



Fredericksburg
THE TEXAS HILL COUNTRY
Convention and Visitor Bureau

ANNUAL REPORT

2023

MESSAGE FROM THE PRESIDENT

The future of Fredericksburg and Gillespie County travel.

As I draft my letter to accompany the Fredericksburg Convention and Visitor Bureau's 2023 annual report, it is time to reflect on my first full year at the FCVB as well as within the Gillespie County / Fredericksburg market. Just like any other year, 2023 had its ups and downs and at the end of the day, direct spend related to tourism was up in Gillespie County and the City of Fredericksburg vs. 2022.

The FCVB had many accomplishments within 2023, some of which include: a complete re-deployment of the sales and marketing/communications divisions within the CVB to ensure we are optimized for maximum benefit moving forward. The CVB enlisted Longwoods International, a respected industry partner to facilitate our first ever resident sentiment study on tourism and provide a foundation for growth. The CVB went out with a formal RFP (request for proposals) for the CVB's Agency of Record for marketing and promotional support, to ensure the CVB was positioned for future success. After that process, it was identified that our existing agency of 14+ years had done some exceptional work on behalf of the FCVB, although it was time to make a change. As of October 1, 2023, the FCVB has transitioned its Agency of Record to Idea Peddler, out of Austin. We are truly excited to partner with the talented team at Idea Peddler. And finally, we have built a team of extremely capable and accomplished individuals that are excited to represent both Fredericksburg and the Fredericksburg Convention and Visitor Bureau for many years to come.

We continue to leverage and share our datasets to maximize our knowledge and understanding of where our visitors are coming from as well as what stakeholders they are visiting and what they are spending money on while in market. For the first time, the FCVB has tailored our marketing and promotional spend to be heavier over off-peak periods, meaning when the visitor to resident ratios in market are not already at or above capacity. This is a direct representation of stewardship by the CVB. We are committed to finding a balance in the visitation we know we need, with caution not to exceed that fine balance whenever possible.

As stated before, 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 that contributed to the successes of 2023 – partners, stakeholders, and the FCVB team.



A handwritten signature in black ink, appearing to read 'Brady Closson', written in a cursive style.

BRADY CLOSSON
PRESIDENT / CEO
FREDERICKSBRUG CONVENTION AND VISITOR BUREAU




📍 ATTRACTION ATTENDANCE

	2021	2022	2023
📍 Enchanted Rock State Natural Area	331,327	292,167	300,098
📍 Fredericksburg Theater Company	12,514	12,313	8,460
📍 LBJ National Historical Park (Ranch)	64,467	87,386	118,819
📍 LBJ State Park and Historic Site	80,395	80,562	78,392
📍 National Museum of the Pacific War	106,237	109,314	107,833
📍 Old Tunnel State Park	34,105	26,855	20,855
📍 Pioneer Museum, Vereins Kirche Museum, Historic County Jail	23,535	31,250	21,370
📍 Texas Rangers Heritage Center	7,516	5,675	4,940
📍 Wildseed Farms	375,000	422,000	325,000

84.31%
attendance increase

**LBJ National
 Historical Park
 2021-2023**

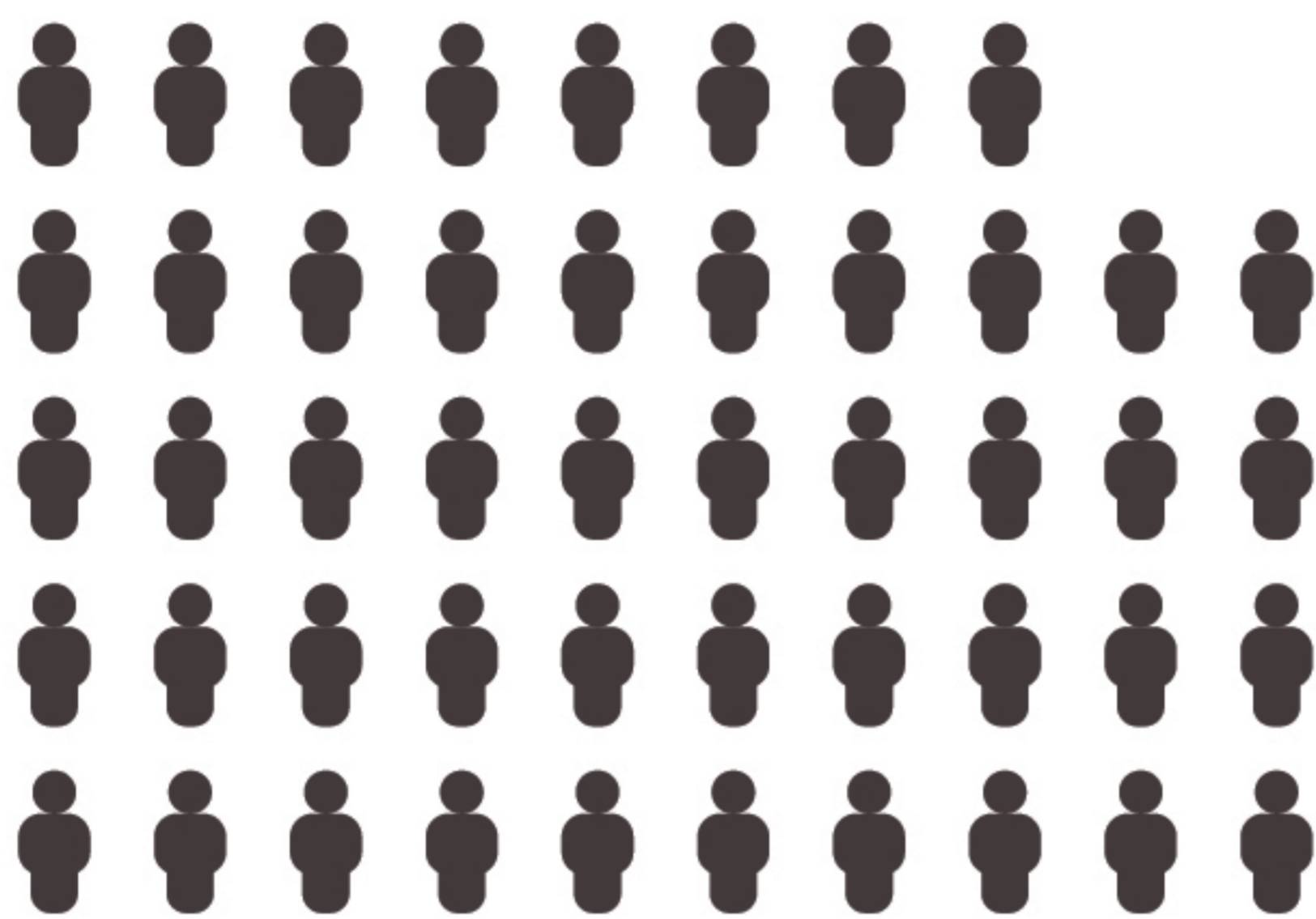
GILLESPIE COUNTY ECONOMIC IMPACT

	2021	2022	2023
 Total Direct Travel Spending	182.7m	187.5m	187.8m
 Total Direct Earnings	44.4m	49.5m	51.3m
 Direct Tax Receipts (Local and State)	19.9m	20.1m	20.3m

VISITFREDERICKSBURGTX.COM VISITATION

2021

 = 25,000 VISITORS



1,664,230

2021 *unique web visitors*

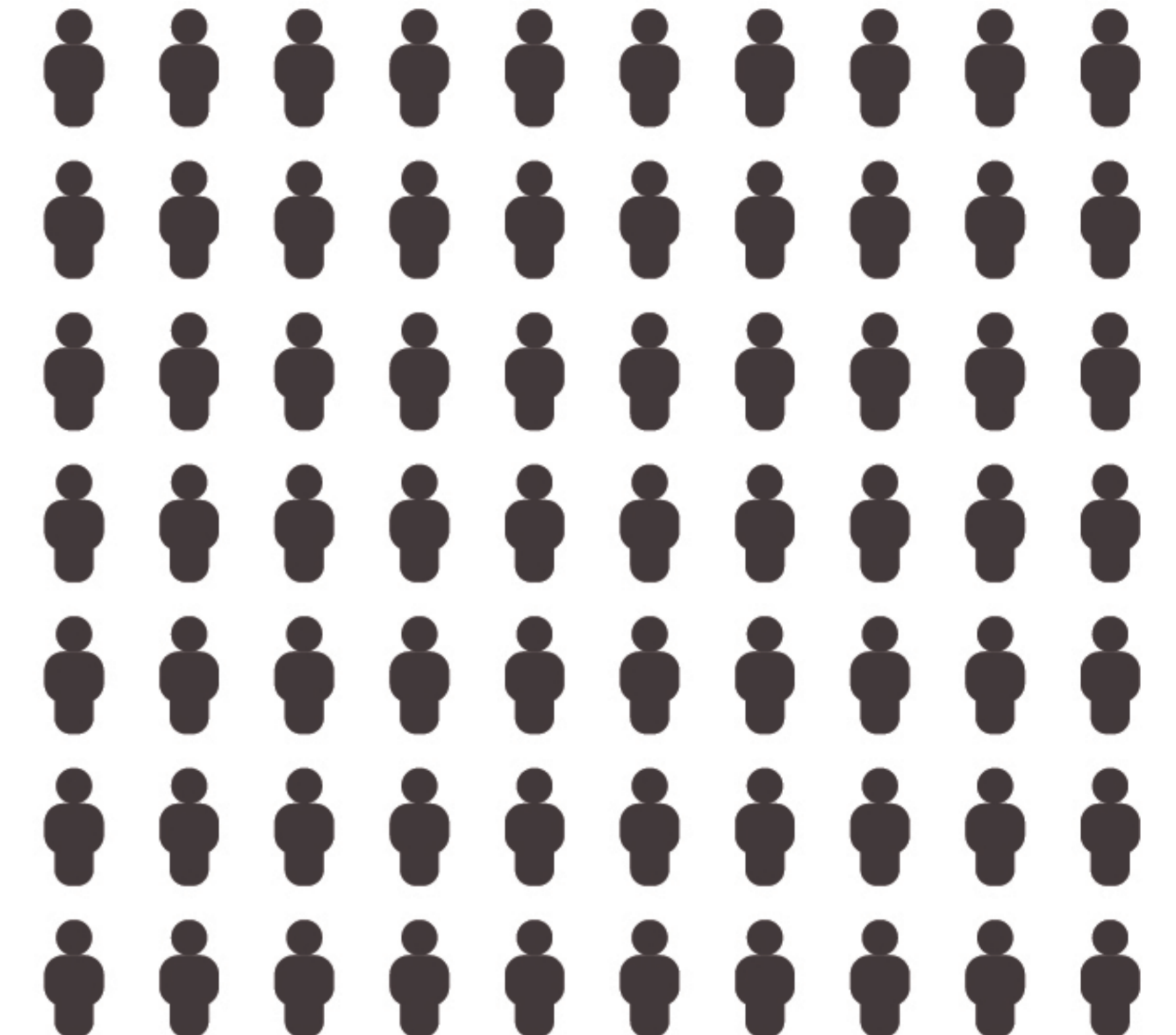
2022



1,730,432

2022 *unique web visitors*

2023



1,674,169

2023 *unique web visitors*

1,159,677 MOBILE USERS | 457,855 DESKTOP USERS

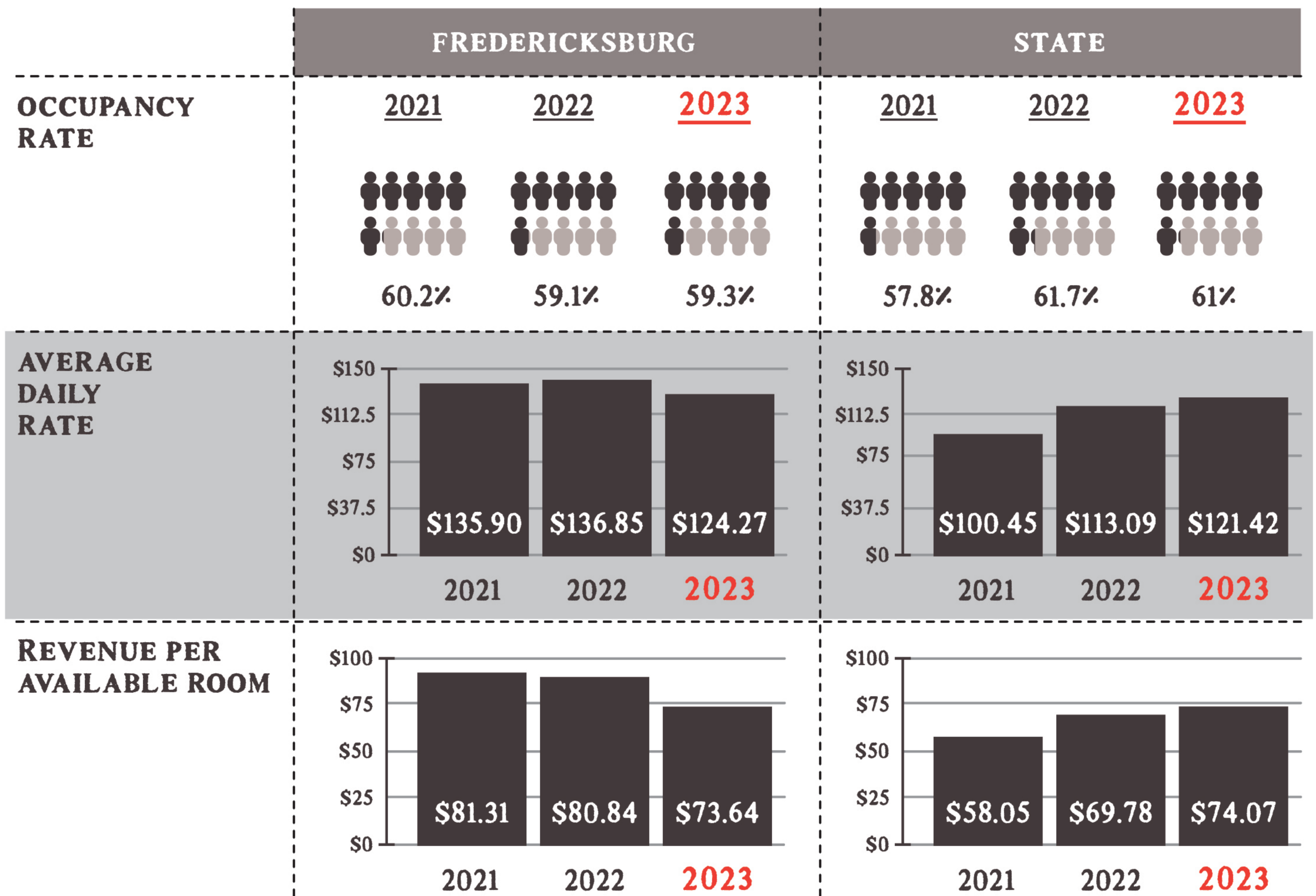
42,098 TABLET USERS

33,985 *total*
Users to
LoveFBGTX.com

29,526 *total*
Users to
EclipseinFBGTX.com

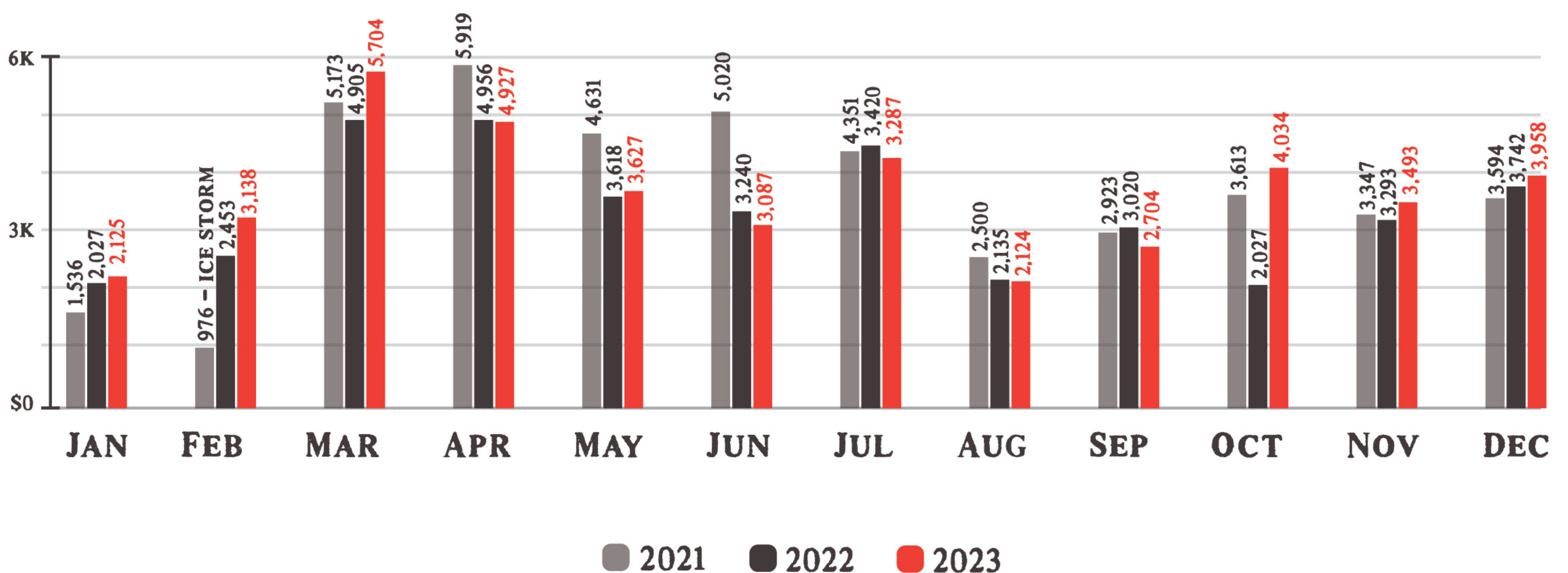
★★ HOTEL PERFORMANCE*

FROM THE STR REPORT AND SOURCE STRATEGIES (DOES NOT INCLUDE SHORT-TERM RENTALS)



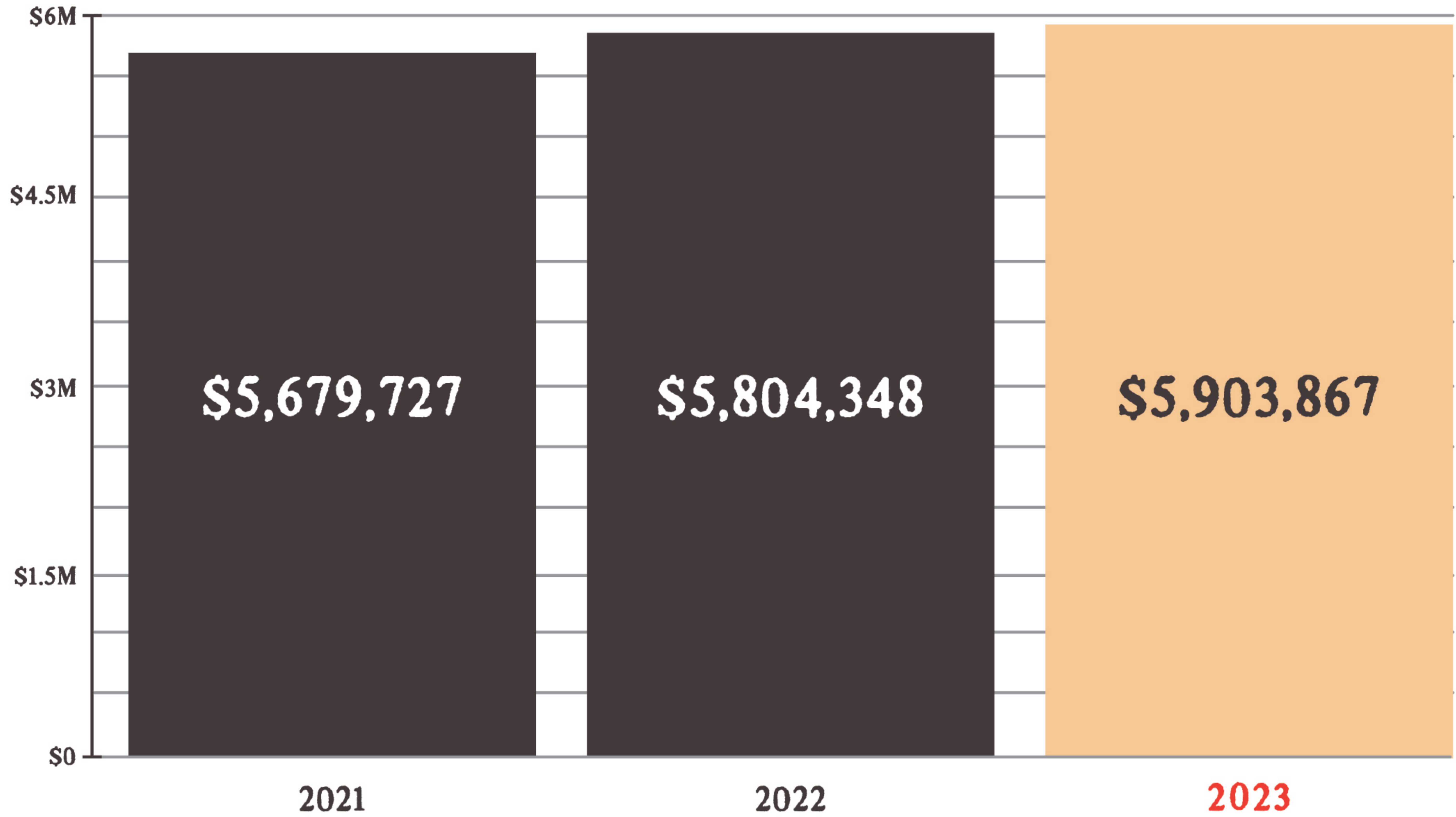
*HOTEL PERFORMANCE METRICS ARE ATTRIBUTABLE TO ALL HOTELS THAT REPORT INTO THE SMITH TRAVEL RESEARCH (STR) PLATFORM.

VISITOR INFORMATION CENTER VISITATION BY MONTH



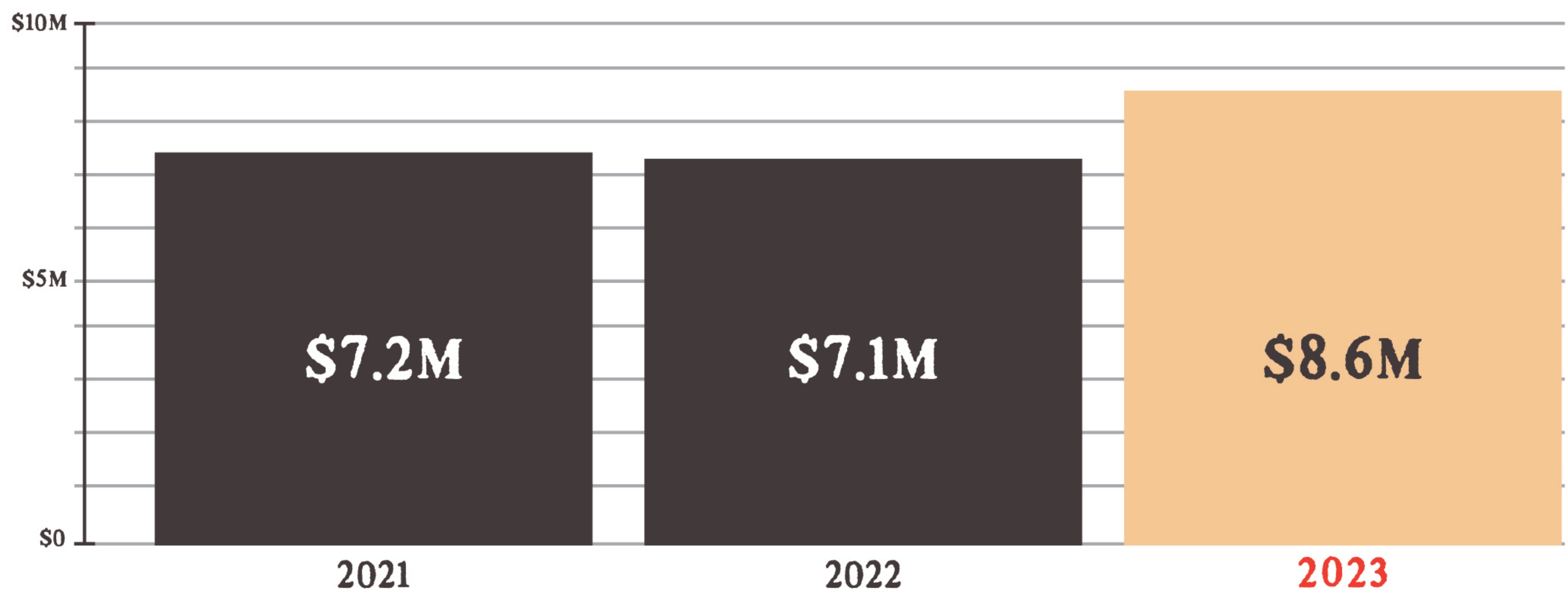
\$ LODGING OCCUPANCY TAX COLLECTION*

FREDERICKSBURG



\$ SALES TAX COLLECTION*

FREDERICKSBURG



*DATA REFLECTED ON THIS PAGE IS CURRENT 5/22/24

Love,
Fredericksburg®