



As it has with just about everything in our world, the COVID-19 pandemic altered the standard annual report of the Fredericksburg Convention and Visitor Bureau and what follows is a by-the-numbers look at the tourism industry over the last two years in Fredericksburg – The Texas Hill Country.

Throughout 2019 and during the first two months of 2020, our community experienced a highly successful run as there was great growth in both lodging occupancy tax and sales tax revenues.

All of that changed in the middle of March 2020. We closed our Visitor Information Center on March 19, 2020 and halted all promotion. In fact, instead of encouraging travel, our website carried the message to “Stay Home, Stay Safe.” Our sales team, tasked with attracting group, international and tour bus business, was grounded due to travel restrictions. Hundreds of events canceled, and we saw a historically low hotel occupancy rate here in Fredericksburg of 18.3% in April 2020.

Thankfully, those low occupancy rates did not last long in Fredericksburg and Gillespie County. The rebound in our destination began in the third and fourth quarters of 2020. The graphs and charts that follow will provide insight into our hospitality industry in 2019 and our relatively strong performance in late 2020 compared to other visitor destinations.

— Ernie Loeffler, President/CEO,
Fredericksburg Convention and Visitor Bureau

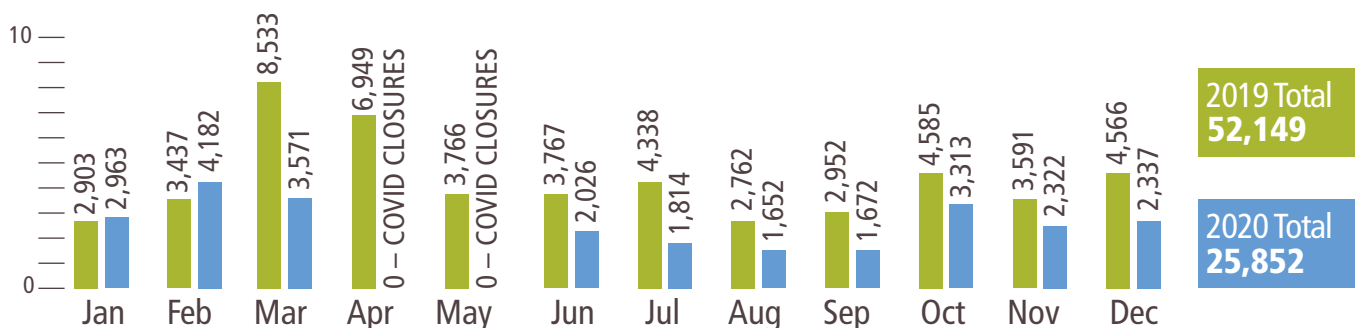
Fredericksburg Convention and Visitor Bureau Metrics

Source: Fredericksburg Convention and Visitor Bureau

2019	2020	
915,699	1,190,306	unique visitors to VisitFredericksburgTX.com
52,149	25,852	visitors welcomed at Visitor Information Center
41,855	21,222	packets mailed or distributed
8,220	7,664	phone calls answered
15,355	3,349	people watched DVD
\$1.4	\$1.7	million of media value
7,111	7,088	fans added to Facebook
11,392	3,937	future group room nights booked by FCVB sales team
63	15	media professionals hosted by FCVB communications team
127	11	group planners visited Fredericksburg

Visitor Information Center Visitation by Month

■ 2019 ■ 2020



Attraction Attendance

	2019	2020	
Enchanted Rock State Natural Area	335,537	304,249	Closed April 8–19
Fredericksburg Theater Company	12,555	8,183	Rescheduled shows, canceled shows, reduced capacities
Fredericksburg Visitor Information Center	52,149	25,852	Closed March 23–May 31
LBJ National Historical Park (ranch)	85,000	75,322	Closed March 20–September 3
LBJ State Park and Historic Site	104,959	73,000	VC closed early April–mid-June Visitors not counted
National Museum of the Pacific War	154,618	86,621	Closed March 18–May 14
Old Tunnel State Park	44,519	47,132	Closed one week in April
Pioneer Museum	37,430	14,487	Closed 56 days
Vereins Kirche Museum		4,411	Closed 21 weeks for renovation
Texas Rangers Heritage Center	8,249	5,842	Closed March 23–May 31
Wildseed Farms	340,000	145,000	Closed March 10–May 20

Gillespie County Economic Impact

TOTAL DIRECT TRAVEL SPENDING:
2019 \$128.1 million
2020 \$130.9 million



DIRECT TAX RECEIPTS (BOTH LOCAL AND STATE):
2019 \$13.9 million
2020 \$14 million



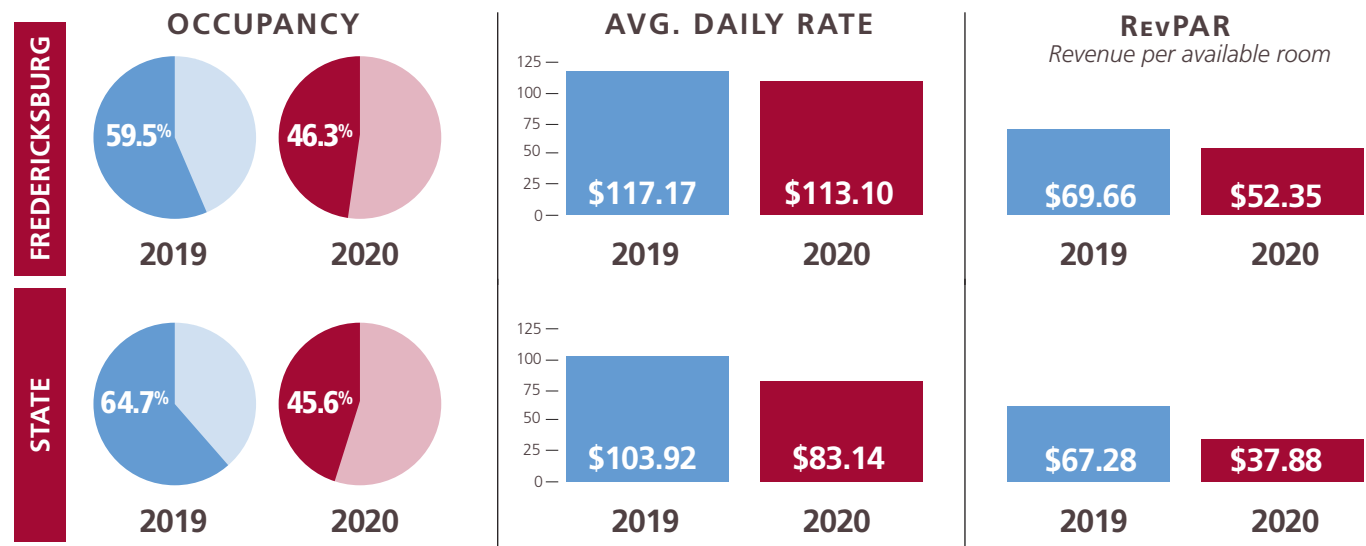
TOTAL DIRECT EARNINGS:
2019 \$34 million
2020 \$32 million



From "The Economic Impact of Travel on Texas 1994–2020" Office of the Governor, Economic Development & Tourism
Primary research conducted by Dean Runyan Associates of Portland, Oregon

Hotel Performance

From The STR Report – December 2020 (does not include short term rentals)

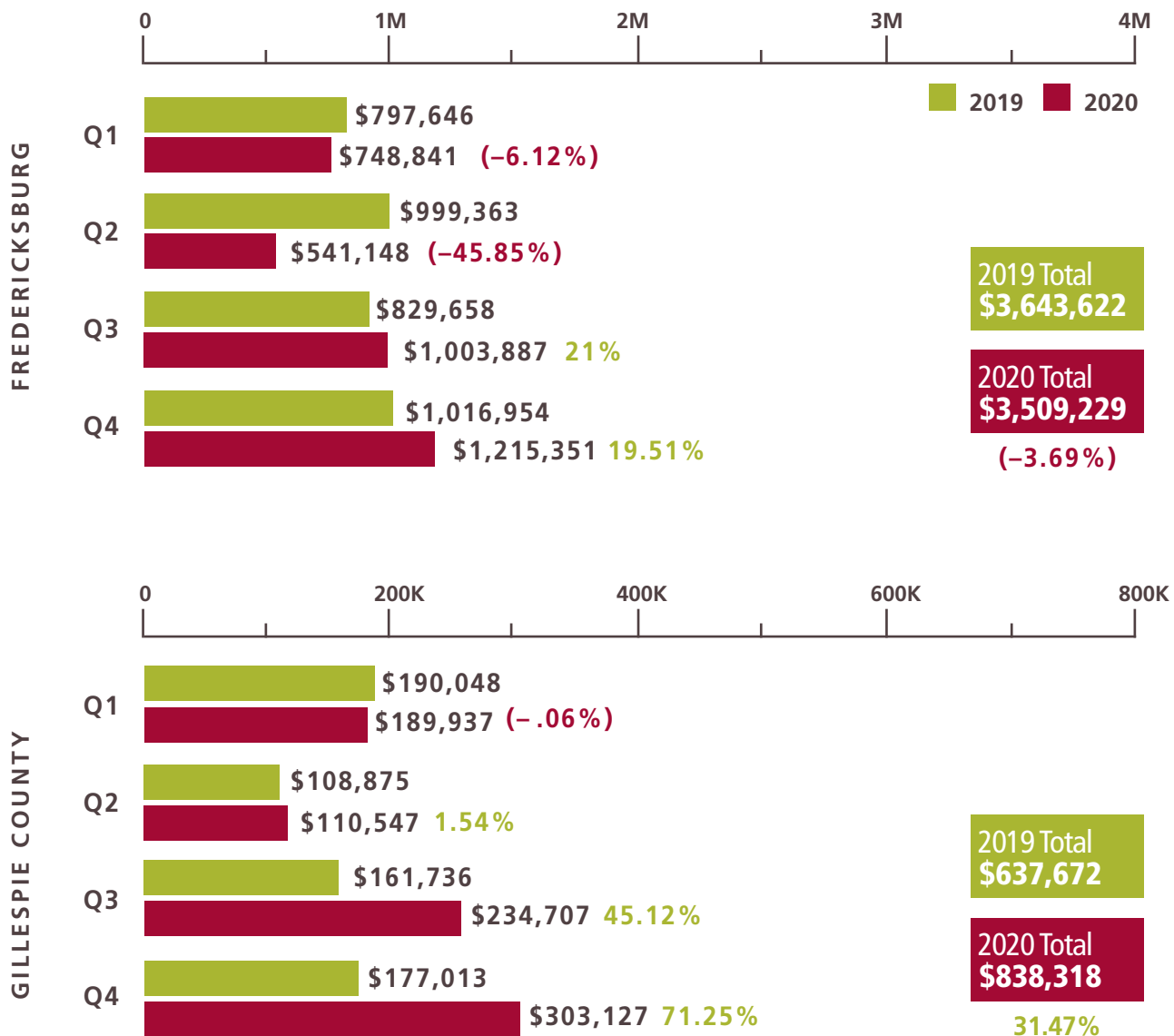


Group Room Nights Booked by FCVB

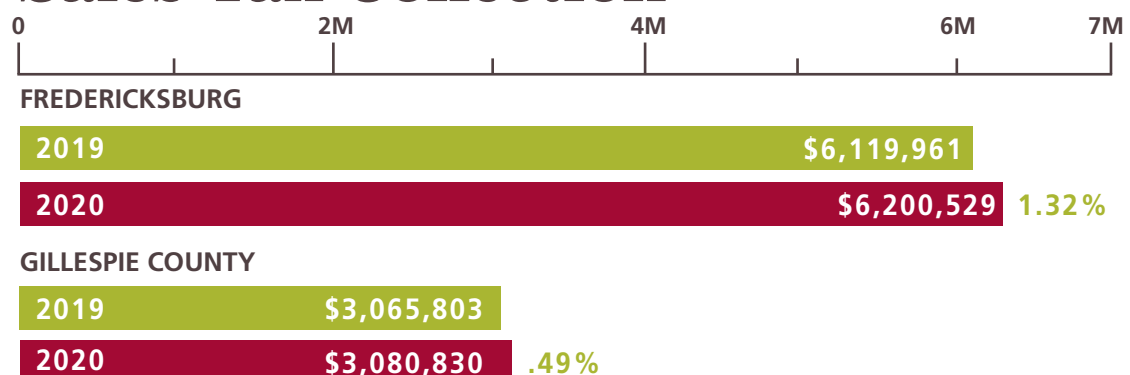


*Social, Military, Educational, Religious and Fraternal

Lodging Occupancy Tax Collection



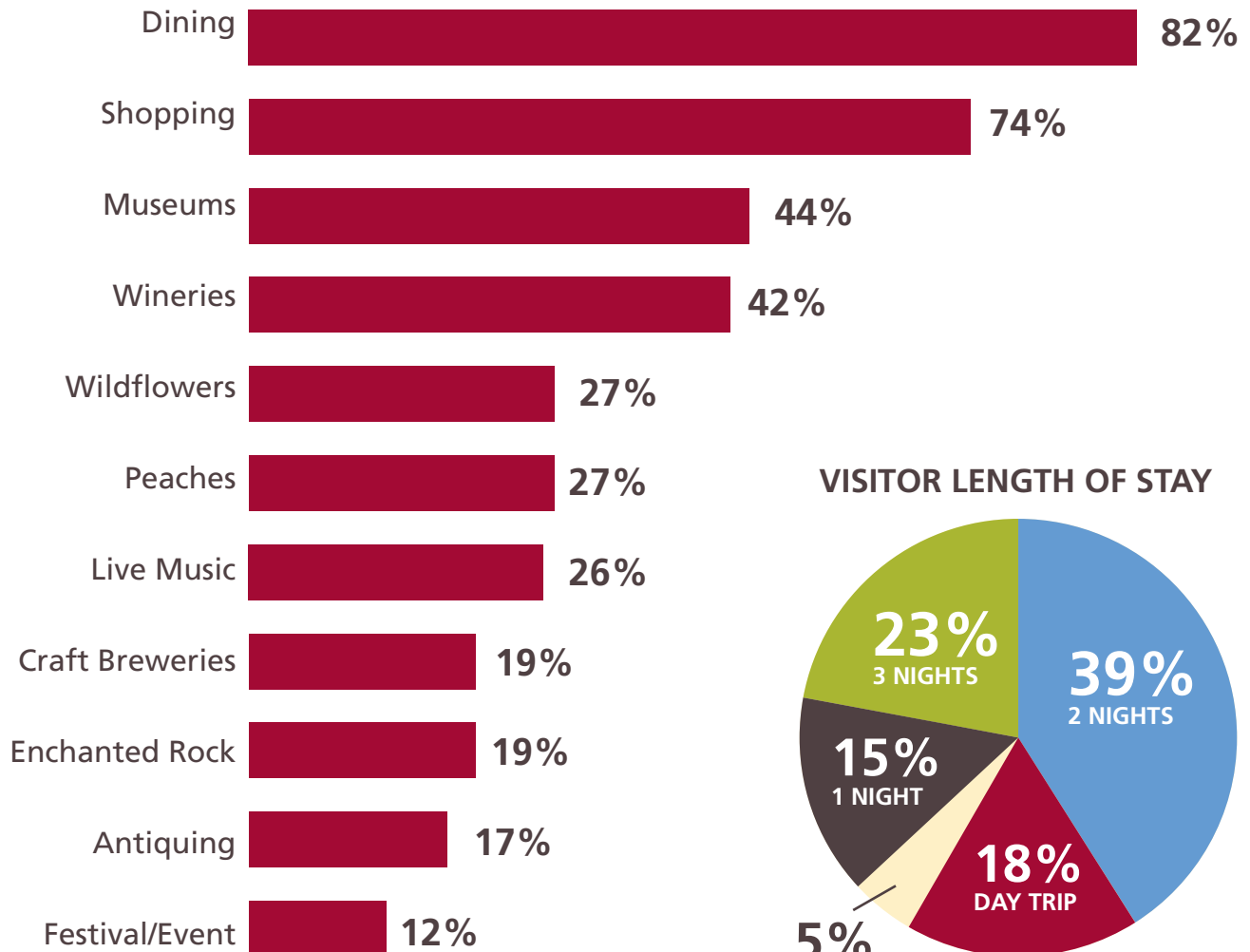
Sales Tax Collection



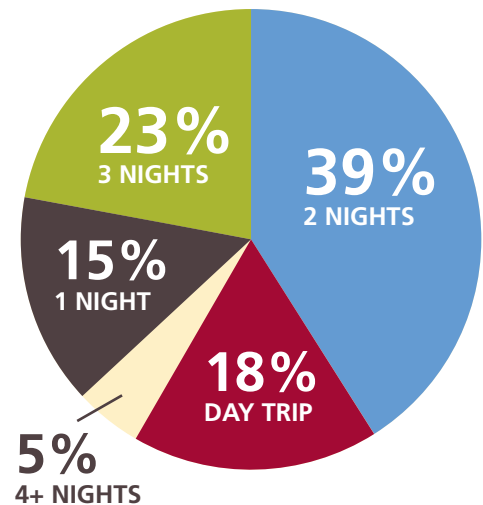
Visitor Research.....

Conducted Pre-COVID-19 • Online survey and visitor interviews during June-July 2019 by Core Research • Total participants=2,010

TOP ACTIVITIES



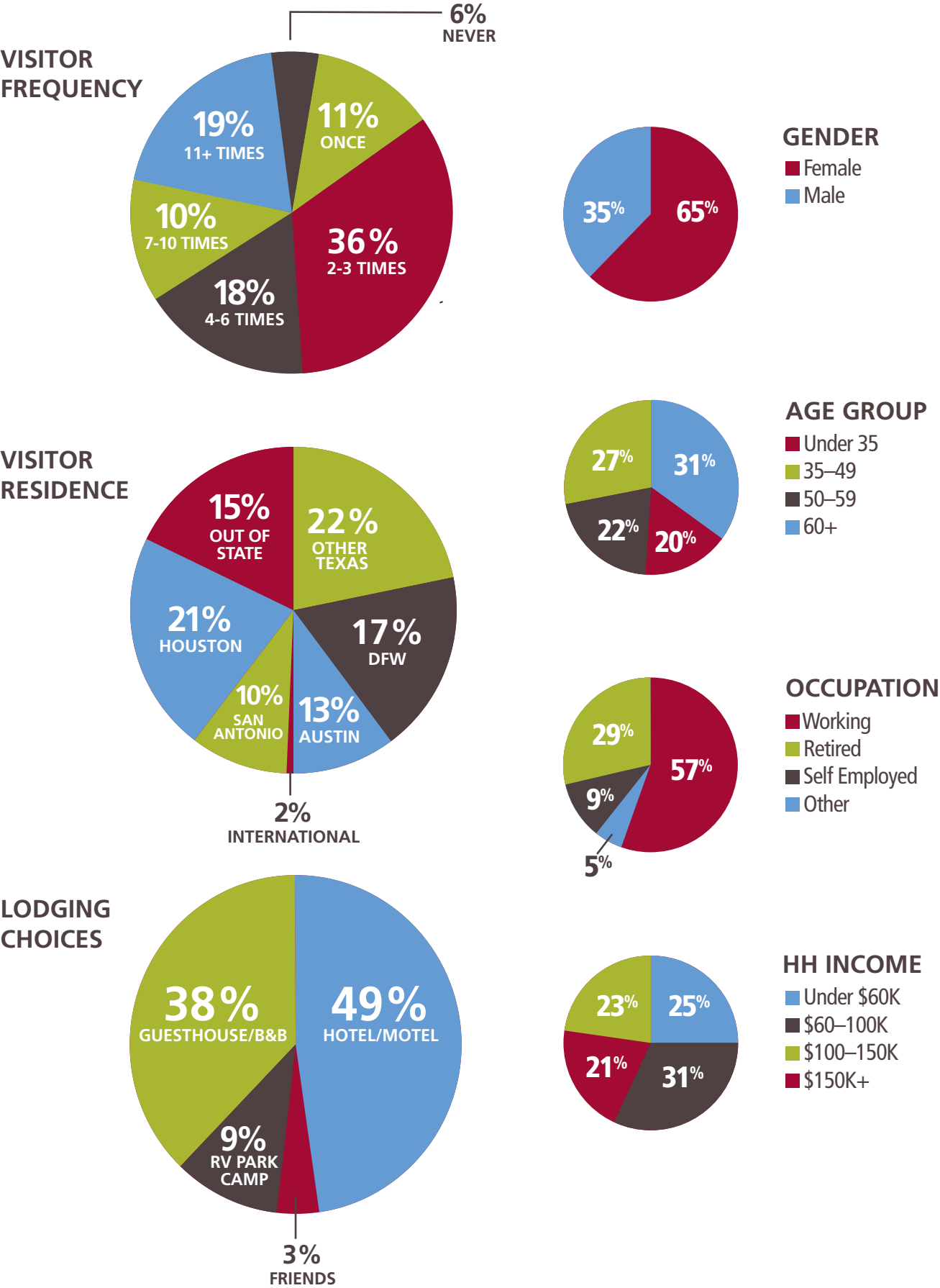
VISITOR LENGTH OF STAY



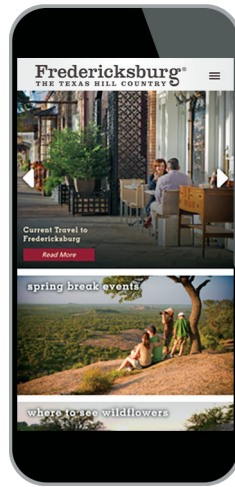
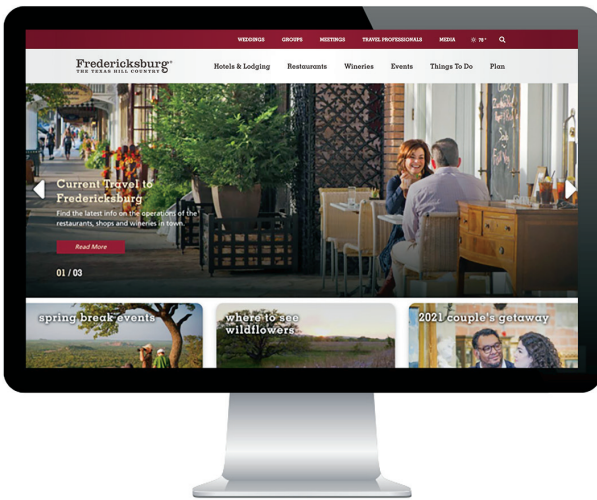
"YES, FREDERICKSBURG EXCEEDED MY EXPECTATIONS."



Visitor Demographics



A whole new VisitFredericksburgTX.com



In February 2019, the Fredericksburg Convention and Visitor Bureau partnered with Simpleview to redesign VisitFredericksburgTX.com. Over a nine-month process, the site was completely updated to a mobile-first design that launched on November 21, 2019 and has proved to be very successful.

IN YEAR SINCE LAUNCH

1,049,418
USERS

3:17
TIME ON SITE

41.20%
BOUNCE RATE

PREVIOUS YEAR

885,149
USERS

2:22
TIME ON SITE

54.04%
BOUNCE RATE

IN 2020

1,138,797
USERS

MARCH 18, 2020:
NEW DAILY VISITATION RECORD

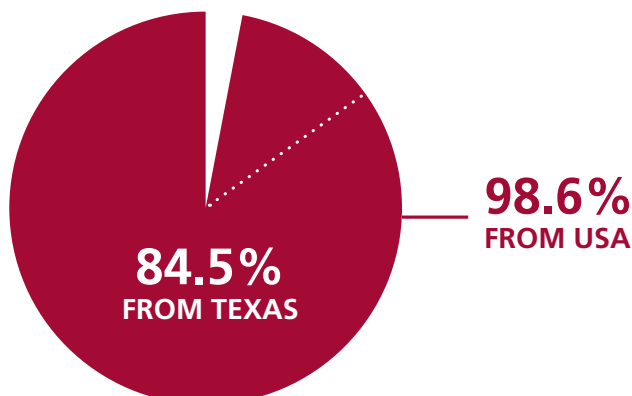
12,195

OCTOBER, 2020:
NEW MONTHLY VISITATION RECORD

142,210

PARTNER LISTING VIEWS

1,407,118



While web traffic was almost non-existent during the month of April 2020 (typically one of the website's busiest months), the website still set a number of records and made tremendous gains in 2020 despite a global pandemic.