

Jahresbericht 2011

(Translation: Annual Report 2011)



The number of restaurants/bakeries in Fredericksburg and Gillespie County has increased by roughly 250% since 1999, wineries by 325%.



Culinary
“Zauber”
that goes far beyond
Bier und Brats.

If you come to Fredericksburg anticipating authentic German cuisine, we will not disappoint. But further exploration will reveal restaurateurs that offer decidedly more diverse menus. Escalor and lobster. Seared duck breast with ginger/orange glaze. Tender steaks. And very naughty desserts. All complemented by award-winning cabs, zins, chards, rieslings and merlots from our numerous vineyards and wineries. Incidentally, “Zauber” is the German word for “magic”. Guten Appetit. ★
VisitFredericksburgTX.com | 866 997 3600



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2011. Catapulting Fredericksburg.

For Fredericksburg and Gillespie County as a tourism destination, 2011 was a year of challenges juxtaposed against business growth and marketing innovation. The Texas drought of 2011 had a very negative effect on the spring wildflowers in the Texas Hill Country, yet the year saw record lodging revenue and hotel occupancy tax collections. 2011 saw the Fredericksburg Convention and Visitor Bureau (FCVB) become more fully engaged in marketing via the internet and social media with extremely positive results. In the following pages, we share some historic perspective on the economic production of tourism for Fredericksburg and Gillespie County. We also look at the results of the efforts of the FCVB in 2011 and highlight the creative from our advertising campaign. Peering briefly into the crystal ball for 2012—we predict even better results for tourism in Fredericksburg/Gillespie County as the Texas economy outperforms the national scene and new tourism product development continues in our destination, giving visitors yet more reasons to come back. At the FCVB, we are always thankful for the innovative and energetic local tourism partners we have the privilege of working with as we market Fredericksburg and Gillespie County.

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Our new themed brand ads are featured throughout this report and are based on comprehensive and detailed visitor research.



Take home a kreatif Meisterwerk.

Just below the warm patina of Fredericksburg's rustic Hill Country charm, you'll find an equally inviting and eclectic arts community—including national and international artists who make Fredericksburg their home. Over 20 galleries and studios offer breathtaking oils, watercolors, sculpture and mixed media. As well as impressive jewelry, ceramics, glass, stone and furniture. Come and explore our monthly First Friday Art Walk Fredericksburg. Simply put, we're perfecting the art of inspiration.★

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German Heritage. Texan Hospitality.



The art scene in Fredericksburg has gained notoriety with collectors, and our marketing is supporting this growing local industry.

Why Tourism Is Important

Tourism = Viability

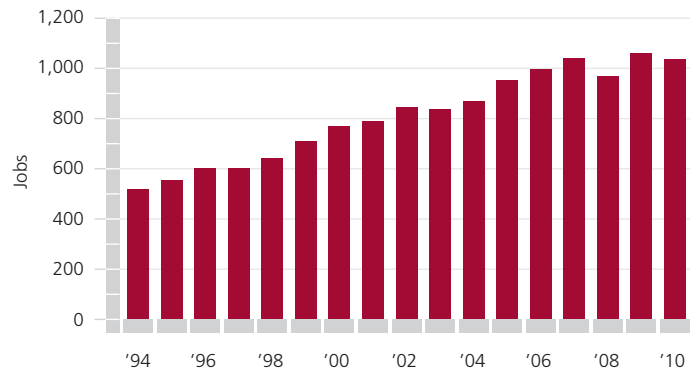
Put simply, tourism brings an undeniable economic strength to our community. And as you can see from the following charts, we have continued to maintain positive visitor traffic throughout a global recession. The visitors that come to Fredericksburg and Gillespie County spend money which directly impacts employment opportunities and boosts our local economy. Plus, tourism supports all the things we love about this area, including wineries, many restaurants and spas, art galleries and live music. A local customer base alone would not be able to support keeping so many spectacular businesses thriving.



Visitors Create Jobs

While other markets are suffering serious setbacks in visitor traffic, Fredericksburg's tourism industry is holding strong due to our incomparable array of activities and our Texan hospitality. If we keep the visitors coming, our job market stays healthy.

Gillespie County
Total Direct Employment

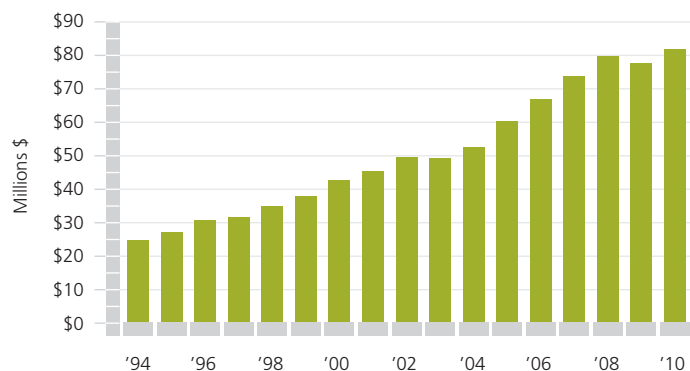


Source of data — Office of the Governor, Economic Development & Tourism

Visitors Create Economic Lift

Tourism pumps an enormous amount of "new" money into our local economy. This helps protect us from setbacks and recessions. Research suggests that every dollar spent at a locally owned business generates two to four times more economic benefit—measured in income, wealth, jobs, and tax revenue—than a dollar spent at a globally owned business.

Gillespie County
Total Direct Travel Spending



Source of data — Office of the Governor, Economic Development & Tourism

With all of our B&Bs, spas, fine dining and wineries, it's no wonder over 25% of surveyed visitors say they come to Fredericksburg for a romantic getaway.



A little dinner.
A little dance.
A little Hill Country
Romanze.

Take a break from your world. And reconnect in ours. We're just secluded enough, with a beguiling mix of diversions that will take your minds off your cares and focus them firmly on each other. Charming guesthouses, B&Bs and inns. Delightful wine tours. Lazy carriage rides. Luxurious His and Hers spa treatments. Live music of all kinds. And soft candlelit dinners with surprisingly diverse cuisine. All set in the natural beauty and laid-back atmosphere of the Texas Hill Country. So take your partner. And come dance to the heartbeat of Fredericksburg. ★

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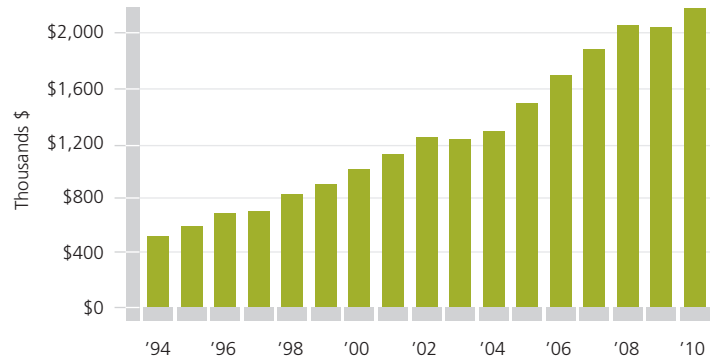


Measurable Success

Visitors Leave Behind Taxes

Visitors to our destination leave behind hotel occupancy taxes (HOT) and local sales taxes. The HOT is used by the City and County to totally fund the marketing efforts of the Fredericksburg Convention and Visitor Bureau to bring more visitors to our destination, as well as supporting the promotion of events, historic preservation and the arts. The use of the HOT is strictly governed by state statute. The local sales tax collected from visitors is used by local governmental agencies as they work to provide services for our residents.

Gillespie County
Local Tax Receipts

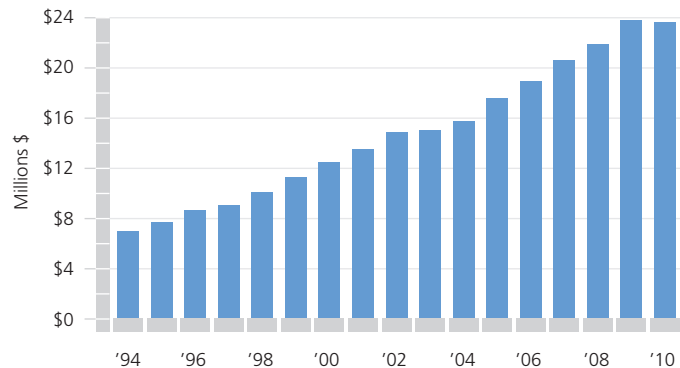


Source of data — Office of the Governor, Economic Development & Tourism

Visitors Talk. We Listen.

We diligently track the number of visitors that come through the doors of the Visitor Information Center. Through this interaction we keep on top of what they like and dislike, what they're looking for, why they return and so much more. This data helps us to market more successfully to a wide variety of new—and repeat—demographics.

Gillespie County
Total Direct Earnings

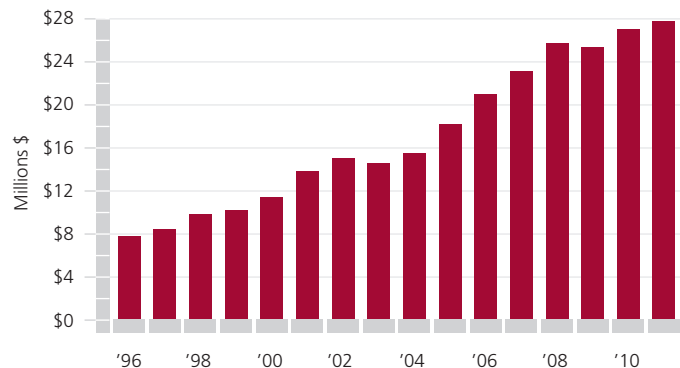


Source of data — Office of the Governor, Economic Development & Tourism

Heads In Beds

While hotel room inventory nearly doubled from 1996 to 2010, revenues more than tripled. And occupancy has continued to hover around the 50% level. This is not only proof of increased visitation, but a trend that shows visitors are realizing the benefit of spending more time here. That helps all of us sleep at night.

Fredericksburg
Room Revenues



Source of data — Source Strategies, Inc., San Antonio

In 2010, visitors put \$3,221 per Gillespie County resident back into our economy.

Lederhosen?
 Later, maybe.
 First check out our couture.

Warm up your *Kreditkarte*. Because tucked away in over 150 shops, galleries and boutiques here in Fredericksburg, you'll find creations by artists working in metal, glass, oil and watercolor. Handmade jewelry by local artisans. Women's fashion ranging from vintage and hand-sewn to upscale contemporary. A staggering collection of home décor. Antiques, Western wear, antiquarian and Texana books. Gourmet food. Several shops selling award-winning wine from our local wineries. And yes, even Lederhosen. Should your purchases exceed your carryon or trunk space, we even offer a shipping service that will come to your rescue. One tip: bring comfortable shoes. ★

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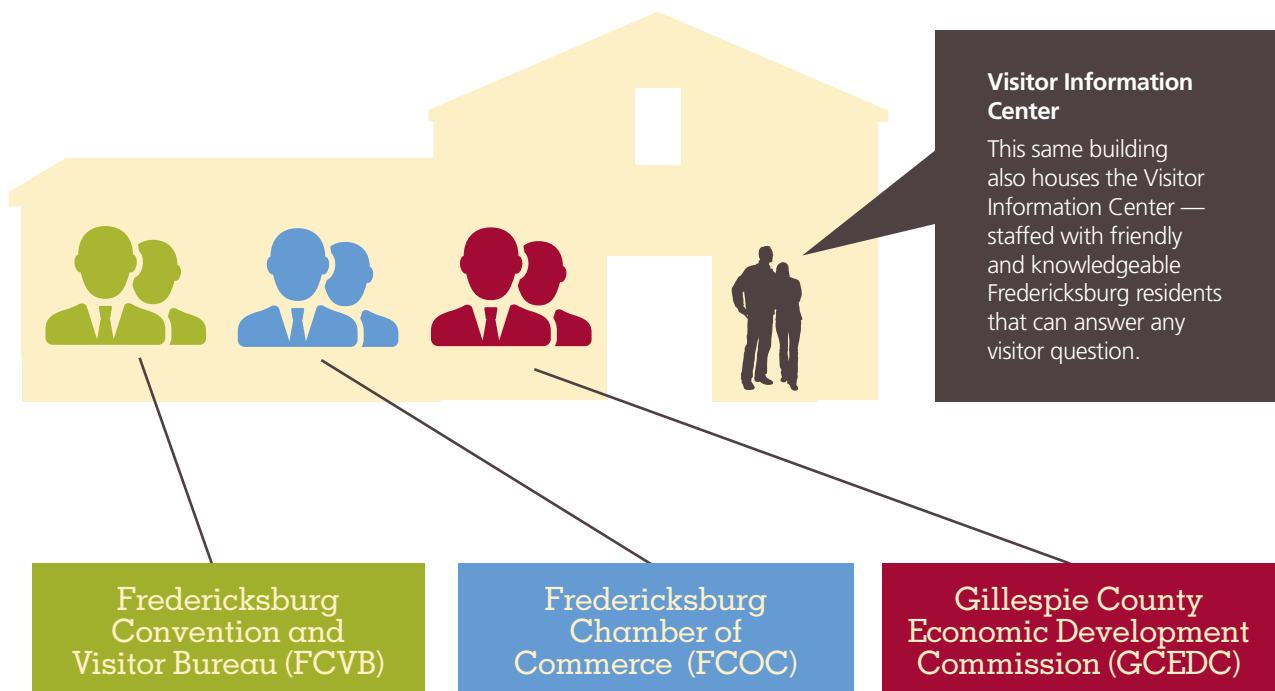

Fredericksburg
 THE TEXAS HILL COUNTRY
 German Heritage. Texan Hospitality.

Retail generated a staggering \$5.3 million in sales tax in 2011, up 4.31% from 2010. It is still the #1 reason people come to Fredericksburg.

Dedicated Community Leadership

One Building. Three Strong Organizations.

Given its size, the city of Fredericksburg has incredibly strong economic leadership. Housed in the Visitor Information Center at Austin and Lincoln Streets are three distinct organizations. The Fredericksburg Convention and Visitor Bureau (FCVB), designed to promote tourism; The Fredericksburg Chamber of Commerce (FCOC), designed to promote local business; and the Gillespie County Economic Development Commission (GCEDC), designed to promote economic development. Each are a valuable asset to our strong community.



The FCVB is a marketing, sales and service organization funded by a portion of the hotel/motel tax and dedicated to promoting Fredericksburg and Gillespie County as a leisure, group tour, reunions, wedding, incentive and small meetings site. An eleven-member board of directors representing a cross-section of the hospitality industry oversees the operation. The FCVB staffs and operates the Visitor Information Center at 302 East Austin, which is open to assist visitors to our destination 361 days of the year.

The FCOC is a membership based organization that helps promote a positive and growing business community. It also serves the resident community at large as an advocate, resource and representative of the area's commercial sector. It's mission includes providing relevant and valuable education and training; advocacy in areas such as government regulations; B2B solutions gained through networking and information sharing; and communication via a website, weekly newsletter, directory tools, annual magazine and more.

The GCEDC, a collaborative partnership between Fredericksburg and Gillespie County, is here to encourage, enhance and promote managed economic development in Gillespie County, Texas. It is jointly funded by the City and the County, is governed by a Board of Directors and has one employee, the Executive Director, who oversees its activities and serves as the primary contact for economic development issues for the County and the City of Fredericksburg.

**The FCVB promotes tourism and helps visitors.
The FCOC serves business and helps business owners.**



Get FREE
Official
Visitor
Info Kit



Unofficial birthplace of the annual **Girlfriendsfest!**

There's a reason groups of women flock to Fredericksburg. Actually, there are several. On-and-off Main Street shops full of couture, modern and vintage home décor, art galleries and more are only the beginning. Relaxing spa treatments. Delectable gourmet cuisine. Sweet creations from our bakeries and award-winning wineries to tour. Live music and spectacular views from one of our 350+ Hill Country B&Bs, guesthouses or inns. One tip: Save room for memories!

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German Heritage. Texan Hospitality.



Our visitors are primarily women, which makes Fredericksburg the ideal destination for the "annual girlfriends' getaway."

Effective Marketing Tactics



www.VisitFredericksburgTX.com & Mobile Site

In addition to a new, more prominent and recognizable brand identity, recent marketing endeavors included creating a powerful, robust and trackable website and mobile site. This official visitor website has the most comprehensive and up-to-date information available on the internet.



Many branding ads now feature QR codes like this. Scan it to see our comprehensive mobile site which can link to our full website. Or simply text "Fred" to 45384.



Social Media

The FCVB has harnessed the power of social media with a content-rich Facebook, an active Twitter following, abundant postings on YouTube, Flickr and Pinterest. Social media outlets are becoming a valuable resource not only for potential visitors, but also for businesses within Fredericksburg and Gillespie County to help draw customers and stay "top of mind."



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

[Twitter.com/VisitFredTX](https://twitter.com/VisitFredTX)

www.youtube.com/ourFredericksburg

www.flickr.com/photos/fredericksburgtx

www.pinterest.com/VisitFredTX



CVBNews – Sign up!

If you aren't already a subscriber, you'll want to be. Stay up to date on the latest changes and announcements by signing up for the CVBNews, our weekly e-newsletter catering specifically to businesses that deal with visitors and the tourism industry in Fredericksburg and Gillespie County. Sign up to receive the e-newsletter by simply calling the FCVB at 830-997-6523 or emailing cvbnews@fbgtx.org.



Visitor Information Center!

In addition to the social media implementations mentioned above, the Visitor Information Center at 302 East Austin is still a driving force of visitor information offering:

- A 10-minute video in our 48-seat air-conditioned theater
- Brochures on restaurants, attractions, music and more
- Public restrooms and ample parking
- Computers for visitor use
- Current and up-to-date info on businesses, lodging and events
- Open 7 days a week

The website and mobile site feature complete lists of:

- Restaurants
- Wineries and vineyards
- Lodging accommodations
- Shops & boutiques
- Art galleries
- Attractions
- Spas
- Churches
- Visitor services
- Festivals & events

Also included on the main site:

- Fredericksburg history
- Videos
- Blog
- Maps
- Sample itineraries
- Meeting assistance
- Media assistance

Social media is today's "word of mouth," which remains the most powerful marketing method.

A spectacular wildflower season has a domino effect that can positively impact all businesses in Fredericksburg and Gillespie County.



Willkommen to Fredericksburg. Now get lost.

For a relatively small town, it's easy for you and your family to get lost in Fredericksburg. In the serene beauty of the Hill Country. In the hundreds of acres of spectacular wildflowers. The view from Enchanted Rock. Bird and butterfly watching. Volkssporting along our many hiking trails. And biking down our picturesque country roads. So come. Get lost together. And find yourselves again. In the Hill Country magic of Fredericksburg.★

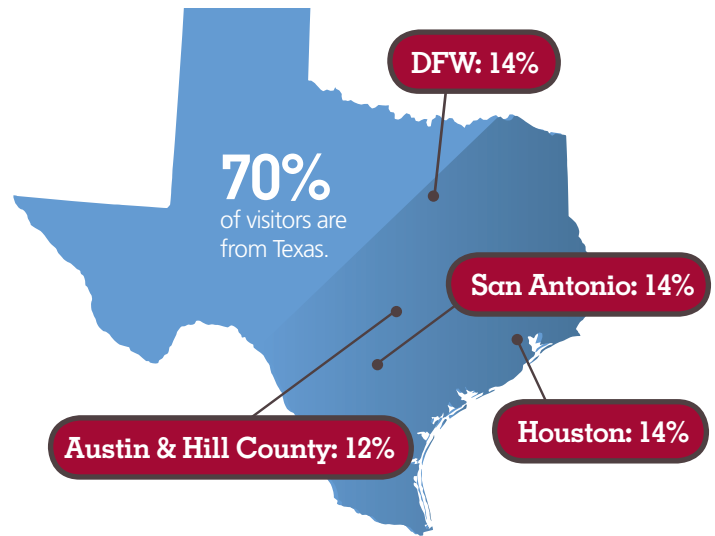
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Fredericksburg
THE TEXAS HILL COUNTRY
German Heritage. Texan Hospitality.

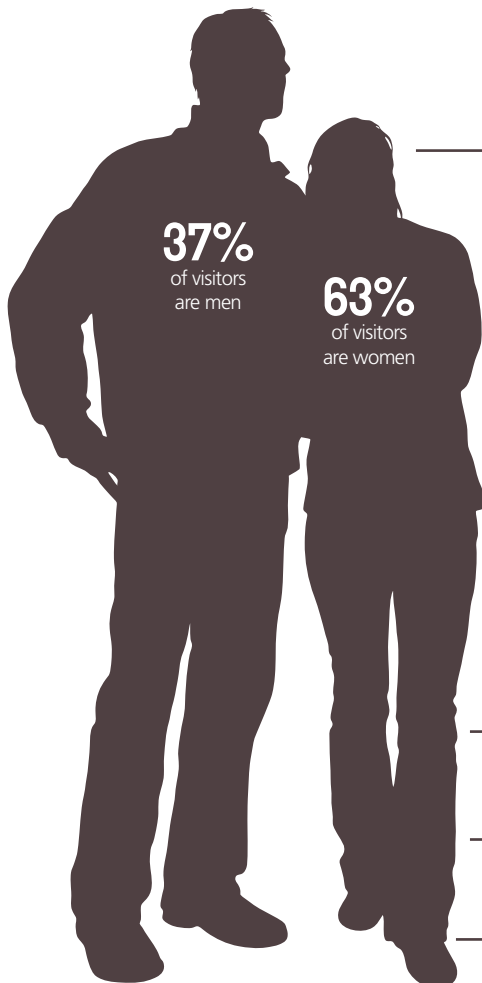
Growing Visitor Base

Visitor Research Provides Valuable Direction

The Fredericksburg CVB conducts visitor profile research every few years to track and plan for future marketing. The information gathered aids in preparing strategic marketing plans, more effective ad placements and fine tuned messaging. This cumulative visitor research was instrumental in crafting our renovated brand identity and developing our themed brand campaign highlighting specific areas of visitor attraction such as food and wine, art, shopping and others—resulting in a much more targeted and effective marketing push.



U.S. towns outside Texas: 22% Abroad: 8%



- **50%** of visitors plan to spend \$300 or more during their stay.
- **51%** of visitors say shopping is the main reason for visiting Fredericksburg.
- **74%** of visitors surveyed say they plan to stay overnight.
- **65%** of visitors have only two people in their party.
- **50%** of visitors have an annual household income of \$80,000 or more.
- **24%** of visitors come to tour wineries. Up from only 11% in 2000.
- **60%** of visitors are 50 years old or older. New marketing is targeting a younger audience to assure future visitation remains strong.
- **89%** of visitors believe that "Texan Hospitality" exceeded or met their expectations.
- **75%** of visitors have visited Fredericksburg before. That means 25% are getting a first impression!



German Heritage. *Amerikanische Geschichte.*

While steeped in local German heritage, the Fredericksburg area is home to "American history" like the 2,287 acre Lyndon B. Johnson State and National Historical Parks. Explore the private ranch of our nation's 36th President, where he and his beloved wife Lady Bird Johnson entertained international heads of state — right on the banks of the Pedernales River. Tour his 1960's Texas White House. See his vintage car collection and personal plane, fondly referred to as "Air Force One Half." Walk through the reconstructed birthplace and one-room schoolhouse he attended as a child. You'll see the heart of a legendary Texan and, in the process, take home some memories to put in your own history book. ★

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German Heritage. Texan Hospitality.



Our significant historical attractions are a big draw for visitors. In fact, our museums and historic sites are a primary draw for 25% of our visitors.

Impressive 2011 Numbers



35,378 visitor information packets mailed or distributed



4,296 fans on Facebook



74,468 visitors assisted at Visitor Information Centers



5,955 visitors watched welcome video at Visitor Information Center



17,383 views of electronic brochure



\$1.1 million of media value



19,027 phone calls answered



\$300,000 of paid advertising



140,297 unique visitors to web sites

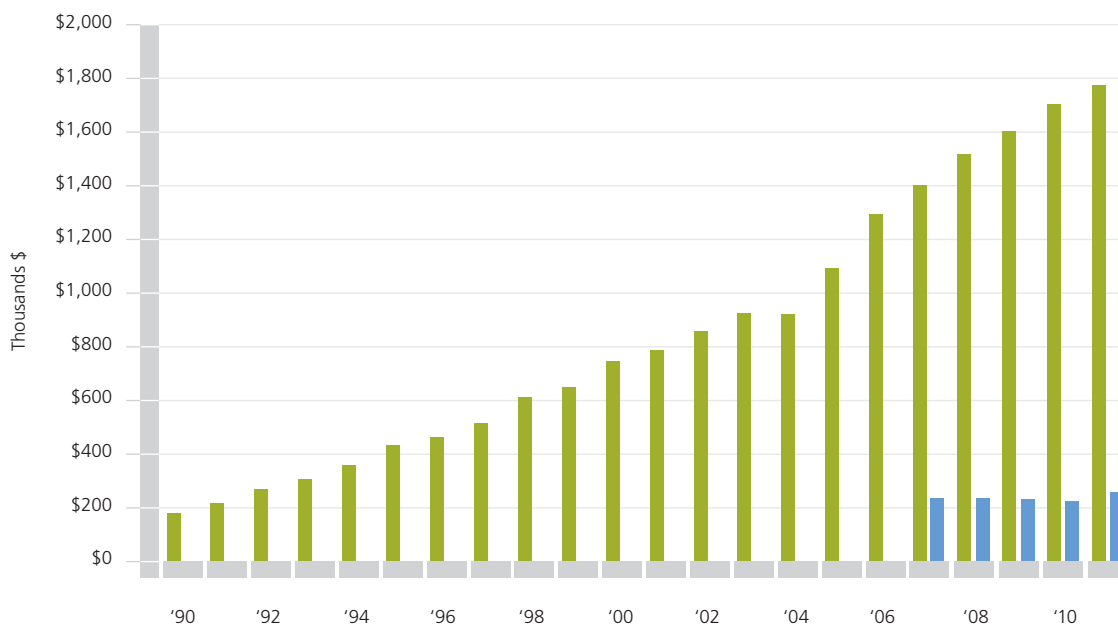


Website visitors from all 50 states and 9 countries

Hotel Occupancy Tax Collections

■ City Tax

■ County Tax



Source of data — City of Fredericksburg & Gillespie County

The expansion of the George H. W. Bush Gallery at the National Museum of the Pacific War helped put Fredericksburg on the to-do list of history buffs.

German Heritage. *Amerikanische Geschichte.*

While steeped in local German heritage, Fredericksburg is home to impressive "American history" like our 50,000 square foot National Museum of the Pacific War featuring interactive displays, videos and hundreds of restored artifacts from both sides. The whole family can see jaw-dropping live reenactments on select weekends, and in the adjoining Admiral Nimitz Museum learn about Fredericksburg native Fleet Admiral Chester W. Nimitz, one of the most respected leaders of the Pacific campaign. Stroll through the Plaza of the Presidents, the memorial courtyard or the quiet Japanese Peace Garden and take home some memories to put in your own history book. ★

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German Heritage.Texan Hospitality.



On The Horizon

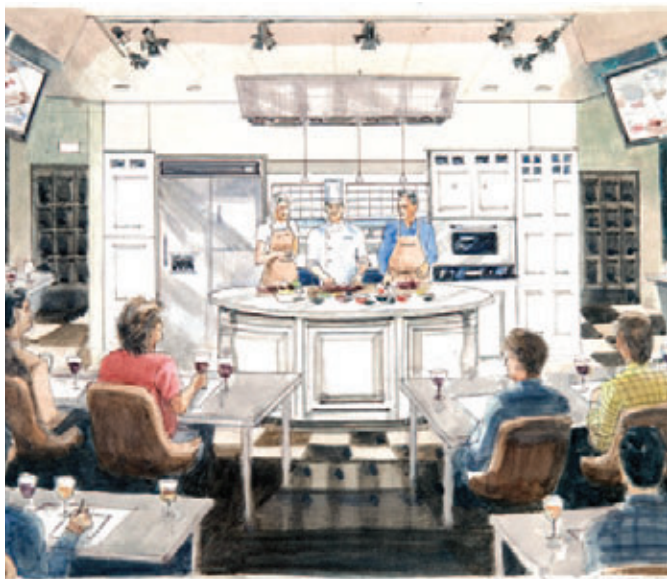
Lady Bird Johnson Golf Course

By late Fall 2012 locals and visitors will be able to enjoy a completely renovated golf course. All 18 greens will have been rebuilt to USGA standards. New irrigation systems have been designed to maintain the new grass that has been planted. New cart paths have been laid, and fairways reshaped. It will provide beautiful views of the Hill County—and the future.



Texas Center for Wine and Culinary Arts

This 30,000 square foot facility will be located in downtown Fredericksburg on Ufer Street and house a wine tasting room, restaurant and patio grill, demonstration kitchen with tiered seating, hands-on kitchen, retail sales area, permanent classroom space and event space. It's designed to attract a wide variety of visitors and locals including general consumers; professionals from the wine, food and hospitality industries; high school and college students; corporate groups and event planners.



Texas Rangers Heritage Center

With fundraising accelerating, this new educationally-focused destination will be located on the banks of scenic Baron's Creek next to the Fort Martin Scott Historic Site and will feature Ranger artifacts, interactive displays, a library complete with Ranger archives, an outdoor living history area and a Ring of Honor memorial where visitors can pay their respects to these fallen Texas heroes.



Fredericksburg has a sister city in Germany called Montabaur. And in 1970 our historic district was added to the National Register of Historic Places in Texas.



Welcome to our
Zeitmaschine.
Next stop 1846.

Forget about boring history books. Our German heritage and national history are very much alive here. You'll see it in the architecture of our town buildings, unique Sunday Houses and quaint country schoolhouses. Explore it at the Vereins Kirche, our Pioneer Museum, the Sauer-Beckmann Living History Farm, The National Museum of the Pacific War and LBJ's Texas White House. And hear it in the music and even taste it in the food at Oktoberfest and our many other festivals. Come. And don't forget to bring your curiosity. ★

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Continuing The Momentum

Be A Fredericksburg Advocate

We at the Fredericksburg Convention and Visitor Bureau know that our best marketing tools are the people that interface with our visitors; invite family, friends and co-workers to our great destination; and those who show genuine pride in the Fredericksburg “magic.” All the marketing in the world would not be able to generate our level of visitor traffic without the hospitality and collective spirit of the residents and business owners in Fredericksburg and Gillespie County. You ARE our advocates, and with your help, Fredericksburg and Gillespie County will maintain a healthy and successful tourism industry.



Suggest This Area for Groups & Reunions

Since 1996, our available hotel rooms have almost doubled. We are seeing more reunions, weddings and business meetings every year. Suggest Fredericksburg to your group—your extended family, your college alumni association or your car club. The Hill Country is a popular area and sometimes it only takes one thing to get people thinking — a suggestion.



Talk Up Fredericksburg — On-line and Off

With the meteoric rise of social media, there's no limit on how many people you can reach. Use your Facebook page, Twitter feed and Pinterest board to share the latest happenings. Share posts from our Facebook page ([Facebook.com/FredericksburgTX](https://www.facebook.com/FredericksburgTX)) and let your friends know what's going on this weekend—or next. And if computer conversation is not your thing, advertising professionals will tell you good old fashioned word of mouth can be the most powerful marketing method.



Embrace “German Heritage. Texan Hospitality.”

This is not just a tagline. It's a visitor experience. It's not just an outer packaging, but part of Fredericksburg's inner charm. Enjoy the fact that we live in such a vibrant community with a rich history. Learn about it. Share it. And take part in it. From attending cultural events to sporting Lederhosen at the next Oktoberfest, you'll find that you don't just live in Fredericksburg— it lives in you.



Visitor Information Center:
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1-888-997-3600 (830) 997-6523
visitorinfo@fbgtx.org
www.VisitFredericksburgTX.com



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Twitter.com/VisitFredTX

