



CONVENTION & TOURISM FUND

Q3 2025 Report
April - June

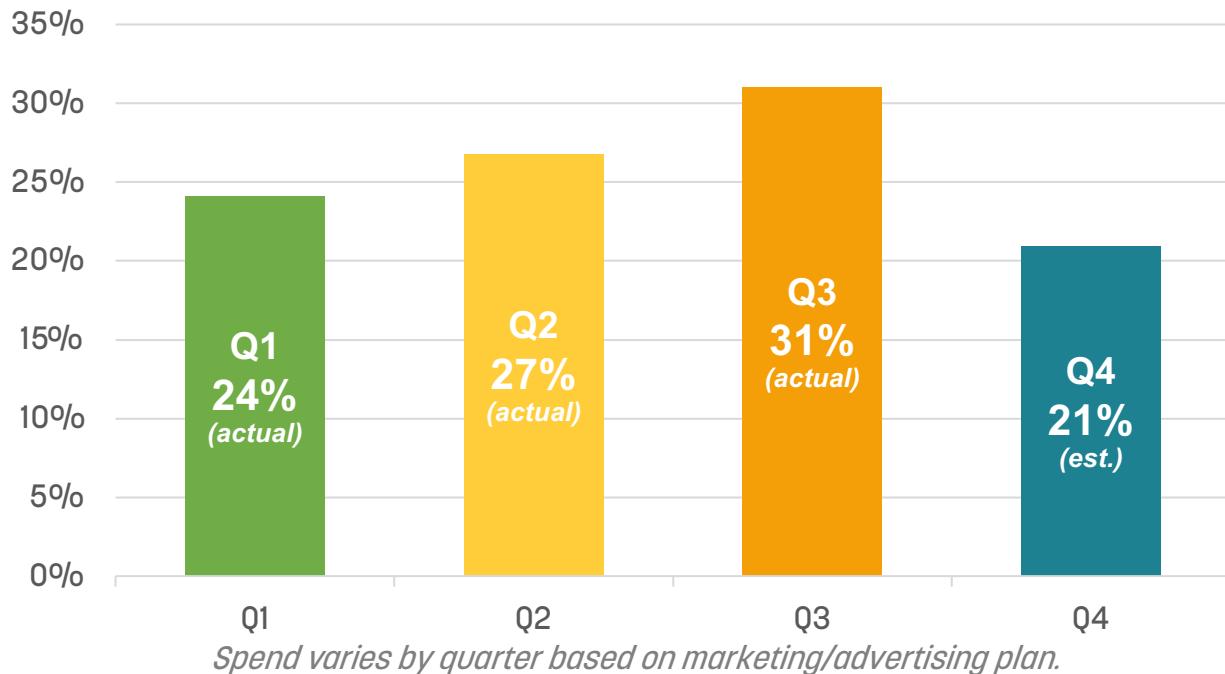
NEW BRAUNFELS
TEXAS

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



EVENTS & STAKEHOLDER OUTREACH



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



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



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

Invest in
the
destination
product

Run a world-
class
marketing
program

Load
balance our
visitation
calendar

Advocate
for the
tourism &
hospitalit
y industry

- TPID
- Placer.ai
- KPIs
- Year-round
- Meeting sales
- Advocacy
- HOT integrity

ECONOMIC IMPACT STUDY

2024 ECONOMIC IMPACT OF HOSPITALITY INDUSTRY

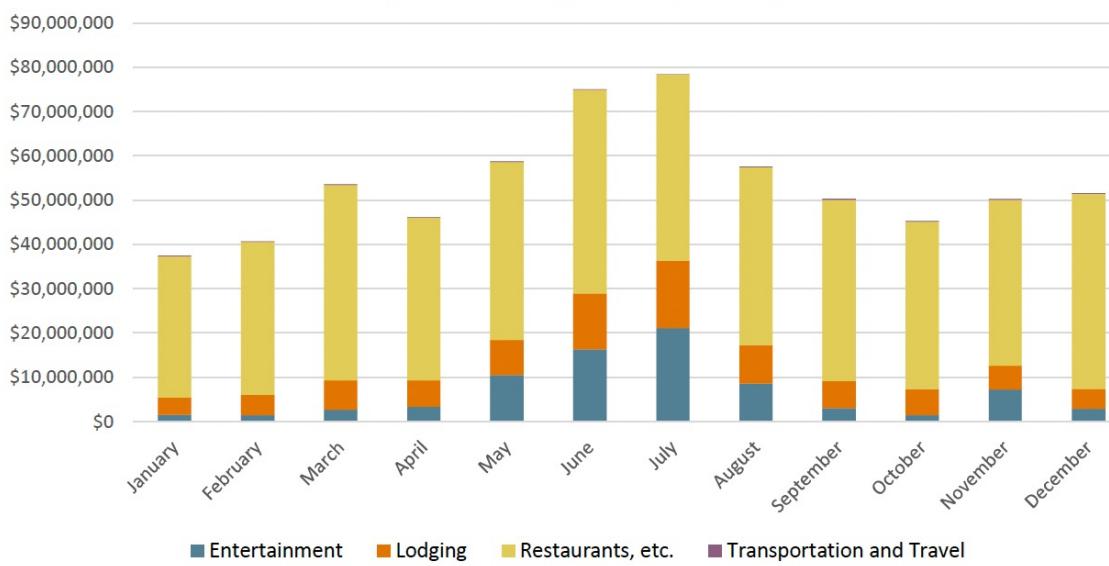
- 2024 Economic Impact study completed
- Based on timing of completion and flood tragedy we did not move forward with the planned press release

Highlights:

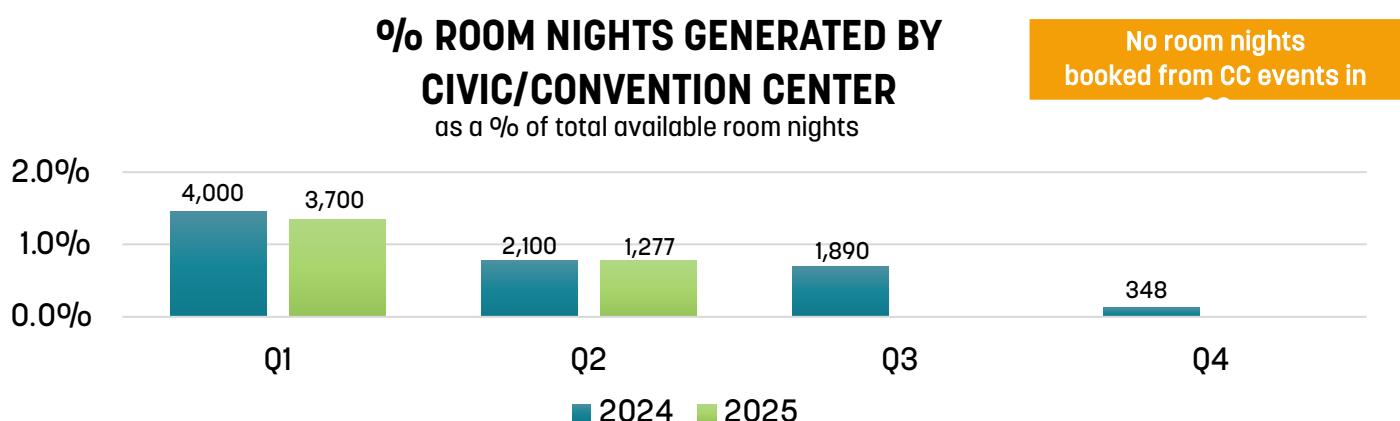
- \$1.3B economic impact, +3% YOY (+13% over two years)
- Hospitality is responsible for over \$381.8M in wages = 31.4% of employment
- Employees +16,000 workers (25% of workforce)
- Tourism provided almost \$30M in taxes/other revenue to the City
- Hospitality saves each homeowner an estimated \$700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

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

Monthly Taxable Spending During 2024



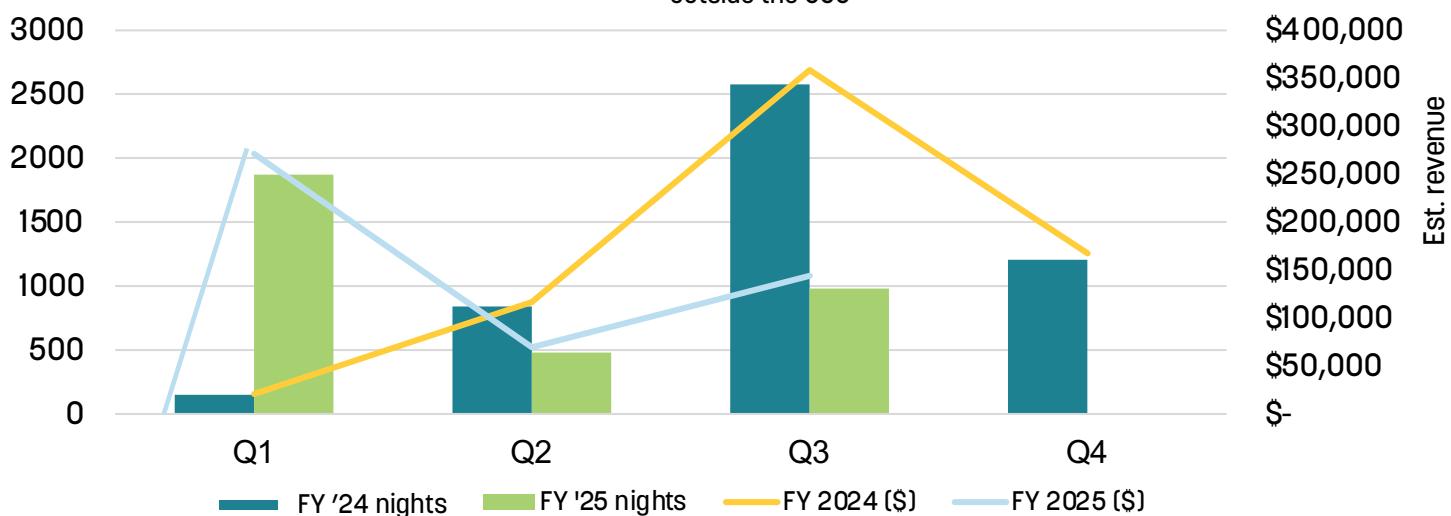
CONVENTION SERVICES



Helms Briscoe room nights added to Q1

ROOM NIGHTS/\$ GENERATED BY GROUP BOOKINGS*

outside the CCC



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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

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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

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Your summer
paradise awaits

MARKETING & ADVERTISING INITIATIVES



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ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

CAMPAIGN FOCUS

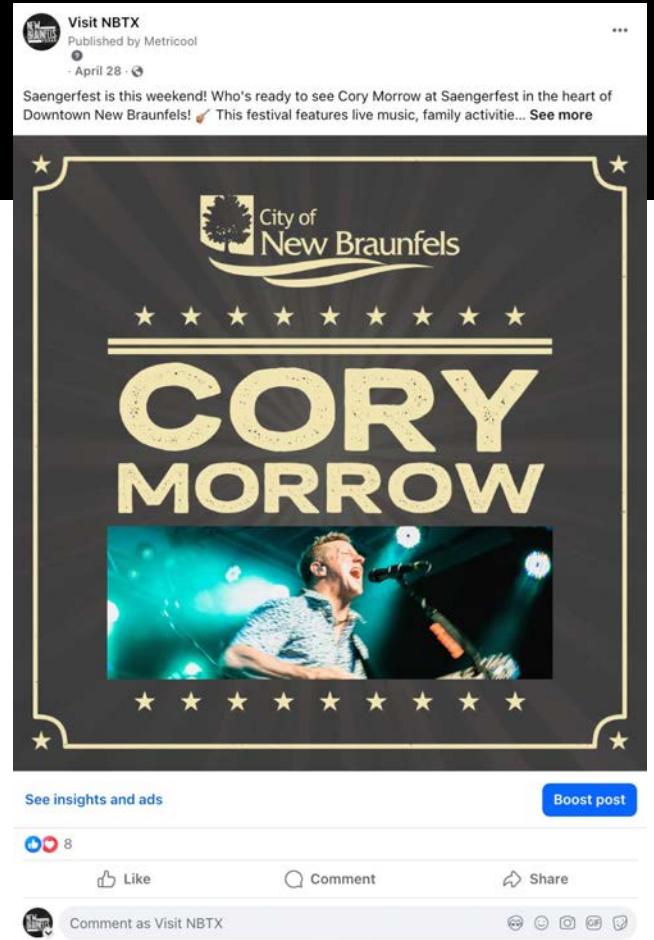
- Events + Things to do
- Lodging + Shopping + Culinary

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

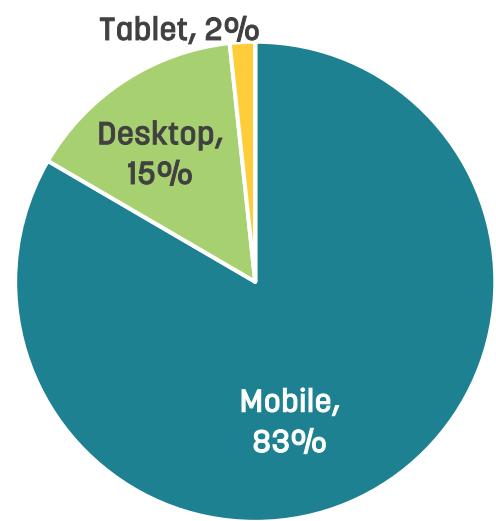
% Engaged
42%

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

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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

Disney+

Paramount+

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

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PAID MEDIA

DIGITAL CAMPAIGN

Mediums: Facebook/Instagram



1.5% CTR outpacing
benchmark of .45%

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

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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

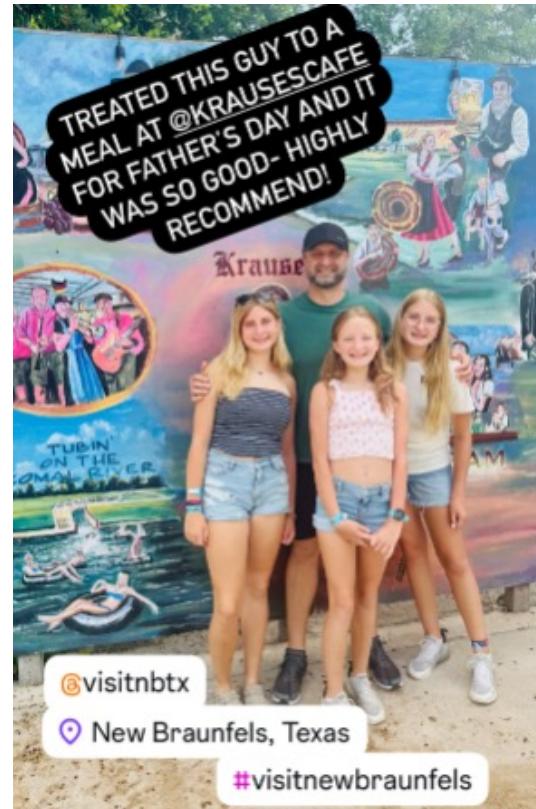
- Extends advertising budget and reach
- Provides the opportunity to gain recognition and coverage throughout markets where paid advertising may be limited due to budget constraints

Q3 PR RESULTS

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

ROI: **8:1**

Impressions **+16M**



HIGHLIGHTS

• Southern Living	<u>The 8 best tubing rivers in Texas</u>
	<u>10 Screen Free Adventures for a Classic Southern Summer</u>
• Texas Highways	<u>GUAD ahhh Lupe</u>
• Yahoo Life	<u>Float Forecast</u>

PUBLIC RELATIONS



3 BLOGS



422 ARTICLES
+ 15M impressions



6 Social Media
Influencers

Austin, Dallas & Houston

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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.

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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

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KEY PERFORMANCE INDICATORS



Utilizing Placer.ai to measure KPIs.

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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.

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

+5%

VISITOR SPEND

Inflation still a factor in overall spend

Spend by DMA in progress

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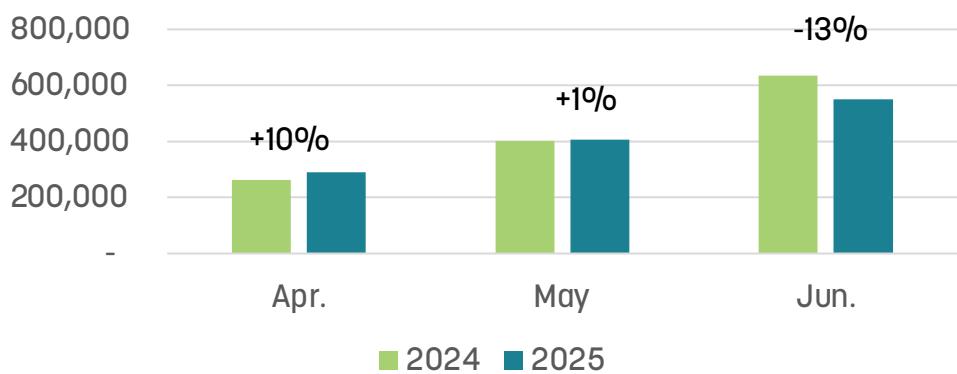
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KPIs: Visitors +20 miles

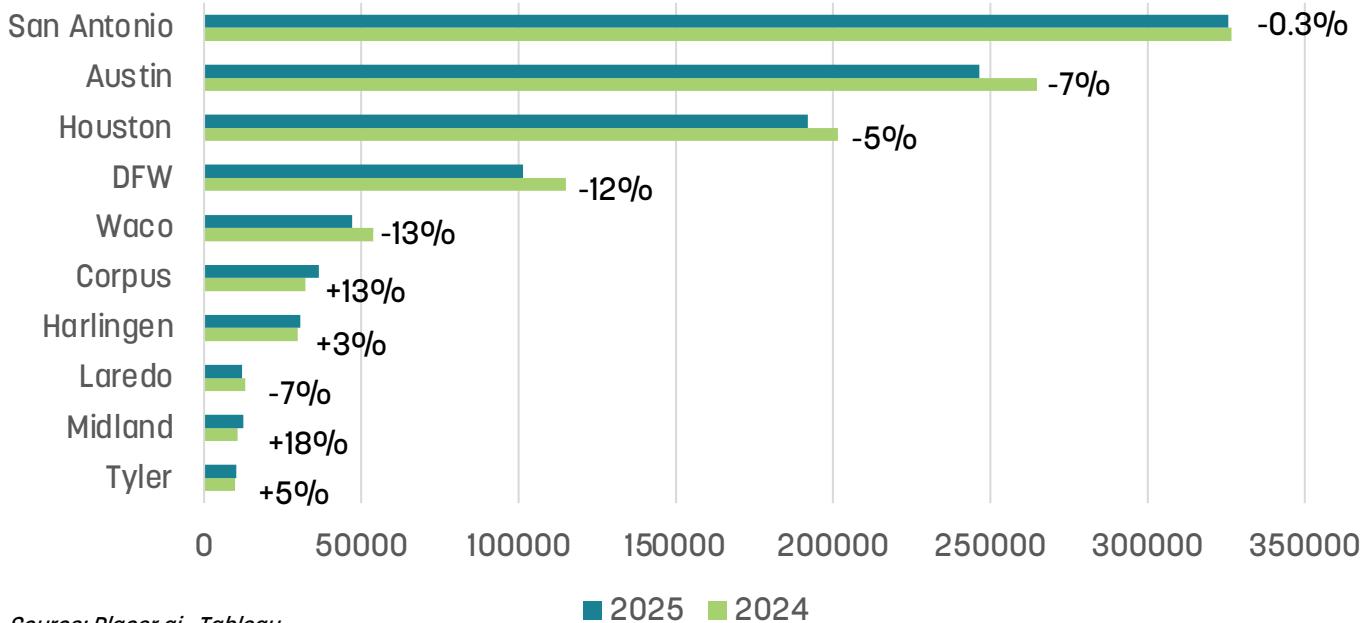
Q3 (April - June) KEY TAKEAWAYS

- 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

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.

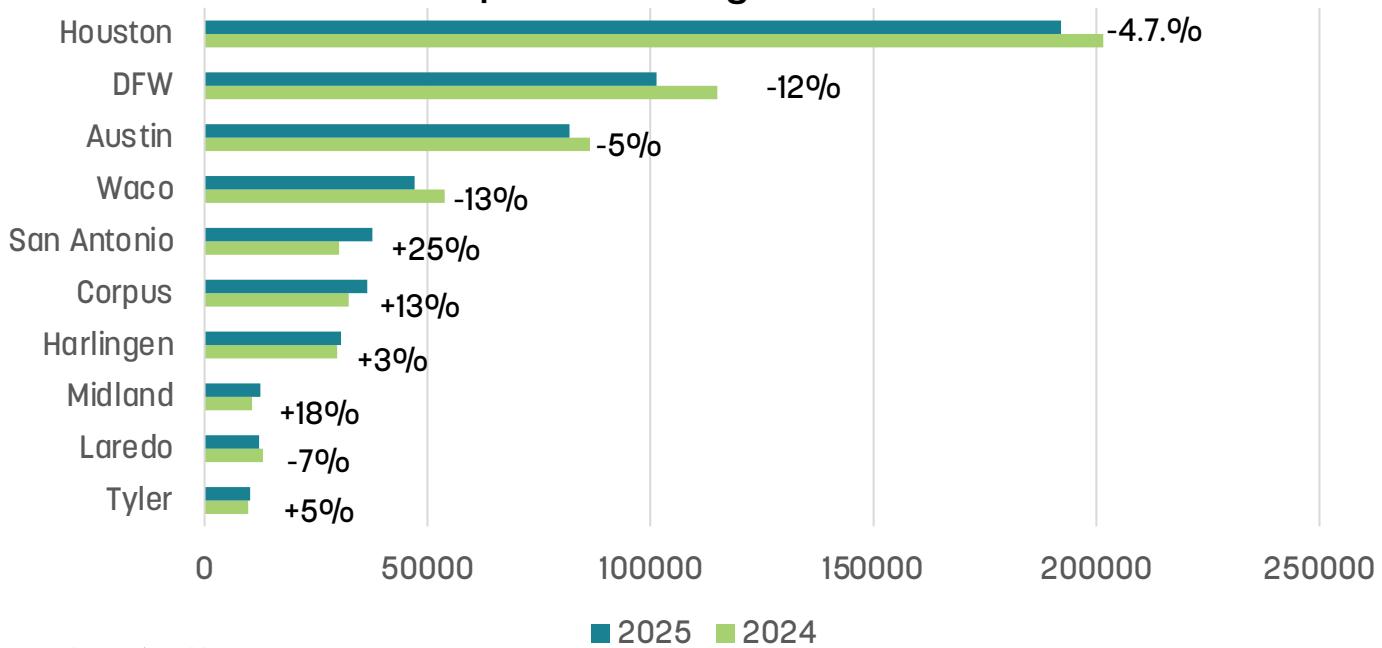
KPIs: Visitors +50 miles

Q3 (April - June) KEY TAKEAWAYS

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Top 10 DMA origin markets



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.

KPIs: Overnight Trips

Q3 (April - May) KEY TAKEAWAYS

June data not yet reported in Placer.ai

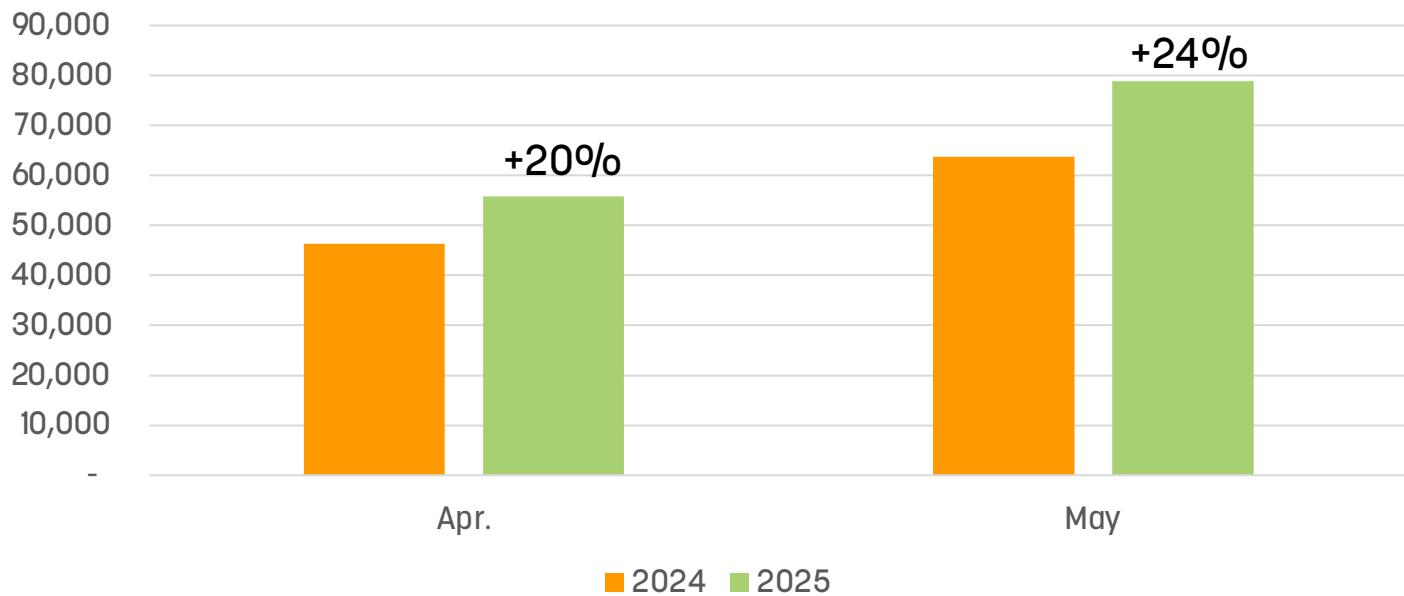
+22%

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.



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

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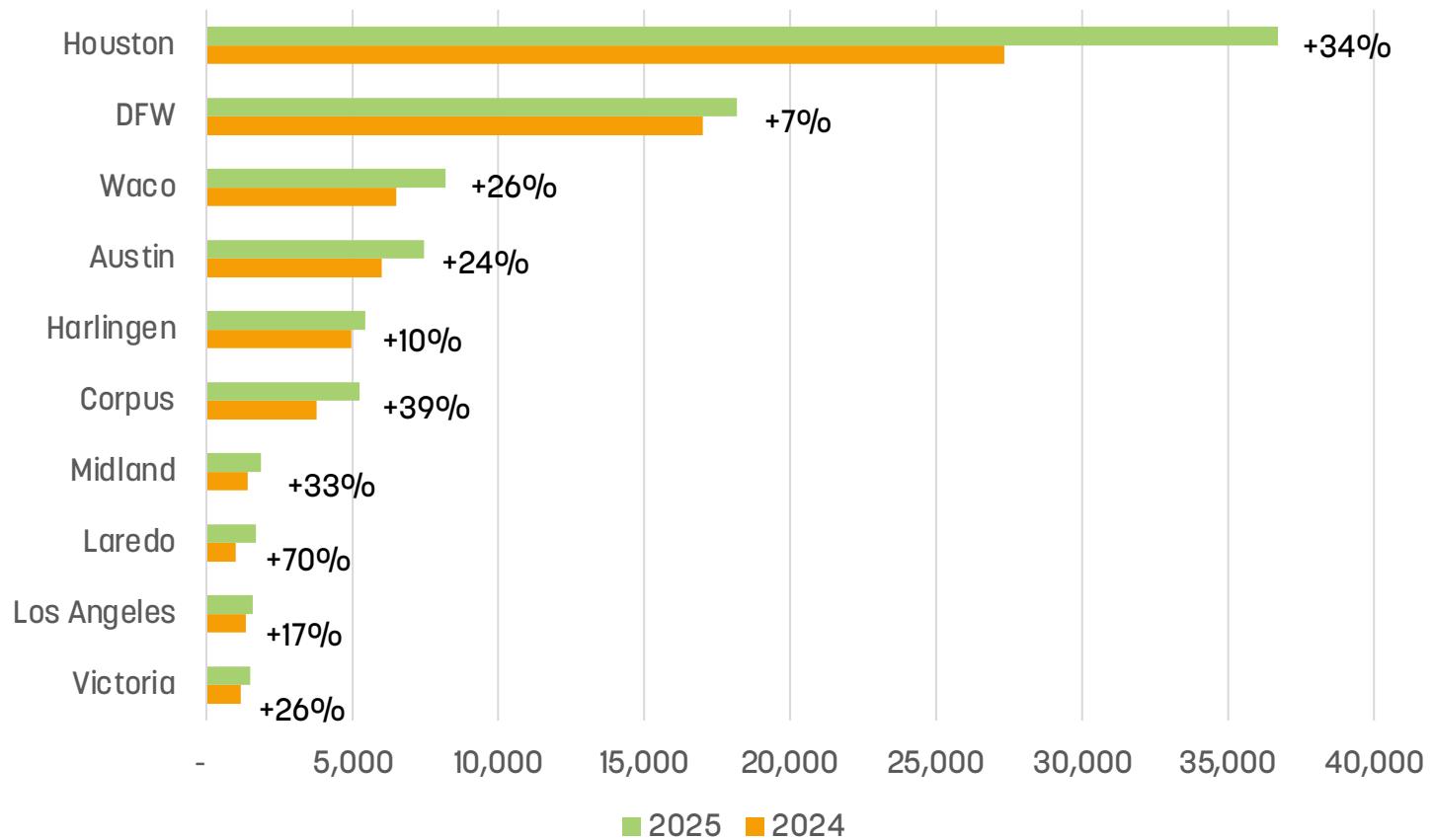


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KPIs: *Overnight Trips* Q3 (April - May) KEY TAKEAWAYS

June data not yet reported in Placer.ai

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

Q3 (Apr. - June) KEY TAKEAWAYS

+5%

VISITOR SPEND YOY

Inflation still a factor in overall spend

\$140,000,000
\$120,000,000
\$100,000,000
\$80,000,000
\$60,000,000
\$40,000,000
\$20,000,000
\$-

+20%

+12%

-4.5%

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

Visitor Spend +50 mi.

April

May

June

■ 2024 ■ 2025

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

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HIGHWAY VISITOR CENTER

TOP INTERESTS

River recreation
Things to do

+270

VISITOR
INQUIRIES

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



*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.



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.

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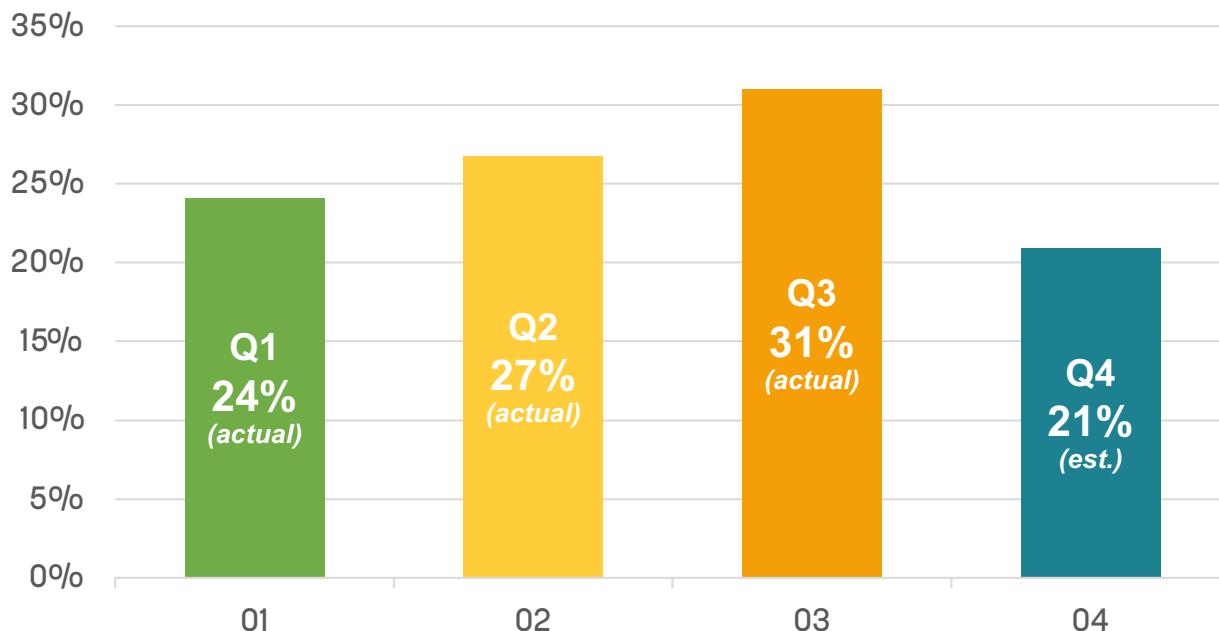
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- Social media presence growing and reaching new audiences

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

CTF PLANNED BUDGET ALLOCATION



Spend varies by quarter based on marketing/advertising plan.

Thank You!

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