

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Fredericksburg CVB  
Partner Meeting

AUGUST 17, 2023

## Welcome

- Resident Sentiment Study
- Economic Impact Study
- Agency of Record
- Tourism Master Plan
- Visitor Concierge - Remote
- Destination Performance
- Marketing update
- Sales Missions / Events
- Partner updates
- Q&A

**Fredericksburg**<sup>®</sup>  
**THE TEXAS HILL COUNTRY**  
**Convention and Visitor Bureau**

**May**

IPW – San Antonio, TX

May 20-24, 2023 / San Antonio, TX

**June**

JW Marriott Concierge Desk takeover

May - September / San Antonio

Lamont Associates Associate Xchange Summit

June 12-14, 2023 / Tempe, AZ

Texas Travel Alliance's Travel & Tourism College

June 22-23, 2023 / College Station

Smart Meetings Tradeshow

June 25-27, 2023 / Austin

**July**

Visit USA Ball & UK Sales Mission

July 3-8, 2023 / London

Small Boutique Meetings (Northstar)

July 9-11, 2023 / Franklin, TN

Incentive Travel Summit Europe

July 12-15, 2023 / Europe

Destinations International Annual Conference

July 18-20, 2023 / Dallas, TX

Resident Sentiment Study



Longwoods  
INTERNATIONAL

**Fredericksburg  
Resident Sentiment**

**Fredericksburg®**  
THE TEXAS HILL COUNTRY

## ECONOMIC IMPACTS KEY FINDINGS

### VISITOR SPENDING

In 2022, 1.5 million visitors spent \$314 million across the Gillespie County economy. Visitor spending increased 10% over the prior year, about \$27 million.

### TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$314 million generated a total economic impact of \$468 million in Gillespie County in 2022 including indirect and induced impacts. This total economic impact sustained 3,567 jobs and generated \$29 million in state and local tax revenues in 2022.



**\$468 MILLION**

Total Economic Impact of Tourism in Gillespie County in 2022



**\$314M**

Visitor Spending



**\$468M**

Total  
Economic  
Impact



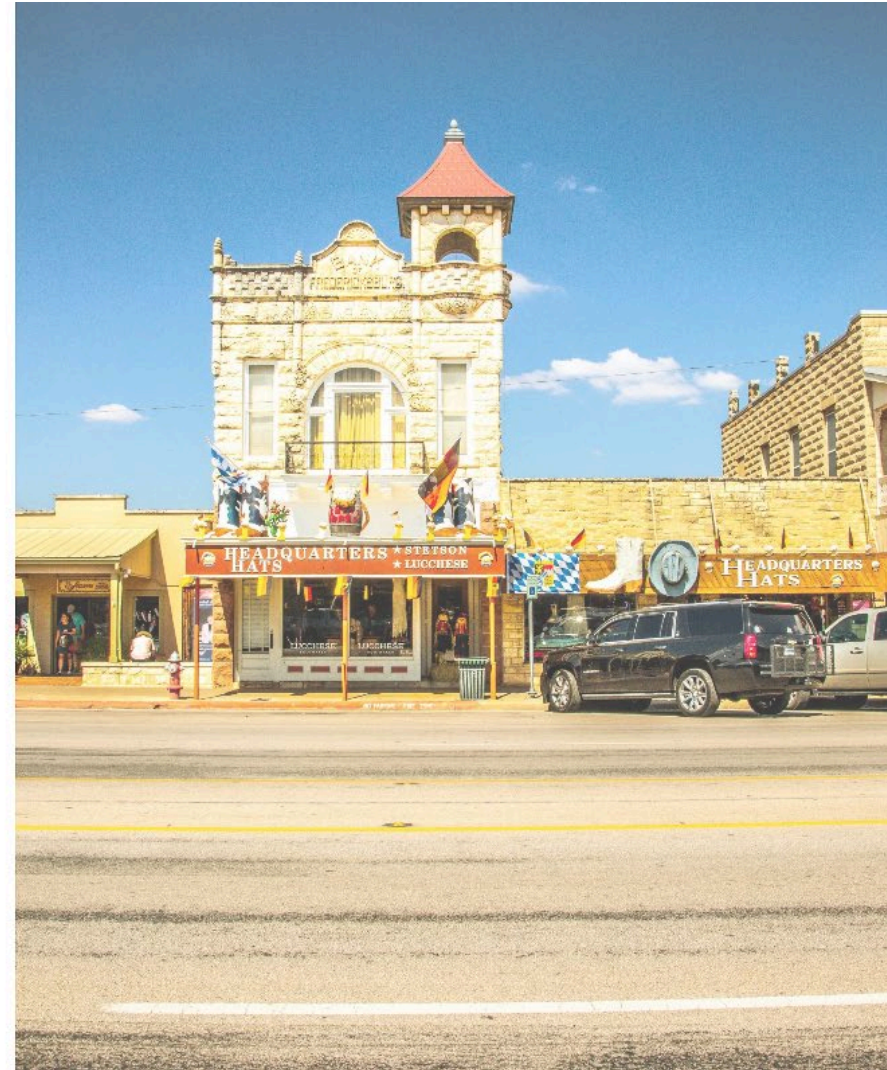
**3,567**

Total  
Jobs  
Generated



**\$29M**

State & Local  
Taxes  
Generated



Agency of Record



CREATIVE  
NOGGIN  
Advertising | Marketing | Branding



Tourism Master Plan



**Robyn Domber**  
SR. VICE PRESIDENT, RESEARCH  
| DCI



**Don Anderson**  
EXECUTIVE PARTNER | DCG



**Mitch Nichols**  
PRESIDENT | NTG

Visitor Concierge





Destination Performance

YTD – Sourced Leads / Room Nights vs. STLY		
	YTD Leads	YTD Lead Room Nights
FY23	316	80,383
FY22	362	68,552

Destination Performance

YTD – Definite Bookings / Room Nights vs. STLY		
	YTD Bookings	YTD Room Nights
FY23	106	9,755
FY22	143	14,699

Destination Performance

YTD - Smith Travel Research Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	60.8%	\$124.21	\$75.48	223,173	135,625
FY22	57.2%	\$128.02	\$73.25	223,173	127,689

Destination Performance

YTD – Key Data Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	41.1%	\$300.00	\$123.00	265,751	135,063
FY22	42.9%	\$307.00	\$132.00	242,696	122,599

Destination Performance

YTD – Blended Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	55.3%	\$211.81	\$117.26	488,924	270,688

**August**

- Receptive Tour Operator Summit

**September**

- Texas Society of Association Executives New Ideas Conference
- Texas Bridal Wedding Expo
- Small Market Meetings Tradeshow
- Hosted FAM – Visit USA/Australia (2)
- Hosted FAM – EurAM & Air Canada (12)

**October**

- Albuquerque International Balloon Fiesta
- Brand USA Travel Week
- Circuit of the Americas – Formula 1 Event
- Connect Texas, Marketplace – The Woodlands
- Hosted FAM – HABLO Glasgow, Scotland (2)

## 360° degree Marketing Campaign



- Paid Advertising Continues:
  - Print (newspaper & magazines)
  - Digital (banner ads, newsletters & sponsored content)
  - Social Media
  - TV Segments
  - Out of Home (airports, La Cantera)



## FCVB Marketing & Communications Efforts

- Paid Advertising Continues:
  - Print (newspaper & magazines)
  - Digital (banner ads, newsletters & sponsored content)
  - Social Media
  - TV Segments
  - Out of Home (airports, La Cantera)





# FCVB Marketing & Communications Efforts

- Shifting to Fall & Holiday Creative Themes





## LoveFBGTX Stewardship Campaign Creative

- Shifting to Fall & Holiday Creative Themes
- Paid Advertising:
  - Print (newspaper & magazines)
  - Digital (banner ads, newsletters & sponsored content)
  - Social Media
  - TV Segments
  - Out of Home (airports, La Cantera)

KTBC

### Austin Travels talks about visiting Hill Country gems



KTBC  
Wed, April 19, 2023 at 12:29 PM EDT  
Colorful wildflowers, beautiful waterways, hills, budding trees -- all right in our own backyard. Mauri Elbel, from Austin Travels, joins us to give us the scoop on some Hill Country gems.

# Paste

## Where to Eat, Stay, and Play in Fredericksburg, Texas

By Robin Catalano | April 19, 2023 | 10:30am

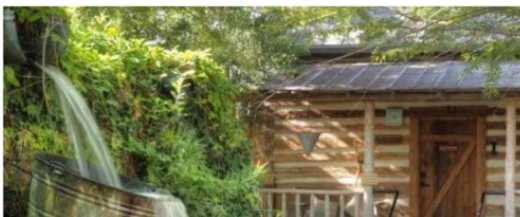
Main photo: Enchanted Rock, by Chase Fountain, courtesy TWPD. Mobile main photo courtesy of Fredericksburg CVB.

TRAVEL > FEATURES > TEXAS

About 70 miles north of San Antonio and 70 miles west of Austin, along the rolling Edwards Plateau of Texas Hill Country, Fredericksburg is a historic city of about 11,000 that has dominated “best small town” lists over the past decade.

You could easily spend a week visiting Fredericksburg’s wineries, breweries, and distilleries, or learning about its German roots through its architecture, museums, restaurants, and bars, where longtime residents speak their own unique dialect. From cycling to stargazing, shopping to chocolate sampling, you’ll find plenty to experience in this city of makers, gourmands, and more than 400 annual festivals.

### Where to Stay



FOOD & DRINK

EDITORS' PICK

## Discover The Charm Of Fredericksburg And Enjoy Some Of The Best Peaches In Texas

Stephanie Gravelosa Contributor @ I write about the stories, people, and culture of restaurants.

Follow

Jun 29, 2023, 10:04am EDT

Listen to article 4 minutes



Saved to

According to Texas A&M there are over one million peach trees planted in the Lone Star State. (a11)

Fredericksburg, Texas, has become a hub for peach lovers since the German settlers arrived in the mid-19th century. As part of the famous Peach Triangle of Texas, Fredericksburg sees thousands of visitors every summer who enjoy the delicious and sweet peaches from Gillespie County. With its picturesque scenery, rich German heritage, and charming atmosphere, Fredericksburg is the perfect escape for those looking to discover the thriving peach culture of the Lone Star State.

But Fredericksburg’s love for peaches is not just a summer romance - it runs deep and reflects the town’s rich German and Texan history. Visitors can enjoy fresh, delicious peaches from the source at local farms offering pick-your-own options throughout the summer.

# EVANSVILLE Living

Home > Evansville Living > Departments

EVANSVILLE LIVING DEPARTMENTS TRAVEL JOURNAL

## Southern Gemütlichkeit

Trace the steps of German pioneers while sampling Rhône-style wines and adventurous cuisine in Fredericksburg, Texas.

By Kristen K. Tucker May 12, 2023



Photo of Main Street, Fredericksburg, Texas, provided by Fredericksburg CVB. Fredericksburg, Texas, is off the beaten path, but its reputation for education and fun saved 1.4 million individual guests in 2022. They come for the gorgeous scenery, history lessons, and a lengthy list of local food and drink choices inspired by Texas as well as world cultures.

Fredericksburg, Texas, may be small, especially by Texas standards, but it extends a big welcome to guests.

# In the News

- Editorial Coverage Generated:
  - Hosted 45 Journalists thus far in 2023
  - \$661,078 in earned media coverage generated thus far in 2023 (Geiger)
  - \$2,831,017 in total value from 88 articles
  - Geiger & Associates Public Relations
  - Travel Texas Media Initiatives
  - Regularly pitch niche stories, provide editorial assets (images & b-roll)



# AFAR

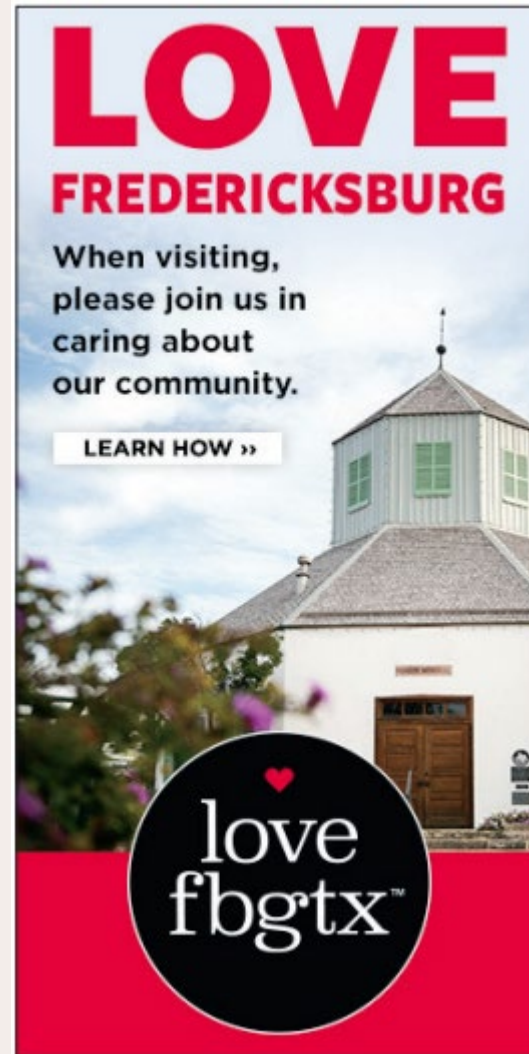
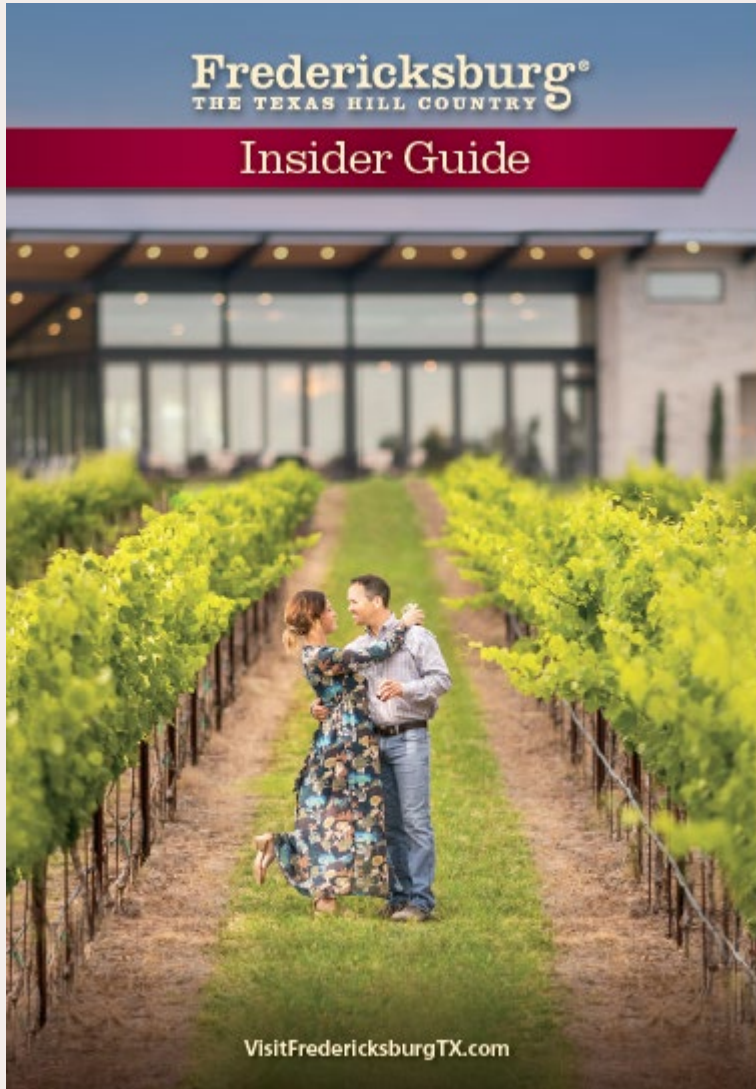
## Upcoming Media FAMs

- *The Hungry Dollar*
- *Southern Bride* (September 11 -13)
- Geiger & Associates Fall Media FAM (September 19 -22)
- AFAR Magazine
- Radio XY (Germany)
- Geiger & Associates Holiday Media FAM (December 5 -8)

Please reach out to Amanda Koone at [akoone@fbgtx.org](mailto:akoone@fbgtx.org) for media hosting opportunities

Styled  
by Southern Bride®  
SHOOT'S

radioxy.de  
mitten aus der Hauptstadt



## What's New & Coming Soon

What's New:

- Insider Guide
- Adara Digital Campaign, noting the first time LoveFBGTX Stewardship Campaign taken out of market

Coming Soon:

- New video assets debuting in Fall 2023
  - Live music, lodging, dark skies and Enchanted Rock
- New collateral piece for groups/meetings sales team
- Photo/video shoot featuring several stakeholders, assets will debut in early 2024.

- New Insider Guide has been a hit with visitors, please email [visitorinfo@fbgtx.org](mailto:visitorinfo@fbgtx.org) if partners would like to display it in their business.
- New City/County Road Map being developed in partnership with JCGraphix of Kerrville. Partners may have been approached about advertising in the map, if they haven't been approached and would like to be part of the project, please contact Josh Craft at [carto1@jcgraphix.com](mailto:carto1@jcgraphix.com). It will debut in early October.
- The Visitor Center will have 5,000 commemorative eclipse glasses to hand out for the Saturday, October 14, 2023, Annual Solar Eclipse.
- We continue to see growth in live music events. If a partner is hosting live music and would like to be included on our weekly calendar, please email [shudson@fbgtx.org](mailto:shudson@fbgtx.org) and if they would like to receive the schedule for use in their business just let Shannon know.

- Partner Updates
- Q&A

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Thank You

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