



CONVENTION & TOURISM FUND

Q4 2024 Report
July - September

FY 2024 AT A GLANCE

+1.5%

OVERNIGHTS

Houston leads in overnights and growth continues in majority of target markets.

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

-.4%

VISITATION

DFW & Houston showing YOY growth, majority of markets remained flat.

+1%

VISITOR SPEND

Inflation still impacting overall spend; however, we remain positive. Houston remains #1 in spend.



Contracted room nights **+325%**



Contracted rooms **+361%**

HOT flat

projected

[-2 hotels]

2023 ECONOMIC IMPACT OF HOSPITALITY INDUSTRY

+10%

\$1.3 Billion

ACCOMPLISHMENTS!

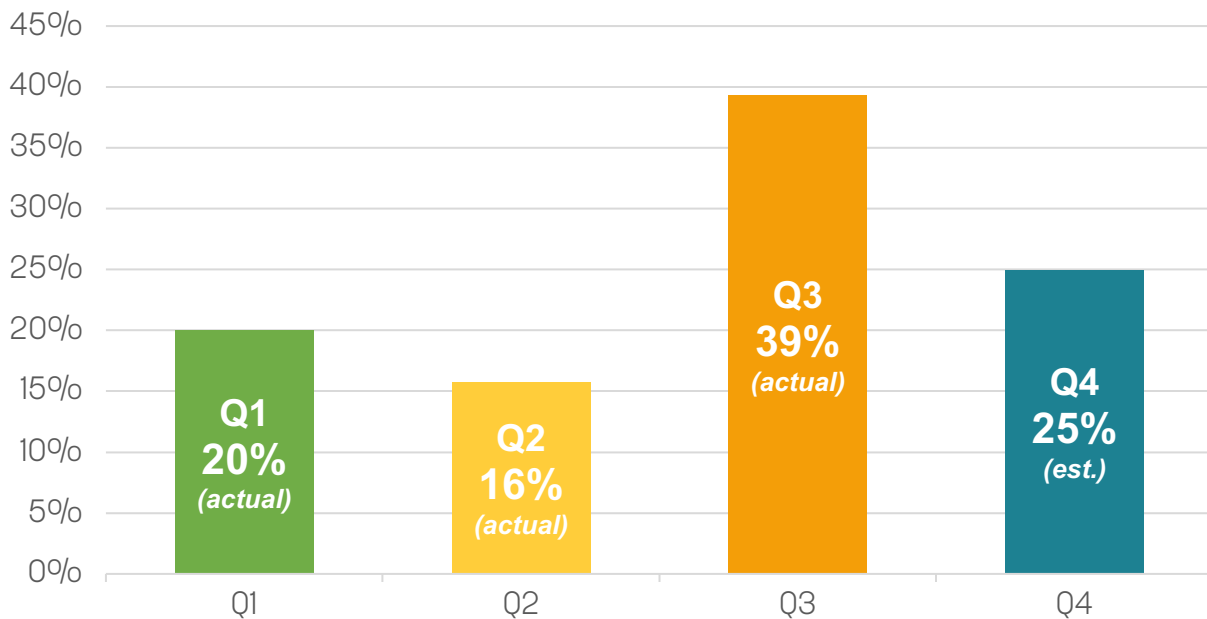
- Visit NBTX
- City contract renewal
- 3-year strategic plan
- '23 Econ. impact study
- Newsletter revamp
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- Float Forecast launch
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- Tourism Friendly Dest.
- Aligned legislative agenda
- Focus on meetings
- Streamlined processes
- Data driven marketing

CTF OVERVIEW/ BUDGET ALLOCATION

Summer season combined with strategic PR initiatives generated success!

- +1% increase in social media following
- 3:1 ROI on public relations initiatives delivering +8.7m impressions
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CTF PLANNED BUDGET ALLOCATION



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EVENTS & STAKEHOLDER OUTREACH



HILL COUNTRY COLLEGE PREP SCHOOL

- Destination marketing presentation given to 2 high school freshman classes for a school project
- Continue to educate the community on the CVB and give back by sharing information and providing value to schools

INTERCITY TRIP – FRANKLIN, TN

- Attended the annual Chamber intercity trip and organized & participated in tourism panel
- Opportunity to learn best practices and establish relationship with Visit Franklin team
- Grew relationships with business leaders in our community



TOURISM ADVISORY COMMITTEE + STAKEHOLDER COMMUNICATIONS

- Conducted quarterly Tourism Advisory Committee meeting to review FY '25 budget and initial 3-year strategic plan
- Revamped monthly stakeholder email communication



STRATEGIC PLAN & ECONOMIC IMPACT STUDY

2023 ECONOMIC IMPACT OF HOSPITALITY INDUSTRY

- Completed the 2023 Economic Impact study and produced a press release sent out to local and outer market media outlets
- 5 stories published on the study
 - San Antonio Business Journal
 - Herald Zeitung
 - San Antonio Express News
 - My SA
 - KENS & KEYE/CBS

\$1.3 Billion

Economic impact

+10% YOY

FY25 – FY27 STRATEGIC PLAN

- Completed first ever 3-year strategic plan for the CVB
- There is tremendous opportunity for growth within the New Braunfels tourism economy. 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 and hospitality industry

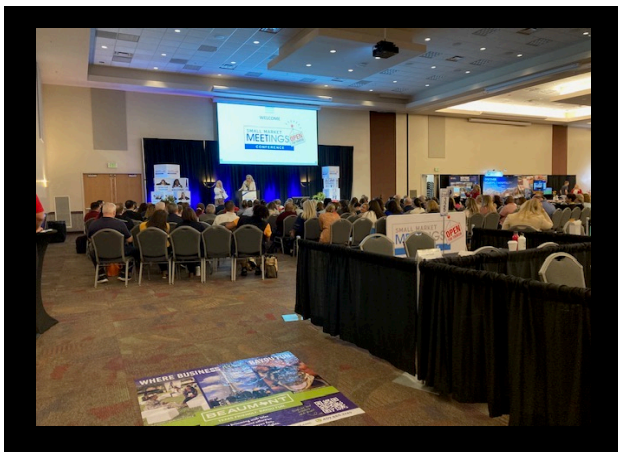
BUSINESS DEVELOPMENT

DIRECT TO BUSINESS

Events Attended	Description	Location
Small Market Meetings	Met with 35 meeting planners who handle meetings/conferences for 250 or less	St. George, Utah

Received 30 initial leads and are in the process of evaluating and sending RFPs to partners.

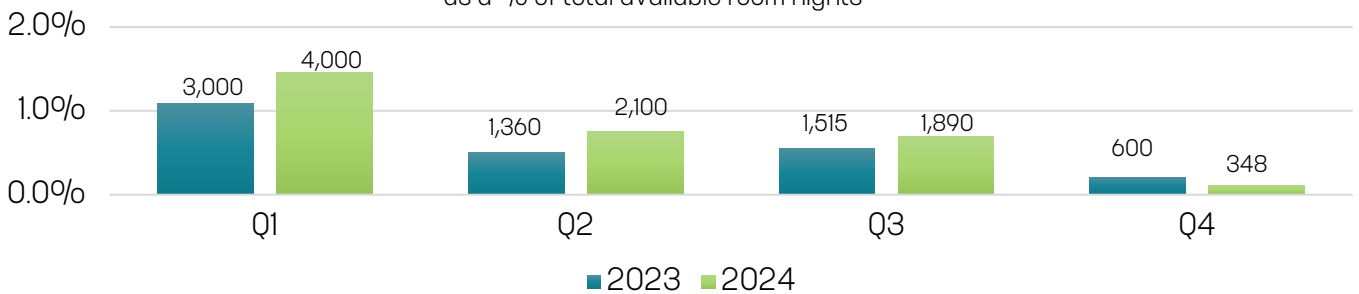
SMALL MARKET MEETINGS



CONVENTION SERVICES

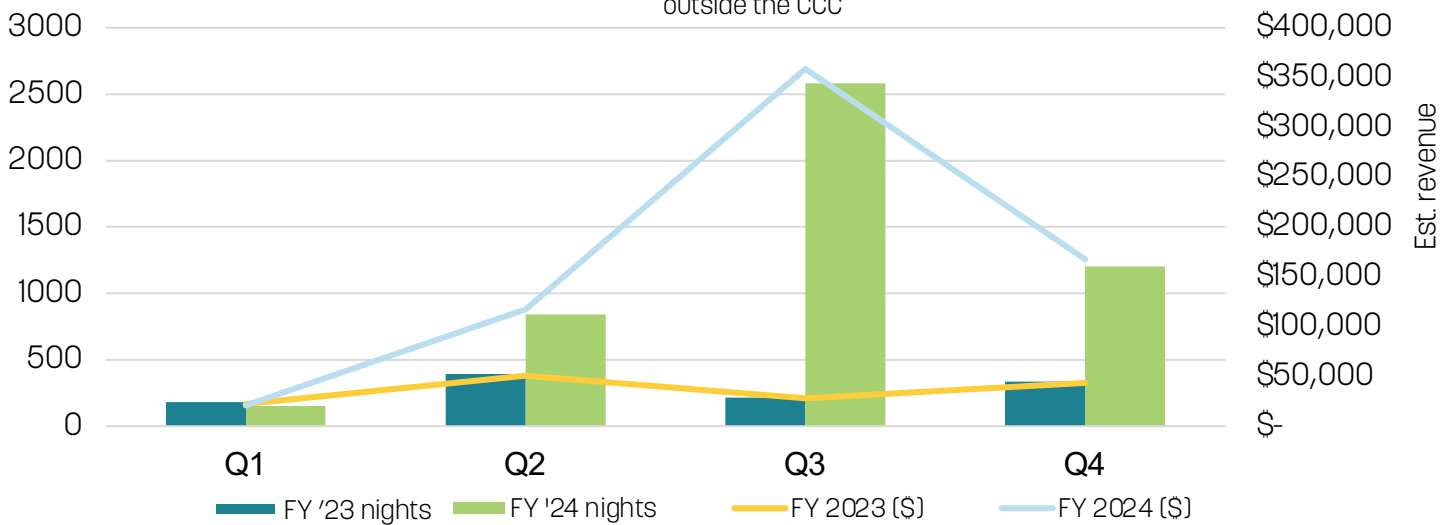
% ROOM NIGHTS GENERATED BY CIVIC/CONVENTION CENTER as a % of total available room nights

<1% room nights booked from CC events



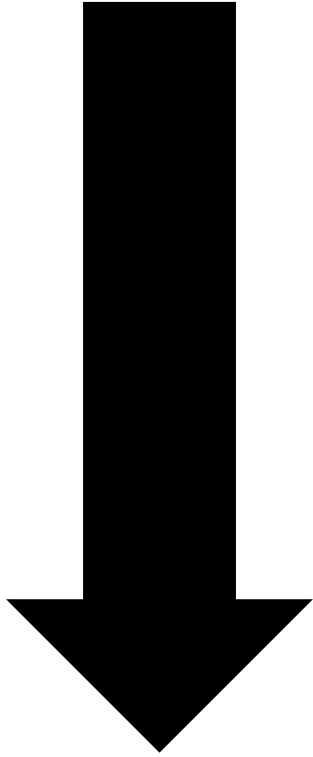
Little League/LULAC/TEC drove Q3 numbers

ROOM NIGHTS/\$ GENERATED BY GROUP BOOKINGS* outside the CCC



*Reflects when rooms were contracted, not event timing

CONVENTION SERVICES



LOST BUSINESS:
-\$2,904,556
ECONOMIC IMPACT*



8 Events



2,235 Attendees



7,085 Room nights

KEY TAKEAWAYS:

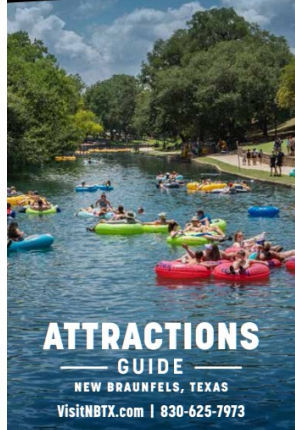
- Most Convention Center events do not generate room nights
- Advanced CC bookings disqualify many RFPs
- Recently updated CC policies & pricing should create more opportunities in the future

**calculated by the Destinations International Event Impact Calculator*

PROMOTIONAL



Updated Attractions Guide



WELCOME/PROMO MATERIALS

- Updated brochure – Fold out attractions guide; QR code tracking
- Catchy promo items
- 450 total Welcome bags for the following groups:
 - 2 Rivers Plein Air
 - Commissioner Crownover's event
 - Native Plant Society



Tube keychain for giveaways at trade shows

Coasters for local bars/restaurants & giveaways

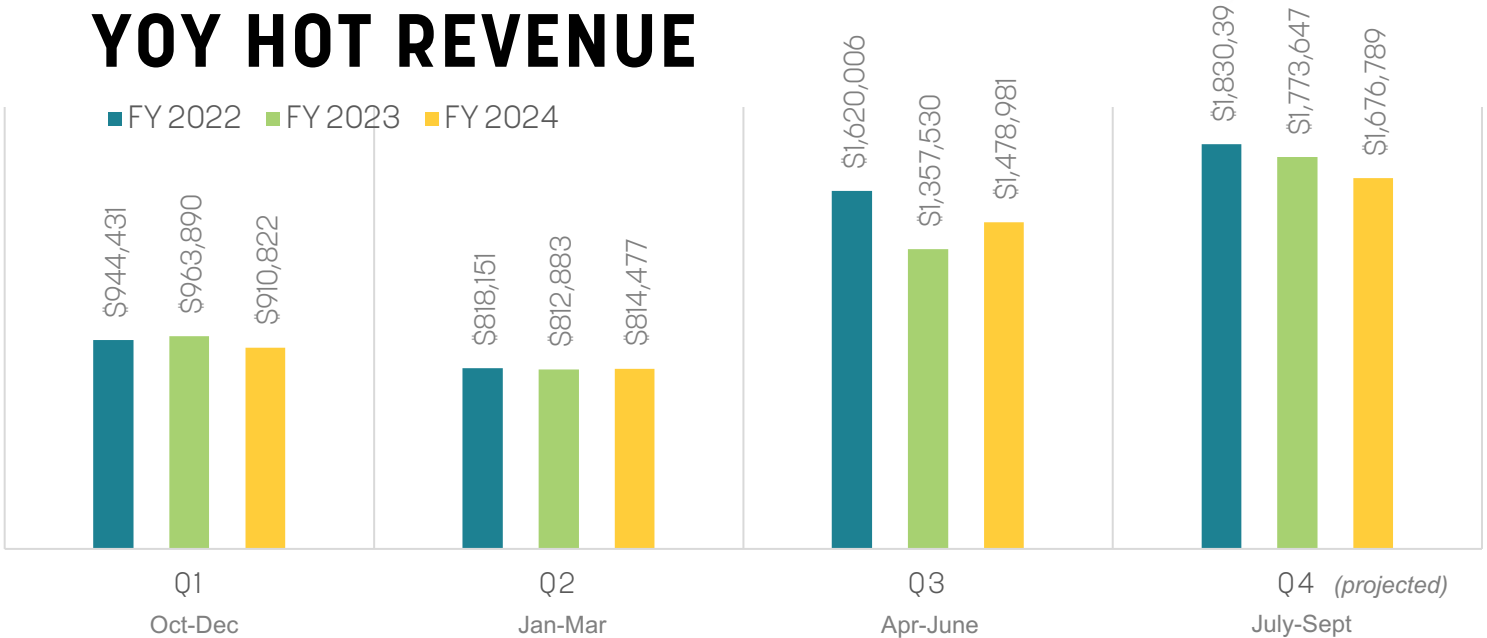


TOTAL HOTEL OCCUPANCY TAX REVENUE

JULY & AUGUST HOT REPORTS

based on September projections FY24 will be flat

YOY HOT REVENUE



**NEW
BRAUNFELS
TEXAS**

**DESTINATION OF THE YEAR!
2024 TEXAS TRAVEL AWARDS**



MARKETING & ADVERTISING INITIATIVES



**NEW BRAUNFELS
TEXAS**



**NEW BRAUNFELS CHAMBER
ESTABLISHED 1919**

ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

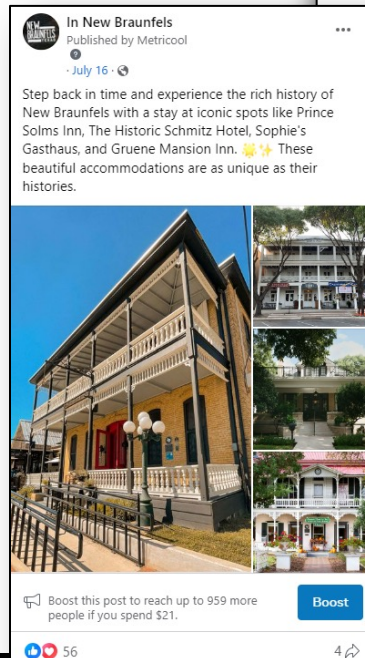
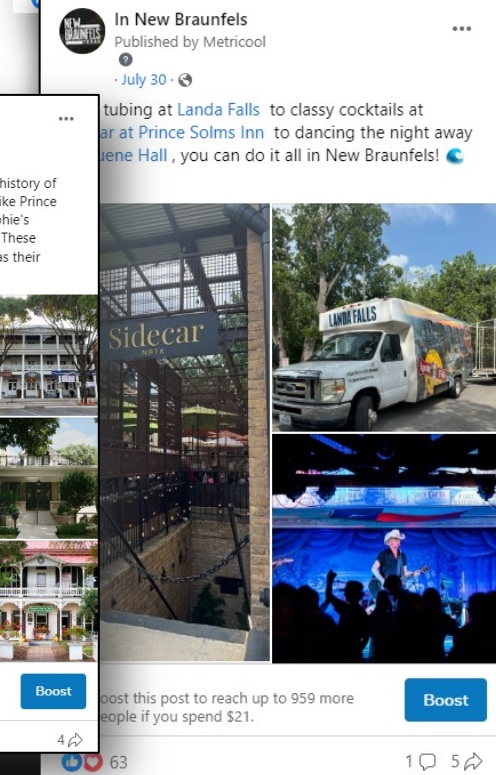
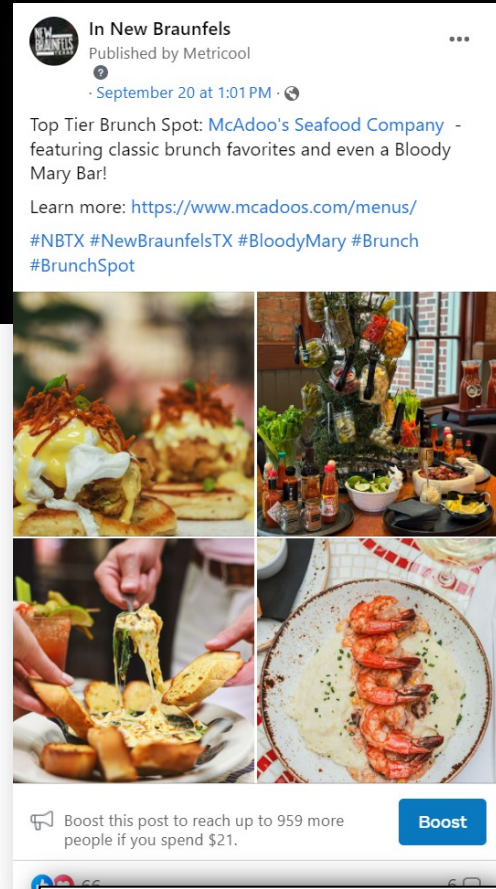
CAMPAIGN FOCUS

July/August

- Primary: River recreation + Things to do
- Secondary: Lodging + Music + Culinary

September

- Primary: Events + Attractions
- Secondary: Lodging + Restaurants



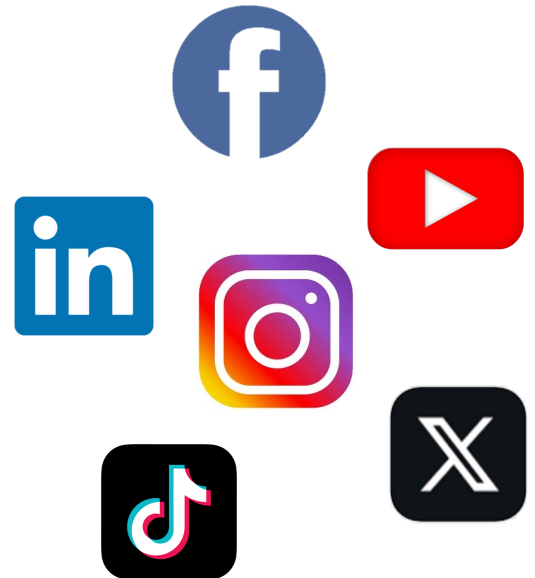
ORGANIC MEDIA

ORGANIC SOCIAL MEDIA DATA

- Total Following: 421,217 **+1%**
- Total IMPs: 2,453,364
- Engagement Rate: 4% (nat'l benchmark 1% - 3.5%)
- New followers: +2,000

SOCIAL CHANNEL UTILIZATION

- Increased TikTok posts
- Incorporated YouTube with Float Forecast and continuing to showcasing relevant content



WEBSITE Aug.-Sept.



Changes to Google Analytics reporting provides us different metrics for reporting

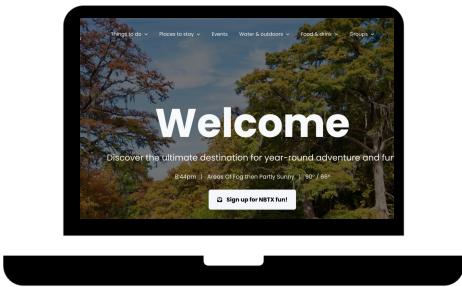
Total users
12.8k

Views
37.3k

% Engaged
55%

Page views/user
2.9%

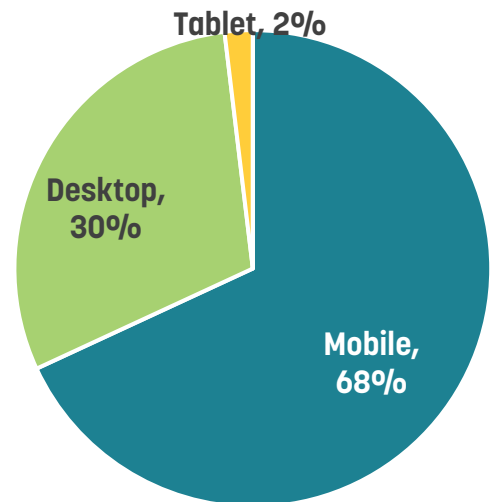
Engagement time
1:06



TOP PAGES

- Homepage
- Events
- Comal River
- Guadalupe River
- Places to stay

DEVICE OVERVIEW



PAID MEDIA

EMAIL

sent: 3 (1x/month)
subscribers: 7,926 **+.24%**
Avg. open rate: 40% (nat'l avg. 20%)

- Continuing to grow subscribers & open rates
- Revamped look and feel to align with branding + paid messaging
- Email sign up given prominent placement on website
- Enticing with giveaways at events & HVC to gain more subscribers



The best festivals to fall for!



Gruene Music & Wine Fest

October 10-13

Dia De Los Muertos Festival

October 19

Willkommen zum Wurstfest

November 1-10



Tickets for a cause!



Check it out!



Get your tickets today!

 **Sign up for NBTX fun!**

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 unrealistic due to budget constraints

Q4 PR RESULTS

Estimated Value	\$62,250
ROI	4:1
Impressions	+8.7m



HIGHLIGHTS

- Sports Illustrated Best Waterparks
- Luxurious Magazine The best in Texas inspiring road trips
- Southern Living 14 best things to do in NB + 10 Best Texas towns to visit this fall
- Hosted 2 travel writers from UK and Germany

PUBLIC RELATIONS

FLOAT FORECAST

[Click here](#) to view videos

+1.2m IMPs

OBJECTIVE

The Float Forecast was developed to stay ahead of the media and help ensure accurate reporting on water levels and recreational activity in New Braunfels. Weekly YouTube videocast helped tell the story “that there is water and fun river recreational activity” in real-time.

This was shared with news media & weather forecasters throughout Texas specifically in the Houston, San Antonio, Austin and the Dallas/Fort Worth regions. Relationships were developed and prompted several positive water recreational stories.



PUBLIC RELATIONS



2

BLOGS

+1k Impressions



87

ARTICLES

+8.7m Impressions

[Click here](#) to view articles



2

TRAVEL WRITERS

UK & Germany

KEY PERFORMANCE INDICATORS

KPIs: KEY TAKEAWAYS Q4 (July – September)

+.4%

VISITATION

DFW & Houston showing YOY growth, majority of target markets remained flat.

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+1%

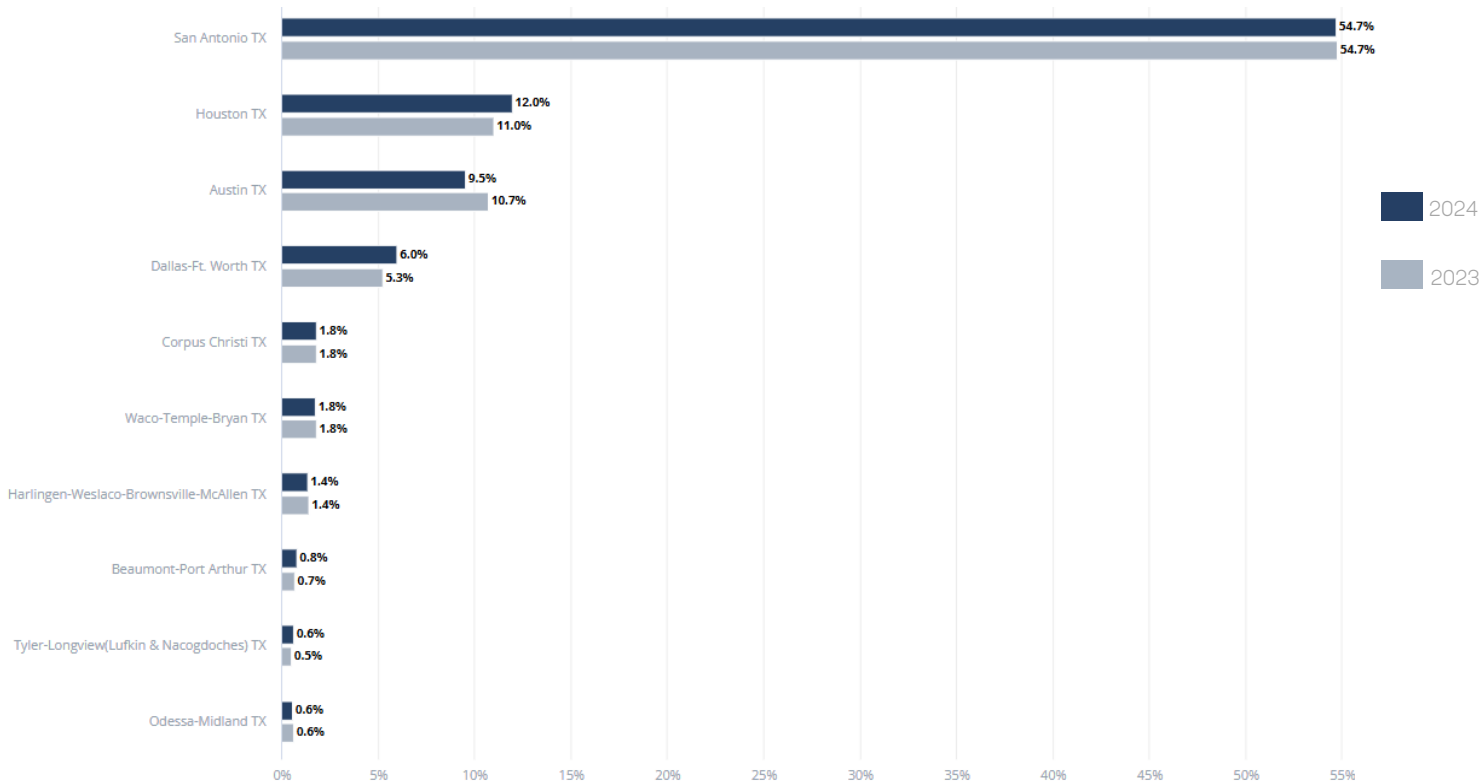
VISITOR SPEND

Inflation still impacting overall spend; however, we remain positive
Houston remains #1 in spend.

KPI: VISITATION

+ .4%
VISITATION YOY

Overnight markets (Houston + DFW) showing YOY growth, majority of target markets remained flat

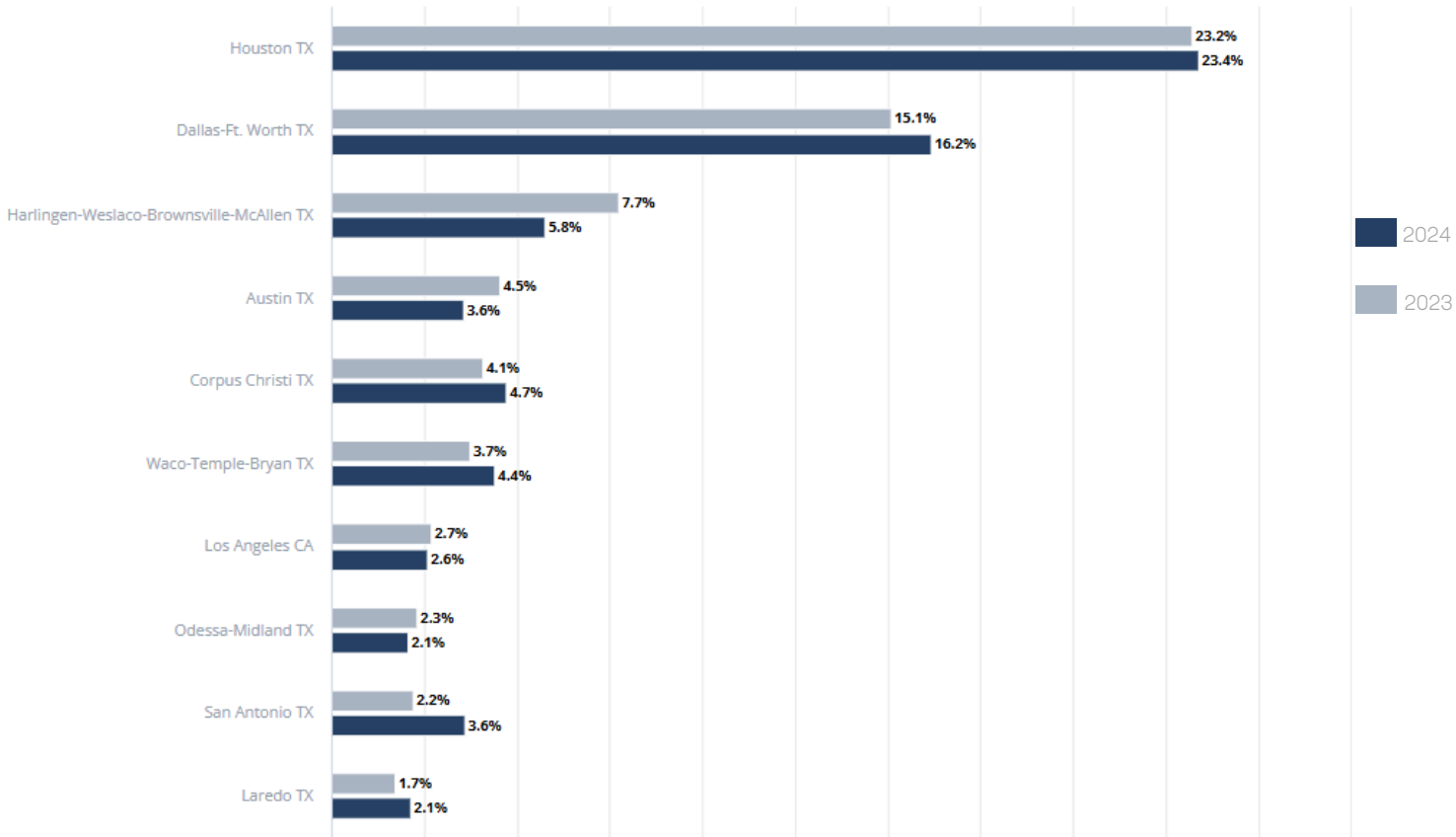


KPI: OVERNIGHTS

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OVERNIGHTS YOY

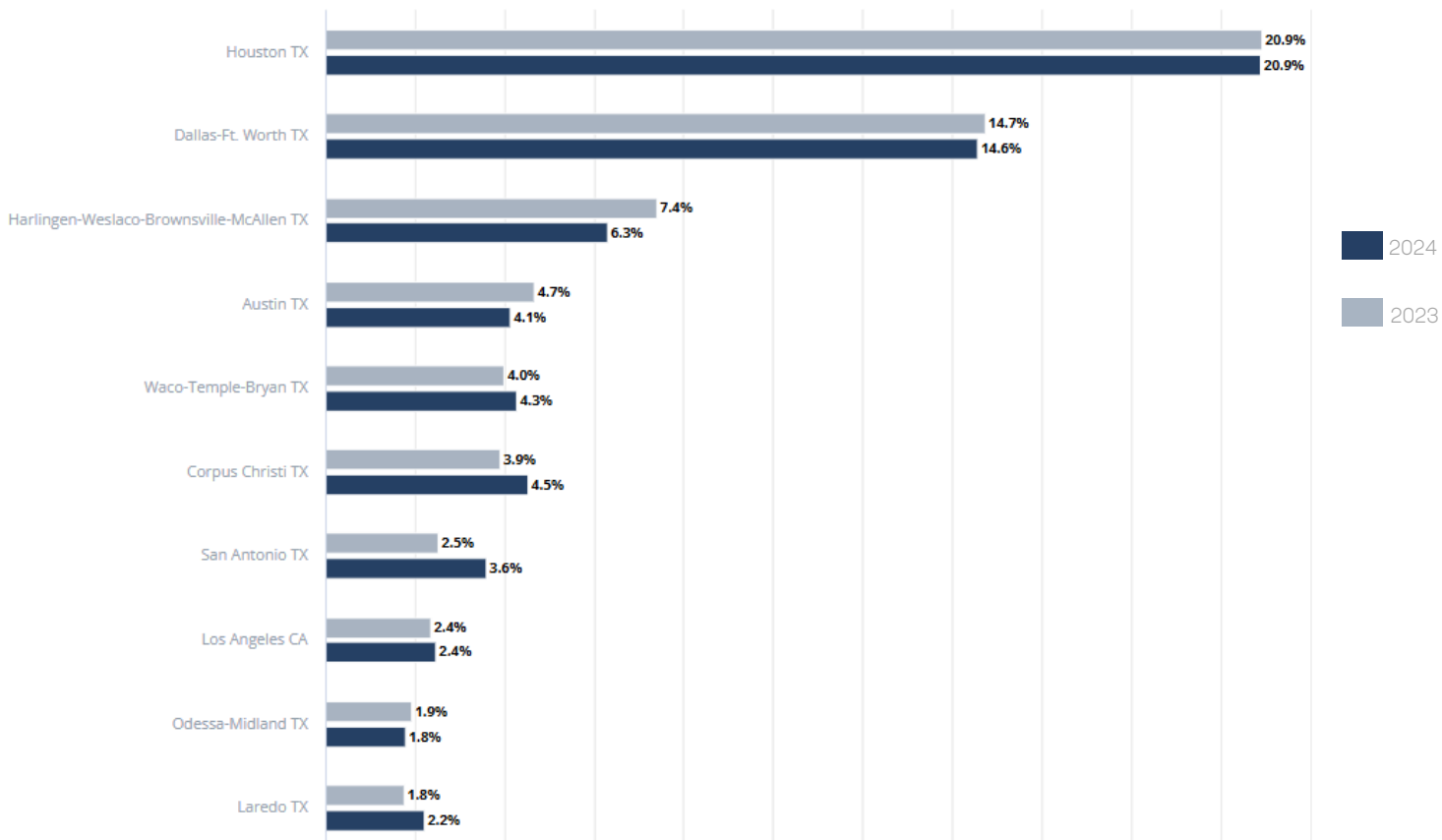


KPI: SPENDING

+10%

VISITOR SPEND YOY

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HIGHWAY VISITOR CENTER

TOP INTERESTS

River Activities
Events
Things to do

+600

VISITOR
INQUIRIES

New, fun initiatives to generate increased Visitor Center traffic!

1. Involved the local community in a back-to-school supply drive partnering with Moms of NB
2. Partnered with the Plant Society and gave away 100 wildflower seeds
3. Conducted a Comal County Fair & Rodeo ticket giveaway

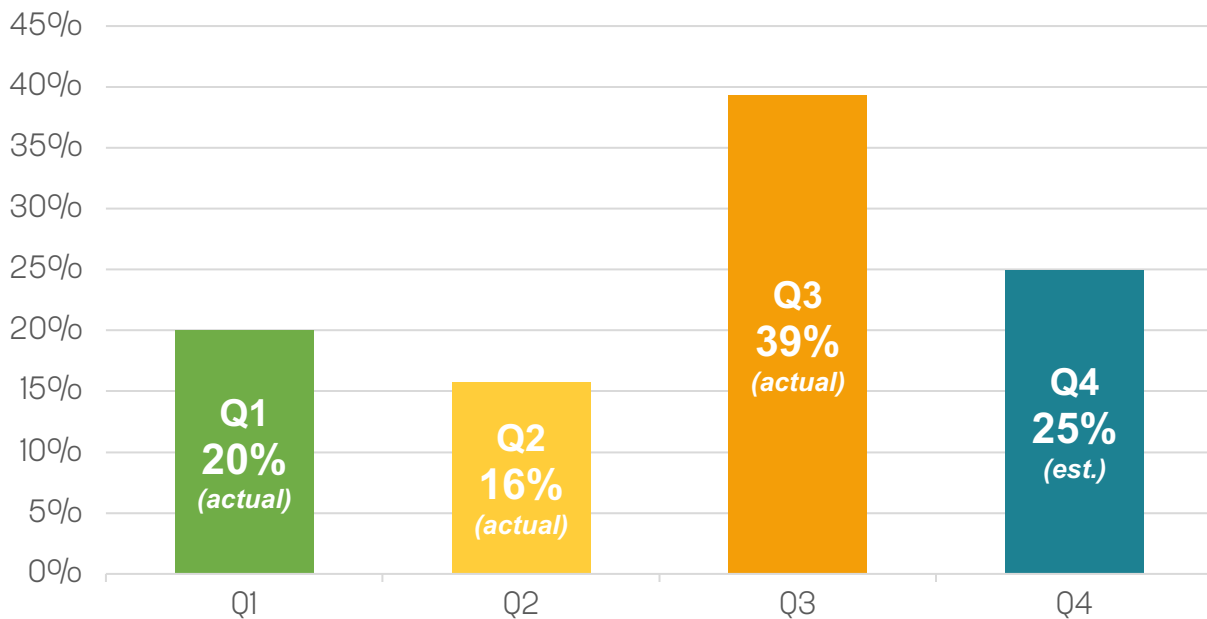


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