

CONVENTION & TOURISM FUND

Q4 2025 Report
July - September

FY 2025 AT A GLANCE

+50 miles	Visitation	Overnights	Visitor Spend
Q1 (Oct. – Dec.)	+1%	+11%	+11%
Q2 (Jan. – Mar.)	+2.5%	+13%	+12%
Q3 (Apr. – June)	-4%	+9%	+5%
Q4 (July – Sept.)	-13%	-5% (Jul-Aug)	-5%

Figures above from Placer.ai & Tableau platforms visitors +50 miles

**\$1.3
Billion**

2024 ECONOMIC IMPACT
OF HOSPITALITY INDUSTRY

+13%

Growth in hospitality from
2022-2024

+6M

Visitors in 2024

ACCOMPLISHMENTS!

- '24 Econ. impact study
- Data resource
- 7 Texas Travel Awards
- Float Forecast
- TPID initiated
- City staff resource
- Tourism Friendly Dest.
- Group sales focus
- Readers' Choice Award
- Instrumental in media coordination (high water events)
- Stakeholder/City collaboration
- Inaugural Make Music Day
- Downtown parking collaboration

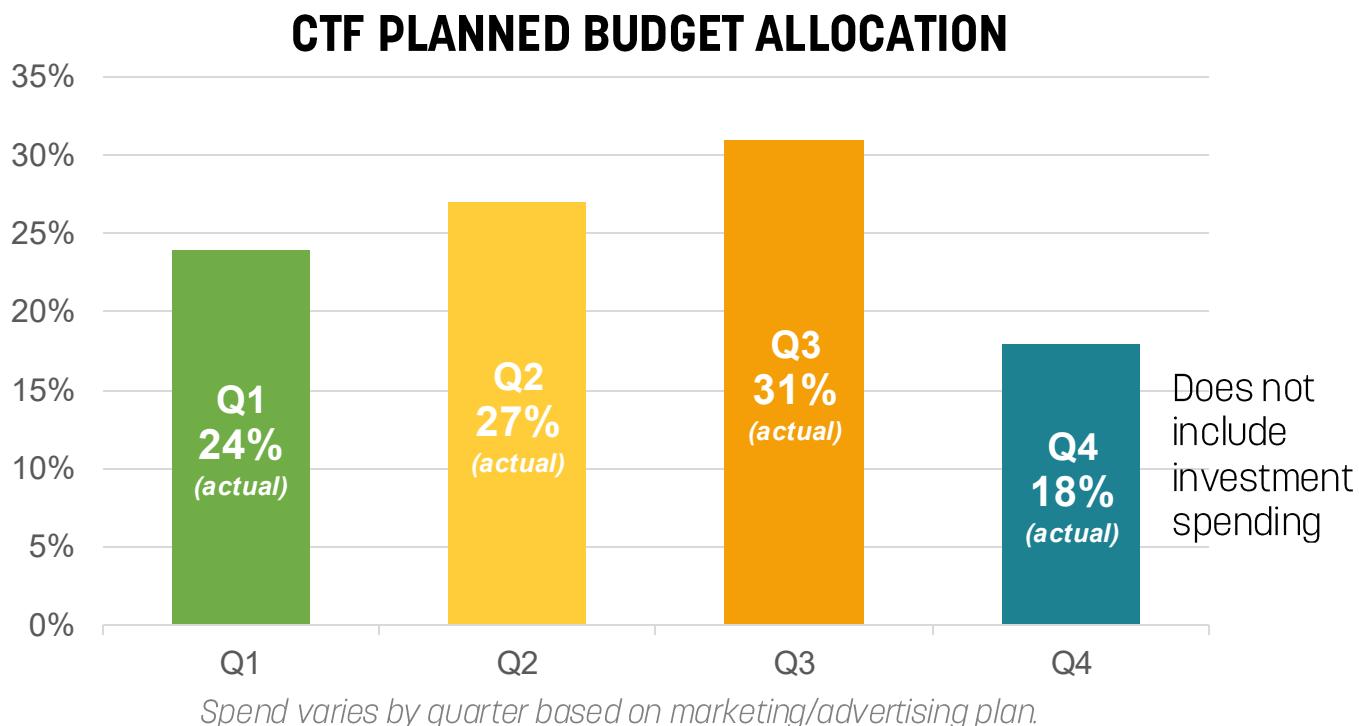


NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

CTF OVERVIEW/ BUDGET ALLOCATION

- Economic uncertainty and high-water events affected visitation levels in Q4
- Paid media delivered over +1.3M impressions
- Public relations initiatives delivered +15.4M impressions
- Following lower KPI results, we optimized our marketing plan + investment spent
- Social media presence growing and reaching new audiences

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



EVENTS & STAKEHOLDER OUTREACH



ROOM KEY ROUNDTABLE

- Invited lodging partners to Camp Landa for open discussion, networking & marketing updates
- Facilitated discussion on summer challenges and fall outlook
- Continue to nurture relationships with lodging stakeholders

TEXAS TRAVEL AWARDS

- Recognized the 2025 Texas Travel Award winners at City Council
- New Braunfels won the most awards of any City in Texas



SOUTH REGION MUSIC FRIENDLY MEETING

- Hosted South Region music friendly communities for informational sessions and open discussions at Gruene Mansion Inn
- Co-hosted the Texas Music Incubator Rebate (TMIR) session at Phoenix Saloon to inform venues of rebates available

COMMUNITY DISCUSSIONS

- Hacienda del Rio Tourism panel
- Emerald Cottages

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



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

BUSINESS DEVELOPMENT

TOURISM OPERATIONS + GROUP SALES



We're thrilled to welcome Amanda Ciarlone to the CVB team! Amanda brings 24 years of tourism industry experience from Visit Dallas and Visit San Antonio.

Originally from New Orleans, she has called New Braunfels home for 15 years. Since joining us in September, she's hit the ground running. Below are a few highlights from her first months with the team.

INITIATIVES + HIGHLIGHTS

- Planning client engagement events
- Creating business initiatives & partner opportunities
- Working collaboratively with Civic/Convention Center to maximize overnight stays
- Coordinating with lodging partners to secure 2026 -2030 meeting dates
- Collaboratively working with City Staff on S. Castell visioning study





MARKETING & ADVERTISING INITIATIVES



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ORGANIC MEDIA

WHAT IS ORGANIC MEDIA?

- Content posted on owned social media channels

CAMPAIGN FOCUS

- Events + Summer activities
- Lodging + Shopping + Culinary

ORGANIC SOCIAL MEDIA DATA

- Total followers: 428,235
- Total IMPs: 1,683,400
- Engagement rate: 4% (nat'l benchmark 1% - 3.5%)
- New followers: +1,183

SOCIAL CHANNEL HIGHLIGHTS

- 6 of 8 target markets appear in our top 10 follower cities, indicating paid social ads are successfully increasing visibility in key markets
- Growing Instagram audience; +1,800 followers in Q4
- Increasing presence on TikTok providing extended reach and growing audiences in target markets

Visit NBTX
Published by Metricool · September 29 at 12:01PM · [...](#)

Save the Date
Join us in the charming **Gruene Historic District** for the 33rd Annual **Texas Clay Festival** on October 25 & 26, 2025! Browse work from over 80 talented Texas potters, score unique art pieces, and enjoy live demonstrations that bring clay to life. 🎉
#visitnbtx
Learn more -> <https://texasclayfestival.com/>



[See insights and ads](#) [Boost post](#)

564 [65 comments](#) [89 shares](#)

WEBSITE July - September

VISITNBTX
.COM

WEBSITE & SEO STRATEGY



Focus on quality web traffic vs. quantity. Placing focus on website visitation and time on site.

Total users
38.4k

Views
106k

% Engaged
56%

Page views/user
2.8

Avg. engagement time
:52

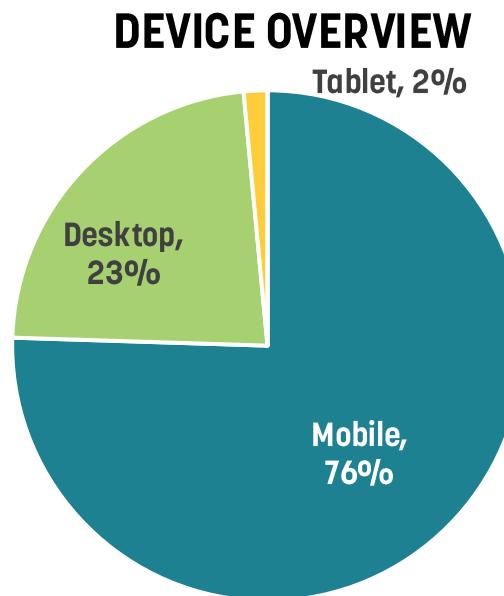


USER TRAFFIC BY CITY:

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

TOP PAGES:

1. Events
2. Homepage
3. Fall 2025
4. Rivers-Tubing
5. Places to stay



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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. After high water events and continued economic uncertainty, dollars were incrementally invested in NFL streaming in the DFW & Houston markets to extend reach and frequency and drive overnight visits.

STREAMING CAMPAIGN



Mediums: Disney/Hulu/Sling TV/Premium CTV/NFL
Timing: 9/1/25 – 9/30 (extended through mid-Nov.)
Targeting: A25-54, HHI +\$75k, Travel enthusiasts, Cowboys & Texans fans
Markets: Houston, DFW, Austin, Harlingen, Midland Houston & DFW for NFL

+1.1m
IMPs

Key points: In May 2025 TV streaming became the most popular way to watch TV - eclipsing traditional broadcast and cable TV consumption

A25-34 subscribe the most to live streaming sports, followed by A35-54 aligning with our target demo



PAID MEDIA

DIGITAL CAMPAIGN



1.9% CTR outpacing
benchmark of .45%

Mediums: Facebook/Instagram

Timing: 9/1/25 – 9/30/25 (campaign continues through mid-Nov.)

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	96,455	1,939	\$11,999	\$6.18	2%
Aus/San Antonio	70,381	1,518	\$8,999	\$5.93	2.2%
Harlingen	57,327	982	\$5,498	\$5.59	1.7%
TOTAL	224,163	4,439	\$26,496	\$5.97	1.9%

GOOGLE SEARCH



17% CTR outpacing
benchmark of 5%

Timing: 9/1-9/30 (continues through FY 2026)

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

Top keywords: Things to do in New Braunfels this weekend, New Braunfels, Activities in New Braunfels TX, Wurstfest New Braunfels, When is Wurstfest 2025

IMPs: +13.8k

Clicks: 2,445



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PAID MEDIA



Labor Day Forecast: 100% FunShine! ☀️



SCHLITTERBAHN
WATERPARKS & RESORT

Sunshine, cool rivers, live music, and timeless charm — New Braunfels has been a Texas favorite for generations. Whether you're floating the crystal-clear Comal, casting a line on the Guadalupe, dancing the night away at Gruene Hall, or discovering hidden gems downtown, every day offers a new way to unwind.

EMAIL

sent: 3 (1x/month)
subscribers: 7,733 (flat)
Avg. open rate: 46% (nat'l avg. 20%)



Open rates continue to increase

TOURTEXAS.COM

10/1/24-9/30/25

Content Engagement:	+101k
Page Views:	+74k
Video Views:	+11.5k
Click-throughs:	+14.7k

- Continue to collaborate with Tour Texas as a cost-efficient source providing New Braunfels info to a broad audience
- New Braunfels events included on Tour Texas calendar

TOUR TEXAS 



New Braunfels, Texas

390 S. Seguin Ave
New Braunfels, TX 78130
tourism@nbchamber.com
830-625-2385
www.visitnbt.com

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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

Q4 PR RESULTS

Estimated Value: **+\$115K**

ROI: **16:1**

Impressions **+15.4M**



HIGHLIGHTS

Click article titles to view

- Rolling Stone Magazine [All the Texas artists raising money for flood relief](#)
- AOL [America's Most Fun Waterparks for Families](#)
- Houston Chronicle [Celebrations planned for Texas Wine Month in October](#)

PUBLIC RELATIONS



2

BLOGS



457

ARTICLES
+ 15.4M impressions



1

Travel Writer

Southern Living & Apartment Therapy

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PUBLIC RELATIONS

MARKETING RESPONSE TO JULY 4TH FLOODING

The mission of the CVB is to collaboratively welcome visitors to experience our vibrant community. After the July 4 tragedy, this responsibility became even more important and more complex. Out of respect for the loss of life and regional devastation, we immediately paused all marketing and PR efforts. Communities that resumed promotion too early faced significant public backlash, and we intentionally avoided that.

However, as river levels remained high and businesses experienced reduced visitor traffic, we shifted from pause to action. In partnership with City staff, the Tourism Advisory Committee and local businesses, we increased our paid advertising spend by 20% from August through October. This ensured that once it was appropriate, New Braunfels was thoughtfully but visibly reminding potential visitors that our community was open, resilient, and ready to welcome them again.

STEPS OF ACTION

- Talking points released to stakeholders to deliver unified message NB is open and ready to welcome visitors
- Press release focused on all New Braunfels businesses were doing to support flood relief efforts
- Proactively sought out reporters to help provide accurate and informational messaging
- T-shirts were supplied by the CVB to businesses at no charge to help support flood relief efforts
- Increased marketing budget Aug. – Oct. +20%
- Negotiated & secured high profile, targeted NFL programming
- Worked with colleges within a 50-mile radius to support visiting teams & fans – Inclusion in East Carolina fan guide



PUBLIC RELATIONS

MEDIA HIGHLIGHTS

- [Local businesses highlight flood relief efforts in New Braunfels](#)
- [Last Minute Summer Getaways for Texans](#)
- [Small Towns in Texas that will Captivate your heart instantly](#)
- [10 Texas Chicken-Fried Steak Plates Bigger Than the State Fair](#)
- [This Texas German Town Hosts a Sausage Festival Every Fall](#)
- [Hill Country gem ranked among best US towns for “free-range” kids](#)



MARKETING RESOURCE & EVENT PAGE

- Developed custom marketing page on VisitNBTX.com with Hill Country Flood relief assets for stakeholders to download and utilize for their businesses
- Created customized graphics businesses could utilize on print materials or social media
- Listed all local events supporting flood relief

KEY PERFORMANCE INDICATORS



Utilizing Placer.ai to measure KPIs

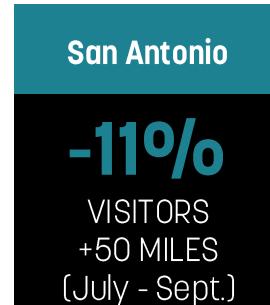
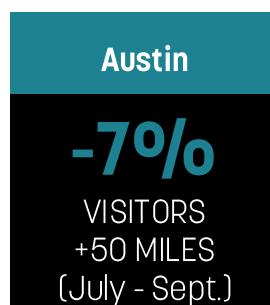


KPIs: KEY TAKEAWAYS

Q4 (July – Sept.)

Tourism Update (July–September 2025)

Visitor activity was down this quarter compared to the same period last year, reflecting broader regional and national trends. Factors such as ongoing economic uncertainty, extreme summer weather, and other outside influences contributed to softer travel demand across Texas. New Braunfels is not alone in this—comparison cities throughout the Hill Country and across the state are seeing similar declines. Our team continues to monitor data closely and adjust marketing strategies to ensure New Braunfels remains top of mind for future travel planning.



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

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: KEY TAKEAWAYS

Q4 (July – Sept.)

We understand this summer presented unexpected challenges for many of our businesses. While July did not perform as our usual peak season, we are taking proactive steps to strengthen future seasons.

- Focusing on back half of the year with investment spending in NFL Streaming
- 1:1 relationship with college football teams (fan travel)
- Hosted inaugural fall + winter media day – year-round focus
- Advertising extended through mid-November

-11%

VISITORS
+20 MILES
(July - Sept.)

-13%

VISITORS
+50 MILES
(July – Sept.)

-5%

OVERNIGHT TRIPS
+50 MILES
(July - Aug.)

-5%

VISITOR SPEND
+50 MILES
(July – Sept.)

Majority of visitors from San & Austin. All advertising markets in top 10 DMA's. High water events contributed to decreased visitation in Q4.

Majority of visitors from Houston area. High water events contributed to decreased visitation in Q4.

July high water events impacting overnight trips.

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

Trending with other KPI's; decreased visitation due to high water events resulted in decreased visitor spend.

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.

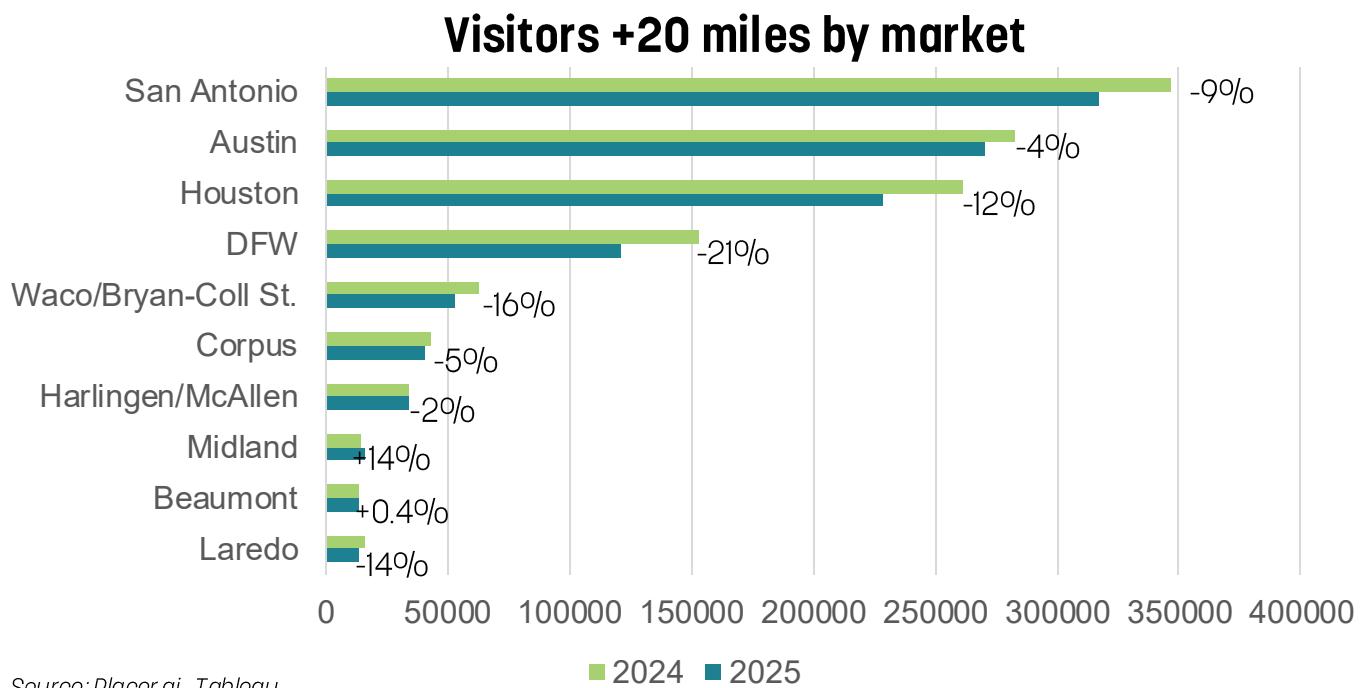
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KPIs: Visitors +20 miles

Q4 (July – Sept.) KEY TAKEAWAYS

- Economy
- Hill Country flooding



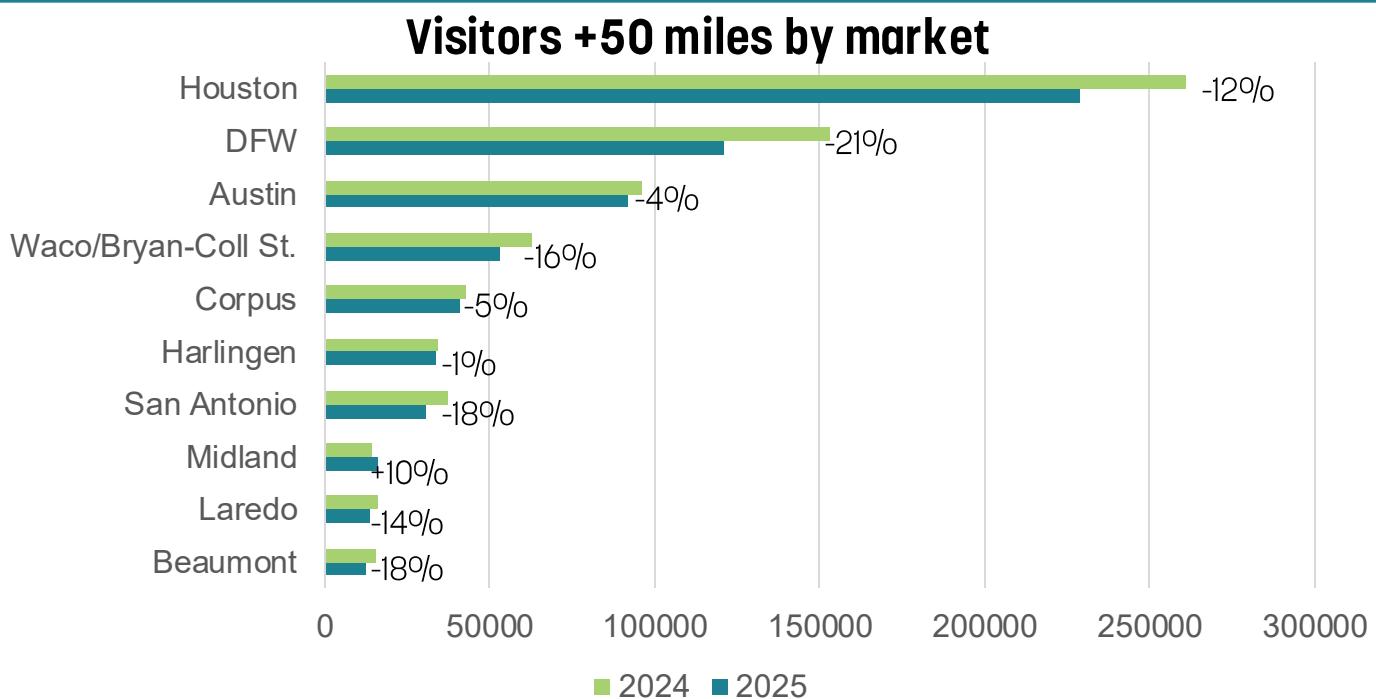
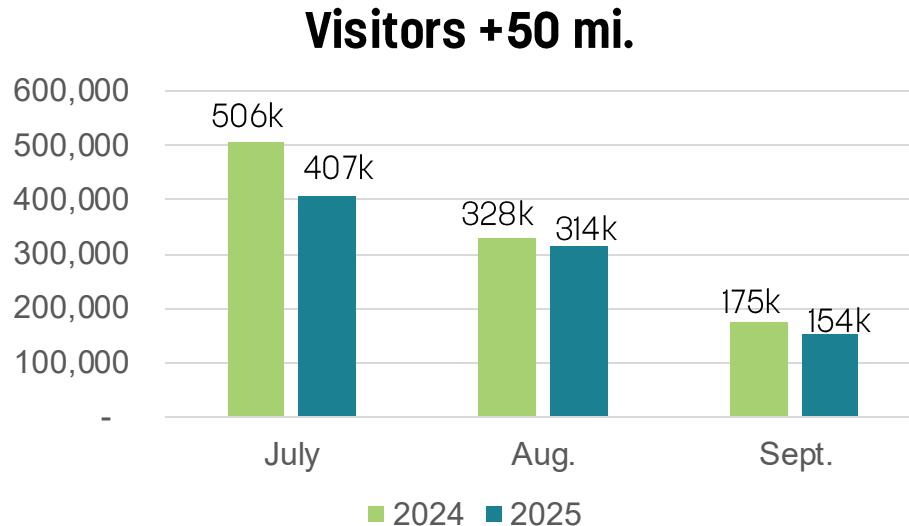
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KPIs: Visitors +50 miles

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- Economy
- Hill Country flooding



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KPIs: Overnight Trips

Q4 (July – Aug.) KEY TAKEAWAYS

September data not yet reported in Placer.ai

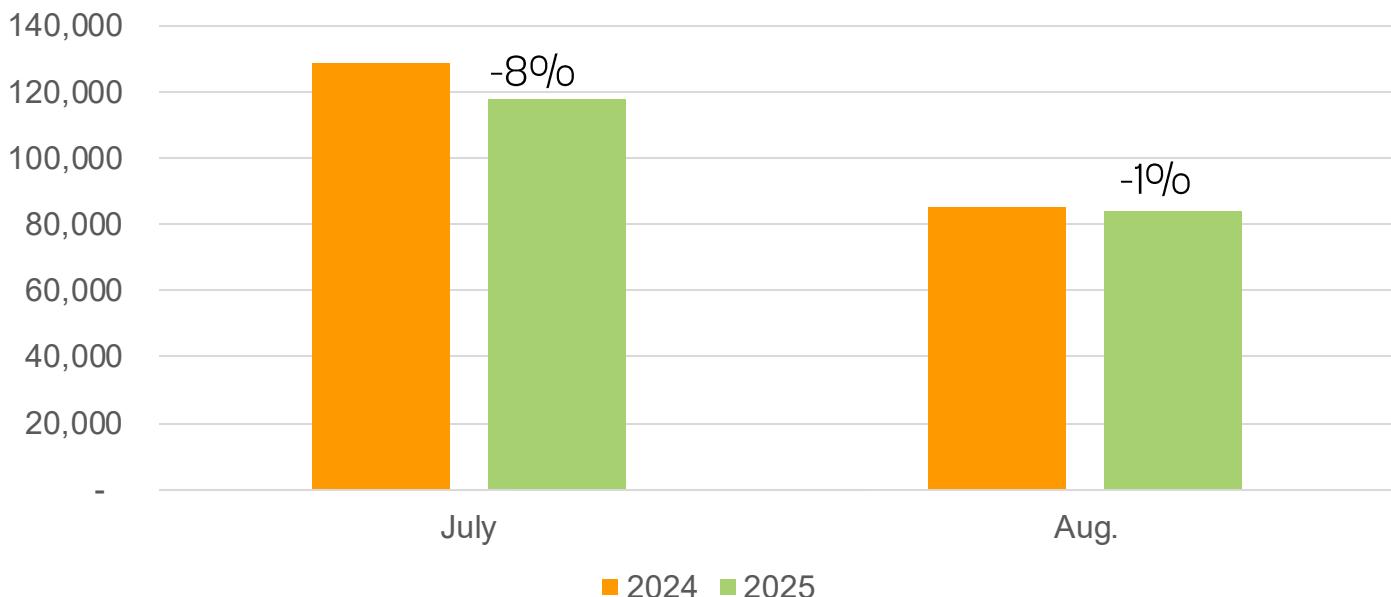
-5%

OVERNIGHT TRIPS YOY

High water events in July contributing significantly to the decline. Houston & DFW continue to make up majority of overnight stays. Austin & Harlingen remained positive YOY.

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



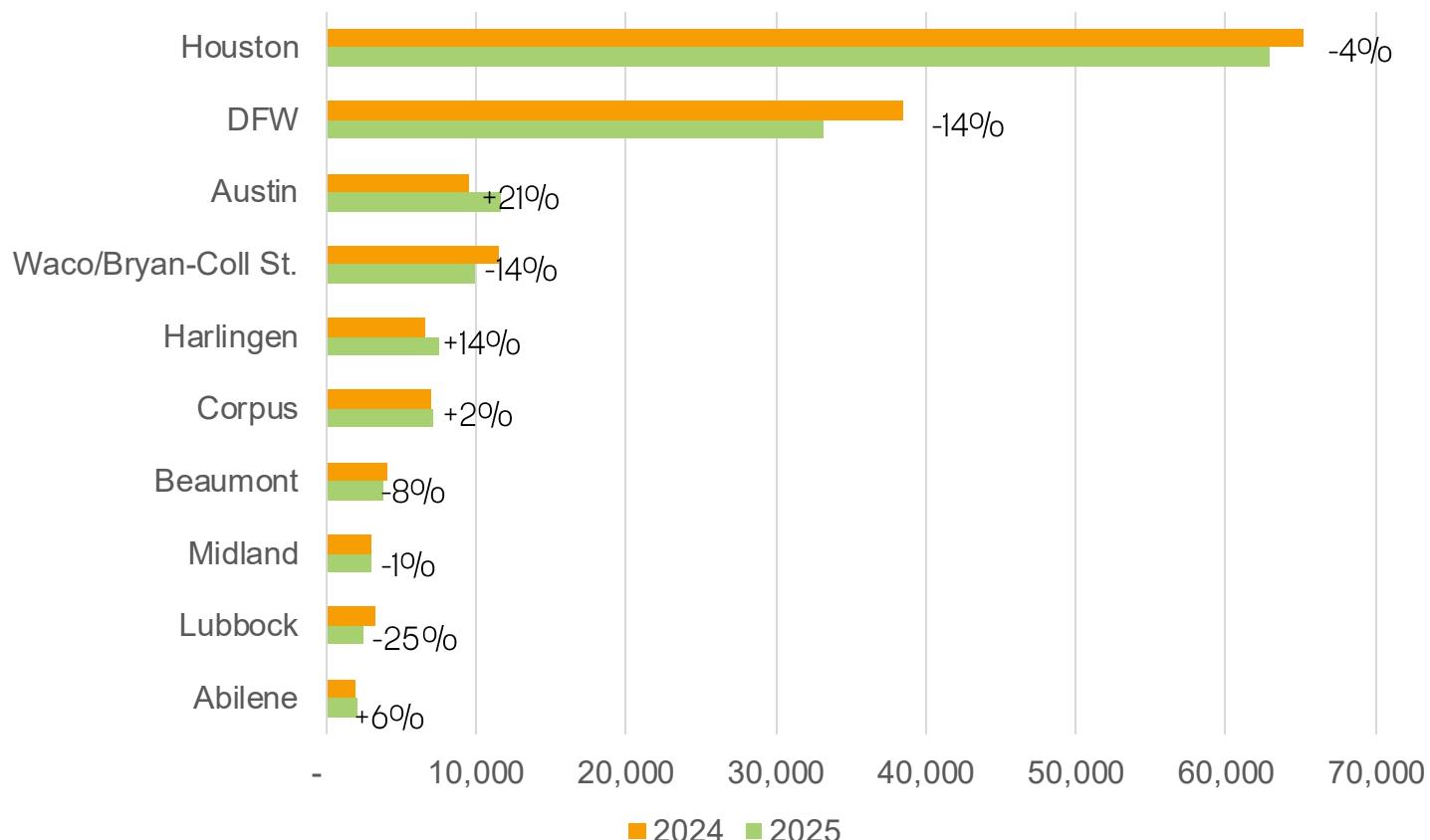
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KPIs: Overnight Trips

Q4 (July – Aug.) KEY TAKEAWAYS

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Overnight trips by market



Source: Placer.ai, Tableau

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KPIs: Visitor Spend

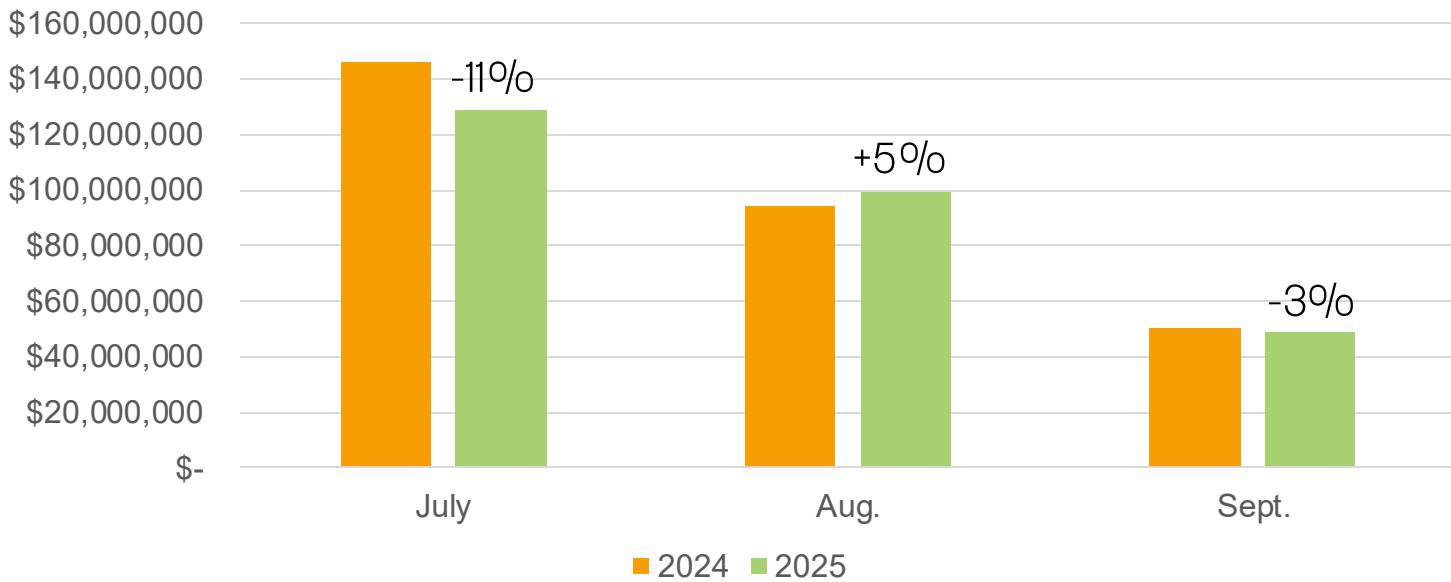
Q4 (July – Sept.) KEY TAKEAWAYS

-5%

VISITOR SPEND YOY

Decreased visitation due to high water events resulted in decreased visitor spend.

Visitor Spend +50 mi.



Visitor spend 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

Utilized Herald Zeitung publication to recruit new volunteers.



*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.



TOP INTERESTS

- River recreation
- Things to do
- Postcards
- Places to stay

+240

VISITOR
INQUIRIES

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Coupled with economic uncertainty, high water events in June & July contributed to declines Q3-Q4. Visitation was positive through May.

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**\$1.3
Billion**

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Thank You!

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