

Iris Neffendorf
Lyndon B. Johnson
State Park and
Historic Site

John Thomas
Wildseed Farms

THE FACES OF FREDERICKSBURG HOSPITALITY

FREDERICKSBURG CONVENTION AND VISITOR BUREAU ANNUAL REPORT 2016

Aristeo Luciano
Opa's Smoked Meats

Kelly Criddle
The Hangar Hotel

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WE DRIVE THEIR
adventure

Benjamin Ledesma : Fredericksburg Trolley



Message from the President Reflections on 2016

Reflecting on 2016, the year was a mixed bag of results for the various sectors of the hospitality industry in Fredericksburg and Gillespie County.

Attraction attendance was up just about across the board—particularly at museums and historic sites. Great news! Shopping activity was great for some retailers and sluggish at best for others. The national trends in retail are, unfortunately, reaching Main Street in Fredericksburg, it appears.

Attendance at events was steady in 2016. And still more events were added to the busy calendar. Business at the wineries and tasting rooms continues to flourish both in Fredericksburg and along Wine Road 290 from just west of Fredericksburg to just east of Johnson City.

Lodging occupancy tax collected by the City of Fredericksburg was up 9% to \$2,901,709. The County collected \$493,873 in lodging occupancy tax, up 5%. We are used to an annual increase in the range of 10–12%. As a point of information, some 2,334 guests are now able to stay in hotel/motel lodging in Fredericksburg and Gillespie County (based on two people per room). Guesthouses, B&Bs, inns and short-term rentals can now accommodate some 3,656 people (based on maximum occupancy reported to the FCVB by owners).

Our annual report this year focuses on “The Faces of Fredericksburg Hospitality.” Without the people in the photographs in this annual report and hundreds just like them, there would simply be no hospitality industry. A great big thank you to everyone who works in our industry—creating a wonderful destination for visitors from around the corner, around the state, around the U.S. and around the world.

Ernie Loeffler

President/CEO

Fredericksburg Convention and Visitor Bureau

What is the CVB, anyway?

The Fredericksburg Convention and Visitor Bureau (FCVB) is funded by a portion of the hotel/motel tax and is dedicated to marketing Fredericksburg and Gillespie County as a premier travel destination on the regional, national and international stages, thereby creating a positive impact on the local economy and the quality of life. A 13-member board of directors, representing a cross-section of the hospitality industry, oversees the operation. The FCVB staff includes 11 full-time and 4 part-time employees. The FCVB operates the Visitor Information Center, which is open to assist visitors 361 days of the year.

2016 Texas Travel Facts:

\$68.7 billion in direct travel spending

\$6.2 billion generated in state and local tax revenues

1.1 million jobs supported by travel industry

10.2 million international arrivals in Texas

5th year in a row of tourism employment growth

Source: Office of the Governor, Economic Development and Tourism



WE TAKE THEM
back in time

Evelyn Weinheimer : The Pioneer Museum



WE ENTERTAIN THEIR curiosity

Virgil Holdman, Kit Patterson & Hayden Whittington : Luckenbach Texas

We've got connections!

The key to our success in connecting with potential visitors is the number of ways in which we remain engaged. The staff at the Fredericksburg Convention and Visitor Bureau continually reaches out via print, social media, PR, telephone and in person at our Visitor Information Center. Numbers don't lie.

36,426 packets mailed or distributed

↑ UP 126
FROM 2015

64,751 visitors assisted at VIC

↑ UP 2,986
FROM 2015

12,965 watched DVD

↑ UP 188
FROM 2015

11,278 phone calls answered

↓ DOWN 2,521
FROM 2015

866,313 unique visitors to web sites

↑ UP 81,554
FROM 2015

72,044 fans on Facebook (as of 4/11/17)

↑ UP 19,349
FROM 2015

17,785 views of electronic brochure

↑ UP 3,430
FROM 2015

\$3.3 million of media value

↑ UP \$2.1M
FROM 2015



WE MAKE THEM FEEL
comfortable

Jessica Davis : Gastehaus Schmidt

Attraction attendance rises and shines!

The numbers speak volumes. Even with new attractions being added, our dedicated efforts to cross-market them with restaurants, wineries, shopping, art galleries and a myriad of events, means all segments of the tourism industry are reaping the benefits.

Enchanted
Rock

338,610

↑ UP 53,066
FROM 2015

LBJ State Park
& Historic Site

134,723

↑ UP 20,517
FROM 2015

LBJ National
Historical Park

140,303

↑ UP 15,324
FROM 2015

National Museum
of the Pacific War

150,000

↑ UP 10,000
FROM 2015

Pioneer
Museum

37,786

↑ UP 9,296
FROM 2015

Texas Rangers
Heritage Center
(opened 9/2015)

7,407

↑ UP 6,673
FROM 2015

Old Tunnel
State Park

58,153

↑ UP 6,412
FROM 2015

FCVB Visitor
Information Center

64,751

↑ UP 2,986
FROM 2015

A photograph of two men dressed in World War II military uniforms, posing in a rocky, outdoor setting. The man on the left is standing, wearing a green M1 helmet, a green M1942 field jacket, and green M1943 combat trousers. He is holding a Thompson submachinegun. The man on the right is kneeling, wearing a green M1 helmet, a green M1942 field jacket, and green M1943 combat trousers. He is holding a M1 Garand rifle. Both men are smiling at the camera. The background features a rocky hillside with a wire fence and some trees under a clear blue sky.

WE REIGNITE THEIR patriotism

Marvin Schroeder & Jeff Copsetta : National Museum of the Pacific War

History gets its own 50-year salute

In February of 1967, The National Museum of the Pacific War was born! Of course, its original name was “The Fleet Admiral Chester W. Nimitz Museum” named after one of Fredericksburg’s most legendary citizens. The museum originated across the street from his birthplace, in the restored — and now iconic — Nimitz “Steamboat” Hotel, owned and operated by the Admiral’s grandparents. Before his death in 1966, Admiral Nimitz gave his blessing to the project with a promise that its mission honor all the men and women who served with him in the Pacific during World War II.

Once established, The Fleet Admiral Chester W. Nimitz Museum would become known simply as “The Nimitz” and eventually grow to include the George H.W. Bush Gallery, Pacific Combat Zone, Memorial Courtyard, Plaza of the Presidents, Japanese Garden of Peace and the Nimitz Education and Research Center (NERC). In 1971, The Nimitz Foundation was established to help support the mission of the museum.

Backed by one of the largest collections of World War II Pacific artifacts and material, the Museum is now part of the Texas Historical Commission and has become nationally recognized for the in-depth material housed within its walls, including oral testimonies, memoirs and books.

From the 33,000 square foot gallery to the recent \$8 million renovation of the Pacific Combat Zone, The National Museum of the Pacific War is prepared to preserve, educate and honor for many decades to come.

Circa 1865

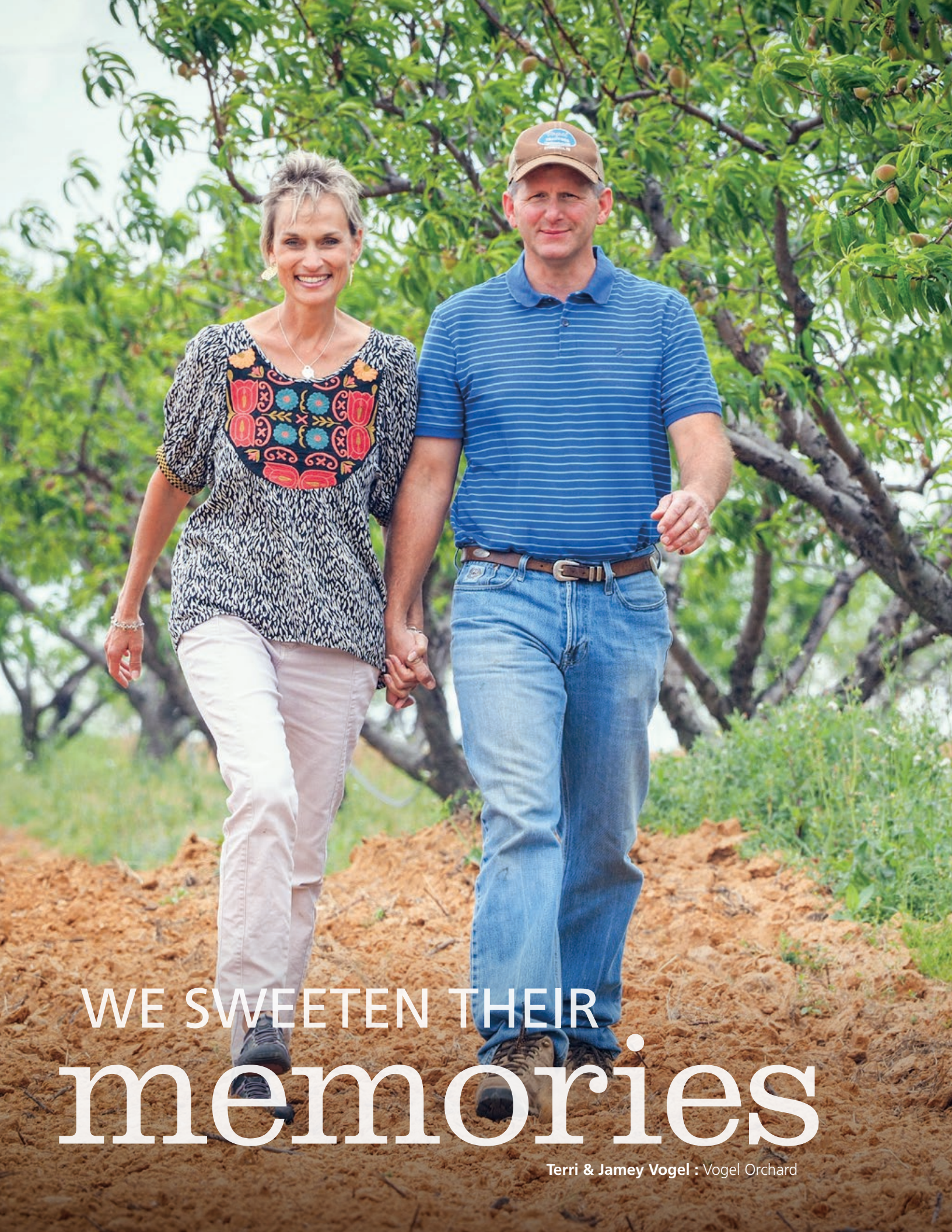


Circa 1938



Circa 1985





WE SWEETEN THEIR
memories

Terri & Jamey Vogel : Vogel Orchard

International visitation to Texas

The Office of the Governor, Economic Development and Tourism, is actively promoting international visitation to the State of Texas. With increasing air service from international destinations directly into central Texas, such as British Airways non-stop service from Heathrow to Austin and Air Canada service non-stop from Toronto to San Antonio, these markets are becoming more attractive.

The Fredericksburg Convention and Visitor Bureau is working with the state's in-market representation firms and some of our partners in the region – like San Antonio, Austin, San Marcos and Bandera promoting visitation of the Texas Hill Country to international guests. In the current fiscal year, FCVB representatives have visited Berlin, London, Mexico City and Toronto, as well as Australia and New Zealand.

A very unscientific poll (but interesting information nevertheless) shows during June and July of 2016, visitors from 45 countries around the world signed the guest book at the Fredericksburg Visitor Information Center.

Here is a brief overview of the international markets for Texas tourism that Fredericksburg is working in. Statistics were provided by the Office of the Governor, Economic Development and Tourism.



GERMANY

An estimated 119,000 travelers from Germany visited Texas in 2015—up 3.5% over 2014. Stayed an average of 11.6 nights. Travel to Texas forecast to increase by 15.8% by 2020.



UNITED KINGDOM

An estimated 210,000 travelers from the UK visited Texas in 2015—up 17.3 % from 2014. Stayed an average of 10 nights. Travel to Texas forecast to increase by 46.7% by 2020.



MEXICO

An estimated 8 million travelers from Mexico visited Texas in 2015. Travelers arriving by air stayed an average of 8 nights. Travel to Texas forecast to increase by 21% by 2020.



CANADA

An estimated 452,000 travelers visited Texas in 2015. Travelers stayed an average of 10.5 nights. Travel to Texas forecast to increase by 23% by 2020.



AUSTRALIA

An estimated 126,000 travelers visited Texas in 2015— up 57.5% from 2014. Travelers stayed an average of 8.3 nights. Travel to Texas forecast to increase by 44.4% by 2020.



CHINA

An estimated 111,000 travelers visited Texas in 2015—up 8.8% over 2014. Travelers stayed an average of 14.1 nights. Travel to Texas forecast to increase by 81.6% by 2020.



WE TOAST THEIR
speedy return

Peter McFarlane : Pedernales Brewing Company

They heard it through the grapevine

A picture is a worth a thousand words, but endorsements by major publications? Priceless! Thanks to our many authentic historical attractions, unique shops and art galleries, the wine industry, dedicated chefs and of course, Mother Nature, we continually add to our growing list of accolades from some of the most respected publications. Here are just a few.

Southern Living

Fredericksburg was voted #2 on *Southern Living's* "The South's Best Small Towns 2017" list in March 2017.

American Planning Association

Texas chapter of American Planning Association designates Main Street in Fredericksburg a "Great Street of Texas" for 2017.

Lonely Planet

The Texas Hill Country was named #8 on *Lonely Planet's* "Best in the US" list in December 2016.

Country Living

Fredericksburg was listed in *Country Living's* "40 American Towns You Haven't Heard of But Should Visit ASAP" article in July 2016.

Condé Nast Traveler

Condé Nast Traveler listed Fredericksburg in their "10 Best Convertible Drives in the U.S." article in May 2016.

House Beautiful

Fredericksburg was listed in *House Beautiful's* "The 50 Best Small Towns for Antiques" article in May 2016.

USA Today

Fredericksburg was voted to #10 on *USA Today's* "Best Small Town Food Scene" list in April 2016.

Patricia Karr
Artisans Art Gallery



Kerry Goff
Fredericksburg
Theater Company



Fredericksburg

THE TEXAS HILL COUNTRY

Texas Heart. German Soul.

Visitor Information Center:

302 E. Austin St., Fredericksburg, Texas 78624

1-888-997-3600 | (830) 997-6523 | visitorinfo@fbgtx.org



FredericksburgTX



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Kathi Lopez
Der Kuchen Laden



William Garrett
Cabernet Grill