

# Fredericksburg

Convention & Visitor Bureau

ANNUAL REPORT 2022



**Fredericksburg®**  
THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

# Message from the President

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*The future of Fredericksburg and Gillespie County travel.*

As I draft my first letter to accompany the 2022 annual report, it is a moment of reflection and praise. I reflect on the dynamic team responsible for the metrics showcased in this document, and I tip my hat to the incomparable Ernie Loeffler, retired president and CEO of 24 years for the Fredericksburg Convention and Visitor Bureau. Ernie wrote this final chapter of his legacy in destination management for a community he dearly loves and for a team he assembled to bring that chapter to fruition. The praise is theirs, and I give it with utmost gratitude.

Today we build on that legacy by employing new tools to maximize market data and research, developing new metrics to measure the impact of tourism on our community, sharing the results of such data and metrics with our stakeholders, and working to ensure that tourism dollars are reinvested back into the community.

After the past three years of exceptional change, we have an opportunity to reimagine how we promote and manage tourism in our community. And by working closely with our partners in the industry, we can balance the needs of visitors with the needs of our community and environment.

As we look to the future of travel, we recognize that there are many challenges and opportunities ahead—opportunities for us to create a more responsible, sustainable and thriving tourism industry. We invite you to join us on this journey.

Thank you to all who played a role in the successes of 2022—partners, stakeholders, and especially Ernie and the FCVB team.

Looking forward to the future,



**Brady Closson**

*President/CEO*

*Fredericksburg Convention and Visitor Bureau*

**3 CVB METRICS**

**4 ATTRACTION ATTENDANCE**

**5 ECONOMIC IMPACT**

**5 STEWARDSHIP CAMPAIGN**

**6 HOTELS & SHORT-TERM RENTALS PERFORMANCE**

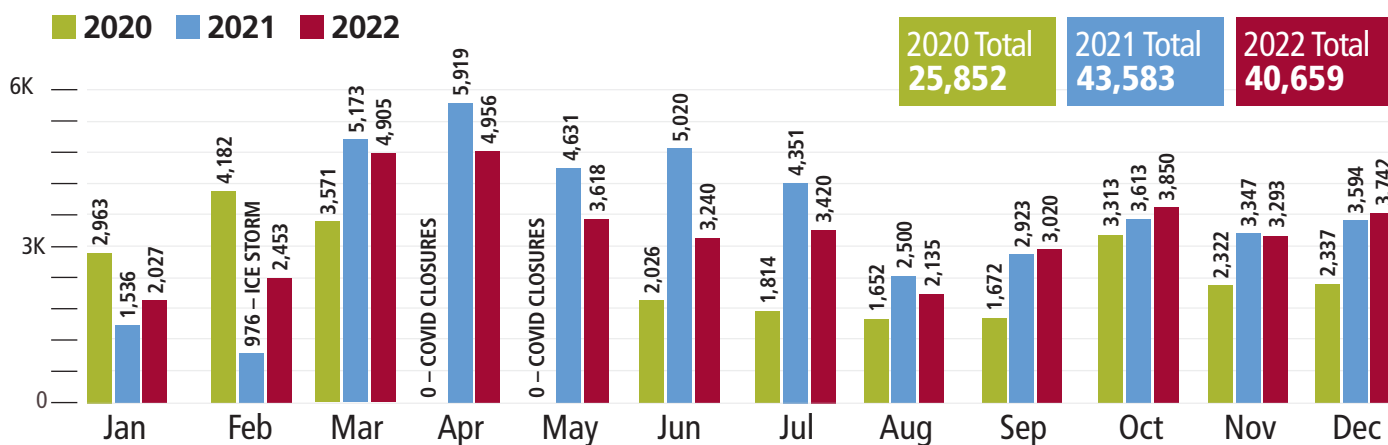
**7 TAX COLLECTION**

# Fredericksburg Convention and Visitor Bureau Metrics

Source: Fredericksburg Convention and Visitor Bureau

2020	2021	2022	
1,190,306	1,664,230	1,730,432	unique visitors to VisitFredericksburgTX.com
25,852	43,583	40,659	visitors welcomed at Visitor Information Center
21,222	15,074	20,103	packets mailed or distributed
7,664	8,184	6,211	phone calls answered
3,349	9,731	9,978	people watched DVD
\$1.7	\$2.6	\$1.8	million of media value
3,937	10,655	15,508	future group room nights booked by FCVB sales team
15	30	46	media professionals hosted by FCVB communications team
11	50	48	group planners visited Fredericksburg

## Visitor Information Center Visitation by Month





## Attraction Attendance

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	2020	2021	2022
Enchanted Rock State Natural Area	304,249	331,327	292,167
Fredericksburg Theater Company	8,183	12,514	12,313
LBJ National Historical Park (ranch)	75,322	64,467	87,386
LBJ State Park and Historic Site	73,000	80,395	80,562
National Museum of the Pacific War	86,621	106,237	109,314
Old Tunnel State Park	47,132	34,105	26,855
Pioneer Museum, Vereins Kirche Museum, Old County Jail	14,487	23,535	31,250
Texas Rangers Heritage Center	5,842	7,516	5,675
Wildseed Farms	145,000	375,000	422,000

## Gillespie County Economic Impact

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### TOTAL DIRECT TRAVEL SPENDING:

2020: \$130.8 million  
2021: \$182.7 million  
2022: \$187.5 million



### DIRECT TAX RECEIPTS (BOTH LOCAL AND STATE):

2020: \$13.9 million  
2021: \$19.9 million  
2022: \$20.1 million



### TOTAL DIRECT EARNINGS:

2020: \$31.6 million  
2021: \$44.4 million  
2022: \$49.5 million



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

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2020

**1,190,306**

UNIQUE WEB VISITORS

2021

**1,664,230**

UNIQUE WEB VISITORS

2022

**1,730,432**

UNIQUE WEB VISITORS

## Love FBGTX Stewardship Campaign

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In its second year, the Love FBGTX stewardship campaign continues to help visitors and residents alike share and preserve the rich history and heritage of Fredericksburg. The campaign asks all to respect Fredericksburg's residents and visitors, to honor its history and heritage and to protect its natural Texas Hill Country beauty through seven different messages.

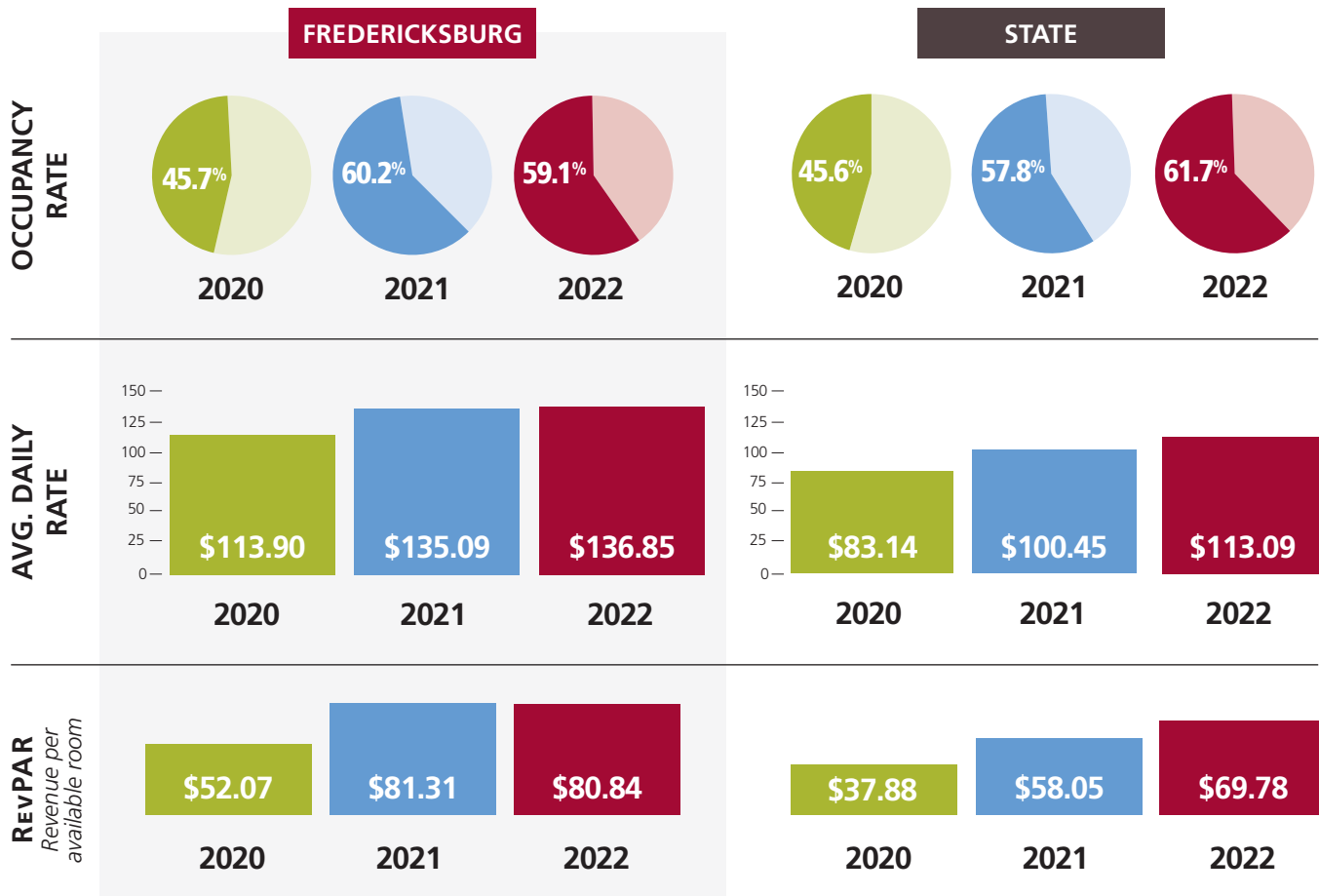
In 2022 the campaign achieved more than 3,000 followers across social media, and Fredericksburg Convention and Visitor Bureau team members shared the campaign with presentations to 15 local organizations, reaching over 300 people. The campaign's website, LoveFBGTX.com, saw a total of 37,228 page views and had an average time on site of 1:11.

By preserving the beauty and heritage of Fredericksburg, we ensure that future generations can continue to Love FBGTX. Learn more and share the love at LoveFBGTX.com.

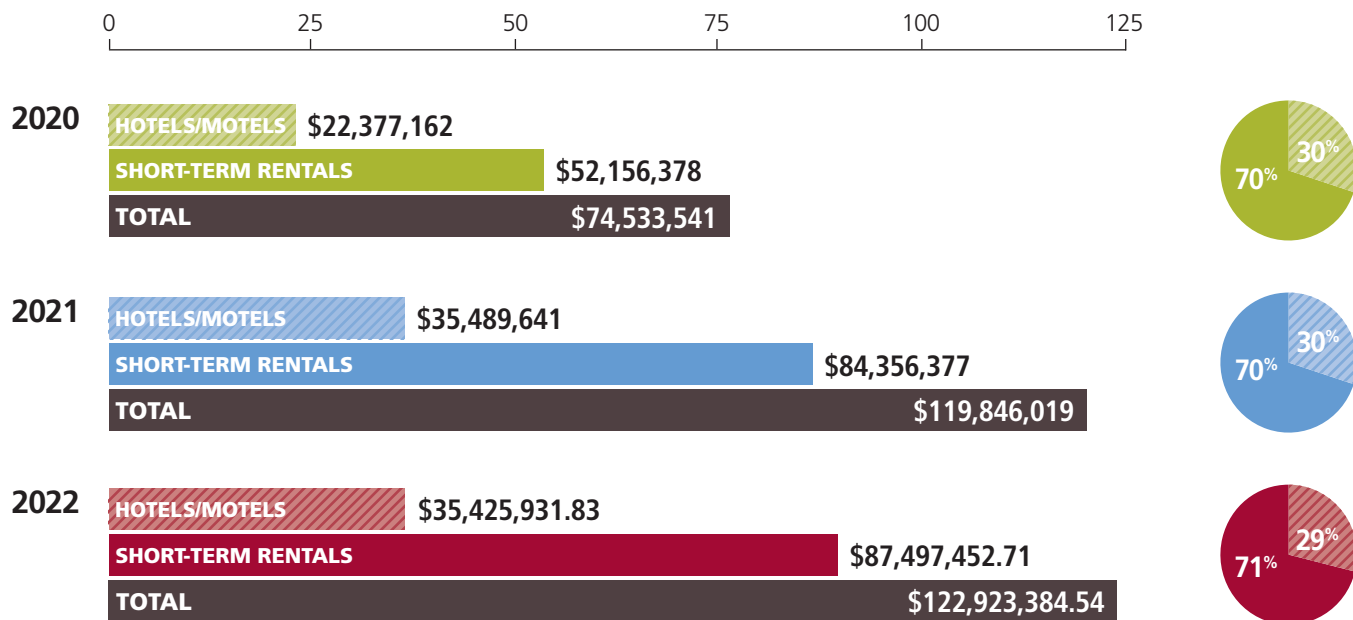


# Hotel Performance

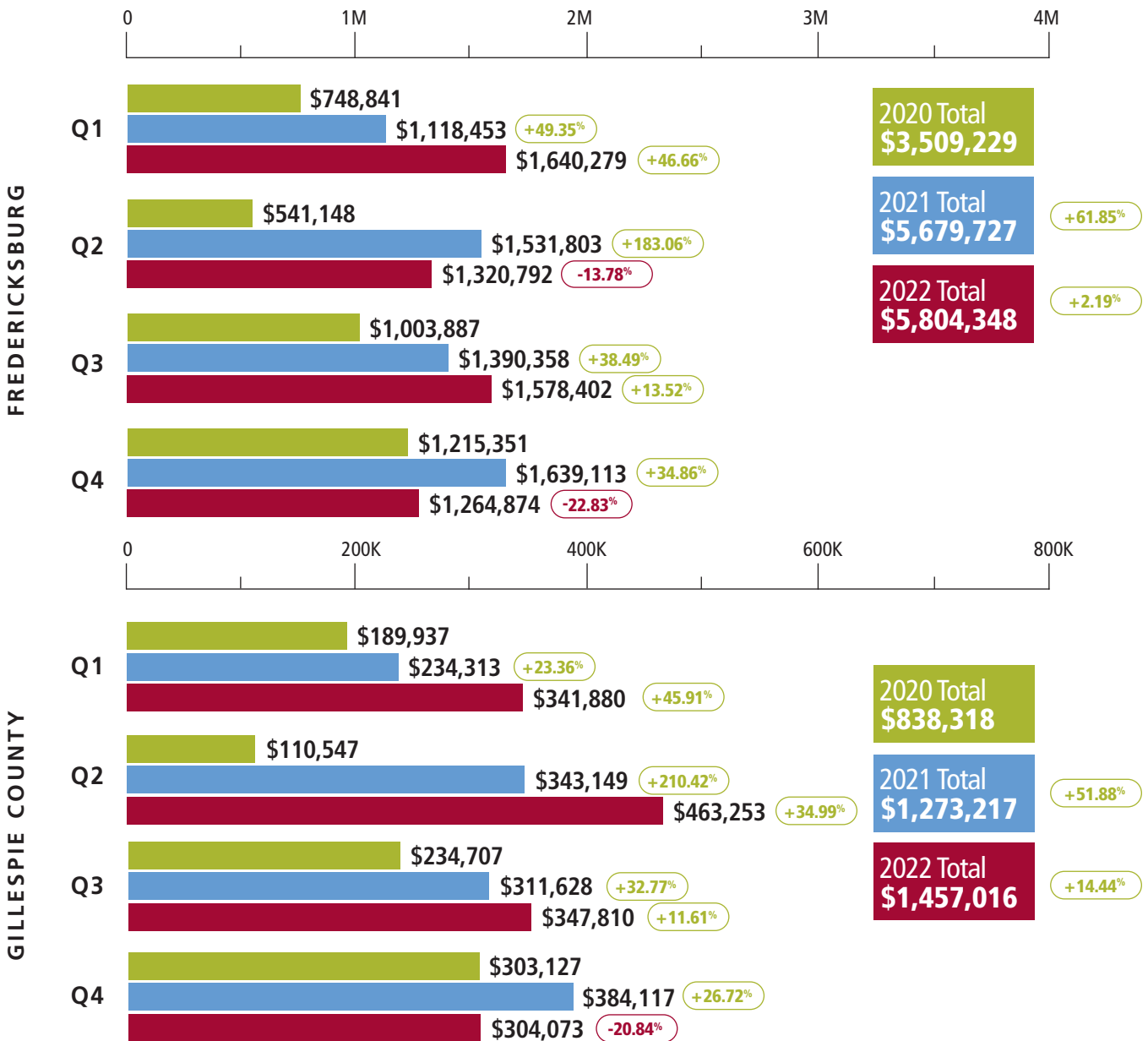
From the STR Report and Source Strategies (does not include short-term rentals)



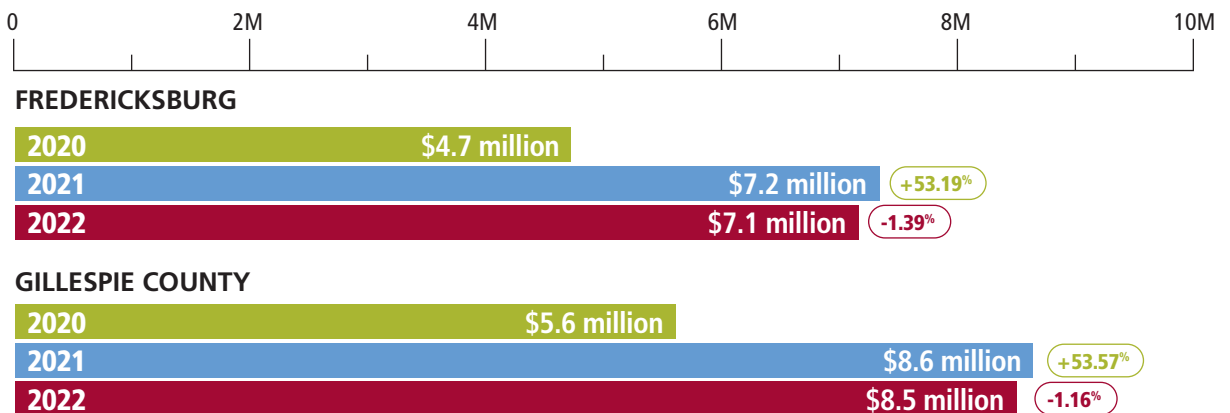
## Gross Lodging Receipts: Hotels vs. Short-Term Rentals



# Lodging Occupancy Tax Collection



# Sales Tax Collection







VisitFredTX



FredericksburgTX



VisitFredTX

**Visitor Information Center**

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

**Fredericksburg<sup>®</sup>**  
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