



# ***CONVENTION & TOURISM FUND***

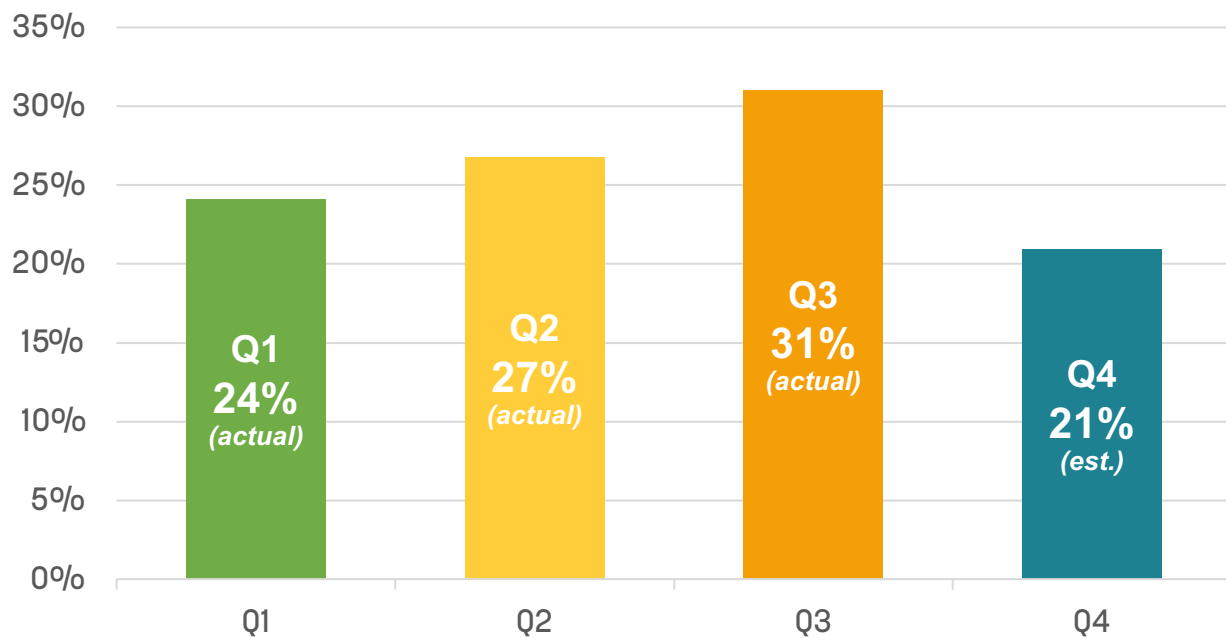
Q3 2025 Report  
April - June

# ***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

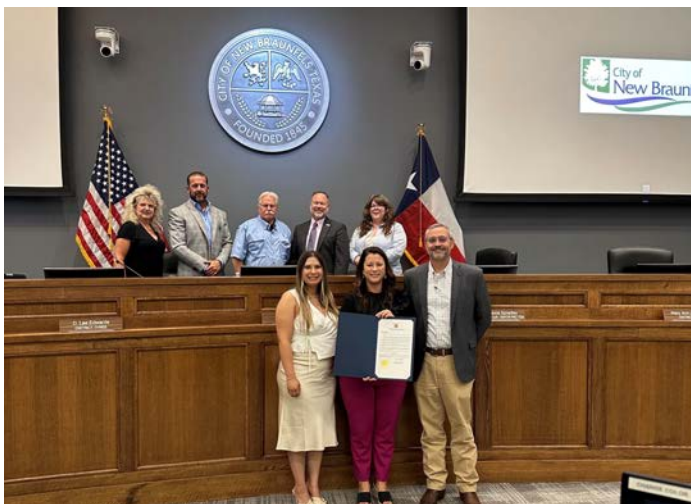
## TOURISM FRIENDLY PRESENTATION

- 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

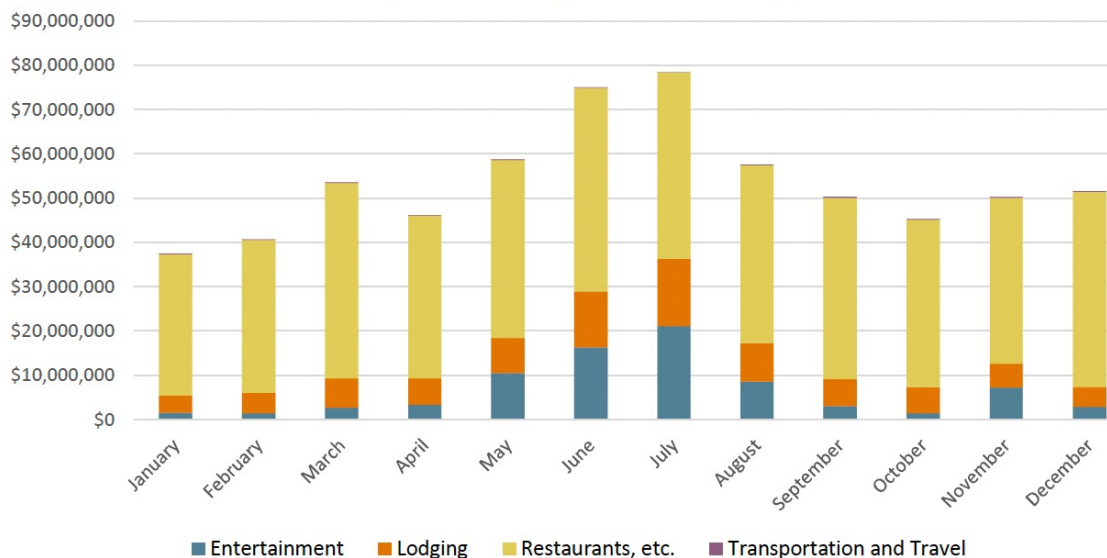
- 2024 Economic Impact study completed
- Based on timing of completion and flood tragedy we did not move forward with the planned press release

### 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

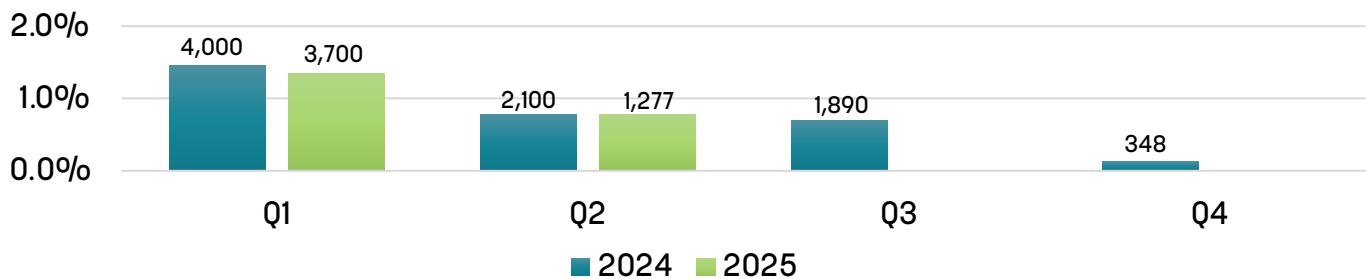
Monthly Taxable Spending During 2024



# CONVENTION SERVICES

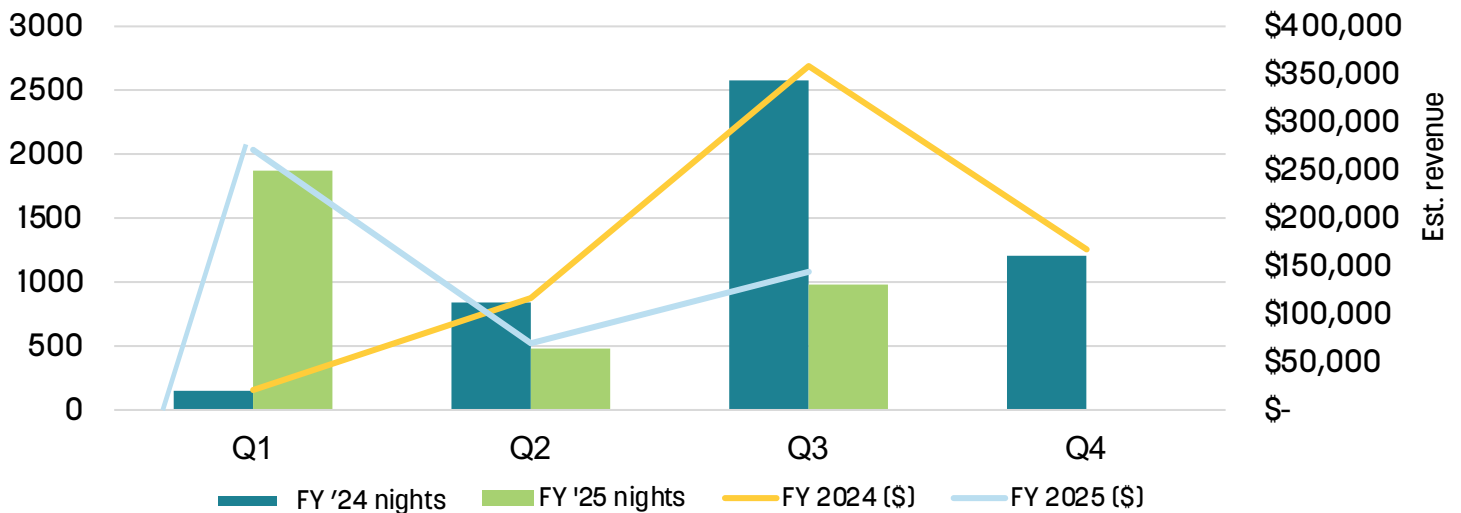
**% ROOM NIGHTS GENERATED BY  
CIVIC/CONVENTION CENTER**  
as a % of total available room nights

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

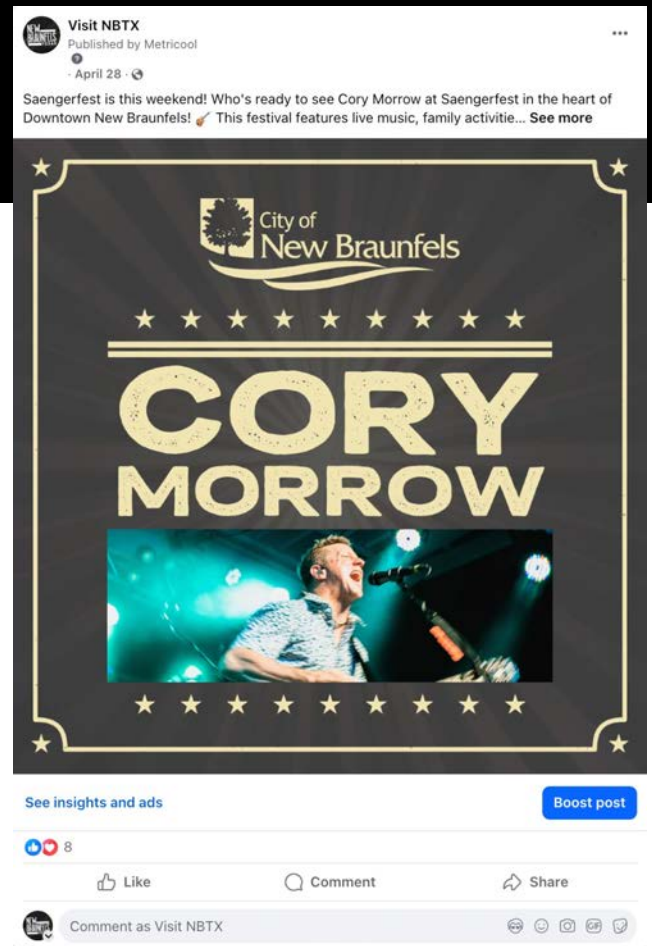
- Events + Things to do
- Lodging + Shopping + Culinary

## 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

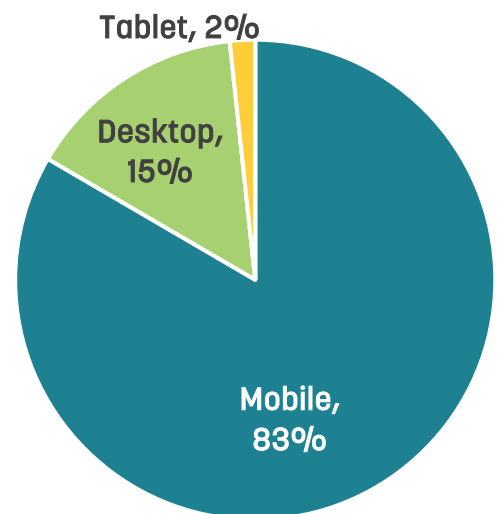
% Engaged  
42%

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

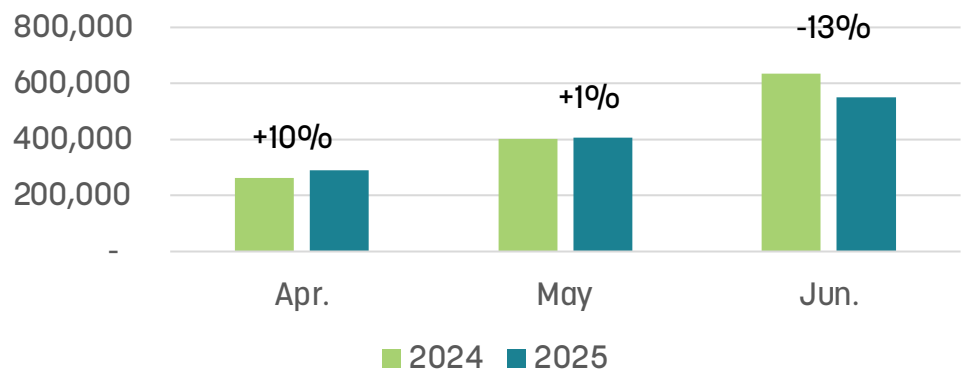


# KPIs: Visitors +20 miles

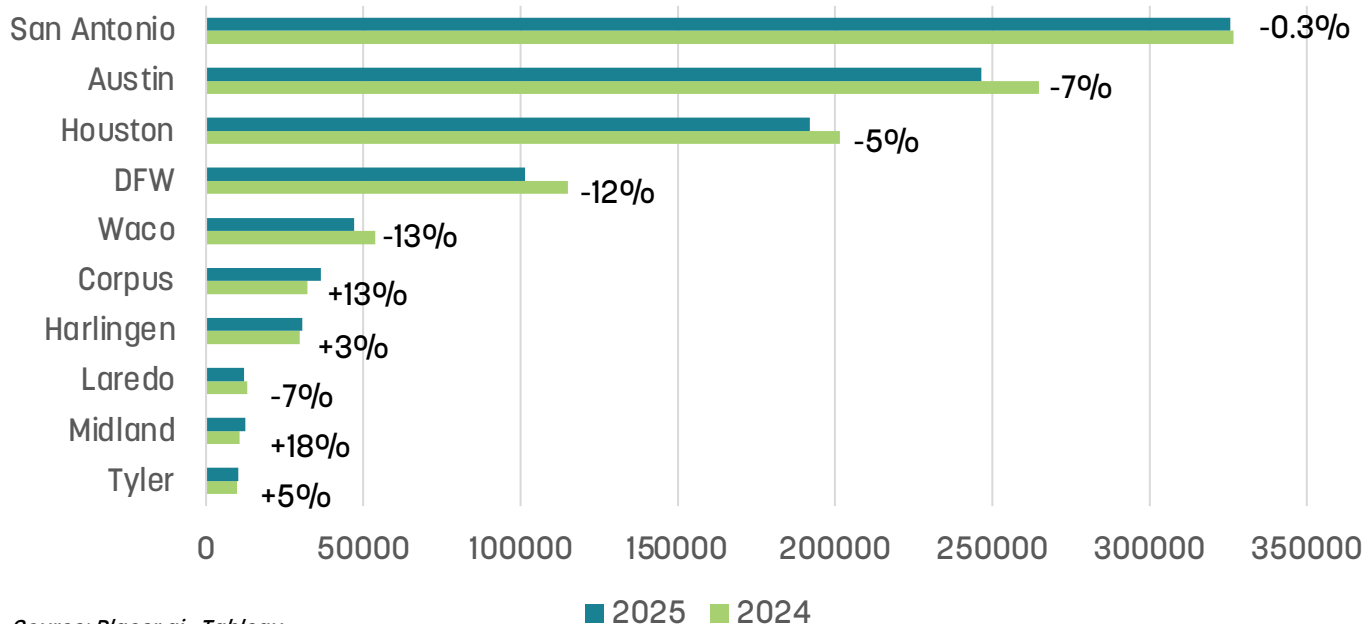
## Q3 (April - June) KEY TAKEAWAYS

- 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

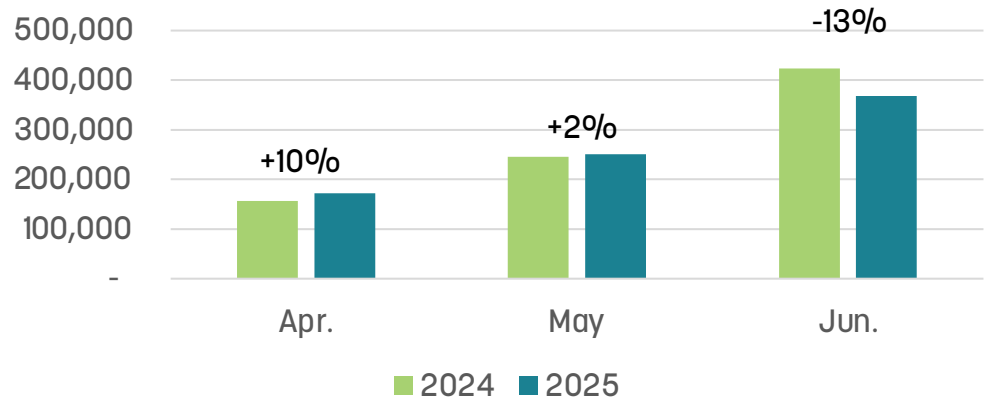
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# KPIs: Visitors +50 miles

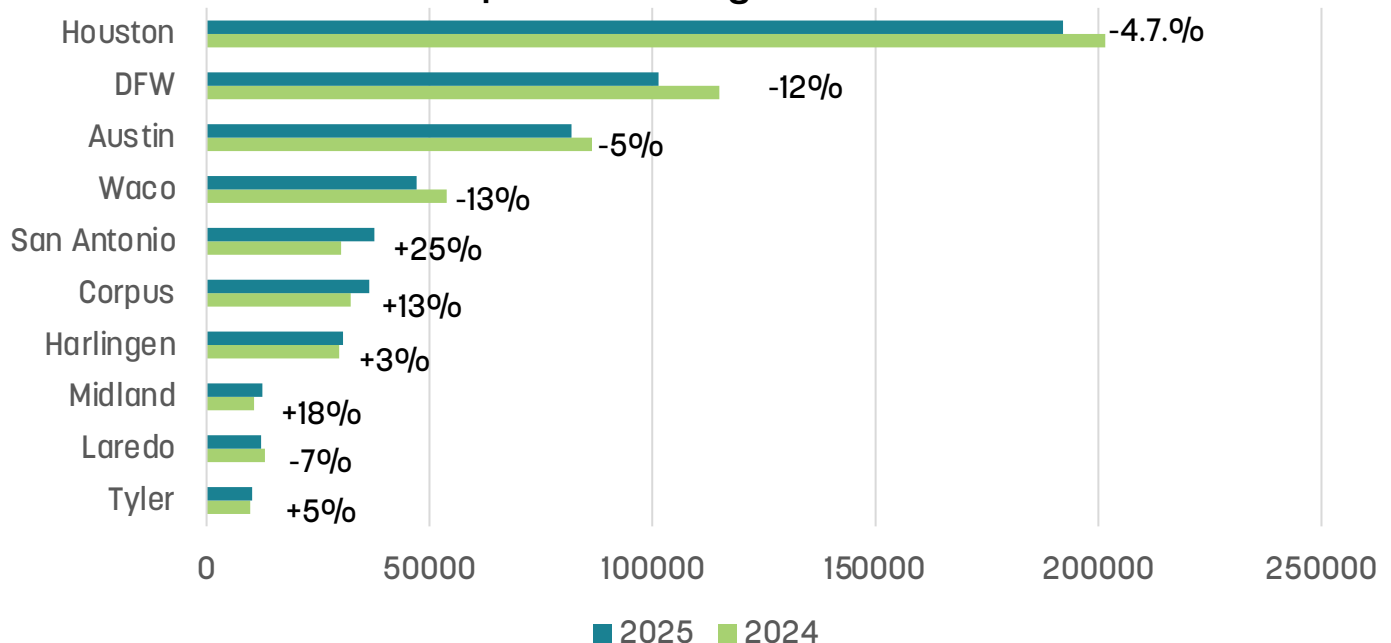
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# KPIs: Overnight Trips

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June data not yet reported in Placer.ai

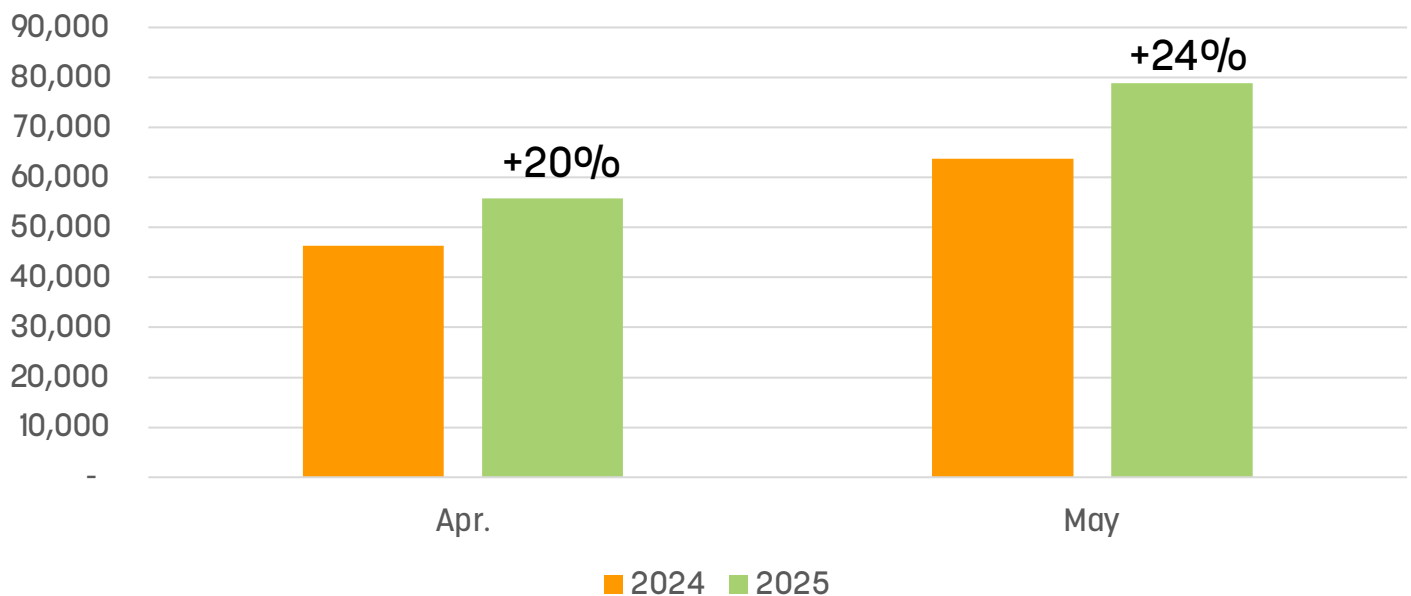
**+22%**

**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.



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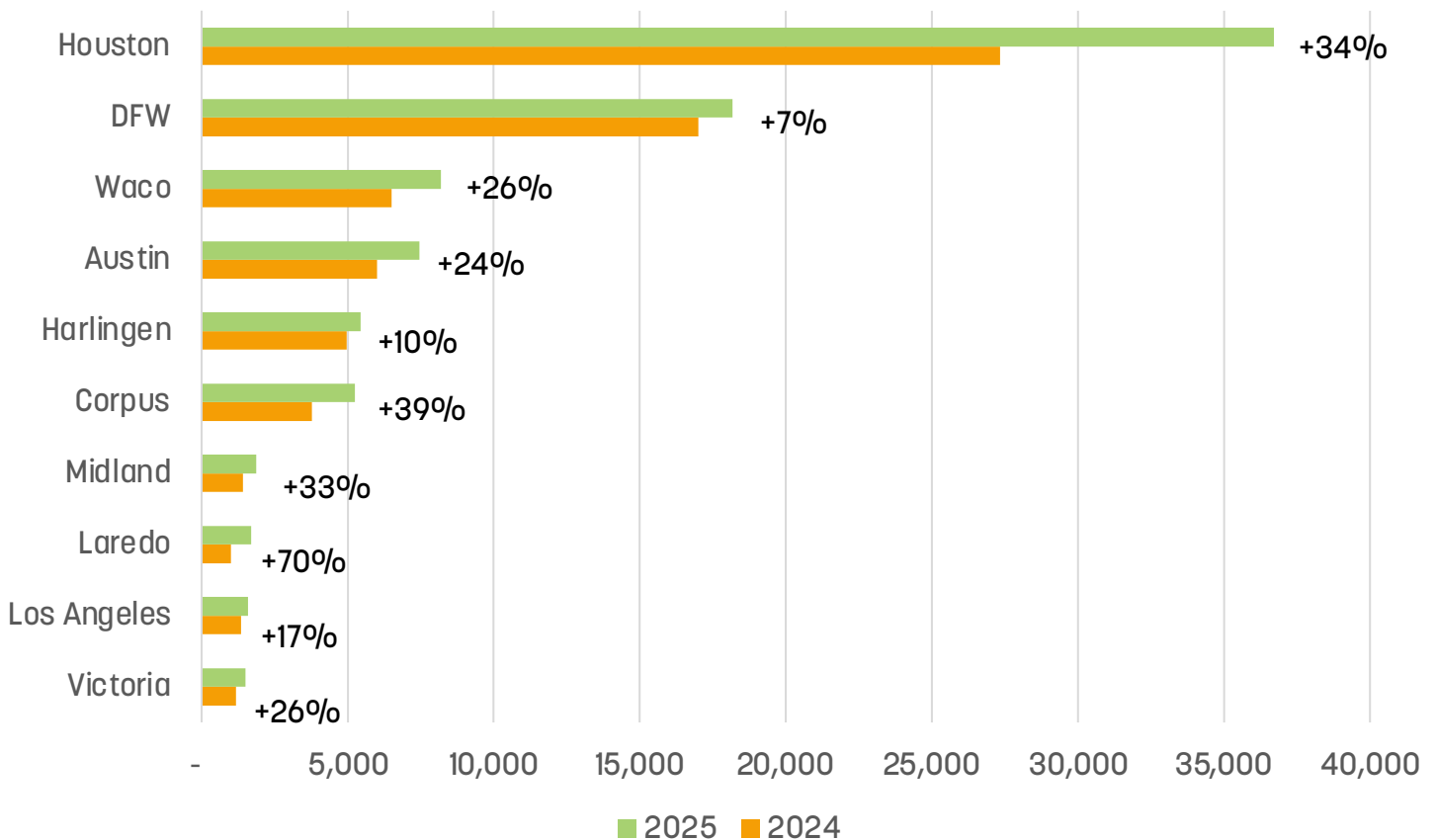
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# KPIs: Visitor Spend

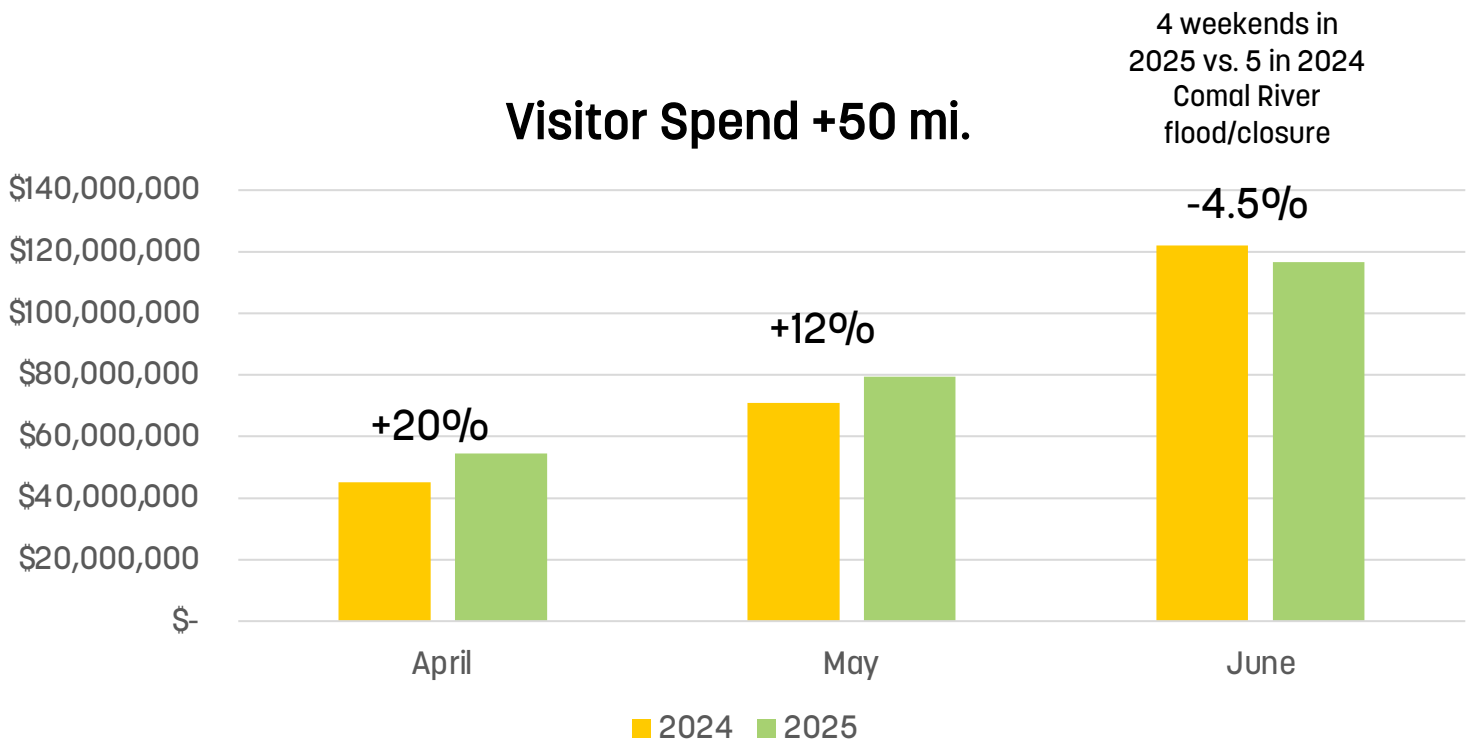
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**VISITOR SPEND YOY**

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Placer visitor spend data breakout by DMA in progress.

Source: Placer.ai, Tableau

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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!*

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**

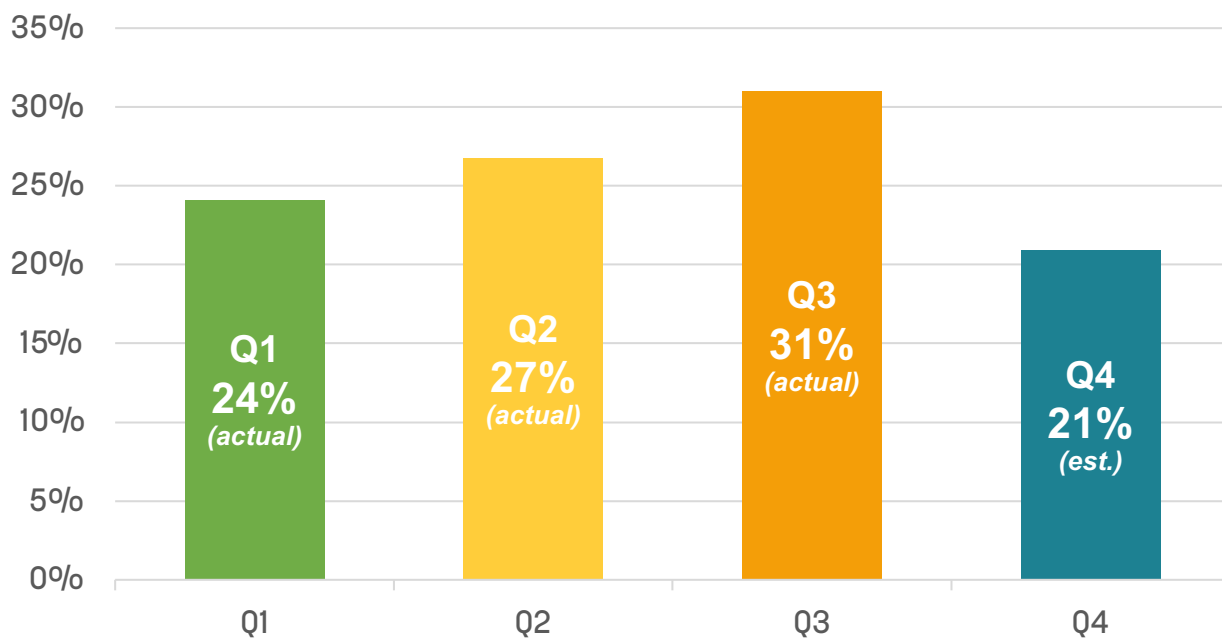


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**Thank You!**

**NEW BRAUNFELS**  
**TEXAS**