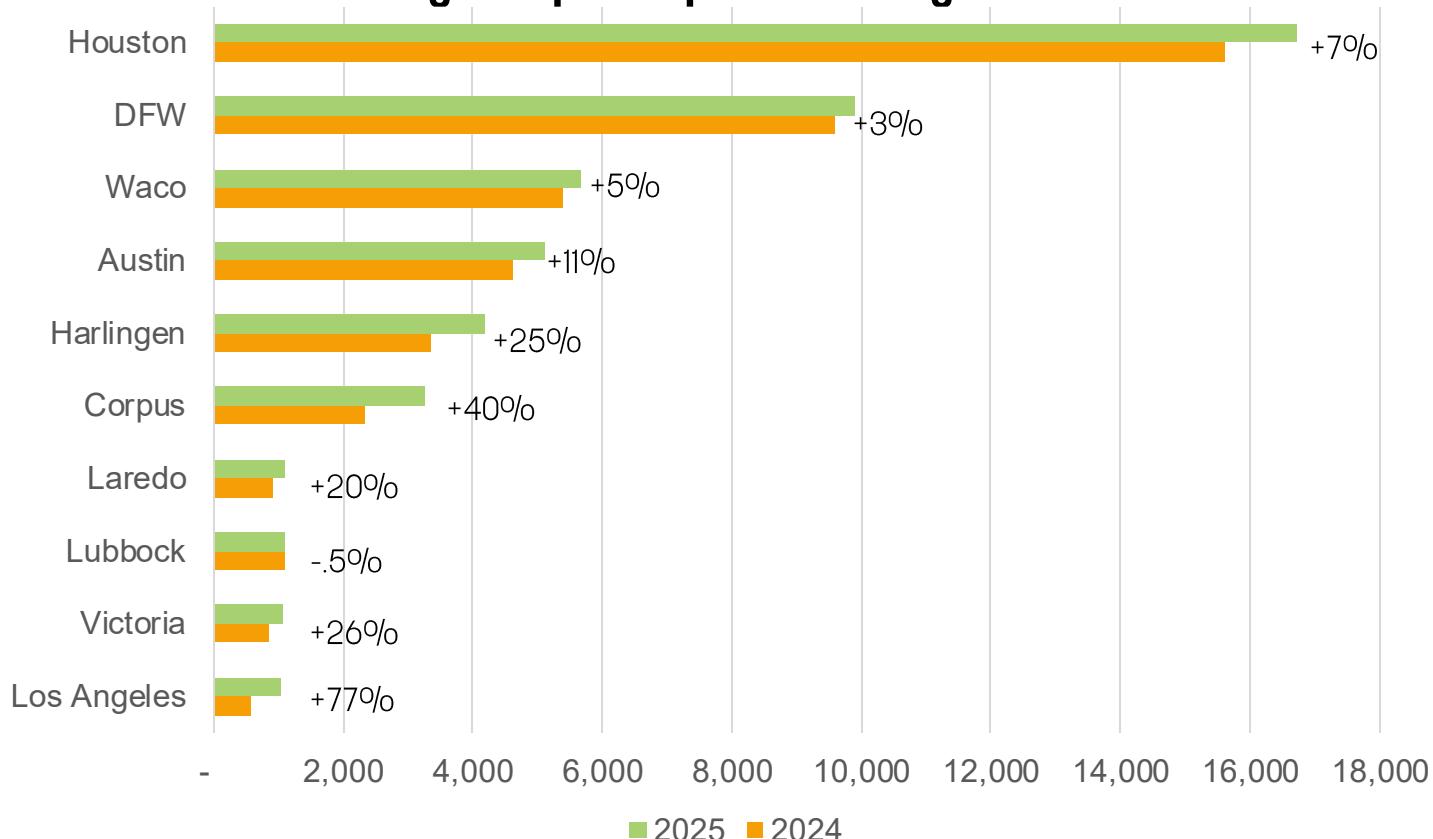
# KPIs: *Overnight Trips* Q2 (Jan. – Feb.) KEY TAKEAWAYS

**+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

Overnight trips: Not nights stayed, actual trips made. Home is 50+ miles from boundary. Overnight trip does not equate to staying in an accommodation

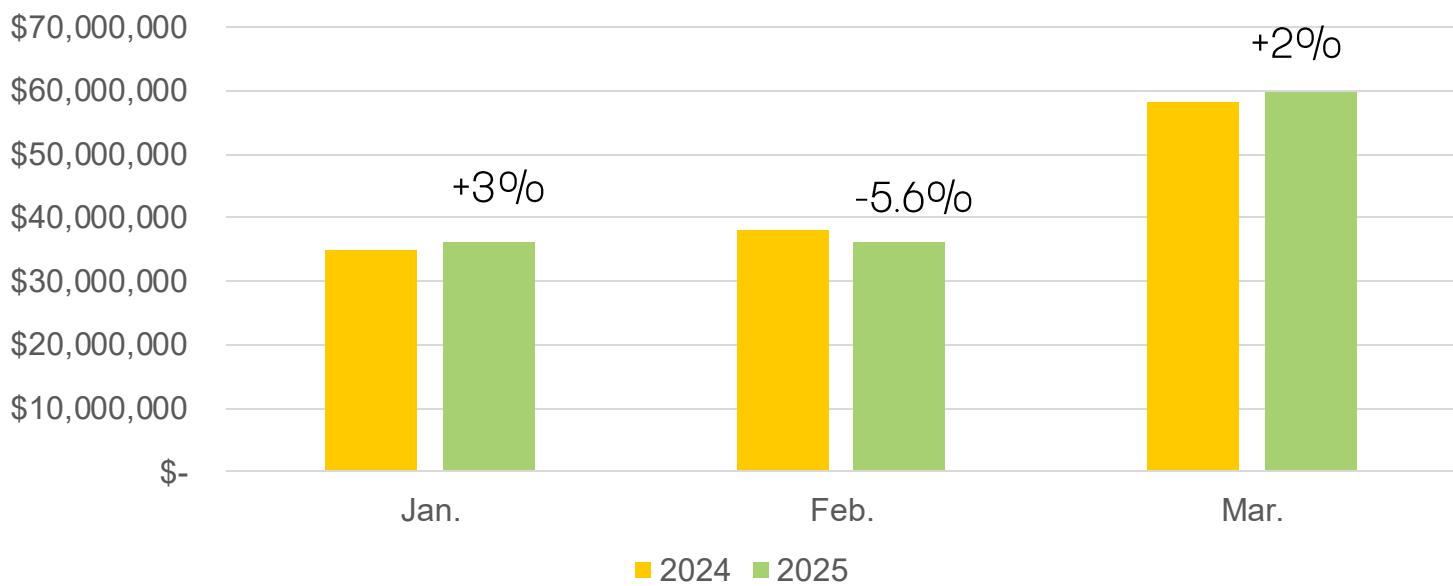
# **KPIs: Visitor Spend Q2 (Jan. – Mar.) KEY TAKEAWAYS**

**+.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.

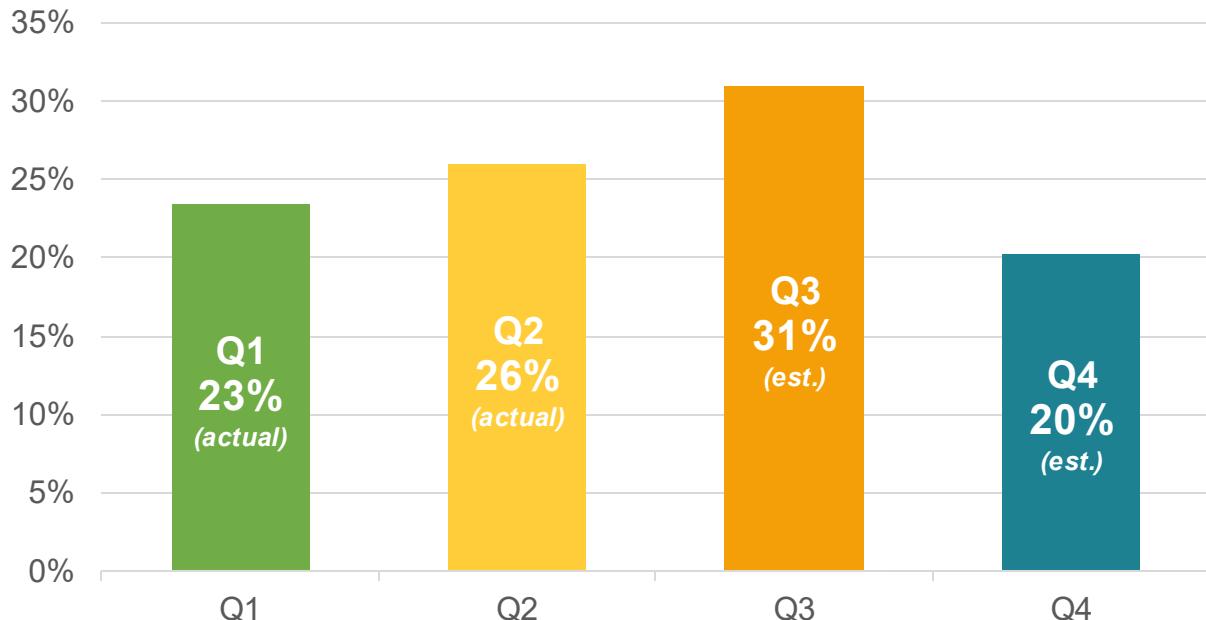


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# Thank You!

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