



VISITOR RESEARCH

August, 2019



TABLE OF CONTENTS

- Methodology
- Visitor Profile
- Opinions about Fredericksburg
- Summary

METHODOLOGY

The Fredericksburg CVB commissioned Core Research to determine the impact of visitors to the Gillespie County area. Three surveys were conducted during June-July 2019:

- **Personal interviews**

Six professionals conducted 10-minute interviews with 480 visitors at 11 locations:

- Main Street, Wildseed, 2 Wineries, Museum, Brewery, Enchanted Rock, LBJ Park, 2 peach stands and Luckenbach.
- \$5 voucher incentive at Clear River

- **Web survey**

An invitation was sent via email to the entire CVB list, which produced 1,482 responses.

- **Mobile text survey**

48 respondents provided demographic information.

VISITOR PROFILE

- Demographics
- Residence
- Frequency
- Length of Stay
- Lodging Choices
- Spending Plans

DEMOGRAPHICS

Total N = 2,010

Occupation %

Gender %

Female 65

Male 35

Working 57

Retired 29

Self employed 9

Age group

Under 35 20

35 - 49 27

50 - 59 22

60+ 31

HH Income

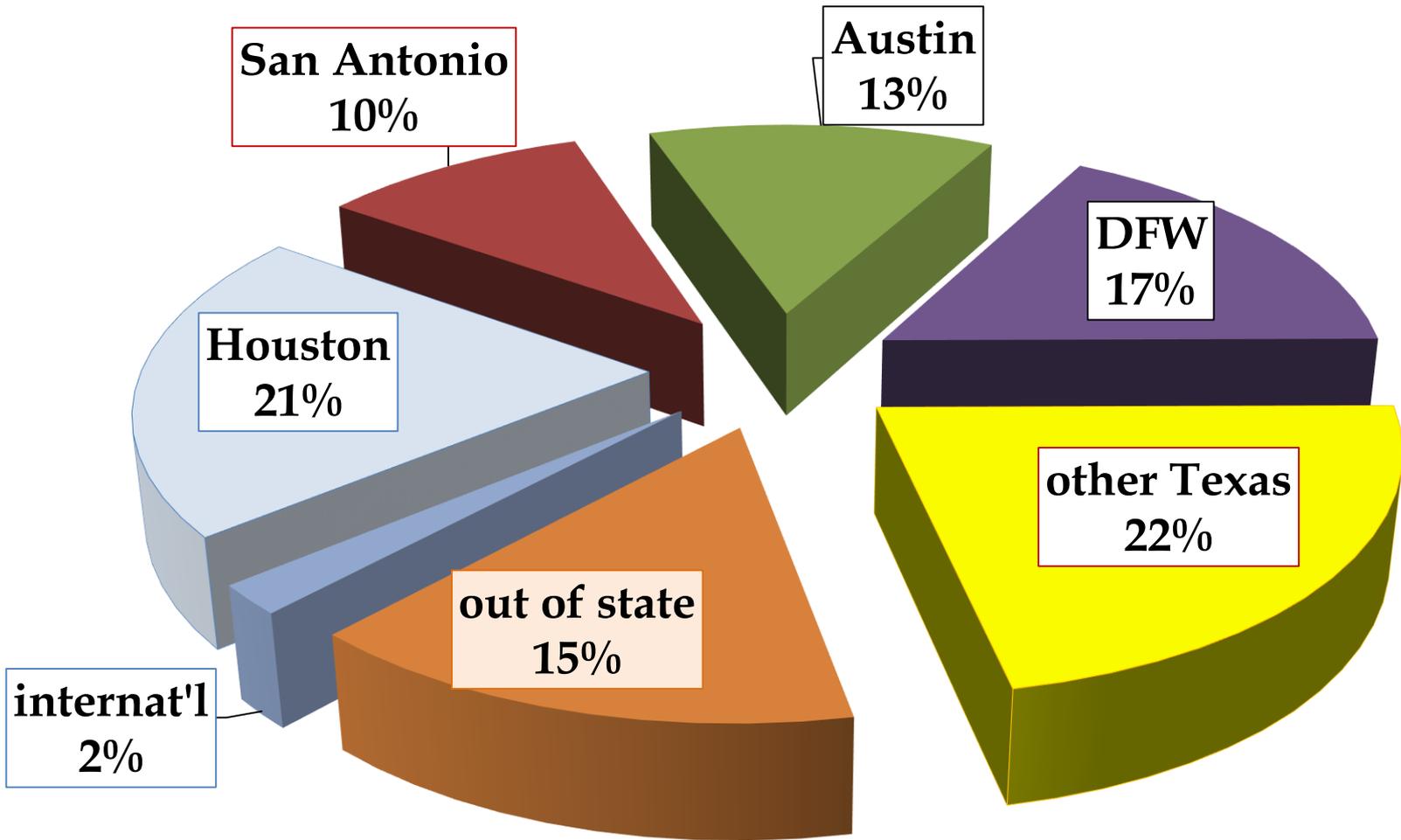
under \$60K 25

\$60-\$100K 31

\$100-\$150K 23

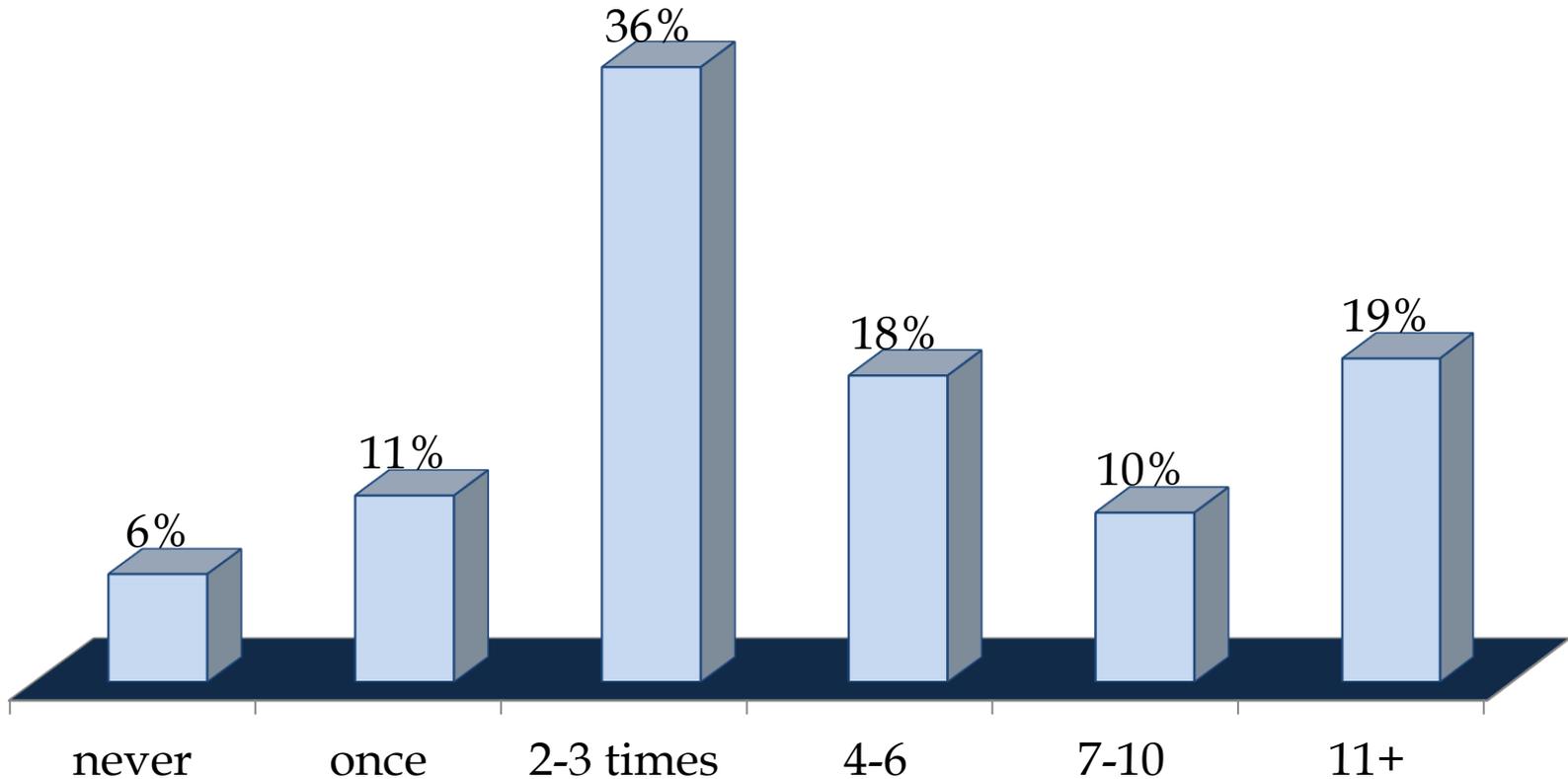
\$150K + 21

VISITOR RESIDENCE

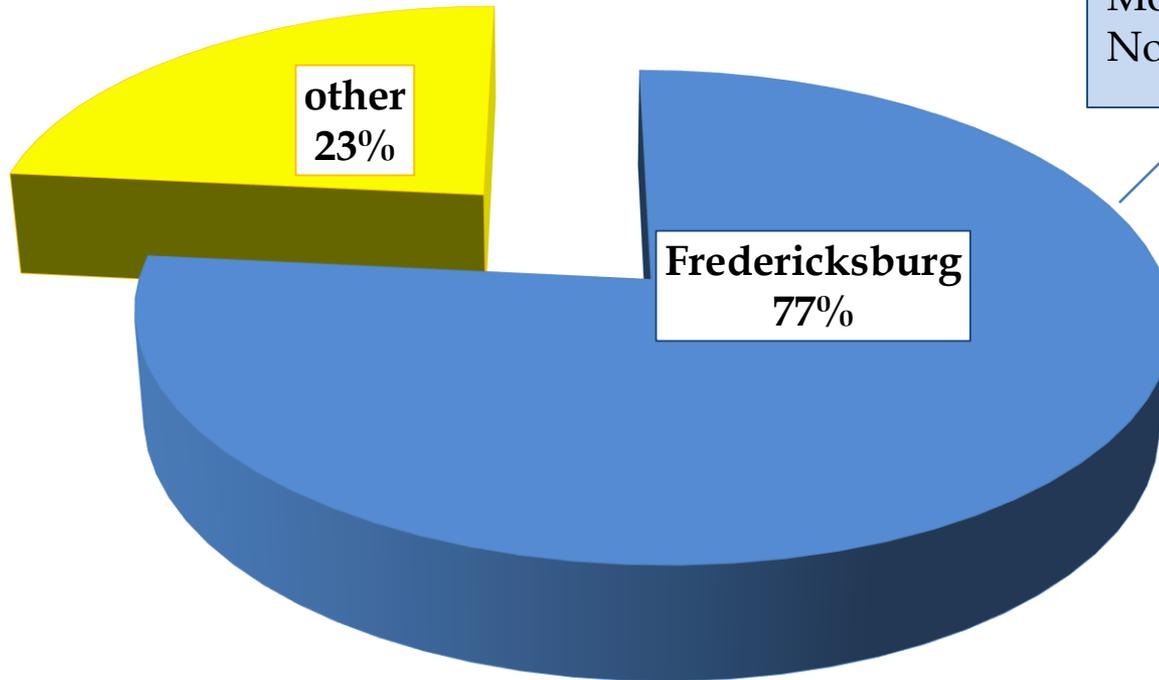


Online survey and visitor interviews N=2,010

VISIT FREQUENCY



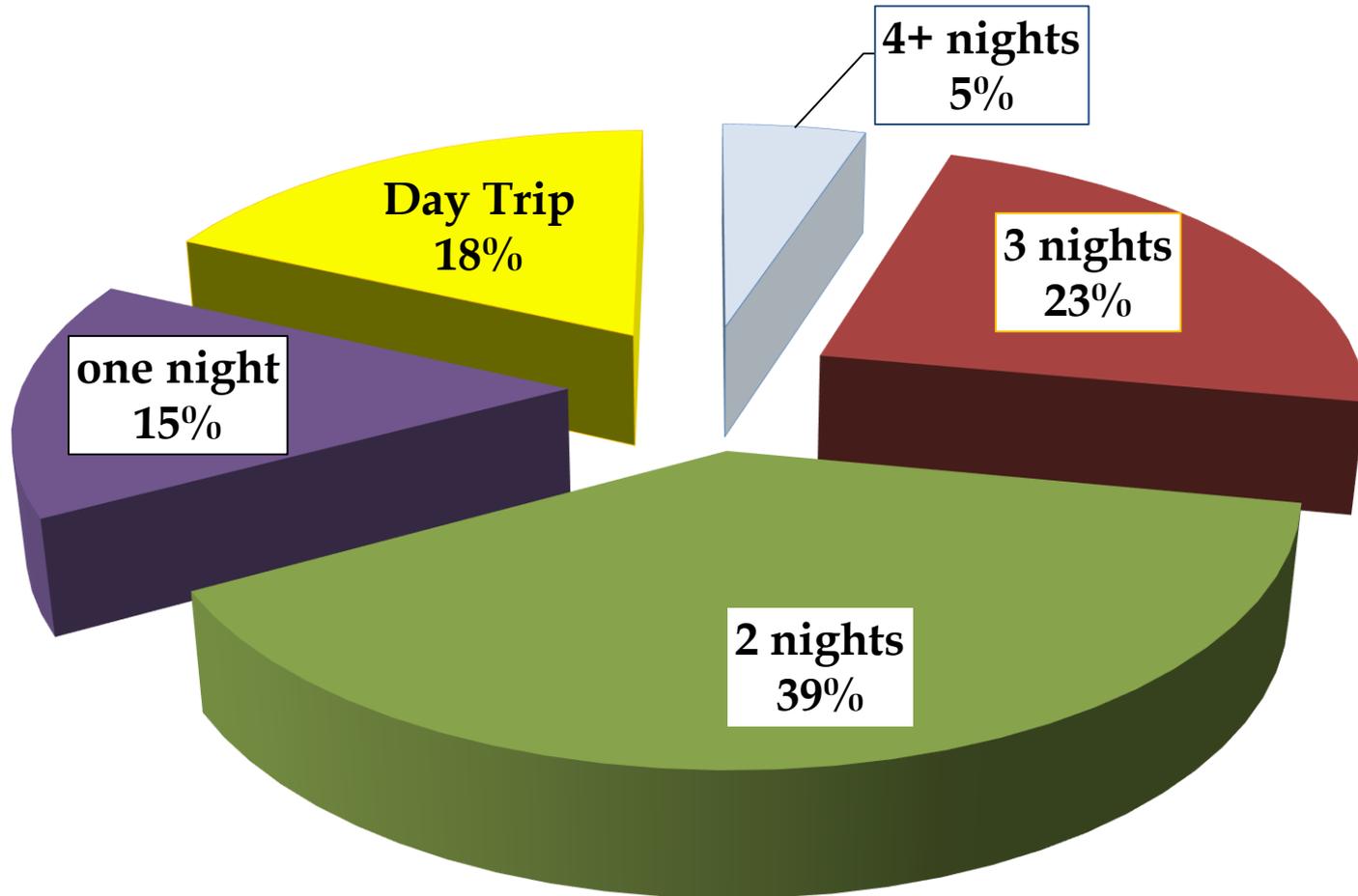
DESTINATION & PLANNING



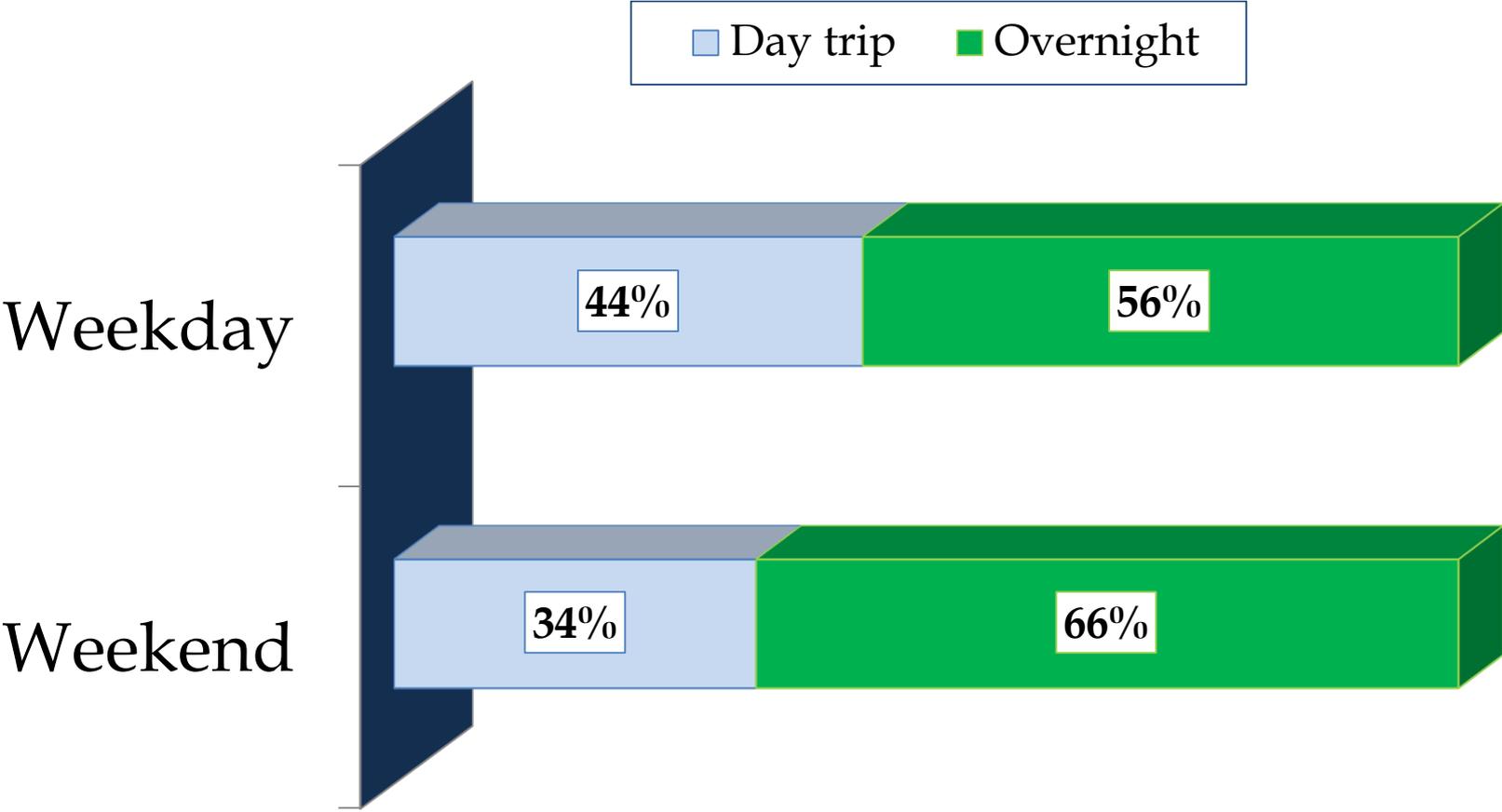
Advance planning:

Less than week	21%
1-2 weeks	18%
About a month	23%
More than a month	34%
Not sure	3%

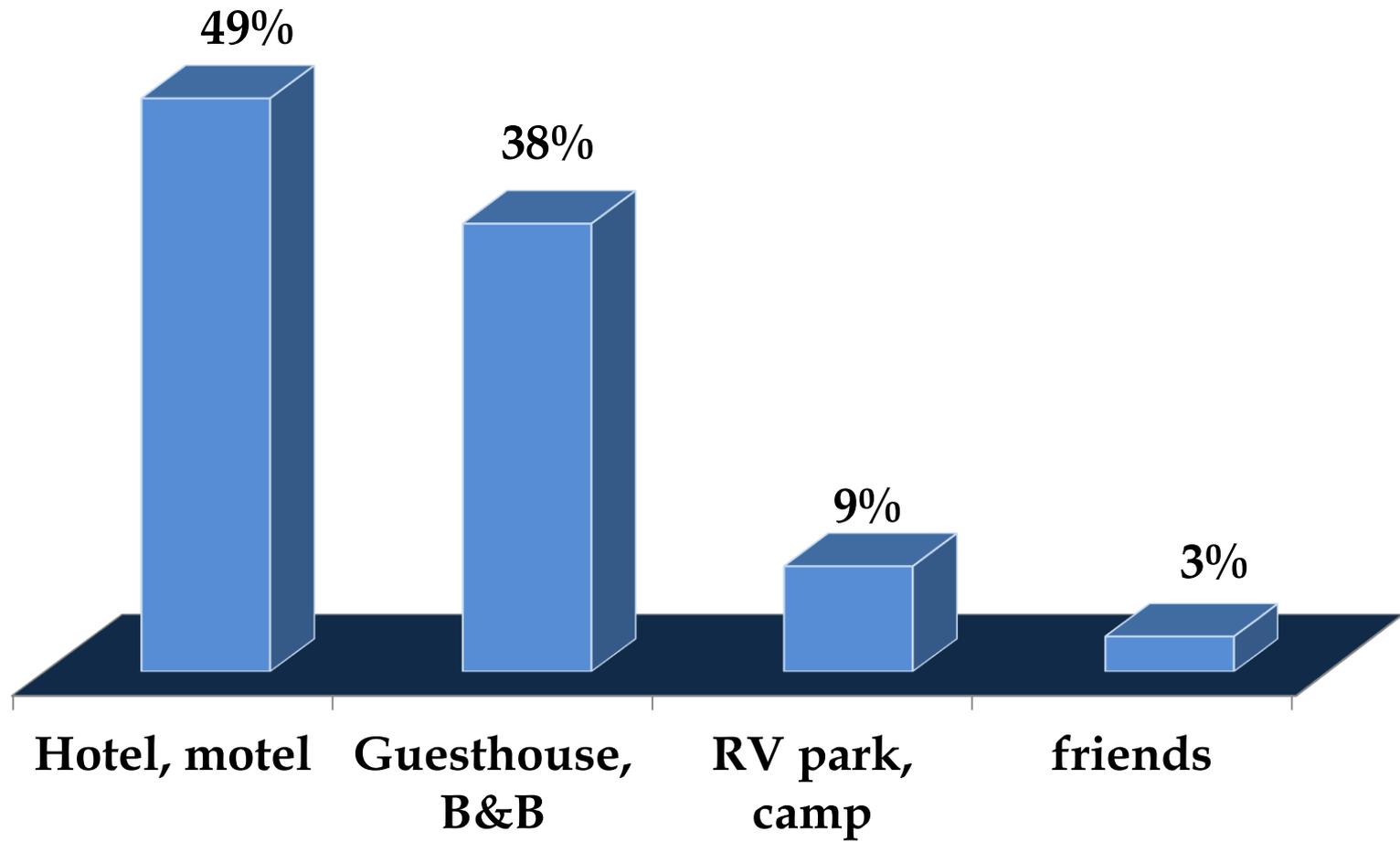
VISITOR LENGTH OF STAY



LENGTH OF STAY BY INTERVIEW DAY OF WEEK

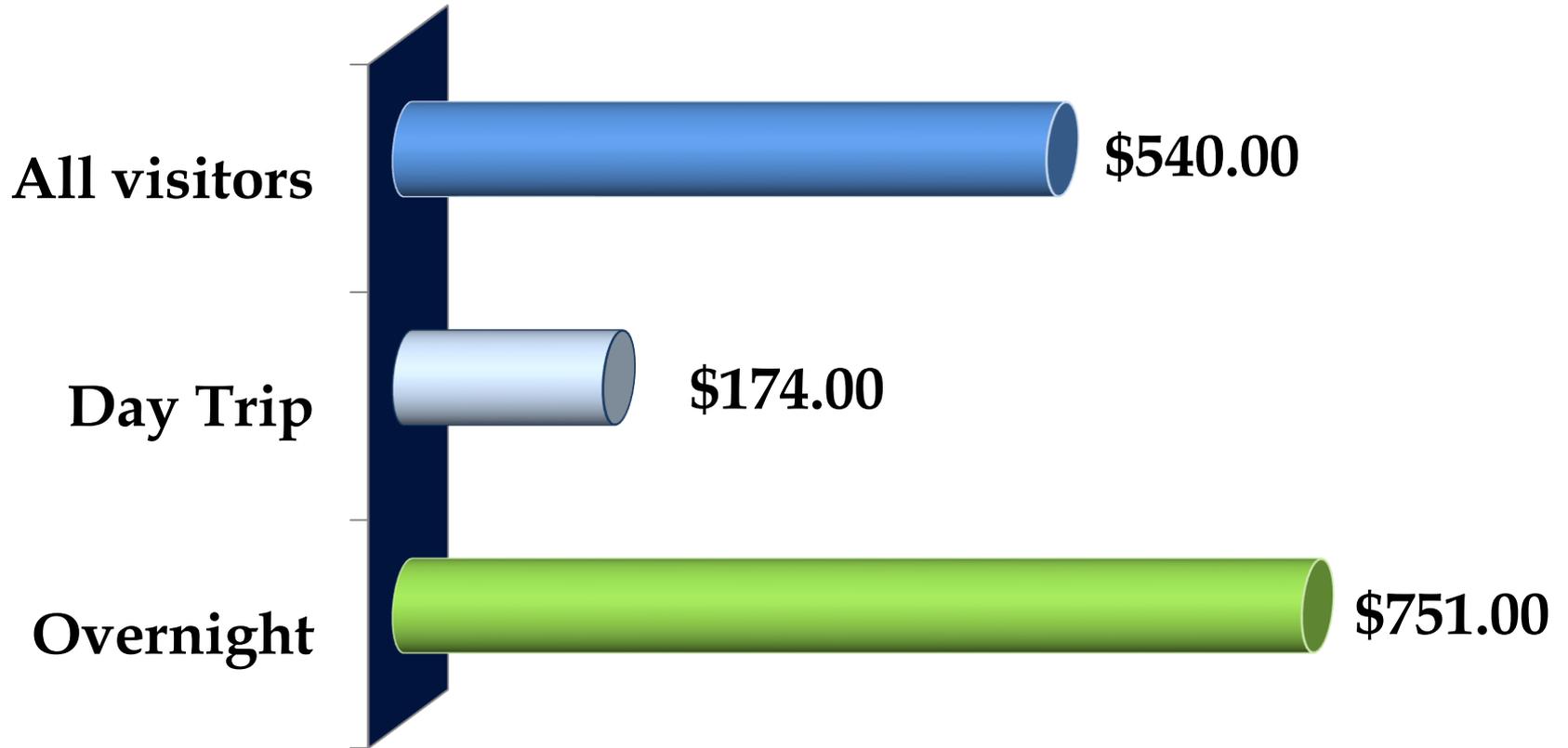


LODGING CHOICES



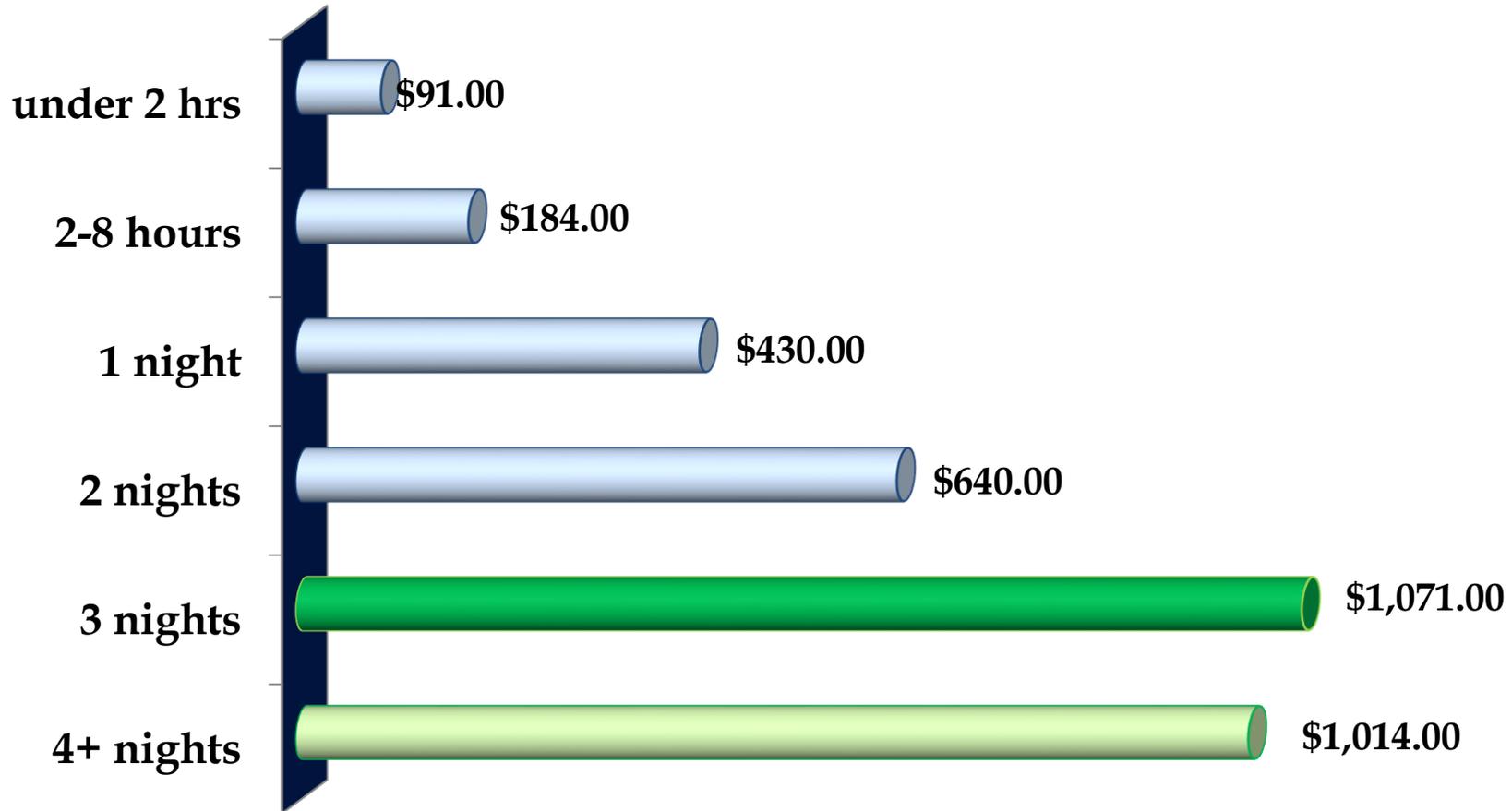
SPENDING PLANS

Overnight vs. Day Trip



SPENDING PLANS

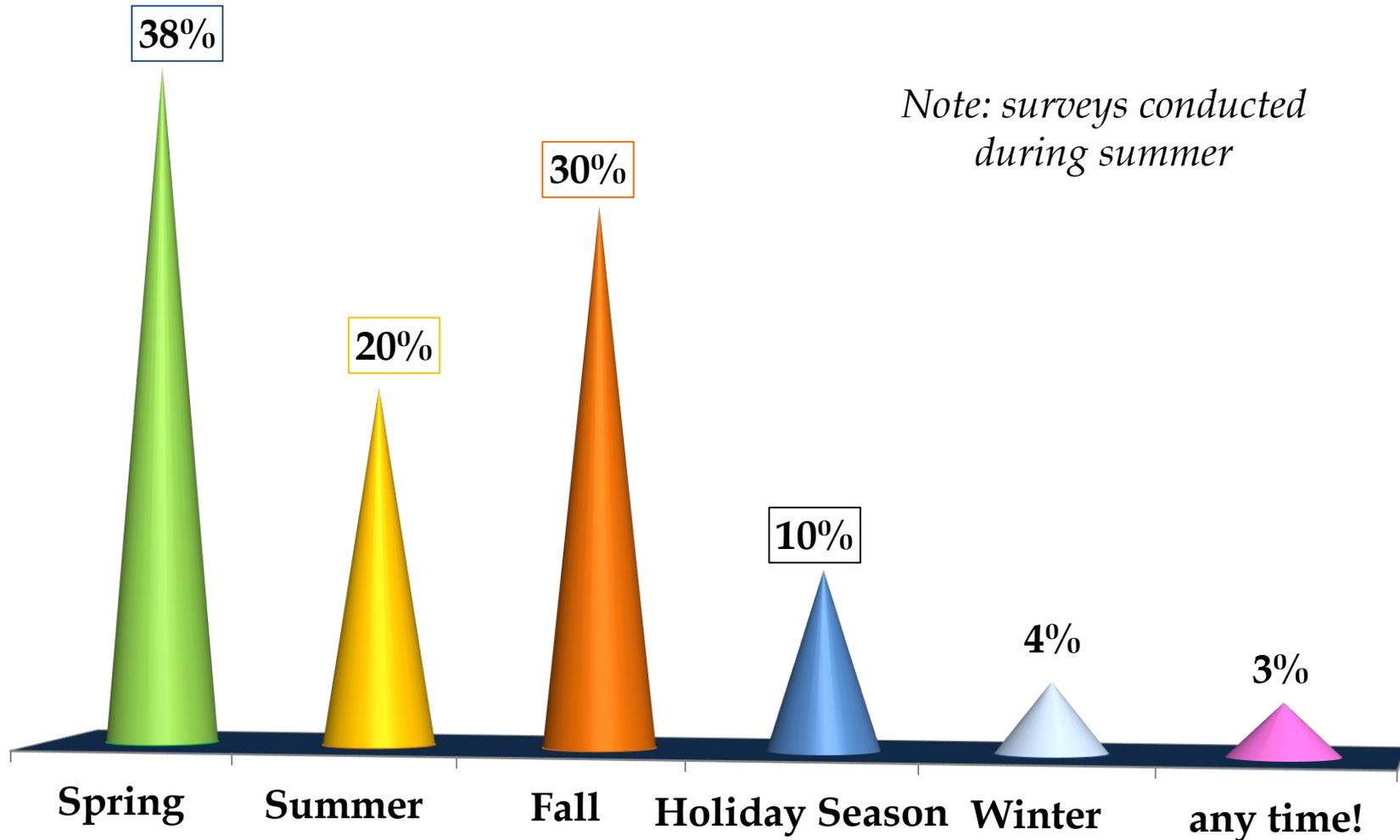
Length of Stay



OPINIONS ABOUT FREDERICKSBURG

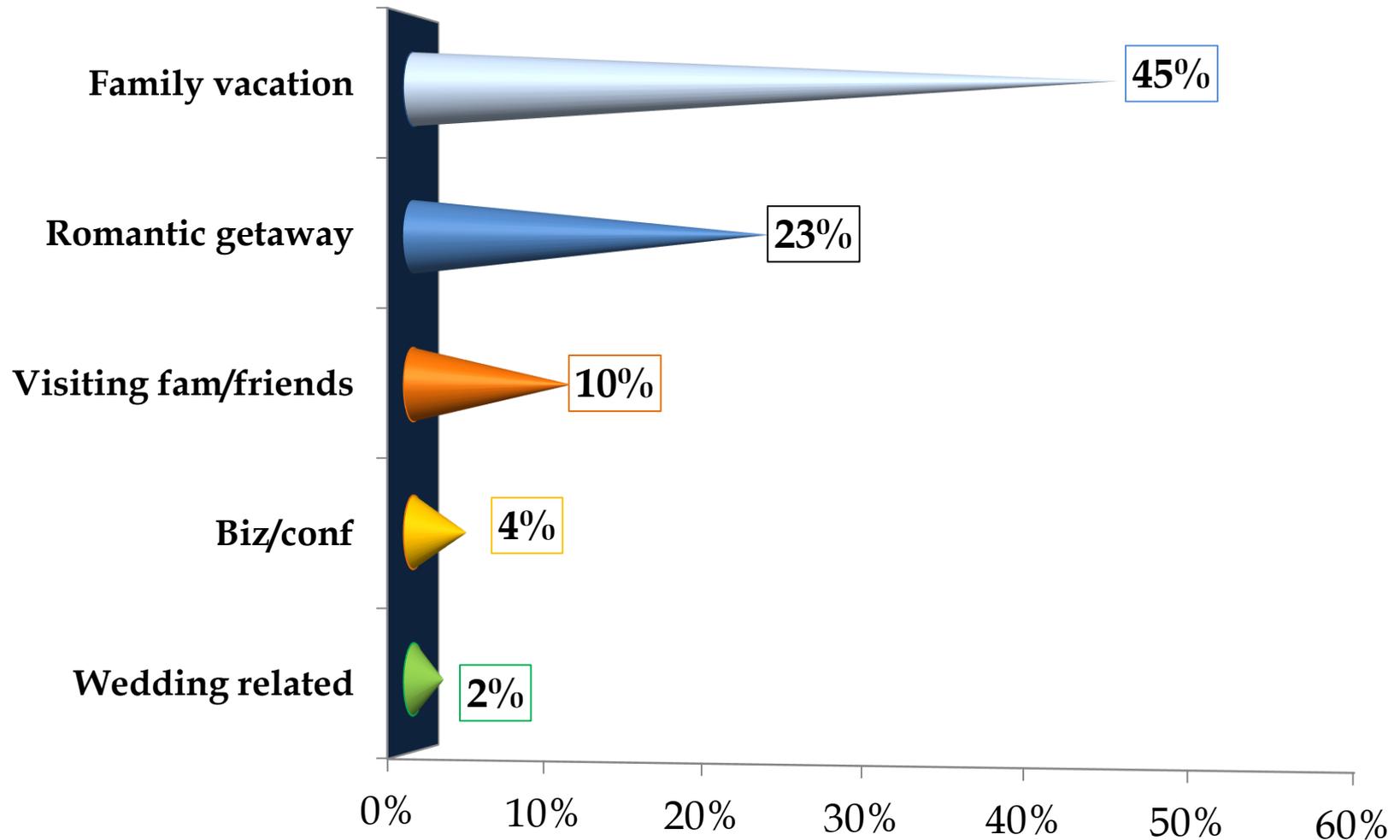
- Favorite Season
- Top Reasons to Visit
- Overall Evaluation
- Suggestions for Improvement

VISITORS' FAVORITE SEASON



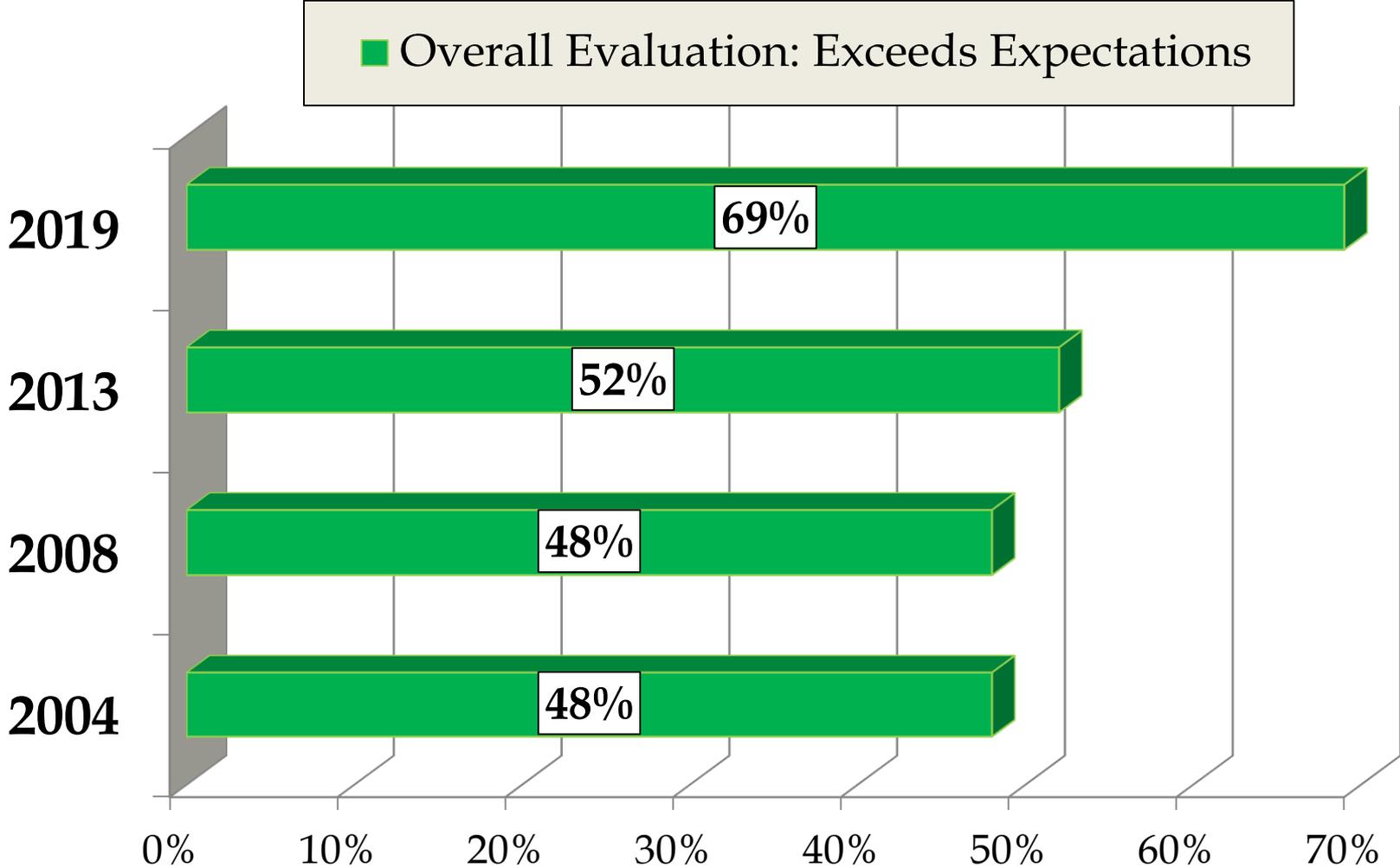
Online survey and visitor interviews N=2,010, multiple response allowed

TOP REASONS TO VISIT

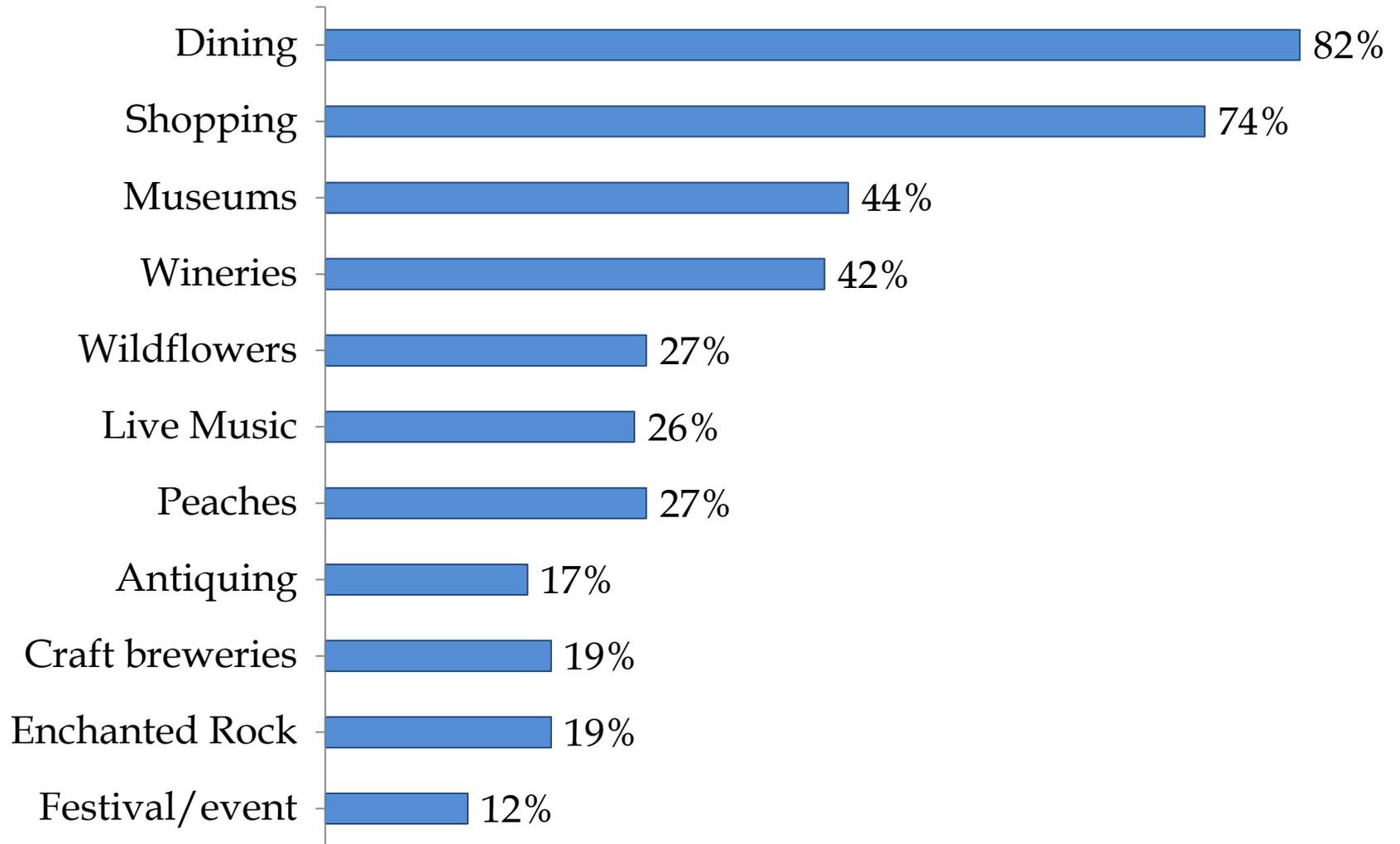


Online survey and visitor interviews N=2,010

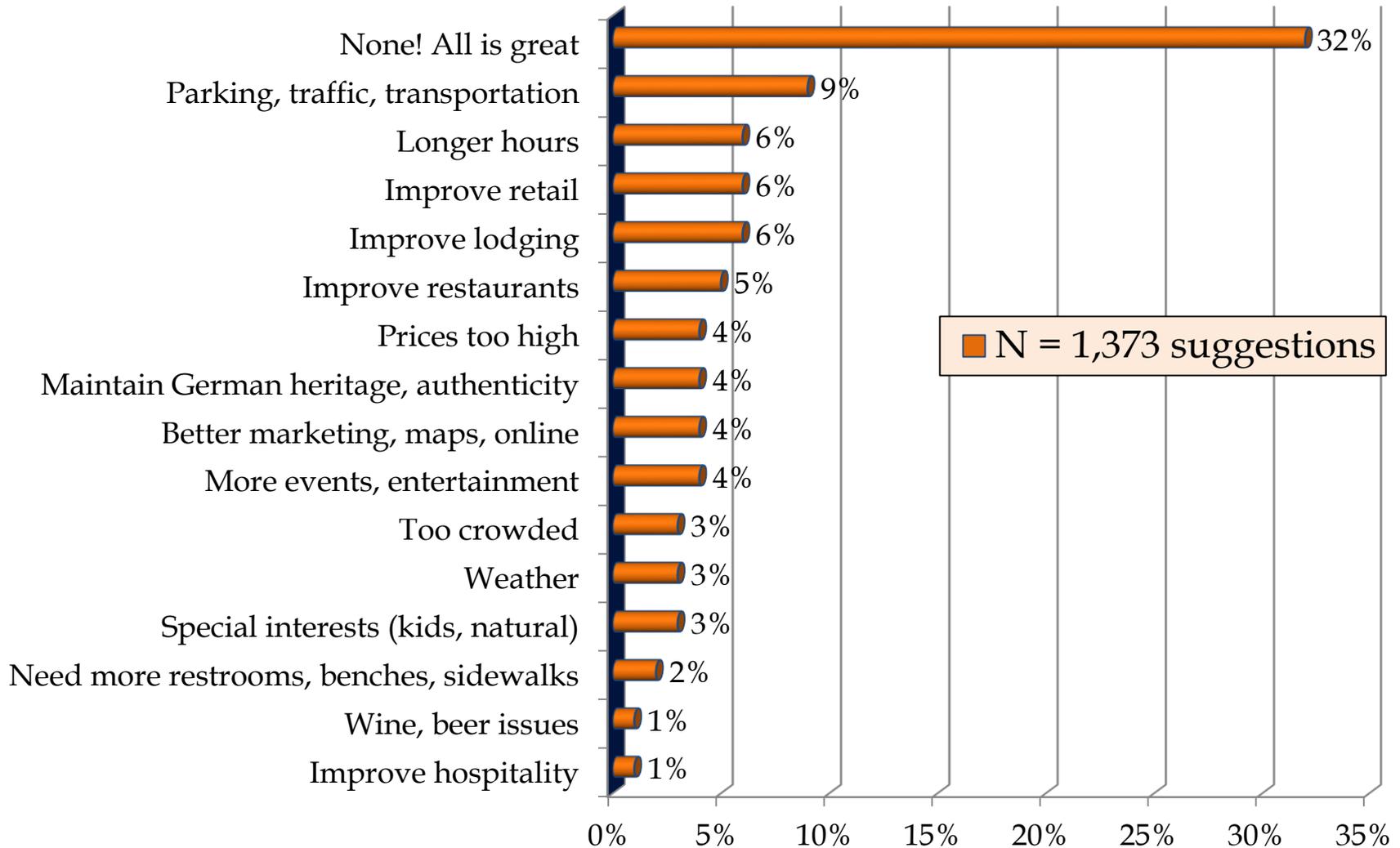
TRACKING EVALUATION of Fredericksburg Experience



TOP ACTIVITIES



TOP SUGGESTIONS



Not shown: 3% misc. (free coupons, contests) and 4% don't know, haven't visited

COMMENTS

Overall, visitors to Fredericksburg give us high marks. When we asked for recommendations, 32% said that everything was fine, and had no recommendations. However, these were the primary themes for the remaining 68% responses:

- **Parking, traffic**

I drive a big truck, so it's kinda precarious driving around. If they could reroute trucks, that would be ideal. There are so many people and traffic in town.

More parking. I don't know where, but it is so crowded, and older people have a hard time walking to the shops, when they have to park blocks away.

- **Hours open**

Don't roll up sidewalks at 6pm during week. Chamber website pushes week day visitors, but few restaurants are open. Very unhappy about food situation. Winery restaurants are too expensive.

We would have liked to know approximately when shops open. We came earlier and did not know shops do not open weekdays until mid morning.

- **Retail variety and pricing**

*Can't shop if everything is out of your price range; All the stuff is overpriced
Get some shopping - the majority of the stores are just Chinese junk*

- **Lodging availability and pricing**

Hotels are too expensive and run down.....

SUMMARY

- Evaluation: Overall satisfaction is high
- Findings:
 - Fredericksburg is a vacation destination, appealing to middle aged, middle income* women
 - Top drivers, in order are:
 - Dining
 - Shopping & antiquing
 - Museums & historical attractions
 - Natural bounty (wineries, peaches, wildflowers)

* 56% under \$150K/year

RECOMMENDATIONS

The top suggestions for improvement include improved traffic and parking in downtown, expanded hours and more variety in retail, dining, and lodging options. To accommodate visitor requests, consider how to cope with growth:

- Parking and traffic capital projects must be considered
- Continue to reinforce the need to extend open hours

Marketing

- Two key themes emerge that will continue to differentiate Fredericksburg:
 - Unique **historical** city and museums
 - **Back-to-nature experiences** with the land and natural bounty (parks, peaches, wildflowers, wineries)