

# THE FUTURE OF TRAVEL

ANNUAL REPORT 2021



**Fredericksburg®**  
THE TEXAS HILL COUNTRY  
Convention and Visitor Bureau

# LOVE FREDERICKSBURG

Please join us in...

respecting our residents & visitors,  
honoring our history & heritage,  
and protecting our natural beauty.

Thank you for caring  
about our community.

LEARN MORE AT  
[LoveFBGTX.com](https://LoveFBGTX.com)



## MESSAGE FROM THE PRESIDENT

The future of Fredericksburg and Gillespie County travel

What a tumultuous time the travel industry has faced in Fredericksburg and Gillespie County, in the Texas Hill Country, in Texas, in the U.S. and, indeed, across the globe.

In March of 2020 as COVID began to unfold, none of us had any idea of the profound societal and psychological changes headed our way.

For Fredericksburg and Gillespie County, we were extremely blessed that the drastic impacts from the pandemic on the hospitality industry were fairly short lived compared to many destinations. In fact, the local recovery began in the summer of 2020, and in 2021 our destination broke records for lodging occupancy tax and sales tax collections.

In this annual report, we are providing statistical data to show where we were in 2019, the negative effects of COVID in 2020 and the recovery in 2021.

We also paid tribute to the founders of Fredericksburg in the past year. Our celebration year started on May 8, 2021—the 175th anniversary of the date 120 German pioneers arrived at the site of the new settlement. May 9 of 2022 will mark the 175th anniversary of the signing of the peace treaty between the Germans under the leadership of John O. Meusebach and the Comanches, which allowed our town to prosper on the Texas frontier.

In this annual report, we are also delighted to showcase the print advertisements for our new stewardship campaign entitled “Love FBGTX.” Destination management and stewardship is a part of the future of tourism across the world.

Destination marketing organizations such as the Fredericksburg Convention and Visitor Bureau understand that we need to protect, maintain and manage our cultural, historical and natural resources.

We feel a deep sense of responsibility to care for Fredericksburg and Gillespie County in the present and to ensure that they continue to be special places for future generations. See page 15 of this report for more information on “Love FBGTX.”

This past year, we reflected on lessons learned from the pandemic experience. We honored our past 175 years of history. And we continued to work toward a future that balances resident quality of life and visitor satisfaction, while maintaining the positive benefits of tourism for Fredericksburg and Gillespie County.

**Ernie Loeffler**

*President/CEO*

*Fredericksburg Convention and Visitor Bureau*

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# LOVE FREDERICKSBURG MAIN STREET

Please join us in...  
driving responsibly,  
using crosswalks,  
and putting litter in its place.

Thank you for caring about our community.



LEARN MORE AT  
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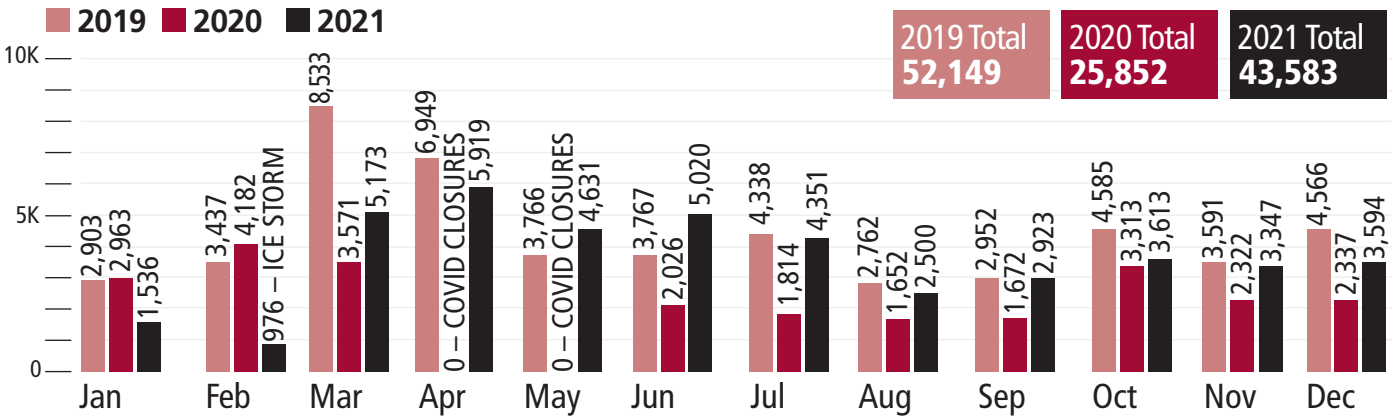


## FREDERICKSBURG CONVENTION AND VISITOR BUREAU METRICS

Source: Fredericksburg Convention and Visitor Bureau

2019	2020	2021	
915,699	1,190,306	1,664,230	unique visitors to VisitFredericksburgTX.com
52,149	25,852	43,583	visitors welcomed at Visitor Information Center
41,855	21,222	15,074	packets mailed or distributed
8,220	7,664	8,184	phone calls answered
15,355	3,349	9,731	people watched DVD
\$1.4	\$1.7	\$2.6	million of media value
11,392	3,937	10,655	future group room nights booked by FCVB sales team
63	15	30	media professionals hosted by FCVB communications team
127	11	50	group planners visited Fredericksburg

## VISITOR INFORMATION CENTER VISITATION BY MONTH



# LOVE FREDERICKSBURG OUTDOORS

Please join us in...  
enjoying nature’s beauty,  
sharing the road respectfully,  
and putting litter in its place.

Thank you for caring about our community.

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## ATTRACTION ATTENDANCE

	2019	2020	2021
Enchanted Rock State Natural Area	335,537	304,249	331,327
Fredericksburg Theater Company	12,555	8,183	12,514
Fredericksburg Trade Days	—	—	150,000
LBJ National Historical Park (ranch)	85,000	75,322	64,467
LBJ State Park and Historic Site	104,959	73,000	80,395
National Museum of the Pacific War	154,618	86,621	106,237
Old Tunnel State Park	44,519	47,132	34,105
Pioneer Museum	37,430	14,487	23,535
Texas Rangers Heritage Center	8,249	5,842	7,516
Vereins Kirche Museum	—	4,411	7,333
Wildseed Farms	340,000	145,000	375,000

# LOVE FREDERICKSBURG WILDFLOWERS

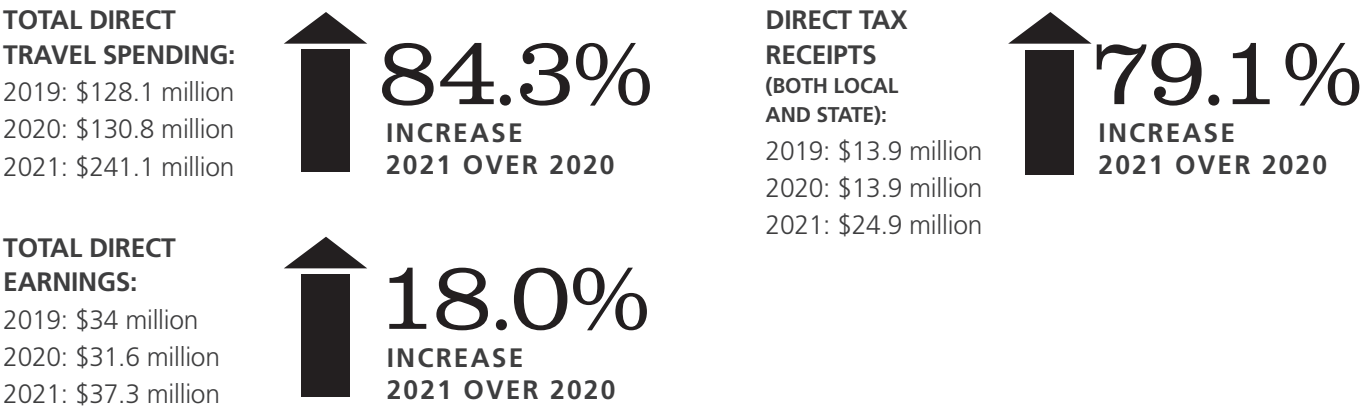
Please join us in...  
enjoying nature’s beauty,  
respecting private property,  
and taking only pictures as souvenirs.

Thank you for caring about our community.

LEARN MORE AT  
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## GILLESPIE COUNTY ECONOMIC IMPACT



From “The Economic Impact of Travel on Texas 1994–2021” Office of the Governor, Economic Development & Tourism  
Primary research conducted by Dean Runyan Associates of Portland, Oregon

## VISITFREDERICKSBURGTX.COM VISITATION

2019	2020	2021
915,699	1,190,306	1,664,230
UNIQUE WEB VISITORS	UNIQUE WEB VISITORS	UNIQUE WEB VISITORS

## GROUP ROOM NIGHTS BOOKED BY FCVB



\*Social, Military, Educational, Religious and Fraternal

# LOVE FREDERICKSBURG RANCHES & FARMS

Please join us in...  
supporting local food producers,  
passing slow-moving equipment responsibly,  
and respecting private property.

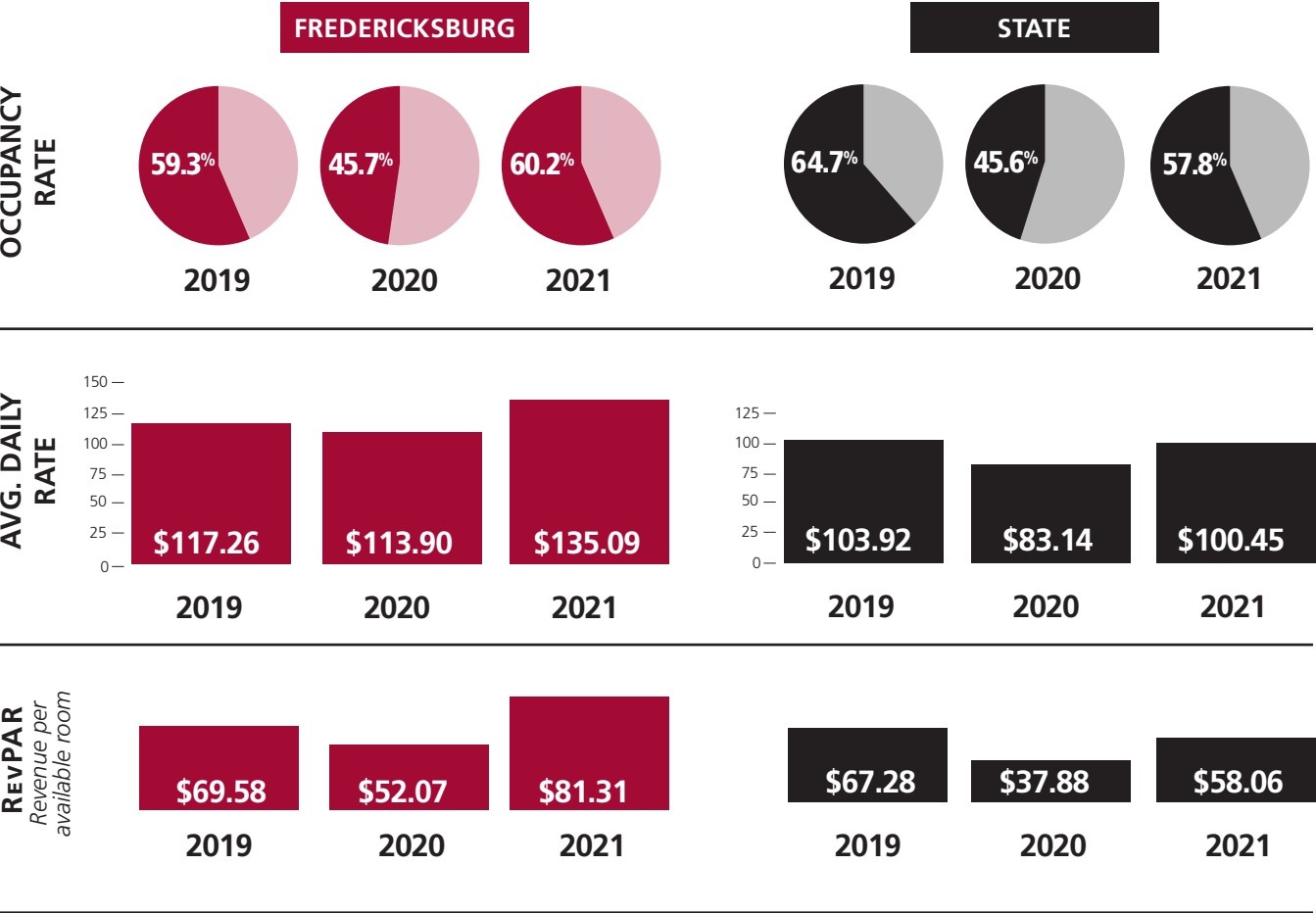
Thank you for caring about our community.

LEARN MORE AT  
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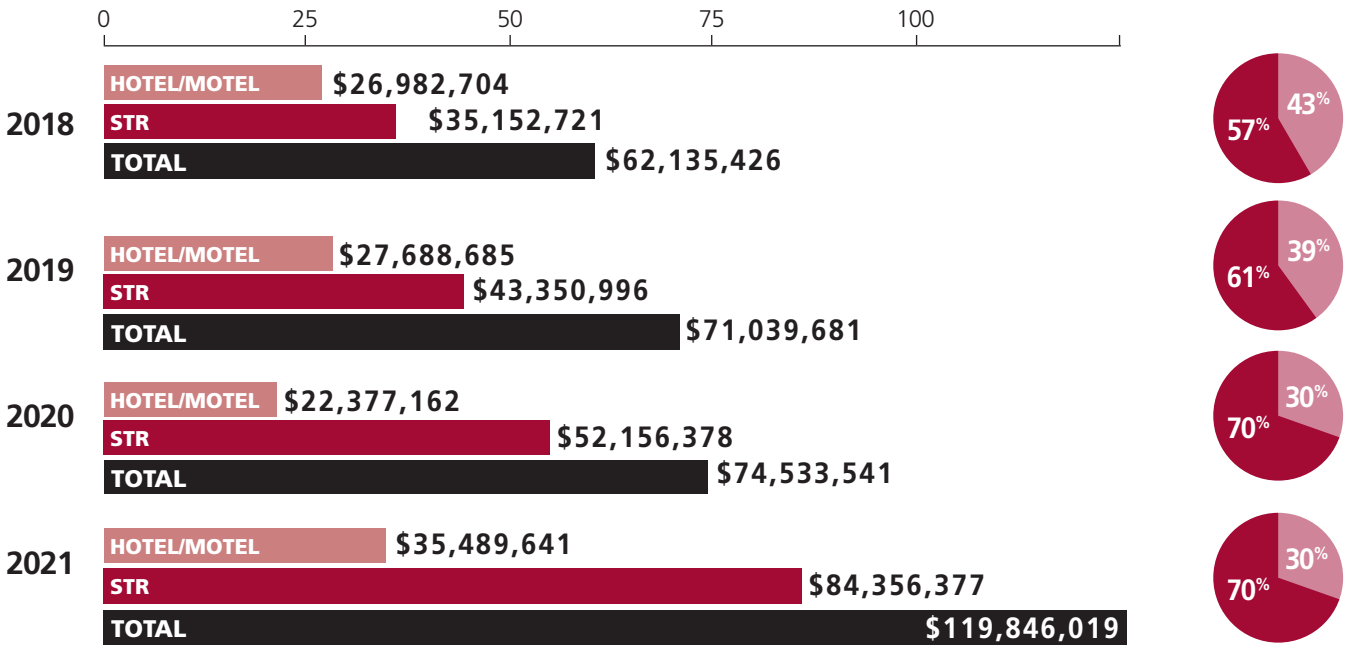


## HOTEL PERFORMANCE

From the STR Report and Source Strategies (does not include short term rentals)



## GROSS LODGING RECEIPTS: HOTEL VS. STRS



# LOVE FREDERICKSBURG NEIGHBORHOODS

Please join us in...

respecting neighbors,

putting trash in its place,

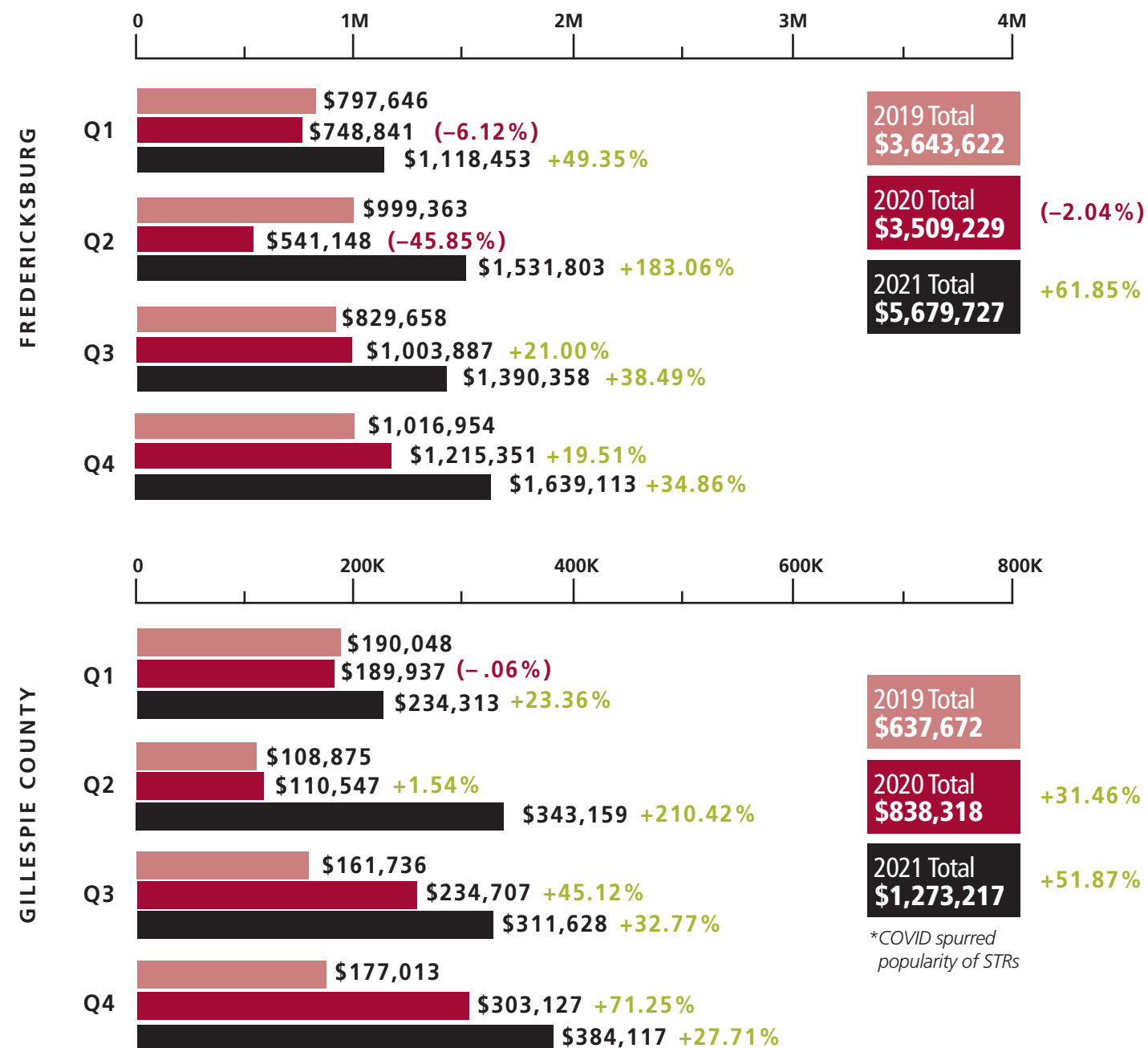
and parking in designated areas.

Thank you for caring about our community.

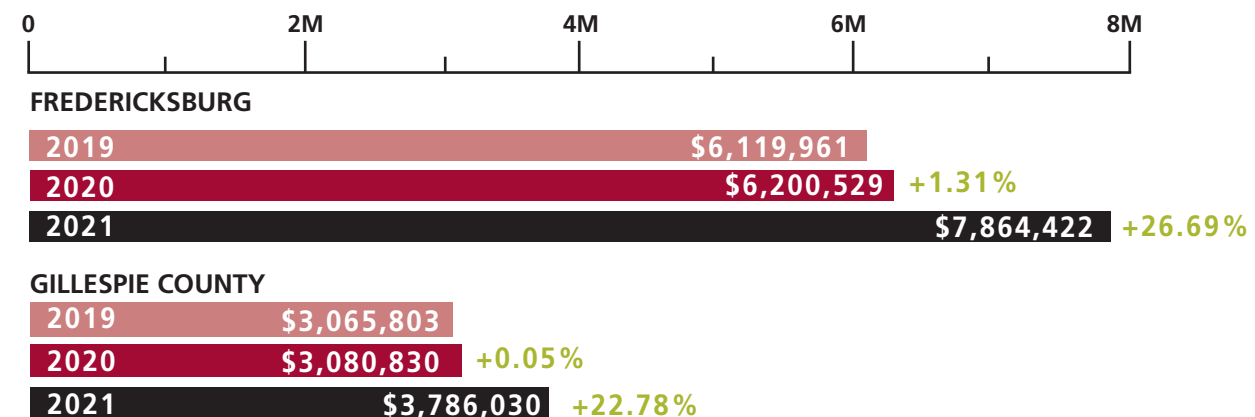
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## LODGING OCCUPANCY TAX COLLECTION



## SALES TAX COLLECTION



# LOVE FREDERICKSBURG DARK SKIES

Please join us in...  
appreciating nature's star show,  
turning off outdoor lights,  
and supporting night sky preservation.

Thank you for caring about our community.

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## CARING ABOUT OUR COMMUNITY

*Fredericksburg develops stewardship campaign.*



If you have ever lived in or visited Fredericksburg, you know it is a special place. The Fredericksburg Convention and Visitor Bureau feels a deep sense of responsibility to care for our town in the present and to work to ensure that it continues to be special for future generations.

Beginning in July 2021, the Fredericksburg Convention and Visitor Bureau communications team in partnership with the FCVB's agency of record, Creative Noggin, began the process of developing a destination stewardship campaign that would bring about positive changes in local and visitor behavior over time.

A logo was created, along with multiple themes and styles for the campaign around the central brand of Love FBGTX. In September 2021, the FCVB conducted five focus groups, which included non-tourism industry locals, frontline tourism industry staff, tourism-industry business owners, recent visitors, and Texans who had not visited Fredericksburg previously.

**After analyzing the feedback from those focus groups, three things were evident...**

- A stewardship campaign was needed, no matter how common sense some of the themes were.
- The tone of the campaign needed to be softened and should not contain rules.
- Fredericksburg's German heritage and small-town feel still resonate strongly with visitors.

Over the final quarter of the year, the Love FBGTX campaign was refined to include seven themes—a general/overview, wildflowers, dark skies, outdoors, neighborhoods, farms & ranches, and Main Street. Going forward, the current themes could change, and new ones could be introduced.

At the end of 2021, final preparations were underway for the launch of the campaign, including a dedicated website—LoveFBGTX.com, digital banners, social media posts, print ads (which are seen throughout this annual report) and radio public service announcements as well as a speaker's tour to spread the campaign's message to local non-profits and other groups in the area.

*In launching this multi-year, multi-faceted and multi-channel campaign, the FCVB knows that some of the challenges facing the city and county are not ones that can be solved with this campaign.*

*However, in summary Love FBGTX is meant to...*

**Get people thinking about keeping Fredericksburg unique and special.**

**Plant the seeds for locals and visitors to alter some behaviors.**

**Do our part for a better Fredericksburg and Gillespie County.**



## MIDWEEK STRATEGIES CONTINUE

*Promoting perks to boost midweek travel.*

In addition to the Love FBGTX destination stewardship campaign, the Fredericksburg Convention and Visitor Bureau continues its efforts to increase midweek visits to Gillespie County as a way to help manage tourism, while balancing visitor experience and resident quality of life.

Specific marketing efforts to increase Sunday–Thursday visits to town, include website content on VisitFredericksburgTX.com, highlighting the benefits of midweek visitation—best value on accommodations, a more relaxed pace for shopping, shorter wait times at restaurants and a more personalized experience at wineries.

The midweek message is also spread in public relations efforts, advertorial content, and print advertising.

Work from home policies during the COVID-19 pandemic have allowed the expansion of this message domestically and statewide. In previous years, the target audience for midweek visitation was international travelers who usually spend about two weeks traveling across the state. During the pandemic, visitors from across the nation and the state of Texas were encouraged to work from Fredericksburg, and experience the town's great restaurants, attractions and outdoor adventures.

As international travel returns, staff at the FCBV continue to work in the markets of Canada, Mexico, Germany, Great Britain and Australia in conjunction with the Office of the Governor, Economic Development and Tourism, as well as with other destination marketing organizations like Austin and San Antonio.

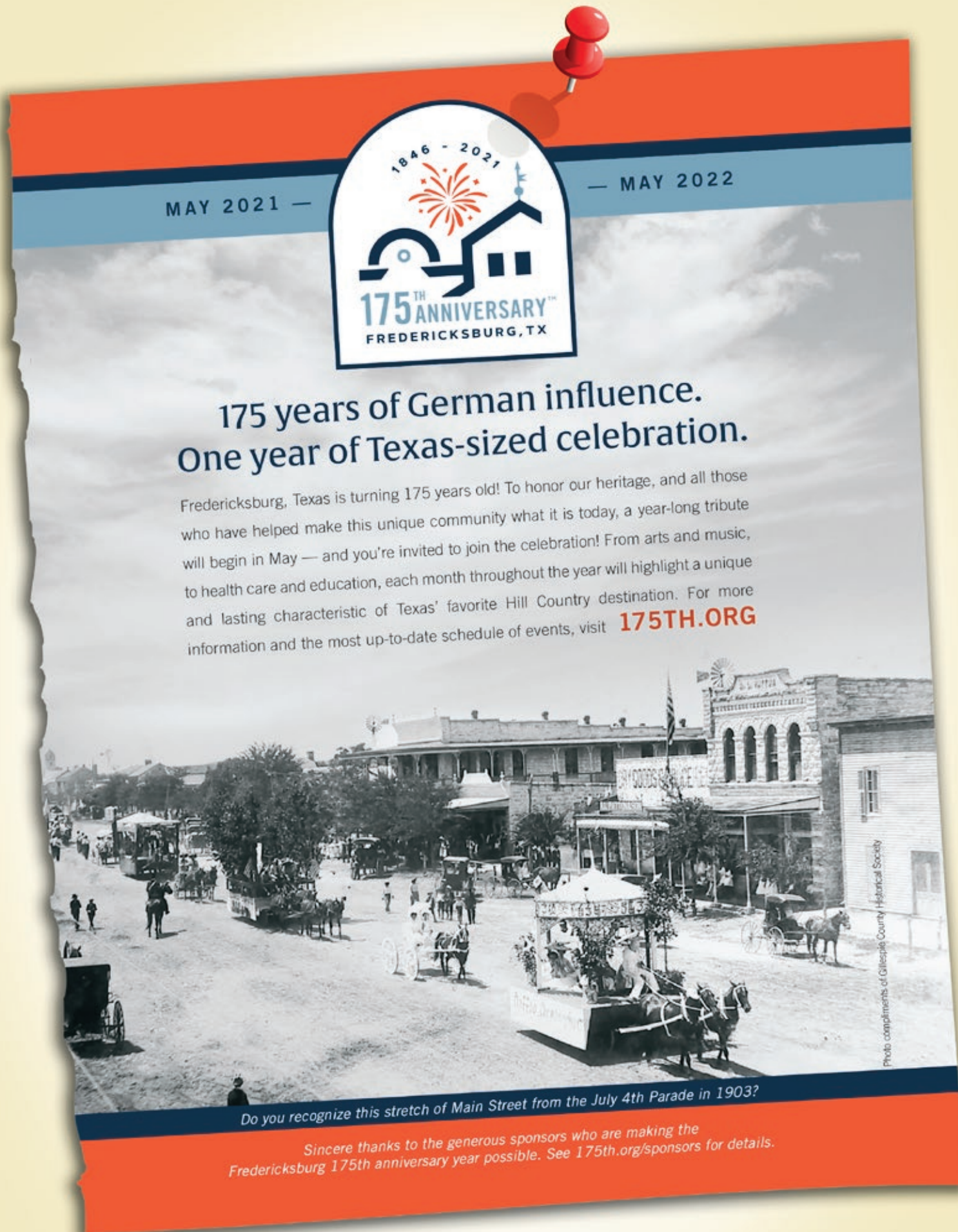
Small association and corporate meetings are also very valuable since most of them convene midweek. Several local hotels and guesthouse complexes have nice midweek business, utilizing their meeting space as a marketing tool.



As business more evenly distributes throughout the week, employers will have the opportunity to offer more full-time employment to their staff, positively impacting the town's workforce.

Thankfully, millions of Texans continue to view Fredericksburg as a fantastic weekend destination and with continued marketing efforts, the FCBV will work to help them realize Fredericksburg and Gillespie County are great places to visit midweek as well.

**As business more evenly distributes throughout the week, employers will have the opportunity to offer more full-time employment to their staff, positively impacting the town's workforce.**



# LASTING FREDERICKSBURG

*Celebrating 175 years of history.*



The year-long, city-wide celebration of Fredericksburg's 175th Anniversary kicked off in May 2021, but due to ongoing pandemic precautions, most opening celebration events were postponed to a Grand Finale Weekend in May 2022.

With an overall theme of "Lasting Fredericksburg," the town did mark the passing of 175 years since its founding on May 8, 1846, throughout 2021 with new banners along Main Street, a pair of special art exhibits and monthly themes celebrating the things that make our town special—Craftsmanship, Traditions, Family Heritage, Stewardship of Land, Education, Health Care, Innovation, Faith, Service, Leadership, Commerce, Arts and Music and Friendship.

The Fredericksburg Convention and Visitor Bureau marketed the celebration year to visitors and locals through media relations efforts, social media posts and with staff serving on both the 175th Anniversary Steering and Marketing committees. FCVB staff aided these two committees by producing press releases,

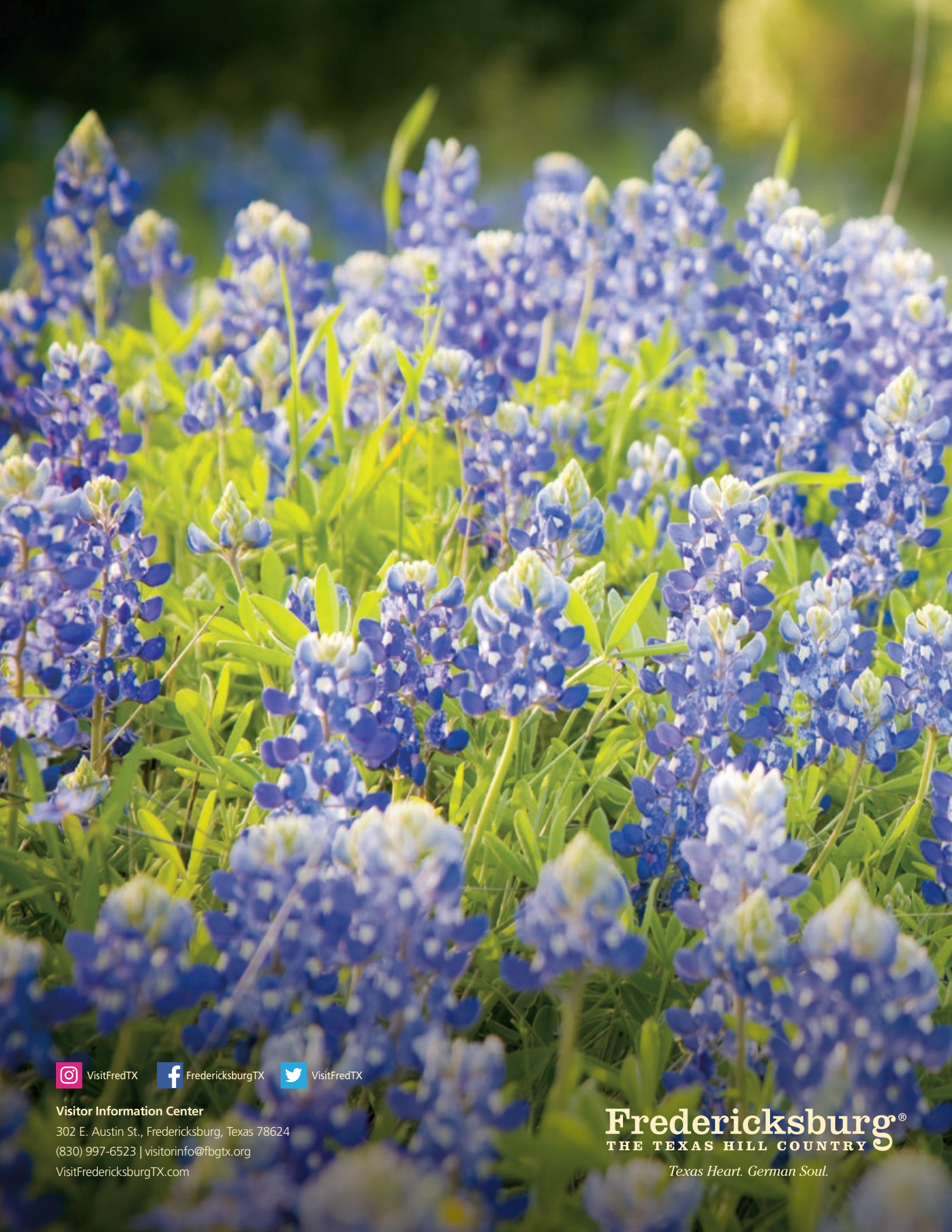
helping keep events up to date and information accurate on [175th.org](https://175th.org).

For National Travel and Tourism Week in May 2021, the FCVB hosted a 175th birthday themed event welcoming tourism partners, city and county officials and local law enforcement officers to the Visitor Information Center for popcorn, cookies, ice cream, drinks and live music.

Through feedback received during 2021 focus groups, German heritage is still a large draw for visitors to the community. The FCVB also developed a specific page on [VisitFredericksburgTX.com](https://VisitFredericksburgTX.com) to spotlight the ways that Fredericksburg's German heritage can be seen today—authentic German food, museums and architecture, historic lodging, and festivals specifically Oktoberfest.

The FCVB's Historic Walking Tour brochure was also revamped and expanded to provide an easy way for locals and visitors to see 30 of the town's significant historical places. That tour was recognized in April 2021 by *Southern Living* as one of the "South's Best Walking Tours."

**Fredericksburg's first 175 years have provided a foundation from which the FCVB will continue to develop and manage the town's tourism industry, ensuring that it remains a special town for the next 175 years.**



VisitFredTX



FredericksburgTX



VisitFredTX

**Visitor Information Center**

302 E. Austin St., Fredericksburg, Texas 78624

(830) 997-6523 | [visitorinfo@fbgtx.org](mailto:visitorinfo@fbgtx.org)

[VisitFredericksburgTX.com](http://VisitFredericksburgTX.com)

**Fredericksburg®**  
**THE TEXAS HILL COUNTRY**

*Texas Heart. German Soul.*