

# 2013

ANNUAL REPORT



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





## **Tourism is HOT in Fredericksburg!**

Things are going from good to great  
—and we've got the research to prove it.

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## The Fredericksburg/ Gillespie County Visitor

Over the last two decades, we have seen the Fredericksburg / Gillespie County hospitality product—what we have to sell to visitors—change and evolve.

As our product has changed, so have the efforts of the Fredericksburg Convention and Visitor Bureau (FCVB). As a result of our visitor research, the FCVB more narrowly targets who we advertise to and in what markets. As we have refined our marketing efforts, we have been able to influence the type of visitor who comes to Fredericksburg and Gillespie County. In this annual report, we hope to give you a better understanding of the Fredericksburg visitor—how they are the same as ten years ago and what has changed.

Although 64% of our visitors are still women, they are just as likely to come for wine tasting today as for shopping. Or for both! Today 44% of our visitors have a household income of over \$100,000—up from 20% in 1999/2000. Texas is still the home to approximately 70% of our visitors, but the number of visitors from other states and international visitation are both up.

The good news is that 59% of our visitors say we “exceeded their expectations,” and they keep coming back for more German heritage and Texan hospitality. Some 14% of our visitors have been to Fredericksburg 20 times or more!

At the Fredericksburg Convention and Visitor Bureau we are appreciative of our local partners who have created and continue to create one of the best small town travel destinations in the great State of Texas. Thank you!

*Ernie Loeffler, President/CEO*

*Fredericksburg Convention and Visitor Bureau*

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FREDERICKSBURG

**HOT TAXES UP 16% OVER 2012**

GILLESPIE COUNTY

**HOT TAXES UP 26% OVER 2012**







44%

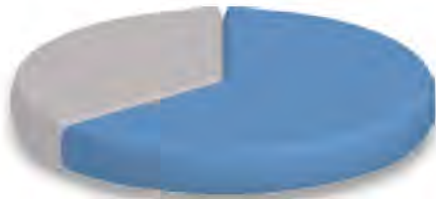
of visitors have a household  
income of over \$100K.



# Who They Are

Grab a Main Street bench for one hour on a Saturday, and you'll see Fredericksburg and Gillespie County is a draw for a variety of age groups and household incomes. But 2013 proved to be a turning point in evolving the Fredericksburg visitor demographics. The combination of marketing efforts and increased product offerings like wineries, live music, sophisticated shopping and art galleries has increased the draw from

larger, more affluent markets, thus altering the profile of our visitor. We are seeing the household income skewing higher which means more money flowing into our local economy. While the research shows 60% of visitors are 50 years of age or older, from that same bench you will see our fair share of younger visitors and families—which is good news for the successful future of Fredericksburg and Gillespie County tourism.



**64%**

of visitors are still women but the gender gap is slowly narrowing.



**60%**

of visitors are 50+ years of age—the sweet spot for the baby boomers.

**OPPORTUNITY:** Now is the time to attract the more affluent visitor. The baby boomers are coming—and bringing friends. The young up-and-comers are discovering the hip undercurrent in Fredericksburg and Gillespie County and testing the waters. Let's keep them coming back for more.

**Compared to only 20% in 2000.**



# 32%

of visitors said one of the top reasons for visiting is wineries.





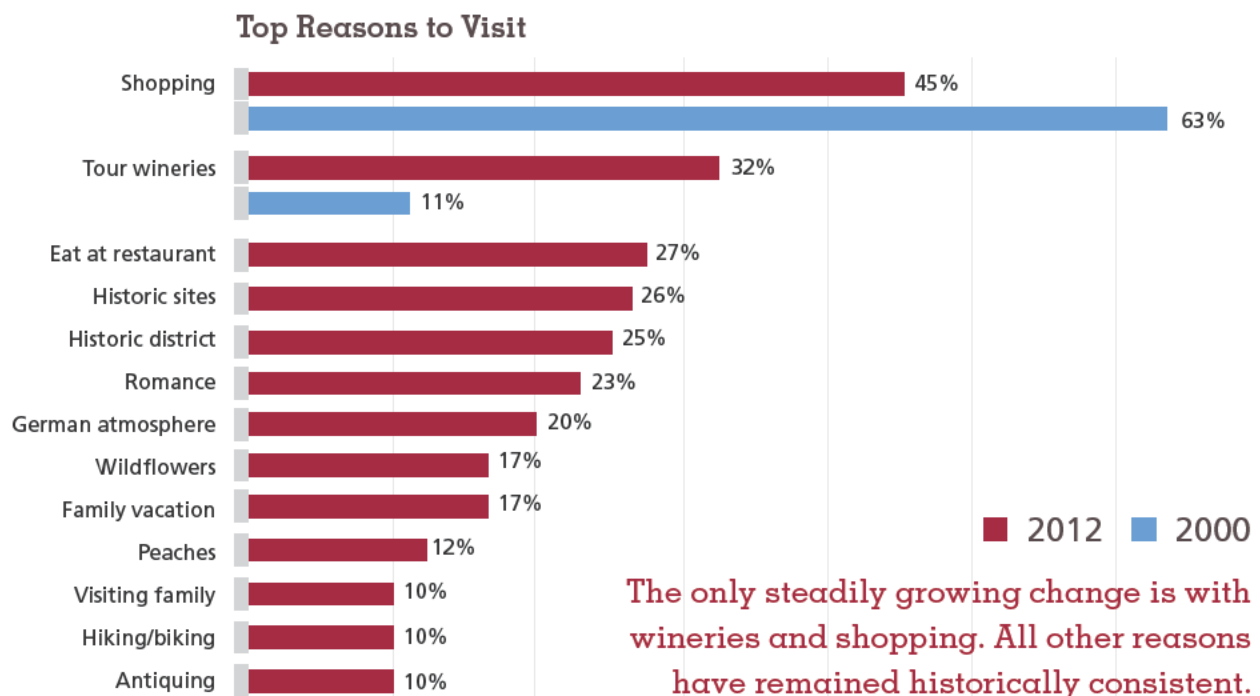
# What They Do

While shopping remains the #1 reason for visiting, wineries are catching up fast. But before over-analyzing the numbers, remember that between these two study dates (2000 and 2012) several more hotels have been constructed providing hundreds more beds.

In addition, more B&B reservation services have been established. Despite these additions, general occupancy has remained consistent. That means, quite simply—there are more visitors spending more time in the area doing more things. That's what we want to hear.

## Increased from just 11% in 2000.

**OPPORTUNITY:** The growing trend in wine consumption and culinary interest has carved a unique niche for Gillespie County. Retailers, lodging owners, attractions and services need to keep this growing segment of the market in mind to increase their respective businesses in the coming years.



66.6%

of visitors stayed overnight.





# How Long They Stay

Lodging patterns have stayed relatively consistent in the past 12 years, with hotels and motels continuing to garner approximately 45% of the overnight visitors, B&Bs and guesthouses attracting around 40% and the other

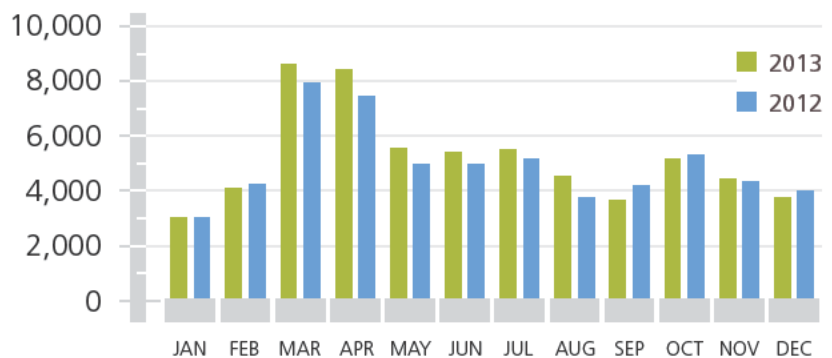
15% split between RV parks and staying with friends. Being so close to our #1 visitor base, San Antonio, makes conversion of day trippers one of our biggest challenges, but also one of our biggest areas for growth.

## But 34% are still day trippers.

**OPPORTUNITY:** That's still a large number of people who aren't spending the night. The more visitors that spend the night, the more money they contribute to our local economy. There is great opportunity to continue to spread the word about the variety of offerings in Fredericksburg and Gillespie County. In fact, you can find multi-day itineraries at [www.VisitFredericksburgTX.com/plan](http://www.VisitFredericksburgTX.com/plan).

### Visitor Information Center Visitation

2013 Total: 62,960  
2012 Total: 59,967



To increase overnight visitation, the Fredericksburg CVB started to market the planning of Girlfriends' Getaways to its primary female audience in 2012 and throughout 2013.





The average visitor spends

\$536

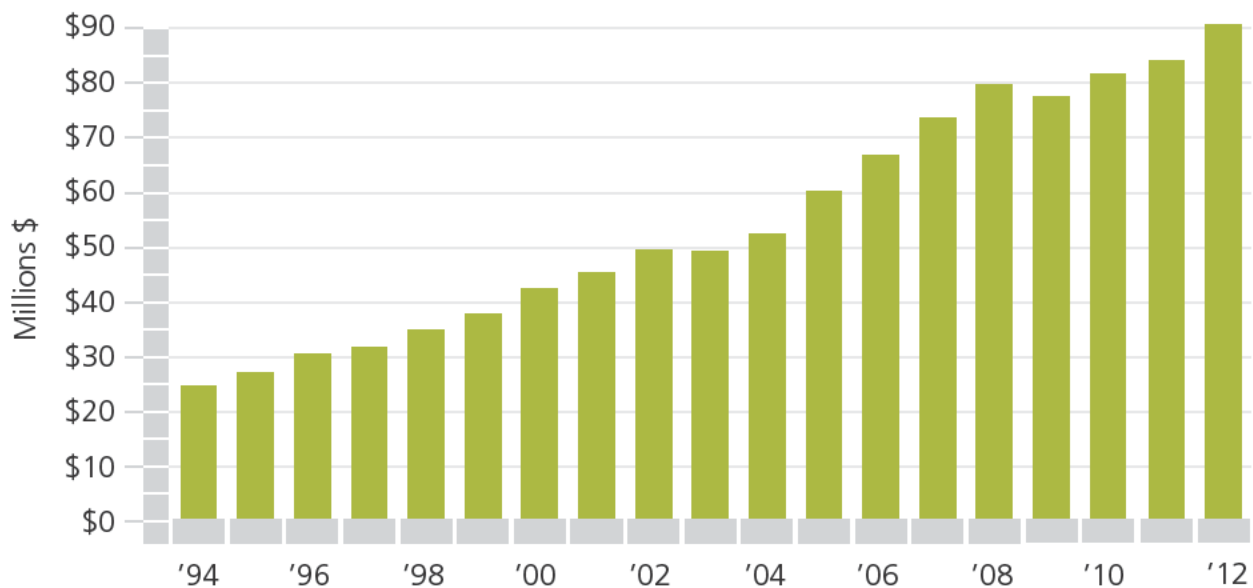


# How Much They Spend

Fredericksburg and Gillespie County saw healthy spending numbers in 2012 despite only 8% of visitors saying they planned to spend over \$1,000. Future marketing aimed at increasing overnight visitation will help to spike this number. The addition of more upscale

attractions in 2012 including a high-cuisine bistro restaurant, several wineries and tasting rooms, high-end antique shops and art galleries will only help achieve our future goal. Obviously, from the chart below, we are continuing to head in the right direction.

Gillespie County  
Total Direct Travel Spending



But the average overnight visitor spends \$665.

**OPPORTUNITY:** Remember those day trippers mentioned on the previous page? Converting them to overnight visitors will increase everyone's bottom line. Hoteliers, restaurants, shops and attractions. They will start thinking of Fredericksburg as a vacation destination and not just a diversion for the day. There is nice room for growth here—for everyone.





30%

of visitors use the Internet  
as their main source of info.



# How They Plan



2013 Stats for VisitFredericksburgTX.com

**72%**  
of visitors are new

**4.1M**  
total pageviews in 2013

**14,195**  
visits from Facebook and  
Trip Advisor combined

**513K**  
unique visitors

**4.29**  
minutes was the  
average stay on site

**1.3M**  
pageviews from mobile

**43K+**  
visits to events page

**56.4%**  
of visitors found us by surfing

**OPPORTUNITY:** This dramatic increase is good news for local tourism businesses. If you don't have a good website, get one. If you aren't keeping it current, update it. Link to other Fredericksburg businesses. Implement a strong SEO program. Utilize social media. This number is only going to go up, and those that maximize their Internet presence will reap the benefits.

**Up from a mere 8% in 2000.**





59%

of visitors give our  
Texas hospitality an A+.

# What They Think



**OPPORTUNITY:** Strike while the iron is hot, right? Fredericksburg's "iron" is only getting hotter. The face-to-face interaction we have with visitors is what sets the tone for their visit. They're ready to experience our Texas hospitality first hand. So welcome them, and better yet, invite them back!

And are talking to others about us.





of visitors are from Texas.





# Where They're From

Believe it or not, we get more visitors from the East Coast than from Austin and the Hill Country. In 2012, our advertising dollars for print were concentrated mainly in Texas, but our digital advertising has provided ample

opportunity to reach outside the state. In addition, during 2012, our strong PR team landed numerous mentions in publications such as the *New York Times* which is helping us gain national recognition.

## Biggest spenders from Houston area.

**OPPORTUNITY:** This should not come as a shock, of course, but with our best customers being our neighbors, it's that much easier to get them to return. Provide a great experience and, odds are, they'll be back. And just keep in mind, Dallas and Fort Worth were our fastest growing segments in 2012!



### Rank in # of Visitors

1. San Antonio
2. Houston
3. Dallas
4. Fort Worth/Arlington
5. East Coast, USA
6. Hill Country
7. Austin
8. Galveston
9. Pasadena/Pearland



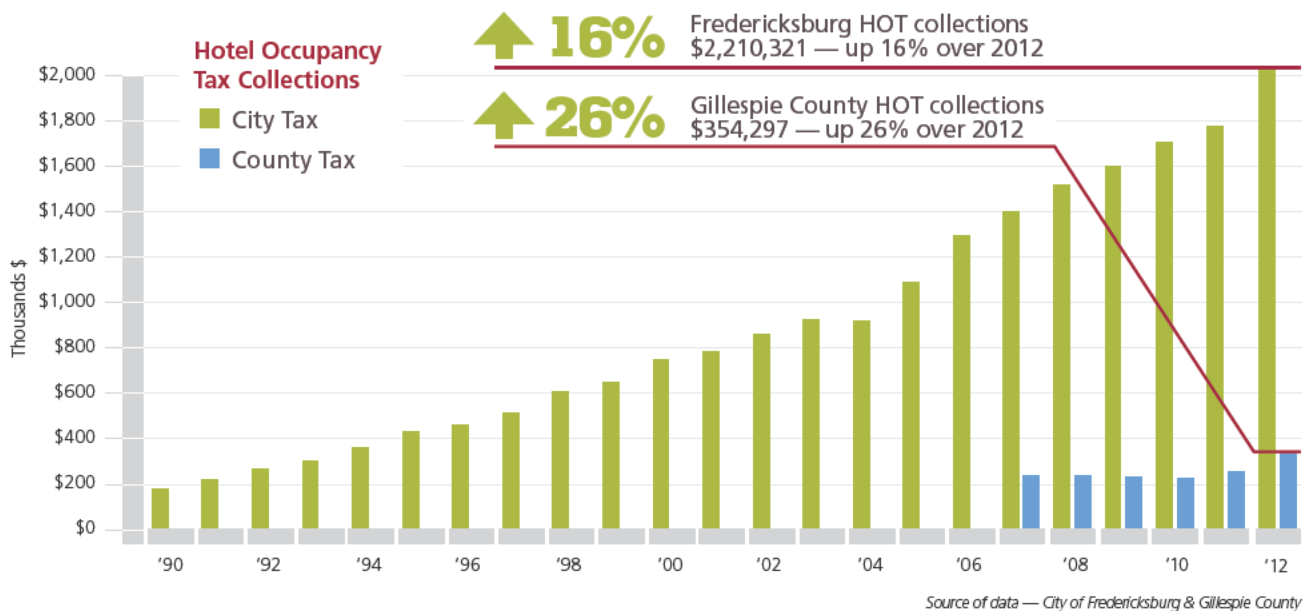


44%

of visitors have been here  
four or more times!

# How We Keep Them Coming

<b>↑ 7%</b> Information Packets Distributed <b>2013: 41,570</b> vs. <b>2012: 38,734</b>	<b>↑ 42%</b> Unique Visitors to Web Sites <b>2013: 567,321</b> vs. <b>2012: 399,719</b>
<b>↑ 5%</b> Visitors Assisted at VIC <b>2013: 62,960</b> vs. <b>2012: 59,967</b>	<b>↑ 27%</b> Fans Added on Facebook <b>2013: 11,989</b> vs. <b>2012: 9,438</b>
<b>↓ 19%</b> Views of Electronic Brochure <b>2013: 11,698</b> vs. <b>2012: 14,442</b>	<b>↑ 93%</b> Visitors that Watched Video at VIC <b>2013: 14,282</b> vs. <b>2012: 7,414</b>
<b>↓ 8%</b> Phone Calls Answered <b>2013: 17,727</b> vs. <b>2012: 19,325</b>	<b>↑ 36%</b> Media Value Generated <b>2013: \$1.9M</b> vs. <b>2012: \$1.4M</b>



**OPPORTUNITY:** This means about 1 out of every 4 visitors is having a first-time experience. So every impression counts to keep them coming back. This figure has remained consistent for the past 12 years, which means we are doing a great job of attracting NEW visitors to our area. Keep it up!

**And 26% are still first-time visitors.**





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Visitor Information Center:  
302 E. Austin St., Fredericksburg, Texas 78624  
1-888-997-3600 (830) 997-6523  
visitorinfo@fbgtx.org  
[www.VisitFredericksburgTX.com](http://www.VisitFredericksburgTX.com)

 [Facebook.com/FredericksburgTX](https://www.facebook.com/FredericksburgTX)  [Twitter.com/VisitFredTX](https://twitter.com/VisitFredTX)

